



REMINGTON

Group Room Booking Policies As of June 8, 2018

Goal Setting

1. Should a position within the sales department with assigned sales goals become vacant, the related sales goals must be re-assigned to the Director of Sales (DOS) in their entirety on the date the position becomes vacant until the position is re-filled at which point the related sales goals are assigned to the new hire.
2. Upon a sales team redeployment, defined, as changes made to segment assignments within a property sales team, any bookings in the Tentative or Prospect statuses must turn Definite within 30 calendar days in order for the originating Sales Manager (SM) to receive booking credit. Any bookings that turn Definite beyond 30 calendar days will be credited to the newly assigned SM.
3. Upon a new SM taking over the bookings (Definite, Tentative, or Prospect) from a prior SM, he/she has 30 days with GM and DOS written approval, to adjust any room blocks that are part of those bookings. After that 30 day period, the SM will be credited against his or her goals for all positive and negative revenue variances of the actual results compared to the revised booking.
4. Citywide* conventions, Airline Contract* and Windfall Bookings** must be booked by the DOS; no SM will receive booking credit for these bookings. In the event a SM materially influences a booking outlined above, the DOS, GM, DVP of Sales, and EVP of Sales must all approve in writing such for the SM to receive credit for the booking. Signed approval must be retained by the VP of Financial Planning with the quarterly bonus payout documents.
5. Segment deployment based on Remington Standards defined Market Segment Action Memo 2014 is verified by the approved goal model on file with the VP of Financial Planning. Specific accounts exceptions to segment deployment must be indicated on the Sales Manager Deployment Detail and have written approval by the VP of Financial Planning and the EVP of Sales & Marketing.

Group Booking Process

1. A group is defined as a contracted booking with a minimum of 10 guest rooms on the peak night. Contracts for less than 10 rooms per night should be reserved and credited under the Transient or Contract market segment.
2. All Tentative bookings must be entered into the Sales & Marketing System (SMS) and the Property Management System (PMS) within 24 hours the contract being sent to the client. All Tentative bookings must be converted to Definite or deleted from the systems within 45 days of arrival.
3. Prospect group business is not washed and is entered only into the SMS. Upon turning Tentative and/or Definite, standard policy is to wash the booking by at least 20% before revising in the SMS and entering into the PMS. This assumes the contract has an attrition and cancellation clause. If after verifying pick-up history, it is determined that the group should be washed less than 20%, the GM and DOS must initial the Booking Recap before routing to reservations and other departments. A hard copy of the initialed Booking Recap must be kept in the Contract Binder.
4. A group that has a signed contract, but without a cancellation and attrition clause, the group will never turn Definite until the business is consumed and must be washed 50% in the SMS and PMS. Any exceptions must be in writing by the EVP of Sales & Marketing. Government groups are the exception. Government groups with a signed PO or signed LOI (even without a contract) will be turned Definite with a minimum of 20% wash. These tentative booking contracts shall be maintained in contract binder.
5. Only one SM will receive booking credit per booking. Two or more SMs may never contract separate pieces of a singular booking signed by the same client for the purpose of sharing a booking credit.

Turning Contracts Definite

1. Contracts must be reviewed by the DOS; and all pages initialed by the DOS prior to being sent to the client for signature.
2. A Definite contract or addendum requires the signature of the client. Remington corporate legal must approve any changes to legal terms within Remington approved contracts and addendums as well as all non-Remington originated contracts and addendums. Changes to business terms must be approved by GM.

Group Room Booking Policies
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3. All properties must create a "Contract Binder" with monthly dividers for the current year and all future years. It must include the signed contract for all definite bookings and any tentative contracts without cancellation/attrition clause that will remain tentative until consumption. Contracts are to be kept along with the Booking Recap and screen shot or email of the SSG approval in the month in which the business is to be consumed. The Contract Binder is to be kept in a central and secure location in the sales office.
4. A Letter of Intent (LOI) or citywide hold agreement does not constitute a definite booking. Citywide hold agreements should be credited to the DOS only and turned Definite once the contract has been executed by the liable client.
5. For any group contract the cutoff date for dropping non-picked up group rooms must be 21 days prior to the planned consumption, unless approved in writing by the Brand Revenue Manager. The approval (presumably via an email) must be kept with the contract in the Contract Binder.
6. Upon reaching the cutoff date, all non-picked up group rooms are cancelled in the SMS and PMS unless otherwise agreed, in writing by both the DOS and the Brand Revenue Manager.
7. The GM and DOS must countersign all contracts within three business day of receipt of the executed contract from the client, prior to being turned Definite in the SMS or the PMS.
8. The EVP of Sales & Marketing must approve in writing and in advance all contracts booked more than 3 years (36 months) from the contract execution date.
9. All Definite booking cancellations must be communicated to the DOS and GM within 24 hours of client notification. All cancellation acknowledgements and system cancellation documents must be attached to the original contract in the Contract Binder.

Compliance

1. Audits will be conducted periodically. The audits will be conducted by the Internal Auditor and/or the DVP of Sales & Marketing.
2. All credit card authorizations must be given to the property controller and kept in a secure location within the accounting office. No credit card information is to be saved in the file, contract binders, Delphi, etc.
3. Monthly, each hotel must fully reconcile the group business between the PMS and the SMS. Results of the monthly reconciliation must be documented and placed in the Contract Binder.
4. At the mid-point and end of each month, each SM must enter the actual contracted group business into the SMS.
5. All SM and DOS are required to comply with these policies and procedures, otherwise disciplinary action up to and including termination may result.

Prospect Group Rooms – Group business where no sales contract has been sent to the client but contact has been made with the client, the client shows interest in booking some rooms and reasonably accurate dates and number of rooms has been ascertained.

Tentative Group Rooms - Group business where a sales contract has been sent to the client but has to be signed and returned.

Definite Group Rooms - Group business where a sales contract has been signed by both the client and the hotel.

Booking Recap - A form that is produced by the SMS which lists the details of a booking including # of rooms, dates, rates, status, etc.

* As defined in the Market Segment Glossary

** As defined in the Compensation Documents

I have been given a copy and reviewed these Remington's Group Room Booking Policies. I understand the policies and procedures and agree to abide by them.

Print Name

Signature

Hotel

Date



REMINGTON

MARKET SEGMENT DEFINITIONS/ACCOUNT DESCRIPTIONS

1. Transient Market Segments

Transient rooms include rooms that are occupied by individual travelers and are broken down into the following segments:

Retail Rate

This segment will track retail related business that may be termed regular, full, published, or Best Available Rate (BAR) whether during the week or weekends.

Consortia/Mega Travel Agency

This segment will track room nights generated from consortia/mega travel agencies that have entered into a rate agreement with the property. These rates are typically below the retail rate, but not necessarily, and booked through the consortia/mega travel agency channels via the Global Distribution System (GDS). The largest of these agencies are American Express, ABC Travel, Carlson, Radius, RosenbluthTravelsavers/WIN TQ3, Thor, Cendant Travel, CCRA, Custom Travel Systems, SATO Travel, and BTI Custom Travel Systems.

Corporate

This segment will track room nights that are equal to or are slightly discounted from the retail rates. These are room nights from corporate clients that do not have preferred (negotiated) agreements.

Advanced Purchase

This segment will track all room nights requiring an advanced purchase discount off of the Retail Rate. These reservations are paid in full in advance and are non-refundable with minimal if any, changes allowed.

Franchise 1

This segment will track all room nights generated from Brand Promotion Programs, except those coded to Package 1, 2, or 3.

Franchise 2

This segment will track room nights generated from brand loyalty program redemptions.

Franchise 3

This segment will track room nights for all Brand Employee, and Friends and Family discounts. This segment also includes Management Company Employees, and Ownership Friends and Family.

Discount 1

This segment will track the following discount programs or their brand sponsored equivalents only, representing 0%-15% discount off the BAR rate: AAA, AARP, Hilton Sr. HHonors, etc.

Discount 2

This segment will track any coupon based promotions or highly discounted publications representing 10%-50% discount off the BAR rate. Examples: TravelZoo, GroupOn, Sam's Club, Cendant Travel, Entertainment Club, Quest, Travel Agency Employee, All 50% off Club Cards, and Traveler's Discount Guide,

Discount 3

This segment will track rooms sold by Online Travel Agencies (OTAs) under the merchant model. Examples of OTAs - Hotels.com, Expedia (merchant model), Priceline (merchant model), Site 59, Orbitz, Travelweb, Travelocity, Book it.com, get a room.com, World Res.

Discount 4.

This segment will track all rooms sold by Online Travel Agencies (OTAs) under an opaque model. Examples: Hotwire (opaque model) and Priceline (opaque model).

Preferred/Locally Negotiated Rates (LNR) Accounts

This segment will track accounts that have a contract with the hotel typically based upon a specific volume commitment in exchange for a negotiated rate discount. Examples of the type of accounts that would qualify would be brand managed national, local preferred Business to Business, and Ambassador Club accounts. A national account is defined as an account that is negotiated through a brand solicitation system. A local preferred Business-to-Business account is defined as an area organization or business that is negotiated and contracted at the property level. This segment also includes Airline Distressed Passenger business but NOT airline contract business.

Package 1 (Holiday Packages):

This segment will track all holiday-based packages such as New Year's Eve, Valentine's etc., whether brand sponsored, local or national. This discount trumps Franchise 1.

Package two (Brand Packages):

This segment will track all brand-sponsored packages, except Holiday packages. These packages may be locally developed or brand sponsored.

Package three (Local Packages):

This segment will track all locally developed venue packages such as Disney, museum, sport, zoo, etc... These packages may require the purchase of tickets or additional service by the hotel.

Government/Military

This segment will track room nights for any member of the United States Armed Forces, government employee (state or federal) or cost reimbursable contractor (CRC's). Room rates are primarily at annually set per Diem or above and this rate includes anyone on a government purchase order for travel or having a valid government ID. This does not include special local (negotiated contracted) government accounts which would be tracked under Preferred Accounts.

2. Group Room Segments

This segment will track all blocks of guest rooms that are more than 10 rooms on the peak night of the contracted event.

Citywide-Convention and Visitors Bureau (CVB)

This segment will track any Group that is contracted with the CVB. Any event (1) booked by the local convention and visitor's bureau and requiring a contract or block of rooms agreement (2) any group facilitated through a city inventory managed by a Housing Bureau excluding Transient Overflow. This segment trumps all other group segments.

Association

This segment will track any rooms booked by association, national, state, regional or local in scope.

Corporate

This segment will track room nights booked by any company.

Tour & Travel

This segment will track a group arranged by or through a retail travel agency, or travel planner Where the primary emphasis of the group travel is leisure.

SMERF

This segment will track groups that book under the following organizations descriptors; Social, Military, Educational, Religious, Fraternal and Sports.

Social

This segment will track any group block related to a social gathering or organization. This includes family reunions, weddings, bar mitzvahs, class reunions, etc.

Military

This segment will track all social reunions or gatherings related to all branches of the Armed Forces.

Educational

This segment will track all continuing education meetings and faculty/staff meetings. This would pertain to such groups originating from a university, college or local school district. An educational seminar of an entity such as a hospital would be tracked here.

Religious

This segment will track any religious group block to include marriage encounters, retreats or religious seminars. Religious organization annual gatherings, regional and state conferences would also be coded to this segment.

Fraternal

This segment will track any group block booked that could include business, social, or university Greek/fraternal organizations (e.g., DeMolay, Rainbow Girls, Knights of Columbus, and Order of the Eastern Star). Fraternal groups could also include collectors or clubs.

Extended Stay

This segment will track long term stays discounted off the Retail Rate based on any length of stay that is greater than four nights.

Sports

This segment will track all youth/amateur, school related, collegiate and professional sports teams. This does not include businesses or organizations affiliated with the event for the purpose of conducting business (Example: Corporate sponsorships, networks and media)

Government/Military

This segment will track any Federal, State, or Local government organizations purchasing meetings and conferences on approved government funding. This rate excludes any social gathering of the Armed Forces which is captured under SMERF.

3. Contract Room Segments

This segment will track all accounts that stay continuously over a 30 day period or more without interruption. Groups staying less than a 30 day period should be tracked as a Group or Transient account. Rooms coded to this segment should have a pre-arranged set inventory contracted with the expectation that inventory will be used through the contracted agreement term.

Airlines

This segment will track contracted rooms for overnight or day crews generally staying 365 days a year. Terms of the Contract will require volume and rate agreements. This does NOT include Airline Distressed passengers (which is coded in Preferred Accounts).

Corporate

This segment will track generally lower rated corporate, construction crew, government or transportation (railroad and trucking) accounts which have contracted rooms for such purposes as training programs or major construction projects.

Wholesale-Foreign Independent Travel (F.I.T).

This segment will track room nights generated through wholesale and F.I.T. contracts, with or without allotment. Typically these accounts utilize individual vouchers. These accounts may be contracted at the local level, brand national sales, or third party wholesale providers.