



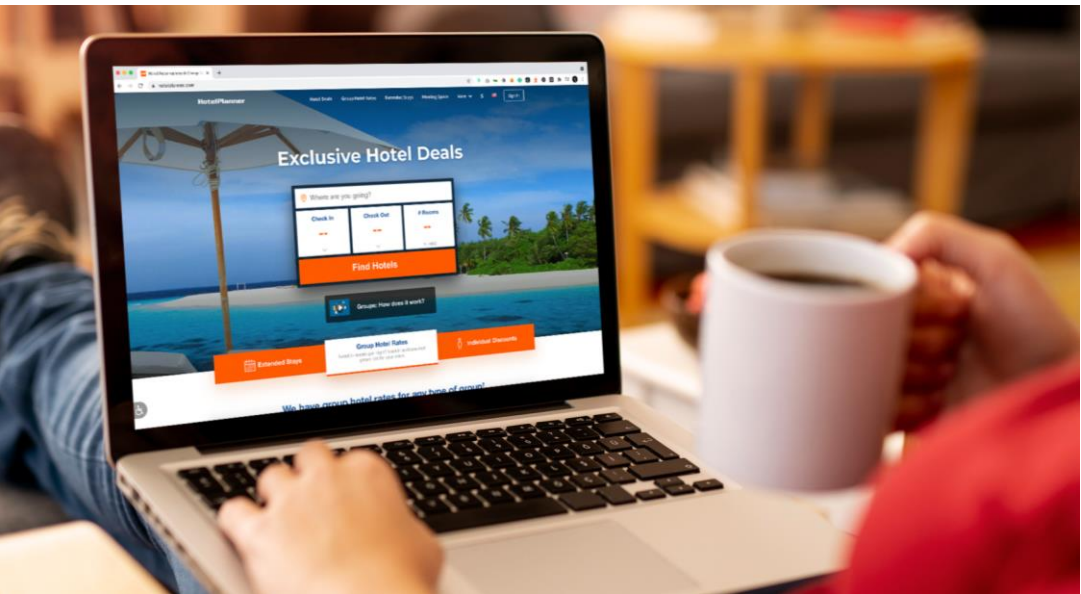
# **HotelPlanner**

*Helping your Hotel Book Group Business*

**2022**

# HotelPlanner Groups at a Glance

Our Artificial Intelligence platform is an efficient way for event planners and hotels to book group business



## The HotelPlanner Advantage



Personalized eRFP sourcing & online group management platform.



HotelPlanner provides 24/7 365 support for hotels, planners, & travelers.



Global affiliate partnerships are in place to help drive group volume.



Global sales force operates in 150+ countries over 28 languages.



Easy & efficient group processing from multiple sources.



Hotel relationship managers are in place to assist you in booking and growing your group business.

AI Tech Platform + Event Planners + Hotel Partners + Negotiated Rates + Attendee Booking Options = Hotel Booking Experience Reimagined

### Key Attributes

Highly customizable group booking platform 24/7 by global group agents

Direct hotel partner relationships spanning nearly two decades continue to drive group business

Our diverse customer base allows for the consistent delivery of great group business unlike firms who focus on single markets.

Seasoned hospitality and technology management team with 220+ years of combined experience





Clients \* Partners \* Friends

## World Class Partnerships

HotelPlanner powers the group technology online travel, travel management companies and agencies, corporations, Entertainment & Media, DMCs, and more through private label technology and service.



**HotelPlanner**

# HotelPlanner enduring sports partnerships drive team travel from all levels

HotelPlanner has partnered with some of the most renowned franchises in sports. Our clients include the Washington Football Team, Orlando Magic, New Jersey Devils, G-League, LPGA, USA Triathlon, USA Boxing, Pony Baseball, USL Soccer, Perfect Game, and many more.



**HotelPlanner**

**WASHINGTON**  
FOOTBALL TEAM, EST. 1932



**PERFECT GAME**



**NBA G LEAGUE**



# Recovery Presents a Unique Opportunity for Group Sales

## CONSUMER TRAVEL TRENDS



**80%**  
of global  
consumers



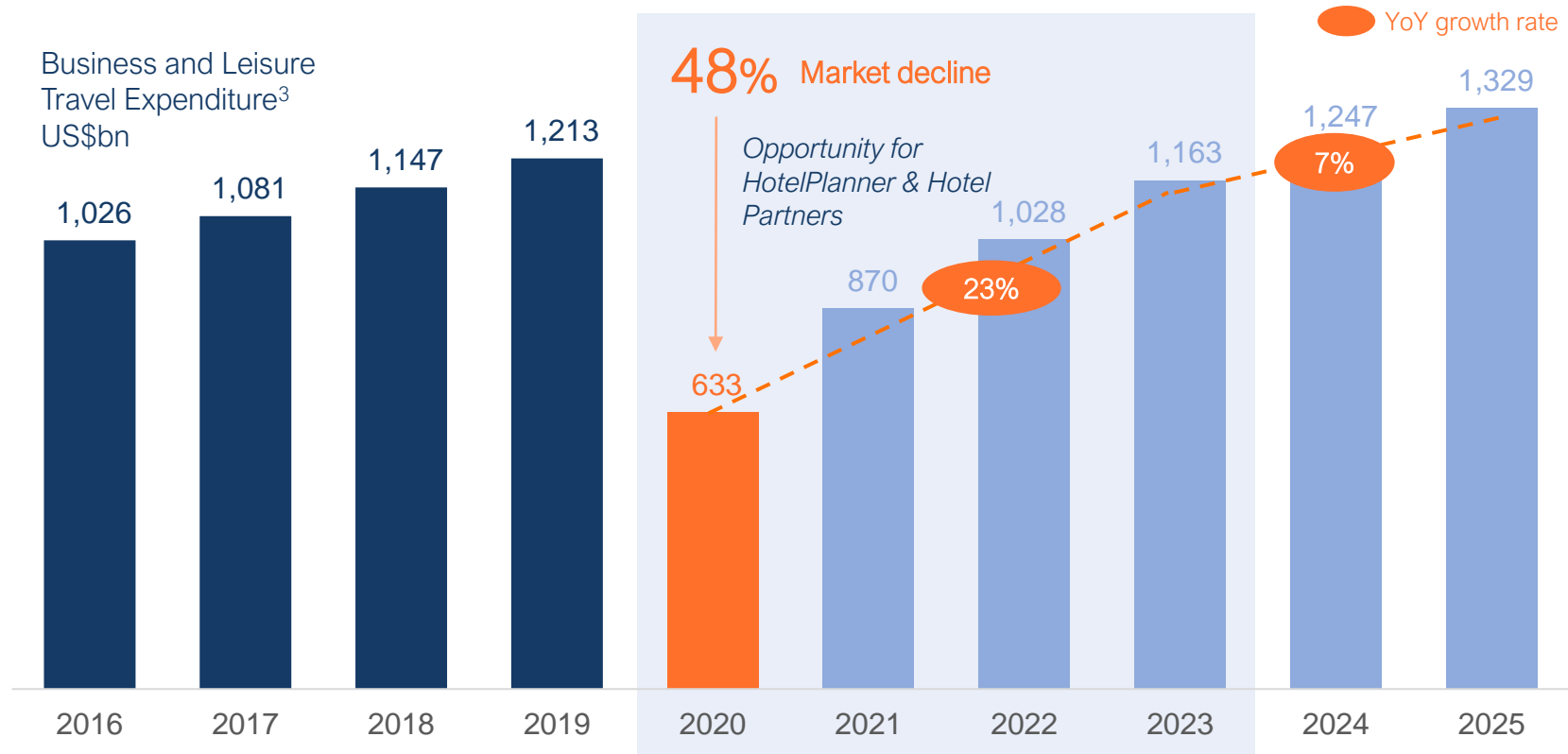
**90%**  
of U.S.  
consumers

Expect to take a trip in 2021 and 2022<sup>1</sup>



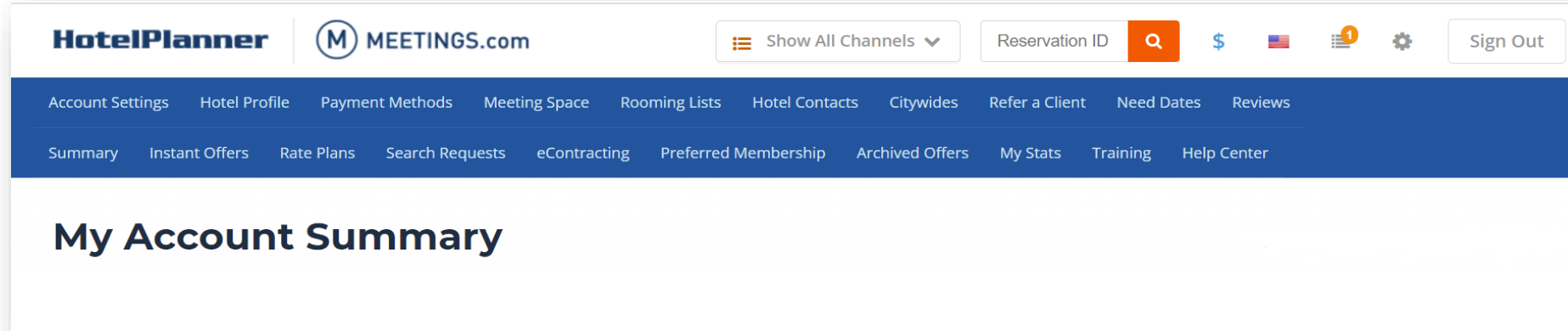
**\$1.2T**

By 2025 – projected total domestic and international travel spending<sup>2</sup>



Group related hotel stays hovered between 22% to 24% of overall U.S. hotel occupancy between 2012 and 2019, according to Smith Travel Research.

1) Jefferies Research 6/18/21  
 2) Tourism Economics and U.S. Travel Association  
 3) Business and leisure travel for outbound and domestic trips, including expenditure for transport, accommodation, entertainment, food & beverages, activities, retail & others.



1. Account Settings and Summary  
Contacts, Channel Options, Local Market Settings, and Property Preferences
2. Hotel Profile  
Current and eye-catching photos, complete detailed property descriptions and amenities lists
3. Instant Offers  
First to Market, Greater Visibility and Capturing Group Business in Minutes
4. Meeting Space  
Maximizing Lead Options and Property Benefits
5. Complimentary Marketing Products  
eContracting, Need Dates, Citywide, and Refer a Client
6. Reporting Features, Live Support and more!





# Control Lead Settings

1. Receive leads for rooms only, add in Meeting Space or Meeting Space Only
2. Manage Notifications when to alert you
3. Allow Group Leads up to 30 miles to include leads for near by cities
4. Turning Leads On/Off
5. Options For Extended Stays
6. Set Group Room and Night Requirements
7. Manage Lead Types
8. Control Budget Range
9. Accepting Leads From Origin
10. Meeting Space Overview
11. Language Options by Account Holder
12. Terms of Use Available
13. HotelPlanner Corporate Contacts Listed

### Lead Notification Filters

Do you want sleeping room leads? Yes, I want ALL leads requiring sleeping rooms

☒ Notify me every time my offer is declined by the group coordinator

☒ Notify me of new leads even when my instant offer responds for me

☐ Only notify me if my hotel was specifically requested (warning, this option will result in less opportunities)

☒ Email me when a request is posted in my area with the following parameters:

- Groups needing from 9 to 999 room(s) per night

- Extended stays needing 7 or more nights (extended stay leads may be as little as 1 room/night)

- Only group types that I have checked in the list below:

[Check All](#) | [Uncheck All](#)

<input checked="" type="checkbox"/> Association	<input checked="" type="checkbox"/> Bachelor-ette Party	<input checked="" type="checkbox"/> Birthday Party
<input checked="" type="checkbox"/> Business Meeting	<input checked="" type="checkbox"/> Bus Tour	<input checked="" type="checkbox"/> Charity Event
<input checked="" type="checkbox"/> Class Reunion	<input checked="" type="checkbox"/> Convention	<input checked="" type="checkbox"/> Corporate Incentive Travel
<input checked="" type="checkbox"/> Family Reunion	<input checked="" type="checkbox"/> Fraternity / Sorority	<input checked="" type="checkbox"/> Golf
<input checked="" type="checkbox"/> Government	<input checked="" type="checkbox"/> Graduation	<input checked="" type="checkbox"/> Holiday Party
<input checked="" type="checkbox"/> Military	<input checked="" type="checkbox"/> Music Band	<input checked="" type="checkbox"/> Religious / Church Event
<input checked="" type="checkbox"/> Reunion	<input checked="" type="checkbox"/> School Trip	<input checked="" type="checkbox"/> Scout Troop
<input checked="" type="checkbox"/> Sports Team - Adult	<input checked="" type="checkbox"/> Sports Team - Youth	<input checked="" type="checkbox"/> Theater
<input checked="" type="checkbox"/> Wedding	<input checked="" type="checkbox"/> Work Crew	<input checked="" type="checkbox"/> Other

- Group's requested budget must be from \$ 1 to \$ 999 USD per room / night

My Account Summary

NOTE: You have not responded to 8 requests matching your notification settings

Success Tip #1: Did you know you can earn 50% of commissions by referring us your unbooked leads? [Show me how easy it is](#)

Open Offers (22)	No Availability (31)	Declined Offers (0)	Referred for Consideration (496)	Booked Groups (11)	Commissions Due (47)	Direct (0)
------------------	----------------------	---------------------	----------------------------------	--------------------	----------------------	------------

Below are the groups that have selected your offer for consideration.  
Please make sure to contact these groups to help answer their questions or block rooms for them.

☐ Show stays where our hotel indicated they cancelled or no-showed

- 1. Lists leads waiting for offers
- 2. Open Offers where bids have been placed for client consideration
- 3. No Availability due to sold out dates
- 4. Declined Groups
- 5. Referred for Consideration
- 6. Booked Groups
- 7. Commission Due
- 8. Direct Leads
  - SaaS options for sourcing groups for Independent Hotels or Brands





# Your Hotel Profile...The Client's View!

Complete all options listed on this page for the clients to gather the most accurate details of your property. Click on "View My Current Profile" to see the online version displayed to all clients. Save all changes once made before moving on to the next section.

Account Settings **Hotel Profile** Payment Methods Meeting Space Rooming Lists Hotel Contacts Citywides Refer a Client Need Dates Reviews

Summary Instant Offers Rate Plans Search Requests eContracting Preferred Membership Archived Offers My Stats Training Help Center

## My Hotel Profile

 [View My Current Profile](#)

You may use this page to update your hotel's profile at anytime. This information will be sent to our groups along with each of your offers. Click the **Save Changes** button once you are done making any changes.

Every hotel contact may customize their own hotel profile to be geared towards their own specific market segments.

### Hotel Information

CHECK OUT TIME

3:00pm

CHECK IN TIME

3:00pm

BAR/LOUNGE HOURS OF OPERATION

4 pm-12am

*leave blank if no bar/lounge*

YEAR OF LAST RENOVATION

2013



*enter year built if it is a new property*



Complete custom settings, create options for any date range, and any group size. Groups outside of these settings will be added to your summary for custom pricing and personal review.

## Create Instant Offer

### Rates and Rooms

These values are commissionable and **per room/per night**.

☐ I will enter the group/extended stay rates below

✓ Please use a rate of

10% ▾

off the lowest individual online rate you can find ~ [How Does this work?](#)

Want to round it?

☐ No, thanks

☐ Round it up

☒ Round it down

CURRENCY

US Dollar ▾

WEEKDAY RATE:

a rate will be offered automatically based on your lowest individual rate found online

WEEKEND RATE:

a rate will be offered automatically based on your lowest individual rate found online

TOTAL ROOM TAXES:

13 %

[What is this?](#)

FLAT TAX

\$ 0.00

[What is this?](#)

TOTAL MANDATORY ROOM FEES:

\$ 0.00

[What is this?](#)

NUMBER OF ROOMS REQUESTED:

1 to 50 (for extended stays, specify 1-4 rooms per night)

ROOM TYPE(S) AT THIS RATE:

Queen or two double beds.

NUMBER OF NIGHTS REQUESTED:

1 to 9999 (if you have a night minimum or for a certain length extended stay)

RESPONDS TO RFP ROOM TYPE(S)

1 King or Queen Bed, 1 King Bed Only, 2 Double Be... ▾

[What is this?](#)



## Book More Business Faster

1. Immediate response to customer RFPs
2. Hotel controls pricing
3. Number of Rooms offered, and inventory controlled by hotel
4. Rate terms and conditions controlled by hotel
5. Black out date options are available when creating custom Instant Offers
6. Amenities offered (if any) are offered by hotel
7. Multiple offers can be created to cover any series of dates
8. Offers can be set up within minutes and respond to group requests in seconds
9. When conditions change, the offer(s) can be revised or ended at any time
10. Control upgrades or comp room options
11. Upsell clients with various room types in the comments section
12. Manage cut-off dates for bids to be selected or booked





Complete custom settings, list room names, room sizes, number of occupants and room set up details. Include detailed photos and save time on client's needing additional details, questions or pricing. Everything can be customized for your property details and needs.

## My Meeting Spaces

Use this page to define your hotel's meeting and banquet spaces. Your meeting space information will be provided to our clients along with all of your offers. The spaces defined in this section will be shared among all your hotel contacts.

 [View My Meeting Space Specifications as Defined Below](#) - Download a PDF document detailing your spaces.

My Spaces

Space Rental Pricing

Rental Referrals

Meeting / Banquet Spaces:

26 Results

Edit

↓ Move Down

Delete

Areca Room

Room Type:

General Meeting Room

Total Size:

540 sq ft

Sort Order:

1

Action Needed:

Add Pricing

Banquet 5' / 6' 40 / --	Crescent Rounds 28	Classroom 24	Hollow Square 30	U-Shape 24
Boardroom 25	Convention 8' / 10' -- / --	Theater 50	Reception 50	Registration --



## Citywide / Large Events

Below is a list of the future citywide events that may impact the hotel pricing and availability in your area.


We'd like to be able to keep this list accurate in order to correctly inform our clients of large events falling over their group's desired stay dates. As a result, our agents will be able to suggest alternative dates in your area as opposed to the group assuming the city is too expensive. When you are quoting a group over one of the event dates, we'll also remind you of the event on the request details.

Please let us know of any large events we missed by [Adding an Event](#)

Also, if any events look incorrect, please let us know by [Suggesting a Correction](#)

Show Events Affecting Cities within  of my hotel

## Refer a Group or Extended Stay

 We'll split the commission with your hotel 50/50 after we place them in another hotel

## Manage Need Dates

Below you can enter and manage your hotel's need dates for the upcoming year and beyond.

By entering your need dates:

- We'll be able to remind you when you are placing offers over need dates
- Our planners assigned to each request will be able to drive more business to your hotel over your need dates
- We will publish your promotional dates to our global network of meeting planners

Click the "Create Need Date" button to add your first set of need dates.



Setting up your property to book Instant Groups via GDS / SynXis with prepaid virtual cards passed to the hotel for guaranteed revenue. Direct rate connections available via DerbySoft channels for more exposure in the transient segment.

## Rate Loading: Instant Group Rates

HotelPlanner seeks to procure negotiated rates to serve the 3,000 groups per day that are processed by our planners.

### Loading Instructions

#### Travelport/Apollo

ACCESS CODE:  
BASED ON RATE OFFERED

#### GNET

SMALL GROUPS 1 - 20  
Status: **LOADED**

#### GNETT1

LARGE GROUPS 20 PLUS  
Status: **NOT LOADED**

#### GNETT3

PACKAGE RATES  
Status: **NOT LOADED**

Agency name:  
HotelPlanner

Customer Number/CIDB:  
576065

IATA number:  
10654722

PCC / Pseudo City Code:  
2CZ0

### Rates should be:

- **Net rates, non-commissionable**
- Will be sold as Prepaid for room and tax only using a HotelPlanner virtual credit card.
- Incidentals will be paid via guest's credit card upon at time of check in
- Rates will not be sold unless its loaded as a Prepaid rate
- 20-30% discount
- Sold instantly to event attendees on a space available basis only, **no room blocks needed**
- Flexible cancellation policies preferred, but not required
- Rates will be made available on closed user groups only and will not be sold to general public
- Bookings are **made via private event website**, at various times as single room transactions
- This will allow customers to "Instant Book" a group rate for events that don't need a traditional room block (ie. a Wedding or small meeting)
- Last Room Availability (LRA) is **not** required
- Blackout dates are permitted; fewer are better

**For hotels that want priority placement, we recommend discounts of 25% or greater.**

### Rate Codes

Small Groups, < 20 room events (load under Rate access code GNET)

Large Groups, 21+ room events (load under Rate access code GNETT1)

Event Package, Non-refundable rate sold as part of a bundled package such as with event ticket, meeting space, flights and/or car rental (load under Rate access code GNETT3)

### Amenities

The following value added complimentary amenities will be highly considered in the selection process but not required for participation:

- High Speed Internet Access
- Breakfast
- Parking











### QUESTIONS / SUPPORT

For questions: Email [RateLoading@hotelplanner.com](mailto:RateLoading@hotelplanner.com) and use GNET for the subject to ensure you receive an expedited response.





# HotelPlanner Account Review Check List

-  Review content and complete any required updates
-  Confirm each hotel representative their own HotelPlanner credentials. For New Additions [Click Here](#)
-  Travelers love photos! Load all 50 photos ensuring all areas of your property are captured.
-  Complete all details of your profile, COVID check in and cleaning policies, group polices, expenses and amenities.
-  Load all meetings spaces, and standard prices for room and F& B if available.
-  Respond to reviews timely and build enduring client relationships.
-  Load instant offer, instant group rates and explore adding our group booking technology to your property website .
-  Use eContracting for fast and efficient contract administration.
-  Engage with HotelPlanner team sales by becoming a Preferred Hotel Member.
-  Review stats with your revenue team to assess your strategy and continue to grow your best position your property with the best group business plan.



1. Respond to leads within 24 hours of submission (Instant Offers Recommended)
2. Personalize your response to the guest
3. Upsell clients with various room types in the comments section
4. Follow up with all clients who accept your hotel offer via email or phone immediately
5. Use free eContracting tool that allows clients to sign contracts on the go with no need to print or scan
6. Review your “Summary” page frequently and understanding all its functionality
7. Updating Hotel Profile with any new details or changes
8. Include all amenities provided by the hotel
9. Include cleaning policy, pet policy and green policy
10. Options to include local tax, resort fees, parking fees, and any other onsite property charges
11. Control upgrades or comp room options
12. Provide Pick Up Reports (actualized Revenue / ADR) for all checked out groups within 7 days
13. Provide commission payment or payment details within 30 days
14. Partner with us in “Rooming List” events sourced for VIP affiliate partners
15. Offered prepaid rates via our Instant Group Booking Tool



# Preferred Membership = Smart Group Pricing

## Unlock Valuable Pricing Data for Each RFP

Rate Analysis

Rates shown in USD

Expedia	Hotels.com	Priceline	GDS	AAA	Last Year ?	2 Stars ?	3 Stars ?	4 Stars ?
174.21	174.21	118.15	132.05	132.05	94.37	144.00	144.83	295.67

Your suggested rate

\$146.34

USE THIS RATE

Adjust suggested rate based on discount %:

-5%

5%

15%

25%

35%

45%

55%


65%

75%

1. Real-time OTA rate comparison
2. Real-time GDS & AAA rate comparison
3. Previous year pricing provided
4. Data-driven rate suggested
5. Slider tool used to adjust rate
6. Allows for faster, smarter responses



## Benefits

1. Priority Placement on group RFP's
2. Lower commission to 7% on group bookings
3. On screen pricing analytics for better positioning your rates
4. Instant Offers available as static rate or % off
5. **Instant offer discount as low as 5% off BAR**
6. eContracting functionality at no charge
7. Enhanced listing with "Best Seller" logo 
8. Best property recommendation from our sales team to the group coordinator
9. Advanced visibility before non preferred hotels

## Client Testimonials

"In the first year, Preferred Membership brought the hotel 750% ROI! It pays back generously with dozens of group bookings a year."

*Olga P., Sales Manager, Choice Hotels*

"Our portfolio of hotels is benefiting from receiving group leads, allowing the sales team to build pace for the upcoming year. Based on the leads we have been able to convert, we are very optimistic about 2022."

*January W., Area Manager, Lixii Group*

"The Preferred Membership is great. It keeps us in line with Marriott commission rules while simultaneously providing tremendous access to high revenue generating opportunities."

*Tanique Odom, DOS, Courtyard*

*Charlotte City Center*

## Join the Club

Yearly fee of \$2,149.00 per year or \$189.00 per month  
Equivalent to one room per month! || Payable by credit card or check



# Preferred Membership Signup

Hotel Name:

Hotel Address:

Hotel City, State, Zip:

Contact Name:

Contact Title:

Phone:Fax:

Email:

Signature:Date:

Please complete and mail/e-mail this enrollment form and make check payable to:

Lexyl Travel Technologies, LLC  
Attn: Preferred Memberships  
205 Datura St., 10th Floor  
West Palm Beach, FL 33401

Or, pay by Credit Card:

Credit Card Type: MC VI AX DS

Name on Card:

Credit Card Number:

Expiration:

Security Code:

Billing Address:

## Select Billing Option

- ☐ \$189 - Billed monthly
- ☐ \$2,149 - 1 year term. Billed in a single one-time payment at sign-up.





Thank you for the  
partnership!

**HotelPlanner**