

HISTORIC HOTELS  
*of* AMERICA

National Trust *for* Historic Preservation®



**HE Day Workshop**  
September 26, 2017  
The Omni Homestead Resort

# Lawrence Horwitz

Executive Director

Historic Hotels of America  
Historic Hotels Worldwide

# Rhett Hirko

Vice President, Distribution &  
Revenue Management

# Sabre's Strategic Vision

## A glimpse at the future

## Sabre Guest Profiles

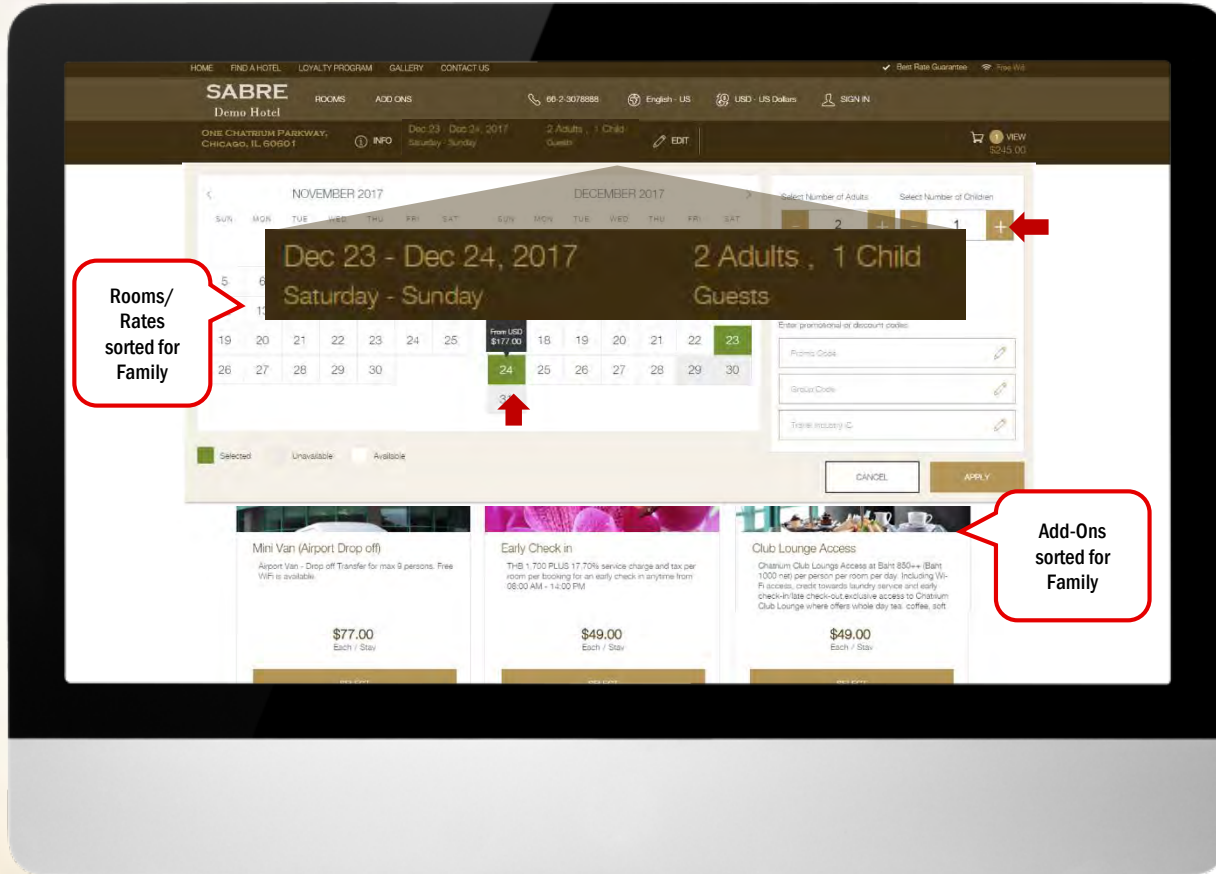
provides critical capabilities to power advanced guest engagement

- Real-time lookup, add, and edit from a single "gold copy" of the guest profile
- Extensible preferences and attributes are stored and available to all points of contact
- User interface to view, manage, and manually merge or cleanse profiles
- Customizable rules engine to match, auto-merge, and de-dupe
- Standard API for 3<sup>rd</sup> party profile access

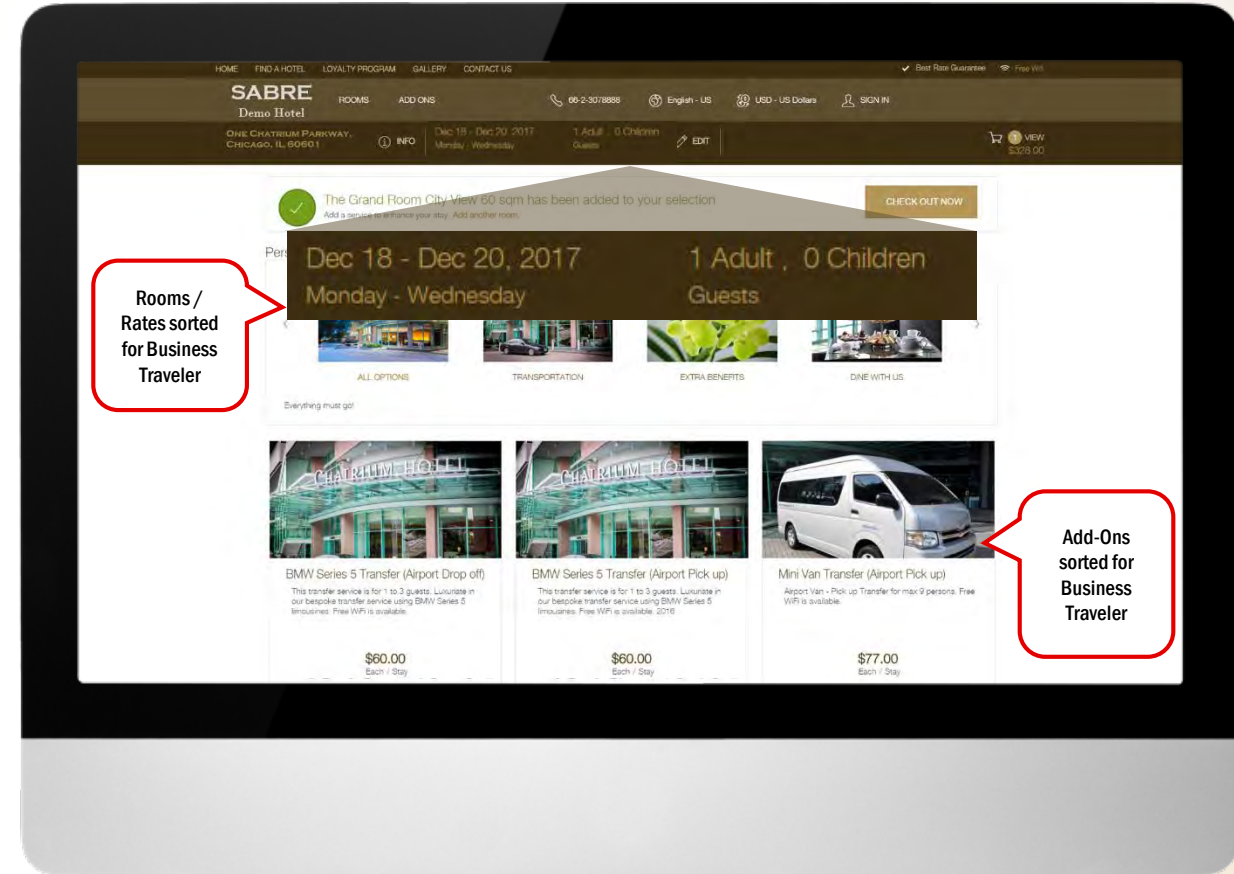


Leverage search criteria, profile info & reservation history to promote relevant offers

## Persona: Family



## Persona: Business Traveler



Adapt the booking experience for guests with dynamic personalization

# Guests Value Personalized Experience at Every Step of Their Journey

## Traveler's Micro-Moments are Key to Direct Online Bookings





51% Desktop

39% Mobile

10% Tablet

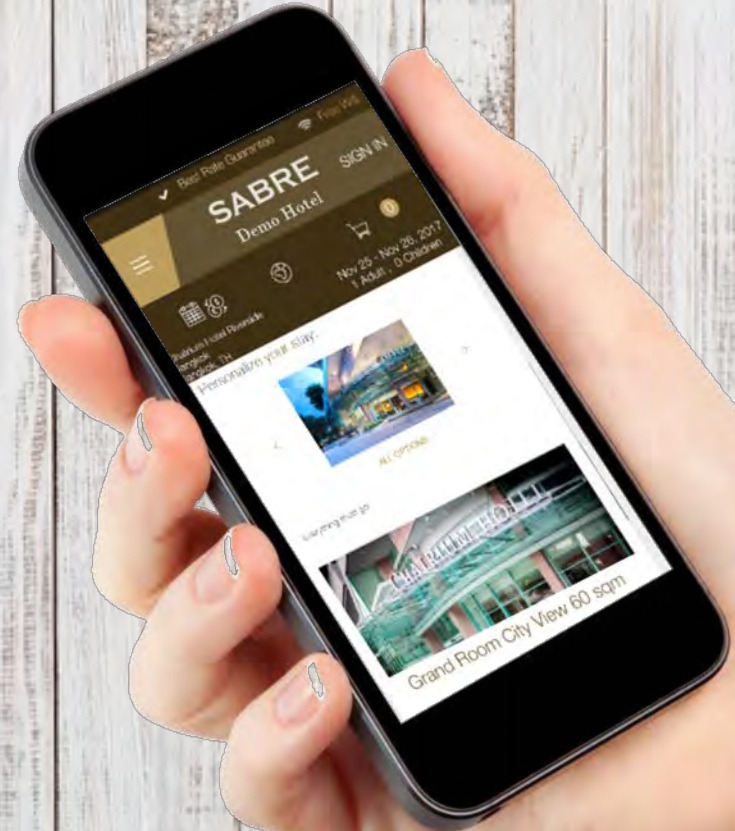
# Traffic to Hotel Property Websites By Device Type

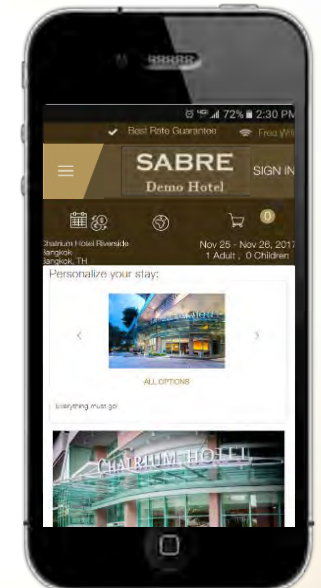
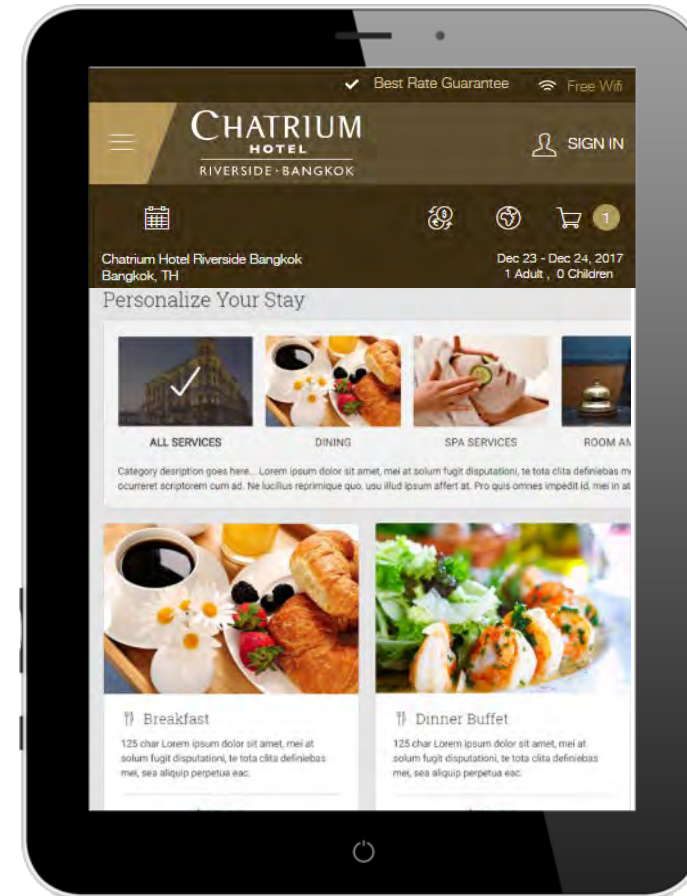
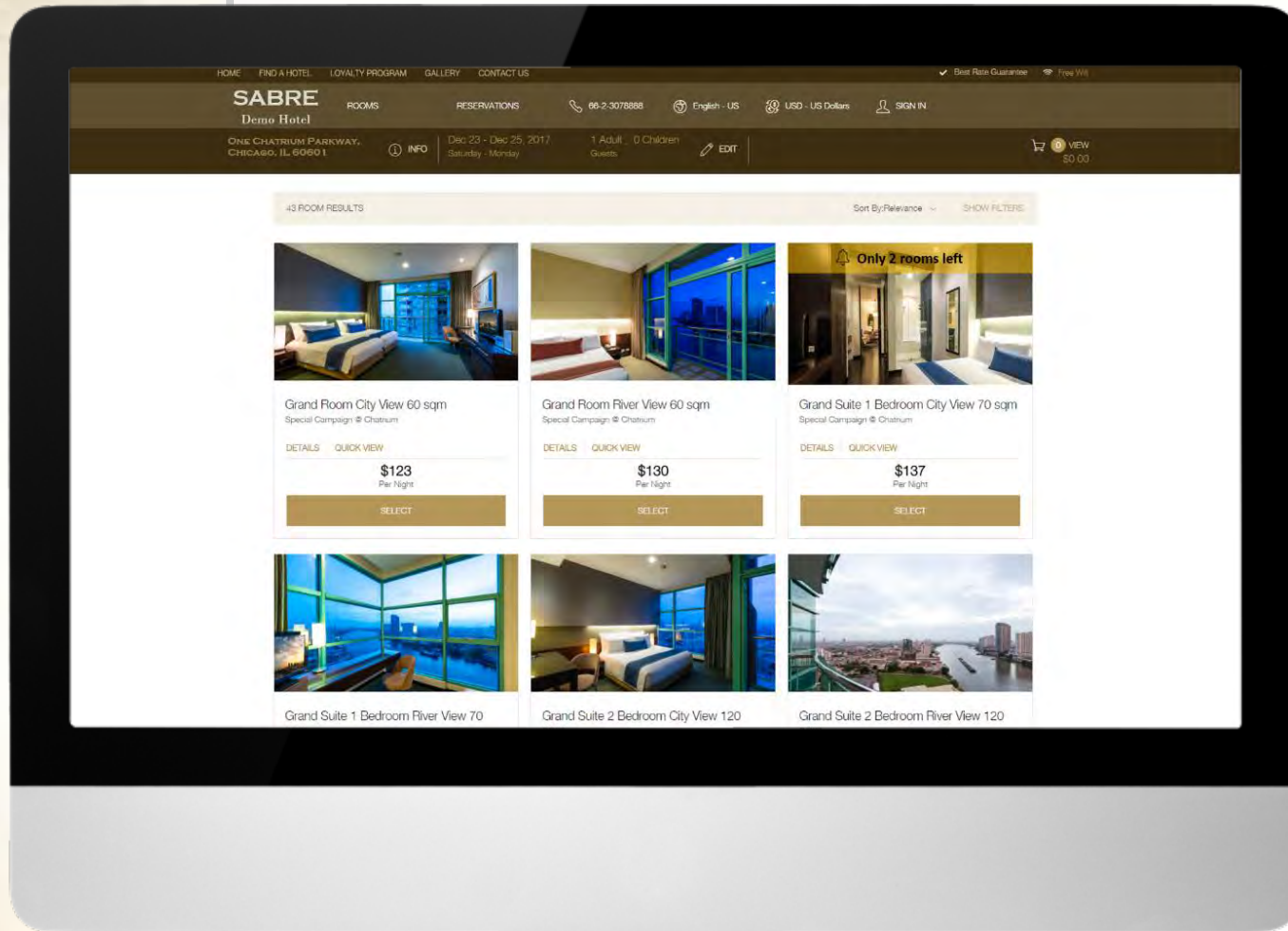




# 1 second

**Delay in page load can decrease the  
conversion by 7%**





Win guests in their micro-moments — anytime, anywhere, any device

# SynXis Booking Engine:

Delivering a Personalized Booking Experience to Influence Conversions

Guest-centric UX  
Dynamic Personalization  
Enhanced Analytics and Reporting  
Self-Customization and A/B Testing  
Shopping Cart, Urgency Triggers

## LEAD

Market-leading innovation with unmatched focus on retailing, usability, and personalization

SYNXIS BE

Scalable SaaS Platform  
Room Videos  
Custom Branding

Fast, Responsive UI  
OTA Price Comparison  
Dynamic Merchandising and Packaging

## ENHANCE

Streamline booking process using modern technology elements

EVOLVING PLAYERS

Rates and Availability  
Packages  
Room Comparison  
Reservations

Confirmation Emails  
Online Payments  
Hotel and Room Images  
Guest Reviews

## CORE

Supports guest's basic online search and booking behavior

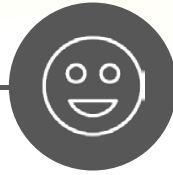
BASIC BE PROVIDERS

# Drive Direct Bookings using Modern UI with Enhanced Retail Focus

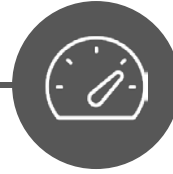


## CONVERSIONS

Increased Direct Bookings



Dynamic personalized experience



Fast load times with a sleek, mobile-first UI



Urgency Triggers (# of lookers, bookers & rooms left)



Shopping Cart: 'Share Cart' and 'Save Cart'



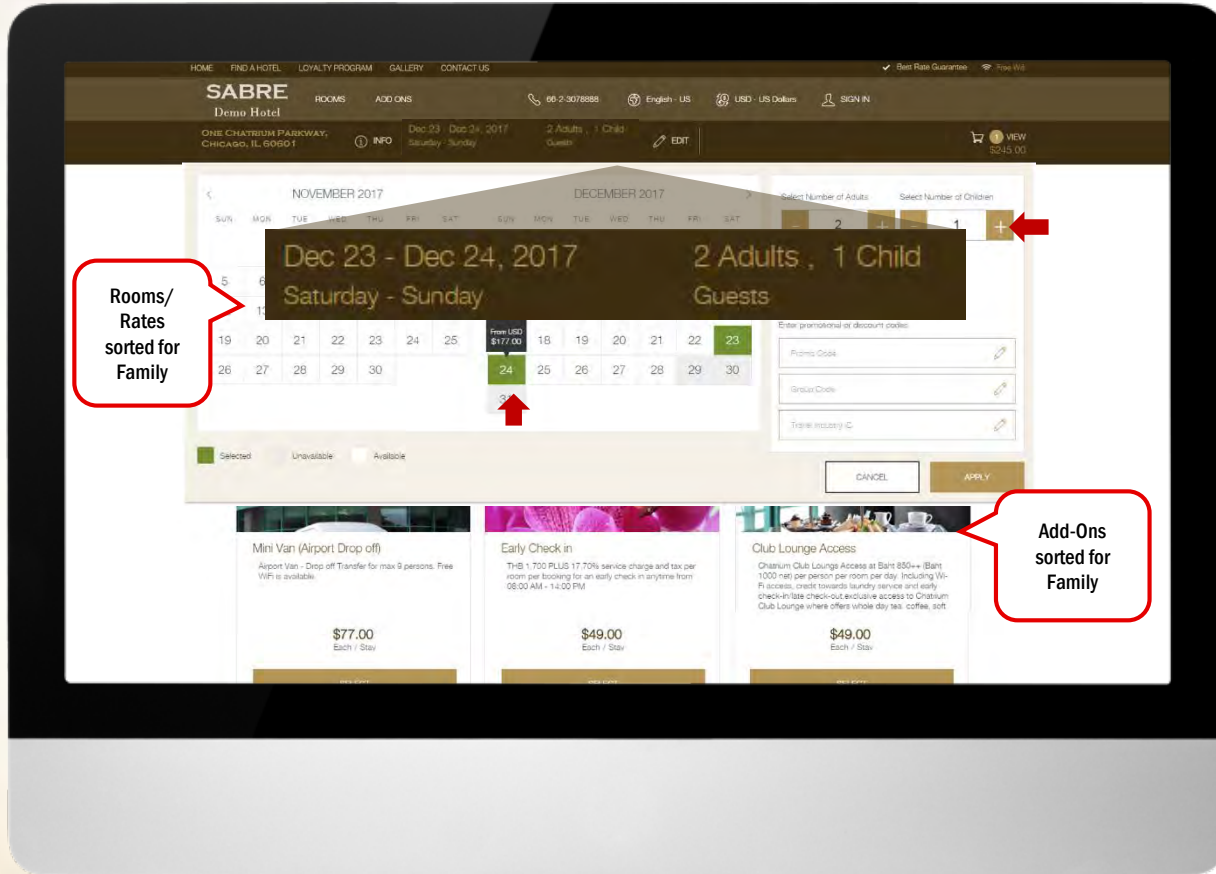
Dynamic packaging, merchandising, and upgrade offers



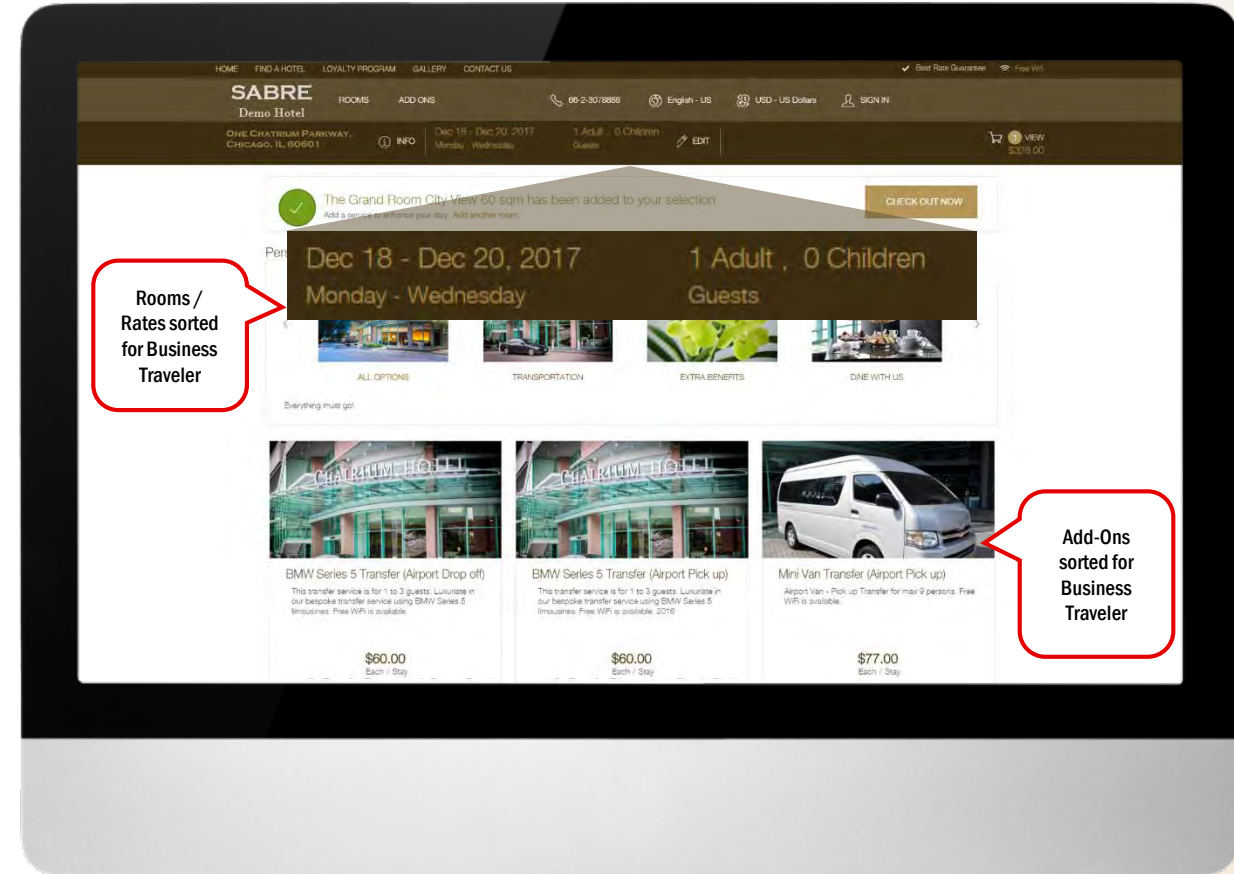
Live OTA price comparison

Leverage search criteria, profile info & reservation history to promote relevant offers

## Persona: Family



## Persona: Business Traveler



Adapt the booking experience for guests with dynamic personalization

# Expedite Changes and Upgrades to Your Booking Engine Without the Fuss



**SPEED**

Rapid Speed to Market



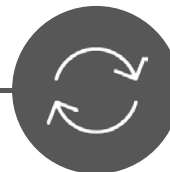
'Booking Engine' Dedicated Support



Enhanced Analytics and Reporting



Flexible SaaS architecture with regular release schedule



Reusable template and component framework

# Optimize your Booking Engine Design Swiftly with A/B Testing

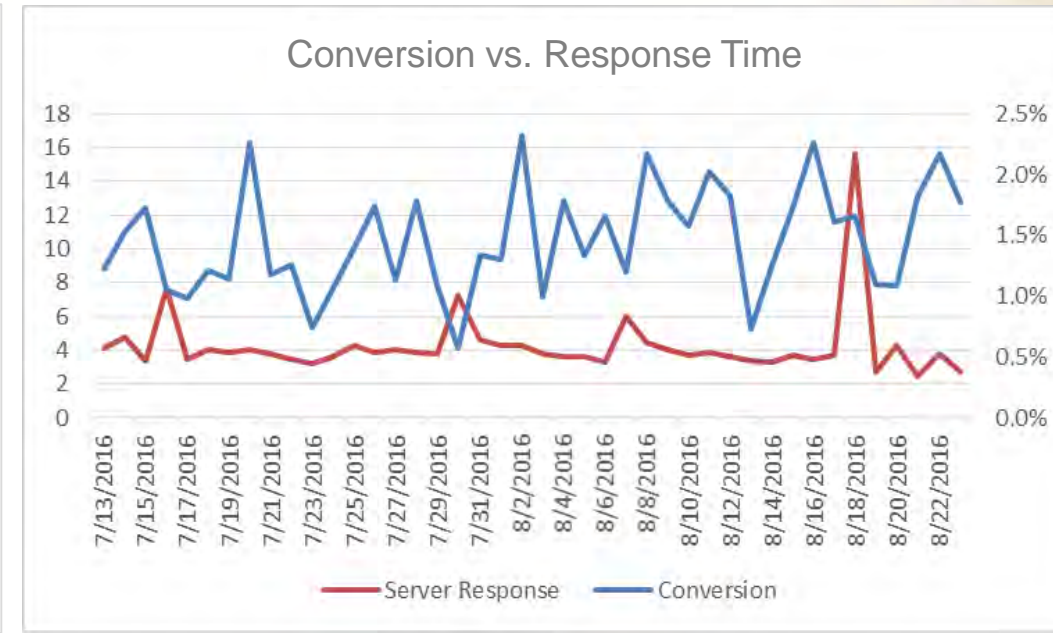
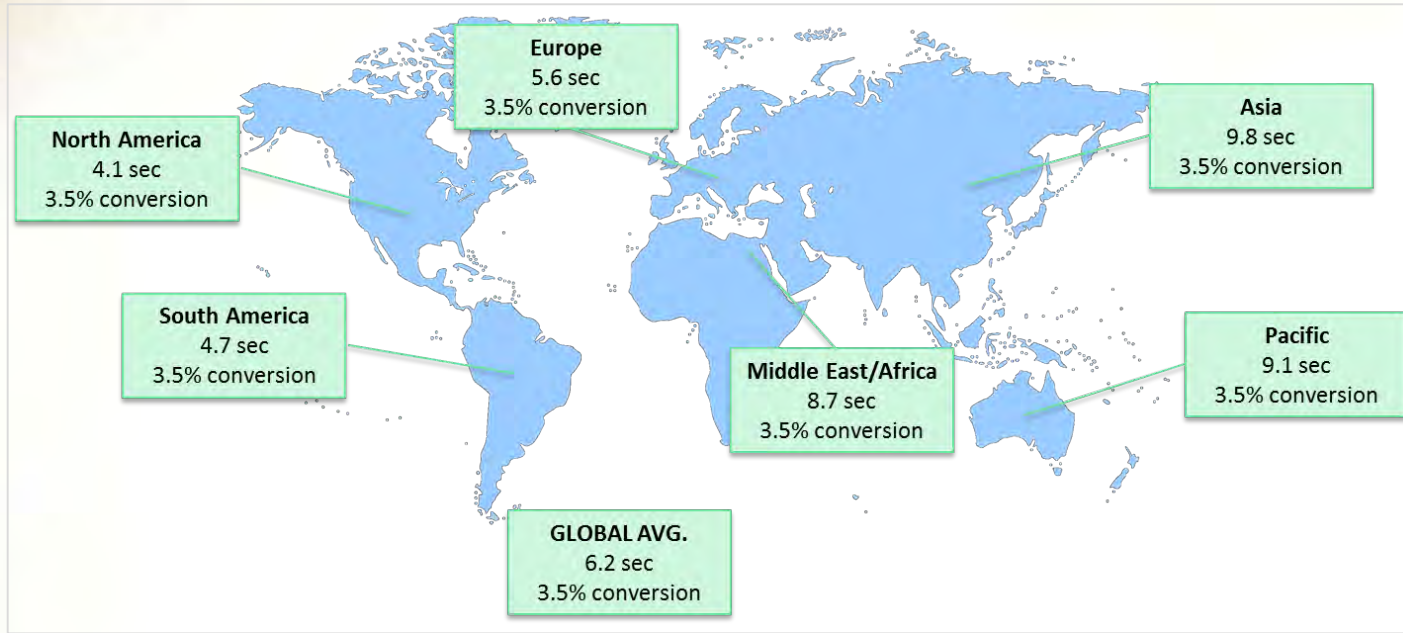
The screenshot shows a dark-themed booking engine interface. At the top, there is a navigation bar with links for HOME, FIND A HOTEL, LOYALTY PROGRAM, GALLERY, and CONTACT US. Below this is a header with the Sabre logo and 'Demo Hotel' name. A secondary navigation bar contains 'ROOMS', 'RESERVATIONS', a phone number (86-2-3078888), language (English - US), currency (USD - US Dollars), and a 'SIGN IN' button. The main content area displays search results for 'ONE CHATRIUM PARKWAY, CHICAGO, IL 60601' for the dates 'Dec 23 - Dec 25, 2017' (Saturday - Monday) for '1 Adult, 0 Children' guests. A 'VIEW \$0.00' button is visible. The results are sorted by 'Relevance' and show 43 results. The first three results are: 'Grand Room City View 60 sqm' for \$123/night, 'Grand Room River View 60 sqm' for \$130/night, and 'Grand Suite 1 Bedroom City View 70 sqm' for \$137/night. The third result has a yellow banner that says 'Only 2 rooms left'. Each result includes a 'SELECT' button.

BE Design Version 1

The screenshot shows a light-themed booking engine interface. The top navigation bar is white with links for HOME, FIND A HOTEL, LOYALTY PROGRAM, GALLERY, and CONTACT US. The header features the Sabre logo and 'Demo Hotel' name. The secondary navigation bar includes 'ROOMS', 'RESERVATIONS', a phone number (852-340-01000), language (English - US), currency (USD - US Dollars), and a 'SIGN IN' button. The main content area displays search results for 'ONE CHATRIUM PARKWAY, CHICAGO, IL 60601' for the dates 'Dec 23 - Dec 25, 2017' (Saturday - Monday) for '1 Adult, 0 Children' guests. A 'VIEW \$0.00' button is visible. The results are sorted by 'Relevance' and show 43 results. The first three results are: 'Grand Room City View 60 sqm' for \$123/night, 'Grand Room River View 60 sqm' for \$130/night, and 'Grand Suite 1 Bedroom City View 70 sqm' for \$137/night. The third result has a red banner that says 'Only 2 rooms left'. Each result includes a 'SELECT' button.

BE Design Version 2

# Uncover New Revenue Opportunities with Improved Analytics & Conversion Analysis



- Internal Benchmarking, Global & Regional Across BE Community
- Conversion vs. Response Time with Detailed Page Load Analysis to Identify Impacting Elements with Down-line Server Response Time Analysis
- Proactive Optimization Assistance for Hoteliers



# Deliver Unmatched Guest-Centric Experience to Differentiate Your Brand



## EXPERIENCE

Guest-Centric Brand Experience



Fully customizable responsive templates for branding



Guest-centric design

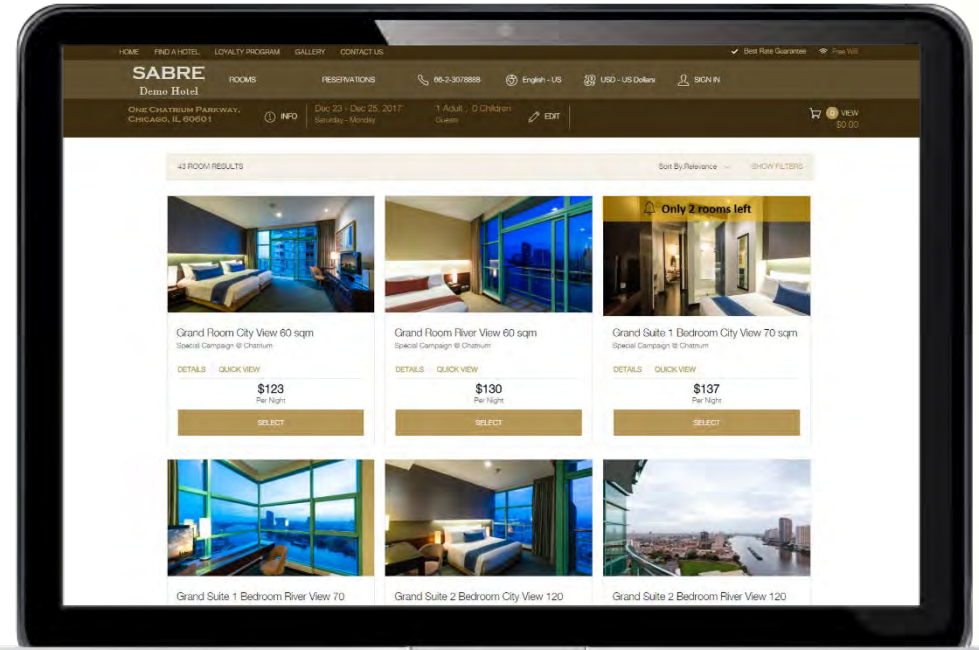
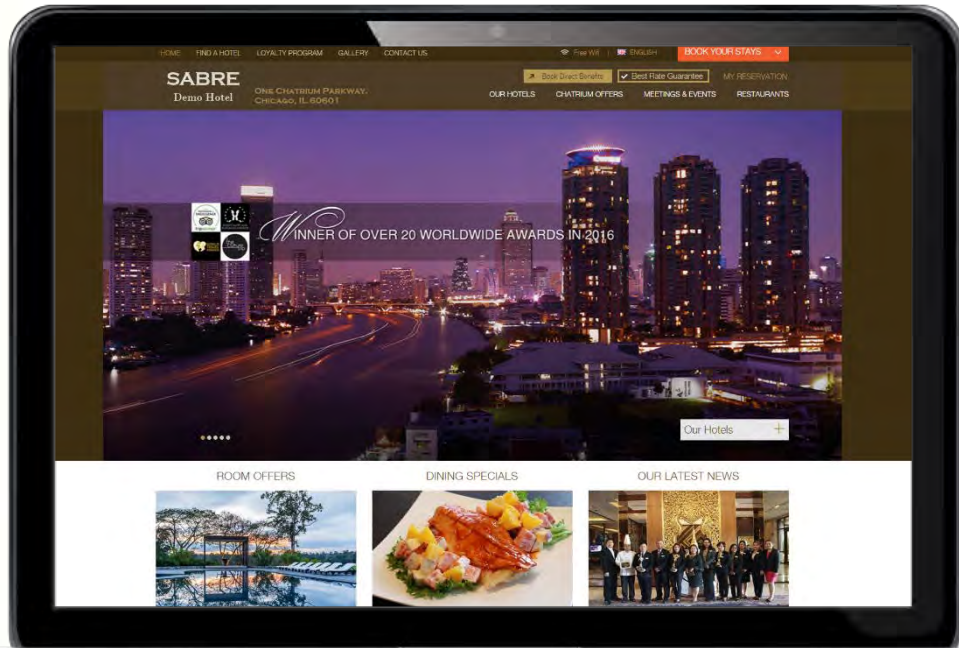


Member-only rates before login

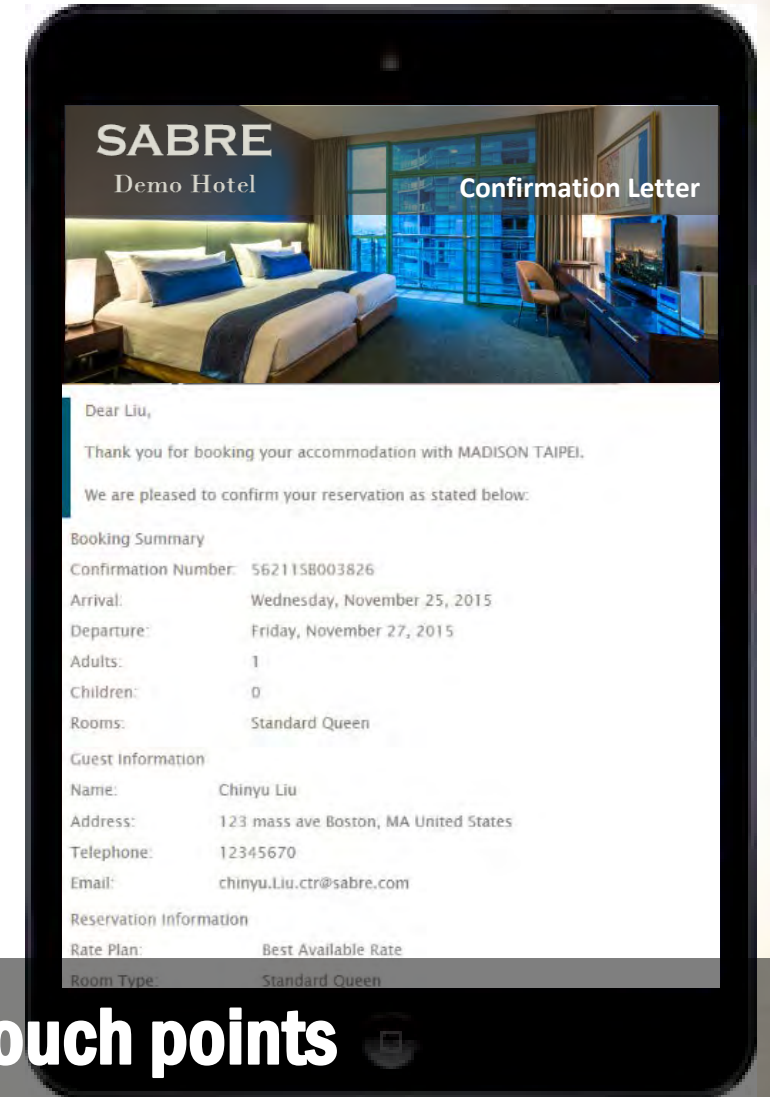
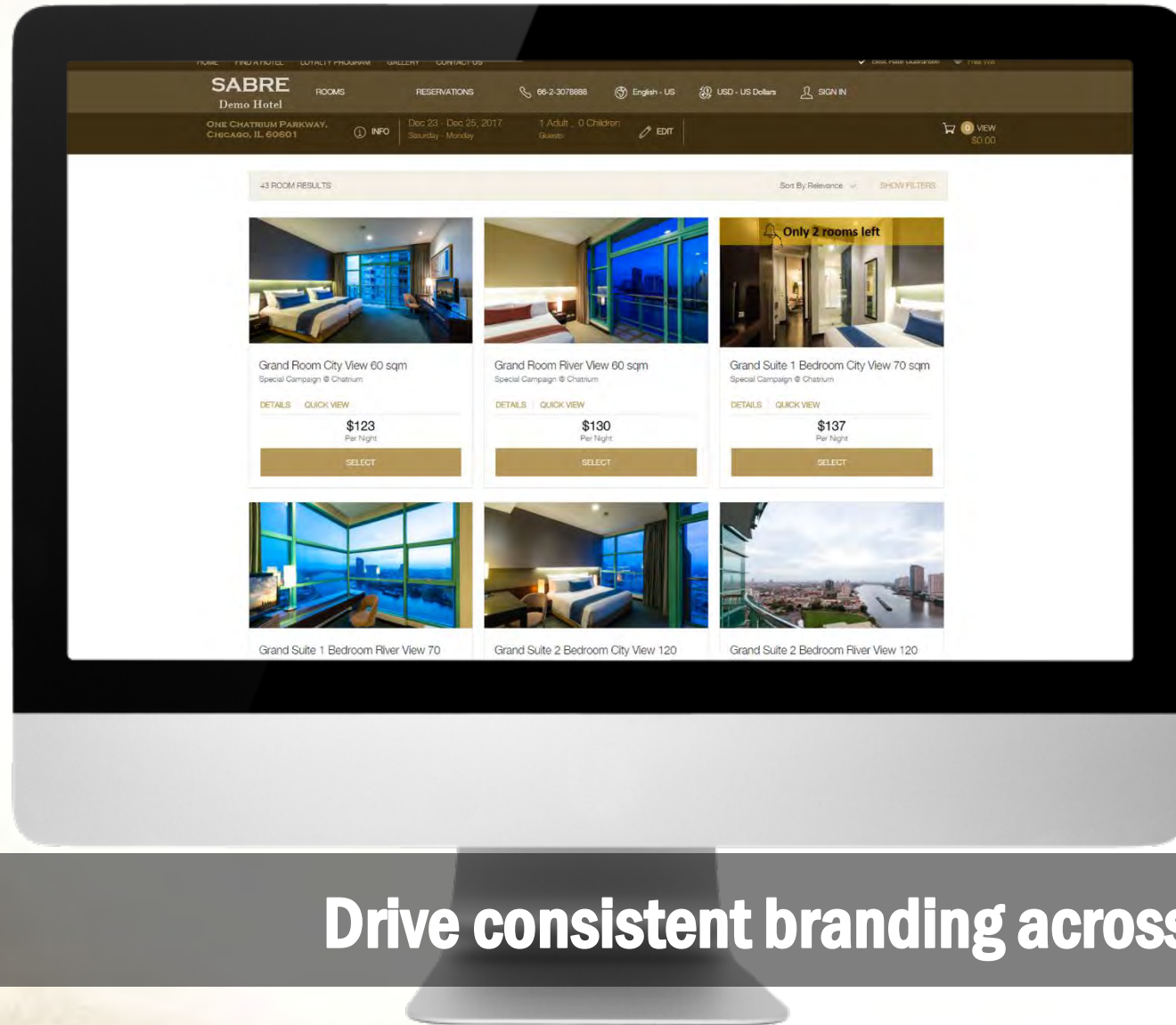


Integration with CRM and Loyalty points

# Drive Consistent Branding from Website to Booking Engine



# Customize Email Templates for Consistent Branding Across All Touchpoints



Drive consistent branding across all touch points

## Proven Usability-Tested Design

SynXis Booking Engine is consistently usability tested to ensure we remain the industry-leading booking engine solution



Sabre Usability Lab



Recruit outside participants with various backgrounds



Most recent engagement:  
September 2016



90% of users saw little to no issues in the booking path

# Valuable Recent Enhancement since Q1 2016

Product Assignment

Most Restrictive Policy of Stay

Default Rate Restrictions

Rate/Room Category Level Stay Restrictions

Responsive Booking Engine

OTA Price Compare

2016 Q1

Static vs Dynamic Packages (for Opera hotels)

Seasonal Closure

Preferred Commission Policy

Lowest Available Rate

Sabre GDS Custom Offers

Display Amounts in Guarantee and Cancel Policy

2016 Q2

Hotel Alerts

Rate Hurdles by DOW

2016 Q4

Staggered Cancel Policy

Occupancy Limits

2017

Regional Restrictions for GDS

Payment Processing/Gateways

Display Package Offered Dates

# How Fit Is Your Internet Booking Engine?

## Thoughts and Tips

## Key Items

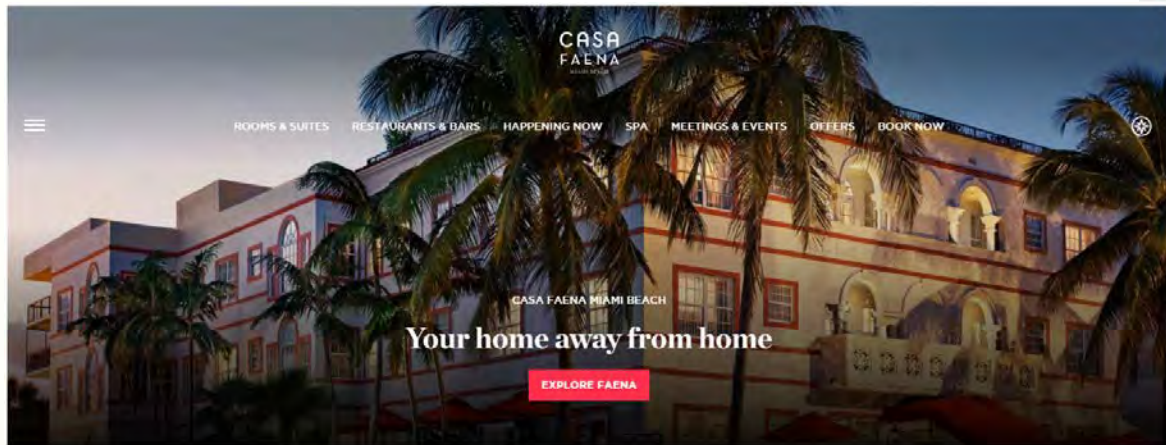
- ✓ Shell & Template look and feel
- ✓ Responsiveness
- ✓ Guest Management
- ✓ Content
- ✓ Analytics

## Shell & Template Look and Feel

- Configure your booking widget for maximum impact across all website pages.
- Closely match your IBE look and feel to your website.
- Personalize your IBE shell for your key corporate accounts.
- Maximize the complimentary IBE customization
  - *Consider enhanced versions to stand out*
- Responsive Design – mobile is the future



# Shell & Template look and feel



## Reserve Online

Reserve by Phone +1 844 494 0130

ARRIVAL DATE

08/24/17

DEPARTURE DATE

08/25/17

ADULTS

2

CHILDREN

0

BOOK NOW

F

ROOMS & SUITES RESTAURANTS & BARS HAPPENING NOW SPA MEETINGS & EVENTS OFFERS

## Rooms & Rates

US Dollars English-US

Your Stay: 8/24/2017 - 8/25/2017 Guests: 2 Adults

Apply Changes

Refine Results

### Summer Beach Staycation

Summer Savings includes American breakfast for 2 at the restaurant. Complimentary valet parking

[More about this Rate](#)

FROM  
**171.00** USD / Night

**Policies**  
Please cancel 72 hours prior to arrival to avoid a penalty of one night's room and tax. 1 night room and tax guarantee required upon booking reservation. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

Hide Available Rooms



Casa Queen

Add To Compare

[Read more](#)

**171.00** USD / Night

Room Charges 171.00 USD



Casa King

Add To Compare

[Read more](#)

**181.00** USD / Night

Room Charges 181.00 USD



Casa Double Double

Add To Compare

[Read more](#)

**191.00** USD / Night

Room Charges 191.00 USD

## Responsive Design



### Site Design & Experience Optimization

- 84% of Leisure Travelers Made Final Decision on Mobile
- 54% of Those Who Booked Elsewhere Did So Because of Poor Mobile Usability
- 88% Less Likely to Return After Bad Website Experience
- 52% Say Fast Load Time Important to Brand Loyalty

**THE MANY FACES OF  
REVENUE MANAGEMENT**

Mobile: Robert Cole | RockCheetah 21

Source: "Traveler's Road to Decision 2015"  
Google and Ipsos, October 2015



## Responsive Design



**HSMAROC AMERICAS**

### Google Mobile Design Tips: Home Page

- Mobile Users Are Goal Oriented
  - Provide Clear Calls To Action
  - Keep Menus Short
  - Offer Obvious Home Page Link
  - Resist Excessive Promotion

**THE MANY FACES OF REVENUE MANAGEMENT**

Mobile: Robert Cole | RockCheetah 22

Source: "What makes a good mobile site?"  
Google Developers

**hsmi**  
WWW.HSMAROC.ORG

## Responsive Design



### Google Mobile Design Tips: Form Entry

- Users Want a Seamless Experience
  - Streamline Data Entry (Minimize Taps)
  - Choose Simplest Input (Data Lists)
  - Use Visual Calendar
  - Minimize Form Errors (Labels & Validation)
  - Design Efficient Forms (Pre-fill / Auto-fill)

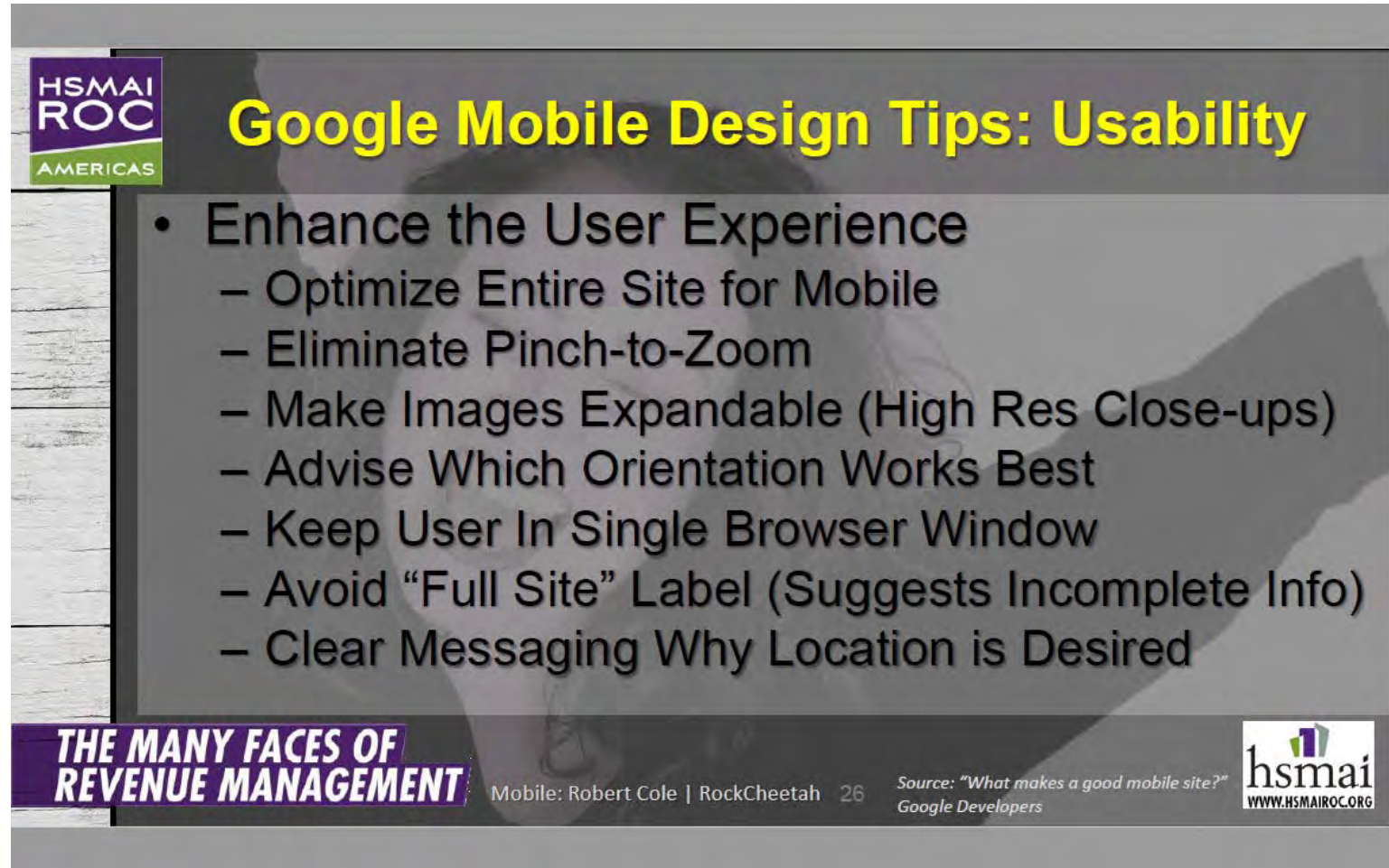
**THE MANY FACES OF  
REVENUE MANAGEMENT**

Mobile: Robert Cole | RockCheetah 25

Source: "What makes a good mobile site?"  
Google Developers



## Responsive Design



**HSMAROC**  
AMERICAS

### Google Mobile Design Tips: Usability

- Enhance the User Experience
  - Optimize Entire Site for Mobile
  - Eliminate Pinch-to-Zoom
  - Make Images Expandable (High Res Close-ups)
  - Advise Which Orientation Works Best
  - Keep User In Single Browser Window
  - Avoid “Full Site” Label (Suggests Incomplete Info)
  - Clear Messaging Why Location is Desired

**THE MANY FACES OF REVENUE MANAGEMENT**

Mobile: Robert Cole | RockCheetah 26

Source: “What makes a good mobile site?”  
Google Developers

**hsmaroc**  
WWW.HSMAROC.ORG

## Responsive Design – *Proven Results* via YOY Case Studies

- City Center Hotel
  - 163%+ mobile vs. 23%+ desktop
  - 1,350 additional mobile bookings
- River Hotel
  - 188%+ mobile vs. 74%+ desktop
  - \$200k additional mobile revenue
- Beach Hotel
  - 34%+ mobile vs. 29%+ desktop
  - \$2,400 average revenue per booking
- Historic Legend Hotel
  - 124%+ mobile vs. 10%+ desktop
  - Only 5 months to make prior entire year mobile revenue

Responsive Design Demo  
Flex Demo

## Guest Management

- Complimentary setup of confirmation, cancellation, pre & post stay emails.
- Use confirmation & pre stay emails to heighten expectations.
- Use post stay to entice a return & share experience on social media.



## Content

- Tailor content to the booker to help sell your product.
- Use channel specific descriptions with HTML for maximum effect.
- Make sure images are relevant & up to date.
- Load multi lingual content for key international feeder markets.
- Describe policies as clearly as possible.
- Utilize dynamic packages to enhance guest experience

## Content

[Volver](#)

### Seleccione El Producto

Dólar estadounidense
Español (México)

---

Su estadia: 19/10/2017 - 20/10/2017    Huéspedes: 2 Adultos    [Modificar](#)

Delimitar búsqueda

#### Best Available Rate

Best Available Rate

[Más sobre esta tarifa](#)

Normas

Please cancel 72 hours prior to arrival to avoid a penalty of one night's room and tax. 1 night room and tax guarantee required upon booking reservation


Información adicional de políticas: Aún sin configurar.

DESDE

**189.00** USD / Noche

Impuestos y cargos no incluidos

Ocultar Habitaciones Disponibles



**Casa Queen**


Agregar para comparar

[Ver más](#)

**189.00** USD / Noche

Impuestos y cargos no incluidos

Tarifas de la habitación 189.00 USD  
Impuestos 26.46 USD  
Tarifas del servicio 14.00 USD



**Casa King**


Agregar para comparar

[Ver más](#)

**199.00** USD / Noche

Impuestos y cargos no incluidos

Tarifas de la habitación 199.00 USD  
Impuestos 27.86 USD  
Tarifas del servicio 14.00 USD



**Casa Double Double**

Agregar para comparar

[Ver más](#)

**209.00** USD / Noche

Impuestos y cargos no incluidos

Tarifas de la habitación 209.00 USD  
Impuestos 29.26 USD  
Tarifas del servicio 14.00 USD

ARRIVAL

SEP  
20  
WED

DEPARTURE

SEP  
21  
THU

NIGHT: 1  
GUESTS: 1 Adult  
[+ Edit Dates/Codes \(Promo, IATA\)](#)

#### refine your search

PRICE RANGE

USD 150.00 - USD 1,500.00

average nightly rate


ROOMS

RATE FILTER (OPTIONAL)

**AMAZING ACCOMMODATIONS.**

Enjoy all of our hotel amenities-- from our two cool pools, OH Pool and OHasis Pool, to the luxurious VH Spa and delectable Zuzu restaurant.

We offer complimentary Wi-Fi on an unlimited number of your devices. And as always, there are no resort fees, ever!



**SWIM + PLAY.**

OH POOL + OHASIS

**EAT + DRINK.**

- ZUZU -

**RELAX.**

- VH SPA -

PREVAILING RATE

**prevailing rate** From **USD 209.00** / Night

Get the guaranteed lowest unrestricted rate. No resort fee.

[More Information](#)

Policies Cancel 48 hours prior to 4pm day of arrival local hotel time to avoid penalty charges or forfeiture of deposit. Reservation must be guaranteed with a credit card.

[enlarge](#) [Hide Available Rooms](#)



**SIGNATURE DOUBLE**

[Read more](#)

ADD TO COMPARE

**Signature Double**

- No Resort Fee!
- Two Feather-Top Double Beds
- 420 Sq. Ft. Room with Private Patio or Balcony
- Oversized Bathtub, Separate Shower + Red Flower Amenities
- 49" HD Flat-Screen TV with MP3 Connection
- Floor-to-Ceiling Glass
- Complimentary Internet Access (Fee for Premium)
- Complimentary In-Room Coffee + Tea
- Non-Smoking

## Analytics

- Implement tracking code added as a free service
- Use member portal for detailed analytics setup instructions.
- Use cross domain tracking for full analytical picture.
- Use analytics to fine tune booking engine.

## Hotel Internet Booking Engine Customization Services

# Overview



- **Basic.** This free service provides the standard shell with customization to include hotel logo on the header, footer navigation, e-mail confirmations and tracking implementation. *Responsive Only.*
- **Enhanced.** Additional customization at a fee to include transparent background, custom font, widget/pixel implementation, calendar design and multiple languages. *Flex available at a surcharge.*
- **Distinguished.** Hotels desiring a highly customized booking engine at a fee for features such as non-standard layouts, room groups, multiple templates, modified booking forms and javascript. *Flex available at a surcharge.*

In addition, **Tracking Support** is available to include an audit and edits with implementation at a fee.

Individual services are available at an hourly rate with a one-hour minimum.

# Why us?



- Using the best-in-class SynXis Booking Engine
  - Ability to upgrade to BE 4.0 when available
  - Continual enhancements to improve design and functionality, thoroughly tested by user groups
  - No time outs or errors – feed is designed for the SynXis Booking Engine

# BE 4.0 available late 2017

Intuitive Filter & Quick Sort

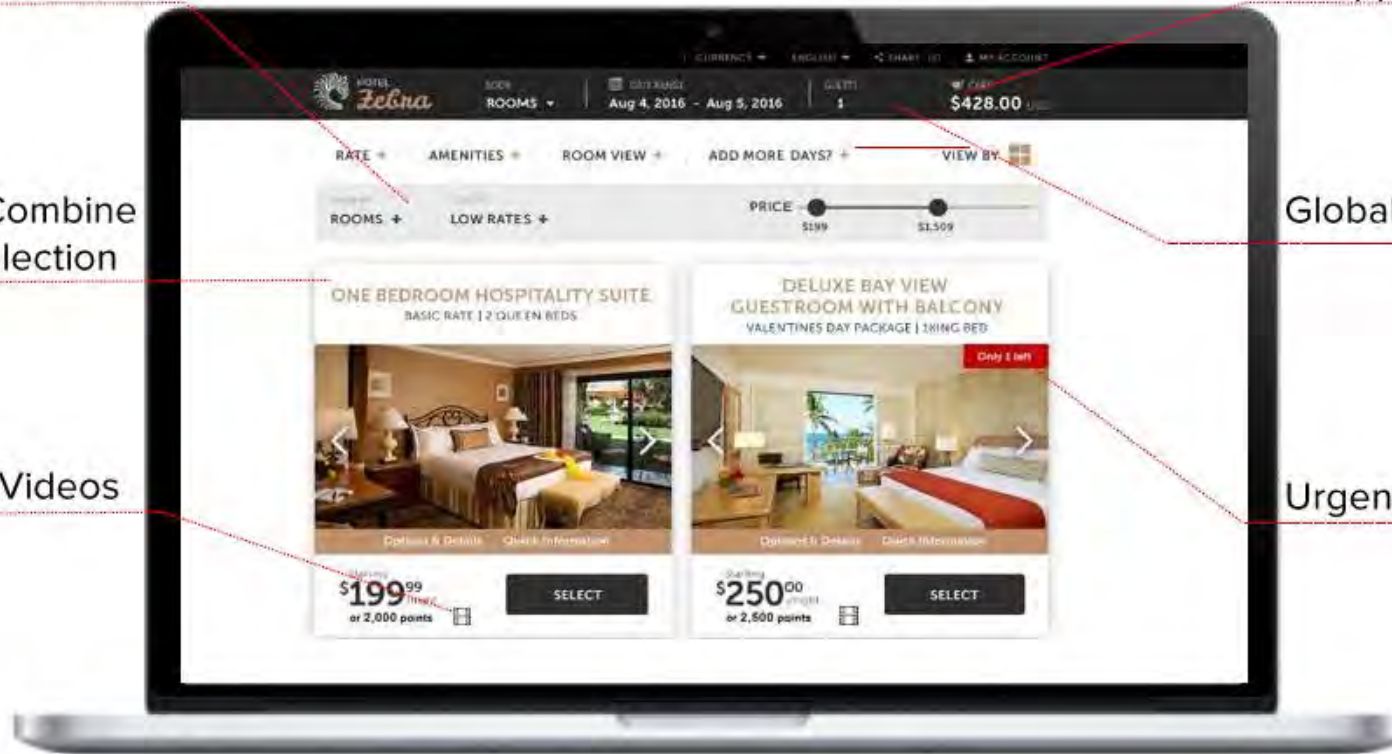
Shopping Cart

Product Cards Combine  
Room & Rate Selection

Global Navigation Bar

Integrate Room Videos

Urgency Triggers



# BE 4.0 available late 2017

- Intuitive Filter & Quick Sort
- Product Cards in Room & Rate Section
- Integrated Room Videos
- Shopping Cart
- Global Navigation Bar
- Urgency Triggers
- Member Only Rates with Login
- Add-on Personalization based on search criteria & profile attributes
- OTA Price Compare
- Highlight nearby attractions in booking path – Wayblazer widget imbedded in BE
- Recommend products/sort order based on rules and personas
- Web-only add ons
- Responsive Design

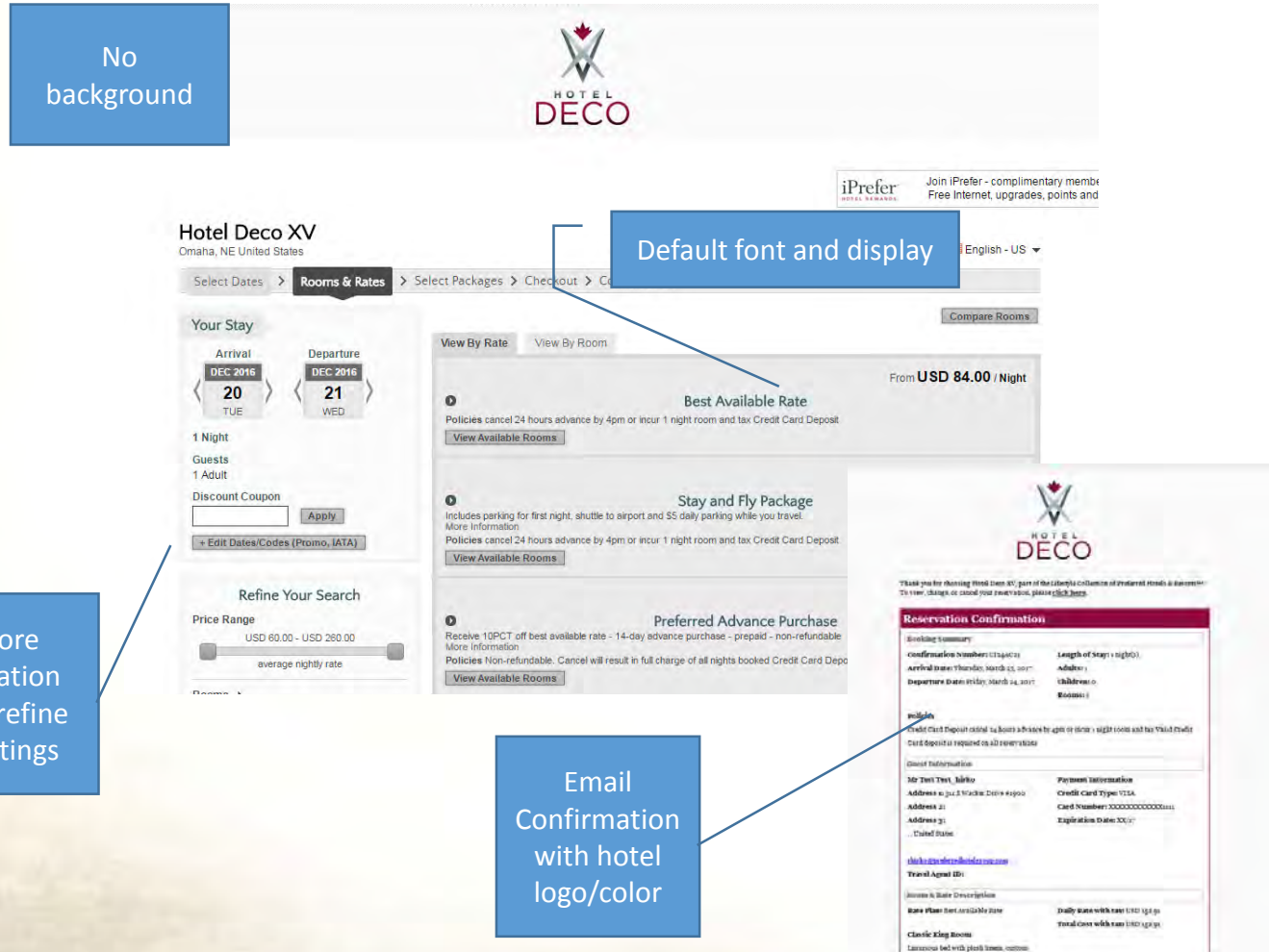


# Why us?

- Using the best-in-class SynXis Booking Engine
  - Ability to upgrade to BE 4.0 when available
  - Continual enhancements to improve design and functionality, thoroughly tested by user groups
  - No time outs or errors – feed is designed for the SynXis Booking Engine
- Competitive pricing
- Can fully support features such as iPrefer integration which is not possible with third party providers
- Not limited to an individual design type or style
- Dedicated staff to Historic Hotel's business
  - Awareness of brand and loyalty standards
  - Best practice on structure and placement of booking forms, widgets, logos for optimal performance
- Can be supported by dedicated Revenue Account team

# Basic Package

## Clean, Responsive Customized Booking Engine



**No background**

**Default font and display**

**Core location for refine settings**

**Email Confirmation with hotel logo/color**

- Header in the BE with clickable logo (return home)
- Footer in the BE with navigation to key pages
  - Replicate header tabs on web, Home, Legal/privacy policy, Contact Us, Location, iPrefer, PH&R, Best Rate Guarantee
- Standardized Font – *Open Sans* – with single customized color
- Design to limit distractions for customer to leave booking page
- Basic email confirm for new/cancels/itinerary
- On request
  - iFrame customization
  - Basic tracking implementation (no editing/auditing)
- Responsive Design Only

# Enhanced Package

Additional items for more customization

Multiple Headers and Footers with navigation within the BE

Alternative or Custom Fonts (*One for Titles, One for Body*) with up to two colors

Font Icons

Customized Calendar

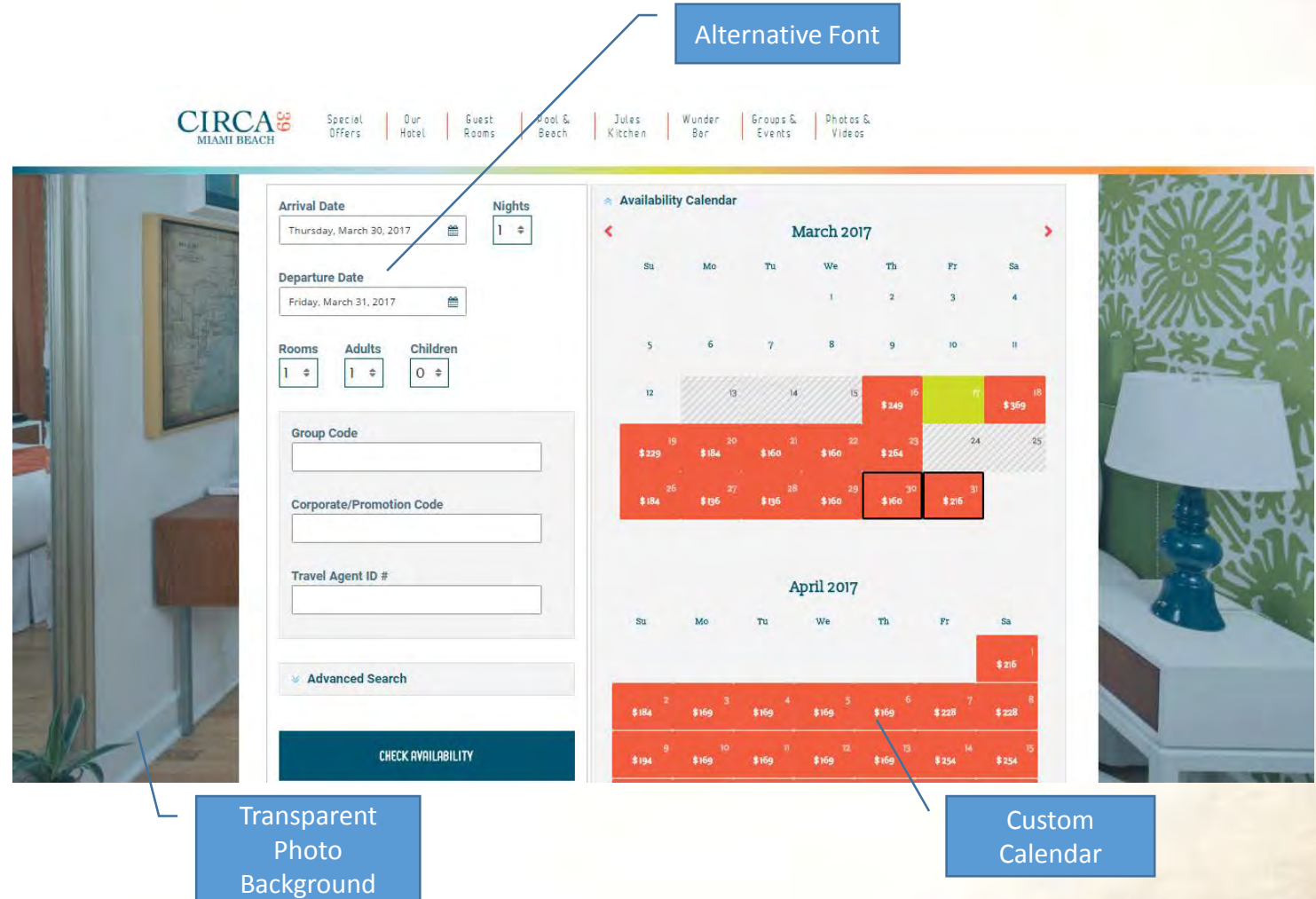
Photo Transparency

Widget and Pixel Implementation

Multiple Languages

Responsive Design\*

*\*Flex at additional surcharge*



The screenshot shows the Circa Miami Beach booking interface. At the top, there is a navigation menu with links for Special Offers, Our Hotel, Guest Rooms, Pool & Beach, Jules Kitchen, Wunder Bar, Groups & Events, and Photos & Videos. The main content area is divided into several sections:

- Arrival Date:** Thursday, March 30, 2017
- Nights:** 1
- Departure Date:** Friday, March 31, 2017
- Rooms:** 1
- Adults:** 1
- Children:** 0
- Group Code:** [Input field]
- Corporate/Promotion Code:** [Input field]
- Travel Agent ID #:** [Input field]
- Advanced Search:** [Toggle]
- Availability Calendar:** Shows a calendar for March 2017 and April 2017. Prices are displayed for various dates, such as \$249 for March 15th and \$216 for April 1st.

Callouts highlight specific features:

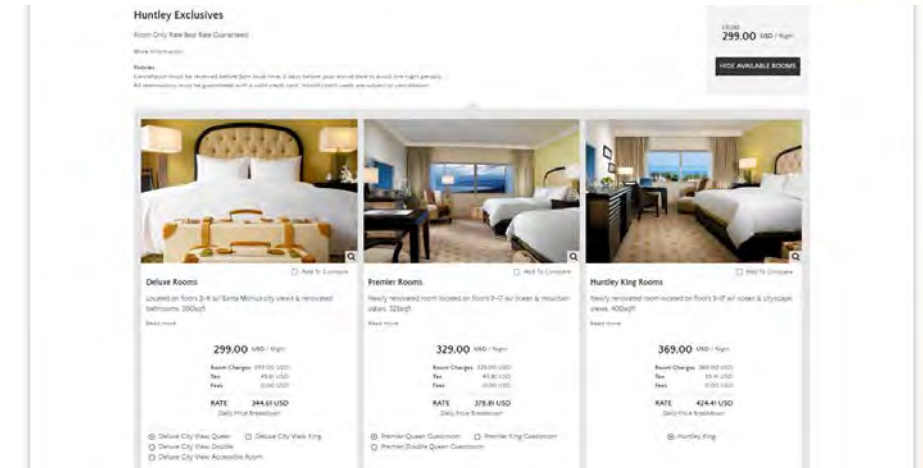
- Alternative Font:** Points to the 'Departure Date' label.
- Transparent Photo Background:** Points to the background image of a hotel room.
- Custom Calendar:** Points to the 'Availability Calendar' widget.

# Distinguished Package

Highly customized, chargeable by hour only

## All Enhanced Items plus:

- Comprehensive design customization
- Variant design of drop downs and labels
- Modified booking form
- Multiple BE/Templates
- Room Group Format Customization
- Specialized Email / Confirmation Customization
- Non-Standard Page Layout
- Highly variant font usage (multiple fonts, colors and sizes)
- JavaScript
- Responsive Design\*
- \*Flex at additional surcharge*



*See example next slide*

# Distinguished Package

Highly customized, chargeable by hour only



Non-standard Page Layout

Variant design of drop downs

Highly variant font usage

# Distinguished Package

Highly customized, chargeable by hour only



THE fitzwilliam HOTEL

Easter Eggscapes


Includes full Irish breakfasts each, 25% off Spirit treatments and our walking tour podcast.

More Information

Policies

FROM **334.00** EUR / Night inc VAT

HIDE AVAILABLE ROOMS



**Signature Queen Room**  Add To Compare

Your haven, your sanctuary.


- Queen bed
- 100mb complimentary WiFi
- Controlled air conditioning
- Room dimensions approx 28m<sup>2</sup>

Read more

**334.00** EUR / Night inc VAT

Daily Price Breakdown

SELECT



**Signature Twin Room**  Add To Compare

One great room, two great beds:


- Two twin (3ft) beds
- 200mb WiFi
- Controlled air conditioning
- Room dimensions approx 28m<sup>2</sup>

Read more

**334.00** EUR / Night inc VAT

Daily Price Breakdown

SELECT



**Superior Room**  Add To Compare

Choose fine views or perfect privacy.

- St. Stephen's Green or courtyard garden view
- 200mb WiFi
- Room dimensions approx 30m<sup>2</sup>

Read more

**364.00** EUR / Night inc VAT

Daily Price Breakdown

SELECT

7132

7132 Vals - Tel: +41 58 7132 000 - reservations@7132.com

ROOMS & RATES


Your Stay: 3/23/2017 - 3/24/2017 Guests: 2 Adults

Guest Login Swiss Francs English - US

Apply Changes

Refine Your Search

View By Rate View By Room




**Ando**

Double room by the Japanese architect Tadao Ando, king size bed, WiFi, direct access ThermeSpa

More about this room

FROM **390.00** CHF / Night

VIEW AVAILABLE RATES



**Kuma**

Double room by the Japanese architect Kengo Kuma, King size bed, complimentary WiFi, balcony, direct access ThermeSpa. An open clear-glass shower is integrated in the room.

More about this room

FROM **390.00** CHF / Night

VIEW AVAILABLE RATES

# Distinguished Package

Highly customized, chargeable by hour only

[Design Sample 1](#)

[Design Sample 2](#)

[Design Sample 3](#)

# Tracking Support

- Multiple changes and audits
- Page naming and detailed tracking for multiple pages
- Troubleshooting *for implementation only*
- One week maximum duration for troubleshooting and refinement





# More Details

ADDRESS: 311 S WACKER DR, CHICAGO, IL 60606 | PHONE: 1-312-913-0400 |    



[BOOKING ENGINE DESIGNS](#) | [OPTIMIZATION IDEAS](#) | [FREQUENTLY ASKED QUESTIONS](#)



RESERVATIONS

ARRIVAL:

08/07/2017 

DEPARTURE:

08/08/2017 

GUESTS:

Select -

ROOMS:

Select -

PROMO  
CODE ▾

CHECK AVAILABILITY

MODIFY/CANCEL  
RESERVATION

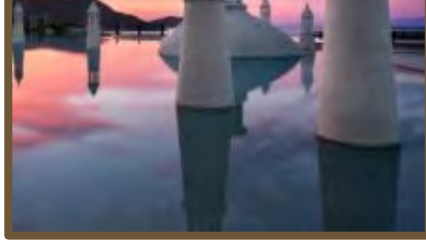
# Revenue Management Certification

# Hotel Revenue Management Certification

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## Program Overview

*Updated – May 2017*



# WHY Certification?



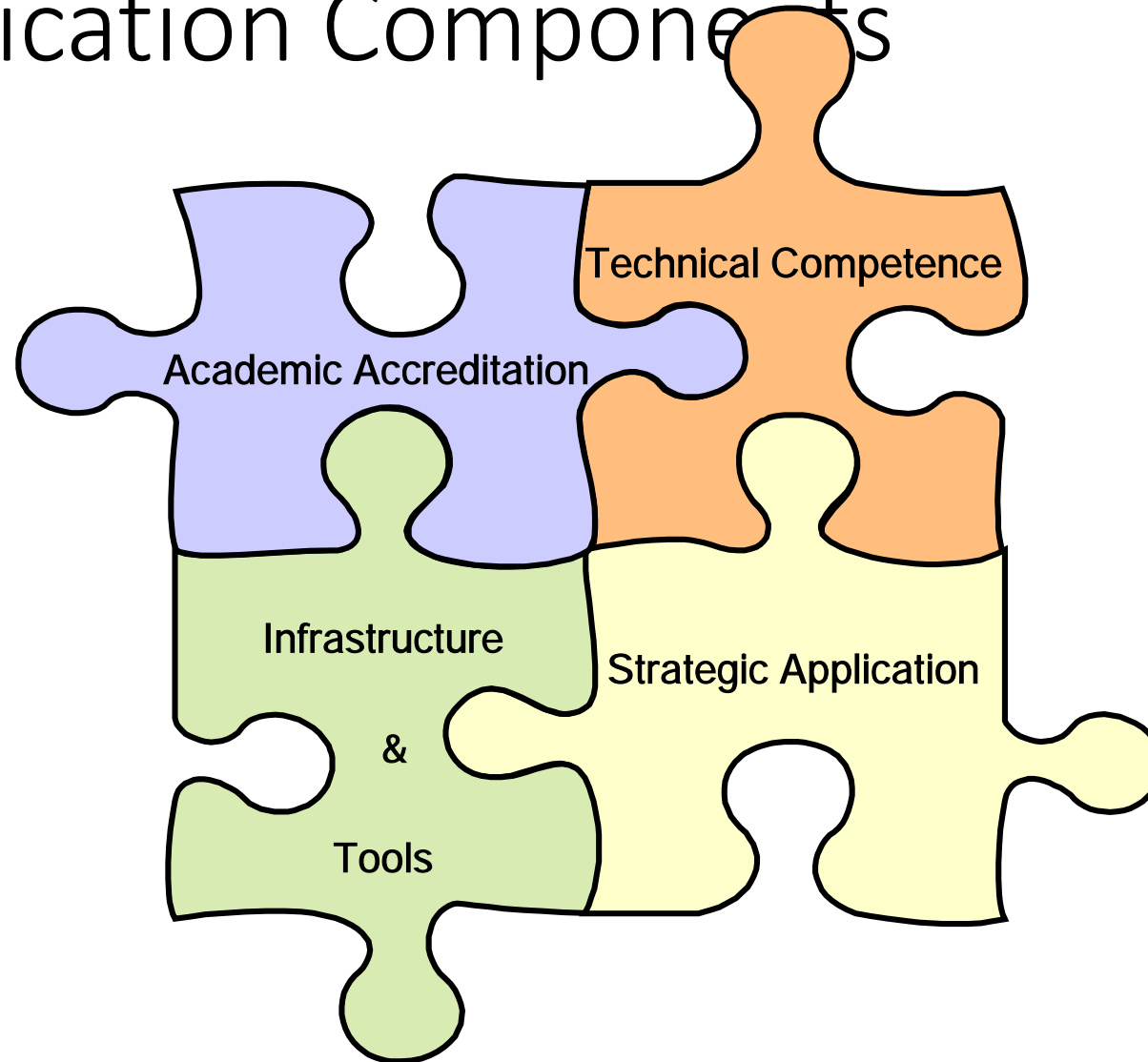
- Ensure that hotel revenue managers have the tools and knowledge-base to fulfill their role via the Total Branded Connectivity™ distribution platform.
- Join a Revenue Management Community Network
- Obtain a Portable Accreditation Among Member Hotels and Industry
- Continuing Education Opportunity
- Increase Hotel Revenues and Profitability – achieve ROI.

# Success Metrics

Since our launch of the program,

- **86** individuals, representing **81** hotels have enrolled in the program and seen outstanding results.
- Hotels with individuals who completed the Program have experienced
  - **Room Night Growth of almost 16% and**
  - **Revenue Growth of over 20%** over prior year for the twelve months following completion of the Program.
- This is **double** the growth that was achieved by hotels in similar markets that have not been through the program.

# Certification Components





# Academic

Partnership endorsements of knowledge, experience and capabilities in the fields of distribution and revenue management

## I. HSMAI – Hospitality Sales & Marketing Association International

Certified Revenue Management Executive “**CRME**”

Endorsement of Education, Experience, and Industry Involvement

## II. **Advanced** Fundamentals of Revenue Management

RO2Win – “Revenue Optimization to Win” in Advanced Fundamentals

presented by Florida International University’s School of Hospitality



# Technical

## Technical Areas:

- SynXis CRS
- GDS
- Booking Engine
- Mobile
- Direct Connect (OTAs)
- Voice Agent (CROs)

## Steps:

- Sabre Hospitality University (SHU)
- CRS/IBE Build Training
- Specific Updates to Hotel's SynXis CRS Build/IBE





# Infrastructure & Tools

Understanding of most common distribution and revenue management tools, systems, and reports:

- Reports: Business Intelligence (Agency360), Market Position (STR), Rate Shopping (iRate), Social Media (IQA), Quality Assurance, etc.
- Systems: PMS, CRS, RMS, CRM

## Channel Distribution

- Develop a written distribution strategy for own hotel
- Complete a Profitability Analysis by Channel
- Complete a Hotel Specific Distribution Map



# Strategic Application

Highest weighted area; critical to maximizing profitability; areas covered:

- Completed Hotel SWOT Analysis and Competitive Price Position Tool
- Submitted Written Rate Strategy
- Rate Strategy CRS Deployment (use of appropriate BAR Model, derived rates)
- Understanding of Rate Loading Process (all channels and segments)
- Submit Promotion / Package Calculator
- Submit Group Displacement Analysis
- Knowledge of PH&R Marketing Programs and Opportunities
- Connectivity Options for On-Line Travel Agencies
- SynXis Reporting (deployed subscriptions for timely delivery)
- PH&R Reporting (Dashboards and Workbooks)
- Corporate Business Strategy (Corporate Survey to Data Mining and Lanyon RFP)
- Distribution Participation Summary

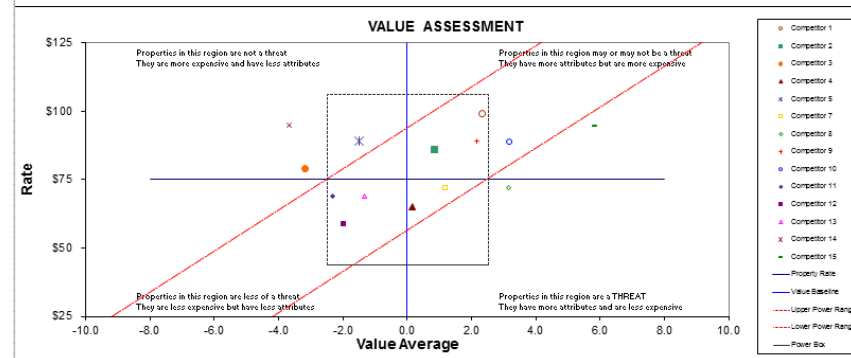
*\* Distribution Audit by PH&R RAM for satisfactory achievement*



# Strategic Application

Exercises use actual market data to complete for submission.

SAMPLE Value Assessment (Local Company Meeting)											Click "FORMAT CHART" when complete to set g		Format Chart		Power Range (Points) 5		Click "HOME" to return to "START"		HOME
My Hotel Anywhere	Meeting Room Total Sq. Footage	Number of Guest Rooms	Rate as of 11/23/07 Local Company Meeting	FACTOR WEIGHT INDICES											TOTAL 100%				
				10%	10%	15%	10%	10%	10%	10%	10%	5%	10%	0%					
				Business Location	Hotel or rates Image	Quality of Meeting Rooms	Quality/ Décor of BOT Rooms	Level of Service	Level of Banquet Service	Overall Physical Quality	Menu-Food Creative Quality	Quality of Business Center	Sales Staff Responsiveness	NONE	Overall Quality Assessment				
<b>OUR HOTEL</b>																			
My Hotel Anywhere	29,000	800	\$ 75																
<b>CURRENT COMPETITION</b>																			
Competitor 1	12,000	400	\$ 99	0	3	2	2	3	0	1	-1	0	0	0	2.3				
Competitor 2	32,000	700	\$ 86	0	0	0	0	0	0	1	1	0	0	0	0.8				
Competitor 3	22,000	633	\$ 79	0	-2	1	0	-2	-1	-2	-2	-1	-1	0	-3.2				
Competitor 4	20,000	650	\$ 65	0	2	-2	0	2	0	1	0	0	0	0	0.2				
Competitor 5	18,000	490	\$ 89	1	0	-2	-2	0	-1	-1	1	-1	-1	0	-1.5				
Competitor 7	15,000	560	\$ 72	0	0	-1	0	0	0	2	2	0	0	0	1.2				
Competitor 8	17,500	1,100	\$ 72	3	1	1	1	0	2	-1	-1	2	2	0	3.2				
Competitor 9	12,500	780	\$ 89	1	1	0	0	1	1	2	0	1	1	0	2.2				
Competitor 10	12,750	800	\$ 89	1	2	0	0	2	2	2	0	1	2	0	3.2				
Competitor 11	13,000	650	\$ 69	-1	-1	0	-2	0	-1	1	-1	0	-2	-2	-2.3				
Competitor 12	12,250	950	\$ 59	0	-2	-2	-1	0	-2	-3	1	0	0	0	-2.0				
Competitor 13	17,000	890	\$ 69	-1	-2	1	-1	-1	-2	-2	1	-1	0	0	-1.3				
Competitor 14	14,500	450	\$ 95	-2	-2	0	-2	2	1	-1	-3	0	1	1	-3.7				
Competitor 15	23,000	500	\$ 95	3	2	1	3	2	1	0	1	2	3	3	5.8				



# Sample Syllabus



## CERTIFICATION SECTION IV - REQUIREMENTS

### I. Applying SynXis Reports

1. Interpret and analyse specific reports
2. Demonstrate a minimum level of SynXis Report Subscriptions are in place at their hotel:

#### **Production**

Negotiated Rate Production  
Rate Production  
Consortia  
Pace  
On-the-Book Sales  
Room – Rate Distribution  
Room – Rate Distribution Comparison  
Travel Agent Production  
Channel Production

#### **Availability**

Availability by Channel  
Failed Availability  
Stay Restrictions  
Inventory  
Expired Rates

#### **User Activity**

Stay Restrictions History  
Rate History  
HOD History

#### **Reservations**

Arrivals and Departures  
New-Modified-Cancelled

#### **Property Information**

HOD Property Info  
Property Information

Subscribe within SynXis CRS to at least 3 reports and submit to [Training@preferredhotels.com](mailto:Training@preferredhotels.com) to receive credit.

### II. Written Rate Strategy

1. Complete a written strategic rate structure using provided tool. An existing hotel rate strategy may be substituted if it includes the same information.
2. Deploy the rate strategy in the SynXis CRS.

What is your hotel's rate strategy? Provide a written Rate Strategy either using separate documents or with the Rate Pricing Tool that is provided during the class. Submit to [Training@preferredhotels.com](mailto:Training@preferredhotels.com) for completion.

Each section has a "Requirements" document with specific details and required submissions, outlined in red in the folder (or thumb drive) provided at the course in Chicago. Review these to understand your certification requirements.



## CERTIFICATION SECTION IV - REQUIREMENTS

### III. Competitive Analysis

1. Produce a completed Competitive Pricing and Positioning Analysis Report for their hotel (SWOT)

Complete and submit the SWOT/Value Assessment Workbook in full to [Training@preferredhotels.com](mailto:Training@preferredhotels.com).

### IV. Total Brand Connectivity (TBC) Participation Summary

A PH&R member hotel manager certified in this topic will be able to:

1. Complete a self-assessment exercise using the provided TBC Workbook
2. Achieve an 80% or better level on TBC Workbook completed and evaluated by PHG personnel (the hotel's Revenue Account Manager in most cases).

Review your hotel's Participation Summary. Implement recommended changes as outlined on the summary and submit an email to [training@preferredhotels.com](mailto:training@preferredhotels.com) with what suggested improvements you've made. You must implement at least 3 suggested changes for certification. If you decide not to implement you must provide an explanation.

### V. Revenue Strategy Meeting

A PH&R member hotel manager certified in this topic will be able to:

1. Write and submit a written Revenue Strategy Meeting, including list of required attendees, the Objective, Sample Agenda, Length and Frequency, Reports reviewed (i.e. Group Pick-up Report, Forecasts, Rate Shopping, Lost Business, Pace, etc)

How do you handle your revenue strategy meeting? Who attends and how often is it? What reports are reviewed and how do you solicit feedback? Provide on a separate Word Document a one-page Written Revenue Strategy Meeting document and include any of the above for credit.

### VI. Group Displacement Analysis

1. Complete a Group Displacement Analysis on a potential piece of business for your hotel.



## Timeline – Key Dates

- Typically six months from registration to completion
- On-line/Personal training begins one month after registration
- Classroom training (in Orlando, London or Chicago) is mandatory
- First graduates one month after classroom training
- Program Ends. Graduation Deadline.

# Total Time Commitment

- CRME Application – 2 Hours
- CRME Self-Study – 5 Hours
- CRME Exam – 90 minutes
- RO2Win – 3 Hours
- RO2Win Assessment – 30 Minutes
- SHU – **15 Hours**
- CRS Build Training – **8 Hours**
- CRS & Booking Engine Build – **5 to 20 Hours** (highly variable based on current state of your hotel in CRS)
- Written Distribution Strategy – 4 Hours
- SWOT and Competitive Price Positioning Exercise – **8 Hours**
- Written Rate Strategy – 4 Hours
- Group Displacement – 30 Minutes
- Promo / Package Calculator – 30 Minutes
- Chicago Training – 3 days
- **Total of 80 - 96 hours &+ Classroom Training over 3 - 5 months**

**\*All times highly dependent on individual's experience level and hotel CRS current state.**

# Stephanie Calhoun

Senior Manager  
Membership Services and Support

Historic Hotels of America  
Historic Hotels Worldwide

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National Trust *for* Historic Preservation®



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HOTELS WORLDWIDE®

# iPrefer<sup>SM</sup>

## HOTEL REWARDS

Stephanie Calhoun  
Senior Manager, Member Services and Support  
HE Day 2017

Handouts  
Loyalty Programs Comparison Chart  
Redacted iPrefer Contract Addendum



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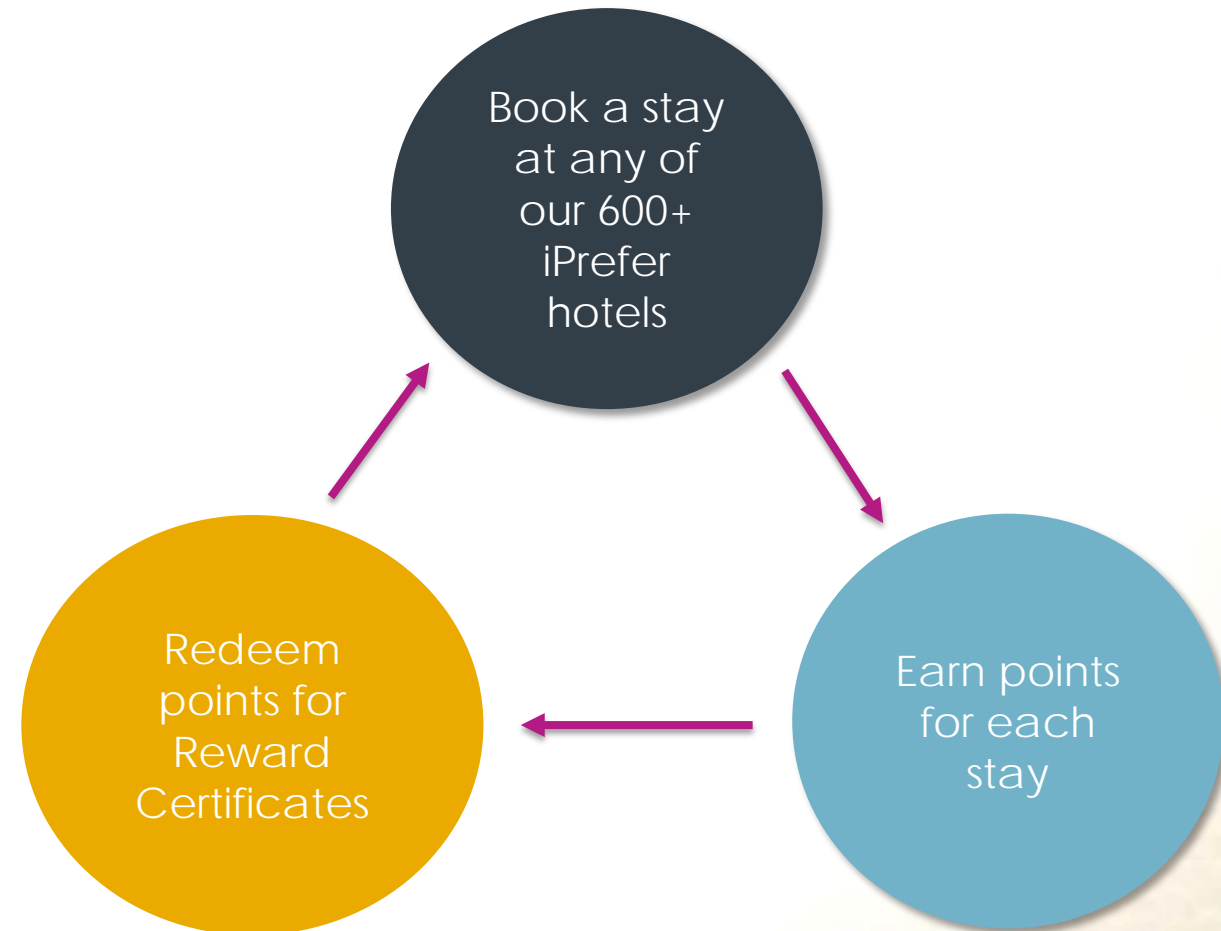
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# Program Overview



# What is iPrefer Hotel Rewards?

- iPrefer Hotel Rewards is the world's largest loyalty program for independent hotels.
- Over 670+ participating iPrefer Hotels within Preferred Hotels & Resorts.
- iPrefer members earn points for each stay to go towards Reward Certificates.
- Reward Certificates have cash-value and can be used towards future stays, dining, or spa services.



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280 Hotels  
NORTH AMERICA

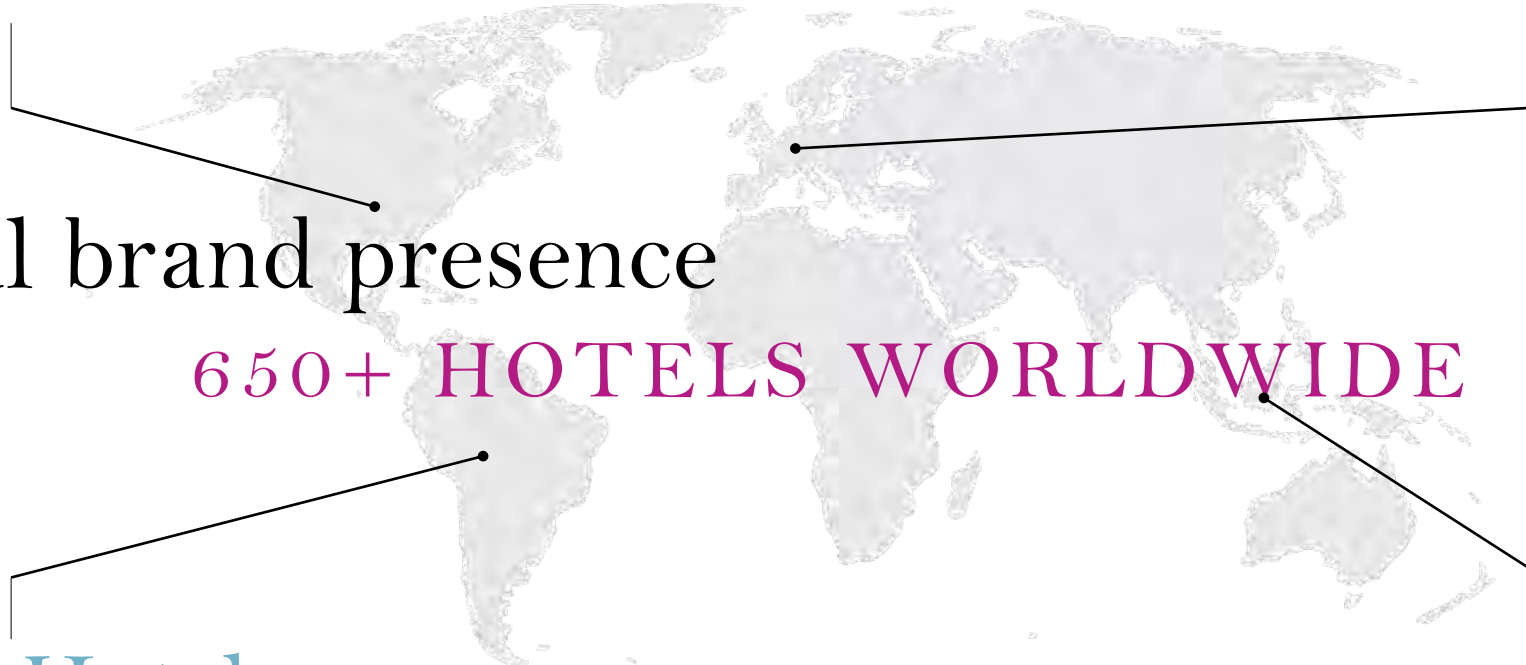
185 Hotels  
EUROPE

A global brand presence

650+ HOTELS WORLDWIDE

70 Hotels  
CENTRAL &  
SOUTH AMERICA

115 Hotels  
ASIA, MIDDLE EAST,  
& AFRICA





# iPrefer 2017 Stats

670+  
hotels

2.0M+  
members

232k  
new  
enrollments

## Member Count by Region\*

87k+  
Asia &  
Pacific

96k+  
Europe

25k+  
LAC

19k+  
Middle  
East &  
Africa

759k+  
North  
America

\*note that this only counts members who have filled their location information in their profiles

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HOTELS WORLDWIDE®

Consumer  
Facing



# iPrefer benefits and tier structure

INSTANT BENEFITS	INSIDER (0-49,999)	ELITE (50,000+)
Points earned per eligible US\$1 spent for stays	10	15
Redeem points for free nights, dining, and spa services*	●	●
Room upgrade**	●	●
Free Internet	●	●
Priority early check-in, late check-out**	●	●
Welcome amenity		●

\* *Varies by hotel*  
\*\* *Based on availability at check-in*



# Rewards Certificates

- iPrefer Reward Certificates are available in three currencies:
  - GBP / EUR / USD



Reward Certificate	Points required
US\$25	12,500
US\$50	25,000
US\$100	50,000
US\$250	125,000
US\$500	250,000

- Available in five denominations:

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# Historic HOTELS WORLDWIDE®

## Hotel Profile

OVERVIEW ACCOMMODATIONS DINING LOCATION ACTIVITIES OFFERS

161USD  
average per night

BOOK ROOM

**iPrefer**  
HOTEL REWARDS

iPrefer members receive free Internet, room upgrade, priority early check-in, late check-out, and points for free nights at this hotel.

202 REVIEWS BY TRIPADVISOR  
READ REVIEWS

MAP IT  
120 North High Street  
West Chester, PA 19380 US

### OVERVIEW

Hotel Warner, site of the former Warner Theater, is centrally located in historic downtown West Chester, Pennsylvania. Recognized by the National Trust for Historic Preservation as one of its "Dozen Distinctive Destinations," West Chester is known for its outstanding historic preservation practices, strong heritage, and exceptional small town experience.

Hotel Warner was re-purposed in 2012, from its original use as a grand movie theater to an 80-guestroom boutique hotel. It is convenient located to delectable restaurants, lively bars and lounges, and eclectic shopping. Hotel Warner features a bar and lounge, complimentary Continental breakfast buffet, a heated indoor pool, fitness center, and WiFi. True to its cinematic heritage, a self-service popcorn machine in the hotel lobby has proven to be a favorite among guests.

Committed to environmental initiatives, Hotel Warner has achieved a green building designation by incorporating the use of geothermal heating and cooling, and solar panels. The hotel proudly participates in the Clean the World Program by collecting and recycling discarded soap and shampoo products, which are then redistributed to those in need. Hotel Warner is a *TripAdvisor* Platinum level GreenLeader.

**Original Property Opened: 1930**

iPrefer™  
HOTEL REWARDS

The loyalty program of Preferred Hotels & Resorts

HOTELS RESIDENCES EXPERIENCES OFFERS MEETINGS IPREFER

HOTEL WARNER  
West Chester, Pennsylvania, United States

Historic Hotels of America

161USD  
average per night

BOOK ROOM

**iPrefer**  
HOTEL REWARDS

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202 REVIEWS BY TRIPADVISOR  
READ REVIEWS

MAP IT  
120 North High Street  
West Chester, PA 19380 US

SHARE

EXPERIENCES:  
Historic

TAGS:  
Historic

### OVERVIEW

Hotel Warner, site of the former Warner Theater, is centrally located in historic downtown West Chester, Pennsylvania. Recognized by the National Trust for Historic Preservation as one of its "Dozen Distinctive Destinations," West Chester is known for its outstanding historic preservation practices, strong heritage, and exceptional small town experience.

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Original Property Opened: 1930

Location  
120 North High Street  
West Chester, Pennsylvania 19380

Historic Hotels of America toll-free reservations number (800) 678-8848

161USD  
average per night

BOOK ROOM

**iPrefer**  
HOTEL REWARDS

iPrefer members receive free Internet, room upgrade, priority early check-in, late check-out, and points for free nights at this hotel.

202 REVIEWS BY TRIPADVISOR  
READ REVIEWS

MAP IT  
120 North High Street  
West Chester, PA 19380 US

SHARE

EXPERIENCES:

Historic

TAGS:  
Historic

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Original Property Opened: 1930

Location

120 North High Street  
West Chester, Pennsylvania 19380

Historic Hotels of America toll-free reservations number (800) 678-8848





## iPrefer Mobile App

- **The iPrefer App Allows Members to:**
  - Check their point balance
  - Redeem points for Reward Certificates
  - Book a stay at any of our iPrefer participating hotels
  - Order items from the hotel\*
  - Chat with the Front Desk team at the hotel\*
- **The iPrefer App Administrator at your Property will have the ability to do the following in the iPrefer Mobile App Admin Portal (<https://apps.phgsecure.com/login/>):**
  - Manage the chat function with members.
  - Upload and process amenity orders.
  - Publish blog content for members.
  - Publish Instagram handle.
- **Nominate your iPrefer Mobile App Administrator [here](#).**
- **Learn more about all of the exciting things that your property can do with the App [here](#).**

DOWNLOAD THE IPREFER APP

Earn, book, and redeem on the go.



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# Your Front Desk



# iPrefer Training Resources

- As a loyalty program for independent hotels, it is paramount that member hotels have a strong understanding of the iPrefer program.
- Watch our [Welcome Series](#)\* to fully train yourself and your staff members on the iPrefer program.
- The Front Desk, Reservations and Ambassador/ Management training videos have translated subtitles available in eight languages: English, Spanish, French, Italian, Japanese, Chinese, Portuguese (Brazil), and Arabic:

Front Desk ▶



Reservations ▶



Ambassador/ Management ▶



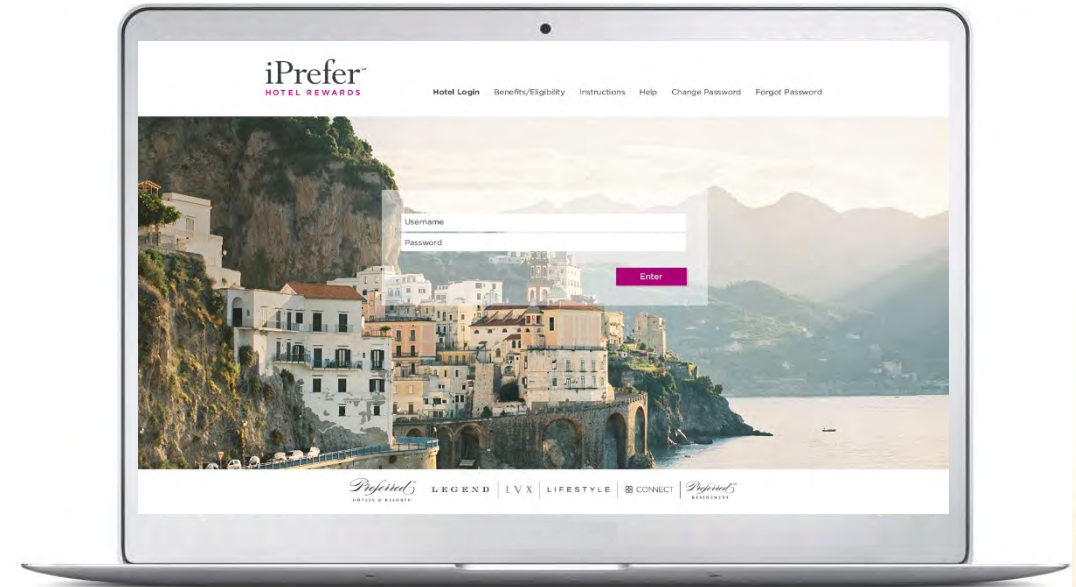
iPrefer App Administrator ▶





# iPrefer Hotel Portal

- The iPrefer Hotel Portal is the hotel's platform for enrolling guests, looking up members, awarding points, pull reporting and redeeming Reward Certificates.
- The hotel portal allows 2 logins per property:
  - Ambassador logins
  - Front Desk logins
- Any user can access the following information without logging in:
  - View benefits eligibility
  - Basic instructions
  - Help/FAQ page
  - Change or reset password
- URL: <https://hotel.iprefer.com/>





# iPrefer Hotel Portal – Login Credentials

	Ambassador	Front Desk
Enroll individual new members	X	X
Member search	X	X
Redeem Reward Certificates	X	X
Enroll new members (Individual + Bulk)	X	
Reward points (Individual + Bulk)	X	
Reward bonus points	X	
View & download reports	X	



# iPrefer Hotel Portal – Report Functions

iPrefer Ambassadors can view the following reports regarding iPrefer activity at their hotel:

- **Stay and Point Report** – displays members that have stayed at the property and how many points the member received during a period of time.
- **Member Enrollment Report** – displays all members who have been enrolled by your hotel, either through the “member sign -up” feature of the portal or through the hotel’s unique enrollment link.
- **Upcoming Member Stay Report** – displays upcoming members within your selected period of time.
- **Reward Certificate Report**– displays all Reward Certificates redeemed at your hotel within your selected time period.
- **Bulk Member/Point Upload Report** – displays successful bulk member/point uploads.
- **Hotel Staff Points Report**– display all points awarded to staff members for member enrollments.



# When to award iPrefer Points

Bookings coming through...	Must be entered manually through Hotel Portal	Points automatically awarded
Hotel Direct (Call center/Walk-in)	X	
Bonus Points (at your discretion)	X	
Hotel Website	X	
iPrefer.com		X
PreferredHotels.com		X
Preferred Voice		X
GDS		X

Does not apply to Online Travel Agencies, employee rates, hotel excluded rates

\*Within 48 hours of guest check-in. Member number must be included on reservation.



# iPrefer Employee Incentive Program

- The iPrefer Employee Incentive Program allows hotel staff members to earn US\$1 (500 points) for every new iPrefer member enrollment.
- Hotel staff members would have to enroll into the program by using this unique link:  
[iprefer.com/hotelenroll](https://iprefer.com/hotelenroll)
  - This unique hyperlink attaches a special enrollment code to employees iPrefer account which allows us to track who enrolled into the Incentive Program.

Reward Guests.  
**Reward Yourself.**

EARN US\$1 FOR EVERY  
NEW IPREFER ENROLLMENT

- 1 UNLOCK 5,000 BONUS POINTS (US\$10)  
[iprefer.com/hotelenroll](https://iprefer.com/hotelenroll)
- 2 PROCESS YOUR NEW ENROLLMENTS  
[iprefer.com/hotelportal](https://iprefer.com/hotelportal)
- 3 REDEEM YOUR NEXT DREAM VACATION  
AT ANY IPREFER-PARTICIPATING HOTEL

See Preferred.com for detailed terms & conditions

iPrefer | Preferred  
HOTEL REWARDS | HOTELS & RESORTS

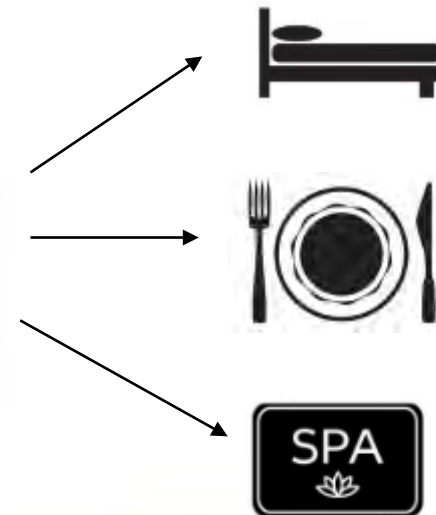
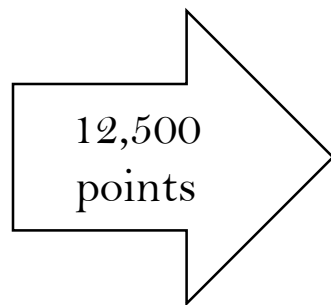
© 2017 HISTORIC HOTELS, A DIVISION OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION





# Redeeming iprefer incentive program points

- The points earned through the iPrefer incentive program can then be redeemed for iPrefer Reward Certificates.
- iPrefer Reward Certificates have cash value and can be used for stays, dining, or spa services at any of the 600+ iPrefer participating hotels in the world.\*



\*Varies by hotel

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Collateral

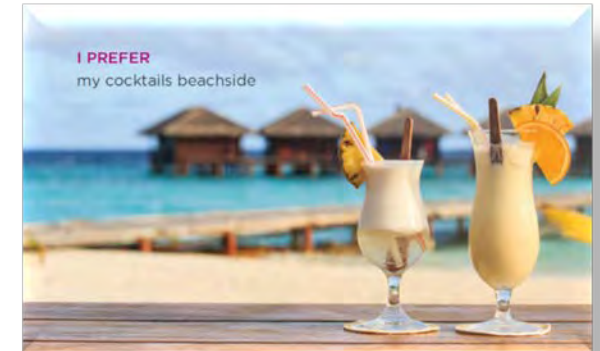
# HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®

## iPrefer Welcome Kit

- All new hotels receive an iPrefer Welcome Kit with promotional collateral that can be utilized and displayed throughout their property.
- The iPrefer Welcome Kit contents includes the following items:
  - Incentive Flyer #1 & #2
  - Employee Rate poster
  - Sharpie
  - Global Enrollment Booklets
  - Daily Checklist
  - Food + Beverage Voucher
  - Resort Credit Voucher
  - You've Been Upgraded Voucher
  - Card Pouch for Vouchers
  - Free Wi-Fi Cards
  - Note Cards
  - Mousepad
  - Enrollment Form Holder
  - Welcome Kit Letter

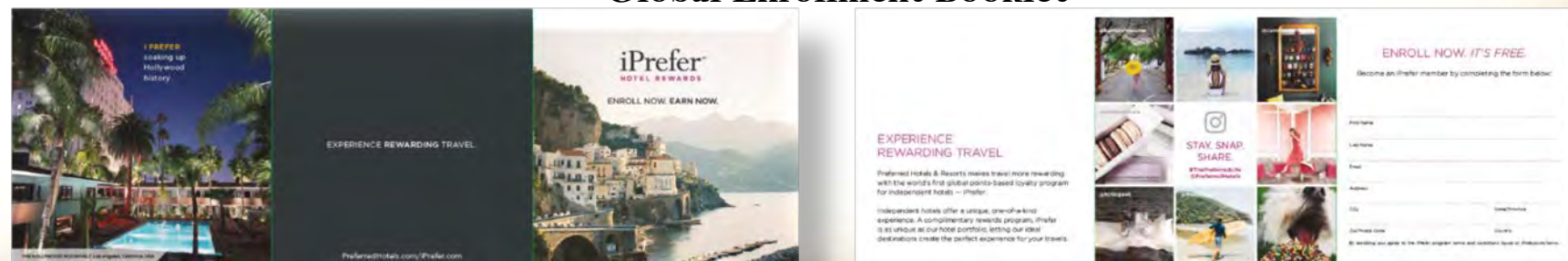
### Incentive Flyer



\$25 Resort Credit Voucher



### Global Enrollment Booklet



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## iPrefer Collateral

The following items are available for order via the [iPrefer collateral order form](#).

### iPrefer Key Card Inserts



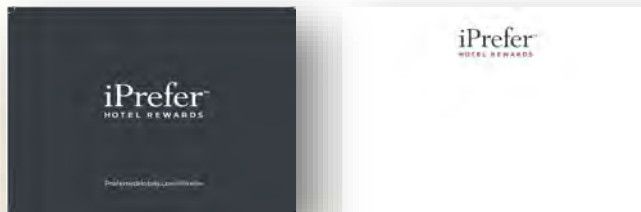
### Complimentary WiFi Card



### Quick Enrollment Form

### North America Focused iPrefer Enrollment Form

### iPrefer Welcome Note Stationary



Translated Versions Available in English, Chinese (Traditional), Chinese (Simplified), Spanish, French, Portuguese, Japanese, German, and Italian.



# HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®



## iPrefer Amenity Vouchers



I PREFER  
my eggs  
sunny-side up



I PREFER  
my cocktails  
beachside



I PREFER  
hand-crafted  
cocktails



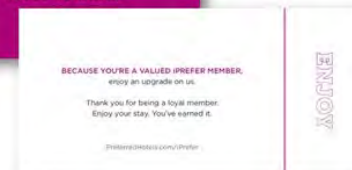
I PREFER  
treating myself  
at the mini bar



I PREFER  
Merlot with my dinner



I PREFER  
to relax and  
unwind



I PREFER  
being rewarded  
for traveling



# HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®



Historic  
HOTELS WORLDWIDE®

## Best Practices

### IPREFER LOYALTY PROGRAM

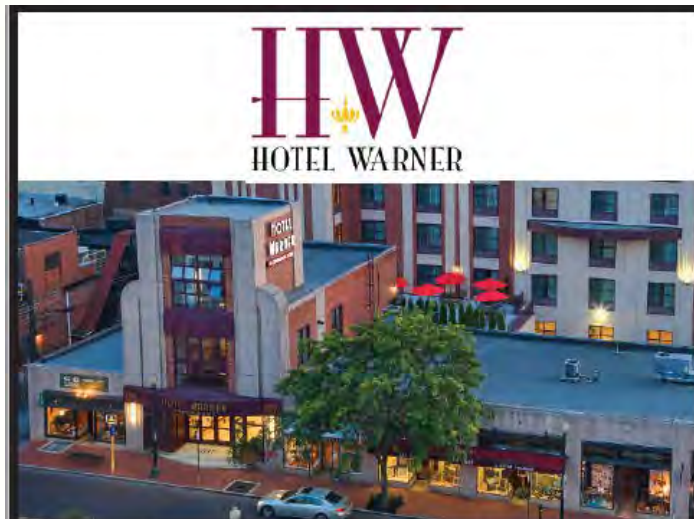
*As a member of Preferred Hotel Group, Mountain View Grand guests are eligible to become members of iPrefer. Preferred Hotels & Resorts makes travel more rewarding with the world's first global points-based loyalty program for independent hotels. Members earn points with every eligible stay, plus VIP rewards such as priority early check-in/check-out privileges and complimentary Internet access at over 550 participating locations worldwide.*

### THE MORE YOU STAY, THE MORE YOU EARN

Points are redeemable for cash-value Reward Certificates valid for room charges, hotel amenities, and services at participating hotels and resorts. The more point you earn, the more benefits you receive. All iPrefer members join at the Silver Tier and earn additional VIP benefits, including room upgrades and bonus points, as they earn more points to move to the Gold and Platinum Tiers.

dusitD2 hotel constance pasadena gives iPrefer member a sample of Blanc de Bleu, a blu champagne









Hacienda del Sol Guest Ranch resort gives a warm welcome to iPrefer members with fresh, homemade cookies



Now, when you stay at the Hotel Warner, you can earn iPrefer Reward Points.

And, when you book group reservations at the Hotel Warner, you can earn iPrefer Reward Points too.

Plus, with over 600 hotels in 85 countries participating in the iPrefer Rewards Program, earning free travel benefits is both easy and fun!

 Harry's Manhattan - New York, NY	 Boston Park Plaza - Boston, MA	 The Jefferson - Washington, DC	 Hawks Cay Resort - Duck Key, FL
 Half Moon Resort - Miraflores Bay, Jamaica	 Poco Das Figueiras - Rome, Italy	 Hotel Otis - Barcelona, Spain	 Las Brisas - Acapulco, Mexico

HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation

iPrefer™  
HOTEL REWARDS

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HISTORIC HOTELS  
*of* AMERICA

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National Trust *for* Historic Preservation®

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Historic  
HOTELS WORLDWIDE®

FAQ's



## Frequently Asked Questions

**How does this program compare to other rewards programs?**

See for yourself and learn more [here](#)

**How much does the hotel earn back when redeeming a certificate?**

Typically, 85%

**How much does participation cost in standard fees?**

\$0

**How much does the hotel pay per iPrefer booking?**

2.5%

**How are the transactions uploaded to iPrefer.com?**

Through the iPrefer portal or original booking





## Frequently Asked Questions Continued

**Can I run this program with Stash?**

Yes

**Can local negotiated rate companies use the iPrefer program?**

Yes

**When a customer is an iPrefer member and so is the person who booked the room, who earns the points?**

The guest who stayed earns the points

**Do consumer points expire?**

Yes

**What are the rules on blackout dates?**

There are no blackout dates

**How is it working for HE hotels?**

It depends.