

# Sabre PromoSpots

Delivers promotional offers at the point of sale

## WHAT YOU MAY BE FACING NOW

In today's competitive marketplace, you are constantly looking for more effective ways to get your message to consumers. To ensure your promotional offers reach your target markets and make the desired impact, you need a tool that allows you to target specific customers and influence their travel decisions at the point of sale.

## HOW WE CAN HELP YOU

Sabre® *PromoSpots*™ promotional offers allow you to reach target markets during the travel shopping and booking process. Your messages may be delivered to *Sabre Connected*™ travel agents and their customers at multiple points during the sales process, and may be targeted based on a variety of criteria.

## FEATURES AND FUNCTIONS

*PromoSpots* offers, relevant to the current travel transaction, appear on *Sabre Connected* travel agents' availability screens. Messages may change based on agency and customer criteria and the specific availability screen requested.

In the past, informing travel agents about your travel specials and promotions required a significant investment in print advertising, mailings, faxes and other media. *PromoSpots* promotional offers take away this burden by providing promotions relevant to the shopping scenario at the point of decision. Your offer reaches a highly qualified audience who is ready to buy. Because your offer is displayed at the point of decision — the most critical point in the sales process — it results in greater visibility and increased sales.

### Reach Your Audience

**Effectively.** By running a *PromoSpots* promotional offer instead of traditional advertising media, you are able to reach your target markets during the travel shopping and booking process. *PromoSpots* promotional offers may be targeted based on a variety of criteria: travel origin and/or destination, offer valid dates, display dates, and agency location.

**Basic Targeting.** You have your choice of travel origin, which includes

origin city/airport codes on air availability screens; destination, which includes destination city/airport codes on air, hotel and car availability screens; and city/airport pairs on air availability screens. Up to 50 origins, destinations or city pairs may be selected for each offer.



HOTELS IN PVD	DC AVAILABILITY	DC SELL	DIST	NEG/CON	HOT#	FOR MORE
					APPRX	RTE
1WHI	EXPRESS PROVIDENCE-N	ATTL	16N		109.00	149.00
2WCI	COMFORT INN PAWTUCKET		10N		110.00	229.00
30CE	SUSSE CHALET SMITHFIELD		14N		60.00	60.00
4WCV	CV NEWPORT MIDDLETOWN		15SE		169.00	209.00
5WDI	DAYS INN ATTLEBORO		12N		74.50	74.50
60LN	MILL STREET INN		17S		0.00	0.00
7WYK	ROYAL PLAZA HOTEL		17S		69.00	99.00
80LN	NEWPORT HARBOR HTL AND MA		17S		179.00	199.00
90LN	HOTEL VIKING		17S		99.00	229.00
10NK	MOTEL 6 PROVIDENCE WARWIC		1N		65.99	65.99
11WBN	BM ATLANTIC BEACH HOTEL		17SE		159.00	159.00
12WMS	SPAULDING HOUSE BB		16S		0.00	0.00
13WUJ	NEWPORT GATEWAY HOTEL		16SE		59.00	75.00
14WYF	HYATT REG NEWPORT RI		17S		200.00	435.00
15WTL	TRAVELodge MIDDLETOWN		15SE		105.00	105.00
16WVY	SPRINGHLL STES WARWICK		5SW		129.00	129.00
170LN	JOHNSON AND MALES INN		0NE		184.00	124.00
18WRD	RADISSON AIRPORT PROVIDEN		0W		199.00	199.00
19WBN	BM W GREENWICH INN		10SW		109.95	119.95
200LN	INN AT NEWPORT BEACH		17SE		139.00	149.00

SEE JP#1 W1 WESTIN DOWNTOWN PROVIDENCE \* LUXURY FROM 269USD  
SEE JP#2 S1 SHERATON PLYMOUTH#5100139#SUMMER/FALL FROM 79USD

*Sabre Connected* travel agencies see your *PromoSpots* promotional offers right at the point of sale.

## INCREASE REVENUE

- Directly influences the sale at the point of decision
- Communicates points of competitive differentiation

## EXPAND THE IMPACT OF YOUR PROMOTIONS

- Displays promotional offers during the travel booking process
- Delivers tailored promotional information to relevant customers

Please contact TravelCLICK Services for more information.

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Offer valid dates can specify when a travel consumer can use the offer, and they also determine which offers will be shown, based on the availability request. You can specify begin dates, end dates, and days of the week the offer is valid.

Display dates can specify a start date your offer will begin being displayed to *Sabre Connected* travel agents, and you select the days of the week your offer shows.

**Premium Targeting.** With *PromoSpots* promotional offers, you can define your audience, making your offer even more valuable to the travel agent and travel consumer. Geographic location of the travel agency can be defined by country, state (U.S. only) and city. At the most targeted level, you may choose to display your offer to individual agencies by specifying the agency's pseudo city code (PCC) or International Air Transport Association (IATA) number.

Unlike most types of print media, *PromoSpots* promotional offers can be launched with very little lead time. *PromoSpots* promotional offers can be up and running within two business days after approval. Rush orders can be processed immediately upon approval. Production expenses and preparation time associated with print media are eliminated.



*PromoSpots* provides details of your promotional offers to *Sabre Connected* agencies.

**Maximum Results.** Billions in travel services are booked annually through the *Sabre* computer reservations system. We offer the highest value of any computer reservations system by providing the greatest reach, coverage and content of any system.

**More Value for Your Dollar.** *PromoSpots* promotional offers are sold and priced in blocks of 1,000 exposures. Premium targeting selections may be made for additional charges. *PromoSpots* promotional offers are cost-effective because you only pay for what you use.

**Ordering Information.** *PromoSpots* promotional offers are represented exclusively by TravelCLICK®. To determine the best method to deliver your messages to target audiences, simply contact TravelCLICK at 847-969-0820 or send an e-mail to sales@travelclick.net. Your regional sales professional will help you design a tailored media plan.