

Preferred Hotel Group Corporate Website Development

Version 7 Beta Delivery,
September 28th, 2012

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1 Overview

1.1 Project Summary:

Sabre Hospitality Solutions and Preferred Hotel Group have partnered to strategically rebrand the www.preferredhotelgroup.com domain integrating Preferred Hotel Group's brands and programs allowing for simplified brand and property content management while simultaneously presenting a cohesive brand strategy.

1.2 Specification:

This document will serve as an authority of the user experience and technical requirements of the Preferred Hotel Group Redesign project. It will give an overview of project inclusions and features, as well as the technology used to create, maintain, and update these elements.

Within this document, Preferred Hotel Group will be presented with approved designs of the main website sections. Corresponding to each design composite will be an overview of the user experience and technical requirements.

By reading and signing this document, both Preferred Hotel Group and Sabre Hospitality Solutions will have an understanding and agreement of functionality and the technology needed to achieve the agreed upon website scope and performance.



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2 Definitions

1. **Sabre Hospitality/SHS**—Sabre Hospitality Solutions
2. **PHG**—Preferred Hotel Group
3. **MCC**—Marketing Communications Center
4. **CMS/Admin**—Content Management System
5. **Module**—Section within the CMS that defines content for a single website
6. **Homepage**—www.preferredhotelgroup.com
7. **Brand**—Content level pertaining to Preferred Boutique, Summit Hotels & Resorts, etc.
8. **Program** – Branded marketing program that lives at the same content level as a Brand
9. **Affiliate** – Group of properties not associated with a Program or Brand requiring unique business rules
10. **Property**—Content level pertaining to individual hotels within the Preferred Hotel Group. A property can be part of more than one brand. Properties can also participate in one or more programs.
11. **Experiences**—PHG Branded Programs
12. **Search Console/Booking Engine/Booking Widget**—Refers to the element on the website that allows users to enter stay dates, number of guests, etc. and proceed into the booking process. Specific layout (ex: “Search” button vs. “Book Now” button) will be dependent on content level.
13. **Production**: Live environment within PHG server environment
14. **Digital Asset Library**: Media storage space for photos and videos. Multimedia content in the digital asset library will be used to populate photo and video galleries and sections on the website. Preferred Hotel Group will be able to add, delete, and reorder photos within the library as necessary.

3 CMS

3.1 User Permissions

Corporate User:

- Access to all brands within the corporate website, as well as global access to Property, Channel and MCC including all content
- Ability to publish content to Production
- Ability to publish Campaigns, public and private offers

Content Editor



- Access to all brands as signified by user permissions
- Ability to view and modify content
- Does not include the ability to publish to Production
- Ability to create and edit campaign, public and private offers

3.2 Addition of New Brand or Program:

- The CMS will include the ability to add a new brand or program via: Brand ID, Shell, and Template
- SHS to document procedure

4 URL Requirements

4.1 URLs

Note: United States, Canada and Australia will use the "State" field—ex: Country, State, City. All other countries will use only the Country and City fields.

- Brand home page: **preferredhotelgroup.com/<brand-name>**
- Destinations Page: **preferredhotelgroup.com/destinations/**
 - PHG hotel map with toggle option to hotel listing (unfiltered search results)
- **preferredhotelgroup.com/<brand-name>/destinations/**
 - Brand hotel map with toggle option to hotel listing (brand filtered search results)
- Search results for location name: **preferredhotelgroup.com/<brand-name>/destinations/<location-levels>/**
 - User can remove <hotel-name> (below) from URL and be directed to appropriate location results list. Removal of location from this URL brings user up one level in search results.
 - <location-levels> levels:
 - /<country-name>/<state-name> (if applicable)/<city-name>/
- Property page: **preferredhotelgroup.com/<brand-name>/destinations/<location-levels>/<hotel-name>/**
- Sub page on property page: **preferredhotelgroup.com/<brand-name>/destinations/<location-levels>/<hotel-name>/<sub-nav>**
- Special Offers: **preferredhotelgroup.com/offers**
 - PHG special offers listing specifically for multiple brand and/or private offers.
- PHG special offers with Hotel Listing of participating hotel: **preferredhotelgroup.com/offers/<special-offer-title>**
- Brand-Specific special offers listing: **preferredhotelgroup.com/<brand-name>/offers**
- Brand-specific special offers page with participating hotels: **preferredhotelgroup.com/<brand-name>/offers/<special-offer-title>**
- Business to Business and About Pages: **preferredhotelgroup.com/<section-name>/<page-name>**
 - Examples:
 - **/become-a-member-hotel/**
 - **/become-a-member-hotel/expanding-your-markets/**

- **/become-a-member-hotel/maximizing-technology-and-distribution/**

- Brand-specific content page: preferredhotelgroup.com/<brand-name>/<page-name>
- **Miscellaneous preferredhotelgroup.com/<trailing-url>/?parameter1=value1¶meter2=value2**
 - As state above, all other parameters not specifically mentioned here are to be handled as normal URL parameters
- [Double Miles URLs see section 6.2.3](#)

4.1.1 Rewrite Rules

- In order to transition PHG's existing websites from .NET to PHP, SHS will use the RewriteRules/RewriteCond which will be used to remove .php extensions from all pages.
- Use .htaccess/config file to ignore trailing / at end of URL:
 - <http://<url>> = http://<url>
- Using the .htaccess file to ignore case, all URLs will remain lower-case
 - Summit Serviced Residences example: RedirectMatch permanent ^(?i)\dhk http://summitresidences.com/?src=99077988
- Treatment of unique circumstances
 - Special characters will be removed or converted to standard character equivalent
 - Spaces are to be replaced with "-"
 - Punctuation is to be removed
- The non-www version of all websites should be set as the default domain
 - www.preferredhotelgroup.com (+ trailing URL) will be redirected to preferredhotelgroup.com+trailing URL.
- All levels of URL are to be lower-case only
 - SHS to use .htaccess file to ignore case from the user at PHG's request
 - Summit Serviced Residences example: RedirectMatch permanent ^(?i)\dhk http://summitresidences.com/?src=99077988
- All other parameters (attributes, date ranges, SRC codes, promo codes, etc) are to be handled as normal parameters

4.2 Campaign URLs

- Brand Level Campaign URL: Preferredhotelgroup.com/brand-name/campaign/offer-or-campaign-title/
- Corporate Level URL: Preferredhotelgroup.com/campaign/[campaignname]

4.3 Brand Names

- /preferred/
- /preferred-boutique/
- /summit/
- /sterling/
- /sterling-design/

4.4 Program Names

- /preferred-pride/
 - See section 5.10: Preferred Pride

All remaining programs will link directly to their own domain.

4.5 Tags

Preferred Hotel Group to provide a list of properties and their associated tags by: May 31st

- Tags are defined within the CMS at the Core level and are available for selection at the brand module level
- Tags can include travel areas (i.e., Northeast), travel interests (baseball stadiums)
- Properties can be associated with multiple/unlimited tags
- The widget will be built to look for existing tags and display them as suggestions
- Should the website user select a tag, they will be taken to a standard search results page with hotels assigned to that tag
- The filters on a tag-based search results page will include PHG Standard Filter (7.2.1) that are relevant to the selected tag that can be filtered.
- No parent/child relationships will be defined between tags. All tags will sit on the same level
- List of tags for Beta Release:
 - Midwest
 - New England
 - Caribbean
 - French Riviera
 - Italian Riviera
 - Amalfi Coast
 - Tuscany
 - Pacific Northwest
 - DC area
 - Safari
 - Asia & Pacific
 - Central & South America
 - Europe
 - Middle East & Africa
 - North America

4.6 Vanity URLs

- **Marketing vanity URLs** (brand.com, Publication, brand.com, OfferTitle, etc) are generated on an ad-hoc basis and are not part of the Content Management System. Currently, PHG Web Development loads requested URLs in IIS on the appropriate web server. Future requests for new 301 redirects will be built by PHG Web Development in website htaccess/config file on Rackspace server. All 301 redirects will be done manually.
- **Directory vanity URLs** are generated for purpose of “shortened” property page URLs in brand directories. They follow the below pattern:
 - <http://<brand>.com/ShortenedHotelName>
 - “ShortenedHotelName” does not always reflect full, true property name. PHG to provide table with the following two columns for SHS reference by July 20:
 - **hotelCode** – PHG Property Code
 - **prettyName** – requested vanity hotel name
- **Legacy URLs:** Since Preferred Hotel Group cannot force hotel websites, 3rd parties, and other website to update their stored and published URLs every time the URL structure of the site changes, PHG has developed a set of rules to redirect a user to the correct pages.
 - **Supported Legacy URLs:-** To be redirected to new property page

http://preferredhotels.com/preferred_hotel/index.aspx?id=<PHG Code>

<http://preferredhotels.com/hotel.aspx?id=<PHG Code>>

<http://preferredboutique.com/hotel.aspx?id=<PHG Code>>

http://preferredboutique.com/Preferred_Boutique/hotels/index.aspx?id=<PHG Code>

<http://summithotels.com/summit/hotels/index.aspx?id=<PHG Code>>

<http://summithotels.com/hotel.aspx?id=<PHG Code>>

<http://sterlinghotels.com/hotel.aspx?id=<PHG Code>>

<http://sterlinghotels.com/sterling/hotels/index.aspx?id=<PHG Code>>

<http://sterlingdesignhotels.com/hotel.aspx?id=<PHG Code>>

- Only redirects included in this document are the responsibility of Sabre Hospitality Solutions.
- Preferred Hotel Group will remain responsible for all Vanity URLs following launch

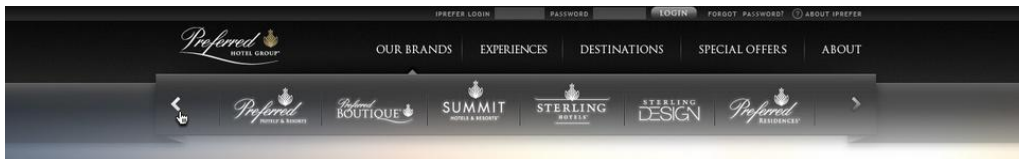
4.7 Brand and Property Business Rules

- **Hotel Name Change:** Changes to hotel information in CORE can push to the Preferred Hotel Group CMS via the pre-established API upon completion of development by Preferred Hotel Group
- Upon name change, 301 redirects, from the old name to the new name, are to be created with no expiration date. These 301 redirects will be created manually by Preferred Hotel Group
- **Hotel Brand Switch:** Hotels that switch brands are to follow same rule as hotel name change: A 301 redirect will be manually created for the old brand URL to the new brand URL by Preferred Hotel Group

- PHG redirect will also be updated by modifying the brand code to reflect changes and will pull the brand code from the CMS
- **Hotel Departures:** When a hotel departs from the PHG portfolio, PHG will manually redirect the hotel URL to the primary location level in the URL and show results for hotels in that location
- **Hotel Departures Search Results:** Hotel information will be removed from the Search Results and Booking Widget upon removal or archiving within the CMS.
- **Canonical Links:** will be placed on dual branded properties defined by the existing Preferred Hotel Group brand hierarchy.
- **The XML site map** will be dynamically updated as properties are added or removed

5 Website

5.1 Brand Homepage | Brand Bar



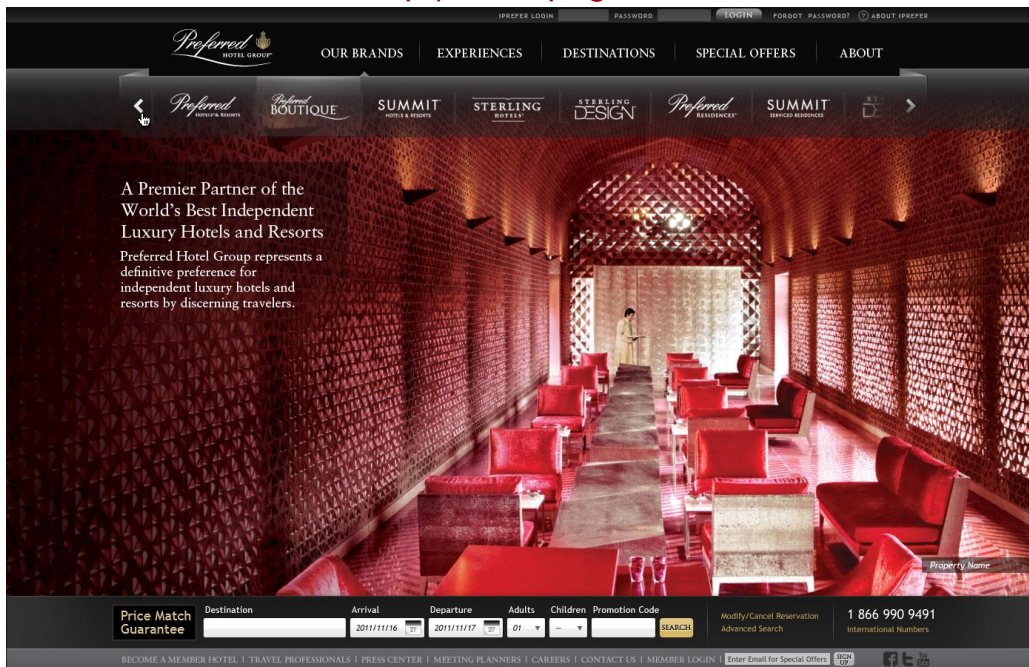
User Overview:

- All Brand Bar logos will follow PHG logo standards provided by PHG prior to delivery of the Specification document on 5/3/2012
- The Brand Bar will be broken into two categories: Our Brands and Our Experiences. On initial load of the Homepage the Our Brands bar will be expanded for user interaction
- The website user will be able to see which brand they are viewing by an on-state indicator
- These Brands featured in the Brand Bar will link to brand-level websites in subdirectories within the preferredhotelgroup.com domain
 - Preferred Hotels & Resorts
 - Preferred Boutique
 - Summit Hotels & Resorts
 - Sterling Hotels
 - Sterling Design
 - Summit Residences (Will link to own domain)
 - Preferred Residences (Will link to own domain)
- Programs will be featured under the Experiences bar, and will link to their individual websites (Preferred Pride will not link to a new domain)
 - Historic Hotels Worldwide
 - Preferred Family
 - Preferred Golf
 - Preferred Pride

Brand Bar Management:

- There will be one logo for each brand of PHG.
- In order to add a new Brand/Program, the logo will need to be programmatically inserted to the Brand Bar.

5.2 Preferred Hotel Group | Homepage



User Overview:

The Homepage will include the following:

- Preferred Hotel Group logo
- Rotating masthead
- The primary navigation, which includes Our Brands, Experiences, Destinations, Special Offers, and About.
- Our Brands and Experiences will be ever-present above the Brand Bar to meet the strategic goal of cross-brand accessibility.
- Brand/Experiences Navigation will show Preferred Hotel Group's brands and programs consolidated into a single bar. The bar is set to show an expanded view on the Homepage (shown above).
- I Prefer log-in will prompt the user for their I Prefer credentials (See 5.8 for Error Messaging)
- Link to join I Prefer. The I Prefer log-in link will take users to: http://iprefer.com/members/enroll_now.aspx
- Search console with Price Match Guarantee and Phone Number – See section 7.2 for console details
 - [The Search console will be pinned to the bottom of the user's screen.](#)
 - [When the user begins scrolling, the footer navigation will collapse and only the search console will pin and follow the user as they scroll.](#)

Comment [LM1]: Per conversation between SHS and PHG, SHS to provide options via Comp and to show implementation on one Beta page

- o When the user reaches the bottom of the page, the footer navigation will expand and be visible once again.

Comment [L.M2]: Navigation will remain a fixed element at the bottom of content pages and will not have animation

- I Prefer Offer/Benefits Push will be included. This push will be displayed as an image and link to the “Join I Prefer” section where benefits and terms will be outlined in more detail.
 - o Image and Text is editable within the CMS
- Utility Navigation
 - o B2B links
 - o Policies link
 - o Site Map
- Email Sign-up (Cheetahmail Form – See Forms Section)
- Social Media Icons
- Brand Page Transitions:
 - o From all pages within the website, a user can view a brand homepage by expanding the brand bar and clicking on a brand logo. Upon user click, the brand homepage will fade into the page without a browser page load allowing for a more elegant and smooth page transition
 - o Page load events/tracking will be triggered upon page transition.
 - o The URL in the browser address bar will change to the brand homepage URL even though a browser page load did not occur
 - o The user can use the browser back button to navigate to the previous page after visiting a brand homepage
 - o This functionality will only work in the latest versions of Chrome, Firefox, Safari. All other browsers will receive a standard page transition with a browser page load
 - o JQuery fadein method will be utilized for this functionality
 - o Functionality for Experiences will work in the same manner
 - o Page transitions will only be triggered by clicking on elements within the Brand or Experiences bars.

Technical Specifications:

Masthead: The masthead will rotate and be developed using JavaScript technology.

- Homepage mastheads will be updated via the CMS' Masthead section located in: Main (or PHG)>Pages>Mastheads
- Preferred Hotel Group is responsible for uploading additional mastheads
- Text can be located on the top left or top right and its positioning will be maintained via the CMS
- Masthead will link to URL defined in CMS for masthead when loaded

5.3 Preferred Hotel Group Content Pages

Comment [L.M3]: Content pages added to the CMS. PHG to review URL structure with SHS

In addition to the B2B content pages (section 8), the Preferred Hotel Group corporate website will have the following content pages at launch. They will not be delivered by Sabre Hospitality Solutions for the Alpha phase, but will be delivered for the Beta Phase:

- **Travel Partners**

http://www.preferredhotelgroup.com/PHG/travel_partners/index.aspx

This page lists various travel partners and related programs on the corporate level site. This page will be developed under the About Section and will use About Us page push marketing to link to the new Travel Partners pages. Travel Partners will not be added to the Website Information Architecture at launch. Current entries are:

Double Miles

Includes brief descriptor content linking to custom Double Miles page (see Special Offers section) and Terms and Conditions page.

American Express

Includes descriptor content and links to custom American Express offers page.

-American Express-specific special offers page will need to be created (either individual offer listing or Amex-category-type, for example).

Dusit International

Includes descriptor text and links to listing of active Dusit properties.

Sixt Rent a Car

Includes descriptor text and links to off-site Sixt website.

- **Policies**

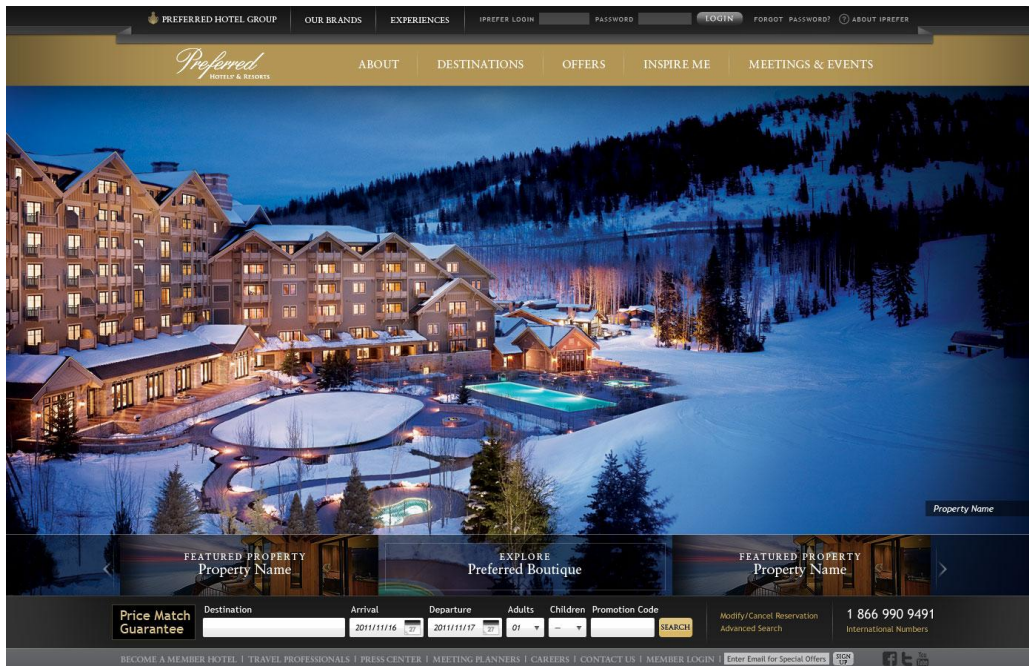
The PHG Security Policy and Privacy Policy pages will be combined into one Policies page on the new corporate site. Current pages are at:

http://www.preferredhotelgroup.com/PHG/security_policy/index.aspx

http://www.preferredhotelgroup.com/PHG/privacy_policy/index.aspx

All other PHG corporate level pages are covered under the B2B section.

5.4 Preferred Hotel Group | Brand Homepage



User Experience:

- Preferred Hotel Group logo will remain on the page to increase brand awareness.
- Primary Navigation Bar: The bar will contain primary navigation items and brand logo. The brand logo will link to an index page for the brand.
- Masthead Image Area
- Brand Push Marketing Element will include the Property name, city, state (if applicable) and Country and will take the user to the Specific Property
- Push Marketing with control over text and background image
- Brand Homepage copy
 - Title Copy: up to 2 lines and 25 characters (including spaces)
 - Body Copy: up to three lines and 35 characters (including spaces)
- The Amex logo will display within the push marketing and will link to Amex Special Offers page
- Price Match Guarantee
- Phone Number
- Search console

Comment [L.M4]: PHG to provide final assets



- Special Offers content
- Utility navigation will incorporate corporate/B2B navigation items.
 - Become a Member Hotel
 - Travel Professionals
 - Press Center
 - Meeting Planners
 - Careers
 - Contact Us
 - Member Login
 - Special Offers Sign-Up
- Footer area with copyright information, as well as text links to the site map and privacy policy.
- Social media icons for Facebook, Twitter, YouTube, and Email

Comment [L.M5]: Footer copy was not part of final approved Comps. SHS/PHG to review copy and placement during Beta Phase

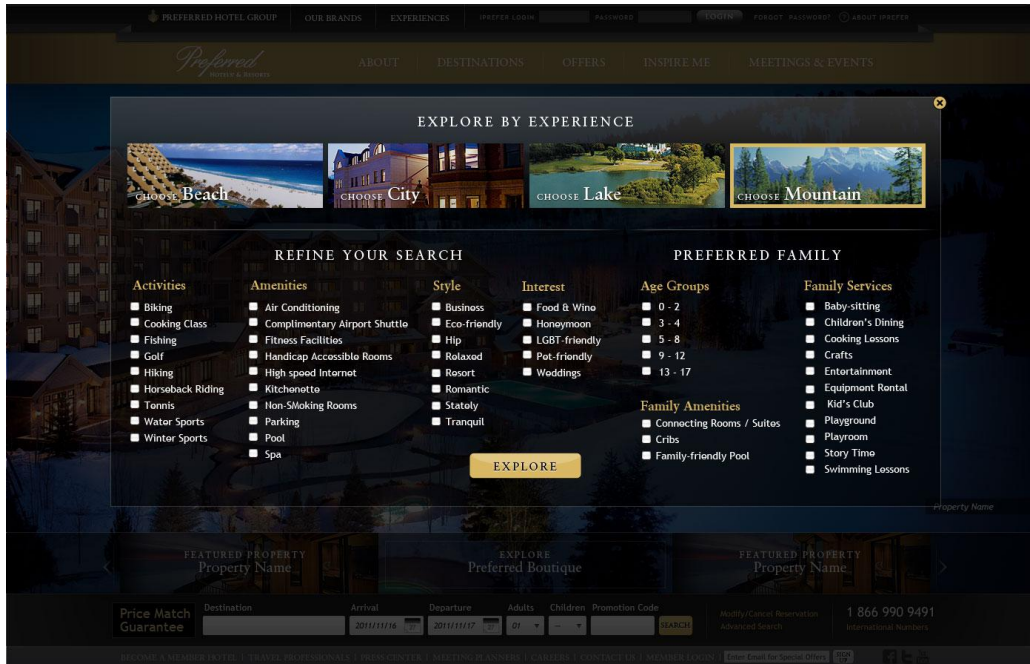
Technical Specifications:

Masthead: The masthead will rotate and be developed using JavaScript technology.

Push Marketing/ Featured Properties Content: Featured Properties content will be managed within the CMS in the "Featured Properties" section for each brand.



5.5 Preferred Hotel Group | Brand Homepage | Trip Planner



User Experience:

- OnClick of "Explore" the Trip Planner lightbox will launch
- Three thought starting, generic types of search will be presented to the user to select. If selected, the user is taken to a search results page with that category. User should be able to select multiple attributes with thumbnail selection.
- The user also has the option to check specific filters. OnClick of Explore Button, the user is taken to a search results page with the filters and brand preselected
- An expanded state for the Trip Planner can be linked to directly by using a Hash

Technical Specifications:

- Search Images: Will be editable via the Search Image field located in the Experiences Search page within the Pages section of the PHG Module
- The search type and filtered results cannot be updated via the CMS following release and will require development

- Search Filters: The Corporate level of the CMS will allow for the modification of Search Filters. The filters will be based on the pre-established list of filters provided by Preferred Hotel Group

5.6 Preferred Hotel Group | Destination Guides

Each brand site will integrate and share travel content to funnel and motivate destination decisions

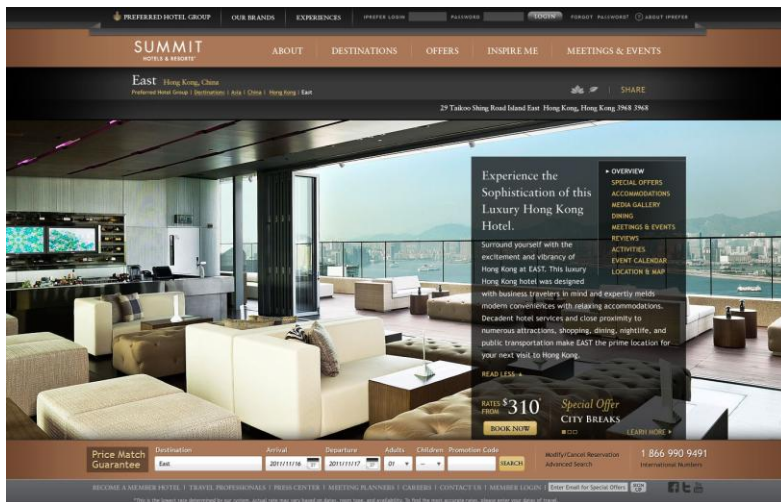
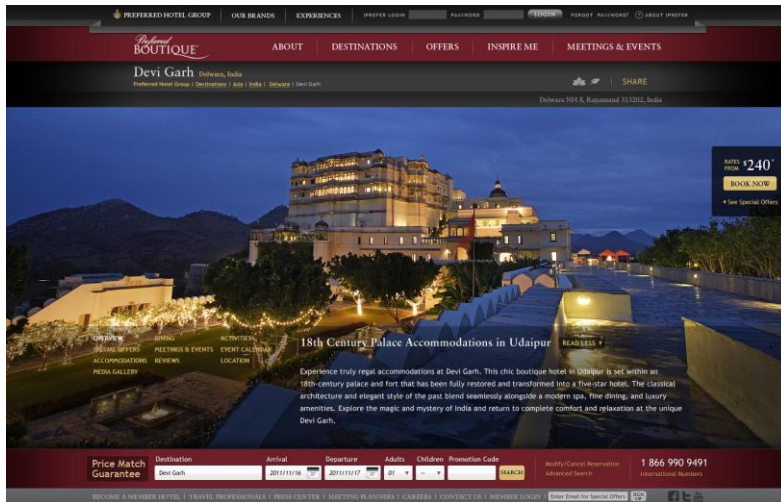
- This content will come from a third party source via an XML feed
- Guides will be created for the top twenty destinations
- Guides will also provide a list of PHG hotels in the area and suggestions on similar tags for exploration
- Ongoing feed from 3rd party source will be provided in XML format

Technical Specifications:

- Destination Guide content can be removed via the CMS on a post-by-post basis
- Destination Guide content can be manually added to the page via the CMS:
 - Required fields are established based on content provided by 3rd party XML feed
 - SHS to provide documentation on loading custom XML feed

Comment [L.M6]: SHS/PHG to review next steps during Beta Phase

5.7 Preferred Hotel Group | Property Level Pages



User Experience:

- Property level pages will have two templates

- Navigation names will remain the same regardless of template
- [Navigation names will appear above the content on all sub-navigation property pages except the Overview page where it will be SEO copy](#)
- Property level pages will include the following:
 - Preferred Hotel Group logo and I Prefer log-in
 - The brand bar area will be color-coded to the brands design and the primary navigation will appear in the same area where the brand bar once was.
 - Masthead Image
 - Overview Copy. Each brand and/or program can have specific property content if defined by PHG.
 - Rates From (details below)
 - Search console with brand color
 - Area for property specific text content. This area will include all the basic information about the property.
 - Push marketing for Special Offers and the Social Dashboard.
 - Preferred Program identifier (i.e. green property, family, etc) to be provided by PHG

Comment [L.M7]: SHS has implemented all identifiers provided which was approximately 250

Technical Specifications:

Information on Property Page: Data will be pulled into the website through the PHG Content Management System (CMS). Each property will have a record under the "Properties" tab of the admin.

- *Property Name:* This field contains the property name and will dictate how the property name is displayed on the website. The Database field is *property_name*.
- *Property Code:* This field defines how the property will show in a URL. It is typically a hyphenated version of the property name. The Database field is *property_code*.
- *Rates From:*
 - Rates From generated by lowest public rate found by performing a single night stay search for each of the next 30 days.
 - [If dates are entered into widget then "rates from" will be live API call with dates](#)
 - If no availability then display property cached rate
- Images for each property will be selected from the "Image Tab."
 - Sabre Hospitality Solutions will upload 3 images after they are treated by and placed into a PSD by PHG
 - 1 image will be loaded by launch..
 - The *masthead image* will be the default image for an individual property. Default image size is [1400px by 795](#).
 - A mobile masthead image will be included and formatted for viewing on a mobile device.
 - Thumbnail will also be loaded for launch.
 - All images are stored on the Moxiecode image server and can be selected by double clicking on the image and updating them. Moxiecode structure is set up on a per-property basis per brand. The PHG ID is used to identify the hotel. There are separate folders for each type of image—ex: PHGID/mastheads.

Comment [L.M8]: See notes on Rates section

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Masthead Specifications:

- Each folder within the image upload tool is gated as a result there is no common folder for all mastheads
- A masthead library will be created with the ability to add, delete, edit, and order images
- An unlimited number of photos can be uploaded.
- SHS will upload one image provided by Preferred Hotel Group in PSD format

Property Overview Page: Expanded by default. "Overview" title should not display above content.

Property Accommodations Page: Based on a website interior page template.



Property Dining: Based on a website interior page template.

Property Event Calendar: Special page designed for Events. Area will expand and collapse via JavaScript and will include share functionality. Included will be a calendar showing months and days with the ability to click through months to see upcoming events.

Comment [L.M9]: SHS/PHG to review Event Calendar during Beta phase.

Meetings & Events Link: This will take the user to the PHGMeetings.com property page for the property currently displayed. The format of the link is <http://phgmeetings.com/resources/code.php?code=<PHG Hotel Code>>. This link should open in a new window.

Property Special Offers: A feed will display only offers associated with the specific property. There will be expand/collapse functionality to learn more about the offer, as well as share functionality. The "Book Now" link/button will take the user to the booking engine via the PHG Redirect with the special offer promo code appended to the URL (and, if present in session/cookies, dates/other console parameters).

Property Location Page: Special page designed for Location, integration Google Map into the website background. The following fields show location information for the property that can be displayed on a property location page. Data is pulled onto the website through the Google Maps API.

- *Address:* This will define the main address line of the property.
- *Address_Line_2:* This field is an extension of the main address line.
- *City:* Shows the city of the property.
- *State:* Shows the state of the property if it is within the United States. International properties typically have state marked as other.
- *State_Other:* This allows for International properties to define a state within their address for an individual property.
- *Country:* A country code within the CMS will define "country."
- *Latitude and Longitude Fields* allow for the input of coordinates, which are pulled through to the Google Map API. These coordinates determine the placement of the pin on a Google location map
 - PHG to provide Latitude and Longitude coordinates provided from CORE by PHG.
- *Description:* This will allow for the inclusion of content related to the specific property.

Photo/Video Gallery: *Digital Asset Management Tool* will populate a picture gallery that is provided by Leonardo. *Leonardo_Video_Gallery_Link* will populate a video gallery that is provided by Leonardo. Gallery will display in a modal window on site.

PHG CRM -> SHS CMS API

On a daily basis (between 6-9AM CST), the CMS will receive updated core property information from the PHG CRM. The following data will be submitted via the API:

- PHG ID
- SynXis ID
- Pegasus ID
- Pegasus Chain
- Property Name
- Address
- Address 2
- City
- State
- Zip
- Country

- Latitude
- Longitude
- Property Attributes

Data submitted via the API will overwrite any existing data in CMS. Properties will be affected at the PHG Corporate Module level. Properties in other modules will inherit core data changes received via the API.

New properties will have to be activated by PHG in the CMS in order to appear on websites. Existing properties will remain active and only receive changes (location, attributes, property name, etc).

5.8 Preferred Hotel Group | I Prefer Program

I Prefer will be presented as an opportunity across the entire Website platform.

- "I Prefer" will always be displayed as ***I Prefer*** (bold and italicized) on the websites.
- Any links to I Prefer will go to IPrefer.com for website launch.
- Upon successful login, the login console will be replaced with a welcome message (e.g. "Welcome back, <first name>"), the user's I Prefer ID, and an About I Prefer link which takes the user to the I Prefer benefits page (<http://www.iprefer.com/online-booking-rewards/>):

Welcome back, <first name> | ***I Prefer*** ID: 000000000 | **Member Benefits <link>**
- Integration will match the integration on Preferred Family.
 - The website will pass his or her I Prefer member information to Guest Connect using the method outlined below.
- The widget and booking links/buttons will utilize the PHG redirect
 - When a user is logged in to I Prefer and clicks on a booking link/button, an interstitial should query the redirect, grab all necessary converted parameters and values, including tracking parameters and previously defined loyalty program parameters (available upon request), and pass straight to SynXis Booking Engine provided by PHG on or before May 31. SRC, IATA, or promo codes stored in the session should also pass.
- Login Error Messaging:
 - If no record exists an error message is displayed in the same login area: "Sorry, the email or password you provided cannot be located"
 - If the password or username is incorrect an error message is displayed in the same login area: "Sorry, the email or password you entered is incorrect"
 - Any error message will display **underneath** the login console, pushing the other elements down. All errors should display in the same manner with the same styling.
 - Users selected Forgot Password will be taken to the existing I Prefer Forgot Password page in a new window at http://www.iprefer.com/members/forgot_password.aspx.

5.9 Preferred Hotel Group | Preferred Pride

Preferred Pride, a Preferred Hotel Group program, will have semi-brand representation on the portal.



The Preferred Pride logo will be featured under the Experiences tab. When selected, the user will be taken to the Preferred Pride homepage, which will follow a brand homepage in style and wireframe.

Preferred Pride-specific content will be created in the CMS to be linked to from this homepage.

Preferred Pride, while not a brand, will exist under the PHG Corporate module in the CMS where the content can be edited and where hotels can be assigned.

5.10 Preferred Hotel Group | Reviews

User Experience:

Hotel information will include a reviews page that features content from RateGain that is provided in XML format. SHS can customize the display of the content slightly to accommodate the look-and-feel of the Preferred Hotel Group brand template.

Comment [L.M10]: RateGain provided a JavaScript implementation.

Technical Specifications:

Content Feed

Rate Gain will provided a JavaScript plug in code that will be used at the property level for each PHG property. The feeds will be mapped to RateGain using the property's PHG ID at the unique identifier. Reviews from multiple sources will be included.

- The feed can be styled to accommodate a page based on CSS styling defined by SHS.
- [The 10 most recent reviews for a property will be pulled from the following sites and display in reverse chronological:](#)
 - [Trip Advisor](#)
 - [Expedia](#)
 - [Travelocity](#)
 - [Booking.com](#)
 - [Hotels.com](#)
 - [Google Places](#)

Content Frequency

Sabre Hospitality will consume the XML file one time per day storing the data locally.



6 Special Offers

6.1 Special Offers by Level

On the Corporate and Brand levels, the Special Offers section will be broken apart into two main pages:

- Special Offers Overview
- Individual Special Offers Page

The **Special Offers Overview** will serve as a list of all offers that are a) not property-level only offers and b) not private offers as determined in the CMS.

The **Individual Special Offer Page** will provide details of the offer as entered in the CMS following the criteria under 6.1.1 and include a participating hotel list that can be filtered using the standard PHG filters. The filters that display will be based on the participating hotels and their attributes.

[Affiliate hotels built in the CMS cannot be assigned to special offers.](#)

Corporate:

- The MCC will live within the corporate section of the CMS
- All Brand and Program properties displaying within the Preferred Hotel Group domain will be included in the MCC for selection
- Offers for the PHG level are managed at the PHG module level
- Administrators will be able to associate multiple Brands to an offer which will generate a list of eligible properties
- Brand and Properties will be required to publish a Special Offer
- Selecting a property will direct the website user to the branded property site.

Comment [L.M11]: SHS did not implement Brand requirement to allow for property only Special Offers

Programs/Experiences:

- Clones of a special offer will be pushed to the corporate MCC for review and publishing
- Selecting a property within these offers would direct the website users to the Experience property page
- In order to publish a brand/program offer at least one property must be associated with the offer

Brand:

- Serves as a filtered down version of the corporate special offers page
- Offers can be added at the brand level that will not display at the PHG level
- Offers will display that have properties associated with a specific brand
- In order to publish a brand/program offer at least one property must be associated with the offer
- See below, section 6.1.2, for business rules pertaining to Brand and Property copy

Property:

- See below Display Levels under Technical Specification Overview

Campaign:



- Campaigns (Formerly programs) are marketing opportunities provided to Preferred Hotel Group member hotels that allow them to associate with a Preferred Hotel Group marketing program.

6.1.1 User Experience/Layout Overview:

- On the **Special Offers Overview page**, a participating hotels total will indicate the user how many hotels are in the offer. On the Individual Offers page, a "results total" will be display on the page to indicate how many hotels are participating in the offer. This results total will dynamically update when the user filters the list of hotels using the PHG Filters. Individual Offer pages at the Corporate level will include the Brand filter. Brand level Individual Offer pages will not have the brand filter.
- Each special offer can be assigned to one or more participating hotels
- A user will have the ability to view all hotels for an offer via a link from the Special Offers Overview page.
Example: <http://preferredhotelgroup.com/preferred/offers/get-down-to-business/>
 - The offer will include the list of properties associated
- The Search Description copy will display by Default
 - **In the event the Search Description field is not populated, the Overview copy will display by default**
- The listing for each special offer will include the following:
 - Thumbnail photo (Link to Individual Offer page – passing the promotion code in the URL)
 - Package name (Permalink to page with full list of properties associated with Offer)
 - Short text description.
 - Indicator for total number of participating hotels
 - Text Link/Button to view all participating hotels

Comment [L.M12]: PHG to provide additional details during Beta Phase. The description field populates the copy area for a special offer

The Special Offers Overview page will also include an Offer Type filter bar:

CHOOSE A SPECIAL OFFER TYPE				
Select All Offers	Great Rates	Last Minute	Free Breakfast	Packages
City Breaks	Resort Escapes	Golf Packages	Best Rate, Guaranteed	Holiday

Offers, when created in the CMS, can be assigned to one of the above pictured filters. By default, "Select All Offers" is selected (indicated by the gold border). When a filter is selected, the "Select All Offers" filter de-selects (gold border disappears) and the selected filter updates with the border. When another filter (Filter B) is selected, the previously selected filter is de-selected and the offer lists updates to the new filter. Filter B, in this case, will now have the gold border.

When a filter is de-selected (single-click by user), the "Select All Offers" default is re-selected automatically and the styling (border) updates accordingly (disappears from Filter, reappears around Select All).

Comment [L.M13]: PHG to review existing implementation during Beta Phase

On the **Individual Offer page**, the hotel listing will follow the same layout of a hotel listing on a Search Results page. The Rates From will be filtered with the Offer promo code.

The hotel listing will include the following items:

- Only properties from the following brands:
 - Preferred Hotels



- Preferred Boutique
- Summit Hotels & Resorts
- Sterling Hotels
- Sterling Design
- Summit Serviced Residences
- Property thumbnail photo ([link to brand property page with promo code appended to URL](#) – booking console will display passed promo code on property page)
- Property name (link to brand property page following same rules as thumbnail photo)
- Location information (City, State if applicable, Country)
- “Learn More” link to brand property page following same rules as thumbnail photo
- [Rates From \(filtered by promo\)](#)
- Book Now button (link to booking engine using PHG Redirect with promo code appended)
- Brand/Program identifiers
 - Corporate Level: display primary brand and all programs hotel is a member of as logos
 - Brand Level: display programs hotel is a member of
- Hotel-specific special offer information if entered into CMS
- “View Other Special Offers at <property name>” link that expands/collapses content item. This will display all other non-private offers the property is associated with.

Comment [L.M14]: SHS is keeping pretty URL but passing promo code to GC

Comment [L.M15]: SHS/PHG to review

Promotion Codes:

- The promotion code will persist throughout all property and property sub-pages as well as part of the booking console. After the user leaves the property page or otherwise ends their session the promotion code will be dropped.

The website user will be able to filter [hotels on an individual special offers page](#) based on various criteria. Filter categories will be listed on the left hand side of the website under the search console. Categories will include the following PHG Standard Filters:

- Brands (Corporate level only)
- Price – Low to High
- Price – High to Low
- Location (hierarchy: Country > State > City)
- Amenities
- Activities

Repopulation of [hotel listing](#) on an Individual Special Offer page will occur without a page refresh. If a page refresh is needed based on testing, functionality will be updated. The “Reset” button will clear all selected filters and return the search results to the default search results state. The “Expand All” button will expand all filter sections when clicked, and the “Collapse All” button will collapse all filter selections when clicked.

Filtering will update the amount of property results displayed for each offer only individual offer page. The number of properties will be shown in an indicator over the hotel list.

Technical Specifications Overview:



Public and Private Special Offers Setup/Management: Special offers will be setup and controlled in the PHG CMS under the "Main > MCC" section to allow for multiple hotels across various brands to be associated with a single offer. Functionality will be similar to Preferred Family where the CMS user can set up an offer by the following criteria:

- **Title:** Title of the Offer
Character Limit: 100
Format: Text
- **SEO URL:** Hyphenated version of the title for URL purposes
don't need to define
- **Property Attribute Field:** Allows for the selection of properties associated with a specific offer. This can be edited as necessary.
Type: Text?
- **Start Date/End Date:** Allows for an offer to be set up in advance and be removed from the website at a specific time in the future.
Format: YYYY-MM-DD
- **Active:** If active, the URL can be accessed publicly. If inactive the page will return the Corporate Special Offers Overview page if the user is at the corporate level or the Brand Special Offers Over page if the user is at the brand level.
Type: Yes/No or 1/0?
- **Description:** Allows for the inclusion of content explain the value and details of the offer (HTML WYSIWYG)
Format: Text
- **Rate/Promo Code:** Fields will be included and will allow for the entry of a specific code that can be appended to a hotel's booking engine URL string.
Format: Text
- **Channel Attribute Field:** Allows for the attribution of an offer to single or multiple channels—ex: Golf, Recreation, or Spa
- **Filters:** Will follow the global filters being used for properties for the Destinations page. These are managed for each property in "properties > config." There will be an offer type filter as well that would be associated with channels in the main MCC.
- **Public/Private Setting:** Ability to set an offer as public or private depending on need
- **Associate Campaign:** Allows the administrator to associate the offer with a campaign
- **Thumbnail:** Photo uploaded at the Offer level for a package
- **Masthead:** Ability to upload a masthead image for private offers
- **Travel Agent ID**
- **General Offer Field:** (As needed based on final layout determined by PHG/SHS)
- **Terms and Conditions:** Text field for terms and conditions
- **Filtering:** The filter functionality will filter Special Offers and Properties within the offer using JavaScript. The filters will have the following sections and will pull from the following places in the Preferred Hotel Group CMS. These sections should automatically update if new items are added from the corresponding field in the Preferred Hotel Group CMS (ex: a new channel or new region)
 - Brand>Pulls from brand attributes from the "Main" section of the Preferred Hotel Group CMS.
 - Location>Pulls from the "Tags" field as defined for each property in the Preferred Hotel Group Content Management System.
 - Amenities>pulls from the selectable attribute field in the Preferred Hotel Group CMS for the property under "Config">"Amenities"
 - Activities>pulls from the selectable attribute fields in the Preferred Hotel Group CMS for the property under "Config">"Amenities"

Comment [L.M16]: SHS has removed during development to enforce URL requirements

Comment [L.M17]: Long description is a WYSIWYG field. SHS kept description field consistent with other MCC implementations

Comment [L.M18]: Will be managed via the Campaigns section. SHS to demo to PHG

- *Display Levels*
 - Corporate (Default Checked)
 - If unchecked follows the property display rules
 - Brand (Default Checked)
 - If unchecked follows the property display rules
 - Property (Default Checked)
 - If property is the only level selected; it will display at only the property level search results and when a search is performed containing the property
 - None (Private Only – URL Only)
- *Tags*: PHG will provide a list of tags and their associated properties.
- *Length of Stay*: Free form text field only integers accepted (Default is 1)
- *Rates From*:
 - Filtered by offer code
 - Will be displayed next to property
 - Single Live API Call based on Length of Stay from current day
 - If no availability then display property cached rate
 - No availability will include * that will indicate there is legal copy pertaining to the rate not being returned
 - If expiration date is hit do not query
 - If dates are entered into widget then “rates from” will be live API call with dates
- *Hotel Link*:
 - Toggle – suppresses Property Page link
 - Default checked
- *Booking Link*:
 - Toggle – suppresses Booking link
 - Default checked

When adding a brand to an offer, the CMS user will be able to set the following brand-specific information:

- *Brand Specific Masthead*
- *Brand Specific Thumbnail*
- *Brand Specific Short-description*: Replaces offer short description on Special Offers Overview page at brand level
- *Brand Specific Copy*: If entered, brand specific copy replaces offer description on brand-level offer page.

When adding a hotel to an offer, the CMS user will be able to set the following hotel-specific information:

- *Active*: When set, hotel will display on Individual Offer page. Will allow user to quickly remove hotel but retain any hotel specific data in the event the property needs to be re-added.
- *Hotel Specific Offer Description*: Would appear in hotel list under hotel name/location. Would replace hotel description in listing.
- *Hotel Specific Promo Code*: This promo code would override the Offer promo code if it exists and be passed to the booking engine and property pages.

Special Offers Display Management

Offer Display at Property, Brand and Module Levels

Preferred Hotel Group will have the ability to set offers to display at the property, brand and Preferred Hotel Group level



- The default option for all offers will be for each offer to be displayed at the brand, property and Preferred Hotel Group levels (See above Technical Specification for management).

Special Offers Reordering

Preferred Hotel Group will have the ability to re-order the display of special offers at the module and property level via the CMS.

- The CMS will leverage numbering and PHG can leverage drag and drop reordering similar to what is found within the Preferred Golf FAQ section: <https://admin.historichotels.org/golf/faq/order>
 - Last Updated
 - Offer title
 - Dates
 - Channels
 - Last Published
 - Ordering Field
 - Note, only active special offers will display on Special Offer Ordering page
- By default a new offer will display at the top of the Special Offers list at the property, brand and module level
- Featured Offers will display above the first special offer at the module level regardless of ordering fields integers
 - If an offer is featured it will always display at the top of the of the Special Offer Ordering page
 - Featured offers cannot be moved below the highest non-featured offered without removing the featured offer flag from the individual offer
- If an offer expires the next offer within the special offer ordering page will display
- The ordering of special offers at the property level is determined by the ordering of offers at the module level
 - Special Offers assigned to a property only will always display above Module level offers
 - The most recently published offer will display first

Comment [L.M19]: SHS will adopt the same business rule for Brand ordering

Deleted: (Requires 4)

6.2 Campaigns and Private Offers

6.2.1 Campaigns:

Campaigns (Formerly programs) are marketing opportunities provided to Preferred Hotel Group member hotels that allow them to associate with a Preferred Hotel Group marketing program. For example, a hotel can sign-up to be part of the City Breaks campaign.

Example of a Campaign: <http://phgoffers.com/participatingHotels.aspx?id=652>

- Campaigns are stand-alone pages that are not included in site navigation or existing search results
- Private Offers do not include site navigation and do not appear in existing search results
- Parent/Child Relationship: Campaigns have offers or hotels associated but neither is required to create a campaign

Campaign Page and CMS Elements

- Title
- General Description/Overview: HTML WYSIWYG field

Comment [L.M20]: SHS/PHG to review during Beta phase



- *Masthead*
- *Property Specific Description* (Can override default description)
- *PHG Search Filters*: Standard
- Ability to associate offers or hotels with a campaign
- *Start/End Date*:
- *Campaign Selector*: When creating a new campaign within the CMS the Administrator will be able to designate which level (brand or corporate) the campaign will live at
- *Active*: If active, the URL can be accessed publically. If inactive and without a 301 redirect the page will return a redirect to the Corporate Special Offers Results page.
- *Tags*: Ability to associate a campaign with any defined tags
 - *Tag Specific Masthead*: If selected, masthead will display instead of Masthead
 - *Tag Specific Copy*: If selected, will display instead of General Description/Overview
- *Booking Link Type*: Determines the template type of the offer.
 - Choice (If Private)
 - Red Lion (If Private)
 - I Prefer
 - Preferred Hotel Group (Default)
 - Preferred Hotels
 - Preferred Boutique
 - Summit Hotels
 - Sterling
 - Sterling Design
 - Preferred Pride
- *Hotel Link*:
 - Toggle – suppresses Property Page link
 - Default checked
- *Booking Link*:
 - Toggle – suppresses Booking link
 - Default checked
- *Booking Instructions*: Allows for display of "Booking Instructions" link rather than the booking link. Instructions will display in a modal window.
- *Campaign Association*: Ability to associate offers or hotels with a campaign
- *Terms & Conditions*: Text field for terms and conditions

* SHS to provide special page comp

6.2.2 Private Special Offers

When an associate creates an offer they will be able to designate it as public or private. Private Campaign Template: (<http://phgoffers.com/participatingHotels.aspx?id=641>)

SHS will complete the following:

- Mirror the existing campaign template except for the following:
 - Navigation is suppressed
 - Points Navigation Bar included (if required)
 - Color template that can be defined by PHG
 - Points total is editable via the CMS



- Details
 - o Partner logo
 - Editable field within the CMS
 - o If applicable "link to booking instructions"
 - o PHG logo

CMS Elements Provided by PHG on May 31st

- displayName
- rateCode
- travelAgentID
- generalDescription
- termsAndConditions
- bookingInstructions (NULL if none exist)
- linkImgTag
 - o This is used for existing parent/child offers in PHGOffer. The data here is for the images that display on the parent page (see <http://phgoffers.com/interval> for an example). Whenever you provide the comps, we'll need one that has a similar layout to the Interval example.
- hotelLink (1 = display, 0 = do not display)
- bookingLink (1 = display, 0 = do not display)
 - o bookingInstructions button displays only when bookingInstructions data exists and overrides bookingLink button
- bookingEngine

The following partner pages will be implemented for launch. PHG will provide assets for the following private offers by May 31st:

- **Choice Privileges Service Center** - <http://phgoffers.com/choice2012>
- **Choice Privileges Rewards** - <http://phgoffers.com/2012choicelisting>
- **American Express Membership Rewards** - <http://phgoffers.com/amexmrewards>
- **Red Lion R&R Club Service Center** - <http://phgoffers.com/lion2012>
- **Red Lion R&R Club** - <http://phgoffers.com/2012lionlisting>
- **Interval International** - <http://phgoffers.com/interval>
- **Frequent Flyer**: <http://phgoffers.com/miles.aspx>
- **Virtuoso Benefits**: <http://phgoffers.com/virtuosovip>

*SHS to include single Private Special Offer Comp for approval

6.2.3 Double Miles Custom Page Requirements

The Double Miles airline partner page is a custom page will be migrated to the new preferredhotelgroup.com

Requirements:

- Masthead
- General Description
- Participating Airline Grid
 - Each airline has the following requirements:
 - o Airline logo

- Offer description
 - Airline name/title
 - Link to participating hotels
- Airlines will use same list of participating hotels unless airline-specific page has been created (see American Airlines in link)

General: <http://phgoffers.com/participatingHotels.aspx?id=613>

AA: <http://phgoffers.com/participatingHotels.aspx?id=658>

- **Terms & Conditions Link**

T&C links to a page (currently built as an offer in the Admin) that includes T&C copy plus a list of **non-participating hotels**. Hotel list follows standard PHG Offers layout (Booking Link is turned off).

Double Miles URLs

Main page:

<http://preferredhotelgroup.com/offers/double-miles/>

Alaska Airlines Mileage Plan

<http://preferredhotelgroup.com/offers/double-miles/alaska-airlines-mileage-plan>

American Airlines AAdvantage

<http://preferredhotelgroup.com/offers/double-miles/american-airlines-aadvantage>

ANA

<http://preferredhotelgroup.com/offers/double-miles/ana-mileage-club>

Asia Miles

<http://preferredhotelgroup.com/offers/double-miles/asia-miles>

British Airways

<http://preferredhotelgroup.com/offers/double-miles/british-airways-executive-club>

Flying Blue

<http://preferredhotelgroup.com/offers/double-miles/air-france-klm-flying-blue>

JAL

<http://preferredhotelgroup.com/offers/double-miles/jal-mileage-bank>

Jet Airways

<http://preferredhotelgroup.com/offers/double-miles/jet-airways-jetprivilege>

Kingfisher Airlines

<http://preferredhotelgroup.com/offers/double-miles/kingfisher-airlines>

Korean Air

<http://preferredhotelgroup.com/offers/double-miles/korean-air-skypass>



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Singapore Airlines

<http://preferredhotelgroup.com/offers/double-miles/singapore-airlines-krisflyer>

Malaysia Airlines

<http://preferredhotelgroup.com/offers/double-miles/malaysia-airlines-enrich>

Qantas

<http://preferredhotelgroup.com/offers/double-miles/qantas-frequent-flyer>

United

<http://preferredhotelgroup.com/offers/double-miles/united-airlines-mileageplus>

Varig

<http://preferredhotelgroup.com/offers/double-miles/varig-smiles>

Virgin Atlantic

<http://preferredhotelgroup.com/offers/double-miles/virgin-atlantic-flying-club>

Comment [L.M21]: SHS requires assets to complete implementation

6.3 Partner Landing Pages

The following partners have unique landing pages on Preferred Hotel Group that include an overview and a search widget. The BE template for each page is specific to the partner and will direct the user directly to the partner booking engine. SHS will build out the following three partner landing pages in preparation for launch. Preferred Hotel Group will be responsible for building any additional Partner Landing pages after launch.

- Active International
<http://preferredhotelgroup.com/vip/activeinternational/>
- Luxury Link
<http://preferredhotelgroup.com/vip/luxurylink/>
- Sky Auction
<http://preferredhotelgroup.com/vip/skyauction/>

7 Search Results

7.1.1 User Experience/Layout Overview:

- The search results hotels will display in a list format by default
- Each result listing will show in the default collapsed state. In the collapsed state, the following information will be shown:

- Thumbnail photo of the property (links to brand property page)
- Property name (links to brand property page)
- Location of the property
- Brand affiliation
- Rates From following API rules
- Special Offers associated with the property (collapsed by default – section expands to display all non-private offers property is associated with)
- If property is associated with I Prefer then display I Prefer amenity information
- Learn More button (links to property page)
 - Add brands and programs to this display: <http://preferredhotelgroup.com/preferred-boutique/destinations/?search=hp&country=United+States&numberOfAdults=1&numberOfChildren=0>
- The book now button will take the website user to the booking engine using the PHG redirect
- The website user will also be able to filter search results by the following:
 - Price
 - Location
 - PHG Standard Filters (section 7.2.1)
- The user will not be able to filter by brand when performing a search at the brand level
- By checking or unchecking specifications within these filter categories, the list will update with applicable results that meet the filtering criteria.
- The number of returned search results at the top of the page will also update with filtering.
- Price Match Guarantee copy with link to form

Technical Specifications:

Filters: Filters will update without a page reload unless performance requires a page reload. Testing will be performed by Sabre Hospitality Solutions to determine the reload format. Filtering will be managed through a standardized set up of filters. Results will be able to be modified through the property config page. Filter updates will be modified at the global level and will apply to all properties

Rate Feeds: Rates will feed from SynXis and be pulled in from the admin.

Booking Engine Type:

- SynXis (Using PHG Redirect)
- None
 - If none, custom message can be entered by PHG

7.2 Widget & Search Results Behavior

Widget Rules & Elements

Widgets options will include the following

- | | |
|---------------------------------|------------------------|
| ○ Hotel name/location/tag input | ○ Number of children |
| ○ Arrival date | ○ Offer code |
| ○ Departure date | ○ IATA/Travel Agent ID |
| ○ Number of adults | ○ Action button |

Comment [L.M22]: Not included of approved Comp



- Advanced search link
- Modify/cancel reservations link

- The widget will utilize the PHG redirect
 - When a user is logged in to I Prefer an interstitial should query the redirect, grab all necessary converted parameters and values, including tracking parameters and previously defined loyalty program parameters (available upon request), and pass straight to SynXis Booking Engine provided by PHG on or before May 31
- Hotel name, location, or tag will be required before being able to search. All other search criteria is optional
- Dates, if selected, will be retained in widget throughout the user-session.
- A user will clear the dates by clicking once within the Date fields
- When arrival date is selected, departure date will be pre-populated with following day
- Search Console will include a Modify/Cancel link that utilizes the PHG Redirect (see section 9.2).
 - The brandCode of the Redirect is dependent on what brand site the user is on:

Preferred Hotel Group: PV
 Preferred Hotels & Resorts: PH
 Preferred Boutique: BC
 Summit Hotels & Resorts: XL
 Sterling Hotels: WR
 Sterling Design Hotels: SD

- Book by Phone (with link to international numbers list)
- On the property page, the Search Console will be pre-populated with the name of the property and any other applicable search criteria the user has already entered into their search. The action on the console will take the user to the booking engine instead of the search results page.

Comment [L.M23]: Calendar functionality implemented. A user will be able to select a new date on click in Date fields

Search Results Rules

- Rates From generated by lowest public rate found by performing a single night stay search for each of the next 30 days.
- If no rates are available, a message that reads "Rate Not Available" will display in their place
- Tags or locations without properties will not display as a search option within the destination drop down fields
- Default Display
 - Default 10 result
 - Filters will be default collapsed
 - Search Results hierarchy
 - I Prefer Participation
 - Country
 - State
 - City
 - Property Name
- Breadcrumbs
 - Location will be included within the breadcrumb and page header if searched. Location information in breadcrumb will be dynamic.
 - If tag is searched, tag will be included in header but not breadcrumb
- Sort Order

Comment [L.M24]: Known issue

- Brands
 - **Brand Hierarchy**
 - Preferred Hotels
 - Preferred Boutique
 - Summit Hotels
 - Summit Residences
 - Sterling Hotels
 - Sterling Design
- Name – A-Z
- Price – Low to High
- Price – High to Low
- Results Per Page (10, 20, 50 and all)
 - If less than; greater option does not display
- Filters
 - Selected filters will display at the top of the Filters section with the ability to clear one or clear all
 - Brand filter will only display at the corporate level
 - “Hotel Name Contains.” If a user entered any portion of a hotel’s name. it will return in the search results
 - Brand (Default Checked)
 - Location (hierarchy: Country > State [if applicable] > City)
 - If a region/search tag is searched for in the widget, the item searched for should take the place of the Location Hierarchy. If a user starts drilling down via the location filters on the search results page, then the Location Hierarchy should be displayed next to the term searched for
 - Results Per Page: 10, 20, 50, All
- PHG Standard Filters (see 7.2.1)
- Search results display all search criteria will be displayed including tags
- Price Match Guarantee call-to-action should also be present on search results linking the User to the Price Match Guarantee form

7.2.1 PHG Standard Filters

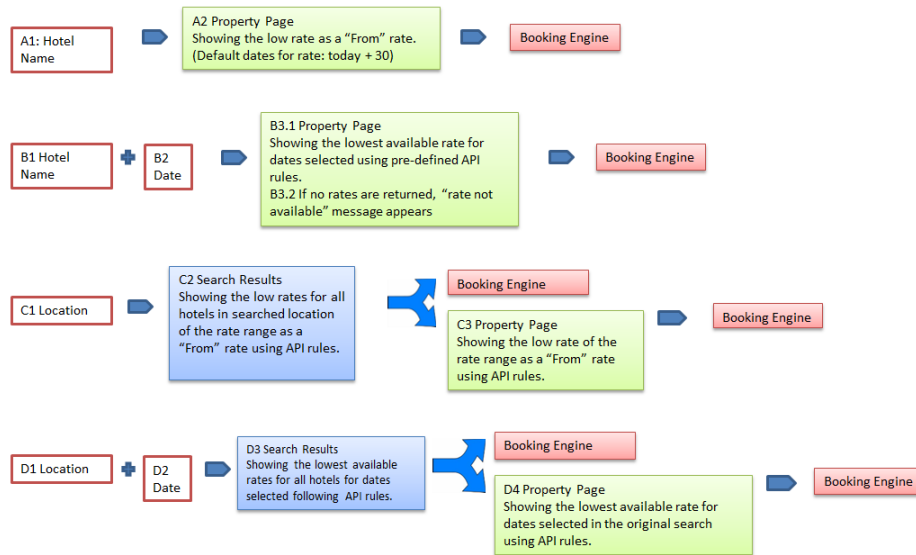
Preferred Family: Age Groups	Preferred Family: Amenities	Preferred Family: Services	Activities	Amenities	Setting	Style	Interest
0 - 2	Connecting room/suites	Baby-sitting	Biking	Air-conditioning	Beach	Business	Food and wine
3 – 4	Cribs	Children's dining	Cooking classes	Complimentary airport shuttle	City	Eco-friendly	Honeymoon
5 – 8	Family-friendly pool	Cooking lessons	Fishing	Fitness facilities	Lake	Hip	LGBT-welcoming
9 – 12		Crafts	Golf	Handicap accessible rooms	Mountain	Relaxed	Pet-friendly
13 – 17		Entertainment	Hiking	High-speed internet		Romantic	Weddings
		Equipment rental	Horseback riding	Kitchenette		Stately	
		Kids club	Tennis	Non-smoking rooms		Tranquil	

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		Playground	Water sports	Parking			
		Playroom	Winter sports	Pool			
		Story time		Spa			
		Swimming lessons					

The filters, when presented on the websites, should be presented in **sentence case** (e.g. "Winter sports" as opposed to "Winter Sports").

Conversion Flows



Comment [LM25]: Font style is all caps. SHS to review during Beta Phase.

Deleted: - - - - -Page Break- - - - -

preferredhotelgroup.com

The PHG widget and search results will display only the following Brand and Programs:

1. Preferred Hotels (PH)
2. Preferred Boutique (BC)
3. Summit Hotels (XL)
4. Sterling Hotels (WR)
5. Sterling Design Hotels (SD)
6. Summit Serviced Residences (XR)



7. Historic Hotels (Only HE coded)
8. Affiliate Hotels

- Hotels in the search results will link to the property pages. For any dual branded property; SHS will leverage the PHG provided hierarchy with the highest brand being used as the default link. For example, the Allison Inn & Spa is Preferred Hotels and Preferred Boutique
 - When performing a search, at Preferred Hotel Group, the Allison will link to the Preferred Hotels property page
 - When performing a search at Preferred Hotels & Resorts, the Allison will link to the Preferred Hotels and Resorts property page
 - When performing a search at Preferred Boutique, the Allison will link to the Preferred Boutique property page

	Preferredhotelg oup.com	lprefer.com	Preferredhotels .com	Preferredbouti que.com	Summithotels.c om	Summitresiden cs.com	Sterlinhotels.co m	Sterlingdesignh otels.com	Historicworldwi de.com	Historichotels.o rg
PH	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
BC	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
XL	✓	✓	✗	✗	✓	✗	✗	✗	✗	✗
XR	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗
WR	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗
SD	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗
HW	✓*	✗	✗	✗	✗	✗	✗	✗	✓	✗
HE	✓*	✗	✗	✗	✗	✗	✗	✗	✗	✓
AF	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗

* Only HE coded HHA/W hotels.

- At a brand level, the link to the property page will default to the brand being searched
- Each hotel on the search results should utilize the SynXis API to pull availability when dates are selected in the widget.
- Historic Hotels in the Search Results will link to the Historic Hotels Property Page (www.historichotel.org or www.historichotelsworldwide.com) and will link to the HE branded booking engine only if they are HE coded. HE coded is defined within the Pegasus Chain Code field.
- Brand inclusion on Search Results will be managed via a single configuration file

In addition to the universal requirements, brand sites will follow the below rules:

Comment [L.M26]: SHS/PHG to review during Beta phase

- Preferred Boutique properties display in search results/map of Preferred section and link to Boutique internet booking engine and property pages only if they are not dual-branded with Preferred
- Sterling Design properties display in search results/map of Sterling section and link to Design property pages internet booking engine.
- Summit Serviced Residences properties do not appear on Summit Hotels section

Unless stated above, properties on the brand level should link to their respective brand property pages and brand booking engines throughout the brand site.

7.3 Affiliate Hotels Business Rules

- Affiliate hotels will display at the bottom of all search results even when sorted or filtered
- Affiliate Hotel property pages are accessed only via a search and replace one of the agreed to Experiences within the original SOW
- Affiliate hotels will use the PHG Travel Partners Logo to be provided by May 31st
- PHG to provide final list of affiliate hotels on July 30th. Pilot list provided May 31st.
- Affiliate hotels built in the CMS cannot be assigned to Special Offers.

7.4 Brand Search Results

Brand inherits from PHG except the following changes:

- Brand Filter
- Reduced Brand Identifier
 - Does not include brand name of searched brand
 - Does include other brand name for dual branded properties
- Book Now redirect should follow brand
- Booking Engine Type:
 - SynXis (Using PHG Redirect)
 - None
 - If none, custom message can be entered by PHG

7.5 Preferred Hotel Group Homepage | Search Results Map

User Experience:

A website user will be directed to the search results page by performing a search via the console on the left side of the page, as well as clicking on the navigation item. The map view can be selected using the "View By" filters.

- Search results map will be a Google based map with push pins for property locations.
- The default map view will be all the way zoomed out. The user will have the ability to use the +/- scale slider on the map to zoom in closer to push pins.
- Areas with a high concentration of properties (ex: New York City) will be marked with a single push pin displaying the number of properties in that area.
- By hovering over a push pin, the website user will be able to view the following information:
 - Property name (links to property page)
 - Thumbnail (links to property page)
 - Brand affiliation
 - Rates From (Follows Rates from rules established)
 - Book Now
 - Link to view more details about the property
- Push pins labeled for multiple properties will display the above information per property with the ability to scroll through the multiple properties.

- As the map is zoomed in, the push pins labeled for multiple properties will split apart, more accurately reflecting the geographic location of individual properties.
- The website user will have the ability to filter search results by Brand, Price, Location, Special Offers, Hotel Rating, Amenities, and Activities. By checking or unchecking specifications within these filter categories, the map will update with applicable push pins that meet the filtering criteria.
- The number of returned search results at the top of the page will also update with filtering. The website user will not have the ability to "Sort By" price.

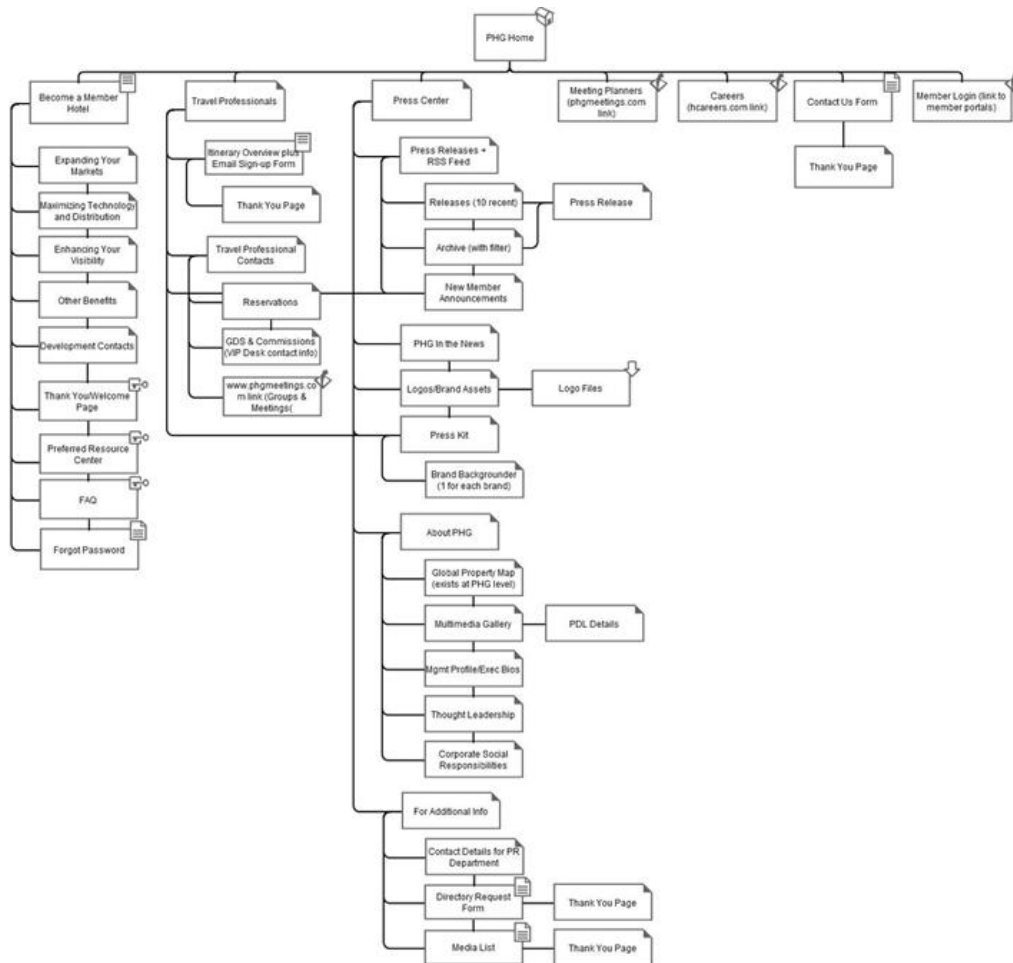
Technical Specifications:

Map: Map will be pulled in through the Google Maps API.

Map Pushpins: The pushpins are provided by latitude/longitude coordinates that live within the admin for each property. Address information is pushed to the pin from the admin and includes the following address data: Address Line 1, 2, City, State, Country, and ZIP Code. The official address will be hardcoded to the pushpin based on the information in the admin, as opposed to Google determining push pin location.

Filters: Filters will update without a page reload unless performance requires a page reload. Testing will be performed by Sabre Hospitality Solutions to determine the reload format based on usability best practices. Filtering will be managed through a standardized set up of filters. Results will be able to be modified through the property config page. Filter updates will be modified at the global level and will apply to all properties.

8 Business to Business Information Architecture



B2B IA

- Bullets in IA represent content on page but can be sub-navigation if the amount of content warrants.
- Yellow indicates that access is restricted to registered users; gray indicates future development

1. Become a Member Hotel (landing page with apply online form; also includes overview plus ever present register/login area)
 - 1.1. Expanding Your Markets – Increasing your Revenue
 - 1.2. Maximizing Technology and Distribution
 - 1.3. Enhancing your visibility
 - 1.4. Other Benefits
 - 1.5. Development Contacts
 - 1.6. Thank You/Welcome Page
 - 1.7. Preferred Resource Center (PDFs) (gated, behind login)
 - 1.8. FAQ (gated, behind login)
 - 1.9. Forgot Password (form)
2. Travel Professionals
 - 2.1. The Itinerary overview plus Itinerary signup form
 - Thank You page
 - 2.2. Our Brands – this sits within the Press Center and is not a separate page
 - 2.3. New Member announcements – this sits within the Press Center and is not a separate page
 - 2.4. Upcoming events (MCC Event Calendar Controlled Item)
 - Signature events/Trade shows etc...
 - 2.5. Travel Professional Contacts
 - Reservations
 - GDS & Commissions Help (VIP Desk)
 - Groups and Meetings PHGmeetings.com
 - 2.6. Agency Rates and Availability – PHG to provide clarification on request
 - 2.7. Special Offers
 - Agency special offers (additional commission etc...)
 - General Special Offers (City breaks etc...)
 - Groups and Meetings offers -> PHGmeetings.com
3. Press Center
 - 3.1. Press Releases, including RSS
 - 10 Most Recent Releases
 - Archive with filter
 - New Member Announcements
 - 3.2. PHG In the News [includes ability to post videos]
 - 3.3. Logos/Brand Assets → Logo files
 - 3.4. Press Kit
 - 3.5. Brand Backgrounder (one for each brand)
 - 3.6. About PHG
 - Map of Collection (links to Global Map which exists at PHG level)
 - Multimedia Gallery (landing page with instructions and link to PDL)
 - Management Profiles/Executive Bio

Comment [L.M27]: PHG can upload Preferred Pride assets via CMS

- Thought Leadership
- Corporate Social Responsibilities
- 3.7. For Additional Info
 - Contact Details for PR Department Full
 - Request for Directories (form)
 - Thank You page
 - Media list signup
 - Thank You Page
 - For Hoteliers
 - Thank you page
- 4. Meeting Planners → New Window (phgmeetings.com)
- 5. Careers → New Window (<http://www.hcareers.com/cjb/preferredhotelgroup>)
- 6. Contact Us (Utility Navigation Item linking to PHP Form)
 - 6.1. Thank You Page
- 7. Member Login
 - Provides links to portals across different sites

Expected functionality for the press section:

- “Share” Functionality – Facebook, Twitter, YouTube, G+, Email.

9 Global Elements

9.1 General

Brand Bar: Persistent throughout the website. Bar will include links to the Brand areas of the website. These links will include Preferred Hotel Group, Preferred Hotels & Resorts, Preferred Boutique, Summit Hotels & Resorts, Sterling Hotels, Sterling Design, Preferred Residences and Summit Serviced Residences. Programs include are Preferred Golf, Preferred Family, Preferred Pride, Historic Hotels Worldwide

Comment [L.M28]: Global element but not included in Brand Bar

- To add a new brand to the bar, the CMS will need to be updated and a revised brand bar would be designed to reflect the new brand logo.
- The new logo would be programmed into the bar order and either linked externally to a brand website or linked to a PHG internal brand website.

Utility Navigation: The following items will be included in the navigation: Become a Member Hotel, Travel Professionals, Press Center, Meeting Planners, Careers, Contact Us, and Member Login. Member Portal link will be dynamically generated on a brand-by-brand basis. By clicking any a utility navigation link, the website user will be directed to the corresponding area of the website.

Comment [L.M29]: Known issue for review during Beta phase.

Social Media Icons: Facebook, Twitter, YouTube, and Email will direct users to Preferred Hotel Group social media content.

Footer: Copyright information will be included, as well as text links to the site map and privacy policy.

Comment [L.M30]: PHG to provide direction during Beta phase

American Express

Preferred Hotel Group will provide requirements by May 31st.

Comment [L.M31]: PHG to provide AMEX logo during Beta Phase.

9.2 Booking Engine Specifications:

- All properties will be using the SynXis Booking engine via PHG Redirect

Brand Redirect Technical Specifications

The brand redirect requires two parameters in order for it to function correctly and successfully display a hotel. Currently the redirect supports the use of SynXis Guest Connect and Pegasus Netbooker booking engines and is determined based on how the hotel is currently set up in CRM. If the hotel has a positive SynXis ID listed in the hotel account then the redirect knows to use SynXis and negative values are to use Pegasus. Hard-coded exceptions are in place for specific brands or hotels on a case-by-case basis.



In order to make the booking experience more personalized additional parameters are also built into the redirect to assist in the booking process. Examples are arrival date, departure date, number of adults, or language. These parameters are optional but highly recommended to enhance the user experience of the user.

All parameters can be sent to the redirect using either GET or POST method, with the GET method having priority over the POST method. If parameters are passed with no data or are passed with a null or zero value the redirect will ignore this parameter and it will not be present in the URL of the redirect.

Parameter	Required	Accepted Values	Description
brandCode	Yes	Valid brand code: PH BC WR XL SD PGC PF HE HW XR	PHG Brand Code. Available codes can be found in Core.dbo.brandsWebsite with the exception of Preferred Family (PF). If brand code passed does not exist the redirect will fail before getting to the booking engine

If the brandCode parameter is the only parameter which is passed and the brand code is valid the user will be taken to step one of the booking process with the brand-specific look and feel.

Property-Specific Redirect

For property-specific bookings the following parameter is required in order for a specific property to be selected.

Parameter	Required	Accepted Values	Description
propertyCode	Yes	PHG hotel codes. Ex: BCTS4	PHG hotel code. If the provided property code is not found the redirect will fail. The redirect will translate the PHG hotel code into the correct hotel ID for the given booking engine.

Regional Searches



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One of the following parameters are required in order to perform a regional search for availability.

Parameter	Required	Accepted Values	Description
areaCode	Yes	Destination codes Ex: 1FR	Regional code used by the booking engine.
country	Yes	URL-encoded string Ex: France, United+States	Name of the country. The redirect will translate the country name into a given destination code.

These parameters are in order of priority, with propertyCode the highest order of priority, followed by areaCode, and lastly followed by country. If none of these parameters are passed the redirect will simply go to step one of the booking process with the brand-specific look and feel.

Refined Regional Searches

Regional searches, when using the country parameter, can be refined further by passing additional parameters to restrict the search further.

Parameter	Required	Accepted Values	Description
state	No	URL-encoded string Ex: Illinois, New+York	State in a country. A database call using country and state to translate the state and country in to a given destination code.
city	No	URL-encoded string Ex: Chicago, Newport+Beach	City located in a state (or country – state only required in countries with states.) A database call using country, (state,) and city is used to translate into a destination code.

If the state parameter is passed then the country parameter is also required. If the city parameter is passed then the country parameter is required and if the county has states then the state parameter is also required.

Additional Parameters

These paramters enhance the user experience or can be used to skip steps in the booking process.

Parameter	Required	Accepted Values	Description
style	No	Integer	When set up in in the redirect admin this allows the redirect to pass a different look and feel than the default for the brand

arrivalDate	No	YYYY-MM-DD (ISO 8601)	Arrival date. If no arrival date is passed or if the arrival date is invalid or in the past the current date will be used as the default arrival date.
departureDate	No	YYYY-MM-DD (ISO 8601)	Departure date. Used if valid arrivalDate parameter is passed.
numberOfNights	No	Integer	Number of nights for a given stay. If departureDate is not passed or invalid the redirect will honor numberOfNights.
locale	No	ISO 639-1 country code or IETF language tags Ex: en or en-US	Set the language of the booking engine. Default is en-US
rateCode	No	Valid rate codes	This parameter allows the passing of valid rate or promo codes to the booking engine. No validation is performed by the redirect for this code.
numberOfAdults	No	Integer	Number of adults. Defaults to zero.
numberOfChildren	No	Integer	Number of children. Defaults to zero.
iataNumber	No	String	Travel agent ID. No validation by the redirect is performed.

If arrivalDate is passed to the redirect then either departureDate or numberOfNights is also required. Additionally in order to arrive directly at step two of the booking process numberOfAdults must be at least one.

Other Parameters

Any other parameter that is not reserved by the redirect to translate will be passed through to the redirected URL untouched.

Example URLs:

Display brand-specific booking engine on step one:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PH>

Display Hotel Preferred using Preferred Golf look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PGC&propertyCode=BCTS4>

Display Hotel Preferred with the arrival date of December 21, 2012 and the Preferred look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PH&propertyCode=BCTS4&arrivalDate=2012-12-21>



Display Hotel Preferred with the arrival date of December 21, 2012, departure date of December 24, 2012, with two adults and one child and the Preferred look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PH&propertyCode=BCTS4&arrivalDate=2012-12-21&departureDate=2012-12-24&numberOfAdults=2&numberOfChildren=1>

Display all hotels within the country of France using an area code and the Summit look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=XL&areaCode=1FR>

Display all hotels within the country of France using a country name and Summit look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=XL&country=France>

Display all hotels within the country of the United States and the state of Illinois and the Summit look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=XL&country=United+States&state=Texas>

Display all hotels within the country of England and the city of London and the Summit look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=XL&country=England&city=London>

Display Hotel Preferred with an alternate language:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PGC&propertyCode=BCTS4&locale=de-DE>

Display Hotel Preferred with an alternate look and feel:

<https://www.phgsecure.com/IBE/brandRedirect.ashx?brandCode=PGC&propertyCode=BCTS4&style=2>

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9.3 Preferred Hotel Group Behavioral Targeting

*Behavioral Targeting documentation pending SHS recommendations to PHG.

The Engine will be integrated behind each brand Website to profile users in up to 5 segments by search term or inbound link. The profile will be recorded and the Website will customize brand selection, rotating homepage imagery, and interior push marketing for the segment/experience in which the user is profiled.

PHG will provide Sabre Hospitality Solutions with search terms and referring websites.

Behavioral Targeting Segments **for Launch:**

Boutique on PHG

Homepage copy:

TITLE > Preferred Boutique

Hotel Collection

BODY > Experience the luxury and service

That is standard at our luxury

Boutique properties across the globe.

Push marketing copy: Experience a distinct collection of luxury boutique hotels.

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I Prefer on Preferred Hotels

Homepage copy:

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TITLE > Exclusive Member Benefits
At Over 600 hotels
BODY > I Prefer members receive
exceptional complimentary amenities at
our hotels and resorts worldwide.

Push marketing copy: Receive exclusive member Benefits when you join I Prefer.

Behavioral Targeting Implementation:

- Homepage imagery/brand level imagery
- Push marketing, including special offers at the portal, brand, & property level

Deleted: <#>Leisure (default), golf, spa, family, and meeting planner (Final segments due May 31st), ¶

Behavioral Targeting Management:

- SHS & PHG to review management in CMS.
- Tags will be created for each behavioral targeting segment. Content and photos will be associated with these tags
- PHG will be able to update keywords within each behavioral targeting segment, or "pod." A pod section will be set up for corporate and brand sites to allow PHG to update keywords in real time.

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Deleted: <#>All push marketing content and photos are managed through the MCC¶

Internal Processes:

- Implementation of custom behavioral targeting engine
- Tags will need to be added as a custom field.

9.4 Preferred Hotel Group Website Tracking

9.4.1 Omniture

Omniture is broken into two sections of Javascript. These sections are the main page code which allows for unique aspects for each page and a "code-behind" configuration for the entire site, located within a file called s_code.js.

There are some configurations that should also be provided in order for the following code examples to be understood with transparency. PHG Omniture report suites and all roll-up suites are set up with the following tracking props, or variables. The table below provides detail about each prop and a description of what type of information it is expecting.

Prop	Description
s.prop1	<p><i>Booking Engine Hotel Code</i></p> <p>The hotel property code.</p> <p>Expected value: string</p>
s.prop2	<p><i>Number of rooms per booking</i></p> <p>How many rooms were booked in this reservation. This is only used on conversion pages.</p>

Comment [TT32]: SHS Note: Many of these would only be populated on the booking engine, and have not been implemented on the website

	Expected value: integer
s.prop3	<p><i>Advanced Days</i></p> <p>How many days in advanced did a booking occur. This is only used on conversion pages.</p> <p>Expected value: integer</p>
s.prop4	<p><i>Room Nights</i></p> <p>How many room nights were booked in this reservation. This is only used on conversion pages.</p> <p>Expected value: integer</p>
s.prop5	<p><i>SRP Code</i></p> <p>The rate code booked in a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop6	<p><i>Language</i></p> <p>The language code the user is utilizing.</p> <p>Expected value: IETF language tags (en-US, en-GB, de-DE)</p>
s.prop7	<p><i>Frequent Flyer Airline</i></p> <p>Indicates the airline the guest redeemed airline miles for upon reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop8	<p><i>Credit Card Type</i></p> <p>Records the type of credit card used to book a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop9	<p><i>I Prefer Member ID</i></p> <p>The I Prefer member ID for a guest logged into the site.</p> <p>Expected value: string</p>
s.prop10	<p><i>Room Type</i></p> <p>The room type code booked for a reservation. This is only used on</p>

	<p>conversion pages.</p> <p>Expected value: string</p>
s.prop11	<p><i>Campaign Traffic</i></p> <p>All campaign traffic for a given user. This prop differs from s.campaign in that this includes campaign stacking.</p> <p>Expected value: string</p>
s.prop12	<p><i>Loyalty ID</i></p> <p>This is the I Prefer member ID. This field is currently not being utilized.</p> <p>Expected value: string</p>
s.prop13	<p><i>Visit Hour</i></p> <p>Utilizing time parting this prop records the time (to the half-hour) of when a visit occurred.</p> <p>Expected value: 12-hour formatted times (11:00AM, 3:30PM)</p>
s.prop14	<p><i>Visit Day</i></p> <p>Utilizing time parting this prop records the day of the week of when a visit occurred.</p> <p>Expected value: string</p>
s.prop15	<p><i>Visit Weekday</i></p> <p>Utilizing time parting this prop records the weekday of when a visit occurred.</p> <p>Expected value: string, set {Weekday Weekend}</p>
s.prop16	<p><i>Golf Promo Code</i></p> <p>The promo code used when a user purchases a club membership. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop17	<p><i>Day of Week – Booking Date</i></p> <p>Provides the date for the date of booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop18	<p><i>Day of Week – Arrival Date</i></p>

	<p>Provides the date for the day of arrival for a booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop19	<p><i>Day of Week – Departure Date</i></p> <p>Provides the date for the day of departure for a booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.prop20	<p><i>New vs Repeat</i></p> <p>Utilizing the getNewRepeat plugin this determines if a user is considered a new or repeat visitor.</p> <p>Expected value: string, set {New Repeat}</p>
s.prop21	<p><i>Attributes – Advanced Search</i></p> <p>Provides a pipe-delimited set of search attributes selected by the user.</p> <p>Expected value: string, not URL encoded</p>
s.prop22	<p><i>City – Advanced Search</i></p> <p>Provides the city searched for by the user.</p> <p>Expected value: string, not URL encoded</p>
s.prop23	<p><i>State – Advanced Search</i></p> <p>Provides the state searched for by the user.</p> <p>Expected value: string, not URL encoded</p>
s.prop24	<p><i>Country – Advanced Search</i></p> <p>Provides the country searched for by the user.</p> <p>Expected value: string, not URL encoded</p>
s.prop25	<p><i>Hotel Name – Advanced Search</i></p> <p>Provides the name of the property searched from the autocomplete.</p> <p>Expected value: string, not URL encoded</p>
s.prop26	<p><i>Arrival Date – Advanced Search</i></p> <p>Provides the arrival date entered into the search widget.</p>

Comment [TT33]: These are implemented, but because of the way property/hotel names are sent from the console they will be in prop21 since they will be going to the search results page under the parameter 'advanced' for s.prop21

	Expected value: string, (MM/DD/YYYY format)
s.prop27	<p><i>Departure Date – Advanced Search</i></p> <p>Provides the departure date entered into the search widget.</p> <p>Expected value: string, (MM/DD/YYYY format)</p>
s.prop28	<p><i>Number of Adults – Advanced Search</i></p> <p>Provides the number of adults entered into the search widget.</p> <p>Expected value: integer</p>
s.prop29	<p><i>Number of Children – Advanced Search</i></p> <p>Provides the number of children entered into the search widget.</p> <p>Expected value: integer</p>
s.prop30	<p><i>Search Source – Advanced Search</i></p> <p>Determines the initial source of the search.</p> <p>Expected value: string</p>
s.campaign	<p><i>Campaign</i></p> <p>This populates the value from the SRC parameter.</p> <p>Expected value: string</p>
s.events	<p><i>Event</i></p> <p>When a specific event is reached.</p> <p>Expected value: string, set{prodView event7 event8 event9 purchase}</p>
s.product	<p><i>Product</i></p> <p>A semicolon-delimited list about a specific product in the format of: category;productid;qty;totalcost;events;evars;</p> <p>Category expected value: string, set {hotel}</p> <p>ProductID expected value: string</p> <p>Qty expected value: integer</p> <p>TotalCost expected value: integer</p>

Comment [TT34]: PHG to clarify: is this only to be fired on the booking engine?

	<p>Events expected value: string</p> <p>This is only required when an event is present in s.event.</p>
s.purchaseID	<p><i>Purchase ID</i></p> <p>The unique identifier for a given purchase. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.pageName	<p><i>Page Name</i></p> <p>The descriptive and unique name of the page.</p> <p>Expected value: string</p>
s.server	<p><i>Server Name</i></p> <p>This is currently not utilized.</p> <p>Expected value: string</p>
s.channel	<p><i>Booking Channel</i></p> <p>The channel of revenue.</p> <p>Expected value: string, set <pre>{preferredhotelgroup.com preferredhotels.com preferredboutique.com summithotels.com sterlinghotels.com sterlingdesignhotels.com}</pre> </p>
s.pageType	<p><i>Page Type</i></p> <p>Identifies the type of page the user is on. Currently this is only used for error pages.</p> <p>Expected value: string, set {errorPage}</p>
s.state	<p><i>State</i></p> <p>This provides the state of the user after a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.zip	<p><i>Zip Code</i></p> <p>This provides the zip code of the user after a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>

Comment [TT35]: PHG to provide clarification: should it pertain to the website

eVars are only used when there is an event present in s.event. Below is a list of our eVar variables.

Comment [TT36]: Since "events" spec is unclear, no evars are currently populated. SHS/PHG to review

eVar	Description
s.eVar1	<i>Booking Engine Hotel Code</i> The hotel property code. Expected value: string
s.eVar2	<i>Number of rooms per booking</i> How many rooms were booked in this reservation. This is only used on conversion pages. Expected value: integer
s.eVar3	<i>Advanced Days</i> How many days in advanced did a booking occur. This is only used on conversion pages. Expected value: integer
s.eVar4	<i>Room Nights</i> How many room nights were booked in this reservation. This is only used on conversion pages. Expected value: integer
s.eVar5	<i>SRP Code</i> The rate code booked in a reservation. This is only used on conversion pages. Expected value: string
s.eVar6	<i>Language</i> The language code the user is utilizing. Expected value: IETF language tags (en-US, en-GB, de-DE)
s.eVar7	<i>Frequent Flyer Airline</i> Indicates the airline the guest redeemed airline miles for upon reservation. This is only used on conversion pages. Expected value: string

s.eVar8	<p><i>Credit Card Type</i></p> <p>Records the type of credit card used to book a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar9	<p><i>I Prefer Member ID</i></p> <p>The I Prefer member ID for a guest logged into the site.</p> <p>Expected value: string</p>
s.eVar10	<p><i>Room Type</i></p> <p>The room type code booked for a reservation. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar11	<i>Unique Visitor Variable</i>
s.eVar12	<i>RFP Destination</i>
s.eVar13	<p><i>Visit Hour</i></p> <p>Utilizing time parting this prop records the time (to the half-hour) of when a visit occurred.</p> <p>Expected value: 12-hour formatted times (11:00AM, 3:30PM)</p>
s.eVar14	<p><i>Visit Day</i></p> <p>Utilizing time parting this prop records the day of the week of when a visit occurred.</p> <p>Expected value: string</p>
s.eVar15	<p><i>Confirmation Number</i></p> <p>The unique identifier for a given purchase. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar16	<p><i>Golf Promo Code</i></p> <p>The promo code used when a user purchases a club membership. This is only used on conversion pages.</p> <p>Expected value: string</p>

s.eVar17	<p><i>Day of Week – Booking Date</i></p> <p>Provides the date for the date of booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar18	<p><i>Day of Week – Arrival Date</i></p> <p>Provides the date for the day of arrival for a booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar19	<p><i>Day of Week – Departure Date</i></p> <p>Provides the date for the day of departure for a booking. This is only used on conversion pages.</p> <p>Expected value: string</p>
s.eVar20	<p><i>New vs Repeat</i></p> <p>Utilizing the getNewRepeat plugin this determines if a user is considered a new or repeat visitor.</p> <p>Expected value: string, set {New Repeat}</p>
s.eVar21	<p><i>Visit Weekday</i></p> <p>Utilizing time parting this prop records the weekday of when a visit occurred.</p> <p>Expected value: string, set {Weekday Weekend}</p>

The first section that will be provided and then broken down will be that of the page code.

Page-Specific Code

```
<script type="text/javascript">/*!--
/* You may give each page an identifying name, server, and channel on the next
lines. */
s.pageName = $('title').first().html();
s.server = "";
s.channel = "preferredhotels.com";
s.pageType = "";
s.prop1 = "";
s.prop2 = "";
s.prop3 = "";
s.prop4 = ";
```

```

s.prop5 = "";
s.prop21 = s.getQueryParam('attributes');
s.prop22 = s.getQueryParam('city');
s.prop23 = s.getQueryParam('state');
s.prop24 = s.getQueryParam('country');
s.prop25 = s.getQueryParam('hotelName');
s.prop26 = s.getQueryParam('arrivalDate');
s.prop27 = s.getQueryParam('departureDate');
s.prop28 = s.getQueryParam('numberOfAdults');
s.prop29 = s.getQueryParam('numberOfChildren');
s.prop30 = s.getQueryParam('search');
/* E-commerce Variables */
s.state = "";
s.zip = "";
s.events = "prodView";
s.products = "hotel";
s.purchaseID = "";
s.eVar1 = "";
s.eVar2 = "";
s.eVar3 = "";
s.eVar4 = "";
s.eVar5 = "";

/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
var s_code = s.t(); if (s_code) document.write(s_code)/*--></script>
<script language="JavaScript" type="text/javascript"><!--
if (navigator.appVersion.indexOf('MSIE') >= 0) document.write(unescape('%3C') +
'\!-' + '-')
/*--></script><noscript></noscript><!--DO NOT REMOVE!-->
<!-- End SiteCatalyst code version: H.23.8. -->

```

The `getQueryParam` function takes in a specified URL parameter name and returns the value, if the parameter is present, to Omniture. Sabre will need to determine if URL parameters will still be used or if a different solution presents itself to obtain the same result for search terms. If URL parameters are still utilized Sabre will also need to ensure that this code is changed to the equivalent values for the new websites.

In the pixel call, in the event the user doesn't support Javascript, the report suite also needs to be updated. Report suites can be located at the end of the Omniture tracking section.

```



```

Configuration File `s_code.js`



```

/* SiteCatalyst code version: H.22.1.
Copyright 1996-2011 Adobe, Inc. All Rights Reserved
More info available at http://www.omniture.com */

var s_account="phgpreferredhotels,phgglobal"
var s=s_gi(s_account)

/***** CONFIG SECTION *****/

/* You may add or alter any code config here. */
s.charset="ISO-8859-1"
/* Conversion Config */
s.currencyCode="USD"
/* Link Tracking Config */
s.trackDownloadLinks=true
s.trackExternalLinks=true
s.trackInlineStats=true
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,wmv,doc,pdf,xls"
s.linkInternalFilters="javascript:,synxis.com,preferredhotels.com,preferredspa.c
om, preferred-golf.net,preferred-
golf.org,preferredgolfing.com,preferredgolf.com,preferredcitybreaks.com,
preferredhotelsandresorts.com,boardroomcollection.com,boardroomcollection.net,th
eboardroomcollection.com,theboardroomcollection.net"
s.linkLeaveQueryString=false
s.linkTrackVars="None"
s.linkTrackEvents="None"

/* WARNING: Changing any of the below variables will cause drastic
changes to how your visitor data is collected. Changes should only be
made when instructed to do so by your account manager.*/
s.visitorNamespace="preferredhotelgroup"
s.trackingServer="preferredhotelgroup.122.2o7.net"

/* Plugin Config */
s.usePlugins=true
function s_doPlugins(s) {
/* Add calls to plugins here */

/* External Campaign Tracking */
if(!s.campaign)
s.campaign=s.getQueryParam('src');
if(!s.prop11)
s.prop11=s.crossVisitParticipation(s.campaign,'s_ev22','30','5','>','event2',1);

var d = new Date();
var y = d.getFullYear();
var dst_start = new Date("March 14, "+y+" 02:00:00"); // 2nd Sunday in March
can't occur after the 14th
var dst_end = new Date("November 07, "+y+" 02:00:00"); // 1st Sunday in November
can't occur after the 7th

```

```

var day = dst_start.getDay();
dst_start.setDate(14-day); // Calculate 2nd Sunday in March of this year
day = dst_end.getDay();
dst_end.setDate(7-day); // Calculate first Sunday in November of this year
s.dstStart="3/" + dst_start + "/" + y; // update to the correct Daylight Savings
Time start date for the current year.
s.dstEnd="11/" + dst_end + "/" + y; // update to the correct Daylight Savings
Time end date for the current year.
s.currentYear=y; // update to the current year (can be done programmatically).
s.prop13=s.getTimeParting('h','-5'); // Set hour
s.prop14=s.getTimeParting('d','-5'); // Set day
s.prop15=s.getTimeParting('w','-5'); // Set weekday
s.prop20=s.getNewRepeat(30,'s_getNewRepeat');
}

s.doPlugins=s_doPlugins

/***** PLUGINS SECTION *****/
/* You may insert any plugins you wish to use here. */
/*
 * Plugin: getQueryParam 1.3 - Return query string parameter values
 */

s.getQueryParam=new Function("qp","d",""
+"var s=this,v='',i,t;d=d?d:'';while(qp){i=qp.indexOf(',');i=i<0?qp.l"
+"length:i;t=s.gcgi(qp.substring(0,i));if(t)v+=v?d+t:t;qp=qp.substring"
+"(i==qp.length?i:i+1)}return v");
s.gcgi=new Function("k",""
+"var v='',s=this;if(k&&s.wd.location.search){var q=s.wd.location.sea"
+"rch.toLowerCase(),qq=q.indexOf('?');q=qq<0?q:q.substring(qq+1);v=s."
+"pt(q,'&','cgif',k.toLowerCase())}return v");
s.cgif=new Function("t","k",""
+"if(t){var s=this,i=t.indexOf('='),sk=i<0?t:t.substring(0,i),sv=i<0?"
+"True':t.substring(i+1);if(sk.toLowerCase()==k)return s.epa(sv)}ret"
+"urn ''");

/*
 * Plugin: getTimeParting 2.0 - Set timeparting values based on time zone
 */

s.getTimeParting=new Function("t","z",""
+"var s=this,cy;dc=new Date('1/1/2000');"
+"if(dc.getDay() != 6 || dc.getMonth() != 0){return 'Data Not Available'}"
+"else{z=parseFloat(z);var dsts=new Date(s.dstStart);"
+"var dste=new Date(s.dstEnd);fl=dste;cd=new Date();if(cd>dsts&&cd<fl)"
+"{z=z+1}else{z=z};utc=cd.getTime()+(cd.getTimezoneOffset()*60000);"
+"tz=new Date(utc + (3600000*z));thisy=tz.getFullYear();"+"var"
+days=['Sunday','Monday','Tuesday','Wednesday','Thursday','Friday',"

```

```

+''Saturday'];if(thisy!=s.currentYear){return'Data Not Available'}else{"
+thish=tz.getHours();thismin=tz.getMinutes();thisd=tz.getDay();"
+"var dow=days[thisd];var ap='AM';var dt='Weekday';var mint='00';"
+"if(thismin>30){mint='30'}if(thish>=12){ap='PM';thish=thish-12};"
+"if (thish==0){thish=12};if(thisd==6||thisd==0){dt='Weekend'};"
+"var timestring=thish+':'+mint+ap;if(t=='h'){return timestring}"
+"if(t=='d'){return dow};if(t=='w'){return dt}}}");

/*
 * Plugin: getNewRepeat 1.2 - Returns whether user is new or repeat
 */

s.getNewRepeat=new Function("d","cn",""
+"var s=this,e=new Date(),cval,sval,ct=e.getTime();d=d?d:30;cn=cn?cn:"
+"s_nr';e.setTime(ct+d*24*60*60*1000);cval=s.c_r(cn);if(cval.length="
+"=0){s.c_w(cn,ct+'-New',e);return'New'};sval=s.split(cval,'-');if(ct"
+"-sval[0]<30*60*1000&&sval[1]=='New'){s.c_w(cn,ct+'-New',e);return'N"
+"ew'};else{s.c_w(cn,ct+'-Repeat',e);return'Repeat'}}");

/*
 * Plug-in: crossVisitParticipation v1.7 - stacks values from
 * specified variable in cookie and returns value
 */

s.crossVisitParticipation=new Function("v","cn","ex","ct","dl","ev","dv",""
+"var s=this,ce;if(typeof(dv)=='undefined')dv=0;if(s.events&&ev){var"
+" ay=s.split(ev,',');var ea=s.split(s.events,',');for(var u=0;u<ay.l"
+"ength;u++){for(var x=0;x<ea.length;x++){if(ay[u]==ea[x]){ce=1;}}}}i"
+"f(!v||v==''){if(ce){s.c_w(cn,'');return''};else return''};v=escape("
+"v");var array=new Array(),a=new Array(),c=s.c_r(cn),g=0,h=new Array()"
+"";if(c&&c!=''){array=s.split(c,',');for(q=0;q<array.length;q++){z=ar"
+"ry[q];z=s.repl(z,['','']);z=s.repl(z,['','']);z=s.repl(z,'\\','');array"
+"[q]=s.split(z,',')}var e=new Date();e.setFullYear(e.getFullYear()+
+"5);if(dv==0&&array.length>0&&array[array.length-1][0]==v)array[ar"
+"ry.length-1]=[v,new Date().getTime()];else array[array.length]=[v,new Date("
+"").getTime()];var start=array.length-ct<0?0:array.length-ct;var td=new"
+" Date();for(var x=start;x<array.length;x++){var diff=Math.round((td."
+"getTime()-array[x][1])/86400000);if(diff<ex){h[g]=unescape(array[x][0"
+""]);a[g]=[array[x][0],array[x][1]];g++;}var data=s.join(a,{delim:',','"
+"front:['',back:'],'',wrap:'\\'\\'});s.c_w(cn,data,e);var r=s.join(h,{deli"
+"m:dl});if(ce)s.c_w(cn,'');return r}");

/*
 * Utility Functions: split, replace, join
 */

s.split=new Function("l","d",""
+"var i,x=0,a=new Array;while(1){i=l.indexOf(d);i=i>-1?i:l.length;a[x"
+"++] = l.substring(0,i);l=l.substring(i+d.length);}return a");

```

```
s.repl=new Function("x","o","n",""
+"var i=x.indexOf(o),l=n.length;while(x&&i>=0){x=x.substring(0,i)+n+x."
+"substring(i+o.length);i=x.indexOf(o,i+1)}return x");
s.join = new Function("v","p",""
+"var s = this;var f,b,d,w;if(p){f=p.front?p.front:'';b=p.back?p.back"
+":'';d=p.delim?p.delim:'';w=p.wrap?p.wrap:'';}var str='';for(var x=0"
+";x<v.length;x++){if(typeof(v[x])=='object' )str+=s.join( v[x],p);el"
+"se str+=w+v[x]+w;if(x<v.length-1)str+=d;}return f+str+b;");

/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/

[removed - standard s_code js]
```

The variable `s_account` needs to be changed depending on the brand. These are available below.

Preferred Hotel Group	phgcom
Preferred Hotels	phgpreferredhotels
Preferred Boutique	phgboutique
Summit Hotels	phgsummithotels
Sterling Hotels	phgsterlinghotels
Sterling Design Hotels	phgsterlinghotels
Summit Serviced Residences	phgsummitresidences
Preferred Family	phgfamily
I Prefer	phgiprefer
Historic Hotels Worldwide	phghhw
Historic Hotels of America	phghistoric
Preferred Golf Club	phgpreferredgolf

Additionally all tracking is also reported to our global report suite, `phgglobal`.

Additional Omniture Tracking

Some links, like modal windows, external links, and download links, aren't tracked the same as standard links. In order to track engagements for these links we have utilized custom reporting of links with an onclick event which then fires a tracking pixel to Omniture.

```
onclick="s.tl(this,'o','linktitle)"
```

The parameters for this are *this* which tells Omniture if there is to be a delay before executing the href link, *o* which tells Omniture to place this information in the custom links report, and *linktitle* which is the name of the link or other descriptive way to describe the link.

The first link tells Omniture if it should immediately execute the link and risk not having time to fire the tracking pixel or to wait for 500ms before executing what is in the href. Preferred Hotel Group will be utilizing *this*, however the following parameters are permitted:



this	500ms delay
true	no delay

This second parameter can have the following values and the value determines which report the data is entered into.

o	Custom Links report
e	Exit Links report
d	Download Links report

Preferred Hotel Group will utilize *o* for modal window and other interactive links, *e* for links going out of PHG-controlled domains, and *d* for downloadable files such as PDFs.

9.4.2 Google Analytics

Please use the following configuration for the Google Analytics tracking. This account and configuration is for the PHG roll-up account. This tracking code should be placed on all pages throughout the site.

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', ' UA-24615137-1']);
  _gaq.push(['_setDomainName', 'preferredhotelgroup.com']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript';
    ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
    'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
  })();
</script>
```

Brand-specific pages (http://preferredhotelgroup.com/brand/*) should also include the following code to be placed after the initial `_trackPageview` call so that we can track brand pages individually from the site roll-up account:

```
_gaq.push(['[brandcode]_setAccount', '[brand-account-id]']);
_gaq.push(['[brandcode]_setDomainName', 'preferredhotelgroup.com']);
_gaq.push(['[brandcode]_setAllowLinker', true]);
_gaq.push(['[brandcode]_setCookiePath', '/[brand-directory]/']);
_gaq.push(['[brandcode]_trackPageview']);
```

[brand-account-id] should be set based on which brand the page exists for, which are:

Preferred:	UA-24615137-2
Preferred Boutique:	UA-24615137-5
Summit:	UA-24615137-4



Sterling: UA-24615137-3
 Sterling Design: UA-24615137-7

[brandcode] should be replaced with the lowercase version of the brand code for the specific brand of the brand page.

[brand-directory] should be replaced with the specific brand directory so that we can track the overall site as well as individual brand traffic. Use the following paths for brands (which should match that of the site structure):

Preferred: /preferred/
 Preferred Boutique: /preferred-boutique/
 Summit: /summit/
 Sterling: /sterling/
 Sterling Design: /sterling-design/

Please tag all PHG Secure outbound links to the booking engine with the Google Analytics _link tagger. We currently accomplish this with the use of jQuery to automatically identify all PHG Secure links and automatically tag them:

```
$(a[href^="https://www.phgsecure.com/"]).click(function(){
  _gaq.push(['_link',$(this).attr('href')]);
  return false;
});
```

The form processor for the widget will also need to be set up to allow for cross-domain tracking with Google Analytics. We currently accomplish this by copying the Google Analytics tracking cookie and then appending this information to the parameters of the PHG Secure redirect before redirecting to the booking engine in the ASP.NET code behind.

Please also set up Twitter and Facebook social media buttons to track with Google Analytics. This can be accomplished a number of ways

- Embedding social event tracking within async Facebook/Twitter code (this is the method that exists on Preferred Family / Preferred Golf (somewhat – not complete tracking but I believe this does track Facebook actions)
- Using pre-defined Google JS tracking code and the _trackSocial() function call

9.5 Page Scripts

PHG has employed sets of JavaScript to handle cookies and tracking specific to the brand websites that needs to be replicated exactly on new Sabre-built websites.

Promo Code

When the promo code is present in the URL as either rateCode or promo, it is captured by the promo script that places it into the booking console promo field. The promo code is appended to property page and booking engine URLs if they exist on the page being viewed. If the user exits the page or visits another section of the site, the code is not carried through.

SRC Parameter

If the SRC parameter is present in the URL, a cookie should be set that expires in 30 days from the day of visit. The

script will need to check for the existence of the SRC code cookie. If it exists, it should not overwrite. This behavior should continue until the cookie expires.

IATA Parameter

The travel agent ID parameter is accepted with the following possible parameter names:

- iata
- iataNumber
- travelAgentID

These values, if present in the URL, should also be set as a JavaScript cookie for 30 days. If a user returns to the site with a different value in any of the parameters that is overwritten in the cookie and the cookie's life is reset to 30 days. This will be a java script created cookie.

The travel agent ID is always appended, if present in either URL or cookie, to the PHG redirect using the iataNumber parameter name.

9.6 Partner Tags

9.6.1 Adara

The Adara tracking pixel is located on the following brand websites and supporting sites:

preferredhotelgroup.com
preferredhotels.com
preferredboutique.com
summithotels.com
sterlinghotels.com
sterlingdesignhotels.com
phgoffers.com

The basic tracking pixel for Adara is the following:

```
<script type="text/javascript"
src="http://tag.yieldoptimizer.com/ps/ps?t=s&p=1054"></script>
```

A secure version of the tracking pixel will need to be placed on sections of any website that site under an SSL (e.g. Preferred Golf sign-in page).

The p= parameter is a partner ID and remains the same throughout the entire website on all pages. The t= parameter is also required and is always set to s. The tracking pixel is placed within the body tag and is generally located around the footer of the site. Additional parameters are required but change for each website:

site=

Site	Parameter Value
preferredhotelgroup.com	preferredhotelgroup.com

preferredhotels.com	preferredhotels.com
preferredboutique.com	preferredboutique.com
summithotels.com	summithotels.com
sterlinghotels.com	sterlinghotels.com
sterlingdesignhotels.com	sterlingdesignhotels.com
phgoffers.com	preferredhotelgroup.com

This setup is required for all pages of the sites. Additional parameters are required depending on situations outlined below.

Property Pages / Search Results

The tracking pixel collects additional information when on property pages and search results. When available the following parameters should also be filled out on property pages and search results.

Parameter	Parameter Value
shtlid	Hotel ID Ex: LONCC
shbrnd	Hotel Brand Ex: PH
schin	Check In Date Ex: 06/05/2012
schout	Check Out Date Ex: 06/08/2012
slstay	Length of Stay (programmatically created) Ex: 3
ssite	Site Searched Ex: preferredhotels.com
pgolf	Preferred Golf Member Ex: Y N
scity	City

	Ex: London, Las+Vegas
sctry	Country Ex: United+States, France

Additional optional parameters:

If the user is currently logged into I Prefer on the site then we also pass the I Prefer member ID to the pixel using the u= parameter. Ex: u=123456789

9.6.2 RoomKey

RoomKey provides PHG with a popunder that is served to the user only on search results page. When a user selects an element that navigates them to either a property booking engine (from search result listing only) or to the property page (thumbnail, hotel name, photos & details link), 20% of the time, the RoomKey popunder is served.

In the head of search results page, two .js files are referenced: the connector hosted on roomkey.com and the roomkey.js file that handles search results data:

```
<script src="http://www.roomkey.com/js/connector/connector.js" charset="null"
type="text/javascript"></script>
<script type="text/javascript" src="/sterling/js/roomkey.js"></script>
```

In the .cs file of the userControl "hotel_grid" (which controls the display of hotels in search results), the following variables are created for usage with the RoomKey javascript, as developed by PHG:

- rkArrive
- rkDepart
- rkGuests

The rkArrive and rkDepart dates are either pulled from the query string or generated by the code. If the dates are programmatically created, they adhere to the following criteria:

- two weeks from current day
- one-night stay only
- yyyy-MM-dd format

The rkGuests variables is either a combination of the numberOfAdults and numberOfChildren if they exist in the query string. Otherwise, rkGuests is set to 1. It cannot exceed a value of 4.

In the front-end code of the hotel_grid userControl, each of the aforementioned links in the search results has the following attributes appended to the anchor tags:

- `class="roomkeyad" onclick="rkPopunder(' <%# DataBinder.Eval(Container.DataItem, "physicalCity") %>', '<%# doesStateExists(DataBinder.Eval(Container.DataItem, "state")) %>', '<%# DataBinder.Eval(Container.DataItem, "country") %>', '<%# rkArrive %>', '<%# rkDepart %>', '<%# rkGuests %>');`

The onClick event is calling the rkPopunder function found in roomkey.js and passing the following pieces of data:

- city
- state (blank if doesn't exist)
- country
- arrive (derived from rkArrive)
- depart (derived from rkDepart)
- guests (derived from rkGuests)

The following are the contents of roomkey.js:

```
var city;
var state;
var country;
var roomkeylocation;

var guests;
function randomNums(from, to) {
    return Math.floor(Math.random() * (to - from + 1) + from);
}
var rkRandom = randomNums(11, 20);

function rkPopunder(city, state, country, arrive, depart, guests) {

    var pineapple = {};
    if (rkRandom == 19 || rkRandom == 18)
    {
        $(document).ready(function() {

            $('.roomkeyad').die('click').live('click', function(e) {

                //Prevent the default link action (i.e. navigating to href URL)
```

```
//e.preventDefault();

var href = $(e.target).attr('href');

if (country == "United States" || country == "Canada" || country
== "Australia") {
    roomkeylocation = city + ", " + state + ", " + country;
}
else {
    roomkeylocation = city + ", " + country;
}

pineapple.location = roomkeylocation;
pineapple.check_in = arrive;
pineapple.check_out = depart;
pineapple.rooms = 1;
pineapple.guests = guests;
pineapple.currency = 'USD';
pineapple.source_page = 'wr_search_results';

try {
    success =
CopterConnect.load('a02a2ffa357d4a08299cf0c6eab1aef5', pineapple);
}
catch (err) {
    window.alert(err.e);
}
```

```

        document.location.href = href;

        //return false;

    });

});

};

};

```

- Roomkeylocation is constructed based off what is passed to the function from the search results.
- Pineapple.rooms is always set to 1 since we don't handle number or rooms on the brand website.
- Pineapple.source_page includes that brand code at the beginning of the value.
- PHG will have the ability to amend the RoomKey script once during the Beta Phase per ongoing pilot with RoomKey.

9.6.3 Quantcast

Quantcast demographic tracking is located within the footer on the homepage and property/landing pages for the following brand sites and supporting sites:

preferredhotels.com
 preferredboutique.com
 summithotels.com
 sterlinghotels.com
 sterlingdesignhotels.com
 preferredhotelgroup.com/phgoffers.com (will become preferredhotelgroup.com in new environment)*

*On the new PHG corporate site, the QuantCast tag will be required only on the home page and special offers pages (Corporate Special Offers overview page [that shows all public offers], Corporate Special Offers search results, Corporate Special Offers details page [page with participating hotels list]).

Homepage / Property Pages / Landing Pages

The code for the homepage, property pages, and landing pages are the following:

```

<!-- Start Quantcast Tag -->
<script type="text/javascript">
  _qoptions={qacct:"p-a6aalghEPuzpA",labels:"_fp.channel.Landing
  Pages,fp.event.PHG LP,fp.subchannel.Preferred Hotel Group"};
</script>
<script type="text/javascript"
  src="http://edge.quantserve.com/quant.js"></script>

```



```

<noscript>

</noscript>
<!-- End Quantcast tag -->

```

Site	_fp.event	_fp.subchannel
preferredhotels.com	PHR Landing Page PHG+Landing+Page	Preferred Hotel and Resorts Preferred+Hotel+and+Resorts
preferredboutique.com	Preferred Boutique LP Preferred+Boutique+LP	Preferred Boutique Preferred+Boutique
summithotels.com	SHR Landing Page SHR+Landing+Page	Summit Hotels and Resorts Summit+Hotels+and+Resorts
sterlinghotels.com	Sterling Hotels Landing Page Sterling+Hotels+Landing+Page	Sterling Hotels Sterling+Hotels
sterlingdesignhotels.com	Sterling Design Landing Page Sterling+Design+Landing+Page	Sterling Design Sterling+Design
preferredhotelgroup.com	PHG LP	Preferred Hotel Group
phgoffers.com	PHG+LP	Preferred+Hotel+Group

Please note that in the Javascript spaces are allowed but in the pixel call strings are URL encoded. Both have been included for each site.

Landing pages could include offer pages or marketing landing pages.

9.6.4 Fetchback

Fetchback retargeting is currently placed in the footers of both phgoffers.com and preferredhotelgroup.com. The following code is what is required and does not require modification*:

```

<iframe
src='https://pixel.fetchback.com/serve/fb/pdj?cat=&name=landing&sid=4505'
scrolling='no' width='1' height='1' marginheight='0' marginwidth='0'
frameborder='0'></iframe>

```


*This will be required to be placed in the global footer of the portal site so that it renders on every page.

9.7 Social Media and Search Engine Optimization

Sabre Hospitality will include the following when possible:

- Include ALT attributes for all non-CMS-based images with keywords when able
 - This includes all thumbnails for hotel from search results and special offers listings and all offers thumbnails/mastheads (if tag cannot be set in CMS).

Search Results Thumbnail ALT: <property name> - <location> - More Information

Special Offers Offer Thumbnail: Learn more about <offer name>

Special Offers Hotel Listing Thumbnail: <property name> - <location> - More Information

- Include titles for all images, links, buttons, form fields, and other UI items to increase accessibility with keywords
 - This includes all major links from search results and special offers overview/listing and on property page navigation:

Search Results Hotel Listing

Property Name: Learn More about <property name>

Learn More link: Learn More about <property name>

Special Offers (expand/collapse) link: View all Special Offers at <property name>

-Sub Special Offer Check Availability link: Check Availability for <offer name>

Book Now button: Book now at <property name>

I Prefer link: I Prefer members – Book your reservation at <property name>

Special Offers Overview

Offer Name link: Learn more about <offer name>

Text link: Learn more about <offer name>

Special Offers Hotel Listing

Property Name: Learn More about <property name>

Learn More link: Learn More about <property name>

Special Offers (expand/collapse) link: View all Special Offers at <property name>

-Sub Special Offer Check Availability link: Check Availability for <offer name>

Book Now button: Book now at <property name>

Property Page Navigation Title Tags

Overview: overview

Special Offers: special offers

Accommodations: accommodations

Photo & Video Gallery: photo gallery

Dining: dining

Reviews: reviews

Things To Do: activities



Event Calendar: event calendar
Location: location

- Implementation of GEO tags on property pages
- Inclusion of canonical links on property pages when appropriate
 - On property pages for a property that is dual-branded, the canonical link will be for the primary brand
 - The same is true for Preferred Pride property pages
- Inclusion of author tags for all pages
- Develop SEO-friendly URL structure
- Inclusion of support for Open Graph tags
- **Inclusion of standard META keywords and descriptions for pages**
- **Inclusion of page titles with the following format:**

Page	PH	BC	XL	WR	SD
Overview	<Hotel Name>, Luxury hotels in <City>	<Hotel Name>, Luxury Boutique Hotels in <City>	<Hotel Name>, Luxury Hotels in <City>	<Hotel Name>, Smart Hotels in <City>	<Hotel Name>, Design Hotels in <City>
Special Offers	Hotel Offers in <Location> - <Hotel Name>	Hotel Offers in <Location> - <Hotel Name>	Hotel Offers in <Location> - <Hotel Name>	Hotel Offers in <Location> - <Hotel Name>	Hotel Offers in <Location> - <Hotel Name>
Accommodations	Hotel Accommodations in <Location> - <Hotel Name>	Hotel Accommodations in <Location> - <Hotel Name>	Hotel Accommodations in <Location> - <Hotel Name>	Hotel Accommodations in <Location> - <Hotel Name>	Hotel Accommodations in <Location> - <Hotel Name>
Dining	Hotel Bars & Restaurants in <Location> - <Hotel Name>	Hotel Bars & Restaurants in <Location> - <Hotel Name>	Hotel Bars & Restaurants in <Location> - <Hotel Name>	Hotel Bars & Restaurants in <Location> - <Hotel Name>	Hotel Bars & Restaurants in <Location> - <Hotel Name>
Reviews	Hotel Reviews - <Hotel Name>	Hotel Reviews - <Hotel Name>	Hotel Reviews - <Hotel Name>	Hotel Reviews - <Hotel Name>	Hotel Reviews - <Hotel Name>
Things To Do	Hotel Activities in <Location> - <Hotel Name>	Things to do in <Location> - <Hotel Name>	Things to do in <Location> - <Hotel Name>	Things to do in <Location> - <Hotel Name>	Things to do in <Location> - <Hotel Name>
Event Calendar	Hotel Events in <Location> - <Hotel Name>	Hotel Events in <Location> - <Hotel Name>	Hotel Events in <Location> - <Hotel Name>	Hotel Events in <Location> - <Hotel Name>	Hotel Events in <Location> - <Hotel Name>
Location	Luxury Hotels in <Location> - <Hotel Name>	Boutique Hotels in <Location> - <Hotel Name>	Luxury Hotels in <Location> - <Hotel Name>	Smart Hotels in <Location> - <Hotel Name>	Design Hotels in <Location> - <Hotel Name>

- Integration of micro formatting with addresses, location
- Redirect to preferred (non-www) domain
- Update all internal links to remove www
- Development of dynamically generated sitemaps
- Create SEO-friendly content titles, page titles, and H1 tags
 - Property Pages H1 Tags:
 - Overview: <Hotel Name>

- Special Offers: Hotel Offers in <City>
- Accommodations: Hotel Accommodations in <City>
- Dining: Hotel Restaurants in <City>
- Review: <Hotel Name> Reviews
- Things To Do: Things to do in <Location>
- Event Calendar: Hotel events in <City>
- Location: Luxury (PH/BC/XL)/Smart (WR)/Design (SD) Hotel in <Location>
- No follow tags on links that point to phgsecure.com

Future social media requests provided by Preferred Hotel Group will be reviewed by SHS for possible inclusion in the project.

9.8 Forms

Comment [L.M37]: Final integration and testing during Beta phase.

PHP mail will be used to send emails from the PHG SMTP server. PHG to provide code to SHS that was used on Historic Hotels by 7/10.

Contents:

- Contact Us
- Price Match Guarantee
- Directory Request
- For Hoteliers
- Travel Agent Newsletter Sign-up (CheetahMail)
- Brand News & Offers Sign-up (CheetahMail)

Contact Us

There will be one contact us form that will dynamically change the recipient email address based off the website (corporate or brand level) the user is on. The contact us form presents the user with the following fields and requirements:

Field Name	Type	Max Length	Required
First Name	Text	100	Yes
Last Name	Text	100	Yes
Street Address	Text	100	No
City/County	Text	100	No
Country/State	Text	100	No
Postal Code	Text	10	No
Phone Number	Text	20	No

Email Address	Text	100	Yes
Questions and Comments	Textarea	Freeform	Yes
Click here to receive additional information on other Preferred Hotel Group brands	Checkbox	N/A	No
Recaptcha	API	N/A	Yes

This form runs client-side Javascript to validate that the email address entered conforms to standard email address formats. Once submitted and validated the form sends the data submitted to the following email address based on the brand:

Preferred Hotel Group	ContactPHG@preferredhotelgroup.com
Preferred	ContactPH@preferredhotelgroup.com
Preferred Boutique	ContactBC@preferredhotelgroup.com
Summit	ContactXL@preferredhotelgroup.com
Sterling	ContactWR@preferredhotelgroup.com
Sterling Design	ContactWR@preferredhotelgroup.com

The message is sent from the email address provided by the user. The subject line of the message follows a format of "Contact Us Form Submission – [Brand]" where brand is the brand that the form was submitted from. The message is formatted similar to the following sample:

From: <<Email Address>>
To: <<Brand Email>>
Subject: Contact Us Form Submission - <<Brand>>

The following information was submitted through the contact us form on <<Brand Name>>.

Data from form "Contact Us" was received on <<date / time >>.

Field	Value
First Name	John
Last Name	Smith
Street Address	123 Main Street
City/County	City/County Name
Country/State	Country/State Name
Postal Code	00000
Phone Number	1234567890
Email Address	test@example.com



Questions/Comments

Receive Additional Information False

Email "Contact Us Form Submission - <<brand>>" originally sent to <<Brand Email>>@preferredhotelgroup.com from <<user email address>> on <<date / time>>.

Upon successful completion the user will be presented with a message stating completion. Currently this message is:

"Thank you for your questions and comments. [Brand] will respond to your email as soon as possible.

In the meantime, check out some of our Special Offers <link to special offers page>."

This form is currently located at:

http://preferredhotelgroup.com/brand/contact-us/contact_us.aspx

Price Match Guarantee

The price match guarantee form presents the user with the following fields and requirements:

Field Name	Type	Max Length	Required
First Name	Text	100	Yes
Last Name	Text	100	Yes
Email Address	Text	200	Yes
Phone Number	Text	50	Yes
Preferred Method of Contact	Radio Email Phone	N/A	Yes
Hotel Name	Text	150	Yes
Reservation Confirmation Number	Text	50	Yes
Arrival Date	Text	20	Yes
Source of Lower Rate (website name and URL)	Text	250	Yes
Lower Rate Total	Text	10	Yes
Comments	Textarea	Freeform	No
Specify that you have read terms and conditions	Checkbox	N/A	Yes

Recaptcha	API	N/A	Yes
-----------	-----	-----	-----

This form runs client-side Javascript to validate that the email address entered conforms to standard email address formats. The form also uses jQuery to provide the user with a date picker for the arrival date field. Once submitted and validated the form sends the data submitted to the following email address:

brg@preferredhotelgroup.com

The message is sent from the email address provided by the user. The subject line of the message is "Price Match Guarantee Claim Form". The message is formatted similar to the following sample:

From: <<Email Address>>
To: brg@preferredhotelgroup.com
Subject: Price Match Guarantee Claim Form

Data from form "Price Match Guarantee" was received on <<date / time >>.

Price Match Guarantee

Field	Value
First Name	Test
Last Name	User
Email Address	test@example.com
Phone Number	3125429200
Preferred Method of Contact	Email
Hotel Name	Test Hotel Name
Reservation Confirmation Number	SY000000000
Arrival Date	07/15/2012
Source of Lower Rate	Site Name, url etc
Lower Rate Total	100
Comments	
Field 1	Please specify that you have read and understand the terms and conditions in order to be eligible for the Price Match Guarantee.

Email "Price Match Guarantee Claim Form" originally sent to brg@preferredhotelgroup.com from <<user email address>> on <<date / time>>.



Upon successful completion the user will be presented with a message stating completion. Currently this message is:

"Thank you for submitting your claim form. A Preferred Hotel Group representative will contact you within 48 hours with the status of your claim."

This form is currently located at:

<http://preferredhotelgroup.com/<brand>/price-match-guarantee/>

- Price Match Guarantee call-to-action should also be present on search results linking the User to the Price Match Guarantee form
- Price Match Guarantee should always display within the Search Widget

Directory Request

The directory request form presents the user with the following fields and requirements:

Field Name	Type	Max Length	Required
First Name	Text	100	Yes
Last Name	Text	100	Yes
Street Address	Text	200	Yes
City	Text	100	Yes
State	Text	50	No
Country	Text	100	Yes
Zip Code	Text	20	No
Phone Number	Text	50	No
Fax Number	Text	50	No
Email Address	Text	200	Yes
Brand Directory* <i>New for corporate-level site</i>	Checkbox Values: Preferred Hotels & Resorts Preferred Boutique (PH) Summit Hotels & Resorts (XL) Sterling Hotels (WR) Sterling Design Hotels	N/A	Yes



	(SD)		
	Historic Hotels of America (HE)		
	Preferred Golf (PGC)		
Recaptcha	API	N/A	Yes

This form runs client-side Javascript to validate that the email address entered conforms to standard email address formats. Once submitted and validated the form sends the data submitted to the following email address:

dcelio@preferredhotelgroup.com

The message is sent from the email address provided by the user. The subject line of the message is "Directory Request". The message is formatted similar to the following sample:

From: <<Email Address>>
To: dcelio@preferredhotelgroup.com
Subject: Directory Request

Data from form "Directory Request" was received on <<date / time >>.

Price Match Guarantee

Field	Value
First Name	Test
Last Name	User
Street Address	123 Main Street
City	Test City
State	Test State
Country	Test Country
Zip Code	00000
Phone Number	123 456 7980
Fax Number	987 654 3210
Email Address	test@example.com

Email "Directory Request" originally sent to dcelio@preferredhotelgroup.com from <<user email address>> on <<date / time>>.



Upon successful completion the user will be presented with a message stating completion:

"Thank you for submitting a form. A Preferred Hotel Group representative will contact you as soon as possible.

Otherwise, you can expect your directory to be shipped within 24 – 48 business hours."

This form is currently located at:

<http://preferredhotelgroup.com/<brand>/directory/request.aspx>

For Hoteliers

The For Hoteliers form presents the user with the following fields and requirements:

Field Name	Type	Max Length	Required
Title	Dropdown: Mr. Mrs. Ms. Other	n/a	Yes
First Name	Text	100	No
Last Name	Text	100	Yes
Business Title	Text	100	Yes
Phone	Text	50	Yes
Email	Text	200	Yes
Hotel Name	Text	200	Yes
City	Text	100	Yes
Country	Text	100	Yes
# of Rooms & Suites	Text	50	Yes
Website URL	Text	200	Yes
# of Meeting Rooms	Text	50	No
Current GDS/IBE Provider	Text	50	No
Current Average Daily Rate	Text	20	No
Official Hotel Rating	Text	20	No
Comments	Textarea	Freeform	No
Recaptcha	API	NA	Yes

This form runs client-side Javascript to validate that the email address entered conforms to standard email address formats. Once submitted and validated the form sends the data submitted to the following email address:

development@preferredhotelgroup.com

The message is sent from the email address provided by the user. The subject line of the message is "For Hoteliers Form Submission". The message is formatted similar to the following sample:

From: <<Email Address>>
To: development@preferredhotelgroup.com
Subject: For Hoteliers Form Submission



The following information was submitted through the hoteliers form.

Message

Upon successful completion the user will be presented with a message stating completion. Currently this message is:

"Thank you for your interest in Preferred Hotel Group. A representative will respond to your email as soon as possible. If you would like to speak with someone immediately, please refer to the following regional head offices:

The Americas

311 South Wacker Drive, Suite 1900, Chicago IL 60606 USA
+1 312 913 0400

Europe

24 Rue Royale, 4th Floor, 75008 Paris, France
+33 1 56 59 60 00

Asia, Pacific, Middle East and Africa

19/F Central Plaza, Suite 1903, 18 Harbour Road, Wanchai, Hong Kong
+852 3112 7778"

This form is currently located at:

<http://preferredhotelgroup.com/<brand>/become-a-member-hotel/>

Travel Agent Newsletter Sign-Up Form

The travel agent newsletter sign-up form presents the user with the following fields and requirements:

Field Name	Type	Max Length	Required
Email	Text	200	Yes
First Name	Text	50	Yes
Last Name	Text	50	Yes
Company	Text	50	Yes
City	Text	50	Yes
State	Dropdown	N/A	Yes* (US, Canada, Australia only)
Country	Dropdown	N/A	Yes

Zip	Text	15	Yes
IATA #	Text	20	Yes
Recaptcha	API	N/A	Yes
SOURCE_CODE (value: TAWEBSIGNUP)	Hidden	100	Yes

This form runs client-side Javascript to validate that the email address entered conforms to standard email address formats. Once submitted and validated the form sends the data to Cheetahmail via the CheetahMail API. Further specifications can be found in the CheetahMail documentation or by contacting Caryn Haack at chaack@preferredhotelgroup.com.

The Travel Agent News & Offers Newsletter CheetahMail ID is 2089477032.

Upon successful completion the user will be presented with a message stating completion. Currently this message is:

"Thank you for signing up to receive travel agent offers from Preferred Hotel Group. You will start to receive The Itinerary, our travel agent newsletter, and additional special offers via email within two weeks."

This form is currently located at:

<http://preferredhotelgroup.com/<brand>/travel-agents/signup.aspx>

News & Offers Newsletter Sign-up

Present on nearly every page of the brand sites is a newsletter sign-up form. The first step asks the user to submit their email address. Following that, Step 2 asks the user for more information (detailed below) about their location and preferences. The newsletter sign-up form is connected to CheetahMail via their API.

Step 1 – Sign-up

From Comp

Field Name	Type	Max Length	Required
Email Address	Text	200	Yes

This step of the form validates the email address using Javascript. Upon verification the email address is passed onto step two of the email signup process.

Step 2 – Profile Information

The following are user/location fields on this step:

Field Name	Type	Max Length	Required
------------	------	------------	----------



First Name	Text	100	Yes
Last Name	Text	100	Yes
City	Text	100	Yes
State	Text	100	Yes* (US, Canada, Australia only)
Country	Dropdown	N/A	Yes

Once the user has finished entering this information, they are then asked to select which newsletters they would like to receive. By default, the user is added to the newsletter for the brand website they are currently on. If the user is signing up from the corporate site, all newsletters are displayed as options to the user.

Below are the newsletters the user can sign up for and the corresponding newsletter IDs.

Newsletter	Brand(s)	ID
Preferred News & Offers	PH, BC	2089477978
Summit News & Offers	XL	2089477982
Sterling News & Offers	WR	2089477985
Sterling Design News & Offers	SD	2089477525
I Prefer Sign Up*	N/A	2089477023

*When selecting newsletters, the user also has the option to join I Prefer. The I Prefer [Newsletter](#) ID above is sent to CheetahMail to indicate this.

[Each selected newsletter is submitted in a pipe-delimited string using a "sub" parameter. For example, if a user signs up for both Preferred and Sterling newsletters, the follow sub parameter would be passed:](#)

[sub=2089477978|2089477985](#)

[In addition the brand newsletter IDs being passed under the sub parameter, a brand code is required to be passed as a HOTEL_BRAND parameter. The value is determined by the site the user is signing up from.](#)

Parameter	Brand Code
HOTEL_BRAND	PH, XL, WR, SD, HHA, HHW, PF, PP

Comment [L.M38]: See note above on Form implementation. SHS will implement now that it has received all Cheetahmail codes.

The following are travel preferences the user can select as well. Please refer to CheetahMail for how these preferences should be submitted..



Travel Section Name	Parameter	Values
Travel Areas		
Northeastern US	TRVL_NE_US	True / False
Southeastern US	TRVL_SE_US	True / False
Northwestern US	TRVL_NW_US	True / False
Southwestern US	TRVL_SW_US	True / False
Canada	TRVL_CANADA	True / False
Mexico/Caribbean	TRVL_MEXICO_CARIBB	True / False
Central/South America	TRVL_CNTRL_STH_AMERICAS	True / False
Africa	TRVL_AFRICA	True / False
Asia/Pacific	TRVL_ASIA_PACIFIC	True / False
Eastern Europe	TRVL_E_EURO	True / False
Western Europe	TRVL_W_EURO	True / False
Middle East	TRVL_MID_EAST	True / False
Travel Activities		
Dining	FINE_DINING_TRVL	True / False
Fitness/Health	FITNESS_HEALTH_TRVL	True / False
Gaming	GAMING_TRVL	True / False
Golf	GOLF_TRVL	True / False
Kids' Activities	KIDS_ACT_TRVL	True / False
Outdoor/Adventure	OUT_ADVENTURE_TRVL	True / False
Sightseeing/History/Culture	SIGHT_HIST_CULT_TRVL	True / False
Spa/Relaxation	SPA_RELAX_TRVL	True / False
Tennis	TENNIS_TRVL	True / False
Water Sports	WATER_SPORT_TRVL	True / False

Winter Sports	WINTER_SPORT_TRVL	True / False
LGBT	LGBT_TRVL	True / False
Travel Settings		
City	CITY_PREF	True / False
Beach	BEACH_PREF	True / False
Boutique	BOUTIQUE_PREF	True / False
Design	DESIGN_PREF	
Golf Resorts	GOLF_RESORT_PREF	
Historic	HISTORIC_PREF	
Mountain Resorts	MOUNT_RESORT_PREF	
Travel Type		
Pleasure	TRVL_PLEASURE	
Business	TRVL_BUSINESS	

Upon submitting the profile information, the user is taking to a thank you page with the following text:

Thank you for joining our e-mail signup mailing list.

If you require additional information, please feel free to Contact Us (link to contact page).

10 Browser Compatibility

The following is a list of browsers and versions that are supported by Sabre Hospitality Solutions:

	PC	MAC
Critical Support	Internet Explorer 8.0, 9.0 Mozilla Firefox 8.0+ Google Chrome 10.0+	Safari 5.0+ Mozilla Firefox 8.0+ Google Chrome 10.0+
Support	Opera 10.0+	Opera 10.0+
Not Supported	Internet Explorer 5.0, 6.0, 7.0 Netscape	Internet Explorer

The "Not Supported" browsers Sabre Hospitality Solutions can develop for, but it will incur additional costs and a less forward-compatible Website.

11 Signatures

CLIENT: Preferred Hotel Group

CONTACTS: Michelle Woodley, Jacquelyn Gudinas, Rick Posey

DATE: 6/12/12

PROJECT: Preferred Hotel Group Brand Website Redesign & New Brand Platform Approach

* Please sign off and fax back to Luke Markesky's attention at 301-986-9567 to move forward and fax back for our records.

APPROVAL: ☐ O.K. to move forward with Project ☐ O.K. to move forward with changes.

Look over carefully, especially for textual copy and technical words, marking all corrections. Sabre Hospitality Solutions is not responsible for errors, except those marked on returned screen shot. Client shall be responsible for making additional payments for requested changes if different from original assignment. No additional costs will be incurred for changes required to conform to the original assignment.

Sign _____



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12 Specification Version History

- Versions 1-3:
 - **Date:** January 2012 – June 1 2012
 - **Revision Notes:**
 - Specification development and collaboration between Preferred Hotel Group and Sabre Hospitality Solutions
- Version 4:
 - **Date:** June 12, 2012
 - **Revision Notes:**
 - Modified the total number of images SHS is responsible for uploading from 3 to 1
 - Modified American Express requirements to reference a special offer results page that includes an American Express promotion code as the destination of the link associated with the logo
 - Adding Partner tracking documentation provided by PHG
 - Removed partners note provided in documentation
 - Added Omniture tracking information provided by PHG
 - Replaced Google Analytics documentation
 - Added Forms section to be completed by PHG
 - Added Cheetahmail section and referenced receipt date of documentation by SHS
 - Added Signature page and modified language under introduction to refer to signature
 - Added Version History section
 - Revised Promotion Code language per conversation on 6/6/12 during status
 - Removed displayNav per conversation on 6/6/12 during status
- Version 5:
 - **Date:** June 13, 2012
 - **Revision Notes:**

- Added Property level business rules for special offers reordering

- Version 6:

- **Date:** June 29, 2012

- **Revision Notes:**

- To be updated based on agreements

- Version 7

- PHG Revisions

- Versions 8

- SHS Beta release notes

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