



Londontown.com Setup Procedures

Offer Summary:

Distribution of Retail or "Top Secret"/Opaque Rates on Londontown.com

- Londontown facilitates shopping for hotels in London and throughout Great Britain.
- Retail rates are published to ensure parity, but often will develop to include "Top Secret"/opaque rates and other offers.

Rate Setting Strategy:

Londontown rates are not marked up, but should be at parity with Hotel's Best Available Rate. Retail Rates (non-negotiated, public) are displayed as transient rates on Londontown.com. Rate displayed is set by Hotel based on demand forecasted for dates.

Rate Type:

Retail/public Rates, but can develop to include "Top Secret"/Opaque Rates and other offers.

How To Participate:

1. Hotel must use the Synxis CRS system to maintain inventory and rates.
2. List of qualifying hotels is submitted by Account Manager to Deborah Tyrer at deborah_tyrer@londonmarketing.com at Londontown.com to determine which Hotels will be solicited for participation on the site. (Londontown is very selective about the hotels listed.)
3. Account Manager gives the Hotel access to the Channel Connect → Londontown.com channel on Administration → Hotel Maintenance page.
4. Sabre Account Manager assigns the Londontown user "londontown.com" to the Hotel or chain. Chain access should be granted if most of the hotels in the chain will be participating in the Londontown program.
5. Once the Hotel is live, the Londontown search page will return all available Retail/Public products.

Channel:

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

Rate Access/Pseudo Information:

N/A

Commission and/or Margin:

Londontown's service fee is 15% of the gross value of a booking.

Cancellation Policy:

Follow Hotel's cancellation policy.

Guarantee Policy:

Follow Hotel's guarantee policy.

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.

Promotional Support:

Properties listed on www.londontown.com

Hotels work with Deborah Tyrer at Deborah_tyrer@londonmarketing.com at Londontown to participate in additional promotions.

Rate Loading Procedures:

If utilizing existing public rates, special rate loading is not required. Hotel simply needs to add the Londontown.com channel to the appropriate rates.

1. Select existing rate to edit.
 2. Ensure rate is active, and that "Confidential" and "Negotiated" are both unchecked.
 3. Under Channel Assignment, select "Londontown.com*" for each appropriate room.
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Front Office Procedures:

No special procedures required if using public rates.

Accounting Procedures:

Londontown will invoice Hotel / chain for service fees 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 Lontowntown.
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Restrictions:

Subject to Hotel's availability.

Londontown Contact:

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