

You're traveling through another dimension -- a dimension not only of sight and sound but of mind. A journey into a wondrous land whose boundaries are that of 3rd party competitors imagination. That's a signpost up ahead: your

next stop: **The Distribution Zone!**

Pegasus



Marriott

WizCom

Hilton

Cheaptickets.com

UniRez

Lodging.com

Synxis

iHotelier

Starwood

WorldRes

InterActiveCorp

Choice

Pegasus

Marriott

WizCom

Hilton

Cheaptickets.com

UniRez

Lodging.com

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Lodging.com



Synxis

iHotelier

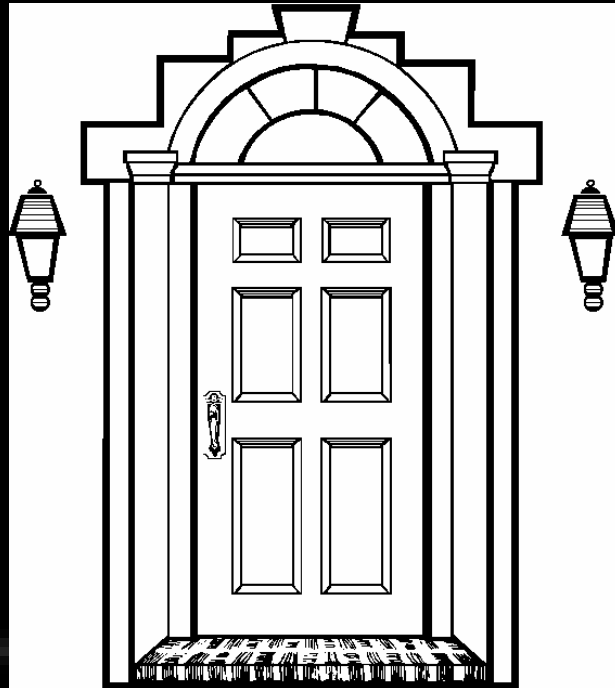
Starwood

WorldRes

InterActiveCorp

Choice

You unlock this door with the key of imagination. Beyond it is another dimension: a dimension of **Brands**, a dimension of **Discounts**, a dimension of mind. You're moving into a land of both shadow and substance, of things and ideas. You've just crossed over into... **the Distribution Zone.**



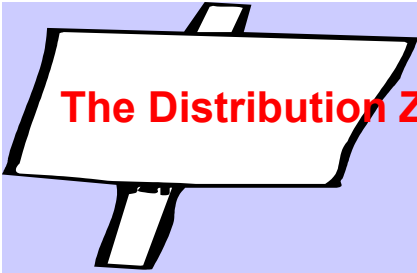
The Distribution Zone



The Distribution Zone

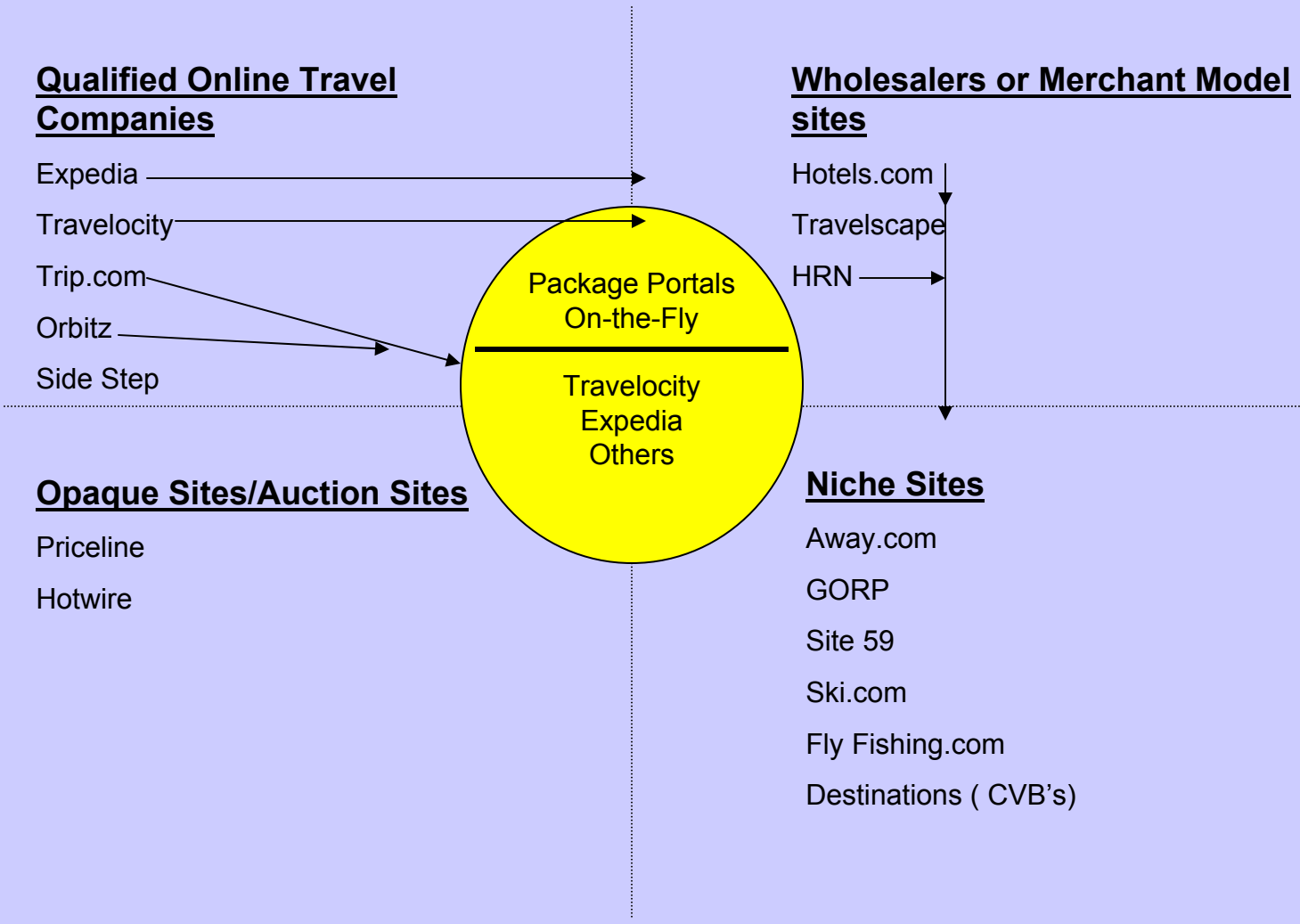
Our Short Time Together

- 3rd Party Sites, Rumor of their demise is greatly exaggerated
- Channel Management
- Channel Conversion
- Search Engines
- 3rd Party Contract Issues 2004
- CyberRisk
- Q&A



The Distribution Zone

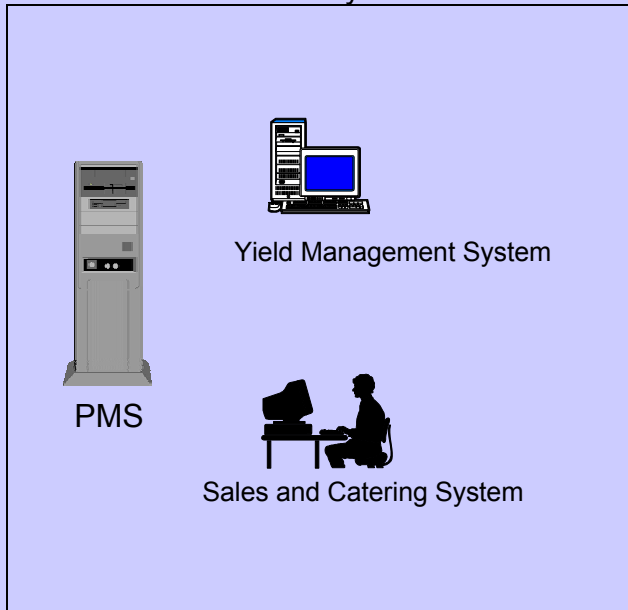
Types of sites



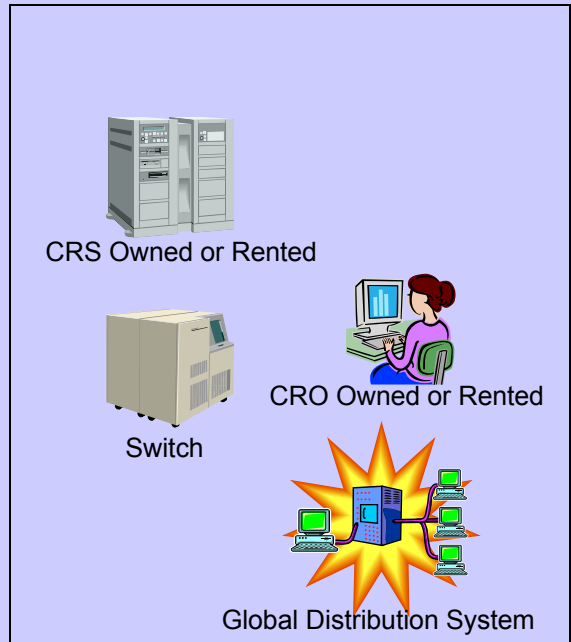
The Distribution Zone

Distribution System Components

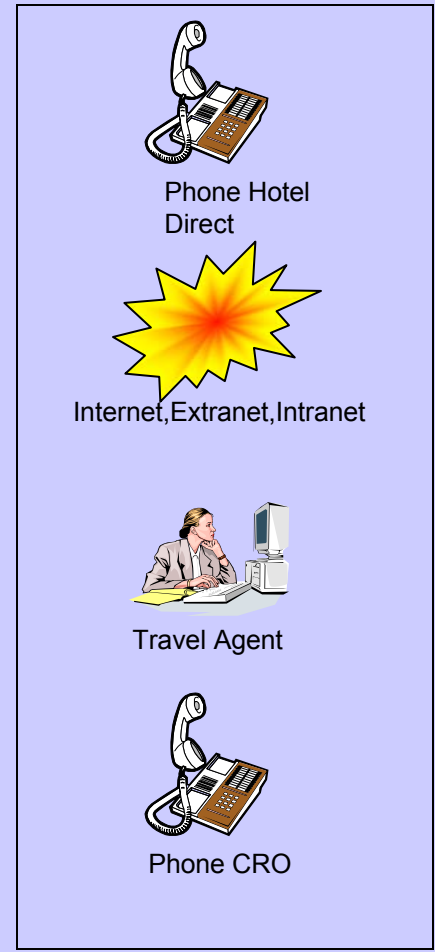
In House Systems



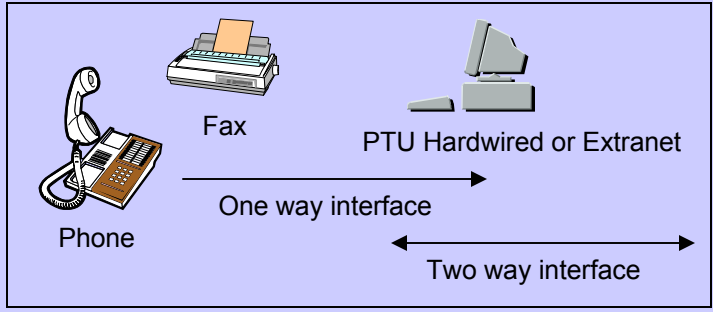
Middlemen



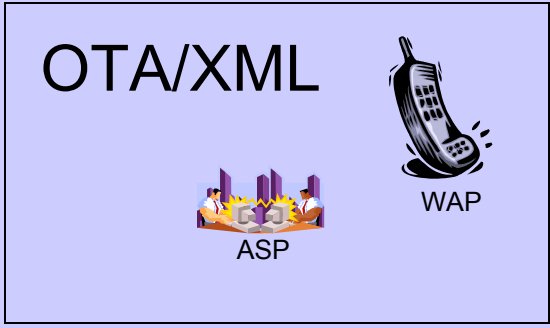
Purchase Channels



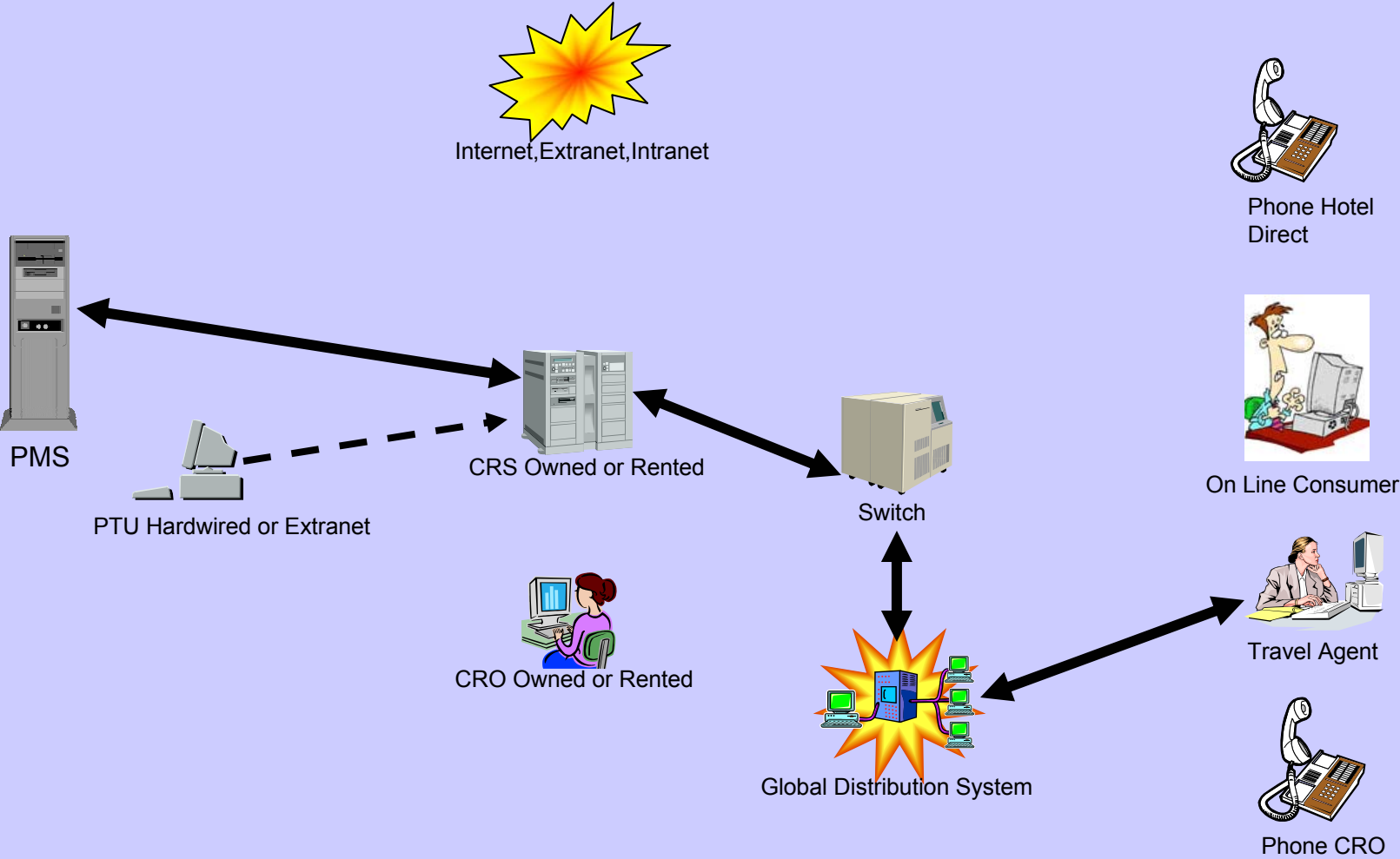
Communication alternatives



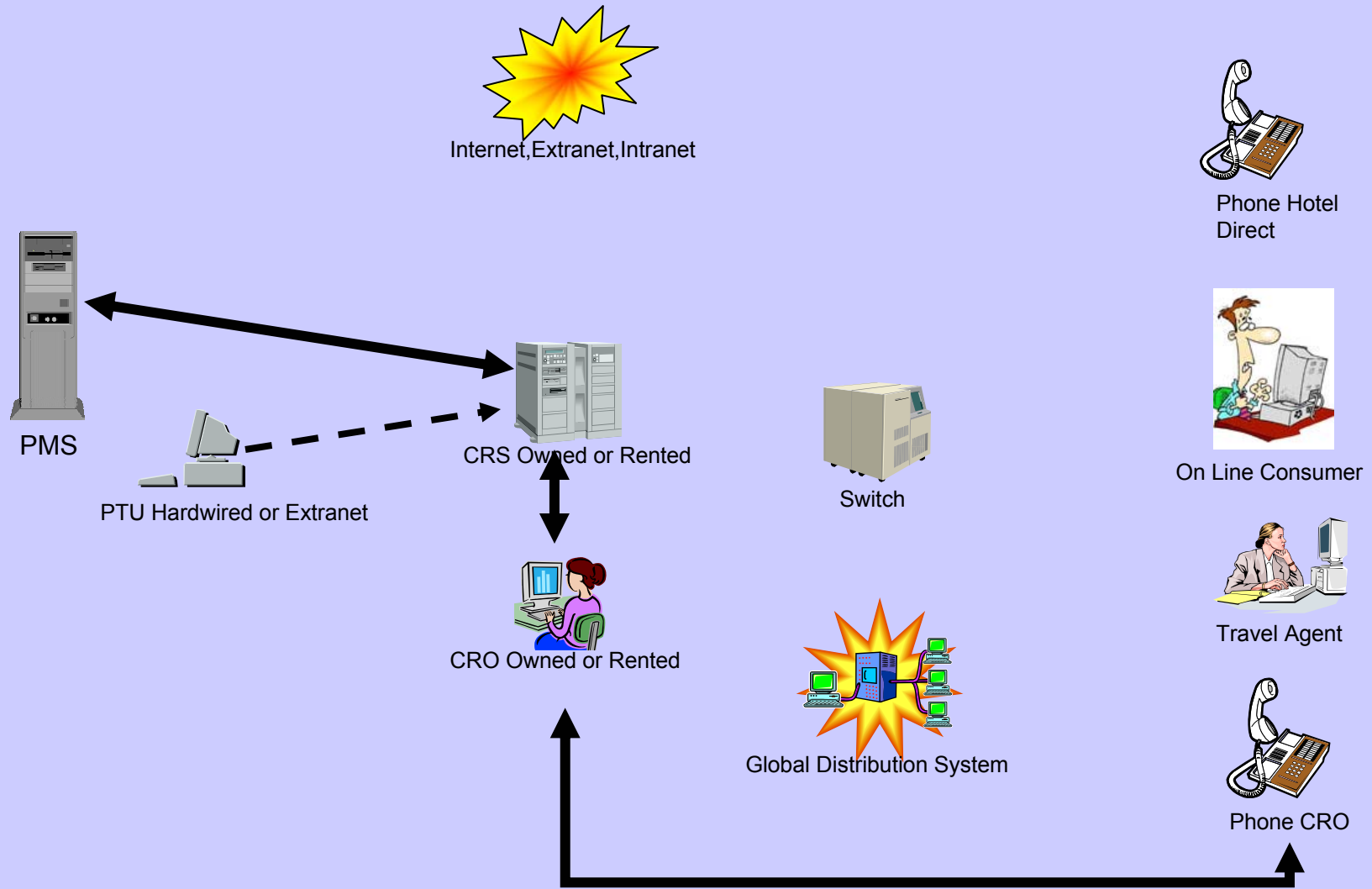
New Stuff



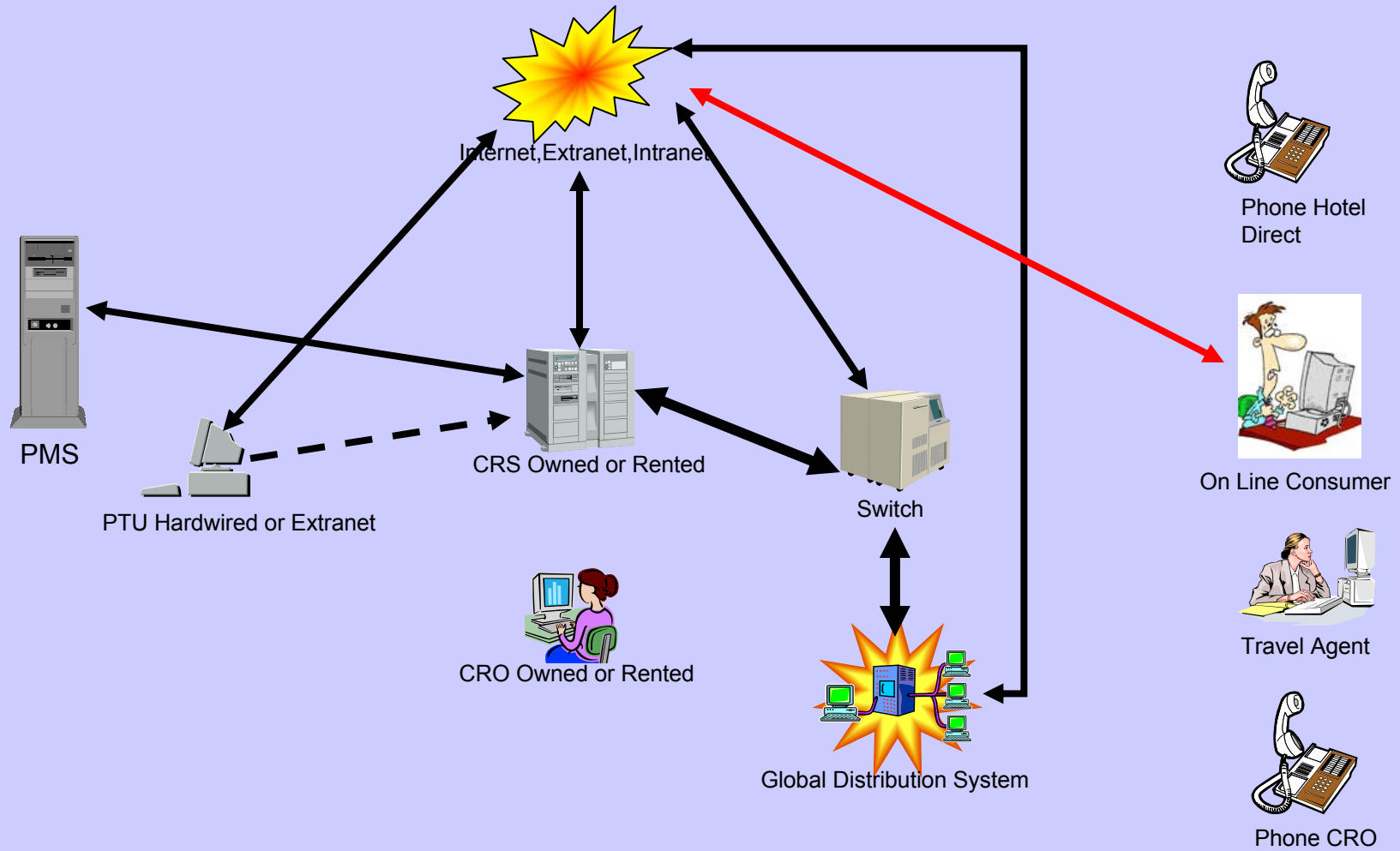
Travel Agent



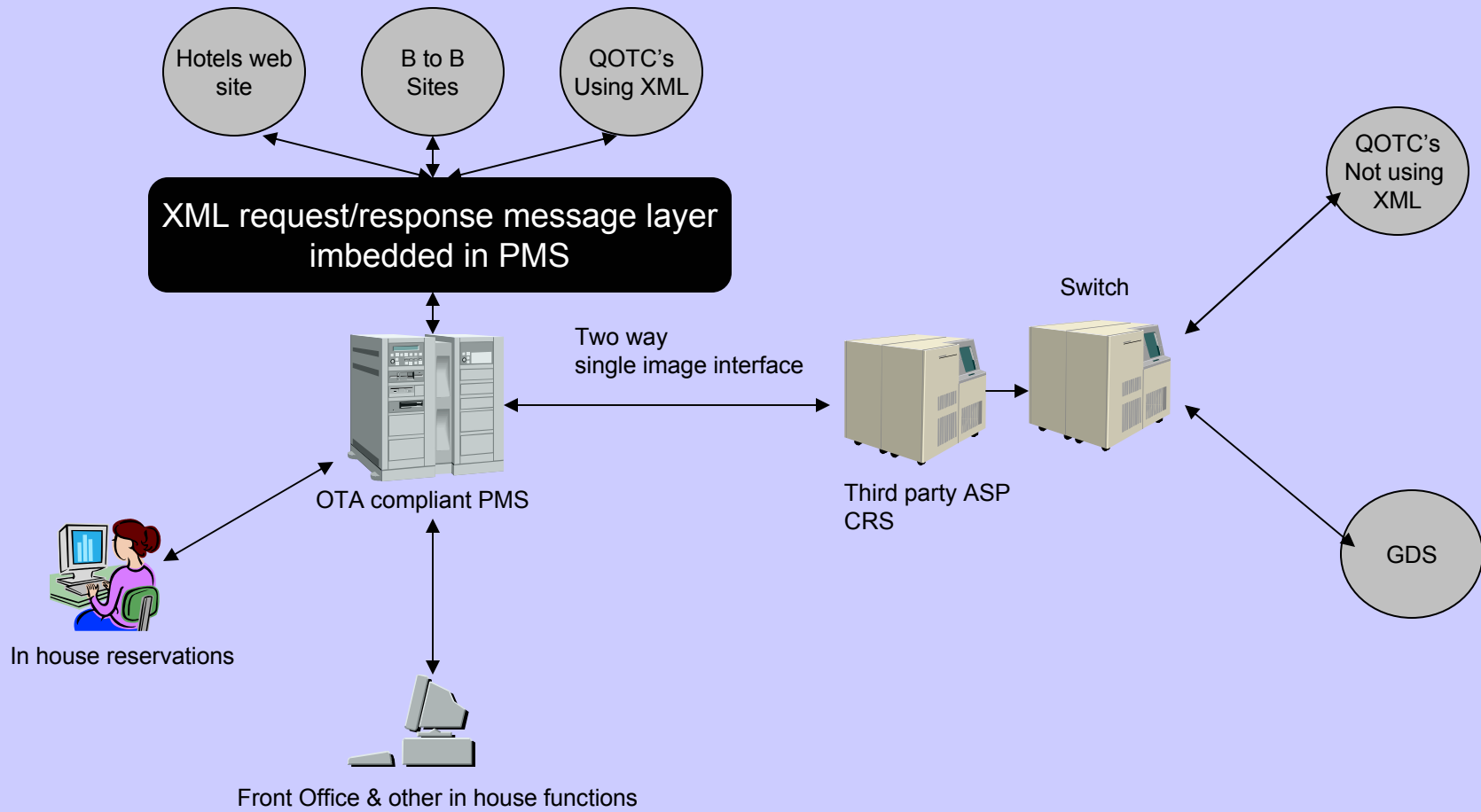
Guest to CRO



Consumer Online



Ideal reservation distribution system





THE PERFECT STORM

2001 & 2002

RECESSION

STOCK MARKET DEFLATION

TERRORISM

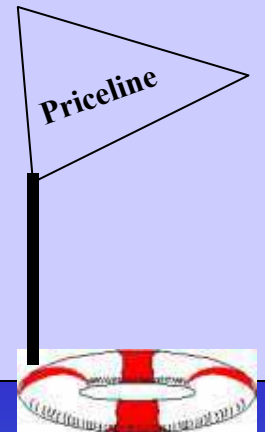
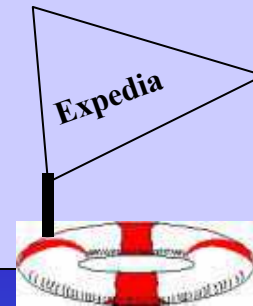
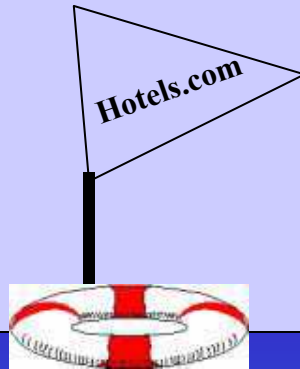
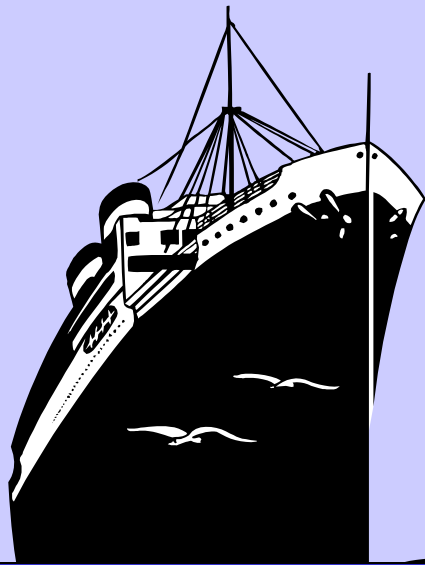
WEALTH LOSS

CORPORATE GOVERNANCE
MALFEASANCE

REDUCED CORPORATE
TRAVEL

EXPANDING HOTEL
ROOM SUPPLY

The Good Ship "Merchant Model"





The Distribution Zone

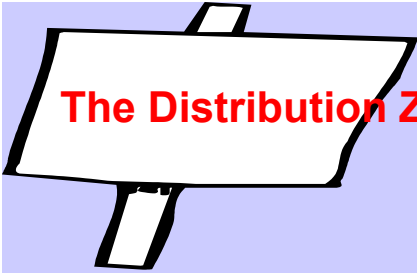
The Major Sites

Hotel Companies			3rd Party Web Sites		
Name	Price	Mkt Cap	Name	Price	Mkt Cap
Choice	\$ 45.85	1.54B	IAC	\$ 34.01	23.65B
Starwood	\$ 41.46	8.47B	Travelocity	\$ 25.12	3.52B
Wyndham	\$ 1.00	160M	Priceline	\$ 27.00	1.04B
Marriott	\$ 44.25	10.12B			

3 Hotel Companies
Top 3 "3rd Parties"

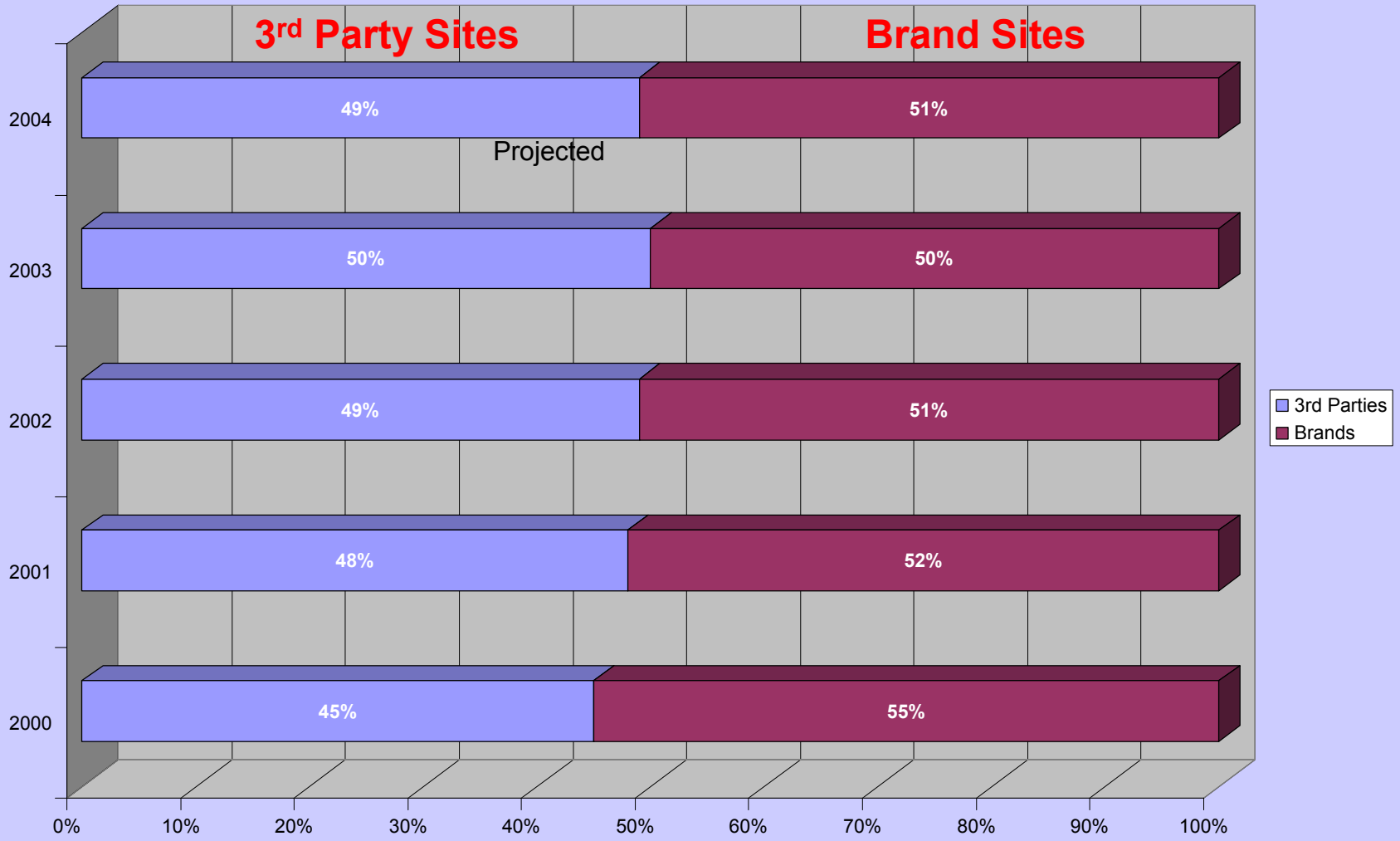
20.13 B
28.21 B

Prices as of noon April 2, 2004



The Distribution Zone

Sales by 3rd Parties vs. Brands *The Fight Continues and Brands are Losing*





The Distribution Zone

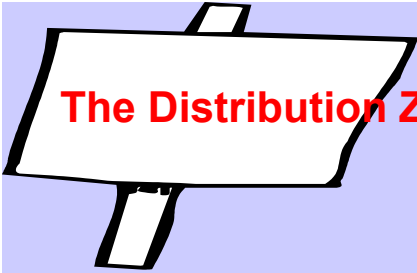
1% Market Share of Online Hotel Sales in
2004

\$118,000,000

The Distribution Zone

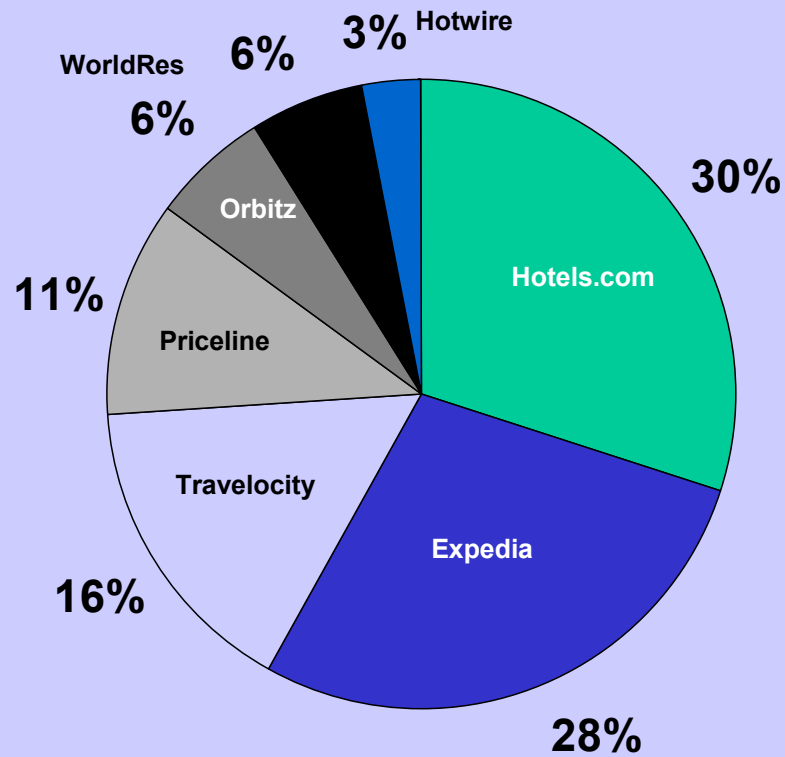
The Consumer is not Happy with Brands

	Offline Agency	Online Agency	Brand
Best Customer Service	<input checked="" type="checkbox"/>		
Simplest to Use		<input checked="" type="checkbox"/>	
Most Reliable	<input checked="" type="checkbox"/>		
Lowest Price		<input checked="" type="checkbox"/>	
Broadest Choice		<input checked="" type="checkbox"/>	

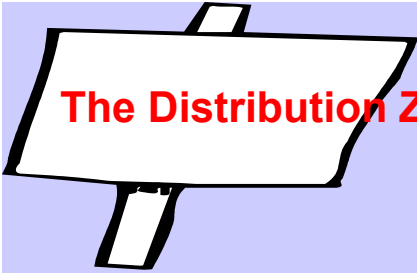


The Distribution Zone

Market Share of Hotel Sales from 3rd Parties

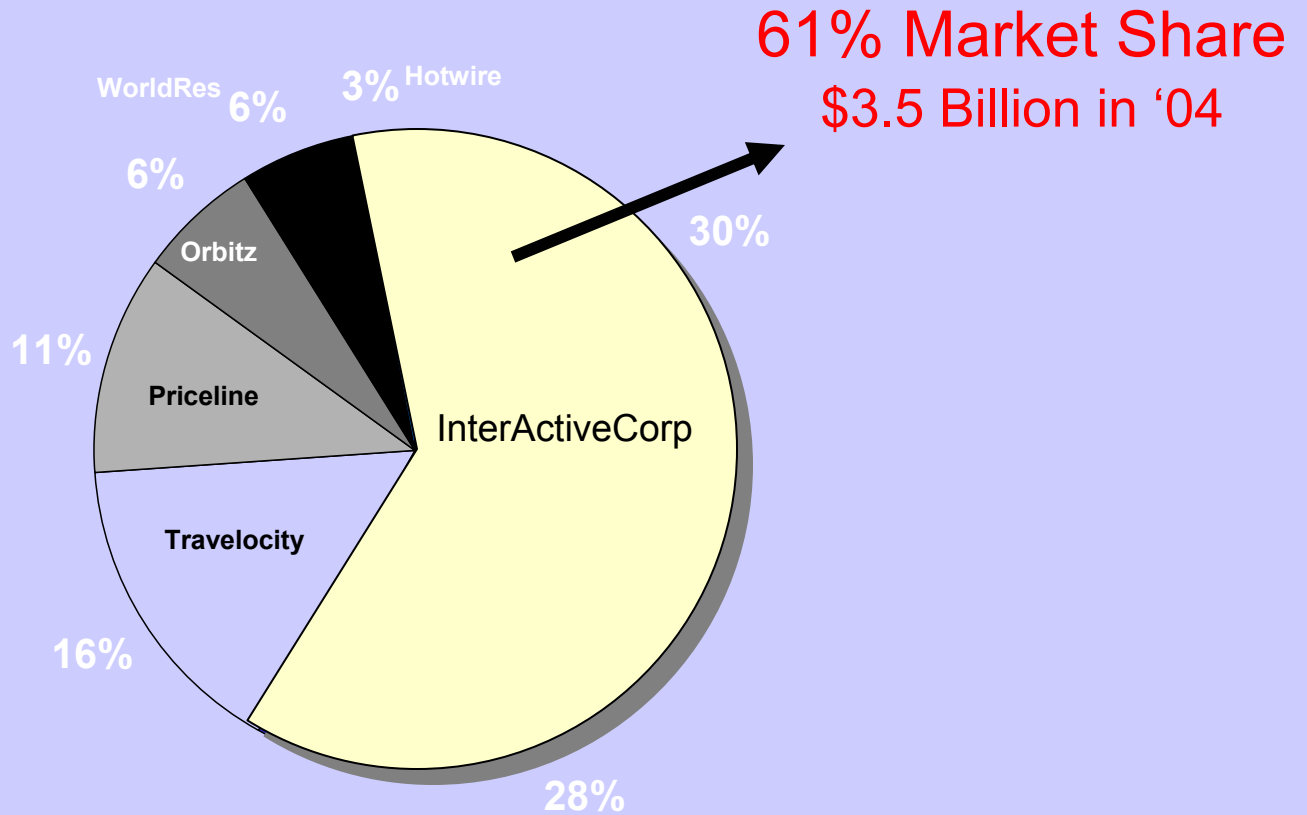


Only 2 Brands make the top 10 in online sales-Hilton and Marriott



The Distribution Zone

Stated differently *InterActiveCorp*
(Expedia, Hotels.com, Travelscape, Hotwire)



The Distribution Zone

Things to Watch in 2004 from our 3rd Party Friends

	Hotels.com	Expedia	Travelocity	Orbitz
Dynamic Packaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Loyalty Clubs	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Brands		<input checked="" type="checkbox"/>		
Business Travelers		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Group Sales	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
SMERF & Weddings		<input checked="" type="checkbox"/>		



The Distribution Zone

Mega Players in the Game

InterActiveCorp

Expedia
HRN (Hotels.com)
Travelscape
Hotwire
TripAdvisor
Ticketmaster
Vacation spot.com
Interval
International
Lending Tree
Match.com



CENDANT

WizCom
Trust
Galileo
Cheap Tickets.com
Trip.com
RCI
Hotels
Avis/Budget



Pegasus[™]
SOLUTIONS

Rezolutions/Anasazi
Thisco
Utell
ASP-PMS
TravelWEb.com



The Distribution Zone

Biggest Player you never heard of
Liberty Media Corporation

- 20% of InterActiveCorp
- 4% AOL Time Warner
- 3% Cendant Corporation
- 55% On Command
- 100% Starz
- 42% QVC
- 50% Discovery Communications (Travel Channel included here)
- 29% Sky Sports 1,2,3
- 56% DMX Music
- 30% the Wireless Group
- 89% True Position, Inc



Orbitz and Priceline, Give me no lifeline
Where all my business is, no one can tell
The .Com's are booking, My RevPar is looking
Like someone has shot it right straight to hell

Wasting away again in Merchant Modelville
Hoping for some ...some rooms to be bought
Some people claim, that the web is to blame
But I know, it's my own damn fault





Are you wasting away

In Merchant Modelville ?





If you are going to play you better do...

Channel Management & Channel Conversion



The Distribution Zone

Ways a reservation shows up

- Hotel Direct
- Internet your site
- Internet 3rd party
 - QOTC
 - Merchant
 - Opaque
 - Other
- Hotel CRS
- Travel Agent (GDS)
- Walk-in

**The Goldman Sachs
Story- *A tale of
poor channel
management***

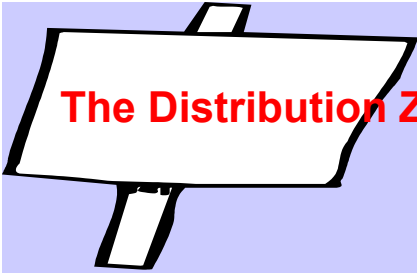


The Distribution Zone

Tips on Channel Management

- Know who your partners are
- Know where they get their inventory.. Remember the distribution partners for the big boys!
- Get on line or use technology to help you
- Know the consequences of your action
- Empower your staff to make a deal
- This is a daily event!!!

Hotel	Rating	Distance	Best Price	Savings	AANHotels	Hotels.com	HotelKingdom	Lodging.com	OneTravel	Orbitz	PlacesToStay.com	TheReservationCompany
Holiday Inn Aristocrat	3	0.24	\$113.85	\$14.65		\$128.50			\$125.35	\$123.89	\$113.85	
Ramada Plaza Hotel - Downtown Convention Center	3	0.35	\$77.06	\$29.68	\$96.60	\$94.50	\$77.06		\$106.74	\$90.85	\$102.35	
Hampton Inn - Dallas/West End/Convention Center	3	0.47	\$91.08	\$39.42		\$130.50				\$91.08		
Amenisuites - Dallas West End	3	0.70	\$130.50			\$130.50						
Courtyard By Marriott - Dallas Market Center	3	1.36	\$79.35						\$79.35	\$79.35		
Bradford Homesuites - Dallas Downtown	3	1.40	\$90.88	\$3.62		\$94.50			\$90.88	\$90.88		
Quality Inn Market Center	2	2.08	\$68.00	\$22.85		\$68.00				\$90.85		
Wyndham Garden Hotel - Dallas Market Center	3	2.14	\$82.78						\$82.78	\$82.78		
Ramada Limited - Midtown Dallas	2	2.14	\$65.55	\$2.88					\$68.42	\$65.55		
Best Western - Dallas Market Center	2	2.14	\$79.35	\$4.65		\$84.00			\$79.35	\$79.35		
Fairfield Inn By Marriott - Dallas Market Center	2	2.22	\$67.85						\$67.85	\$67.85		
Sheraton Suites - Market Center	3	2.33	\$102.40						\$102.40	\$102.40		
Days Inn - Dallas Central	2	2.53	\$62.10	\$2.04					\$64.14	\$62.10	\$62.10	
Hilton Garden Inn Dallas Marke	3	2.77	\$79.35							\$79.35		
La Quinta Inn - Dallas City Place	2	2.91	\$86.25	\$1.16					\$87.41	\$87.41	\$86.25	
Marriott Suites - Dallas Market Center	3	3.09	\$96.60						\$96.60	\$96.60		
Embassy Suites Hotel - Dallas/Market Center	3	3.54	\$113.85						\$113.85	\$113.85		
Homewood Suites - Dallas Market Center	2	3.64	\$90.85							\$90.85		
Studioplus - Dallas Market Center	2	4.12	\$63.25	\$8.75		\$72.00				\$63.25		
Radisson Hotel -Central	3	4.44	\$86.25	\$27.60		\$113.50	\$86.25		\$113.85	\$113.85		
Radisson Hotel - Dallas/Mockingbird	3	4.50	\$67.85	\$11.15		\$79.00	\$67.85	\$68.99		\$67.91		
Holiday Inn Select - Dallas Love Field Airport	3	4.56	\$82.80	\$2.30					\$82.80	\$82.80	\$85.10	
Residence Inn By Marriott - Dallas Market Center	3	4.74	\$90.85						\$90.85	\$90.85		
Crowne Plaza Hotel - Dallas Market Center	3	4.88	\$96.53	\$2.37						\$96.53	\$98.90	
Clarion Inn - Dallas Market Center	3	4.94	\$64.39	\$7.61		\$72.00		\$64.39				
Hawthorn Suites - Dallas Market Center	3	4.95	\$67.85	\$3.15		\$71.00			\$67.85	\$67.85		
Sheraton Dallas Brookhollow Hotel	3	5.09	\$86.30							\$86.30		
Red Roof Inn - Dallas Market Center	2	5.25	\$41.39							\$41.39		
Candlewood Suites - Dallas Market Center	3	5.35	\$63.25	\$8.75	\$69.00	\$72.00				\$63.25		
La Quinta Inn - Dallas East	3	5.76	\$63.25	\$4.03						\$67.28	\$63.25	
Wingate Inn - Dallas Market Center	3	5.77	\$84.00			\$84.00						
Howard Johnson Express Inn	2	5.86	\$63.15	\$1.25					\$63.15	\$64.40		
The Bradford At Lincoln Park	3	5.92	\$79.35	\$11.53		\$83.00			\$90.88	\$79.35		
Hilton - Dallas/Park Cities	3	5.96	\$125.35							\$125.35		



The Distribution Zone

Search Done Noon Friday for April 3rd 1 night

Hotel	Best Price	Savings	Hotels.com	Lodging.com	OneTravel	Orbitz
Comfort Inn - Dallas/Addison	\$48.10	\$20.90		\$57.49	\$48.10	\$69.00
Comfort Inn - Farmers Branch	\$89.76				\$89.76	\$89.76
Comfort Inn - Forest Hill	\$111.77				\$111.77	
Comfort Inn - Irving/DFW Airport South	\$96.60					\$96.60
Comfort Inn - Mesquite	\$62.10	\$18.34			\$62.10	\$80.44
Comfort Inn - Plano	\$71.00	\$1.44	\$71.00		\$72.44	
Comfort Inn - Richardson	\$62.09	\$6.90			\$62.09	\$68.99
Comfort Suites - Dallas	\$95.50	\$77.00	\$95.50	\$97.74	\$155.25	\$172.50
Comfort Suites - Lake Ray Hubbard	\$81.65				\$81.65	

TIMS Report

Low Rate

	- "Low Rate Alert" as specified in <i>Set Rate Alerts</i>														- "High Rate Alert" as specified in <i>Set Rate Alerts</i>													
	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed
	7/10	7/11	7/12	7/13	7/14	7/15	7/16	7/17	7/18	7/19	7/20	7/21	7/22	7/23	7/24	7/25	7/26	7/27	7/28	7/29	7/30	7/31	8/01	8/02	8/03	8/04	8/05	8/06
BEAR CREEK LODGE AT MOUNTAIN	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
THE HOTEL TELLURIDE #59331	189	189	189	189	189	189	189	189	XXX	XXX	189	189	189	189	XXX	XXX	XXX	189	189	189	189	189	XXX	XXX	XXX	189	189	XXX
INN AT LOST CREEK #52364	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325	325
WYNDHAM-WYNDHAM MOUNTAIN	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120
WYNDHAM-PEAKS RESORT GOLF	209	209	209	209	209	209	209	209	269	269	209	209	209	209	209	269	269	239	239	239	239	239	269	269	239	239	239	239
0	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

The Low Rate chart analyzes the lowest, non-qualified room rate for a 1 night stay. "XXX" = Sold Out for 1 Night "UTC"=Unable to Connect "MLS"=Minimum Length of Stay "CTA"=Closed to Arrival
 "XXX" = Sold Out for 1 Night "UTC"=Unable to Connect "MLS"=Minimum Length of Stay "CTA"=Closed to Arrival

EXECUTIVE REPORTS

- Flash
 Forecast
 Smith Travel
 RateAgent

Select Type

SUBSETS

- Flash
 Forecast
 Smith Travel
 RateAgent

Select Subset

HOTEL REPORTS

- Flash
 Forecast
 Smith Travel
 RateAgent
 RateAgent Graphs

Alexandria

SCORECARDS

- Ranking
 Perfect Seller

Alexandria		Rate Agent				Price up more than change % (as compared to last update)				Price down more than change % (as compared to last update)					
		Eg LCIS by Channel Your Hotel vs. Your Compet													
Change		10/7 (Sat)				10/10 (Tue)				10/14 (Sat)					
5.0%		Tr	Br	HR	Ca	Tr	Br	HR	Ca	Tr	Br	HR	Ca	Tr	
1-Day Rates	Alexandria	62	62	69	81	62	62	69	75	99	99	99	99	62	
	Hampton Inn - 5th Street	96	96	99	96	99	99	99	99	91	91	91	69	90	
	Holiday Inn - Conv. Center	116	116	125	116	120	120	135	149	98	109	98	98	98	
	Holiday Inn - Downtown	63	63	63	63	96	86	99	99	90	90	90	100	90	
	Radisson Herndon	100	100	110	100	90	90	100	80	89	89	89	80	77	
	Sheraton Alexandria	120	120	139	120	119	119	119	94	119	119	119	129	119	
Comp Set Average		93	93	101	96	96	96	102	99	98	99	98	96	89	
7-Day Rates	Alexandria					sfo	sfo	sfo	69					sfo	
	Hampton Inn - 5th Street					90	90	90	99					91	
	Holiday Inn - Conv. Center					120	120	135	135					98	
	Holiday Inn - Downtown					90	90	90	100					90	
	Radisson Herndon					90	90	100	90					77	
	Sheraton Alexandria					119	119	119	119					119	
Comp Set Average						102	102	107	102					95	
30-Day Rates	Alexandria					sfo	sfo	sfo	69					sfo	
	Hampton Inn - 5th Street					sfo	sfo	sfo	99					sfo	
	Holiday Inn - Conv. Cent					sfo	sfo	sfo	135					87	
	Holiday Inn - Downtown					sfo	sfo	sfo	sfo					sfo	
	Radisson Herndon					59	59	59	90					59	
	Sheraton Alexandria					99	99	99	109					99	
Comp Set Average						79	79	79	100					82	
		Tr	Br	HR	Ca	Tr	Br	HR	Ca	Tr	Br	HR	Ca	Tr	
		10/7 (Sat)				10/10 (Tue)				10/14 (Sat)					

The Edge

Yielding Method and Website Selection

The Edge

Welcome Chris Test

- Hotel Information
- Submission Reports
- Markup Reports
- Maintenance Request
- EZ Yield Companion
- Help
- Logout

Available Hotel(s)

The Edge- Copper

- Spectrum Net Rate**
Allows simultaneous yielding of multiple websites which you currently work with at the "net" rate over a specified period of time.
- Spectrum Selling Rate**
Allows simultaneous yielding of multiple websites which you currently work with at the "selling" rate over a specified period of time.

Primary Sites

<input type="checkbox"/> 1800USAHotels.com	<input type="checkbox"/> test Hotels.com	<input type="checkbox"/> test orbitz
<input type="checkbox"/> testpidia.com	<input type="checkbox"/> test travelocity	
<input type="button" value="Select All Primary Sites"/>		

Secondary Sites

<input type="checkbox"/> Test Hotel Kingdom	<input type="checkbox"/> Test HotelMart	<input type="checkbox"/> test hotels plus
<input type="button" value="Select All Secondary Sites"/>		

Third Tier Sites

<input type="checkbox"/> Test Hotel Locators		
<input type="button" value="Select All Third Tier Sites"/>		

Commissionable Sites

<input type="checkbox"/> Test Quikbook		
<input type="button" value="Select All Commissionable Sites"/>		

International Sites

<input type="checkbox"/> Test Lodging		
<input type="button" value="Select All International Sites"/>		

The Edge

Welcome Chris Test

Hotel Information

Submission Reports

Markup Reports

Maintenance Request

EZ Yield Companion

Help

Logout

Available Hotel(s)

The Edge- Copper

Clear Values

Yielding - Spectrum Selling Rate

Master Room Types	Available	Selling Rate	Unavailable	No Change	Min. Night Stay	Cut Off	CTA
King Suite	<input type="radio"/>	\$: 0.00	<input type="radio"/>	<input checked="" type="radio"/>	NC	NC	<input type="radio"/>
One Bedroom Suite	<input type="radio"/>	\$: 0.00	<input type="radio"/>	<input checked="" type="radio"/>	NC	NC	<input type="radio"/>
Double Suite	<input type="radio"/>	\$: 0.00	<input type="radio"/>	<input checked="" type="radio"/>	NC	NC	<input type="radio"/>

Yield Now

Calculate Net Rate

CALCULATION AREA

Calculations occur after pressing calculation button above

Yielding - 1800USAHotels.com

Master Room Types	Relational Room Names	Selling Rate Before Rounding	Selling Rate After Rounding	Net Rate	Net Rate After Rounding	Net Rate Rounding Type	Package Rate	Markup Type	Markup Amount	Allotment Type	Custom Allotment
King Suite	001 - Standard Room with a Great View					none		Divide	.80	=	
One Bedroom Suite	002 - Test Room Type 2					none		Divide	.80	=	

Change Ok

Remove From Yielding

Yielding - test Hotels.com

Master Room Types	Relational Room Names	Selling Rate Before Rounding	Selling Rate After Rounding	Net Rate	Net Rate After Rounding	Net Rate Rounding Type	Package Rate	Markup Type	Markup Amount	Allotment Type	Custom Allotment
King Suite	A1-First Level Allotment					none		Percentage	20.00 %	=	
Double Suite	A4-Fourth Level Allotment					none		Percentage	20.00 %	=	

Change Ok

Remove From Yielding

Yielding - test orbitz

Master Room Types	Relational Room Names	Selling Rate Before Rounding	Selling Rate After Rounding	Net Rate	Net Rate After Rounding	Net Rate Rounding Type	Package Rate	Markup Type	Markup Amount	Allotment Type	Custom Allotment
Double Suite	double					none		Percentage	20.00 %	=	
King Suite	king					none		Percentage	20.00 %	=	
One Bedroom Suite	one bedroom suite					none		Percentage	20.00 %	=	



The Distribution Zone

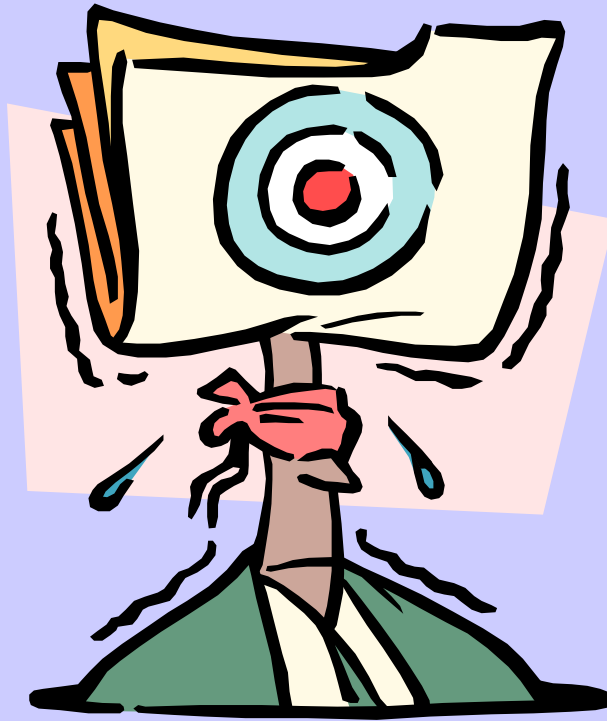
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- ➔ Know where they get their inventory.. Remember the distribution partners for the big boys!
- ➔ Get on line or use technology to help you
- ➔ Know the consequences of your action
- ➔ Empower your staff to make a deal
- ➔ This is a daily event!!!

The Distribution Zone

Channel Conversion

Move them from
where they are to
where you want them
to be!!!





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Two approaches to channel conversion



You are **HOSED**

You are **Thrilled!**



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Some Possible Channel Conversion Ideas

- Coupon at Check-in for X off if you book direct
- Double points for this stay IF you book with us next time
- Upgrade to better room type next time
- Sign up with loyalty club at check in
- COLLECT the DATA at check in and use in email program

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Are you out on a *Limb*?



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Some 3rd Party Contract “Risks” to Consider

- Tax on net or gross
 - Be sure your contract talks about this
- Is the site your “agent”
 - You hope NOT
- Are you going to get paid?
 - Escrow accounts
- Remember the Sherman Act- Who is setting your prices

Let's talk about search engines

What you see is not what you asked for!!!





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Some good facts to know

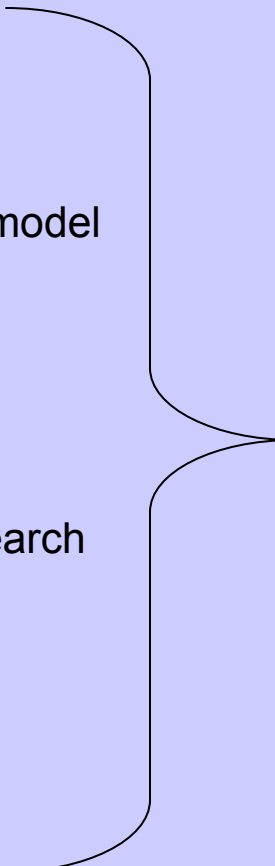
- 60% of all users do not know that placement is purchased and believe listing priority is “best deal”
- 70% of users do not go past the 2nd page of listings



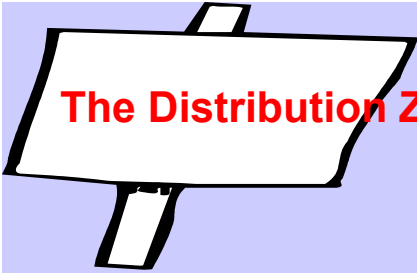
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Placement on Travel Sites

- QOTC's
 - Buy a placement
 - Participate in the partner merchant model
 - Buy search specific placements
 - Buy Thinking time-Interstitial
- Merchant Models
 - Be the most profitable purchase
 - Buy placement within the specific search
 - Brand advertising
- Opaque Models
 - Be most profitable purchase
 - Participate in “packages on the fly”



Don't concentrate
to hard, this is all
changing in 60 days



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Players in the Game

Search Engines

AOL	Yahoo
Excite	Earthlink
AltaVista	Google
Lycos	MetaCrawler
MSN	Ask Jeeves
Sprinks	HotBot
WebCrawler	Ixquick

Search Software

Overture (GoTo)(ad related bids)
Inktomi
LookSmart
Infospace (ad related with bids)
Google (ad related with bids)
Yahoo (ad related with bids)

Terms to keep in mind

Featured Site
Sponsored Site
Web Directory Site

How a site lists a hotel

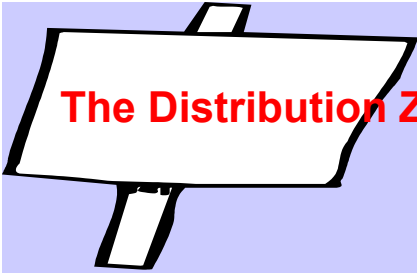
Money	Key word match (metatags)
Algorithm	Depends on the site
Utilization	Content



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Who uses who?

Overture Bid per Search	Infospace, MSN, Lycos, Alta Vista, Yahoo, Inktomi
Inktomi Bid per Search	Look Smart, HotBot, Overture
Infospace Ad's	Excite, Netscape, Look Smart, Excite, AOL, --Mobil, AT&T, Sprint
Google Ad's	Yahoo, Ask Jeeves, Earthlink, AOL, Netscape, NY Times, Washington Post



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Cyber Squatting

Brand Jacking



Diversion Marketing

URL Knapping

Yahoo! Search Results for comfort inn dallas - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://search.yahoo.com/search?p=comfort+inn+dallas&fr=my_top

Yahoo! My Yahoo! Mail Welcome, **swatell** [Sign Out, My Account] Search Home Help

YAHOO! search Yahoo! Search [Advanced Preferences](#)

Web **Images** **Directory** **Yellow Pages** **News** **Products**

YAHOO! YELLOW PAGES comfort inn listings near Dallas TX

Comfort Inn	(972) 613-5000	12670 E Northwest Hwy Dallas TX	9.6 mi*	Map	Directions
Comfort Inn	(972) 572-1030	8541 S Hampton Rd Dallas TX	10.2 mi*	Map	Directions
Comfort Inn Of Mesquite	(972) 285-6300	923 Windbell Cir Mesquite TX	10.5 mi*	Map	Directions

More [comfort inn](#) listings near Dallas TX
* Distances are in miles from Dallas TX

SPONSOR RESULTS ([What's this?](#)) ([Become a Sponsor](#))

- [Deals for Comfort Inn Dallas](#) Find great deals and read candid reviews of **Comfort Inn Dallas** in **Dallas**. Free information on **Comfort Inn Dallas** at Tripadvisor. www.tripadvisor.com
- [Orbitz: Comfort Inn Dallas](#) Book a room through Orbitz at the **Comfort Inn Dallas** in **Dallas** and take advantage of exclusive rates. Save up to 70% when you see an OrbitzSaver. www.orbitz.com
- [Comfort Inn Dallas](#) Hotels-in-Texas has available rooms at the **Comfort Inn**. Don't expect to pay exorbitant rates. info.hotels-in-texas.com
- [Comfort Inn Dallas - Cheaper Rate](#) Before booking a hotel, compare hotel room rates at Nextag. www.nextag.com

TOP 20 WEB RESULTS out of about 225,000. Search took 0.34 seconds. ([What's this?](#))

- [Comfort Inn in Dallas](#) The **Comfort Inn** in **Dallas**, Cheap Reservations, Discounts and Offers. ... Worldwide Hotels | **Dallas** Hotels. **Comfort Inn, Dallas**. Hotel Address: 12670 East NW Hwy., **Dallas**, TX, 75228. Star Rating: 2.5 ... www.lodgingsavings.com/hotel/Dallas/Comfort_Inn.html - 16k - [Cached](#)
- [Comfort Inn Dfw Airport Dallas Hotels](#) **Dallas** airport hotels and reservations at the **Comfort Inn Dfw Airport Dallas** ... International Airport DFW Airport Hotels. **Comfort Inn Dfw Airport Dallas** reservations. **Comfort Inn Dfw Airport** 8205 Ester ... www.dallas-dfw.com/dfw_ciap.html - 18k - [Cached](#) - [More pages from this site](#)
- [Comfort Inn on Yahoo! Travel](#) **Comfort Inn, Dallas** : Find reviews, prices, and availability on Yahoo! Travel travel.yahoo.com/p-hotel-369307-comfort_inn-i
- [Lodging.com: Dallas](#)

Sponsor Results

Comfort Inn Dallas
Discount Travel Center is your source for a discounted rate at the **Comfort ...**
info.discount-travel-center.com

Comfort Inn Dallas
Book online with TheTravelAgents.com. Plug in your dates at the **Comfort ...**
info.thetravelagents.com

Comfort Inn Dallas
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Rodeway Inn Dallas Search

Advanced Search Preferences

Web

Results 1 - 10 of about 110,000 for Rodeway Inn Dallas (0.16 seconds)

Rodeway Inn Dallas Love Field - Dallas - Reviews of Rodeway Inn ...

Rodeway Inn Dallas Love Field, **Dallas**: Visit TripAdvisor, your source for the web's best unbiased reviews, travel articles and guidebook listings about **Rodeway ...**

www.tripadvisor.com/Hotel_Review-g55711-d98714-Reviews-Rodeway_Inn_Dallas_Love_Field-Dallas_Texas.html - 51k - [Cached](#) - [Similar pages](#)

Rodeway Inn Dallas Love Field - Dallas, Texas, United States ...

Rodeway Inn Dallas Love Field, Email to a friend. ... Number of rooms: N/A. **Rodeway Inn Dallas** Love Field 3140 West Mockingbird Lane **Dallas** Texas 75235 United States. ...

www.zoomandgo.com/Hotel_Review-hkHUSAUSZ48A0272hk-Reviews_and_Pictures_of_Rodeway_Inn_Dallas_Love_Field_D... - 33k - [Cached](#) - [Similar pages](#)

Rodeway Inn Dallas Love Field - Dallas, Texas, United States ...

Rodeway Inn Dallas Love Field, **Dallas**, Texas, United States: Zoom And Go has the most comprehensive, unbiased reviews, ratings, and images of **Rodeway Inn ...**

www.zoomandgo.com/Hotel_Videos-hkHUSAUSZ48A0272hk-Rodeway_Inn_Dallas_Love_Field_Dallas_Texas_UnitedStates.htm - 28k - [Cached](#) - [Similar pages](#)

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discount at **Rodeway Inn Dallas Dallas** Hotels and Travel Information. ... discount at

Rodeway Inn Dallas: We offer you the best rates on hotels in **Dallas**, Texas. ...

www.dallas-hotels.traveltastic.com/discount%20at%20Rodeway%20Inn%20Dallas.htm - 23k - [Cached](#) - [Similar pages](#)

Dallas Rodeway Inn discount rates

... **Inn** hotel reservation in **Dallas** Fairfield **Inn** rates **Dallas** discount rate Sol Melia **Dallas** Sofitel discount **Dallas** discount at **Rodeway Inn Dallas** airport Rental ...

www.dallas-hotels.traveltastic.com/Dallas%20Rodeway%20Inn%20discount%20rates.htm - 23k - [Cached](#) - [Similar pages](#)

[[More results from www.dallas-hotels.traveltastic.com](#)]

Rodeway Inn North - Austin Hotels Discounts

... Adler *Country **Inn** & Suites *Holiday **Inn** Durango ***Rodeway Inn** Ukiah *Econo ...

Grand Casino Kursaal *Flair Hotel Peter *La Quinta **Inn Dallas** Cityplace *Holiday **Inn** ...

www.onlinehotelsbooking.com/rodeway_inn_north_118159.html - 37k - [Cached](#) -

Sponsored Links

Rodeway Inn

Discount Rates and Secure Reservations at San Antonio Hotels. www.lodging.com

Hotel Discounts

Dallas Rodeway Book Online Or Call 1-800-576-0003. www.HotelLocators.com

[See your message here...](#)



discount at Rodeway Inn Dallas
Dallas Hotels and Travel Information

Dallas Guide

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- [Best Eastern hotel in Dallas](#)
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- [discount rates Fairmont Dallas](#)
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We offer you the best rates on hotels in Dallas, Texas.

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Use our online search form containing over 80,000 links to hotels, discount hotel reservations and travel related services, the most complete, comprehensive and up to date hotel guide on the web with hotel accomodations for business travel, leisure travel, and vacation getaways.

We also offer special low rates on Dallas air travel and car rentals.

Use this search form to find the lowest rates on:
Hotels, rentals, cars and airfare.

HOTEL	VACATION RENTALS	CAR	AIR	
<p>Search a Destination</p> <p>City: <input type="text" value="Dallas"/></p> <p>Check-in: <input type="text" value="April"/> <input type="text" value="16"/></p> <p>Check-out: <input type="text" value="April"/> <input type="text" value="18"/></p> <p>Adults per Room: <input type="text" value="2"/></p> <p>Number of Rooms: <input type="text" value="1"/> <input type="button" value="Search"/></p> <p> Guaranteed Lowest Rates!!</p>				<p>Browse:</p> <ul style="list-style-type: none"> Anaheim Las Vegas New Orleans New York Orlando Miami Reno London Paris

Ocean Isle Beach, North Carolina, The Winds Oceanfront Inn & Suites, golf packages, golf, honey - Microsoft Internet Explorer

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Status Bar

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Stop Esc

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Source

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Oceanfront Inn & Suites
An Island Beach & Golf Resort
Ocean Isle Beach, North Carolina



Reservations: 1-800-445-1111

Click here for availability search and online booking

Rooms and Suites
Resort Houses
Amenities
Rates
Seasonal Specials
Honeymoon Pkgs.
Golf Packages
Gift Certificates

Done

Start

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Go

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index[1] - Notepad

File Edit Format Help

<OPTION VALUE="142">Arizona Charlie's East Hotel and Casino</OPTION>
<OPTION VALUE="143">Arizona Charlie's West Hotel and Casino</OPTION>
<OPTION VALUE="2">Bally's Hotel and Casino</OPTION>

Find ? X

Find what: Find Next

Direction: Up Down

Match case Cancel

<OPTION VALUE="144">Boyd's Hotel and Casino</OPTION>
<OPTION VALUE="145">Boyd's Station Hotel and Casino</OPTION>
<OPTION VALUE="146">Boyd's Station Hotel and Casino</OPTION>
<OPTION VALUE="147">Boyd's Station Hotel and Casino</OPTION>
<OPTION VALUE="148">Boyd's Station Hotel and Casino</OPTION>
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<OPTION VALUE="161">Buffalo Bill's Hotel and Casino</OPTION>
<OPTION VALUE="4">Caesars Palace Hotel and Casino</OPTION>
<OPTION VALUE="5">Circus Circus Hotel and Casino</OPTION>
<OPTION VALUE="173">Clarion Hotel and Suites</OPTION>
<OPTION VALUE="167">Comfort Inn - Paradise Road</OPTION>





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Choice Internet Brand Watch

- Protecting Choice Trademarks Online; symbols, words, brand name, logos, etc. that distinguishes our brands
- Abusers compromising brand integrity & Jeopardizing sales
- Choice put major search engines on legal notice to protect our marks – going after unauthorized sites
- In conjunction with Trademark attorneys, using automated tool and search specialists to find abusers of:
 - Domain Names
 - Web Sites
 - Meta Tags
 - Search Engines



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E Commerce *Points* To Remember

1. Protect your web site investment
 - Don't link to external web sites promoting your competition
 - Choicehotels.com booking engine does not cost you more – link to it
2. Avoid legal risk - gain approval before using “other” brand names, images, etc.
3. If you find an offender abusing Choice trademarks and brands – contact us at ehelp@choicehotels.com



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Brand Protection

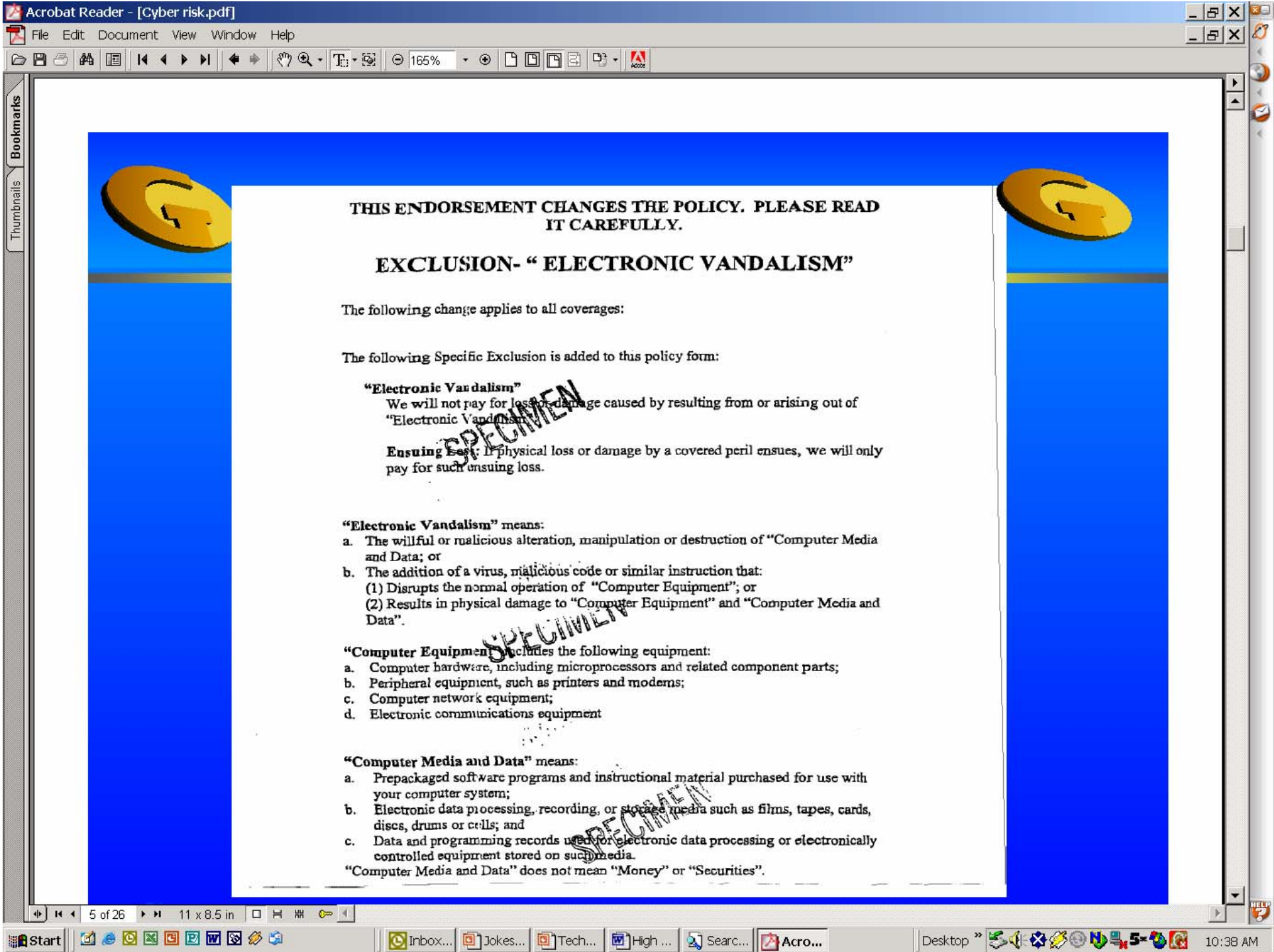
- How is your name being used
- Have you allowed it
- Send a C & D notice
- Keep checking

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"Dear Senator: Last week a policy holder tripped over his shoelace while using a cell phone. The insurance industry urges you to consider new legislation banning the use of cell phones by anyone with feet..."



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

EXCLUSION- "ELECTRONIC VANDALISM"

The following change applies to all coverages:

The following Specific Exclusion is added to this policy form:

"Electronic Vandalism"

We will not pay for loss or damage caused by resulting from or arising out of "Electronic Vandalism".

Ensuing Loss: If physical loss or damage by a covered peril ensues, we will only pay for such ensuing loss.

"Electronic Vandalism" means:

- a. The willful or malicious alteration, manipulation or destruction of "Computer Media and Data"; or
- b. The addition of a virus, malicious code or similar instruction that:
 - (1) Disrupts the normal operation of "Computer Equipment"; or
 - (2) Results in physical damage to "Computer Equipment" and "Computer Media and Data".

"Computer Equipment" includes the following equipment:

- a. Computer hardware, including microprocessors and related component parts;
- b. Peripheral equipment, such as printers and modems;
- c. Computer network equipment;
- d. Electronic communications equipment

"Computer Media and Data" means:

- a. Prepackaged software programs and instructional material purchased for use with your computer system;
- b. Electronic data processing, recording, or storage media such as films, tapes, cards, discs, drums or cells; and
- c. Data and programming records used for electronic data processing or electronically controlled equipment stored on such media.

"Computer Media and Data" does not mean "Money" or "Securities".



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Cyber*Risk*-What you don't know may get you

- Insurance forms generally don't cover online exposures
 - Property and Crime Coverage
 - Intangible Property- Loss of databases
 - Business Interruption-When your site is down
 - Cyber Extortion- “If you don't _____, I will take down your site or sell your data”
 - Credit Card Fraud- Online credit card fraud
 - Electronic Liability
 - Downstream Liability- What if someone from your center uploads a virus?
 - Breach of Security- What if that great database you created is hacked and the data gets out
 - Errors and Omissions- God forbid someone posts a rate of \$25 instead of \$225.

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Questions ?

