



POWERED BY

JackRabbit 

Ontario's
Southwest 
Shaped by nature

Ontario's Southwest: Book › Direct & JReS

JACKRABBIT SYSTEMS, INC. *SINCE 2007*

Providing software solutions that generate purpose-driven insights

- **Book › Direct** technology embedded on more than 240 DMO websites in U.S., Canada & Caribbean
- **Meta › Direct** advertising platform partnered with Google HPA, TripAdvisor, Trivago and SkyScanner for strategic meta channel distribution
- 307 direct connections to hotel reservation engines
- 60,000+ lodging in the JackRabbit network
- Launched **Insight › Direct** in 2015, a robust intelligence reporting platform
- Acquired **Zerista**, the ultimate event app, in 2016 and shortly after released **Event › Direct**, adding a complete city guide to the Zerista app



Benefits to Lodgers

JACKRABBIT'S 100% DIRECT BOOKING MODEL



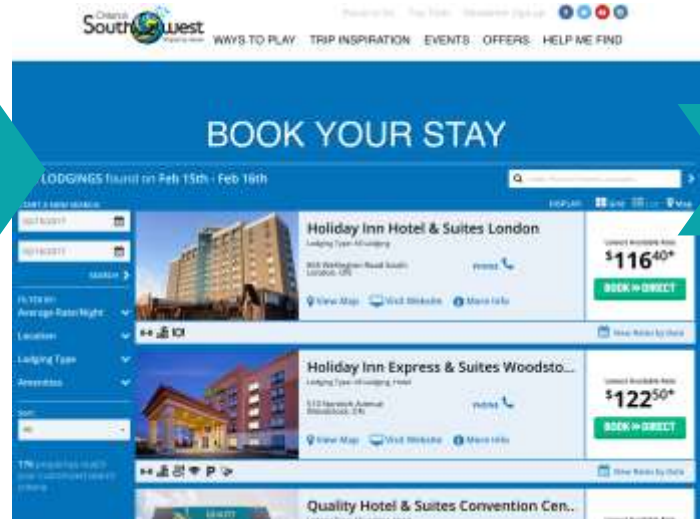
Now that we've let you in on the secret, it's time to come and discover these friendly communities for yourself.

Chatham-Kent

Preserving historical landmarks combined with amazing options for lodging, dining, the beach and family making Chatham-Kent a wonderful region to explore. [Learn more](#)

Elgin County

For more information visit [www.elgincountycanada.com](#) or call 1-800-467-8262



Complete reservation directly with each property.

JackRabbit connects with over 300 reservation engines, including chains and independents, to display rate and availability content specific to each property.

HOTEL GUEST SATISFACTION STUDY

Booking direct vs. booking with an OTA

- Customers who booked directly through a hotel's website were **45 points more** satisfied than those who booked via an Online Travel Agency (OTA)
- Guests who book directly through a hotel tend to:
 - Be less price sensitive
 - Have higher levels of satisfaction with their stay
 - Be more loyal to hotel brands
 - Report less problems



Source: North America Hotel Guest Satisfaction Index Study, J.D. Powers

PLANNING STAGE WHEN LEISURE TRAVELERS VISIT DESTINATION WEBSITES

57%

are considering other destinations

51%

are considering a few destinations

6%

are considering many destinations

43%

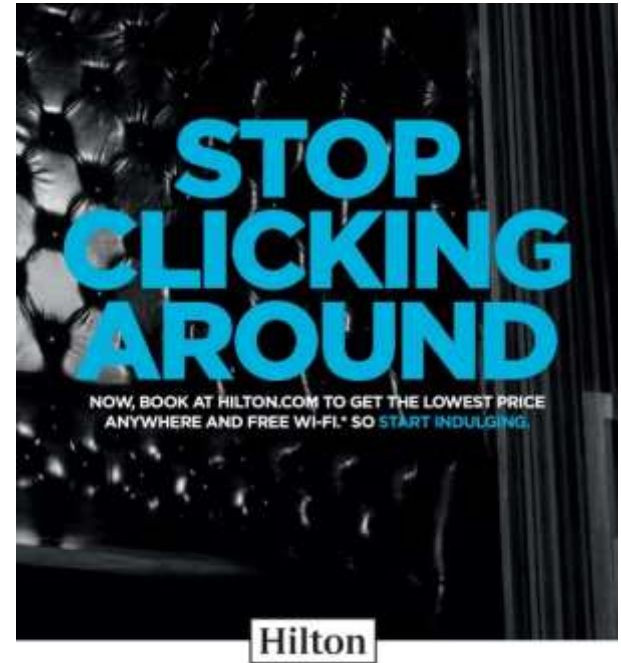
know exactly where they are going

Jackrabbit's Book › Direct engine helps capture the 57% as well as helps facilitate direct reservations for the 43%

Source: Ipsos MediaCT/Google Travel Study, May - June 2015

HOTELS ARE DEMANDING DIRECT BOOKINGS

- Hilton and Marriott have both funded marketing campaigns aimed directly at consumers, appealing them to “stop clicking around” and telling them “it pays to book direct”
- “This is the year that they have all stood up and said “We’re going to spend millions to educate consumers and tell them direct booking is better,” said TripTease’s Osmond
- Hilton’s “Stop Clicking Around” global marketing campaign, its largest ever, which represented the company’s entry into the direct booking wars against third-party distribution sites and OTAs

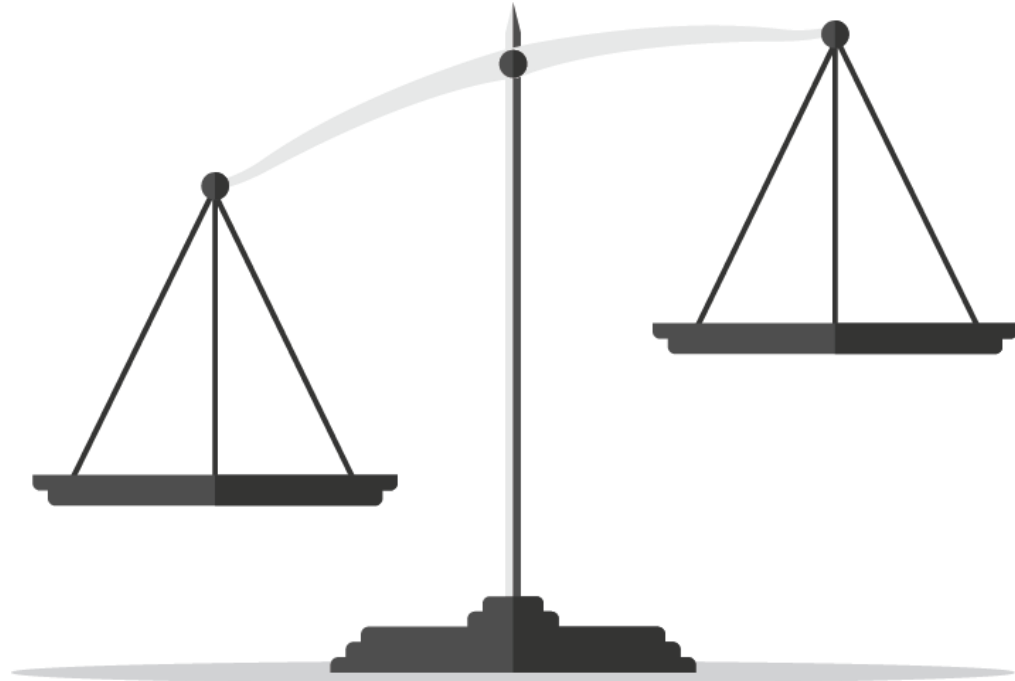


Source: Skift.com - August 2, 2016 “This is How Hotels Could Win the Direct Booking Wars”

DIRECT CONNECTIVITY TECHNOLOGY PLATFORM

Book › Direct vs. OTA Model Technology

- No additional inventory management required by your lodging partners
- 100% of lodgings participate in Book › Direct search results & technology
- Book › Direct connects to over 300 reservation engine partners!
- Inventory management is required with an OTA model booking engine by your lodging partners
- OTA inventory management creates additional work and greatly reduces lodging participation level



REGIONAL RESULTS

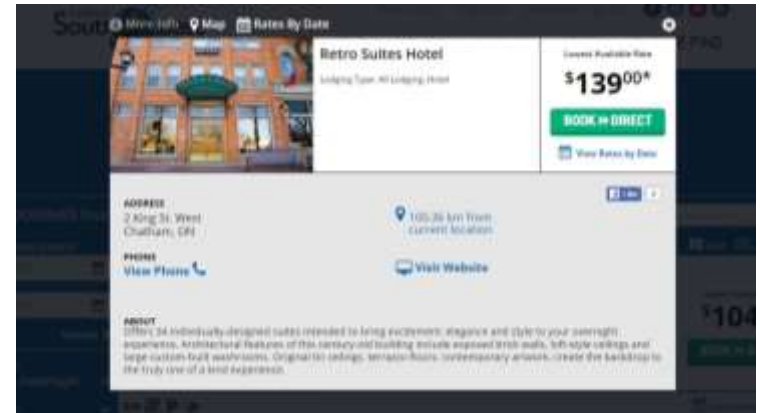
Results To Date

June 1st, 2016 – February 28th, 2016

Searches – 14,954

Referrals to Partners – 6,397

Click-through Rate – **43%**



JReS

JACK RABBIT'S RESERVATION ENGINE: JReS

No reservation engine? No problem.

- JackRabbit offers an online reservation engine to all of our client's lodging and activity partners.
- JReS is a lightweight, but full-featured and easy to use reservation engine.
- JReS allows its users to:
 - Have an online presence
 - Manage inventory
 - Set rates as often as needed
 - Accept online payment through PayPal
 - Show up in meta channels



JReS SIMPLE SIGN UP

JReS in Seven Easy Steps

- **Hotel:** Enter details specific to your property, like lodging description, policies & contact information.
- **Rooms:** Allows you to create and configure rooms available at your property. Rooms consist of a room name, a description, an image along with occupancy and beds.
- **Rates & Availability:** Where you can edit the rates and availability for each of your rooms. Rates are initially populated when setting up a room using the base rate; however, using the calendar in this section you can easily manipulate rates throughout the year.
- **Photo Galleries:** Upload hotel photos to create an animated photo gallery appearing on the homepage of the reservation engine.



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Check Availability

Check-In:

Check-Out:

Guests:

1

Beds:

1



Luxury Bedroom Two

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JReS SIMPLE SIGN UP

JReS in Seven Easy Steps, cont.


- **Reservations:** Allows you to view and manage all reservations made through the system.
- **Widgets:** The widgets section provides two snippets of HTML code that you or your website administrator can copy and paste into your own website, to link your website to JReS.
- **Account:** The account section is where you can change your JReS password.

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1. SEARCH - 2. CHECK AVAILABILITY - 3. RESERVE - 4. CONFIRMATION


Check Availability

Check-In: July 15, 2017
Check-Out: July 20, 2017
Guests: 1
Beds: 1



Destination Villa Rustic Suite **\$115.00**
[BOOK NOW](#)

Our comfortable accommodations with apartment style convenience are unique. Choose Our Rustic Villa Suite: non-smoking, contains One Bedroom with queen size bed, fully equipped kitchen, living room with hide-a-bed, cable television, full private bath and private outside patio. Free Parking. Our self-contained Suites accommodate comfortably a couple or a family of up to 4 persons.



Destination Villa Plano Suite **\$800.00**
[BOOK NOW](#)

Our comfortable accommodations with apartment style convenience are unique. Choose Our Plano Villa Suite: non-smoking, contains One Bedroom with queen size bed, fully equipped kitchen, living room with hide-a-bed, cable television, full private bath and private outside patio. Free Parking. Our self-contained Suites accommodate comfortably a couple or a family of up to 4 persons.

JReS SIMPLE SIGN UP

Where To Start

- Getting started is simple. Sign up at jackrabbitreservations.com/hotels/new
- After signing up to use JReS, you will receive an email with your login and password and a link to your very own JReS system.
- JackRabbit offers several resources for every step along the way:

[JackRabbit Systems - JReS User Guide & Handbook](#)

Several YouTube videos are available as well:

[Sign-up Page Walkthrough](#)

[Hotels Page Walkthrough](#)

[Rooms Walkthrough](#)

[Photo Gallery Walkthrough](#)

[Reservations Walkthrough](#)

[Rates & Availability Walkthrough](#)




The screenshot shows the 'Step 2: Reservation Engine Sign-Up' page. At the top left is the 'BOOK DIRECT' logo with the tagline 'Guiding Travelers Straight To Hotels'. At the top right is the 'jackrabbit' logo with a rabbit icon. The main heading is 'Step 2: Reservation Engine Sign-Up'. Below this is a paragraph explaining that the system is provided for FREE to participating BookDirect customers and allows properties to input room or event inventory. Another paragraph states that the system is provided for FREE based on a 'self-serve' concept and offers a user forum. A third paragraph asks users to complete the form below, noting that login instructions will be emailed upon receipt. The form fields include: 'Hotel Name' (text input), 'Description' (large text area), 'Locales Français' (checkbox), 'Hotel Website URL' (text input), 'Hotel Email' (text input), 'Login Email' (text input), 'Address' (text input), and 'City' (text input).

JReS Examples

Canadian Properties Utilizing JReS

Here are a few Canadian lodging properties already set up on JReS:

- [Destination Villa Suites](#)
- [Bear Valley Highlands](#)
- [Mountain Thyme Getaway](#)




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1. SEARCH 2. CHECK AVAILABILITY 3. RESERVE 4. CONFIRMATION

Check Availability

Check-In: April 19, 2017
Check-Out: April 21, 2017
Guests: 1
Beds: 1



Yurt **\$80.00**
[BOOK NOW](#)

Our unique mongolian yurt overlooks the Valley towards the Monashee Mountains and offers lots of privacy as well as a spectacular view. Only a short distance from the lake it is an easy walk to enjoy swimming, boating and fishing. With 32' diameter, log rafters and a 6' glass dome in the 14' high centre it is truly an experience to live close to nature but with all amenities.

The yurt features a full kitchen, bathroom and one separate bedroom as well as a large deck with a BBQ

QUESTIONS? COMMENTS?

Feel free to reach out regarding JReS or your property's listing

Email: JT@swotc.ca

Phone: 519-290-8687 x 626