



**FLORIDA KEYS
RECOVERY LODGING
SITE**

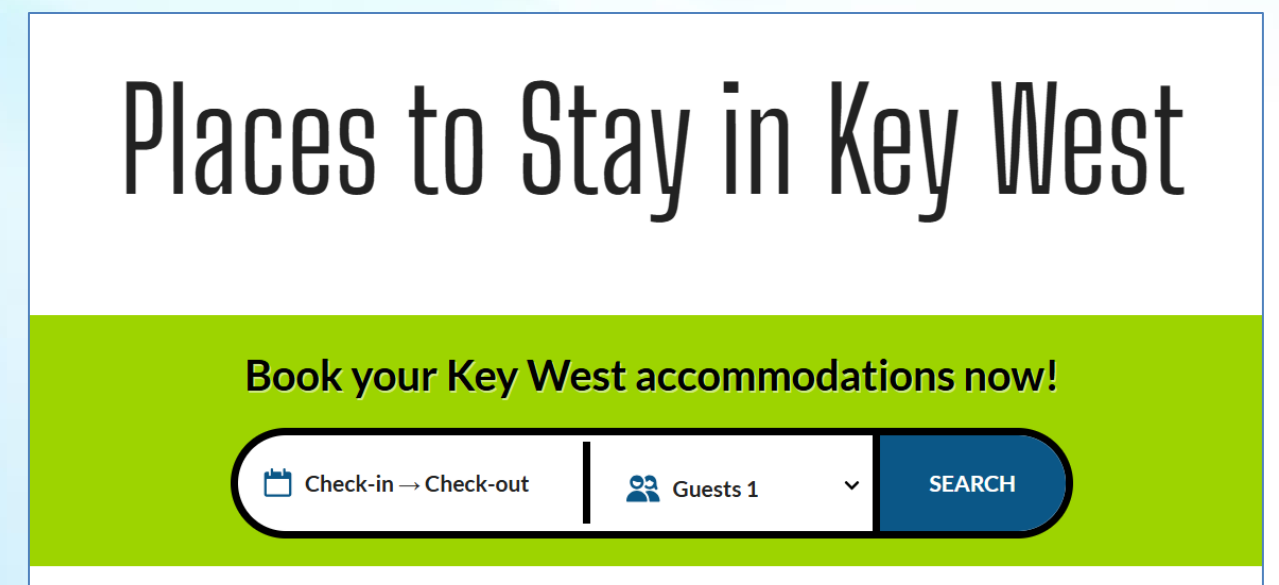
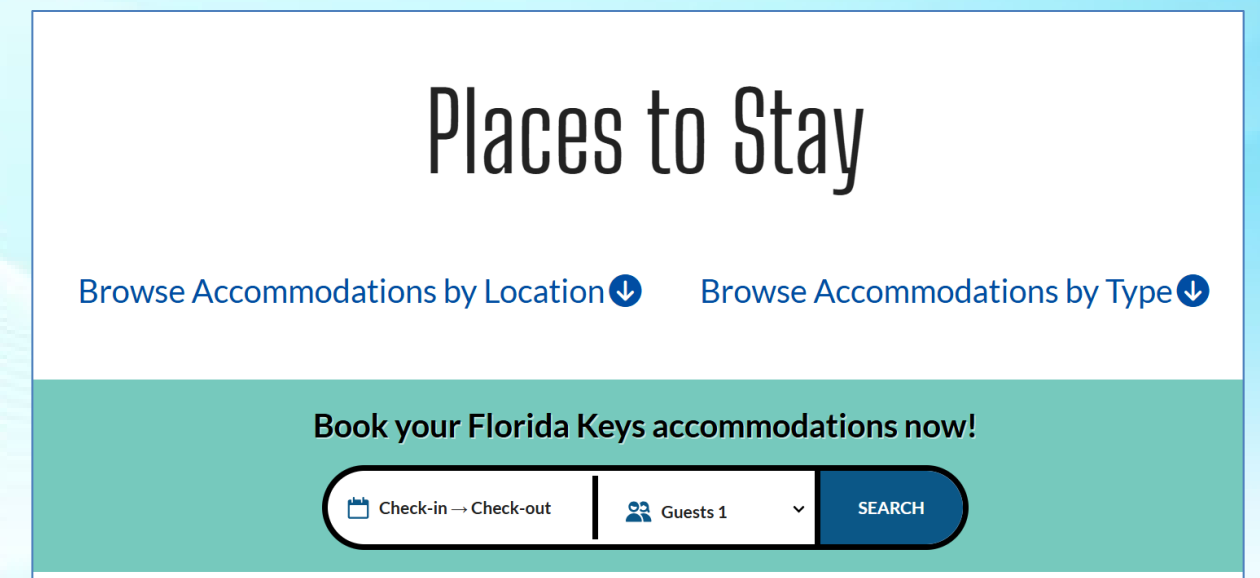
FLORIDA KEYS RECOVERY LODGING SITE

- Information on local lodging available for FEMA, utility crews, insurance adjusters, relief workers, local officials, displaced residents
- Room availability & rates, parking, water, food service, power, water, local contact information
- Offers revenue potential during post-storm periods
- Powered by Ripe (TDC booking engine vendor)
- Ripe extranet will 'mirror' property info from automated feeds (SABRE, Expedia, etc.) so Recovery listings are live even when visitor listings are turned off
- Site is live, but not yet actively promoted
<https://lodging.fl-keys.com/recovery-lodging>
- In the event the site is needed, VFK/TDC will promote the site to the local community: links from TDC & Monroe County Emergency Mgmt websites, social media, radio, email, other relevant channels



ABOUT RIPE & THE TDC BOOKING ENGINE

- Visit Florida Keys/TDC uses a vendor called Ripe to provide an integrated booking engine for the TDC website
- Participation is no-cost/no-commission for Florida Keys lodging businesses
- The booking engine is visible to visitors via several widgets throughout the site (home page & lodging pages)
- More integrations will be added on the new TDC website (launching in October), and FY26 marketing efforts will drive visitors directly to the booking engine site.
- Ripe works with Sabre, Expedia, TravelClick, SiteConnect and other major connectivity partners, or your property can use Ripe's CRS (central reservation system) extranet



HOW THE RECOVERY LODGING SITE WORKS

- Accommodation properties currently active in the TDC booking engine (powered by Ripe) can participate in the Recovery Lodging site
- The Recovery Lodging site is an ‘affiliate’ site within the Ripe platform, separate from the visitor/leisure booking engine
- Properties in the booking engine can opt out of the Recovery Lodging site if they choose
- For properties that turn off leisure bookings for the Florida Keys (via PMS link with Sabre, Expedia, etc.) when a significant storm is impending, we will create a ‘mirrored’ instance in the Ripe CRS for the Recovery Lodging site, so the property team can manage recovery information and room rates/availability separately from their visitor/leisure information



Margaritaville Beach House Key West	-	Key West, FL	FL	US	Hotel	Expedia CRS
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GETTING STARTED

NOT YET IN THE TDC BOOKING ENGINE (RIPE)?

- Let us know (*partners@fla-keys.com*) you'd like to be added to the TDC Booking Engine and we'll have the Ripe team contact you to get set up.

ALREADY IN RIPE?

- Let us know you'd like your property to be included in the Recovery Lodging site.
(*your Ripe contact or partners@fla-keys.com*)
- Work with the Ripe team to set up and test your Ripe CRS information so it's accurate and to your satisfaction **as soon as possible, so you are ready in advance** of an impending storm.

WHAT HAPPENS AFTER WE'RE SET UP?

- If the Recovery Site needs to be activated post-storm, your property team will need to log-in to the Ripe back-end system and make updates to the Ripe CRS so your property information is accurate:
 - Available room types, quantities, and rates
 - Availability of power, food, water, parking, wifi
 - Detailed information or contact numbers that can help local officials & emergency management



**Updating your Recovery
Site listing in the Ripe CRS**

RIPE BACK-END DASHBOARD

 HOME DASHBOARD  RESERVATIONS

BILLING

CLIENTS


REPORTS USERS

API TOKENS

 PROPERTIES

Resolve >



Missing user notification

At least reservation notification user must be setup for CRS connected inventory



Missing user notification

At least invoice & billing notification user must be setup to receive invoices

Margaritaville Beach House Key West

Go to website

2001 South Roosevelt Boulevard

Key West — Profile Home

 Configure

Inventory ▾

Promotions & Room Block

 Billing ▼

Content ▼

Settings ▼

About

Reservations (all-time):

Inventory Connections

- CRS
- Expedia
- Sabre (Inactive)

Clients

- Fla-keys.com

Recovery Lodging site: updating rates & availability

- Select *Promotions & Room Block*
- Name the promotion (e.g. *Recovery Lodging Oct25*) & select Promotion Type *Room Block*
- Select *Recovery Lodging* under Client/Affiliates
- Add the appropriate Amount (rate or discount) and select the Eligible Rooms for the room block
- Further down on that screen, indicate any booking restrictions or stay restrictions that might apply.
- Scroll down to Promotion Dates Ranges (calendar view) which is the Ripe CRS/extranet
- Here, enter date range, quantity of available rooms and rates for each room type.
 - *Available*: enter number of rooms available
 - *Room Block*: enter the rate for that room type
- This can be done en masse by entering a quantity in the top block and hitting the down arrow, which will then populate all the boxes below, or can be entered individually by date.
- Enter min/max length of stay (LOS) if appropriate

Margaritaville Beach House Key West
[Go to website](#)

2001 South Roosevelt Boulevard

Key West — [Profile Home](#)

[Configure](#) [Inventory](#) [Promotions & Room Block](#) [Billing](#) [Content](#) [Settings](#)

Add Promotion

Name
Recovery Lodging Oct25

Description
The promotion name displayed to guests.

Eligible Rooms

- Suite, 1 Bedroom, Resort View, 1 King Bed
- Suite, 2 Bedrooms, Resort View, 1 King Bed and 1 Twin Bed
- Suite, 1 Bedroom, Pool View, 1 King Bed
- Suite, 1 Bedroom, Ocean View, 1 King Bed
- Standard Room, 1 King Bed, Resort View
- Deluxe Room, 1 King Bed, Pool View
- Suite, 1 Bedroom, Resort View, 2 Queen Beds
- Suite, 2 Bedrooms, Resort View, 3 Queen Beds
- Suite, 2 Bedrooms, Pool View, 3 Queen Beds
- Suite, 1 Bedroom, Pool View, 2 Queen Beds
- Suite, Multiple Beds, Accessible, Resort View

Promotion Type

- \$ off
- % off
- Free Night
- Room Block**

Amount

Amount:

Clients/Affiliates

- Flo-keys.com
 - ☒ Recovery Lodging
 - BusinessGuild
 - Islamorada Chamber
 - Key Largo Chamber
 - Key West Chamber
 - Lower Keys Chamber
 - Marathon Chamber

Select clients and affiliates for promotion to be applied.

Promotion Dates Range

List of stay dates that are applied from this promotion

Select Room
Suite, 1 Bedroom, Resort View, 1 King Bed

Range Start
07-01-2025

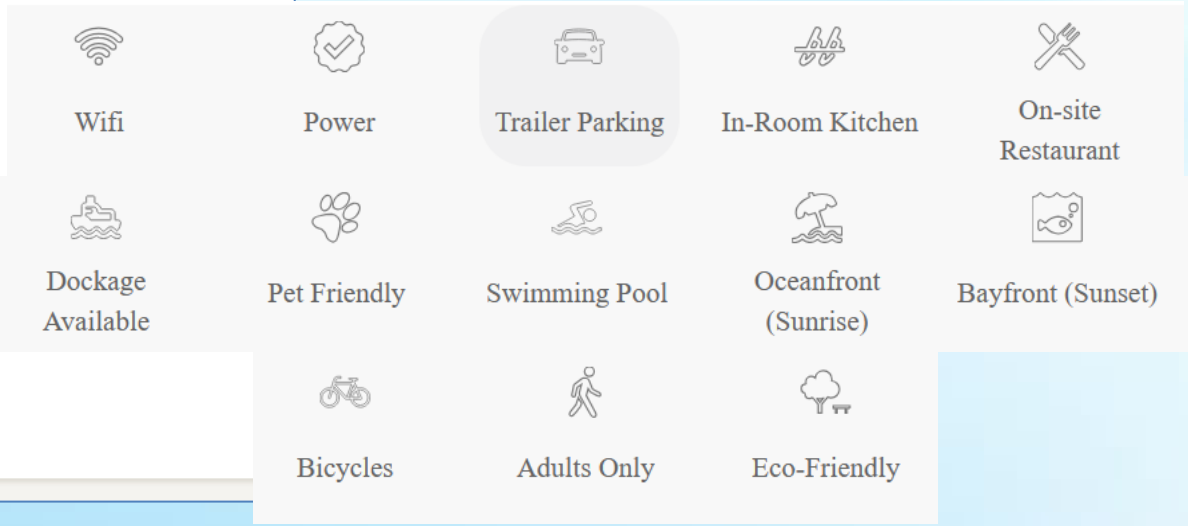
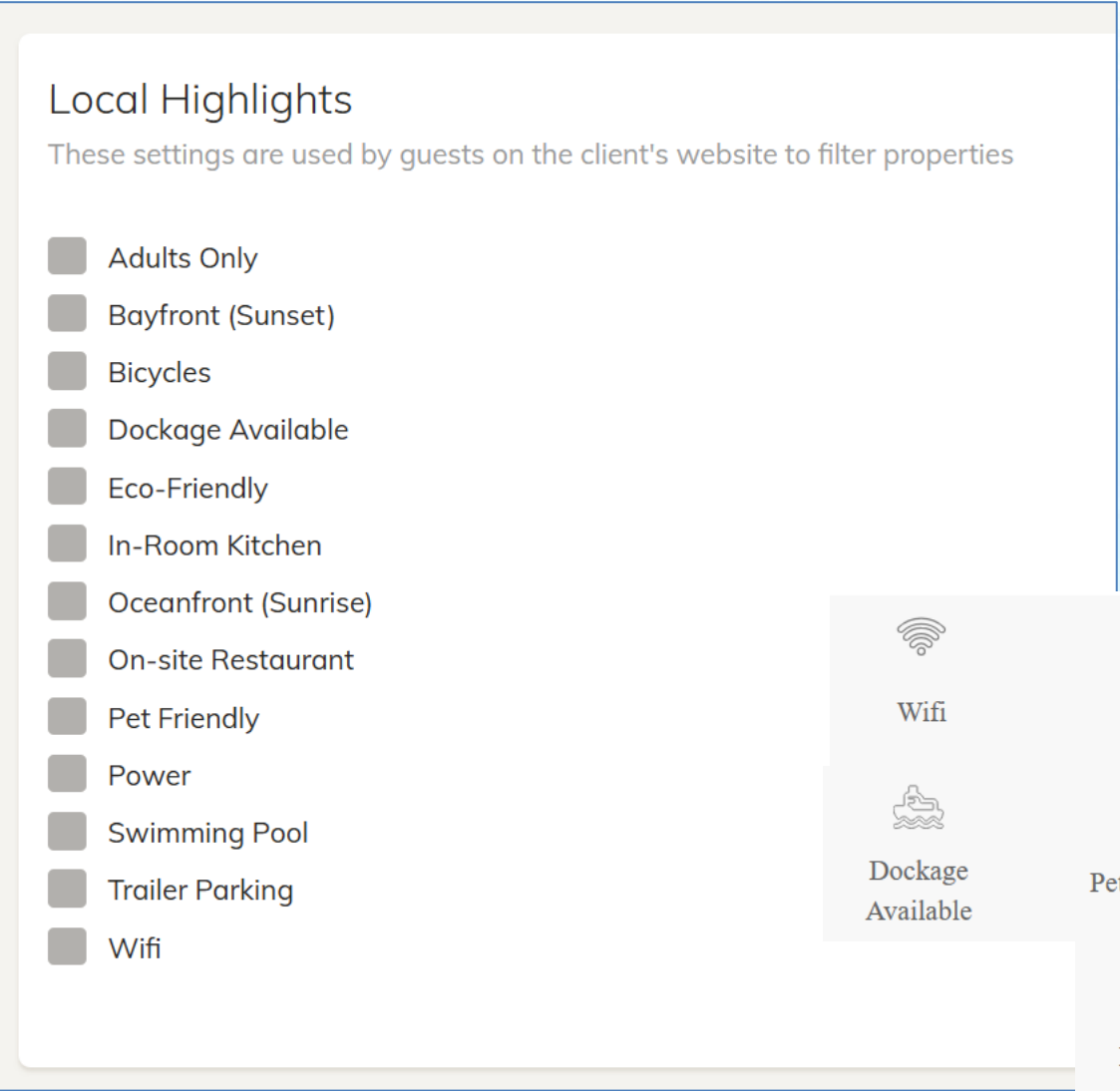
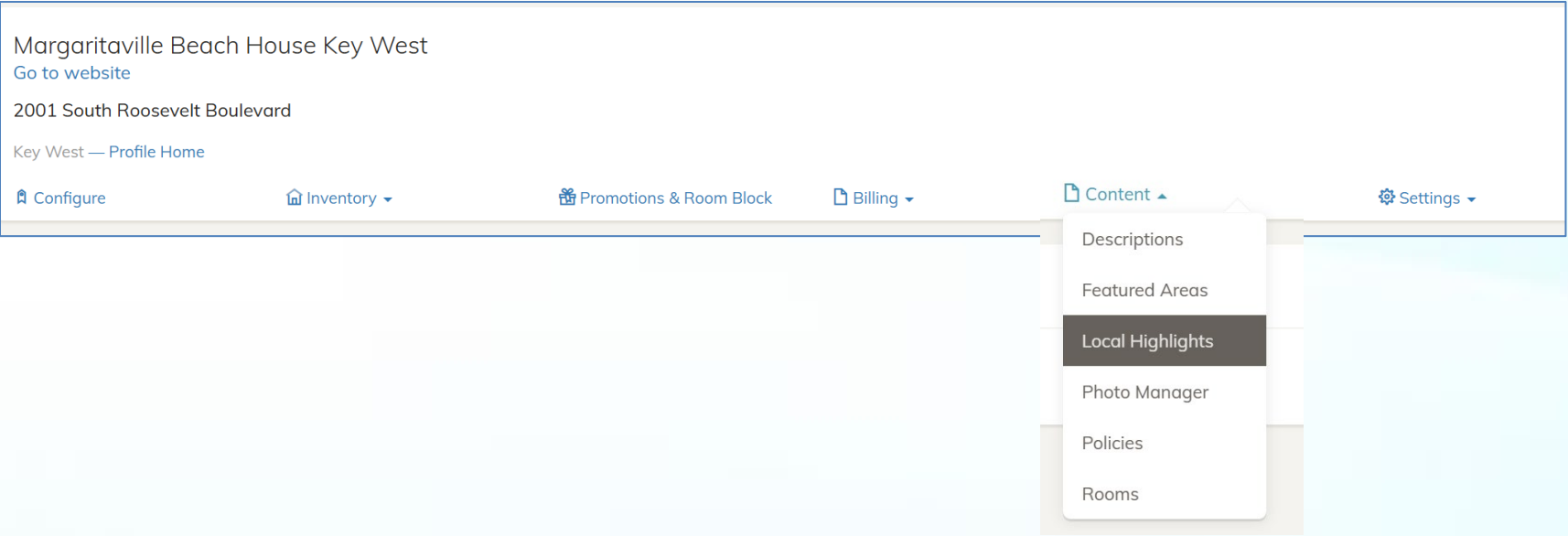
Range End
2008-01-20

Change

You can set the data for different rooms and changing to another will not affect the previous values.

Day	Date	Available	Room Block	Min LOS
TUE	07-01-2025	0	0	
WED	07-02-2025	0	0	
THU	07-03-2025	0	0	
FRI	07-04-2025	0	0	
SAT	07-05-2025	0	0	
SUN	07-06-2025	0	0	
MON	07-07-2025	0	0	
TUE	07-08-2025	0	0	
WED	07-09-2025	0	0	

Day	Date	Available	Room Block
TUE	07-01-2025	10	0
WED	07-02-2025	10	0
THU	07-03-2025	10	0
FRI	07-04-2025	10	0

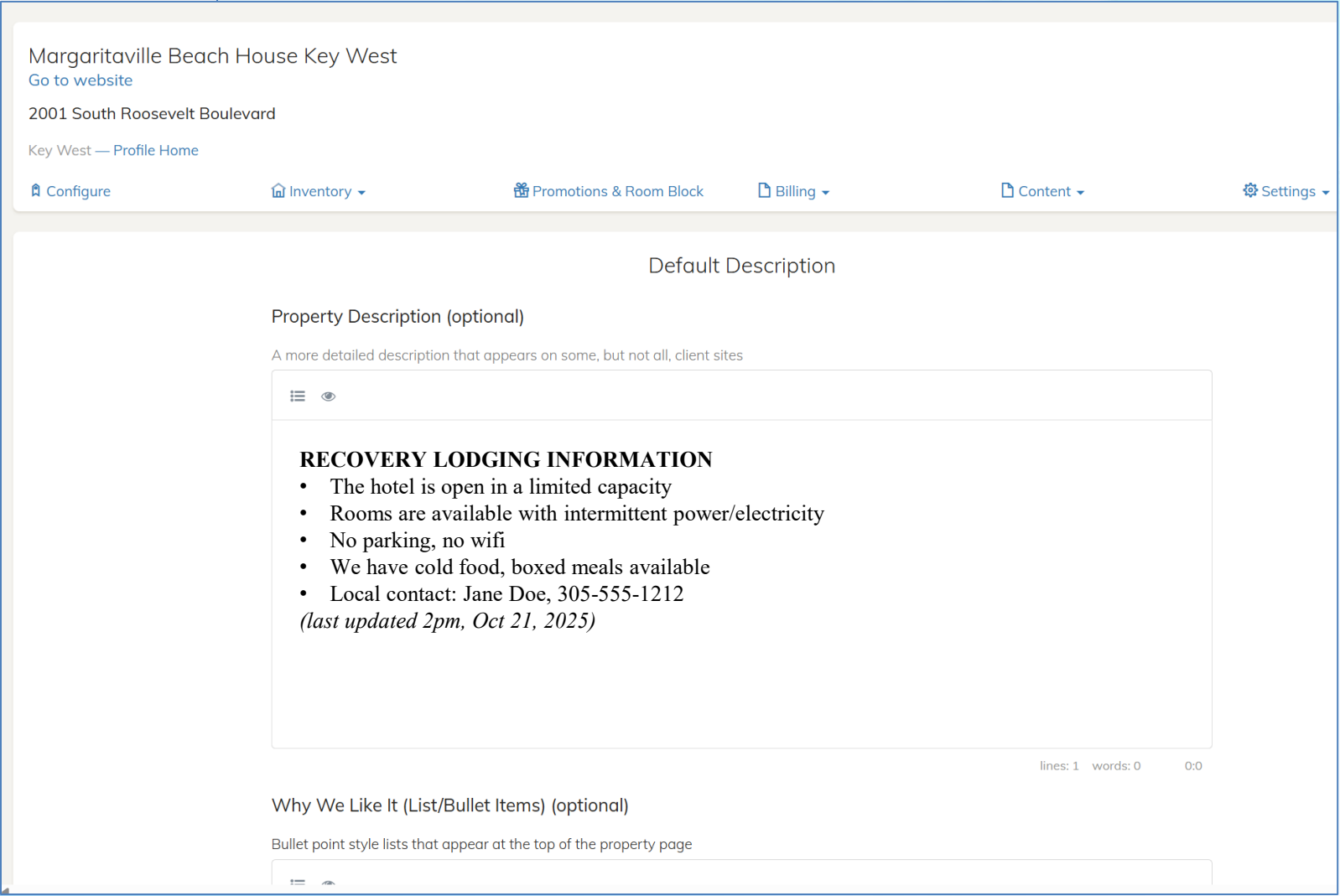
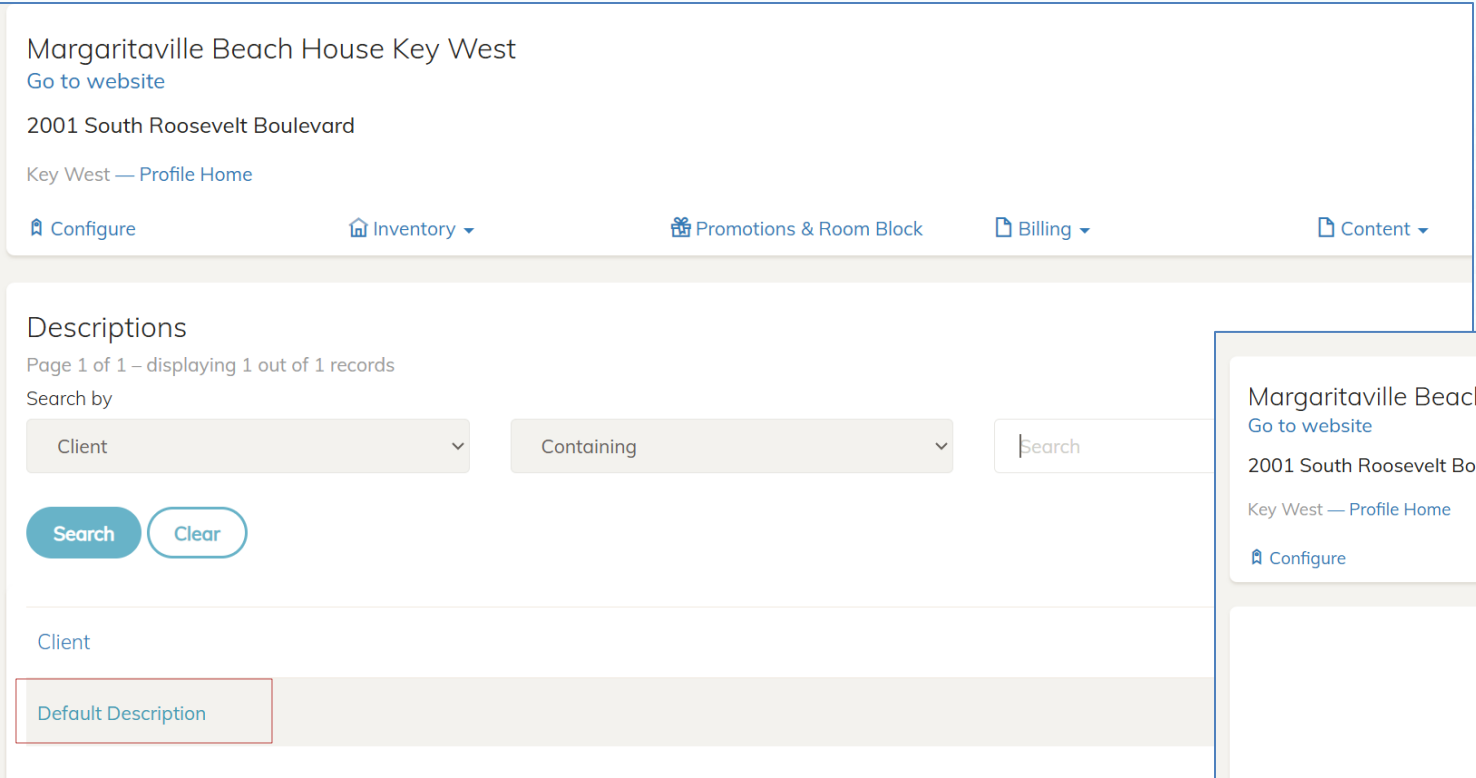
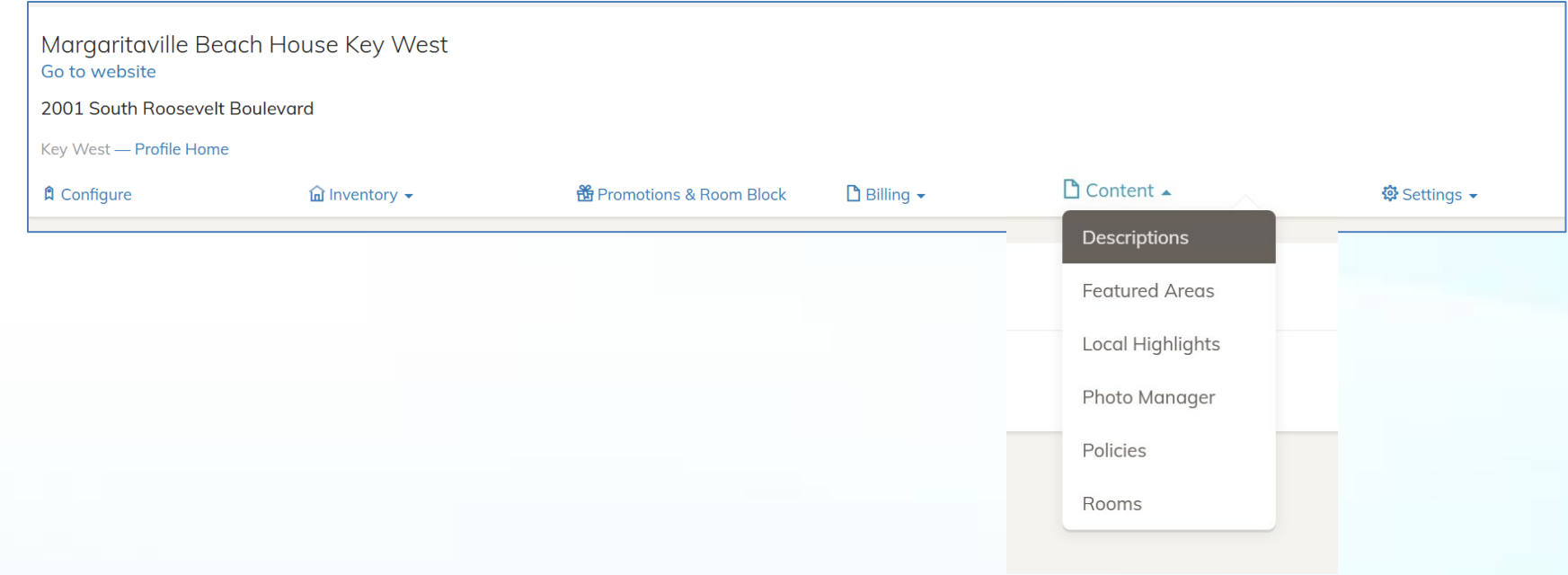


Recovery Lodging site: updating available amenities

- Select *Content*, then *Local Highlights*
- These items will be used to filter properties on the Recovery Lodging site.
- Focus on food/kitchen facilities, power, trailer parking, wifi.
- More detail can be provided in the Property Description (*see next slide*)

Recovery Lodging site: updating property detail & contacts

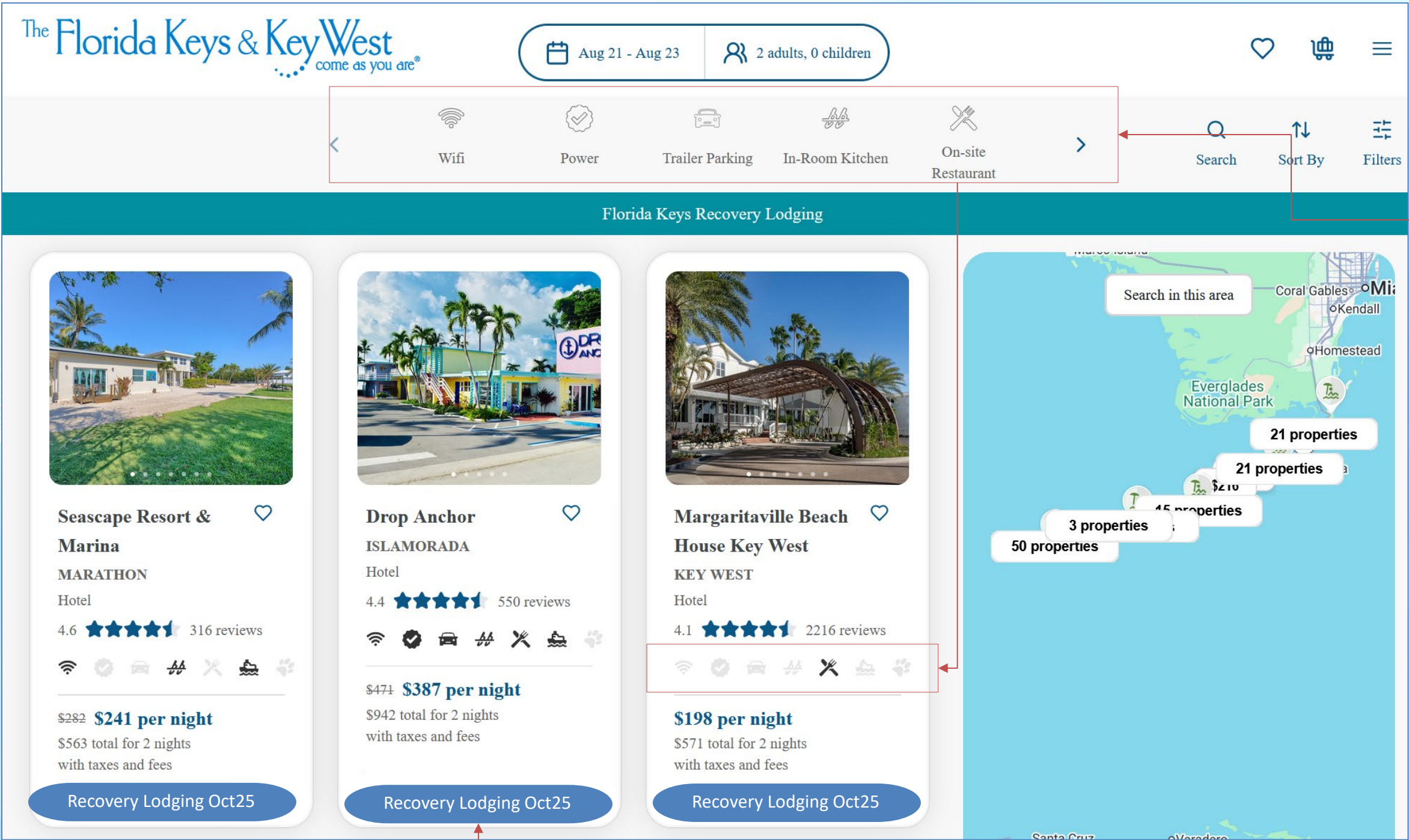
- Select *Content*, then *Descriptions*
- Then select *Default Description*
- In *Property Description* enter additional detail to help emergency responders, community officials, relief workers, utility crews and displaced residents know more about what services your property can provide post-storm.
- Please include a local contact with mobile number, and date/time of most recent update (example below)



EXAMPLES ONLY

NOT SHOWING ACTUAL INFORMATION OR DATA

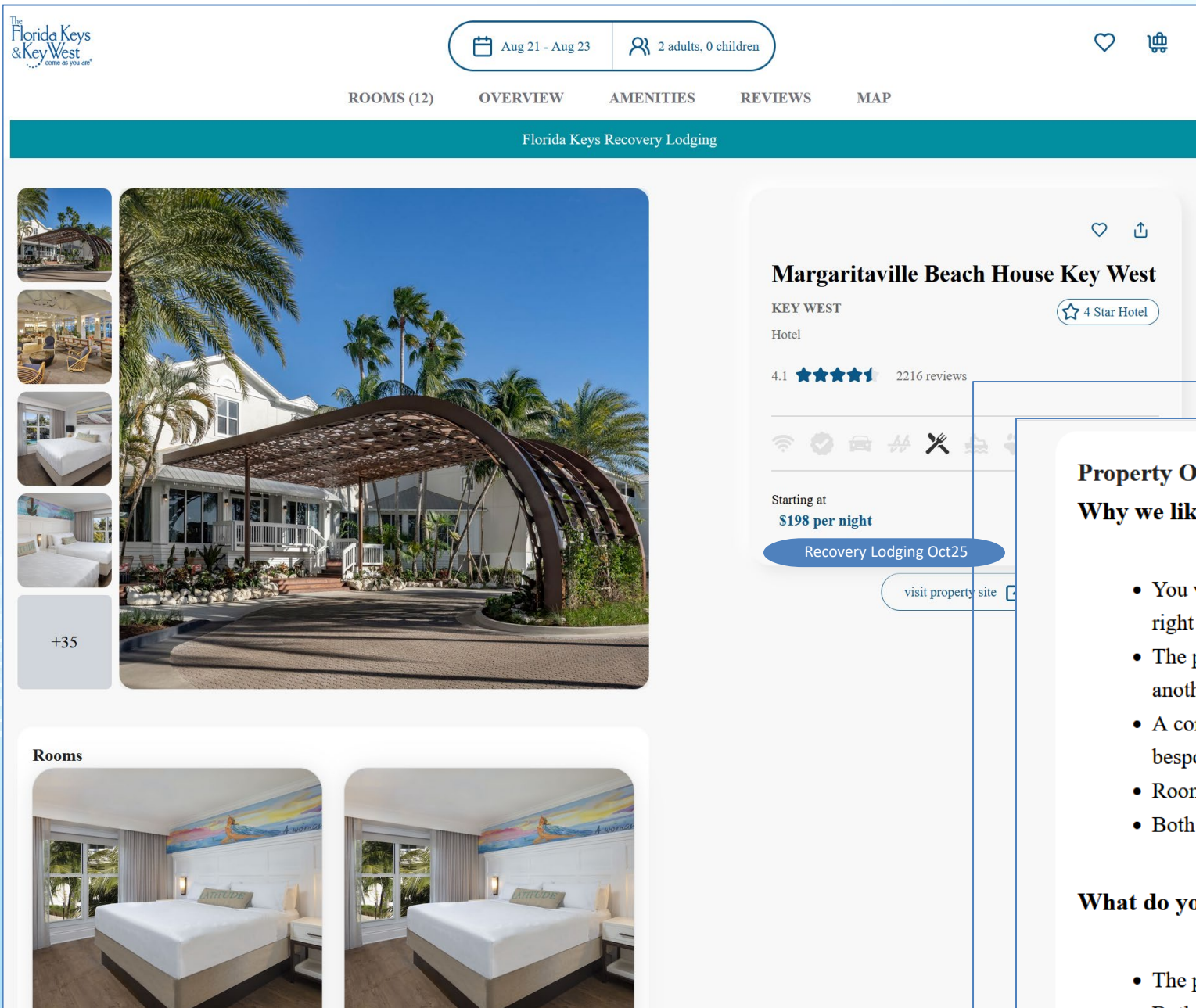
What users will see



“Local highlights” icons indicate what’s available at each property during post-storm recovery (updated by property team). These act as filters for quick sorting by the site user.

Promotion name, entered in Ripe back-end

What users will see

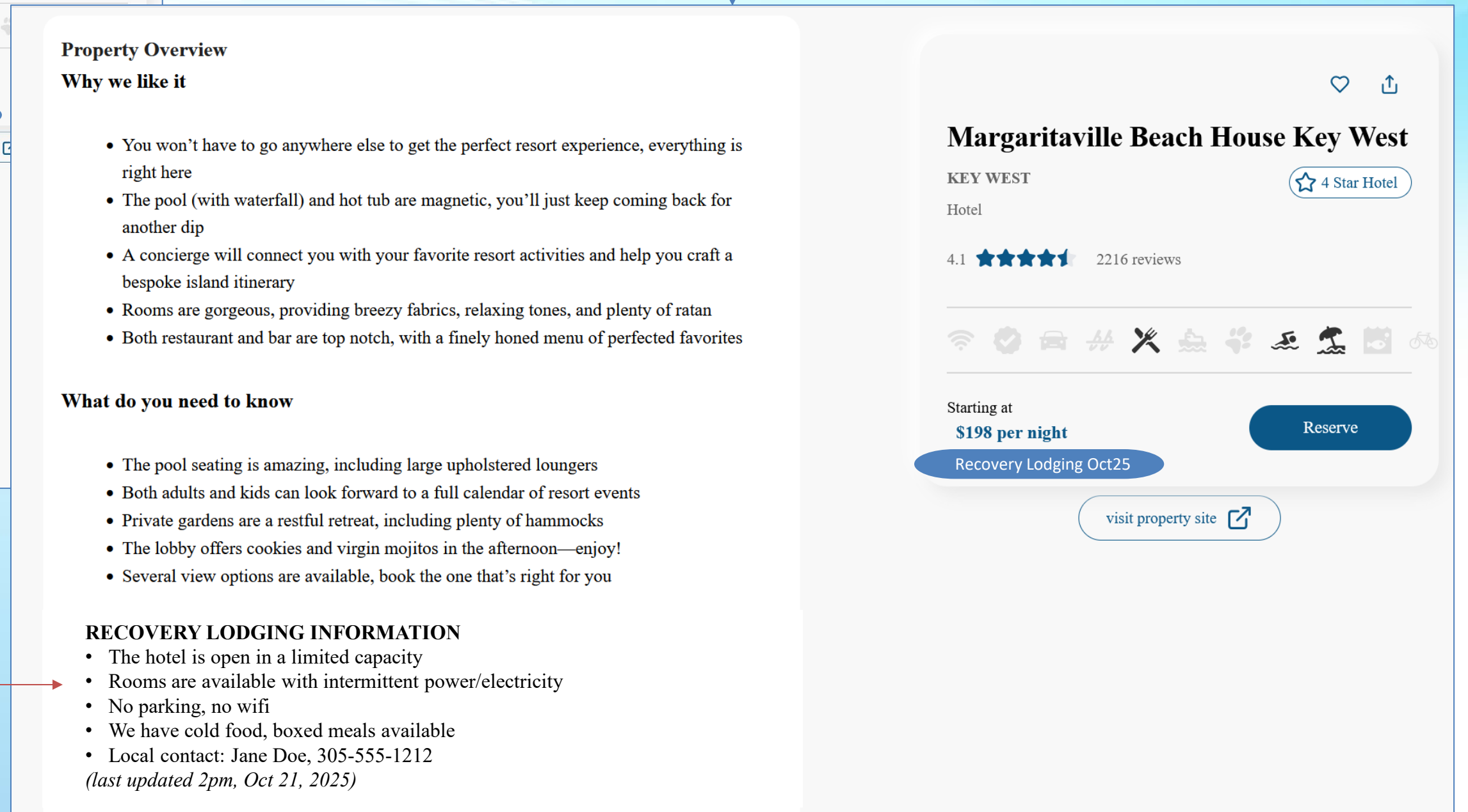


Shows Recovery Lodging specifics, updated by property team as often as needed.

EXAMPLES ONLY

NOT SHOWING ACTUAL INFORMATION OR DATA

Property detail page, showing available rooms & rates, key amenities available, and status updates and information during the recovery period



ADDITIONAL INFORMATION & SUPPORT

- After the recovery period has passed and you are open to visitor bookings again, you'll want to update your amenities (Local Highlights) and details (Property Description) to normal status, as those items in the Recovery Lodging site will also be visible on the Ripe booking engine site that visitors see.
- We recommend that wherever possible, your property grant access and provide training to team members in several locations, in the event your local Florida Keys contacts are without power or Internet access.
- The TDC/Visit Florida Keys team and the Ripe team will be available to help lodging teams make updates to their property information if needed during the recovery period.
- Questions?
 - Visit Florida Keys: partners@fla-keys.com or Jeanne Quinn, SVP of Partnerships & Technology (jeanne@fla-keys.com)
 - Ripe: support@bookripe.com

An aerial photograph of a long, straight bridge stretching across a vast expanse of turquoise water. The bridge has a yellow center line and white edge lines. To the left of the bridge, there is a small, circular island covered in dense green vegetation. The water is clear, showing some darker patches of seabed. The sky is a bright blue with scattered white clouds. The overall scene is serene and picturesque.

THANK YOU

The
Florida Keys
& Key West