



## HIGHTIDE HOLIDAYS - PARTNER PROCESS

### 1. Holiday Club - Partner Tariffs

When Hightide Members are deciding on their next holiday (or short break) they either use the VIP Members Guide, the Hightide Holidays websites or contact the Hightide Helpline to select a property of interest.

All Holiday Club Members are directed to the Hightide Helpline Team for enquiries. Stays are at the Hightide Holidays contract/discount rate and terms/conditions agreed with the Accommodation Partner for a twelve month period. The resort management controls how many stays they accept and at what time of the year.

#### Rates- Discounts - Specials

Rates have to have some flexibility in today's market therefore Hightide Holidays suggest four different pricing arrangements which can be provided in total, separate or in any combination. Exclusion periods or surcharges can also apply and controlled by the Accommodation Partner.

Rates should be based on 3 night stays and between 20 -60% off rack. Discounts generally apply for the full period of the agreement but are always dependent upon availability.

#### A. Hightide Contracted Rate

For particular stressed periods and/or low seasons, Accommodation Partners provide a contracted net rate, not subject to any further discount, covering a twelve month period. The net rate can be across all stock or selective, but the aim is to increase yield on particular sections of the property. Hightide promotes this rate plus a small percentage (to cover admin, booking etc). Prices can be made available as a percentage from rate/door rate though a net rate is preferred.

#### B. Yearly discount

The Accommodation Partner provides Hightide a percentage discount off the rack/door rate for a twelve month period usually across all stock. The discounted rate cannot be used in conjunction with the Contracted Rate. Hightide converts the percentage discount into a net rate and promotes that plus a small percentage to VIP members for periods that are not covered by the Contracted Rate

#### C. Specials

Accommodation Partner provides a special for a defined period to attract extra business or react to market changes. The special is promoted in a separate section on the Hightide/Resort Plus web site



and generally in the eNews and/or bi-monthly mailer. The special can be in the form of extra discount, free nights or any “value adds”.

#### D. Last minute Rate

Accommodation Partners that provide “last minute” rates on reseller’s internet sites are requested to make these rates available to Hightide especially if the rates are lower than previously offered. i.e. net rate to Hightide would be the published “last minute” rate less 10% (as provided to resellers) and Hightide passes 5% on to our members but retains 5% to cover admin, booking etc.

Accommodation Partners that publish rates on their own web site, lower than previously available to Hightide are requested to offer these rates to Hightide and no mark-up will be passed on to the member.

Should a booking already be in place at our contracted/negotiated rate and a Hightide member complains about the lower on-line rate (at a similar time and accommodation type to their booking), Hightide Helpline may contact the Partner to seek adjust of the booking to reflect the lower advertised rate.

#### Note

Hightide Members have a login password so Resort pricing can be restricted from general viewing (if requested by the Accommodation Partner). The member also has accesses to their Hightide Rewards balance through the login process.

## 2. Accommodation Booking Process

### Hightide Helpline Bookings

Hightide Helpline provides accommodation management services to the VIP members which results in cost saving to the Accommodation Partners when dealing with a Voucher Membership Club.

The Helpline Team completes the booking process including checking availability, accepting, confirming, receipting and payment. Partners have no administration requirement with the collection of voucher or reconciling.



### How the Process Works

Members who make an enquiry direct to the Helpline Team will have their requirements managed by an experienced accommodation consultant, who checks availability, provides a quote, record the booking, receipts a deposit (or full payment) and provides a receipt/confirmation note to the Member and the Accommodation Partner. Bookings through the Hightide Helpline ensure the voucher reconciliation is managed therefore only a receipt is issued for presentation to the resort at time of arrival.

When Hightide Helpline handles all the booking/payment process the net rate agreed with the Partner is bank transferred prior to the arrival of the member. Bank details of the Accommodation



Partner's Property Partner Resorts are required so that electronic transfer can be completed. Hightide Members are charged for any extras during the stay by the Accommodation Partner.

### **Payment & Cancellation Procedure**

For bookings that are made through the Hightide Helpline a cancellation policy exists though every effort is made to work with our Accommodation Partner's policies. The existing policy based on the majority of partners terms and conditions is:

#### Payment

- At time of booking Hightide collects a \$100 booking deposit. (refunds are provided under certain circumstances but the deposit is transferable)
- Member receives a receipt/confirmation from Hightide and a confirmation is emailed/faxed to the accommodation partner's property.
- Hightide pays the net amount owing to the property the week prior to the member's arrival.
  
- Cancellations
  - a) Up to 14 days prior to arrival no cancellation payment.
  - b) Between 14 days and 72 hours prior to arrival, up to 50% of the net booking rate at the discretion of the property.
  - c) Within 72 hrs prior to arrival, up to 100% of the net booking at the discretion of the property.

### **Direct Bookings (if necessary)**

With over 110,000 past customers and members, many of them will directly contact an Accommodation Partners resort and Partners are requested to redirect the Member back to the Hightide Helpline ( 1300 769 765). Partners who wish to manage the booking process or deal direct with a VIP Member are required to still process the Hightide Member's Voucher.

VIP Members will make an enquiry with the Accommodation Partner, arrange a booking and pay a deposit/full payment as per the conditions in the Hightide agreement. The member redeems their Voucher at the Resort upon check-in. At the end of each month, all redeemed VIP Vouchers (or a report listing members name and number of stays), are to be mailed back to Hightide Holidays.

Cancellation of bookings made direct by a Hightide Member to a Partner's Resort are covered by the individual partner's deposit & cancellation policy which should be confirmed at time of bookings.

## **3. Partner Website Interface**

Accommodation Partners can login to the Hightide Partner Web Interface and update property details, rates, images or specials. The password protected interface is at [www.hightidemarketing.com.au](http://www.hightidemarketing.com.au) and using a unique code, access is obtained to their Hightide listed web page. Partners with a listing on the **ResortPlus** website will have any updates automatically completed through the interface.

### **Specials or Last Minute Rates.**

- The Specials page is the most viewed page on the Hightide website and it is a FREE service to Accommodation Partners.



- Specials can be entered for periods pre-determined by the Partner and can be edited at any time.
- Specials are listed for a defined period with commence/end display dates and book by dates etc.
- Once submitted, the special will be checked, authorised then automatically listed for the dates set.
- No allocation is required and if occupancy increases the special can be quickly edited or removed.
- Partners can schedule multiple Specials more than a year in advance & edit them real-time.

## 4. Further Information

Please visit Hightide Holidays' accommodation partner web page at [www.hightidemarketing.com.au](http://www.hightidemarketing.com.au) which provides further information and samples of our marketing material, partner agreement, partner registration process and current news

Partners' properties are displayed on our website at [www.hightide.com.au](http://www.hightide.com.au)  
Partner information is available at [www.hightidemarketing.com.au](http://www.hightidemarketing.com.au)  
Email contact: [partners@hightide.com.au](mailto:partners@hightide.com.au). Telephone: 1300 767 470. Fax: 07 3291 0911

