



Online Travel Agencies (OTAs) / Third Party Distributors
ONBOARDING

Through Online Travel Agencies (OTAs) / Third Party Distributors, properties have the opportunity to leverage Best Western's negotiating power to improve their placement on travel partner websites and promote inventory not otherwise expected to sell. Many of these partners target specific market areas through extensive affiliate networks, in order to better serve online consumers worldwide. Best Western has secured chain level agreements with third party online partners that will maximize online distribution, boost revenue, and capture new customers. To find out more about each partner and reference important operational information that will enable you to provide your customers with superior customer care, visit mybestwestern.com.

Outlined below are management details that will assist you with getting up and running on the brand supported OTAs. Please direct any questions to ebusinessinitiatives@bestwestern.com.

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Booking.com

Booking.com Overview:

Part of Priceline Group, the Booking.com website is available in 40 languages, offers over 1,000,000 accommodations and covers over 123,100 destinations in 229 countries and territories worldwide. Booking.com consumers book over 1 million room nights every 24 hours.

Onboarding Procedures and Timelines:

- **Status: North America, Central America and South America only at this time.**
- The connection process with Booking.com starts with the completion and submission of the required Batch Placement form.
 - The Batch Placement form is available on mybestwestern.com.
 - Completed forms should be sent to ebusinessinitiatives@bestwestern.com.
 - In most instances the Batch Placement form is submitted by the revenue manager.
- Following the receipt of the completed Batch Placement form, properties will be activated on the connection in **3 weeks**.
 - The eBusiness team reviews all Batch Placement forms each Wednesday and prepares a file that is sent to Booking the following Wednesday.
 - Upon Booking.com's receipt of that file, the process to build properties and rates in their database begins.
 - Properties will go-live two weeks later.
 - Example – The batch cutoff date is Wed, 8/9. The files were sent to Booking on Wed, 8/16 with a go-live date of Wed, 8/30.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brand's connection, or is a new build, the activation timeline will apply.
- Rate plans used by Booking.com will be loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the connection, the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Email notifications outlining connection timelines will be sent from the Best Western eBusiness Team to the property.
 - The first email will be sent approximately two weeks prior to activation advising the Booking.com connection has been scheduled.
 - The second on the day of activation advising the Booking.com connection is now live.
- Once activated on the connection, the property will be live and bookable for customers on the Booking.com website, provided the designated rate plans are open.

Global Agreement Terms:

- Americas only
- LRA - participation in the Americas will be required once BestCheque enhancements are finalized.

Margin:

- Varies by region:
 - 15% Standard or 18% Preferred - USA, Canada, Caribbean, LATAM (excluding Brazil) and Mexico.
 - 13% Standard or 16% Preferred – Brazil.

Connectivity:

- Varies by region:
 - Americas - bookings will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.
 - International – bookings will be managed through the extranet until a global agreement is in place.

Rates and Inventory:

- Varies by connectivity status:
 - Properties utilizing the DerbySoft connection will manage ARI through MemberWeb.
 - Properties not on the brand connection will manage ARI in the extranet until which time they are activated on the connection.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

Booking.com	
Code	Base Rate
BK1	RACK - Flexible Rate
BK2	Internet Only
BK3	Best Value
BK5	Multi-Night
BK6	24-HR Sale
BK7	48-HR Sale
BK8	Last Minute Sale
BK9	Advance Purchase
BAK	Rack with Breakfast
BKB	Rack with Dinner and Breakfast
BKC	Advance Purchase with Breakfast
BKD	Advance Purchase with Dinner and Breakfast
BKE	Multi Night
BKF	Multi Night Promo
BKG	Advance Purchase
BKH	Advance Purchase
BKJ	Rack with Breakfast, Lunch and Dinner
BKK	Advance Purchase with Breakfast, Lunch and Dinner

BKL	Sleep & Fly
BKM	Mobile
BKN	Genius Sale
BKP	Value Add Package
BKQ	Daily Deal
BKS	Private Sale

Payment and Commission Procedures:

- Payment:
 - Payment is made directly to the hotel by the guest at the time of their stay.
- Commission:
 - Commissions are processed through the extranet until the BestCheque enhancements for Booking.com are implemented.
 - SureStay properties are not given an option to join the Booking.com connection. Until SureStay properties are on BestCheque, properties will need to pay commissions directly to Booking.com.

Content, Images and Hotel Performance:

- Content and performance is managed and monitored in the Booking.com extranet.
- Images are sourced through Ice Portal.
 - For North American support email MAT@bestwestern.com.
 - For International support email eds@bestwestern.com.
- To request a login to the Booking.com extranet please contact your Booking.com Market Manager.

Online Tools:

- [Program Overview](#)
- [FAQs](#)
- [Batch Placement Form](#)

Distribution Account Manager:

- For questions please contact Heidi Mims at 602-957-5605 or heidi.mims@bestwestern.com.



Ctrip Overview:

Based in Shanghai, China, Ctrip is a leading provider of travel services offering hotels, airline and passenger rail tickets, package tours, and more. Ctrip hotel network includes one million hotels in 200 countries and territories around the world. Partnering with Ctrip gives properties direct access to the fast expanding Chinese travel market.

Onboarding Procedures and Timelines:

- Rate plans used by Ctrip have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the connection the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.

- Properties will be activated on the connection in approximately **4-6 weeks** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brands connection, or is a new build, the activation timeline will apply.
- Once activated on the connection, the property will be live and bookable for customers on the Ctrip website provided the designated rate plans are open.

Global Agreement Terms:

- NON-LRA – participation is optional

Margin:

- 15%

Connectivity:

- Bookings will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.

Rates and Inventory:

- ARI is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

Ctrip	
Code	Base Rate
15A	RACK - Flexible Rate
15B	Best Value
15C	Minimum Length of Stay (MLOS)
15D	Advance Purchase
15E	Last Minute Deal
15F	Early Web Special (INTL only)
PKG	OTA Package Rate (25%)

Payment and Commission Procedures:

- Payment:
 - Payment is processed on a Virtual Credit Card (VCC).
 - The VCC is available to charge at the time of stay.
- Commission:
 - The amount available to charge on the VCC is the net amount. No commission is due as Ctrip will have already retained their commission.

Content, Images and Hotel Performance:

- Images and customer reviews are managed in the Ctrip extranet.
- Send content revisions to ebusinessinitiatives@bestwestern.com.

- To request a login to the Ctrip extranet please email ebusinessinitiatives@bestwestern.com.
- Images are provided by Best Western to Ctrip via ICE Portal. For image support email mat@bestwestern.com.

Online Tools:

- [Program Overview](#)
- [FAQs](#)

Distribution Account Manager:

- For questions please contact Paul Rigazzi at 623-780-6529 or paul.rigazzi@bestwestern.com.



Expedia Overview:

Expedia, Inc. is one of the largest online travel companies in the world, with an extensive brand portfolio that includes some of the world's leading online travel brands. The portfolio includes such brands as Expedia.com, Hotels.com, Hotwire.com, trivago, Egencia, Expedia Local Expert, Classic Vacations, Expedia CruiseShipCenters, Travelocity, Orbitz and HomeAway. Collectively, the Expedia, Inc. brands cover virtually every aspect of researching, planning, and booking travel; from choosing the best airplane seat, to reading personal travel reviews of hotels, to planning what to do in a destination upon arrival. The Expedia, Inc. portfolio serves both leisure and business travelers with tastes and budgets ranging from modest to luxury.

Onboarding Procedures and Timelines:

- Rate plans used by Expedia have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the connection the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Properties will be activated on the connection within **7-10 days** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brands connection, or is a new build, the activation timeline will apply.
- The details below outline the required steps that take place during the 7-10 day timeline.
 - Friday – week the property goes live in Lynx and bestwestern.com
 - EDS sends an email to DerbySoft each Friday with a list of the properties that went live that week.
 - Monday – week following
 - Using that list, the eBusiness team puts together a tracker for the Expedia team on the following Monday.
 - Thursday –
 - It takes approximately 4 days for the connection process to be finalized between DerbySoft and Expedia once the tracker is received. Properties will go live on Expedia.com the Thursday of that week.
 - Note: if a holiday falls on the Monday that the tracker is to be sent, the tracker will not be sent until

- Tuesday and properties will go live on that Friday.
- Email notifications outlining connection timelines will be sent from the Best Western eBusiness Team to the appropriate Best Western Revenue Manager or Affiliate Office.
 - The first email will be sent the Monday prior to activation advising the Expedia connection has been scheduled.
 - The second on the day of activation, usually Thursday of that same week, advising the Expedia connection is now live.
 - Once activated on the connection, the property will be live and bookable for customers on the Expedia website provided the designated rate plans are open.

Global Agreement Terms:

- LRA – globally with the except of Non-LRA offering to EMEA (Europe, Middle East and Africa)
- Non-LRA offering to EMEA defined in contract amendment dated Jan 3, 2017

Margin:

- 15%

Connectivity:

- Bookings will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.

Rates and Inventory:

- ARI is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

Expedia		
Expedia Collect	Hotel Collect	Base Rate
EC1	EX1	BAR / RACK
EC2	EX2	Internet (Intl Only)
EC3	EX3	Best Value
EC5	EX5	Multi-Night
EC6	EX6	24-HR Sale
EC7	EX7	48-HR Sale
EC8	EX8	Last Minute Deal
EC9	EX9	Advance Purchase
ECA	EXA	RACK with Breakfast
ECB	EXB	RACK with Dinner and Breakfast
ECC	EXC	Advance Purchase with Breakfast
ECD	EXD	Advance Purchase with Dinner and Breakfast
ECE	EXE	Multi-Night (Intl Only)
ECF	EXF	Multi-Night (Intl Only)
ECG	EXG	Advance Purchase (Intl Only)
ECH	EXH	Advance Purchase (Intl Only)

ECJ	EXJ	RACK with Breakfast, Lunch and Dinner
ECK	EXK	Advance Purchase with Breakfast, Lunch and Dinner
ECL	EXL	Sleep & Fly
ECM	EXM	Mobile (as requested)
ECR		<i>Egencia</i>
EMS	EPS	Private Sale (consult Rev Mgmt.)
PKG	PKG	OTA Package Rate
* EX Rate Plans are not loaded if Full Pay		

Payment and Commission Procedures:

- Payment:
- The Expedia Travelers Preference program provides the customer an option to pay at the time of booking or pay at the hotel. There is no variance to what the customer will pay, only how payment is collected.
- Expedia Collect bookings are paid with an Expedia Virtual Card (EVC). The EVC is available to charge at the time of stay.
 - Hotel Collect bookings are paid directly to the hotel by the guest at the time of their stay.
 - We suggest that you run a pre-authorization on the traveler's credit card shown in the Reservation Details page to ensure it is valid.
 - This information is available for 72 hours from the time the reservation is made, and again from the check-in date up to 7 days after check-out.
- Commission:
 - Expedia Collect bookings will not have commission due as the amount available to charge on the EVC is the net amount. No commission is due as Expedia will have already retained their commission.
 - Hotel Collect commissions are processed through BestCheque.

Content, Images and Hotel Performance:

- Content and performance is managed and monitored in Expedia's extranet, Expedia Partner Central (EPC).
 - To request a login to the Expedia extranet please contact your Expedia Market Manager or email hothelp@expedia.com.
- Images are sourced through Ice Portal.
 - For North American support, please email MAT@bestwestern.com.
 - For International support, please email eds@bestwestern.com.

Online Tools:

- [Program Overview](#)
- [FAQs](#)

Distribution Account Manager:

- For questions please contact Brian Ignacio at 602-957-5869 or brian.ignacio@bestwestern.com.



Getaroom Overview:

Getaroom offers travelers access to rates via getaroom.com. Getaroom.com offers accommodations at national

chain and independent boutique properties in major destinations in the U.S. and abroad.

Onboarding Procedures and Timelines:

- Rate plans used by Getaroom have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the DerbyGo connection the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Properties will be activated on the connection within **4-6 weeks** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brands connection, or is a new build, the activation timeline will apply.
- Once activated on the connection, the property will be live and bookable for customers on the Getaroom website provided the designated rate plans are open.

Global Agreement Terms:

- NON-LRA – participation is optional

Margin:

- 15%

Connectivity:

- Bookings will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.

Rates and Inventory:

- ARI is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.
- Note - Getaroom sources through Expedia Affiliate Network, if a property does not have the 15A-F rate plans open and bookable, the Expedia rate plans will be sourced and will appear as Expedia bookings.

Getaroom	
Code	Base Rate
15A	RACK - Flexible Rate
15B	Best Value
15C	Minimum Length of Stay (MLOS)
15D	Advance Purchase
15E	Last Minute Deal
15F	Early Web Special (INTL only)

Payment and Commission Procedures:

- Payment:
 - Payment is processed on a Getaroom Virtual Credit Card (VCC).
 - The VCC is available to charge at the time of stay.
- Commission:
 - The amount available to charge on the VCC is the net amount. No commission is due as Getaroom will

have already retained their commission.

Content, Images and Hotel Performance:

- Content and images are being pulled from Expedia.
- Performance tracking and reporting can be obtained from a Getaroom Market Manager.
 - To contact your Getaroom Market Manager email hotelupload@getaroom.com or call 1-800-hotels8 (1-800-468-3578).
- As content, images and performance is managed elsewhere, there is no need to access the Getaroom extranet.

Online Tools:

- [Program Overview](#)

Distribution Account Manager:

- For questions please contact Heidi Mims at 602-780-5605 or heidi.mims@bestwestern.com.



HotelTonight Overview:

HotelTonight is a mobile travel app for iPhone, iPad, Android and Windows devices that allows users to find discounted hotel accommodations throughout the Americas, Europe and Australia. HotelTonight announced in early September 2017 that they will be expanding their booking window from 7 days to 100 days. They are currently testing their expansion in 15 markets, working with properties that have a current extranet agreement.

Onboarding Procedures and Timelines:

- Rate plans used by HotelTonight have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the DerbyGo connection the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Properties will be activated on the connection within **4-6 weeks** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brands connection, or is a new build, the activation timeline will apply.
- Once activated on the connection, the property will be live and bookable for customers on the HotelTonight website provided the designated rate plans are open.

Global Agreement Terms:

- NON-LRA – participation is optional

Margin:

- 15%

Connectivity:

- Bookings will be delivered electronically via the DerbyGo Connection into the Best Western CRS system.

Rates and Inventory:

- ARI is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

HotelTonight	
Code	Base Rate
15A	RACK - Flexible Rate
15B	Best Value
15C	Minimum Length of Stay (MLOS)
15D	Advance Purchase
15E	Last Minute Deal
15F	Early Web Special (INTL only)
GEO	Closed User Group

Payment and Commission Procedures:

- Payment:
 - Payment is processed on a HotelTonight Virtual Credit Card (VCC).
 - The VCC is available to charge at the time of stay.
- Commission:
 - The amount available to charge on the VCC is the net amount. No commission is due as HotelTonight will have already retained their commission.

Content, Images and Hotel Performance:

- Content is currently pulled from Dhisco as properties do not have access to the HotelTonight extranet.
- Images are periodically pulled from ICEPortal.
- Performance is not available at this time.

Online Tools:

- Program Overview
- FAQs

Distribution Account Manager:

- For questions please contact Heidi Mims at 602-780-5605 or heidi.mims@bestwestern.com.



HotelTonight Overview:

Part of Expedia Inc., Hotwire is a leading discount travel site with low rates on airline tickets, hotel rooms, rental cars and vacation packages. Launched in 2000, Hotwire obtains deep discounts from its travel suppliers to help travelers book unsold airline seats, hotel rooms and rental cars. Hotwire offers deals in 3,200+ destinations worldwide and operates sites in 12 countries throughout North America, Europe and Asia.

Onboarding Procedures and Timelines:

- Rate plans used by Hotwire have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the connection the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Properties will be activated on the connection within **7-10 days** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brands connection, or is a new build, the activation timeline will apply.
- Once activated on the connection, the property will be live and bookable for customers on the Hotwire website provided the designated rate plans are open.

Global Agreement Terms:

- NON-LRA – participation is optional

Margin:

- 15%

Connectivity:

- Bookings will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.

Rates and Inventory:

- ARI is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

Hotwire	
Code	Base Rate
PKG	OTA Package Rate (25%)
PL	Opaque Tier 1 (dynamic rate)
D2	Opaque Tier 3 (31%)

Payment and Commission Procedures:

- Payment:
 - Payment is processed on a Hotwire Virtual Credit Card (VCC).
 - The VCC is available to charge at the time of stay.
- Commission:
 - The amount available to charge on the VCC is the net amount. No commission is due as Hotwire will have already retained their commission.

Content, Images and Hotel Performance:

- Content and images are pulled from Expedia. Management should take place through Expedia Partner Central.
- Performance is monitored in the Hotwire extranet, Hotwire Partner Central (HPC).
- To request a login to the Hotwire extranet please contact hotelhelp@hotwire.com.

Online Tools:

- Program Overview
- FAQs

Distribution Account Manager:

- For questions please contact Brian Ignacio at 602-957-5869 or brian.ignacio@bestwestern.com.



Priceline Agoda Update:

As part of The Priceline Group, priceline and Agoda have recently merged technologies on Agoda's system and will now work together when interacting with properties. As priceline.com and Agoda are managed similarly both companies will be referred to as "priceline/Agoda" with differences being defined when necessary.

Agoda Overview:

Part of Priceline Group, Agoda.com is a global online accommodation reservation company with an Asian heart. As the first international online reservation company to have a fully established presence in Southeast Asia, Agoda.com is now a truly global enterprise. With a network of more than 500,000 accommodation properties worldwide and localized websites in 38 languages. Agoda allows customers instant access to well-known and not so well-known tourist destinations all over the world.

Priceline.com Overview:

Part of Priceline Group, priceline.com is an Internet-based travel service that offers leisure airline tickets, hotel rooms, rental cars, vacation packages and cruises. priceline.com offers fenced opaque Name Your Own Price® travel services and also markets fixed-price, retail travel products. Priceline has powered over 100 million successful hotel, flight, and car reservations since the brand's launch.

Onboarding Procedures and Timelines:

- Rate plans used by priceline.com/Agoda have been loaded by the Electronic Distribution Services (EDS) Team. In anticipation of the property going live on the connection, the rate plans will need to be built in the Property Management System (PMS) to keep the 2-way interface in balance. For assistance, properties should work with their PMS vendor.
- Properties will be activated on the connection within **7-10 days** of going live in Lynx and bestwestern.com.
 - If a property is currently working under an independent agreement and managing through the extranet, the property will likely not experience any disruption in service during the activation process.
 - If a conversion property has been disconnected from a previous brand's connection, or is a new build, the activation timeline will apply.
- Once activated on the connection, the property will be live and bookable for customers on the priceline.com website provided the designated rate plans are open.

Global Agreement Terms:

- NON-LRA – participation is optional

Margin:

- Priceline's global margin is 15.5%, effective December 2017. 15% effective July 2019.
- Agoda's margin varies by region - 15% globally excluding:
 - 12% - Japan
 - 14% - China, Hong Kong, South Korea, Australia, New Zealand, Macau
 - 16% - Thailand, Malaysia, Indonesia, Philippines

Connectivity:

- Priceline merchant bookings and all Agoda booking will be delivered electronically via the DerbySoft Connection into the Best Western CRS system.
- Priceline opaque rates, including package and closed user group (CUG), will continue to be sourced via Worldspan.

Rates and Inventory:

- Availability, rates and inventory (ARI) is managed through MemberWeb.
- The property should contact their Best Western Revenue Manager to discuss how rate strategies fit into their overall revenue management goals.

Agoda	
Code	Base Rate
SR1	RACK - Flexible Rate
SR2	Internet Special (Intl Only)
SR3	Best Value Rate
SR5	Multi-Night (MLOS)
SR6	24-HR Sale
SR7	48-HR Sale
SR8	Last Minute Deal
SR9	Advance Purchase
SRA	Rack with Breakfast (Intl Only)
SRB	Rack with Dinner & Breakfast (Intl Only)
SRC	Advance Purchase with Breakfast (Intl Only)
SRD	Advance Purchase with Dinner & Breakfast (Intl Only)
SRE	Multi-Night Promo (Intl Only)
SRF	Multi-Night Promo (Intl Only)
SRG	Advance Purchase (Intl Only)
SRH	Advance Purchase (Intl Only)
SRJ	Rack Rate with Breakfast, Lunch and Dinner
SRK	Advance Purchase with Breakfast, Lunch and Dinner
SRL	Sleep & Fly (Intl Only)
SRM	Mobile Rate
SRS	Member Sale/Closed User Group
PLZ	Name Your Own Price (NYOP) – Opaque
PKG	OTA Package Rate (25%)

PL	Opaque Tier 1 (dynamic rate)
D2	Opaque Tier 3 (31%)
priceline.com	
Code	Base Rate
PLZ	Name Your Own Price (NYOP) - Opaque
PKG	OTA Package Rate
PL	Opaque Tier 1
D2	Opaque Tier 3

Payment and Commission Procedures:

- When a reservation is booked the property will receive a rate override through the PMS and will be provided a single use virtual credit card for payment. Agoda refers to this virtual card as a Unique Payment Card (UPC).
 - The rate override will reflect the sell rate, minus the contracted margin for the room (example: \$100 sell rate, minus 15% margin, equals an \$85 override net rate).
 - The customer pays priceline or Agoda (depending on where the consumer books) for the reservation at the time of booking. From a consumer perspective, all reservations are similar to the "FULLPAY" Guarantee model in MemberWeb.
- Payment:
 - Payment is processed on the UPC.
 - The UPC is available to charge at the time of stay.
 - The UPC should be charged the override (net) rate, plus tax, for a total equaling room + tax.
- Commission:
 - The amount available to charge on the UPC is net. No payment is due to Priceline or Agoda as they have already retained their commission.

Content, Images and Hotel Performance:

- Content
 - priceline content is pulled from Agoda
 - Agoda content is managed and monitored in the Agoda extranet
 - To request a login to the Agoda extranet email support@pricelineagoda.com
- Images
 - Priceline images are being sourced through Booking.com
 - For North American support, please email MAT@bestwestern.com
 - For International support, please email eds@bestwestern.com
 - Agoda Images are sourced through Ice Portal
- Performance
 - Performance can be obtained from a priceline/Agoda Market Manager
 - If your Market Manager has not reached out to you, please request assistance from support@pricelineagoda.com

Online Tools:

- Program Overview
- FAQs

Distribution Account Manager:

- For questions please contact Katie Anderson at 602-957-5767 or katie.anderson@bestwestern.com.

MetaSearch

Onboarding Procedures and Timelines:

- Once the property is activated by EDS our DirectConnet feed will start to push data to each of our meta partners.
- As a guideline, the following timelines have been provided by TripAdvisor and Yelp:
 - o TripAdvisor: 1-2 weeks.
 - o Yelp: can be up to 30 days as updates are performed monthly.
- No action is required by the property.

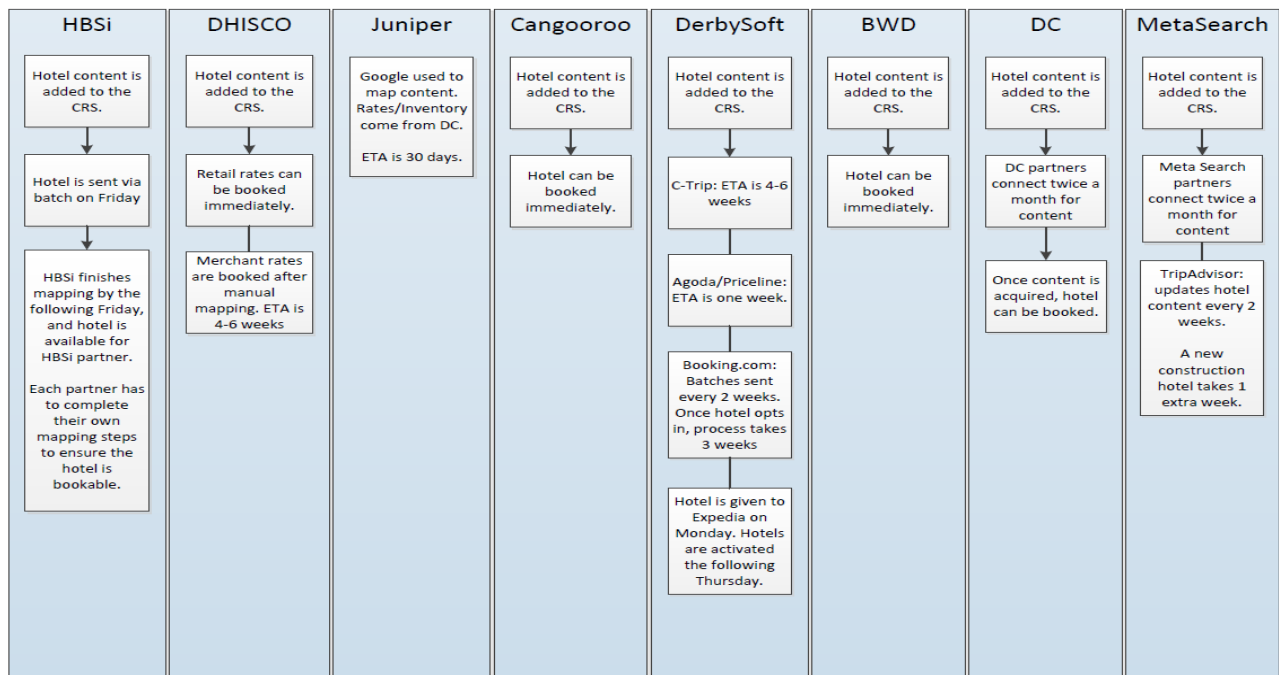
Metasearch Account Manager:

- For questions please contact David Nance at 602-957-5948 or David.Nance@bestwestern.com.

Distribution Timeline Grid

Overview of Partners:

BEST WESTERN SWITCH PARTNER ONBOARDING PROCESS FOR NEW HOTELS



Support

Tips to drive additional room nights:

To capture the right customer at the right time and at the right profit margin, consider the following:

Start with the Basics

- Be sure your hotel is priced right for your market and season by utilizing Best Western's BestREV program. Work closely with your revenue manager to set your rate strategy, clean up rate plans, organize levels, and yield your

margins appropriately.

- Contact your revenue manager to ensure that the BestREV weighting is set appropriately and to the right competing hotels to ensure accurate pricing recommendations.
- Work with your Property Marketing Activation Consultant to ensure your property looks its best on bestwestern.com and in all digital channels with engaging property descriptions, high resolution photos, relevant and current content, etc.

Play the Field

- Make sure your property is taking advantage of Best Western strategic distribution partnerships with Agoda, Booking.com, Ctrip, Expedia, HotelTonight, Hotwire and Priceline.com.
- Use the Tools.
- To give your hotel the edge in your market ensure your property content score is as high as possible with our OTA partners by updating your hotel information and photos. Your Property Marketing Activation Consultant can guide you through the process.

Know Your Options

- Now that you have optimized your content score with the major OTAs what do you do to ensure a stream of guests when you need them in the shoulder and off seasons? The OTAs offer several programs designed to drive business to your hotel. Hotels should work with their revenue manager and/or Property Marketing Activation Consultant to determine which programs will provide the best boost in business.
- Discuss the advantages and risks of offering an opaque or package rate to drive bookings without adversely affecting your RevPAR. Your revenue manager will help you to set up the right offering and ensure you are within the Brand requirements.
- OTA Member-only deals or exclusive promotional rates for any OTA partner that advantage the OTA over what is offered through Best Western channels are not allowed.

Marketing Activation Tips:

- Verify your content score is 85% or higher in the OTA extranets. Work with your Property Marketing Activation Consultant to update content and images to improve your score. Continue to monitor your content score on a regular basis.
- Respond to all guest reviews and real-time feedback in a timely manner (within 24 hours).
- Review travel ads and direct marketing campaign options with your Property Marketing Activation Consultant.
- Review your social media feeds daily.
- Contact your Property Marketing Activation Consultant for guidance and assistance or email mat@bestwestern.com.

Revenue Management Tips:

- Optimize pricing with the guidance of your revenue manager, regardless of channel.
- Routinely review your rates to ensure that you are competitive based on your product and your true competitive set.
- Verify appropriate rate plans are open and available during slow and shoulder demand periods.
- Discuss opening deeper discounted options such as PKG (package) and opaque rates with your revenue manager.
- Review participation and discounts for optional programs with your revenue manager.
- Reach out to your Revenue Manager for guidance and assistance or email RevenueManagers@bestwestern.com.

Questions:

Please email questions to ebusinessinitiatives@bestwestern.com.

Revision Tracking

<u>Revision</u>	<u>Date</u>	<u>Brief Overview</u> <i>(see full details in partner sections)</i>
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Booking.com

- | | | |
|---------------------------|-----------|---|
| • SureStay commission | 1/20/2018 | SureStay properties pay commissions directly to Booking.com. |
| • Connection notification | 3/26/2018 | Notification timelines for property activation on connection. |

Ctrip

- | | | |
|----------------------|-----------|--|
| • Content and images | 3/26/2018 | Content management updated. Images pulled from ICE Portal. |
|----------------------|-----------|--|

Expedia

- | | | |
|---------------------------|-----------|---|
| • Connection notification | 3/26/2018 | Notification timelines for property activation on connection. |
| • Logo | 3/26/2018 | New Expedia logo. |

HotelTonight

- | | | |
|----------------------|-----------|--|
| • Content and Images | 1/20/2018 | Content pulled from Dhisco. Images pulled from ICE Portal. |
| • Extranet access | 1/20/2018 | Properties do not have access to HotelTonight's extranet. |
| • Performance | 1/20/2018 | Performance is not available. |

Priceline/Agoda

- | | | |
|------------------------|-----------|--|
| • Extranet access | 1/20/2018 | Property, BW and escalation email addresses revised. |
| • Extranet Do's/Don'ts | 2/2/2018 | What can be performed in the extranet and what should not. |
| • Performance | 1/20/2018 | Agoda does not monitor performance. |
| • priceline Margin | 1/20/2018 | Margin 15.5% effective December 2017. 15% effective July 2019. |
| • Technology | 2/13/2018 | priceline and Agoda recently merged technologies on Agoda's system |

MetaSearch

- | | | |
|--------------|-----------|--------------------------|
| • Activation | 3/24/2018 | Timeline for activation. |
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