



CHTA & SKYAUCTION.COM

Room Exchange Program

Use unsold inventory to pay for CHTA membership & services, including goods and services from our Allied-member vendors



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



Room Inventory



CHTA Membership



Event Registration



Sheets and Towels

The process starts with the hotel selecting the CHTA or member product or service it wishes to 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 collects the room-nights and pays CHTA the full value of the product or service.

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

- Pay for products and services by converting unsold room-nights into cash.
- SkyAuction members will spend cash at the hotel during their stay (F&B, activities, etc.).
- SkyAuction will market your hotel to their membership on its own "mini" website, plus 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 has a 70% repeat factor, which means repeat guests for you

Skyauction.com Background

Established leader in online travel auctions with over 960,000 auctions transacted since 1999.

- 2,000 auctions per week and over 1.4 million registered users.
- Over 30,000 Caribbean auctions in 2009
- 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 Company Information:

(Please print clearly or type)

Hotel Name: _____

Hotel Location (country): _____

Company'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 conference related expenses, allied-member products and services, please contact: Helena Carrasquel

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