

Cash Cross Purchase Trading Program for Preferred Hotels & Resorts

How it works

- Hotel purchases agreed upon goods from Active, and Active agrees to purchase hotel accommodations from Hotel.
- Active's commitment will be pre-agreed upon in advance and will be up to 20%* of the dollar amount of goods purchased by you from Active, excluding taxes and any incremental shipping charges.
- All purchases are paid for by each party 100% in cash, at each party's normal rates, specifications, and terms.
- Active agrees to satisfy its purchase commitment within a pre-agreed term by bringing transient and new group business to your Hotel.
- Active provides a “no risk cash out guarantee”

Example & Benefits

Example:

- Assume you purchase \$100,000 from Option One Energy and Active commits to spend 10%* back in cash at your hotels.
- You pay Active \$100,000 in cash for the goods (your normal pricing)
- Active spends \$10,000 in cash at your hotels in transient and new group business.

Benefits

- Your purchase generates \$10,000 in new business.
- Positive impact on RevPAR. All bookings are at prevailing rates and no commissions are paid to Active.
- All groups are pre-cleared to insure they constitute new business.
- Active's no risk cash-out guarantee.

** Please note that the % commitment is a range of up to 20%, with 20% being the maximum amount.. Different Goods have varying % commitment amounts. Active will advise of exact % commitment amount applicable to your purchase once the Goods are identified for purchase .*