

# CITY OF SOUTH PADRE ISLAND BOOKING ENGINE INTRODUCTION OF aRes TRAVEL

We are pleased to announce that the City of South Padre Island, which operates <u>www.sopadre.com</u>, has selected aRes Travel as our online booking engine. This technology will allow visitors to research the destination, plan a trip and book hotel room reservations directly from the website. This technology, that gives consumers one-stop-shopping for hotels/rental agency, airline tickets, car rentals and activities, is a proprietary booking engine designed and managed by aRes Travel. When a guest makes a reservation on <u>www.sopadre.com</u>, they are using aRes' technology and they handle the fulfillment of that purchase. Additionally, the toll free (800) number attached to the booking engine is assigned by aRes and routes into a central call center where reservations agents act as front line sales people for you.

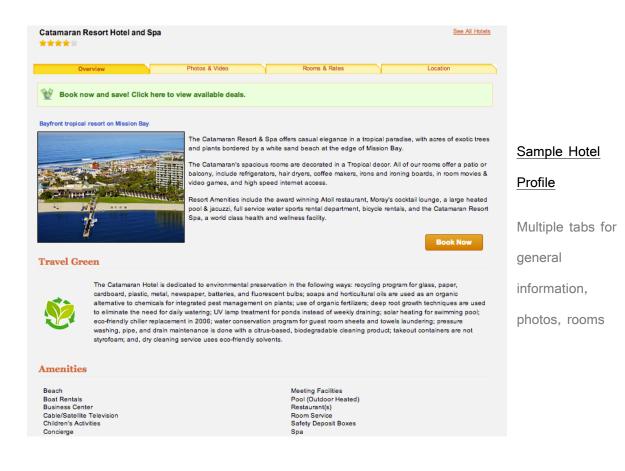
### Benefits of Participation

Our partnership with aRes Travel, provides a no commission model for all participating lodging members. These properties will be represented through the booking engine along with property contact and website information. This solution is designed to help you grow and optimize your revenue through increased distribution and exposure for your lodging property. In addition to online reservations, you will also receive the support of aRes' in-house Call Center which provides sales and customer service.

# How to Participate

All lodging properties within the City of South Padre Island will have representation through the aRes Travel Booking Engine. However, to be bookable, aRes Travel will require that inventory and rates be provided in either one of two ways. Lodging properties are eligible to display travel products through aRes' integration with the Global Distribution System (GDS). If you are currently participating through the GDS, chances are they are pulling your rates and availability, and you will need to do nothing different than you are currently doing today to have your product sellable through the website.

If the hotels are not part of the GDS, and you would like to participate in offering rates and availability through the Booking Engine the Lodging Net Rate Agreement needs to get signed between aRes Travel and the hotel. Through the Extranet, aRes Travel will allow hotels full yield control to manage their rates and availability in real time. Please note that there is a one-time setup fee of \$150 to get your property build out through the aRes Travel Extranet.



# Contact aRes:

For more information, please contact Humberto Rivero, Travel Product Manager at 858-300-8635 or humberto.rivero@arestravelinc.com

### More about ARES:

Founded in 1995 and based in San Diego, California, aRes Travel provides industry leading reservations and ticketing technology to destination marketing organizations, major attractions, travel marketers and hotels. In addition to technology solutions, aRes provides these same organizations with marketing and product fulfillment services. Travel products are sold to the public via the web and through an in-sourced call center.