



# The CCRA International Hotel Program

**Partnership with CCRA extends your sales reach to the powerful travel agent market.**

## Expand Sales with More Booking Channels

CCRA International is a leading preferred supplier of hotel rates for travel agents. For more than 14 years, CCRA has distributed negotiated rates in the GDS, and since 2006 CCRA has operated the one-of-a kind CCRAtravel.com booking portal where thousands of agents search for hotels everyday.

Assure that your property achieves visibility wherever travel agents are booking. All CCRA partner hotels are displayed in highlighted listings in the CCRAtravel.com portal. Generate more bookings through not only visibility but affiliation with the preferred supplier hotel program that promises its members the best rates and services.

## Consortia Marketing Benefits

Extensive promotion for CCRA rates in the GDS and the CCRAtravel.com booking portal is presented to the travel agent audience through their own consortia and associations. CCRA invests heavily in trade show and online participation. Ongoing outreach to the agent community includes live and online training about the advantages of CCRA negotiated rates and booking on the CCRAtravel.com portal. With the endorsement from top consortia groups, CCRA is the premier hotel booking resource for over 30,500 travel agencies.

## Direct Marketing Opportunities

CCRA offers our partners targeted distribution to the travel agency audience, customized to fit your individual needs. A variety of e-mail and online ad opportunities is available to deliver your promotions to our fast growing subscriber base and long-time CCRA travel agency users.

CCRA members rely on our popular eBlast Specials and monthly eNewsletter. CCRA's e-mail marketing typically demonstrates open rates and click-through rates of over 20%, well above standard e-mail marketing rates. Subscribers include independent and home-based agents who are registered to book on CCRAtravel.com. Integrated online marketing opportunities are also offered on the CCRA International website and CCRAtravel.com portal, two important resources for agents' daily research and booking needs.

**CCRA International is a vital marketing and distribution channel for travel suppliers and has been for over 14 years.**

[www.ccrainternational.com/partners](http://www.ccrainternational.com/partners)

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# CCRA International Reaches a Worldwide Travel Agency Audience

## The Power of Partnership

CCRA International distributes your direct marketing to over 30,500 travel agency members. Our members include all levels of travel agencies from the largest national host agencies, to individually owned businesses, along with a fast growing database of home based and independent agents who register to book on CCRAtavel.com.

## High Value Travel Agent Sales

- ★ The leisure and business sales mix of CCRA agencies consistently produces higher ADRs
- ★ U.S. travel agents sold \$110 billion in 2006, representing 41% of the total \$266 billion travel market.\*
- ★ CCRA presents the fastest growing travel agent direct booking channel in the industry with broad adoption of the CCRAtavel.com booking portal since 2006.
- ★ CCRA provides revenue-generating value to hotels, by reaching the home-based travel agent segment via our direct marketing vehicles and a unique booking portal that offers home-based agents easy-to-use access to GDS rates without subscribing to a GDS.

\* Sales statistics reported in PhoCusWright's Travel Agency Distribution Landscape 2006-2009 report.

## Our Travel Agency Partners

CCRA is partnered with more leading travel agency consortia and associations than any other hotel program. CCRA is the preferred supplier hotel program for these memberships.



**ASTA** – American Society of Travel Agents; 4,900 agencies



**CLIA** – 16,000 member agencies specializing in leisure travel



**Cruise Shoppes** – 250 agencies specializing in leisure travel



**IT Group** – 1,800 agencies



**Leisure Travel Alliance** – 900 agencies



**NACOA** – National Association of Cruise Oriented Agencies; 560 members



**NACTA** – National Association of Commissioned Travel Agents; 1,800 agents



**OSSN** – Outside Sales Support Network; 4,300 independent travel agents



**Vacation.com** – 5,100 agencies



**WESTA** – Western Association of Travel Agencies; 170 agencies

**CCRA members** – Over 1,400 travel agency members not affiliated with any of the above consortia

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# The CCRA International Advantage

Assure that your property appears at the point of sale whenever agents are booking your destination.

## CCRA Rate Program Through the GDS

Your hotel is promoted to travel agents throughout the world by participating in our hotel program. Our 30,500 plus travel agencies consider this program a benchmark that competing consortia cannot match. Rates are distributed through the CCRA Rate Code and bookable via any of the four major GDS's and the CCRAtravel.com portal. Your hotel is listed in the online directory accessible to all travel agent members. We support 10% off corporate, Best Available Rates (BAR), discounts off BAR, and Last Room Availability.

## CCRAtravel.com Booking Portal

Our online hotel booking portal provides travel agent members the most extensive inventory of hotels in one convenient place. The portal is exclusive to CCRA agent members and is password protected. CCRAtravel.com is the ideal booking resource for the independent home based agents who don't have access to the GDS. Multiple rate types are accessible, but agents can easily see the highlighted CCRA hotel partners. Highlighting of CCRA partner hotels equates to a CCRA recommended property. CCRA advertises the benefits of selecting the CCRA negotiated rates for superior value and service.

Sort By: Price   Hotel Name   Star Rating			
Property/Address	Star Rating	Inventory Classes	Lowest Reported Price
<a href="#">Hotel Sax Chicago</a> 333 N Dearborn Street Chicago, IL, 60610 , US [ <a href="#">Map It</a> ]	★★★★★	P C	259.00 USD
<a href="#">The Willows Hotel</a> 555 West Surf Street Chicago, IL, 60657 , US [ <a href="#">Map It</a> ]	★★★	P	265.00 USD
<a href="#">City Suites Hotel</a> 933 W Belmont Ave Chicago, IL, 60657 , US [ <a href="#">Map It</a> ]	★★★	II	267.00 USD
<a href="#">Millennium Knickerbocker Hotel</a> 163 East Walton Place Chicago, IL, 60611 , US [ <a href="#">Map It</a> ]	★★★★	P C	269.00 USD

To view booking results for a wide variety of destinations, visit [www.ccrainternational.com/partners](http://www.ccrainternational.com/partners) and click on "Booking Statistics."

## Why Select CCRA Over Other Hotel Rate Programs? We Deliver Results!

- A balanced mix of leisure and corporate travel agency users - two programs in one.
- The fastest growing travel agent membership, with over 30,500 registered IATAs as of May 2008.
- Average agency bookings for leisure travelers deliver a higher ADR, usually \$30 more than through hotel websites.
- About one third of our arrivals occur over the weekend - we supply both weekend and weekday bookings.
- Average annual spend per corporate client is estimated at \$5MM – \$10MM.
- Average total room nights booked per year for leisure clients is \$16.5 MM.
- Catering to a high percentage of the luxury market, travel agency sales deliver the most valuable overall revenue in both the leisure and corporate markets.

## Why Thousands of Travel Agents

### Search for Hotels on CCRAtravel.com Everyday

- Guaranteed on-time commission payments
- Preferred supplier program with their Association
- Broad inventory of every type of hotel
- Integrated rate search all on one screen
- Live customer service via email or phone
- Easy-to-navigate interface
- Multiple-room booking
- TRAMS ClientBase
- Real-time online commission reports
- Free online training programs

[www.ccrainternational.com/partners](http://www.ccrainternational.com/partners)

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# Marketing Packages for Individual Hotels

## Increase the Value of Your Investment

Looking to gain the maximum impact for your marketing dollar? CCRA offers your hotels these very affordable marketing options for online and e-mail marketing reaching the travel agent audience. For less than the cost of just one print advertisement, you can participate in a year-long rate distribution program with additional marketing opportunities, which you may schedule at anytime to fit your selling needs and individual market conditions.

We offer a unique opportunity for timely e-mail promotions as well as destination-specific advertising in the CCRA Booking Portal - that's point of sale visibility right when and where thousands of agents book hotels everyday.

Our partnership with CCRA is essential to overall increase in occupancy and revenue forecasts. It is the professionalism, quick response and ease of working with the marketing team that is paramount to our success promoting and selling this small hotel chain.

- Linda Schilling, Director of Travel Industry Sales, Noble House Hotels and Resorts

### CORE Hotel Program

\$750 for one-year enrollment

- Highlighted listing on CCRAtravel.com Booking Portal
- Preferred rates integrated into CCRA Booking Portal and GDSs
- Opportunity to market to over 30,500 CCRA travel agency members
- Travel agent/FAM rates distributed
- Hotel Program online directory listing on CCRAinternational website

### PREMIER Marketing Package

\$1,495 (\$4,200 value)

Savings of over 60%!

Includes CORE program benefits, plus 3 highly discounted marketing opportunities:

- One Destination Banner Ad for your hotel for 30 days on CCRAtravel.com (\$950 value)
- One Weekly eBlast Special distributed to over 23,000 agencies (\$1,000 value)
- One 500-word CCRA eNewsletter Advertorial (\$1,500 value)

### SELECT Marketing Package

\$1,995 - (\$6,150 value)

Savings of over 65%!

Includes CORE program benefits, plus 5 highly discounted marketing opportunities:

- Two Destination Banner Ads for your hotel for 30 days on CCRAtravel.com (\$1,900 value)
- Two Weekly eBlast Specials distributed to over 23,000 agencies (\$2,000 value)
- One 500-word CCRA eNewsletter Advertorial (\$1,500 value)

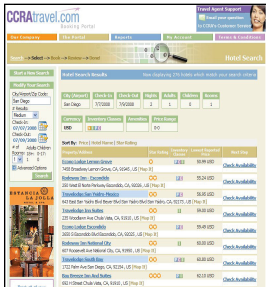
**Great savings on prepaid marketing that can be scheduled any time during the year. Availability of Marketing Packages is limited. Don't miss out. Visit [www.ccrainternational.com/partners](http://www.ccrainternational.com/partners) to enroll.**



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# Marketing for Individual Hotels



**Destination Banner** – Featuring an individual hotel, the destination banner appears on city-specific search results pages in the booking portal. The banner ad links to your property profile with real-time room availability. Ideal point-of-sale positioning for your property.



**Travel Agent Special/FAM Rate** - Providing travel agents the opportunity to visit your property personally is the best way to gain endorsement. Individual FAM rates assist in promoting your hotel to agents. Distributed in weekly eBlasts and linked on the CCRAinternational.com and ReservationCenter.net websites.

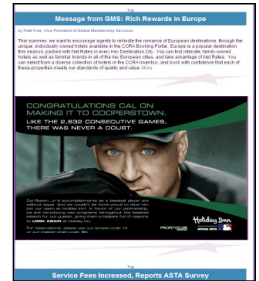


**Weekly eBlast Special** – CCRA distributes weekly eBlast specials to our proprietary, opt-in database of over 30,500 agents. Popular promotional offers are presented each Tuesday and receive high open rates and click-throughs. Positioned as CCRA endorsed destinations, you can effectively reach individual agents, not only at the agency level.

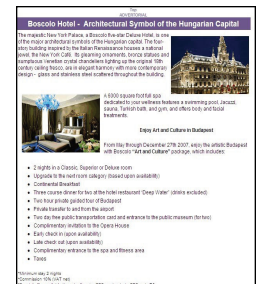


**Private Label eBlast Special** – High impact visibility features your hotel exclusively. Includes a click-through landing page option to enable direct tracking of your ad placement. Distribution can be customized by geographic region.

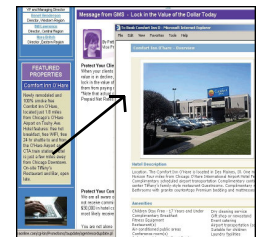
**Monthly eNewsletter Ad** – Appears center screen, wrapped by timely editorial content of interest to our agency members. The eNewsletter remains archived and visible throughout the year, on our web pages. Links to the monthly newsletter are also included in our Weekly eBlast Specials.



**Monthly eNewsletter Advertorial** – Presented in editorial format within the newsletter, the Advertorial is a great format to spotlight unique news about your property. Perfect for a newly renovated space, new branding, special amenity or travel agent program.



**NEW - Monthly eNewsletter New Property Link** – Simple to execute, easy to read, the most affordable ad opportunity. Get listed under New property announcements with a description and link to your property profile page. Appears at the top of the eNewsletter margin area.



# Marketing for Chain Hotels



CCRA International is proud to maintain long standing partnerships with the world's leading hotel chains. At the chain ownership level, top brands continue to invest in annual CCRA partnership marketing. Specialty resorts, boutique brands and international chains have also discovered the power of CCRA's successful channel marketing. CCRA offers great flexibility and the ability to create a custom mix of marketing outlets to fit any hotel group.

**Weekly eBlast Special** – CCRA distributes weekly eBlast specials to a proprietary, opt-in database of over 30,500 travel agencies. Popular special offers presented to our members each Tuesday receive a high open rate. Benefit from being positioned as an endorsed partner destination that offers CCRA rates. This is an effective tool for targeting individual agents, not merely the agency level.

**Private Label eBlast Special** – Full screen ad features your hotel exclusively, sent on a date of your selection. Allows targeted segmenting by geographic regions or by consortia group.

**Monthly eNewsletter Ad** – A display ad in the monthly eNewsletter appears center screen, wrapped by editorial content of interest to subscribers. Not only appears when the newsletter is distributed, but remains archived throughout the year, visible on our website pages. Links to the monthly newsletter are also included in every Weekly eBlast Special.

**Monthly eNewsletter Advertorial** – Presented in editorial format within the newsletter, the Advertorial is a great opportunity to profile unique, new or timely information about your property. This is an effective format to spotlight a newly renovated space, special amenity or program.

**Portal Sign-In Banner** - Maximize brand visibility at the key point of sale with a one-month banner on the CCRAtravel.com booking portal. Sign-in page banners include a landing page and "featured partner" logo on our two company websites for travel agents.

**Interstitial Banner** – Unique "interstitial" ads appear on the booking portal wait screen during every hotel search, prominently displayed to strengthen brand recognition just before booking decision time.

**Animated Banner** – High-visibility, rotating banner for one month at the top of two company websites, CCRAinternational.com and ReservationCenter.net.

**Travel Agent Special/FAM Rates** – Provide travel agents the opportunity to visit your property personally and gain their education and endorsement. These programs assist in promoting your hotel to agents. Distributed in weekly eBlast Specials and linked on the CCRAinternational.com and ReservationCenter.net websites

**Online Reference Guide Ads** – Accessed via both corporate sites, and the Portal, as well as our weekly eBlasts, the Reference Guide Ad provides maximum exposure with both a skyscraper and banner ad on various pages of this popular guide.

**Tradeshow Sponsorship** – Gain affiliation and presence at the trade show level by sponsoring prize giveaways. Sponsor recognition includes pre and post-event promotional eBlasts, distribution of your collateral materials on-site, and tabletop display signage. LiveboothsponsorshipisavailableattheVacation.com Trade Show (Summer) and the IT Group Cruise Conference at Sea (Fall).

**Custom Webinars** – Opportunity for live presentation sessions, the next best thing to an in-person visit. Contact us for details on sponsorship eligibility.

To create a customizable marketing program for your chain, contact [sales@ccrainternational.com](mailto:sales@ccrainternational.com)



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# 2009 CCRA Hotel Program Requirements

Enrollment is simple. The CCRA online RFP submission tool is available 24/7. You may also enroll in the 2009 CCRA Hotel Program through your current RFP provider such as Lanyon, RFP Express or Nexus.

## Minimum Requirements 2009 CCRA Hotel Program

Hotel must be bookable via all four GDS.

Hotel must have undergone renovation of rooms and common areas in past five years unless newly built.

Hotel must meet minimum, local safety and ADA requirements.

Hotel must have walk policy in place.

## Rates and Rooms

Rates and amenities must be loaded under the CCRA rate code in all GDS systems by October 1, 2009 and remain uploaded through December 31, 2009.

Rates and amenities must be parity with all other unrestricted rate programs offered through third parties both on-line and off-line including consortia, TMCs, associations, consumer sites and proprietary supplier sites.

Rates must be LRA and commissionable (10% domestic and 8% international).

Rates must be 10% off corporate as the ceiling rate.

Rates may be fixed or BAR but must not exceed the ceiling rate.

Rooms provided to guest under CCRA rate code must be best available room type.

## New in 2009 - Join the Club Level Program

In January 2009, CCRA will launch a new Club Level partner program. The enhanced Club Level listing distinguishes properties that offer CCRA members an exclusive value add or special amenity. When you submit an exclusive rate or amenity in your 2009 CCRA enrollment process, your CCRAtavel.com booking portal listing will then be distinguished with the Club Level icon beside your hotel name. Attract more interest and win more bookings with the new, at-a-glance Club Level icon.

There is no cost to join the Club Level! Agents strive to provide added value to their clients in every booking, therefore CCRA is eager to promote properties that offer something extra.

**Exclusive Rates** - Provide a rate that is exclusive to CCRA and at least 5% off lowest published rate, including AAA.

**Exclusive Amenity** - Provide an exclusive amenity or service that is included under the CCRA rate code. Popular suggestions: free breakfast, a guaranteed room upgrade, discounts for a restaurant or for spa services, or increased loyalty program rewards.

Below is a sample image to illustrate how the CCRA Club Level partner will appear on CCRAtavel.com.

Sort By: Price   Hotel Name   Star Rating			
Property/Address	Star Rating	Inventory Classes	Lowest Reported Price
<b>CLUB</b> Hotel Sax Chicago 333 N Dearborn Street Chicago, IL, 60610 , US [Map It]	★★★★	PLC	259.00 USD
The Willows Hotel 555 West Surf Street Chicago, IL, 60657 , US [Map It]	★★	I	265.00 USD
City Suites Hotel 933 W Belmont Ave Chicago, IL, 60657 , US [Map It]	★★	II	267.00 USD
Millennium Knickerbocker Hotel 163 East Walton Place Chicago, IL, 60611 , US [Map It]	★★★	PLC	269.00 USD



## How to Join the CCRA International Hotel Program

Interested in what CCRA International has to offer? Getting started is simple with our online RFP submission tool. To expand your sales and marketing to the travel agency audience, visit [www.ccrainternational.com/partners](http://www.ccrainternational.com/partners).

Our convenient online RFP tool allows you to update your existing hotel profile or start a new submission if you have never participated in the CCRA Hotel Program before. You may also enroll through your current RFP provider such as Lanyon, RFP Express or Nexus.

Once you submit an RFP, you will receive a confirmation along with an invoice and rate loading instructions. The rate loading instructions will advise you how to load your hotel rates under our GDS rate code. If you have any questions about signing up or creating a marketing program, we will be happy to help you.

Please contact the Supplier Strategies Director in your region anytime for assistance.

Mai Meyaart, VP and Managing Director of Supplier Strategies

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