

CANUSA BONUS CARD

August 2009

Dear partners,

we discussed the **CANUSA BONUS CARD** for the upcoming season 2010 and years thereafter during recent Rendevous Canada and POW WOW. Now we are in the final stages to start the production and take this opportunity to introduce the final concept in writing.



Mit dieser exklusiven Karte gewähren Ihnen ausgesuchte Partner von CANUSA TOURISTIK Ermäßigungen für Ihren Urlaub. Eine Übersicht aller Rabatte, die Sie in Kanada und in den USA erhalten, finden Sie unter: www.canusa.de/card

Um Zugang zu der Auflistung zu erhalten, benötigen Sie Ihre Buchungsdaten.

Die CANUSA Card muss auf Verlangen vorgezeigt werden und ist nur gültig bei vollständig ausgefüllter Vorderseite. Sie gilt ausschließlich für CANUSA-Kunden und ist nicht übertragbar.

This card must be presented upon request and is only valid when completed on the front side. The CANUSA card is valid for CANUSA customers only and may not be transferred.



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Basic idea

Our basic idea with this **CANUSA BONUS CARD** is to highlight certain excursions, attractions, activities, destinations, factory outlets and more to our CANUSA guests and offer significant savings if the **CANUSA BONUS CARD** will be presented.

What will be produced?

We will produce the **CANUSA BONUS CARD** in the format of a normal credit card. In addition a booklet will be supplied to list all participating destinations, companies etc. with their specific and valued offers.

How will the **CANUSA BONUS CARD** be promoted?

We will have basic information in our brochure and in addition highlight this on our web side starting with the launch of the next program. All customers booked with CANUSA will receive the CARD and the bonus booklet with their travel document.

Procedure, what will happen at your counter/desk?

The CANUSA customer will show the **CANUSA BONUS CARD** at the desk or cashier of your offices and ask for the reduction or additional legitimation to receive what has been offered.

Who can participate?

We will print all partners who offer significant reductions compared to their published tariffs.

Such as 2:1, buy 2 get a child-ticket for free, 25% off. Buy 1, get the second one for 50%. Those are just a few examples. We will not print reductions like 1,- Dollar off or buy a ticket and get a small gift for free. Hotels or car rental companies will not be part of this bonus booklet, sorry.

We will also include already existing coupon systems with savings for a number of attractions, shopping etc. These will be mentioned as one card with savings up to \$ XYZ,-. The CANUSA guest will show his/her **CANUSA BONUS CARD** in a visitor center or similar to get the destination value card in exchange. In that case you need to get us the address of the office where to pickup the card.

What do we need from you to participate?

We will now need your offer with details on the possible savings and the correct and full address of your attraction, restaurant or location where to pickup the coupon booklet of your organization.

In addition you need to explain your advantage or services in 2 sentences with the reply. These will be printed in the language you supply this. German preferable and best for the promotion, but also English.

Important

for you to know is that we will not charge you for this service. This is a win/win situation: You will get more customers to use your services while they are on tour and we can supply our guests another additional “special”.

Questions?

Please let us know by mail if you have any additional questions.

Answers...

We will let you know if there is no chance to make it into our booklet. Otherwise you will get a final copy of the booklet and another final version of the produced **CANUSA BONUS CARD** from us.

DESTINATIONS

Please distribute this information to your members/partners if you do not offer a joint Gold Card, Bonus Card or similar which we can print for all in one.

ALL

Please reply latest by **September 25th** to

[**bonuscard@canusa.de**](mailto:bonuscard@canusa.de)

This is where we will admin the work. If you have any questions also address this to the above e-mail address.

Thanks for your cooperation and those who already committed thanks for being our partners in this promotion as well.

Your friends at
CANUSA TOURISTIK