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Background

Our Purpose

As travel enthusiasts with a bevy of connections at our fingertips, we're happy to pass our insider knowledge and unbeatable deals along to likeminded travelers. We understand that all travelers want a taste of the best while paying less, and that's where Spire comes in: By partnering with a select group of the world's most luxurious hotels and resorts, we bring our members deep discounts on four- and five-star hotels. Travelers come to us to book these unbeatable deals through two distinct offerings: Spire's flash sales and Spire Everyday Deals.

Our History

Spire began with the desire to make luxury travel possible for a wider audience, the need to create a more consumer-friendly flash-sale travel site and one key ingredient to make it all happen: A history of long-standing partnerships with the most upscale hotels and resorts in the world through Spire's parent company, Perfect Escapes, Inc.

Our team set out to cull the power of Perfect Escapes' existing collection and pass it along to travelers in the form of Spire, a name that alludes to high aspirations and conjures up the notion of traveling to places you have always wanted to go.

Launched in June 2011, Spire is the next generation flash-sale travel site. We're proud to say that we're the first and only flash-sale travel site to introduce a Best Deal Guarantee; offer easy cancellations within 72-hours of booking; include valuable Spire Perks with almost every deal; and allow consumers to check airfare in just one click. Unlike some of our competitors, Spire also offers travelers a confirmed reservation, not a voucher.

We continue to push the envelope to make our travelers happy and to deliver a broad and consistent collection of deals. In October 2011, we introduced Spire Everyday Deals for travelers who want to take more time to plan their trip. This private showcase of exclusive, members-only hotel deals last for months at a time, making Spire the only flash-sale travel site to combine the allure of exclusive savings with the longevity, breadth and availability of standard travel inventory.

Facts

Our Approach

Flash Sales: Because Spire ‘flash sales’ offer unbeatable value, they’re only available for a short period of time. That said, our sales last longer than competing flash-sale sites – up to 14 days. Of course, the sooner a traveler books, the more they’ll have to choose from in terms of availability.

Long-Lasting Deals: We know that spontaneity isn’t for everyone, which is why we introduced Spire Everyday Deals. This private showcase of members-only hotel deals have no imminent expiration date, offer the same level of luxury as our flash sales and are up to 20% off other sites.

Members-Only Access: Spire private sales are the very thing that allows us to deliver deep discounts to travelers. Our hotel partners value the exclusivity of our product and seek to lure the luxury traveler Spire caters to through unbeatable deals on four- and five-star hotels. To join Spire, travelers can go to www.spire.com and sign-up for our bi-weekly emails.

Luxury Standards: Spire’s in-house destination experts evaluate each hotel and resort individually based on amenities, services, recommendations, reputation, customer reviews, site visits and much more – a simple four- or five-star guidebook rating isn’t enough.

Our Unbeatable Deals

Best Deal Guarantee: In short, Spire promises to deliver the best deal possible on its flash sale offerings and Spire Everyday Deals. However, the guarantee works a bit differently for each product:

- **Flash Sales:** Spire’s Best Deal Guarantee doesn’t just promise the lowest price, it backs our pledge to deliver flash sales that are at least 30% off the lowest comparable offer found anywhere else. If a traveler books a flash sale with Spire then find a Qualifying Deal that debunks our promise to deliver 30% off, we’ll add \$100 in credit to their Spire account to be used on a future booking and will refund the difference if they happen to find a lower price.

For example, say a traveler books a flash sale on Spire for \$100 per night then finds the same offer on another site for \$110 per night. Even though our deal is better, it’s not 30% off as we’ve promised, so we’ll give you a \$100 credit to use later.

- **Spire Everyday Deals:** Our Best Deal Guarantee is simple. It promises the lowest price on hotels booked through Spire Everyday Deals. If a traveler happens to find a Qualifying Deal that is lower than the one booked through Spire, we’ll refund the difference between the price paid and the Qualifying Deal that the traveler found.

Spire Perks: Spire pairs almost every deal with coveted Spire Perks, truly valuable extras such as room upgrades and spa credits. To be included in Spire Perks, the addition must be worth a significant value or it won’t be promoted on the site.

More Facts

Our Customer Focus

Cancellation: Spire gives refunds if a traveler cancels within 72-hours of booking a flash sale, as we understand that spontaneity can sometimes get the best of us. Spire keeps just \$29 and gives the rest back. (This applies to flash sales only. Cancellation policies vary for Spire Everyday Deals.)

Airfare Search: Spire makes it easy for travelers to check airfare before jumping on a great hotel deal by including Kayak search functionality on the site.

Confirmed Reservations: Unlike some of our competitors, Spire offers confirmed reservation, not a voucher. This allows the traveler to choose their dates at the time of purchase.

Travel Specialists: Spire's U.S.- and U.K.-based team of luxury travel specialists offer hands-on, personalized service to help travelers book their trip by phone at no added cost.

FAQs

What is Spire?

Spire is a members-only travel site that offers unbeatable deals on luxury hotels worldwide. We connect travelers to flash sales featuring expertly-selected four- and five-star hotel deals that are at least 30% off the lowest rates found anywhere else and have recently expanded our offering to include long-lasting Spire Everyday Deals, giving consumers more ways to dream, book and save on a luxury hotel.

Consumer-Friendly Benefits

What makes Spire different from other flash-sale travel sites?

Spire is the first and only site of its kind to proactively and powerfully address customer issues with flash-sale travel sites. We're the first and only to introduce a Best Deal Guarantee; offer a refund within 72-hours of booking; include a valuable Spire Perk with most deals; and allow travelers to check airfare in just one click. Unlike some of our competitors, Spire also offers travelers confirmed reservations, not a voucher. In addition to its flash sales, Spire also expanded its offering to include long-lasting Spire Everyday Deals, which is a private showcase of exclusive deals that have no imminent expiration date. This collection makes Spire the first flash-sale travel site to combine the allure of exclusive savings with the longevity, breadth and availability of standard travel inventory.

How does Spire's Best Deal Guarantee work?

Spire promises to deliver the best deal possible on its flash sale offerings and Spire Everyday Deals. However, the guarantee works a bit differently for each product. For **flash sales**, Spire's Best Deal Guarantee doesn't just promise the lowest price, it backs our pledge to deliver flash sales that are at least 30% off the lowest comparable offer found anywhere else. If a traveler books a flash sale with Spire then find a Qualifying Deal that debunks our promise to deliver 30% off, we'll add \$100 in credit to their Spire account to be used on a future booking and will refund the difference if they happen to find a lower price. For **Spire Everyday Deals**, our Best Deal Guarantee simply promises the lowest price on hotels booked through Spire Everyday Deals. If a traveler happens to find a Qualifying Deal that is lower than the one booked through Spire, we'll refund the difference between the price paid and the Qualifying Deal that the traveler found.

What is Spire's refund policy?

We understand that spontaneity can sometimes get the best of us, which is why Spire is the only site of its kind to allow easy cancellations. If a traveler wants to cancel for any reason, they can call us within 72-hours of the booking for a refund minus a \$29 fee. (Cancellation policies vary for Spire Everyday Deals but are typically quite flexible.)

What are Spire Perks?

Spire deals include perks fit for a luxury traveler. Spire pairs most offers with coveted Spire Perks, truly valuable extras such as room upgrades and spa credits. To be included in Spire Perks, the add-on must be worth a significant value or it won't be promoted on the site.

How do travelers check airfare from the site?

Spire makes airfare research to featured destinations easy. Because we know travelers want to know how much they'll spend in airfare before they book, we've included Kayak search functionality on our site. In just one click, travelers can make sure airfare for specific dates fits within their budget. Travelers can do this from the "view booking" page after they've entered their dates and travel info.

Membership

How do you become a member of Spire?

Spire welcomes all luxury-minded travelers regardless of who they know, so there's no need to wait for an invitation or track down a current member to get access. To join, travelers can go to www.spire.com and enter their email address to create an account.

How does Spire membership work?

Spire members get access to luxury hotel deals that are not available to the general public. Members get two emails per week – on Wednesday and Friday – giving them a sneak peek at upcoming sales, and they can set up email alerts to let them know when a sale begins for hotels they may want to book.

Is there an incentive for members to invite their friends?

Yes! If a member invites a friend to join Spire, we'll give them a \$30 credit when their friend makes their first booking. The more friends a traveler invites, the more credits they can earn.

Featured Hotels

What type of hotels does Spire offer?

Spire features only the best four- and five-star hotels around the world. The properties we offer run the gamut and range from well-known favorites in metropolitan cities to hip and funky boutique hotels in offbeat locales to luxurious villas in countryside retreats. Our destination experts select hotels based on a strict list of standards created with the luxury traveler in mind.

What is the Spire evaluation process?

Spire's in-house destination experts evaluate each hotel and resort individually on requirements such as amenities, services, reputation, recommendations, customer reviews and site visits. A four- or five-star guidebook rating won't suffice. In addition to the expert judgment of our in-house team, we dig deeper to make sure a multitude of real travelers report a positive, luxury experience. Spire knows that travelers rely heavily on the experiences and insights of their own peers.

Flash Sales

What is a flash sale?

A flash sale is a deeply discounted deal that is only offered for a short period of time.

How long do Spire flash sales last?

Spire gives travelers more time to make a decision. Our flash sales last up to 14 days, longer than competing sites. Of course, the sooner a traveler books, the more they'll have to choose from in terms of availability.

Are Spire's prices less than what the hotel offers on their website?

Yes! Spire works directly with every hotel we feature to make sure we deliver on our promise that every flash sale offer is at least 30% off the lowest rate found anywhere else – including the hotel's own site.

Do consumers receive a travel voucher when they make a purchase?

No. A travel voucher requires customers to call the hotel to make a booking, and it often involves restrictions such as blackout dates. When a traveler books a hotel on Spire, they view availability, lock in their travel dates and receive a confirmation.

Spire Everyday Deals

What are Spire Everyday Deals?

Spire Everyday Deals is a private showcase that features exclusive, members-only hotel deals with no imminent expiration date; Each deal lasts for months at a time, so travelers can book when they're ready to commit to that trip. These high-value offers often include Spire Perks – like free breakfast or spa credits - and you must be a member of Spire to book. This product makes Spire the only flash-sale travel site to combine the allure of exclusive savings (like those found in flash sales) with the longevity, breadth and availability that travelers expect from their main booking source.

How are these deals different than your flash sale offers?

Because Spire flash sales guarantee such significant savings – at least 30% off the lowest offer found anywhere else – the deal is only available for a very limited time. The Spire Everyday Deals showcase still offers considerable savings – up to 20% off – but they're available anytime a traveler wants a great price on a luxury hotel. We're also able to feature dozens of Spire Everyday Deals at any given time, so you'll find a wider selection of locations, properties and travel dates.

Why did you launch Spire Everyday Deals?

Travelers want to be inspired and they want a good deal, but they can't always book on a whim. We saw the opportunity to create a product that, like flash sales, offers inspiration and exclusive savings but includes a broad and consistent selection of deals that give travelers more time to plan and book.

Other

What considerations did Spire take into account when designing the site?

Spire's creative team envisioned a site that is user-friendly, clean and straight forward with easy navigation. Our goal was to design a site that's minimalist and free of clutter with components that make the shopping and booking process easy. That's why we've incorporated a simple, drop-down booking path, high-quality photos, comprehensive editorial information and features such as airfare search.

How do travelers reserve Spire Perks such as spa treatments or dinner reservations?

Once a traveler books on Spire, they will need to work directly with the hotel to reserve any Spire Perk such as spa treatments that may require a reservation. In fact, we highly recommend that travelers make arrangements for their activities well-ahead of their arrival.

What type of content does Spire include to make the planning process easier?

On each sale page, we include hotel details such as detailed room descriptions with photos, dining options, and a complete roundup of the hotel's facilities, services and policies – everything a traveler would expect to find when booking online, all in one convenient location. Our editorial team also goes one step further, writing in-depth reviews and passing along insights such as what type of traveler typically stays at the hotel, who the hotel is *not* suited for, awards the hotel has won and special activities that travelers should check out while they're staying there.

What kind of customer service does Spire provide?

If travelers prefer to book by phone or if they simply have a question about an offer, Spire has U.S.- and U.K.-based luxury travel specialists ready to assist by phone at no charge. Travelers can contact these specialists Monday thru Friday from 4 a.m. to 8 p.m. EST at 1-877-840-9955.

Our Executive Team

Alan Josephs, CEO

What he does: Alan Josephs doesn't just lead companies; he specifically leads *travel* companies and brings more than 15 years of industry experience to the Perfect Escapes, Inc. collection of luxury travel sites. Most recently, Alan packed his family up and moved back to San Francisco after spending nearly five years in London leading Travel Intelligence, an online travel agency specializing in luxury and boutique hotels, and ebookers, one of Europe's largest online travel agencies. As the current CEO of Perfect Escapes, Inc., Alan oversees a portfolio of luxury travel brands including: Perfect Escapes, Travel Intelligence, Chic Retreats, Suzanne's Files and Spire.

Talk to him about: The business and technology of travel. Alan's deep knowledge of product infrastructure and travel business development combined with experience at companies including Orbitz, Travelocity, Travel Intelligence, ebookers and the Global Vacation Group give him unique insight not only into how travel companies have grown and changed but also into how they're wired and work.

The hotel he'd live in: Chewton Glen in New Forest, England. Why? Alan says it's because of the "incredible English countryside setting, fantastic rooms, and amazing food; a great spa for my wife and golf for me. It's close to the ocean and close enough to London... heaven."

Contact Alan: Email: alan@spire.com | LinkedIn: <http://www.linkedin.com/in/alanjosephs>

Randy Antin, VP Marketing

What he does: Randy Antin brings more than 11 years of online marketing expertise to Spire. With deep knowledge of the travel sector, and online travel in particular, Randy oversees all marketing initiatives for the Perfect Escapes collection of luxury travel sites. Before joining the company, Randy managed organic search operations for Travelocity Global and worked as a content editor and travel writer for a variety of media and publishing companies.

Talk to him about: The evolution of travel marketing. Randy has made a career out of being one step ahead of online marketing, building complex strategies that capitalize on marketing trends and emerging technologies.

The hotel he'd live in: Home in Palermo Hollywood, Buenos Aires. Why? Randy says it's "the most comfortable hotel ever. I love the design elements, the friendliness of the staff, the private pool in the backyard, the restaurant's delicious brunch and lunch menus of local and vegetarian cuisine, and, above all else, the location is perfect. It's a little oasis in the middle of an amazing city."

Contact Randy: Email: randy@spire.com | LinkedIn at <http://www.linkedin.com/in/randyantin>

Our Travel Expert

Jennifer Gaines, Senior Travel Editor

What she does: Jennifer Gaines writes and talks about travel for a living. Bringing nearly a decade of industry insights to Spire, she has conducted hundreds of interviews and has provided expert travel advice for national and local media outlets including: MSNBC, NBC Nightly News, Associated Press, Wall Street Journal, MSNBC.com, Newsweek, Budget Travel and more. She most recently served as a Travelocity spokesperson and contributing editor for *The Window Seat*, an award winning travel blog.

Talk to her about: The emerging trends in travel. Jennifer spends her days tracking travel trends and reporting those back to the media. Jennifer delves into the niche market of luxury travel to discover behaviors including where travelers are going and what they're spending their money on. Follow Jennifer on Twitter @[jenngaines](https://twitter.com/jenngaines) for daily nuggets.

The hotel she'd live in: The Canyons Resort in Park City, Utah. Why? Jennifer says it's because of the "idyllic setting in the Wasatch Mountains, dining options any foodie would enjoy and an absolutely amazing spa experience."

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