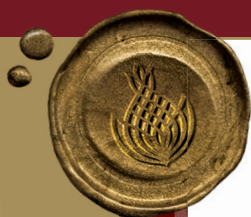


HISTORIC HOTELS OF AMERICA REQUEST FOR PROPOSAL (RFP) PROGRAM



ARE YOU BOOKING YOUR FAIR SHARE OF BUSINESS FROM TRAVEL MANAGEMENT COMPANIES AND CONSORTIA?



In 2014, Historic Hotels of America booked more than \$3 million in corporate business with Travel Management Companies (TMC) and Consortia.* Improve your RFP process with our tools and grab your share of this \$400 million market. Through Preferred Hotel Group partnerships, Historic Hotels of America provides invaluable resources to help you achieve your most profitable RFP season yet.

Maximize your global exposure, generate increased revenue, access global agency booking channels, and streamline your RFP process by taking advantage of your access to Lanyon, the industry-leading automated submission tool.

HISTORIC HOTELS OF AMERICA RFP PROGRAM OFFERS:

- Experienced sales team that cultivates personal relationships with TMC and Consortia account representatives
- Access to Lanyon, the electronic submission tool for processing corporate and agency opportunities to gain greater market share



CONCIERGE SERVICES

To make the RFP Program even easier, Historic Hotels of America, through its affiliation with Preferred Hotel Group, will assign a personal administrator to do it all on your behalf. You won't have to spend valuable time responding to bids or worrying about missed deadlines.

RATE LOADING SERVICE

Preferred Hotel Group will complete the process after bid acceptance for you by loading rates into the SynXis CRS Control Center.

BENEFITS:

- Increased corporate travel business
- Dedicated Global RFP Team
- Assistance in identifying the right travel partners, based on your hotel's location and business mix
- Optional iBid Lanyon Concierge & Rate-Loading Services
- Access to Lanyon
- Reduced participation fees and preferred pricing
- Detailed reporting

NEXT STEPS:

- If your hotel does not carry the "HE" GDS code, consider switching your GDS connectivity to "HE"
- Complete 2014 iBid Lanyon registration form to receive passcodes and personal training
- Create or update your hotel's profile in the Lanyon RFP tool
- Consult with Concierge Services during your iBid Lanyon registration for assistance from the Global RFP Team in determining the TMCs and Consortia which are the best fit for your hotel
- Discuss allowing Concierge Services to complete targeted RFPs on your behalf
- Utilize the Lanyon RFP submission program
- Manage and evaluate the production from all accounts throughout the RFP season

*A Travel Management Company, or TMC, is a wholly-owned corporation that owns and operates its own travel agencies, which specialize in corporate travel. Some agency locations may be franchises. Some examples: American Express Travel, BCD Travel, Carlson Wagonlit, and HRG. A Travel Consortium specializes in providing services to independent travel agencies and travel agency groups. An agency that affiliates with the consortium is considered a "member" and is eligible for exclusive benefits, including the organization's annual hotel rate programs. Some examples: ABC, CCRA, Hickory Travel Systems, Radius, Thor, and Travel Leaders Tzell.



IF YOU ARE NEW TO THE RFP PROCESS AND WOULD LIKE TO PARTICIPATE,
OR IF YOU HAVE QUESTIONS, PLEASE CONTACT:

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