

hotwire™

HOTEL WELCOME KIT



WELCOME

Your unsold rooms will soon be filled through Hotwire! We're excited to start working with you to offer discounts to our flexible and price-savvy customers all while protecting your brand's price integrity.

What you'll find in this kit

- Load your room rates and start selling
- Welcoming your first guest
- How to get paid
- Guest relocation
- Hotwire Partner Central
- How to stay competitive
- Contact us

HOW DO I START?

- ① Review this Hotel Welcome Kit
- ② Load your room rates (We'll tell you how)
- ③ Relax knowing your rooms are being filled through Hotwire



Your first Hotwire guest will arrive soon — so let's get started!



START SELLING

LOAD ROOM RATES

The first step towards filling your unsold rooms is to load hotel room rates into your preferred system. By now you should have received detailed information on how to log into our extranet or instructions on how to connect your CRS with our systems.



› HOTELS OUTSIDE OF THE US/CANADA

Make sure to specify on the “Hotel Details” page of our Extranet (or inform your Account Manager if you use your own CRS) whether the net rate includes VAT or not.

SET YOUR RATE

Experimenting with different rates is easy since your hotel name and address are protected until after the guest books. Our account managers help you hit all the right numbers with service on a first-name basis.

TIPS & TRICKS

- Upload inventory and rates not just for the next couple of weeks, but as far out as a year to start building a nonrefundable base
- Customers see your rate but not your hotel name, so don't just set your best available rate (BAR) — set a rate that is low enough to encourage customers to book blindly
- Test out a few rates for your run-of-house rooms and see which sell out the quickest — maybe even too quickly (if that were a thing)
- Don't let your last minute inventory go to waste! Hotwire customers are super flexible so discount deeply close to arrival to gain last-minute occupancy
- Use our market reports to benchmark rates against other hotels in your market, or log into Hotwire Partner Central for real time pricing guidance

TYPICAL DISCOUNTS

- At least 30% off lowest retail, nonqualified rates
- Better than wholesale or bundled hotel and air rates
- Vary as you need — rates aren't fixed



DID YOU KNOW?

Your Account Manager can help you with pricing strategies so you can make the most out of your unsold rooms.



WELCOME YOUR FIRST GUEST



YOUR ROOM WAS BOOKED ON HOTWIRE! WHAT NOW?

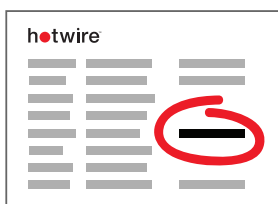
- ① Consider this a complete booking as Hotwire guests are provided immediate confirmation
- ② Charge the unique Hotwire credit card number for room & tax only (any more and the card will decline)
- ③ Obtain a guest credit card for incidentals & resort fees
- ④ Keep the Hotwire rate folio confidential and separate from the guest incidental folio

HOW HOTWIRE HELPS

- Selling unsold rooms helps your hotel reach its revenue and occupancy goals
- A new Hotwire guest can become a loyal customer
- Hotwire guests often use the money they save through Hotwire on purchases at your hotel

GET PAID

Hotwire simplifies how you get paid. Just follow these simple steps and it'll be payday before you know it!



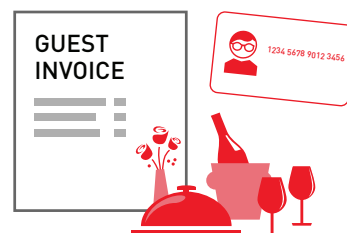
1 Find the unique Hotwire credit card number

- In your CRS
- In our Extranet
- On the faxed daily arrivals report



2 Charge the Hotwire credit card for the room & tax amount listed on the reservation

- Room
- Tax



3 Collect a guest credit card for incidentals and resort fees (don't charge the Hotwire card for these)

- Incidentals
- Resort fees

HOTWIRE MASTERCARD USE GUIDELINES

**Each credit card number is
unique per individual booking**

Only use the specified credit card number for each reservation.

**The credit card number can only
be charged for room & tax**

Rounding off or "buffering" the amount to be charged will cause the card to decline.

**The card can only be authorized once,
any more and it will decline**

If the card is authorized for an amount different than the net room rate and tax, don't try and credit back the card. Reverse the authorization and re-authorize the correct amount.

**The unique number will only be valid for
30 days after the last day of the guest's stay**



WHAT IF THE CARD IS DECLINED OR ACCIDENTALLY ERASED?

Hotwire guarantees payment to your hotel. So check in the guest as you normally would, then contact our Hotel Helpline or email financehotelhelpline@hotwire.com

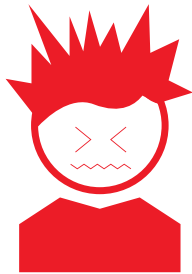
GUEST RELOCATIONS



To keep guests happy and your hotel reviews positive, please avoid relocating guests whenever possible.

**CONTACT HOTWIRE IMMEDIATELY
IF RELOCATION IS NECESSARY**

If the guest arrives before being reached by Hotwire, please have them call Hotwire Guest Support.



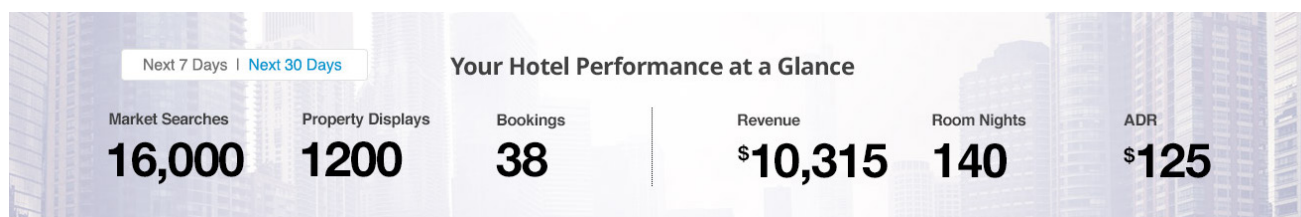
HOTEL RESPONSIBILITIES

- Your hotel is responsible for booking the guest elsewhere prior to their arrival and paying all charges resulting from the relocation, including transportation to the new hotel
- The new reservation must be at a comparable hotel and in the same neighborhood
- Your hotel must notify Hotwire as soon as possible so that we may contact the guest
- Early notice is vital to avoid high costs of relocation and minimize guest inconvenience
- Remove the guest from your hotel system once Hotwire has reached out to the guest

HOTWIRE PARTNER CENTRAL



Enjoy self-service pricing and production data in the palm of your hand, wherever and whenever you want it, with Hotwire Partner Central (HPC)!



Monitor hotel performance at a glance, including room nights and revenue, ADR, and market demand to ensure you're getting your fair share.

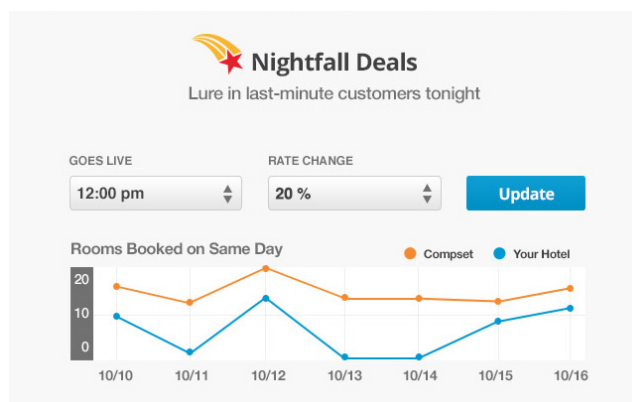
Suggested Rate for Today
Your Hotwire rate of \$165 is high, you may not display.

Standard Room

SUGGESTED RATE: \$154
AVAILABLE ROOMS: 3

Your current rate: \$165
Current compset rate: \$155

Update



- Up-to-the-minute pricing guidance tells you exactly where you need to price to convert and lets you adjust rates with one click!*
- Real time rate suggestions help you confidently move rooms in the day, for the day — when over 30% of Hotwire customers are shopping!
- Set up an automated daily nightfall deal* to ensure you're selling every last distressed room.
- Track your promotion's performance versus the competition.

*Available for hotels using the extranet

Visit www.hotwirepartnercentral.com to see for yourself and start selling rooms today!

STAY COMPETITIVE

Daily and weekly reports offer insight into your bookings and key market activity — you'll be able to make informed decisions that'll increase your bookings.

Each hotel has a dedicated Hotwire account manager that is familiar with your brand and your market. Reach out for inventory planning and pricing strategy, or if you have a question.

Below is a list of reports you'll be receiving via fax or email. To manage the reports you receive, contact your account manager or call the Hotel Helpline.



FRONT DESK

Daily arrivals report

Fax of guests to arrive that day, contains Hotwire credit card information — daily

Same day booking alert

Last-minute bookings for that day — sent right when the booking is complete
(See attached sample)

REVENUE MANAGEMENT

Daily flash report

Hotwire search display & booking rate — daily (See attached sample)

Competitive market report / Weekly flash report

Market competition & pricing guide — weekly

Month-end bookings recap

Search display & booking rate — monthly

Hotel rate report

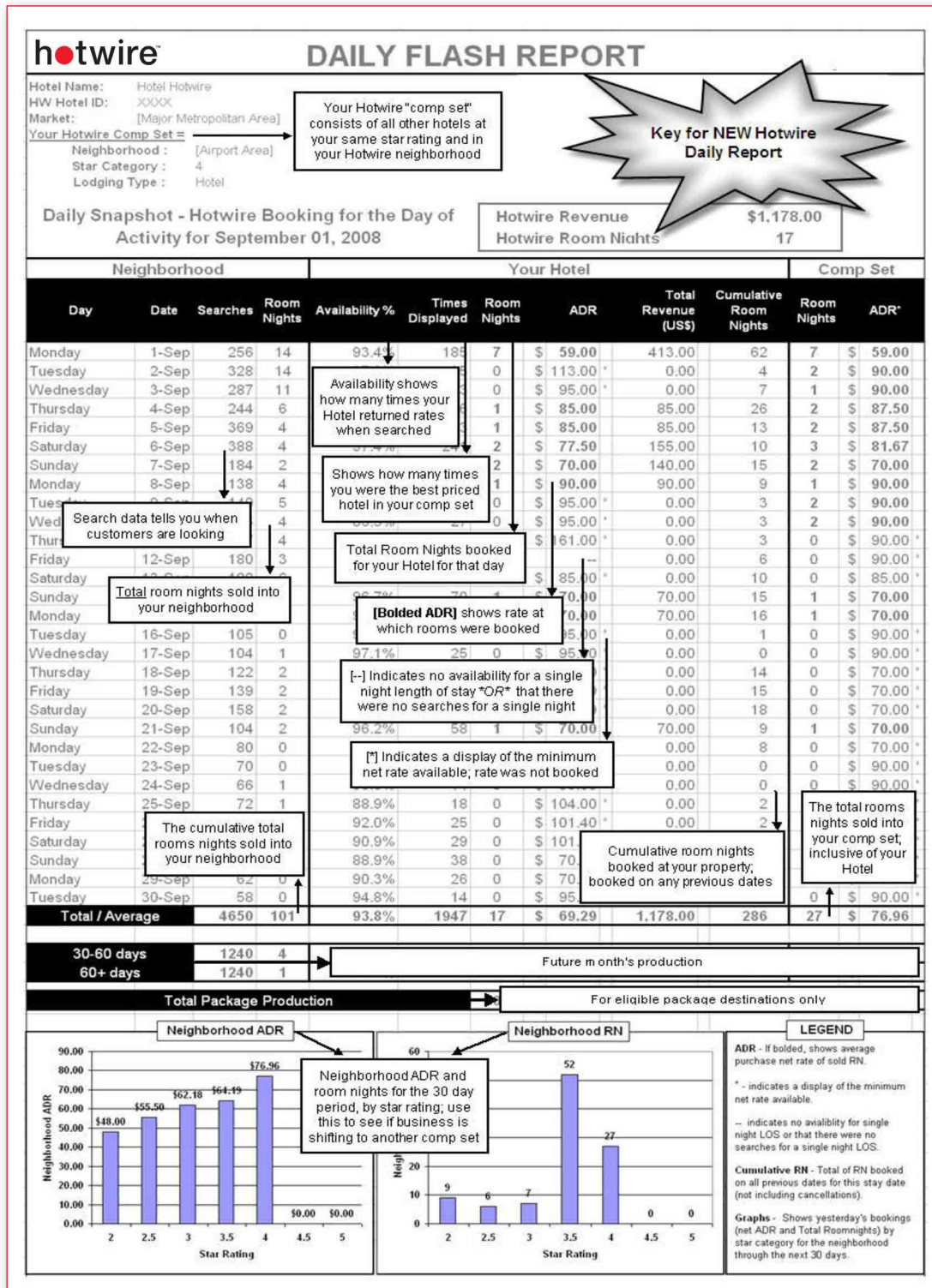
Competitor review & how Hotwire helps — monthly

Hotwire Partner Central

Up-to-the-minute pricing guidance — available whenever and wherever you want it at www.hotwirepartnercentral.com

[REPORT SAMPLES]

DAILY FLASH REPORT



DAILY ARRIVALS REPORT

To: **HOTWIRE Hotel**

Front Office Manager, Reservations Manager

From: Hotwire Hotel Team - (877) 501-2466
email: hotelhelp@hotwire.com

hotwire™

DAILY ARRIVALS REPORT

Generated on: 02/17/04 12:13 PM

NOTE:
NOW HOTWIRE CREDIT CARDS VARY
IN EACH RESERVATION

Friendly reminder - the following guests will check in on Tuesday 2/17/2004:

(These may have been sent previously, please do not double charge!)

Arr. Date	Guest Name	Rooms	Nights	CRS Conf. No.	Hotwire Conf. No.	Rate Change	Total of Net Rates	Total of Taxes	Charge to HW Card	Hotwire Card	Exp. Date
1 02/17/04	LastName1, FirstName1	1	2	1246C076781221	5171323848	N	\$258.00	\$39.15	\$297.15	1234567891234567	03/2005
2 02/17/04	LastName2, FirstName2	1	4	1246C076968661	6429137759	Y	\$486.00	\$74.22	\$560.22	1134567891234567	02/2005
3 02/17/04	LastName3, FirstName3	1	2	1246C076982339	6973404213	N	\$258.00	\$39.15	\$297.15	1134567891234567	12/2004

Reservations booked on Monday 2/16/2004 and arriving on FUTURE dates.

Credit card number appears in the electronic reservation.

Arr. Date	Guest Name	Rooms	Nights	CRS Conf. No.	Hotwire Conf. No.	Rate Change	Total of Net Rates	Total of Taxes
1 02/21/04	LastName4, FirstName4	1	1	1246C076966437	6353282075	N	\$198.00	\$30.98
2 02/21/04	LastName4, FirstName4	1	1	1246C076966439				
3 02/21/04	LastName5, FirstName5	1	1	1246C076997513	5188815766	N	\$99.00	\$15.49
4 02/27/04	LastName6, FirstName6	1	1	1246C076965608	5763307524	N	\$109.00	\$16.85

If your hotel can only accept 1 room booking per transaction, for multi room booking request Hotwire will send multi transactions subsequently in one Hotwire confirmation number.

Current tax percent: 13.625
Current tax amount/room night: 2.00

MONTH END BOOKINGS RECAP

To: Revenue Manager,
General Manager, Director of Sales

Hotel Name:

Market:

Neighborhood:

Star Class:

} Your competitive set

hotwire™

MONTH END BOOKINGS RECAP

August 2003

Generated on: 09/12/03

This report provides a recap of rooms placed in-house at your hotel last month and offers suggestions as to how you may improve production.

Rooms In-House for your Hotel in August							How could I have sold more?	
	# of Searches	# of Times Available	# of Times Displayed	Conversion %	RmN Sold	Rate	Revenue	
Fri 1	6,092	5,053	4,018	1.92%	87	\$92.14	\$8,016.00	Ensure Good Availability - Hotwire rates must be available when customers search. Your current availability percentage is 76%. (total number of times rates found / total searches). Increase availability marginally.
Sat 2	7,449	5,807	4,422	1.83%	81	\$91.74	\$7,421.00	
Sun 3	4,781	3,946	3,052	2.00%	66	\$95.11	\$6,277.00	
Mon 4	4,197	3,391	2,655	2.45%	70	\$96.99	\$6,789.00	Review Your Weekend Pricing Data for the Month - Not only were you the top selling hotel in the x star category, but you were also the top selling hotel for your neighborhood with 619 room nights and an average rate of \$95.87.
Tue 5	4,023	3,086	2,372	2.53%	70	\$98.06	\$6,864.00	
Wed 6	4,246	3,005	2,282	2.80%	73	\$98.79	\$7,212.00	
Thu 7	5,519	3,310	2,484	2.13%	62	\$95.58	\$5,926.00	Review Your Weekday Pricing Data for the Month - Not only were you the top selling hotel in the x star category, but you were also the top selling hotel for your neighborhood with 1,249 room nights and an average rate of \$97.91.
Fri 8	8,029	3,891	2,861	2.41%	76	\$99.41	\$7,099.00	
Sat 9	9,614	4,034	2,975	2.42%	78	\$103.03	\$7,100.00	
Sun 10	5,981	3,427	2,645	2.53%	72	\$98.89	\$6,760.00	For More Detailed Pricing Information - Check your weekly Competitive Market Data and Daily Flash reports or call your National Account Manager below.
Mon 11	4,897	3,051	2,329	2.06%	67	\$95.49	\$6,470.00	
Tue 12	4,355	2,847	2,191	2.37%	65	\$94.48	\$6,118.00	
Wed 13	4,223	3,127	2,412	2.65%	67	\$93.38	\$6,758.00	
Thu 14	4,593	3,700	2,951	2.07%	67	\$96.68	\$6,091.00	
Fri 15	5,827	4,933	3,613	1.82%	42	\$94.76	\$3,980.00	
Sat 16	6,537	5,555	4,134	1.85%	55	\$96.36	\$5,300.00	
Sun 17	4,104	3,542	2,954	1.52%	53	\$98.60	\$5,226.00	
Mon 18	3,632	3,152	2,547	1.88%	53	\$98.89	\$5,241.00	
Tue 19	3,439	3,009	2,413	2.40%	67	\$99.63	\$6,675.00	
Wed 20	3,459	3,023	2,378	2.35%	64	\$99.14	\$6,345.00	
Thu 21	4,068	3,627	2,988	1.71%	57	\$97.37	\$5,550.00	
Fri 22	5,063	5,010	4,101	1.63%	72	\$96.81	\$6,970.00	
Sat 23	6,363	5,432	4,363	1.86%	86	\$95.67	\$8,245.00	
Sun 24	3,951	3,447	2,788	2.08%	61	\$96.58	\$5,890.00	
Mon 25	3,281	2,915	2,322	2.93%	71	\$98.75	\$7,011.00	
Tue 26	3,095	2,777	2,179	2.66%	61	\$99.44	\$6,066.00	
Wed 27	3,332	2,915	2,255	2.39%	57	\$98.95	\$5,640.00	
Thu 28	4,834	4,182	3,297	1.46%	51	\$95.39	\$4,865.00	
Fri 29	7,846	6,655	5,526	1.30%	79	\$93.85	\$7,414.00	
Sat 30	10,130	7,885	6,507	1.01%	76	\$92.86	\$7,057.00	
Sun 31	7,592	5,908	4,947	1.27%	72	\$94.04	\$6,771.00	
Totals	166,162	125,442	99,961	1.88%	2,039	\$96.06	\$196,857.00	

Package production statistics -

This month, we placed 604 room nights in-house at an \$91.21 average rate, for a total of \$55,093.00 in package revenue. This package production IS NOT included in the above data.

Hotwire Hotel Team - (877) 501-2466

email: hotelhelp@hotwire.com

Your National Account Manager is: Jim Struna

National Account Manager phone: (703) 875-8060

National Account Manager email: jstruna@hotwire.com

COMPETITIVE MARKET REPORT

Report Stay Period: 01/03/2011 to 02/13/2011
 To: Director of Sales, General Manager, Revenue Manager
 Hotel Name: Your Hotel
 Market: Your Market
 Neighborhood: Your Neighborhood
 Star Rating: 2.6
 Lodging Type: Hotel

The Competitive Market Report breaks out roomnight and average daily rate by Stay Week day.

The Competitive Market Report (CMR) breaks out room/night and average daily rate by Stay Week day and Weekend for your neighborhood and top competing neighborhoods.

hotwire™

Competitive Market Report Key

All bookings current as of: 01/09/2011
 Hotwire Hotel Team: (877) 501-2486 or +1 415 343-8811
 E-mail: hotelhelp@hotwire.com
 Revenue Manager: Your Revenue Manager
 Revenue Manager Phone: 415-343-8888
 Revenue Manager E-mail: hwanalyt@hotwire.com
 Currency Used: U.S. Dollar (\$) ☒
 Generated On: 01/10/2011

[illegible]

Top Producing Comp Sets for 01/01/2011 to 02/13/2011				
Rating	Hood	RN	ADR	Revenue
2	Hood 1	218	40.93	8,800
3	Hood 2	236	74.00	17,463
3	Hood 1	339	71.63	34,284
3	Hood 3	476	61.35	29,205
3	Hood 4	440	42.32	18,621
3.5	Hood 1	276	83.30	22,991
4	Hood 2	262	86.84	22,763
4	Hood 4	360	90.93	32,734

Information for Stay Week Ending 01/08/2011

Your 2.5 star hotel sold 38 roomnights for this week at an average Hotwire rate of \$158

Your entire neighborhood sold 564 room nights for this week at an average Hotwire rate of 66.00

The top selling hotel in your neighborhood for this week is a 4 star hotel that sold 177 room nights at an average Hotwire rate of 89.00

The top selling hotel in the second competing neighborhood for this week is a 4 star hotel that sold 97 room nights at an average Hotwire rate of 72.00

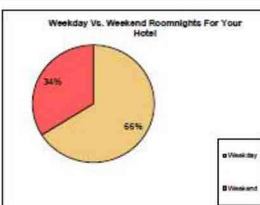
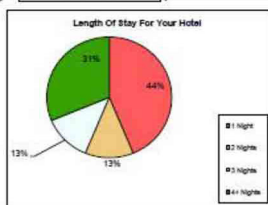
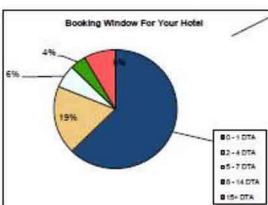
The top selling hotel in the first competing neighborhood for this week is a 4 star hotel that sold 106 room nights at an average Hotwire rate of 96.00

Report Key

ADR:	The average net rate for all hotels in this star category for the week
RNe:	The total room nights for all hotels in this star category for this week
NID:	Indicates no displays for this week
Comp Set:	A competitive set or "compset" is all the hotels in a given neighborhood and star rating
Hood Selection:	Neighborhoods shown were selected based on factors of proximity, size of Market production share, and similar neighborhood characteristics

Data in all charts is for stay period
01/03/2011 to 02/13/2011

These charts display how you're selling by days to arrival, length of stay, and weekday vs. weekend days.



Rank of Purchase: Your hotel's rank in the Market by RINs booked

Revenue: Revenue in 'Competitive Rank' table below in thousands of dollars

Your rank by production in your market, along with the rate you booked and production you captured are displayed here.

Production Summary and RN Rank in Market for Your Hotel

Week Ending	01/09	01/18	01/23	01/30	02/06	02/13
RN	38	16	4	0	0	
ADR	51.58	50.60	68.97	0.00	0.00	77.9
Revenue (000's)	1.96	0.81	0.28	0.00	0.00	0.0
Bank of Purchase	21	76	34	N/A	N/A	

HAVE A QUESTION?

We're here to help. If you have a question or need pricing strategy help, don't hesitate to contact us.

HOTELS IN THE US/CANADA

Hotel Helpline: (877) 501-2466

Guest Support: 877-HOTWIRE (468-9473)

HOTELS OUTSIDE OF THE US/CANADA

Hotel Helpline: 0800 452 37100 / +1 415 343 8811

Guest Support: 0808 234 5903

ALL HOTELS - EMAIL ASSISTANCE

General help email: hotelhelp@hotwire.com

Finance issues: financehotelhelpline@hotwire.com