



CHTA & SKYAUCTION.COM

# Room Exchange Program

*Use unsold inventory to pay  
for CHTA membership & services*



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



Room Inventory



CHTA Membership



Event Registration

## This is How it Works:

The process starts with the hotel selecting the CHTA product or service it wishes pay for with room-nights. The minimum transaction is \$1,000 (a member whose annual dues are \$250 can sign up for four year's membership to reach the \$1,000). One member has used over \$30,000 of inventory to pay for CHTA goods and services.

SkyAuction.com then researches the hotel's value through the hotel's own website and various other market barometers, such as Expedia, Orbitz, etc and arrives at a nightly value. The hotel agrees to the number of nights to be auctioned by SkyAuction (all blackout dates are allowed). The CHTA product or service is delivered; SkyAuction.com auctions the room-nights and pays CHTA the full value of the product or service, irrespective of the amount realized by the auction.

## Why should a CHTA Member use the SkyAuction.com 'Room Exchange' Program?

- Pay for products and services by converting unsold room-nights into cash.
- Winners will spend cash at the hotel during their stay.
- Additional exposure: Each hotel receives its own 'mini' website on Skyauction.com, including a click-through to its website, creating incremental traffic for the hotel.
- On-average 7.9 consumers bid for Caribbean product; the 7 that do not win the bid still have a desire to stay at that hotel – they were not bidding for something they didn't want!

## Skyauction.com Background

Established leader in online travel auctions with over 805,000 auctions transacted since 1999.

- 2,000 auctions per week and over 1.4 million registered users.
- Over 25,000 Caribbean auctions in 2008
- Over 3,500 total suppliers in 2008 – including 500+ Caribbean hotels.
- Customer target is the "leisure impulse consumer".
- Affluent and savvy online consumers
  - 60% are ages 45-64
  - 78% have household income of over \$60,000
  - 43% have household income of over \$100,000
- Protects suppliers' mainstream marketplace efforts; does not cannibalize business derived from other distribution channels.
- SkyAuction.com provides consumers with a fun and unique way to find travel deals.
- Long History of working with CHTA member hotels.

## SkyAuction.com Stats:

- Over 10,000,000 page views monthly
- Over 400,000 unique visitors monthly
- 1.5 million members and still growing
- Members spend time looking at offers. The average length of visit is 8 minutes.
- Number of hotels using SkyAuction.com:
  - Over 3,000. Over 600 of them are Caribbean hotels.



# Application Property Information:

(Please print clearly or type)

Hotel Name: \_\_\_\_\_

Hotel Location (country): \_\_\_\_\_

Property's Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment for:

CHTA Membership Dues: \_\_\_\_\_ US\$ \_\_\_\_\_

CHTA Event: \_\_\_\_\_ US\$ \_\_\_\_\_

National Hotel Association Dues: \_\_\_\_\_ US\$ \_\_\_\_\_

Total Amount to be paid via Room Exchange: \_\_\_\_\_ US\$ \_\_\_\_\_

*If you would like to use your unsold inventory to pay for CHTA membership or other products, services and conference related expenses, please contact:*

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