

Real-time Hotel Competitive Data: What's Possible?

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Overview

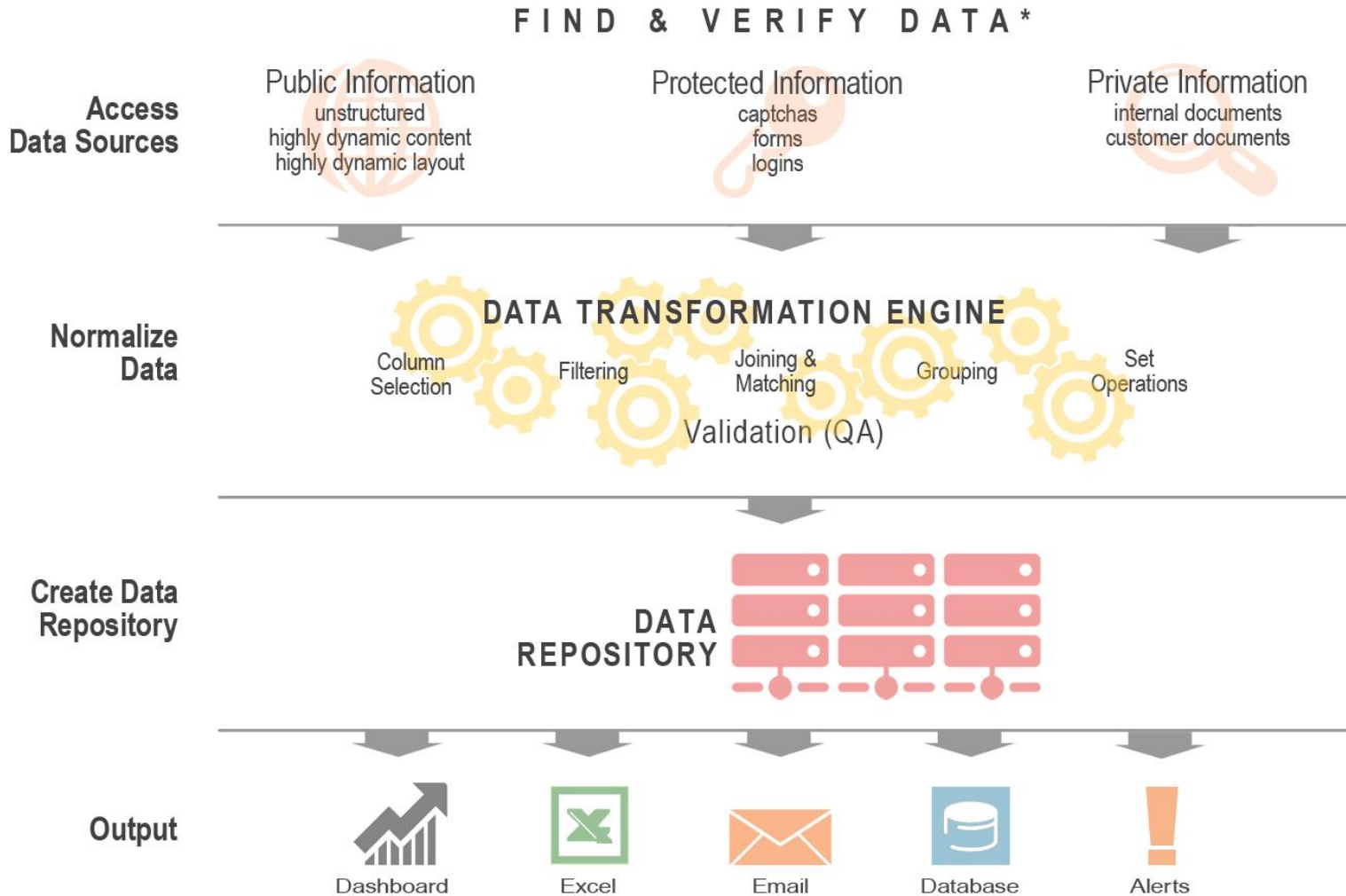
- Formerly hard to reach hotel data is now accessible
- Real-time competitive rate data
- Real-time positioning data
- Immediate pulse on what your customers are saying about your property and brand
- Visually interacting with high volumes of competitive hotel data

Hotel competitive data has been hard to access because it's...

- unstructured
 - highly dynamic
- hidden beneath captchas and other Turing tests
 - a lower priority project gathering dust in your IT groups inbox
- impossible to integrate into your existing systems
 - located on disparate sites that regularly change layout
 - not normalized
- too time sensitive to gather manually
 - difficult to get into a format you can use
- exists inside PDFs and a myriad other file formats
 - unmanageable due to the size of the data files
 - hard to validate
- buried deep inside websites

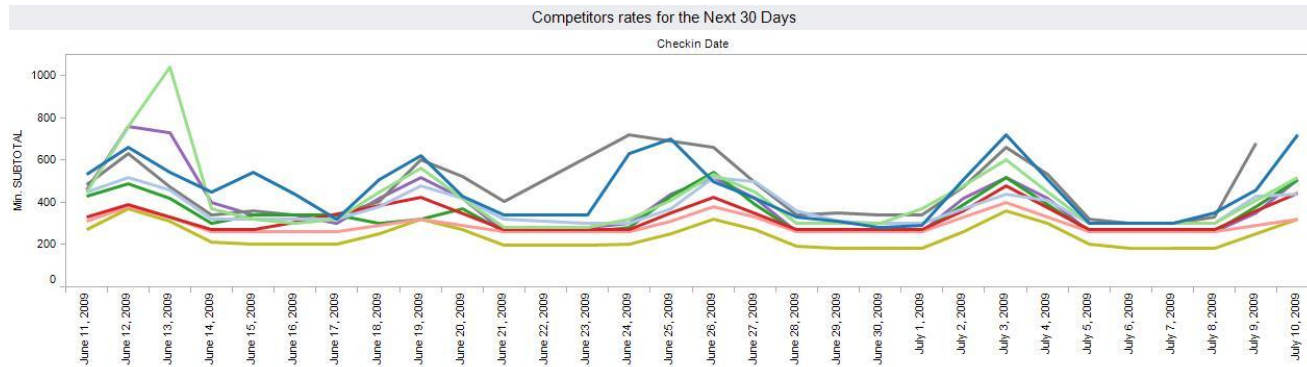


Technology breakthroughs have made it possible to reach this vital data

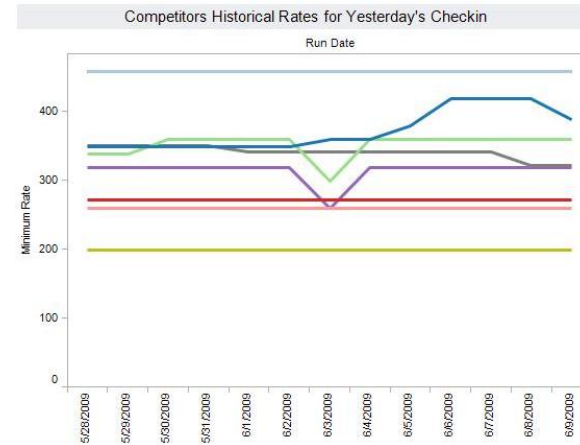


* may require authorization or customer agreement

Hotel Dashboard Shows Price Transparency

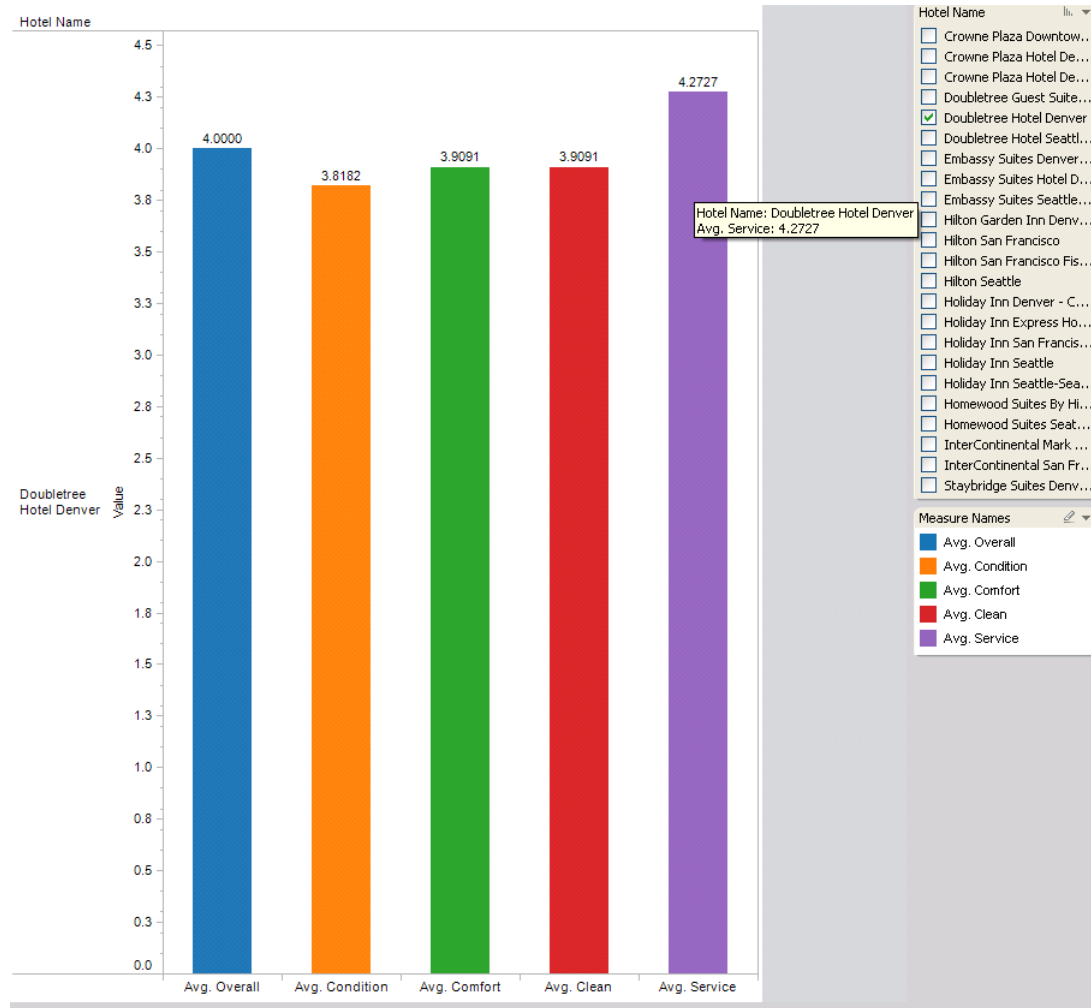


Month, Day, Year of Checkin Date	Bellagio	Encore	Palazzo	Palms Place	Signature at MGM Grand	The Venetian Resort Hotel & Casino	THEhotel at Mandalay Bay	Trump International Plaza and Tower	Wynn Las Vegas
June 11, 2009	528.0	448.0	447.2	329.6	308.0	428.0	480.0	268.0	458.0
June 12, 2009	658.0	758.0	517.4	389.3	378.0	488.2	630.0	367.7	758.0
June 13, 2009	538.0	1,038.5	457.7		328.0	418.9	470.0	307.7	728.0
June 14, 2009	448.0	368.2	318.0	269.9	258.0	298.0	340.0	208.0	398.0
June 15, 2009	538.0	318.0	318.0	269.9	258.0	338.0	360.0	198.0	338.0
June 16, 2009	438.0	298.0	318.0	304.1	258.0	338.0	340.0	198.0	338.0
June 17, 2009	318.0	318.0	318.0		258.0	338.0	340.0	198.0	298.0
June 18, 2009	508.0	448.2	378.0		288.0	298.1	400.0	248.0	418.0
June 19, 2009	618.0	558.3	478.0	423.3	318.0	318.0	600.0	318.0	518.0
June 20, 2009	428.0	417.6	417.9		288.0	368.0	520.0	267.7	418.0
June 21, 2009	338.0	277.6	318.0	270.3	258.0	258.0	400.0	197.3	258.0
June 22, 2009	338.0	278.0	307.9	270.3	258.0	258.0		197.3	258.0
June 23, 2009	338.0	278.0	297.3	270.1	258.0	258.0		197.3	278.0
June 24, 2009	628.0	318.2	297.3	269.9	258.0	278.0	720.0	197.7	298.0
June 25, 2009	698.0	408.0	367.6	346.6	308.0	428.0	690.0	248.0	438.0
June 26, 2009	498.0	528.0	518.0	423.3	378.0	538.0	660.0	318.0	518.0



- Competitors Rates for the next 30 days--Displays the lowest rates for the next 30 days of check-in dates for a select number of hotels
- Competitor Historical Rates for Yesterday's check-in--Displays the lowest rates for yesterday's check-in over the last 30 days for a select number of hotels

What are your customers saying right now?

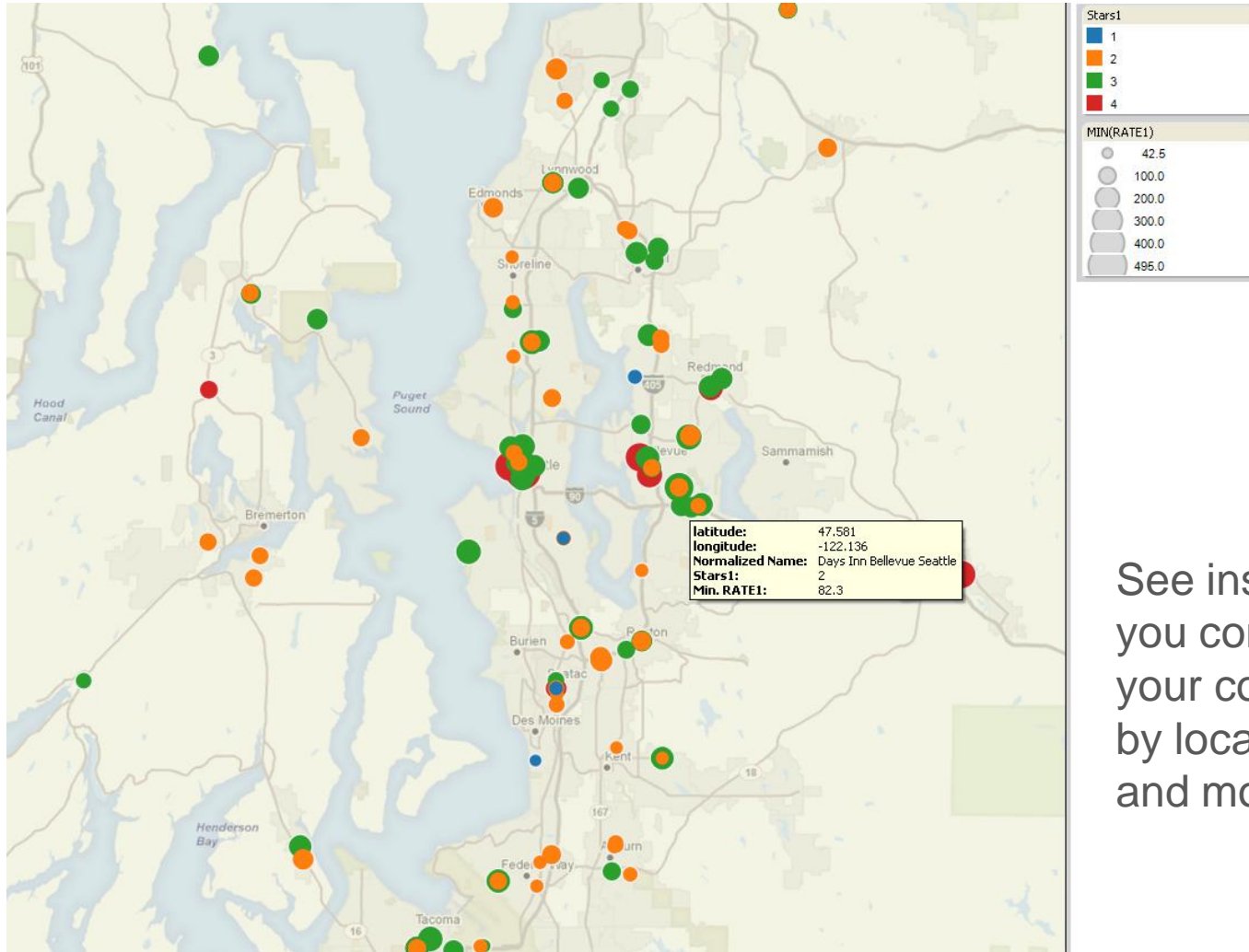


Find out immediately
what customers are
saying about your
brand and properties

Get a view into your relative position on OTA sites



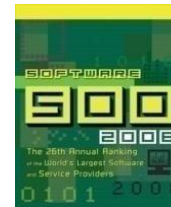
Visualize and interact with competitive data



See instantly how you compare to your competitors by location, price and more.

QL2 Hospitality Solutions

- **Our Business**
 - Reliable, Accurate, Reusable data
 - Customer Specified
- **Focus on vertical markets**
 - Travel, Entertainment & Hospitality
 - Retail
 - Life Sciences
 - Information Services
- **Over 250 customers in 40 countries**
- **Headquartered in Seattle;**
offices in Atlanta, London & Delhi
- **Over 180 employees worldwide**



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