

ResAvenue
Channel Connect

A journey of a thousand miles must begin with a step.

~ Lao Tzu

ResAvenue Channel Connect

ResAvenue Channel Connect is a Travel Division initiative from the **Avenues Group**. The Avenues Group is a **multi-million USD global group** with business interests in real estate, construction, retail, eCommerce, hospitality, community development and software development.

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SO HOW BIG IS THE TRAVEL DIVISION?

The Travel Division clocked in around 45 million USD of turnover last year. We also generated over 60,000 room nights, a growth of over 40% over the previous year's performance.

Avenues is a member of IATA, PATA and FHRAI and has a 125 strong team working out of our offices in India, Hong Kong, Singapore and New York. Avenues owns and manages, South Asia's most popular extranet called [www.ResAvenue.com/Channel Connect](http://www.ResAvenue.com/ChannelConnect). Avenues also operates two affiliate B2C travel websites i.e. www.InstaTravel.com and www.InstaReserve.com and has 1000's of brick and mortar travel agents.

Sure, we may not be the biggest player around, but you'll find that very few four year old travel companies will have accomplished all that we have done through sheer **passion and energy**. We believe that technology is the **key differentiator** in the travel trade of the future and have a **strong IT side** to our business. We believe our rapid growth has been fuelled by our simple operating philosophy:

BUY FAIR . . . SELL FAIR and SHARE FAIR

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GEOGRAPHIC SHARE OF ROOM NIGHTS GENERATED IN 2007 BY THE TRAVEL DIVISION.



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THE AVENUES EDGE

The Travel Division plays a key role in encouraging the growth of the travel sector in the region. Avenues provides its customers with some of the **best travel content** currently available. In keeping with its credo of delivering the '**best value**' travel package to its customers, Avenues has worked hard to ensure that both the Avenues' core brand values as well as the partner **hotel's brand values are not eroded** or diluted.

Avenues is working in collaboration with Pegasus and we are pulling feeds of around **65000 hotels** from all GDS and IDS sources. Currently, Avenues has directly contracted with **4700 hotels**, most of whom are connected to our systems **via XML** and some are also manually managing their hotel room inventory on the ResAvenue Channel Connect.

We keep a close eye on the needs of our guest segments and strictly implement a policy of **limiting the number** of properties per destination. Sure we have to **work harder** in our marketing efforts, but it helps ensure that **you receive your fair share** of the business which will grow at an accelerating pace.

We never act in a manner that will erode your hotel's brand value.

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WHY PARTNER WITH AVENUES

With millions of properties vying for the attention of billions of travellers, how can you stand out from the crowd and grab a share of the guest's mind. And at what cost will you do this?

To strike out and do this alone in the current competitive environment can be quite daunting, and frankly, quite unnecessary! We believe the answer lies in working with the right partners who can add significant value to your business goals.

ResAvenue Channel Connect gives you an instant direct route to the massive online and offline travel market. Your hotel gets prominent visibility on our two affiliate travel websites www.instatravel.com and www.instareserve.com. In addition, you can reach out to thousands of online and offline travel agents across the world.

Get instant enhancement of your global presence and reach.

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WHAT RESAVENUE CHANNEL CONNECT WILL GIVE YOU

- > Access to fantastic promotional tools to increase occupancy rates
- > New and exciting ways to bring your hotel to millions of people purchasing travel on thousands of websites.
- > Here are a few instances:
 - Free Night Promotions
 - Progressive Discounting
 - Limited Time Specials
 - Packages and more!
- > Unlimited photos, marketing information, promotional tools and more to help you promote your hotel.

There are **no charges to set up** your account with the ResAvenue® Channel Connect. Once your hotel is on-line and live on the ResAvenue® Channel Connect, there are **no annual fees or service costs**.

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THE AVENUES TRAVEL DIVISION MODEL

Supply Side

direct contracts
with 4700 hotels

65000 hotels
through Pegasus



1000 Brick & Mortar
Travel Agents



Sales Side

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HOW TO USE RESAVENUE CHANNEL CONNECT

There are three ways to connect and manage your inventory on ResAvenue Channel Connect. Each way has its own advantages and limitations. Choose the method that suits your business model and needs the best. And don't worry, in case you wish to change the method later on, you just have to tell us.



More details are available overleaf.

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HOW TO CONNECT TO RESAVENUE CHANNEL CONNECT

Automated XML Connectivity: This is the best and the most convenient way of managing our channel connect. If your Central Reservation System can be connected via an Open Travel Alliance (www.opentravel.org) specified XML, then we can connect ResAvenue Channel Connect with your central reservation system. This will ensure that you don't have to update/publish/manage your room inventory in our extranet. Our systems will connect to your system in real time and pull out only those inventory which are available in your CRS. If your CRS has this XML connectivity, then please do let us know by email on extranet@resavenue.com.

Pegasus Feeds: As we are already pulling feeds from Pegasus, we could work with you on a better commission structure if you are listed on any of the GDS. We could continue to pull your feeds through Pegasus and you could provide us special discounted rates by assigning rate code to our Tids Id.

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Do-It-Yourself by Logging In: You will have the advantage of managing your own hotel inventory, uploading your hotel rates, creating your own unique packages, uploading images, etc. You will also have access to fantastic promotional tools to increase occupancy rates. You can also manage your inventory in the currency of your choice. We will set up your property in our Channel Connect and give you a 'User Name' and 'Password', to enable you to control your room inventory in our extranet system. Our Merchant Services team will assist you in managing your account, including marketing, uploading images, rates & inventory management and more.

Emailing our support team: Updates done by our Merchant Services team on your behalf:- If you do not have the resources to manage your own channel connect account, then we can manage the same for you. All you have to do is complete our hotel info sheet and send us your rates, we will upload your hotel inventory and manage the same at our end. Kindly note that all data entry task is done in good faith as a free value-added service for you. We will do our best to ensure full accuracy, however; we will not accept any liabilities for any losses due to errors in data entry.

COMMISSION STRUCTURE

Avenues prefers working on the **Nett Non-Commissionable Rate Structure**. Give us your best available nett rates and we will mark up commission and sell the rooms through our agency offices, brick and mortar travel agents and online portals and affiliates.

Avenues will collect its mark up directly from the customers at time of the reservation and will then send you the reservation details along with the customer's credit card details. You can then charge the customer your hotel room Nett Rate at check in or check out, as per your policy.

If there is a No-Show/Cancellation, then you can charge the customer according to your hotel's cancellation policy since he has read and accepted your policy at the time of reservation process.

We work on 15-25% mark up which largely varies according to our affiliate commission structure, marketing expenses, demand-supply ratio, etc. If you work on a structure wherein your hotel rates need to be fixed, we will ensure that we mark up our commission to meet your fixed nett rate.

COMMISSION STRUCTURE

However, if you are not comfortable working with the Nett Non-Commissionable Rate Structure, **Avenues** does offer to work with Commissionable rates provided you have more than 100 properties with XML Connectivity and a centralised payout system.

If you want **Avenues** to maintain a rate parity, we can do the same for you. You could provide us with your BAR Rates and we can either collect our negotiated commission directly from the customer and pass the balance amount to you with credit card information of the client or you could collect the entire amount and pay us our negotiated commission.

LOWEST RATE GUARANTEE

Avenues ensures its agents, the lowest rate guarantee and therefore expects you to provide us with your best available rates. We will be selling your room inventory at your best available rate. You will be giving us your room inventory at Nett Non-Commissionable Rates which is:-

(i) 25% off lowest Published Rates (i.e. your best available rates) in the case of Unbundled Rooms,

(ii) at least 30% off lowest Published Rates (i.e. your best available rates) in the case of Packaged Rooms, and

(iii) at least 35% off lowest Published Rates (i.e. your best available rates) in the case of Distressed Rooms. For Example: If your best available rate is 100USD and you want us to sell at that rate, you have to ensure that you upload your room inventory at 75 USD for unbundled rooms and we mark it up to reach 100 USD.

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HOW TO SIGN UP FOR RESAVENUE CHANNEL CONNECT

Complete the ResAvenue® Channel Connect Agreement, a copy of which can be downloaded from the www.ResAvenue.com.

Complete the INFO SHEET (Information Sheet)

- a. Prepare separate **info sheet attachments** for each participating hotel. Use the Property List page to list all participating properties.
- b. Please put in Rates that are **Nett of Commission**. Rates must be a minimum 25% discount off the lowest published rate for the hotel only program or minimum 30% discount off lowest published rate for the packaged program.
- c. Be sure to include **Starting Allocations** for each room type. Use space provided directly below "Room Types" section. Once we built your property in our system, we will contact you to conduct a training session on the ResAvenue® Extranet.

Mail us the completed signed documents, to any of the Avenues offices mentioned in the **Contact Us** section of ResAvenue website (http://www.resavenue.com/contact_resav.jsp). The Agreement with initials on every page has to be couriered to our India office.

CONTACT INFORMATION

ADMINISTRATIVE OFFICE:

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The world is a book ... and those who don't travel read only a page.
~ St. Augustine