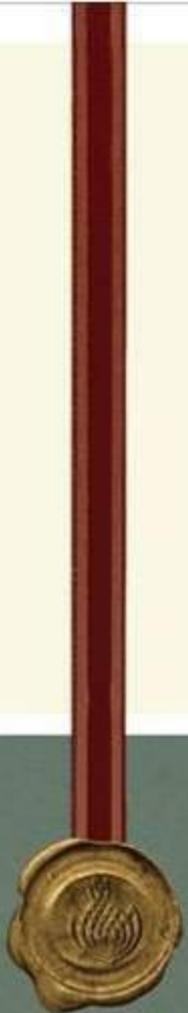


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HISTORIC HOTELS  
*of* AMERICA

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**Total Branded Connectivity**

# Historic Hotels Distribution Network: SynXis CRS



Hotel Website



Mobile Website



• The world of rate distribution can seem a bit **overwhelming**.



# Historic Hotels Distribution Network: SynXis CRS



- Using the **SynXis Central Reservation System** under the **Historical Experience (HE)** chain code, this distribution can be managed easily and efficiently.



Hotel Website



Mobile Website



GDS

IDS/ODD

VOICE

BOOKING ENGINE

DIRECT CONNECT

## SynXis Central Reservation System (HE chain code)

Property Management System (PMS)

Revenue Management System (RMS)

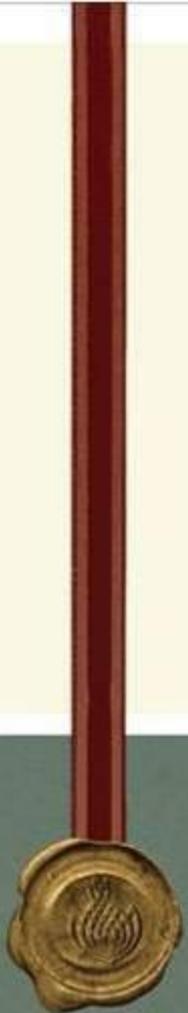


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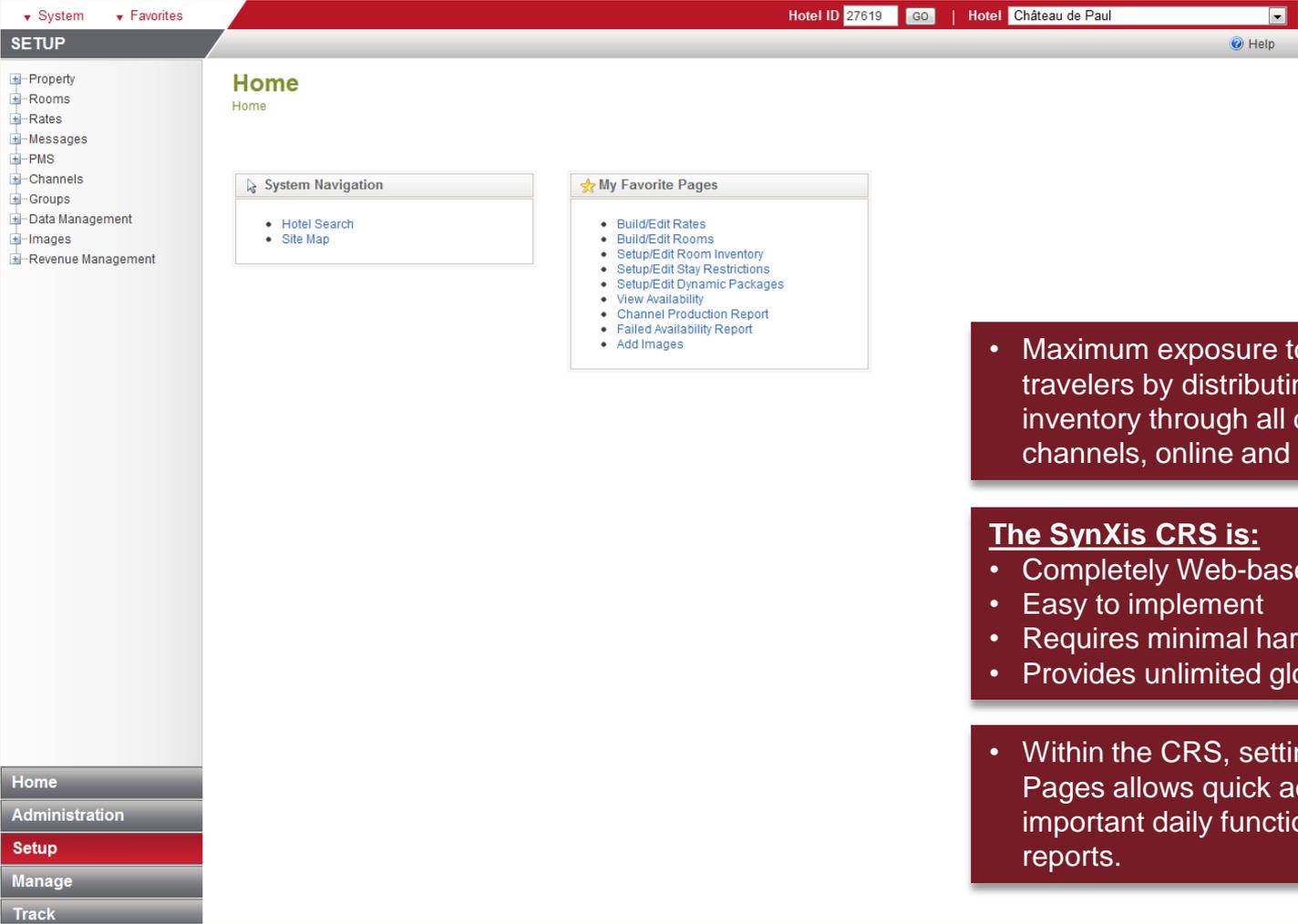
NATIONAL TRUST FOR HISTORIC PRESERVATION®



SynXis

Central Reservation System

This state of the art Central Reservation System (CRS) provides connectivity to all channels & gives hotel managers an easy-to-use tool to manage availability, content & distribution.



The screenshot shows the SynXis CRS Setup interface. At the top, there is a navigation bar with 'System' and 'Favorites' dropdowns, and a header area displaying 'Hotel ID 27619' and 'Hotel Château de Paul'. A 'Help' icon is visible in the top right. On the left, a 'SETUP' sidebar lists various management areas: Property, Rooms, Rates, Messages, PMS, Channels, Groups, Data Management, Images, and Revenue Management. Below this sidebar is a vertical menu with 'Home', 'Administration', 'Setup' (highlighted in red), 'Manage', and 'Track'. The main content area is titled 'Home' and contains two panels: 'System Navigation' with links for 'Hotel Search' and 'Site Map', and 'My Favorite Pages' with a list of links including 'Build/Edit Rates', 'Build/Edit Rooms', 'Setup/Edit Room Inventory', 'Setup/Edit Stay Restrictions', 'Setup/Edit Dynamic Packages', 'View Availability', 'Channel Production Report', 'Failed Availability Report', and 'Add Images'.

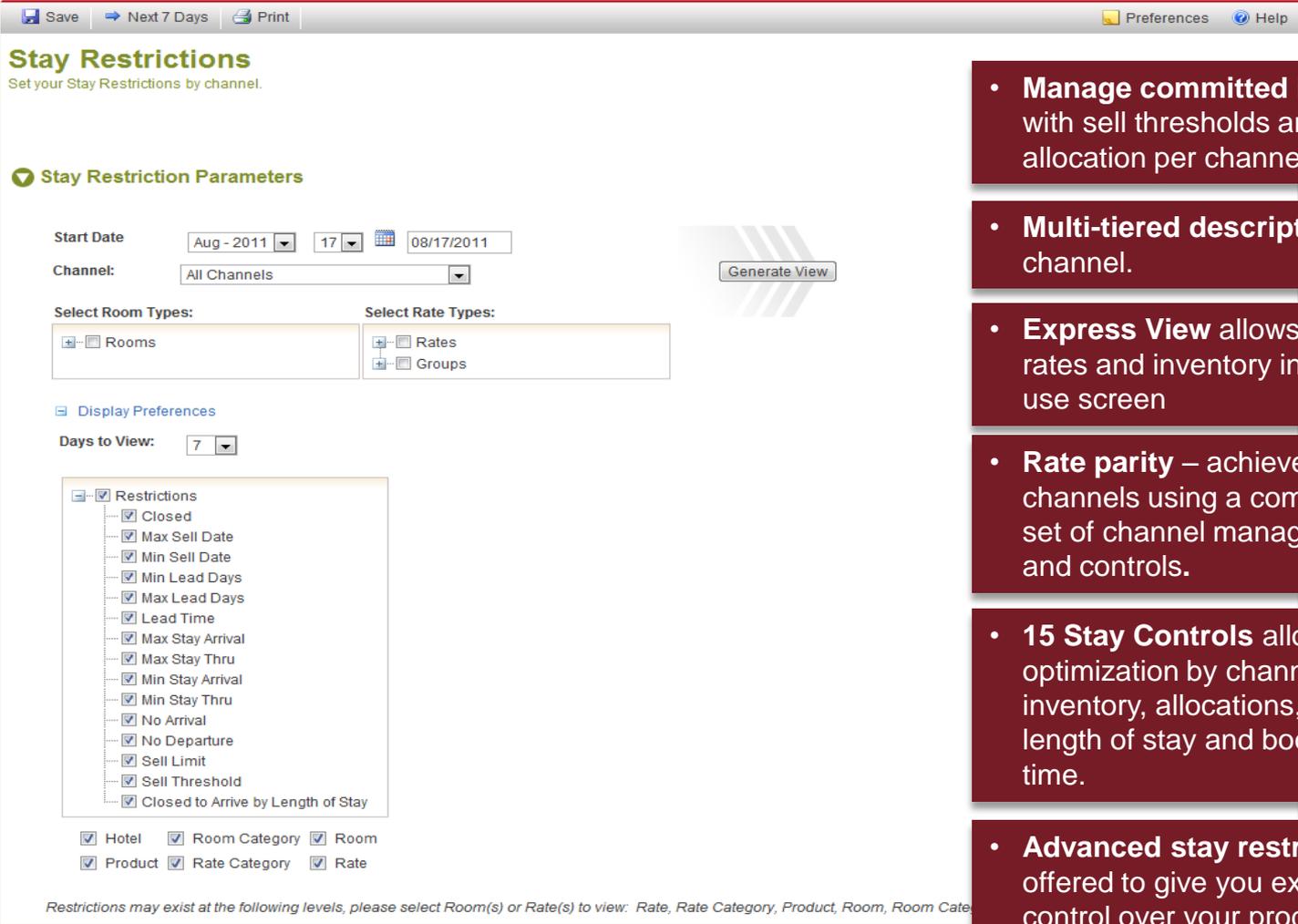
- Maximum exposure to millions of travelers by distributing rates and inventory through all distribution channels, online and offline.

**The SynXis CRS is:**

- Completely Web-based
- Easy to implement
- Requires minimal hardware
- Provides unlimited global access

- Within the CRS, setting up Favorite Pages allows quick access to important daily functions and reports.

The SynXis CRS features advanced Revenue Management tools, reporting and controls that help you create, manage, and enhance your rate strategy to maximize and drive revenue.



The screenshot shows the 'Stay Restrictions' configuration page in the SynXis CRS. At the top, there are navigation buttons for 'Save', 'Next 7 Days', and 'Print', along with 'Preferences' and 'Help' links. The main heading is 'Stay Restrictions' with a sub-note: 'Set your Stay Restrictions by channel.' Below this is a section for 'Stay Restriction Parameters' which includes a 'Start Date' selector (set to Aug - 2011, 17, 08/17/2011), a 'Channel' dropdown (set to All Channels), and a 'Generate View' button. There are two columns for selecting room and rate types: 'Select Room Types' (with 'Rooms' selected) and 'Select Rate Types' (with 'Rates' and 'Groups' selected). A 'Display Preferences' link is present. The 'Days to View' is set to 7. A large list of restriction options is shown, all of which are checked: Closed, Max Sell Date, Min Sell Date, Min Lead Days, Max Lead Days, Lead Time, Max Stay Arrival, Max Stay Thru, Min Stay Arrival, Min Stay Thru, No Arrival, No Departure, Sell Limit, Sell Threshold, and Closed to Arrive by Length of Stay. At the bottom, there are checkboxes for the levels of restriction: Hotel, Room Category, Room, Product, Rate Category, and Rate, all of which are checked. A footer note states: 'Restrictions may exist at the following levels, please select Room(s) or Rate(s) to view: Rate, Rate Category, Product, Room, Room Category'.

- **Manage committed inventory** with sell thresholds and product allocation per channel.

- **Multi-tiered descriptions** per channel.

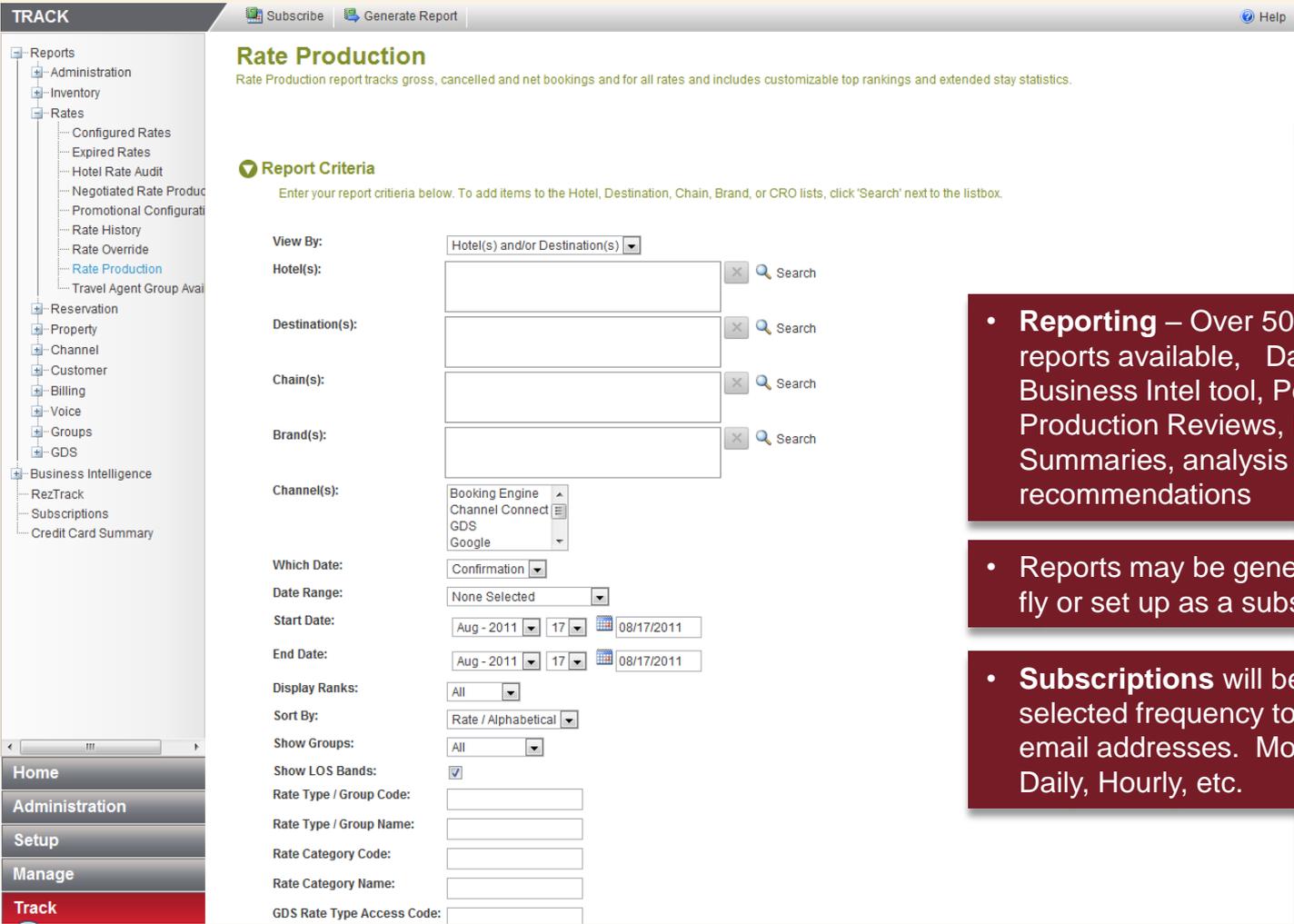
- **Express View** allows user to view rates and inventory in one easy-to-use screen

- **Rate parity** – achieve across all channels using a comprehensive set of channel management tools and controls.

- **15 Stay Controls** allow occupancy optimization by channel to manage inventory, allocations, arrivals, length of stay and booking lead time.

- **Advanced stay restrictions** offered to give you extensive control over your products.

This state of the art Central Reservation System (CRS) provides connectivity to all channels & gives hotel managers an easy-to-use tool to manage availability, content & distribution.



The screenshot shows the TRACK interface for the Rate Production report. On the left is a navigation tree with categories like Reports, Administration, Inventory, Rates, Reservation, Property, Channel, Customer, Billing, Voice, Groups, GDS, Business Intelligence, RezTrack, Subscriptions, and Credit Card Summary. The main area is titled 'Rate Production' and includes a description: 'Rate Production report tracks gross, cancelled and net bookings and for all rates and includes customizable top rankings and extended stay statistics.' Below this is the 'Report Criteria' section with various filters: View By (Hotel(s) and/or Destination(s)), Hotel(s), Destination(s), Chain(s), Brand(s), Channel(s) (with a dropdown menu showing Booking Engine, Channel Connect, GDS, Google), Which Date (Confirmation), Date Range (None Selected), Start Date (Aug - 2011, 17, 08/17/2011), End Date (Aug - 2011, 17, 08/17/2011), Display Ranks (All), Sort By (Rate / Alphabetical), Show Groups (All), Show LOS Bands (checked), Rate Type / Group Code, Rate Type / Group Name, Rate Category Code, Rate Category Name, and GDS Rate Type Access Code.

- **Reporting** – Over 50 on demand reports available, Dashboard Business Intel tool, Periodic Production Reviews, Participation Summaries, analysis and recommendations

- Reports may be generated on-the-fly or set up as a subscription.

- **Subscriptions** will be delivered at selected frequency to designated email addresses. Monthly, Weekly, Daily, Hourly, etc.



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Revenue Management Services  
&  
Data Management Support

# Historic Hotels Distribution Network: Revenue Management

## HISTORIC HOTELS of AMERICA

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### The Sample Hotel June 2011

Date	Total Room Nights			Total Reservations			Total Revenue In USD			Average Daily Rate			AVG LOS			AVG Lead Time		
	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
YTD	9,064	8,345	9.00%	4,298	4,045	6.00%	\$2,184,400.25	\$1,878,561.25	16.00%	\$241.00	\$225.11	7.00%	2.11	2.06	2.00%	34.98	28.64	22.00%
12M	17,788	14,847	20.00%	8,495	7,121	19.00%	\$4,368,337.75	\$3,397,202.75	29.00%	\$245.58	\$228.81	7.00%	2.09	2.08	0.00%	32.11	24.77	30.00%
Jun-11	1,488	1,547	-4.00%	678	707	-4.00%	\$436,954.00	\$383,449.75	14.00%	\$293.65	\$247.87	18.00%	2.19	2.19	0.00%	33.49	37.78	-11.00%
May-11	1,617	1,517	7.00%	694	683	5.00%	\$464,195.00	\$424,102.50	9.00%	\$287.07	\$279.57	3.00%	2.33	2.29	2.00%	73.29	40.45	81.00%
Apr-11	1,830	1,408	16.00%	740	633	17.00%	\$464,267.50	\$387,031.00	20.00%	\$284.83	\$274.88	4.00%	2.20	2.22	-1.00%	40.65	32.80	24.00%

Click Links Below To View Reports

[Sheet 2 - Instructions](#)

[Sheet 3 - Three Year Rolling](#)

[Sheet 4 - Channel](#)

[Sheet 5 - Rate Category](#)

[Sheet 6 - Rate Plan](#)

[Sheet 7 - Day of Week](#)

[Sheet 8 - Travel Agency](#)

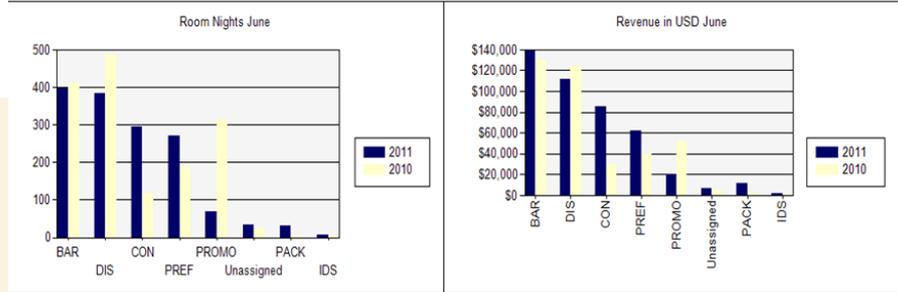
[Sheet 9 - Room Code](#)

[Sheet 10 - Consortia Rate](#)

- A **Production Workbook** will automatically be sent monthly to selected hotel email addresses. This snapshot will include past production and performance across several metrics.

- **Historic Hotels of America Revenue Account Manager** will review monthly reports with your team.

Code	Total Room Nights			Total Reservations			Total Revenue In USD			Average Daily Rate			AVG LOS			AVG Lead Time					
	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	
BAR	397	26.68%	410	-3.00%	169	24.926%	176	-4.00%	\$138,875.00	\$130,425.00	6.00%	\$349.81	\$318.11	10.00%	2.35	2.33	1.00%	43.18	40.03	8.00%	
DIS	384	25.806%	487	-21.00%	161	23.746%	209	-23.00%	\$111,183.00	\$5,445%	\$124,147.00	-10.00%	\$289.54	\$254.92	14.00%	2.39	2.33	3.00%	54.58	52.68	4.00%
CON	295	19.825%	118	150.00%	142	20.944%	66	116.00%	\$85,031.00	19.46%	\$29,620.00	187.00%	\$288.24	\$251.02	15.00%	2.08	1.79	16.00%	18.72	23.33	-20.00%
PREF	272	18.28%	189	44.00%	139	20.501%	98	45.00%	\$61,851.00	14.155%	\$39,888.00	65.00%	\$227.39	\$211.05	8.00%	1.96	1.97	-1.00%	13.89	13.31	4.00%
PROMO	70	4.704%	313	-78.00%	37	5.457%	145	-74.00%	\$19,760.00	4.522%	\$62,607.75	-62.00%	\$282.29	\$169.08	68.00%	1.89	2.16	-13.00%	9.73	35.56	-73.00%
Unassigned	34	2.285%	24	42.00%	15	2.212%	10	50.00%	\$6,981.00	1.698%	\$4,906.00	42.00%	\$205.32	\$204.42	0.00%	2.27	2.40	-5.00%	75.80	51.60	47.00%
PACK	30	2.016%	4	850.00%	1	1.822%	3	267.00%	\$11,880.00	2.719%	\$1,416.00	739.00%	\$396.00	\$354.00	12.00%	2.73	1.33	105.00%	21.91	54.00	-59.00%
IDS	6	0.403%	2	200.00%	4	0.59%	2	100.00%	\$1,393.00	0.319%	\$440.00	217.00%	\$232.17	\$220.00	6.00%	1.50	1.00	50.00%	72.75	0.00	
Total	1,488	100.00%	1,547	-3.814%	678	100.00%	707	-4.102%	\$436,954.00	100.00%	\$383,449.75	13.953%	\$293.65	\$247.87	18.472%	2.19	2.19	0.30%	33.49	37.78	-11.36%



Code	Total Room Nights			Total Reservations			Total Revenue In USD			Average Daily Rate			AVG LOS			AVG Lead Time					
	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	
BAR	1,460	30.834%	1,314	11.00%	574	27.175%	593	2.00%	\$496,430.50	36.357%	\$420,095.00	18.00%	\$340.02	\$319.71	6.00%	2.54	2.33	9.00%	68.73	40.24	71.00%
DIS	1,364	28.807%	1,579	-14.00%	572	27.083%	634	-10.00%	\$377,290.00	27.632%	\$421,553.00	-10.00%	\$276.61	\$266.97	4.00%	2.38	2.49	-4.00%	68.58	51.19	34.00%
CON	821	17.339%	442	86.00%	432	20.455%	241	79.00%	\$220,911.00	16.179%	\$114,940.00	92.00%	\$269.08	\$260.05	3.00%	1.90	1.83	4.00%	19.39	19.22	1.00%
PREF	648	13.685%	597	9.00%	338	16.004%	314	8.00%	\$143,641.00	10.52%	\$128,336.00	12.00%	\$221.67	\$214.97	3.00%	1.92	1.90	1.00%	15.41	15.70	-2.00%
PROMO	180	3.801%	370	-51.00%	87	4.119%	182	-52.00%	\$49,972.00	3.66%	\$63,272.25	-21.00%	\$277.62	\$171.01	62.00%	2.07	2.03	2.00%	24.60	40.01	-39.00%

## HISTORIC HOTELS of AMERICA

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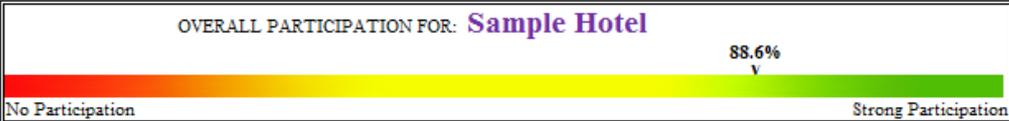
Updated Last:

11/8/2010

Total Branded Connectivity™

Participation Summary

Historic Hotels



Revenue Account Manager

Matthew Paul

*1-505-644-1500*  
*6-505-644-1500*

Regional Director

Thierry Roch

**Rate Section:** Rate loaded in SynXis CRS with rate seasons and inventory allocated well out into the future (13 months recommended). Rate Audit reports are readily available for your review in the Track section of the SynXis CRS.  
*Navigation path: Track>Reports>Rates>Hotel Rate Audit*

Use of Dynamic Pricing (Derived rates, Bar, Absolute Bar, Floating Bar)	2	2	Use several BAR levels with almost all rates deriving off the various levels.
Corporate (Standard Published) Rate [CORCR]	2	2	Corporate standard published rate offered and active.
Consortia Rates [CON***]	2	2	Participate in several consortia programs all with active rates.
Negotiated (Contracted Corporate) Rates [NEG***]	2	2	Several Negotiated corporate rates active.
Association Rates (AAA, AARP) [DISAAA, DISARP]	2	2	Both AAA and AARP rates offered and active
Government Rates [GOVGOV, GOVFED, GOVMIL]	2	2	Government Per Diem Rate offered and active
Advance Purchase Rates (non-refundable) [PROADV]	2	2	Online special rate offered.
Packages [PKG***]	2	2	Several packages active.
Promotions [PRO]	2	2	Hotel does a great job with promotions, TravelZoo, Lenox Web rate, Trip Advisor Rate, Stash Rate, cheapflights rate
Weekend Rates [DISWKD or WEEKND]	2	2	Several special rates are offered during slow periods, off peak periods.
Direct Connect Merchant Rates - Travelocity [MERTN1], lastminute.com, Expedia	0	2	Appears property may have merchant agreements but manage rates through extranets. Expedia rate loaded but not distributed or mapped to GDS.
Merchant Model Rates - Orbitz [MERLDC] via Galileo	0	2	Orbitz Rate is loaded but not mapped.
Merchant Model Rates - TravelWeb/Priceline [MERTWB] via Worldspan	0	2	TravelWeb rate built but not mapped to channel.
Merchant Model Rates - hotel.de (EMEA)	n/a	0	
Opaque Rates - Priceline, Hotwire [OPQ]	2	2	Priceline tier rates are loaded but inactive. Priceline net rate active.

- A **Participation Summary** is a best practices audit conducted by Historic Hotels of America Revenue Account Manager.

- Summary includes:
- Hotel Rate Audit
  - Channel Distribution Audit
  - Rate Production Audit
  - Failed Availability Analysis
  - Marketing Audit
  - Many other items.

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**GDS Representation**



PV Master Chain Code – 5 brands  
Historic Hotels(HE)  
Preferred Hotels(PH)  
Preferred Boutique(PH)  
Sterling(WR)  
Summit(XL)

```
▶HAPVBOS12JUL-2  
  
US BOS MA          ALL AREAS          TU  12JUL11-14JUL11  OCC:1  
                                AR  CUR  
1 PH$FIFTEEN BEACON          D  USD  
                                -$  395.00-1525.00  
2 PH$THE CHARLES HOTEL HARVARD SQU  W  USD  
                                -$  255.00-4500.00  
3 PH$BOSTON HARBOR HOTEL      N  USD  
                                -$  428.00-1440.00  
4 XL$COLONNADE BOSTON COPLEY SQUARE  S  USD  
                                -$  329.00-1149.00  
5 XL$SEAPORT HOTEL AND SEAPORT WORL  A  USD  
                                -$  215.10-279.00  
6 HE$LENOX, THE              D  USD  
                                $   277.00-3114.00  
  
END OF DISPLAY
```

Example: Amadeus

**Sabre Hotel Spotlight Program** - The Hotel Spotlight® program offers preferred placement on the Sabre® GDS system that travel agents use to shop and book hotels. Reach 250,000+ travel agents at the optimal spot!

**Rate Assured Hotel Program** - Properties compliant (in rate parity) with the Rate Assured guidelines will receive an indicator on the availability display and will receive enhanced visibility versus non-compliant properties.

8	Ex. Room:	N/A
Yes	AC:	Yes
5 Diamond	Garage:	Yes
1	Pets:	No

Average Nightly Rate  
**\$1095** USD

[Price Breakdown](#) [PROCEED TO BOOKING](#) or call 1-800-892-6765



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Consortia  
&  
Travel Management Companies (TMC)

## IMPROVE YOUR RFPs. INCREASE YOUR REVENUE.

*Take advantage of a \$400 million opportunity.*

### Travel Management Companies

- American Express® Travel\*
- BCD Travel\*
- BSI (Booking Services International)
- Carlson Wagonlit\*
- DER
- FCm Travel Solutions
- HRG (Hogg Robinson Group)\*
- JTB (Japan Travel Bureau)
- GTMC
- Hickory Global Partners
- ITP (International TravelPartnership)
- TGI (Travelgraphics International)
- Thor
- Travelsavers
- W.I.N. World Independent Network

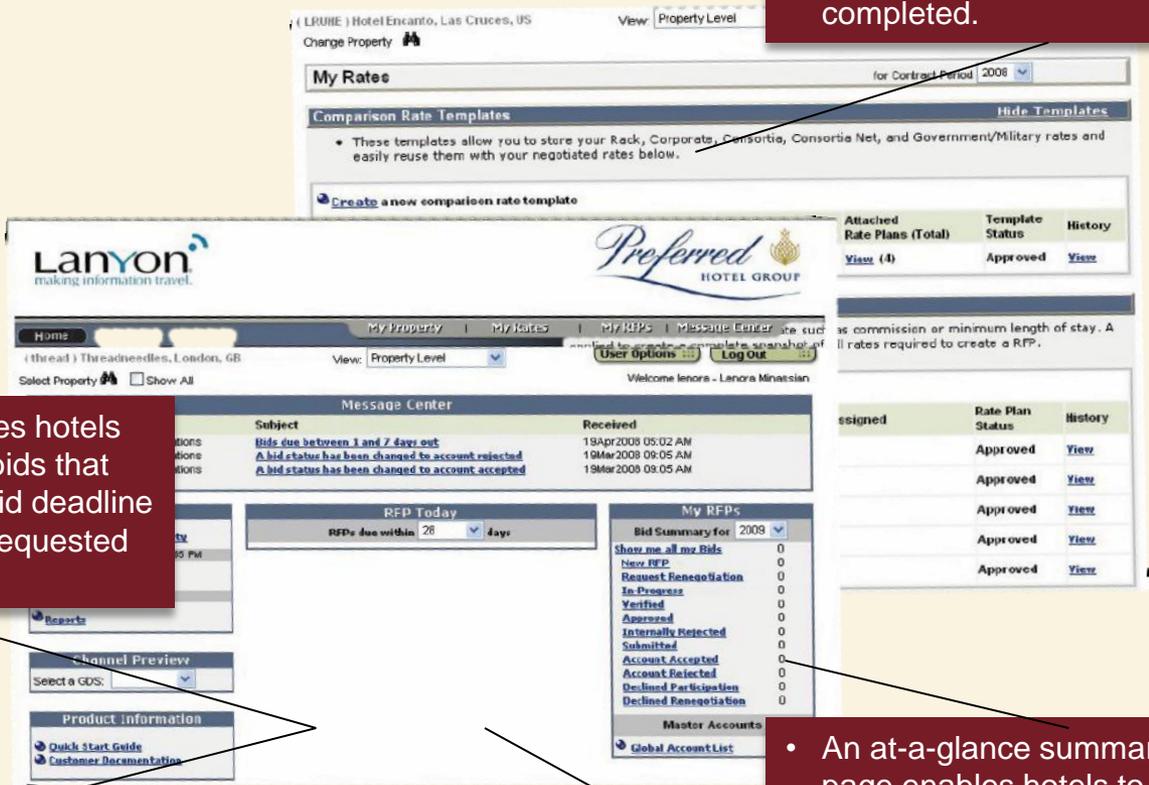
\* PHG Partnership

- Several factors determine which RFP partners are right for your hotel. Including:
  - Business Mix
  - Location
  - Value Added Amenities
  - Historical Data
  - Comparable Rates



## Lanyon RFP includes some valuable features:

- **Automatic built-in checks** ensure that all information required by the corporation to support the bid is completed.



- **The home page** enables hotels to more easily identify bids that are approaching their bid deadline or have recently been requested by the corporation.

- Rates, property information and bid information can be accessed from the “3C” home page.

- An at-a-glance summary on the home page enables hotels to easily check the status of all of their bids.

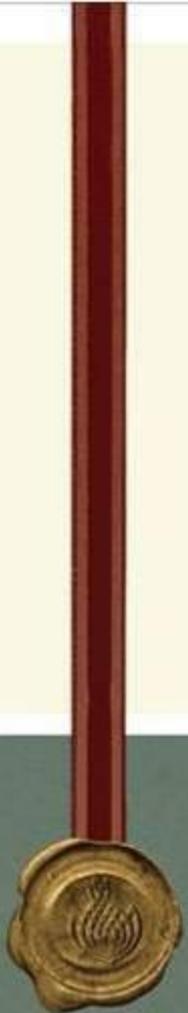
- An intuitive “**bid wizard**” enables hotels to significantly reduce the time required to complete and approve a bid.

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# PEGASUS ODD/IDS

# Historic Hotels Distribution Network: Pegasus ODD

- The HHA website is one of 140 websites that are powered by the Pegasus ODD/IDS Channel.

- Many customizable individual hotel landing pages

- Unlimited virtual scrapbook of hotel images: past and present

The screenshot shows the Historic Hotels of America website interface. At the top, there is a search bar and a navigation menu with links for DESTINATIONS, EXPERIENCES, TIMELINE, MEETINGS & EVENTS, and HOT DEALS. Below the navigation is a search form with fields for DESTINATION (Hotel or Location), ARRIVAL, DEPARTURE, and a PROMOCODE dropdown, followed by a SEARCH button and a link to More Search Options. The main content area features a large banner for 'THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT' in Honolulu, Hawaii, 1927. Below this is a section titled 'THE JAZZ AGE: 1919 ~ 1928' with a sub-header 'EXPERIENCE HISTORIC HOTELS' and three featured hotel images: Wentworth Mansion, 1886; Grand Hotel, 1887; and Mohonk Mountain House, 1869. Each image is accompanied by a short description. At the bottom, there is a banner for the '150th Civil War Sesquicentennial Commemoration' with the text 'Walk BATTLEFIELDS Explore HISTORIC SITES Experience UNIQUE EVENTS' and a call to action to book historic hotel packages.

# Historic Hotels Distribution Network: Pegasus ODD

- Within the HHA website is the **Member Portal** that includes several areas dedicated to HE chain coded hotels. Including:
  - Rate Loading Instructions
  - Training
  - Consortia documents
  - Product Sales Sheets
  - Support Information

- **Also included:**
  - Employee Rates
  - Events/Tradeshows Listing
  - and much more.

**HISTORIC HOTELS of AMERICA**  
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DESTINATIONS EXPERIENCES TIMELINE MEETINGS & EVENTS HOT DEALS

Check Availability (Modify/Cancel Reservations) DESTINATION (Hotel or Location) ARRIVAL DEPARTURE PROMO CODE SEARCH More Search Options

### HISTORIC HOTELS OF AMERICA MEMBERS

*Historic Hotels of America Members*

- HISTORIC HOTELS OF AMERICA MEMBERS
- MEMBER BENEFITS
- SALES
- MARKETING
- PUBLIC RELATIONS
- RESERVATIONS
- BRAND ASSURANCE STANDARDS
- BRAND ADMINISTRATION
- THE NATIONAL TRUST FOR HISTORIC PRESERVATION
- GOVERNANCE AND MEMBER COMMITTEES
- ANNUAL CONFERENCE
- NATIONAL REGISTER OF HISTORIC PLACES
- APPLICATION
- ITINERARIES
- YOUR STATE HISTORIC PRESERVATION OFFICE

*Back to Historic Hotels of America Members*

Like This (Facebook Like button)

**FREE 1-Year Family Membership\*** to the National Trust for Historic Preservation.  
[Learn More](#)  
\*Terms and conditions apply.

## HHA Members

[Historic Hotels of America Members](#) | Historic Hotels of America Members

**Welcome!**

This section of the Historic Hotels of America website was developed exclusively for Historic Hotels of America member hotels to provide online access to information about the Historic Hotels of America program, benefits, sales, marketing, and public relations opportunities available.

Hoteliers, we have developed the following forms so you may keep your hotel's content on the Historic Hotels of America website fresh and up-to-date.

- Website Content Correction Form** – The new Historic Hotels of America website contains several individual pages that are unique and special to your hotel and the information on these pages should be as current and as accurate as possible. Please complete this form with any edits you wish to have made on your individual property pages and submit to: [hhawebmaster@historichotels.org](mailto:hhawebmaster@historichotels.org).
- Packages Form** – One of the new major features of the new Historic Hotels of America website is our enhanced Hot Deals sections. A dedicated Hot Deals page and individual hotel Hot Deals pages will contain an unlimited amount of packages and promotions. If you wish to add packages to the website, please complete this form and submit to: [hhaoffers@historichotels.org](mailto:hhaoffers@historichotels.org).
- Event Form** – Individual hotel pages will contain a section where there will be an Events Calendar notifying visitors of re-occurring local, regional and state events, as well as special holiday celebrations will be announced. Please complete this form and submit to: [hhaevents@historichotels.org](mailto:hhaevents@historichotels.org).
- New Images – All new images that hotels wish to use on their dedicated pages should be sent to [images@historichotels.org](mailto:images@historichotels.org).
- Historic Hotels of America Event Photos - Photos from previous events are available, please [click here](#).

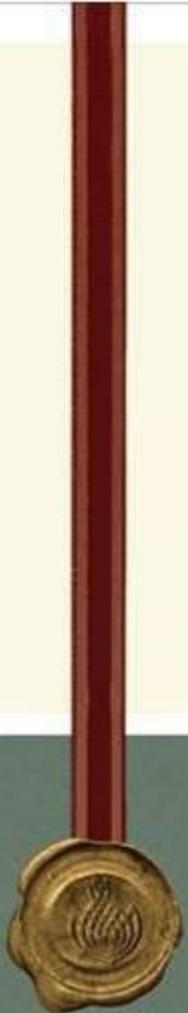
ABOUT US SPECIAL OFFERS SIGN-UP NATIONAL TRUST FOR HISTORIC PRESERVATION MEMBER LOGIN PRESS ROOM CONTACT US

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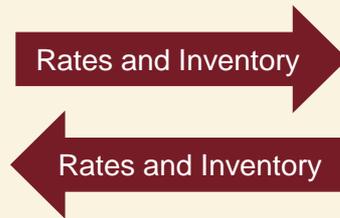
# Direct Connect

# Historic Hotels Distribution Network: Direct Connect

This unique channel integrates the SynXis CRS directly to third party travel sites eliminating the need to manage separate extranets on third party Websites and meta-search engines.



SynXis CRS



## Online Travel Agents (OTA):



\*Historic Hotels of America has a special agreement with Travelocity, LastMinute and Zuji.com

- Global discount rate/margin of 23% for the Net Rate Room Only Program.
- The discount rate/margin for Packaged Rooms is 28% and for Distressed and Opaque Rooms is 33%.
- For a majority of our hotels this presents a significant savings from locally negotiated agreements.

## Meta Search Sites\*



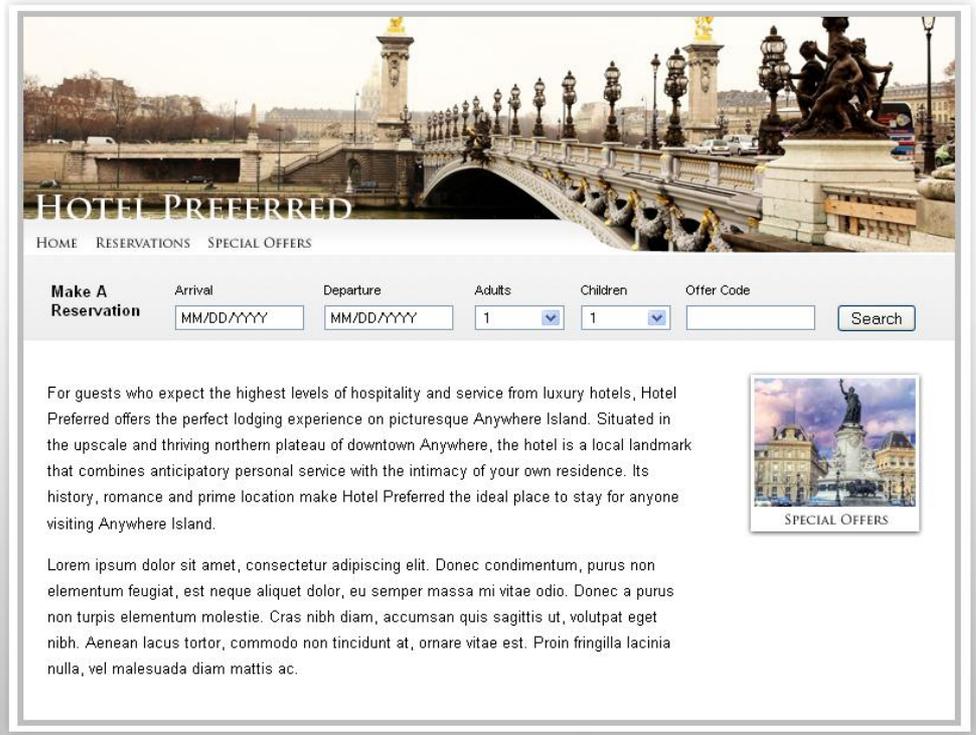


HISTORIC HOTELS  
*of* AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION®

# Guest Connect

Internet Booking Engine (IBE)





### Test Hotel Hints and Instructions:

Visit: <http://www.hotelphg.com>

Test different dates and lengths of stays to see inventory availability change accordingly.

Add and subtract various additional products when prompted.

At the guest information screen, when prompted for a credit card number enter test credit card #, 444433332222111 and any expiration date.

When completing guest information page, remember to use your own email address to see how confirmations will be delivered.

# Historic Hotels Distribution Network: Guest Connect



**La Fonda**  
On the Plaza

MAKE A RESERVATION

Arrival Date:  Departure Date:

Adults:  Children:  Rooms:

**La Plazuela**  
Have Breakfast at the bar

[SPECIAL OFFERS](#)
[ACCOMMODATIONS](#)
[THE TERRACE AT LA FONDA](#)
[MEETINGS AND EVENTS](#)

[DINING](#)
[SPA](#)
[SHOPS AT LA FONDA](#)
[ABOUT LA FONDA](#)
[ABOUT SANTA FE](#)
[PHOTO GALLERY](#)

*Limited Offers*

All that is special about La Fonda, at reduced rates for a limited time. [View Specials >](#)

*Luxury Retreat*

For those seeking luxury and privacy, 14 deluxe rooms and suites await. Visit [The Terrace at La Fonda >](#)

*Friends of La Fonda*

Receive our monthly e-letter, get advance notice on special offers and interesting news. [Join Now! >](#)

[Directions](#)
[Press Room](#)
[Gift Certificates](#)
[Join Friends of La Fonda](#)
[Contact Us](#)
[View from the Plaza Blog](#)

[Site Map](#)   [Privacy Policy](#)

100 E. San Francisco St. - Santa Fe, NM 87501   P 800.523.5002, 505.982.5511 - F 505.988.2952

© 2009 La Fonda Santa Fe All Rights Reserved

Click on the logo below to visit another member of the La Fonda Collection: [The Hassayampa Inn in Prescott, Arizona.](#)

**Hotel's Website**

**La Fonda**  
On the Plaza

[SPECIAL OFFERS](#)
[ACCOMMODATIONS](#)
[THE TERRACE AT LA FONDA](#)
[MEETINGS AND EVENTS](#)

[DINING](#)
[SPA](#)
[SHOPS AT LA FONDA](#)
[ABOUT LA FONDA](#)
[ABOUT SANTA FE](#)
[PHOTO GALLERY](#)

**La Fonda Hotel**   [Select Dates](#)   [Rooms & Rates](#)   [Guests](#)   [Confirmation](#)   [Log In/ Register](#)

Arrival Date: Monday, December 06, 2010   Nights: 3  
 Departure Date: Thursday, December 09, 2010   Adults: 2   Children: 0   [Edit Dates](#)

**18** Rooms Match Your Selections   **USD 155.00 - USD 439.00** average nightly rate   Currency:

**Filter Results >**

**BEST AVAILABLE RATE**

<b>Traditional Room One King Bed</b>	USD 159.00
A Traditional Room One King Bed	
<b>Traditional Room Queen Bed</b>	USD 159.00
Traditional Room Queen Bed	
<b>Traditional Room Two Double Beds</b>	USD 159.00
A Traditional Room Two Double Beds	
<b>Deluxe Room, King Bed</b>	USD 169.00
Deluxe Room, King Bed	
<b>One Bedroom Suite Non Smoking</b>	USD 229.00
One Bedroom Suite Non Smoking	
<b>Regular Rate</b>	
Regular Rate	
<b>Traditional Room One King Bed</b>	USD 319.00
A Traditional Room One King Bed	
<b>Traditional Room Queen Bed</b>	USD 319.00
Traditional Room Queen Bed	
<b>Traditional Room Two Double Beds</b>	USD 319.00
A Traditional Room Two Double Beds	

**Traditional Room One King Bed**

Each of La Fonda's colorful and unique rooms is decorated with hand-painted furniture and other distinctive Southwestern architectural and artistic elements. This room has one king bed, high-speed wireless Internet access, individual climate control, full bath, bathrobes, coffee/tea, data-port phone, a safe, hair dryer, iron and ironing board, pay movies, and internet TV.

**Policies**

Room Charges:	USD 477.00
Fees:	USD 0.00
Tax:	USD 72.45
<b>Total:</b>	<b>USD 549.45</b>

[View Price Breakdown](#)   [Continue](#)

[Press Room](#)
[Gift Certificates](#)
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**Guest Connect<sup>SM</sup> Booking Engine**

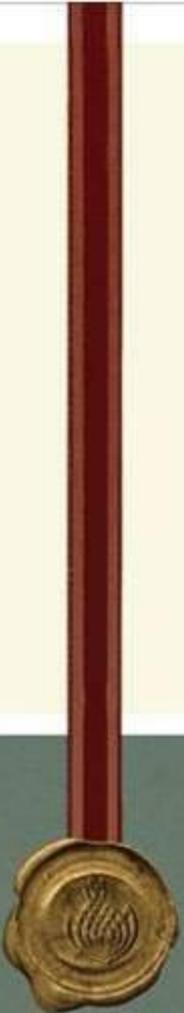
27

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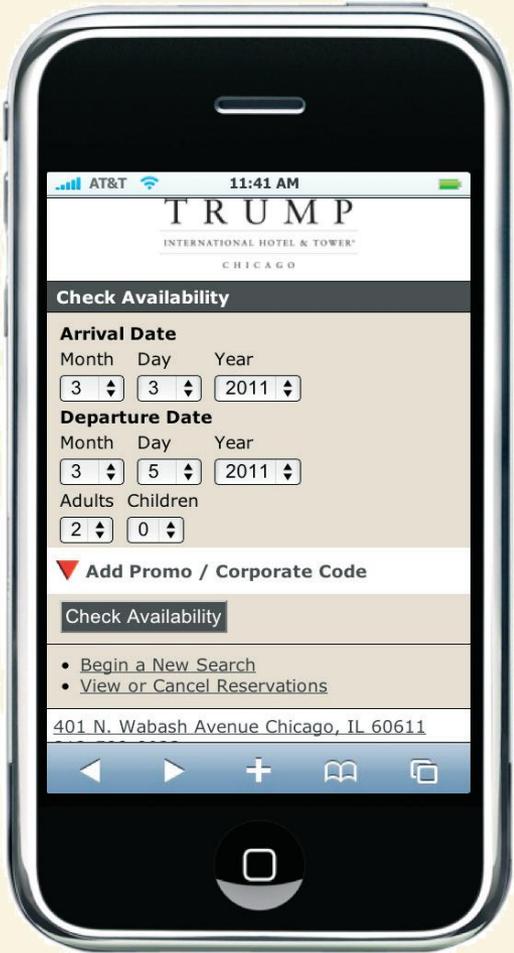


iMobile

Mobile Booking Engine

## Basic Mobile Website

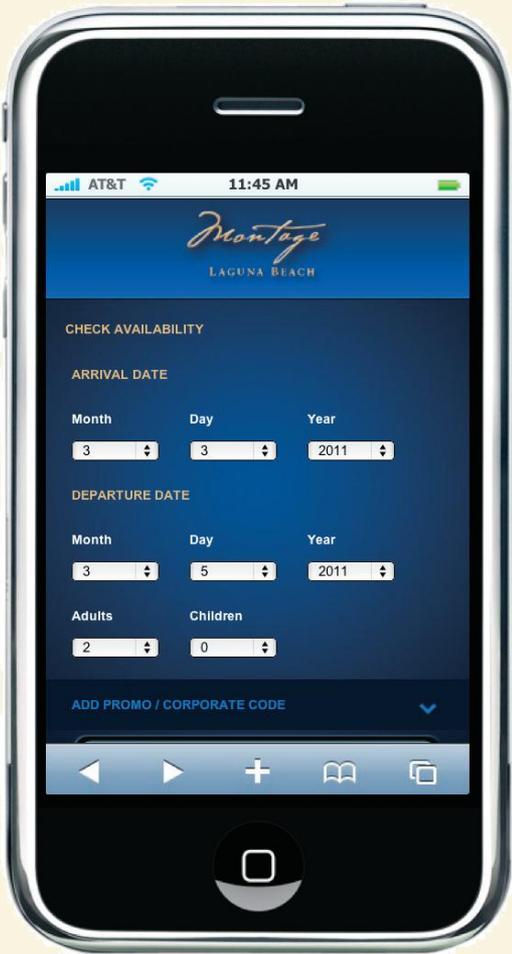
- Branded display including logo, look and feel of your hotel's website to ensure consistent branding in the mobile channel
- Optimized information architecture and up to 6 content sections
- Click-to-call functionality enables users to direct dial hotel and one-touch functionality invokes Google Map displaying property location
- Device handling system for detecting and providing appropriate design style sheets based on the device of the user
- Content Management Tool for efficient content updates
- Multi-language available
- Hosting



Designed specifically for smartphones such as the iPhone, Blackberry, Android (oS), and Palm Pre, this solution offers additional interactive features for the mobile audience.

## Enhanced Mobile Website

- Branded display including logo, look and feel of your hotel's website to ensure consistent branding in the mobile channel
- Optimized information architecture and up to 6 content sections
- Click-to-call functionality enables users to direct dial hotel and one-touch functionality invokes Google Map displaying property location
- Device handling system for detecting and providing appropriate design style sheets based on the device of the user
- Content Management Tool for efficient content updates
- Multi-language available
- Hosting
- High-impact photo gallery for an enhanced experience
- Up to 7 navigation items and 15 pages of content
- Data collection form to capture visitor information



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**iAnswer**  
**Call Gating Service**

***iAnswer*** is a service that provides professional servicing of your hotel's reservation calls after regular reservation office hours (weekends, evenings, during staff meetings) and during overflow situations. Call Center Support - 24/7 brand call centers across the globe, and *iAnswer* Call Gating services

## ***iAnswer*** Features

- Line is answered in the hotel's name, ensuring a seamless transition for the caller
- On-demand denial and rate-resistance statistics
- Available 24/7
- English-speaking only
- Custom wrap-up question

## ***iAnswer*** Advantages

- Eliminate missed calls and revenue opportunities
- Phone answered by trained reservation professionals, not less experienced front desk or back-up departments carousel



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# iInterface

PMS/RMS to CRS Connectivity



**i**nterface enables connectivity between the hotel's Property Management System (PMS) and/or Revenue Management System (RMS) and the Historic Hotels of America Central Reservation System (CRS).

## **i**nterface Advantages

- Reservation transactions downloaded directly into the hotel's PMS maximizes efficiency and frees up personnel for more strategic activities.
- Interfaces allow for affordable management of reservation delivery and rate updates.
- Automatic downloads increase data accuracy and integrity
- Up-to-the-minute inventory provides for revenue maximization.
- One-way, two-way, and extended two-way interfaces are available



## **2 Way PMS/CRS Interfaces**

AutoClerk  
Brilliant  
Cenium (*in process*)  
epitome .NET  
epitome for Windows  
Fidelio Express  
Fidelio V6 (CRIS)  
Fidelio V7 (CRIS)  
Fidelio V8  
Galaxy  
Guest Tracker  
Guestline  
GuestMaster  
Hotec (Hospitality  
Technology)  
HotelPMS  
IDPMS  
INNFinity  
IQware  
LMS  
Maestro  
Nethotel

## **2 Way PMS/CRS Interfaces (Cont.)**

NOVEXSYS  
Opera (OXI API)  
Opera Express (OXI API)  
Portfolio HMS  
Protel  
RDP  
roomMaster  
Silverbyte  
Springer Miller Systems (API)  
Vertical Blastness

## **1 Way PMS/CRS Interfaces**

DSC  
Encore  
Entirety  
epitome for AS/400  
epitome for iSeries  
epitome for UNIX (CLS )  
GP Dati  
Guest View  
Lanmark  
Nova Plus  
Teams  
Visual One  
WinPM

## **RMS Interfaces**

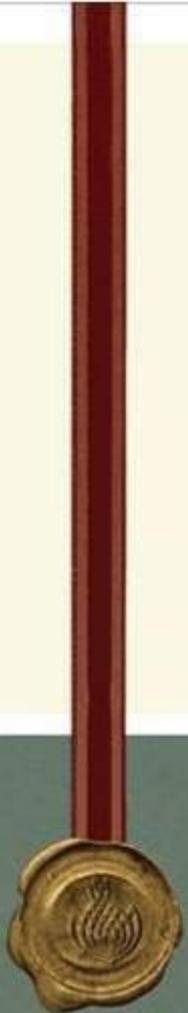
EasyRMS  
IDeaS

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iShop

Mystery Call Evaluation Service

***iShop*** is a mystery call service to monitor and evaluate the performance of reservation agents. The call-criteria checklist meets luxury hotel standards and allows for customization by each hotel. The service is provided through a partnership with Preferred Hotel Group and industry-leader QTI – Quality Track International.

## ***iShop*** Features

- Call results delivered immediately via email
- Online and voicemail access to audio recordings of every call
- Online reporting of historical and current call performance

## ***iShop*** Advantages

- Immediate results allow you to reinforce positive behavior and to address any below-standard performance
- Call recordings demonstrate how energy, tone, and inflection can impact the sales process
- Recordings provide an effective coaching tool





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iRate

Competitive Rate-Shopping Service

## *i*Rate Introduction

- Rate-shopping tool to monitor and compare your rates with those of your competitors.
- Historic Hotels of America has partnered with industry leading Rate Gain to deliver this tool.
- Evaluates price positioning across multiple channels: hotel and brand websites, Global Distribution Systems (GDS), and OTAs.

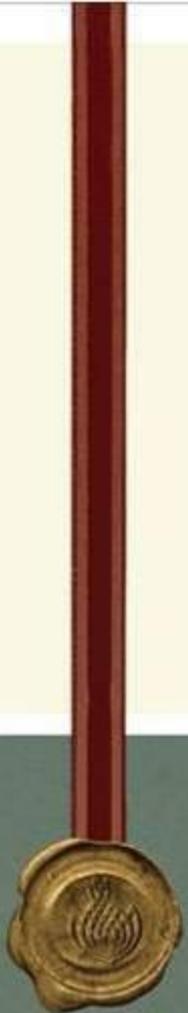
## *i*Rate Features

- Real-time and on-demand rate shopping with price alerts
- Onscreen, MS Excel, and Adobe PDF report formats
- Scheduled weekly reports
- Nine different report view types within a single data file
- Graphical representation of price distribution
- Color coded to highlight price trends and reversal patterns
- Integration with leading industry revenue management systems



## *i*Rate Advantages

- Easy-to-read reports are designed specifically for the roles of hotel general manager, director of sales, and revenue manager
- Provides a efficient and cost-effective method to complete critical market analysis
- Supports holistic revenue management and pricing decisions
- Interactive online tools enhance hotel strategy meetings

A vertical red ribbon runs down the left side of the page, ending in a circular gold seal with a textured, embossed design.

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**RezTrack**  
**Booking Engine Analytics**

## RezTrack® reports on:

### Look to book ratio

Measures booking conversion %, revenue & ADR

### Traffic by Type

Source of website bookings to determine the value of internet marketing initiatives

### Booking window

Lead time for all reservations, can be broken down by traffic type

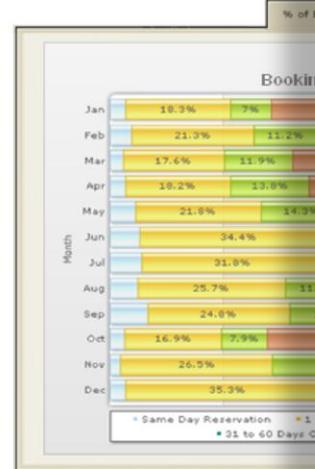
### Reservation report

Reservations by rate type. Any code provided by the hotel is tracked reporting number of confirmed bookings & revenue

Show: All Traffic Types Year: 2008

- Hide Data

Month	Same Day	01 to 07 Days Out	08 to 15 Days Out	16 to 30 Days Out	31 to 60 Days Out	61 to 90 Days Out	91+ Days Out	Totals
January	17	113	43	136	195	32	81	617
February	20	112	59	69	84	25	157	526
March	11	83	56	121	50	39	111	471
April	10	66	50	48	31	55	102	362
May	12	58	38	49	52	31	26	266
June	22	143	52	47	81	46	25	416
July	19	109	40	50	81	16	28	343
August	17	89	39	58	59	46	38	346
September	25	94	56	46	102	48	8	379
October	10	64	30	121	122	8	24	379
November	4	56	53					
December	6	77	34					
Totals	173	1,064	550					

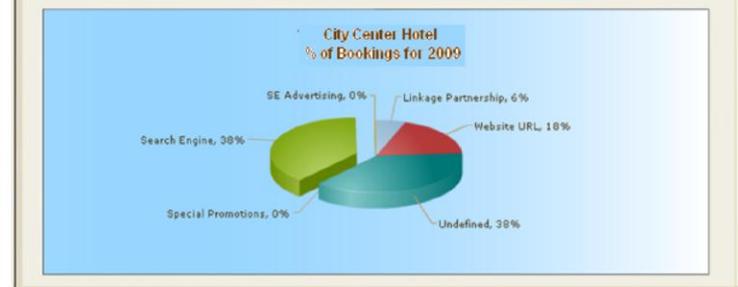
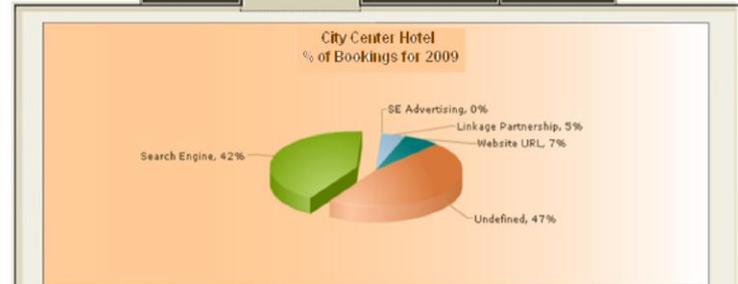


Month: YTD Year: 2009

- Hide Data

Traffic Type	Looks	Bookings	LB%	Room Nights	Revenue (USD)	ADR (USD)
Linkage Partnership	146	4	2.74%	5	\$955	\$191
SE Advertising	54	0	0%	0	\$0	\$0
Search Engine	886	37	4.18%	91	\$18,025	\$198
Undefined	213	41	19.25%	82	\$15,722	\$192
Website URL	243	6	2.47%	17	\$2,935	\$173
Totals	1,542	88	5.71%	195	\$37,636	\$193

Chart Looks Chart Bookings Chart Room Nights Chart Revenue



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