

**nor1's** flagship product, **eStandbyUpgrade™** is an easy-to-manage program that increases revenue and guest satisfaction with no upfront costs for the hotel.

**HOW IT WORKS**

After guests reserve a room on a hotel's website, they're offered the opportunity, post-confirmation, to request a discounted upgrade, that is not confirmed until they check in.

Guests access their **eStandbyUpgrade™** options from a link placed on the hotel's booking engine, or from an email sent to them by **nor1®** on the hotel's behalf.

Guests view an easy-to-use web page, complete with high-quality photos and detailed descriptions and commit to pay a reduced price for the upgrade if it is offered. If the hotel decides to award the requested upgrade when they check-in, they get it. If not, the original reservation stands.

Guests who request **eStandbyUpgrade™** **20%**

By awarding discounted upgrades for rooms that either would remain unoccupied or undersold, hotels increase their bottom line as well as guest satisfaction and loyalty. On-demand reports track upgrade activity and extra revenue and on-going **nor1®** analysis helps hotels improve upgrade offers and maximize revenue potential.

**eStandbyUpgrade™**

is an innovative up-sell solution that will increase your hotel's:

- ADR
- Net Profit
- Net Revenue
- RevPAR
- RevPAG
- Guest Satisfaction



The screenshot displays the user interface for the eStandbyUpgrade program at Lake Hotel Resort. It includes a header with the hotel logo, a navigation bar with steps '1. Select Upgrade(s)', '2. Submit Request(s)', and '3. Summary'. The main content area shows a confirmation message to 'Dear David Hallman', details of the 'Originally Booked Room' (Standard King, 300 sq ft, \$249 total for 1 night), and a list of available upgrades: 'Canopy King, 310 sq ft' for \$19 extra per night (save \$51), 'Junior Suite, 520 sq ft' for \$49 extra per night (save \$121), and 'Governors Suite, 1060 sq ft' for \$89 extra per night (save \$161). Each upgrade option includes a photo, a 'Select eStandby Upgrade' button, and a list of amenities. A 'Continue >>' button is at the bottom right.

**No Risk:** No upfront cost, no implementation cost and no maintenance cost – the **nor1®** model is based on revenue sharing of the additional revenue **nor1®** generates for the property.

**High Tech. High Touch:** The **nor1®** team creates a custom implementation for each hotel including enticing photos, compelling room descriptions, information on pricing/discounts and website and email designs consistent with hotel branding and color schemes.

**Easy to Implement and Manage:** Technical interfaces to most CRS and IBE have been created. **nor1®** assists with all ongoing content management and provides regular analysis and recommendations to help hotels maximize revenue.

**Increased Guest Satisfaction:** Guests are interested and appreciate the opportunity to experience a higher level of service. **nor1®** overall guest conversion rate (guests interested in participating/guests exposed to Internet offer) continues to exceed that of almost any internet offering.



Leveraging its innovative and patented **eStandbyUpgrade™** up-sell processes, **nor1®** generates incremental net revenue for hotels by maximizing the margins and profits from their perishable inventories. **nor1's eStandbyUpgrade™** solution has been embraced by hotels as a mission critical tool and is currently generating revenue for hundreds of properties, including international mega-chains, regional hotel groups and independent hotels and resorts of all sizes.

"Nor1 has proved to be a professional and dependable partner for Kimpton. Their eStandby Upgrade solution has added tremendous revenue to the bottom line for us and each of Kimpton's properties was eager to roll out the solution. Now we don't open a new property without ensuring Nor1 will be in place."

Kathleen Sanford Reidenbach  
VP, Revenue Management



"The Nor1 system was incredibly easy to implement. We expected a positive impact to our bottom line, but how quickly it happened amazed us. In just one month we were already seeing significant incremental revenues and the customer feedback has been outstanding."

Barry Brown  
Director of Sales and Marketing



"The eStandby program is like found money for us. I absolutely recommend it - there's no risk for the hotel and it's all upside."

Brian Christensen  
Revenue and Distribution Manager



"Nor1's eStandby has allowed Destination to drive short-term incremental revenue at several hotels. eStandby's key benefit is that nothing is guaranteed at booking, so if the hotel can obtain full up-sell value, the hotel is not committed to upgrade if the room is not available. It's truly a win-win; incremental revenue for the hotel, tremendous value for the guest."

Tyler Williams  
VP, Revenue Services



"We could not be happier with Nor1 eStandby Upgrade. Our front desk agents look forward to managing the requests each day. The program is very simple and they get very excited about seeing the additional revenue they bring into the hotel with each upgrade they are able to award. It's also fun to see the reaction from our guests at check in when we congratulate them on their upgrade."

Jodie Grannes  
Assistant General Manager

