



**TravelHero.com**

## What makes TravelHero different?

TravelHero combines an existing database of over 100,000 properties worldwide with the unique ability to process reservations for any and all types of lodging—allowing virtually any property to capture reservations from the growing Internet market. Properties are not required to do anything differently or make any additional commitments to participate. TravelHero is productivity based so there are no set up, transaction or annual fees. Properties only pay a 10% commission for completed reservations.

## How it Works

Properties can receive reservations through any one of three ways:

- ◆ **Real-time reservations:** TravelHero is interfaced with most major central reservation systems. Properties with real-time reservations are indicated by green checkmarks and are not required to do anything differently. They simply continue to update their availability and rates through their central reservation system as usual.
- ◆ **Email/phone reservations:** Properties that are not real-time through TravelHero will receive reservations through an email/phone system with 24 hour turn-around time. Visitors submit a reservation request online and TravelHero contacts properties by phone to check availability, rates and book the reservation. All reservations are credit card guaranteed and no computer or Internet access are required for properties to participate.
- ◆ **ResHero:** An optional inventory management system is available, which allows properties to allocate room types, inventory and rates for sale in real-time. ResHero properties are also indicated by green checkmarks in our directory. ResHero allows properties to open or close dates, adjust inventory, sell packages and promote seasonal specials. There are no set up, transaction or maintenance fees. Signing up for ResHero is easy, simply:
  - ◇ Go to **www.travelhero.com**.
  - ◇ Click on “Hotel Operators” at the bottom of the page.
  - ◇ Select “ResHero”.
  - ◇ For questions or assistance, call 1-888-675-0024 attention Lynne Tomerlin.

## Adding Property to Database

- ◇ Go to: **www.travelhero.com**.
- ◇ Conduct search for your property to verify if it is already listed.
- ◇ If it is listed, skip to “Updating Property Information” below.
- ◇ If it is not listed, click on “Hotel Operators” link at the bottom of the page.
- ◇ Select “Get Listed”.
- ◇ Select “Add Property”.
- ◇ A wizard will lead you through the rest of the process.
- ◇ Please note that submitted information will be reviewed before posting. If we have any questions, your property will be contacted for clarification. New information usually appears within 24 hours.

## Updating Property Information

- ◇ Go to: **www.travelhero.com**.
- ◇ Click on “Hotel Operators” link at the bottom of the page.
- ◇ Select “Get Listed”.
- ◇ Select “Modify Existing Property”.
- ◇ A wizard will lead you through the rest of the process.
- ◇ Please note that submitted information will be reviewed before posting. If we have any questions, your property will be contacted for clarification. New information usually appears within 24 hours.

## Add photos to your listing at no charge!

Properties that accept reservations and agree to pay a 10% commission can enhance their listing at no charge. Photos will appear throughout TravelHero’s growing distribution network. See attached photo submission form for details.

## ENHANCE YOUR LISTING WITH TRAVELHERO.COM - FREE

TravelHero is pleased to offer lodging members the opportunity to add up to 4 photos to your listing at **no charge**. The only requirements are that properties agree to accept reservations when space is available and pay a 10% commission on completed reservations booked by TravelHero.

### Why are photos important?

- Photos will visually promote your property to website visitors.

### How will photos appear?

- One photo will appear on the property fact sheet page with other photos appearing in a separate "Additional Photos" window.

### What types of photos are best?

- Generally any photo that favorably represents the property can be used.
- Some suggestions are main exterior view of property, lobby, guestrooms, pool and restaurant.
- All photos submitted must be owned by the property.

### What size photos are best?

- To ensure quality, digital photos and prints should be at least 3 x 5 inches and brochure photos should be at least 2 x 4 inches. Maximum size is 8.5 x 11 inches.

### How can photos be submitted?

- Digital is the best format for photos in terms of quality. Digital photos in JPG format can be easily submitted by email to: **photos@travelhero.com**. Please make sure to include your property name, address and phone number in the email. This form must be signed and faxed in advance to 480-946-0450 for all emailed digital photo submissions.
- Prints and brochures can be mailed to TravelHero for scanning. Photos submitted by mail will not be returned unless a self-addressed stamped envelope is included with the submission. Additional time is required to process these formats, so slight delays in posting should be anticipated.
- Slides are not accepted at this time.
- Website photos can be used from the property's own website with signed permission. Simply complete this form and fax it to 480-946-0450. Photo selection will be at TravelHero's discretion.

### Can additional images be submitted?

- Additional images beyond the 4 photos can be submitted for a \$25 one-time fee per image.
- Additional photos will be posted upon receipt of payment by check payable to TravelHero.com.

I am submitting \_\_\_\_\_ images for publication in TravelHero's database and throughout TravelHero's distribution network.

Property Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Signature) (Print Name) Date

I certify that the photos in my property's website (not a corporate or hotel chain site) are owned by my property and I give permission to use photos from this website:

http://www.\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Signature) (Print Name) Date

\_\_\_\_\_  
(Phone) (Fax) (E-mail)

### TravelHero.com

Attn: Affiliate Program Manager  
P.O. Box 13930, Scottsdale, AZ 85267-3930  
Tel: 888-675-0024 Fax: 480-946-0450