

## Expedia Direct/Channel Connect Participation Instructions

Historic Hotels of America provides direct connect connectivity to the Expedia system utilizing the SynXis CRS. To participate please follow the below easy steps:

Offer Summary:

Distribution of Net Rates on Expedia.com and its affiliate sites such as hotels.com and eLong.  
○ Expedia Channel Connect

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How to Participate:

1. Request to implement Direct Connect is sent by hotel (or RAM) to HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com). If RAM sends request, hotel contact is provided to database team.
2. Hotel must use the SynXis Central Reservation System to maintain inventory and rates.
3. Hotel to contact Expedia Market Manager directly to discuss connectivity. Hotel to sign Expedia Direct Sign-up sheet (contract addendum).
4. HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com) will open access to Expedia Channel Connect.
  - a. Historic Hotels of America database department gives hotel access to the Channel Connect Expedia Connect channel in Administration Hotel Maintenance page.
5. HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com) notifies the hotel contact to update rates in SynXis CRS (copy HHA Revenue Account Manager) and is sent the data dump worksheet to fill out. See detail steps in Rate Loading Procedures below.
6. Hotel contact agrees to a specific booking limit to be established. Recommended level is 10%.
  - a. Booking limit is the “safety net” inventory count to be used only when an ARI outage is flagged between Expedia and SynXis CRS. It is important that the booking limit information is updated.
7. Hotel sends email to HHA database team advising that rates are loaded in SynXis via email to: [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com), and submits completed data dump sheet as well. RAM should be copied.
8. HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com) verifies and/or modifies the data dump and submits to Expedia [DCHelp@expedia.com](mailto:DCHelp@expedia.com) for loading. If data is inconsistent, hotel contact may be contacted for clarification.
  - a. Any future room and/or rate code changes, additions or deletions made in SynXis CRS must be submitted by hotel on another data dump worksheet and sent to HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com). In the “Action” column, please enter Modify, Add or Delete as appropriate.

- b. Expedia should be provided access to 100% of the SynXis managed room types.
- c. NOTE: Since Sabre Hospitality only supports Occupancy Based Pricing (OBP), it is critical that the maximum occupancy per room is the same in the Room Configuration within the SynXis CRS as it is on the Expedia side. Discrepancies could mean that rate messages are rejected, resulting in parity issues and reservations being booked at the incorrect rate.
9. Expedia verifies the data dump and makes any last minute changes.
  10. Expedia will notify HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com) and Expedia Market Manager that the property is ready to be activated and requests full upload.
  11. Using the Administration Hotel Hotel Administration page in Control Center, HHA Database Dept. requests of SHS by email to enable channel and ARI for hotel.
  12. Using the Administration Hotel Restatus page in Control Center, SHS will send 330 days (or for contracted number of days) of data to Expedia for the assigned Expedia products.
  13. Expedia will verify quality of rates, inventory, restrictions and booking limit received.
    - a. Checks for empty date ranges, rates too high or too low.
    - b. Ensure that data exists for all products.
  14. Expedia activates the new products on ARI and BN. For new products, the expected delay to appear will be one hour after activation. If using existing product types, there is no delay.
  15. Expedia will de-activate non-ARI products (i.e. any leftover extranet rooms).
  16. Expedia will advise HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com), Hotel and Expedia Market Manager that the property is live.
  17. HHA Database Dept. [directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com), RAM and Hotel should check Expedia.com to verify hotel is live and rates appear correctly.
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Content:

Channel Connect for rates, availability and reservation delivery. Room Type and Rate descriptive content is provided by Channel Connect.

Expedia pull photos directly from VFM Leonardo.

- The longest edge of each image must be at least 350 pixels.
  - Images can be provided in any photo format (i.e. .jpg, .tif).
  - Expedia does not accept images containing logos, maps, illustrations, floor plans, or nearby attractions.
  - Room types must be labeled in file names to ensure correct association with room type.
  - A maximum of 20 images will be displayed; please do not submit more than 20 images.
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Rate Access/Pseudo Information:

N/A

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Commission and/or Margin:

Discount based on Hotel's current contract with Expedia.

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**SynXis Rate Loading procedures:**

Rate Type Code: MEREXR (*unbundled - room only*) MEREXP (*bundled - package*)

Rate Type Class: Leave Blank

Rate Type Name: Expedia

Default Short Description: *Leave blank – this info doesn't distribute for DC (include amenities on data dump form)*

Default Long Description: *Leave blank – this info doesn't distribute for DC (include amenities on data dump form)*

Rate Attributes:

- Active
- Negotiated
- Include Tax By Default – *only check if applicable for your hotel*
- Suppress Rate
- Commissionable
- Require Credentials at Check-In
- Breakfast included in rate

Category Assignment: MER - Merchant Model Rates

- Channels:
- Expedia Connect - *Select only this channel*
  - Confidential

**Control Center Setup:**

**A. Rate Creation**

1. Select Add New Rate (on top tool bar).
2. Enter Rate Type Code and Name. Please make every effort to match the rate plan names in SynXis with the each of rate names in the Expedia extranet.
3. Check “Active” and “Suppress Rate” (both boxes need to be checked).
4. Under Channel Assignment, select “Expedia.com\*” for each appropriate room (as the only channel). Please list only the same room types listed in the Expedia extranet.
5. Add applicable Rate Seasons and/or set formula if rate is set as derived.
6. Be sure that any derived calculations are set to round to the nearest cent.
7. Only double occupancy is required to be built as that is what is sent to Expedia. Extra person fees can be mapped in the data dump.

**B. Room Features**

Room features are required to be loaded in SynXis CRS in order to allow the Expedia.com site to send over special request items. If the hotel has any of the following features, they must be loaded within SynXis CRS.

Go to CC    Setup    Rooms    Room Features    Add New.

The codes listed are examples – the hotel can use whatever codes it chooses.

Sabre Hospitality Room

Features

Code	Description	Translation	OTA Description
DB	Double Beds	Double Beds	Double Beds
KB	King Bed	King Bed	King Bed
MB	Murphy Bed	Murphy Bed	Murphy Bed
Ns	Non-smoking	Non-smoking	Non-smoking
QB	Queen Bed	Queen Bed	Queen Bed
SB	Single Bed	Single Bed	Single Bed
Sm	Smoking	Smoking	Smoking
SO	Sofa Bed	Sofa Bed	Sofa Bed
TB	Twin Bed	Twin Bed	Twin Bed

C. Set Booking Limit (to be performed by Sabre based on information provided by hotel contact) In SynXis CRS, in Administration Hotel Hotel Administration, Hotel will need to set the % of Available Rooms for ARI Booking Limit field.



<b>Channel:</b>	<b>ARI Enabled:</b>
Expedia Connect 330	<input checked="" type="checkbox"/>

**% of Available Rooms for ARI Booking Limit:**

The following explanation is from Expedia:

*“During normal operations, the booking limit value will not be used by Expedia. This Booking Limit is the “safety net” inventory count to be used only when an ARI outage is flagged between Expedia and SynXis CRS. During an ARI outage, the booking limit will be verified in addition to other availability statuses by Expedia.*

*It is important for hotel partners to calculate the booking limit to reflect the current inventory availability in the hotel system by taking into consideration the risk factor of overbooking during an outage. For example, the hotel partner can choose to send a percentage of the total available inventory to Expedia once per day. Product with 0 booking limit will not be displayed on the website during ARI outage.*

*If no message is sent by partner for booking limit update, Expedia will set the booking limit to a default value of 4999, which basically means unlimited inventory during an outage.”*

The SynXis CRS ARI application calculates the number of available rooms and sends that result to Expedia once a day at midnight hotel time for 330 days. The calculation is the percentage of available rooms taking into consideration what has been sold. The following examples should illustrate further:

A hotel has 100 King Rooms in the hotel. The % of Available Rooms for ARI Booking Limit field has been set to 10%.

1. If 20 of the rooms have been sold from general inventory, then 8 will be sent across to Expedia:

$$100 \text{ [total]} - 20 \text{ [sold]} = 80$$

$$10\% \text{ of } 80 = 8.$$

2. Similarly, if all 100 rooms have been sold, 0 will be sent to Expedia:

$$100 \text{ [total]} - 100 \text{ [sold]} = 0$$

$$10\% \text{ of } 0 = 0.$$

Please NOTE: Base Allocation availability is managed by Expedia and not exchanged through the interface. If you have questions about your base allocation, please contact your Expedia Market Manager.

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#### Cancellation Policy:

Retail rates follow hotel's cancellation policy.

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#### Guarantee Policy:

Bookings are guaranteed by Expedia. After departure, Hotel follows Expedia payment policy whether it is invoicing Expedia monthly or utilizing the Expedia Virtual Card (to be determined by the Market Manager). If utilizing EVC, Expedia will charge the guest's card and Hotel will charge Expedia's single-use credit card upon guest check-out.

Retail Rates follow Hotel's guarantee policy.

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#### Days of Week Available:

Day of week restrictions are set at Hotel's discretion and are determined by forecasted demand for Hotel. Rates will display as managed by Hotel.

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#### Promotional Support:

Properties listed on [www.expedia.com](http://www.expedia.com)

Work with your Expedia Market Manager as a resource to participate in regional, themed, and other promotions.

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#### Front Office Procedures:

Mark the rate as confidential in the Hotel's PMS. Use guest's credit card for incidentals or extra persons/ nights booked outside of Expedia's channel or after checkin.

- Hotel is responsible for securing sufficient funding to cover incidentals.

If the Market Manager determines that the hotel qualifies for Expedia Virtual Card (EVC), Hotel will charge the Expedia single-use credit card for room and tax at guest check-out. Guest is responsible for all incidentals.

- If the card is declined at the time of check-out, in most cases it is because there is an existing authorization. When this occurs, the transaction can be processed with the authorization code that was given when the authorization was processed. If this doesn't resolve the problem, Hotel can contact EVC Help: 888-EXP-1-STOP / 888-397-1786 or [virtualcards@expedia.com](mailto:virtualcards@expedia.com).

Accounting Procedures:

Retail rate commission is due after guest check out.

Source on Channel Production Report:

Trackable via Channel Production Report on End-of-Month report under rate codes. Main Source is Channel Connect; Sub Source is Expedia

- Channel ID is 330 and Channel Code is EXPDC.

Restrictions:

Subject to Hotel's availability.

Supported Features:

Restrictions	
Close Out	3
Min Lead Days	
Max Lead Days	
Min Lead Time	
Max Lead Time	
Lead Book Date	
No Arrival	3
No Departure	3
Min Stay Arrival	3
Max Stay Arrival	3
Min Stay Thru	3
Max Stay Thru	3
FPLOS (No Arrival by LOS)	3
Sell Limit	3
Sell Threshold	3
Pricing	
Derived Rates	3
Day of Week Offsets *	3
Length of Stay Offsets *	
Occupancy Offsets *	This feature is partially supported. The SynXis CRS currently only supports pricing for 1-4 adults (plus extra person fee), and does not include child pricing.
Promotional Pricing	
Rate Overrides	3
Revenue Management	

Absolute BAR	
BAR by LOS	This feature is partially supported. The SynXis CRS currently only pushes BAR decisions for up to 7 night stays. Stays for 8 or more nights will show up as not available on Expedia.
BAR by Stay Date	3
Rate Hurdles	This feature is partially supported. Since the SynXis CRS currently only pushes availability for up to 1 night stays, if a hurdle allows stays for 2, but not 1, the one night is set as a close, thereby preventing a 2 night stay, as well.
Other	
Product Allocation	

\* Because Expedia rates are often derived, Hotels using the offset features may encounter the following issue:

Currently, the SynXis CRS takes the derived discount from the base rate, gets a total, and THEN applies the offsets. The typical expectation is the opposite...that the system would add the offset prior to calculating the derived discount.

The current workaround is to adjust the offsets for these rates to accommodate the discount. For example, a property has an occupancy offset of \$30 and the BAR rate is \$150. The Expedia discount is 25% off BAR. The system takes  $\$150 - 25\% = \$112.50$  and adds the offset of \$30 to get \$142.50, when the typical expectation is for the rate to be \$135 if the system calculated the 25% off the \$180 price.

To correct this, the offset from the BAR rate needs to be reduced by 25%, as well, and loaded in the derived rate. With this example, the hotel would load derived rate as -25% formula, then click on 'Edit Offset' for each room type and add the offset of \$22.50 ( $\$30 - 25\%$ ). The calculation done by the CRS will be  $\$150 - 25\%$  is  $\$112.50 + \$22.50 = \$130$  - Correct!

Note: Offsets loaded in the derived rate seasons overrides a corresponding offset in the parent rate, so the hotel must be sure to 'copy' the offsets set in the parent and reduce them all by the formula before adding in the derived season.

Historic Hotels of America Contact:  
[directconnect@preferredhotelgroup.com](mailto:directconnect@preferredhotelgroup.com)

Expedia Contact Information:  
 Support for Net Rate bookings:  
 Your local Market Manager  
 If a hotel doesn't know who their MM is, contact [hothelp@expedia.com](mailto:hothelp@expedia.com).

Connectivity questions:  
 Sebastien Leitner, Account Manager  
 514-286-5575 [sleitner@expedia.com](mailto:sleitner@expedia.com)

Support for Retail Rate bookings – this part of Expedia is unmanaged.

If a hotel would like to sign up with Expedia Merchant Program: [www.joinexpedia.com](http://www.joinexpedia.com).