

# **Electronic Distribution Policies**

**1.08**

# Electronic Distribution Policies

## Policy Statement

Hospitality International Inc. is currently partnered with Sabre Hospitality Solutions to provide reservation services to all Franchisees.

To ensure the success of all hotel partners, it is required to maintain rates and availability in the Central Reservations System (CRS).

The success of all properties in the Hospitality International Inc. System are dependent on the public's perception of their Brands.

## General Information

- ❖ Sabre provides toll-free voice reservations and seamless connectivity to the 4 major Global Distribution Systems (GDS), as well as the Internet Distribution System (IDS).
- ❖ Reservations booked via Sabre include any reservations made through the toll-free voice center, as well as through any distribution method in which the rate and availability information originates in the Sabre Central Reservation System.
- ❖ The Sabre Central Reservation System maintains an inventory of available rooms as well as all applicable rates.

## General Requirements

- ❖ Franchisees are to honor all rates maintained in the Sabre Central Reservation system.
- ❖ Franchisees are to adhere to the Reservation Center Policies as well as those of the Global Distribution Systems and Internet Distribution Systems.
- ❖ All Franchisees are to pay Travel Agent Commissions.
- ❖ Franchisees are to pay all applicable booking fees in accordance with the Annual Booking Fee Schedule which is sent to all franchisees.
- ❖ To ensure availability to our Guests, rates must be loaded and maintained for a window of 365 days.

### Rate and Information Changes

- ❖ Franchisees shall have the complete authority to establish and change rates, policies, availability, restrictions, as well as general property information for their properties.
- ❖ All changes to rates and property information in the reservation area should be made in the Sabre Internet Portal.
- ❖ Only Franchisees or their authorized designees are allowed to provide rates or make rate changes for inclusion in the Sabre Central Reservation System.

### Rates

- ❖ Rates should be clearly established for all standard services.
- ❖ Charges for extra persons, and/or rollaway beds, if any, are established by the Franchisees.
- ❖ There should be no charge for supplies, services, or required items, but not limited to, extra towels, soap, drinking glasses, extra blankets, extra pillows, irons, ironing boards, and if available, hair dryers.
- ❖ Franchisees are to honor rates posted on Billboards and other signs. If the room rate is posted for a specific room type, Franchisees are encouraged to provide a reasonable number of rooms at the posted room rate. Franchisees who use 'low-balling' or 'bait and switch' tactics may be in violation of their state's Fair Trade Practice Laws.

### Overbooking and Inventory Close Out

- ❖ It is the responsibility of the Franchisee to prevent overbooking.
- ❖ The Franchisee or his designated representative must close out room inventory when there are no more rooms available for a certain night or period.
- ❖ Due to unforeseen delays in processing and delivering reservations, the CRS is granted a one hour grace period for delivery of all reservations taken prior to the actual close out of a property.
- ❖ Guests with confirmed reservations must be provided a room on-site or shall be **"walked"** to a local hotel of similar quality. If the price of the accommodation is higher than the rate shown for the Guaranteed Reservation, the Franchisee must pay the difference to the guest or to the Alternate hotel. Local laws may require you to provide additional benefits such as a free phone call or transportation to the new location.

### **Guaranteed Reservations**

- ❖ Guaranteed Reservations must be held all night, until 6:00am the next morning.
- ❖ Reservations may be guaranteed by prepayment directly to the Hotel or by credit cards required to be accepted by Hospitality International (American Express, MasterCard and VISA) or by other optional credit cards (Discover, Diners Club or Carte Blanche).
- ❖ If a Franchisee finds it impossible to honor a Guaranteed Reservation, the Franchisee must take full responsibility to assist the guest to find alternative accommodation. If the price of the accommodation is higher than the rate shown for the Guaranteed Reservation, the Franchisee must pay the difference to the guest or to the Alternate hotel.

### **Non-Guaranteed or Courtesy-Held Reservations**

- ❖ Non-Guaranteed Reservations or Courtesy-Held Reservations must be held until the time specified by the Franchisee.
- ❖ Unless Sabre is notified otherwise, guests requesting a Non-Guaranteed Reservation will be instructed that their room will be held until 6:00pm on the date of arrival.

### **Reservation Confirmation Requests**

- ❖ All Franchisees are required to send a written confirmation of the Reservation to the Guest if requested by the Guest.

### **Cancellations and Refunds**

- ❖ Cancellation and Refund policies established by the Franchisee must be honored.
- ❖ The Sabre Central Reservation system will maintain these policies and they will be provided to the Guest at the time the Reservation is booked.

### **Rates and Availability Parity**

- ❖ To ensure that our website remains competitive with all third-party websites, it is required that StayHiHotels.com displays an equal or better rate than any other online sources.
- ❖ Additionally, if availability is provided to third-party websites, StayHiHotels must have availability.

### Chanel Connect/Direct Connect

- ❖ Direct Connect provides connectivity between Third-Party OTA's such as Booking.com, Expedia, and Priceline. This connectivity provides rates/availability maintenance and reservations to the Central Reservations System. The benefits include last room availability with one convenient location to maintain rates and availability and rate parity throughout all channels distributed by the CRS.
- ❖ There is a small fee per transaction booking fee charged for Direct Connect. Please refer to the Booking Fees Document in Appendix Section C.
- ❖ Hotels joining hihotels in 2020 or after are required to maintain channel connects.
- ❖ Hotels that joined prior to 2020, may reach out to their AMP Director for information on how to begin the process of Direct Connect connectivity.

### GDS

- ❖ All Franchisees will be enrolled in each of the 4 major Global Distribution Systems (GDS). The GDS offers many channels of reservations to the Franchisee including, but not limited to, Travel Agent Terminals and Travel Sites such as Travelocity.
- ❖ Reservations that are booked through GDS will incur a fee established by the GDS that must be paid by the Franchisee. These fees will depend on which GDS website is used to book the reservation.
- ❖ Hospitality International Inc. will bill Franchisees monthly for the GDS Reservations departed in the previous month.
- ❖ No-Shows will still incur the GDS Fee, so Franchisees are advised to require Guaranteed or Pre-paid Reservations.