*i*Hotelier℠

Electronic Distribution Proposal

Prepared for West Virginia Dept. of Natural Resources

RFQ #: DNR209125

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PURCHASING DIVISION
STATE OF WV

July 23, 2009

TravelCLICK

GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.

2. The State may accept or reject in part, or in whole, any bid.

3. All quotations are governed by the ***West Virginia Code*** and the ***Legislative Rules*** of the Purchasing Division.

4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required $125 fee.

5. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.

6. Payment may only be made after the delivery and acceptance of goods or services.

7. Interest may be paid for late payment in accordance with the ***West Virginia Code***.

8. Vendor preference will be granted upon written request in accordance with the ***West Virginia Code***.

9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.

10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.

11. The laws of the State of West Virginia and the ***Legislative Rules*** of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.

12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.

13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this Contract may be deemed null and void, and terminated without further order.

14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (**http://www.state.wv.us/admin/purchase/vrc/hipaa.htm**) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.

15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.

2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.

3. Complete all sections of the quotation form.

4. Unit prices shall prevail in case of discrepancy.

5. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.

6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130

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Section 1

Overview

TravelCLICK is pleased to present what we feel is **the most comprehensive electronic distribution management solution** available in the hospitality industry today. We are confident that it will not only meet West Virginia's State Parks central reservation system requirements but will increase electronic bookings and ADR, generate significant incremental revenues and reduce overall distribution costs by improving productivity and operational efficiency.

TravelCLICK's suite of reservations and channel management products allow a hotel to efficiently distribute their products through ALL relevant distribution channels. This includes a hotel's own website, the GDS, Internet distribution systems like Expedia, Orbitz and Travelocity and a hotel's central reservations office. To support our enabling solutions, highly qualified TravelCLICK experts help implement the system, train you on how to use it, and guide you in making decisions while supporting you every step of the way. No other organization provides both centralized account management and local market support to help you drive consistent and measurable results.

Overview of TravelCLICK

TravelCLICK is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TravelCLICK offers market intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase hotel revenue.

- 450-plus employees serving customers in 140 countries
- Global offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo
- Local industry experts on hotel marketing and distribution who work with customers in every major market
- 14,000 customers including global brands, independent hotels, medium-sized chains and management companies
- Hospitality industry leaders such as Accor Hospitality, Banyan Tree Hotels, Best Western, Hotel Sacher Vienna, Hyatt Hotels & Resorts, Joie de Vivre Hotels, Marriott International, Oberoi Hotels & Resorts, Ritz Paris, Shangri La Hotels & Resorts, Taj Hotels Resorts & Palaces, and The Westbury London.
- Most awards in 2008 for the industry across marketing, application expertise, and customer service
    - Marketing: Sixteen (16) International WebAwards for Website Design, Ten (10) W3 Awards for Website Design, Six (6) HSMAI Adrian Awards for Excellence in Internet Marketing
    - Application Expertise: Best Interactive Application, Hotel & Lodging for iStay® Web Booking Engine by the Internet Advertising Competition by Web Marketing Association
    - Customer Service: ACE™ Achievement in Customer Excellence Award

TravelCLICK's Advantages

As experts in electronic distribution and marketing and providers of the industry's leading competitive benchmarking products, TravelCLICK is able to offer independent hotels a comprehensive solution that provides more than technology alone. Our total package provides you 1) everything you need to effectively monitor your performance in electronic channels, 2) tools to market yourself and enhance your presence in these channels during the shopping and booking process and 3) the capability to accept reservations for corporate, leisure or group travel from virtually any channel.

TravelCLICK's electronic booking solutions allow you to present and sell the products you want in a way that is conducive to how guests want to shop – from simple room reservations to dynamically assembled packages and easily added services and amenities. Whatever your needs, TravelCLICK's flexible platform will allow you to efficiently and effectively market your services and facilitate a guest booking experience that is second to none in the industry.

Our solution begins with iHotelier, a central reservations system (CRS) built by some of the world's best software designers. Unlike other CRS systems that are based on technology developed in the 60's and 70's with airline distribution in mind, iHotelier was designed on a state-of-the-art software platform with the ever-changing needs of the hospitality industry in mind and architected in such a way that it would enhance the consumer booking experience.

For prospective guests searching through the myriad of options on the World Wide Web, landing on iHotelier's iStay booking engine is like the welcoming experience of walking through the door of the finest hotel in the world. iStay clearly presents room and rate options along with multiple room photographs and floor plans and enticing room descriptions – all on an interactive screen that promotes up sell, conversion and the merchandising of your property's services and amenities. Market research shows that consumers consistently prefer the interactive shopping environment presented by iStay to the traditional multi-screen HTML booking process.

TravelCLICK continues to invest significantly in enhancements to iHotelier and in the integration of TravelCLICK products and services. While other vendors may claim to offer capabilities that improve operational efficiency, only TravelCLICK delivers tomorrow's "smart" technology solutions today.

Organizational Charts

Please see attached for organization charts for the Executive (Attachment A), Product Development (Attachment B), and Customer Support teams (Attachment C).

Section II

New Property Setup

Attached is a copy of the Standard Operating Procedure (Attachment D) which details step-by-step processes for new property implementations as well as an Implementation Process Flow Chart (Attachment E). Following is a high-level overview:

1. Descriptive content and rates (from iHotelier Implementation Form) are loaded into iHotelier CRS
2. Quality Assurance is performed
3. Descriptive content is loaded into Lanyon and published to all GDSs
4. Quality Assurance is performed

Quality Assurance is performed twice to ensure accuracy in both CRS as well as Lanyon HODPublisher.

Implementation Time Frames

Implementation times vary based on the service being implemented. TravelCLICK attempts to complete all GDS implementations within 45 calendar days of receipt of switch letter and CRS implementations with 30 calendar days. The extended time from GDS is to facilitate the switch letter processing. IDS implementations occur within the same time frame as GDS implementations, however it may take additional time for all third party sites to publish pictures and content on their sites.

Implementation Manager

Should West Virginia's Parks become a customer of TravelCLICK, TravelCLICK would assign an Implementation Manager to facilitate the overall implementation process. They are a team of dedicated product specialists who are experts on the iHotelier system. They handle the implementation from start to finish and are available to guide you and your staff to optimize and configure the information for maximum impact on all distribution channels. Project meetings would be held to discuss the project, expected deliverables, timelines and milestones and develop a project plan and schedule.

Property Management Tool

Our Property Management Tool (iHotelier) is internet based, but is password protected and for data security we can only provide active clients with a login. However, Attachment F contains several screen captures to demonstrate the look and feel of the system and we will be happy to setup a demo for you to review in more depth if you would like.

Section III

Reservations Processes

Reservations, modification and cancellations made through iHotelier will automatically be transferred to the PMS via our Databridge Interface. Reservation information is also available and reviewable through the iHotelier management tool. Fax and e-mail backups are both available options.

Upon completion of an online booking the guest is presented with a printable summary page that can be customized to include maps, directions, transportation information etc. This also displays terms, conditions, policies, etc., both general to the hotel and specific to the rate type or package booked.

Email confirmations for online reservations are sent immediately upon completion of the reservation to the email address within the individual reservation. The ability to resend a confirmation exists through iHotelier Admin. Email confirmations can be completely customized using HTML. We also offer a template that provides non-HTML users the ability to customize email confirmations by adding a logo, customized welcome text and one photo (this same capability exists for modification, cancellations).

Additionally, pre- and post-stay emails can be customized to include special offers for on property facilities (i.e., spa, restaurant, golf, etc.) and offers for future stays.

2 Way interface with RoomMaster by InnQuest

TravelCLICK current has 80 clients utilizing the Databridge interface with RoomMaster by InnQuest. Of these, 45 are utilizing the basic 2-way interface. Specific references are available on request. Here is the specific functionality that this offers:

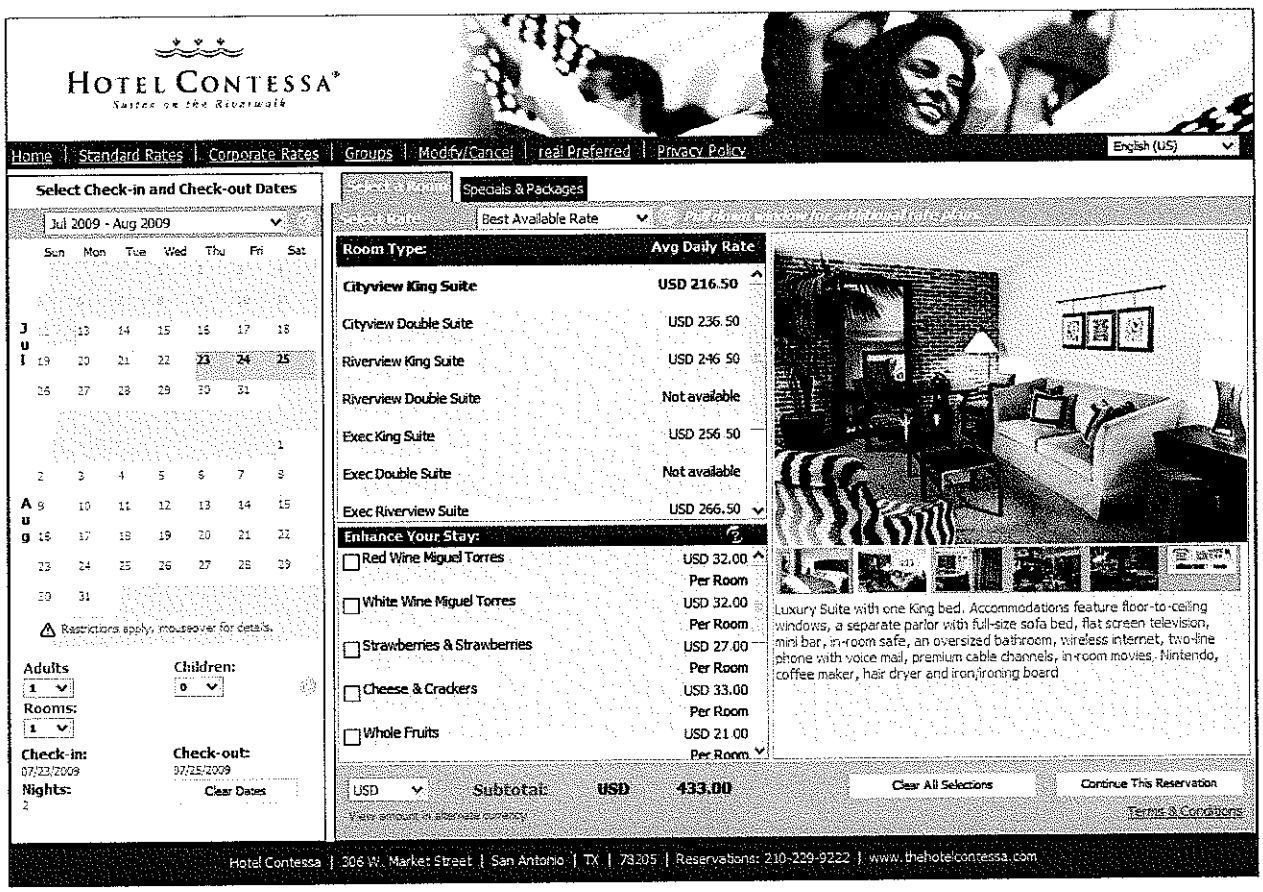
	TO PMS	FROM PMS
Reservations (New/Modify/cxl)	Y	N
Profile Content (Guest/Corp/Wholesale/TA)	Y	N
Inventory	N	Y
Rates	N	Y

Please note that although iHotelier supports significant group and package booking options as well as stay enhancements, service requests etc. (described in Section IV), the interface does not support all of these. Conversations with RoomMaster have revealed that this is the case with all their CRS interfaces, and is not a deficiency or shortfall of the Databridge solution. We are willing to build out this functionality, but have been advised by RoomMaster that they are not interested in engaging at this time.

Section IV

Internet Booking Engine (iStay)

With the industry-first enhancement scheduling, innovative merchandizing and complete reservation customization iStay delivers higher revenue with happier guests. And like the original iStay that set the industry standard, it still has the award-winning, single-screen navigation to improve conversion. Below you'll see an example of an iStay booking engine designed for one of our customers.



Some key competitive advantages of iStay include:

- Flexible booking interface that features the calendar and room selection all on the same screen to increases Conversion (Average Conversion for iStay hotels is 3.1 %).
- Six large room photos or floor plans that can be enlarged for easy viewing plus unlimited space for informative room descriptions to encourage upsells.
- Ample space to merchandise simple add-ons, such as wireless Internet access, meal plan options, etc. 'Enhance Your Stay' options are presented throughout the booking process, increasing the likelihood that the guest will purchase additional services at the point of sale
- Scheduling, Daily Rates and Inventory for Enhancements, Package Inclusions and Package Options.
- Easily promote room inclusive packages on the same booking screen, increasing the probability that a guest will view your custom package options.

- Group Functionality – Customize photos, descriptions, and confirmation e-mails for each group
- Confirmation screen displays map, transportation and direction information
- Repeat guests can log In with e-mail address and last 4 digits of credit card
- Customizable with the "look and feel" of property's website and 30 different languages
- Developed with Ajax technology, increasing the web page's interactivity, speed, functionality and usability. Fully compatible with Internet Explorer, Firefox and Safari web browsers
- PCI and Verisign compliant.
- Best interactive web application award – 3 years in a row

You can find additional product information and an interactive tour at http://www.travelclick.net/reservation-solutions/istay/index.cfm .

Area Search and Alternate Hotels

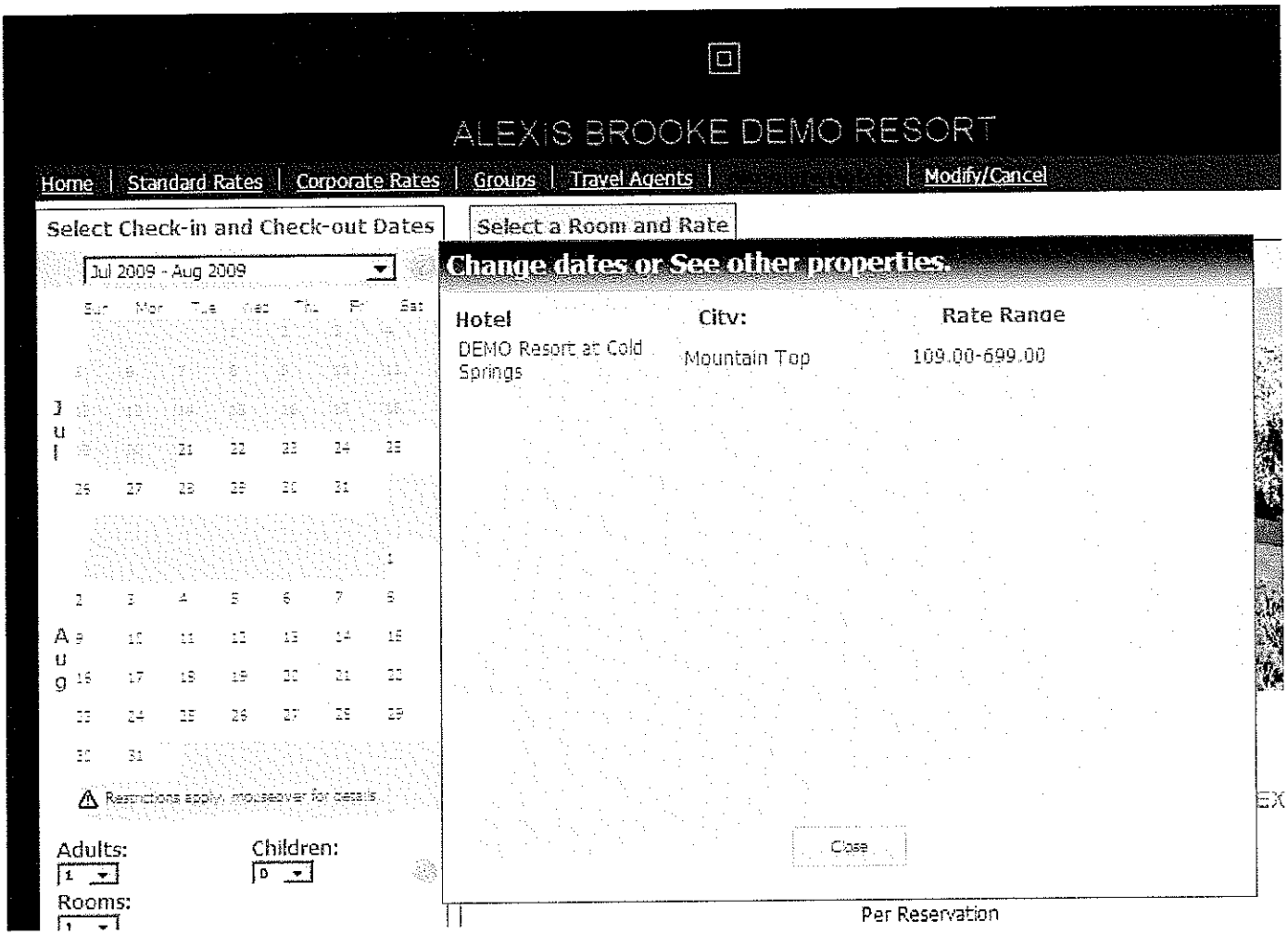
TravelCLICK has two pieces of functionality which we believe will be of great importance to the West Virginia Park system – Area Search and Alternate Hotels.

The **iHotelier Area Search Functionality** is an optional feature of iHotelier that provides access to multiple properties based on guest-entered search criteria. This feature is ideally suited to market properties from the web site of a property group, management company, or portal. Guests can filter their search through selection of criteria by geography, travel dates, rate plan or package category, desired amenities, and other user-defined search criteria. Properties that match the search criteria are returned in an easy to review format. Should the guest select specific dates or a specific rate plan, a true availability search is performed. Guests can also "compare" properties side-by-side and proceed to the booking engine to complete their reservation for their selected property. Please note that any Area Search hotels must also be active on the iHotelier CRS.

An example of the Area Search Functionality can be found at http://www.aquaresorts.com/

Alternate Hotels is a feature within the iStay 2.0 Booking Engine that allows you to give a guest access to your local "sister" properties if your hotel happens to be unavailable during their selected date(s). This will encourage cross selling and keep your guests at your "brand". Please note that any Alternate hotels must also be active on the iHotelier CRS.

We do not have any live examples of Alternate Hotels since this is a new feature, but here is a screen capture from a demonstration property.



Sequencing

Clients can specify the sequence in which rooms and rates are displayed to the internet booking engine through the back end management system, iHotelier.

Packages

Packages are designed for marketing to your website visitors. They can range from simple "industry standard" packages to sophisticated multi-component packages that allow the guest to select add-ons and include them as special extras during their stay, effectively customizing their package at the time of booking.

The package features can include special rates for rooms and multiple service options such as breakfast, spa treatments, tours, or transportation services. The option of selecting services allows guests to design packages to their needs and desires. At the same time, it provides properties with a vehicle for additional revenue. The goal is to give our clients the ability to design packages however they want, and not force them to fit our idea of packages should and should not be

All packages can be built on the iHotelier Admin website by the property user. When a package has been completely built in the back-end of iHotelier Admin, it can then be booked by consumers on the booking engine. Packages can also be distributed via all channels if desired.

Group Blocks

iHotelier expedites the creation of new groups with the "Create a Group" form which has all the required fields to add group information and once completed automatically leads the hotelier through the next steps of building a group. Three major steps establish groups; the first step is creating the group description and contact information; the second step is setting up the room type maximum blocks and rates; and the third is allocating the inventory.

Once a group has been completely built in iHotelier Admin, a direct URL to that group's booking page will be created Group attendees can also access the group booking page by entering an "attendee code" in the booking engine, which will only display their group's information. Group coordinators may also enter a "group coordinator code" assigned only to them to access information regarding group guests who have booked via the online group booking module. Rooming Lists can be added by meeting planners via the iHotelier system as well. Please see the interfaces portion of this document regarding the limitations that RoomMaster places on the transfer of group reservations via the interface.

List of Sample Booking Engines

Stonewall Resort
https://booking.ihotelier.com/istay/istay.jsp?HotelID=15435

The Kahala Hotel & Resort
https://booking.ihotelier.com/istay/istay.jsp?HotelID=6842

Washington Duke Inn & Club
https://booking.ihotelier.com/istay/istay.jsp?HotelID=11999

Section V

TravelCLICK Services

TravelCLICK's iHotelier central reservation system provides next-generation seamless connectivity to the four Global Distribution Systems (GDS) and GDS-powered portals. A user-friendly administrative interface puts you in control of changes to rates and availability. Updates appear on travel agent terminals instantaneously. Online access to GDS booking activity lets you keep an eye on performance and identify opportunities for improvement. Use of TravelCLICK competitive intelligence and travel agent media augments your success in this channel.

TravelCLICK provides connectivity to the Online Distribution Database (ODD) through the iHotelier central reservation system. The ODD is accessible by an estimated 350,000 travel agents and distributors around the world. This database makes your property available for reservations on all of the online distribution channels including meeting and convention services and thousands of third party websites In addition we also allow for control of rates and inventory and delivery of reservations directly through iHotelier for Orbitz, Travelocity, Priceline/TravelWeb, and Expedia.

Revenue Management Services

TravelCLICK views the relationship with iHotelier hotels as a partner relationship and to that end we provide many services that other CRS providers do not, deploying personnel assets and tools to help our partners maximize their revenue from electronic channels. Some of those tools are:

E-Mail Marketing - Communicate directly with your guests and encourage repeat business through confirmation, cancellation, pre-stay, post-stay and promotional emails. Each customized email delivers reservation details and makes it easy to offer promotions and special offers and provides an opportunity to solicit customer comments online. No need to purchase add-on programs, with iHotelier, it's all part of the comprehensive solution!

Revenue Optimization Manager – Each client is assigned a ROM, whose role is to help clients get the most out of iHotelier. In addition to extensive training in iHotelier, our ROMs have experience at the property level, usually in Revenue Management, Front Office/Reservations and or Sales Departments. They are able to bring this experience and our best practices to clients.

Channel Management Tools

If you are participating with Online Travel Agencies in a merchant partner capacity we offer two ways to manage these channels:

Directly through iHotelier – You can maintain rates and inventory, as well as receive bookings, directly through iHotelier. Expedia connectivity is provided via a QuickConnect interface and Orbitz, Travelocity, and Priceline/Travelweb work via the ODD. Pricing varies based on channel so please ask your TravelCLICK contact for specific details.

ChannelDirect – This is TravelCLICK's proprietary solution and is a robust channel management solution that enables you to update rates, inventory and restrictions across multiple third party sites from a single, web-based platform. This is a subscription based service with several options and more information and pricing can be obtained from your TravelCLICK contact.

Additional Services

We also offer several services to allow hotels to automate manual processes and allow them to focus on providing great service. These include:

Commission Processing - TravelCLICK offers a travel agent commission payment solution through WPS. TravelCLICK will hand-off travel agency booking data to WPS on a regular basis. WPS makes all "commissionable transactions" available on-line for review by hotel. Hotel may edit this data or add additional travel agency commissionable transactions that were not booked through iHotelier. Data can be downloaded for use in back-off accounting systems. WPS aggregates commission payments and promptly pays travel agencies, saving hotel time and expense. More information and pricing can be obtained from your TravelCLICK contact.

Credit Card Processing - You can enable real-time credit card validation and/or processing for deposits and/or prepaid for online reservations through TravelCLICK's relationship with CyberSource. More information and pricing can be obtained from your TravelCLICK contact.

Section VI

Available Reports

All reports are available 24/7 via iManager, iHotelier's password protected reporting tool. Reports can be sorted by date range, check-in, check-out or book date. Reports can also be viewed/sorted by 'Advanced Criteria' in which the user can sort data based on the following: First Name, Last Name, Email address, City, State, zip, Phone, Country, Date range of check-In, Check-Out or booked date, adults, children, rooms, stay days, rate type, refer tracking ID number, call agent ID, package name, reservation status, channel or hotel.

You can find samples of the reports in Attachment G.

Analysis Reports

- State
- Country
- Refer ID (for tracking promotions)
- Hotel Performance Comparison Chart
- Day of Week
- Time of Day
- Lead Time
- Length of Stay
- Adults/Children
- Gender
- Credit Card
- Cancellations

Sales Channel Reports

- Web vs. GDS vs. ODD vs. Call Center Comparisons
- GDS
- ODD
- Web
- Rate Plan
- Room Type
- Call Center
- Travel Agency
- Dynamic Package
- Corporate
- Rate Access
- Currency
- Language

Reservation Reports

- Today Reservations
- Yesterday Reservations
- Daily Reservations
- Today Arrivals
- Reservations by Month
- Summary and Average Data To Date
- Search for Reservation

Inventory Unavailability Report

Invoice Adjustment and billing/payment process

Properties must update reservation records to reflect cancellations or no-shows within the iHotelier system no later the 5th of the month, for the prior month. Transaction charges are calculated based on this information, and TravelCLICK generates invoices and sends them to the property via US Mail. Invoicing is based on net transactions

reflected within ihotelier for the prior month. The property is responsible for sending full payment based on the invoice amount.

Provision for disputes

If a property has a claim against the invoice, the invoice must still be paid in full, and a detailed list of discrepancies must be sent to the contact information for the billing department listed on the invoice requesting credit. Once the claim has been investigated and reconciled, TravelCLICK's Accounting Department issues the appropriate credit.

Section VII

Support Resources

TravelCLICK offers a Customer Care Center to ensure customers have access to a product specialist for each product. Customers can contact a product specialist in the Customer Care Center via email or telephone for answers to any questions or issues. The Customer Care department liaises with all internal departments to manage support requests through to completion. Customer Care product specialists are available 24 X 7.

Reporting, Tracking and Escalation of Problems

TravelCLICK utilizes an issue tracking system to manage the process of receiving and resolving support requests from customers. All support requests received whether by phone, email or fax are entered into the issue tracking system and an issue tracking number is provided to the requestor. TravelCLICK has an escalation process in place for critical issues, and there are experts at multiple levels of Customer Care.

Support requests are prioritized based on the impact on the business operation and the customer as follows:

Critical – System outage or significant degradation of performance to render the system inoperable.

High – Issue exists that significantly impacts the customer's use of the product within key areas. There is an impact to hotel productivity and revenue. A reasonable work around is not available.

Medium – Non-critical issues that affects hotel procedures and performance but a reasonable work around is available. Impact to hotel productivity and revenue is low.

Low – Minor cosmetic or usability issues. No impact to hotel productivity or revenue.

All customer requests for support are acknowledged within 4 business hours of receipt. This includes confirming the details of the support request, either a resolution or an estimated time for a resolution and the priority of the request. Customers are also provided with a reference number should they need to call back with additional questions.

After the initial acknowledgement, customers are provided status updates on a regular basis. The frequency of these status updates varies according to the priority of the request and the expected resolution time.

For support requests with a status of **Critical**, updates are provided every 2 hours, as applicable.

For support requests with a status of **High**, updates are provided every business day, as applicable.

For support requests with a status of **Medium**, updates are provided every 3 business days, as applicable.

For support requests with a status of **Low**, updates are provided every 10 business days, as applicable.

If a support request cannot be resolved upon initial call or attempt, issues are worked based on priority and date received until resolution is reached. Once resolution is reached customer is contacted to ensure they are in agreement with the resolution and the support request is closed in the issue tracking system

Training Resources

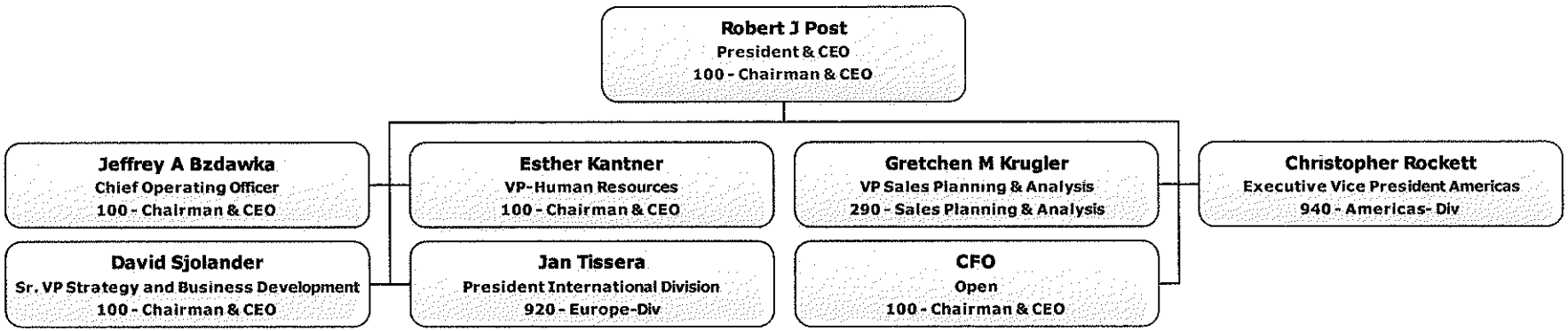
TravelCLICK Learning Center – Self-paced training allows the learner to drive the learning experience at their own pace. Self-paced courses are interactive and include product information, apply-your-knowledge exercises, and process simulations. Self-assessments allow the learner to determine their comprehension; if needed, learners may return to specific topics to review. Online self-paced courses are always available 24/7 at the TravelCLICK Learning Center and users can access them any time with a TC Learning Center Login and Password.

TravelCLICK WebEx Training Center – Some courses can also be accessed through an instructor-led training center. Users will be able to view schedules of these courses in local time zones. Instructor-led sessions require registration and participants are sent initiations with session details to the e-mail provided, confirming the registration by the next business day.

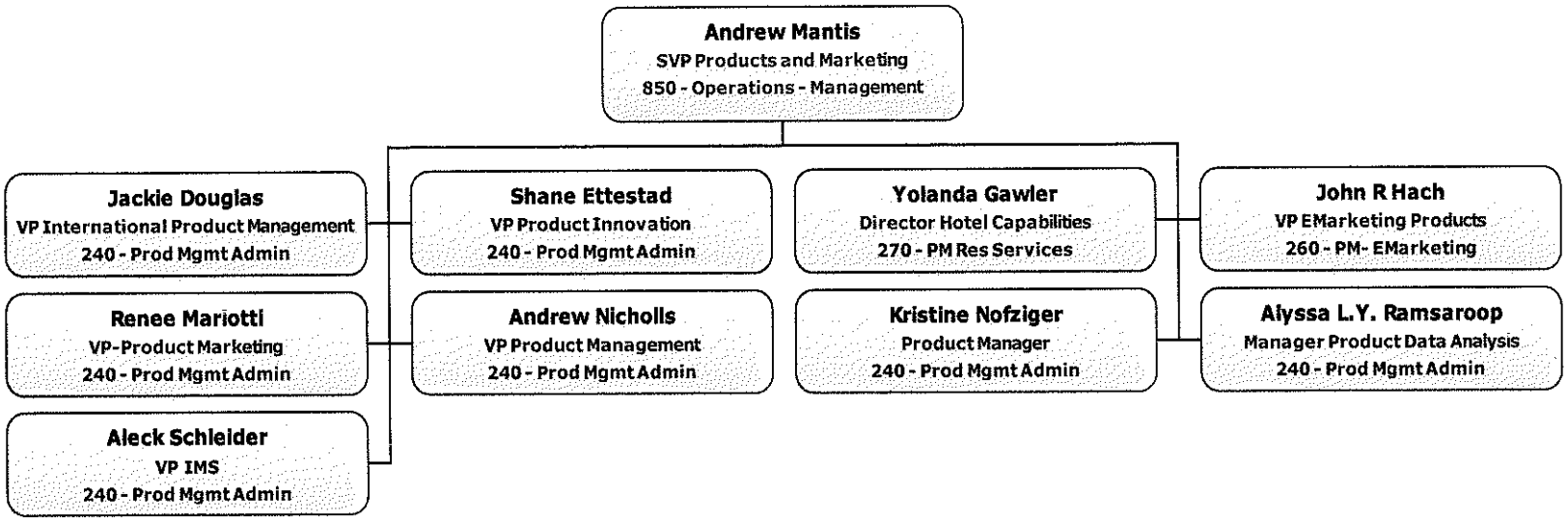
TravelCLICK Recorded Courses – Select sessions are recorded and available 24/7 for convenience.

TravelCLICK Product Documentation – Users can access reference materials from a broad collection of the latest user guides, release notes, quick reference documents, and more. All of these materials can be access online via the TravelCLICK Learning Center.

Attachment A

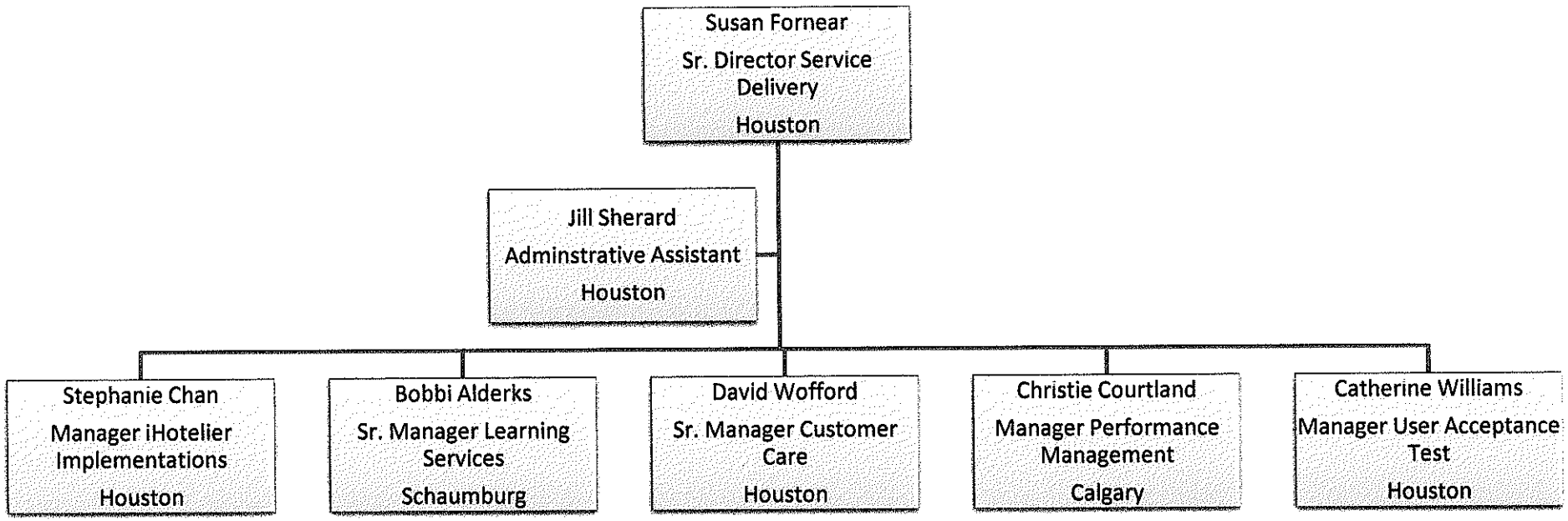


Attachment B

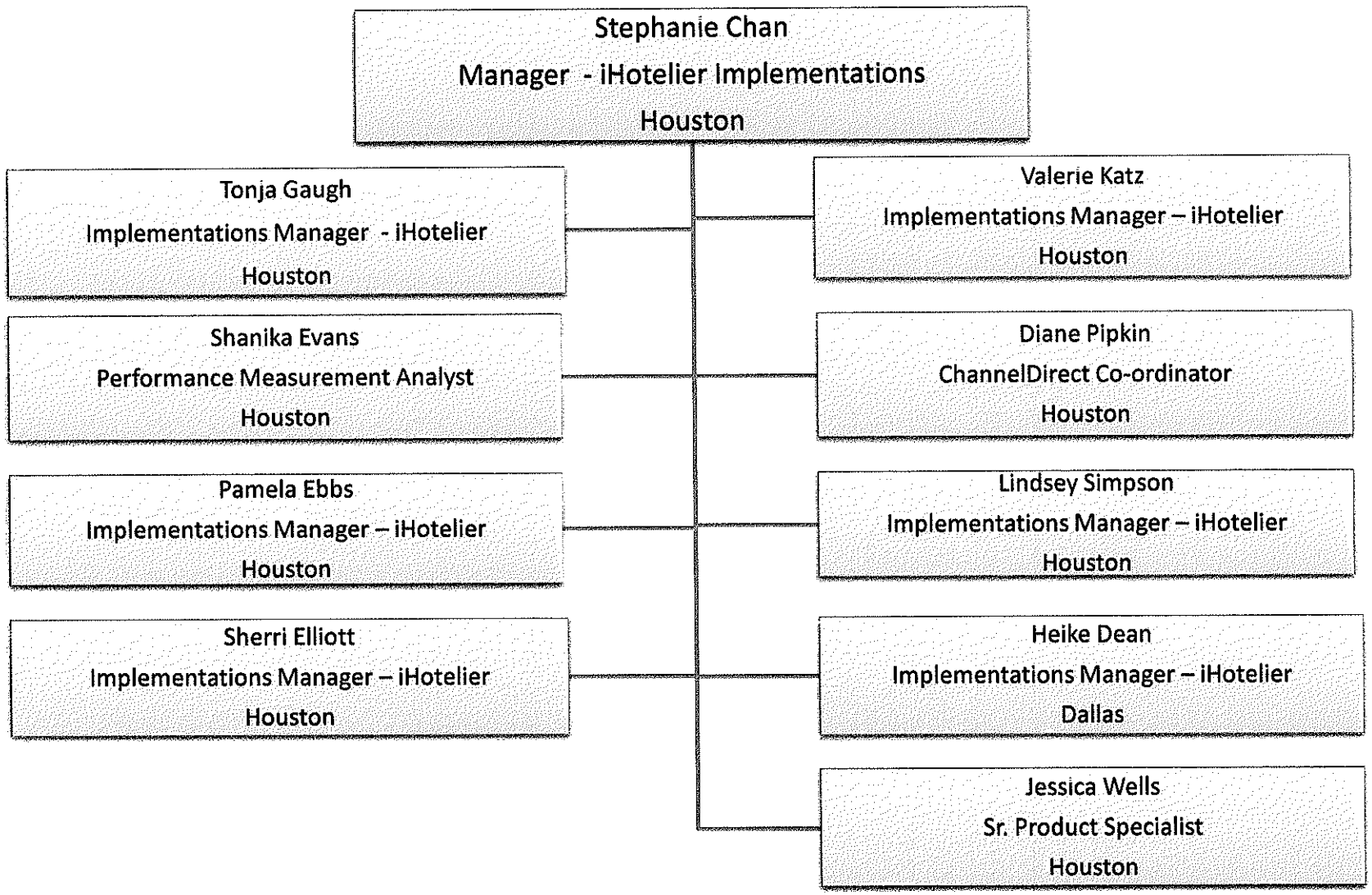


Attachment C

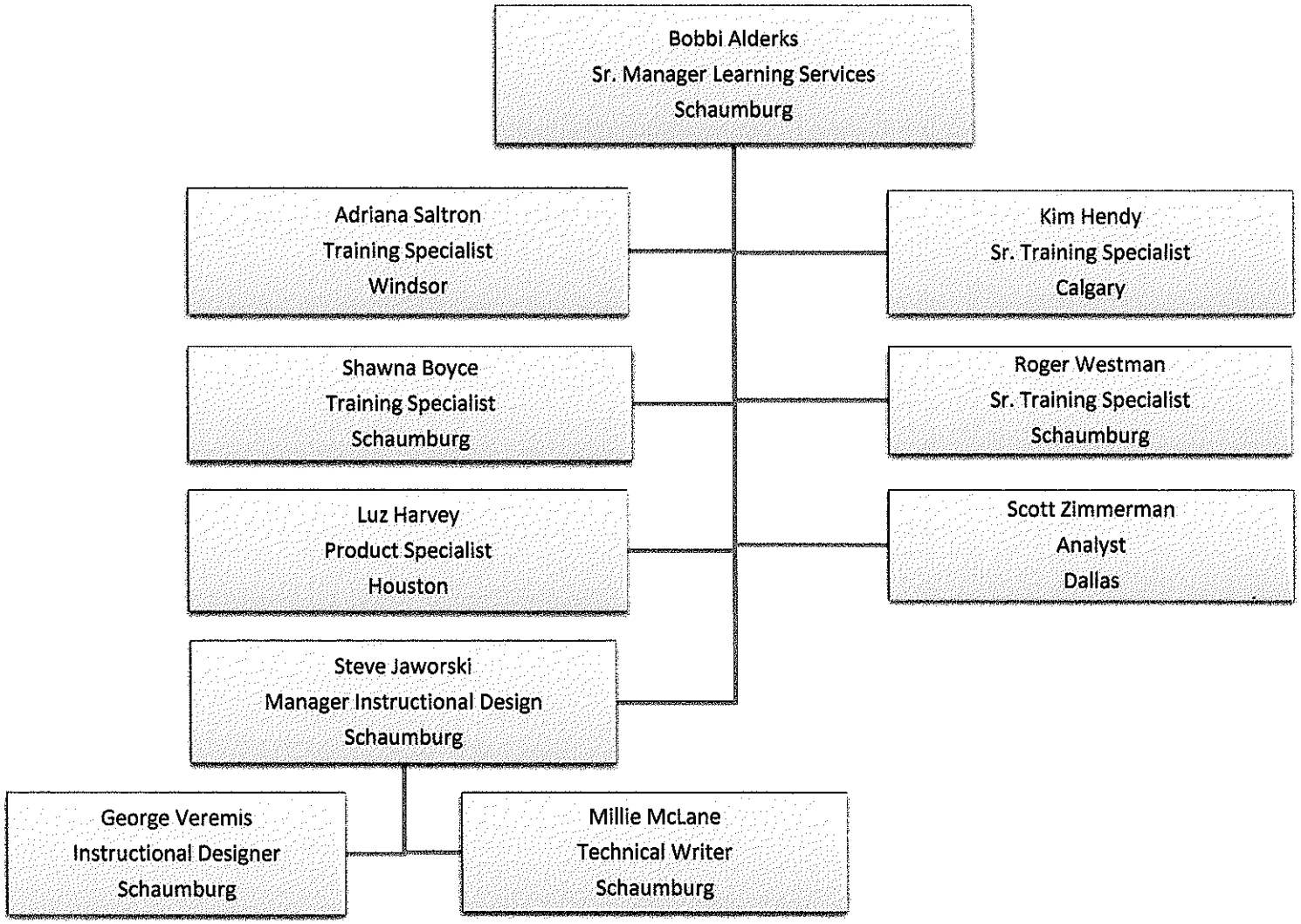
Service Delivery - Americas



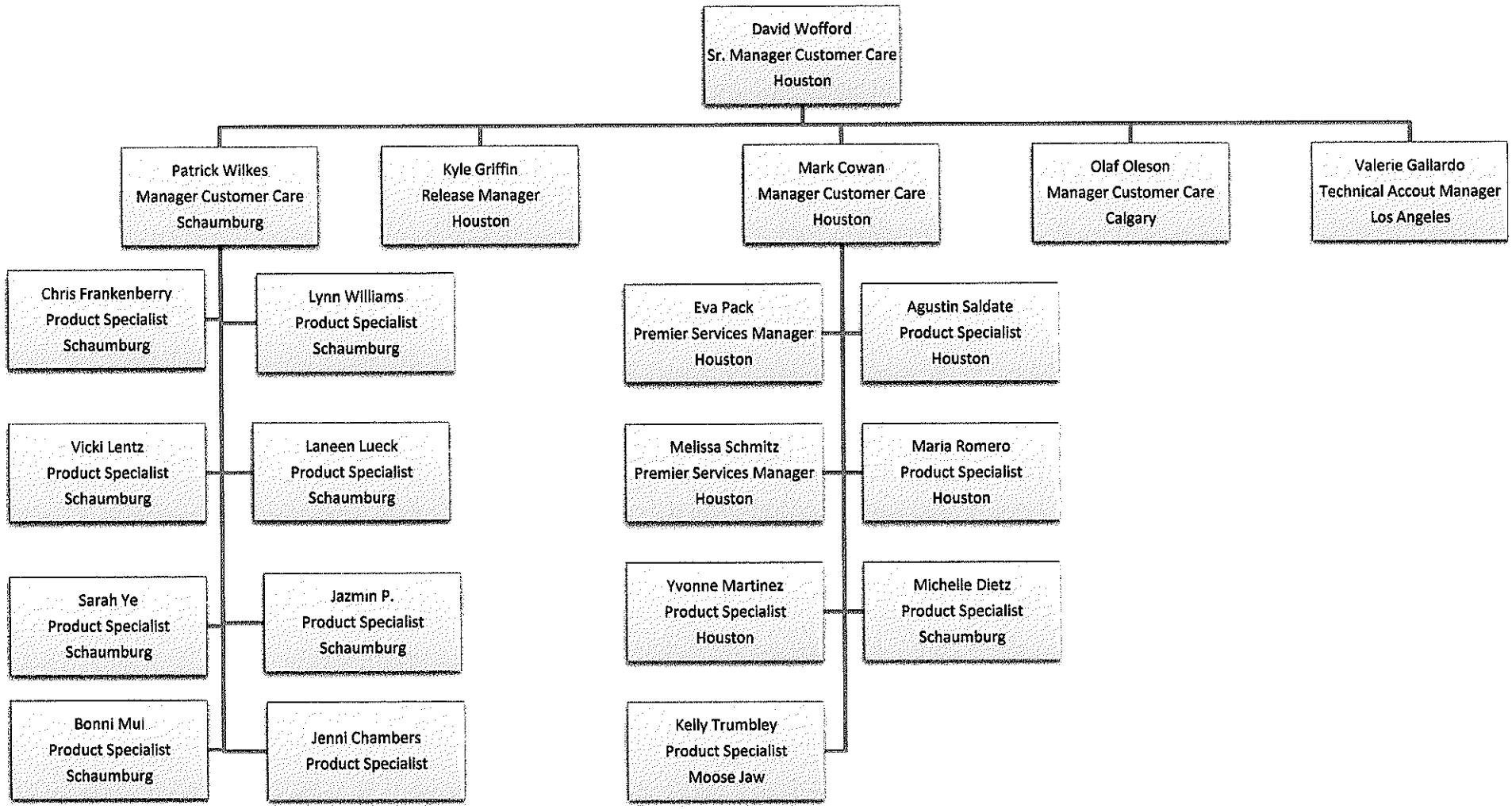
Service Delivery – Americas Implementations



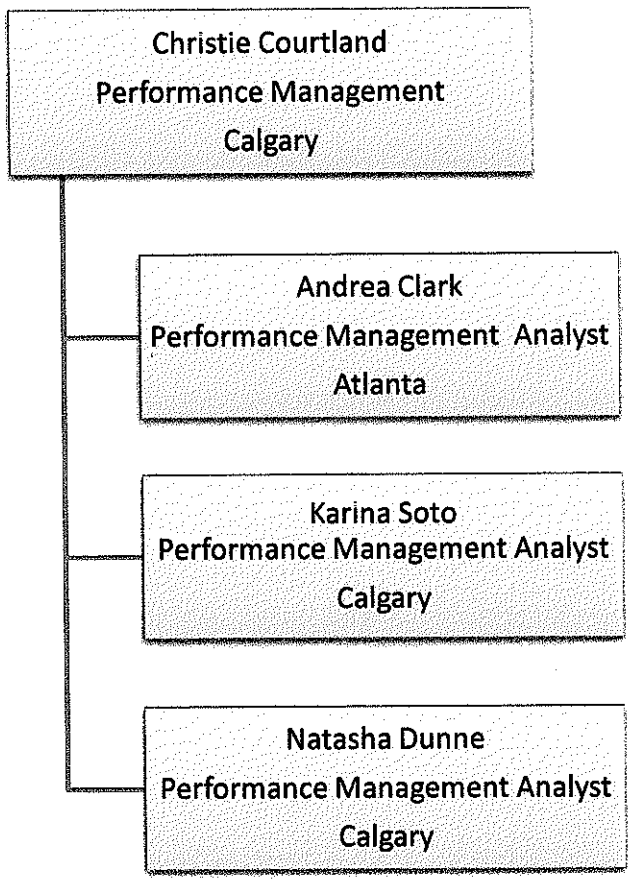
Service Delivery – Americas
Learning Services



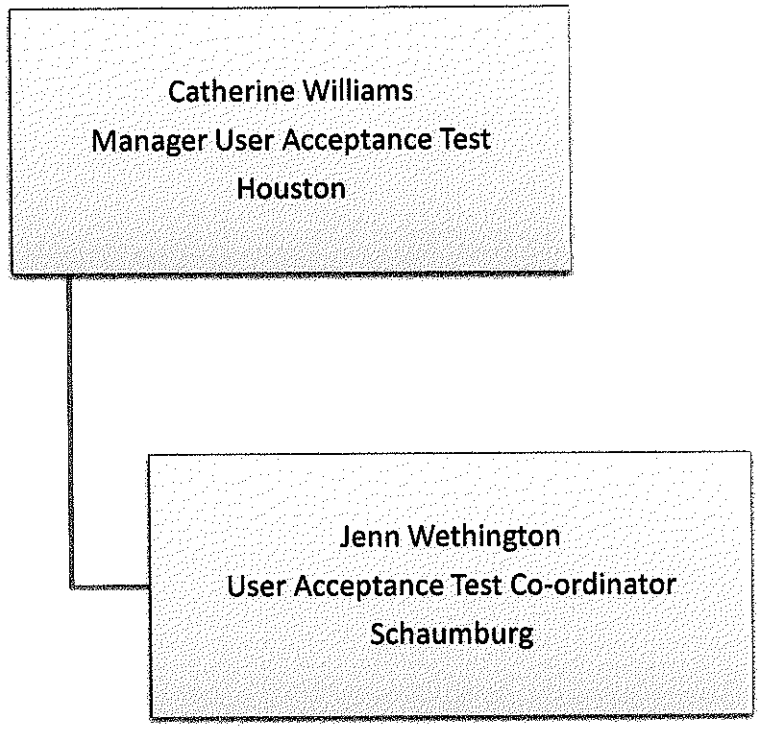
Service Delivery – Americas
Customer Care



Service Delivery – Americas
Performance Management



Service Delivery Americas User Acceptance Test



Attachment D

Implementation Standard Operating Procedures Manual

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1. Overview

1.1. General Information

The purpose of this Standard Operation Procedure (SOP) is to provide to the Service Delivery Managers with guidelines and document standards to ensure a quality and timely implementation of the iHotelier product. SOP's are written in order to maintain efficiency and quality as well as consistent procedures for accomplishing personnel functions.

1.2. Duties

The Service Delivery Manager will be responsible for the completion and correctness of a new property going live in the Web and GDS Channels through the iHotelier Central Reservation System.

From the moment the contract is signed, through training and OneScreen set-up, the Service Delivery Manager will be the liaison of the customer with internal departments.

It is the responsibility of every Service Delivery Manager to read and become familiar with this manual's content. It is important that every section is completed ensuring you will be able to complete all tasks based on the acquired knowledge and skill set required to complete each task.

1.3. System Features

Implementation of iHotelier Web OneScreen Reservations and GDS Reservations will include:

- OneScreen web-user interface with FLASH technology is seamlessly integrated into the property website
- Group Booking Capability
- Corporate Booking Capability
- Dynamic Packaging
- Room type photography and descriptions
- Ability to cross-sell to other properties
- Comprehensive Email Marketing Tools including confirmation, cancellation, pre/post stay and promotional
- Next Generation Seamless (NGS) connectivity with Sabre, Amadeus, Galileo and Worldspan
- Highest level of connectivity available between the GDS and any CRS
- Data extracted from CRS is integrated into the primary GDS's shopping display
- GDS communication with the CRS provides real-time availability and rates
- Timely and accurate information regarding hotel policies, rate changes and restrictions available to travel agents directly from CRS
- An icon on the travel agent's screen highlights Next Generation hotel participants and gives the travel agent a better sense of confidence in rates and availability
- Based upon the information provided by the GDS, Next Generation properties generally see up to 70 percent more traffic than a normal seamless hotel
- Comprehensive on-line reporting available 24/7

Detailed information and description regarding each of these modules can be found on the iHotelier Manual in Insite:
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

1.4. Additional Services Available to iHotelier Hotels

The following services are not included in this implementation SOP, they are for informational purposes only.

- Call Center Services by Virtual Agent Services (VAS)
  Detailed information and description regarding VAS services can be found on Chapter 14.1.1 or the following link from Insite:
  Fact Sheet:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
  Collateral:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

- Travel Agent Commission Processing
  Detailed information and description regarding Commission Processing via Pegasus and WPS can be found on Chapter 14.1.2 or the following link from Insite:
  Fact Sheet:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
  Collateral:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

- Consortia Bidding
  Detailed information and description regarding Consortia Services can be found on Chapter 14.1.3 or the following link from Insite:
  Fact Sheet:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
  Collateral:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

- DataBridge PMS Integration
  Detailed information and description regarding PMS integration can be found on Chapter 14.1 4 or the following link from Insite:
  Fact Sheet:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
  Collateral:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

- Website Marketing Services including website design, pay-per-click and search engine optimization
  Detailed information and description regarding Web marketing services can be found on Chapter 14.1 5 or the following link from Insite:
  Fact Sheet:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
  Collateral:
  http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

2. Contacts

2.1. Key Contacts – The following are the internal contacts to be used through out the implementation process:

General Numbers:

Schaumburg Office:	(847) 969 - 0820
Houston Office:	(713) 533 - 9922
Barcelona Office:	011 34-93-520-80-20

Customer Care Center: **847-585-5259**

Option 1	Data Products	Rate View , Hotellienge
Option 2	Marketing Services	Travel Agent Media, Internet Market Products
Option 3	Option 3 = iHotelier	Ihotelier Support
	Option 2 = PMS support	PMS / Databridge Interface Support
Option 4	Channel Manager	Channel Manager

Electronic Distribution:

Supervisor:
Sally Ramos (713) 337 - 4244

Specialists:

Jessica Wells	(713) 337 - 4237
Chastity Stewart	(713) 337 - 4240
Shanika Evans	(713) 337 - 4226
Teena Castleberry	(713) 337 - 4223
Paul Castillo	(713) 533 - 9922

Training:

Bobbi Alderks (847) 969-0820 ext.4625

Onescreen & HTML Setup

Emediasys 011 59-32-331-84-93

Web Design:

John Leger (713) 337-4247

2.2 Contact Information Forms

The following contact information in this format will be provided to the client during the welcome email. Include direct lines whenever possible.

The client will use these contact during and after the implementation is completed.

Area	Name	Email	Phone	After Hours
Sales	DOS			
Service Delivery	Service Delivery Manager			
Training	Trainer			
Support	Customer Care Center			
Invoicing	Billing			
Payments	Collections			

The following contact information in this format will be requested from the client during the welcome email.

Include a copy of this form in the client's folder.

Title	Name	Email	Phone	Other
General Manager				
Director of Sales				
Reservations Manager				

Web Master				
Main contact at the Property for any CRS related issues:				

2.3. Internal Escalation Process:

The Service Delivery Manager is the liaison between the Hotel and Internal departments therefore if escalation of a concern arises; the following process will be used by department.

Sales:

DOS → RDOS → Divisional VP
Example: Client expects additional services that are not outlined in the contract. Service Delivery Manager will obtain the necessary forms for those additional services, while contacting the DOS for addendum to current contract.
If no response is received from DOS 2 business days after initial request, the Service Delivery Manager will escalate request for addendum to RDOS.
If no response is received from RDOS or DOS 3 business days after second request, the Service Delivery Manager will escalate request for addendum to Divisional VP of that region.
Main communication should be in writing via email with copy to Service Delivery Supervisor, and supplemented with phone call or voicemail every 24 hours.

Training:

Training Specialist → Training Supervisor
Example: Client is in need of training prior to going live. Service Delivery Manager will contact the training specialist and schedule training for the property prior to scheduled live date.
If no response is received from training specialist within 24 hours, or an exception must be made to accommodate an urgent training with short notice, the Service Delivery Manager will escalate request to training supervisor
Main communication should be in writing via email with copy to Service Delivery Supervisor, and supplemented with phone call or voicemail every 24 hours.

Electronic Distribution:

GDS Specialist → GDS Supervisor
Example: During QC process client's data on CRS or Lanyon are incorrect or incomplete. Service Delivery Manager will contact the assigned GDS specialist and request corrections to the information loaded on CRS or Lanyon. GDS specialist will respond with approx time of completion.
If no response is received from GDS specialist within 2 business days, or an exception must be made to accommodate a properties going live date on the GDS's, the Service Delivery Manager will escalate request to GDS supervisor
Main communication should be in writing via email with copy to Service Delivery Supervisor, and supplemented with phone call or voicemail every 24 hours.

Look & Feel creation:

3rd party (Emediasys) → In-house Designer → Creative Director
Example: Once a property is built on CRS, the Implementations Manager will request the OneScreen and HTML look & feel to be created according to the clients website, the request will initially be referred to our 3rd party vendor Emediasys with a response time of 48 hours.
If 3rd party is unable to provide a sophisticated level of design for a particular look & feel the Service Delivery Manager will escalate to our in-house design team for delivery. If design is to complex or of an urgent nature, the Service Delivery Manager will escalate request to our Creative Director
Main communication should be in writing via email with copy to Service Delivery Supervisor. Any communication regarding extra costs due to a complex web design should be copied to the DOS.

2.4. External Escalation Process:

The client will need a path to follow in the case escalation of a concern arises; the following process will be provided to the client in the follow up email mentioned on Chapter 5.

Implementation:

Service Delivery Manager → Service Delivery Supervisor → DOS
Example: Client has questions regarding the progress of their implementation. Client will contact Service Delivery Manager.
If no response or update is received from the Service Delivery Manager within 24 hours client may escalate request for progress report to Service Delivery Supervisor.
If no response is received from Service Delivery Supervisor within 24 hours, client may escalate request to DOS.

Account Management:

Service Delivery Manager → Service Delivery Supervisor
Example: Client has questions regarding services or special request beyond the scope of Help Desk support. Client will contact their assigned Service Delivery Manager.
If no response or update is received from Service Delivery Manager within 24 hours client may escalate request to Service Delivery Supervisor Supervisor.
If no response is received from the Service Delivery Supervisor within 48 hours, client may escalate request to DOS.

Customer Care Center :

Product Specialist → Customer Care Supervisor
Example: Once the implementation process is complete, the Service Delivery Manager will direct client to contact our Customer Care Center for any support questions or issues, if the client contacts the Service Delivery Manager directly with support questions; The Service Delivery Manager will assist the client in contacting the Customer Care Center and follow the process of the issue tracking until completion of request.
If request or work orders are not resolved within the determined SLA, the Service Delivery Manager will escalate request to Customer Care Supervisor.
Main communication should be in writing via email or support request on Insite, escalation should be in writing with copy to Service Delivery Supervisor.

Billing:

Billing Assurance Analyst → Billing Assurance Supervisor
Example: Once the implementation process is complete, the Service Delivery Manager will direct client to contact Help Desk for any questions on billing and collections If the client contacts the Service Delivery Manager directly with billing questions; The Service Delivery Manager will assist the client in contacting the help desk and follow the process of the issue tracking until completion of request.
Main communication should be in writing via email or support request on Insite, escalation should be in writing with copy to Service Delivery Supervisor.
Any communication regarding billing and collection issues should be copied to the DOS.

3. Implementation Processing Steps

3.1. Insite Subscription Order

3.1.1. Description (information provided from iH contract processing folder)

All contracts must be created on Insite for Implementation tracking and Billing purposes, more information is provided in the iHotelier-Insite integration binder. This document is posted on Insite in the Information Center. Category is User Guides and the name of the document is Transaction Services Order Management Guide:

3.1.2. Responsibilities and Timeline

When a new contract is signed, the DOS's will send an email with the attached copy of the contract to the Houston New Orders inbox.

All contracts received by 4 pm will be processed the same day by the Houston New Orders administrator In the Houston office, this will be Jill Bennett.

Upon receipt of the new order, Jill will proceed to verify validity of the contract by counter-signature and create a folder with a copy of the contract, including Insite BID number and iHotelier CRS Hotel ID number.

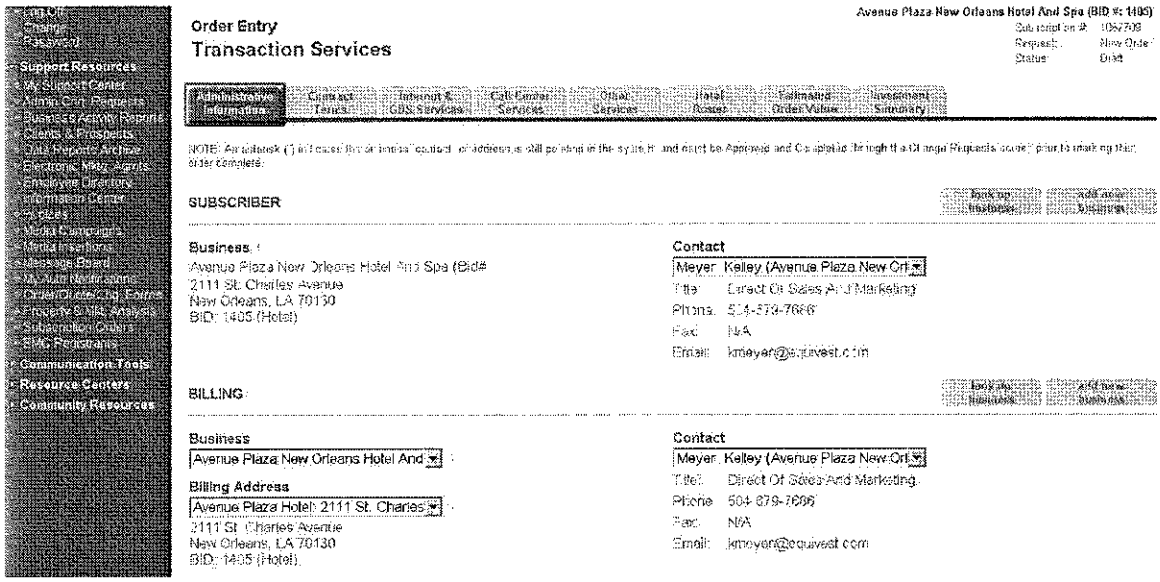
Within the same window of 4pm day of receipt the client will receive a welcome email from the Houston New Orders administrator indicating the next steps. Script provided on chapter 3 2. The DOS will be copied on this email

Once these steps are completed, the Houston New Orders administrator will include a print screen of the iManager commission setup, and provide all client information and folder to the Service Delivery Supervisor for assignment of Service Delivery Manager.

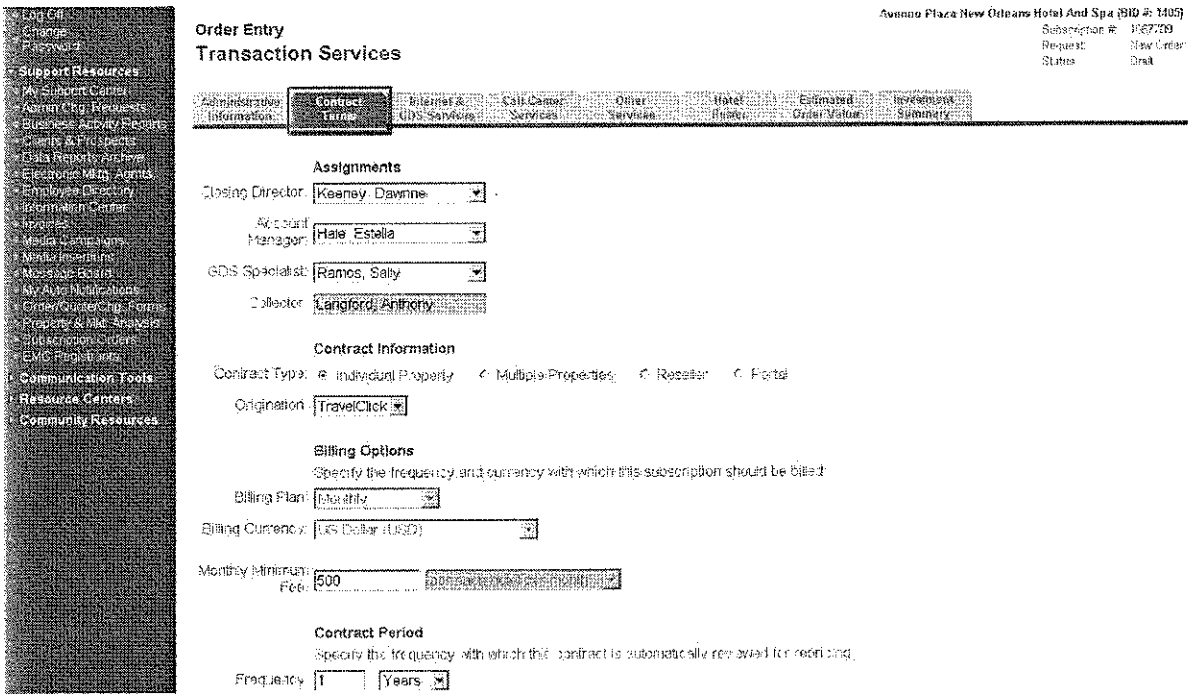
Within 24 hours of a new account assignment, the Service Delivery Manager will proceed to Insite, Subscription Services, Order Entry.

3.1.3. Order Entry Transaction Services:

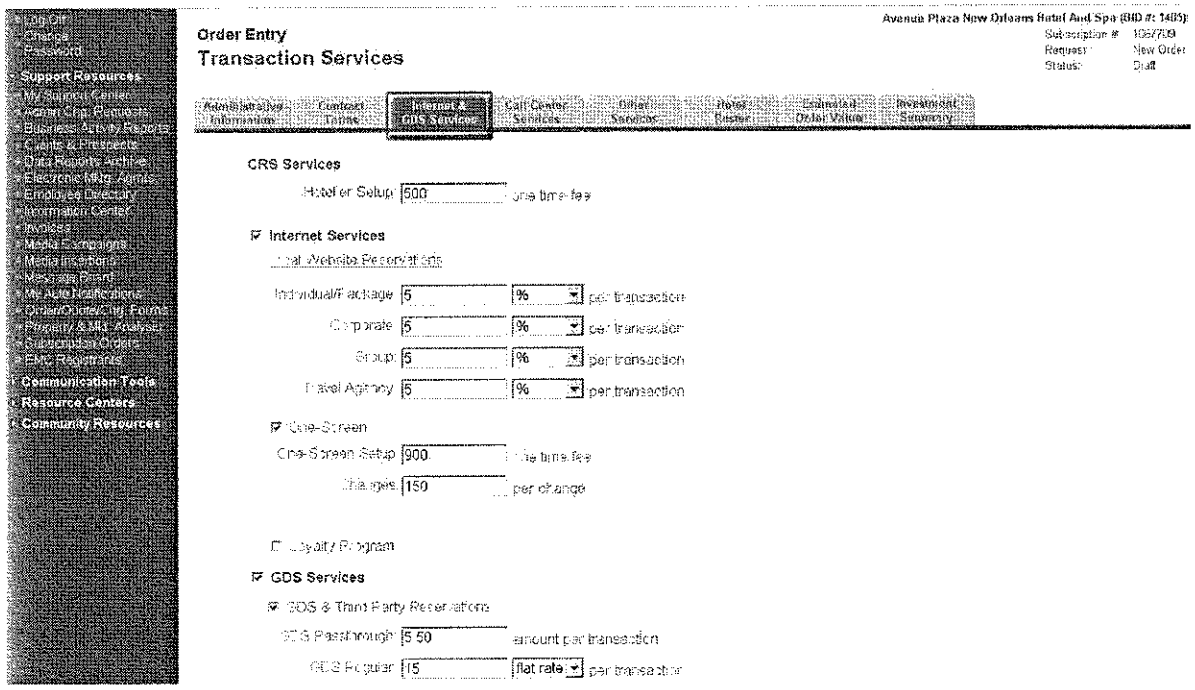
***Create contracts administrative information according to BID number on Insite.



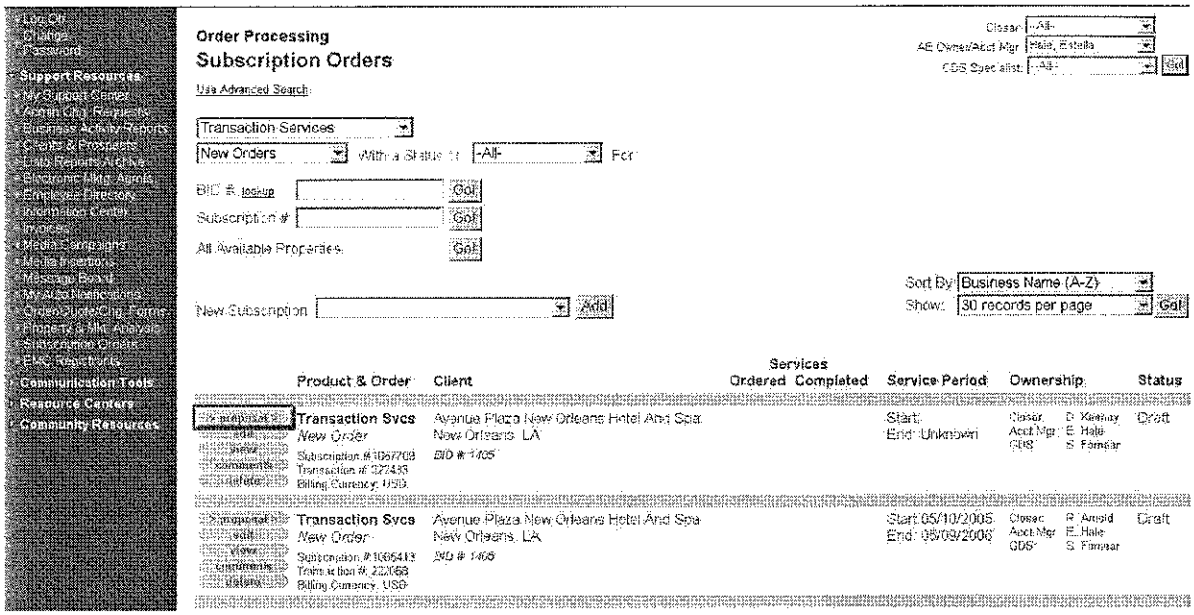
***Create contract terms including DOS, AM, and type of Property.



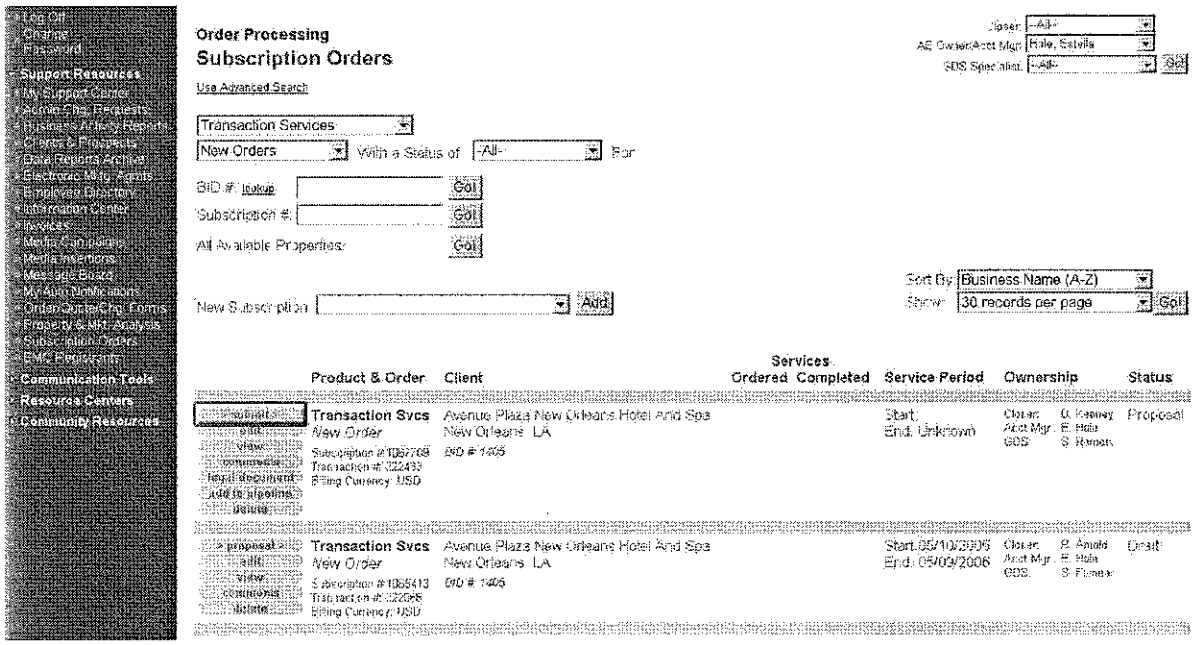
***Indicate services contracted and fees.



***Move order to Proposal Status.



***Move order to Submitted Status.



*** Indicates a temporary procedure

The entry of a new order on Insite if all information is valid, should be met within 1 business day from receiving the new order notification, in the cases where some of the information is invalid, proceed to the Sales Escalation Process.

Additionally the Service Delivery Manager will validate the pricing set on iManager according to the contract and Insite.

3.1.3.1. Escalation Process

A notification should be sent back to the DOS for clarification on the contract within 1 business day from receiving new order notification where information is missing or invalid, if no response is received, and Subscription Order cannot be processed on Insite, follow the process described on section 2.3 of this manual

3.2. Resources

Refer to iHotelier Contract Processing Steps Manual created on March 2005, accessible on Insite in the Information Center. Category is User Guides and the name of the document is Transaction Services Order Management Guide.

3.2.1. Welcome Email Script at contract receipt

The following email will be sent to the assigned contact, or executor of the contract.

The Web-GDS welcome kit and implementation forms will be included as an attachment, and the DOS will be copied in this communication:

To; Main Contact or Executor of the contract.
Cc; DOS

Good afternoon Mr. _____,

It is our pleasure to welcome you to the TravelCLICK family, and we look forward to assisting you in maximizing revenue through the different distribution channels.

Attached to this email you will find the iHotelier Welcome Kit and Database Form. The Welcome Kit gives you detailed information regarding the implementation process and details regarding submission of photography and hotel logo.

TravelCLICK aims to meet the highest of standards, and customer satisfaction is our goal. The Welcome Kit is designed to ensure that we supply you with all the information necessary to implement best practices on the web, GDS and call center. Please read the information thoroughly as you complete the Database Form. Any missing information will delay the implementation process.

Your will be assigned a Service Delivery Manager, who will be assisting your team during the implementation of iHotelier

We look forward to working with you. If you have any immediate questions, please feel free to reply to this email. Otherwise your Service Delivery Manager will be contacting you in the next 48 hours.

Kindest Regards,

3.2.2. Web-GDS welcome Kit
-Web-GDS welcome kit to be included in the welcome email at contract receipt.
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

3.2.3. Implementation Forms
-Implementation Forms to be included in the welcome email at contract receipt
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

3.3. Subscription Order Checklists

3 3 1. Checklist for **Houston New Orders**

Process	Completed	Timeline	Notes
New contract received in Houston New Orders			
Validate counter-signature			
Create client folder including BID # and Lic #			
Send welcome email to client including implementation forms for all contracts received by 4pm.			
Set iManager commission and include a screen print in the client's folder			
Forward all information to Service Delivery Supervisor for account assignment			

3.3.2. Checklist for **Service Delivery Managers.**
The following steps should be completed on Insite for the new order to have a pending status, any escalated issue must be resolved within 5 business days. However implementation process must proceed while tracking outstanding issues.
Service Delivery Manager will proceed to Introduction and Kick-Off call.

Process	Completed	Timeline	Notes
Contract Received			
Folder Created			
Create Subscription Order in Insite			
*Set-Up Contract Terms in Insite			
*Create order as Draft in Insite			

*Move order to Proposal in Insite			
*Move order to Submitted in Insite			
*Move order to Pending in Insite			
*Validate the pricing set on iManager according to the contract and Insite			

*Indicates a temporary procedure until further notice

3.4. Client ownership

The DOS will own the relationship with the client as the new order is created and terms and conditions are configured and confirmed until the order is moved to Pending status.
Once the new order is in pending status, the Service Delivery Manager assigned to this property will own the relationship with the customer while maintaining the Director of Sales informed of the process.

4. Introduction and Kick Off Call

4.1. Description

Once the subscription order is in pending status on Insite, and the checklist items are in completed status, the Service Delivery Manager will have the information necessary to determine the type of services the Hotel subscribed to.

When the services include GDS representation, the Service Delivery Manager must first confirm if the property will be a new build on the GDS or a switch from an existing representation company.

To make this determination the Service Delivery Manager will request from the Electronic Distribution Department the current status of the property. In the case the hotel is currently represented, the Electronic Distribution Department will provide the GDS codes to be included in the switch letter.

Within 24 hours of receiving a new contract, the Service Delivery Manager will contact the client for an introduction, defining the next steps to follow and the information required from the client to be able to proceed.

4.2. Responsibilities and Timeline

Within 24 hours of receiving new order notification and contract, the Service Delivery Manager will call the Hotel's contact person according to the information found on Insite. In this same period of time the Service Delivery Manager will request from the Electronic Distribution Department the client status on the GDS (new build or switch), and the GDS codes to be included in the switch letter if applicable

Within 24 hours of receiving a the client status request, the Electronic Distribution Department will reply via email to the Service Delivery Manager with the appropriate status and codes if applicable. In the case no response is received, the service delivery Manager will proceed to the Electronic Distribution Escalation Process described in Chapter 2.3 of this manual.

For this call the Service Delivery Manager will follow the script provided on the Resources Section below as well as verifying information and completing the items listed on the kick-off call checklist form.

To determine system volume the Service Delivery Manager will request the following information from the property, and forward to our IT department via email (exact format and recipient are pending)
-Number of Rooms
-Expected number of reservations (monthly)
-Percentage of bookings between GDS and Web
-Look to book ratio on web reservations if known.

Immediately after the initial call, the Service Delivery Manager will email the client utilizing the script provided on the Resources Section below, including the following attachments:
-Contact Information Form -see Chapter 2.2 - .
-Shell Request; If property is a new build on the GDS's -see Chapter 5.3.1 -
-Switch Letter including property codes; If property is currently in the GDS's -see Chapter 5.3.2 -
-Current HOD Forms; If property is currently in the GDS's -Provided by Electronic Dist. Dept.-

Additionally the Service Delivery Manager will determine if client received and is clear on the welcome email attachments sent by Houston New Orders on receipt of the contract.
If this information is needed, it can be accessed:
-Welcome Email Kit
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee
-Implementation Forms
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee.

4.2.1 Escalation Process

A notification should be sent back to the DOS in case the hotel contact person has not been reachable or available within 3 business days of receiving new order notification and contract, or if the contact information is incorrect and we are unable to proceed all comments must be posted on Insite
If escalation is needed follow the following flow chart:

Sales:

3 business days from receiving new order notification and contract → DOS
8 business days from receiving new order notification and contract → RDOS
10 business days from receiving new order notification and contract → Divisional VP

4.3. Resources

4.3.1. Initial Call Script.

For the initial call the Service Delivery Manager will contact the person identified in the contract, once the client has identified the main contact for the implementation, all communication will be addressed to the main contact with cc determined by the client.

Good afternoon Mr. _____,

My name is _____, and I will be assisting you on the implementation of iHotelier. It's good to meet you.

According to your contract, we will be providing the following services _____, _____

According to our schedule and the services you have contracted, we expect to have you live by _____, is there any other item we must consider for your live date (example, re-designing your web site, or current GDS contract expiration date).

Will you be the main contact for this implementation, or should we include anyone else in our communications.

I will be emailing you with copy to Mr. _____ later today the necessary forms and information to proceed with the implementation. Please confirm if in the past couple of days you received our Welcome Kit and Implementation Forms.

My contact information will be included on the email you will receive later today; feel free to contact me with any questions while filling the implementation questionnaire.

Your GDS status indicate this will be a (switch or new build). In order for us to go live by the expected date, we must receive your completed forms by _____.

***if property is a switch** I will also send you a copy of your current HOD as it appears in the GDS's, this will help you in review and edit the data that will be included in the implementation forms. And a switch letter with a requested date as discussed. Please print this letter in your letterhead and send back to us by _____.*

I would like to schedule a follow up call for next week and we can discuss the progress of your implementation and include Mr. _____.

Do you have any other questions at this time.

Thank you for your time and I look forward to working with you and your team.

4.3.2 Welcome Email Script.

Once the main point of contact is identified by the client the following email will be sent,
To; Main Contact
Cc; GM or Executor of the contract; DOS

Good afternoon Mr. _____,

It was a pleasure speaking with you today. I will be assisting your team during the implementation of iHotelier. It's great to have you with us!

My contact info is email@travelclick.net direct ph: 713.337.1111. Feel free to email or call me with any questions you may have.

Your GDS status indicate this will be a (switch or new build). According to our schedule, we expect to have you live by _____. In order for us to go live by this expected date, we must receive your completed forms by _____.

***Include this paragraph and the appropriate documentation only if property is a switch** I've attached a switch letter with the requested date discussed. Please print this letter in your letterhead and send back to us by _____. Also included in this email is a copy of your current HOD as it appears in the GDS's, this will help you review and edit the data that will be included in the implementation forms.*

***Include this paragraph and the appropriate documentation only if client needs an additional copy of the welcome kit and implementation forms** Attached to this email you will find the iHotelier Welcome Kit and the Database Form. The Welcome Kit gives you detailed information regarding the implementation process and details regarding submission of photography and hotel logo. Please read the information thoroughly as you complete the Database Form. Any missing information will delay the implementation process.*

I look forward to working with you. If you have any questions, please call me. I will follow up with you on _____ next week, have a wonderful day.

Kindest Regards,

4.4. Kick-off call Checklist

The following steps must be completed to be able to proceed to Database and OneScreen creation:

Process	Completed	Timeline	Notes
Initial Call			
Request GDS status and if applicable property codes and HOD from the Electronic Distribution Department			
Confirm contracted services on subscription order and identify any discrepancies			
Obtain contact information of appointed person to create and update CRS and for training			
Send Welcome email to client. Include implementation forms switch letter and current HOD if applicable.			
Advise IT department of expected volume in transactions (if known)			
Advise internal parties of implementation time frame and any unusual activities or special requests			

5. GDS requirements for Switch or New Implementation

5.1. Description

There are different requirements and timelines needed on a new implementation for a property going live on GDS. The main difference resides on the property being a new build (not currently represented on the GDS's) or a switch (currently represented by another chain code).

The Service Delivery Manager will coordinate with the Electronic Distribution Department once the status of new build or switch has been determined.

5.2. Responsibilities and Timeline

5.2.1. New Build Property

Once the status as a new build property has been determined, the Service Delivery Manager will schedule a date within 15 business days from receiving the Implementation Forms completed for the property to go live on all GDS's and ODD channels.

The Service Delivery Manager will confirm the date to the Electronic Distribution Department for the property to be included on the calendar accordingly.

5.2.2. Switch Property

Once the status as a switch from an existing Representation Company has been determined, the Service Delivery Manager will schedule a date with a minimum of 11 business days from receiving the completed switch letter on Hotel's letterhead for submission to the GDS's.

The Service Delivery Manager will confirm the date to the Electronic Distribution Department for the property to be included on their calendar accordingly.

5.2.3. Escalation Process

The Electronic Distribution Department will confirm the desired go-live date once all the criteria is met, and is within the time limits determined. If escalation is needed follow the following flow chart:

<u>Electronic Distribution Department:</u>

24 hours after a confirmation of schedule date is requested → Specialist
48 hours after a confirmation of schedule date is requested → Supervisor

5.3. Resources

5.3.1. Switch letter sample

The Service Delivery Manager will copy and paste this example as a separate attachment for the client, including the property GDS codes received from the Electronic Distribution Department.

HOTEL LETTER HEAD REQUIRED

Date

Ms. Sue Fornear
Senior Director of Operations
TravelCLICK
3100 Richmond, Ste 200
Houston, Texas 77098

Dear Ms. Fornear:

Effective (i.e. July 12th, 2005, The (i.e. Kensington Court , located at 610 Hilton Blvd, Ann Arbor, MI, 48108) will no longer will no longer be affiliated with (i.e. Crown Plaza Hotels) under the (i.e. CP chain). iHotelier, a division of TravelCLICK Inc. will now represent us under the chain code WV, in the following Global Distribution Systems:

Current GDS codes are as follows: (Please keep property codes the same)

Sabre	Apollo/Galileo	Amadeus	Worldspan

Please clone property information only.

Sincerely,

_____

cc: Crown Plaza Hotels // Tammy Richardson // phone: (123) 123-1234

5.3.2. New Shell Request form
The Service Delivery Manager may use an email communication, or copy and paste this example as a separate attachment for the Electronic Distribution Department when requesting a new property built in the GDS's.

GDS SHELL REQUEST

Admin Number _____

Property Name: _____

Address: _____

City: _____

State: _____ Country: _____ Zip Code: _____

Telephone: (____) _____ Fax: (____) _____

Airport Name or Code: _____

Distance and compass direction from Airport: _____

Currency: _____ Tax:_____% Commission:_____%

Check in time: _____ Check out time:_____

Total # of rooms:_____

5.3.3. GDS requirements for switch or implementation QC Checklist
The following documentation must be completed to successfully schedule a GDS implementation date. The Service Delivery Manager may proceed to iHotelier Database Set-up as soon as implementation forms are received:

Information	Completed	Pending	Notes
New Build			
Shell Request Form			
Switch from current Rep Co			
Switch Letter			
Current HOD			
Update Insite comment section as to GDS status of the property			

6. iHotelier Database Set-up

6.1. Description

Service Delivery Manager will coordinate the creation and Quality Control of the database CRS and OneScreen set-up and testing.

6.2. Responsibilities and Timeline

Within 24 hours of receiving the database implementation forms from the client, the Service Delivery Manager inform the client the forms were received, this communication will be via email and will include a schedule consultative call within the next 4 business days and the external escalation process mentioned on Chapter 2.4.

Within 48 hours of receiving the implementation forms, the Service Delivery Manager will proceed to QC the questionnaire, with checklist provided on section 6.3.1.

Once the forms are reviewed, and within 4 business days of receipt. The Service Deliver Manager will have a consultative call with the client regarding selling items property info and index points according to forms Any necessary revisions will be added and determine special configuration.
Guidelines for consultative call can be reviewed on the resource section 6.3.2.

Once forms are revised, the Service Delivery Manager will determine if any special configuration or customization is required, and will notify the following parties:

Electronic Distribution Department: Notify and provide the Implementation Forms to the Database Loading Manager, including confirm expected delivery times and any specific instructions for the CRS build.
Client and DOS: Notify forms have been received and QC, and are in process of being built on CRS.

6.2.1 Escalation Process

A notification should be sent back to the database analyst if the deadline for delivery of database is behind schedule according to SLA's established on issue tracking system. If escalation is needed follow the following flow chart:

Electronic Distribution Department:

24 hours prior to deadline established by issue tracking SLA's → GDS Specialist
24 hours after deadline established by issue tracking SLA's → GDS Supervisor

6.3. Resources

6.3.1 Implementation Forms QC Checklist

The following information must be completed on the questionnaire prior to submitting forms to Electronic Distribution Department for CRS loading:

Information	Completed	Pending	Notes
Property Positioning			
Detailed property information			
Package Indicators			
Frequent Flyer/Incentive Programs			
Property Type and Description			
Facilities and Services			
Dining, lounge, room service info			
Miscellaneous (meal plans etc,)			
Location and Area Information			
Airport distance and Directions			
Attractions and Corporate locations			
Index Points			
Hotel Policies			
Seamless Room and Rate Descriptions			
Room Description and Allotments			
Rates			

Rack			
Promotional			
BAR			
AAA			
AARP			
Negotiated w/appropriate codes			
Packages			
Email Address for confirmation email			
Consultative call with Hotel			
Update Insite as CRS complete			

6.3.2 Consultative Call Guidelines
The implementation forms QC checklist will guide the Service Delivery Manager through the important aspects a property must define in order to appear attractive on the GDS's.

However in some occasions the property will not provide enough information, therefore the consultative call is an important step towards building the property in the best light possible on the initial CRS loading.

6.3.2.1 Property Type and Description
Property type provides GDS users with search criteria to select locations. Not more than three property types may be assigned per location.

Property Types:
LUXURY – Exclusive Luxurious, Fully equipped. Highest standard of service
FIRST CLASS – Modern, Comfortable.
MODERATE – Primarily a budget property
MOTEL – Usually a one or two story building.
ECONOMY – Budget property with limited facilities
ALL SUITES – Suite only facilities with separate living room.
APARTMENT/FLAT/VILLA/CONDO– Usually 50 percent of rental units.
BED N BREAKFAST/PENSION/GUESTHOUSE – Bed n Breakfast with small homelike feel.
HISTORICAL CASTLE – Accommodations in restored structures.
EXTENDED STAY – Intend for stays longer than 14 days.

Property Description: Provide overall property description. Make the description as extensive as possible so the agent and/or client can imagine being there

Special Qualifiers: This information is vital to the qualifiers that display on Travelocity.com, which is powered by Sabre. Special qualities apply to Sabre only.

BCTR	Dedicated business center.
BKST	Breakfast included for all rate plans.
BUSN	Business facilities include meeting rooms, and convention facilities
CONV	Have convention facilities on or attached to property.

CSNO	Have facilities for gambling.
DATA	Has data port in room - has internet access.
DCLN	Dry cleaning and / or laundry service.
DINE	Has a restaurant.
FITN	Has a gym or workout room on site or within walking distance.
GOLF	Has access to a golf course on site or within reasonable proximity.
INPL	Property has indoor pool.
INTR	Interior corridor access to rooms.
JACZ	Jacuzzi in some rooms at property.
KIDS	Has children's program, video arcade, or playground
KTCN	Property has some rooms with kitchen facilities.
MEET	Has meeting room or conference room.
NSMK	Have non-smoking rooms.
OUPL	Property has outdoor pool.
PETS	Accepts pets.
POOL	Has a pool.
RECR	Recreation includes golf, tennis, pool, and fitness facilities.
TENS	Has access to tennis courts on site or within walking distance.
WCHR	Is wheelchair-ready.

6.3.2.2. Seamless Rate & Room Descriptions

CORPORATE RATE 240.00 AUD GUAR /C-24H

OUR CONTEMPORARY STYLE STANDARD ROOMS OFFER A SPACIOUS 34SQM AND RELAXED TONES

CORPORATE RATE 275.00 AUD GUAR /C-24H

OUR CONTEMPORARY STYLE CORNER ROOM OFFER A SPACIOUS 38SQM AND RELAXED TONES

Views are very important ADD this information in the room descriptions. Specify any special room features that may help distinguishing the differences of your room types and/or prices.

6.3.2.3. Property Positioning Selling Items
Do you provide shuttle to/from Airport?
Do you accept Pets and if so do you require pet deposit?
Do you have a car rental counter at property?
Do you provide self/valet parking and if so do you have a nightly parking fee?

6.3.2.4. Package Indicators
This will enable the agent to specifically request properties that have certain packages loaded. Great selling feature for those properties trying to promote honeymoon, bed and breakfast, or family packages.

AA - AMERICAN AUTOMOBILE ASSOCIATION
BB - BED AND BREAKFAST PACKAGE
FP - FISHING PACKAGE
HB - HALF BOARD WITH DINNER
HC - HALF BOARD WITH LUNCH
HD - HALF BOARD WITH MEAL CHOICE
HM - HONEYMOON PACKAGE
PF - PARK AND FLY PACKAGE
RN - RECREATION PKG
SK - SKI PACKAGE
SS - SERENADE YOUR SWEETHEART
TH - THEATRE PACKAGE
WK - WEEKEND PACKAGE
AN - ANNIVERSARY
AV - ADVENTURE
FM - FAMILY PKG
GF - GOLF PACKAGE
GT - GETAWAY PKG
HL - HOLIDAY PKG
IN - INTERNET PKG
RM - ROMANCE PKG
SH - SHOPPING PKG
SP - SPA PACKAGE
TA - TRAVEL AGENT
TN - TENNIS PKG

6.3.2.5. Recreation Facilities and Services
List all recreational activities at or near the hotel. If the facilities are on property list what type of recreation and if fees are applicable. Example: Poolside Snack Bar, Tennis, Casino, Heated Pool, etc.

List onsite facilities, such as gift shop, concierge, health club spa, beauty parlor, business center. Meeting rooms along with capacity and number of rooms available.

List services provided usually associated with an additional cost. Example: Baby Sitting, Copy Service, Laundry Service, Beauty Salon, etc.

6.3.2.5. Index Points, Attractions and Corporate Locations
Recommended Index points – A property with corporate clientele should insure that corporations, hospitals or government offices located nearby. A property with primarily leisure clients should list all parks, attractions, stadiums, and arenas

All attractions within a 25-mile radius of the property must be listed to better market the property location amongst their competitive set.

7. iHotelier Database QC and OneScreen Configuration

7.1. Description

The Service Delivery Manager will test and perform Quality Control assurance of the created CRS database.
In this same phase, the Service Delivery Manager will coordinate the creation of the OneScreen and HTML look and feel for the property.

7.2.1 Responsibilities and Timeline

Within a timeframe of 4 business days, the CRS database will be created by the Electronic Distribution Department. At this time the Service Delivery Manager will be informed via email

The Service Delivery Manager will perform QC on CRS according to the information provided in the implementation forms. Insite will be updated as 'CRS complete' so billing can be generated

Within 24 hours of receiving the implementation forms, the Service Delivery Manager will proceed to QC the CRS, with guidelines provided on section 7.3.1.
Any necessary revisions will be added directly on CRS and documented for notification to the Electronic Distribution Database Supervisor

Simultaneously the Service Delivery Manager will request from 3rd party, Emediasys, the creation of the OneScreen and HTML booking engine using the script provided on the Resources Section below, "look & feel" will be delivered 48 hours after request according to established SLA's

7.2.1 Escalation Process

Once the OneScreen and HTML have been reviewed by the Service Delivery Manager some minor changes may take place. If 3rd party is unable to provide a sophisticated level of design for a particular look & feel the Service Delivery Manager will escalate to our design team for delivery. If escalation is needed follow the following flow chart

Design Department:

Once CRS is created and QC is complete the Service Delivery Manager will request OneScreen and HTML within 8 hours → 3rd party
Response of completion or escalation within 48 hours → In-house Designer
Response of completion or escalation within 48 hours → Creative Director

7.3. Resources

7.3.1. CRS QC Guidelines

Our CRS connectivity with the GDS's is Next Generation Seamless. This is the highest level of connectivity available between the GDS and any CRS.

Therefore the data extracted from CRS is integrated into the primary GDS's shopping display, GDS communication with the CRS provides real-time availability and rates.

The following CRS configuration is key to properly displaying a property on the GDS's:

7.3.1.1 Sabre Special Qualities

The amenities section found on CRS / Hotel Setup / Hotel Information / Amenities Displays property specific qualities, which assist travel agents in finding a hotel to meet their client's needs. This information is also vital to the qualifiers that display on Travelocity.com, powered by Sabre.

7.3.1.2 Shopping Screen

The rate range field found on CRS / Hotel Setup / Hotel Information / Registration. Displays property rate ranges that appear on the first shopping screen of TA's.
Example:

```
HOTNYC/XX/DDMMM-1NT1
QUALIFIERS - /1AUG-1NT1/SR/C-USD/RC-W,C,F,P,S,R,I
HOTELS IN NYC                                        HOT* FOR
MORE
_ DC SHOP  * DCA  _ DCS          DIST  NEG/CON   APPRX RTE
RNGE
1_SR_THE MELROSE HOTEL NEW YOR   7NW        _175.00- 1500.00_
2_XX_IHOTELIER TRAVELCLICK       7NW        _279.00-  589.00_
```

```
3_SR_PARK CENTRAL NEW YORK        8NW        _169.00-  429.00_
```

7.3.1.3 Seamless Rate and Room Descriptions

The seamless response allows a maximum of 31 characters for descriptions of both rooms and rates; the Service Delivery Manager will ensure these options are configured to be as descriptive as possible.

Rates:

When loading a rate, the rate name "AAA ID REQUIRED" must be loaded on the "GDS ID MSG" field on CRS.

The rate description "ID REQUIRED AT THE TIME OF CHECK IN" must be loaded on the "GDS PROM MSG" field on CRS.

Example of a seamless response w/ GDS ID and GDS PROM messages:

```
            ** DIRECT CONNECT AVAILABILITY **
               ** IHOTELIER RESPONSE **
WV13497 THE MARX SYRACUSE                    SYR
ADDR-   701 E GENESEE STREET                 15AUG - 1NT2
        SYRACUSE NY 13210                    SYRACUSE
PHONE-  315-479-7000                         ** SELL 0H1_LINENBR
FAX-    315-472-2700
                                   TAXES- TOTAL TAXED AT 13.00
RATING- AAA    APPROVED

1  AAA  ID REQUIRED                    129.00 USD  GUAR /C-6P
 GDS ID Msg

LUXURIOUS BEDDING AND SHOWERS LARGE IN ROOM
WORK AREA BLOCKS FROM DOWNTOWN AND SYRACUSE UNI

2  AAA  ID REQUIRED                    129.00 USD  GUAR /C-6P

LUXURIOUS BEDDING AND SHOWERS LARGE IN ROOM
WORK AREA BLOCKS FROM DOWNTOWN AND SYRACUSE UNI

HRD*1_
            ** DIRECT CONNECT AVAILABILITY **
               ** IHOTELIER RESPONSE **
WV13497 THE MARX SYRACUSE                    SYR
ADDR-   701 E GENESEE STREET                 15AUG - 1NT2
        SYRACUSE NY 13210                    SYRACUSE
PHONE-  315-479-7000                         ** SELL 0H1_ 1
FAX-    315-472-2700
                                   TAXES- TOTAL TAXED AT 13.00
RATING- AAA    APPROVED

1  AAA  ID REQUIRED                    129.00 USD  A1KRAC
LUXURIOUS BEDDING AND SHOWERS LARGE IN ROOM
WORK AREA BLOCKS FROM DOWNTOWN AND SYRACUSE UNI

ID REQUIRED AT THE TIME OF CHECK IN
  GDS Prom Msg
```

Rooms:
In setting up the room types and description, the Service Delivery Manager will consider as an important aspect to offer choices to the Travel Agent.

Choose rooms which will satisfy the broadest needs of your guests in regards to bedding, smoking preferences and possibility of up sell and differentiate room types allowing the agent to up sell.

Example 1: All room descriptions are the same with different rates- this does not allow the agent to up-sell since there is no difference in room descriptions

```
REF    USD RATE    SI 12345 SI SAMPLE HOTEL
  1      329.00    1K BED: BEST AVAILABLE RATE
                   IRON: IRONING BOARD: HAIR DRYER: DESK:
                   PC JACK: VOICE MESSAGING:
  2      299.00    1Q BED: BEST AVAILABLE RATE
                   IRON: IRONING BOARD: HAIR DRYER: DESK:
                   PC JACK: VOICE MESSAGING:
  3      259.00    2T BED: BEST AVAILABLE RATE
                   IRON: IRONING BOARD: HAIR DRYER: DESK:
                   PC JACK: VOICE MESSAGING:
```

Example 2: Using the room description to its fullest will enable the agent to up-sell from $259 to $329

```
REF    USD RATE    SI 12345 SI SAMPLE HOTEL
  1      329.00    1K BED: BEST AVAILABLE RATE
                   TOWERS LEVEL: BUTLER SERVICE: FULL BREAKFAST:
                   MARBLE BATHROOM: FREE ACCESS TO HEALTH CLUB:
  2      299.00    1Q BED: BEST AVAILABLE RATE
                   NON SMOKING SMART ROOM: DESK: MODEM ACCESS:
                   COPIER FAX PRINTER: CONTINENTAL BRKFST:
         259.00    2T BED: BEST AVAILABLE RATE
                   SUPERIOR ROOM: LOWER FLOOR: GOLF VIEW:
                   PC JACK: VOICE MESSAGING:
```

7.3.2. Look & Feel creation request
The following format will be used for any communication with 3rd party Emediasys:

To; HotelCustomize@Emediasys.com
Cc; lookandfeelrequests@travelclick.net

Subject:
Look & Feel for Hotel Name and ID=1234

Body Text:
New HTML & OneScreen or
New HTML only or
New Portal or

Update only OneScreen look & feel or
Update only HTML look & feel or
Update pictures and/or logo or
Change links or
Setup additional languages

Hotel Name, Hotel ID, URL (Hotel website address from which the look and feel will be based. Send the page from which you want them to make the look and feel **EXACTLY** as that one, it might not be their home page but an internal page). In addition, please send any special instructions client has request for the HTML such as remove a specific banner or to point a specific banner or option to a specific link.

Attachments:
For OneScreen photos name them as:
-logo
-hotel (the one to be used when OneScreen loads)
-rooms (IMPORTANT name the pictures exactly as the room names on CRS so they can know how to match them)
If a property does not send us images (logo and/or photos) and they want us to take them from their website it is the responsibility of the service delivery manager to choose, save and send with the appropriate name the images that will be used. Please do not send a look & feel request stating for them to "take the pictures from the site" for the OneScreen. And advise if you are sending pictures in vector format.

Onescreen Text and Options Order:
Please advise when the Onescreen text or navigation needs to be different from the default.

Languages:
Please include all the languages to be configured as well specific instruction of what language use as a default when a web site does not have a specific language for HTML.

7.3.2.1 Sample Email for a new Look & Feel request
Subject: *Look & Feel for Evergreen Hotel ID=1001*

Body Text: *New HTML & OneScreen*

Evergreen Hotel ID=1001, www.evergreenhotel.com Included as an attachment you will find the following image files:
-logo
-hotel
-standard room
-deluxe room

Onescreen text and navigation options will be as the default, and languages to configure will be English and Spanish. Website contains both languages for HTML look & feel.

This is a standard request, therefore I will expect delivery of the OneScreen and HTML Look & Feel in 48 hours

Please let me know if you have any questions,
- Service Delivery Manager's signature

7.3.3. CRS QC Checklist

The following items must be reviewed by Service Delivery Manager on CRS for better display of the property:

Information	Completed	Pending	Notes
Amenities			
Rate Ranges			
Room Description			
Short Description -seamless response			
Long Description –include room amenities			
Rate Plan Description			
Only when applicable			
No duplication of rate name			

7.3.4 OneScreen QC Checklist

The following items must be reviewed by Service Delivery Manager prior to proceeding to Approval and Testing:

Information	Completed	Pending	Notes
OneScreen			
Hotel picture			
Pictures per room type			
Vector based logo			
Logo .jpg			
Dynamic packages			
HTML			
Leisure booking page			
Travel Agent booking page			
Group booking page			
Links to the Home			

8. Customer Approval and Testing

8.1 Description

Once OneScreen has been reviewed by the Service Delivery Manager, it will be forwarded to the property within 8 hours for their approval and testing.

8.2 Responsibilities and Timeline

The Service Delivery Manager will deliver OneScreen to the Hotel within 1 business day of receiving and testing look & feel from 3rd party, Emediasys.

Delivery of URL will be in writing via email, if applicable, in this communication, the Service Delivery Manager will notify client of any additional information needed according the OneScreen QC checklist provided in 7.3.4

Once email has been sent, the Implementation Manage will follow up communication by a phone call to make sure the client is able to see the OneScreen.

Once client receives URL, the Service Delivery Manager will review with the client and create test reservations. If applicable provide client more information regarding missing images or items described on previous email.

Service Delivery Manager will update Insite as Internet Complete.

8.2 Testing Checklist

Process	Completed	Timeline	Notes
OneScreen test reservation			
Package test reservation			
Group test reservation			
Corporate test reservation			
Promotional test reservation			
Review of HTML links			
Update Insite as Internet complete			

9. Customer Training

9.1 Description

Once OneScreen has been provided and reviewed by the customer, the Service Delivery Manager will coordinate training and further testing with the property.

9.2 Responsibilities and Timeline

Within 24 hours from the customer Approval and Testing call, the Service Delivery Manager will have a follow up call with the client and training will be scheduled.

Once training is scheduled, the Service Delivery Manager will send a communication via email that will include the URL for CRS, and the clients user name and password, including an attachment with a copy of training manual for reference.

Training should cover the items listed on the Training Checklist provided below.

9.2.1. Escalation Process

If escalation is needed follow the Service Delivery Manager will follow the process described on Chapter 2.3. Illustrated by the following flow chart:

Training:

Training Specialist → Training Supervisor

9.3 Resources

Refer to iHotelier Manual, accessible on Insite.
http://insite.travelclick.net/dmp/pubs/kb_search.cfm?do_search=1&popup=0&HeaderType=Employee

9.4 Training Checklist

Process	Completed	Timeline	Notes
Review of Reports			
Review of Hotel Setup			
Review of cancellations/no show procedure for 5 day lock-down			
Review of Update/Modify			
Review of Yield Management			
Review of Groups			
Review of Travel Agent			
Review of Packages			
Review of Marketing Tools			

10. Go Live Day

10.1 Description

Once OneScreen has been provided and reviewed by the customer, and the client has received training, the Service Delivery Manager will coordinate with the client's web master the implementation of the OneScreen booking engine. Since the placement of the new booking page

is not time sensitive as the GDS process, the client may choose to go live on the web first, while awaiting the completion of the GDS process.

The following process indicate the responsibilities and timeline of a go live date with both services of web and gds.

10.2 Responsibilities and Timeline

Within 24 hours from the customer completing training, the Service Delivery Manager will inform the client of steps to follow for implementation of OneScreen to their website.

If we host their website, the Service Delivery Manager will coordinate internally with Design Team.

If we do not host the website, the Service Delivery Manager will coordinate with client's Web Master to have them connect the OneScreen booking engine on the client's website by providing the OneScreen URL (this URL was provided to the client during the Approval and Testing phase)

If client's Web Master does not respond, or booking engine is not live within 48 hours, follow the escalation process described on 9.2.1

On the day the OneScreen goes live, the Service Delivery Manager will perform test bookings along with the property making sure those reservations are cancelled before the end of the day.

On the go-live of a property on the GDS, the Electronic Distribution Department will publish CRS content on all GDS's and Pegasus ODD, loading also all negotiated rates with their appropriate PCC and rate access codes.

Once this information has been loaded on the GDS's the property is considered live. The Electronic Distribution Department will advise the assigned Service Delivery Manager via email Hotel is live on all GDS's including attachment of the GDS timeline of this hotel's switch.

The Electronic Distribution Department will update Insite as "GDS complete"

Within the same go-live day and once notification is received with HOD and test bookings, the Service Delivery Manager will have a consultative call with the client informing them of live status.

Within 24 hours from property going llive on the GDS's the Service Delivery Manager will inform DOS via email of successful completion, and confirm Insite posting with LIVE status on GDS.

24 hours after a property is live on the GDS's, the Electronic Distribution department will provide via email the property's HOD and test reservations for all systems. The Service Delivery Manager will forward this information to the property and further review HOD and any negotiated rates testing needed

10.2.1. Escalation Process

<u>Go live (OneScreen link):</u>

Client's Web Master→ Main Contact→ Additional Contacts (exec, of contract)→ DOS

<u>Go live (GDS implementation):</u>

GDS Specialist → GDS Supervisor

10.3 Resources

OneScreen URL:
http://reservations.ihotelier.com/crs/index.cfm?hotelid=1234
Packages URL:
http://reservations.ihotelier.com/crs/t_default.cfm?hotelid=1234
Travel Agent URL:
http://reservations.ihotelier.com/crs/t_default.cfm?hotelid=1234
OneScreen Group URL:
http://reservations.ihotelier.com/crs/t_default.cfm?hotelid=1234
Promotional Rates URL:
http://reservations.ihotelier.com/crs/indexpromo.cfm?hotelid=1234

10.4 Go Live Checklist

Process	Completed	Timeline	Notes
Electronic Distribution Dept. will publish CRS content on all GDS's and Pegasus ODD			
Electronic Dist. Dept. will advise Hotel is live on all GDS's including property's timeline of switch			
Electronic Dist. Dept. will update Insite as GDS complete			
Service Delivery Mgr. consultative call w/client inform of live status.			
Test reservation on live website, confirm email/fax delivery and cancel			
Inform DOS and confirm Insite posting with client LIVE status			
Confirm contacts for future notification of system updates			

11. Post Implementation

11.1. Description

Once the client is live and receiving reservations, the Service Delivery Manager will monitor the hotel's activity for 30 days in a post-implementation status, and then proceed with the Account Management relationship.

11.2. Responsibilities and Timeline

Additional items will be added, to the following:

Within 7 days of client going live, Service Delivery Manager will check reservations on CRS

For clients that are new on the GDS's, within 10 days of property being live, the Electronic Distribution Department will conduct a special training on the "GDS landscape" which will highlight an overview of TA screen and relevant information according to each GDS

Within 14 days of client going live, Service Delivery Manager will contact the client and ensure they are utilizing CRS and feel comfortable contacting help desk for any questions/issues. An additional training for iManager will be performed.

Within 30 days of client going live, Service Delivery Manager will monitor volume coming from the GDS. Special focus will be given to volumes the customer expect to see, versus volume we are actually receiving. And any one GDS particularly low in volume.

For each properties first invoice, the Service Delivery Manager will make sure they feel comfortable processing any cancellations or no-shows within the 5 day lock-down.

If volume is as expected, the Service Delivery Manager will confirm on special notes on Insite.

11.3. Post Implementation Checklist

Process	Completed	Timeline	Notes
24 hours after property is live on GDS, Electronic Distribution Department will provide HOD and test reservations for all systems			
Service Delivery Manager will forward information to the property and review HOD if necessary.			
7 days after property is live. Review CRS for reservations.			
Within 10 days of new property going live Electronic Dist Dept conducts GDS landscape overview training			
14 days after property is live. Confirm client is using CRS and Help Desk when needed.			
14 days after property is live, schedule training on iManager			
30 days after property is going live:			

- Is GDS volume according to client's history and expectation			
- Is there a particular GDS low in volume of reservations			
- Is GDS volume according to projections on initial contract			
QC client appears listed on 3rd party and Pegasus ODD sites.			
On clients first invoice, confirm client is able to process any cancellations or no-shows within the 5 day lock-down			

12. Standards and SLA's

12.1. Customer Communication Standards

12.1.1. General Information

In order to maintain consistent communication between Service Delivery Managers and our customers, the following will be the templates used for accomplishing communication through the implementation process.

12.2. Project Status Standards

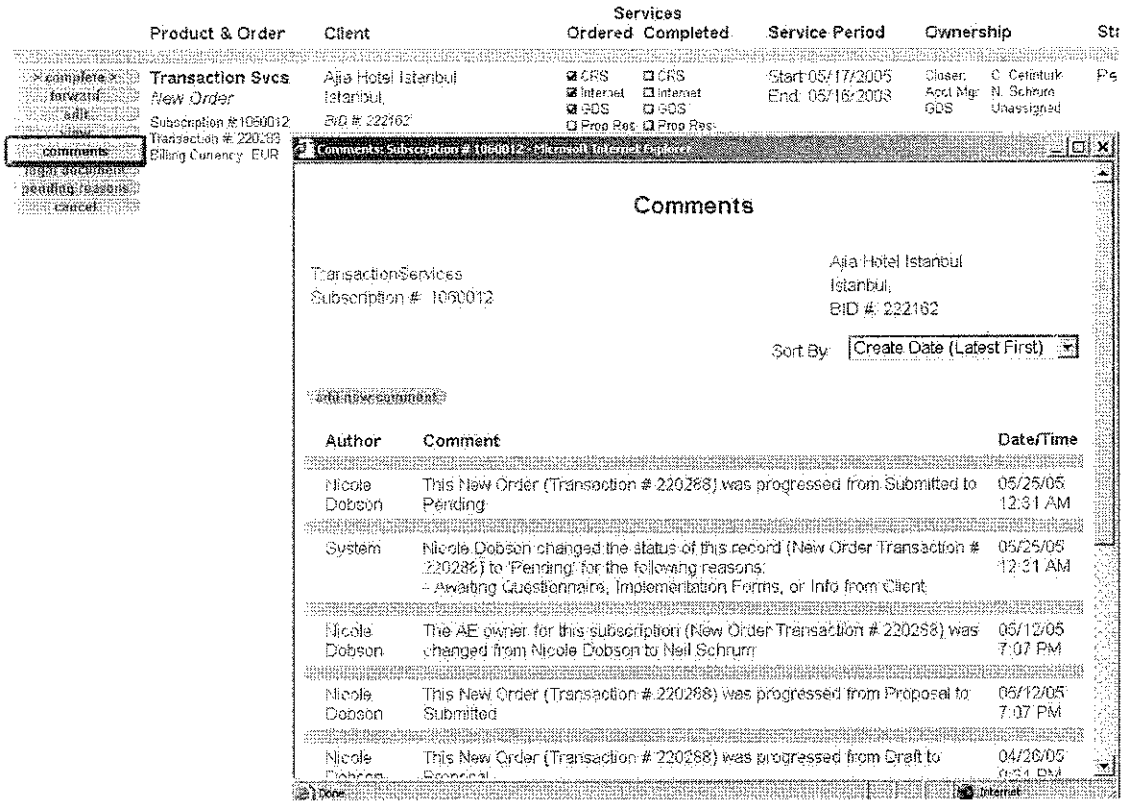
12.2.1 General Information

Since the Service Delivery Manager coordinates with other departments the fulfillment of duties in order for a property to go live, updating internal departments and Sales is a key element for a successful Implementation completion.

12.2.2 Updates

During the implementation process, the Service Delivery Manager will log all communication, progress issues and delays internally into Insite from here the Directors of Sales for each property will be able to review the status the implementation process for each of their clients.

(see below screenshot for example)



13. Forms

13.1. Implementation Master Checklist

Houston New Orders Process	Completed	Timeline	Notes
New contract received in Houston New Orders			
Validate counter-signature			
Create client folder including BID # and Lic #			
Send welcome email to client including implementation forms for all contracts received by 4pm.			
Set iManager commission and include a screen print in the client's folder			
Forward all information to Service Delivery Supervisor for account assignment			

SERVICE DELIVERY MANAGER PROCESS:

Subscription Order Process	Completed	Timeline	Notes
Contract Received			
Folder Created			
Create Subscription Order in Insite			
*Set-Up Contract Terms in Insite			
*Create order as Draft in Insite			
*Move order to Proposal in Insite			
*Move order to Submitted in Insite			
*Move order to Pending in Insite			
*Validate the pricing set on iManager according to the contract and Insite			
Introduction Process	Completed	Timeline	Notes
Initial Call			
Request GDS status and if applicable property codes and HOD from the Electronic Distribution Department			
Confirm contracted services on subscription order and identify any discrepancies			
Obtain contact information of appointed person to create and update CRS and for training			
Send Welcome email to client. Include implementation forms switch letter and current HOD if applicable.			
Advise IT department of expected volume in transactions (if known)			
Advise internal parties of implementation time frame and any unusual activities or special requests			
GDS Implementation Requirements	Completed	Timeline	Notes
New Build			
Shell Request Form			
Switch from current Rep Co			
Switch Letter			
Current HOD			
**Update Insite comment section as			

to GDS status of the property**			
Database Creation	Completed	Pending	Notes
Property Positioning			
Detailed property information			
Package Indicators			
Frequent Flyer/Incentive Programs			
Property Type and Description			
Facilities and Services			
Dining, lounge, room service info			
Miscellaneous (meal plans etc,)			
Location and Area Information			
Airport distance and Directions			
Attractions and Corporate locations			
Index Points			
Hotel Policies			
Seamless Room and Rate Descriptions			
Room Description and Allotments			
Rates			
Rack			
Promotional			
BAR			
AAA			
AARP			
Negotiated w/appropriate codes			
Packages			
Email Address for confirmation email			
Consultative call with Hotel			
Update Insite as CRS complete			
iHotelier CRS QC	Completed	Pending	Notes
Amenities			
Rate Ranges			
Room Description			
Short Description -seamless response			
Long Description –room amenities			
Rate Plan Description			
Only when applicable			
No duplication of rate name			

OneScreen Completion QC	Completed	Pending	Notes
OneScreen			
Hotel picture			
Pictures per room type			
Vector based logo			
Logo .jpg			
Dynamic packages			
HTML			
Leisure booking page			
Travel Agent booking page			
Group booking page			
Links to the Home			
Testing and Approval Process	Completed	Timeline	Notes
OneScreen test reservation			
Package test reservation			
Group test reservation			
Corporate test reservation			
Promotional test reservation			
Review of HTML links			
Update Insite as Internet complete			
Training	Completed	Timeline	Notes
Review of Reports			
Review of Hotel Setup			
Review of cancellations/no show procedure for 5 day lock-down			
Review of Update/Modify			
Review of Yield Management			
Review of Groups			
Review of Travel Agent			
Review of Packages			
Review of Marketing Tools			
Go Live Day	Completed	Timeline	Notes
Electronic Distribution Dept. will publish CRS content on all GDS's and Pegasus ODD			
Electronic Dist. Dept. will advise			

Hotel is live on all GDS's including property's timeline of switch			
Electronic Dist. Dept. will update Insite as GDS complete			
Service Delivery Mgr. consultative call w/client inform of live status.			
Test reservation on live website, confirm email/fax delivery and cancel			
Inform DOS and confirm Insite posting with client LIVE status			
Confirm contacts for future notification of system updates			
Post Implementation Process	Completed	Timeline	Notes
24 hours after property is live on GDS, Electronic Distribution Department will provide HOD and test reservations for all systems			
Service Delivery Manager will forward information to the property and review HOD if necessary.			
7 days after property is live Review CRS for reservations.			
Within 10 days of new property going live Electronic Dist Dept conducts GDS landscape overview training			
14 days after property is live. Confirm client is using CRS and Help Desk when needed.			
14 days after property is live, schedule training on iManager			
30 days after property is going live:			
- Is GDS volume according to client's history and expectation			
- Is there a particular GDS low in volume of reservations			
- Is GDS volume according to projections on initial contract			
QC client appears listed on 3rd party and Pegasus ODD sites.			
On clients first invoice, confirm client is able to process any cancellations or no-shows within the 5 day lock-down			

The following forms can be found on Insite with the following document numbers:

13.1. iHotelier Current Customer List 2589

13.2. Product Fact Sheets

iHotelier CRS	2611
Call Center/VAS	2393
Consortia RFP	2495
DataBridge	2398
Email Marketing	2489
Loyalty Program	2488
Next Gen Seamless	2511
Search Engine Optimization	2525
Group Booking	2610
Dynamic Packaging	2609
iHotelier Enhancements	2294

13.3. Implementation

iHotelier Welcome Kits	2572
Database Form	2424

13.4. Customer Collateral Pieces

Call Center/VAS	2397
Consortia RFP	2504
DataBridge	2492
Email Marketing	2491
Loyalty Program	2490
Next Gen Seamless	2517
iHotelier Flyer	2581
Selected Client List	2578
5 Star Client List	2278
Multi-Property Client List	2711
Multi-Property Clients no logos	2722

14. Additional Information

14.1. Product Fact Sheets and Collateral Pieces

14.1.1 VAS third party voice reservation services

Overview

If a prospect is moving their web and GDS business from another provider to TravelCLICK, chances are they'll need to transition call center services as well. Handling a hotel's call center

can generate significant "converted booking" revenue to TravelCLICK. In many cases, the revenue for Call Center converted bookings can exceed that associated with GDS and/or web bookings.

Through our affiliate Virtual Agent Services (VAS), TravelCLICK is able to provide iHotelier customers with the best call handling services available to the hospitality industry While VAS handles calls through ten fully functional call centers in Canada, calls for TravelCLICK hotels are handled in Saint Louis-de-Kent, New Brunswick. An innovator in its field, VAS has created jobs in markets that really needed them, and as a result, can provide high-quality, low-cost call handling services utilizing committed professionals who enjoy working for the company and value their jobs. Turnover is extremely low and customer service levels are outstanding VAS handles over 4 million hospitality-related calls annually, delivers high quality service and consistently improves conversion rates for hotels.

Services Available

VAS agents use the iHotelier call center interface to handle a hotel's calls. Calls are answered as though they came directly into the hotel. While TravelCLICK would prefer to handle all calls for a customer, we will consider handling any of the following individually, generally subject to a 500 call per month minimum:

1. Hotel's toll-free reservations number
2. Reservation calls coming into property
3. After-hours, weekend, holiday reservation calls
4. Hotel reservations center call overflow

Required Qualifying Information to be Obtained Before Contracting

It is critical that you obtain answers to as many of the following questions *before contracting with the hotel*. This information helps us determine the value of an account to TravelCLICK, quote the appropriate fees, and ensure that taking on the call center activity for the hotel makes good business sense to TravelCLICK and VAS. It will also contribute to a smooth implementation and ensure that the addition of the customer to our portfolio does not have any negative impact on service levels being provided to existing customers.

1. Determine what services are required (from the list above)
2. Obtain desired hours of operation/days of week needed for call center coverage
3. Determine call volumes associated with the services requested (per month, per day, per hour, per half-hour). Call reports for a full year are a good source for this information
4. Obtain current conversion rate (% of calls that end up producing reservations)
5. Obtain average talk time for handling a reservations call
6. Obtain average after-call work time (if applicable)
7. Determine call arrival patterns/peak periods
8. Obtain desired cutover date (typically at least 30 days are required from the VAS Kick-Off call to implement a hotel)
   Determine who currently handles calls for the hotel. This will assist in setting a timeline for cutover date. (Note: certain circumstances can hold up the process, i.e. ownership of the phone number). If the hotel is moving from another CRS provider that also utilizes VAS for voice, VAS requires written confirmation from the hotel that they have notified the old CRS provider of their intent to transition to iHotelier and their intent to acquire voice services through TravelCLICK.

14.1 2. Commission Processing Services

TravelCLICK is now able to provide our iHotelier customers with commission processing services. Our recommended provider is Worldwide Payment System (WPS) and this solution should be offered first. If, however, Pegasus is requested, we also support Pegasus Commission Processing Services.

Advantages of Using Commission Processing with TravelCLICK

- Saves time and streamlines the process associated with data collection
- Eliminates bank fees for currency exchange
- Ensures prompt payment to travel agencies
- Consolidates all commissions into one, easy payment
- WPS handles travel agent commission inquiries on behalf of the hotel free of charge

How Commission Processing Works

- TravelCLICK aggregates reservation information, by check-out, from iHotelier and supplies WPS or Pegasus with the data on a monthly basis.
- WPS or Pegasus sends commissionable transaction information to the hotel for review. The hotel updates the list of reservations to reflect additional travel agent reservations (i.e. hotel direct bookings), cancellations and no-shows and returns it to WPS or Pegasus.
- WPS or Pegasus will notify the hotel of payment due to cover travel agency commissions and their fees. The hotel wires the total due to WPS or Pegasus in their own currency.
- WPS or Pegasus distributes commission payments to travel agents in their local currency.

Pricing

To TravelCLICK:

The hotel pays TravelCLICK a flat monthly fee of $50 per property for the aggregation and transmission of data to WPS or Pegasus. The monthly fee is insignificant to TC – the real benefit is the ability to offer these services to existing and potential iHotelier customers.

To WPS:

Option 1: Per Transaction

USD $ 0.50 for each U.S. to U.S. transaction – and –
€1 (or equivalent converted yearly in your local currency) for all other transactions

In this case, pricing for a US Hotel to a US Travel Agency is $0.50 cents per commissionable transaction. In the case of a US or International Hotel paying commissions to an International Travel Agency, 7 reservations by the same international agency would be billed at €7. Option 1 may be more affordable for a Hotel who owes commissions to a large number of agencies that have booked single reservations to the property.

Option 2: Per Unique Travel Agency Payment

USD $ 0.50 for each U.S. to U.S. transaction – and –
€3 (or equivalent converted yearly in your local currency) per unique Travel Agency payment

In this case, pricing for a US Hotel to a US Travel Agency is $0.50 cents per commissionable transaction. In the case of a US or International Hotel paying commissions to an International Travel Agency, 7 reservations by the same agency would be billed at €3. Option 2 may be a more affordable option for a Hotel that typically gets a larger number of reservations from a large majority of their supporting travel agencies.

To Pegasus

$0.80 per commissionable transaction

Process to sign up a hotel for Commission Processing

1. Complete the iHotelier contract and check the box for Commission Processing on Schedule B. For an existing iHotelier customer, check the box Commission Processing on Schedule B of the contract and have the customer sign anywhere on the document acknowledging terms.

2. Have the hotel complete and sign the WPS Subscriber Service Agreement and present the hotel with Exhibit B – Currencies which outlines the acceptable currencies. Both of these forms can be found on InSite, Information Center, Keyword: commissions. If Pegasus has been specifically requested, have the hotel fill out the Pegasus Participant Enrollment Form, the Pegasus Pre-Implementation Form and present them with the list of acceptable currencies (all three forms are also found on InSite).

3. Submit Attachment B of the iHotelier contract (along with the entire contract for a new iH customer) and the signed WPS Subscriber Service Agreement (or Pegasus Participant Enrollment Form and Pre-Implementation Form) to the Houston New Orders mailbox.

4. The assigned Account Manager for the hotel will submit the forms to WPS (or Pegasus), contact the hotel to see if they have any questions, etc., build the hotel in Admin, and set up the hotel's desired commission rules.

14.1.3. Consortia Bidding

Overview

Consortia represent groups of travel agency members that have joined for the principle purpose of obtaining access to negotiated rates for their customers. The Consortia accept bids from hotels and aggregate a rate program for member agencies. A consortia rate is a rate negotiated with a hotel by the Consortia on behalf of its travel agency members.

Standard Requirements of Consortia Programs

- A minimum of 10% of the lowest single published rack rate
- Rate parity
- Last room availability guarantee
- 10% commission to the agency
- A guarantee of the rate for the entire calendar year, subject to availability

Benefits to a Hotel for Participating in Consortia Programs

- Increased exposure to travel agencies
- Increased visibility in directories and on GDS displays when consortia rates are requested
- Increased bookings and GDS revenue
- Ability to participate in available Consortia marketing opportunities

Advantages to Using TravelCLICK for Consortia Programs

- TravelCLICK will assist the hotels in getting into Consortia programs.
- This saves the hotel time and effort in having to aggregate program information themselves and manually respond to each Consortia RFP.
- TravelCLICK provides training on how to use the RFP submission tool.
- TravelCLICK assists the hotels in loading data into an RFP submission tool.
- TravelCLICK collects the responses from the Consortia and notifies the hotel regarding programs they have been accepted in.

Process to Enroll a Hotel in the Consortia Bidding Process

1. Complete the iHotelier contract and check off the box for Consortia RFP on Schedule B. Once completed, submit to Houston New Orders.
2. Sally Ramos or Jessica Wells in Houston will contact the hotel to setup training.
3. One hour of training for new users and thirty minutes for renewal users will be coordinated with Houston.

Pricing

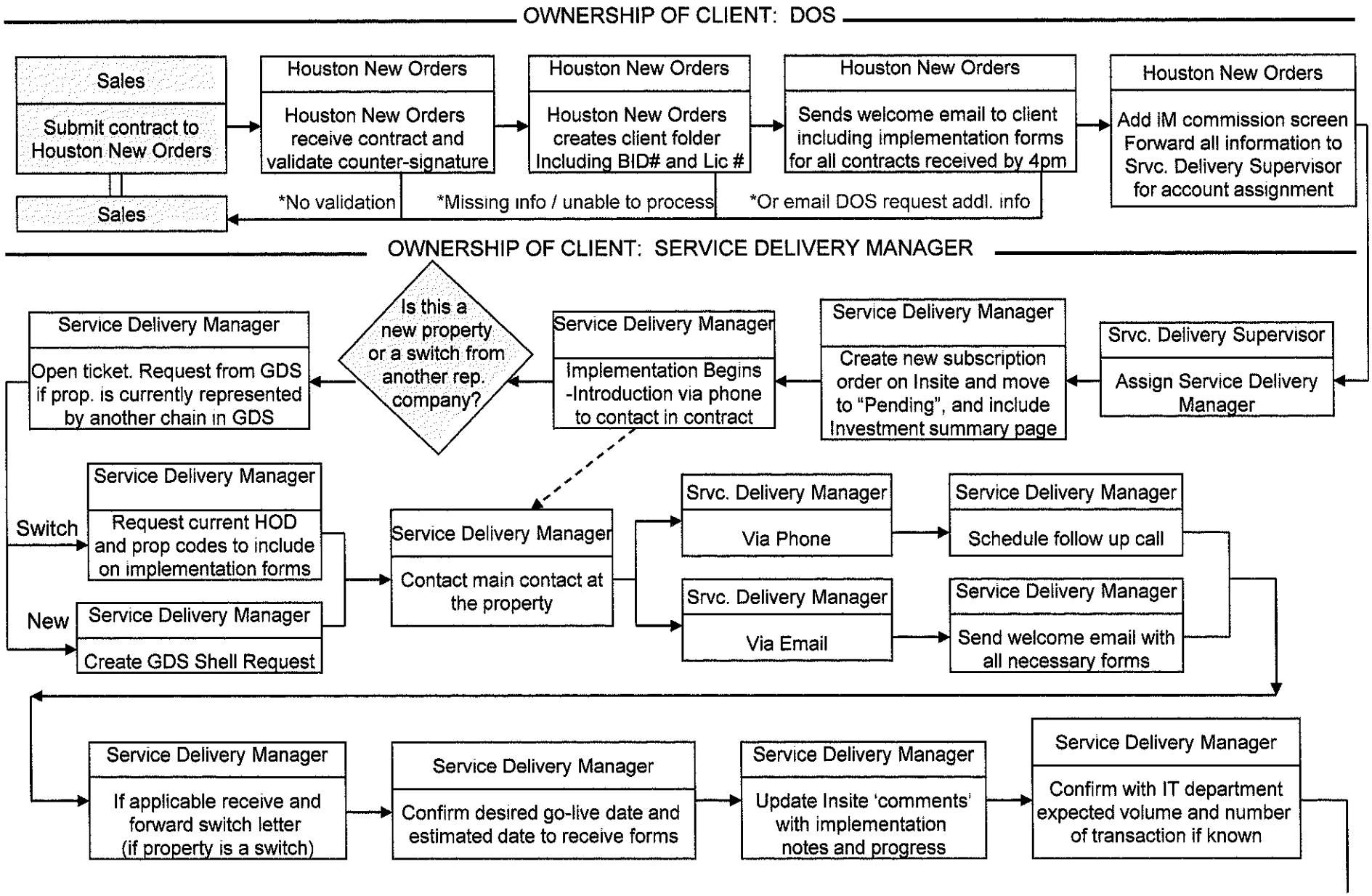
An annual fee of $500 per hotel is paid to TravelCLICK for coordinating and managing the Consortia process and a software license fee.

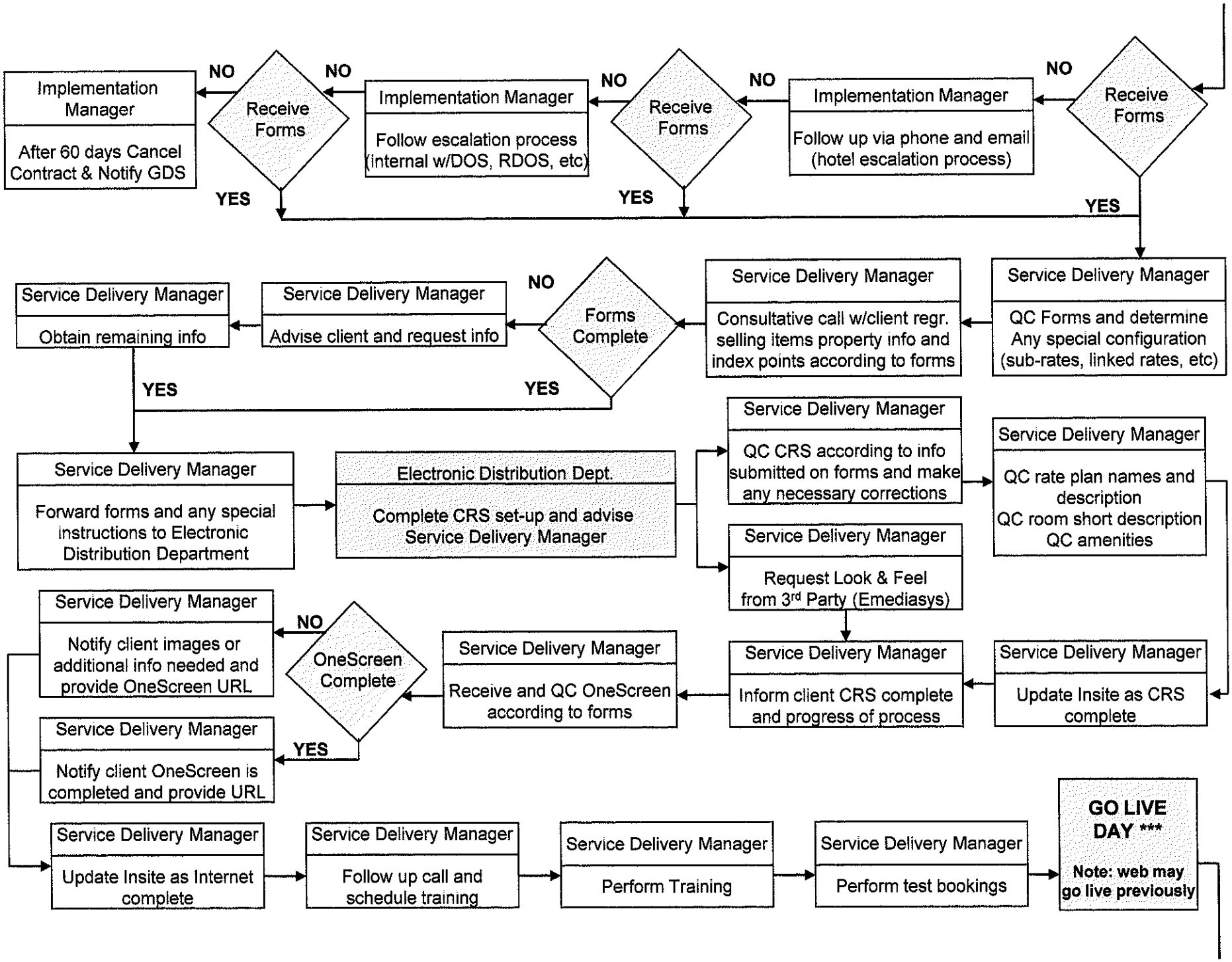
Additional fees may be accessed by each Consortia for participation.

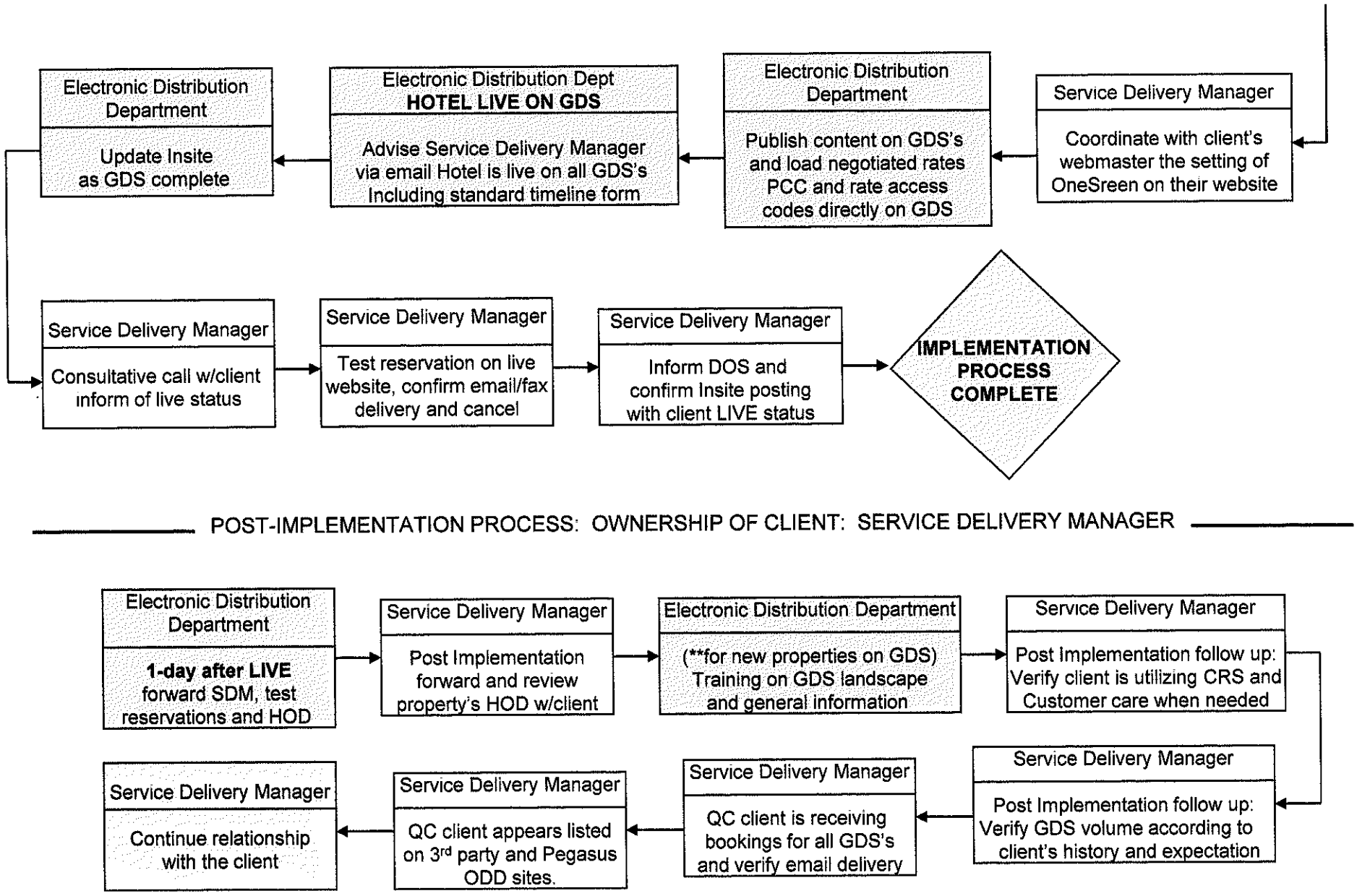
Attachment E

Web and GDS Implementation Process

The following process will outline the Implementation of a property on the web and the GDS:




Receive Forms
NO
Implementation Manager
Follow up via phone and email (hotel escalation process)
YES
Receive Forms
NO
Implementation Manager
Follow escalation process (internal w/DOS, RDOS, etc)
YES
Receive Forms
NO
Implementation Manager
After 60 days Cancel Contract & Notify GDS
YES
Service Delivery Manager
QC Forms and determine Any special configuration (sub-rates, linked rates, etc)
Service Delivery Manager
Consultative call w/client regr. selling items property info and index points according to forms
Forms Complete
NO
YES
Service Delivery Manager
Advise client and request info
Service Delivery Manager
Obtain remaining info
YES
Service Delivery Manager
Forward forms and any special instructions to Electronic Distribution Department
Electronic Distribution Dept.
Complete CRS set-up and advise Service Delivery Manager
Service Delivery Manager
QC CRS according to info submitted on forms and make any necessary corrections
Service Delivery Manager
Request Look & Feel from 3rd Party (Emediasys)
Service Delivery Manager
QC rate plan names and description
QC room short description
QC amenities
Service Delivery Manager
Update Insite as CRS complete
Service Delivery Manager
Inform client CRS complete and progress of process
Service Delivery Manager
Receive and QC OneScreen according to forms
OneScreen Complete
NO
YES
Service Delivery Manager
Notify client images or additional info needed and provide OneScreen URL
Service Delivery Manager
Notify client OneScreen is completed and provide URL
Service Delivery Manager
Update Insite as Internet complete
Service Delivery Manager
Follow up call and schedule training
Service Delivery Manager
Perform Training
Service Delivery Manager
Perform test bookings
GO LIVE DAY ***
Note: web may go live previously


Service Delivery Manager
Coordinate with client's webmaster the setting of OneSreen on their website
Electronic Distribution Department
Publish content on GDS's and load negotiated rates PCC and rate access codes directly on GDS
Electronic Distribution Dept
HOTEL LIVE ON GDS
Advise Service Delivery Manager via email Hotel is live on all GDS's Including standard timeline form
Electronic Distribution Department
Update Insite as GDS complete
Service Delivery Manager
Consultative call w/client inform of live status
Service Delivery Manager
Test reservation on live website, confirm email/fax delivery and cancel
Service Delivery Manager
Inform DOS and confirm Insite posting with client LIVE status
IMPLEMENTATION PROCESS COMPLETE
POST-IMPLEMENTATION PROCESS: OWNERSHIP OF CLIENT: SERVICE DELIVERY MANAGER
Electronic Distribution Department
1-day after LIVE forward SDM, test reservations and HOD
Service Delivery Manager
Post Implementation forward and review property's HOD w/client
Electronic Distribution Department
(**for new properties on GDS) Training on GDS landscape and general information
Service Delivery Manager
Post Implementation follow up: Verify client is utilizing CRS and Customer care when needed
Service Delivery Manager
Post Implementation follow up: Verify GDS volume according to client's history and expectation
Service Delivery Manager
QC client is receiving bookings for all GDS's and verify email delivery
Service Delivery Manager
QC client appears listed on 3rd party and Pegasus ODD sites.
Service Delivery Manager
Continue relationship with the client

ATTACHMENT F

iHotelier

Home | Reports | Admin Setup | Property Setup | Inventory/Rates | Packages | Groups | Client Profiles | Marketing

Reports | Statistics | Monitor Tools | iManager |

Reservations | Cancellations | No Shows | Services | Discounts | Guest History | Search | DC Error Log |

Monthly Stats

Help

Reservations Monthly Summary *from Dec 2008 to Jul 2009*

(Grand Total)

Total Reservations:	1	12	9	6	7	-	2	3
Total Rooms:	1	12	9	6	7	-	2	3
Total Room Nights:	2	20	25	26	16	-	8	10
Total Revenue:	USD 700.00	USD 7425.00	USD 8620.00	USD 9750.00	USD 6240.00	-	USD 3080.00	USD 3850.00
Revenue/Reservation:	USD 700.00	USD 618.75	USD 957.78	USD 1625.00	USD 891.43	-	USD 1540.00	USD 1283.33
Revenue/Room:	USD 700.00	USD 618.75	USD 957.78	USD 1625.00	USD 891.43	-	USD 1540.00	USD 1283.33
Revenue/RoomNight:	USD 350.00	USD 371.25	USD 344.80	USD 375.00	USD 390.00	-	USD 385.00	USD 385.00

iHotelier

Home | Reports | Admin Setup | Property Setup | Inventory/Rates | Packages | Groups | Client Profiles | Marketing

Property Info | Inventory Setup | Rate Setup | Sales Channel | Service Requests | Multi-Step Pages | Security Setup |

Registration | General Info | Amenities | Policies | CC Accepted | Tax Percent | Fax Setup | Services | iStay Enhancements |

Transportation | Driving Directions | Airport Directions |

Airport Directions

Help

Airport Directions

Airport	Distance	Distance Unit	Direction
N/A		Mile	North
N/A		Mile	North
N/A		Mile	North
N/A		Mile	North
N/A		Mile	North

Update

iHotelier

Home Reports Admin Setup Property Setup Inventory/Rates Packages Groups Client Profiles Marketing

Inventory | Rates | Rate Level Controls | Availability Restrictions |
Room Type Inv | Property Inv | Rate Plan Inv | Inventory Reports | Allocation Report | Booked Report | DC Block Report |

Overview Report

Help

Inventory Report: Available Rooms / Total Rooms Allocated

Vertical view

						07/25	07/26						08/01	08/02		
		Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Property Level																
RoomType	**GDS**															
Classic Room		29/30	30/30	30/30	30/30	20/20	20/20	30/30	30/30	30/30	30/30	30/30	20/20	20/20	30/30	30/30
Traditional Room		30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30	30/30
One Bedroom Suite		5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5	5/5
Two Bedroom Suite		4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4	4/4

Start Date: Jul 21 2009 **End Date:** Aug 4 2009 Display It

iHotelier

Home | Reports | Admin Setup | Property Setup | Inventory/Rates | Packages | Groups | Client Profiles | Marketing

Packages | Setup |

Search | Filters | Dates | Room Rates | Ext Stay | Child Ages | Option Category | Option Selections | Picture | Policy | Portals | Taxes | Copy | Svc Options | Svc Inclusions |

Editor

Package Editor: Stay 2 Get 3rd Free

Language	English (US)
Package Direct URL	http://reservations.ihotelier.com/crs/p_prod.cfm?HotelID=12951&ProdID=240987&killcookie=1&LanguageID=1
Category	Family Packages Change Category
Package Name	Stay 2 Get 3rd Free Review
Package PMS Code	(for PMS interface)
Package Start Date	06/05/09
Package End Date	12/31/09
Standard Min Nights	3
Standard Max Nights	3 Note: You can allow guests to extend their stay beyond Max Nights
Package Description	Save Stay 2 Nights Get the 3rd Night Free!
Designer Text Preview	Stay 2 Nights Get the 3rd Night Free!

iHotelier

Home | Reports | Admin Setup | Property Setup | Inventory/Rates | Packages | Groups | Client Profiles | Marketing

Reservation Email Designer | Manual Delivery | Marketing Tools | Event Calendar |

Email Designer | Teaser List | Email Addresses | Marketing Emails | Marketing Email History |

Email Designer List | Add New Email Design |

Add New Email Design

Help

Create New Marketing Email Design

Name:	
Type:	General
Copy From Template:	Blank Design

Create Preview

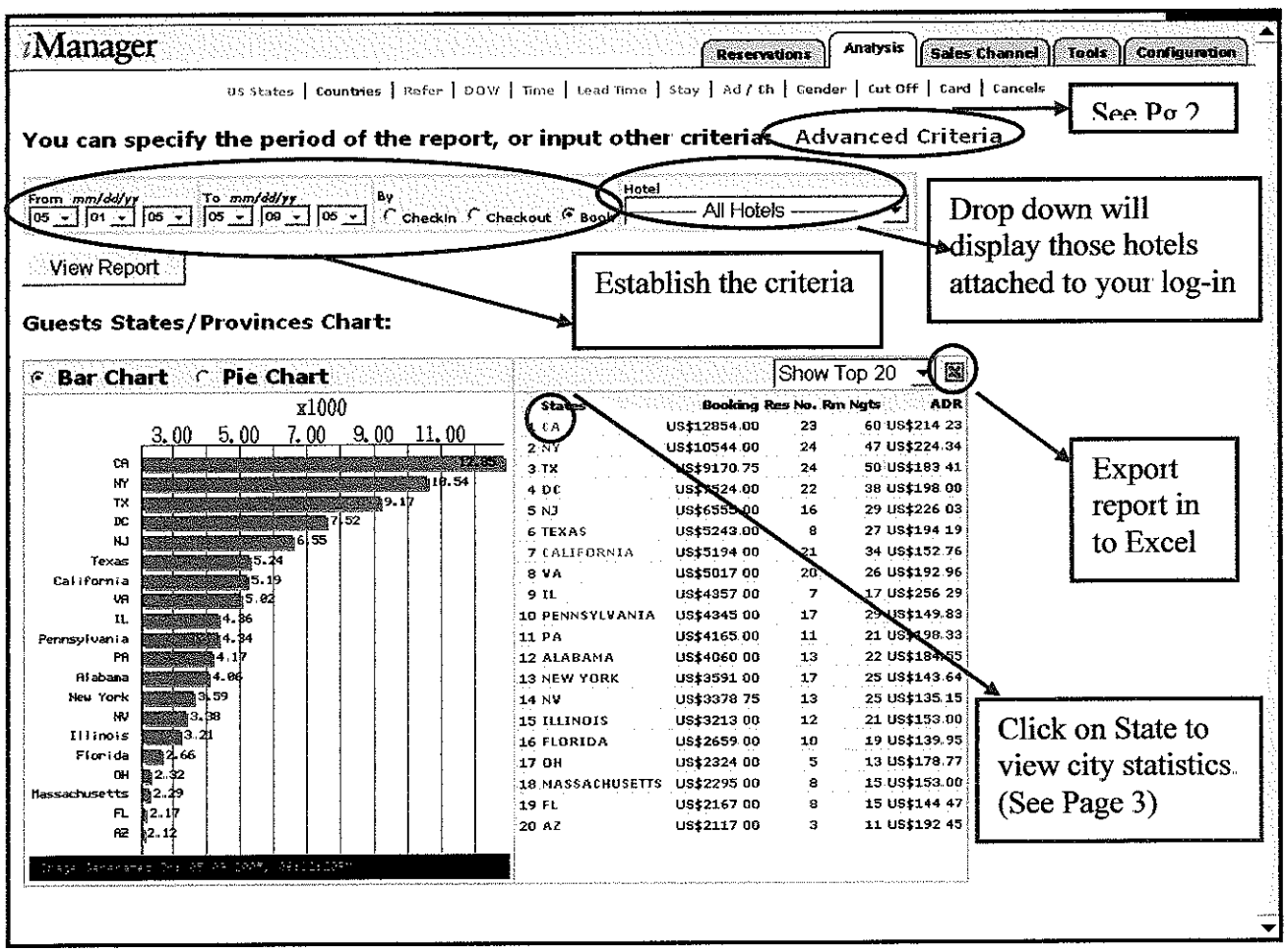
ATACHMENT G
Sample Reports

iHotelier provides a suite of reports to support your business requirements.

Analysis Reports provide insight into your customers booking patterns and where they are from, while Sales Channel Reports

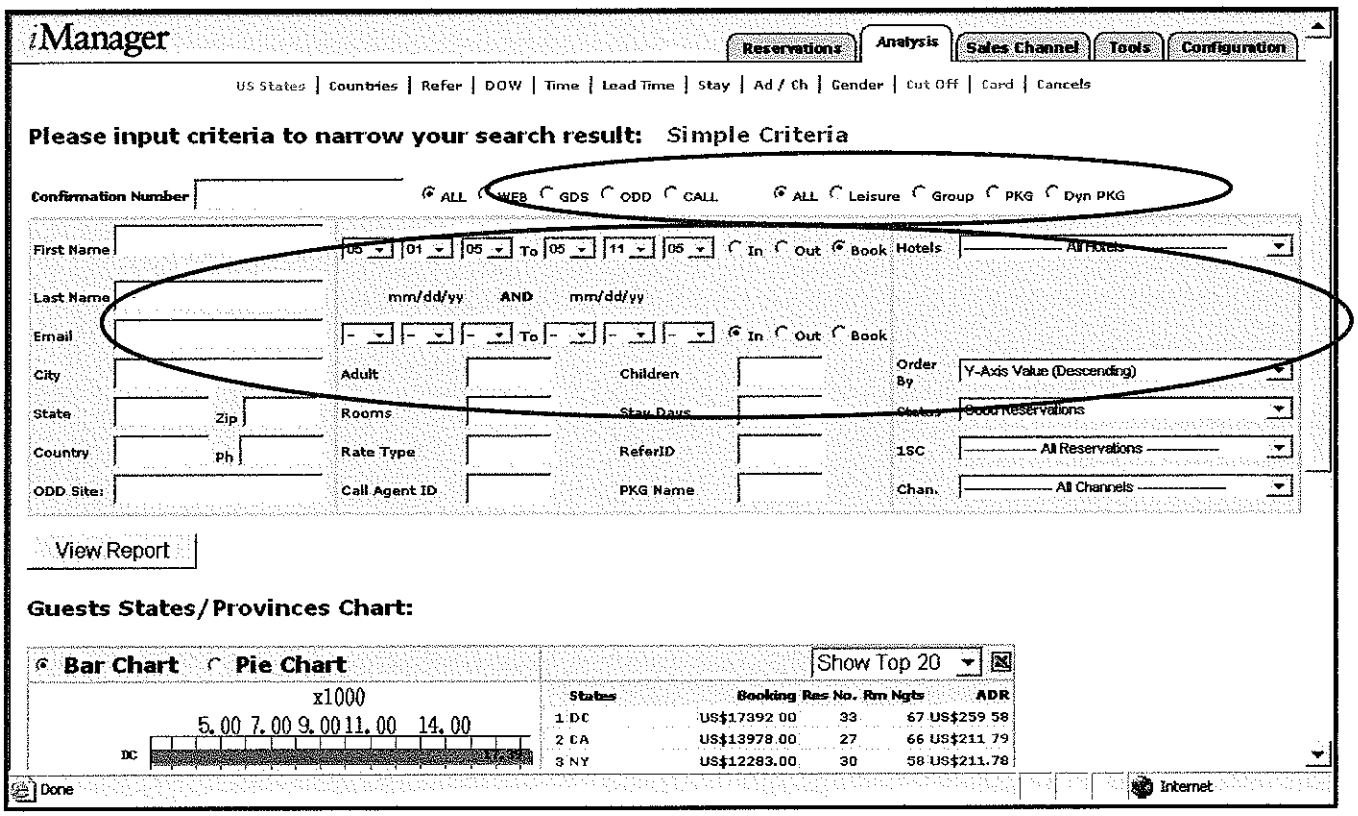
Below are a number of reports available through iHotelier that give you amazing insight into who your guests are, where they come from and their booking patterns. Additionally, you are able to establish the channels, rate plans and promotions that are providing the best results.

The criteria of each report can be adjusted by the Start and End date and by Check-in, Check-out or Booked information. All reports are exportable in to Excel.



Sample Reports

The "Advanced Search" option is available on all iManager reports. This function gives you the ability to drill down the report to the exact information you are looking for.



Sample Reports

Cities of Origin

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

US States | Countries | Refer | DOW | Time | Lead Time | Stay | Ad / Ch | Gender | Cut Off | Card | Cancels

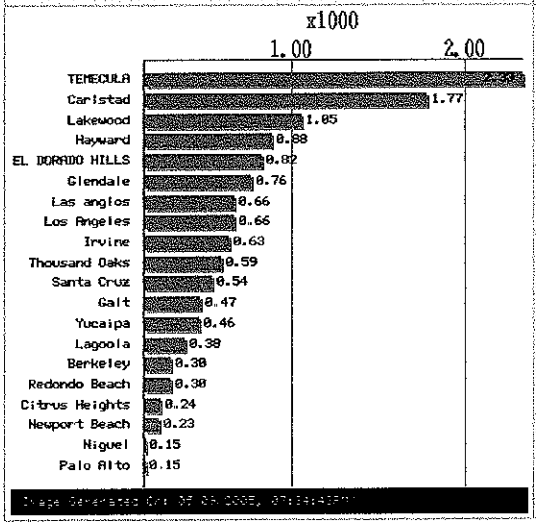
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

Guests Cities Chart:

Bar Chart Pie Chart



Show Top 20

	Cities	Booking	Res No.	Rm Ngts	ADR
1	TEMECULA	US$2330.00	3	10	US$233.00
2	Carlstad	US$1773.00	1	7	US$253.29
3	Lakewood	US$1050.00	2	4	US$262.50
4	Hayward	US$876.00	1	4	US$219.00
5	EL DORADO HILLS	US$816.00	1	4	US$204.00
6	Glendale	US$756.00	1	4	US$189.00
7	Las anglos	US$658.00	1	2	US$329.00
8	Los Angeles	US$658.00	1	2	US$329.00
9	Irvine	US$628.00	1	2	US$314.00
10	Thousand Oaks	US$588.00	1	2	US$294.00
11	Santa Cruz	US$536.00	1	4	US$134.00
12	Galt	US$467.00	1	3	US$155.67
13	Yucaipa	US$458.00	1	2	US$229.00
14	Lagoola	US$378.00	1	2	US$189.00
15	Berkeley	US$298.00	1	2	US$149.00
16	Redondo Beach	US$298.00	1	2	US$149.00
17	Citrus Heights	US$238.00	1	2	US$119.00
18	Newport Beach	US$229.00	1	1	US$229.00
19	Niguel	US$149.00	1	1	US$149.00
20	Palo Alto	US$149.00	1	1	US$149.00

Sample Reports

Day of Week

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

US States | Countries | Refer | DOW | Time | Lead Time | Stay | Ad / Ch | Gender | Cut Off | Card | Cancels

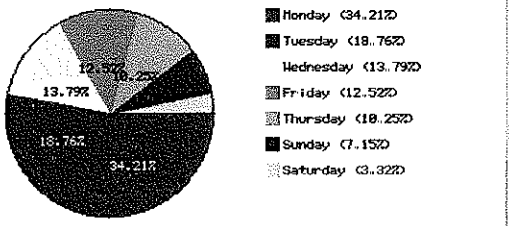
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

Day of Week Pie Chart:

Bar Chart Pie Chart



Show Top 20

	Day of Week	Booking	Res No.	Rm Ngts	ADR
1	Monday	US$70762 50	192	374	US$189.20
2	Tuesday	US$38810 75	114	218	US$178.03
3	Wednesday	US$28521 00	88	156	US$182 83
4	Friday	US$25893 25	82	137	US$189 00
5	Thursday	US$21201 50	69	117	US$181.21
6	Sunday	US$14798 75	36	74	US$199 98
7	Saturday	US$6872 75	15	31	US$221 70

Sample Reports

Lead Time

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

US States | Countries | Refer | DOW | Time | Lead Time | Stay | Ad / Ch | Gender | Cut Off | Card | Cancels

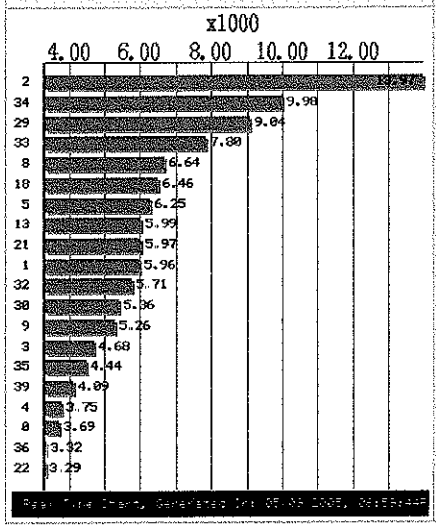
You can specify the period of the report, or input other criteria: Advanced Criteria

From *mm/dd/yy* 05 01 05 To *mm/dd/yy* 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

Lead Time Chart: X-Axis: Lead Time *(Days between Book & Checkin)*; Y-Axis: Booking Revenue

Bar Chart Pie Chart Show Top 20



Lead Times	Booking	Res No.	Rm Ngts	ADR
2 - Day	US$13973 75	49	72	US$194 08
34 - Day	US$9984 00	31	62	US$161 03
29 - Day	US$9038 00	27	60	US$150 63
33 - Day	US$7798 00	20	44	US$177 23
8 - Day	US$6641 00	12	27	US$245 96
18 - Day	US$6455 00	16	29	US$222 59
5 - Day	US$6252 50	18	30	US$208 42
13 - Day	US$5988 00	10	23	US$260 35
21 - Day	US$5973 00	12	33	US$181 00
1 - Day	US$5959 50	16	28	US$212 84
32 - Day	US$5711 00	17	33	US$173 06
30 - Day	US$5364 00	20	32	US$167 63
9 - Day	US$5258 75	10	22	US$239 03
3 - Day	US$4676 00	20	24	US$194 83
35 - Day	US$4437 00	21	29	US$153 00
39 - Day	US$4091 00	5	19	US$215 32
4 - Day	US$3747 75	15	20	US$187 39
0 - Day	US$3687 00	13	18	US$204 83
36 - Day	US$3317 00	8	17	US$195 12
22 - Day	US$3294 00	11	18	US$183 00

Sample Reports

Length of Stay

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

US States | Countries | Refer | DOW | Time | Lead Time | Stay | Ad / Ch | Gender | Cut Off | Card | Cancels

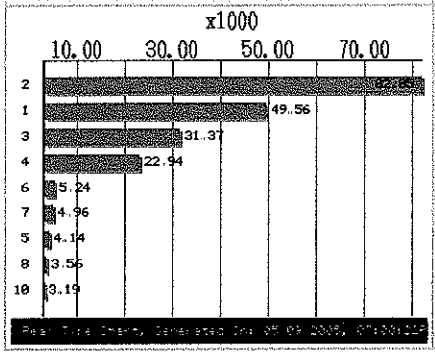
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ---------- All Hotels ----------

View Report

Reporting Chart by Guests Stay Nights:

Bar Chart Pie Chart Show Top 20



	Nights of Stay	Booking	Res No.	Rm Ngts	ADR
1	2 - Night Stay	US$82054.00	233	466	US$176 08
2	1 - Night Stay	US$49565.00	266	266	US$186 33
3	3 - Night Stay	US$31371.50	55	165	US$190 13
4	4 - Night Stay	US$22936.00	27	108	US$212 37
5	6 - Night Stay	US$5236 00	4	24	US$218 17
6	7 - Night Stay	US$4958.25	4	28	US$177 08
7	5 - Night Stay	US$4138.75	5	25	US$165 55
8	8 - Night Stay	US$3564.00	2	16	US$222 75
9	10 - Night Stay	US$3190.00	1	10	US$319 00

Sample Reports

Credit Card

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

US States | Countries | Refer | DOW | Time | Lead Time | Stay | Ad / Ch | Gender | Cut Off | Card | Cancels

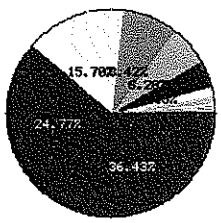
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

Credit Card Report:

Bar Chart Pie Chart



Visa (36.43%)
Amex (24.77%)
Master (15.70%)
AX (8.42%)
VI (6.28%)
CA (4.13%)
Discover (1.68%)
MC (0.92%)
DC (0.56%)
DinersClub (0.50%)
(0.33%)
DS (0.27%)

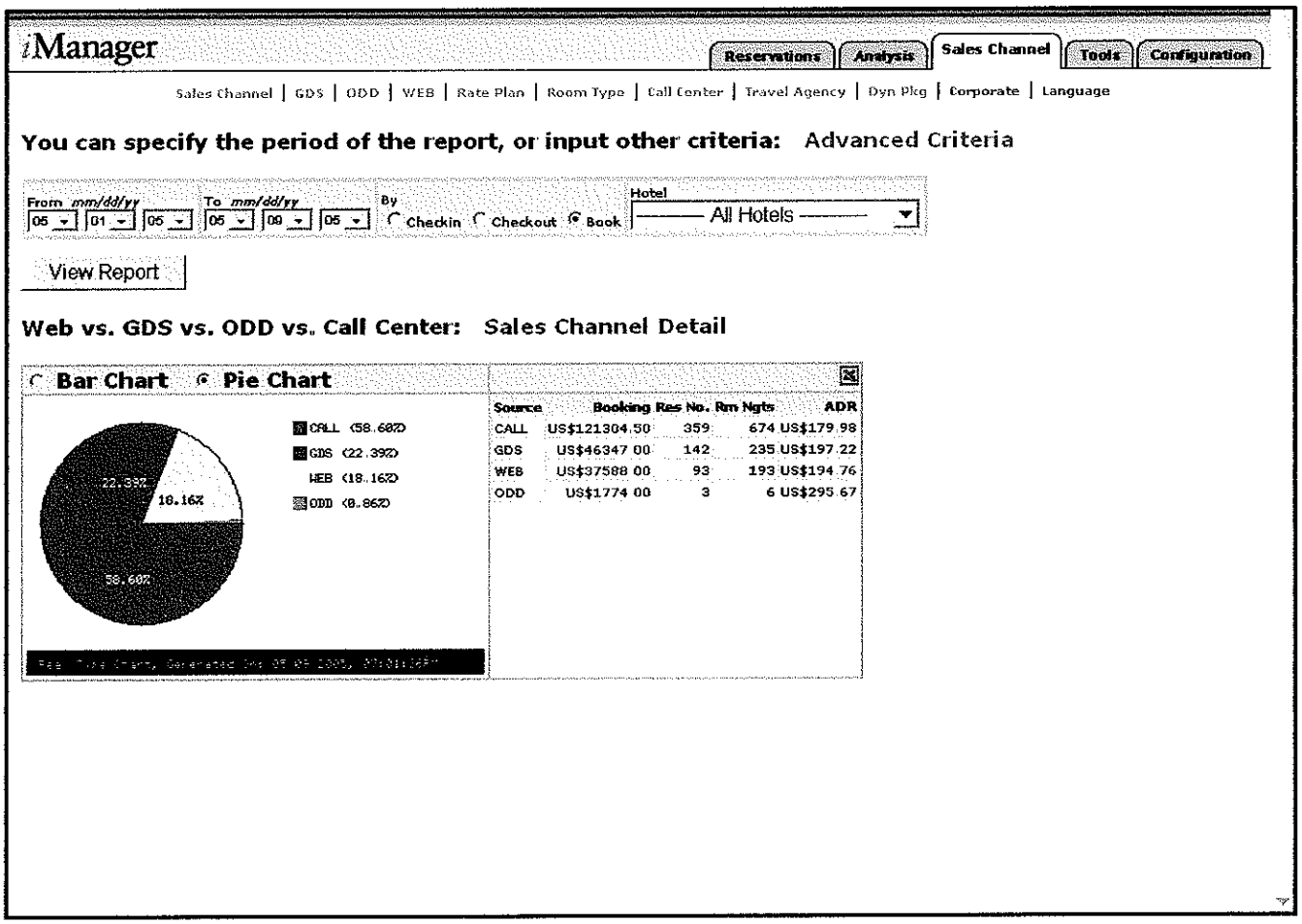
	Credit Card	Booking	Res No.	Rm Ngts
1	Visa	US$75416.50	237	434
2	Amex	US$51276.00	137	259
3	Master	US$32504.00	79	172
4	AX	US$17439.00	51	86
5	VI	US$12996.00	37	71
6	CA	US$8552.00	28	42
7	Discover	US$3470.00	12	20
8	MC	US$1903.00	4	7
9	DC	US$1195.00	3	5
10	DinersClub	US$1036.00	2	4
11		US$675.00	5	5
12	DS	US$551.00	2	3

Sample Reports

Sales Channel Reports

The Sales Channel reports allow you to view your sales by various methods, providing you with tools for reviewing sales history to improve future sales. Several of the key Sales Channel Reports are reviewed below:

Sales Channel



Sample Reports

GDS Production

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

Sales channel | GDS | ODD | WEB | Rate Plan | Room Type | Call Center | Travel Agency | Dyn Pkg | Corporate | Language

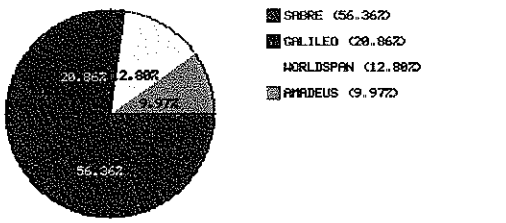
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

GDS Reservations:

Bar Chart Pie Chart



	GDS	Booking	Res No.	Rm Ngts	ADR
1	SABRE	US$26123.00	82	137	US$190.68
2	GALILEO	US$9670.00	32	50	US$193.40
3	WORLDSPAN	US$5932.00	15	30	US$197.73
4	AMADEUS	US$4622.00	13	18	US$256.78

Sample Reports

Rate Plan

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

Sales Channel | GDS | DDD | WEB | Rate Plan | Room Type | Call Center | Travel Agency | Dyn Pkg | Corporate | Language

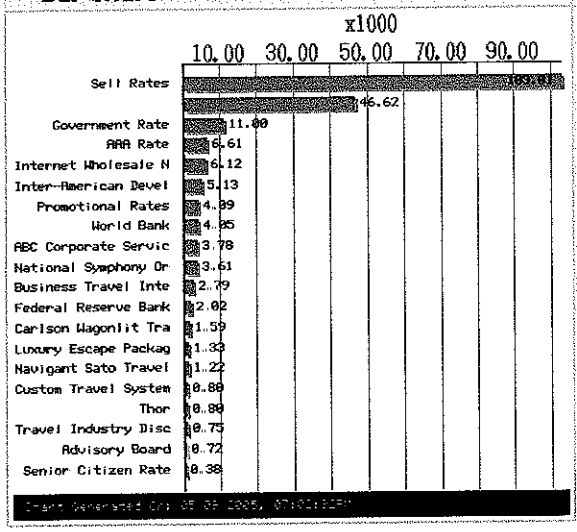
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel ——— All Hotels ———

View Report

Reservations By Rate Plan:

Bar Chart Pie Chart



Show Top 20

Rate Plan	Booking Res	No. Rm Ngts	ADR
1 Sell Rates	US$103007.00	235	463 US$222.48
2 *No Rate (Group & Pkg w/o Rate)*	US$46616.00	179	310 US$150.37
3 Government Rate	US$11004.00	42	68 US$161.82
4 AAA Rate	US$6606.00	16	34 US$194.29
5 Internet Wholesale N	US$6124.50	25	44 US$139.19
6 Inter-American Devel	US$5130.00	14	38 US$135.00
7 Promotional Rates	US$4086.00	8	14 US$291.86
8 World Bank	US$4050.00	10	30 US$135.00
9 ABC Corporate Servic	US$3781.00	11	19 US$199.00
10 National Symphony Or	US$3612.00	3	18 US$200.67
11 Business Travel Inte	US$2786.00	12	14 US$199.00
12 Federal Reserve Bank	US$2016.00	10	13 US$155.08
13 Carlson Wagonlit Tra	US$1592.00	7	8 US$199.00
14 Luxury Escape Packag	US$1325.00	3	5 US$265.00
15 Navigant Sato Travel	US$1224.00	6	8 US$153.00
16 Custom Travel System	US$796.00	4	4 US$199.00
17 Thor	US$796.00	2	4 US$199.00
18 Travel Industry Disc	US$745.00	2	5 US$149.00
19 Advisory Board	US$716.00	4	4 US$179.00
20 Senior Citizen Rate	US$378.00	1	2 US$189.00

Sample Reports

Room Type

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

Sales Channel | GDS | ODD | WEB | Rate Plan | Room Type | Call Center | Travel Agency | Dyn Pkg | Corporate | Language

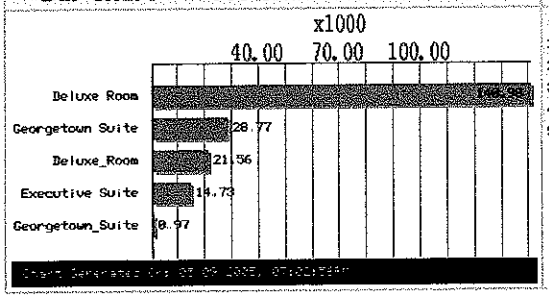
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By Checkin Checkout Book Hotel All Hotels

View Report

Reservations by Room Type:

Bar Chart Pie Chart



Show Top 20

	Room Type	Booking	Res No.	Rm Ngts	ADR
1	Deluxe Room	US$140981 75	427	771	US$182.86
2	Georgetown Suite	US$28769 75	52	130	US$221.31
3	Deluxe_Room	US$21556 00	85	142	US$151 80
4	Executive Suite	US$14733 00	29	58	US$254 02
5	Georgetown_Suite	US$973 00	4	7	US$139 00

Sample Reports

Top Travel Agencies

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

Sales Channel | GDS | ODD | WEB | Rate Plan | Room Type | Call Center | Travel Agency | Dyn Pkg | Corporate | Language

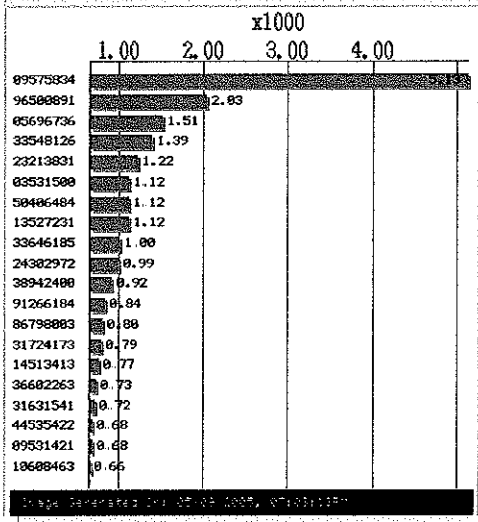
You can specify the period of the report, or input other criteria: Advanced Criteria

From mm/dd/yy 05 01 05 To mm/dd/yy 05 09 05 By ○ Checkin ○ Checkout ◉ Book Hotel ——— All Hotels ———

View Report

Top Producing Travel Agency Report:

◉ Bar Chart ○ Pie Chart



	Booking	Res No.	Rm Ngts	ADR	IATA	Travel Agency	Address
1	US$5130.00	14	38	US$135.00	09575834	WORLD TRAVEL PARTNERS 1 L L.C	C/O INTER-AMER
2	US$2032.00	2	8	US$254.00	96500891	EARTHSCAPE TRAVEL INC	309, 908 - 17TH
3	US$1512.00	2	8	US$189.00	05696736	TAHOE-TRUCKEE THE TRAVEL	425 NORTH LAKE
4	US$1393.00	2	7	US$199.00	33548126	SEA GATE TRAVEL GROUP L.L.C.	16 EAST 34TH ST
5	US$1216.00	2	4	US$304.00	23213831	REISEBUERO EMIL HESS GMBH	BISMARCKSTRASS
6	US$1116.00	1	4	US$279.00	03531500	AMERICAN EXPRESS TRAVEL	2421 WEST PEOR
7	US$1116.00	2	4	US$279.00	50406484	CAPITOL RESERVATIONS AND	1730 RHODE ISLA
8	US$1115.00	2	5	US$223.00	13527231	CARLSON TRAVEL GROUP INC	9300 WEST OVER
9	US$995.00	4	5	US$199.00	33646185	WORLD TRAVEL PARTNERS 1 L L.C	C/O MERRILL LYN
10	US$987.00	1	3	US$329.00	24302972	BSA TRAVEL LTD	11 DEVON STREET
11	US$916.00	2	4	US$229.00	38942400	WORLD TRAVEL INC	700 NORTHEAST
12	US$837.00	1	3	US$279.00	91266184	THE TRAVEL COMPANY LTD	3 FINSBURY SQUA
13	US$796.00	2	4	US$199.00	86798803	VILLA TOURS S.A.DE C.V.	RIO ORINOCO NC
14	US$787.00	1	3	US$262.33	31724173	AMERICAN EXPRESS TRAVEL	C/O JOHNSON & J
15	US$765.00	1	5	US$153.00	14513413	TRAVEL ONE INC	2603 PLAZA DRIV
16	US$726.00	1	4	US$181.50	36602263	FEDERATED DEPARTMENT STORES INC	7 WEST 7TH STRE
17	US$716.00	4	4	US$179.00	31631541	AMERICAN EXPRESS TRAVEL	C/O ADVISORY B
18	US$676.00	4	4	US$169.00	44535422	WORLD TRAVEL PARTNERS 1 L.L.C	C/O MORGAN KEE
19	US$675.00	5	5	US$135.00	09531421	AMERICAN EXPRESS TRAVEL	1818 H STREET N
20	US$658.00	2	2	US$329.00	10608463	CONTINENTAL TRAVEL OF CORAL	2801 FLORIDA AV

Sample Reports

iHotelier GDS Regret Report

This report can display data at variable levels of detail as identified below and for specific date ranges.

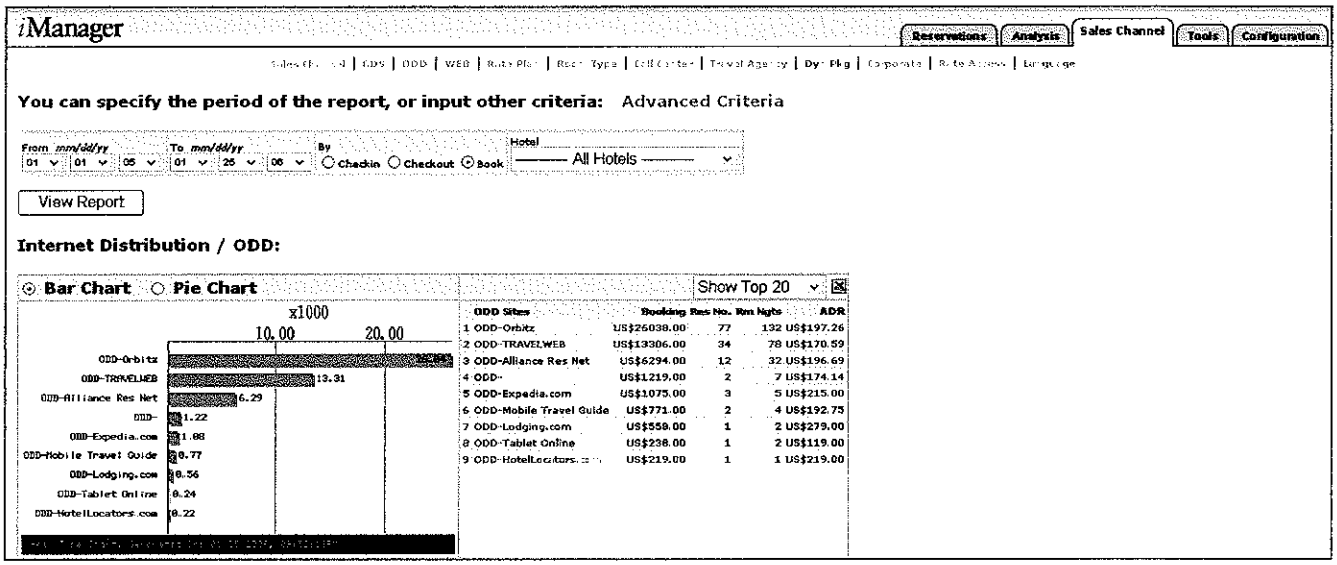
REGRET MESSAGES: PALSRQ | - Non-Itemized - | Top: 15 | 11/01/05 to 11/15/05 | Run Reports

Message	Count
PID10 NOT AVAILABLE FOR DATES REQUESTED	9713
RTY10 ROOM TYPE CLOSED	761
PIR01 ROOM OCCUPANCY EXCEEDED	629
IND07 IN DATE PRIOR TO TODAY	201
PID10 ROOMS SOLD OUT DURING STAY	30
PID10 FAILED TO LOAD RATES	23
OTD07 OUT DATE PRIOR TO IN DATE	14
SYS81 UNSPECIFIED SYSTEM ERR	1

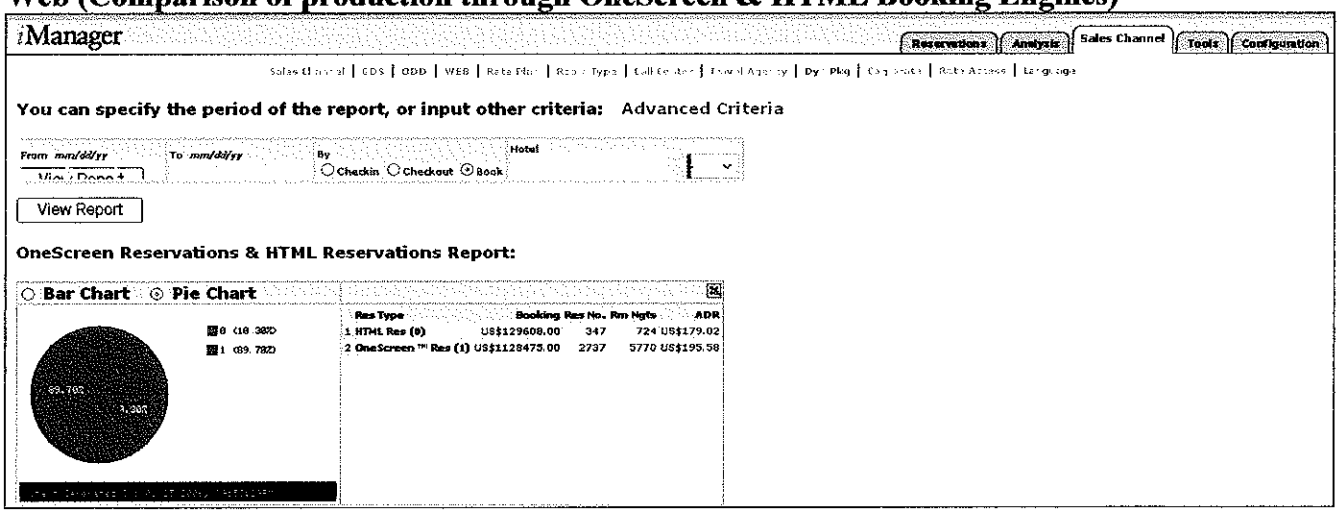
LEGEND	
GDS/Pegasus availability statistics are compiled nightly.	
AALSRQ	Area Availability Request ("Next Generation" Seamless Request)
PALSRQ	Property-level Availability Request Since PALSRQs can contain multiple Rate Plan requests PALSRQ counts may skew higher in Rate Plan-filtered Daily reports than in Aggregated reports
RPINRQ	Rate Rules Request
BOOKRQ Sell	Initiate Reservation Request
CONVERSION	Ratio of BOOKRQ Sells to AALSRQs or PALSRQs. This is the inverse of a Look-To-Book Ratio.
REGRET MESSAGE	Explanation for unavailability. Each message consists of a Pegasus error code and short diagnostic explanation. Area Availability (AALSRQ) reponses contain less-detailed regret messages than do other transactions.

Sample Reports

Internet Distribution / ODD

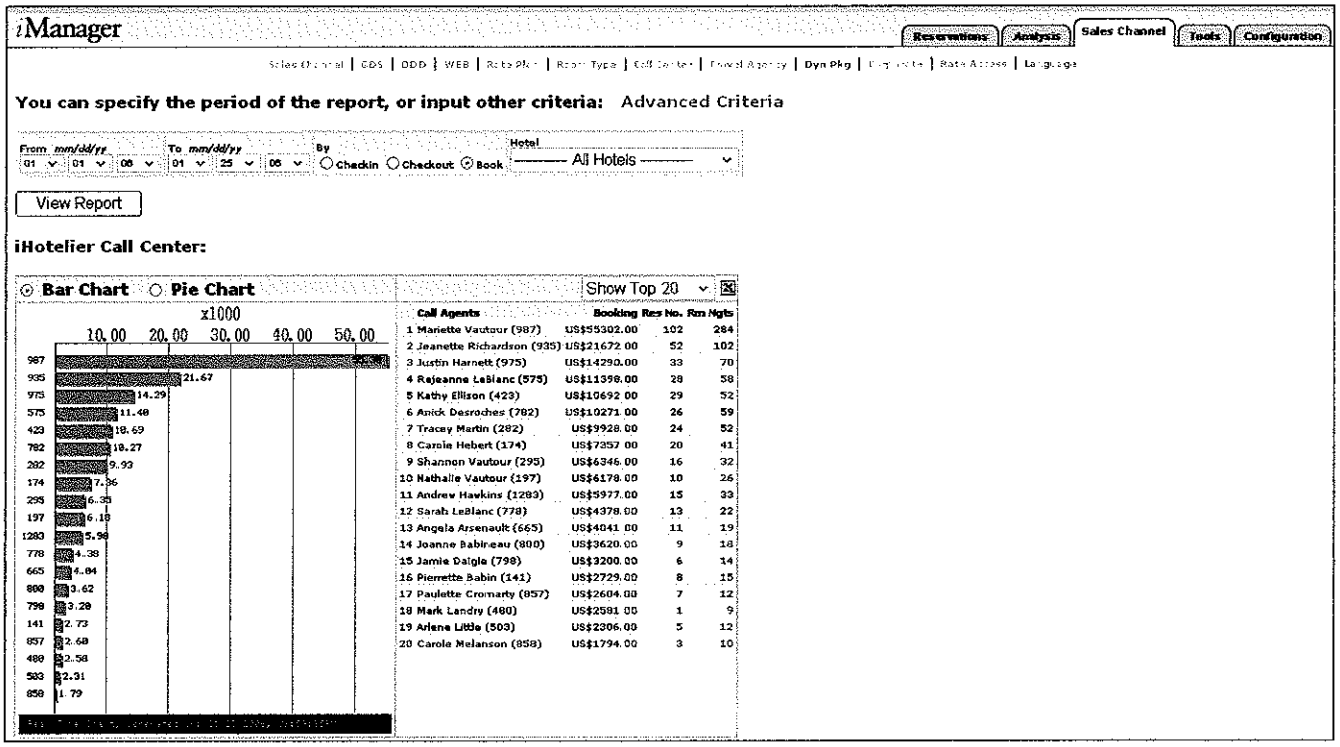


Web (Comparison of production through OneScreen & HTML Booking Engines)



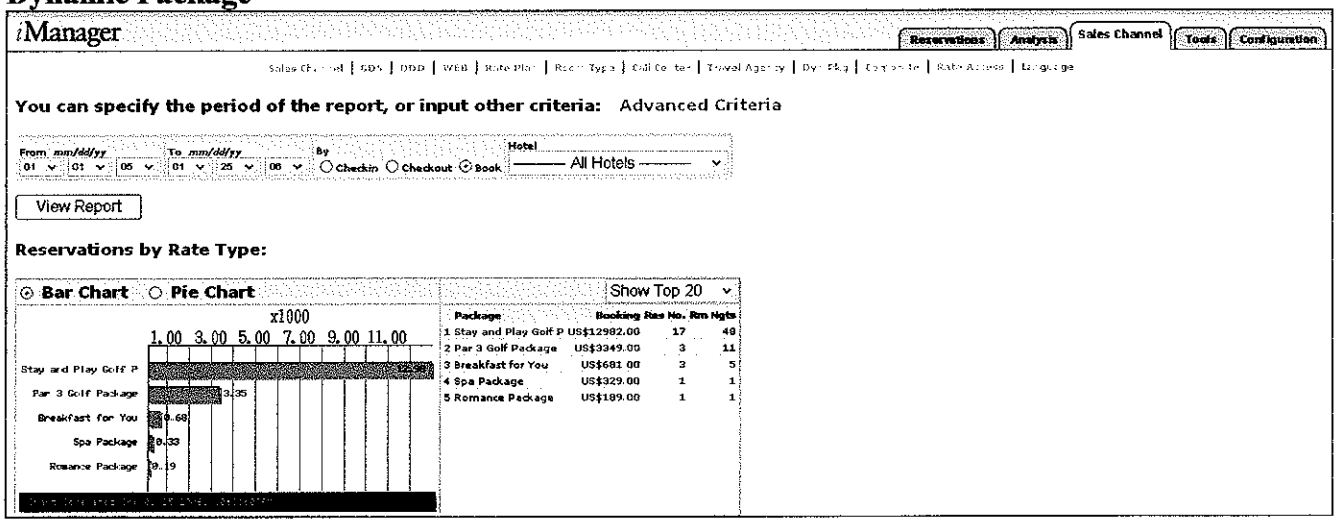
Sample Reports

Call Center

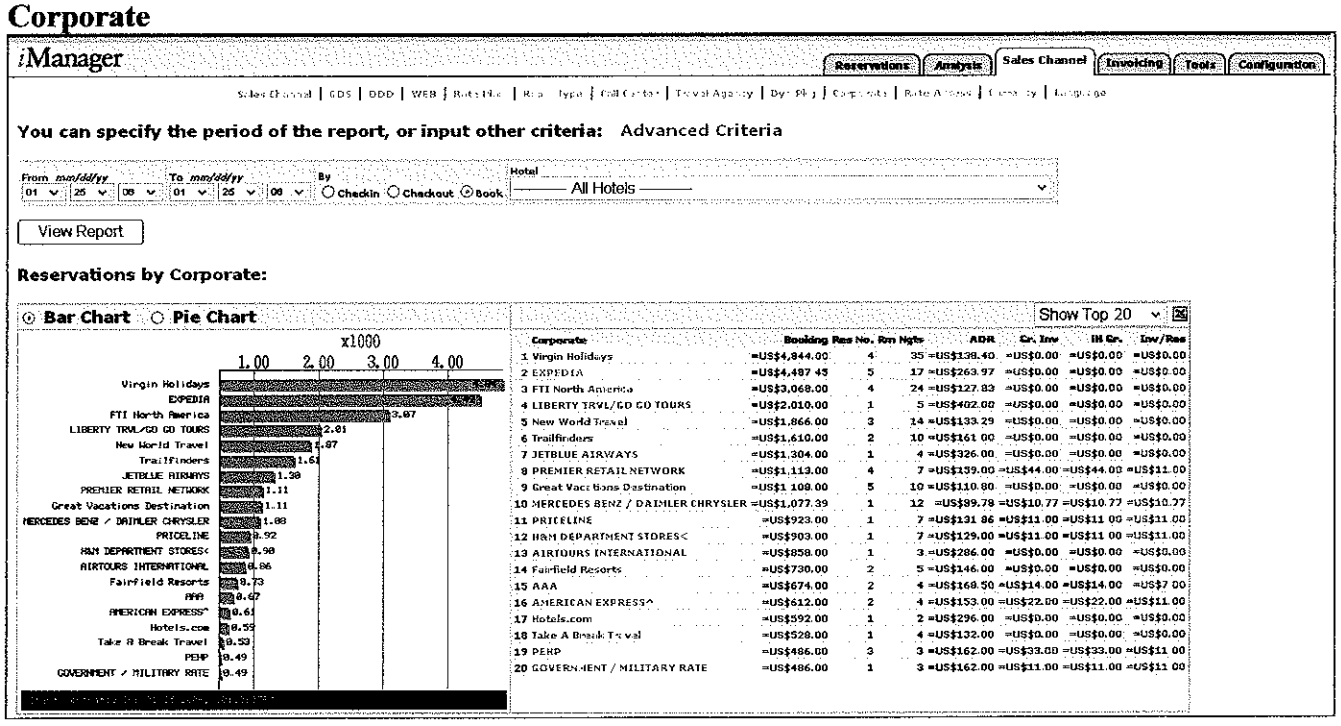


Sample Reports

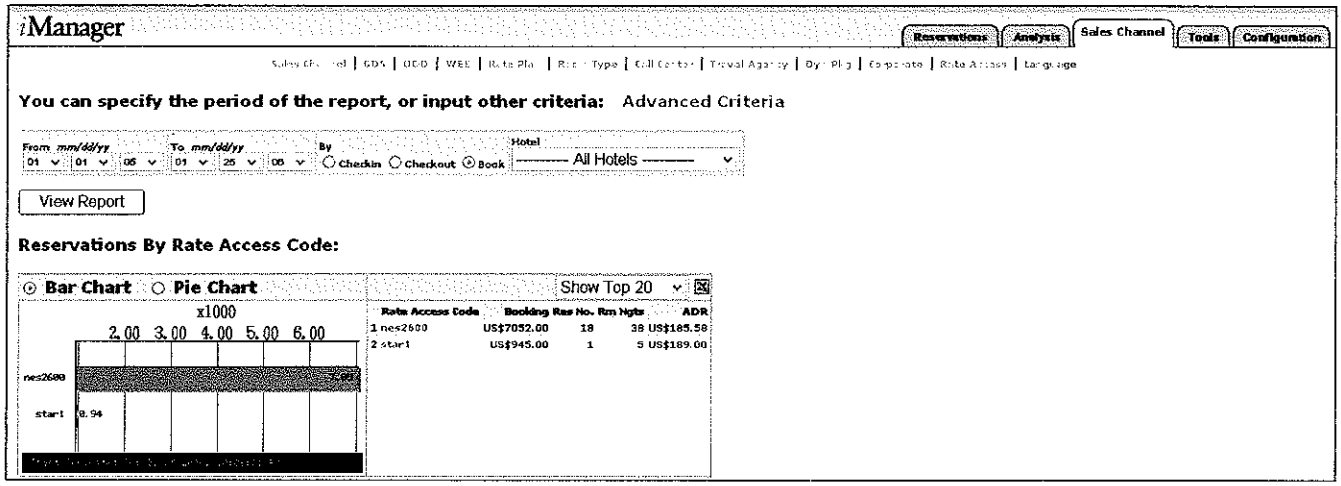
Dynamic Package



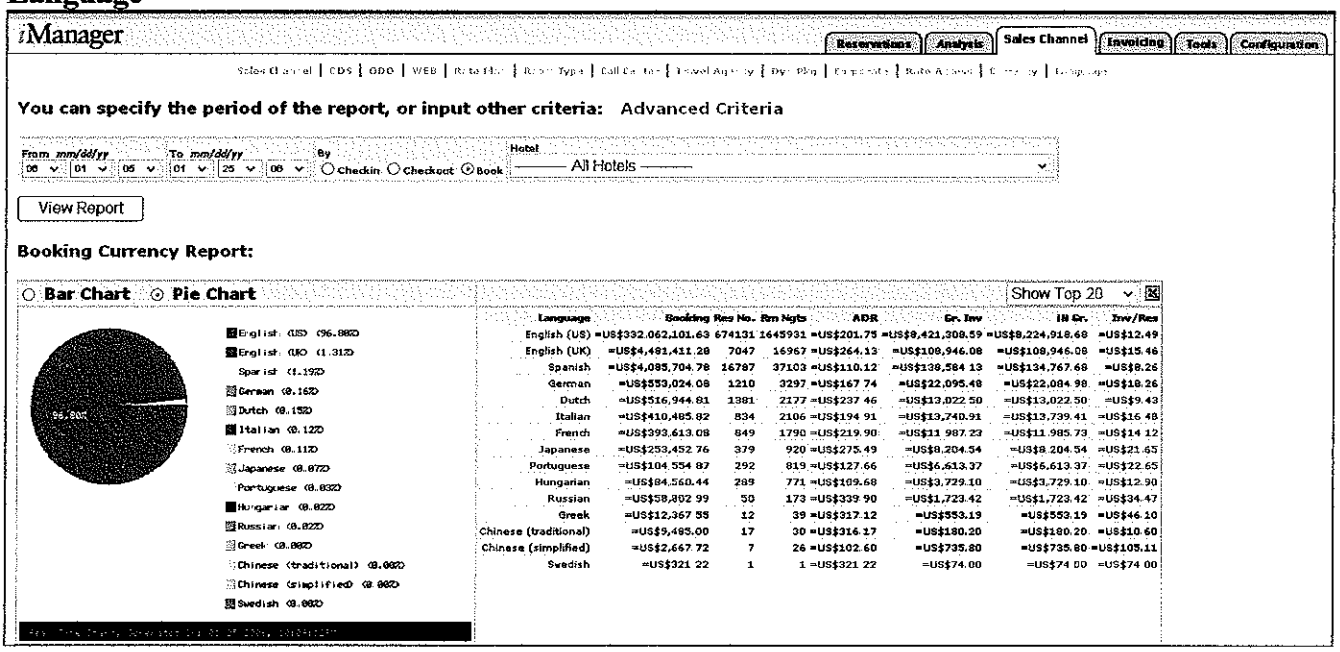
Corporate



Rate Access



Language



Sample Reports

Ad Campaign Tracking

iManager

Reservations | Analysis | Sales Channel | Tools | Configuration

Res Tracking | Download | Resellers Affiliate Partners | | Post Card | Card Sent | Card Category

Reservation Tracking ---- Tracking Advertising Campaigns

Campaign Name	ReferID	1st Page	Copy this URL to use on your campaign	Clicks	View Booking	Setup Date	Delete
Google	1166	Home	http://reservations ihotelier com/watergate/index	6782	View Booking	08/27/02	Delete
Overture - The Watergate Hotel	1161	Home	http://reservations ihotelier com/watergate/index	1010	View Booking	08/27/02	Delete
USA Today - Watergate - CPC	3044	URL	http://reservations ihotelier com/crs/index cfm?hc	670	View Booking	04/27/04	Delete
Easter email Home	3754	Home	http://reservations ihotelier com/crs/index cfm?hc	320	View Booking	03/01/05	Delete
USA Today - Watergate - Dir	3036	URL	http://reservations ihotelier com/crs/index cfm?hc	317	View Booking	04/26/04	Delete
Overture - Washington DC Hotels	1163	Home	http://reservations ihotelier com/watergate/index	197	View Booking	08/27/02	Delete
Hotwire Banner 1	1924	Home	http://reservations ihotelier com/crs/index cfm?hc	158	View Booking	09/02/03	Delete
NYE book now	3511	Step 1	http://reservations ihotelier com/crs/index cfm?hc	115	View Booking	12/08/04	Delete
NYE home	3514	Home	http://reservations ihotelier com/crs/index cfm?hc	110	View Booking	12/08/04	Delete
NYE romance pkg	3512	URL	http://reservations ihotelier com/crs/index cfm?hc	106	View Booking	12/08/04	Delete
Easter email Reservations	3755	Step 1	http://reservations ihotelier com/crs/index cfm?hc	53	View Booking	03/01/05	Delete
Overture - Watergate Hotel	1162	Home	http://reservations ihotelier com/watergate/index	49	View Booking	08/27/02	Delete
NYE packages	3513	URL	http://reservations ihotelier com/crs/index cfm?hc	48	View Booking	12/08/04	Delete
TA email blast	2783	Home	http://reservations ihotelier com/crs/index cfm?hc	40	View Booking	10/28/03	Delete
Hotwire Campaign	2956	Home	http://reservations ihotelier com/crs/index cfm?hc	37	View Booking	03/15/04	Delete
Over - Luxury Hotel Washington DC	1165	Home	http://reservations ihotelier com/watergate/index	20	View Booking	08/27/02	Delete
Overture - Capital Hill Hotel	1164	Home	http://reservations ihotelier com/watergate/index	6	View Booking	08/27/02	Delete
MktEmail-28(Easter Promotion)	3756	Step 1	http://?ReferID=3756	0	View Booking		Delete
MktEmail-33(testing)	3757	Step 1	http://?ReferID=3757	0	View Booking		Delete

RFQ No _____

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

VENDOR OWING A DEBT TO THE STATE:
West Virginia Code §5A-3-10a provides that: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

PUBLIC IMPROVEMENT CONTRACTS & DRUG-FREE WORKPLACE ACT:
If this is a solicitation for a public improvement construction contract, the vendor, by its signature below, affirms that it has a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the ***West Virginia Code*** The vendor **must** make said affirmation with its bid submission. Further, public improvement construction contract may not be awarded to a vendor who does not have a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the ***West Virginia Code*** and who has not submitted that plan to the appropriate contracting authority in timely fashion. For a vendor who is a subcontractor, compliance with Section 5, Article 1D, Chapter 21 of the ***West Virginia Code*** may take place before their work on the public improvement is begun.

ANTITRUST:
In submitting a bid to any agency for the state of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the state of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the state of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the state of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership or person or entity submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

LICENSING:
Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

CONFIDENTIALITY:
The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in http://www.state.wv us/admin/purchase/privacy/noticeConfidentiality.pdf.

Under penalty of law for false swearing (***West Virginia Code*** §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

Vendor's Name: _____

Authorized Signature: _____ Date: _____

4 Training Fees per park

TOTAL ANNUAL TRAINING FEE for evaluation $_____

5 24/7 Support Fee per park

24/7 SUPPORT FEE for evaluation $_____

Any charges or fees are only for services rendered. West Virginia State Code prohibits the payment of maximum or minimum fees.

TOTAL COST PER PARK----------$_____