



# HICKORYFORHOTELS2012

## Supplier Partner Program

- How can I **capture** more corporate & leisure travel?
- How can I **increase market share**?
- How can I **efficiently** increase key metrics (RevPAR, bookings, room nights and occupancy rates) and measure the results of my efforts?
- How do I **effectively distribute** product across multiple channels?

## In selecting a channel:

- What is the cost of that channel?
- What is the size, reach and quality of that channel?
- Can you really measure this?



# Introducing The New HICKORY

- **HICKORY** Travel Systems was acquired by INTRAVEL in April 2011 and re-launched as HICKORY Global Partners.
- **HICKORY** provides innovative service, distribution and technology to our network of Agency Partners.
- The new management team is led by seasoned executives from top travel companies (BCD, ABC Corporate Services, Priceline.com, KAYAK, HEDNA).
- Building on the rich heritage of the **HICKORY** brand and the strength of our widely used negotiated rate programs, we have created a robust portfolio of new value add benefits for Partners.



# Hickory's Distribution Network

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- Over one thousand Partner & Associate agencies representing over **THREE BILLION** dollars in gross hotel sales volume
- Sales & business development team led by Ted Cromwell, architect of the BCD Global affiliate program.
- Projecting significant growth in agency participation in the **HICKORYFORHOTELS** program resulting from:
  - Aggressive recruitment fueled by the re-launch
  - Global expansion
  - Exhaustive training, education and support
  - New technology
  - New market intelligence product
  - Improved economic opportunities
  - This is just the beginning...**MORE TO COME.**

# HICKORY Portfolio of Products & Services

Product/Service/Program	DESCRIPTION
Travel Programs	<b>HICKORY</b> forAIR (featuring International Rate Desk) <b>HICKORY</b> forHOTELS <b>HICKORY</b> forCARS
Traveler Services	Travel insurance Passport/Visa services Luggage services Travel alerts
Incentive Program	Multiple levels of participation available Front end commissions Revenue sharing on overrides and PFP
Global Support	Consolidated data Coordination services Booking support Market specific expertise Supplier relations
Lead Generation	Leads from our partner sites Leads from our Global Network

# HICKORYFORHOTELS2012

## We proudly present the Global Preferred Rate Program

- A robust **distribution & marketing** partnership opportunity that:
- Generates high yield corporate travel sales
- Supplies comprehensive business and market intelligence
- Supports and strengthens revenue management, planning and analysis
- Provides an invaluable suite of marketing products.
- Powered by **new leadership**:
  - Hickory for Hotels program managed by Tiffany Topcik, former VP Hotels, ABC Corporate Services, former President of HEDNA.
  - Product Development & Marketing led by Brian Harniman, member of the founding team of Priceline.com and former EVP Marketing and Distribution for KAYAK.
  - New program features and enhancements are based on **measurability**
    - we will prove that participation will increase/improve ROI



# 2012 Program Specification & Partnership Opportunities

Program Feature	Availability
<b>HICKORY Global Preferred Rate Program</b> HICKORY Promotional Rate Program HICKORY Block Space Program HICKORY Value Add Rates	Ready for 2012
<b>HICKORY Online Directory</b>	3Q11
<b>HICKORY Booking Engine</b>	4Q11
<b>HICKORY Hotel Partner Marketing Suite</b>	Ready NOW!
<b>HICKORY PartnerHQ</b>	Ready for 2012
 BusinessTravel.com Travel Solutions for the Business-Minded	Ready NOW!



- **HFH** – Hickory rate code loading in all GDSs and made available to ALL Hickory Agent Partners.
- **HICKORY Easy Rates<sup>SM</sup>: EZR** – Promotional rates to deliver strategic volume when needed.
- **HICKORY Plus<sup>SM</sup>** - emphasis on value adds serving corporate travelers including:
  - Upgrades
  - loyalty points
  - complimentary internet access,
  - late check out/early check in
  - complimentary breakfast
  - complimentary beverage
  - business center access/perks.
- **HICKORY Block Space** – exclusive inventory of rooms supporting the needs of corporate clients in sold-out situations.
  - Special designation in online directory
  - Daily allotment of 2-5 rooms when hotel has closed general availability in GDS
  - Corporate or preferred rates allowed
  - Reservations centrally managed by Hickory Hotel Desk
  - Two marketing spots provided to all participating hotels

# HICKORY Global Preferred Rate Program: Participation

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## Core Program Requirements

- Minimum 10% discount off BAR/Corporate
- Commissionable at 10%
- Last Room Availability
- Minimum 1 value add amenity for participation in HICKORY Plus program

## Enhanced Participation

- Hotels offering discounts higher than 10% receive increased share of voice
- Commissionable at 11% or higher
- Minimum 1 value add amenity for participation in HICKORY Plus program
- **BONUS** biasing in HickoryTravel.com booking engine, hotel directory and BusinessTravel.com



*Cutting-edge online directory with robust presentation showcasing your properties*

- Customized description
- Amenities list
- Visual content by VFMLEonardo
- Google mapping
- NorthStar Media property reviews

The screenshot displays the 'Hickory For Hotels - 2012 Hotel Program Directory' website. The header includes the Hickory logo and navigation links for 'Home' and 'Find Hotels'. The main section is titled 'Hotel Directory Search' and features a search form on the left and a results area on the right.

**Search Form (Left):**

- Search Hotel:** Includes a 'Distance' dropdown set to 30 miles, and radio buttons for 'Location', 'Address', 'Airport', and 'City'.
- Property Details:** Includes fields for 'Property Name', 'Lanyon ID', and a 'Market Tier' dropdown.
- Filters:** Checkboxes for 'Brands', 'Amenities', 'My Custom Fields', and 'Geography'.
- Buttons:** 'Search' and 'Reset' buttons.

**Search Results (Right):**

- Interactive Map View:** A toggle for 'Interactive Map View'.
- Search Results:** Displays '51 Hotels found matching your search criteria'. The first result is 'Hotel B (28068)' with a 4-star rating and a distance of 3.52 miles.
- Hotel Details:** Includes a photo of the hotel, a description of the Sheraton Manhattan, and contact information: '790 7th Ave 51st St New York, NY 10019 United States', 'Contact: +1(212)581-3300', 'Fax: +1(212)541-9219', and 'Tier: Upscale'.
- Current Rate:** A green box displays 'Current Rate \$130.00 USD' with links for 'View all rates & taxes' and 'Currency Converter'.
- Check-in/Check-out:** 'Check in: 14:00', 'Check out: 11:00', and 'Cancellation Policy: 24 Hours'.

- Integrated with HickoryTravel.com online directory
- Clean and intuitive interface
- Advanced search capabilities
- Robust property level information (both on search return and detailed description)
- Enhanced advertising opportunities
- **Biasing opportunities**
- Improved business intelligence through **real time reporting**



# HICKORY Partner Marketing: Overview

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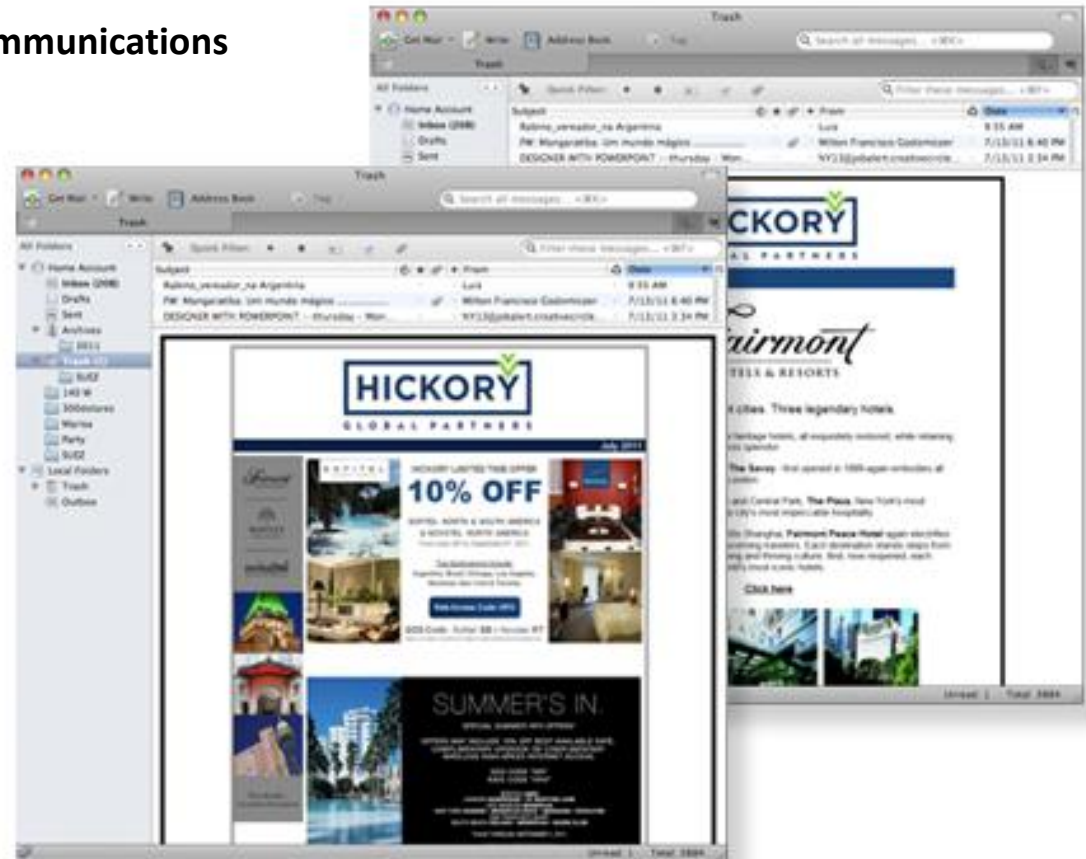
Product	Description
<b>HICKORY E-mails</b>	E-Newsletter and custom blasts to Agency Partners including private labels, banner ads and advertorials
<b>HICKORY Display Ads</b>	Banner ads, preferred supplier pages, promotional rate codes, map placements - available on HickoryTravel.com, Hickory Partner HQ and BusinessTravel.com
<b>HICKORY Biasing</b>	Strategic biasing available on HickoryTravel.com, Hickory Partner HQ and BusinessTravel.com
<b>HICKORY U (Partner Education)</b>	Regional training and roundtable meetings, virtual training event (webinar) sponsorships and more

# HICKORY Partner Marketing: HICKORY EMAILS

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## Promote your brand with targeted communications to our agency base

- **HICKORYFORDEALS** – Send timely offers to increase Hickory agent production when you need it most
- **HICKORYFOREXCLUSIVES** - emails support brand initiatives, provide private labeled focus for one supplier
- **HICKORYFORNEWS** - Industry trends and information sent to entire base
- **HICKORYFORMANAGERS**– Connect with influencers to promote your product with booking incentives, FAM packs or operational instructions

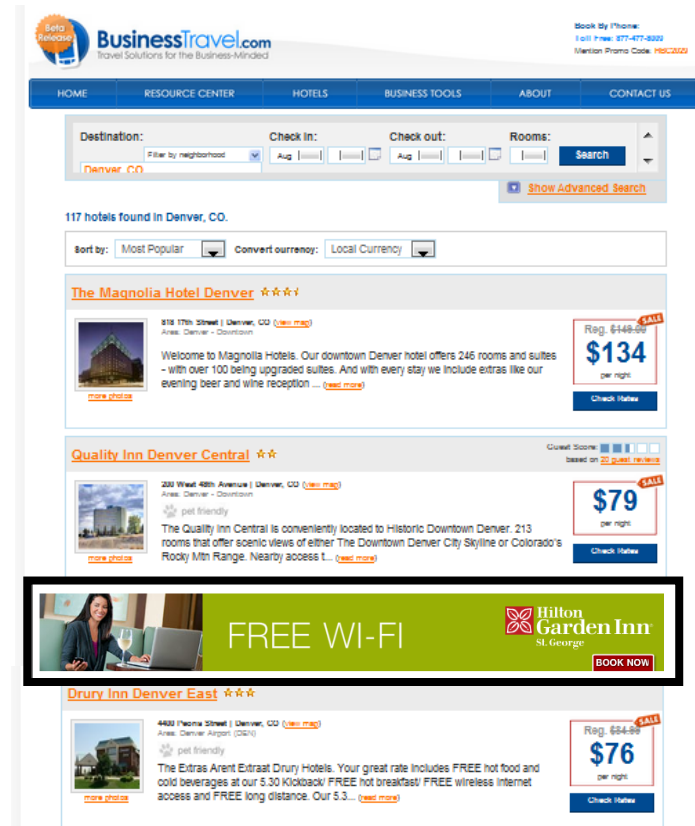


# HICKORY Partner Marketing: HICKORY DISPLAY ADS

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## Display products increase brand affinity and messaging recall in our corporate agent community

- Large format ads across HickoryTravel.com, **HICKORY PartnerHQ** and BusinessTravel.com
- Preferred supplier pages show partners of HickoryTravel.com
- Standard IAB Formats available for **ease of implementation**
- Flash and HTML banners available
- Reporting available for **ROI measurement**
- Promotional packages for BusinessTravel.com available





# HICKORY Partner Marketing: HICKORY BIASING

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## Position your hotel at the top of the hotel search display

- Compete for market share where **you** need it most
- Complement revenue management programs with HICKORY's **strategic biasing** packages available by City, Region or Site
- Available at BusinessTravel.com & HickoryTravel.com online directory

The screenshot shows the HICKORY Global Partners website interface. At the top, the HICKORY logo is displayed with the tagline 'The Original Business Travel Solution' and a phone number. Below the logo is a navigation bar with links: HOME, RESOURCE CENTER, HOTELS, BUSINESS TOOLS, ABOUT, and CONTACT US. A search bar is present with fields for Destination (LaGuardia Airport), Check in (Jul '11), Check out (Jul '11), and Rooms (1). A 'Search' button is next to the Rooms field. Below the search bar, it says '263 hotels found near LaGuardia Airport.' A green box highlights the first search result, 'LaGuardia Airport Hotel', which is marked with two stars. A green arrow points to this result. The hotel listing includes a photo, distance from the airport (0.49 miles), address (100-15 Ditmars Boulevard | East Elmhurst, NY), and a price of \$119 per night. Below this, another hotel listing for 'Clarion Hotel La Guardia Airport' is visible, priced at \$143. A green arrow points from the text 'Your Hotel at the top of the search' to the highlighted hotel listing.

*Your Hotel at the top of the search*



- **Introduce & educate** Hickory booking agents to your hotel product, brand initiatives, and loyalty programs.

## HICKORY WEBINARS

- A unique, **interactive** communications platform
- Long form - **30 minute & 60 minute** interactive presentations
- Includes a customized invitation with graphics, a unique selling message, and post-webinar follow up letter

## HICKORY MEETINGS

- Regional and international agency and supplier meetups, tradeshows and learning events



# Hickory Business Intelligence: Overview

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- The **HICKORY** Business Intelligence suite offers you an unmatched resource to assist with the revenue management and profit optimization of your business.
- Provides reliable **measurement**, data consolidation and integrity.
- Easy to use dashboard on **HICKORY PartnerHQ** for accessing both pre-set and custom reports.

Reporting includes:

- Performance reporting & analysis
- Competitive Benchmark reporting
- Revenue management
- HICKORY ROI analysis
- HICKORY opportunity analysis



*“Target business travelers that act like leisure consumers”*

- **Shift market share** from online leisure agencies
- Hotels offering business traveler preferred rates and exclusive value adds **shown at top**
- Product development lead by former priceline.com and KAYAK executive; site launches with **targeted online marketing push** in Q4 2011.
- **Biasing** opportunities for hotel partners by market
- Two tiers:
  - Subscription-based member-only section: **access to preferred rates**, value add services, lead generation for corporate agencies
  - Public: access to non-discounted rates



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# Program Feature: BusinessTravel.com

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The image shows a screenshot of the BusinessTravel.com website. The website has a blue header with the logo and navigation links: HOME, RESOURCE CENTER, HOTELS, BUSINESS TOOLS, ABOUT, and CONTACT US. Below the header, there is a section for selecting a destination with input fields for City, Check In, and Check Out. A large blue overlay with white and yellow text is positioned in the foreground, reading: "Join BusinessTravel.com now to get access to EXCLUSIVE RATES AT 35,000 HOTELS". An orange arrow points from the overlay to the "HOTELS" navigation link. In the background, a search results page for Banning, California is visible, showing a list of hotels with prices starting from \$67 and \$70. A "Book By Phone" section is also visible in the top right corner.

BusinessTravel.com  
Travel Solutions for the Business-Minded

Book By Phone:  
Toll Free: 877-477-8000  
Mention Promo Code:  
HPC2020

HOME RESOURCE CENTER HOTELS BUSINESS TOOLS ABOUT CONTACT US

Select Your Destination:  
City:   
Check In: mm/dd/yyyy   
Check Out: mm/dd/yyyy

Home » United States » California » Banning Hotels

Displaying 4 Hotels in Banning

Join BusinessTravel.com now to get access to  
**EXCLUSIVE RATES**  
**AT 35,000 HOTELS**

Days Inn Banning  
Not yet rated.  
Ramsey Street  
just 1.5 miles from Casino Marquee in Cabazon  
30 minutes outside of Palm Sprin... [Learn More](#)  
from **\$67**  
[check rates](#)

Days Inn Banning  
Not yet rated.  
2020 West Ramsey Street  
This Days Inn has easy access off interstate highway  
to the 401 and 405... [Learn More](#)  
from **\$70**  
[check rates](#)

# HICKORYFORHOTELS2012: Participation Levels



HICKORY PREFERRED \$795	HICKORY ASSOCIATE \$1,200	HICKORY PARTNER \$2,500
<p><b>HFH</b> rate loading in all GDSs</p> <p>Listing in online directory</p> <p>Generic placement in booking engine search return</p> <p>Access to:</p> <ul style="list-style-type: none"> <li>Hickory Partner Agencies</li> <li>Hickory Marketing Suite</li> <li>Hickory Education Platform</li> </ul>	<p>ALL benefits of <b>HICKORY PREFERRED</b>, including <b>HFH</b> rate loading in all GDSs</p> <p>Promotional rate loading under EZR rate code</p> <p>Two marketing spots in electronic communications</p>	<p>ALL benefits of <b>HICKORY ASSOCIATE</b>, including <b>HFH</b> rate loading in all GDSs</p> <p>Tier 2 biasing in bookable HickoryTravel.com online directory search results</p>

# HICKORYFORHOTELS2012: Next Steps

## Work together with the Hickory Hotel Partners team to:

- Determine partnership level
- Set measurable goals and reporting structure
- Implement participating properties across Hickory network
- Formulate chain and property level marketing plans for maximum visibility and results in 2012
- Periodic follow ups to measure and optimize partnership performance

*“Consider **HICKORY** a resource to help power your business. Contact us now to see how **HICKORY** works smarter!”*



[www.hickorytravel.com](http://www.hickorytravel.com)

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