

## FAQ's for Hotel Partners

### About ARES

#### **Who is ARES?**

Founded in 1995 and based in San Diego, California, Advanced Reservation Systems, Inc (ARES) 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 travel product and fulfillment services. These products are sold to the public via the web and through our in-sourced call center. The company also offers comprehensive meeting planning and convention housing services.

#### **How is ARES different from other online hotel reservation systems?**

ARES is a California company dedicated to providing a lower cost distribution channel through a growing affiliate network comprised of Destination Marketing Organizations throughout the state. ARES provides these organizations with the travel reservations technology required to compete with major Internet Travel Agencies who market their own travel brands.

#### **Is ARES an established travel company?**

Yes! Founded in 1995, ARES is a well-established and certified travel agency.

### Becoming a Partner with ARES

#### **Do I have to have Internet access to join?**

No, it is not necessary to have Internet access to join the program. However, participating in the merchandising opportunities (Packages, Hot Deals, Last Minute Deals, etc.) will require Internet access to manage the extranet.

#### **Will I have to manage an extranet system?**

No, you can participate in the program if you offer rates through the Global Distribution System (GDS). However, participating in the merchandising opportunities (Packages, Hot Deals, Last Minute Deals, etc.) will require some form of extranet management.

#### **Can I access the extranet through the internet?**

Yes, the ARES extranet is a user friendly, web-based program that is easy to manage and a powerful merchandising tool.

#### **Will we need to purchase special software?**

No, your current Internet browser will allow you access to the ARES extranet.

#### **Is there a minimum commitment time period?**

No there is no minimum commitment. The Flexible Net Rate Agreement terms are for one (1) year with a thirty-day notification of termination.

#### **Will someone be contacting me?**

Yes, once you have completed the Flexible Net Rate Agreement or choose to participate through the GDS an account manager will contact you to discuss implementation. If you are interested in participating and need more information, please contact ARES at 800.828.0868 or [ares.support@aresdirect.com](mailto:ares.support@aresdirect.com).

## **Programs available with an ARES partnership**

### **What types of programs are available?**

ARES offers participation through the GDS and/or flexible net rates through the ARES extranet with on-going merchandising opportunities (Packages, Hot Deals, Last Minute Deals, etc.).

### **Do you offer net rates? If so, how are net rates pulled?**

Yes, we offer a flexible net rate program through the extranet.

### **Can the system pull my GDS rates? If so, which GDS systems do ARES use?**

Yes, most properties that participate through the GDS can be accessed through the Pegasus switch.

## **Fees involved when becoming a partner with ARES**

### **Are there membership fees or monthly/annual fees involved to sign up?**

No, there is no cost for participation.

### **Will my guests be charged any reservation fees?**

Taxes and fees vary depending on which type of reservation is booked (Extranet, GDS, Merchandising, etc.), and fall at or below industry standards.

### **Will my guests be charged a cancellation fee?**

Cancellation fees vary depending on which type of reservation is booked and fall at or below industry standards. Some cancellations are on a case-by-case basis i.e.: a customer cancels within the established cancel policy and the hotel chooses to waive the cancellation penalty, ARES will extend this same courtesy provided by the hotel.

## **Hotel Property Listing**

### **How do we get added exposure through the ARES Travel Network?**

Active participation through a variety of merchandising programs and opportunities will provide you exclusive exposure to the ARES Travel Network. Through building a relationship with ARES and maintaining a competitive product through rates and availability, ARES is your partner in the development of mutual goals.

### **Do I have to option of setting my own cancellation policy?**

Yes, the standard guest cancellation policy is 72 hours prior to arrival with a 24-hour notice to the hotel. However, if your hotel cancellation policy does not work with these terms, hotels can set a specific policy.

### **Can I add as many photos as I want?**

Through the ARES Extranet we have a variety of photo placement opportunities. Property description, room types, meeting space, restaurants, and package merchandising all offer the ability to display photos individually and through a photo gallery.

### **Can I include custom text?**

Yes, all marketing and property descriptions can be customized.

### **Can I list last minute special rates?**

Yes, through the ARES extranet there are a variety of merchandising opportunities which includes last minute specials.

### **Although my rates are pulled from the GDS, can I offer special packages?**

Yes, leveraging the ARES extranet and its merchandising opportunities, your hotel can offer special packages.

## **Commissions and Billing**

### **What are the commissions due for each reservation?**

Commission structure varies depending on program participation (Extranet, GDS, Merchandising, etc.) and will be established upon contracting.

### **Do the commissions differ if the reservation was booked online vs. telephone?**

No. However, it does depend on the program that you are participating in.

### **Will ARES invoice me for reservations booked?**

If you are participating through the GDS, Pegasus will invoice your hotel for commissions owed to ARES. If you are participating through the Flexible Net Rate Agreement, a direct-bill account will need to be established.

## **Hotel Distribution**

### **If I join ARES which websites will my business be listed on?**

Partnering with ARES provides your hotel exposure through the entire ARES Travel Network. However, all of our distribution channels have full control of their own marketing.

### **Can I choose which sites my property is listed on?**

Yes.

## **Production and Reporting Access**

### **What types of reservation reports will I receive?**

Through the ARES extranet, in real-time, you have the opportunity to run on demand reports combined with powerful yielding and content tools.

### **Can I retrieve my reservations via the extranet?**

Yes, if you are participating in the Flexible Net Rate Program, you can view all booked reservations through the ARES Extranet. Reservations through the GDS are faxed or delivered electronically, depending upon your brand interface.

## **Contact and Support Channels**

### **What type of property and customer support does ARES provide?**

ARES has dedicated account managers available for hotel support Monday through Friday during normal business hours and can be reached at 800.828.0868 or [ares.support@aresdirect.com](mailto:ares.support@aresdirect.com). After normal business hours from 5:00 PM to 10:00 PM (PST) and on weekends from 7:00 AM to 10:00 PM (PST), hotel support can be reached at 800.434.7894 or [customersupport@aresdirect.com](mailto:customersupport@aresdirect.com).

### **Will consumers have 24-hour customer support?**

Customer support is available 7 days a week from 7:00 AM to 10:00 PM (PST) at 800.434.7894 or [customerservice@aresdirect.com](mailto:customerservice@aresdirect.com)

### **Will I have a dedicated support representative?**

Yes, a dedicated support representative will be assigned to your hotel.

### **Do you have a call center?**

Yes, call center hours are 7 days a week from 7:00 AM to 10:00 PM (PST).

### **Where is your call center based (time zone)?**

San Diego, California (PST)