

vistríoSM

• Insight for Travel Marketing

PAST

PRESENT

FUTURE



**YOU CAN'T TELL
WHERE THEY'RE GOING
IF YOU DON'T KNOW
WHERE THEY'VE BEEN**



Leverage the power of millions of customer transactions to maximize your share of customer travel spend. Vistrio™ offers a holistic view of your customers and their spend across all provider types – reflecting travel behavior beyond the business they do with you. This transactional data about your customers' past behavior can more accurately predict what they'll buy and when they'll buy it – enabling you to tailor product offerings to better meet your customers' needs, create brand loyalty, and fuel new growth and profitability. We help you discover that not all customers have the same spending potential, and we support you to create and implement highly effective strategies that wisely invest your marketing dollars where they'll give you the best return on investment.

We are Vistrio

By providing access to one of the largest single repositories of U.S. travel-transaction data, we give you something no other company can — a view of your customers that you can turn into actionable marketing strategy. No other company has the depth and quality of data that Vistrio does. Through data modeling and analytics, Vistrio gives you valuable marketing intelligence that you'll be able to use to implement more targeted marketing and make better informed customer relationship management (CRM) decisions to capture a larger share of your customers' travel spend.



The Travel Dynamics Data Alliance

By joining the exclusive Vistrio Travel DynamicsSM Data Alliance, you gain access to never-before-available data that will lead you to more successful customer acquisition, retention and reactivation activities. Membership in the Travel Dynamics Data Alliance is limited to travel suppliers and requires a contribution of customer data. When you become a member of the Travel Dynamics Data Alliance, your data is modeled together with Vistrio's extensive volumes of pre-existing traveler data from numerous providers to create aggregated statistics about the traveling consumer. This aggregated data is then linked to Vistrio's Travel Dynamics

marketing database. Your unique customer contact data and transactional data is then stored in a secure data partition that is not accessible by other Travel Dynamics Data Alliance Members.

In order to create an equitable playing field between large and small companies, your usage is dependent on your contribution; the more data you

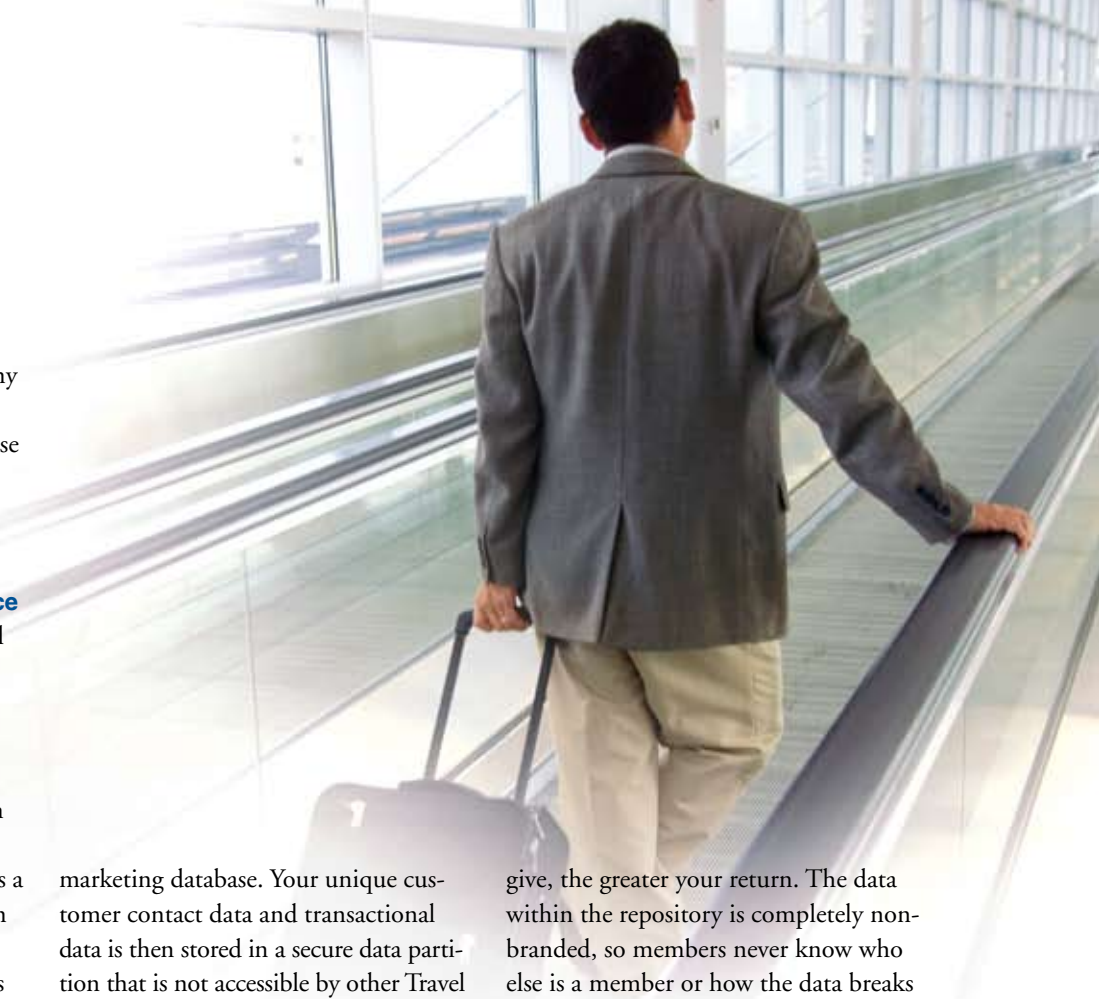
give, the greater your return. The data within the repository is completely non-branded, so members never know who else is a member or how the data breaks down by company. And, since we are a third-party vendor that aggregates and protects all alliance members' data and identity, we offer unbiased and confidential services.

According to The Loyalty Effect, a 5% increase in customer retention yields a 75% increase in customer net present value.¹ **Wouldn't you like to maximize loyalty and retain customers for better cross-sell and up-sell opportunities?**

¹ Reichheld, Frederick F. The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value. Cambridge: Harvard Business School Press, 2001.

Did you know there are almost 75 million traveling households, with an average travel spend of nearly \$6,000 per year, for a total of \$450 billion?² **Wouldn't you like to increase your share of your customers' travel spend?**

² TIA 2004 Annual Travel Forecast; MRI.



How it works

Vistrío organizes and manages your data within our secure data center. We enhance the data with hundreds of additional data points, including aggregated travel statistics across multiple data providers. We then model the data, interpret the findings, and make recommendations on how to best leverage and integrate the resulting customer insight into your organization. We support your marketing initiatives and do most of the work to minimize your resource requirements and maximize your return on investment.

Benefits of Vistrío

Determine which customers will give you the most profitable return on investment

- Gain a comprehensive view of your customers
- Establish potential customer value
- Predict customer and prospect behavior for more targeted marketing
- Achieve maximum bookings on your valuable but limited assets

Increase revenue, reduce costs and save marketing dollars by reaching the right customers

- Save money by targeting better prospects—mail to fewer contacts yet achieve higher response rates
- Reactivate former customers and convert one-time customers to loyal multi-purchase customers
- Improve cross-sell and up-sell initiatives with current customers

Turn valuable customer insights into actionable strategic marketing plans

- Build more partnerships and more compelling and personalized product offerings
- Optimize your media mix and marketing spend
- Implement or improve profitable customer acquisition programs

About Vistrío

Vistrío supports travel-marketing decisions about where to invest your marketing dollars to gain the greatest impact from customer acquisition, retention and reactivation efforts.

Vistrío is a joint venture of Sabre Holdings and Equitec. We offer data management and marketing services exclusively to travel-service providers. Vistrío's Data Alliance is a membership database that enhances transactional data from member companies with aggregated travel statistics and demographic and behavioral data from best-of-breed sources. Using sophisticated data modeling and analysis, Vistrío helps member companies achieve unprecedented insight into their travel customers and a greater return on their marketing investment.



» FOR ADDITIONAL INFORMATION OR TO JOIN THE TRAVEL DYNAMICS DATA ALLIANCE, CALL 1.866.406.8746, EXT. 1079 OR VISIT WWW.VISTRIO.COM.

VISTRIO'S OFFERINGS

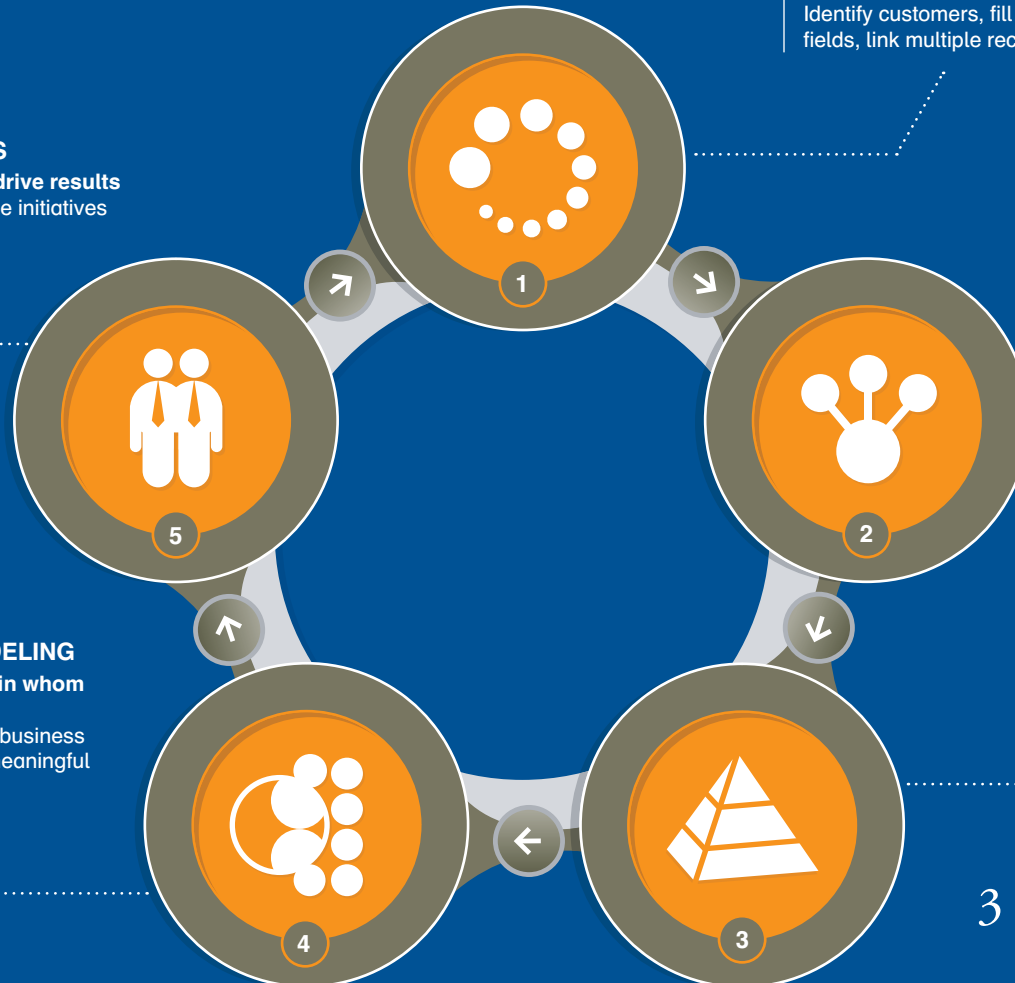
1 DATA PROCESSING
Enhanced customer recognition
Identify customers, fill in missing address fields, link multiple records and cleanse data

2 DATA AGGREGATION
Comprehensive customer profile
Aggregate data and enhance records with travel statistics to create an exclusive customer view across travel providers

3 TRAVEL DYNAMICS
Power to predict customer actions and preferences
Append hundreds of data points from best-of-breed consumer intelligence sources

4 DATA ANALYTICS AND MODELING
Ability to find the best travelers in whom to invest marketing dollars
Leverage predictive modeling and business intelligence to discover the most meaningful attributes of your best customers

5 CONSULTING SERVICES
Actionable strategies that drive results
Develop strategy and prioritize initiatives using market intelligence



WHO WOULD YOU INVEST IN

Vistrio shows you what you don't know, providing you with new strategic data to help you better target your marketing efforts—converting one-time buyers to loyalty club members, reactivating inactive customers and acquiring new customers to help you gain a larger share-of-wallet.

KATHY CLARK

» **WHAT YOU KNOW:**

One-time buyer

SPENT WITH YOUR BUSINESS \$557

» **WHAT VISTRIO KNOWS:**

High-margin multi-purchase buyer

Prefers to book online

15 travel transactions in the past 12 months

Transaction recency/Transaction frequency/Avg. dollars by market/Total dollars by market

TOTAL SPEND \$27,560

OUR MARKETING DOLLARS IN?

▼ **JOHN HENRY**

» **WHAT YOU KNOW:**
Multi-purchase buyer
Loyalty club member

SPENT WITH YOUR BUSINESS \$3,987

» **WHAT VISTRIO KNOWS:**
Lower-margin multi-purchase buyer
Prefers to book through agent
Member of 4 loyalty clubs

Transaction recency/Transaction frequency/Avg. dollars by market/Total dollars by market

TOTAL SPEND \$11,590

Understanding the big picture can change your perception of each customer's value and help you determine where to invest your marketing dollars.

What your CRM data can't tell you...

VISTRIO CAN.



VISTRIO'S OFFERINGS



Data Processing

As you know, keeping your records cleansed and streamlined is a continuous task. You may have several customer records for one person as a result of their moving, changing marital status, etc. Or, you may have numerous incomplete records that are missing address fields. When you join the Travel Dynamics Data Alliance, Vistrío's first step is to identify and correlate duplicate customer records throughout your own customer data. We'll use our best-of-breed data processes to fill in missing data fields where possible, integrate all disparate records and link multiple records for the same individual to one identification number. You'll receive a clearer picture of your current customer base, their travel history and their preferences. In the end, this gives you enhanced customer recognition—the ability to recognize new transactions as belonging to a particular customer.

Data processing services included in membership are:

- Contact standardization
- De-duplication
- Data hygiene



Data Aggregation

Next, we'll aggregate your data with the millions of records already contained in the database. This aggregated data remains entirely non-branded. The resulting view across competitive sets and all other travel types presents a complete picture of where your customers are spending their travel dollars beyond what they're currently spending with you. Equipped with detailed information about which of your customers have more potential value than others, you'll better understand how to market to those who have the most travel spend.

Data aggregation services that come with alliance membership include:

- Data compilation and maintenance
- Transaction association
- Data enhancement and integration



Travel Dynamics

Customer records in the exclusive Travel Dynamics data repository are matched with hundreds of additional data points from best-of-breed, consumer intelligence sources. You'll gain insight into your best customers so you can better market to them and earn a larger share of their travel spend. This comprehensive customer profile leads you to understand not only who your best customers are but how to reach them with the right offer, at the right time, at the right price.

The following Travel Dynamics data-attribute types are added:

- Demographics
- Household cluster data
- Lifestyle and lifestage
- Modeled behavior propensities or likelihood to travel to locations (by mode of transportation, date and dollar amount), attitude and even likely media preferences
- Aggregated travel purchase behavior



Data Analytics and Modeling

Vistrío's team of data modelers has developed thousands of sophisticated data models for acquisition, retention and reactivation applications, and we can also create customized models to address your unique requirements. We'll work with you to determine which models will best allow your business to identify the top data variables that influence your customers' travel behaviors. Because Vistrío already has these models in place and processes millions of transactional records, we gain economies of scale that lead to better quality at a lower price than you could find with any other company. You'll end up with invaluable knowledge of the customers in whom to invest your marketing budget. No longer will you need to throw advertising money at a broad audience and hope for the best. You can target your campaigns for greater ROI.





The following models are available when you join the Travel Dynamics Data Alliance:

- **Customer retention and reactivation modeling**— Helps you convert one-time customers into multi-purchase buyers, reactivate inactive customers and convert inquirers into buyers
- **Customer acquisition modeling**— Improves customer acquisition by identifying new prospects who are likely to respond to your promotions based on historical activity
- **Value-based customer grouping**— Maximizes marketing spend by determining those customer groupings with the highest yield on a per customer/per market basis
- **List-optimization modeling**— Maximizes partner list performance by suppressing those prospects least likely to respond
- **Customer-profile analysis**— Identifies the demographic, lifestyle, attitudinal, econometric and travel spending behavior of your best customers
- **Market-level analysis and segmentation**— Transforms raw data into market intelligence you can act upon to help you build market share
- **Product-level analysis and segmentation**— Maximizes return on assets and gross margin, enabling you to improve available working capital



Consulting Services

Using the insight we gained from the data integration, aggregation, analysis and modeling stages, we work with you to help you develop growth strategies and prioritize your marketing and product merchandising initiatives based upon a predetermined ROI. We'll help you determine the best tactical approaches to identifying, contacting and winning over the most profitable prospects, while maintaining and cultivating your loyal customers. You'll come away with tactical plans that will bring you results.

We'll support you to:

- Describe, affect and predict the travel behaviors of your best customers
- Identify new markets and prospects
- Optimize advertising mix and media spend
- Measure ROI so you continue to invest only in what works
- Integrate with CRM systems
- Identify co-marketing opportunities



Vistrío
Insight for Travel Marketing
1.866.406.8746 ext. 1079
www.vistrío.com

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