

Utell®

HOTELS & RESORTS

A service of **Pegasus™**
SOLUTIONS

Exceptional global sales, marketing and distribution solutions for independent hotels

Building your Business

Prepared by: Jane Stringer - Bruno Maini

Date: June 2007

Content

Utell® Hotels & Resorts is the world's largest and most experienced sales, marketing and distribution service for independent hotels and small groups of hotels worldwide. For over 75 years we have been firmly committed to providing solutions that are appropriate to the specific needs of every customer - one at a time. We are known in the industry as '*The Hotel People*'.

The power and awareness of Utell is demonstrated by the fact that in 2006, nearly 2 million bookings, over 4.5 million room nights and over \$USD 725 million in hotel revenue were generated for member hotels.

» Sales & Marketing Services	Page 3
» Distribution Services	Page 7
» Web Services	Page 9
» Business Performance Services	Page 11
» Financial Services	Page 13
» Account Management	Page 14

With single-minded customer focus, the Utell® service provides its diverse portfolio of hotels with unrivalled sales, marketing and distribution to travel agents, corporations, meetings planners, and business and leisure travellers. Your hotel will benefit from the expertise, leadership and influence we have in the market. Our dedicated and proactive team understands your business and works hard to help you tap new markets, customers and revenue streams.

Utell® Hotels & Resorts is much more than a reservation system, we aim to deliver solutions for a hotel's entire sales, marketing and distribution strategy, bringing sustainable competitive advantages and continuous growth in revenue.

Utell® Hotels & Resorts provides member hotels preferential access to the best reservation and business management system, the widest distribution network and a world-class commission payment solution.

Sales & Marketing Services

Utell®'s global sales and marketing teams work actively with the travel agent, corporate direct, meeting planners and consumer groups to promote Utell® member hotels, its brands and collections, as well as the "UI" GDS Chain code. Independence should not mean isolation. Utell® membership brings multiple advantages that would be difficult or impossible to achieve on your own.

Categories and Collections:

As part of Utell® Hotels & Resorts, hotel members can compete directly with the international chains. To assist potential hotel bookers in finding the right hotel for the right occasion, the Utell® hotel portfolio is differentiated into well defined core categories: Luxury, Superior and Value, each with its own identity, but all adhering to the same values hotel customers are looking for.

Utell® membership also offers a range of marketing programmes known as 'Collections', designed to promote independent hotels that offer similar amenities, services and activities.

Utell® Collections which include: Utell®Spa, Utell®Golf, Utell®Beach, Utell®Business and Utell®Meetings with marketing activities including:

- High quality printed and electronic hotel directory
- Dedicated websites featuring a hotel packages
- Electronic marketing, search engine optimisation
- Consumer website promotions and partnerships
- Trade and consumers news letters
- International PR activities



Sales & Marketing Services

Preferred Partners:



On behalf of its member hotels, Utell® has negotiated preferred agreements with 32 of the world's largest Travel Management companies and consortia.



Our preferred partners include:

- » American Express - globally (1 of only 4 Chains)
- » Carlson Wagonlit - globally (1 of only 6 Chains)
(inc TO3/Navigant)
- » BCD Travel - globally



Under such agreements, your hotel benefits in the following key ways. Agencies will:



- » Identify Utell® as a preferred partner in all collateral
- » Invite Utell® hotels to Corporate RFP's
- » Bias and give preferential treatment over non-preferred hotels
- » Allow Call Centre visits



Corporate Hotel Programmes

As a member of Utell® Hotels & Resorts, hotels benefit from a dedicated Corporate Sales function that works with Travel Managers of some of the world's largest corporations on both a global and local level. Our team will work to ensure that the opportunities to capture negotiated business travel as well as discretionary travel are maximized.

Marketing:

Additional marketing opportunities are agreed with both preferred travel agency partners and other demand channels. These activities include:



- » E-Newsletters
- » Corporate Magazines
- » Staff Magazine
- » Intranet Sites
- » Banner Advertisements
- » Targeted promotional activities and campaigns
- » IATA and call centre visits

Voice Centre generation

- » Call Centre visits
- » Voice only rate promotions

Sales & Marketing Services

Utell® branded

Rate programmes: Utell® is the only Representation Company to offer highly visible and recognised year-round marketing programs. These rates are heavily advertised in via GDS marketing, e-shot campaigns, direct mail, chain and consortia marketing and trade advertising. Last year, Utell®'s branded rate programs generated over 60 million US dollars in revenue for its participating hotels



GREATRATE is a branded, year-round special added-value rate program. It is available to all full service Utell® Hotels & Resorts members.

GREATRATE drives business to your hotel without undermining your average room rate. By balancing supply and demand with a careful pricing policy, you are able to maintain levels of occupancy in your property while receiving a good average room rate over a minimum two-night stay.

LATEGETAWAYS is the branded last-minute bookings program that is designed to fill up your hotel with last-minute, price sensitive business. By driving customers to your property using a competitive pricing program, you can benefit from incremental business and help fill unexpected gaps in your occupancy.

Branded Promotions: In 2006, Promotional rates specific to the core Luxury Superior Value categories were the 4th most booked rate plan for member hotels, and reservations for its dedicated weekend rate were up by 16%

Pegasus Global Rate Program: This new range of programmes being introduced in 2007, is targeted at maximizing revenues from your demand customers with greater efficiency. Taking advantage of Pegasus's industry relationships world-wide, these programs simplify and streamline the burden of managing multiple relationships with different business service providers.

SELECTrate is a Travel Agency rate, which enables your Hotel to provide special discounted rates for Travel Agent personnel

Sales & Marketing Services

Tailored Marketing

Services: Pegasus' Tailored Marketing Services is designed to help individual hotels and hotel groups to generate greater demand and recognition **when and from where** they need it.

Typical situations requiring Pegasus TMS:

- » Launch a new hotel or announce a refurbishment
- » Advertise a tactical promotional message
- » Grow business from a specific region of the world
- » Reach underperforming or loyal Travel Agents
- » Increase customer retention
- » Announce Chain Code change
- » Execute a GDS advertising campaign

UtellMail:

Is our monthly newsletter which is distributed to over 14,000 Travel Agents worldwide, informing them of new additions to the Utell® portfolio, special offers, events and hotel highlights.

New Member Bulletin:

This document is released on a monthly basis and features our new hotels with property details and codes, with a distribution base of 14,000.

Distribution Services

Utell® utilises an industry-leading CRS technology platform, which manages, distributes and sells consolidated hotel product through all primary and secondary distribution channels world-wide. RezView is used by more that 25,000 hotel properties globally.

Our hotels are seamlessly connected via our powerful and intuitive web-based portal, NetRez, allowing easy, real time management of your rates and inventory optimising your revenue generation. Reservations are delivered through NetRez or alternatively through our PMS interface connection options.

In 2007 rate maintenance through NetRez became even easier with the introduction of a new and effective way to manage rates. Utell Hotels & Resorts can link rate plans to one key rate: Best Available Rate. The use of Best Available Rate means that as demand fluctuates, a simple adjustment of BAR means other rates adjust automatically.



GDS Distribution: The Utell® CRS connects to the four principal GDS's and their onward distribution partners. Connecting to over 500,000 travel agencies worldwide.

Voice Distribution: Utell® provides international representation in 41 Countries through its voice services.

Internet Distribution: As a member of Utell® Hotels & Resorts, your hotel has the opportunity to be represented on many of the World's most recognised business, leisure, consumer and industry utilized web sites. Continued...

Distribution Services

Consumer Sites: These include:

Orbitz.com
All-Hotels.com
Priceline.com
Travelocity.com
Hotel.de
Expedia.com
Hotwire.com
Opodo.com



hotelbook.com is Pegasus's own consumer facing website with focus on independent hotels and small groups.

In 2006 the site received 1.6m site visitors and created revenue of over \$15.5 million USD for its member hotels.

The site has:

- » A Monthly e-newsletter - with over 8,000 subscribers
- » Micro sites featuring key destinations and hotel collections such as Spa and Golf
- » Destination deals promoting competitive rates in key locations
- » VeriSign Credit card validation
- » Award-winning hotelbook blog and destination podcasts
- » Partnerships with major distribution channels such as Kayak and Sidestep



www.utell.com is Utell's® online directory with a booking facility. It is used as an online reference by the travel trade, consumers and corporate bookers alike.

Travel Agent Site:



www.utellagent.com is a website designed specifically for and dedicated to the agents who book Utell® hotels. The site provides information in the agency local language on our products and services as well as providing online booking capability, commission checking and confirmation retrieval tool for agencies.

For your own web site connectivity, Utell® offers a web platform to all member Hotels which has three levels of functionality depending on your requirements. These are:

NetBooker Express: For independent Hotels

- » Full-featured, multi-lingual, real-time booking engine that carries your own brand and logo.

NetBooker Independent: Customization features for hoteliers that want to seamlessly integrate NetBooker into their Web site

- » Capabilities to present room and rate descriptions in ten languages
- » Customers have access to the NetBooker Configuration Centre where they can manage their booking engine preferences.

NetBooker Custom for Groups:



Advanced booking engine solution designed for groups of hotels and private labels with unique identities or corporate customers

- » Supports extensive customization of look/feel, labels and messages, navigation and default booking parameters
- » As well as multiple booking itineraries, integration with CRS profiles, special rate handling and shopping across multiple properties.

»

Netbooker Web Analytics:

The Pegasus NetBooker Web Analytics software was developed to provide actionable metrics that show how online marketing translates into growth and profitability for hotel clients.

Web Analytics has been customized for the NetBooker booking engine by using the industry's most robust and highly regarded analytics software, WebTrends Analytics 8.

This system provides the unprecedented ability to track online revenue from its originating source completely through to the reservation conversion process, including all potential drop-out points.

Built for the complex needs of high-traffic Web sites, the Pegasus NetBooker Web Analytics system gives customers the information they can use to optimize their marketing investment, improve Web site conversion and segment their most valuable visitors for repeat business. Through Web Analytics, hotels can make real-time adjustments in their marketing activities to maximize their revenue.

Image Management and Rich Media

Services:

More and more travellers rely on the Internet to make their travel decisions. When they consider hotels online, what persuades them to book your properties?

Photographs are an important part of presenting your property, and Utell® offers its member hotels an online, intuitive method of collecting and distributing high quality images to major GDS and Web site channels.

In addition, rich media services are optionally available. These services include virtual tours (360 panoramic images), Webshows and streaming videos thereby presenting your hotels in a dynamic, exciting way with the widest possible reach across the internet.

Pegasus Translation

Services:

Pegasus offers a low-cost translation solution giving Utell® properties a competitive advantage over hotels with English-only descriptions.

By displaying the hotel information in multiple languages, your property becomes more favourable to display on many international websites.

The service is embedded into the Pegasus ODD management process and is an automated solution, removing the need for lengthy training and translation for your hotel.

Business Performance Services

PMS

Interface:

To reap the full value of seamless end-to-end delivery of reservations into a hotel's PMS of all Utell®-generated bookings, it is advisable to consider an interface between the Utell® CRS (Unison) and the hotel's PMS.

Pegasus Solutions offers interface solutions to most of the leading PMS vendor products.

Our interface solutions provide you with just one system to facilitate the delivery of reservations directly to your PMS. Our PMS offering reduces additional overhead at the hotel by reducing data handling and administration and reducing entry errors.

Management Reporting:

Hotels have 24/7 access to a variety of hotel and management reports via Netrez. Reports include arrivals lists and online query filters, as well monthly reports that include trends in booking patterns and source of business.

Rate Solicitation:

Utell® works with the industry's leading provider of rate solicitation and RFP management Lanyon.



Lanyon is a central repository for your property data and rates. Once loaded, your data is then available to be submitted for all Consortia, Travel Management Company and Internet solicitations your property has access to.

Business Performance Services

Utell® will advise you which programs are most relevant for your hotel(s) and you can then choose which fit best into your strategy.

Utell® hotels are loaded into Lanyon **FREE** of charge.



RateChecker is an online rate tracking tool that provides hotels with visibility of their rates and those of their competitors across multiple internet distribution channels and GDS. It enables:

- » Automatic tracking of online distribution channels
- » Allows Hotels to monitor competitor
- » Allows Hotels to match competing rates and products, based on specific attributes
- » The service is tailored to each Hotels need and sophistication
- » Pegasus has partnered with Electrobug a market leader in this area.

Training:

Your success is our success. Therefore, we are committed to ensuring that you get the most out of your Utell® membership.

Our partnership begins with a two day intensive Partnership induction program to ensure that your hotel employees are fully familiar with our organisation and how to maximise the benefit you get from our Services.

This is underpinned by a variety of training courses across a multitude of topics which can be presented by phone, using interactive web-based technology; Classroom style or on-site.

Information on all training courses can be found on www.utellportal.com

TravelCom®

is our online commission processing system that allows you to process your travel agency commissions on a weekly basis.

The TravelCom system...

- » Is easy and intuitive to use
- » Is available 24x7 to allow reconciliation at your convenience
- » Offers a variety of payment options (credit card, bank transfer etc.).
- » Allows commission payments in a wide range of currencies.

The TravelCom Pledge states that:

"All hotels must either agree to pay travel agent commissions through the TravelCom system or, if they currently pay directly or via a third party, they must report how they pay their commissions through TravelCom on a weekly basis."

We have implemented this pledge to ensure that all Utell® Hotels & Resorts member hotels commit to paying travel agent commissions on a timely basis. All hotels must either agree to pay travel agent commissions through the TravelCom system or if they currently pay directly or via a third party they must report how they pay their commissions through TravelCom on a weekly basis.

We need to assure the travel agents that member hotels are fully committed to paying commissions. Otherwise we risk them not booking our hotels.

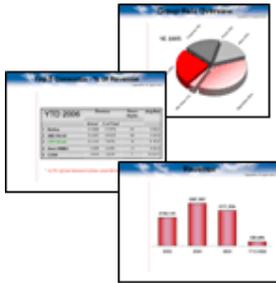
Paytell:

Launched in 1979, Paytell is a service whereby the travel agent deducts its commission automatically in their own currency from the client's pre-payment when a reservation is made.

When the client arrives at the hotel they simply present a voucher to show they have paid for their booking via Paytell. This improves cash flow for the travel agent and reduces no-shows for the hotel since a pre-paying client is more likely to keep their booking. Paytell is free to all Utell® member hotels and is included in your contract with us.

Account Management

Account Management:



Each Utell® Hotel is assigned a dedicated Revenue Manager who will work with you to:

- » Build, agree and execute a SMART business and marketing plan
- » Identify and encourage relevant Hotels to actively participate in Corporate and Travel Management Company RFP's
- » Conduct Regular Health Checks and Account Reviews for assigned accounts including rate strategy, close-out dates, compliance (e.g. Travelcom), property description data and images via all distribution mediums.

Service Delivery:

Provides an operational Helpdesk in local language to assist with any issues relating to reservations, systems and general inventory management.

In addition we provide a 24/7 helpdesk for our Travel Agencies.

Member Portal:

www.utellportal.com is a site specifically designed for our member hotels. It will keep you updated with trade news, marketing initiatives and dates and events.

In addition it provides you with access to:



- » Utell® products and services
- » Customer Support
- » Cost effective training options
- » Rate solicitation - Lanyon
- » Online training
- » Newsletters
- » Image Portal
- » RateChecker
- » Travelcom