GolfHero.com Setup Procedures

Offer Summary:

Distribution of Retail Rates on GolfHero.com and its affiliate site, TravelHero.com for golf and hotel packaged together. GolfHero.com facilitates shopping at golf destinations worldwide, with a focus on U.S. premier locations.

- o Participating Hotels can utilize the GolfHero technology to offer guests the ability to book stay and play golf packages utilizing their lodging plus onsite or nearby golf facilities. Rates appear under a "golf package" link (name and website placement of the link are up to the Hotel) on the Hotel's own custom-branded web page developed by GolfHero, as well as appearing on www.golfhero.com.
- o Two golf vacation packaging options are available:
  1. A la carte vacation packaging. This option allows the guest visiting the Hotel website to choose their room option separately from their golf selection, but within the same booking flow. The guest will pay for lodging at the Hotel property and pay for their golf at the selected golf facility upon check-in for their round.
  2. Opaque packaging. This option allows the Hotel to develop specific packages that include defined accommodations and golf, presented together for one price. In this scenario, the guest will choose their package and upon check-in at the hotel will receive a voucher for redemption at the participating golf course on their day of play. In this example, the hotel must have or develop a packaging and bill-back relationship with the golf facility.

Rate Setting Strategy:

Retail rates (non-negotiated, public) are displayed as transient rates on GolfHero.com and affiliate sites. Rate displayed is set by Hotel based on demand forecasted for dates.

Rate Type:

Retail/public rates.

How To Participate:

1. Hotel must use the Synxis CRS system to maintain inventory and rates.
2. Hotel or Hotel Company should contact GolfHero at info@golfhero.com or call 480.946.5100 for program objectives and options.
3. Account Manager gives the Hotel access to the Channel Connect → GolfHero.com channel on the Administration → Hotel Maintenance page in Synxis CRS.
4. Sabre Account Manager assigns the GolfHero user "travelhero" to the Hotel or chain. Chain access should be granted if most of the hotels in the chain will be participating in the GolfHero program.
5. Account Manager will email the following information over to GolfHero's Director of Golf Technology, Will Friday at wfriday@golfhero.com.
   - o Hotel Name and Synxis CRS Hotel ID
   - o Basic Info: Hotel Address and Phone Number

- o Rate Code(s) and Rate Name(s) of the rates that have been assigned to the GolfHero channel
6. Once GolfHero has completed the implementation on their side, GolfHero will advise the Account Manager via email that the Hotel is live.
7. GoflHero search page will then return all available retail/public products.

Channel:
Channel Connect for rates, availability, and reservation delivery. Descriptive content is accessed via Channel Connect for GolfHero.

Rate Access/Pseudo Information:
N/A

Commission and/or Margin:
Contracted separately with GolfHero; generally retail/public rates booked on GolfHero or TravelHero are 10% commissionable. GolfHero charges an annual fee of $500 for the customized package link that the Hotel places on their own proprietary website, and no commission is charged by GolfHero for these bookings.

Cancellation Policy:
Follow Hotel's cancellation policy.

Guarantee Policy:
Follow Hotel's guarantee policy.

Days of Week Available:
Day of week restrictions are at set at the Hotel's discretion, and are determined by forecasted demand for Hotel. Rates will display as managed by Hotel.

Promotional Support:
Properties listed on website www.golfhero.com

Rate Loading Procedures:
GolfHero utilizes existing public rates. However, unique rate codes my be added and used for the packaging options. Hotel simply needs to add the GolfHero channel to the appropriate rates:
1. Select rate to edit.
2. Ensure rate is active, and that "Confidential" and "Negotiated" are both unchecked.
3. Under Channel Assignment, select "GolfHero*" for each appropriate room.

Front Office Procedures:
No special procedures required.

Accounting Procedures:
GolfHero will invoice Hotel / chain for commission 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 GolfHero.

Restrictions:
Subject to Hotel's availability.

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