

# The real deal about **Square Deals**

## What exactly is a Square Deal?

Square Deals offer great value packages to your clients. They feature the lowest prices you'll find for the promised hotel rating. Your client chooses the destination, departure date, and square deal rating. **Apple chooses the hotel.** Apple guarantees that the hotel will be at least the rating stated in the offer. In return for letting us choose the hotel, a significant price reduction is given.

## When do my charter clients find out which hotel they will be staying at?

In departure gateways where there are Apple Representatives, clients will be informed of their hotel when they arrive at the departure airport. Passengers should take this opportunity to inform family members and friends where they will be staying prior to leaving the States. This is the procedure for all charter departures cities except Philadelphia and Hartford. For charter departures from these two cities, see scheduled air and land only response below.

## When do my scheduled air and land only clients find out which hotel they will be staying at?

For any scheduled air or land only Square Deal, you will be informed of your client's hotel one business day prior to departure. This procedure also applies to charter departures from Philadelphia and Hartford.

## How do I make sure my clients will be satisfied with the Square Deal I book for them?

Make sure your clients understand exactly what a Square Deal is. Be sure your clients will be comfortable staying at any of the appropriately rated hotels in the Square Deal category. They should understand what kind of hotel is offered in each rating category and when they will be notified of where they are staying. Please do not speculate on which hotel your clients will be staying.

## Can my client request a specific hotel?

Because of the nature of Square Deals, no special requests may be made including a preferred hotel, location or room type.

## What if my client doesn't like the hotel that has been chosen for them?

If a client is unhappy with the hotel that has been selected, their Apple Representative will work with them to offer an alternative choice. The cost to change hotel will be at the client's expense and will be payable to the Apple Destination Management Representative in destination. Please remember that due to the special negotiated pricing of the Square Deal, the cost to change hotels in destination may be substantial.

## What kinds of clients will be happy with Square Deals?

The following types of clients are good fits for Square Deals:

- Clients looking for unbeatable value
- Clients who understand what types of hotels are included in each Apple rating and will be happy with their vacation as long as their hotel meets the criteria in that rating level
- Clients who can wait until departure to find out where they will be staying

## Who should I avoid selling Square Deals to?

The following types of clients may not be happy with a Square Deal.

- Clients who want to stay at a particular resort or location in destination
- Clients who have special needs or requests. For example, you should not book a Square Deal for disabled clients who require handicapped accessibility or room accommodations
- Clients who are traveling with groups on multiple reservations. Square Deal hotels may change at any time. We cannot guarantee multiple bookings on any given arrival will be accommodated at the same hotel.

**7 Nights**

**Cancun Square Deal 6<sup>+</sup>**  
**Save up to \$310pp!**

**3 Nights**

**Punta Cana Square Deal 6<sup>+</sup>**  
**Save up to \$220pp!**

 **APPLE VACATIONS<sup>®</sup>.com**

CUN Square Deal example available May 4-18, 2009 from ORD. PUJ Square Deal example available May 1-June 8, 2009 from CLE, PIT, BWI & PHL. Square Deals are discounted air/hotel packages guaranteed to be at the least the Apple rating indicated. AD5056 03/09 If you have received this fax in error or no longer wish to receive our faxes, please fax 847-640-1950 (ORD office) or 610-359-6524 (PHL office).