

Travelocity Setup Procedures

Offer Summary:

Distribution of Net Rates on Travelocity.com and its affiliate sites such as AOL.com, Yahoo.com, Zuji.com, lastminute.com, and AARP.com.

- Travelocity Direct Connect (for new hotels and those switching from Sabre GDS distribution).
 - Three Net Rate programs:
 1. Room Only
 2. Vacation Packages
 3. Last Minute Packages (lastminute.com and Travelocity Top Secret Hotels)
 - The change to Channel Connect does not affect the contracted Travelocity margin.
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Rate Setting Strategy:

Net rates receive higher placement on the hotel results shopping pages.

- Listings for Last Minute Packages are ranked solely on lowest to highest rate.

Retail rates (non-negotiated, public) are displayed after all hotels participating in the Net Rate Program. Rate displayed is set by Hotel based on demand forecasted for dates.

- NOTE: Retail rates are transmitted via the Sabre GDS channel and not through Travelocity Channel Connect.
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How to Participate:

1. Hotel must use the SynXis CRS system to maintain inventory and rates.
2. The Hotel or Hotel Company should send an email to directconnect@preferredhotelgroup.com and copy their Revenue Account Manager to indicate their interest in participating in the Travelocity Merchant Program. If RAM sends the email request, they must also include a hotel contact for HHA database team to work with.
3. HHA's Database Department gives the Hotel access to the Channel Connect Travelocity channel on the Administration Hotel Maintenance page. NOTE: There is an option within the Setup Channels Channel Connect Setup page allowing the hotel to require a security code for booking. Please ensure this box is NOT checked. This will make the reservation fail, as Travelocity does not collect this information from the guest.
4. HHA's Database Department assigns the Travelocity user "tcyhotel" to the hotel or chain. Chain access should be granted if most of the hotels in the chain will be sold through the Travelocity Direct Connect. This is a critical step, as it will otherwise render the hotel unavailable on Travelocity.
5. HHA database team creates case in CRM
6. HHA database team sends email to hotel with Tracker and instructions attached and copies Revenue Account Manager notifying them to load rates in SynXis CRS (see detailed steps in Rate Loading Procedures below).
7. Hotel completes the Travelocity SynXis Tracker Template.xls and sends to directconnect@preferredhotelgroup.com.

- a. The purpose of the tracker is to allow the Travelocity Ops team to map the SynXis CRS room and rate codes to the Travelocity room and rate codes.
Please note there are character limitations in place: Maximum of 7 characters for the room code and 4 for rate code.
 - b. Any future room and/or rate code changes made in SynXis CRS must be submitted on another Tracker and sent to Travelocity Operations team.
 - c. If the Hotel wishes to sell additional products on Travelocity, a new Tracker will need to be completed for the new products only.
 - d. A Tracker will not be required for removal of products.
8. HHA's Database Department reviews Tracker for completeness and verifies the rate plans and room types listed in the Tracker are built and mapped to the Travelocity channel in Control Center.
 9. HHA's Database Department sends Tracker via email to SynXis-TravelocityConnect@sabre.com.
 10. Travelocity Operations Team maps Rate Plans and Room Types in Travelocity's database.
 11. Travelocity Operations Team will reply to HHA's Database Department with a "go-live" date. HHA's Database Department will then advise Revenue Account Manager.
 12. On the "go-live" date, the following will occur:
 - a. At 8am ET, the hotel is removed from sale on Travelocity.
 - b. Travelocity deletes all existing inventory for the hotel.
 - c. Travelocity updates the source of the inventory to Direct Connect.
 - d. Travelocity cache builds.
 - e. If all procedures have been followed and room/rate codes have not been changed, the hotel should be completely operational within 4 hours (approximately noon ET).
 - f. Once the hotel is live, the Travelocity search page will return one lead "Good Buy" rate and guests can select for additional rates/products.
 13. HHA's Database Department, Revenue Account Manager, Travelocity Market Manager and the Hotel should check Travelocity.com to verify the Hotel is live and rates appear correctly.
**Please Note: Retail rates will be returned only if there is no availability for the merchant rates. If SynXis CRS shows merchant rate availability that is not displaying on Travelocity, this may indicate a problem with the connection.
 14. Please also note that some subsidiary channels such as Lastminute.com, Zuji.com, Travelocity.de etc. and all Travelocity sites other than Americas may take up to 8-10 days to status after a hotel goes live on the main site (Travelocity.com). Please do not expect all sites to go live immediately after first go live date of main site.
 - 15.
 16. For issue resolution, Hotel or Revenue Account Manager should contact Travelocity Operations Team and Travelocity Market Manager.

Channel:

Channel Connect for rates, availability and reservation delivery. Room type and rate descriptive content is provided by Channel Connect. Additionally, Travelocity Market Manager will prepare a short- and long-marketing description by working with the content editors at Travelocity.

Rate Access/Pseudo Information:

N/A

SynXis Rate Loading Procedures:

Rate Type Code: TN1 (*unbundled - room only*), TN2 (*bundled - package*), S59 (*distressed inventory*)

Rate Type Class: Leave Blank

Rate Type Name: Travelocity

Default Short Description: Leave blank – this info doesn't distribute for Travelocity DC (if necessary you may include amenities on Tracker form under column F combined with room name)

Default Long Description: Leave blank – this info doesn't distribute for Travelocity DC (if necessary you may include amenities on Tracker form under column F "room name")

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: MERDC-Merchant Direct Connect

Channels: Travelocity.com - *Select only this channel*
 Confidential - *Leave unchecked*

New Hotels Adding the Travelocity Program

1. Select Add New Rate (on top tool bar)
2. Enter Rate Type Code and Name
3. Check "Active" and "Suppress Rate" (both boxes need to be checked)
4. Please ensure that "Confidential" and "Negotiated" remain unchecked.
5. Under Channel Assignment, select "Travelocity.com*" for each appropriate room (as the only channel)
6. Add applicable Rate Seasons and/or set formula if rate is set as derived.

Existing Participating Hotels Switching from Sabre Distribution

1. Select existing Travelocity rate to edit
2. Change rate codes to the codes listed above (TN1, TN2, TP1, etc.)
3. Ensure rate is active. Check "Active" and "Suppress Rate" (both boxes need to be checked)
4. Please ensure that "Confidential" and "Negotiated" are both unchecked
5. Under Channel Assignment, select "Travelocity.com*" for each appropriate room (as the only channel – remove GDS).
6. If needed, add applicable Rate Seasons and/or set formula if rate is set as derived.

NOTE: Travelocity will set up the property, including mapping net rates and room types in their local database. The complete on boarding process is completed within 2 weeks.

Commission and/or Margin:

Room Only – 23% (19% for hotels in Asia/PAC region including India)

Vacation Packages – i.e. rooms bundled with air, car - 28% (24% for hotels in Asia/PAC region including India)

Last Minute Packages – i.e. distressed rooms/opaque rooms - 33% (29% for hotels in Asia/PAC region including India)

Retail rates - are not marked up and are generally commissionable at 10%.

Cancellation Policy:

Net Rate bookings require a guest credit card upon booking. Any changes or cancellation may result in a \$25.00 USD fee up to the full cost of the stay from Travelocity to the guest. In addition, Hotel may set up a cancellation policy with a penalty fee, which will also be charged to the guest and remitted to the hotel.

Retail Rate bookings follow Hotel's cancellation policy.

Guarantee Policy:

Net Rate bookings require a credit card for guarantee. Travelocity will charge the guest's card and Hotel will charge Travelocity's single-use MasterCard upon guest check out.

Retail Rate bookings 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.travelocity.com

Hotel works with their Travelocity Market Manager as a resource to participate in regional, themed, and other promotions from time to time.

- Travelocity Market Manager information can be found on Travelocity's online Hotel Partner Guide (www.travelocity.com/info/info_main/0,,TRAVELOCITY:EN|MMH.00.html):
 - US Market Managers:
http://hg.travelocity.com.edgesuite.net/i/MMH/file/USMarketManagers_4_07.htm
 - International Market Managers:
http://hg.travelocity.com.edgesuite.net/i/MMH/file/HotelTeamInternational_4_07.htm

Promotional Rates

The Hotel may choose to participate in standard promotional rates such as value-add, percent-off, free night discounts. This should be communicated to the Travelocity Market Manager or a tracker can be submitted to HHA's Database Department. The promotion is then configured on the Travelocity side and linked to an existing standard merchant rate (i.e. TN1) that is managed in SynXis CRS – the discount is applied on the Travelocity side. SynXis CRS will then accept the discount rate from Travelocity and override the price on the reservations booked for the promotion.

It is recommended that the hotel only load their standard base merchant rate code in SynXis CRS and link all promotions from the Travelocity side to this single rate code; however, there are two exceptions to this procedure:

- If the Hotel requires a unique rate code to be created for tracking production within their PMS
- If the Hotel is running a multi-tiered promotion for the same date or date range that returns a different discount based on the length of stay. Multi-tiered promotions must be set up as separate rate codes.

In these cases, the rate loading instructions should be followed as described above. However, the discount will still be applied on the Travelocity side, so the promotional pricing will be equal to the standard merchant base rate.

NOTE: Travelocity will always display the rate with the lowest price (after discounts are applied) in the search results. So, there is currently an issue with Value Add promotions not getting priority display if the price is equal to the base merchant price (as can sometimes be the case). As a work-around, Hotels may choose to increase the base price, or decrease the promotion price, by \$1 to differentiate and display the lower-priced promotion. Travelocity is working on resolving this issue.

Front Office Procedures:

Mark the rate as confidential in your property PMS and charge the Travelocity single-use MasterCard at guest check out. Use guest's credit card for incidentals.

- Card declining / resets, verification of number, reset of card, etc., call Travelocity Hotel Help: 888-600-3119 (210-477-5544) ext. 2.

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 Travelocity

Restrictions:

Subject to Hotel's availability.

Travelocity External Contact Information:

Support for Net Rate Bookings:

hotelhelp@travelocity.com 888-600-3119 (210-477-5544) ext. 3

Support for Retail Rate Bookings:

hotel.support@travelocity.com

Travelocity Hotel Partner Guide:

http://www.travelocity.com/info/info_main/0,,TRAVELOCITY:ENJMMH.00.html