



## **Inntopia User Group 2009**

## Thanks to Our Sponsors

- ✦ CSA Travel Protection
- ✦ Internet Honey
- ✦ Lawrence & Schiller
- ✦ Vickery Hill
- ✦ Avis/Budget Group
- ✦ Venture Web

## Who's here?

- ✦ Tourism British Columbia \*
- ✦ Black Hills Central Reservations
- ✦ Breckenridge Central Reservations
- ✦ Copper Mountain Central Reservations
- ✦ Crested Butte Vacations
- ✦ Gateway Reservations
- ✦ InnSeason Resorts
- ✦ Mount Snow Central Reservations
- ✦ Resorts of the Canadian Rockies \*
- ✦ Ski Banff-Lake Louise-Sunshine \*
- ✦ Sun Peaks Central Reservations
- ✦ Telluride Central Reservations
- ✦ Telluride Resort Reservations
- ✦ Travel Colorado
- ✦ Turquoise Reef Group
- ✦ Winter Park Central Reservations

## Representing Inntopia

- ✦ Trevor Crist
- ✦ David Borgendale
- ✦ K.C. Chambers
- ✦ Gibson LaFontaine
- ✦ Holly Baker
- ✦ Hauyin Leung
- ✦ Jules Hickory
- ✦ Lisa Prive
- ✦ John Spencer

## State of the World – Last Year

- ✦ May 15, 2008 - Dow Jones closed at 12,992
- ✦ Unemployment rate – 5%

## State of the World – Now

★ May 12, 2009 - Dow Jones closed at 8469

- ★ Down 35% from this time last year
- ★ Up from a low of 6470 in March

★ Unemployment rate – 8.9%

- ★ 78% increase
- ★ Still growing (but slowing)

### State of the Industry – Last Year

- ✦ US Ski Areas reported a record 60M+ skier days for the 2007-2008 season.
- ✦ Occupancy was slightly down from a record 2007, but was mitigated by higher ADR.
- ✦ Biggest worries – high gas prices.
- ✦ No one had heard of a ‘staycation’.

## State of the Industry – Now

- ✦ Skier visits have dropped 5%
  - ✦ More local skiers, shorter trips, less spending.
- ✦ Lodging occupancy has dropped 16-17%
- ✦ Average daily rates have dropped 10%.
- ✦ Revenue for lodging down 25%.
- ✦ Airlines have trimmed schedules.
- ✦ Those hardest hit:
  - ✦ Destinations furthest from metro areas
  - ✦ Higher priced destinations
  - ✦ Fly destinations

### State of the World – 2009-2010

- ✦ Credit is easing... maybe
- ✦ Unemployment...not so much.
- ✦ Spenders are becoming savers in order to replenish their retirement accounts, college savings accounts, etc.
- ✦ Swine flu?
- ✦ Airline bankruptcies looming?
- ✦ Climbing unemployment?
- ✦ Gas prices climbing again (despite ample supply).

## What does it mean for you?

- ✦ Revenues down
- ✦ You're doing more with less.
- ✦ Marketing dollars likely to be slashed.

**“A crisis is an opportunity riding the  
dangerous wind”**

**- Chinese Proverb**

## Opportunity?

- ✦ Opportunity to capture market share from competitors who are in 'hunker down' mode.
- ✦ Opportunity to negotiate more favorable terms with Suppliers.
- ✦ Opportunity to try new things.

## What does it mean for Inntopia?

- ✦ Decreased revenues to you mean decreased revenues to us.
- ✦ Like you, we are doing more with less.
- ✦ Managing cash flow conservatively, as we have always done.
- ✦ Continue focus on
  - ✦ Security
  - ✦ Infrastructure
  - ✦ Usability
  - ✦ Incremental product improvements

### How does this change what we are doing?

- ✦ Focus remains the same.
- ✦ Inntopia's focus remains on 'working smarter, not harder'
- ✦ As partners in your business, we want to help you generate more revenue, and be more efficient.
- ✦ Taking a 'wait and see' approach on new hires.

## So, what has Inntopia being doing the past year?

- ✦ Goals announced at 2008 User Group Conference
  - ✦ Internal Processes
    - ✦ Improved internal training process
    - ✦ Elevation of customer support team
    - ✦ Concentration on proactive partner communication
    - ✦ Empowering and engaging partners in the process
  - ✦ Business Development
    - ✦ Continued growth in the ski market
    - ✦ Focus on warm weather destinations
    - ✦ Focus on golf vertical/summer markets
  - ✦ Technology
    - ✦ Infrastructure and Security
    - ✦ Limited Feature Development
    - ✦ Continued Interface Development

## Changes to Internal Processes

- ✦ K.C. Chambers promoted to 'Director of Implementation of Support'
  - ✦ Account Management
  - ✦ Customer Support
  - ✦ Training
- ✦ Patti McKenna brought on board as documentation specialist
  - ✦ Internal Process Documentation
  - ✦ User Documentation, Release Notes
  - ✦ Wikitopia

## Business Development

- ✦ Scaled back w/ K.C.'s move to Support.
- ✦ Jim Lilly has been 'all hands on deck', assisting with support and training
- ✦ We have meanwhile added new accounts, consistent with our Business Development strategy:
  - ✦ New Summer Destinations
    - ✦ Kimberly Vacations
    - ✦ Tourism British Columbia/Discover Camping
  - ✦ New Ski Accounts
    - ✦ Resorts of the Canadian Rockies
    - ✦ Ski Banff-Lake Louise-Sunshine
    - ✦ Saddleback

## Technology

### ★ New Interfaces

- ★ NiteVision (PMS)
- ★ ISI/FRS/Instant Software (PMS)
- ★ InnQuest (PMS)
- ★ SiriusWare (POS)
- ★ CSA (Insurance)
- ★ Full deployment of Avis/Budget & Hertz

## Technology

### ★ New Features

- ★ Product Grouping Feature
- ★ Support for \$0 rate items
- ★ Booking Window/New Booking Restrictions
- ★ Phase I of Time Zone Support
- ★ Closed to check-out
- ★ Number Sold display in easy edit calendar
- ★ Set display order for customer requirements
- ★ Cap on fees
- ★ Customer requirements for packages
- ★ Automated reporting
- ★ Online cancellation functionality w/ pop-up for additional charges
- ★ Online insurance pop-up
- ★ IBE Usability Phase I
- ★ Reset password
- ★ Child age in availability calendar
- ★ Show "package only" products online
- ★ Availability calendar display type
- ★ Display of QTY drop down online
- ★ XT cars for online
- ★ Inventory hold
- ★ Vouchers
- ★ Default car rental location
- ★ Multi-lingual support
- ★ Tax on booking fee
- ★ User privileges per sales channel
- ★ Forward booking report
- ★ Avis XT for supplier collects settlement rule
- ★ Travel insurance interface for supplier collects

## Technology

### ✦ Infrastructure

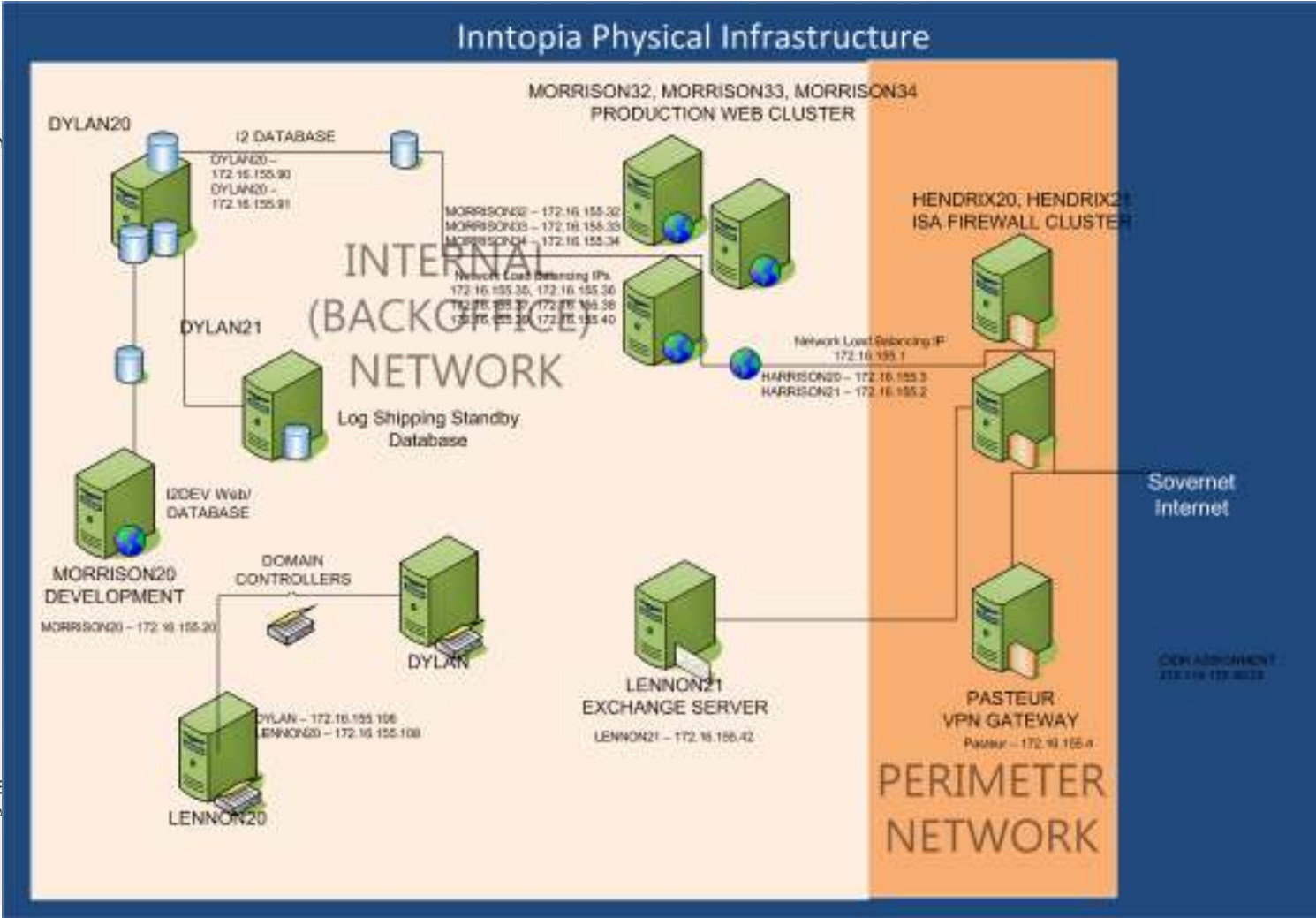
- ✦ \$200k infrastructure/security improvement project
- ✦ Funded with a low interest loan through the Vermont Economic Development Agency.
- ✦ Peer 1 Co-location Facility in Montreal
- ✦ Includes hardware and software upgrades
  - ✦ Dell Enterprise Servers
  - ✦ Cisco Network Hardware

## Technology

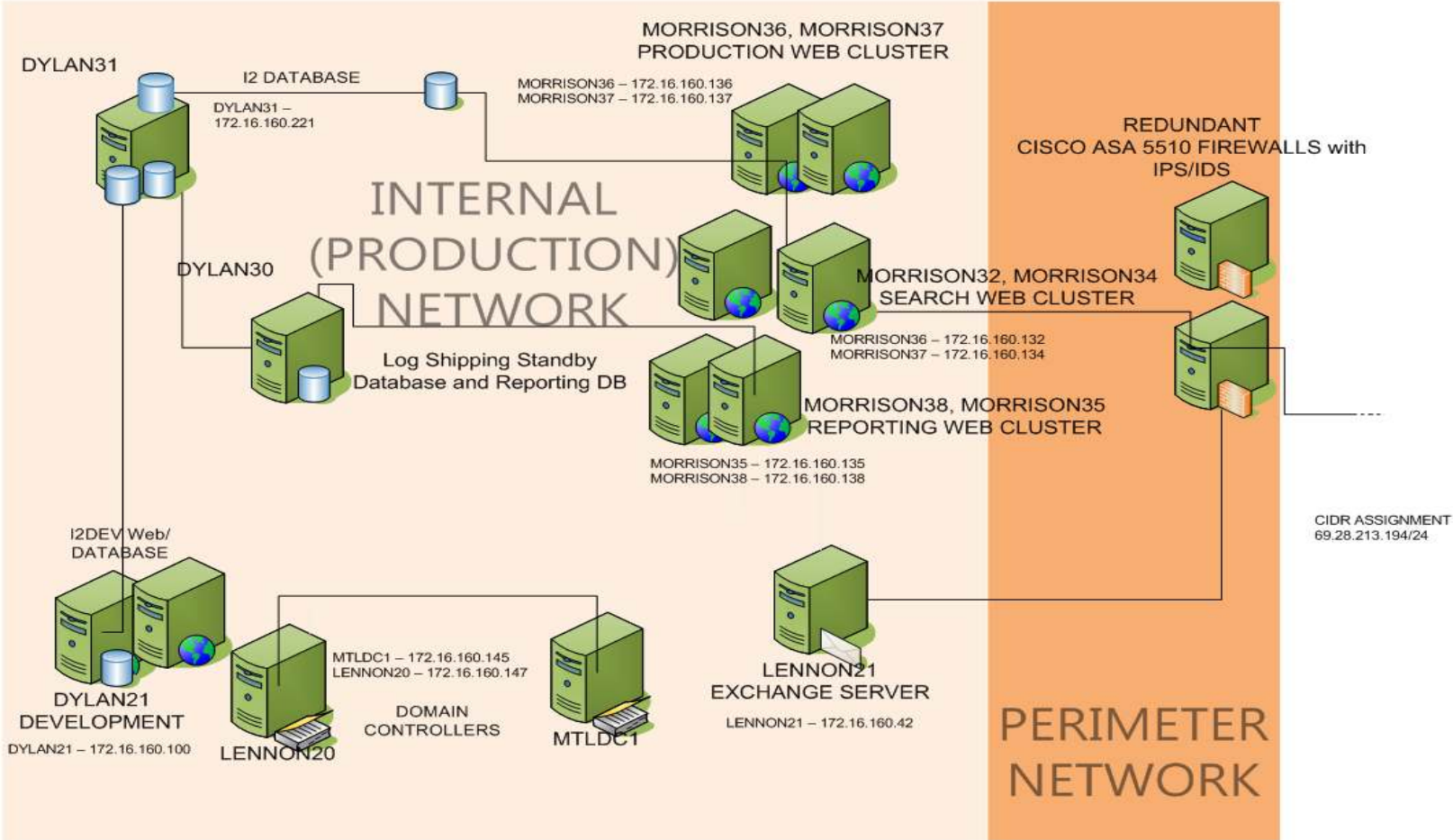
### ✦ Security

- ✦ Using Trustwave for 3<sup>rd</sup> Party Compliance Verification
- ✦ Level 1 Compliance – Highest level of compliance for PCI standards
- ✦ Inntopia will be the first advanced reservation system to attain this level of compliance.
- ✦ Requires changes to policies, development practices, procedures, network infrastructure, etc, etc.

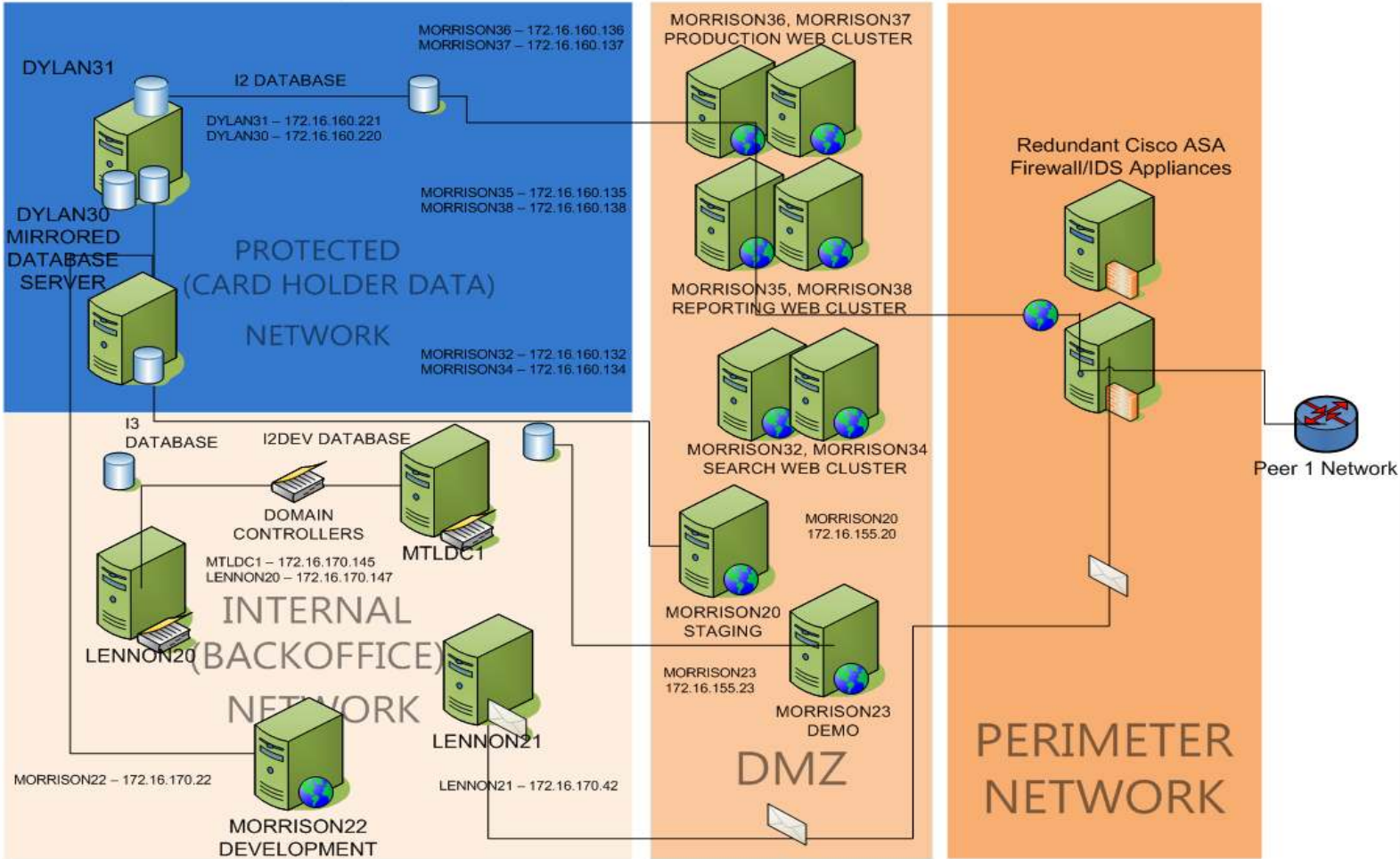
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## Product Development Objectives for the Next Year

### ✦ Infrastructure/Security

- ✦ PCI Compliance
- ✦ Mirrored Databases
- ✦ Staging & Demo/Training Systems
- ✦ Complete Reporting Migration/Updates

### ✦ New Feature Development

- ✦ IBE enhancements
  - ✦ Usability reviews
  - ✦ Upsell & show value
- ✦ Packaging enhancements
- ✦ Phase II of Time Zone Features

## Agenda for Today

### ★ Morning

#### ★ New Feature Review

### ★ Afternoon

#### ★ Session 1

##### ★ Accounting setup and troubleshooting

##### ★ Lead nurturing and email marketing – Internet Honey

#### ★ Session 2

##### ★ AR/AP & Reporting

##### ★ Inntopia/Google Analytics – Vickery Hill

## Agenda for Tomorrow

### ★ Morning

- ★ Intro to Wikitopia
- ★ Customer Satisfaction Survey Review
- ★ Breakouts
  - ★ Roundtable – Best Practices , Part 1
  - ★ Panel – Website/Inntopia Integration , Part 1

### ★ Afternoon

- ★ Breakouts
  - ★ Roundtable – Best Practices , Part 2
  - ★ Panel – Website/Inntopia Integration, Part 2
- ★ Breakouts
  - ★ Everything you ever wanted to know about interfaces
  - ★ TBD