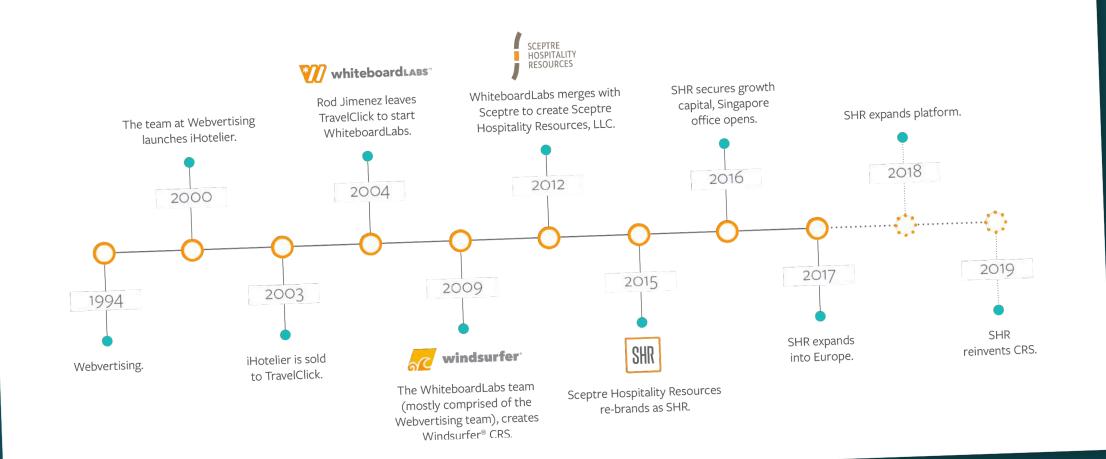
## Your Top 10 Hotel Booking Engine Must-Haves











# How long has your hotel been using your current booking engine?

- Less than 1 year
- 1 to 2 years
- More than 2 years



### We are Living in a Different Era

Mid-80s

Asset-light, brand-heavy franchisers.

Mid-90s

Outsourcing property management needs.

Enter OTAs.

Mid-2000s

OTAs gain traction.

Today

Huge, intellectual property-focused consolidations of big brands: heavy tech players.

OTAs spend billions.

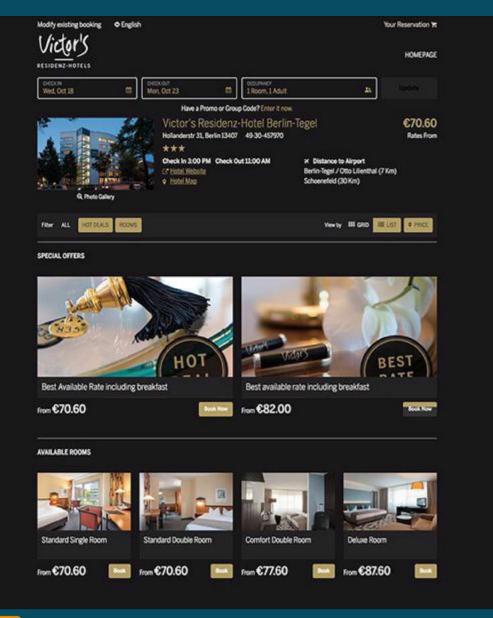
Sharing economy.



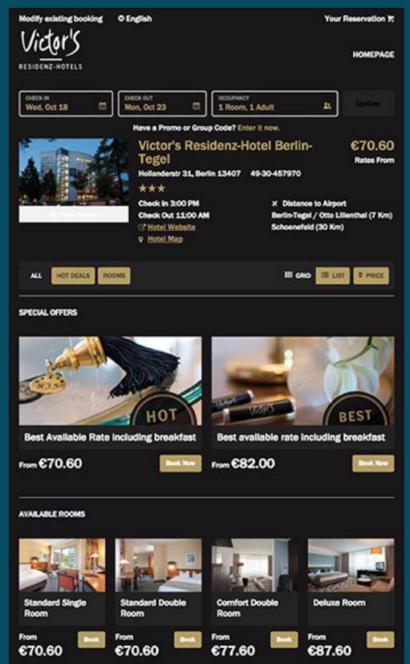
### **Responsive Design**

- Addresses cross-context reservations for any device
- No need for a separate mobile presence
- With more and more mobile booking, this becomes more important
- Conversion can happen on multiple devices, make sure your content looks good on all devices











Your Reservation



HOMEPAGE

Wed, Oct 18 - Mon, Oct 23, 5 nights

Edit

Victor's Residenz-Hotel Berlin-Tegel

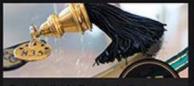
€70.60 Rates From

Hollanderstr 31, Berlin 13407 49-30-457970 | more info ✓

Filter



SPECIAL OFFERS



Best Available Rate including breakfast

From €70.60

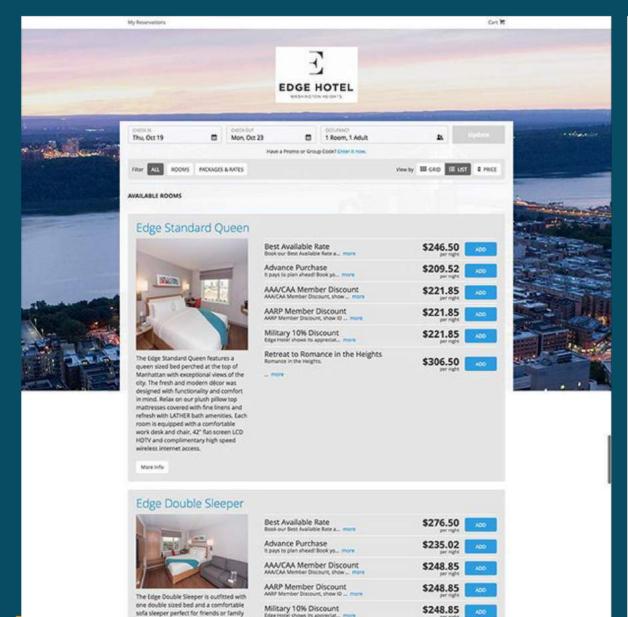




Best available rate including breakfast

From €82.00





Retreat to Romance in the Heights

\$336.50

Romance in the Heights.

sharing a room to explore the delights

Washington Heights has to offer. The

fresh and modern décor was designed

with functionality and comfort in mind.

Relax on our plush pillow top mattresses

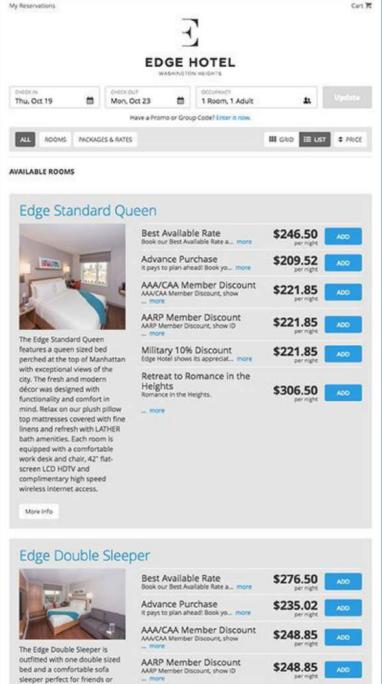
covered with fine linens and refresh with

equipped with a comfortable work desk

and chair, 42" flat-screen LCD HDTV and

complimentary high speed wireless

LATHER bath amenities. Each room is





Heights

\$306.50

### Reservation "Saved State"

- 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-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.



Cart (1)

EMAIL SIGN UP | CONTACT US |

**414**) 273-8222

CULTURE

**ACCOMMODATIONS** 

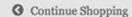
**PACKAGES** 

WEDDINGS

SPA MEETINGS

DINING

LOCATION







Reservation information

#### Your Cart

\$1182.07

Modify

 ${\bf MONDAY, OCT~30-THURSDAY, NOV~2}$ 

The Pfister



#### Room with a Boo 3 Nights, 1 Adult

\$1027.00 8 Remove

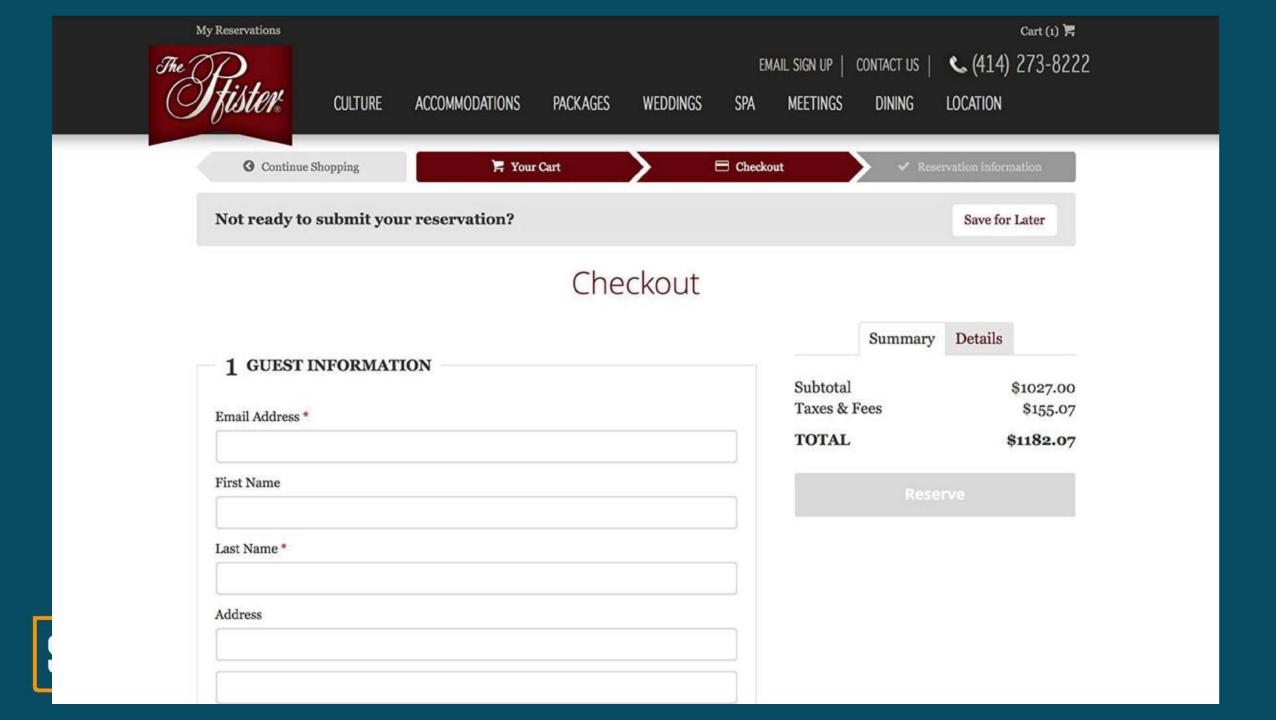
Our room with a Boo package includes Overnight Accommodations for One Night, "Boo" Berry Pancake Breakfast for Two in Cafe Pfister (breakfast item can be substituted) and a keepsake book "Milwaukee Ghosts" by Sherry Strub..

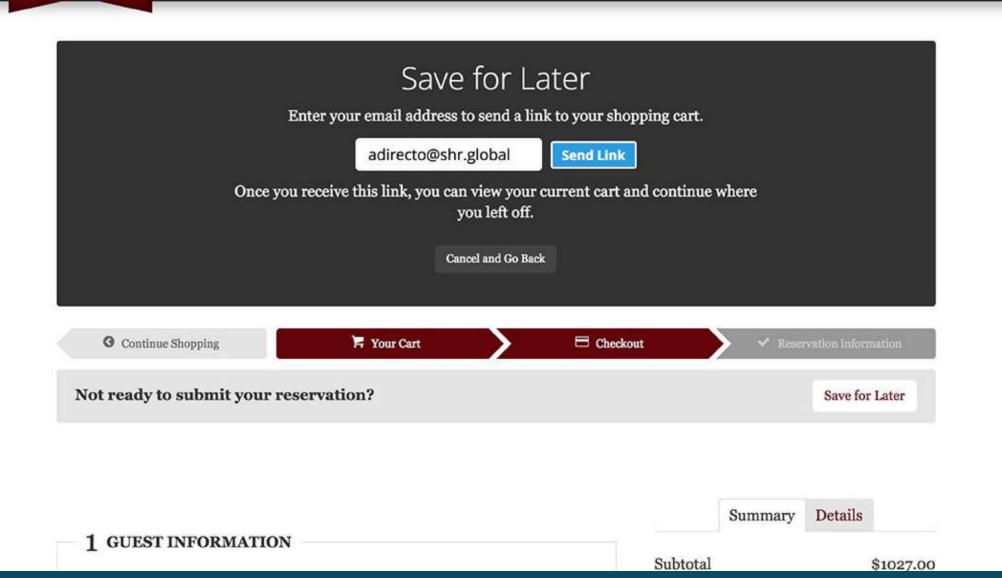
#### **Pfister King Suite**

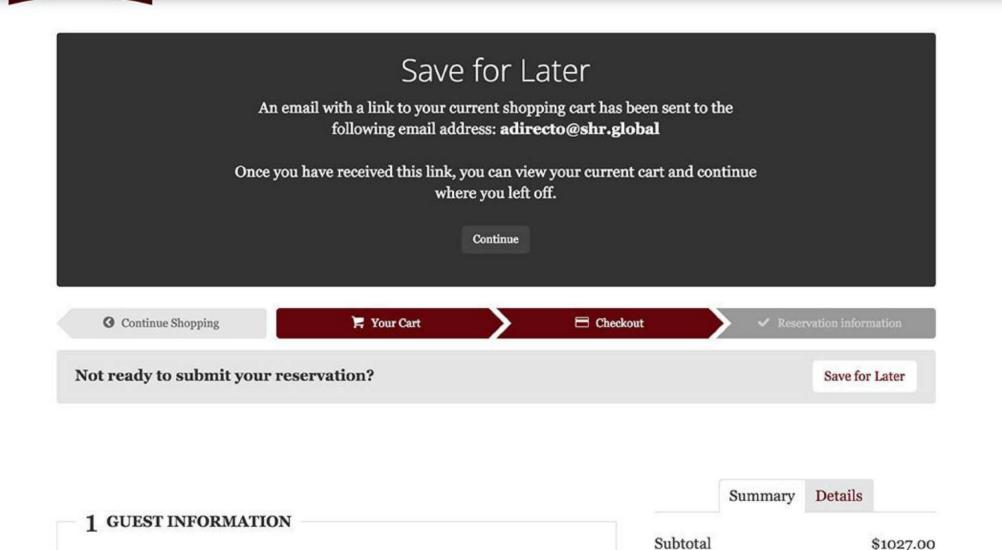
The Pfister King Suite are our suites in the historical section of our hotel. Each suite consists of two rooms: a parlor which functions as a sitting room and a bedroom with one king bed. Additionally there is a pull out sofa sleeper in the parlor room.

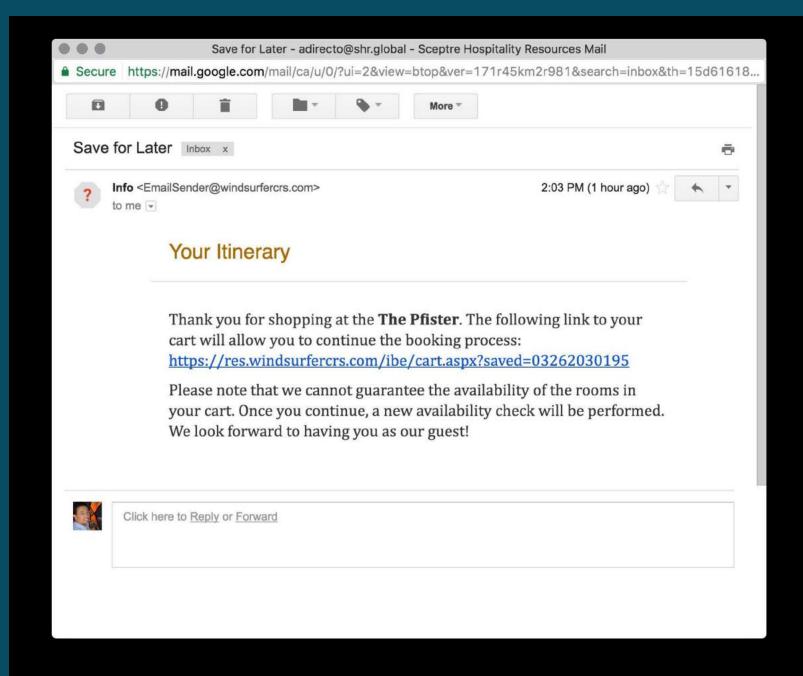
- · Feather bed toppers and blankets
- · LCD Flat Panel TVs
- iPod/MPa Compatible Padio/alarm

	Summary	Details	
Subtotal			\$1027.00
Taxes &	Fees		\$155.07
TOTAL			\$1182.07
Discount	Code		Apply
□ <u>I</u> a	gree to the term	s and cond	litions.
	Check	out	











### Merchandising

- It's all about control!
- Are you trying to sell rooms or rates?
- Configure your tech to follow your needs.





Mon, Oct 23

1 Room, 2 Adults

#### Have a Promo or Group Code? Enter it now.

#### **B OCEAN RESORT**

1140 Seabreeze Blvd, Fort Lauderdale 33316 1-954-5245551

\*\*\*\* | 60 00000

Check in 4:00 PM Check Out 11:00 AM C Hotel Website P Hotel Map

X Distance to Airport

Fort Lauderdale/Hollywood International (3.50 Mi) Miami International Airport (24.25 Mi)



FROM DEL SPECIAL OFFERS & PACKAGES ROOMS









#### SPECIAL OFFERS & PACKAGES

15 purchased in the last 7 days



From \$195.04



NOW & SAVE

\$243.80 \$195.04

12 purchased in the last 7 days



\$243.80 \$191.60





**Book Now** 



From \$243.80



From \$202.35



\$243.80 \$158.47 12 purchased in the last 7 days



From \$243.80



From \$195.04



B SALUTED MILITARY / VETERAN / GOVT RATE

From \$195.04

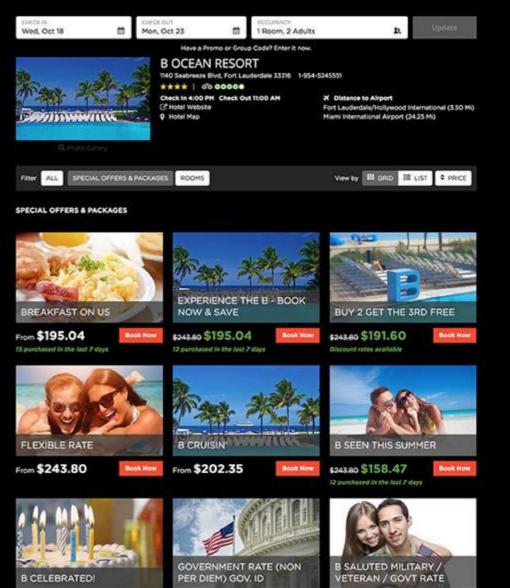








\* \* \* \*











Mon, Oct 23

1 Room, 2 Adults

Have a Promo or Group Code? Enter it now.

#### B OCEAN RESORT

1140 Seabreeze Blvd. Fort Lauderdale 33316 1-954-5245551

\*\*\*\* | 000000

Check in 4:00 PM Check Out 11:00 AM Hotel Website

X Distance to Airport

Fort Lauderdale/Hollywood International (3:50 Mi) Miami International Airport (24.25 Mi)

Filter ALL SPECIAL OFFERS & PACKAGES ROOMS

Viewby III GRID III LIST PRICE







#### **AVAILABLE ROOMS**



MARINA TOWER, KING - SEPARATE BUILDING

\$244.00 \$158.60 Discount rates available

MARINA TOWER, **DOUBLE - SEPARATE** 

\$244.00 \$158.60



**CLIPPER STANDARD** 

KING



CLIPPER STANDARD DOUBLE

\$254.00 \$165.10

Discount rates available





SOUTH STANDARD KING

\$254.00 \$165.10 Discount rates available



\$254.00 \$165.10 Book Discount rates available

CLIPPER BALCONY

DOUBLE

Discount rates available

MARINA.



INTRACOASTAL KING -

MARINA OCEAN VIEW

KING - SEPARATE



MARINA OCEAN VIEW

DOUBLE - SEPARATE

MARINA

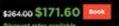
INTRACOASTAL

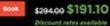


CLIPPER BALCONY KING

\$264.00 \$171.60 Discount rates available

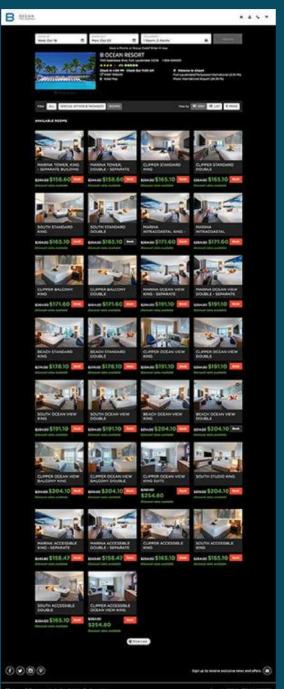
Discount rates available



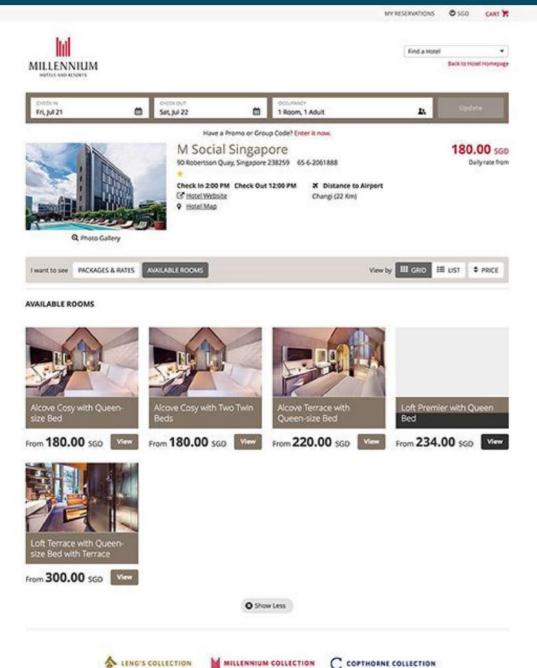






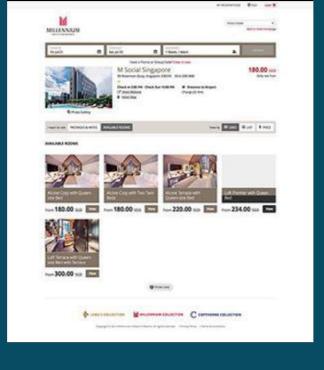


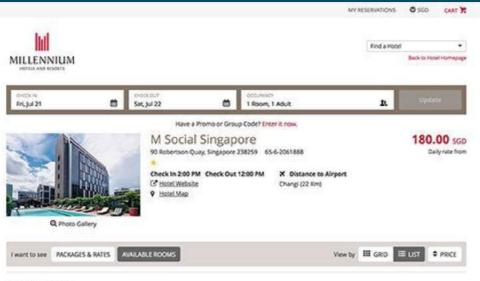


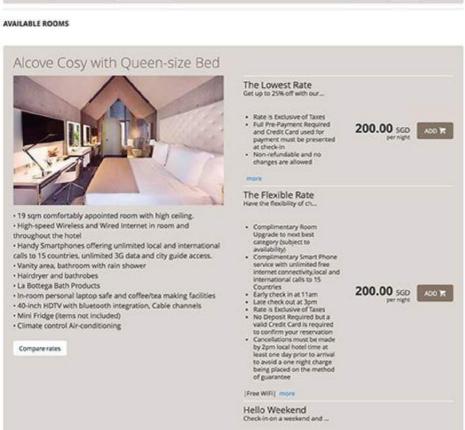












. State in European of Vanner







Q Photo Gallery

Viewby III GRO III LIST € PRICE









Sort by Price: Low to High \*



#### The Lowest Rate with Breakfast Alcove Cosy with Two Twin Beds

- 19 sqm comfortably appointed room with high ceiling.
- High-speed Wireless and Wired Internet in room and throughout the hotel
- "Handy" Smartphone offering unlimited international and local calls, unlimited 3G data and city guide access. -Vanity area, bathroom with rain shower
- Hairdryer and bathrobes
- . In-room personal laptop safe and coffee/tea making facilities
- 40-inch HDTV with bluetooth integration, Cable channels
- Minibar Fridge (items not included)
- · Climate control Air-conditioning

Compare rooms



#### The Lowest Rate with Breakfast

180.00 SGD

180.00 SGD

180.00 sgp



AD0 77



#### Alcove Cosy with Queen-size Bed

- 19 sqm comfortably appointed room with high ceiling.
- High-speed Wireless and Wired Internet in room and throughout the hotel
- · Handy Smartphones offering unlimited local and international calls to 15 countries, unlimited 3G data and city guide access.
- · Vanity area, bathroom with rain shower
- Hairdryer and bathrobes
- . La Bottega Bath Products
- In-room personal laptop safe and coffee/tea making facilities
- 40-inch HDTV with bluetooth integration, Cable channels
- Mini Fridge (tems not included)
- . Climate control Air-conditioning

Compare rooms

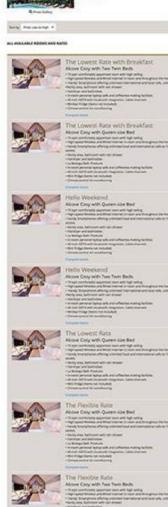


#### Hello Weekend

Alcove Cosy with Queen-size Bed

- . 19 sqm comfortably appointed room with high ceiling.
- High-speed Wireless and Wired Internet in room and throughout the hotel
- · Handy Smartphones offering unlimited local and international calls to 15 countries, unlimited 3G data and city guide
- · Vanity area, bathroom with rain shower
- · Hairdryer and bathrobes
- · La Bottega Bath Products
- . In-room personal laptop safe and coffee/tea making facilities
- 40-inch HDTV with bluetooth integration, Cable channels
- . Mini Fridge (items not included)





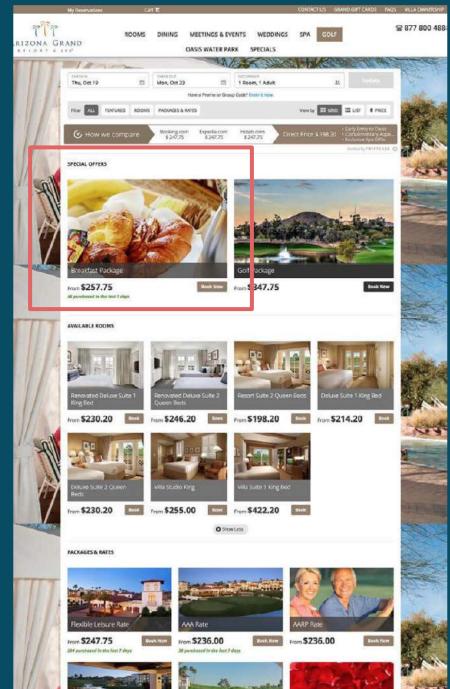
The Lowest Rate

200.00 yes

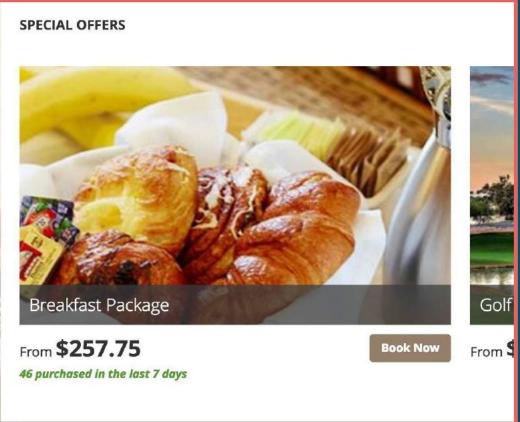
### **Persuasive Messaging**

- Types: Motivational, strike-through, third-party booking style.
- Goal is to get guest to convert in that "moment."
- Need the ability to "craft" messaging and choose verbiage that suits your target guest audience.

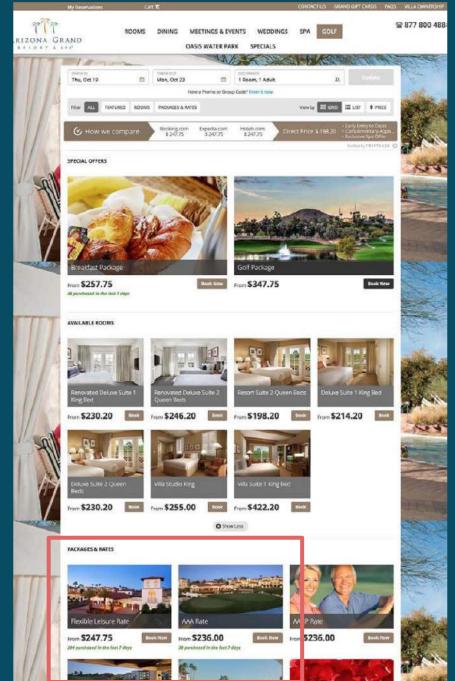


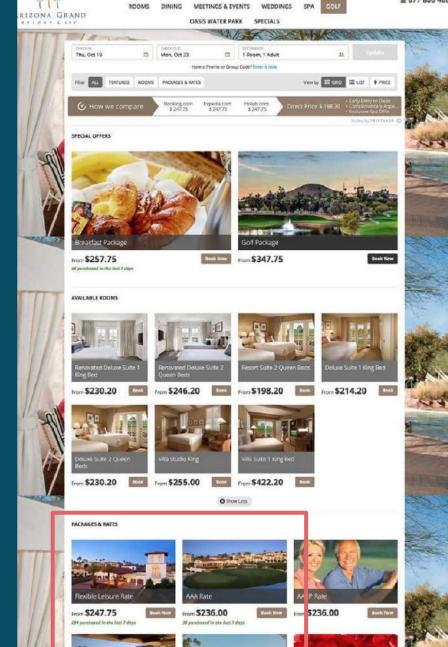


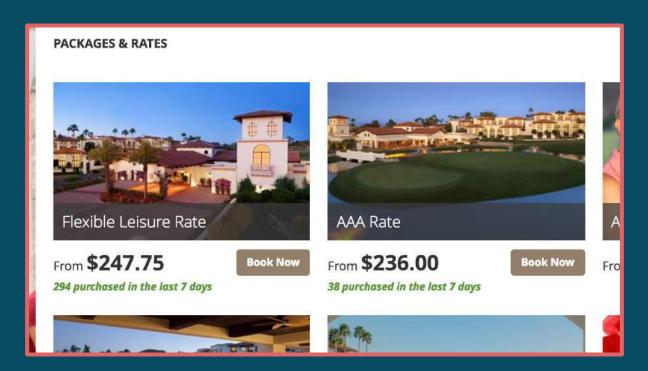




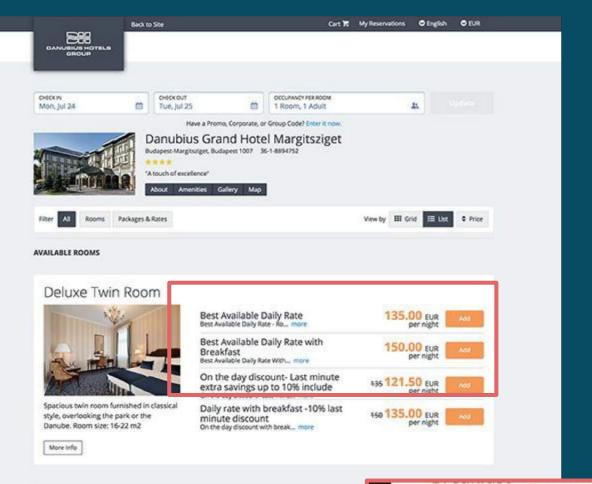


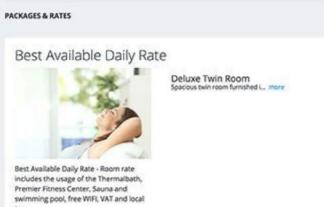












More Info

On the day discount- Last minute extra savings up to 10% include On the day discount- Last minu... more

Daily rate with breakfast -10% last minute discount On the day discount with break... more

Add

135 121.50 EUR per night

Add

Add

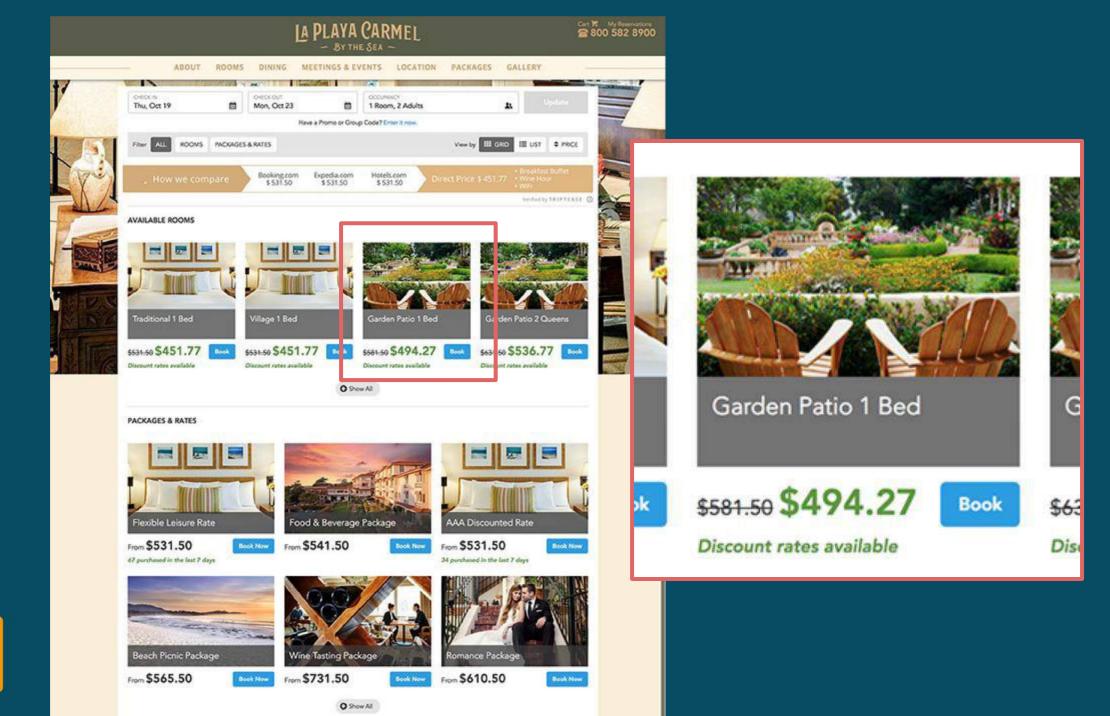
Add

Add

Add

Per night



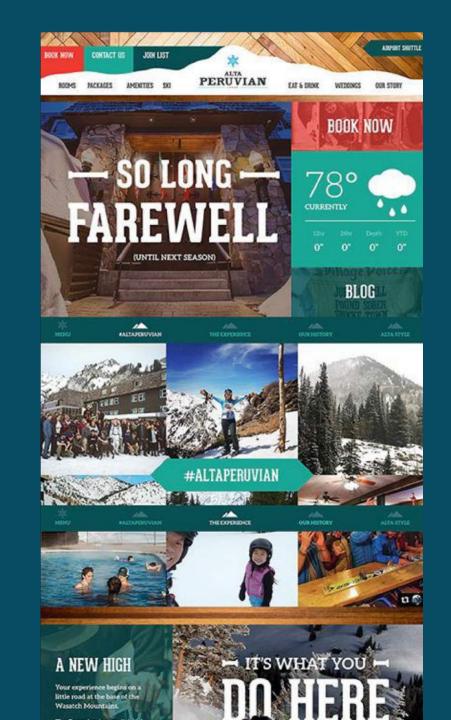


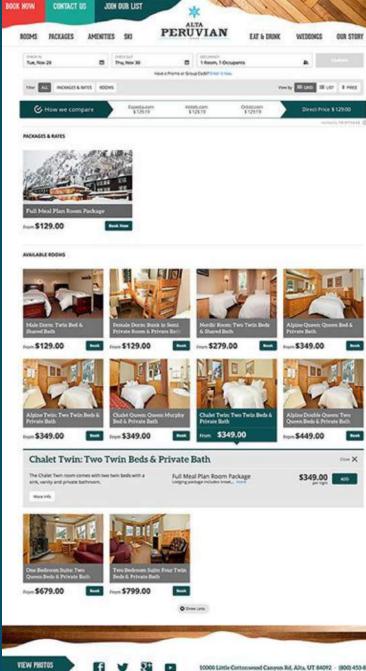


### **Customized Website Branding**

- The user interface needs to be a seamless experience for your guest.
- Navigation should blend into your site.
- Booking engine must share some visual aspects of the hotel website to not jar the guest.



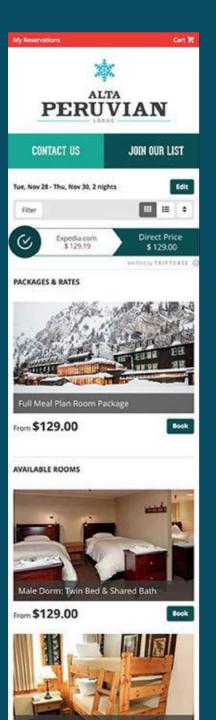




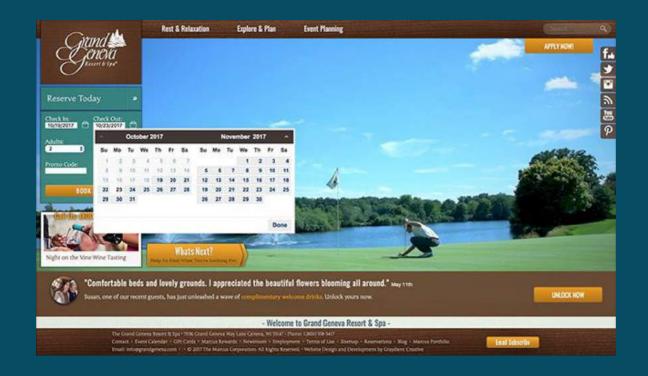


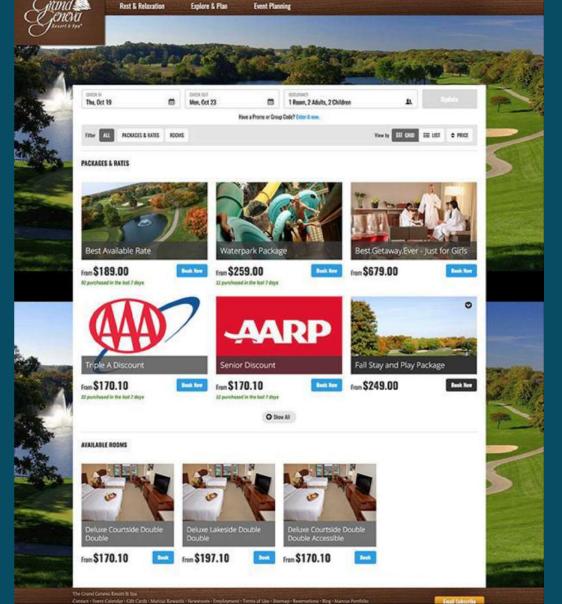
OH X











My Reservations Cart (1) To







Built in 1893, the Photer Hotel has been a downtown Milwaukee hotel icon for over a century. As one of the Midwest's premier luxury hotels in Milwaukee, it continues to celebrate a grand tradition of gracious service and impeorable style. From the moment guests arrive they'll notice the extraordinary architecture inside and out punctuated by a welcoming ambiance from staff and fellow guests

#### SOPHISTICATED ACCOMMODATIONS

Guests of the premier housy Milwaskee hotel enjoy superior accommodations with magnificent furnishings, around the clock world class personal service, and scindess. high speed internet access. Reles, refreshand reenergize knowing that our entire facility is smoke-free. Visit the aged floor and see Luke Michigan with the view from Ela, Mibraskor's most sophisticated martini and wine ber.

→ SEAD MOSE

#### UNFORGET TABLE EVENTS

> READ MORE

For generations The Pfleter botel has been known for holding prestigious galas and elegant dountown Milwauker weldings. Whatever the occasion, an event at The Pfirter is one for the ages. Plan a special event or a meeting in our leasely event spaces. Our reputation for perfection, coupled with the dedication and passion that our staff put into each day, promises to make your event an unforgettable one.

#### APPRECIATE ALL THAT MUNALKEE OFFERS

Located just three blocks from the shores of Lake Michigan, quests of The Pflater Hotel enjoy a four star huntry experience in the heart of downtown Milwauker, Wil. The Pfatter is moments away from the Milyauker, Art. Museum, Summerfest Grounds, along with multiple museums, theater, shopping, nightlife and dining destinations within walking distance. The Pfater is in the center of it all.

\* READ MORE

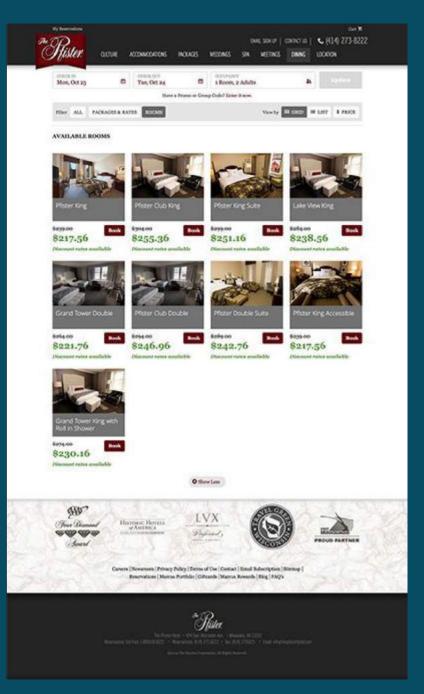


#### VISIT THE PRISTER CLUB LOUNCE

A truly exclusive experience, The Pfister Club-Lounge is available for guests who reserve a Club-Room or apgrade to Club-Access in any guest room. The Club is located on the 23rd

floor in the Tower.







### Rate Detail/Promo Landing Page

- Have a dedicated URL to send to a target list for marketing of seasonal/specific rates.
- Be sure the landing page merchandises that specific rate only, i.e. room conditions, for specific promotion.



Fri, Oct 20

8

Mon, Oct 23

n 1 Room, 1 Adult

it .

Update

**O** Continue Shopping

#### Stay More and Save More



Description Policies

Guarantee Policy: A valid Credit Card will be required at the time of booking. Please note that the card will be authorized to ensure validity.

Please refrain from using Debit/Check Cards as authorizations on these card types will result in a 'hold' on your funds.

Cancellation Policy: Cancel by 4:00 PM local hotel time at least 3 days prior to arrival to avoid a penalty charge equal to one night's soom and tax.

Pet Policy: Contact property directly.

#### SELECT AN AVAILABLE ROOM TYPE





1 2 3 .

#### King Room

\$172.35 **\$137.86**Ang Per Night Per Room

Ľ	whin	10	٠	ile.	L
S	um	ma	ry		

Juntary	
riday OCT 20, 2017 fou save \$39.80	\$199.0 \$139.2
aturday OCT 21, 2017 You save \$39.60	\$199.0 \$159.2
unday OCT 22, 2017 You save \$23.60	\$119.0 595.2
Taxes fr Fees	5421
TOTAL	\$455.7

#### Basecamp King

\$182.33 **\$145.86**Aug Per Night Per Room

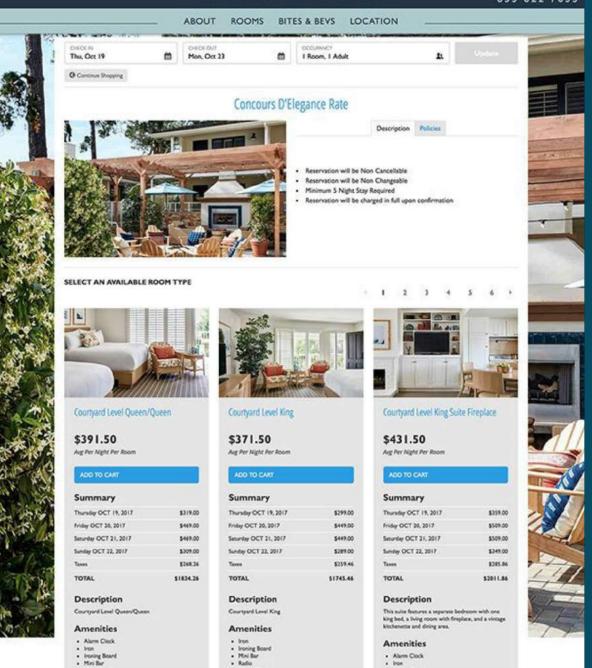
Friday OCT 20, 2017 You save \$41.80	\$309.0 \$367.2
Saturday OCT 21, 2017 You save \$41.80	\$209.0 \$167.2
Sunday OCT 22, 2017 You save \$25.80	\$129.0 \$103.2
Taxes & Fees	\$44.6
TOTAL	\$482.2

#### Two Queen Beds

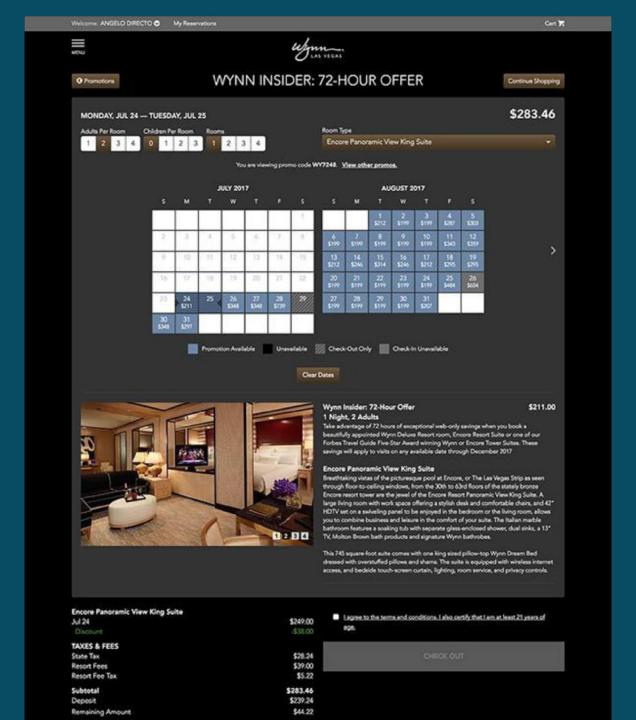
\$162.33 **\$145.86**Ang Per Night Per Room

Summary	
Friday OCT 20, 2017	\$309.00
You save \$41.60	\$167.20
Saturday OCT 21, 2017	\$309.00
You save \$41.60	\$167.20
Sunday OCT 22, 2017	\$129.00
You save \$25.60	\$103.20
Taxes 6 Fees	\$44.61
TOTAL	\$482.21

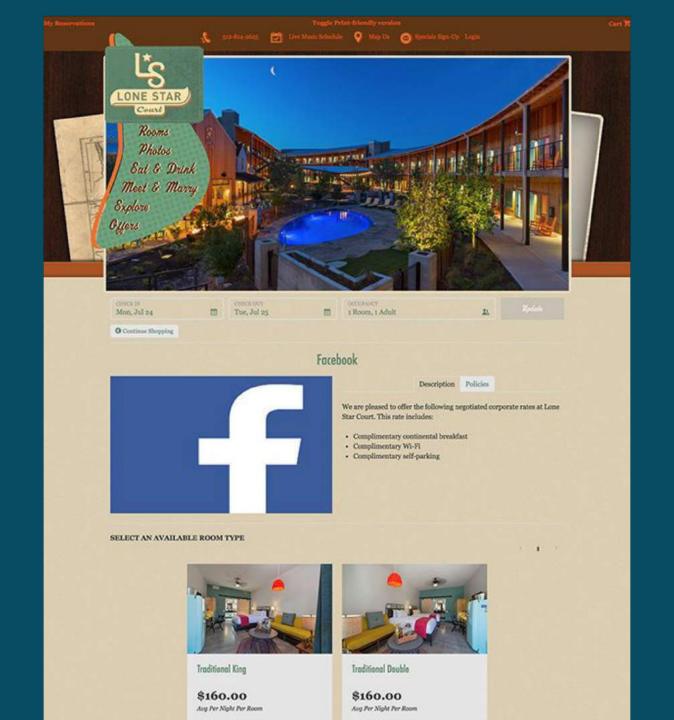


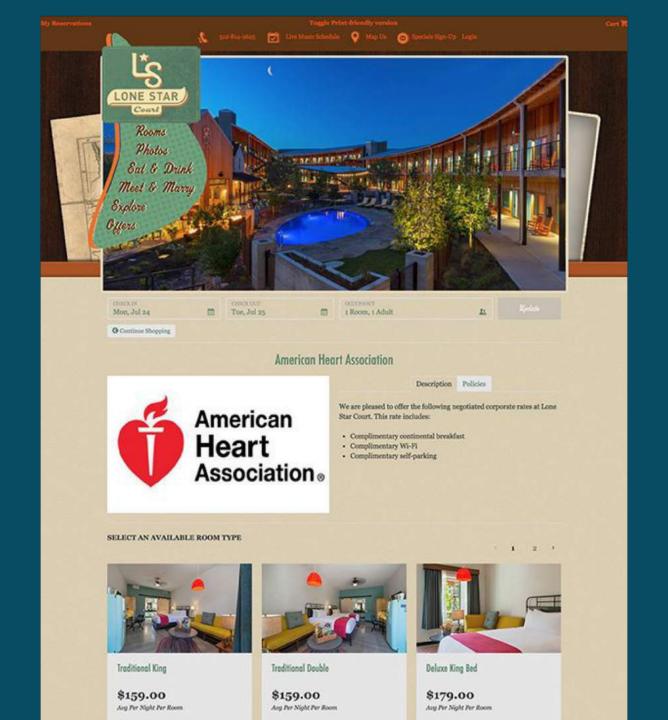












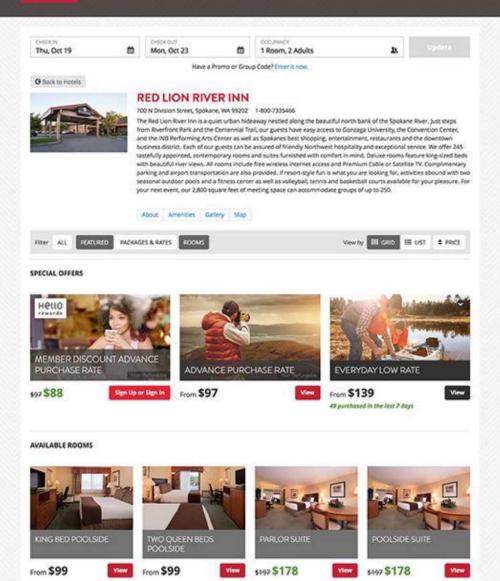
## **Guest Recognition-CRM Integration**

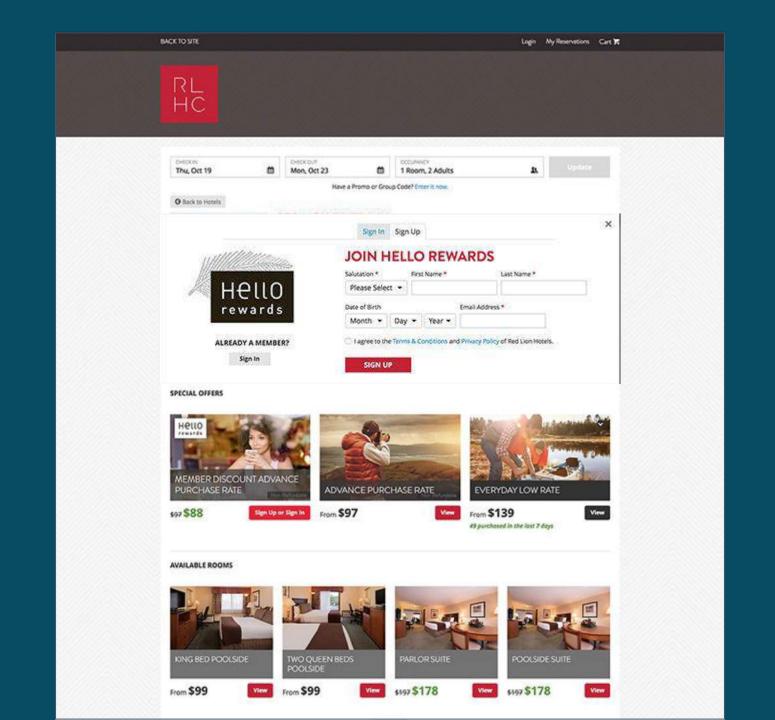
- Make sure guest profiles are "recognized" via your CRM.
- Generate specific rates for loyalty programs per guest.
- Enable email authentication for the guest to sign up to register right in the booking flow.

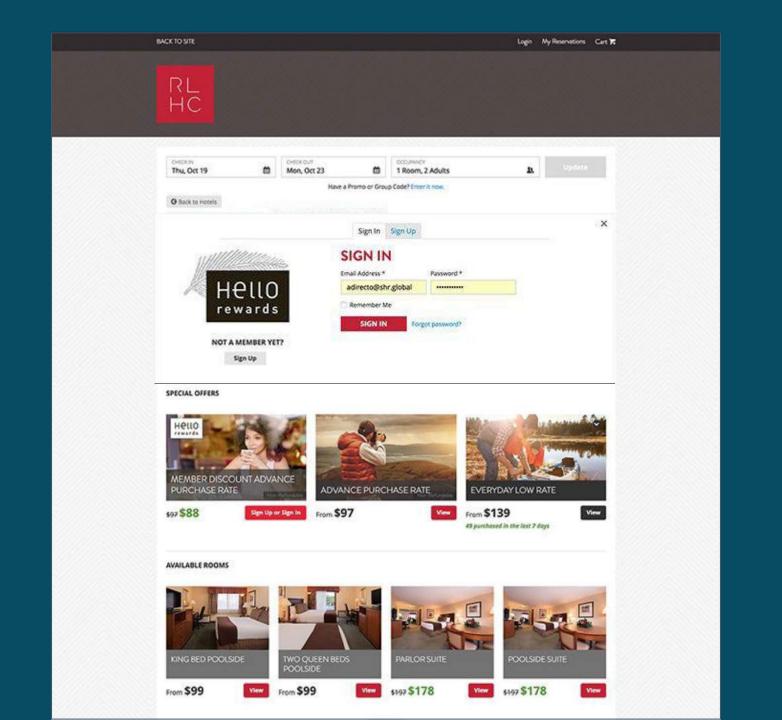


BACK TO SITE Login My Reservations Cart ▼

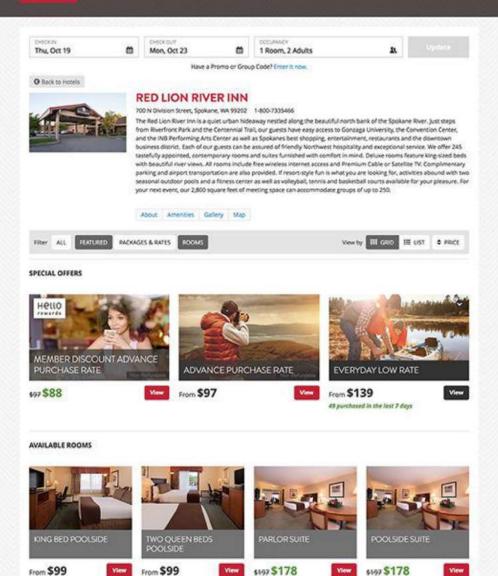




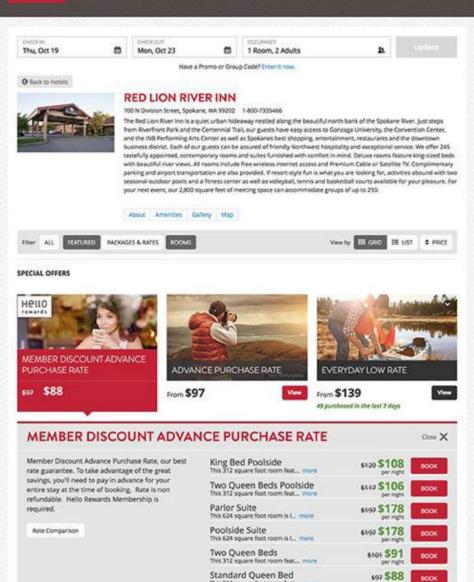








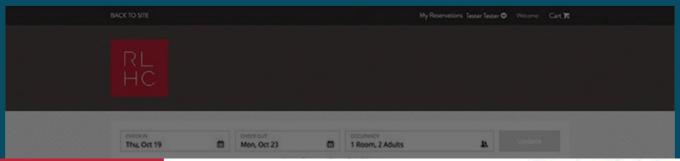




Premium Two Oueen Reds

.... ¢07





49 purchased in the last 7 days

## MEMBER DISCOUNT ADVANCE PURCHASE RATE

Member Discount Advance Purchase Rate, our best rate guarantee. To take advantage of the great savings, you'll need to pay in advance for your entire stay at the time of booking. Rate is non refundable. Hello Rewards Membership is required.

Rate Comparison

Two Queen Beds Poolside

This 312 square foot room feat... more

This 312 square foot room feat... more

**Parlor Suite** This 624 square foot room is I... more

King Bed Poolside

**Poolside Suite** 

This 624 square foot room is I... more

\$120 **\$108** per night

**BOOK** 

\$117 **\$106** 

BOOK

Close X

\$197 **\$178** per night

per night

BOOK

\$197 **\$178** per night

**BOOK** 

Two Oueen Beds

Standard Queen Bed

\$101 \$91



Member Discount Advance Purchase Rate, our best rate guarantee. To take advantage of the great savings, you'll need to pay in advance for your entire stay at the time of booking. Rate is non refundable. Hello Rewards Membership is

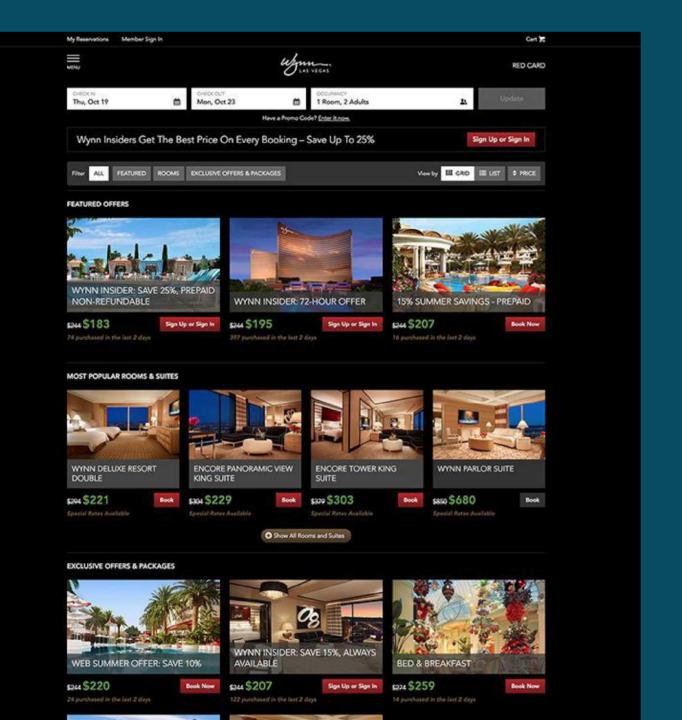
Rate Comparison

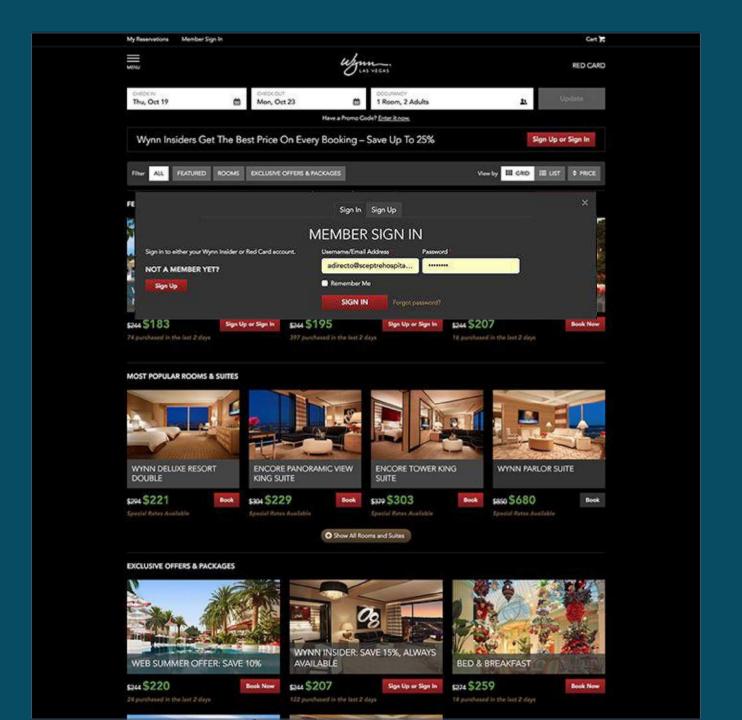
King Bed Poolside
This 312 square foot room feat... more \$120 \$108 Two Queen Beds Poolside This 312 square foot room feat... more \$117\$106 \$197 \$178 Poolside Suite This 624 square foot room is L. more Two Queen Beds
This 312 square foot room feat...

s97 \$88

Close X







MENJ



Thu, Oct 19

Mon, Oct 23

1 Room, 2 Adults

13.

Continue Shopping

#### **AVAILABLE PROMOTIONS**

View All Promotions



#### WYNN INSIDER: 72-HOUR OFFER

Take advantage of 72 hours of exceptional web-only savings when you book a beautifully appointed Wynn Deluxe Report room, Encore Report Suite or one of our Forbes Travel Guide Five-Star Award winning Wynn or Encore Tower Suites. These savings will apply to violts on any available date through December 2017 SELECT



#### WYNN INSIDER: SAVE 15%, ALWAYS AVAILABLE

No black-out dates, always available. Because you are a Wynn Insider, save 19% on all rooms and suites until that room or suite type is sold out. May be cancelled up to 48 hours in advance of stay. SELECT



#### WYNN INSIDER: SAVE 25%, PREPAID NON-REFUNDABLE

The lowest non-refundable rate, our best rate available to Wynn Insiders, guaranteed. Stay two nights in a Wynn Delium Resont room or Encore Resont Suite and save 20% on select dates. This offer includes the additional savings you receive for being a Wynn Insider. Room reservations are non-refundable and non-canopillable. SELECT



#### WYNN INSIDER: BED & BREAKFAST

Stay two nights in a Wynn Deluze Resort room or Encore Resort Suite and receive daily breakfast or lunch for two, valued up to \$15 per person, per day May be used at The Buffer, The Country Club, Tableau, Wazazu, Terrace Point Cells, Zoosacraciders, Red B, Encore Lobby Bar or Drugstore Cells. This offer includes the 15% savings you receive for being a Wynn Insider. May be cancelled up to 48 hours in advance of stay.

SELECT



#### WYNN INSIDER: BOOK EARLY 20%

Book 60 days or more in advance and save 20% when you stay two nights in a Wynn Deluxe Resort room or Encore Resort Suite. This offer includes the 15% savings you receive for being a Wynn Insider, May be cancelled up to 48 hours in advance of stay. SELECT

BOOK A ROOM [MAGAZINE [ABOUT US | BOSTON HARBOR ] MACAU | PRNACY POLICY



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## **Blended Rates**

- Saves guests from "non-available" messages, helping to curb booking abandonment.
- Ensures that the guest never has to see a negative message of non-availability.
- Fills in the gaps in varying rates up to two rate codes.



My Reservations Cart ye





#### Stay Two Nights Save 10 Percent



Your reservation includes a split of wine and assorted beverages upon arrival and a Wine Country Breakfast buffet each morning. On Friday and Saturday evenings, enjoy a complimentary wine and cheese tasting served in the Winery House, hosted by a local vintner! This is an advance purchase, pre-paid rate. No refunds if cancelled or changed. Your credit card will be charged in full for the total amount of your stay. Rates based upon availability. Non commissionable.

#### SELECT AN AVAILABLE ROOM TYPE







1 2 3 4 5 1

## Petite King

\$329.00 \$312.55 Avg Per Night Per Room

The second second	
Summary	
Monday APR 30, 2018 You save \$32,90	\$339.0 \$296.1
Tuesday MAY 1, 2018	\$329.0
Taxes & Fees	\$87.5
TOTAL.	\$712.4

#### Description

The Wine Country inn's more traditional guest rooms are conveniently located in the Winery House, which includes main living ar breakfast room. This is where the W e Country Breakfast is served. Quest rooms in King bed with luxurious linens and exterior garden views for an authentic and relaxing Napa Valley experience. After a busy day of Napa Valley wine tasting or culinary arts these specious rooms, appointed with traditionally designed furniture, local artwork, and beautiful

#### Deluxe Garden View King

\$359.00 \$341.05 Avg Per Night Per Room

ADD TO CORT	
Summary	
Monday APR 30, 2018 You save \$35.90	\$360.0 \$323.1
Tuesday MAY 1, 2018	\$359.0
Taxes & Fees	\$95.5
TOTAL	\$777.60

#### Description

The Wine Country inn's more traditional guest rooms are conveniently located in the Winery House, which includes main living and breakfast room. This is where the Wine Country.

wine tastings, which are presented by local wineries. Quest rooms include a king bed with luxurious linens and exterior garden views for an authentic and relaxing Napa Valley experience. After a busy day of Napa Valley wine tasting or culinary arts these spacious

#### Vineyard Tew Junior Suite Oueen

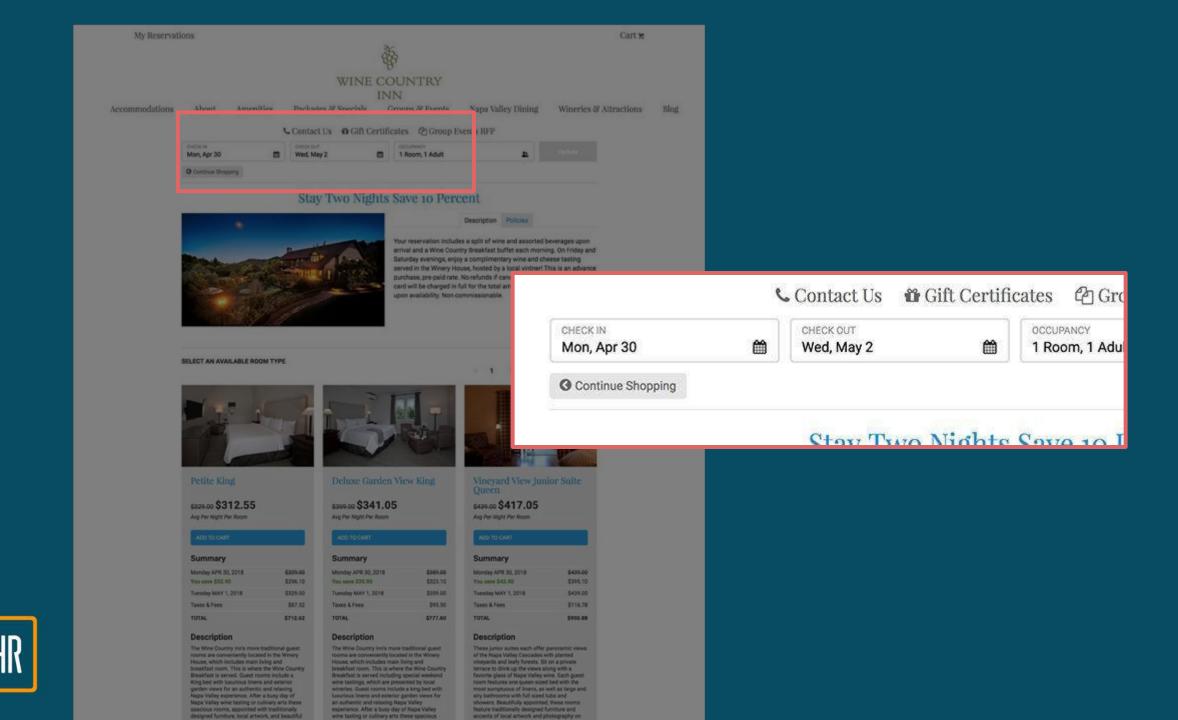
8439.00 \$4 7.05 Aug Per Night Pe Room

ADD TO CART	
ummary	
onday APR 30, 101 o save \$43.90	18 8439.00 \$395.10
esday MAY 1, 01	8 5439.00
ies & Fees	\$116.78
TAL	\$950.88

#### Description

These junior suit is each ofter pencramic views of the hispe Valid. Cascades with planted vineyands and le y forests. Sit on a private terrace to divisit, the views along with a confine terrace to divisit, and the views along with a confine terrace. most sumptuous of linens, as well as large and airy bethrooms with full sized tube and showers. Beautifully appointed, these rooms feature traditionally designed furniture and accents of local artwork and photography on





My Reservations Cart Y



Packages & Specials Groups & Events Napa Valley Dining Accommodations Contact Us Gift Certificates Group Events RFP

> Mon, Apr 30 O Continue Shopping

#### Stay Two Nights Save 10 Percent



Your reservation includes a split of wine and assorted beve arrival and a Wine Country Breakfast buffet each morning. served in the Winery House, hosted by a local vintner! This purchase, pre-paid rate. No refunds if cancelled or changed card will be charged in full for the total amount of your stay upon availability. Non commissionable

Description Policies

#### SELECT AN AVAILABLE ROOM TYPE





\$329.00 \$312.55 Avg Per Night Per Room

	_
Summary	
Monday APR 30, 2018	\$339.0
You save \$32.90	\$296.1
Tuesday MAY 1, 2018	\$329.0
Taxes & Fees	\$87.5
TOTAL	\$712.4

Description



\$359.00 \$341.05 Avg Per Night Per Room

Summary	
Monday APR 30, 2018 You save \$35,90	\$359.0
Tuesday MAY 1, 2018	\$359.0
Taxes & Fees	\$95.5
TOTAL	\$777.64

kfast room. This is where the Wine Court

an authentic and relaxing Napa Valley experience. After a busy day of Napa Valley



\$712.62

\$439.00 \$4' 7.05 Aug Per Night Pe Room

1 2 3 4

tional guest Monday APR 30. the Winery and Wine Country TOTAL include a Descriptio



\$359.00 \$341.05

Avg Per Night Per Room

#### ADD TO CART

### Summary

Monday APR 30, 2018	\$359.00
You save \$35.90	\$323.10
Tuesday MAY 1, 2018	\$359.00
Taxes & Fees	\$95.50
TOTAL	\$777.60

### Description

The Wine Country Inn's more traditional guest rooms are conveniently located in the Winery House, which includes main living and breakfast room. This is where the Wine Country Breakfast is served including special weekend udan tantinga jubiah ara aranggal bu lagal

## Vineyard V Queen

\$439.00 \$41

Avg Per Night Per

ADD TO CART

### Summary

Monday APR 30, 2 You save \$43.90

Tuesday MAY 1, 2

Taxes & Fees

TOTAL

### Description

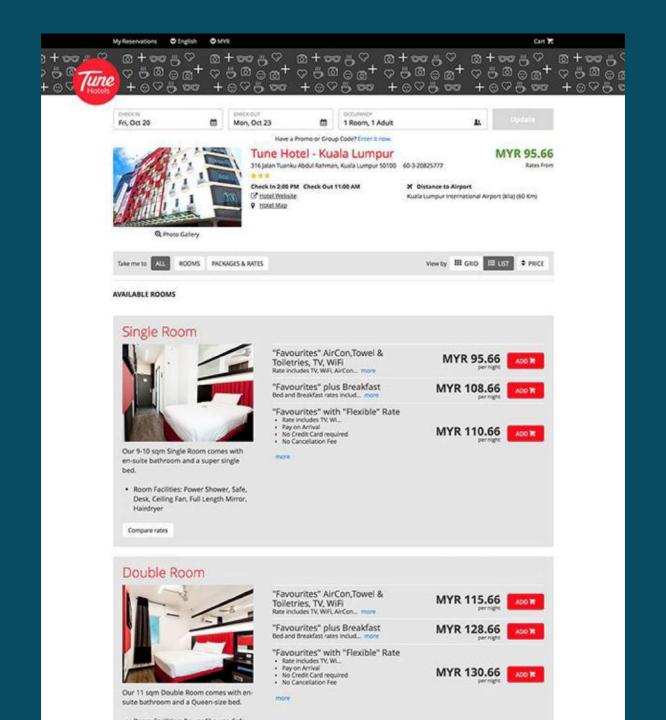
These junior suite of the Napa Valley vineyards and leaf terrace to drink up favorite glass of N coon factures on

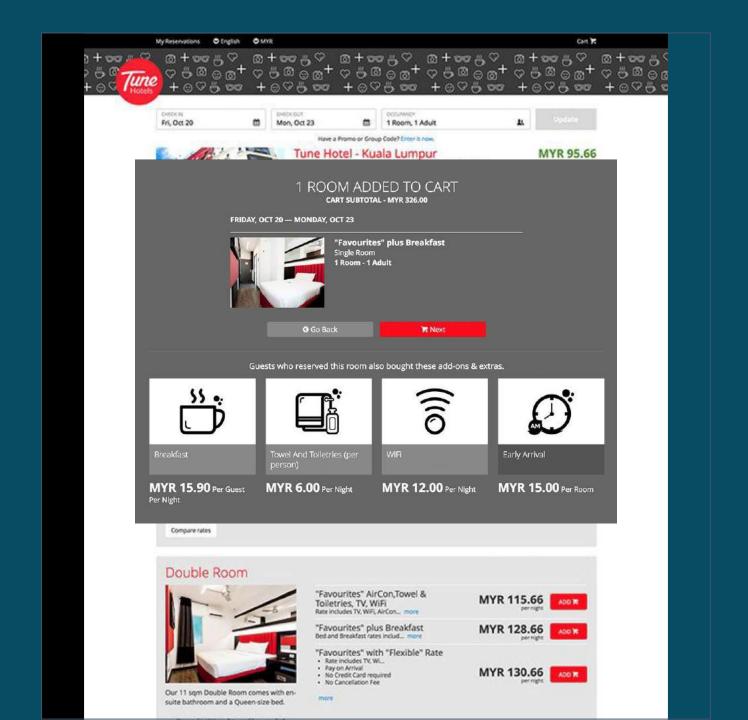


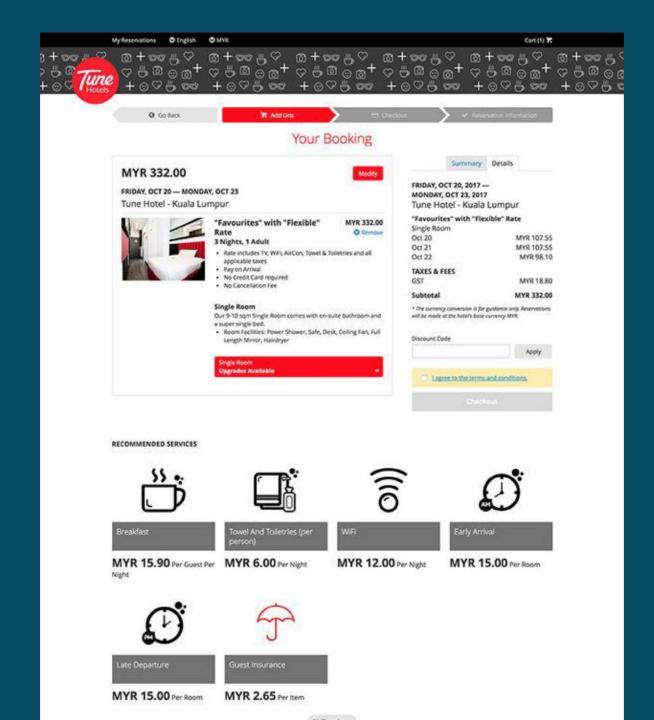
## Add-Ons

- Can be recognized separately in the portal as a source of added revenue.
- Can be ANY hotel-sponsored products, i.e. shuttles, bicycle rental, virtually anything.
- Handy to have "limited inventory management" so you don't oversell your addons.
- Remember to set limits for multi-room amenities through your tech platform.











#### RECOMMENDED SERVICES









Breakfast

MYR 15.90 Per Guest Per MYR 6.00 Per Night

Towel And Toiletries (per person)

WiFi

Early Arrival

MYR 12.00 Per Night

MYR 15.00 Per Room







Late Departure

Guest Insurance

MYR 15.00 Per Room

MYR 2.65 Per Item

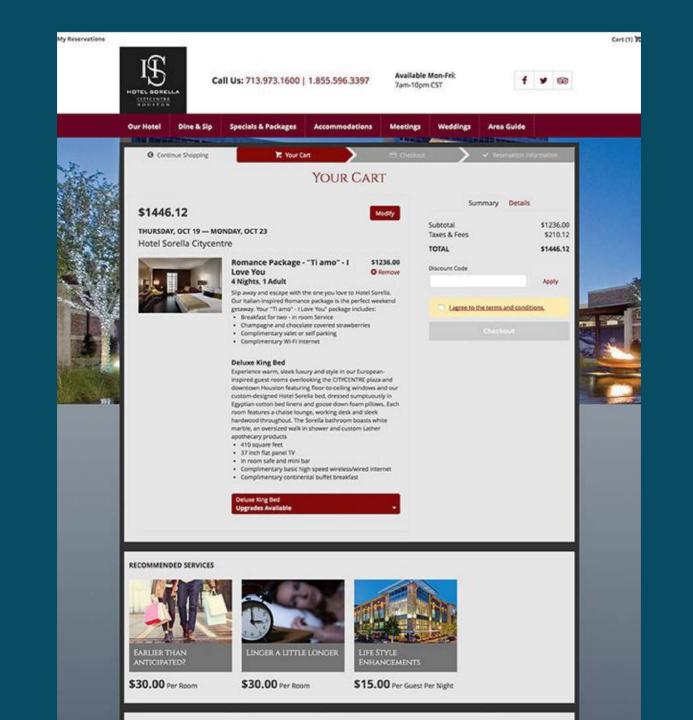


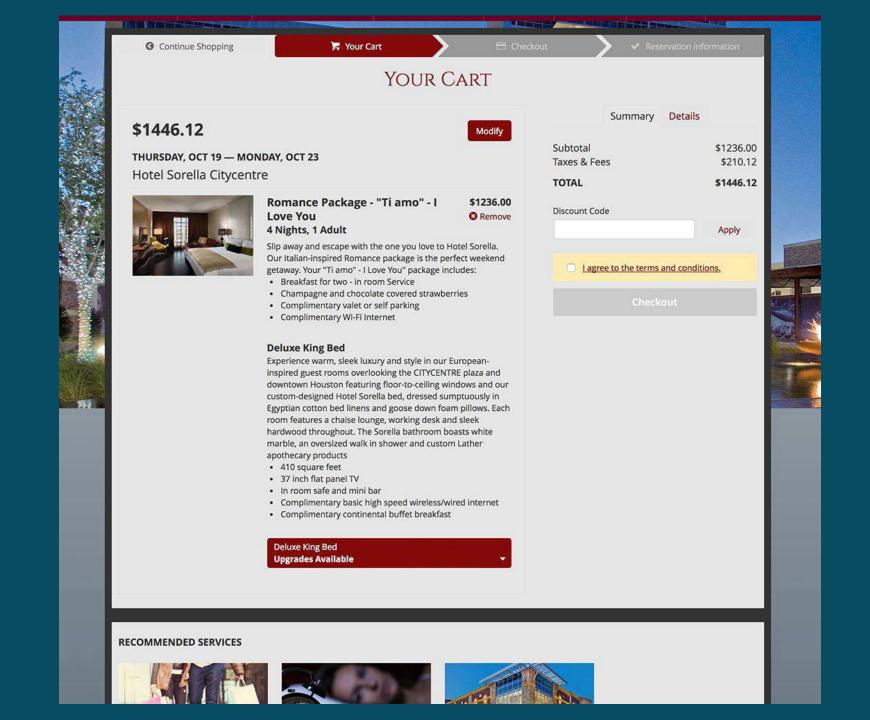


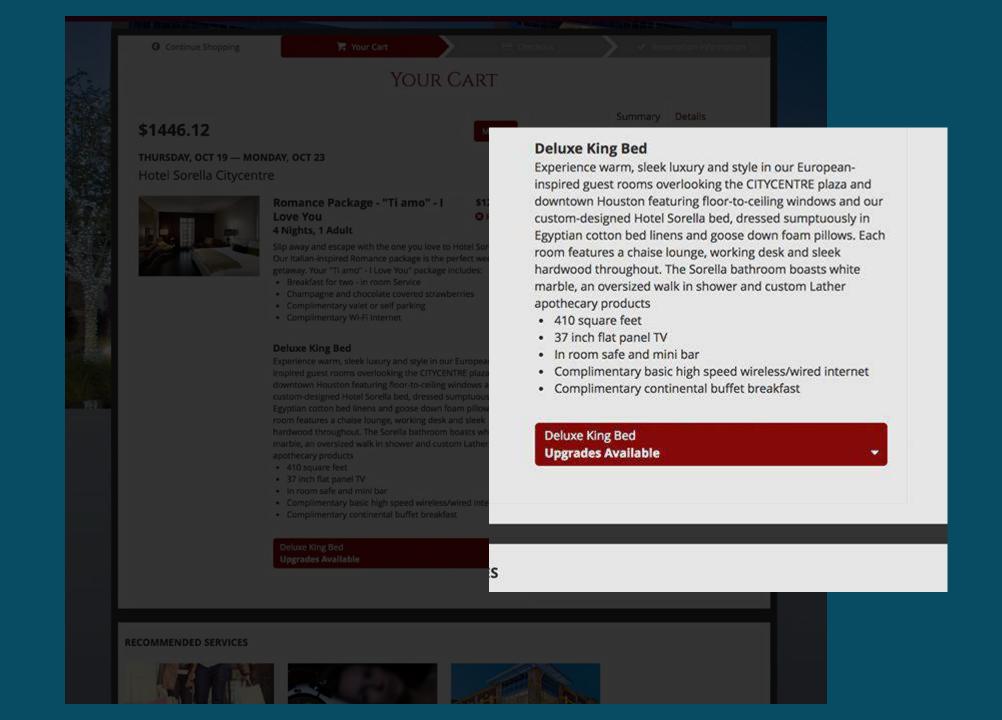
## **Upgrade Availability**

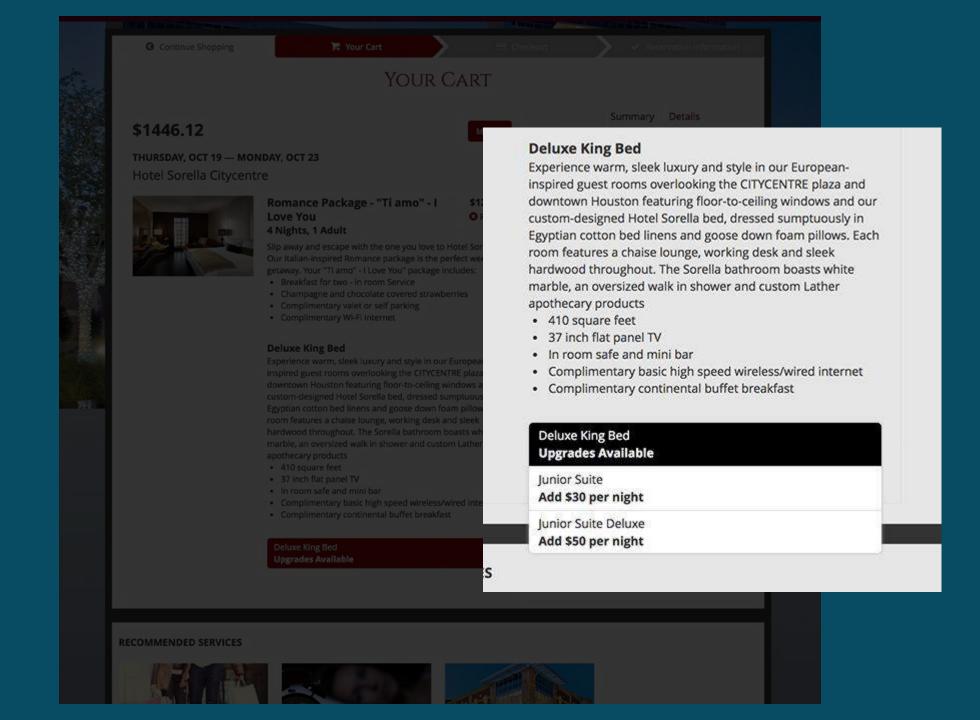
- Lists top upgrades for each booked room.
- Allows gentle up-selling for rooms.
- Makes booking more costly rooms less stressful for guests by taking it in smaller steps.











# Thank You!

To learn more about SHR, visit http://shr.global

Windsurfer BE: **NO SETUP FEES** until April 30<sup>th</sup>, 2018



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