



Inspirato starts new year with distinguished CMO

Bahr tells DV the destination club might be looking for media agency

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[Inspirato](#), a high end destination club for luxury consumers, has tapped Ira Bahr as its chief marketing officer. Bahr brings an impressive resume with him to Denver-based Inspirato. He comes to the company from Dish Network where he was also chief marketing officer. Prior to Dish Network, Bahr helped build Sirius Satellite Radio from the ground up. He is credited with creating the named "Sirius" and was the company's senior vice president of marketing, alliances and communications.

DailyVista recently interviewed Bahr, who provided us with insight into his new company. He declined to discuss what marketing channels Inspirato has used in the past and plans to use in the future, citing competition factors.

However, Bahr indicated Inspirato might be hunting for a media agency and welcomed DailyVista agency readers to e-mail the company's marketing team with something "persuasive."

Inspirato was designed specifically for a new generation of luxury consumers. The company's mission is to revolutionize the way luxury travelers spend quality vacation time with their family and friends. Its members have access to a growing portfolio of luxury homes in the world's top destinations, including California, the Caribbean, Colorado, France, Hawaii, Italy, London, Mexico, New York City and more.

DailyVista: What are your immediate duties and priorities as CMO of Inspirato?

Ira Bahr: I lead the group of people responsible for building the company's marketing and communications programs. We work together to construct persuasive messages and compelling imagery.

DailyVista: What can you bring from your prior experience as CMO of Dish Network and your time with Sirius Satellite Radio that will help you at Inspirato?

Ira Bahr: At Sirius, I learned how to build a business from near nothing. I was the 12th employee, and by the time I left, we had nearly 200 employees and a marketing department of over 50. We invented the name "Sirius" and engineered the basic value proposition. At DISH – which was a much more mature business when I got there – I learned how to optimize the media mix to create highly efficient acquisition economics in a really competitive category. We did this by experimenting with every possible communications vehicle, from flash mobs, to pizza boxes, to direct mail and paid search.

DailyVista: What are the key challenges that Inspirato currently faces when it comes to marketing?

Ira Bahr: With any product, the key challenge is getting people's attention. The Inspirato product is compelling. We don't have to make up stories or borrow interest in order to make our message interesting. The challenge is to create

that moment, that instant, that causes people to turn their attention to you and listen. Given that moment, we know our story works.

DailyVista: Who would you consider Inspirato's key consumer segments? From your experience, what would be the best methods to reach them?

Ira Bahr: Our product costs about \$15,000 so we're obviously targeting segments with a fair amount of disposable income. Any vehicle that attracts this audience is going to be of interest to us.

DailyVista: Is there an untapped consumer base you can reach out to? If yes, which one and how can you reach them?

Ira Bahr: This entire market is untapped. We believe we are presenting an entirely new vacation option to a market that's just frustrated with what's out there.

DailyVista: Our marketing and agency readers are always on the lookout for new business opportunities. As CMO, are you open to forming partnerships that would benefit Inspirato? If yes, what do you seek in a partner?

Ira Bahr: We like reciprocal deals – ones where each party can add value to its product using the partner's product, and where each can also effectively sell through the partner's channels.

DailyVista: What agencies, if any, help with Inspirato's marketing efforts, and how are they involved?

Ira Bahr: We have lots of help. We use [HMG](#) in Seattle for direct response. We use [Cultivator](#) and [Impossible](#) here in Denver for creative. Booyah is our digital but we're looking around for help with above-the-line media. We don't have a media agency but we've started to look around.

DailyVista: Are you interested in learning more about agencies with significant experience in your industry? If so, what's the best way for an agency to approach if they have an idea that impacts your business goals?

Ira Bahr: Write to marketingteam@inspirato.com and say something persuasive.