

## Qunar.com Setup Procedures

### Offer Summary:

Travel search engine site for retail/public rates online at Qunar.com and its affiliate sites.

- Qunar facilitates comparison shopping across 100+ travel websites.
- Participating Hotel's rates appear on [www.qunar.com](http://www.qunar.com).
- At point of purchase, traveler is passed to the transaction page of the supplier's website (could be Hotel Booking Engine, online travel agency, e.g. Ctrip, Elong, etc.). Users will make their own choice on which supplier to book. However, upon analysis of user behavior, users most often choose the hotel supplier's booking site over an intermediary.
- Qunar does favor the presentation of certain websites, whether they are suppliers or intermediaries, based upon a range of editorial factors, such as price advantage, website usability, payment choices, reputation, information comprehensiveness, etc.

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### Rate Setting Strategy:

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

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### Rate Type:

Retail/public rates.

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### How To Participate:

1. Hotel must use the RedX system to maintain rates and availability, and must utilize the Booking Engine.
2. Hotel or Hotel Company should contact Denise Peng, EVP, Business Development at Qunar to sign a Qunar agreement at [denise.peng@qunar.com](mailto:denise.peng@qunar.com), phone 86-10-62690100 or 86-13910977349.
3. Sabre Account Manager assigns the Qunar user "OneQunar" to the Hotel or chain. Chain access should be granted if most of the hotels in the chain will be participating in the Qunar program.
4. Once completed, Account Manager will advise Qunar at [denise.peng@qunar.com](mailto:denise.peng@qunar.com) and [tim.bing@qunar.com](mailto:tim.bing@qunar.com) that Hotel or chain is ready to go live.
5. Qunar will implement to a test service first, and if it meets the approval of SynXis, Hotel and Qunar's internal requirements, Qunar will launch into production. Each side may do another round of tests prior to formal release.
6. Once the Hotel is live, the Qunar search page will return all available Retail/Public products. The links will take the guest to the Hotel's branded website or an online travel agency (Ctrip, Elong, etc.). The site the guest is to book is at the guest's discretion.
7. If the Hotel's branded website contains a SynXis Booking Engine (html, flash), clicking the link will automatically bring the guest to the availability results page. No additional work on the part of the Hotel is required. However, if the Hotel's branded website contains a Channel Connect Booking Engine, the Hotel will need to work directly with Qunar to determine the proper linking information to accomplish the same.

**Channel:**

Booking Engine for rates, availability and reservation delivery. Descriptive content is accessed via Channel Connect for Qunar.

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**Rate Access/Pseudo Information:**

N/A

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**Commission and/or Margin:**

Qunar has a pay-per-click pricing model for hotel listings. Fee agreed upon by Hotel and Qunar. If booked with online travel agency, applicable commission and/or margin will also apply per the pre-existing agreement between Hotel and OTA.

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**Cancellation Policy:**

Follow Hotel's cancellation policy.

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**Guarantee Policy:**

Follow Hotel's guarantee policy.

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**Promotional Support:**

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

Qunar offers brand advertising opportunities, such as banner ads (CPM), video ads, etc. Hotel should contact Denise Peng, EVP, Business Development at Qunar at [denise.peng@qunar.com](mailto:denise.peng@qunar.com), phone 86-10-62690100 or 86-13910977349 to participate.

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**Rate Loading Procedures:**

Qunar utilizes existing public rates as built in Booking Engine channel. Special rate loading is not required.

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**Front Office Procedures:**

No special procedures required.

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**Source on Channel Production Report:**

Trackable via Channel Production Report on End-of-Month report under rates codes.

- Main Source is Booking Engine; Sub Source is Qunar
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**Restrictions:**

Subject to Hotel's availability.

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**Qunar Contact:**

Denise Peng, EVP, Business Development  
86-10-62690100 or 86-13910977349 [denise.peng@qunar.com](mailto:denise.peng@qunar.com)