

Franchise Freebies

| | Participation | Actions Needed |
|---|--------------------------|----------------|
| Travel agent GDS program | <input type="checkbox"/> | _____ |
| Travel agent newsletters/piggyback mailings | <input type="checkbox"/> | _____ |
| Fax blasts and e-blasts | <input type="checkbox"/> | _____ |
| Special bulletins | <input type="checkbox"/> | _____ |
| Travel agent Internet site | <input type="checkbox"/> | _____ |
| Expanded web pages | <input type="checkbox"/> | _____ |
| Alliances | <input type="checkbox"/> | _____ |
| Reports and lists of top account and agencies | <input type="checkbox"/> | _____ |
| Paycheck stuffers | <input type="checkbox"/> | _____ |
| Commission check messages | <input type="checkbox"/> | _____ |
| Co-op such as AT&T and HBO | <input type="checkbox"/> | _____ |
| Marketing materials | <input type="checkbox"/> | _____ |
| Brand frequent stay | <input type="checkbox"/> | _____ |
| Reservations center promos | <input type="checkbox"/> | _____ |
| Public relations | | _____ |

