



Welcome to the CCRA 2011 Hotel Program

Your Direct Connection to the Travel Agent Market

You've made a great decision to partner with CCRA in reaching the rebounding travel agent market. Now that you are a part of our program, we want to make sure you get the most out of everything we have to offer.

MEMBER BENEFITS

1. **LARGEST DISTRIBUTION CHANNEL**—Your rates distributed through the GDS, www.ccratravel.com, and via Amadeus Vacation Link. This unique channel combination allows CCRA to distribute your property to Home Based, GDS, Corporate and Leisure travel agents.
2. **FREE GDS RATE CHECKING**—CCRA will verify your rates under the CCRA rate code, simply email CCRA at rateload@ccra.com and put `ratecheck` in the subject line.
3. **FREE MARKETING**—Take advantage of our FREE programs that make you stand out in the crowd. Our *Better than The Best* program offers a free destination banner ad and our *ExclusiveProgram* offers free highlighting and icons. Both programs offer special landing pages. For more information contact sales@ccra.com.
4. **DISCOUNTS ON MARKETING PRODUCTS**—As a member, you receive discounts on CCRA marketing items throughout the program year with special package pricing (see page 4). Take advantage of marketing to tens of thousands of professional, GDS and Home Based travel agents.
5. **FREE EDUCATIONAL WEBINARS**—Keeping you abreast of trends and changes in our industry. Look for email invitations throughout the year.
6. **FREE CHECK-IN NEWSLETTER**—Filled with industry specific news and events to keep you current. Distributed bi-monthly.
7. **AGENCY LINK**—You are continually promoted and marketed to the most reputable agency associations. We attend many, many tradeshow communicating the message that CCRA Hotel Program Partners deserve their business and are the best choice.

Maximize your participation in the program by taking advantage of our marketing strength. Invest your marketing dollars wisely with CCRA. The differences are clear.

	ABC	CCRA	Hickory	THOR
Web Traffic*	137 visits per day	3,168 visits per day	585 visits per day	149 visits per day
Booking Engine	UNKNOWN	YES	NO	NO
Agency Locations	7,600	30,000	3,400	N/A
Email Distribution	7,600	30,895	2,800	2,000
Ad Prices Starting From**	\$525	\$400	\$500	\$375

* From Statbrain.com as of September, 2010

** Ad prices based on 2010 advertising rates

Acceptance into the CCRA Program is the first step.
Drawing attention to your property against your competition is the next important step.

Introducing CCRx from CCRA®



The CCRA solution for ailing occupancy!

We have the prescription to improve your occupancy with our new, quarterly, travel agent feeder market report which has been designed to help you pinpoint your travel agent market. We priced it within reach of any hotel's budget at only \$500.

You'll be able to define your top five hotel competitors. We will show you how much CCRA travel agent business you are getting in comparison, as well as who those agencies are and where they're coming from.

With CCRx, we don't just give you data, we provide you with a written "prescription" that details the information available on the report...and what you need to know—and do—to successfully market to this audience.

What sets CCRA's report apart from others is that we have relationships with these agencies and have built advertising and communication tools needed to reach out to these agents. We've created

CCRx to provide accurate, meaningful... actionable information for any hotel that is interested in the travel agent market. This isn't a revenue management tool... this is a sales tool.



Featured Property—Finally an Affordable Biasing Product



Ensure viewership of your hotel and appear at the top of the search results for your location. The most valuable real estate in a results screen is the top and obtaining that spot usually requires a hefty financial commitment. We provide hotels the opportunity to be listed at the top for only \$1,000 a month and you

decide which month you would like to be featured. No annual contract required. This is a very popular position and is limited to only 3 hotels per location. In 2010, these positions were sold out in major markets before the end of first quarter. Requests are filled on a first come, first serve basis so act fast.

Hotel Intel—The Low-Cost Way to get your message out!



CCRA works with thousands of travel agents every day!

Hotel Intel is CCRA's newest opportunity to reach thousands of agents. Not only is it on CCRA's most visited page but we include links in every electronic communication we send to thousands of agents. According to www.statbrain.com CCRA websites receive more than 3,100 visits per day! No other consortia comes even close.

For the low introductory price of \$400 you get your logo, a picture and 4 lines of text. The

perfect way to announce a brand change, a name change, newly refurbished rooms or just about anything you can think of to say about your hotel. This ad stays up for an entire month. Where else can you get this kind of exposure for this low price?

Available only to participating CCRA Hotel Program Participants. To book your Hotel Intel ad email sales@ccra.com.

50,000 registered agents have access to CCRA's proprietary on-line booking portal CCRAtravel.com

Contact Sales@CCRA.com to place order or for more information go to www.CCRA.com.

CCRA has the power to reach 22,000 agencies with our effective marketing tools.

Point of Sale Marketing



Featured Properties Bias

Grab market share by purchasing premiere positioning on CCRATravel.com, the reservation portal that reaches over 50,000 home-based travel agents. CCRATravel.com agents perform thousands of hotel searches a day, but only three hotels always come up first for any given city search. **\$1,000 per month**



Destination Banner Ads

A perfect outlet for highlighting an individual hotel, the ad appears on a city-specific search page. Destination ads are hotel-specific and click through to the property profile. **\$950 per month**

Market Intelligence



Quarterly CCRx Reports

If you're looking for permanent relief from the pain of low occupancy, CCRA has the prescription for you. Our new CCRx reports give you all the information you need to start getting more business from travel agents

who already book in your market. What's more – every report comes with CCRx, a detailed overview of just how to go after this market. **\$500 per quarter**

Website Banners



Hotel/Intel

Hotel/Intel ads offer you an opportunity to promote

an important message about your hotel directly to travel agents. The are posted on our most popular web page, *Agent Specials*, directly below the travel agent special ads. **\$400**



Travel Agent Specials/FAM Rates

Providing travel agents the opportunity to visit your property personally is the best way to gain their endorsement. These non-commissioned rates assist in promoting your hotel to agents. Distributed in weekly eBlasts and linked on the ccra.com website. **\$400**

eMail Communications



Private Labeled eBlast Specials

Create a private labeled eBlast that features your hotel exclusively, sent on a date of your selection. Allows targeted segmenting by geographic regions or by consortia group. **\$1,300**



Tuesday eBlast Specials

CCRA distributes weekly e-Blast specials to a proprietary, opt-in database of over 22,000 travel agencies. Popular special offers presented to our members each Tuesday receive a high visibility rate, positioned as endorsed destinations that

offer CCRA rates. This is an effective tool for targeting individual agents, not merely the agency level. **\$1,000 or 3 for \$750 each**



Monthly eNewsletter Advertorials

Presented in editorial format within the newsletter, the Advertorial is an opportunity to profile unique, new or timely information on your property. This is an effective way to spotlight a newly renovated space, special amenity or program. **\$1,500**



Monthly eNewsletter Ads

A display ad in the monthly eNewsletter appears center screen, wrapped by editorial content of interest to the subscribers. Not only appears when the newsletter is distributed, but remains posted and visible throughout the year, as the newsletters are archived in our web pages. Links to the monthly newsletter are also included in every eBlast outreach. **\$1,500**



Monthly eNewsletter Property Links

A simple to execute and affordable text link to your property profile the Booking Portal. Appears at the top of the Newsletter screen. **\$500**

Marketing with CCRA is as easy as 1, 2, 3.

PACKAGE 1

**One Hotel Intel Ad
+ One Destination Banner ad
for \$1200
(a savings of \$150)**

PACKAGE 2

**One Hotel Intel Ad
+ One eBlast ad
for \$1500
(a savings of \$250)**

PACKAGE 3

**One Destination Banner Ad
+ One eBlast ad
for \$1900
(a savings of \$350)**

Quick Facts

CCRA continues to be the largest agency membership consortia amongst our competitors: ABC, Hickory, Travelsavers and THOR. To date, we have over 22,000 accredited member agencies. We maintain a close partnership with our agency groups and promote our suppliers and programs at their tradeshow and regional meetings throughout the year. As a result, we have seen tremendous growth this year.

These are the highlights of 2010 so far:

- ✓ In January, CCRA announced the creation of the Enhanced Commission Program where we pay 15% commission to our agencies on tens of thousands of prepaid rates. Hotels still pay the standard 10% but CCRA pays the additional 5% commission.
- ✓ In February, CCRATravel.com, set a new record with over 55,000 registered users who are mainly home-based, non-GDS, bookers of travel. This is a discretionary revenue source and audience hoteliers are eager to reach and they can do so by partnering with CCRA.
- ✓ In March, Nexion, the industry's most trusted host agency with over 2,500 leisure and corporate agencies that collectively book \$217 million in travel became the newest and largest agency group to use CCRATravel.com.
- ✓ In April, CCRATravel.com recorded transactions had doubled YOY for Q1 due to the addition of programs funded by CCRA.
- ✓ In May, we partnered with Amadeus to distribute our hotel program and portal content to Amadeus Vacation Link users. Vacation Link is their new leisure focused, non-GDS platform. We were selected as their exclusive hotel content provider. This allows us to distribute our program to over 2,500 new agents.
- ✓ In July, CCRA acquired the Hickory Call center and their call center clients. As of July 2010, they have been linked to the CCRA Hotel program. This acquisition makes CCRA the largest after hours call center in the travel industry. We will continue to grow this business and our hotel program clients aggressively through the organic growth of our client base and potentially more acquisitions.
- ✓ In August, we formed a new department in our company, Global Network Division. This team is charged with forming international partnerships and their very aggressive goal in the next 18 months is to partner with 1,000 agency groups – making CCRA Travel Solutions the only true worldwide consortia program.
- ✓ In September, the CCRA Cash Rewards program which pays agents a \$1.00 override per consumed room night on CCRATravel.com, enrolled its 9,000th travel agent into the program setting a new milestone.
- ✓ Before year-end, our hotel content will be available through Amadeus's Agent Net Selling Platform allowing another 5,600 mid to large sized agencies to have access to the CCRA hotel program and portal content.

While most consortia programs are business as usual, CCRA continues to reinvest and grow our company. We will continue to develop new partnerships and programs to benefit our agency members and supplier partners. To summarize, CCRA is different and far better than other consortia allowing you to reach home based and GDS users for both weekday and weekend business by thousands of more agents.

Imagine what we will achieve in 2011!