

RLHC RevPak Update

04 November 2014

Revenue **Optimization** Initiatives

Activation Update
November 2014



What is RevPak?

RevPak streamlines guest management operations by collecting custom applications under one umbrella. The system has a singular focus on three core objectives: (1) Customer Acquisition, (2) Customer Management, and (3) Customer Retention.

Why have we deployed it?

RevPak is designed to provide a single view of all RLHC customers, accounts and clientele. With a single login, you can manage everything from field marketing and CRM to pricing and revenue. RevPak enhances the guest experience by socializing consumer requests, preferences and expectations with hotel operations. All sales activity and sales force automation are to be aggregated throughout the organization. RevPak enables multi-channel marketing by sending one-to-one and one-to-many campaigns based on customer behaviors and dynamic hotel operations. The RevPak Guest Management System drives all sales and marketing efforts.

What are the the Strategic Intentions of RevPak?

1 Overall Goal

Transition from an operations-based organization (managing our own technology) to a customer-focused marketing organization (leveraging industry best practices) that mobilizes the full weight of its talent and financial resources.

2 Work Streams

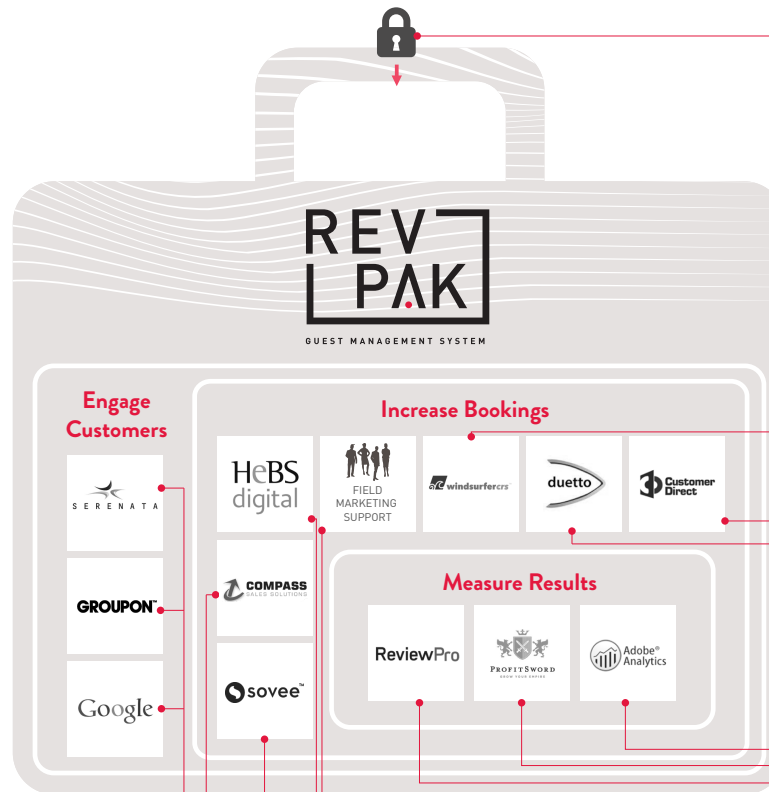
- Align CRS, CRO and Channel Management together
- Redeploy Revenue Management across the portfolio with responsibilities for Strategic Intention #1 and improve efficiency and effectiveness through the activation of a Revenue Management System
- Integrate digital marketing with field marketing and digital agency support
- Transition from a Points based program to a Recognition based program
- Overlay CRM across all business verticals
- Enhance brand positioning and align all communications with relevancy and consistency
- Infuse branding in all Corporate communications with all stakeholders

RLHC RevPak Guest Management System

RevPak streamlines guest management operations by collecting custom applications under one umbrella.

The system has a singular focus on three core objectives: (1) Customer Acquisition, (2) Customer Management, and (3) Customer Retention.

RevPak is designed to provide a single view of all RLHC customers, accounts and clientele. With a single login, you can manage everything from field marketing and CRM to pricing and revenue. RevPak will enhance the guest experience by socializing consumer requests, preferences and expectations with hotel operations. All sales activity and sales force automation will be aggregated throughout the organization. RevPak will also enable multi-channel marketing by sending one-to-one and one-to-many campaigns based on customer behaviors and dynamic hotel operations. The RevPak Guest Management System will drive all sales and marketing efforts.



SERENATA CRM: Customer Relationship Management System providing automated marketing including pre-arrival and post-stay messaging and drip marketing, loyalty management and guest relations case management. Most importantly, it will represent our single source of guest profiling for the purposes of target marketing. One-to-one relationship marketing through Google and Groupon.

COMPASS SALES FORCE AUTOMATION: Sales force automation providing account management and performance tracking functionalities for all Group business.

SOVEE: Translation services provider to maximize opportunities for redlion.com conversions from international origins.

DIGITAL FIELD MARKETING SUPPORT: Dedicated digital marketing expert assigned to every hotel to ensure optimal collaboration between brand digital marketing agency (HeBS) and hotels to maximize high demand and need period opportunities to through incremental web and mobile direct network conversions. Additionally, these resources will ensure checklist compliance of a digitally sound RLHC hotel, including content, rate parity, responsiveness to reviews, meta search and merchandising opportunities.

DIGITAL MARKETING: Digital marketing and promotional support focused on driving revenue and bookings through HeBS (brand digital marketing agency). In-depth analytics through BridgeStreet. Photo storage/distribution capabilities within the CMS through IcePortal.

SINGLE SIGN ON: RevPak and its suite of web-based, guest management applications is available to our user community through a single sign on functionality making it a turnkey solution with an administrative layer that allows to turn on and turn off specific applications based on the need or activation requirements of the hotel.

WINDSURFER CRS: Central Reservations System providing leading distribution and revenue management capabilities allowing our hotels to reach more distribution channels through Siteminder, manage rates and availability more effectively, and improve online conversion through customer-centric technology offerings such as Call to Continue™ and Save for Later™.

DUETTO: Revenue Strategy System providing automated price positioning controls driven by an embedded forecasting algorithm that accounts for internal variables such as business on the books and historical booking pace, as well as external variables, such as web regrets and airline activity coming into your local airport, to improve forecasting accuracy and maximize revenue opportunities over high demand time periods. Includes lead technology functionality such as the ability to deploy A/B testing directly into the IBE ("Internet Booking Engine") for conducting elasticity banding.

CUSTOMER DIRECT: Central Reservations Office providing industry leading voice reservations conversion performance, as well as call data tracking business intelligence.

REVIEWPRO: Reputation management solutions provider to aggregate all social commentary and competitive benchmarking for your hotel and marketplace.

PROFITSWORD: Business Intelligence platform for monitoring and measuring pace performance against declared budget and forecast targets.

ADOBE ANALYTICS: Web Analytics platform to measure web and mobile direct traffic, as well as campaign performance and overall conversion.

What has been accomplished so far?

Activation Status Updates as of November 2014

Reservation System

- Fully deployed
- Current integration development underway with Serenata, CustomerDirect, and Duetto

Revenue Strategy System

- Fully deployed at 25 properties
- On plan to activate all RLHC hotels by January 1, 2014
- Duetto training and certification December 9-11, 2014
- Current integration development underway with Serenata, WindsurferCRS, and HeBS

Customer Relationship Management System

- Profile Management is fully deployed
- Loyalty Program Engine complete by Dec 15
- Marketing Campaign templates complete by Dec 12
- Current integration development underway with WindsurferCRS, CustomerDirect, ReviewPro, and HeBS

Call Center

- Fully deployed for both Reservations fulfillment and Guest Relations case management
- Achieving 61% Conversion Rate (Goal = 68%)
- Current integration development underway with Serenata, WindsurferCRS, and ReviewPro

Sales Force Automation

- All training built in ADP and fully accessible
- Training manual and SOPs complete and available
- Target deployment date is January 1, 2015
- Current integration development underway with MICROS

Digital Marketing

- Successfully launched enhanced Web and Mobile experience
- Fall Promotion currently active (and wildly successful!)
- Cyber Monday Promotion is poised and ready for activation
- Winter Promotion ideation underway
- Dynamic Rate Marketing integration with Duetto in planning

What has been accomplished so far?

Activation Status Updates as of November 2014

Groupon

- Groupon Getaways promotion beta complete
- Groupon Getaways integration in planning
- Groupon Local Travel Deals integration with Serenata pre-arrival and post-stay messaging is in development
- Groupon Getaways contract under review

Google

- Google Wallet integration with Hello Rewards member portal in planning
- Google Local Travel Deal integration with Serenata pre-arrival and post-stay messaging is in planning

Translation Services

- Negotiations underway
- Spanish will be the initial language translated on RedLion.com
- Full deployment by March 1, 2015

Reputation Management

- To replace Market Metrix customer surveys
- To replace Revinat
- Integration into post-stay messaging in planning
- Full deployment by March 1, 2015

Information Sharing

- Contract under review
- To include integrated Sales and Marketing plan module
- Integration development targeting OPERA PMS, and Accounting EPM
- Full deployment by Feb.1, 2015

Tracking & Business Intelligence

- Full deployed
- Integration development underway with monthly scorecards

Need More Information?

For more information, contact:

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