

## Wego Setup Procedures

### Offer Summary:

Travel search engine site for retail/public rates online at Wego.com and its affiliate sites such as MSN Singapore, MSN Malaysia, MSN Philippines, etc., Yahoo Malaysia, Yahoo Hong Kong, etc.

- Wego facilitates comparison shopping across 100+ travel websites
- Participating Hotel's rates appear on [www.wego.com](http://www.wego.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. Booking.com, Agoda.com, etc.). Website displayed for booking is site with lowest public rate displayed for the Hotel.
  - Site is supplier-agnostic and will always present the lowest rate to the consumer.
  - Wego will display rates from all partners. On the search page for each hotel, a link is presented to show "all XX prices". When clicked, consumers are shown the rates for that particular hotel from all Wego partners.

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### Rate Setting Strategy:

Retail rates (non-negotiated, public) are displayed as transient rates on Wego.com and affiliate sites. 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 Synxis CRS system to maintain rates and availability, and must utilize the Booking Engine.
2. Hotel or Hotel Company should contact Steven Gong, Director of Business Development at Wego at [steven@wego.com](mailto:steven@wego.com), phone +65 6438 8242 to sign a Wego agreement.
3. Sabre Account Manager assigns the Wego user "bezurk" to the Hotel or chain. Chain access should be granted if most of the hotels in the chain will be participating in the Wego program.
4. Once complete, Account Manager will advise Steven Gong at Wego at [steven@wego.com](mailto:steven@wego.com) that Hotel or chain is ready to go live.
5. Wego will email the booking link to Hotel and Account Manager to test and confirm satisfaction before going live.
6. Once the Hotel is live, the Wego 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 (Booking.com, Agoda.com, etc.). The site the guest is to book is the site displaying the lowest public rate.
7. If the Hotel's branded website contains a Sabre Hospitality Booking Engine (Guest Connect) 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 Wego 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 Wego.

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**Rate Access/Pseudo Information:**

N/A

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**Commission and/or Margin:**

Wego has a pay-per-click pricing model for hotel listings. Standard rates are \$.80 per click for organic listing and \$1.00 per click for a sponsored listing. Wego provides the Hotel with an online reporting tool to monitor the number of clicks. If booked with online travel agency, applicable commission and/or margin will also apply.

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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.wego.com](http://www.wego.com)

Hotel should contact Steven Gong, Director of Business Development at Wego at [steven@wego.com](mailto:steven@wego.com), phone +65 6438 8242 for advertising opportunities or sponsored listings for preferred placement.

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**Rate Loading Procedures:**

Wego 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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**Accounting Procedures:**

Wego works on a campaign-spend basis. There is an upfront budget that Hotel sets up and from which Wego will deduct each PPC (pay-per-click). When the budget runs low, Wego will approach Hotel for renewal of the campaign. There is a minimum initial campaign spend that is agreed upon by Wego and Hotel.

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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 Wego

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**Restrictions:**

Subject to Hotel's availability.

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**Wego Contact:**

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