

Galileo Best Available Rate Program

Less Shopping, More Booking

Today, there are so many ways for consumers to shop for and book a hotel room. They can check travel Web sites, call the hotel directly, go to a hotel Web site or visit a travel agent and use the GDS, all in pursuit of the best rate available. To help avoid this often time consuming and frustrating process, Galileo has launched the "Best Available Rate" program (BAR) with hotel partners to provide Galileo travel agents with the security of knowing that the best available rates are accessible through its GDS system. Galileo-connected agents can now provide a more efficient and enhanced service to their clients. They can book participating hotels through RoomMaster with confidence, knowing that they are getting the same rates found on a hotel's Web site or by calling the hotel direct.

Benefits of the "BAR" program

For the Participating Hotel Partners

- Increased bookings & increased brand share
- Extensive sales and marketing support worldwide to promote participating hotels
- Consistent rate policy across distribution channels
- Control of brand and rate integrity

For the Travel Agent

- Increased confidence and loyalty
- Time savings and efficiency – less shopping, more bookings!

"Galileo's focus on the best available rate in the GDS fits perfectly into Marriott's approach and our Look No FurtherSM Best Rate Guarantee."

Mike Burns, Director GDS at Marriott International



"We are pleased to be able to participate in Galileo's BAR program which makes booking more efficient for our valued travel agent partners."

Sam Hoffman, Director of Marketing at Outrigger Hotels

GALILEO BEST AVAILABLE RATE PROGRAM



SHOP LESS, SELL MORE
Galileo Makes It Easy to Get Your Clients the Best Available Rate at Hotels Worldwide

Galileo's Best Available Rate (BAR) program is one more reason why Galileo is your one-stop-shop for booking hotels. Galileo has worked with leading hotel brands to ensure that you will quickly find the same great rates in the Galileo system as if you spent the time searching a hotel's Web site or calling the hotel directly. In today's world when efficiency is a critical factor to agency success, the time saved by booking directly with Galileo can lead to significant returns for your agency. And the money you save your clients will encourage them to return to you for repeat bookings.

There is no cost or registration to participate in this program and there are no additional steps in the booking process! The best available published rates - including web rates - are right at your fingertips, through FloorMinder. Simply look with one of our participating suppliers and be confident that you are getting the best deal for your customers.

Below are the distinguished hotel brands that already participate in Galileo's BAR program, totaling over 9,000 individual properties. This list can be found right in Galileo in the BAR Profile: S*TLQREWS-BEST RATE (USA) or S*02W/BEST RATE (Canada).



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- Mike Burns, Director
ODD at Marriott International

"We are pleased to be able to participate in Galileo's BAR program which makes booking more efficient for our valued travel agent partners."
- Sam Hoffman,
Director of Marketing

GALILEO A CENDANT COMPANY **Shop Less, Sell More**

Easy Does It: Get Clients the BEST Available Rate At Nearly 9,000 Hotels Worldwide

Galileo's Best Available Rate (BAR) program now has nearly 9,000 participating properties. It's one more reason why Galileo is your one-stop-shop for booking hotels.

Galileo works with leading hotel brands to ensure that you'll quickly find the same rates in the Galileo system as if you spent the time searching the hotel's Web site or calling the hotel directly. There is no cost, no additional steps in the booking process, and you don't have to register to participate.

In today's world when efficiency is a critical factor to agency success, the time saved by booking directly with Galileo can lead to significant returns for your agency. And the money you save your clients will encourage them to return to you for repeat bookings.

So why shop around? From international chain resorts to regional boutique hotels, Galileo combines one-stop convenience for you with the Best Available Rate for your clients.

The growing list of distinguished hotel brands participating in Galileo's BAR program include:



Not a Galileo subscriber? Don't miss out! Visit www.galileo.com/BAR or e-mail Galileo.BAR@Cendant.com to learn about the program and all of the benefits of choosing Galileo as your GDS solution.

"The Galileo BAR marketing program sends a clear message to the travel agents that we value their business, and gives them the reassurance that the Kimpton Hotels will offer the competitive pricing necessary for them to maximize revenue to our hotels."
Jimmy Suh, Vice President, Revenue Management & Distribution at Kimpton Hotels

Hotel Groups Flocking to Join New Program

Galileo is working with top hotel suppliers to ensure access to the best available published, unrestricted rates. Launched in September of 2004, the program has already attracted both large global hotel groups and regional hotel chains alike including: Best Western, Boscolo Hotels, Carlson Hotels Worldwide, Destination Hotels and Resorts, Hyatt Hotels & Resorts, Kempinski Hotels & Resorts, Kimpton Hotels, Small Luxury Hotels, Le Meridien Hotels and Resorts, Mövenpick Hotels, Marriott Hotels® & Resorts, Omni Hotels, Outrigger Hotels & Resorts, Protea Hotels and Wyndham to name a few.

What Rates Are Included in BAR?

"Best Available Rate" or "BAR" rates mean they are the lowest 'Unrestricted Rates' – defined as a rate available to the general public that does not require pre-payment and does not impose cancellation or change penalties and/or fees, other than those imposed as a result of a hotel property's normal cancellation policy. e.g. rack, corporate, promotional, weekend and special rates. Other rates that require credentials are excluded from the BAR program including: group rates, opaque rates, prepaid rates, internet rates, consortia rates, travel industry rates and government rates.

"Hyatt is pleased to participate in Galileo's Best Available Rate program, reaffirming its commitment to the travel agent community -- whom Hyatt has long recognized as an important distribution channel."
Joan Lowell, Vice President, Electronic Distribution, at Hyatt Hotels & Resorts

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 **CENDANT**
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