
APPENDIX 1

BookingsFranchise Marketing

Technology to build, manage and market powerful e-commerce destination portals

BookingsFranchise is **designed for destination portals, tourism associations** and their members/clients. It drives Direct business, Increasing Brand awareness and profitability.

BookingsFranchise is a **comprehensive marketing solution**, combining leading technology with AXSES proprietary techniques and strategic channels to market the unique selling points of the destination.

Strategic Marketing Channels and Interactive Media



BookingsStLucia.com
The Complete St. Lucia
Vacation Planning, Online Bookings
& Reservations System

St. Lucia vacation planner, linking you directly to St. Lucia official tourism websites
[hotels](#) | [villas](#) | [apartments](#) | [quest houses](#) | [activities](#) | [vacation themes](#) | [packages](#) | [specials](#) | [directory](#) | [search](#)

Members Directory Listings. By name, type, size, location, facilities, rates

SEO Templates: Indexes, themes, classification of members, history, general interest, specific features, target markets, special interests and holiday options. Search Engine Optimised (SEO).

Advanced Search: Find & compare properties matching travelers specific criteria

Quotes/Bookings/request and Reservations: Allows users to get quotes, reserve, request info and book direct with a property .

Dynamic packaging & specials: Optionally add dynamic packaging, specials and promotions to marketing channels.

Add-on Modules: Optionally add components and modules like integrated events calendar where members can add their own events to the national calendar

A complete travel platform.

The franchisee will have a **powerful marketing portal using proprietary systems** and a proven solution for destination marketing. The platform includes a full suite of **business tools**, including custom pricing, quoting, invoicing, customer relations and sales systems. It allows the Franchisee to operate a superior marketing portal and supply integrated services and applications to members.

The **Destination Portal** can be configured with the widest choice and mix of merchant models including: Subscription, Distribution, GDS, Private Agent Networks, Merchant Partners, Call Centers, Direct Sales and Global Distribution are supported simultaneously.

Destination channels accommodate multiple rate plans, and the individual family plans, business rules, terms and conditions of members. It provides comprehensive options for inventory, allocation, payment, specials, packaging and channel management.

Integrated travel applications for members

BookingsFranchise applications give members the tools to provide a superior service, improve efficiency and enhance distribution.

<ul style="list-style-type: none">• bookings-engine• groups and multiple Rate Plans• global distribution, GDS, IDS• channel management• content management, dynamic content• rss feeds and content distribution• affiliate marketing (travel agents)• integrated property management• integrated accounting systems	<ul style="list-style-type: none">• guest books• photo galleries• activity calendars• mailing lists• direct mail systems• dynamic packaging• dynamic specials• rates and availability calendars• newsletters
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All components are easily integrated without the need for third-party applications.

Supplier centered service with excellent revenue potential

With Bookings Franchise destination marketers help their members succeed by offering integrated services at reasonable cost. BookingsFranchise client services are sustainable generating revenue and profits for the Franchisee.

Franchisees can have a fully managed solution (turn-key) for marketing the destination and upgrading members technology, expertise and marketing, receiving a steady revenue with minimum effort.

The BookingsFranchise is available in 3 options

In Option 1 - Total Turn Key Service: Axes provides a turn key solution, and is responsible for all sales, marketing and administration, the solution is similar to <http://BookingsBarbados.com>, where we market and manage the portal and share revenue with the franchisee.

In Option 2 – You Own/Run it: You own the URL and take over administration, this is similar to <http://BookingsStlucia.com>, where you own the name BookingsYourName.com and receive all revenue from it.

In Option 3 – Customised: Axes develops a customized solution where the e-commerce tools and bookings are embedded in your website as in <http://IntimateHotelsBarbados.com>.

Network examples and applications

<http://BookingsStLucia.com>



Multiple pages of SEO optimized content. Full dynamic content, rates and property information maintained by suppliers using ArcRes online tools.

<http://IntimateHotelsBarbados.com>



Custom solution owned by the Intimate hotels of Barbados. Fully dynamic site powered by arcRes, maintained with arcRes admin tools

<http://Realholidays.com>



Dynamic Packaging site that matches travelers to properties based on expert systems tracking clients interests. Will link to qualified BookingsFranchise sites

<http://CaribbeanHopping.com>



arcRes power site allows travelers to select islands based on mood classification. Will link to qualified BookingsFranchise sites

<http://BookingsBarbados.com>



Barbados bookings Site providing services to Barbados.org

<http://Barbados.org>



Barbados Tourism Encyclopedia. Using AXSES Travel Platform

<p>http://BookingsCaribbean.com</p>  <p>GDS driven content being replaced with BookingsFranchise Operators content</p>	<p>http://CaribIslands.net</p>  <p>caribbean directory linking to qualified BookingsFranchise websites</p>
<p>http://TravelAgentsres.com</p>  <p>affiliate marketing integrated with arcRes powered sites</p>	<p>http://divefree.net</p>  <p>encyclopedia of diving, linking to qualified BookingsFranchise sites</p>
<p>Other Caribbean Marketing Caribbean-Encyclopedia.com CaribbeanAccommodation.com CaribbeanHolidayPackages.net Caribbean-holiday-heaven.com Caribbean-vacation-heaven.com CaribbeanHolidayThemes.com CaribbeanMadetoMeasure.com CaribbeanTavelBlogs.com CaribbeanVacationonline.com Caribbean-Vacation-cruise.com Caribbean-vacation-packages.com Caribbean-vacation-specials.com CaribbeanVillaHoliday.com</p>	<p>CaribbeanGolf.net CaribbeanGolfHolidays.com CaribbeanGolfVacations.com CaribbeanStories.com CaribbeanSavings.com CaribbeanPictures.com CaribbeanPrivilege.com CaribbeanPostCards.com CaribbeanCharacters.com</p>

MORE INFORMATION

BookingsFranchise Advantages >>> <http://arcres.com/bookingsfranchise-advantages.html>
Compare with Tour Operator systems >>> [AXSES BLOG: Need for BookingsFranchise](http://arcres.com/axses-blog-need-for-bookingsfranchise)
BookingsFranchise Manual >>>> <http://arcres.com/bookingsfranchise-manual.pdf>

APPENDIX 2

WHY AXSES

Axes occupies a premier position in the internet travel industry

Axes has 10 years of experience in marketing Barbados as a travel destination. Axes' flagship product www.barbados.org is located at or near the top of major search engines on the internet for search phrases such as 'Barbados', 'Barbados accommodation', 'weddings' and 'sugar' etc attracts in excess of 300,000 visitors monthly. This has brought the attention of millions of travelers to the 200+ properties advertised on Barbados.org and its 15 associated travel website (marketing channels).

Now, as a result of the same effort, Barbados.org has been recognized by the Internet industry itself as a significant player in the Caribbean travel Internet world. AXSES created one of the first Caribbean Tourism Directory on the net with the <http://CaribIslands.net>. Since then the Caribbean network has grown to include several BookingsCaribbean portals as well as <http://CaribbeanHopping.com> and many Caribbean URL generating business for our bookings Portals.

Axes is a leader in innovative marketing and a pioneer in technology

Here is a partial list of technology projects in which we have been involved over the past 16 years.

- WebAXSES. One of the very first database engines on the net - 1994
- GeoAXSES. The first desktop mapping system - 1990
- InfoAtlas. One of the first stand alone information atlases - 1990
- RealHolidays. The first dynamic holiday packaging with expert systems –1999
- DestinationSuites One of the First Integrated Suites of Destination Marketing technology - 2003
- Travel Systems The arcRes reservation engine; The arcAgent agent referral system.
- TravelAgentRes The first internet databases of Barbados Travel Specialists (now expanded to Caribbean Specialists)
- BookingsFranchise Turn key and customized solutions for destinations, tourism associations and travel portals.

AXSES brings you an integrated marketing systems and know-how including international partners for Global Distribution Systems (GDS linking resort to 480,000

travel agents and 40,000 travel portals), Property Management Systems (PMS), Revenue Management Systems (RMS), Central Reservation Systems (CRS) and Customer Relation and Contact Management (CRM).

For BHA we offer a low cost solution of strategic travel technology, built to advance integrated marketing and productivity.

Axes marketing channels bring greater reach

Clients hosted by AXSES are distributed throughout a large network of reciprocal sites, portals, agents' sites and Internet search engines. In particular, we have developed 12 distinct marketing channels, each one with its own specific thrust, but together adding a rich array of features and opportunities to entice the prospective visitor.

BHA clients will benefit by using a standard that is already powering important destination marketing channels for Barbados and the Caribbean.

Axes provides global distribution through integration with GDS

With the growth in importance of Internet Distribution Systems, AXSES realized that the critical issue facing resorts would be erosion of brand identity and fragmentation of inventory management. We have build arcRes on a rate Plan/Group concept to allow for future management and control of multiple distribution partners.

Our strategy was to first integrate with a leading technology provider who understood the issues, had leading technology that was easy to use and affordable.

BHA clients of any size will benefit by having integrated access to global distribution and channel management at a very low cost.

Tracking of reservation requests

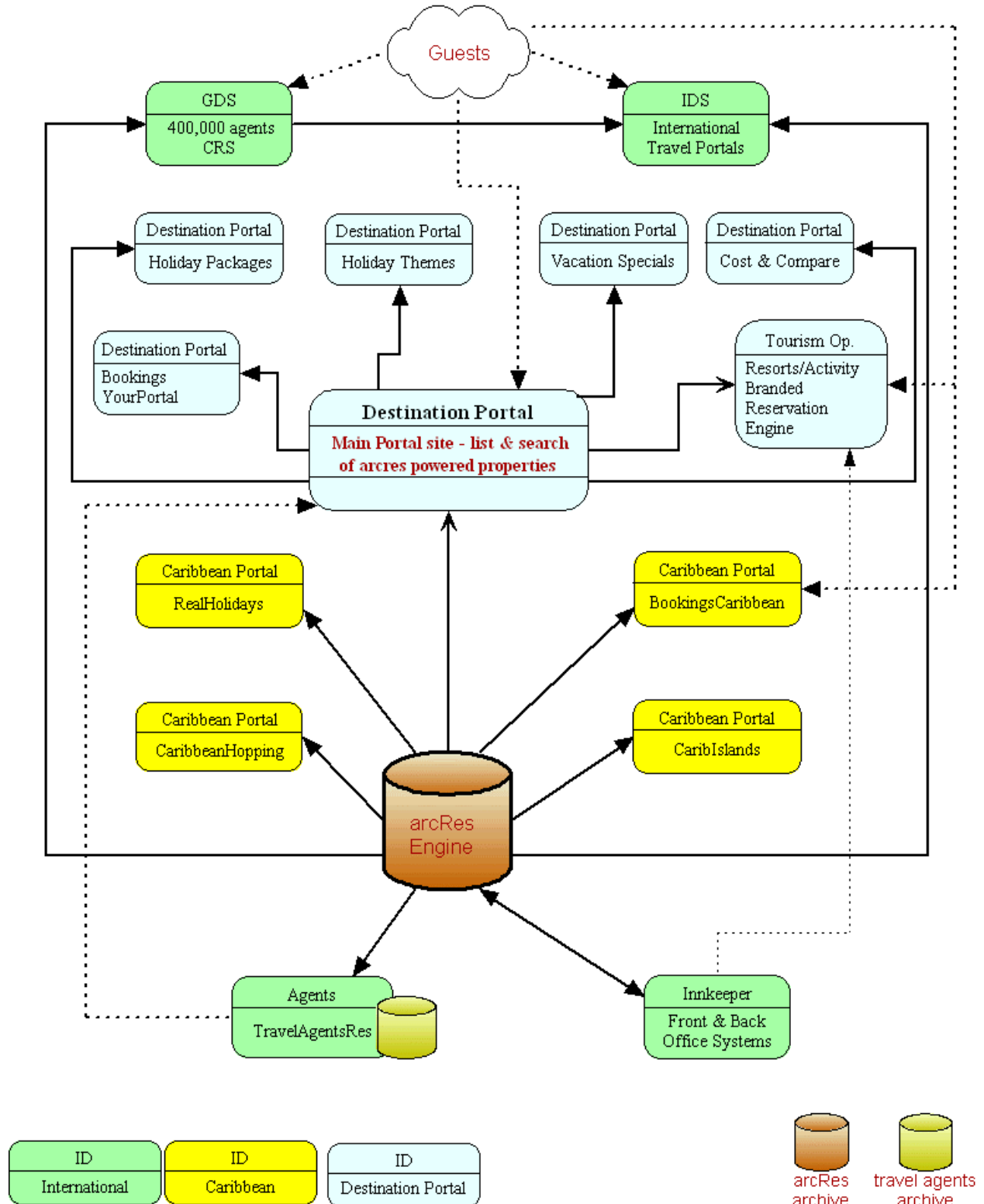
Each reservation request is logged in a transaction record within arcRes.

The arcRes transaction record is a powerful tool for uniting the central **BHA** bookings service with hotel follow-up and management. Authorized staff at **BHA** can view, update and make comments on each transaction record. Similarly, authorized staff at the particular hotel can also view, update and make comments on the same arcRes record. In addition this collaboration can be extended to include Travel Agents and distribution partners.

BHA and hotel are at all times in-sync with the status of each reservation request.

APPENDIX 3

AXSES arcRes e-commerce Internet network



APENDIX 4

arcRes Features

Category	Feature	Note
Inventory	Allocation, Free-Sell, request-sell, Block-sell, integrated by Group	Very flexible - can set allocation by channel and group. Can switch it on and off. Integrate with PMS etc.
Packages	Add on, upgrades, combinations (cars etc). Packages can be marketed on client website and distributed to participating channels. Packages can be used as add-ons and upgrades to units.	Dynamic Package can be added. Programmable for searches and display in portal channels
Specials	By start date and end date, both interactive and banner specials managed by arcRes. Specials can be marketed on client website and distributed to participating channels	Can be integrated with website and portal to display as required
Groups	Price set by discount, markup, or a new rate. Long term, weekend rates managed for each group	Rapid setup with groups by applying %. Group marketing database may be added
Seasons	Can be set by group. All groups default to rack seasons if not set	Unlimited groups/season combinations. 8 summer seasons per group
Marketing	Database of contacts on all lookers and bookers. Includes mailing system.	Integrated with AXSES marketing portals, travel agent and partner sites
Reservation Form & Web Rates	Customisable logos and colours. Rates may be displayed in several formats, TNIP, TIP, Per person, Per Unit.	One admin system for resform, website rates and destination channels
Reservation Process	Allows users to choose how they wish to book. Allows credit card or no credit card, email, fax and phone contact.	Live contact may be added. Credit card information is not stored. Cards may be processed on a secure server
Productivity	Clients' websites can be fully integrated with arcRes to drive rates and accommodation content. clients may automate their website with content Management (easily update all content with on-line editor)	Clients' websites can be fully automated and dynamic with rates, rooms and Content Manager Option.
Communication	Administrators and Clients control portal web site information and rates	Admin can set clients' privileges
Rates	Supports family plans, extra charges, tax included service charges and upgrades. Supports meal plans, cost per adult, seniors, child and infants in any configuration.	Blocks out children by resort, season, room, or room by seasons. Rates may be integrated with suppliers branded website.
Accommodation	Description and pictures displayed on reservation form. Users may upload images for specials, packages, rooms, photo galleries and logos.	use arcRes to manage and easily change images and descriptions on branded website
UnitTypes	Supports Resorts, hotels, apartments, guesthouses, inns, Villas ,cars, all types of packages and Specials. Supports packaged air as in CaribbeanHopping etc	Bookings-expert for room, villas, Packages, car rentals and addons of any type. All activities available in arcRes RealHolidays.
Integration	Integrates with agents bookings system, dynamic packaging, and destination marketing channels. GDS, PMS in 2006	Run theme holidays, dynamic packaging, specials, customisable on-line brochures

Target Market	May be used for individual resorts, destination groups, travel portals, agents, tour-operators and sales intermediaries. Supports multiple merchant models: Subscription, Commission, Representation, Net Rates.	Provides ability to manage website content, features and facilities, reviews, page content and images on an individual basis or groups
GDS/IDS	Distribution to GDS and IDS. Consolidate sales reporting and content with full arcres 2 way integration	GDS used by 600,000 travel agents supplying 40,000 internet travel sites (like Travelocity and Expedia)
Invoicing	Optional Module allows you to bill guest directly from arcRes. Add misc. changes	Integrates with Full PMS
PMS	Optional WebBased Property Management System (PMS) allows you to manage housekeeping, inventory and accounting from a browser with out having the hassle of dedicates servers and very specialised - expensive accounting systems	Fully secure with daily backup. Remote access: Available with Internet browser 24/7 from any location.

- **About Arcres** <http://arcres.com/arcrates/users2/about.cfm>
- **ArcRes Bookings-Expert Demo.**
<http://arcres.com/arcrates/users2/index-bookings.cfm?token=i101&nopartners=1#register>
- **BookingsFranchise and arcRes manual**
<http://arcres.com/bookingsfranchise-manual.pdf>

APPENDIX 5

BOOKINGSFRANCHISE AND ARCRES OVERVIEW MANUAL

Detailed over view of key components of the systems

- Available online at

<http://arcres.com/bookingsfranchise-manual.pdf>