HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Total Branded Connectivity

Historic Hotels Distribution Network: SynXis CRS

Historic Hotels of America

Historic Hotels of America
National Trust for Historic Preservation

Hotel Website

Expedia

totonuhotels
the online hotel guide

LondonTown

BOOKING.COM
a priceline company

lastminute.com

Galileo
by Travelport

SideStep
The traveler's search engine

ideas
A SAS COMPANY
REVENUE SOLUTIONS

THE MARK TRAVEL CORPORATION

Holiday in Britain

zuji

GolfHero

iXiGO.com
your travel search begins here

ORBITZ

AboutRooms.com

Sabre Hospitality Solutions

par
Springer-Miller

roomsnet.com

hotel-reservations.de
online hotel reservations

packlate.com

amadeus
Your technology partner

wego
travel search

Mobile Website

Worldspan
by Travelport

KAYAK

EZYield

STASH
HOTEL REWARDS

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

micros

travelocity

KIWI COLLECTION
HOTELS FOR PEOPLE WHO CARE WHERE THEY STAY

Pegasus
SOLUTIONS

Hotwire

EasyRMS

Qunar.Com

Maestro

USA3000
Vacations

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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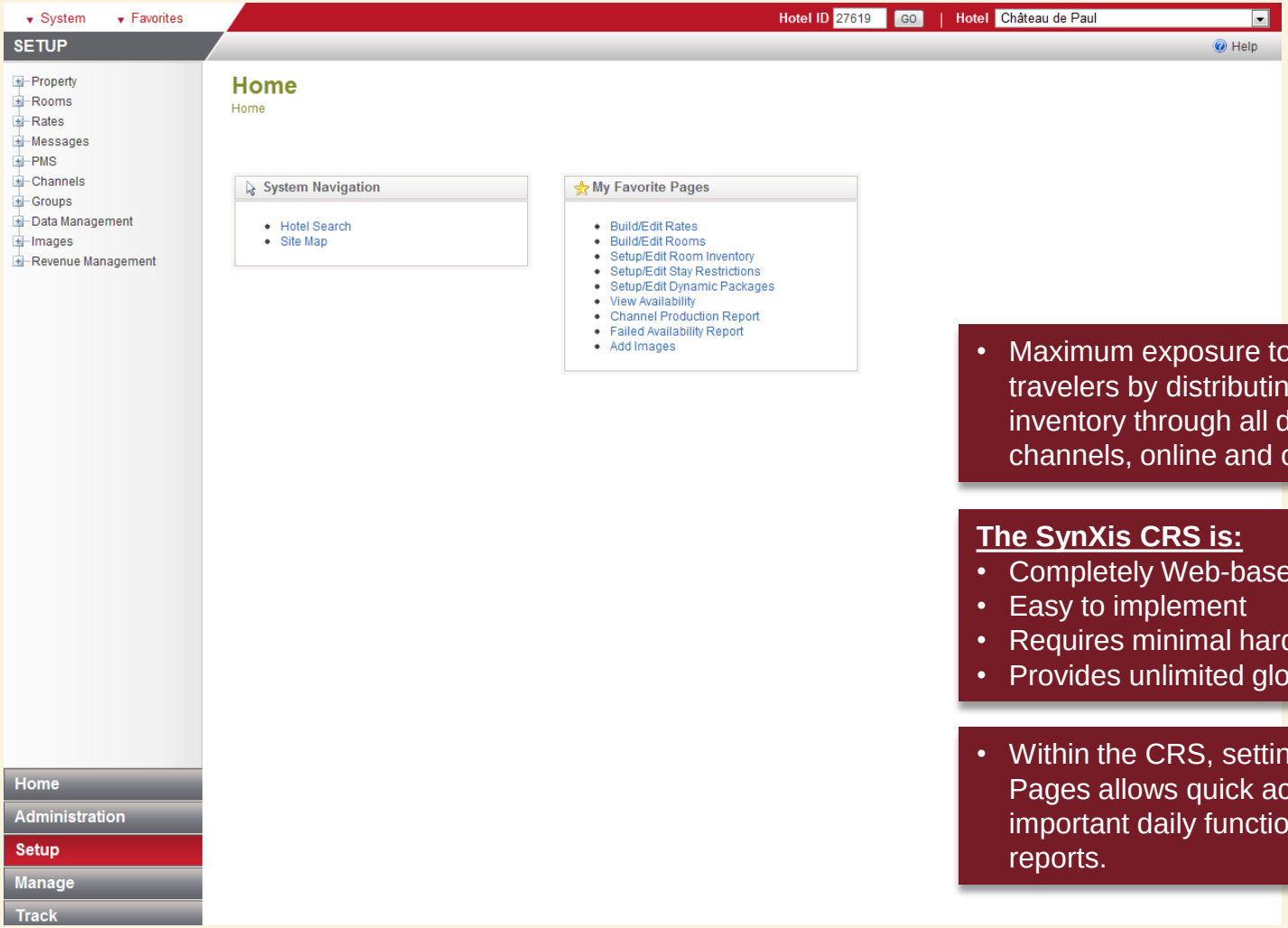
SynXis

Central Reservation System

Historic Hotels Distribution Network: SynXis CRS

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.



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

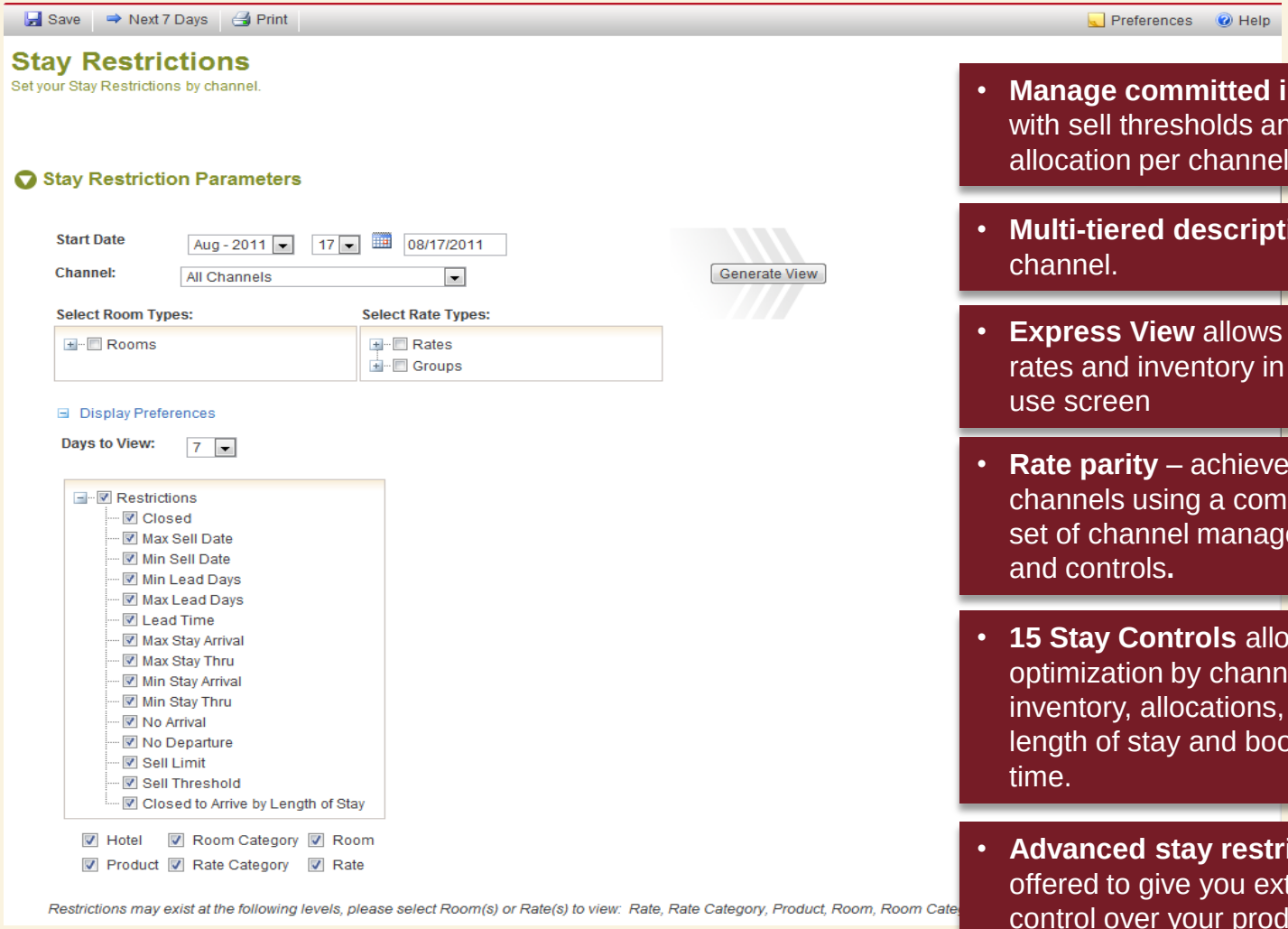
The SynXis CRS is:

- 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.

Historic Hotels Distribution Network: SynXis CRS

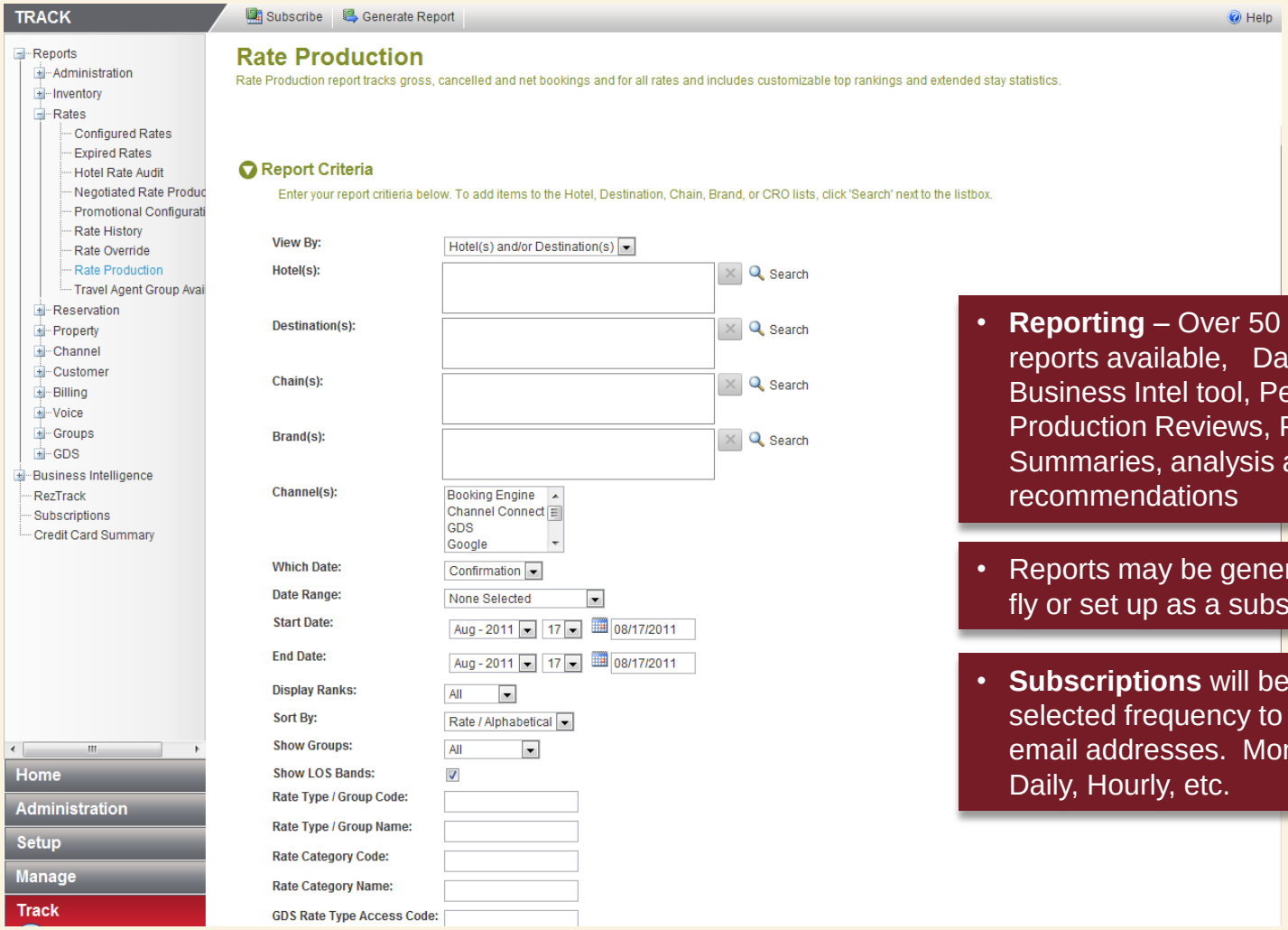
The SynXis CRS features advanced Revenue Management tools, reporting and controls that help you create, manage, and enhance your rate strategy to maximize and drive revenue.



- **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.

Historic Hotels Distribution Network: SynXis CRS

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.



- **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

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The Sample Hotel

June 2011

	Total Room Nights			Total Reservations			Total Revenue In USD			Average Daily Rate			AVG LOS			AVG Lead Time		
Date	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	663	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	1,630	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%

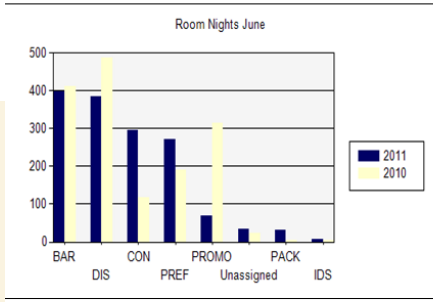
Click Links Below To View Reports

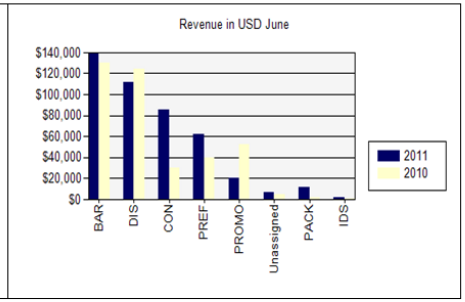
Sheet 2 - Instructions
Sheet 3 - Three Year Rolling
Sheet 4 - Channel
Sheet 5 - Rate Category
Sheet 6 - Rate Plan
Sheet 7 - Day of Week
Sheet 8 - Travel Agency
Sheet 9 - Room Code
Sheet 10 - Consortia Rate

- 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.

	Rate Category - June 2011																			
	Total Room Nights				Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time	
Code	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	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	31.783%	$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	25.445%	$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	115.00%	$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%	96	45.00%	$61,851.00	14.155%	$39,888.00	55.00%	$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	-82.00%	$282.29	$168.08	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	1.598%	$4,906.00	42.00%	$205.32	$204.42	0.00%	2.27	2.40	-5.00%	75.80	51.50	47.00%
PACK	30	2.016%	4	650.00%	11	1.622%	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%





	Rate Category - April 2011 - June 2011																			
	Total Room Nights				Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time	
Code	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
BAR	1,460	30.834%	1,314	11.00%	574	27.178%	563	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 Distribution Network: Revenue Management

- 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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Updated Last: 11/8/2010

Participation Summary — Historic Hotels

OVERALL PARTICIPATION FOR: **Sample Hotel**

88.6%

No Participation — Strong Participation

Revenue Account Manager: Matthew Paul

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

	Loaded	Possible	
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 offerred 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 Gallileo	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.

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GDS Representation

Historic Hotels Distribution Network: GDS

HISTORIC HOTELS of AMERICA

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

Historic Hotels Distribution Network: GDS

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.

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Consortia

&

Travel Management Companies (TMC)

Historic Hotels Distribution Network: Consortia & TMC

HISTORIC HOTELS of AMERICA

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

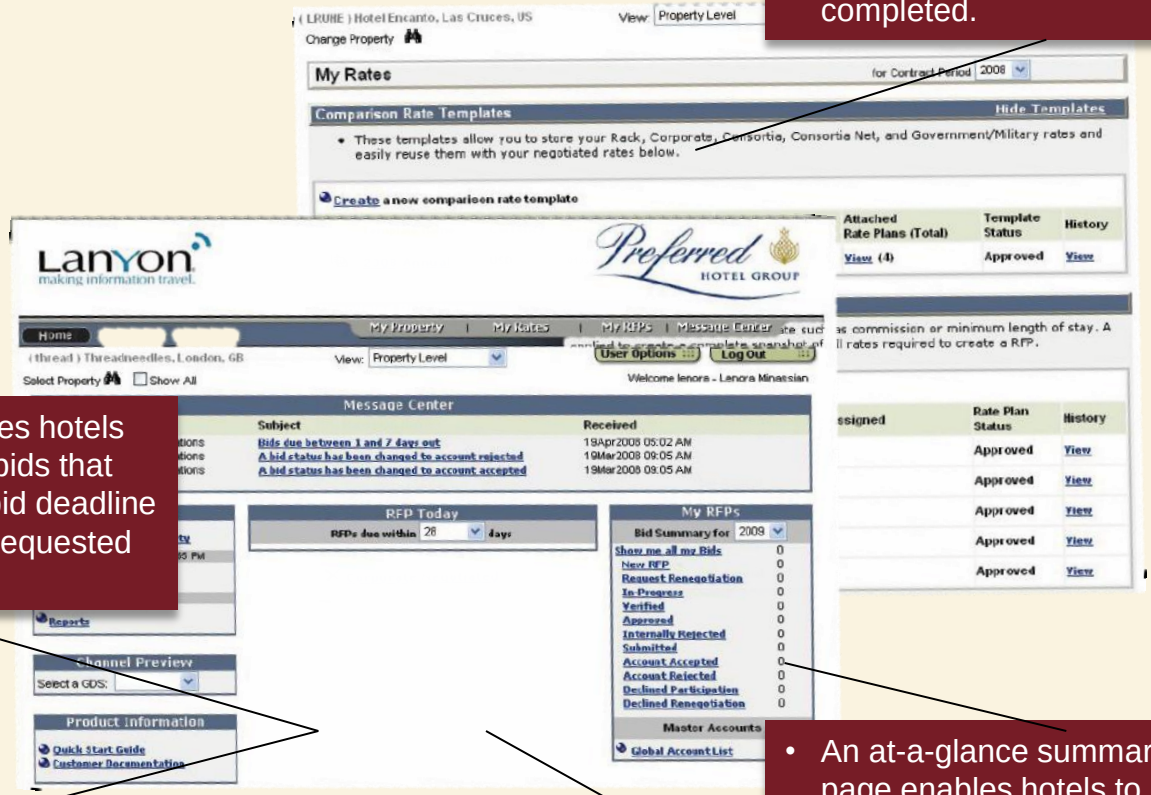
** PHG Partnership*

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

Historic Hotels Distribution Network: Consortia & TMC

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.

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

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

- 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

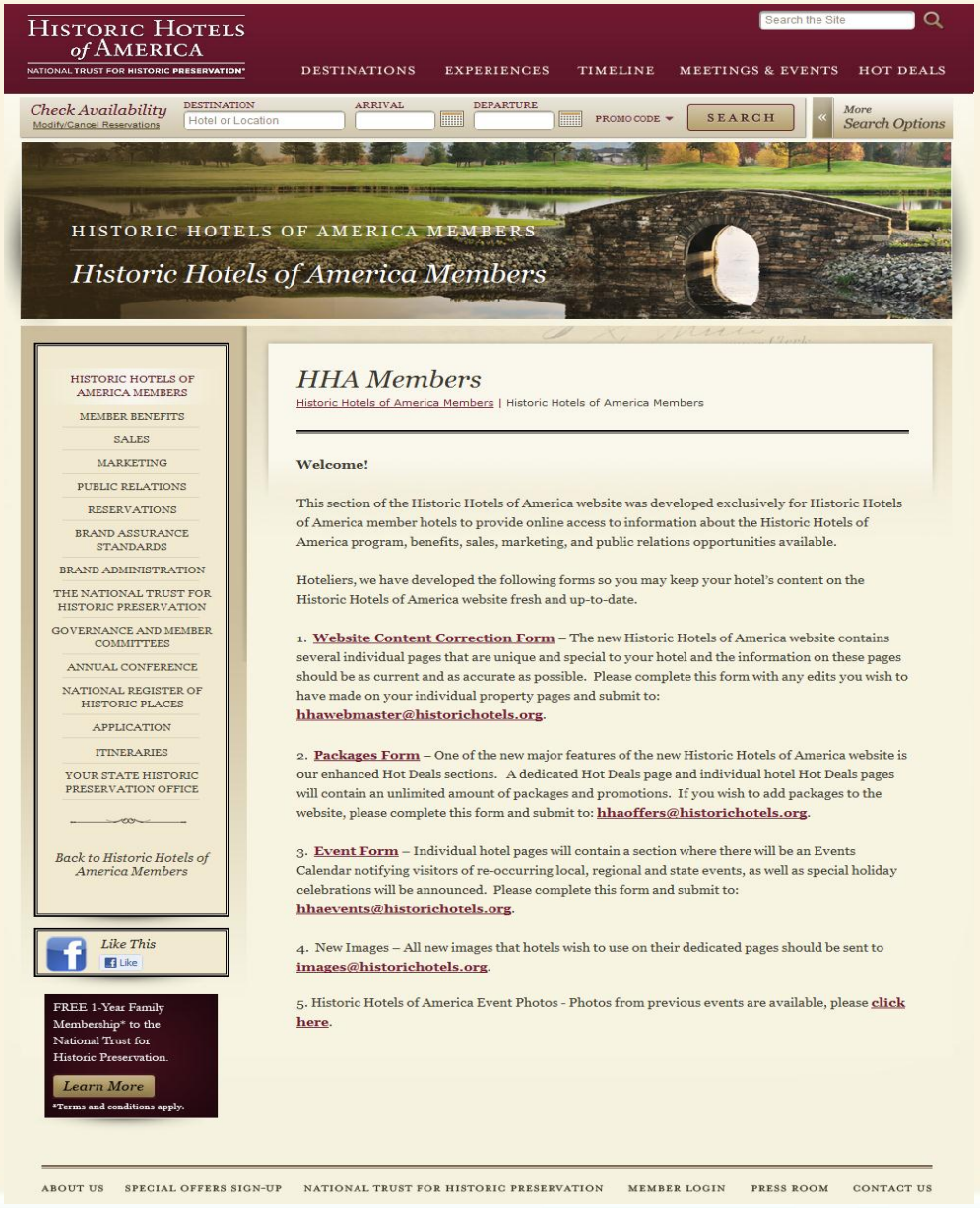
Historic Hotels Distribution Network: Pegasus ODD

- 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

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.



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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

Rates and Inventory

Rates and Inventory

Online Travel Agents (OTA):

travelocity · Expedia · BOOKING.COM a priceline company · STASH HOTEL REWARDS · zuji A TRAVELOCITY COMPANY · LONDONTOWN · SideStep The traveler's search engine · hotel-reservations.de online hotel reservations · Holiday in Britain · GolfHero · USA3000 Vacations · KIWI COLLECTION HOTELS FOR PEOPLE WHO CARE WHERE THEY STAY · lastminute.com · packlate.com · roomsnet.com · THE MARK TRAVEL CORPORATION · AboutRooms.com · totonuhotels the online hotel guide

Meta Search Sites*

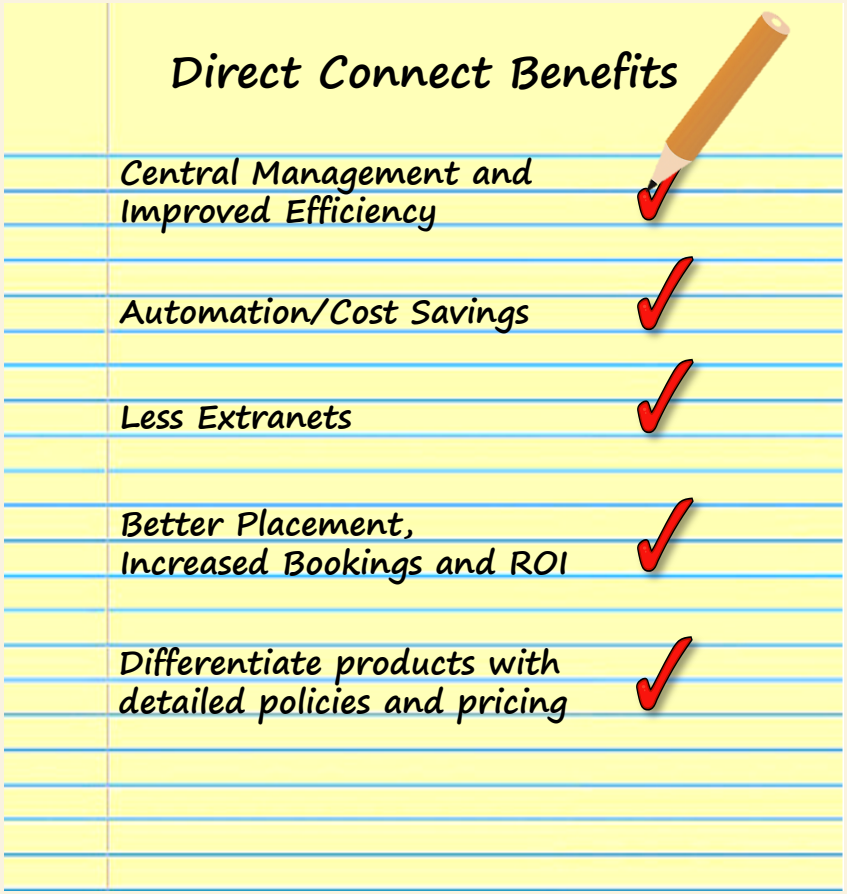
KAYAK · wego travel search · iXiGO.com your travel search begins here

***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.

Historic Hotels Distribution Network: Direct Connect

This distribution channel provides many benefits to our customers including:



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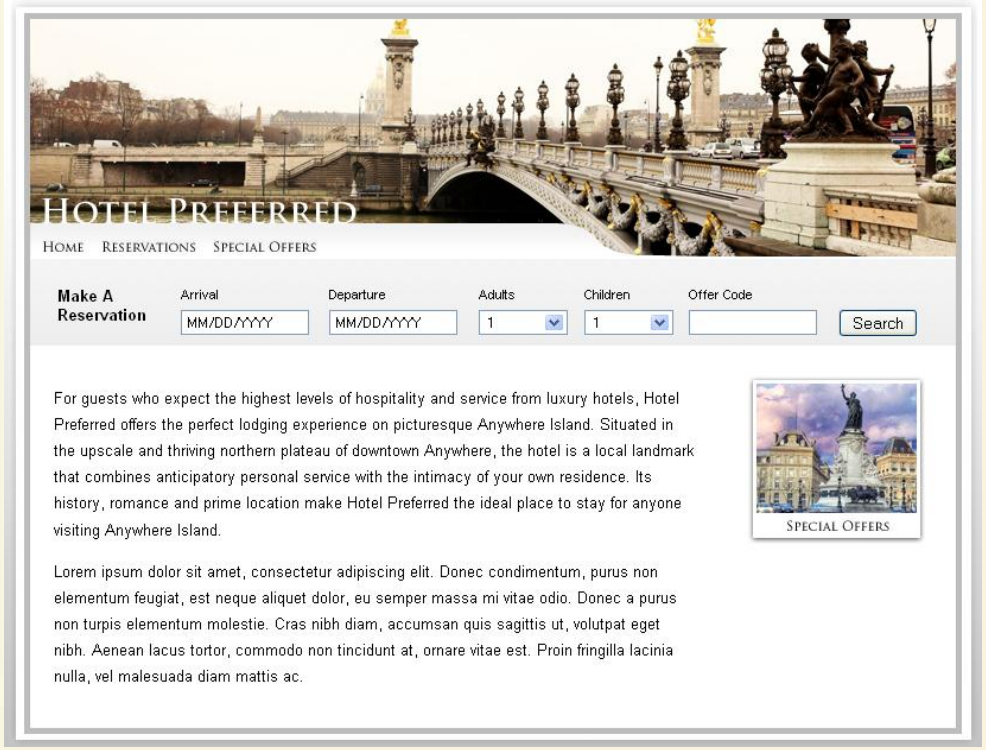
Guest Connect

Internet Booking Engine (IBE)

Historic Hotels Distribution Network: Guest Connect



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 #, 4444333322221111 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

Hotel's Website

Guest Connect SM Booking Engine

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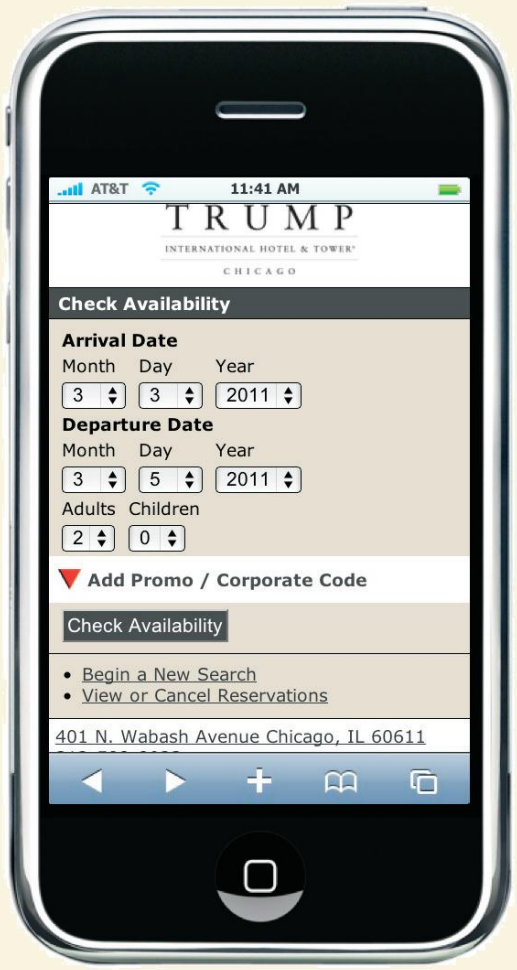
iMobile

Mobile Booking Engine

Historic Hotels Distribution Network: *i*Mobile

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

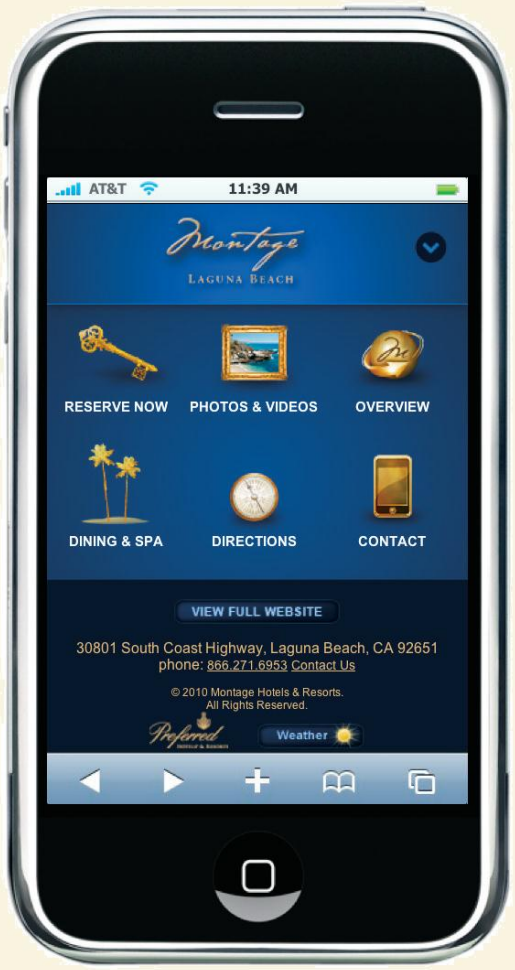


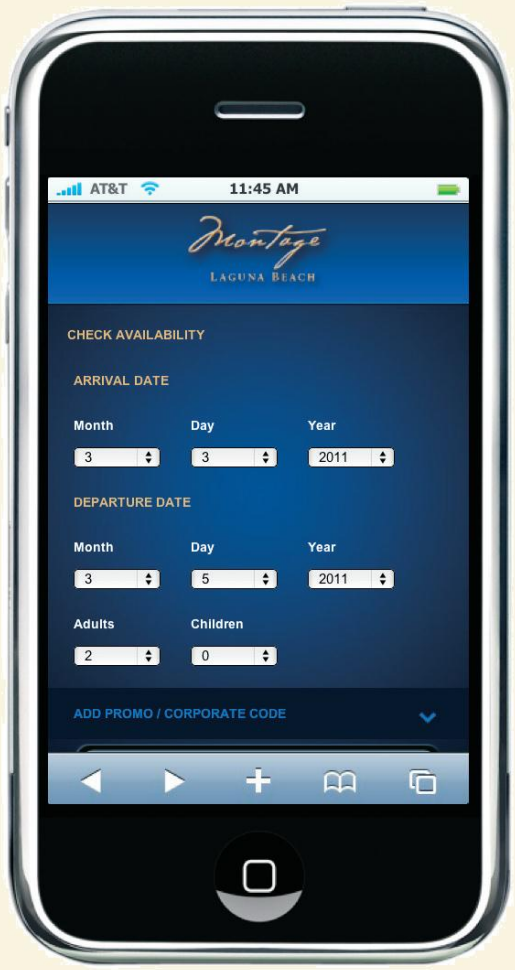
Historic Hotels Distribution Network: *i*Mobile

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

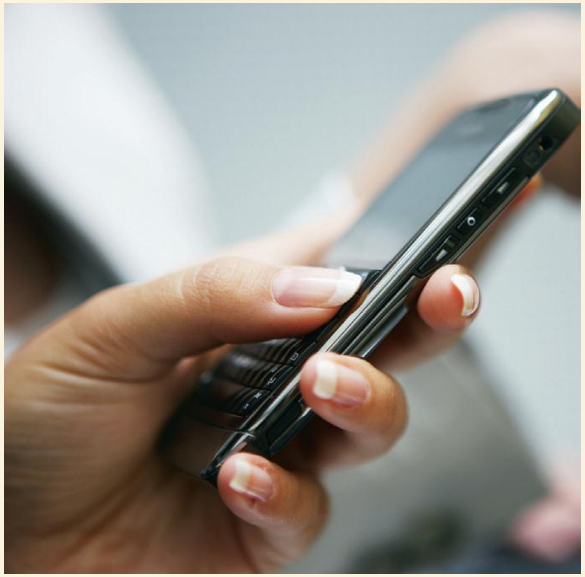
Call Gating Service

Historic Hotels Distribution Network: *i*Answer

***i*Answer** 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

*i*Answer 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



*i*Answer Advantages

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

HISTORIC HOTELS of AMERICA

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iInterface

PMS/RMS to CRS Connectivity

Historic Hotels Distribution Network: *i*Interface

***i*Interface** 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*Interface 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

Historic Hotels Distribution Network: *i*Interface

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

Historic Hotels Distribution Network: *i*Shop

***i*Shop** 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.

*i*Shop 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

*i*Shop 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

Historic Hotels Distribution Network: *i*Rate

*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

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RezTrack

Booking Engine Analytics

Historic Hotels Distribution Network: RezTrack

RezTrack® reports on:

Look to book ratio
Measures booking conversion %, revenue & ADR

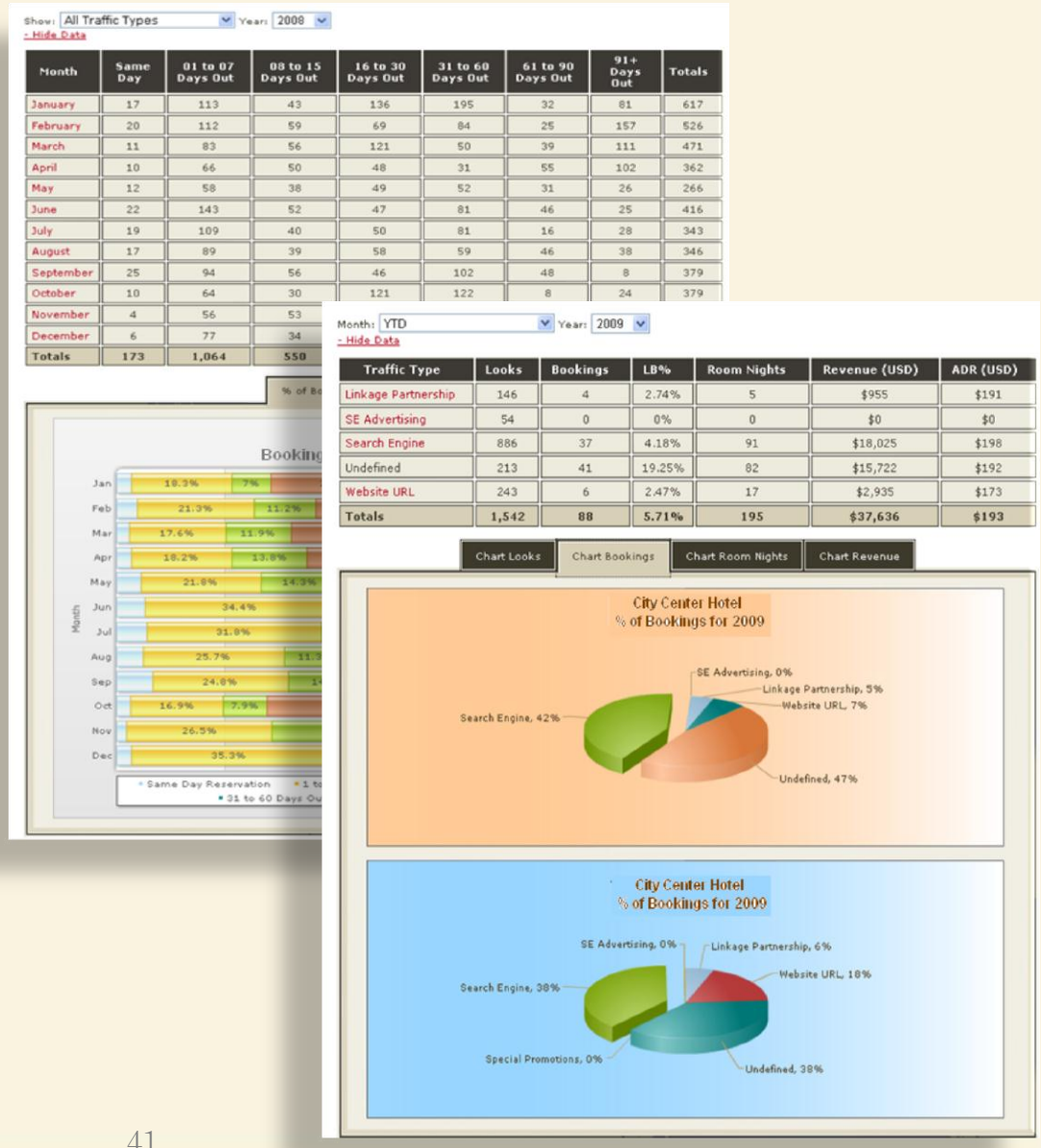
•Traffic by Type
Source of website bookings to determine the value of internet marketing initiatives

- **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



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					

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

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