

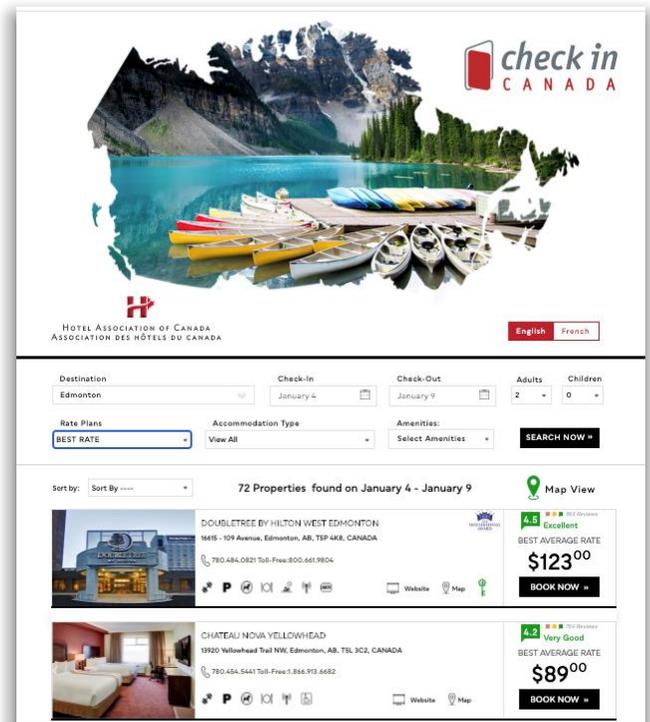
January 3, 2023

RE: Check In Canada™ Annual Registration & Reservation Network Listing

Dear Industry Colleague,

We understand that these last few years have been challenging, and we applaud your resilience during this difficult period. At this time, we are pleased to bring you some good news regarding Check In Canada (“CIC”), our national reservations system that is owned by the Hotel Association of Canada and the Canadian Hotel & Lodging Association (consisting of provincial hotel associations across the country).

- CIC is a customizable (“white label”) reservation network that has been embedded in numerous marketing websites across Canada and beyond.
- Last year, Check In Canada expanded its listings of hotels, motels, inns, B&Bs and resorts to become the largest reservation network in the country.
- The number of distribution points utilizing the Check In Canada system has grown by 200 percent since 2020.
- The Check In Canada is now integrated with multiple marketing campaigns and websites created by Destination Canada.

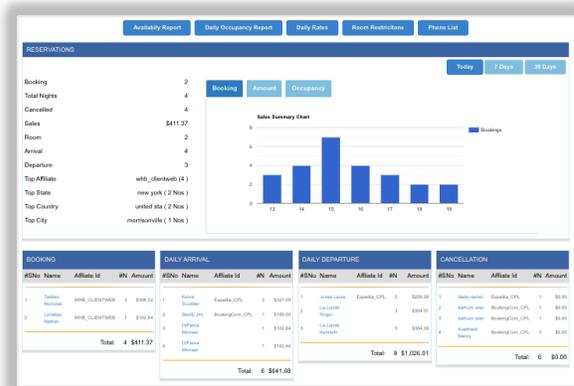


- Check In Canada is also interfaced with many destination and provincial marketing organizations across the country (and customized to match their individual branding style and format). Presently, these include Destination Toronto, Discover Halifax, Travel Alberta, Travel Nunavut, and Tourism Victoria to name just a few.



The Benefits of Listing Your Property on the Check In Canada Reservation Network Include the Following:

- **Lowest Distribution/ Customer Acquisition Costs in the Industry:** For lodging operators, Check In Canada has the lowest distribution/customer acquisition costs in the country with no transactional reservation fees or commissions on accommodation bookings which are normally assessed by online travel agencies (“OTAs”) such as Expedia, Booking.com etc. Rather, we charge a low flat-fee amount for an annual listing on the CIC platform.
- **Direct Bookings:** Unlike OTAs, Check In Canada forwards interested consumers directly to your property’s own booking engine for you to close the sale and develop a direct ongoing relationship with those customers.
- **Incremental Distribution Opportunity:** Your property will be listed broadly across the Check in Canada network, including www.CheckInCanada.com, as well as additional distribution points like Destination Canada promotions, numerous provincial marketer websites (e.g. Travel Alberta, Destination Ontario etc.), certain DMO platforms, as well as various other digital extensions of affiliated attractions, associations, points of interest and more. Presently, most of these outlets are not available to individual lodging properties and represent incremental opportunities to reach new consumers beyond existing marketing channels (i.e. GDS, OTAs etc.).
- **TrustYou Consumer Ratings:** A TrustYou widget, embedded on the CIC platform, provides valuable consumer feedback regarding previous guest experiences at Canadian lodging properties.
- **Green Key Ratings:** Eco-ratings for properties participating in the Hotel Association of Canada’s Green Key Global Program are proudly displayed on Check In Canada search results showcasing a hotel’s sustainability efforts.
- **Reports:** Listed properties on Check In Canada can access detailed analytics about their reservation referrals, customer origins and other valuable digital insights to help guide their future marketing initiatives.



With global travel restrictions receding, and restless consumers exhibiting excitement about getting away, we are confident that the hospitality sector will see a strong rebound in 2023. Nevertheless, access to more travellers is still critical at this time in order for lodging properties to make a full economic recovery from Covid-19. Fortunately, Check In Canada is your affordable / incremental distribution platform to reach millions of potential new customers.

In conclusion, we thank you for your support and look forward to your continued participation in Check in Canada. If you should have any questions about this letter or Check in Canada, our national reservations system, please contact us at: info@checkincanada.com.

Sincerely,

The Check in Canada Team

