

## **RATE INTEGRITY:**

Because USAV relies on THS to get the lowest possible rate at a hotel, they do a number of things at contract signing and during the reservation process to ensure that the USAV rate is the lowest rate the hotel is selling over our dates. First, THS requires each hotel to sign an addendum contract that states just that fact. But even with that in place, there are so many rates offered by hotels from the hotel's Front Desk, Reservation Office, Sales Office, 800-Number Reservations, Brand National Sales, Management Company National Sales, Franchise Company National Promotions, Brand Website, and Discount Websites, lower rates can sometime be found. So THS staff does a weekly and bi-weekly "Rate Integrity check" whereby anonymous calls are made to the hotel's Front Desk, 800-Number Reservations and a review of their Brand Website to try and find a lower rate than ours. We document those rate quotes, run a report showing how each hotel used for a tournament came out, then go about fixing any problem (lower) rates. Though there will always be a few problem rates to get fixed, overall our average rates are substantially lower than the average rate quotes.

The summation of that report can also be used for comparison purposes\*:

### **BOYS JO'S**

2008 (Salt Lake City) Rate Integrity Differential:	THS's rates were <b>\$26.37</b> lower on average than the hotels quoted direct
2009 (Atlanta) Rate Integrity Differential:	THS's rates were <b>\$61.08</b> lower on average than the hotels quoted direct

### **GIRLS JO'S**

2008 (Dallas) Rate Integrity Differential:	THS's rates were <b>\$34.13</b> lower on average than the hotels quoted direct
2009 (Miami) Rate Integrity Differential:	THS's rates were <b>\$71.78</b> lower on average than the hotels quoted direct

## **ADDITIONAL CAPTURE RATE**

As would be expected, THS has serviced substantially more room nights for the Boys JO's and Girls JO's than in past years. It is important to note that these additional revenues do serve to keep application and membership fees down, and to give USAV the ability to improve the events they put on.

Here are the year-over-year increase, as of May 15, 2009 (we only experienced a 2% drop in room nights from this date last year to when the tournaments were over):

### **BOYS JO'S**

2008 (Salt Lake City):	7,456 room nights	
2009 (Atlanta):	16,075 room nights	(Year over year increase of 115%)

### **GIRLS JO'S**

2008 (Dallas):	18,680 room nights	
2009 (Miami):	38,187 room nights	(Year over year increase of 104%)