



eChannel Overview and Process Rollout

September 2012

AGENDA

- **Project Introduction**
- **Benefits for Oakwood/ExecuStay**
- **Recent Stats**
- **eChannel Introduction**
 - Terminology
 - Systems Overview
 - Internet Booking Engines
 - E-Booking Process Overview
- **New Processes**
 - Changes to Existing Properties
 - Alternate Property Search
 - New Property Loading
 - Travel Agent Commission Processing
- **Next Steps**
- **Contacts**
- **Questions**



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PROJECT INTRODUCTION



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PROJECT INTRODUCTION

Objectives

- Define and implement new strategies and processes for eChannels
- Align processes and resources for all brands
- Define resources, responsibilities and build team to improve focus and grow channel

Oakwood
Accommodations | Business Solutions | Why Oakwood | Global Destinations | Special Offers

APARTMENT SEARCH

United States
District of Columbia
Washington
Zip Postal Code
Search Within:
25 Miles
Furnished / Unfurnished
Move-In Date:
10/19/2012
Move-Out Date:
10/19/2012
Room Type:
1 Bedroom
Number of Apts:
1
Pet Friendly
Search Now

Furnished Apartments in Washington

Oakwood found 122 one bedroom furnished apartments in Washington, offering furnished and serviced apartments for corporate housing and extended stay rentals. The 19 properties that best match your search criteria are ready for immediate booking.

Ready for Immediate Booking | Other Matching Properties

Sort by: Default | Results Per Page: 20 | Page 1 of 7

Oakwood Arlington - 3.38 Miles
1550 Clarendon Boulevard
Arlington, Virginia 22209-2794
877-850-5142
Your sanctuary in the city! Located in the heart of Arlington, VA, we are just one Metro stop from D.C.
More Info | More Photos | Amenities

RECENTLY VIEWED PROPERTIES

- 1 Avenue Drive
10000
Boston, Massachusetts 02142
- Libertador 42927
Libertador 42927
Montevideo, Uruguay
- 100 West 24th Street
100 West 24th Street
New York, New York 10011
- 505 3rd Avenue
505 3rd Avenue
New York, New York 10016
- 301 15th Street South
301 15th Street South
Arlington, Virginia 22202-9211

EXECUTAY
find an apartment

ABOUT EXECUTAY | SEARCH APARTMENTS | TOUR AN APARTMENT | DEALS | MARRIOTT REWARDS

Washington, District Of Columbia, USA 55 apartments found

Rate includes: rent, furnishings, utilities, Wi-Fi, cable, housekeeping and Marriott Rewards points

EDIT YOUR SEARCH
City:
State:
Find

Search Apartments

Questions?
Reserve by phone by calling 1-888-220-0381. Contact a Representative

Free Wireless
Learn More

Newseum Residences at Penn Ave
565 Pennsylvania Ave NW
Washington, District of Columbia 20001 USA
0.6 miles
Check Rates & Availability
Contact a Representative

425 Mass
425 Massachusetts Avenue NW
Washington, District of Columbia 20001 USA
0.8 miles
Check Rates & Availability
Contact a Representative

Marriott Penn Quarter
1000 14th Street, NW
Washington, District of Columbia 20004 USA
0.8 miles
Check Rates & Availability
Contact a Representative

```

** DOUBLE CLICK ON HOTEL NAME FOR MAPS AND PHOTOS **
** DIRECT CONNECT AVAILABILITY **
** UTELL CONNECT RESPONSE **
UZ0045909 OAKWOOD MARINA DEL REY LAX
ADDR- 4111 SOUTH VIA MARINA 25SEP - 15NT1
MARINA DEL REY CA 90292 NEAR THE BEACH
PHONE- 1-602-687-3322 ** SELL 0H1*LINENBR
FAX- 1-602-687-3385
TAXES- 12.00 PCT
RATING- NOT AVAILABLE
1 AAA RATE VALID AAA MEMBERSHIP 144.00USD GUAR /C-3D C
TTL TAX 259.20
APPROX. TOTAL PRICE 2419.20 USD
INCLUDES TAXES AND SURCHARGES
1 BEDROOM APARTMENT QUEEN BED
SEPARATE BEDROOM/ FULLY EQUIPPED KITCHEN LIVING /
2 AAA RATE VALID AAA MEMBERSHIP **RATE CHG GUAR /C-3D C ¥
    
```



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ECHANNEL BENEFITS



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BENEFITS

Drive Revenue

Ease of Booking

24/7 Reservations

Visibility

Meet Client Requirements
Booking Preference

Short Term Vacancy Fill



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STATISTICS



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STATISTICS

AUG 2012

Transition – June/July 2012

- 460+ Properties
- 4 Brands
- 4 GDS Platforms
- 2 Internet Booking Engines

Brand	Revenue (USD)	# Res	Room Nights	LOS	Booking Window	2011 Total Revenue
OCH	\$379,200	75	2968	38	28	\$2.6M
OES	\$242,334	37	1823	44	37	\$18M
OAM	\$182,930	90	1231	15	25	\$2.8M
OAP	\$441,495	442	3028	7	23	\$3.8M
TOTALS	\$1.25M	644	9050	14	25	\$27.2M



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ECHANNEL INTRODUCTION



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COMMON TERMINOLOGY

RVNG = PEGASUS RESERVATION SYSTEM

- All property data, rates and availability for all electronic booking channels is maintained in this Central Reservations System (CRS).

IBE = INTERNET BOOKING ENGINE (Available on Oakwood.com and ExecuStay.com)

GDS = GLOBAL DISTRIBUTION SYSTEMS

- Sabre
- Worldspan
- Apollo
- Amadeus

ADS = ALTERNATE DISTRIBUTION SYSTEMS

- Non-GDS sites, exclusive of IBE (ExecuStay.com and Oakwood.com)
- Most can't book >30, but some can handle reservations over 30 nights.

OTA = ONLINE TRAVEL AGENCY

- Expedia.com
- Travelocity.com
- Priceline.com
- Hotels.com
- Orbitz.com
- Merchant agreements can be contracted with OTAs however Oakwood/ExecuStay currently do not have any in place.
- These sites will pull retail or public rates and property information from GDS sites or from Pegasus directly (partner sites). All policies and fees outlined by Oakwood/ExecuStay are in place.
 - Worldspan sends to Expedia and Priceline
 - Sabre sends to Travelocity

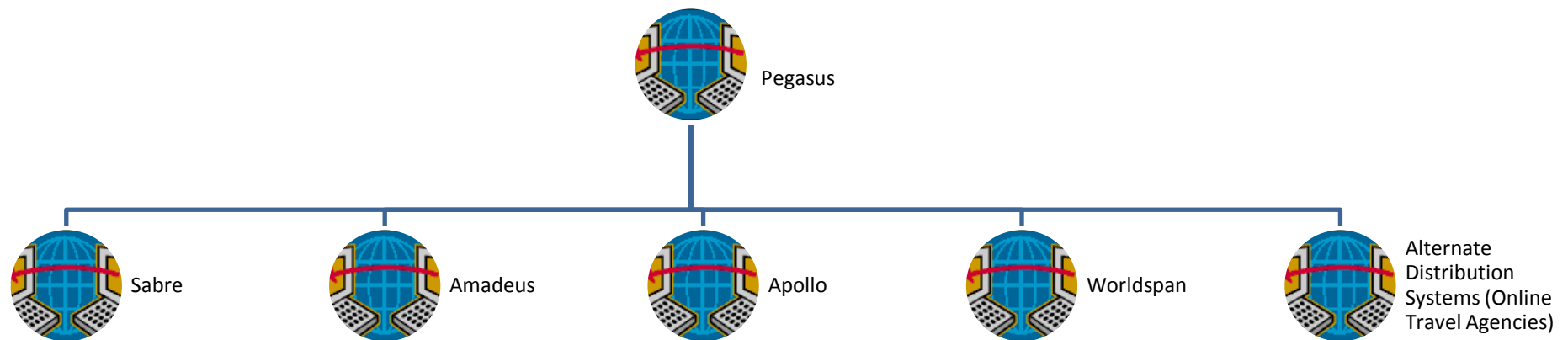
TMC = TRAVEL MANAGEMENT COMPANY (American Express, CWT, BCD Travel, TBiz, etc)

- TMC's typically book for their corporate accounts via GDS utilizing corporate access or rate code in order to obtain corporate negotiated/contracted rates.
- These rates are non-commissionable

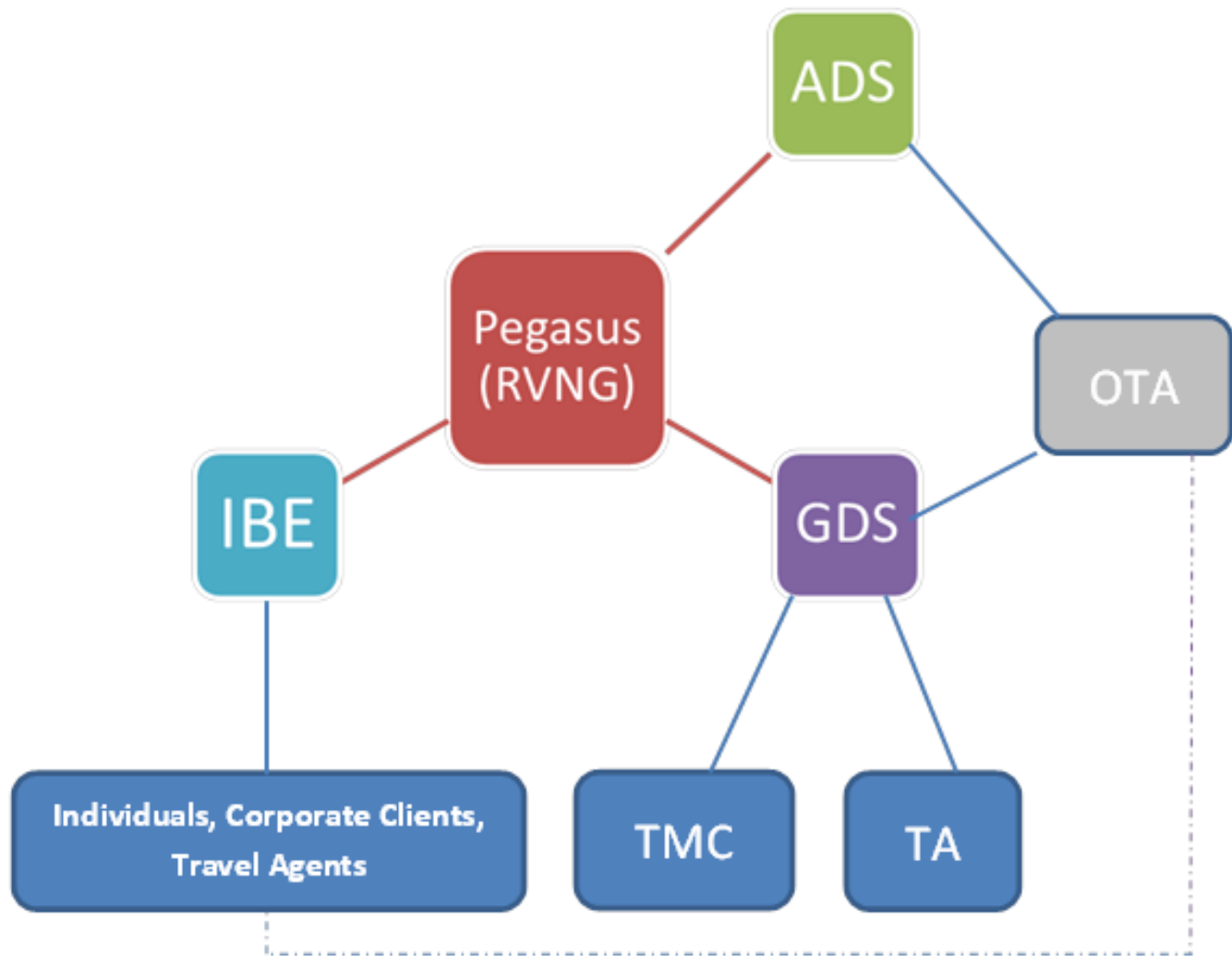
GLOBAL DISTRIBUTION SYSTEMS

- Created originally for the airline travel industry and then adapted to include hotels
- Monthly fee must be paid by each individual user (each Travel Agent pays for their own access and ID #)
- Internet-based applications that access Pegasus RVNG for availability and rates so they can book LIVE





Through Pegasus, we have access to GDS and ADS



ECHANNEL OVERVIEW



EXECUSTAY.COM

Distance from city center			
1		<u>Newseum Residences at Penn Ave</u> 565 Pennsylvania Ave, NW Washington, District of Columbia 20001 USA	0.6 miles Check Rates & Availability Contact a Representative
2		<u>425 Mass</u> 425 Massachusetts Avenue NW Washington, District of Columbia 20001 USA	0.8 miles Check Rates & Availability Contact a Representative
3		<u>Lansburgh Penn Quarter</u> 425 8th Street, NW Washington, District of Columbia 20004 USA	0.8 miles Check Rates & Availability Contact a Representative
4		<u>Mass Court</u> 300 Massachusetts Avenue Washington, District of Columbia 20001 USA	0.8 miles Contact a Representative

CHECK RATES & AVAILABILITY GUARANTEED RESERVATION

Execustay at Newseum Residences at Penn Ave
866 Pennsylvania Ave, Washington, Washington D.C., 20001, USA

Search Apartments Register Confirmation

Thank you for choosing Execustay.
Online reservations require 4 days advance booking at most properties.
A minimum length of stay of up to 30 days may apply and varies by property.
For questions and immediate reservations, please call 1.888.220.0301.

Choose dates to search:
Select an Arrival Date
Select a Departure Date arrival date: October 08, 2012 departure date: October 2012

October 2012
Check In: 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
Check Out: 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31

November 2012
Check In: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
Check Out: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

Promo Code: Adults: 1 Children: 0

October 08, 2012 - November 30, 2012 53 nights

Execustay at The Metropolitan at Pentagon City
901 15th Street S, Arlington, Virginia, 22202, USA

Search Apartments Register Confirmation

Summary
Dates: Tue 10/02/2012 - Fri 11/30/2012
Arrival: Tue 10/02/2012
Departure: Fri 11/30/2012
Total Nights: 59

Apartments
1 bedroom apartment
1 bedroom apartment queen bed separate bedroom/ living and dining area fully equipped kitchen/ microwave and tv
\$162nd
SELECT
SELECT
*rate change

2 bedroom apartment
2 bedroom apartment 2 queen bed 2 separate bedrooms/ living and dining area fully equipped kitchen with microwave
\$204th
SELECT
SELECT
*rate change

Summary
Dates: Tue 10/02/2012 - Fri 11/30/2012
Arrival: Tue 10/02/2012
Departure: Fri 11/30/2012
Total Nights: 59
Total Rooms: 1 of 1
Total Guests: 1 Adults
Apartment 1
1 bedroom apartment
Retail rate includes wireless internet and housekeeping every other week. guest contact information, including phone number and email address, is required or reservation is subject to cancellation without notice.
Guests: 1 Adults
Total: \$10,062.95 USD
Rate Total: \$9,561.00 USD
Taxes and Fees: \$501.95 USD
Total: \$10,062.95 USD
Not Guaranteed:
Apartment and accessibility, pillow preference, rollaway/crib, apartment location, anticipated arrival time, early arrival time, extra towels, feather free room.
COMPLETE RESERVATION »

Apartment: 1 bedroom apartment
Use Primary Guest Details
Dates: October 02, 2012 - November 30, 2012
Guests: 1 Adults
Contact: First Name* Last Name*
Room contact must be at least 18 years old.
Email Address
Special Requests
*or include in future email Promotions and Special Offers
Cancellation Policy
Cancel 14 days prior to arrival to avoid penalty equal to 14 nights stay plus tax

Travel Planners (Optional)
IATA number (for travel agents)

Billing Information
We need a credit card to hold and guarantee your reservation although you won't be charged at the time of booking (unless stated otherwise). To ensure your security, your credit card information is encrypted while in transit and stored on secure servers.
Type * American Express Number * Expiration *
Billing Name Billing Address
Upon credit approval, stay charges are billed monthly, rather than lump sum amount.

Terms & Conditions
In order to complete this transaction, you must read and agree to the Terms and Conditions
* Yes, I accept these Terms & Conditions
COMPLETE RESERVATION »

- When guests/users click on Check Rates & Availability Button, they enter the Internet Booking Engine (IBE).
- They must enter arrival and departure dates to search for availability.
- Upon selection of apartment type/rate, users complete a Guest Profile which includes Credit Card details in order to Guarantee the Reservation.
- User receives email confirmation of booking and market follows Booking Process to complete the paperwork, arrival instructions, etc.

CONTACT A REPRESENTATIVE LEAD GENERATION

- When the user clicks on Contact a Representative, a form opens
- User completes form and Submits Inquiry
- Lead Request is sent to market or WSSC
- Market responds with options to meet request

Contact a Representative

You are interested in this property: Ballston Square 800.735.7829

DESTINATION INFO

Destination Country* <input type="text" value="United States"/>	Destination State* <input type="text" value="Virginia"/>	Destination City* <input type="text" value="Arlington"/>	Arrival Date* <input type="text" value="mm/dd/yy"/> <input type="button" value="1"/>
			Departure Date* <input type="text" value="mm/dd/yy"/> <input type="button" value="1"/>

Is there an address or location where you need to be located?

Type of Apartment Needed* <input type="text" value="Studio"/>	# of Occupants* <input type="text" value="1"/>	Will you be bringing any pets? Breed of Pet <input type="text"/> Pet size <input type="text"/>
Promotion Code <input type="text"/>	Marriott Rewards Number <input type="text"/>	ARC/IATA Number <input type="text"/>

CONTACT INFO

First Name* <input type="text"/>	Last Name* <input type="text"/>	Contact Phone* <input type="text"/>
Company/Business Name <input type="text"/>		How did you hear about ExecuStay? <input type="text" value="Web Search"/>
Email* <input type="text"/>		Preferred Contact Method* <input checked="" type="radio"/> Email <input type="radio"/> Phone
Verify Email* <input type="text"/>		


Additional Comments

☐ Sign up for ExecuStay eNews and eDeals? (total of 2 emails per month containing the latest offers, information on ExecuStay, and helpful travel tips.)

Beach *gyang*

OAKWOOD.COM

- 4. Oakwood Gaithersburg : 18.07 Miles** **One bedroom starting at \$89 Per Day * ****




9890 Washingtonian Boulevard
Gaithersburg, Maryland 20878-5329
877.969.5142

Just minutes from Rockville and a quick commute to the heart of D.C., this charming mid-rise offers easy access to fun and entertainment with laid-back, r...

[More Info](#) ▶ [More Photos](#) ▶ [Amenities](#) ▶

Book Now ▶

Prices ▶
- 5. 2320 Dulles Station Boulevard : 21.38 Miles** **One bedroom starting at \$120 Per Day * ****




2320 Dulles Station Boulevard
Herndon, Virginia 20170
877.902.0832

Surrounded by great dining, shopping and entertainment, this property on Dulles Station Boulevard puts residents within minutes of everything.

[More Info](#) ▶ [More Photos](#) ▶ [Amenities](#) ▶

Request Now ▶

Prices ▶
- 6. 901 North Pollard Street : 4.06 Miles** **One bedroom starting at \$144 Per Day * ****



901 North Pollard Street
Arlington, Virginia 22203
877.902.0832

Soaring 24 Stories above Arlington's Skyline, you can't beat the location. The Courthouse area of Northern Arlington is nestled between Rosslyn and Ballston.&n...

[More Info](#) ▶ [More Photos](#) ▶ [Amenities](#) ▶

Book Now ▶

Prices ▶

Oakwood Crystal City


400 16th Street, Arlington, Virginia, 22202, USA

[Search](#)
[Apartments](#)
[Register](#)
[Confirmation](#)

Summary

Dates	
Arrival:	Fri 9/28/2012
Departure:	Sun 10/28/2012
Total Nights:	30

Apartments



1 bedroom apartment long term

1 bedroom apartment queen bed separate bedroom/ fully equipped kitchen living / sitting arending area 750 sq ft

NIGHTLY AVG

\$159^{US}

Apartment	Average Rate	Rate Description	Total
SELECT	\$159.50 *	Oakwood.com rate	\$5024.25

*rate change

Convert Currency

- ## Oakwood Crystal City

400 15th Street, Arlington, Virginia, 22202, USA

[Search](#)
[Apartments](#)
[Register](#)
[Confirmation](#)
[COMPLETE RESERVATION >](#)

Summary

Dates	
Arrival:	Fri 9/28/2012
Departure:	Sun 10/28/2012
Total Nights:	30
Total Rooms:	1 of 1
Total Guests:	1

Apartment 1

1 bedroom apartment long term
 Oakwood.com rate - rate only available via the oakwood.com website

Guests: 1

Total \$5,024.25 USD

Total \$5,024.25 USD

Rate Total: \$4,785.00 USD
 Taxes and Fees: \$239.25 USD
 Total: \$5,024.25 USD

Not Guaranteed:
 Apartment and accessibility, pillow preference, rollaway/crib, apartment location, anticipated arrival time, early arrival time, extra towels, feather liner room.

Return Guests

Email Password
[Forgot Password](#)
[Log In](#)

Primary Contact Details

Required fields are in bold *

Title	<input type="text"/>
First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Company Name	<input type="text"/>
Address*	<input type="text"/>
City*	<input type="text"/>
State/Province	<input type="text"/>
Other	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country*	<input type="text"/>
Phone*	<input type="text"/>
Email Address*	<input type="text"/>
Alternate Email	<input type="text"/>
Create Password*	<input type="password"/>
Confirm Password*	<input type="password"/>
Reason for your trip	<input type="text"/>
Other	<input type="text"/>

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REQUEST NOW LEAD GENERATION

- When user clicks on Request Now, they are taken to a Housing Request Form
- User completes and submits form.
- Form is received by WSSC and sent to market as lead (oppty) in Siebel.
- Market responds with available options.

Oakwood.

Housing Request Form

Email Us.
Please enter your comments/questions below along with the other required information. It will help us identify more quickly the optimal properties for your group. The fields indicated with an asterisk (*) are required; other fields are optional. An Oakwood representative will then get in touch with you to introduce you to the accommodations we have available, answer any questions you might have, or provide more information. Thank you for your interest!

Housing Information

Property:	2330 Dulles Station Boulevard Herndon, Virginia 20170	Residence Type:	1 Bedroom ▼
Furnished/Unfurnished:	Furnished ▼	*Number of Adults:	1
Move-In Date:	09/25/2012	*Number of Children:	0
Move-Out Date:	10/24/2012	Total Guests:	1
		*Number of Apts:	1
		Pets:	
		#Breed/Size	

Contact Information

*First Name:		*Email:	
*Last Name:		Country Code:	
*Address:		*Day Phone:	Ext:
*City:		Evening Phone:	
*Country:	Select Country ▼	Cell Phone:	
*Postal Code:			

Comments/Questions:
Comments/Questions are limited to 900 characters

How did you hear about us? Previously Used Oakwood ▼

◀ Cancel Next ▶

TYPICAL BOOKING POLICIES

- Credit Card guarantee is required for all reservations
- 4 day advanced booking, but will vary by property
- Minimum stays will vary by property
 - ExecuStay is typically 30 nights (no MR points on <30)
 - Some locations for both Oakwood and ExecuStay offer stays less than 30 nights
- 14 day cancellation with no penalty
 - Cancel less than 14 days, penalty applies
- Cancellation penalty = 7 nights + tax
- Commission paid on commissionable rate programs at a rate of 10% for the first 29 nights of stay

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E-BOOKING PROCESS



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E-BOOKING PROCESS AT A GLANCE



ECHANNEL RESERVATIONS RECAP



eChannel
Booking Process

- **All reservations are guaranteed at time of booking with credit card**
- **Market Guarantees Availability**
- **Local market will receive confirmation or Oppty**
- **Contact Guest**
- **Send paperwork**
 - ExecuStay.com – only Credit Card Authorization is needed.
 - Oakwood.com/GDS – all paperwork must be sent/signed.

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NEW PROCESSES



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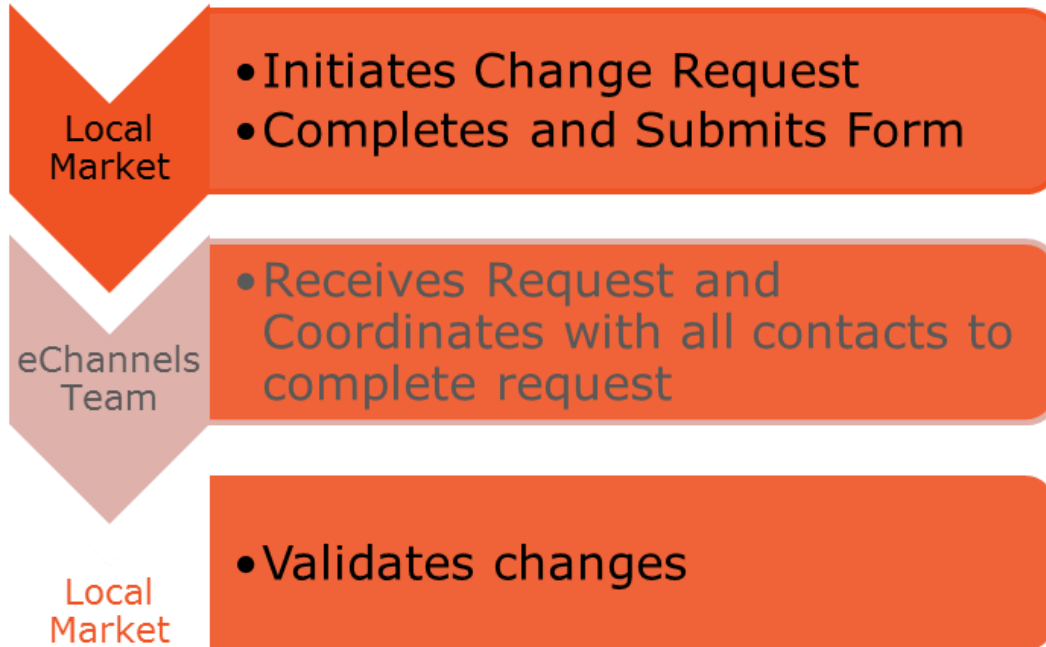
CHANGES TO EXISTING PROPERTIES



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UPDATES FOR EXISTING PROPERTIES



Updates to Rates, Availability and/or content for all sites (GDS, ExecuStay.com or Oakwood.com) will be centralized and coordinated through our eChannels team based at the WSSC in Phoenix.

Send all requests to

eChannels@Oakwood.com

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PROCESS FOR UPDATES



Change Request Form



Process Flow for Updates

Rate and Availability requests will be completed the same day of receipt for requests submitted weekdays, prior to 3 pm MST.

Requests submitted after 3 pm MST or on weekends will be processed the next business day.

Content Updates for Oakwood.com and ExecuStay.com will be deployed according to the following schedule:

Requests received by COB on Tuesday will be deployed on Friday.

Requests received by COB on Friday will be deployed on Wednesday.

RATE, AVAILABILITY AND CONTENT UPDATES FOR ECHANNEL PROPERTIES – INTERIM PROCESS FOR ALL NON-FRANCHISED PROPERTIES**

**This process does not include or change the current process for Oakwood.com Special Offers

ITEM	ACTION ITEM	RESPONSIBILITY
1	Identify change needed and complete Change Request form	Local Market
2	Email Change Request form to echannels@oakwood.com	Local Market
3	Enter any rate changes into Siebel Pricing or OLR	Local Market
4	Review request form and determine type of change needed and systems impacted. Log request onto Tracking form.	GDS Team
5	If the changes are for content updates to a non-GDS property, forward the form to the Web Content Editor (skip to step 9)	GDS Team
6	If the changes are for a GDS property, update RVNG with all requested changes	GDS Team
7	Notify Pegasus of any changes to Property Details (name, address, phone, fax, email or contact info) and Open Hospitality to changes to content, taxes, service fees or photos.	GDS Team
8	Notify market when changes have been completed and update Tracking form	GDS Team
9	Send content updates for Oakwood.com and ExecuStay.com to Web Content Editor	GDS Team
10	Determine web site(s) impacted by change request	Web Content Editor
11	Review request and update Property Profiles on Oakwood.com for Oakwood.com properties or send to eCommerce Interactive for ExecuStay.com properties.	Web Content Editor
12	Notify GDS Team when changes have been completed/update Tracking form	Web Content Editor/eCommerce Interactive
13	Notify market when all changes are completed.	GDS Team
14	Review and verify changes	Local Market

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ALTERNATE PROPERTY SEARCH



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NO PROPERTY AVAILABILITY CURRENT STATE

Oakwood Chicago

77 West Huron Street, Chicago, Illinois, 60654, USA

English         

The hotel is currently unavailable for the selected dates.
You may try another date [Click Here](#).

Execustay at The Metropolitan at Pentagon City

901 15th Street S, Arlington, Virginia, 22202, USA

This property is not available for this date range. You may try another date [Click Here](#)
Please call ExecuStay at 1.888.220.0301 for further assistance.

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ALTERNATE SEARCH RESULTS - FUTURE

Execustay at The Metropolitan at Pentagon City

901 15th Street S, Arlington, Virginia, 22202, USA

Dates Selected: Nov 19, 2012 - Dec 31, 2012 [Modify Dates](#)
1 Adult, 0 Children

Sorry, this hotel is currently unavailable for your selected dates.

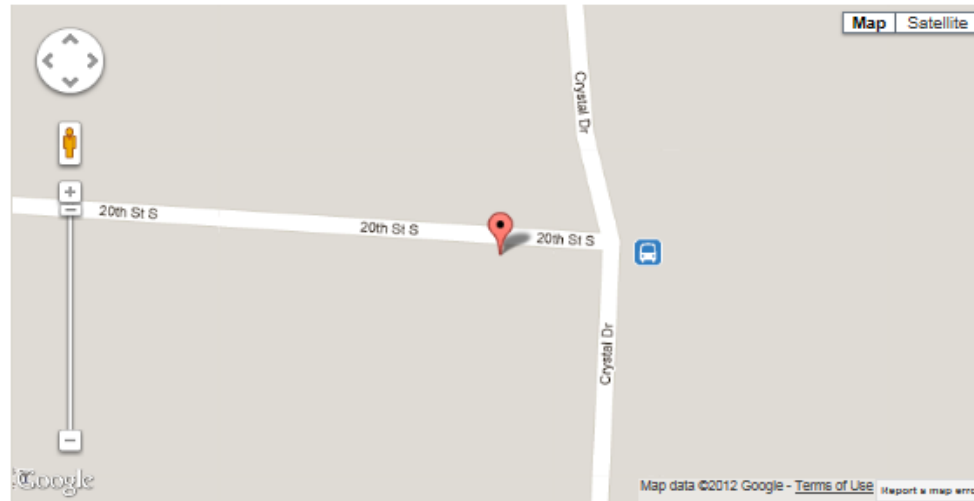
1 Hotel was found matching your selected dates

Sort By

EXECUSTAY AT 220 TWENTIETH STREET

220 20th Street South, VA 22202

[View Rates](#)



ALTERNATE BOOKING OPTION

Execustay at 220 Twentieth Street

220 20th Street South, Arlington, Virginia, 22202, USA

Search Apartments Register Confirmation

Summary

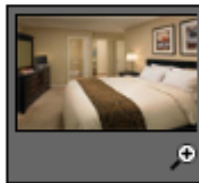
Dates

Arrival: Mon 11/19/2012

Departure: Mon 12/31/2012

Total Nights: 42

Apartments



1 bedroom apartment

1 bedroom apartment queen bed separate bedroom/ living and dining area fully equipped kitchen/ microwave and tv

LOWEST NIGHTLY AVG.

\$151⁸⁶

Apartment	Average Rate	Rate Description	Total
SELECT	\$151.88 *	Retail rate 30-89	\$6712.80
SELECT	\$167.00	Corporate rate 30-89	\$7382.34
SELECT	\$183.00	Capitol experience	\$8089.62

*rate change

Convert Currency =

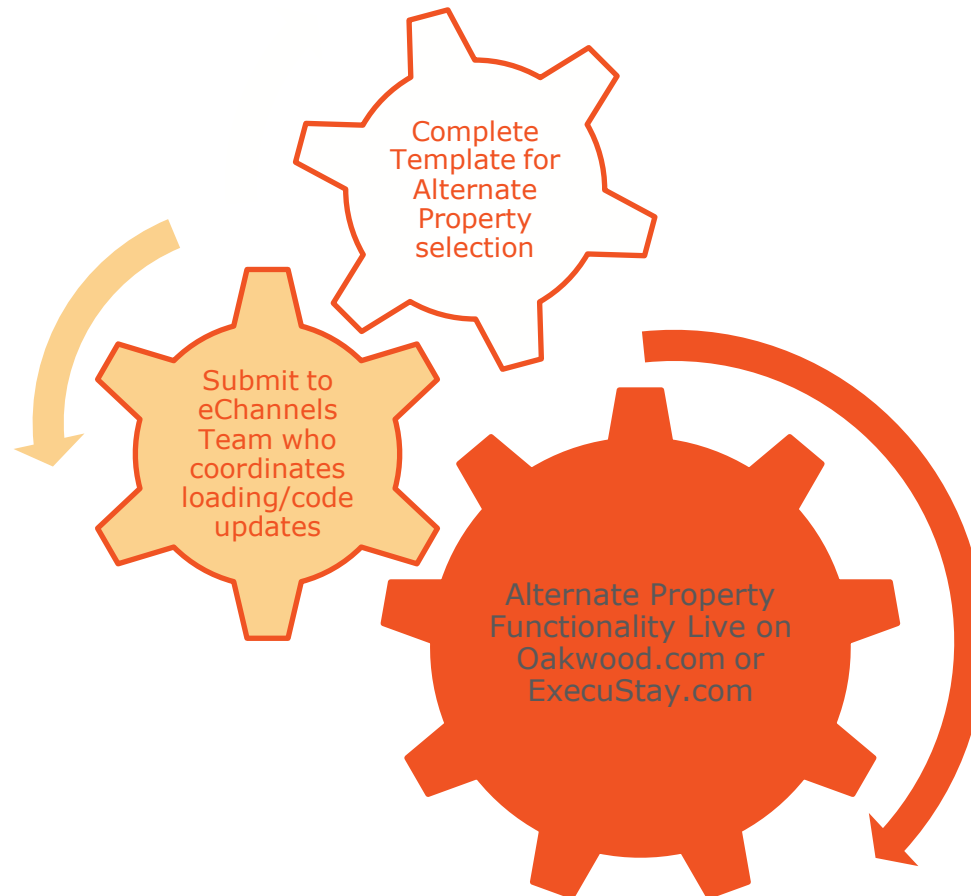
30

ALTERNATE PROPERTY UPDATES

ONLY For Properties Already Loaded into RVNG



Alternate Property
Template



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NEW PROPERTY LOADING



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CONSIDERATIONS FOR LOADING NEW PROPERTIES TO ECHANNELS

Channel Options

Oakwood.com

Visibility with *Request Now* functionality (oCom)

Visibility with *Book Now* (IBE) functionality (oCom + IBE)

ExecuStay.com

Visibility with *Contact a Representative* functionality (eCom)

Visibility with *Check Rates & Availability* (IBE) functionality (eCom + IBE)

GDS – Sabre, Worldspan, Apollo, Amadeus

ADS – multiple online travel agent websites (Expedia, Travelocity, Priceline, etc.)

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INVENTORY

- Core Inventory
 - Year round
 - Consistent availability
- Temporary Inventory
 - Recurring or Alternative (peak season, matched/unmatched)
 - Non-recurring

CLIENT/BUYER

- Target Audience
- Individuals typically buy on company website
- Travel Managers (corporate travel) and Travel Agents (leisure travel) must book via GDS

COSTS

- One Time
- Maintenance
- Transaction

DECISION MATRICES

	OCOM	ECOM	IBE	GDS/ADS	PHOTOS
Temporary Inventory					
Recurring	Y	Y	VACANCY FILL	MORE CONSIDERATION	STOCK
Non-Recurring	N	N	N	N	N
Core Inventory	Y	Y	Y	MORE CONSIDERATION	CUSTOM

Inventory

CHANNEL	IBE	GDS	ADS
TYPE OF TRAVEL	Corporate	Corporate/Leisure	Leisure
BUYER	Individuals Corporate Administrator Project Planner/Manager Relocation Coordinator	Travel Agent Travel Manager Travel Management Company	Travel Agent Individual
LENGTH OF STAY	>30	<30 Travel Agent >30 TMC	<30

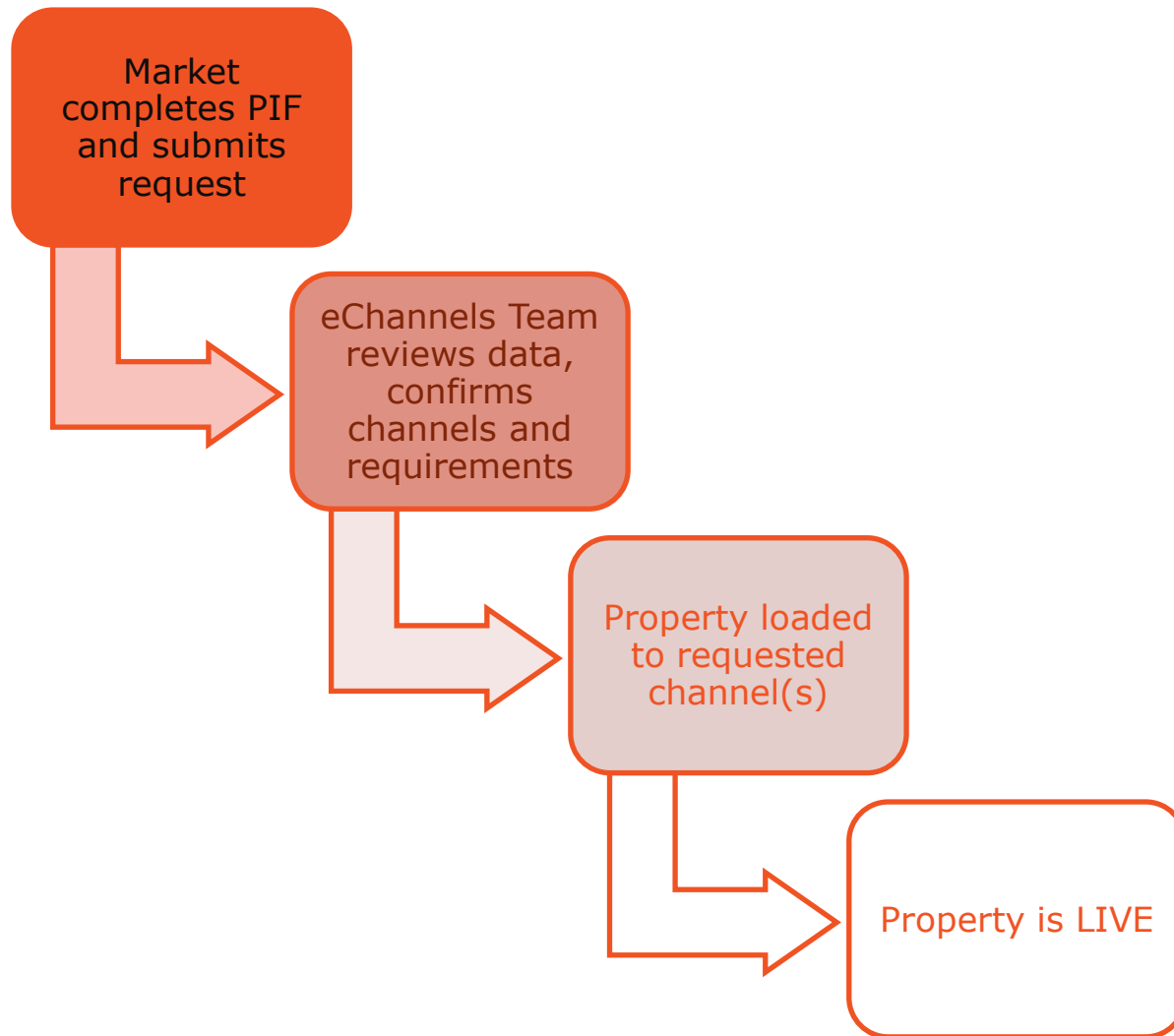
Buyer

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	RVNG/GDS	IBE (oCom or eCom)	ADS
Add New Property	\$125 per property	\$85 per property/site + \$125 RVNG	NC
Maintenance	\$51 per property/month	NC	NC
Transactions	\$7.46 per net booking	\$1 per net booking	\$2.00 per net booking \$6.00 per net booking (TravelSky)

Cost

OVERVIEW OF NEW PROPERTY LOAD



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PROCESS FOR NEW PROPERTY LOADING



Property
formation Form (PI



Process
w_New Property Lc

NEW PROPERTY LOADING - INTERIM PROCESS FOR ALL PROPERTIES

ITEM	ACTION ITEM	RESPONSIBILITY
1	Identify need to load new property, send email with property name, address, channels requested and required sell date to Web Content Editor at echannels@oakwood.com	Local Market
2	Request is received and entered into queue based on channel(s) requested. Notify market of load date and due date for info packet	Web Content Editor
3	Complete Property Information Form (PIF) and send to echannels@oakwood.com (Web Content Editor). Non-franchise market builds property shell in OTIS	Local Market
4	Review request form and determine if data is complete. Log request onto Master Property File.	Web Content Editor
5	If the data is not complete, return to market and go back to step 3.	Web Content Editor
6	Complete property build in Property Profiles section on oCom for all Oakwood and ExecuStay properties.	Web Content Editor
7	Send completed property packet to appropriate contacts for channels requested. (GDS Team, eCommerce Interactive)	Web Content Editor
8	If GDS/ADS or Booking Engine requested, build property in RVNG, including rates and availability; Photos built into Image Gateway and sent to Open Hospitality for Booking Engine.	GDS Team/Pegasus/ Franchise Market
9	Notify Web Content Editor when changes have been completed.	ALL
10	Update Master Property file and if IBE requested, activate booking engine on oCom or eCom	Web Content Editor
11	Notify Market that request is complete and property is open for sale	Web Content Editor

Restrictions:

Maximum 10 properties per month can be loaded.

Inventory must be available to sell when property is loaded.

Market is responsible for verifying all information loaded and initiating updates to rates, availability or content.



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TRAVEL AGENT COMMISSION PROCESSING



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COMMISSION POLICY

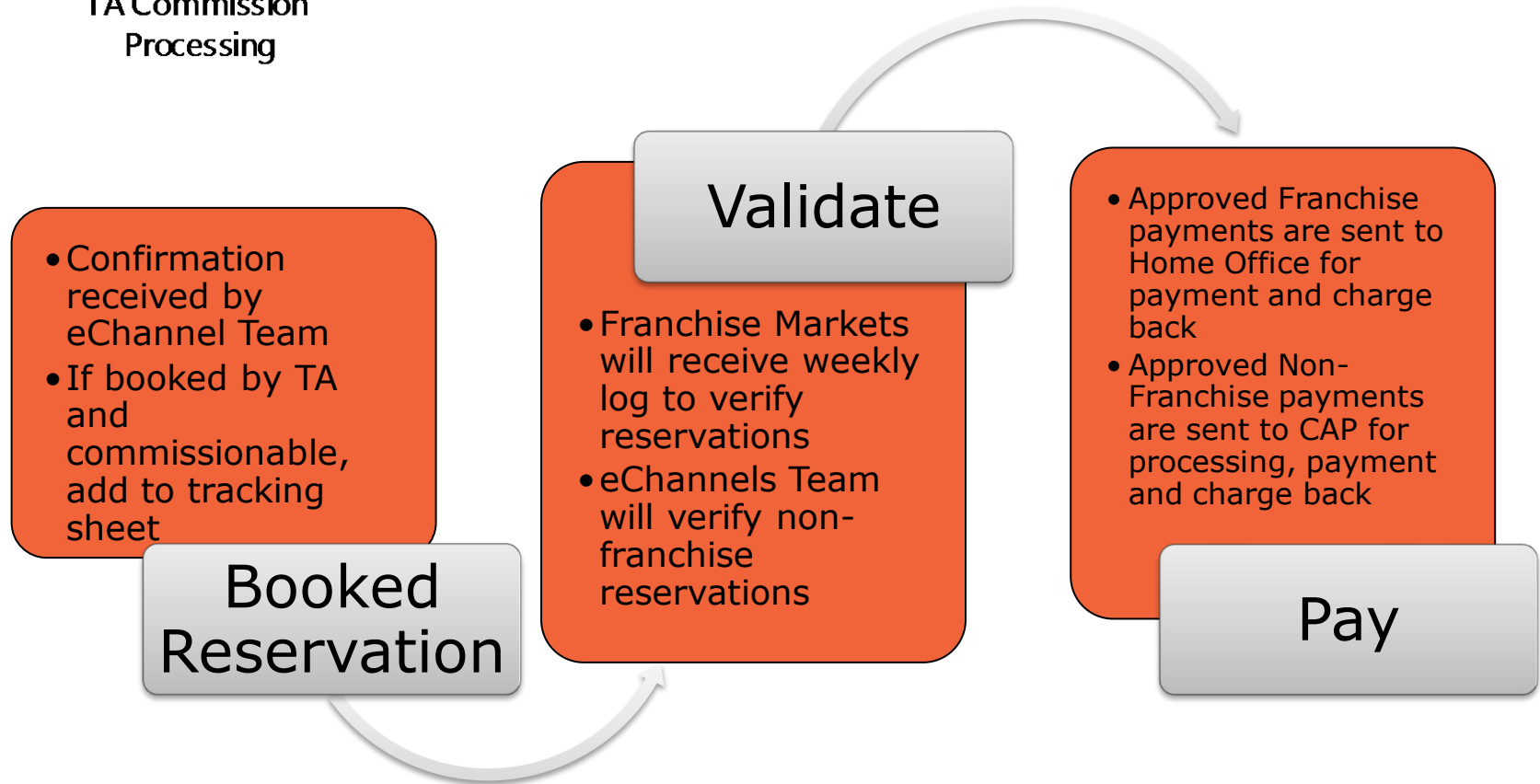
EFFECTIVE OCT 1, 2012

Action	Policy
% Commission	10% for the first 29 nights of stay
Commission Payment Processing	<p><u>Non Franchisee Markets:</u> Approvals made by GDS team for Oakwood and ExecuStay commissionable bookings</p> <p><u>Franchisee Markets:</u> Report sent to franchisees by GDS Team for their approval, all approved payments submitted to Home Office for final processing and charge back to the franchise</p>
Reporting	Weekly commission report sent to Franchise markets GMs for them to validate and return to GDS Team
Communication	Updated commission policy will be added to the property content for each property in the GDS. Internally, it will be included in the new procedural roll out in Sept 2012

TRAVEL AGENT COMMISSION PAYMENT PROCESS



TA Commission
Processing



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NEXT STEPS



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WHAT DO I DO NEXT?

1. Update rates and availability for all active GDS/IBE properties

- a. Some Oakwood rates have not been updated for next year
- b. Some ExecuStay rates have not been updated since transition
- c. Open inventory!!! **They can't book if you don't have it open!**

2. Alternate Property Selection – for existing eChannel properties only

- a. Complete the Alternate Property Template to add Alternate search results to your properties already active on GDS/IBE

3. Review active, core inventory properties and determine if there are new properties you want to add to any of the channels.

4. Update/Complete all Legacy ExecuStay data in Property Profiles

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CONTACT US



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RESOURCES

**A recording of this Webinar will be posted to the
Oakwood University Training Site.**

**All process documents and forms will be posted
to THE EDGE for review and downloading**

QUESTIONS



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