

Airline Hotel and Car Awards

DATA SHEET

POWERING
TRAVEL
EXPERIENCES



Product Overview

- Hotel and car redemption technology platform
- Matches your brand & messaging
- Integrates with existing websites

Advanced Functionality

- Dynamic pricing based on product cash price
- Miles + Cash at checkout
- Any language
- Multiple segmentation capabilities

Other Benefits

- Online cancel and modify
- Enhanced agent tools
- 1:1 Marketing support

EXPAND YOUR VALUE

The Switchfly platform allows frequent flyers to use miles for alternative travel needs, such as hotels and car rentals. Our platform automatically converts the cash price of these products into your frequent-flyer currency, add markup, and book all components. Frequent flyers remain loyal because they see more value from miles that can be used beyond flights, while airlines burn miles, earn commissions, and increase customer satisfaction, all in a single transaction.

HOTEL

Multi-Source Inventory

Our multi-source inventory approach gives you access to over 200,000 hotels. Inventory providers compete for your customers' business in real time, offering your members the lowest rates on every search. Our hotel network incorporates most OTAs, as well as local wholesalers, to make sure you have access to both low rates and broad coverage.

Hotel Builder

Seamlessly integrate your pre-negotiated hotel contracts into the many inventory sources available on the Switchfly network. Elect to incorporate these properties into a real-time pricing comparison, or elect to always honor their pre-negotiated rates and utilize the additional sources as backfill.

Hotel Choice Model

Our Hotel Choice Model is developed to simulate the decision process, and make those hotels most likely to be purchased available to the customer on the first page of results. The outcome is higher conversion rates and more margins for you.

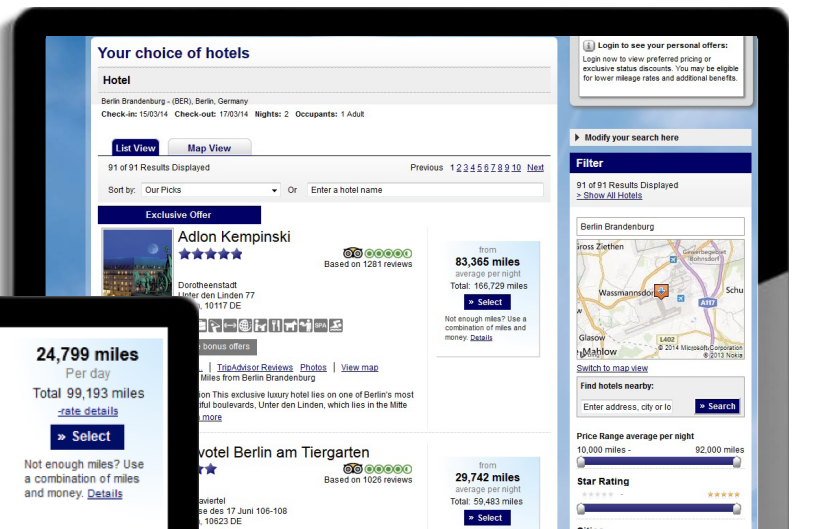
Premium Content

- TripAdvisor user reviews
- Virtual tours
- Bing maps
- Mapfluence neighborhoods
- Leonardo premium images
- Northstar hotel content

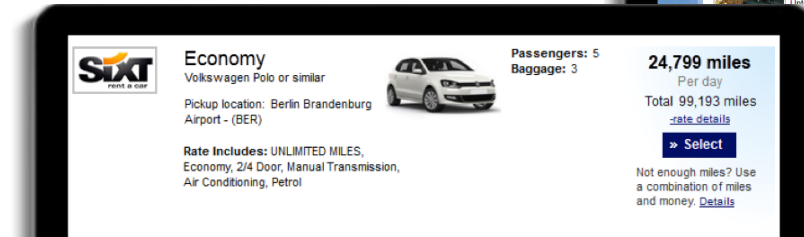
RENTAL CAR

Car inventory is available to be picked up at nearly any airport location worldwide. Switchfly has the ability to support car inventory through direct connects or through online aggregators.

Hotel Redemption for Airline Miles



Car Redemption for Airline Miles



OTHER TRAVEL PRODUCTS

Activities

Offer activities on a standalone basis, or in a cross-sell after the user has selected any other product in the Switchfly suite.

Insurance

Provide customers with insurance to help protect the costs of their upcoming trip. Insurance can be offered through one of our many providers.

UNPUBLISHED HOTEL AWARDS

Switchfly offers Hotwire unpublished hotel inventory redeemable using frequent flyer miles. In exchange for deep discounts on price, members are revealed the name of their chosen property, post-redemption. Offer your members more for their loyalty with unpublished hotels by Hotwire.

INTEGRATED SEGMENTATION RULES

Loyalty programs can differentiate pricing, messaging, and inventory based on multiple member segments. The Switchfly platform can be configured to match pre-existing member segments in order to provide continuity with overall corporate segmentation marketing efforts. Loyalty programs simply define their segments and then work with Switchfly to configure the settings in our system.

ADDITIONAL FEATURES

- **MILES + CASH**—Flexible miles + cash payment options.
- **1:1 MARKETING**—Visibility into price elasticity, A/B testing, seasonal/peak-period booking trends, and profit maximization.
- **MESSAGING**—Display member-specific messages during the shopping and booking process.
- **INVENTORY-TARGETING**—Differentiate pricing based on multiple attributes, such as routes, destinations, travel dates, booking dates, and channel (offline vs. online).
- **SOPHISTICATED PRICING RULES**—Granular pricing controls from hard currencies (such as US Dollars, Euros, etc.) to frequent flyer miles. Pricing can be configured for any of our segmentation parameters.
- **INTEGRATED SYSTEMS**—Single Sign On (SSO) is a session/user authentication process that permits a member to enter one username and password on a client site, and then securely access the Switchfly site “logged in” without being prompted to login again.