

BLLA
BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION



Uniting the World's Boutique & Lifestyle Hotel Collection

Introduction of BLLA for RFP 2010

The Boutique & Lifestyle
Lodging Association

6520 Platt Avenue, #842
West Hills, CA 91307 USA

+1-818-883-4363

blla.org / membership@blla.org



A "First" in the Industry!
Uniting the World's Boutique & Lifestyle Hotels.
On one platform ... for the benefit of everyone.

About the Boutique & Lifestyle Lodging Association (BLLA):

The BLLA was created to be the unifying voice of this unique sector within the hospitality industry. It will be the "One Place" to find and book all boutique & lifestyle hotels for the consumer as well as for the agency community. By pooling resources, independent owners and groups have the opportunity to successfully compete on a level playing field with major hotel companies and market themselves to meet the ever-increasing demand of this discerning boutique-seeking client. Members include hospitality suppliers of all kinds including food & beverage, hotel brands and independent boutique & lifestyle properties that fit the BLLA strict criteria, travel agents, corporate travel offices, students and individuals. Click [here](#) to become an official member of the BLLA.

Review the following pages which discuss the ROI of Membership in the BLLA including Benefits, Exposure of your property, Distribution and Association Engagement.

Membership Fees for 2011:

Complimentary Offer for Properties utilizing this RFP: Sign up for 2011 now and receive the remainder of 2010 at \$0 additional cost.

For lodging properties:

- ___ 25 rooms or less \$598
- ___ 26-50 rooms \$698
- ___ 51-100 rooms \$798
- ___ 101-200 rooms \$998
- ___ 201-300 rooms \$1,298

Membership Benefits:

- Approval to load rates for BLLA's agency consortia program
- Consumer booking engine listing with preferred placement and highlighting
- Access to Members Only area of the site with complimentary downloads & reports
- Free Marketing & Sales Education via Webinars, available live and online to download
- Discounted pricing for Annual & Regional Conferences
- Complimentary educational Webinars and downloads on a variety of topics
- Complimentary copy of the *Hotel Yearbook*
- Free Copy of 2 annual White Papers
- Listing in the online Members directory with logo, images, video links
- Corporate Membership Programs Available
- Boutique Lodging Magazine for consumers

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MARKETING PROGRAMS FOR BLLA HOTELS

Please select from the following **options** to **add** to your BLLA membership package:

Platinum Program	Gold Program	Marketing / Public Relations Extended Page
<p>\$1,000</p> <p>Check Here: _____</p>	<p>\$750</p> <p>Check Here: _____</p>	<p>\$200 - \$2,400</p> <p>Check Here if interested: _____</p>
<p>Banner ad in the booking engine for total of 2 months; can be split</p> <p>One homepage banner promotion for four weeks; can be split</p> <p>Banner advertising w/link in <i>city of choice</i> and <i>actual hotel location</i> for one month</p> <p>Two classified ads in the Monthly Consumer Newsletter</p> <p>Two classified ads in the Monthly Trade Newsletter (to agents/planners)</p> <p>One video promotion link or Live Interview/Press Release</p> <p>A link to the image gallery (10 images maximum)</p> <p>35% discount off all Conference fees</p> <p>25% discount off BLLA Certification program</p> <p>One free webinar registration for an associate plus link to recorded session</p> <p>Free brochure upload</p>	<p>Banner ad in the booking engine for total of 4 weeks; can be split</p> <p>Banner advertising w/link in hotel location city for 2 weeks; can be split</p> <p>One complimentary classified ad in the Monthly Consumer & Travel Trade Newsletter</p> <p>One link to image gallery (6 images maximum)</p> <p>25% discount off Conference fees (location of choice)</p> <p>15% discount off BLLA Certification program</p> <p>One free webinar registration for an associate</p> <p>Free brochure upload</p>	<p>a) Cost Effective awareness and education of your property to the broadest-possible-reach within the travel industry.</p> <p>b) Opportunity to write stories, press releases and product reviews and instantly blast the message out to more than one million readers</p> <p>c) Targeted marketing messages to an audience opted-in to receive news and updates</p> <p>d) Attract new readers, listeners and subscribers to your social media outlets</p> <p>e) Recognition of your property uniqueness and special attributes</p> <p>f) Global readers of these publications include:</p> <ul style="list-style-type: none"> ▪ Audience of up to one million readers ▪ Journalists; both business and consumer ▪ PR Agencies ▪ Leading industry portals and news aggregators ▪ Travel industry professionals including agencies



BLLA - The ROI of Membership

BLLA can provide huge opportunities for efficiencies, added value return on marketing investment, and incremental revenue and 'untapped' boutique customers.

What is Boutique? What is our criteria?

Importantly, it must be recognized that every customer has their own subjective interpretation. And each is valid. We must provide options to satisfy each and every one, in order to leverage every customer revenue-generating opportunity.

Currently, we have fundamental criteria:

- Boutique: < 100 rooms
- Lifestyle: <300 rooms
- Must have a distinctive design, style and atmosphere
- And on-site food & beverage

We're in the process of forming regional committees, who will help define further criteria that represent importantly both consumer and industry perspectives. This way we recognize regional nuances and represent all the various 'constituencies' involved.

How do we vet properties. We go through the basic exercise of working closely with groups in selecting the appropriate properties within each group. Other than that we go through our own process of checking out the property's adherence to certain defined BLLA criteria. Beyond the obvious, we have a Boutique Certified program available for properties wanting to take the next step. This is in addition to a Green Certification program we have available.

Valuable benefits

Incremental Revenue

Our channels provide incremental business to existing programs and activity. No one channel captures the total boutique travel market. Having additional channels attracting new consumers in innovative ways delivers this incremental business. We provide a 'boutique' search capability for consumers as well as for agents via their traditional GDS or online (when our booking engine is available).

Education and Empowerment

Pooling of resources provides efficient ways for smaller players to be equally equipped, trained and educated as the big-budget well-resourced groups. Webinars are complimentary to members and range in value from \$69 - \$599. Certain reports are valued at between \$99 - \$1,500 and are also complimentary to members.

Knowledge and Intel Centre

Sharing of intelligence and collaboration allow for cost-effective ways for members to discover, research, try and test new ideas, new solutions, new initiatives – all that have the same mutual revenue-generating objective.

Exposure / partnership / added value

We have significant media partnerships and programs that provide valuable exposure for the association and its members, in the right forums and channels. This only adds to the added-value benefits to the investment of being a BLLA member.

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How we're promoting to both b2b, b2c?

B2B - Why? This is a sought after solution by agents which we discovered after interviewing over 100 agents and asking them, "What is your procedure for locating a special unique property when your clients ask for it?" The answer became strewn with "I don't do much of anything except a general GDS search and take an educated guess on selecting a property, or I go straight to Google and end up on some really odd sites. There is nothing much for us to rely on, so please hurry BLLA!"

Travel agents and corporate planners, plus media, suppliers and other members of the industry receive regular BLLA newsletters about industry trends, partnership, business development and educational opportunities, destination marketing and member features. We offer BLLA members the option to purchase custom and exclusive e-blasts to these groups directly.

B2C - Millions of travelers worldwide who have elected to receive boutique-type communications will receive our communications (when the booking engine is live). There will also be extensive social media and targeted promotional campaigns to increase the awareness and profile of the BLLA's consumer service and brand. In addition, there is a significant industry and consumer PR activity plan that is elevating the exposure, understanding and value of the association. See the attached list for past consumer coverage.

How we're driving demand to our members - GDS / consumer search / promotions to both.

We are reaching out to agents and corporations to educate them on the progress of BLLA's rate access codes in the GDS. We are also currently experimenting by loading some publicly available rates in the GDS.

With our search engine marketing specialist partner – Engine Works - we've carried extensive analysis into the key words customers use in boutique-related searches. With this research, our site has been built to be search engine optimized to be easily found by boutique travelers.

Together with our sponsors and partners we're building affiliation and mutual-referral partnership programs to reach an even wider target audience and deliver bigger potential volumes of boutique customers by driving demand to members who will be placed in preference at the top of the booking engine.

Why this is the right and the good thing to do for their future success

The boutique sector has huge amounts of promise and opportunity, and the optimal way to fulfill this is by unifying the all the players, brands, owners, groups etc. to enable the industry to formally be recognized and established; to take control of its future and ensure the best possible success and outcomes to benefit both people in the industry and customers alike.

More efficiency will lead to cost savings

More unification will provide more profitable opportunities

More clarification will result in more customers and ultimately more revenue!

JOIN US AND PARTICIPATE AND ENGAGE IN THE BLLA!

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Membership Program Review & Summary

The following is the annual membership fee for all registrations. Please select one category.

For lodging properties	Regular
____ 25 rooms or less	\$598
____ 26-50 rooms	\$698
____ 51-100 rooms	\$798
____ 101-200 rooms	\$998
____ 201-300 rooms	\$1,298
____ For Industry Suppliers	\$1,298
____ For Hotel Corp. Office	\$996
____ For Agents/ <u>Tvl</u> Mgrs.	\$298
____ Platinum Program	+\$1,000
____ Gold Program	+\$750

Membership Benefits:

- Listing in the online Members Directory
- Access to **Members Only** area of the site
- Free Marketing & Sales Education
- Discounted pricing for Annual Conferences
- Discounted pricing for Regional Conferences
- Discount for Webinars
- Complimentary copy of the *Hotel Yearbook*
- Free Copy of 2 annual White Papers
- For Properties - booking engine placement
- Full page company descriptive and site footprint
- Corporate Membership Programs Available
- Boutique Lodging Magazine for consumers
- Newsletter for Supplier promotions to properties

Company Name _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Website: _____

Payment: _____ MasterCard _____ Visa _____ American Express _____ Discover

CC #: _____ Expires: _____ / _____ CVV: _____

Authorized Signature: _____

Name: _____ Email: _____

Checks - make payable to The Boutique & Lifestyle Lodging Association. **Payable in USD only.**
Send to: 6520 Platt Avenue, #842, West Hills, CA 91307.

Send Wire transfers **in USD only with any bank fees included in the payment** to: Bank of America, The Boutique Lodging Association, Account: #2172668830, California, Routing #026009593. **For international wires:** Swift code BOFAUS3N.

Fax this form to: 818-716-1522 or email scanned copy to: information@boutiquelodgingassociation.org

This form should only be used to complete payment information.
Please ensure you also complete the Registration pages at this
url: <http://www.tinyurl.com/blla2010>

Upon acceptance, Membership Login information for the BLLA website will be emailed to the authorized person above. This will give access to the Members Only pages of the site. Feel free to call 818-883-4363 to pay by credit card.

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information@boutiquelodgingassociation.org