



# 2012 **Preferred Rate Hotel Program**

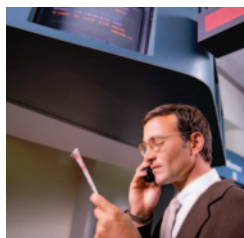
The Fusion of Travel Value and Travel Distribution to a Worldwide Travel Market



## THE LEADER IN GLOBAL TRAVEL INTEGRATION

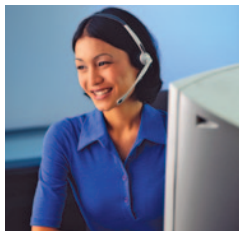
When you participate with CCRA, you get much, much more than just rate distribution.

CCRA is a network of integrated travel solutions that defines a new class of travel company; one ideally positioned to help your hotel meet the challenges of, and to realize the opportunities from, a global travel market.



### 24/7 Call Center Solutions

CCRA developed the first after-hours call center 35 years ago. Today we number 50 of the top 100 travel agencies as clients ...everyone of them linked to our hotel program



### Travel Agent Solutions

CCRA has always been an advocate for the professional travel agent. Through tradeshow, marketing and direct sales, we promote the value of our Preferred Rate Hotel Program on a daily basis



### CCRA Global Network

Globalization is the number one trend in travel marketing, and at CCRA we are committing substantial resources to developing an international network of travel agencies committed to working with and buying from our hotel partners

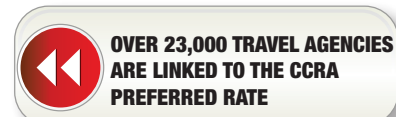


### CCRAtravel.com

CCRA features a proprietary, real-time reservation system for travel agents with no access to the GDS – now you can reach over 50,000 qualified home-based agents directly.

## OUR TRAVEL AGENT PROFILE

At CCRA we recognize that different hotels have different needs—that's why we have chosen to partner with industry leaders that specialize in corporate business as well as leaders in the leisure market. We have successfully tapped into the home based agent market through our online booking tool. In every instance we aggressively market your property to these agents and agencies.



## HERE ARE A FEW EXAMPLES OF OUR 23,000 AGENCIES

### LEISURE FOCUSED TRAVEL PARTNERS

#### Vacation.com

Vacation.com is a leading, leisure travel marketing organization serving a network of almost 5,100 travel agency locations. "Powered By Real Travel Agents," Vacation.com is North America's largest vacation-selling network. CCRA is the exclusive, preferred consortia hotel program for Vacation.com.

#### American Society of Travel Agents (ASTA)

ASTA is the world's largest association of travel professionals with members in over 140 countries. CCRA has been the endorsed hotel program for the past several years for all ASTA member agencies and we are proud to represent our hotel partners as a member of the ASTA Allied Marketing Council.

#### Amadeus Selling Platform

CCRA is the exclusive content provider for hotel rates and inventory to the 7,000 agencies registered to use the Hotel Shopper on Amadeus AgentNet.

### CORPORATE FOCUSED TRAVEL PARTNERS

#### GlobalStar Travel Management

GlobalStar is a worldwide travel management company owned and managed by local entrepreneurs. Over 80 market leading enterprises, representing over 3,350 individual agencies and US \$13 billion in sales.

CCRA's Preferred Rate Hotel Program has been appointed as the preferred hotel supplier for GlobalStar and its partners including such international, industry-giants as Ultramar and Travel Leaders Corporate Division.

#### CCRA 24/7 Call Center Solutions

CCRA is the largest after-hours call center in the US. The over 400 travel agencies we service represent more than 30,000 corporations and hundreds of thousands of business travelers. Each agency we support has access to the CCRA hotel rate program...and we market that service to them regularly.

**CCRA STARS program** recognizes some of our largest hotel bookers such as Tzell Travel, Travel Destinations, and World Travel Management.

# THE CCRA 2012 PREFERRED RATE HOTEL PROGRAM

## 2012 RFP OPTIONS

Choose the level of participation that best meets your needs

### CCRA Core Hotel Option—\$850

- Distribution of your negotiated rates in all four GDS as well as the CCRAtravel.com booking portal
- Highlighted listing and photos on the CCRA Booking Portal
- Preferred rates integrated into the CCRA Portal and GDS
- Inclusion in the CCRA Online Hotel Directory
- Preferred rate program participant listing on CCRAtravel.com and CCRA Portal websites
- Opportunity to market to 50,000 travel agents via CCRA's proprietary marketing tools



### CCRA Core+ Reporting Package— \$2350 \$1695

#### All CCRA Core Hotel Options ... PLUS:

- Four quarterly CCRx market feeder reports including comp set analysis that tells you what travel agencies are booking your hotel and your competition
- A "prescription" outlining specific action steps for turning data on the reports into heads in beds
- Access to travel agent specific training including podcasts, white papers and webinars

### CCRA Core+ Marketing Package— \$5700 \$1995

#### All CCRA Core Hotel Options ... PLUS:

- Two Tuesday eBlast Specials distributed to over 30,000 individual agents—you determine the dates best for you (this is a \$2,000 value)
- A Destination Banner Ad on CCRAtravel.com—you determine which month (this is a \$950 value)
- One Hotel Intel—share your story: a new brand, a new restaurant, a special event, or grand opening (this is a \$400.00 value)
- One 300 word Advertorial in our monthly eNewsletter includes photos—you determine the month (this is a \$1,500 value)





## ADDITIONAL 2012 HOTEL PROGRAM OPTIONS AVAILABLE VIA RFP

### Specialty Market Placement





Niche marketing is more than a phrase—it is the new standard for sales and marketing. Now CCRA helps you reach the clients who are looking for the product or services your property specializes in. In 2012, CCRA's online hotel directory will give travel agents the ability to search for hotels based on a specific product category. The CCRA Online Directory is aggressively marketed to travel agents throughout the year.

If your property is a resort, luxury, extended stay, golf, boutique, spa or all-inclusive facility, you can participate in the CCRA Specialty Marketing Placement for just an additional \$100.00. (RFP field 298)

### Better than Best Program

When you offer CCRA a negotiated rate that is better than BAR—not only are you included in CCRA's Better than Best Program, your hotel receives these added bonuses:

- » A FREE 30-day destination banner ad (based on availability) plus inclusion in our designated page entitled *Better than Best* on CCRAtravel.com when you provide CCRA with negotiated rates with *more* than a 10% discount off BAR
- » Inclusion in our designated page entitled *Better than Best* on CCRAtravel.com when you offer 5% or more off BAR. CCRA will include a link on eBlasts and eNewsletters to this page listing all hotels providing below the BAR rates
- » Regular  and  presence—we will be regularly tweeting and posting about the hotels that offer travel agents *Better than Best* rates!

*(No charge to participating hotels—just be sure to indicate the percentage off BAR in field 76 of the RFP)*

### CCRA Exclusive Program

Show travel agents you value their business by recognizing the guests they send you. Simply commit to offering these valued guests (valued by you and by the agent) a unique amenity not available to “just anyone.”

- » Amenities/special offerings might include a guaranteed complimentary upgrade, a fruit basket, a logo'd item—be creative
- » You'll receive special recognition every time your city is searched on CCRAtravel.com. The “Exclusive” icon will be added to your listing at absolutely no charge
- » A link to the *CCRAExclusives Page* on CCRAtravel.com will be included in every eNewsletter sent to thousands of agents every month

**Exclusive**  
Look for this icon

*(No charge to participating hotels—just be sure RFP fields 291–295 are answered)*

### FEATURED PROPERTY (biasing)

We provide hotels the opportunity to be listed at the top of the results page on our online booking engine. We offer this feature on a monthly basis for \$1000 per month. You decide which month or months you would like to be featured. (Featured Property is offered on the RFP field 299)

## CCRA á la Carte

**REACH HIGH RATED DECISION MAKERS:** Did you know that according to TravelClick, rates for travel agent bookings average 40% higher than bookings made on third party sites? When you advertise with CCRA, you are targeting one of the most lucrative markets in the travel industry.

### Weekly Tuesday eBlast Specials

Share your message with 30,000 qualified travel agents

Promote special offers, via e-mail, weekly to over 30,000 travel agents, including the hard-to-reach home-based market.

Endorsed by the CCRA brand, Tuesday eBlasts are the affordable way to advertise directly to agents.



### Private Labeled eBlasts

Exclusive communications to key decision makers

Why share the spotlight? With a CCRA Private Label eBlast (PLE), your message is the exclusive offering.

Because we strictly limit the number of Private Label eBlasts we send, our open rates exceed the average.

Schedule your PLE to coincide with a special event, a limited time offer or a travel agent promotion.

### CCRA Travel Agent eNewsletter

Our B2B newsletter enjoys wide readership due to its focus on travel industry tips, product news and special announcements for the professional travel planner.

Each month this newsletter reaches over 30,000 agents.

Posted and archived on the CCRA website, and on the CCRAtavel.com booking portal, Newsletter links also appear on weekly CCRA eBlasts, reinforcing your ad's visibility four times per month.

Choose the option that's best for you

Sample eNewsletter Advertorial



## NEWS FLASH: Get a time sensitive message in front of decision makers.

### Hotel Intel

#### Classified advertising direct to travel agents

Share your critical marketing message directly with key decision makers across the country and around the world.

Also ideal placement to announce that you've renovated, switched brands or have a special offer.

Posted on our most popular web page, Travel Agent Specials.

We'll also blog about you, tweet about you, and post your ad on our agent FAM page.



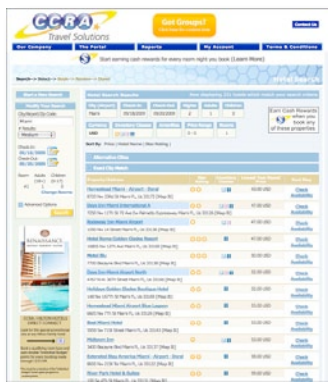
Now OPEN, the newly built Comfort Inn in the Fossil Creek area of Fort Worth, TX.

Minutes from Historic Stockyards, Ft. Worth Convention Center, and Texas Motor Speedway.

6455 Old Denton Road, Fort Worth, TX, US, 76111; Phone: (817) 388-5666



## POINT OF SALE IMPACT: Reach decision makers as they make their buying decisions



### Destination Banner

#### Unique to CCRA

Position your hotel when travel agents are making their buying decision. Your banner appears on the search page for your city; the most valuable 'real estate' on the CCRAtravel.com portal.

Customize your ad with logos, text and images. Build top-of-mind awareness through targeted, consistent messaging.

### Travel Agent Specials

#### Build direct relationships with travel agents

Travel agents regularly take time to visit CCRA's Travel Agent Specials page to learn about offers for their clients and for themselves.

This, our most popular web page, is the ideal spot for listing travel agent promotions like FAM trips, special rates, contests and surveys, and build relationships with agents that match your profile.

Enjoy even more exposure. Our travel agent page is linked from the top of every Weekly Tuesday eBlast and eNewsletter, and it's posted on www.ccr.com until expiration.



**Celebrate Our Grand Opening!**

Travel Agents who celebrate with us will enjoy a \$50.00 spa credit and one complimentary night when multiple nights are booked.

| FAMOUS AGENT RATE  | TRAVEL AGENT RATE  |
|--|--|
| starting from<br><b>\$ 99.00</b><br>valid until 30th June, 2010<br>Book your Famous Agent rate via<br><a href="http://www.pacificrim.com">www.pacificrim.com</a> | starting from<br><b>\$ 119.00</b><br>valid until 30th June, 2010<br>Book your Travel Agent rate via our<br><a href="http://www.pacificrim.com">Travel Agent rate via our</a><br><a href="http://www.pacificrim.com">www.pacificrim.com</a> |

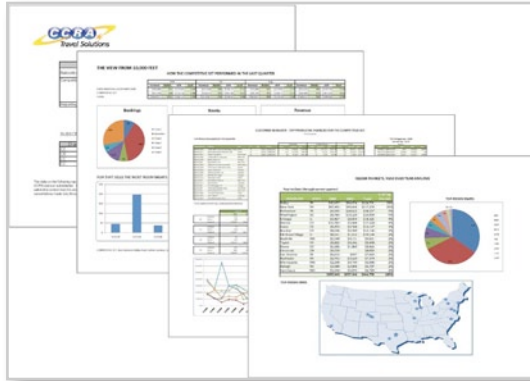
Please contact your  
Famous Agent rate to have your  
second night booked as a complimentary rate.

To arrange a site tour during your stay, please contact Christina Anderson,  
Sales Manager at [christina.anderson@pacificrim.com](mailto:christina.anderson@pacificrim.com) or 800-675-5343.

Book one night and receive the second night complimentary. Book one night receive the third night complimentary. \$50.00 spa credit per guest. \$50.00 spa credit must be shown at check-in to receive the spa credit. Payment of one complimentary night and spa credit per guest for the duration of the promotion. Additional nights may be booked at the Famous Agent rate. Agent rate subject to availability. \$ Rates are based on single occupancy. In Famous Agent rate may vary in certain rooms and are subject to change without notice. For more information, please visit our website at [www.pacificrim.com](http://www.pacificrim.com) and book your rate.

**Famous Pacific Rim**  
Vancouver, BC, V6B 0B8

**Supercharge your Direct Sales:** travel agent business is good business. Our CCRx reports have been designed specifically to help your sales team zero in on travel agents inclined to buy your product.



### CCRx from CCRA

**Real help ... real fast!**

Are you suffering from low occupancy levels? Do your competitors consistently out-perform you?

We know you have many options when it comes to reports. CCRx from CCRA is not just another yield management tool—it's a sales tool designed to help you put more heads in beds FAST! CCRx :

- Is easy to read and to understand
- Compares performance with up to five competitors
- Tells you exactly which travel agents are coming to your market and where to find them
- Comes with a "how to" manual with specific, easily implemented action steps

## FOR BRANDS ONLY

**BUILD RELATIONSHIPS:** decision makers tend to buy from people they like and trust. Nothing beats the opportunity to speak directly with travel agents, or to show them you value their business through special promotions

### Sponsored Custom Webinar

**Share your message directly with decision makers**

Influence decision making and encourage agent loyalty through targeted brand awareness. Co-host a 20–30 minute, live webinar presentation exclusively to CCRA agents.

Webinars are promoted through pre-event eBlast invitations including a minimum of 2 Weekly Tuesday eBlasts and 1 Private Label eBlast (based on availability).

Included with each webinar is a follow-up emailing providing answers to questions submitted during the webinar; a detailed report on agent participation, and posting of webinar on our website, ccra.com.

Maximize agent attendance with a required prize giveaway.

View this email in your web browser.

**CAREY**

Learn about Carey International's Chauffeured Services

Join us for a webinar on May 27.

|               |  |
|---------------|--|
| <b>Title:</b> | Learn about Carey International's Chauffeured Services |
| <b>Date:</b>  | Thursday, May 27, 2015                                 |
| <b>Time:</b>  | 9:00 am - 10:00 am PDT; 12:00 pm - 1:00 pm EDT         |

**REGISTER NOW**

As the world's largest provider of premium chauffeur driving services and state-of-the-art group transportation management, operating in more than 50 cities and 50 countries worldwide, Carey's Global Network features branded operations in the majority of the world's business centers, ensuring that our passengers will experience the same impeccable service and personalized attention in Hong Kong, Tokyo, and Johannesburg, as they receive in New York, London, or Sydney.

Carey features the finest fleet of late-model luxury vehicles including Sedans, Limousines, Luxury SUV's, Executive Transport Vans and more. All vehicles are required to be less than 3 model-years old, follow proper bi-weekly maintenance schedules, and pass frequent quality inspections.

Agents attending this webinar will be eligible for the prize drawing. We will be giving away two \$100 gift certificates!

Space is limited.

|   |      |         |       |     |     |
|---|------|---------|-------|-----|-----|
| Register  | your | Webinar | today | now | at: |
| <a href="https://connect.guestmeeting.com/register/585991277">https://connect.guestmeeting.com/register/585991277</a> |      |         |       |     |     |

**System Requirements**

**PC-based attendees:**  
Required: Windows® 2000, XP Home, XP Pro, 2003 Server or Vista

**Macintosh®-based attendees:**  
Required: Mac OS® 9.1 (or later) or newer

After registering you will receive a confirmation email containing information about joining the webinar.

CCRA Booking Partner | Newsletter | Facebook | Twitter





## Portal Sign-in Banner

### Build brand awareness day after day

CCRAtravel.com's homepage measures over 40,000 page views per month from the highly qualified travel agents authorized to use CCRA's proprietary booking portal.

Build brand awareness or promote travel agent specific messaging using these highly visible, animated ads. Each ad placement includes a landing page to spotlight and track a specific online campaign.

## CCRATravel.com Interstitial Ad

### Reinforce your brand's message before the buying decision

Each day thousands of travel agents search CCRAtravel.com for rates and inventory at over 160,000 hotels.

Interstitial ads play while search results are being tabulated and returned. Use these animated ads to prompt agents to search your brand's properties from the available inventory returned.



**For more information on any of our programs,  
please contact our Hotel Program Solutions Team:**

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