



Supplier Presentation

GET
MORE...

2018 ABC PREMIER HOTEL PROGRAM™

JURYS
INN

The Power of ABC Partnerships



Partner with Us

Each year, ABC agencies generate more than 26 million room nights in over 16,000 cities representing \$4.1 billion in hotel sales.

Reach & engage over 20,000 travel professionals and corporate travel managers with ABC Global Services.

Who is ABC Global Services?

Company Highlights

ABC Global Services is a travel management consortia with over 39 years of connecting travel buyers and hotel suppliers through innovative hotel programs

- Over 11,000 travel agency booking locations in 150 different countries
- Over 26 million room nights booked annually, representing \$4.1 billion in revenue
- 70% corporate, 25% leisure, 5% group
- Extensive and broad agency base:
 - Small to mid-sized agency groups
 - Corporate, leisure, and group agents
 - Corporate Travel Departments (CTD's)
 - Home-based, independent travel consultants
- Engaged and informed travel agents
 - Over 20,000 agents have opted to receive marketing materials
 - 17,000+ Travel Professionals are registered users on ezBOOK

Top Agency Clients

AmTrav

Boeing (CTD)

Casto Travel

CorpTrav

Corporate Travel Management (CTM)

The Delta Companies (CTD)

Direct Travel

Frosch International Travel

Gant Travel

Hotel Connections

Hotel Planner

JTB International

KHM Travel (Host Agency)

Maritime Travel

Merit Travel

OASIS Travel (Host Agency)

Outside Agents (Host Agency)

PPD (CTD)

Sabre Mexico

Signature Travel Network

SR Travel

Travel Planners International

Travelliance

TSI

Valerie Wilson Travel

Virtuoso

Value of Premier Hotel Program – *for Agencies*

- Access to the largest and most differentiated hotel program in the industry
- Connections to national / global account managers and property level contacts as needed. Opportunity to network with national / global account managers and property level contacts via UpClose with ABC
- Opportunity to take advantage of exclusive programs via Uniquely ABC quarterly promotions
- On going access to timely rate discounts, added commissions, new property openings, agent education programs, etc. via ABC Marketing
- Opportunity to earn financial bonuses based on increased compliance to ABCrate code

Value of Premier Hotel Program – *for Hotels*

- Access to actionable production and revenue data for markets and properties
- An ADR which is consistently higher than other distribution channels
- A single partnership promoting hotels through multiple distribution platforms reaching corporate and leisure buyers:
 - GDS Channel
 - ezBOOK Channel
 - ABC Premier Hotel Program Directory
- Access to powerful and cost effective marketing tools including digital, point of sale, print, and interactive opportunities
- Dedicated resources to drive business to preferred hotel chains

Common Misconceptions

ABC only has agency affiliations in North America

70 percent of our agencies are in North America

20 percent of our agencies are in EMEA

5 percent of our agencies are in APAC

5 percent of our agencies are in LATAM

ABC only books corporate travel

70 percent of our business is corporate travel

25 percent of our business is leisure travel

5 percent of our business is group travel

There are no marketing opportunities for individual hotels

ABC has several marketing opportunities designed for individual properties

Important to Note

- When reviewing arrivals report , “ABC” will not be in the name of the agency
- Consortia agencies are each responsible for their bottom line, therefore additional agency commissions and incentive programs are drivers for them
- The most well received “special offers” include something for the traveler & for the agency
- Hotelligence Reporting is not 100% accurate especially with agency location, agency affiliation
- ABC’s competitors are other consortia's such as CCRA, Hickory, THOR, Travel Leaders, not TMC’s such as American Express, BCD, CWT, HRG, Radius
- ABC does not compete with Virtuoso and Signature Travel Network

Competitive Landscape

Primary Competitors – Global Consortia Groups:

CCRA

THOR

Hickory Global Partners

Travelsavers

Secondary Competitors – Regional Consortia Groups:

WIN

VIA

Berg Hansen

Secondary Competitors – Equity Based Groups:

Radius

Globalstar

Secondary Competitors – TMC Affiliate Networks

BCD Travel Affiliates

American Express Travel Partner Network

Travel Leaders Network

TMCs, OTAs and Other Programs - What's The Difference?

Traditional TMCs – They OWN their IATAs, technology, and agents

American Express Global Business Travel

BCD Travel

Flight Centre

CWT

HRG

Amenity Based Programs – Much higher listing fees plus mandatory amenities

Virtuoso

Frosch Hotel Collection

Signature Travel Network

Travel Leaders Select Program

Online Travel Agencies – Inventory is fenced, rates are net, no loyalty points

Expedia

Priceline

Hotels.com

Booking.com

Why is ABC Different?

- We have the **largest and broadest network of agencies**, CTD's, and agency groups
- 30% of our network is located **outside of the United States**
- We deliver at least **50% more roomnights** than our closest competitor
- We have the **largest Business Development Team** on the ground
- We stand by the accuracy of our IATA List
- We consistently have the **highest adoption** on our proprietary rate code
- Our agent events are the **most well attended** & we provide contact details
- We are the secondary hotel program for **Frosch, Virtuoso and Signature Travel**
- We provide a **revenue guarantee** to our hotels for participation
- We are known as the **most professional, pro-active, and flexible** consortia group amongst our competitive set
- We offer a variety of marketing opportunities for chains and properties

Marketing Opportunities

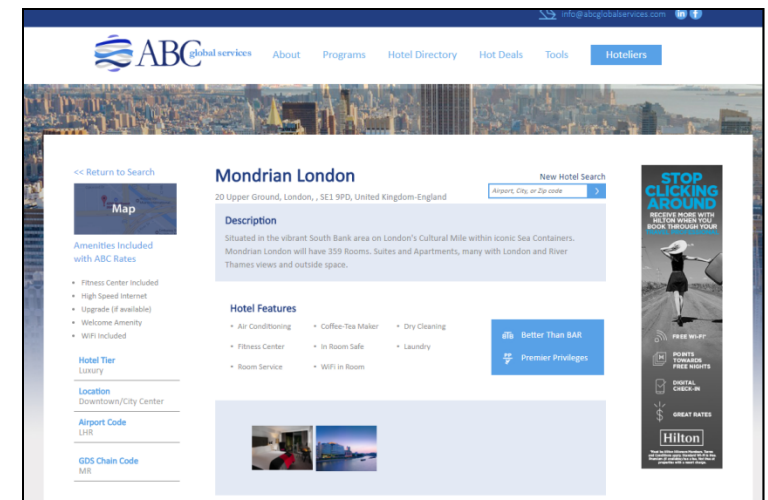
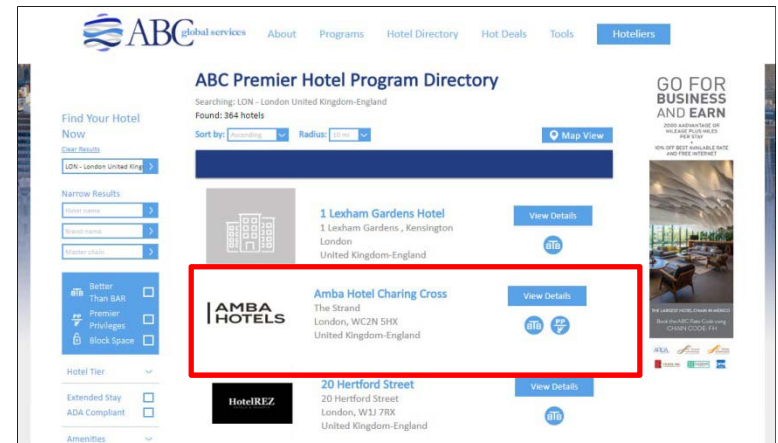
Premier Privileges – Corporate Luxury Program

Program Highlights

- Amenity-based program featuring 4- and 5-star hotels for VIPs
- **NO ADDITIONAL PARTICIPATION FEES** or separate rate access codes
- Streamlined reservations through ABC's Premier Desk
- Amenity requirements:
 - Complimentary Wi-Fi
 - Welcome amenity upon arrival
 - One additional amenity – hotel selects amenity option

Program Benefits

- Complimentary listing in Annual Brochure– distributed to all ABC agencies worldwide.
- Complimentary photos on ABC Premier Hotel Program Directory
- Premier Privileges symbol on ABC Premier Hotel Program Directory
- Streamlined booking process through ABC Premier Desk



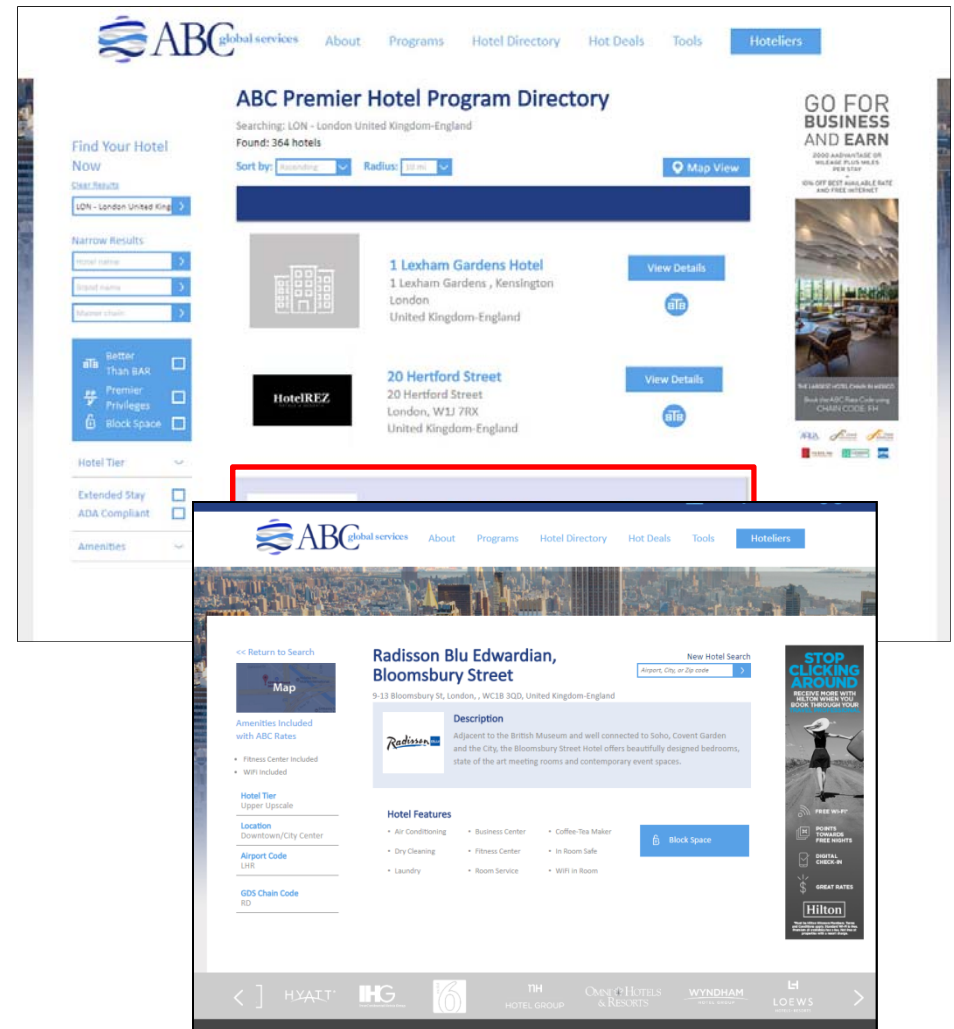
Block Space

Program Highlights

- Hotel chooses Block Space rates - ABC, BAR, or Rack Rates
- Hotel controls release period – 24 hour, 48 hours, 72 hours
- Hotel may submit up to 24 black out dates per year
- Hotel chooses room block allocation

Program Benefits


- Complimentary listing in ABC's Premier Hotel Program Printed Directory
- Complimentary color-enhanced listing on ABC Premier Hotel Program Directory and on ezBOOK (web based booking portal)
- Streamlined booking process through ABC Premier Desk
- Increased guest loyalty and future business



eMail Marketing


Premier Room Service Email Blast

- Multi-Partner Offers
- Frequency: Weekly
- Dist: 20,000+ Travel Professionals

Premier Room Service


Delivering Special Offers & Hot Deals
from ABC Premier Hotel Program Partners
Book Rate Code ABC in the GDS or Book ABC/GDS Inventory on ezBOOKbyABC.com

Radisson




6am Check-in, 6pm Check-out, Free Internet & 100% Guest Satisfaction Guarantee [See Details](#)

W New York - Union Square




Room Upgrade, 20% off Spa Services & More [See Details](#)

Hôtel La Tremoille Paris




Guaranteed Upgrade, Luxury in the Heart of Paris [See Details](#)

Hotel Rex San Francisco



15% Commission, Breakfast Credit & More [See Details](#)

Meliá Barajas Madrid



10% Commission [See Details](#)

eMail Marketing

Exclusive Custom Email Blast

- Single Partner Offer
- Dist: 20,000+ Travel Professionals
- Option to distribute with your organization's name in the "From" line for more visibility

View and elevate the guest experience from hot breakfast to expanded fitness centers and more.



LAQUINTA
INNS & SUITES

Elevated. Expanded. Energized.

It's difficult to understand just how dramatically we've elevated the experience at our newly reinvented La Quinta hotels until your guests have stayed at one. In the meantime, here's a peek at what they can expect.



Our architects call it a "great room." Our guests lean more toward "awesome room."

- Stone wall with fireplace & 79" flat-screen
- Communal table with recharging station
- Freestanding check-in counters
- Computer/printing stations



Kick off your morning with more hot options at breakfast.

- Protein-rich scrambled eggs
- Delicious sausage & bacon
- Freshly prepared hot oatmeal with toppings



Expanded Fitness Centers:
Free endorphins with every night's stay.

We've also expanded our fitness center to include the latest exercise equipment:

- Larger Space
- Latest equipment with individual monitors
- New free weights & medicine balls

Chain Code LQ / Rate Code ABC

ABC Global Services

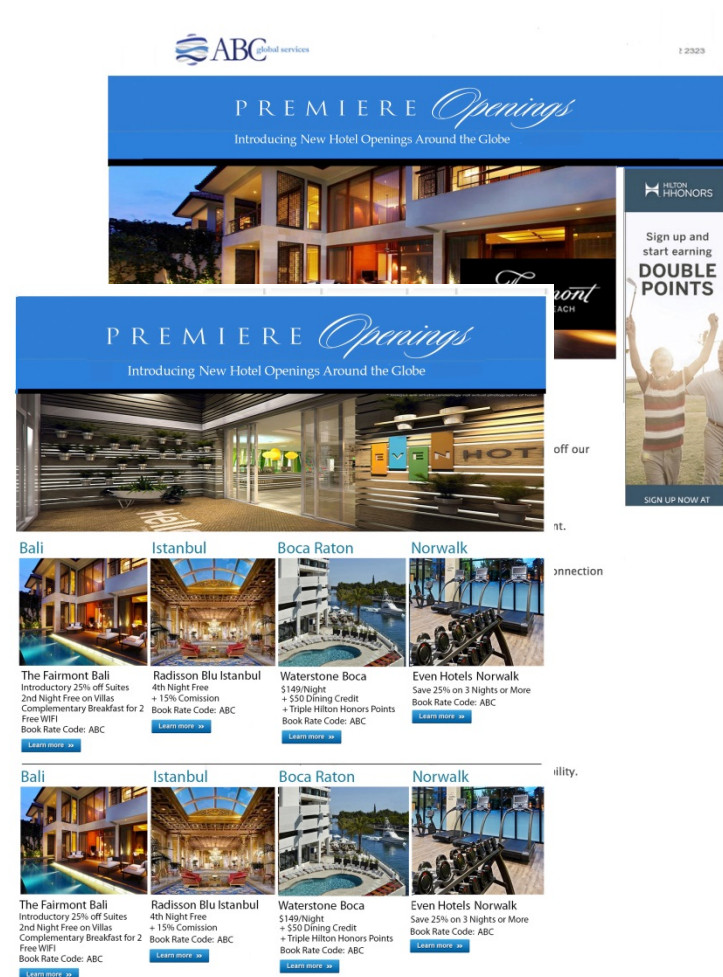
VIEW HOT DEALS

You are receiving this email because you are subscribed to ABC Global Services. Offers and promotions are provided by third party partners and ABC Global Services is not responsible for their content or availability. Terms and conditions may apply and offers are subject to availability at time of booking.

Premiere Openings – 120 Day Campaign

Comprehensive Marketing Package Includes:

- **Premier Hotel Program Participation**
- **Exclusive Custom Email Blasts** (one during campaign period)
- **Premiere Openings Email Blasts** (three during campaign period)
- **Listing on Premiere Openings Directory Page on ABCGlobalServices.com**
- **Inclusion in ABC Premier Magazine**
- **10 Minute Webinar (ezBOOK Agent Training)**
- **GDS auditing to ensure visibility and rate accessibility**



Hot Deals

- Post special offers and promotions to a dedicated web page

Featured Hot Deals

- Homepage placement with link to dedicated landing page featuring special offers

Tower Banner Ads

- High-profile placement appears on the home page and throughout the site
- Animated ads are welcome

The screenshot displays the ABC Global Services website interface. At the top, a large banner reads "Hot Deals™" with a sunset background. Below this, a list of deals is visible, including "15% off F&B plus free WiFi and more!", "Book the ABC rate for a chance to win!", "Book ABC for 10% off BAR, breakfast", "15% off with the Bird & Breakfast pt", "15% off BAR includes WiFi with the!", "Discover the difference between a", "Book ABC at The Nordic Light Hotel", "Book the ABC rate code at Taj Land", "Skip the lines, earn points & more!", "Book ABC for 15% off F&B, free WiFi", "Special ABC Offer - 10% off BAR & V", "Book ABC for 10% off BAR including!", "Complimentary fourth night with 14", "Third night free plus WiFi, fitness &!", "Up to 10% off BAR includes free Int'l", and "10% off BAR includes WiFi, post card".

On the right side, there is a vertical sidebar with a "FREE standard Wi-Fi" logo and a list of hotel categories: "Hotels", "Resorts", "Spas", "Vacation Homes", "Boutique Hotels", "Luxury Hotels", "Family Hotels", "Business Hotels", "Pet-Friendly Hotels", "All-inclusive Resorts", "Cruise Lines", "Travel Packages", "Group Travel", "Event Spaces", "Wedding Venues", "Corporate Travel", "Government Travel", "Military Travel", "Senior Travel", "Specialty Travel", "Travel Insurance", "Travel Agents", "Travel Tips", "Travel News", "Travel Deals", "Travel Alerts", "Travel Reviews", "Travel Photos", "Travel Videos", "Travel Blogs", "Travel Podcasts", "Travel Apps", "Travel Tools", "Travel Resources", "Travel Services", "Travel Partners", "Travel Suppliers", "Travel Distributors", "Travel Wholesalers", "Travel Retailers", "Travel Agents", "Travel Advisors", "Travel Consultants", "Travel Planners", "Travel Managers", "Travel Coordinators", "Travel Assistants", "Travel Support", "Travel Services", "Travel Partners", "Travel Suppliers", "Travel Distributors", "Travel Wholesalers", "Travel Retailers", "Travel Agents", "Travel Advisors", "Travel Consultants", "Travel Planners", "Travel Managers", "Travel Coordinators", "Travel Assistants", "Travel Support".

Below the sidebar, a section titled "West Hollywood is crazy about ABC Global Services ..." features a palm tree image and text stating: "...to match to that select West Hollywood hotels are offering SPECIAL VIP TREATMENT* for stays booked between October 1 and December 31. *Does not apply to previously registered corporate rates. Book the ABC rate code."

Below this, a list of hotels and their offers is shown:

- Chamberlain West Hollywood**
Offering 12% off BAR rate; free WiFi; and complimentary upgrade (if available).
- The Grafton on Sunset**
Offering 12% off BAR rate; free WiFi; and complimentary upgrade (if available).
- Le Montrose Suite Hotel**
Offering 12% off BAR rate; free WiFi; and complimentary upgrade (if available).
- Le Parc Suite Hotel**
Offering 12% off BAR rate; free WiFi; and complimentary upgrade (if available).
- Mondrian Los Angeles**
Offering up to 30% off Suites; and free WiFi.
- Ramada Plaza West Hollywood**
Offering two complimentary breakfast vouchers per stay; free WiFi; and loyalty points from Wyndham Rewards.

At the bottom, a list of other participating hotels is provided: "Other participating hotels include: Andaz West Hollywood; Best Western Plus Sunset Plaza; The London West Hollywood; Petit Ermitage; The Standard, Hollywood; Sunset Marquis; Sunset Tower Hotel."

On the left side, a vertical banner ad for "DOUBLE POINTS on weekdays & TRIPLE POINTS on weekends." features a woman in a white blazer and the Hilton Honors logo. The text "HILTON HONORS" and "HHONORS.COM/TRIPLE2015" are visible at the bottom.

ABCGlobalServices.com

Agent Hot Deals

- Featured in Hot Deals section of website as "Agent Deals"
- Provides offers exclusively for travel professionals, such as:

- Agent Rates**
- Bonus Commissions**
- Booking Incentives**

The screenshot displays the ABC Global Services website interface. At the top, there is a navigation bar with the ABC logo and links for Search Hotels, Subscribers, Products & Services, Suppliers, Become a Subscriber, and Service Bureau Login. A banner at the top right reads "amids. Horry County, SC - FLOODING - Horry Coun". Below the navigation bar, the "Agent Hot Deals" section is prominently featured with a large image of fireworks and the text "Agent Hot Deals™". To the right of this section is a "Hot Deals™" sidebar with a "View ABC Preferred Supplier promotions..." link. Below the main heading, there are three categories: "Commissions & Booking Rewards", "Travel Agent 'FAM' Rates", and "Education & Training Programs". A list of 20 offers is provided, detailing various commissions, bonuses, and incentives for travel agents. At the bottom, there is a "Global Connect" section with a "CAPE REY" advertisement, which includes a "GIDDY ABOUT ROOM RATES" offer: "Receive an extra 5% commission on all bookings through 12/31/2015. Rates starting at \$189/night*". The advertisement also mentions "Chain Code: HH" and "1 Ponto Road, Carlsbad, CA 92011".

ABC Premier Hotel Directory

Featured Directory Listing

- Elevate your listing to the top of the search results page to ensure maximum exposure
- Effective biasing system available in all markets on a limited basis

The screenshot displays the ABC Premier Hotel Directory website. The header includes the ABC Global Services logo and navigation links: Search Hotels, Subscribers, Products & Services, Suppliers, and Become a Subscriber. A login section is also present.

The main content area shows search results for "London, United Kingdom". On the left, there's a "Change your Search" sidebar with filters for location, hotel chain, name, and space. The main results area includes a "Filter Results by:" section with categories like Hotel Chain, Rating, Facilities, and Property Type. Below this, a "Sort by:" dropdown is set to "Alphabetical".

The search results list several hotels, with the following details visible:

- Flemings Hotel, Mayfair**: 7-12 Half Moon Street, London W1J 7BH, United Kingdom-England. Labeled as a "FEATURED LISTING" with an "ABC RATES" badge.
- Hilton London Paddington**: 146 Praed Street, London W2 1EE, United Kingdom-England. Labeled as a "FEATURED LISTING" with an "ABC RATES" badge. This listing is highlighted with a red border.
- 196 Bishopsgate**: 196 Bishopsgate, London EC2M 4HR, United Kingdom-England. Labeled as a "FEATURED LISTING" with an "ABC RATES" badge.
- The Academy Hotel**: 21 Gower Street, London WC1E 6HG, United Kingdom-England. Labeled as a "FEATURED LISTING" with an "ABC RATES" badge.

Each listing includes a "DETAILS" link. A "Click for Map View" button is also visible. On the right side, there's a promotional banner for "DOUBLE POINTS on weekdays & TRIPLE POINTS on weekends." and a "HILTON HONORS" logo.

ABC Premier Hotel Directory

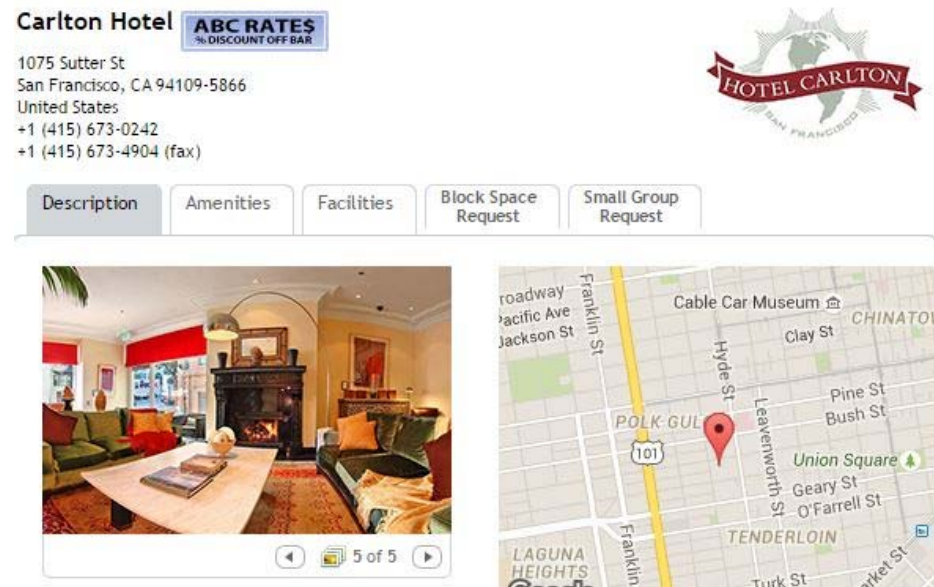
Geo-Targeted Banner Ad

- Targeted to display in the search results of the hotel's geographic market
- Animated ads are welcome



Directory Photo Enhancement

- Property listing with web compatible photos
- 5 photos may be featured



ABC Premier Hotel Directory

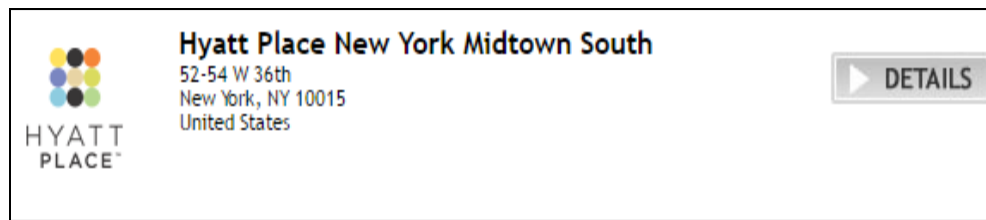
Directory Color Enhancement

- Highlight your hotel's listing in color to ensure it is highly visible during hotel search process



Directory Logo Enhancement

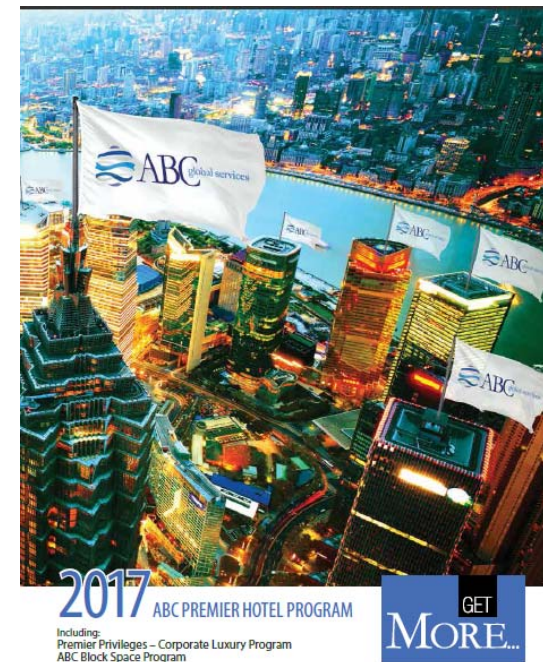
- Reinforce your hotel brand and identity with logos that appear on the search results and hotel details page



Print Publications

Premier Hotel Program Reference Brochure

- Published and distributed annually – print & digital
- Directory of hotels worldwide that participate in ABC's Block Space and Premier Privileges Programs
- Opportunity for half page and full page ad placements
 - Brand Awareness
 - Guest Loyalty Programs
 - Agent Loyalty Programs



Print Publications

Premier Newsletter

- Published four times annually – print & digital
- Distributed to over 20,000 travel professionals
- Editorial content focuses on providing industry news & product information
- Ideal forum to gain exposure with agency professionals who influence moving market share

Placements Offered

- Quarter Page
- Half Page
- Full Page
- Back Cover



Interactive and Sales Engagement Platforms



- ABC's premier event held in key business markets throughout the year
- Opportunity for top agency partners and preferred suppliers to network during an evening of education and entertainment
- Multiple sponsorship opportunities available
- Complete attendee list provided



Interactive and Sales Engagement Platforms

Supplier Webcast

- Professionally moderated webcast
- Provide a PowerPoint or PDF presentation and ABC will:
 - **Promote the webcast**
 - **Manage the registrations**
 - **Host the webcast**
 - **Provide a complete list of attendees**

The flyer is for a 'Premier Partners Live' webcast by ABC Global Services. It features the ABC Global Services logo at the top. Below it, the title 'Premier Partners Live' is written in a stylized font, with 'Live' in a script font. Underneath the title, it says 'Live Webcast Series from ABC and Our Partners'. The main focus is on Hilton brands, with the Hilton logo prominently displayed. Below the Hilton logo are the logos for Hampton by Hilton, Hilton Garden Inn, and Tru by Hilton. The text on the flyer encourages attendees to join the call to learn about exciting changes with Hilton's Focused Service brands. It mentions that Shari Neely, Manager of Category Sales, will share the inside scoop on Hilton Garden Inn and the brand's refresh, Hampton by Hilton's innovation and Forever Young Initiative, an introduction to the new midscale brand, Tru by Hilton, and much more. A 'RSVP NOW!' button with a double arrow is present. Below the button, it states that all webcast participants will be entered into a drawing to win one of THREE great prizes: One-night stay at Hilton Garden Inn, One-night stay at Hampton by Hilton, and a \$100 Hilton card to be used at any property. At the bottom, there are three small images showing hotel interiors. The footer includes the website ABCGlobalServices.com, the phone number +1-561-300-6645, and the email address info@ABCGlobalServices.com.

ABC global services

Premier Partners *Live*

Live Webcast Series from ABC and Our Partners

Hilton

Hampton by HILTON

Hilton Garden Inn

tru by HILTON

Don't miss this opportunity to attend ABC Global Services' informative Webcast, which takes place on **Tuesday, June 13**, from 1:00 - 1:30 PM CT, featuring Hilton.

Join the call to learn about exciting changes with Hilton's Focused Service brands! Shari Neely, Manager of Category Sales will share the inside scoop on: Hilton Garden Inn and the brand's refresh, Hampton by Hilton's innovation and Forever Young Initiative, an introduction to the new midscale brand, Tru by Hilton® and much more.

RSVP NOW! >>>

All webcast participants will be entered into a drawing to win one of **THREE** great prizes!

One-night stay at Hilton Garden Inn
One-night stay at Hampton by Hilton
\$100 Hilton card to be used at any property


ABCGlobalServices.com +1-561-300-6645 info@ABCGlobalServices.com




Supplier Quiz Program

Comprehensive Marketing Package Includes:

- 30 day program promoted by ABC
 - 1 Custom Email Blast
 - 3 PRS Placements
- Facebook Postings
- Agent Hot Deals
- ezBOOK Banner ad

It's easy; take our Educational Quiz for a chance to win

Premier Hotel Program



**Take Hilton Hotels Educational Quiz
&
Win a Free Night Stay at any Hilton Worldwide!**

As part of ABC's commitment to agent education, we have partnered with preferred supplier Hilton Hotels to present an educational, interactive and fun quiz covering Hilton product information, agent tools and member programs.

All quiz participants who submit a completely accurate quiz response will be entered into a drawing for a free night stay at any Hilton property around the world. You have until April 30th to complete the quiz and win!

Good Luck! Thank you for your support of ABC and our preferred partner Hilton Hotels.

[View Presentation & Take Quiz](#)

ABCGlobalServices.com+1-561-300-6645info@ABCGlobalServices.com



ezBOOKbyABC.com is the industry's most powerful hotel booking site exclusively for travel agents. The tool combines the same ease-of-booking as popular consumer tools while providing robust features agents need to do their job and be competitive.

ezBOOK offers powerful advertising options to promote hotel and special offers directly to this most influential audience, at the point-of-sale.



Point of Sale – Geo-Biasing Display

- Property displayed in one of the top three positions of the hotel search results by destination
- Available per market, per month

Property	Address	Rating	Distance from POI	Price per night
The Manhattan Club	200 West 56Th Street, New York	4.5 stars	0.64mi	\$196.49
St Giles The Tuscany	120 East 39Th Street, New York	4.5 stars	0.65mi	\$197.00
Sheraton Brooklyn New York	228 Duffield Street, Brooklyn	4.5 stars	4.51mi	\$197.10

Home Page Banners

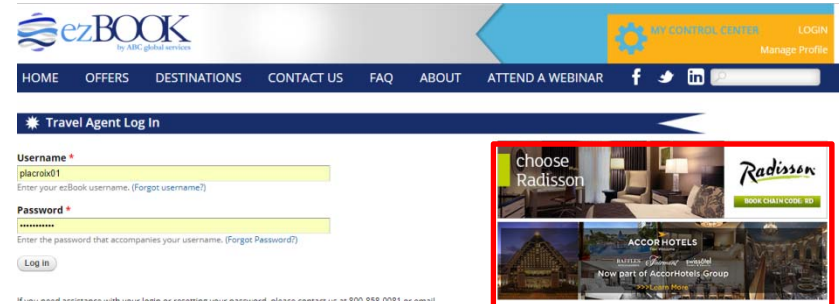
- Highly visible placements on home page to promote property and special offers
- Includes link to custom landing page

The screenshot shows the ezBOOK home page with a navigation bar and several sections. A red box highlights a banner for 'Free Ultra-Fast WiFi at Every Location' by LAQUINTA INNS & SUITES. The banner includes the text: 'With our ultra-fast Internet speeds, downloading and streaming just became that much quicker for your clients.' and a 'Chain Code LQ'.



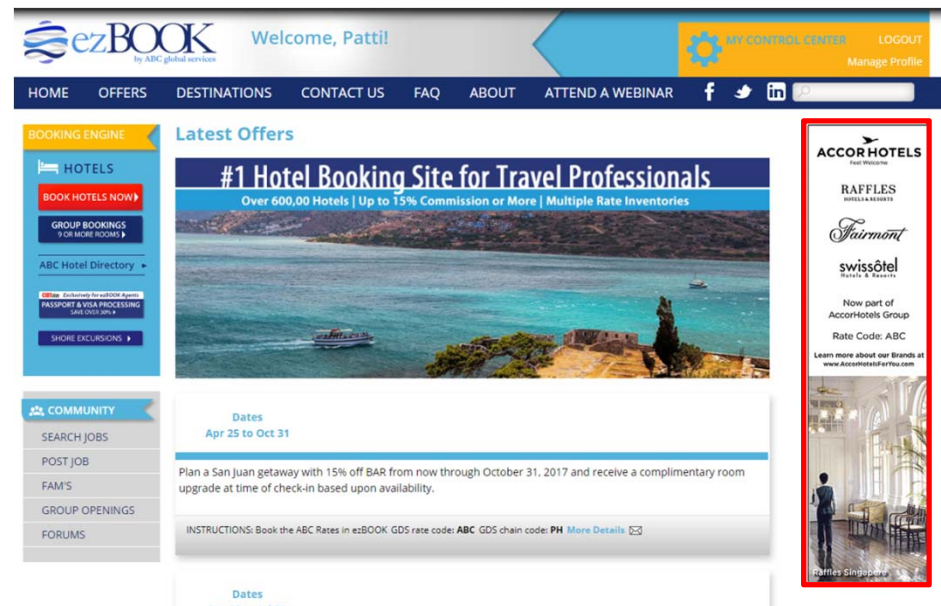
Agent Log-in Page Banners

- Highly visible placements on agent login page
- Includes link to custom landing page
- Available on a monthly basis



ROS Tower Banner

- Run of site banner rotates on multiple pages throughout the site
- Includes link to custom landing page
- Available on a monthly basis



Annual Participation Fees & Marketing Package Options

All Prices are in USD\$ per Property

Features	Basic	PHP Plus	PHP Classic	PHP Deluxe
Annual Listing Fee	✓	✓	✓	✓
Highlighted Directory Listing		✓	✓	✓
Premier Room Service eMail Blast		✓ 1 eblast	✓ 2 ebasts	✓ 4 ebasts
Geo-Biasing Display in ezBOOK / Month			✓ 2 months	✓ 4 months
Reporting (Room Nights/Rev/ADR)			✓	✓
Agency Feeder City Report			✓	✓
ABC – GDS ABC Rate Code Audit			✓	✓
Annual Fee	\$975	\$1,495	\$2,095	\$3,095
Total Marketing Value		\$3,000	\$5,000	\$7,000
Your Savings		\$1,500	\$2,905	\$3,905

How to Maximize Your Participation

- Pay attention to how you complete your RFP in Lanyon
- Always reference **Chain Name** in your marketing messages
- Always reference the ABC rate code and the **J** Chain Code
- Be pro-active with your marketing – respond & block your space early
- Be engaged – participate in trade show opportunities, utilize marketing
- Know your business – understand which agencies are affiliated with ABC
- Partner with your sister properties on marketing – saves you money!
- Let us know how we can help

The Power of ABC Partnerships

- Over 11,000 agency booking locations in 150 different countries
- Over 26 million room nights booked in 16,000 cities representing \$4.1 billion in revenue
- 70% Corporate, 25% Leisure, 5% Group
- Access to powerful and cost effective marketing to over 20,000 travel professionals around the world
- Hotel Relations and Business Development teams dedicated to driving more business to ABC hotels worldwide

THANK YOU !

**ABC Global Services • 6001 Broken Sound Parkway NW, Suite 340 • Boca Raton, FL USA
+ 1-561-300-6645 • hotels@abcglobalservices.com**

