



Closing Special Seminar: Prepaid Reservations: A Path Forward

Moderator:

Bob Barton, The Hertz Corp.

Panelists:

John Hansen, TSD

Bobby Healy, CarTrawler

Dr. Stowe Shoemaker, Harrah College of Hotel Administration, UNLV

Kevin Stutz, ACE Rent A Car Reservations



CAR RENTAL SHOW

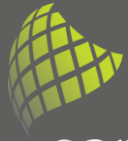
APRIL 7-8, 2014 / RIO ALL-SUITE HOTEL & CASINO / LAS VEGAS

Car Rental
SHOW
THE GLOBAL MARKETPLACE FOR THE CAR RENTAL INDUSTRY

IN CONJUNCTION WITH
ACRA
AMERICAN CAR RENTAL ASSOCIATION

BROUGHT TO YOU BY

Auto Rental
NEWS



cartrawler

Prepaid suits the customer sometimes...

Bobby Healy, CTO CarTrawler

with you *all the way*

...60 international airlines have chosen CarTrawler.



Servicing **300M** airline passengers worldwide



- Prepaid
- Prepaid Deposit
(PPDEP)
- Part Paid

Price Elasticity & Cash

Driver's full name

bobby healy

Email address

bhealy@caesars.com

Contact phone

US (+1)

Address*

caesars palace

presidential

City*

las vegas

Country*

United States

Flight number

ei105

Click here if you'd like to receive special offers or news by email. You can opt out at any time.

* Required

ADD EXTRAS



Add an additional driver, GPS, child-seat, or other extras. Extras are requested from the car rental company. You pay for them at the rental desk.

£ 366.13
Total charge

£ 61.61
You pay today

£ 304.52
Balance you pay at the
rental desk

 Pick-up

[\(Edit\)](#)

Jul 30 2014 | 10:00
cante - Airport

Return

Aug 13 2014 | 10:00
cante - Airport

Opel Astra
similar

£ 366.13
Total charge



£ 366.13
Total charge

£ 61.61
You pay today

£ 304.52
Balance you pay at the
rental desk

Included in this price

All taxes and charges

Email address*

bhealy@cartrawler.om

Contact phone

US (+1)

Address*

caesars p

presidenti

City*

las vegas

Country*

United Sta

Flight number

ei105

Click h
out at i

* Required

ADD EX

Add an addi
company. Y

RENTAL CAR PROTECTOR



£455.35

Total charge

£21.00

You pay today

£434.35

Balance you pay 28 days
before pickup

Pay in full now

Aug 27 2014 | 10:00

Frankfurt - Airport



Tim from United Kingdom
just booked a car in
Frankfurt - Airport

Opel Astra (With GPS)
or similar

£455.35
Total charge



Airport terminal pick-up

Onboard GPS

Added extras

Winter tyres Free

£455.35

Total charge

£21.00

You pay today

£434.35

Balance you pay 28 days
before pickup

Pay in full now

Included in this price

All taxes and charges

Don't show again

feedback

Conversion
+5%
Rev +7%
YPQ up 12%

- Improved YPQ
- Cashflow /
SEM
- Pricing control
- Dynamic

- Zero Noshow
- Better for fraud detection
- But...
 - Risk of default
 - Poorer cashflow



University of Nevada, Las Vegas

Stowe Shoemaker, PhD

Dean, William F. Harrah College of
Hotel Administration



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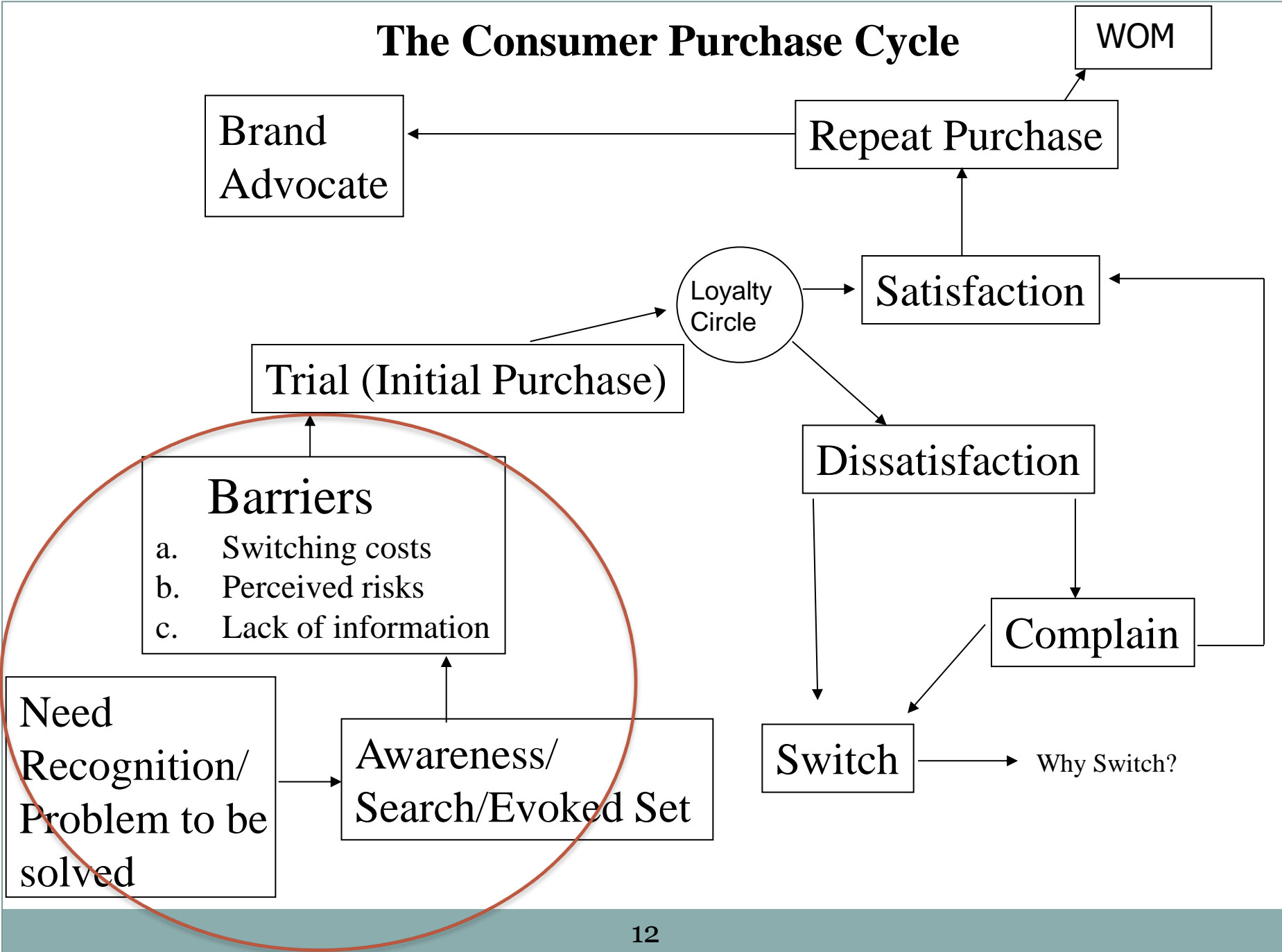
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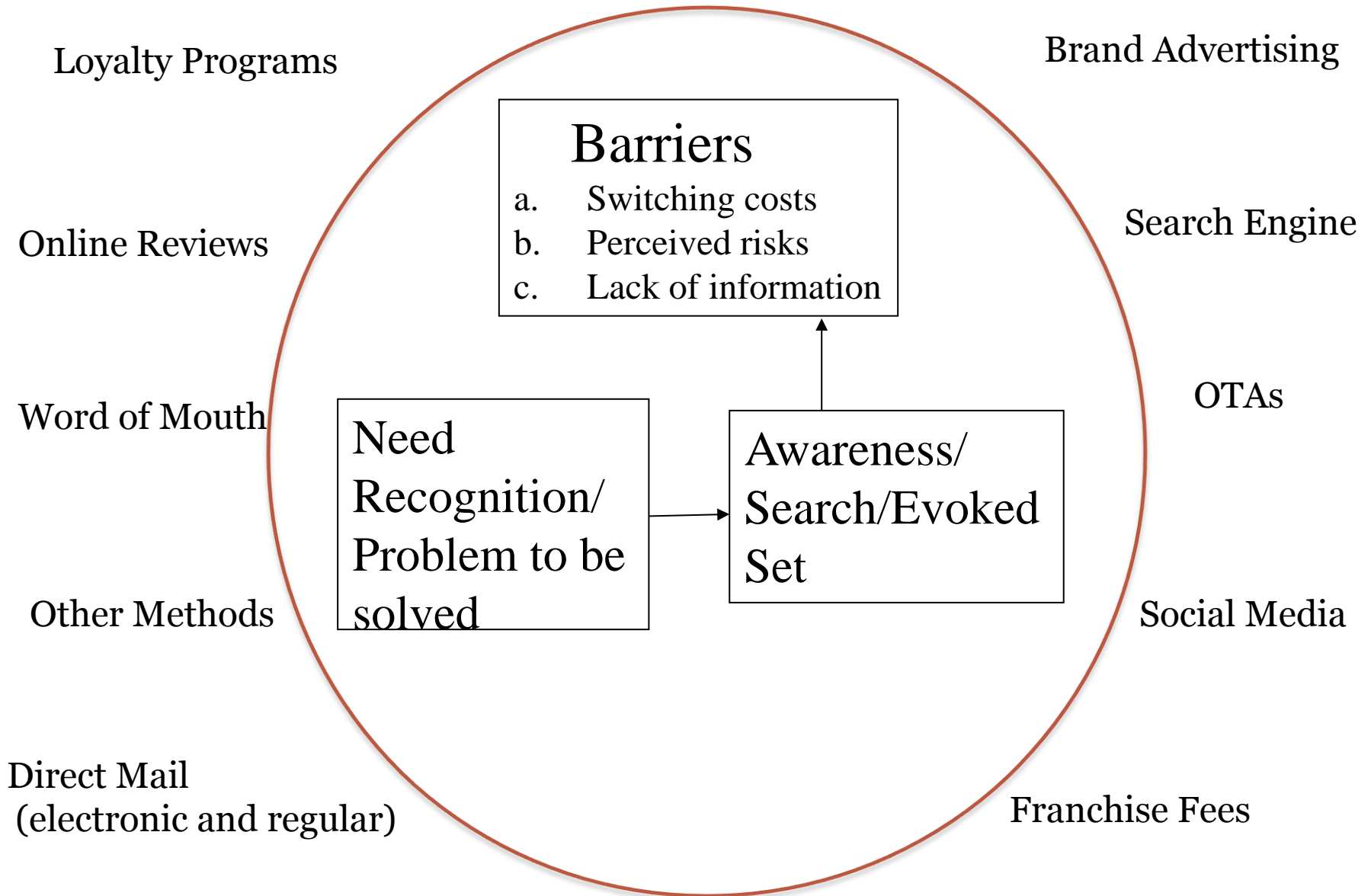
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The Consumer Purchase Cycle



The Consumer Purchase Cycle



Question: Where Would You Buy Gas?



Station A: Sells gasoline for \$2.30 per gallon and gives a \$0.10 discount if the buyer pays with cash.

Station B: Sells gasoline for \$ 2.20 per gallon, and charges a \$ 0.10 surcharge if the buyer pays with a credit card.

