

## MARKETING AND ADDITIONAL SERVICES

### Sabre Marketing Opportunities

SynXis is in a unique position to offer customers special pricing, positioning and availability across many of the other Sabre-owned businesses. These include:

- *Hotel Spotlight* - Positional advantage on the hotel availability shopping screen of the Sabre GDS.
- *Promo Spots* – GDS advertising displayed on air availability, hotel availability, and air sell screens, dependent on search criteria.
- *Jurni Network* - a new travel agency consortium designed to bring it's members high margin offers targeted to the right customer at the right time, using a unique marketing intelligence
- *IgoUgo* - World's leading online travel community with 350,000 members and 4,000 destinations. This site gives candid first-hand travel information, reviews, advice, and stories from everyday travelers on destinations, accommodations, activities, and restaurants.

### Centralized Travel Agent Commission Processing

Through our partnership with Perot Systems, properties or chains can easily and efficiently reconcile and pay all travel agent commissions. Travel agents receive one consolidated payment, in their home currency. Both hotels and travel agents receive detailed on-line reporting, reducing or eliminating research time.

### Travel Agent Marketing

#### *Consortia & Corporate Negotiated Rates*

SynXis provides an RFP and consortia management program with a dedicated manager whose purpose is to couple the right hotels with the right clients and establish strong relationships with the major consortia agents for the Corporate Direct, Leisure Consortia and General Travel Agency sectors. Hotels will benefit with increased exposure to this high volume market.

#### *Agency Marketing Program*

SynXis also has a dedicated manager to create valuable marketing opportunities for our customers across all GDSs and to work directly with high potential agency customers to book more SynXis properties.

synxis®

## **Private Label Voice Services**

No matter what size your hotel is, we have a voice solution to meet your needs. Reservation call centers are trained on the SynXis Voice Agent® technology to make your job seamless. Manage rates and inventory from the same Control Center as your other distribution channels.

## **Account Management**

The SynXis Account Management team is dedicated to making it easy to increase hotel revenue and occupancy. Our unique approach to service ensures results. Your dedicated Account Manager identifies revenue and occupancy enhancement strategies and reviews your competitive set and hotel positioning. Their goal is to maximize channel productivity and consult on channel conversion and channel selection and participation.

## **Emarketing Services**

SynXis offers a variety of marketing services that help drive qualified business to your website. These include:

- Website design, hosting and monitoring
- Search Engine Optimization Programs
- Pay Per Click Advertising Programs
- Linkage Partnership Analyses
- Website Reporting and Statistical Analyses

## ***RezTrack™* Report**

This unique product tracks productivity from your web site based on where the business originated. Quickly see which search engines are successful and which produce the highest "look-to-book" ratios. The *RezTrack* Report also tracks daily/hourly booking patterns and the paths that the consumer takes on your web site to book a room (or reservation).

The logo for SynXis, featuring the word "synxis" in a lowercase, sans-serif font. The "x" is highlighted in red, while the other letters are white. A registered trademark symbol (®) is located at the top right of the "s". The logo is set against a black background that is part of a larger graphic design on the right side of the page, which includes a red diagonal stripe.