



**URNS DMO WEBSITE VISITORS INTO REAL
WORLD CUSTOMERS**

JackRabbit

Is a lodging search engine to facilitate fast, efficient consumer search for accommodation while navigating DMO websites and....

....aligns with the preference of both the consumer and the lodging to transact directly -- with no middleman

JackRabbit is dedicated to the direct booking channel

100% of the bookings we facilitate are customer-direct with their chosen lodging supplier – JackRabbit is the only system hosted on DMO consumer sites that operates on this principle.

“It’s about the Consumer...”

HOW IT WORKS

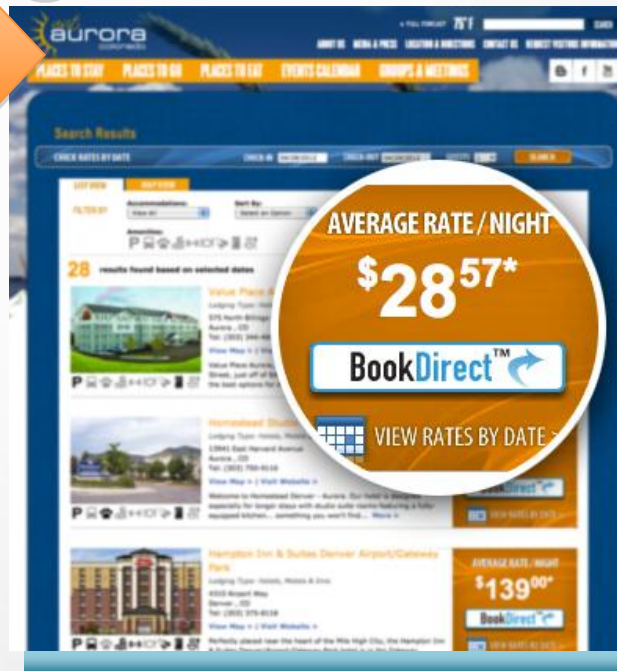
81% of room nights in the past year were booked through direct channels compared to only 19% through third party channels. JackRabbit aligns perfectly with this consumer preference to book direct with their selected lodging supplier. *AH&LA and STR Study, January, 2012*

1



Enter Dates

2



View Results

3



INDEPENDENTLY
OWNED

Complete
Reservation
on Hotel
Website

Direct Bookings to Grow Faster & Gain Market Share over OTAs in Future

- **Featured Article: HotelMarketing.com**
[“OTAs under pressure as travelers book directly”](#)
- **Hotels Pushing for Direct Bookings** - During recession years of 2009-2011, major online travel agencies (OTAs) stole some market share from hotel supplier direct bookings, but PhoCusWright sees that changing in the next couple of years as the hotel industry pushes to reach travelers directly.
- **Direct Bookings Projected to Grow Faster** - Most of online growth is coming from bookings made through airlines and hotels directly. ***Direct bookings are expected to grow 14% versus 6% growth for 3rd party online travel agencies (133% more) over the next 2-3 years.***

Source: HotelMarketing.com / PhoCusWright Study - November 14, 2012

CONSUMERS DEMAND SEARCH EFFICIENCY

Most Important Travel Website Features

FEATURE	2011
Able to immediately check lowest rates	84%
Easy to use booking feature	74
Photos of rooms/facilities	72
Destination maps	66
Ability to enter coupons for savings	65
Scheduling activities in advance	62
Email notification of specials	46
User-generated reviews	46
Ability to share photos with others	10

**Source: Ypartnership / Harrison Group 2011 Portrait of American Travelers*

DMO WEBSITE VISITOR RESEARCH

Comparison Shopping, Activities and Accommodations Top the List

Travel actions taken and decisions influenced by a destination website



Base: DMO users

Source: PhoCusWright's Destination Marketing: Understanding the Role and Impact of Destination Marketers

JackRabbit vs. 3rd Party Engine Technology



No inventory management needed into JackRabbit by your lodging partners

100% of lodgings participate in JackRabbit search results & technology

Inventory management is required into an OTA booking engine system by your lodging partners

OTA Inventory management creates additional work and greatly reduces lodging participation level



JackRabbit Credentials

- *Hosted on 220+ DMO/lodging association websites (including 18 in Canada) -- the largest solution provider in N. America*
- *25,000+ lodgings in JackRabbit network*
- *Recently expanded into the Caribbean*
- *Interfaces with 200+ res systems for rate and availability data to display on search results pages...the system aggregates and stores over 1million room rates and availabilities daily*

JACKRABBIT CORPORATE HOTEL CHAIN PARTNERS

Current Hotel Chain Partners in JackRabbit Network

InterContinental Hotel Group

Candlewood Suites
Crown Plaza
Holiday Inn
Holiday Inn Express
Hotel Indigo
Intercontinental Hotels & Resorts
Staybridge Suites

Carlson Hotels Worldwide

Country Inn & Suites
Park Inn
Park Plaza hotels & Resorts
Radisson Hotels & Resorts
Regent Hotels & Resorts

Marriott

Courtyard
Fairfield Inn
Marriott Hotels & Resorts
Marriott Conference Centers
Marriott ExecuStay
Marriott Ex. Apartments
Marriott Hotels & Resorts
Marriott Vacation Club Int'l
Renaissance Hotels/Resorts
Residence Inn
SpringHill Suites
The Ritz-Carlton
TownePlace Suites

Hilton Hotels

Conrad Hotels
Doubletree
Embassy Suites Hotels
Hampton Inn
Hampton Inns & Suites
Hilton Garden Inn
Hilton Hotels
Homewood Suites by Hilton

Drury Inn & Suites

Drury Inn
Pear Tree Inn
Drury Plaza Hotel
Drury Suites
Drury Lodge

Wyndham Worldwide

Amerhost Inn
Baymont Inn & Suites
Days Inn
Hawthorn Suites
Howard Johnson
Knights Inn
Microtel Inn & Suites
Ramada
Super 8
Travelodge
Wingate by Wyndham
Wyndham Hotels & Resorts

Hyatt Hotels & Resorts

AmeriSuites
Andaz
Grand Hyatt Hotels
Hyatt Place
Hyatt Regency Hotels
Hyatt Resorts
Hyatt Summerfield Suites
Hyatt Vacation Club
Park Hyatt Hotels

Starwood Hotels & Resorts

aloft
element
Four Points® by Sheraton
Le Méridien
Sheraton Hotels & Resorts
St. Regis® Hotels & Resorts
The Luxury Collection
W Hotels
Westin Hotels & Resorts

Choice Hotels International

Ascend Collection
Cambria Suites
Clarion
Comfort Inn
Comfort Suites
Econo Lodge
MainStay Suites
Quality Inn
Rodeway Inn
Sleep Inn
Suburban Extended Stay Hotel

America's Best Value Inns

AmericInn International

Best Western International

Coast Hotels & Resorts

Delta Hotels & Resorts

Four Seasons

Fairmont Hotels & Resorts

La Quinta Inn & Suites

Magnuson Hotels

Motel 6

Red Roof Inn

Red Lion Hotels

JACKRABBIT FREE RESERVATION ENGINE



Check Availability

Check-In: 05/22/2012

Check-Out: 05/22/2012

Guests: 1

Beds: 1

Search

Luxury Two Bedroom

\$600.00

Book Now

Check Availability

Check-In: May 22, 2012

Check-Out: May 26, 2012

Guests: 3

Beds: 1

Luxury Two Bedroom

\$600.00

Book Now

Luxury Three Bedroom

\$1,000.00

Book Now

In an 80 market study, 42% of lodgings did not have an online reservation system

JRes developed and offered free to lodgings without an online booking capability

Small lodgings can now realize the benefit of online bookings through their DMO's partnership with JackRabbit

JACKRABBIT EXTENSIONS

An online experience that expands beyond websites. We allow the DMO to touch visitors at every point in their journey

JackRabbit  DMO



Planning their trip

Booking their room

Navigating their destination

JACKRABBIT FACEBOOK APP

The screenshot displays the JackRabbit Facebook app interface. At the top, there's a search bar and navigation options like 'JackRabbit Systems' and 'Book a Room'. Below, it shows search results for 44 properties. Two properties are highlighted: 'The Sage House' with an average rate of \$125.00* and 'America's Best Value Lam...' with an average rate of \$49.56*. A 'Post to Your Wall' overlay is active, showing a user's profile picture and a post: 'The Sage House via BookDirect. I just found a great rate at Rodeway Inn on the Beach in Daytona Beach, FL. \$54.99 avg nightly rate from 05/07-05/08. via BookDirect'. The post includes a 'Share' button and a 'Cancel' button.



Embed JackRabbit on your Facebook page

Visitors can “Like” properties to share rates and availability with their friends

Leverage follower base to promote lodgings and activities in your market

JACKRABBIT MOBILE



Instant price shopping

Click to call lodgings front desk (not an OTA call center)

Direction to property from current location

JACKRABBIT SPECIAL OFFERS & PACKAGES

THE OFFICIAL CONVENTION & VISITORS BUREAU SITE FOR MILWAUKEE

TRAVEL GUIDES
TRANSPORTATION
MEET & LEAS
SOCIAL MEDIA
MILWAUKEE IN THE NEWS

VISITORS | EVENTS | OFFERS | MEETING PLANNERS | TOUR OPERATORS | MEDIA | ABOUT US | MEMBERS

HOTEL DETAILS

SEARCH RESULTS

CHECK RATES BY DATE

CHECK IN: 05/05/2012 CHECK OUT: 05/06/2012 GUESTS: 1

FILTER BY: Accommodations: Location: Sort By: Amenities:

49 results found based on selected dates

6 Deals

AVERAGE \$8 PER NIGHT

BookDirect

Hilton Milwaukee
Lodging Type: Hotels, Hotels & Inns
4700 N. Port Washington
Milwaukee, WI
Tel: (414) 962-6040
View Map > | Visit Website >

Full-service hotel on the scenic waterfront. Features complimentary fitness center, complimentary Hi-Speed Internet, complimentary parking, complimentary breakfast, complimentary shuttle to downtown, complimentary riverfront views.

\$139.00*

BookDirect

Discovery World Package
Hilton Milwaukee
View Map > | Visit Website >

Plan your stay with the Hilton Milwaukee City Center, and uncover the wonders of science and technology at Discovery World.

FROM \$201.00

BookDirect

THE OFFICIAL CONVENTION & VISITORS BUREAU SITE FOR MILWAUKEE

TRAVEL GUIDES
TRANSPORTATION
MEET & LEAS
SOCIAL MEDIA
MILWAUKEE IN THE NEWS

VISITORS | EVENTS | OFFERS | MEETING PLANNERS | TOUR OPERATORS | MEDIA | ABOUT US | MEMBERS

HOTEL DETAILS

SEARCH BY DATE

CHECK IN: 05/05/2012 CHECK OUT: 05/06/2012 GUESTS: 1

Sort By: Select an Option

Special offers and packages

FROM \$154.00

BookDirect

Sweet Romance Getaway
DoubleTree by Hilton Hotel Milwaukee Downtown
View Map > | Visit Website >

Catch up on quality time at DoubleTree by Hilton made for two.

Bayshore Shoppers Package
Hilton Milwaukee Riverfront
View Map > | Visit Website >

Enjoy shopping at the Bayshore Town Center!

BookDirect

Great Rates for AARP Members!
Four Points by Sheraton Milwaukee North
View Map > | Visit Website >

It's easy to save at Four Points. Show your AARP member card at check-in and save off our best available rate. Plus enjoy free internet.

FROM \$109.00

BookDirect

Indexes special offers provided by lodging partners on their own websites

Complete automation means no user data entry

Offers are never stale on the DMO website

Over 67% of consumers are most interested in special/discount offers while less than 8% said a package deal was the reason they booked a hotel
Epsilon Study

JackRabbit Custom Packages & Promotions

THE OFFICIAL CONVENTION & VISITORS BUREAU SITE FOR MILWAUKEE

TRAVEL GUIDES
TRANSPORTATION
MORE & LESS
SOCIAL MEDIA
MILWAUKEE IN THE NEWS

VISITORS | EVENTS | OFFERS | MEETING PLANNERS | TOUR OPERATORS | MEDIA | ABOUT US | MEMBERS

HOTEL DETAILS

SEARCH RESULTS

CHECK RATES BY DATE

CHECK IN: 05/05/2012 CHECK OUT: 05/06/2012 GUESTS: 1

HOTELS PACKAGES MAP

49 results found based on selected dates

Hilton Milwaukee
Lodging Type: Hotels, Motels & Inns
4700 N. Port Washington
Milwaukee, WI
Tel: (414) 962-6040
View Map > | Visit Website >
Full-service hotel on the scenic waterfront. Features complimentary Wi-Fi, complimentary breakfast, and complimentary parking. Located near the Milwaukee River.

6 Deals

AVERAGE RATE/NIIGHT \$89

BookDirect

Hilton Milwaukee
Lodging Type: Hotels, Motels & Inns
509 W. Wisconsin Ave.
Milwaukee, WI
Tel: (414) 271-7250
View Map > | Visit Website >
Milwaukee's premier convention hotel, now offering newly renovated guest rooms and fitness center. The Hilton is connected to the Frontier Airlines Center. 729 guest rooms...

AVERAGE RATE/NIIGHT \$139.00*

BookDirect

Discovery World Package
Hilton Milwaukee
View Map > | Visit Website >
Plan your stay with the Hilton Milwaukee City Center, and uncover the wonders of science and technology at Discovery World.

FROM \$201.00

BookDirect

THE OFFICIAL CONVENTION & VISITORS BUREAU SITE FOR MILWAUKEE

TRAVEL GUIDES
TRANSPORTATION
MORE & LESS
SOCIAL MEDIA
MILWAUKEE IN THE NEWS

VISITORS | EVENTS | OFFERS | MEETING PLANNERS | TOUR OPERATORS | MEDIA | ABOUT US | MEMBERS

HOTEL DETAILS

SEARCH BY DATE

CHECK IN: 05/05/2012 CHECK OUT: 05/06/2012 GUESTS: 1

HOTELS PACKAGES MAP

Sort By: Select an Option

Special offers and packages

FROM \$154.00

BookDirect

Sweet Romance Getaway
DoubleTree by Hilton Hotel Milwaukee Downtown
View Map > | Visit Website >
Catch up on quality time at DoubleTree by Hilton made for two.

Bayshore Shoppers Package
Hilton Milwaukee River
View Map > | Visit Website >
Enjoy shopping at the Bayshore Town Center!

BookDirect

Great Rates for AARP Members!
Four Points by Sheraton Milwaukee North
View Map > | Visit Website >
It's easy to save at Four Points. Show your AARP member card at check-in and save off our best available rate. Plus enjoy free internet.

FROM \$109.00

BookDirect

DMO coordinates custom packages with select hotels with ad campaigns promoting each

Custom packages/promotions listed by hotels/lodgings

Book package direct with lodging partners

Google Analytics to track and measure campaign

JACKRABBIT ATTRACTIONS & EVENTS

NATIONAL HARBOR Corporate | Contact Us
OFFICE AND RETAIL LEASING

HOME SHOPPING DINING HOTELS ENTERTAINMENT MARINA & PIERS RESIDENTIAL DIRECTORY

Search Results
CHECK RATES BY DATE
CHECK IN: 05/01/2012 CHECK OUT: 05/10/2012 GUESTS: 1 SEARCH

HOTELS DEALS ACTIVITIES MAP

FILTER BY: Accommodations: Location: Sort By: Select an Option

6 hotel results found

Nearby Activities

\$192.49*

View Rates by Date >

Aloft Washington
Lodging Type: Hotel
156 Waterfront St
National Harbor, MD
Tel: (301) 749-9000
View Map > | Visit Website >

Hampton Inn & Suites National Harbor/Alexandria Area
Lodging Type: Hotels, Motels & Inns
250 Waterfront St
Oxon Hill, MD
Tel: (301) 567-3531
View Map > | Visit Website >

The Westin Washington National Harbor
Lodging Type: Hotels, Motels & Inns
171 Waterfront Street
National Harbor, MD
Tel: (301) 567-3999
View Map > | Visit Website >

Tabs on lodging listing show nearby activities

Indexes pricing and availability for local activities and events

NATIONAL HARBOR Corporate | Contact Us
OFFICE AND RETAIL LEASING

HOME SHOPPING DINING HOTELS ENTERTAINMENT MARINA & PIERS RESIDENTIAL DIRECTORY

Search Results
CHECK IN: 04/28/2012 CHECK OUT: 04/29/2012 GUESTS: 1 SEARCH

HOTELS DEALS ACTIVITIES MAP

View By: Venue Calendar

5 venues found based on search criteria

Entertainment Cruises
561 Light Street
Baltimore, MD 21202
View Map > | Visit Website >

TICKETS FROM \$8.00

TICKETS FROM \$21.93

View events by venue or by calendar view

REPORTS AND ANALYTICS

Save as PDF | Print

Website: **visitkc.com**

Start Date: End Date:

Lodging Filters: *All Clients* Website Filters: *All Websites*

Referral Reports



Searches by Category

Website	Total	All Lodging	Bed & Breakfasts	Hotels, Motels & Inns	Resorts, Retreats & Lodges	Vacation Rentals & Cabins
visitkc.com	4,648	4,424	8	195	17	4
Totals	4,648	4,424	8	195	17	4

Searches by Campaign

Website	Total
visitkc.com	0
Totals	0

Referrals by Category

Website	Total	All Lodging	Bed & Breakfasts	Hotels, Motels & Inns	Resorts, Retreats & Lodges	Vacation Rentals & Cabins
visitkc.com	3,536	3,381	2	143	9	1
Totals	3,536	3,381	2	143	9	1

Referrals by Button

Website	Total	BookDirect Button	Click For Price Link	Lowest Price Link	More Info Button	Picture Link	Title
visitkc.com	3,536	435	112	6	1,587	199	1,197
Totals	3,536	435	112	6	1,587	199	1,197

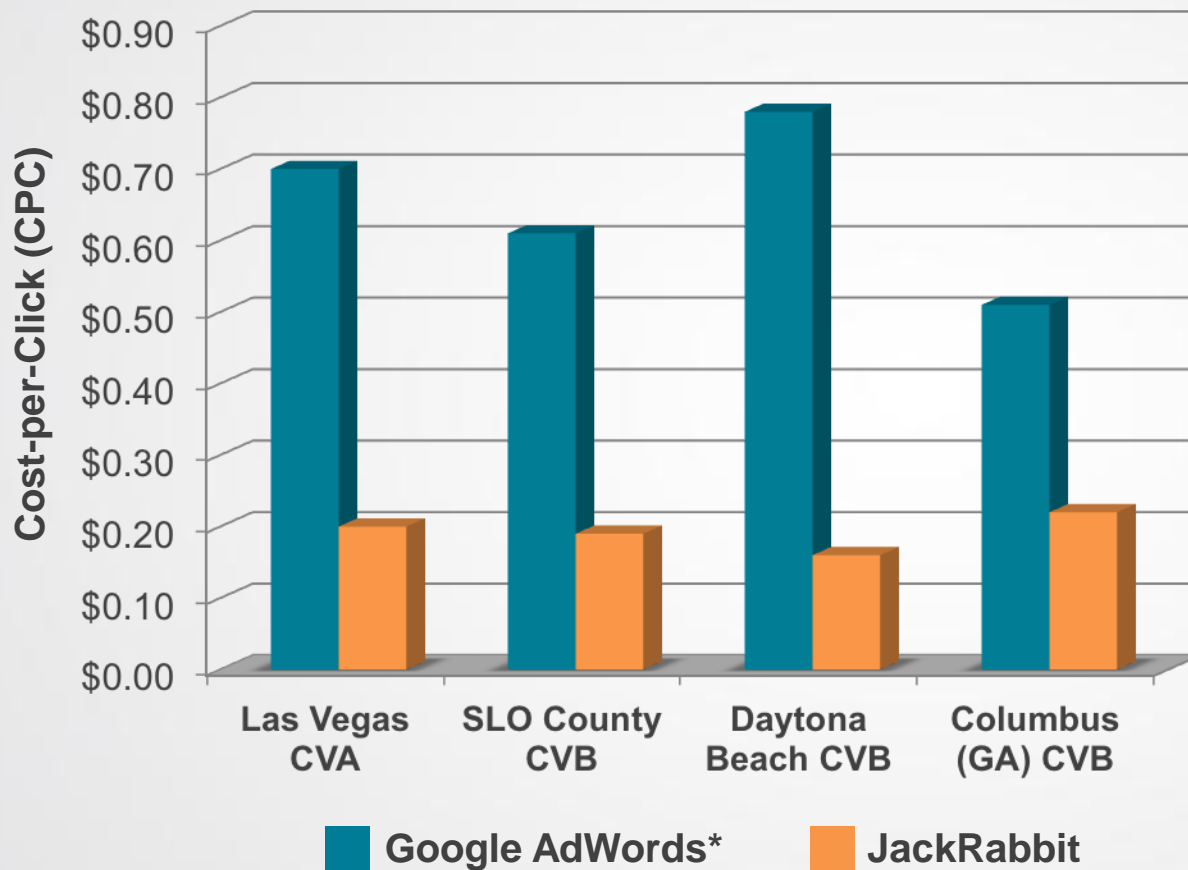
One reporting system ties it all together

Real-time data

Search behavior

Referrals

MOST EFFECTIVE COST PER REFERRAL PROGRAM FOR DMOs



Compared to traditional media (print, broadcast) and online advertising (SEM campaigns, display) JackRabbit can generate highly qualified and a higher number of leads at the lowest net effective cost-per-referral rate...driving leads direct to your lodging partners' sites

**AdWords CPC based on comparable average daily referrals at average AdWords ad position of 3.04*

THE BEST CONSUMER SOLUTION



Immediate rate and availability information on the web, Facebook and mobile

Search-Click-Book Now Efficiency

Reservations are direct with lodging, not a 3rd party – no middleman fees or terms and conditions

Can spend /acquire loyalty reward points with hotels

THE BEST LODGING SOLUTION



**“Own the customer” -
Consumer is Lodging’s
customer**

**No fees or commissions –
realize 100% of booking
revenue**

**No additional inventory
management**

**Unbiased display of
lodgings on results pages**

**Maintain Rate Integrity
– Lodging sets rate, not
the OTA**

THE BEST DMO SOLUTION



More relevant – meet consumer expectation

Scalable cost – affordable solution for DMOs

Direct large volume of qualified referrals to your lodging partners (and attractions/events if applicable)

Additional engines (e.g. Mobile) provide added functionality to drive more referrals to lodgings

No overhead costs – direct bookings means DMO is not involved in the transaction

Measurable Results – 24/7 password protected access to search and referral data

THANK YOU!

ALEX KINNINMONT

CANADIAN REPRESENTATIVE

468 QUEEN ST. E., SUITE 300

TORONTO, ON, M5A 1T7

alex.kinninmont@publicitas.com

416 500-3899

jackRabbit 