



**Seattle's Convention and Visitors Bureau**

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[seeseattle.org](http://seeseattle.org)

## **News Release**

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### **SEATTLE CVB POWERS UP SUPER SAVER PROGRAM Alternative to Internet Hotel Bookers Means Added Value to Consumers**

SEATTLE – Launching its 13<sup>th</sup> season this fall, the venerable Seattle Super Saver program will give web-based hotel bookers a run for their money with a new online booking engine and an alliance with Seattle area hoteliers and downtown merchants, restaurants and attractions. The program will offer discounts of up to 70 percent at 48 Seattle hotels and several expanded features over previous years, such as room upgrades and deep discounts on suites, value added offers at participating hotels and a Super Saver Value Guide with offers on Seattle shopping, dining, culture and sightseeing.

Consumers who book a hotel through the Seattle Super Saver program will be given the lowest available rate at the time of the reservation. Participating properties will match the lowest available rates throughout their distribution channels during the requested dates.

In addition to receiving the best available rates, consumers will have the option of upgrading to a higher room category or suite at substantially discounted Super Saver rates at the time of the reservation. At check-in, Seattle Super Saver hotels will draw from the best available guestrooms and suites, depending on availability. Online bookers typically offer leftover room inventories to their customers.

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Unlike online bookers, Seattle Super Saver is operated by Seattle's Convention & Visitors Bureau, a non-profit organization, for the benefit of Seattle hoteliers and travelers. This year the program is sanctioned by the Seattle Hotel Association and Downtown Seattle Association. This unique Seattle tourism industry alliance allows Seattle Super Saver to offer "preferred" room inventory at the best available rates, as well as a unique package of benefits and services that is not available via any other Seattle hotel distribution channel. Benefits include:

- No pre-payment
- No cancellation fees (up to 24 hours prior to check-in)
- No hidden fees
- Hotel loyalty programs honored
- Free Seattle Super Saver Value Guide (upon check-in) with discounts and value-added benefits at Seattle retail stores, restaurants, visitor attractions and cultural events.

Also new this year is a robust, online booking engine which allows participating hotels to make dynamic rate and inventory changes throughout the program's five-month run. Consumers can easily and quickly survey a wider array of room types and hotels, as well as make "real time bookings."

"The online discounters have built their business around big rate discounts," said Steve Morris, President & CEO of Seattle's Convention & Visitors Bureau. "We offer big rate discounts, and then some. Seattle Super Saver's expanded value not only enhances the Seattle visitor experience, but can actually help the traveler's *bottom line*."

The Seattle Super Saver program was one of the first of its kind in the U.S. and is recognized it as a trusted Seattle travel resource for Seattle hotel bookings. Seattle Super Saver rates are effective November 7, 2000 through March 31, 2004. To receive the discounted rate, at least one overnight stay at a participating hotel is required and reservations must be made via the Seattle Super Saver web site or toll-free telephone reservation line. The web site and phone lines open October 19, 2003.

Online bookings can be made at [www.seattlesupersaver.com](http://www.seattlesupersaver.com). The web site profiles participating hotel properties and offers maps and other tools to assist in booking. Alternatively, travelers within the U.S. and Canada can reserve the program toll free by calling (800) 535-7071; from outside the U.S. and Canada, the number to call is (206) 461-5882. Phone lines are staffed by knowledgeable reservationists who personally inspect each property and can advise of hotel features and location, as well as make bookings. Reservation lines are open 8:30 a.m. - 5 p.m. (Pacific Time), Monday through Friday; and 10 a.m. - 2 p.m. Saturday and Sunday.

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