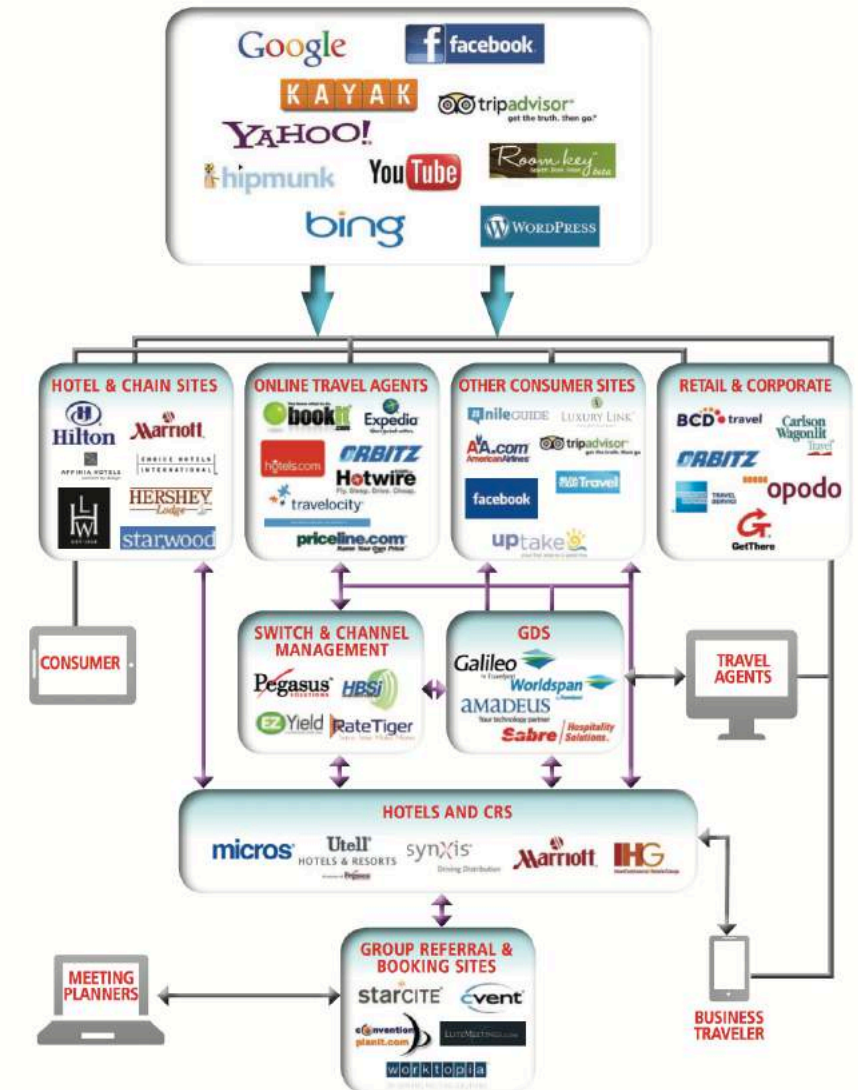


# Remove Booking Banners and Get Closer to your Guests



# Today's Distribution Landscape

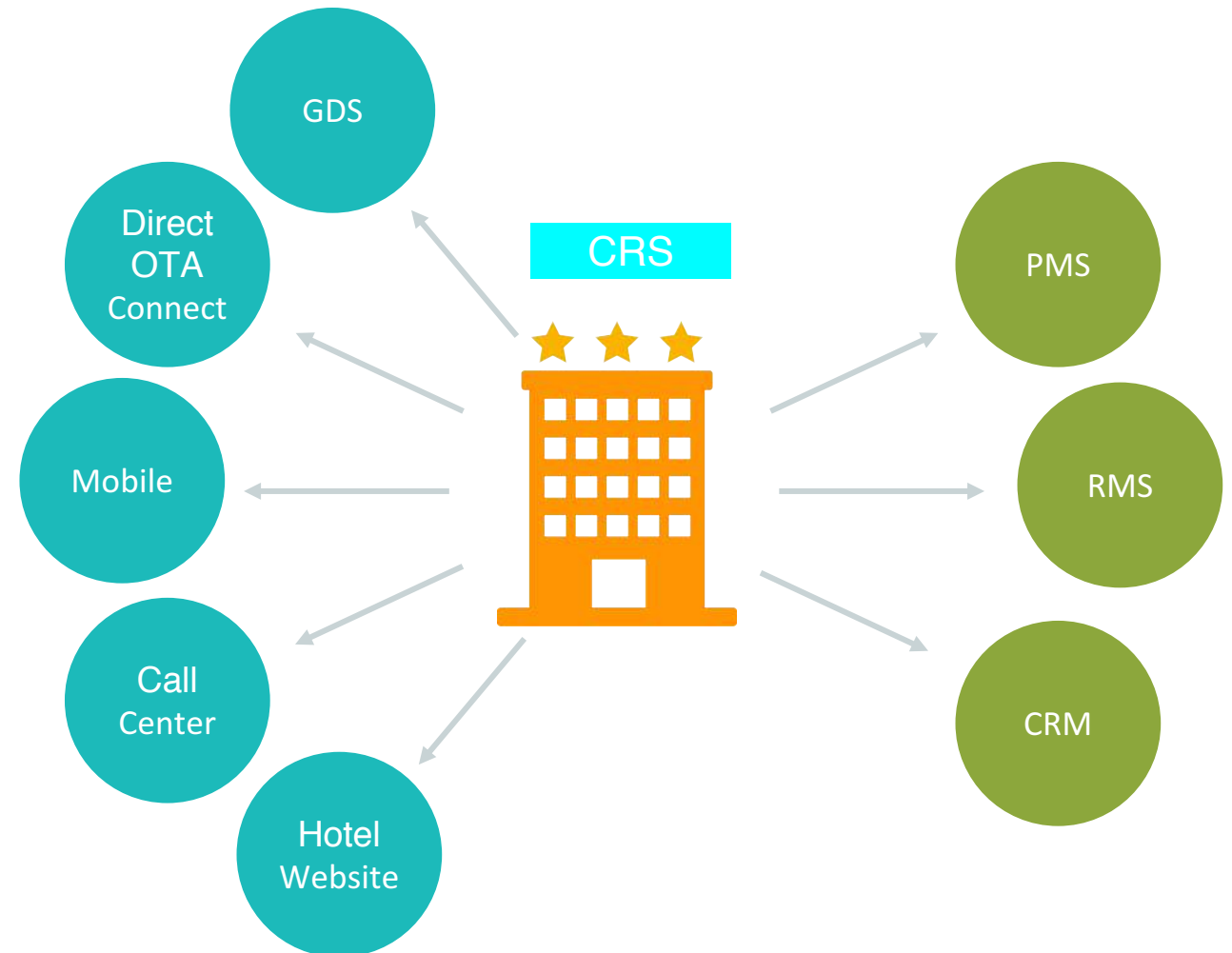
- The Distribution landscape is more complex than ever
- Often missing interfaces or missing real time data provide additional challenges
- Human Resources in hotel are often limited
- Managing so many individual tools and channels results in less time for strategic planning



# How can you fight the battle?

## Convergence of Critical Technologies

- Automate by using 2-Way-Advanced interfaces providing full synchronisation between systems
- Ensure all tools can support YOUR business strategy
- Take back control by using additional software to engage with your guests
- Use 3rd parties to benefit from the billboard effect
- Find you ideal pricing strategy by channel, target market and persona type

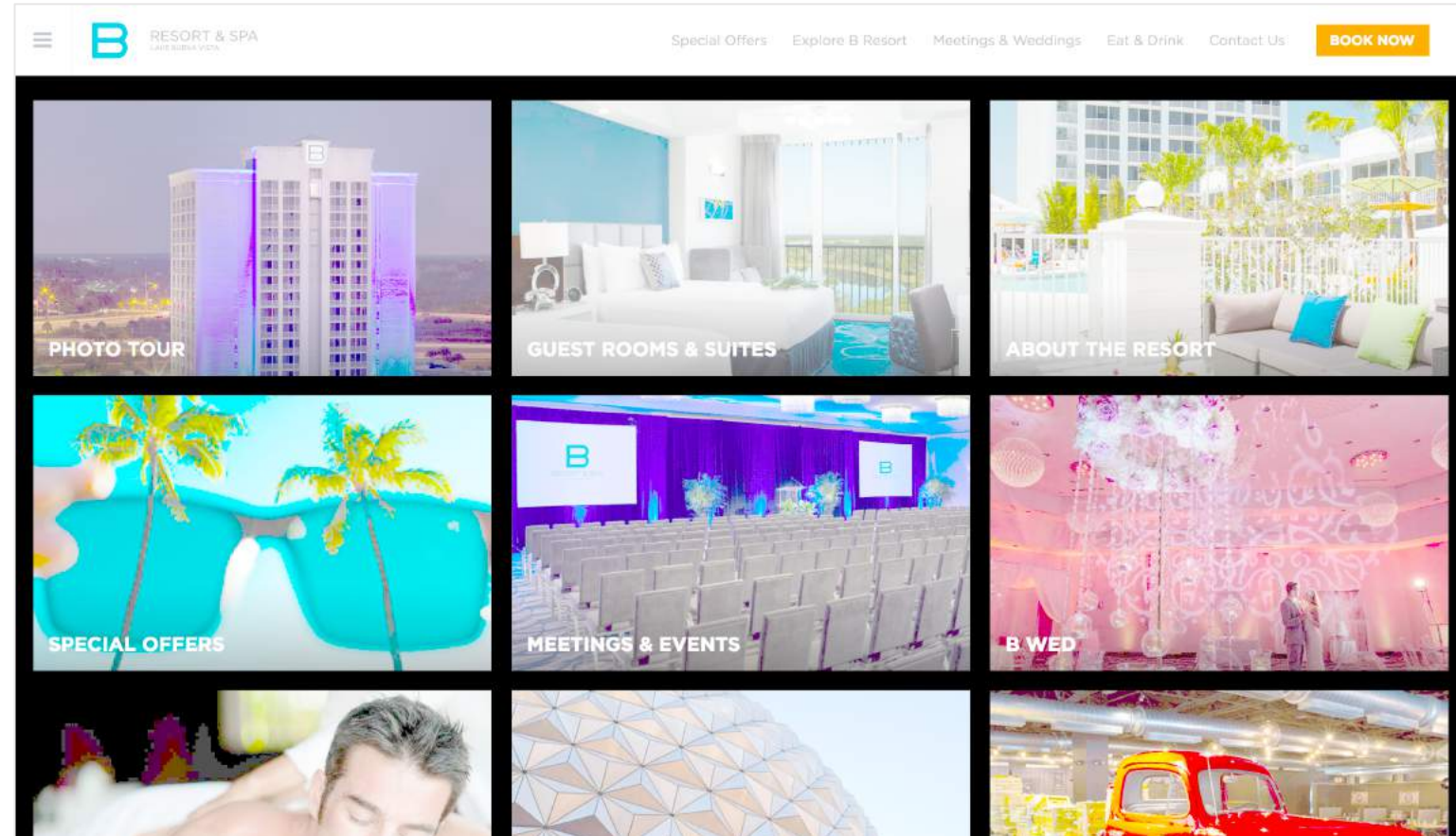


# 1. Your Must Have's for your Success

- Responsive and customised Website to turn looker's into booker's
- Visual Content and Storytelling
- Most relevant information for your guest's

<http://visitkrakow.com/>

<http://www.visitcalifornia.com/>



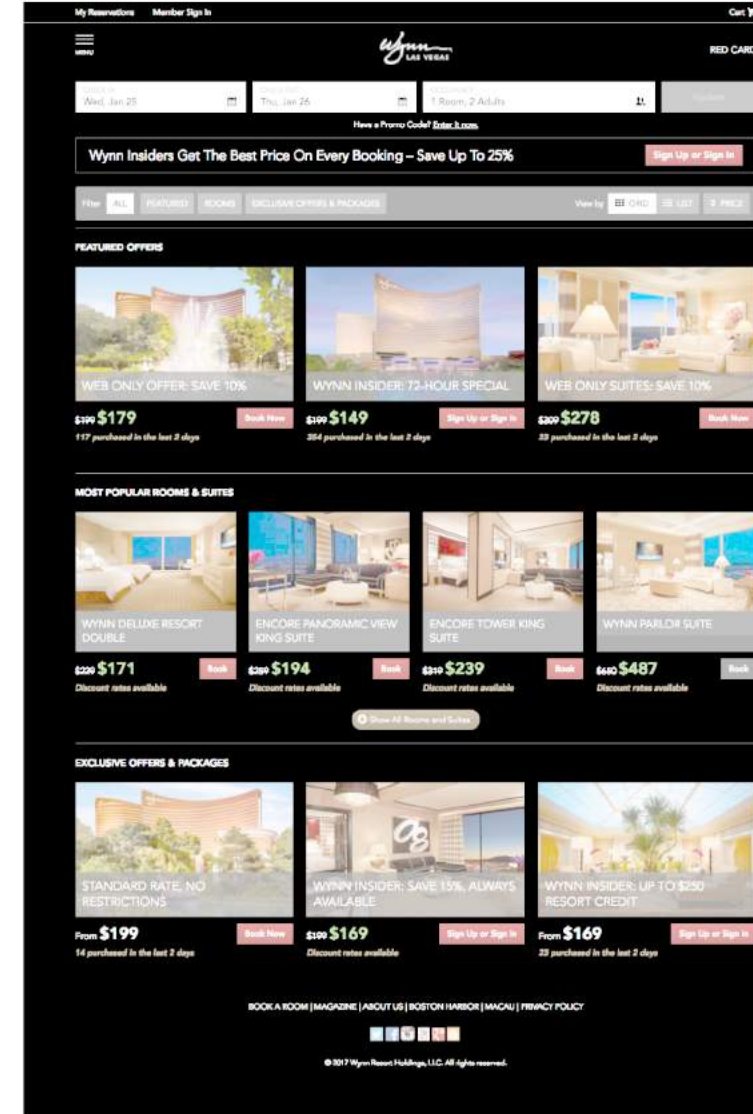
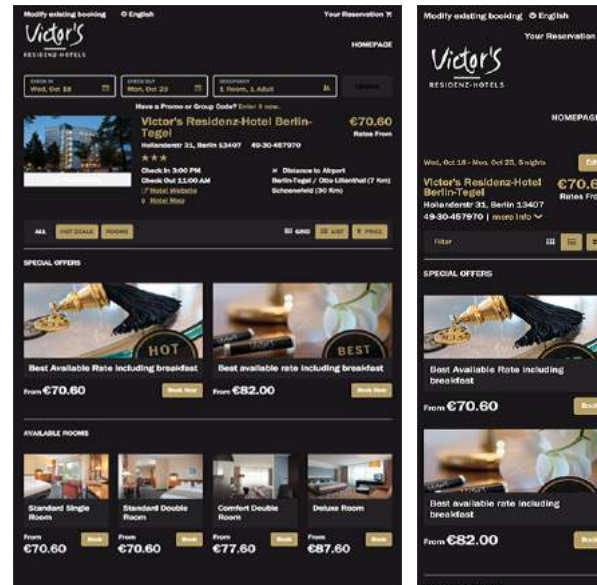
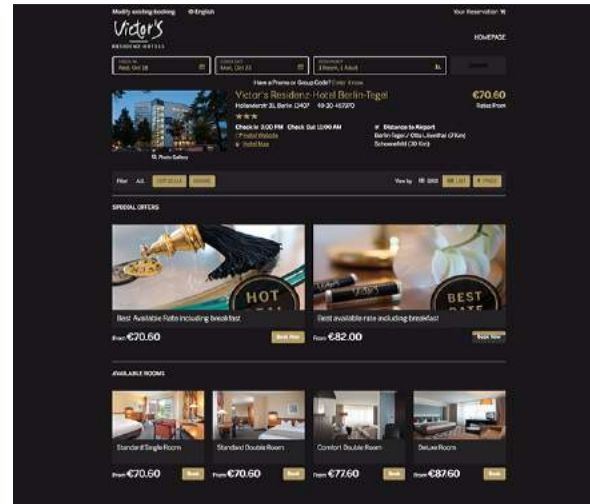


## 2. Your Must Have's for your Success

- Fully Branded and responsive Booking Engine designed for conversion
- Addresses cross-context reservations for any device.
- Conversion can happen on multiple devices, so make sure your content looks good on all devices.

2016: 148 million mobile travel bookings

2016: 20% of hotel mobile bookings (2015: 15%)



### 3. Your Must Have's for your Success

- Display your great reviews
- Persuasive Messaging – create a sense of urgency!
- Display discounted rates and provide Promo Codes to 3rd party bookers for their next stay
- Hook up up your CRS/IBE with a CRM to create more direct booker benefits without harming rate parity with OTAs

The screenshot displays the website for B Resort & Spa - Lake Buena Vista. At the top, there are date and room selection options: "Sat, Aug 26", "Mon, Aug 28", and "1 Room, 2 Adults". A search bar prompts users to "Have a Promo or Group Code? Enter it now." Below this is a large image of the resort building with a "Photo Gallery" link. To the right of the image, the resort's name "B RESORT & SPA - LAKE BUENA VISTA" is displayed, along with its address "1905 Hotel Plaza Boulevard, Lake Buena Vista 32830" and phone number "407-828-2828". It also shows a 4-star rating and check-in/out times: "Check In 4:00 PM Check Out 11:00 AM". A "Hotel Map" link is provided. To the right of the map, there is a "Distance to Airport" section listing distances to Orlando International (12 MI), Orlando Sanford Intl (19 MI), Regional (48 MI), Melbourne International Airport (54 MI), and Tampa International (80 MI).

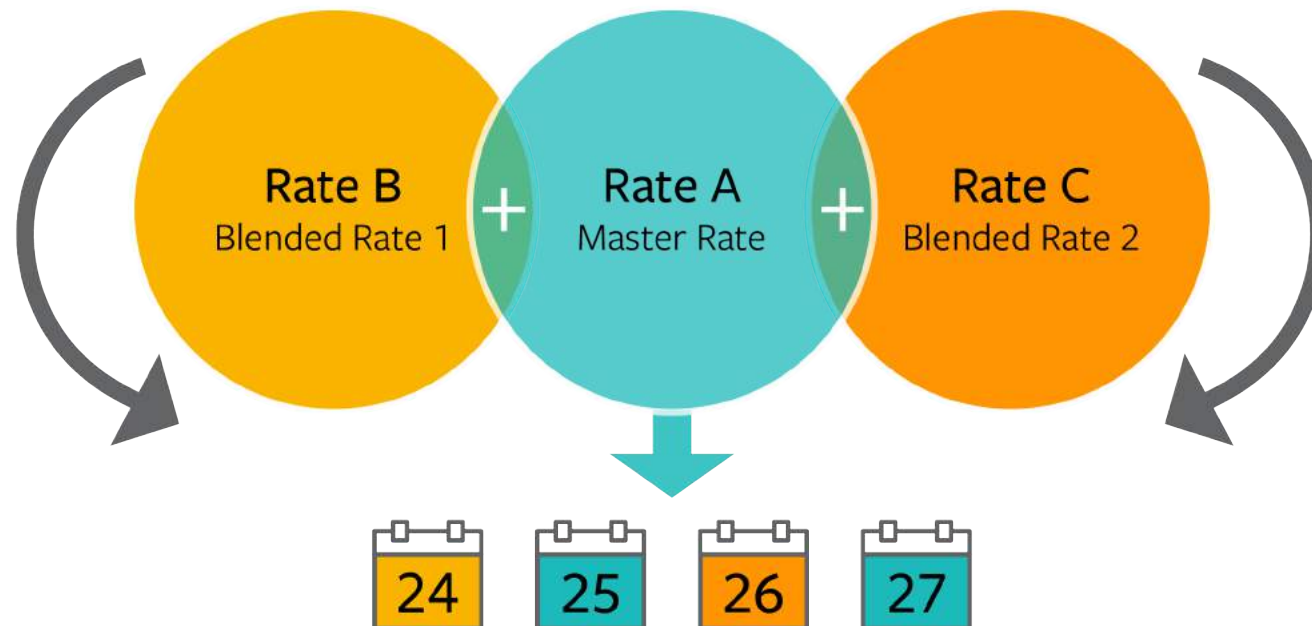
Below the resort information, there are tabs for "Filter", "ALL", "SPECIAL OFFERS & PACKAGES", and "ROOMS". The "SPECIAL OFFERS & PACKAGES" section is currently active, displaying a grid of promotional offers. Each offer includes an image, a title, a description, and a "Book Now" button. The offers are:

- BREAKFAST ON US**: From \$127.11
- EAT MORE, DRINK MORE, PAY LESS**: \$115.55 \$92.44 (18 purchased in the last 7 days)
- ADVANCE PURCHASE RATE SPECIAL**: \$115.55 \$92.44 (Discount rates available)
- B AN AVATAR**: \$175.69 \$134.75 (Discount rates available)
- AAA RATE**: \$115.55 \$98.22 (Discount rates available)
- FL / GA RESIDENT**: \$115.55 \$95.91 (25 purchased in the last 7 days)
- AARP**: \$115.55 \$98.22 (Discount rates available)
- B SALUTED VETERANS**: \$115.55 \$86.66 (Discount rates available)
- FLEXIBLE RATE**: From \$115.55

The banner features a background image of a Wynn building with fireworks exploding in the sky. The text reads: "WYNN INSIDER ANNIVERSARY: WEB-ONLY SAVE UP TO 30%". Below the text, the price is shown as "\$229 \$184" with a green "Sign Up or Sign In" button. At the bottom, it states "654 purchased in the last 2 days".

## 4. Your Must Have's for your Success

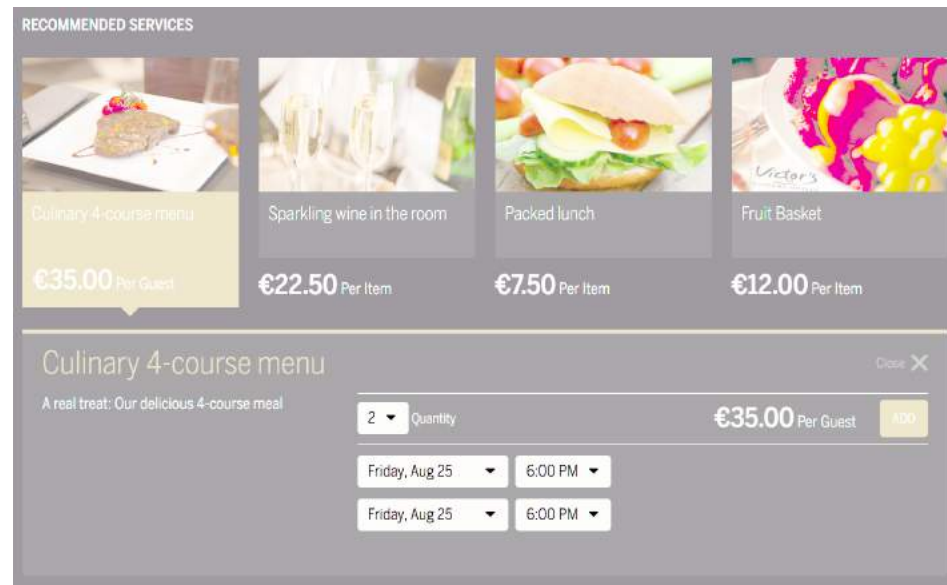
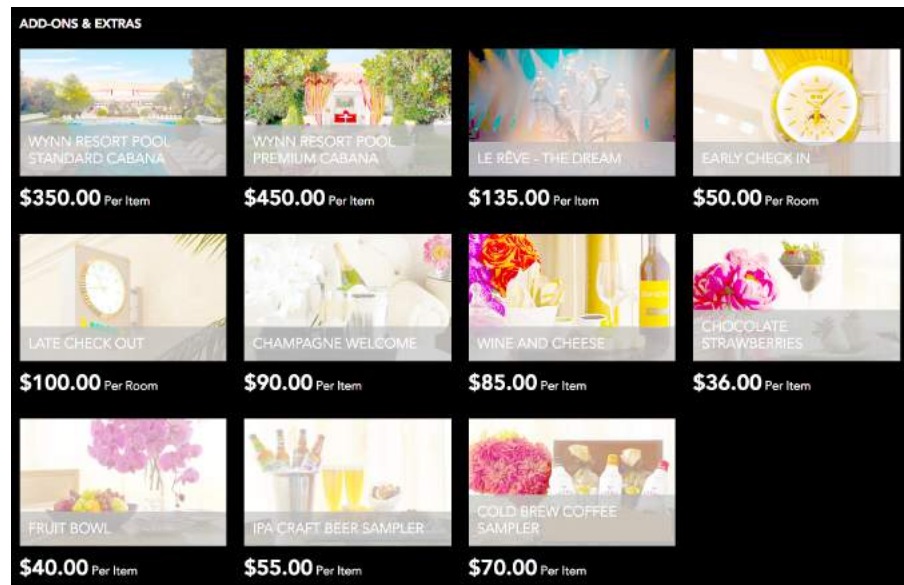
- Use Technology which provides the capability to reduce abandoned bookings due to availability
- Mix/blend your rates to compete with OTAs and offer the best possible deal
- Ensure you always have the best price on offer – guaranteed!





## 5. Your Must Have's for your Success

- Let the guest customise their own stay and allow them to create their own experience
- Increase F&B and other revenue streams
- Allocate inventory for extra's and schedule by time options for Wellness, Dining, Shuttle Service, etc.





## 6. Your Must Have's for your Success


- Provide an Upgrade Opportunity to your guests
- Cash in additional revenue
- Shorten time at check in

### Your Reservation

€148.00

Modify

SUNDAY, OCT 22 – TUESDAY, OCT 24  
Victor's Residenz-Hotel Saarlouis



**Early Bird Rate incl. breakfast**  
2 Nights, 1 Adult  
€148.00  
Remove

**Standard Double Room**  
19 sqm, located in the main house, double bed, partial boxspring bed, flat screen, bath with shower. Free of charge: Wi-Fi in a basic version, selected Sky programs, worldwide telephoning to all networks.

Standard Double Room  
Upgrades Available

Comfort Twin Room  
Add €8 per night




Comfort Double Room  
Add €8 per night

Suite  
Add €45 per night

Apartment  
Add €65 per night

Suite Deluxe  
Add €65 per night

RECOMMENDED SERVICES



SummaryDetails

Subtotal€138.32

Taxes & Fees€9.68

**TOTAL€148.00**

**DEPOSIT€148.00**

The deposit amount will be charged according to the policy listed under **Terms and Conditions**.

Discount Code

Apply

☐ I agree to the terms and conditions.

Next

## 7. Your Must Have's for your Success

- Saves the effort that the guest makes on their initial search for later.
- Can be shared with another decision maker (spouse, for example).
- CRM-enabling feature so you can measure a guest's previous "intent" to buy.
- Hotels can use for retargeting later, i.e. can see what was in the cart and use at a later date.

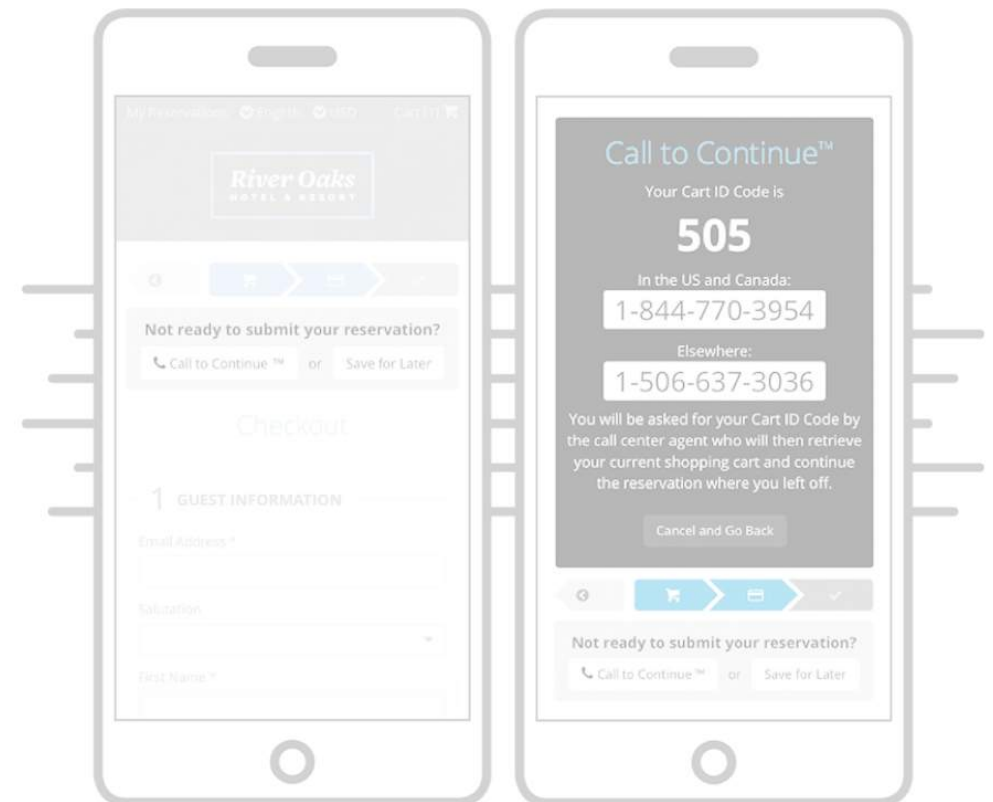
The screenshot shows a 'Save for Later' modal or page. At the top, the title 'Save for Later' is displayed in a light green font. Below it, the instruction 'Enter your email address to send a link to your shopping cart.' is shown. There is a white text input field for the email address and a yellow 'Send Link' button. Below the input field, a message states: 'Once you receive this link, you can view your current cart and continue where you left off.' At the bottom of this section is a 'Cancel and Go Back' link. Below the main form area is a horizontal navigation bar with four items: 'Continue Shopping' (with a left arrow), 'Your Reservation' (with a shopping cart icon and a right arrow), 'Checkout' (with a shopping cart icon and a right arrow), and 'Reservation Information' (with a checkmark icon). At the very bottom, there is a dark grey bar with the text 'Not ready to submit your reservation?' on the left and a 'Save for Later' link on the right.

## 8. Your Must Have's for your Success

- Reduce the risk to loose bookings due to payment barriers
- Allow them to call you instantly during the booking process
- Your Reservation Agent can continue where the guest stopped while you engange the guest personally

### CONVERSION IMPACT

- Abandonment Recovery
- Frictionless Checkout
- Reduce Payment Barrier
- Increase Mobile Conversion



## 9. Your Must Have's for your Success

- Integrate a 3rd party tool with a price check capability to gain more trust from your guests and convert faster
- Provide instant discount in case the guest wants to jump off
- Increase direct bookings!

The collage features several screenshots from the Under Canvas website and a price check tool. The main screenshot shows the 'Yellowstone Under Canvas' listing with a 'Best Available Rate' of \$194.00 per night for a Safari Tent with 4 Twin Beds. A 'Price Check' overlay on the right shows the direct price of \$194.00, with links to Booking.com, Expedia.com, and Hotels.com. Other overlays include a 'Last Chance... Get 15% Off' banner and a 'If you can dream it, we can help you create it! Your adventure begins here!' message.

**Price Check**

Direct Price	\$194.00
Booking.com	\$194.00
Expedia.com	
Hotels.com	

**Best Available Rate**

**Safari Tent with 4 Twin Beds**

Enjoy all of the amenities of our Safari Tent but without the wood-burning stove. This tent fits 4 twin beds, perfect for families or families traveling together! Outfitted with linens and towels, a dresser, coat stand and carpeted floor. You'll be just moments away from your tent to refresh yourself in one of our luxury bathrooms, which hold hot showers, flushing toilets, sinks and soap products.

**Best Available Rate**

**Safari Tent with Adjacent Tipi**

Enjoy all of the amenities of our Safari Tent but with the addition of your own private adjacent Tipi. Tipis are suitable for up to 3 guests. Perfect for families and larger groups.

**Last Chance... Get 15% Off**

Book your room anywhere else and you will have to prepay for this big a discount and pay an additional \$10 for parking.

**BOOK NOW!**

**If you can dream it, we can help you create it! Your adventure begins here!**

Dates requested unavailable? Wake up to the sights and smells of nature at one of our other spectacular locations in Zion, Moab or Glacier.

**BOOK NOW!**



# 10. Your Must Have's for your Success


- Provide security to your guests with help of new insurance models
- Sell more prepaid rates and increase instant cash flow
- Gain ancillary revenue with tools like Life Happens™ - time you get some commission!

Continue Shopping Your Cart Checkout Reservation Information

## YOUR CART


**\$1083.93** [Modify](#)

MONDAY, DEC 12 — THURSDAY, DEC 15  
Georgian Hotel



**Advanced Purchase Promo** **\$940.95** [Remove](#)  
Signature Suite  
3 Nights, 2 Adults

Our Signature Suite has private sleeping quarters closed off by double French doors with sheer draperies. One king bed with separate full size sofa sleeper, chaise lounge, bedside tables, table and desk with chairs, two line phone with voicemail and direct dial access. Decorated in subtle art deco style each suite has 2 dressers, 2 LCD TV's, AM/FM stereo/CD/DVD player with MP3 capability, mini-bar, coffee & tea maker, clock radio with MP3 capability, iron/ironing board, in-room safe, hair dryer, two bathrobes, Cable, Nintendo, 548 Sq. Ft. and Max Pax 4.

 **Life Happens™** — \$56.46 [Add](#)

Adding Life Happens™ awards you with maximum flexibility. You are free to cancel your reservation any time, for any reason up to 24 hours before check-in date (local hotel time).

You will receive a refund within 14 days for 80% of the amount paid for your reservation excluding the Life Happens™ fee.

[Summary](#) [Details](#)

Subtotal	\$940.95
Life Happens™	\$56.46
Taxes & Fees	\$142.98
<b>TOTAL</b>	<b>\$1140.39</b>
<b>DEPOSIT</b>	<b>\$1140.39</b>

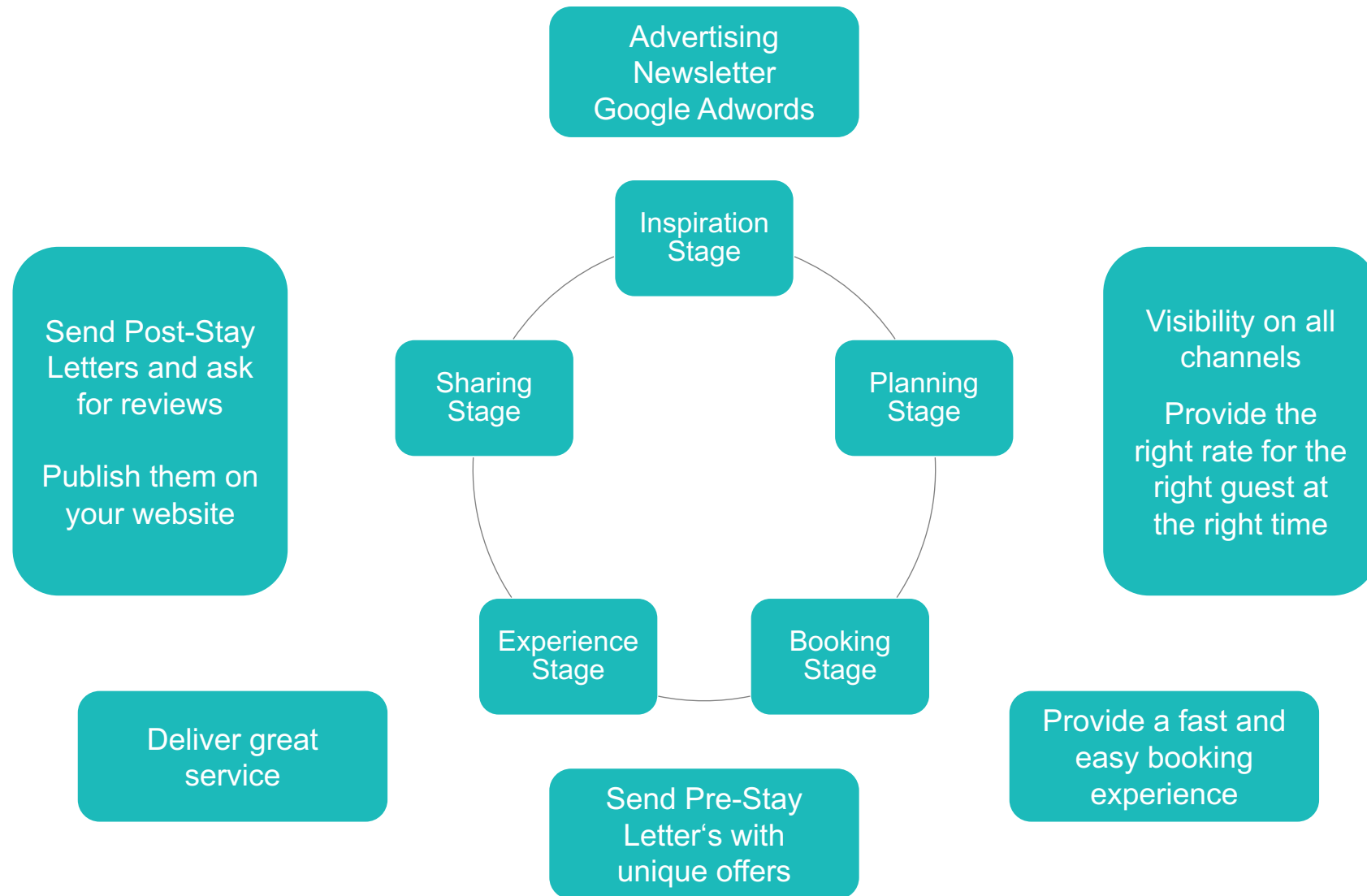
The deposit amount will be charged according to the policy listed under [Terms and Conditions](#).

Discount Code  [Apply](#)

☐ [I agree to the terms and conditions.](#)

[Redeem](#)

# Never Stop to Engage with your guest



# Thank you for Listening

Questions?