



# SHR Windsurfer® Booking Engine

*Crafting the Hotel Shopping Experience.*

The Windsurfer® Booking Engine includes many fresh new features, optimized for single property independents, multi-property groups, and large hotel brands, all geared to allow cross-selling as well as suggestive selling prompts.

## BLENDING RATES

When a guest is viewing availability for a desired rate and that rate is unavailable on one or more of their selected dates, a pre-determined rate can “fill-in” the unavailable dates providing the guest a desirable alternative of blended rates.

- Reduces the frequency of showing an unavailability message in the booking engine
- Decreases booking abandonment
- Shows true availability
- Offers promotions that are more flexible

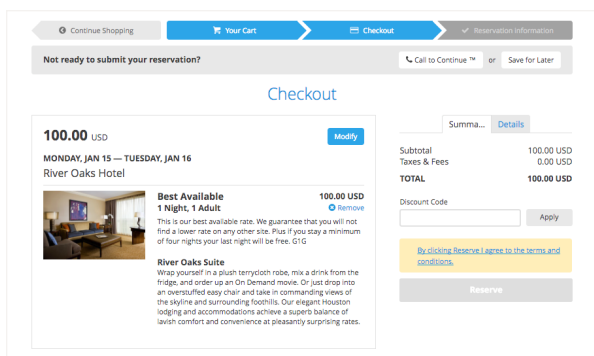
## REGISTERED GUEST

This feature brings the ability to create special rates for those guests who sign in on the hotel booking engine. Guests can then create a unique user profile that allows them to view these personalized rates, customizing their booking experience even further.

## THE SHOPPING CART

With the shopping cart, guests can:

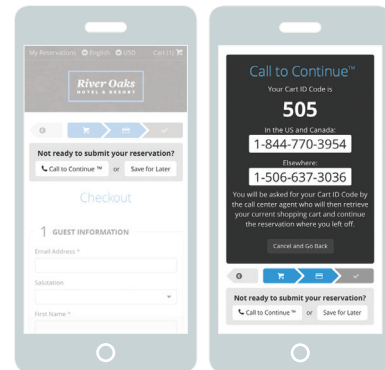
- Feel at ease when shopping for a room or as they add or edit items in their cart
- Book multiple dates of stay, each with multiple rooms and multiple occupancies
- Book at multiple properties within the same chain within the same reservation session
- Fully edit a reservation within the cart screen before checkout



## CALL TO CONTINUE™

Once a guest has searched and added reservation information to their cart, they have the option to call to continue by simply touching a number on their mobile device, sending the reservation information to the hotel’s call center with a unique Cart ID for the call agent to pick up and complete the booking.

- Aids in abandonment reduction
- Creates a frictionless checkout

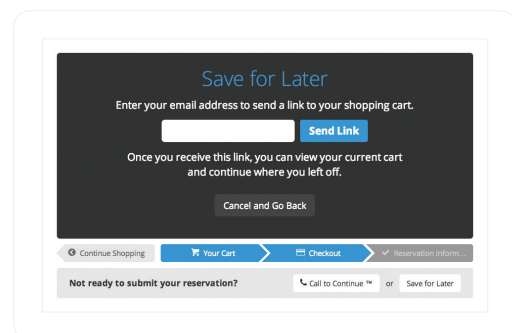


## SAVE FOR LATER

This feature allows guests to save a cart for later by entering an e-mail address. A link to their cart is e-mailed to them so they can complete the booking process at a later time.

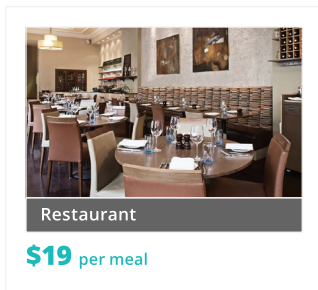
### Key functions:

- Abandonment reduction
- Greater flexibility and ease of booking for the guest
- Helps support cross-device conversion



## ENHANCED ADD-ON FEATURES

The Windsurfer Booking Engine allows items to be added in the cart view—even if the itinerary is multi-room and multi-property. Guests have the option of viewing their itinerary costs in an easy-to-read and understand Summary or Detail format.

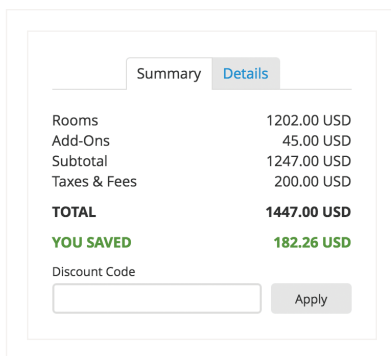


## ROOM ATTRIBUTES FILTERING

Guests can quickly filter availability results by selecting desired room attributes. For example, the guest can see all available rooms that have king-sized beds and direct pool access, or all available suites that have an ocean view.

## ENRICHED DISCOUNT CODE FIELDS

To facilitate promotions and up-selling, the Windsurfer Booking Engine offers a Discount Code field on the shopping cart and checkout screens. These screens also highlight any discounts the guest has already received during the booking process.



## MOBILE-ONLY RATES

This feature gives mobile bookers unique rate offers while they enjoy the ease of Windsurfer’s smooth, no-hassle booking experience.

### Use this setting to:

- Promote special, last-minute deals
- Encourage mobile bookings
- Better compete with the OTAs

## CALENDAR DISPLAYS

Windsurfer’s new calendar displays allow the guest to see availability restrictions more clearly, and can be combined to show daily rates within the calendar.

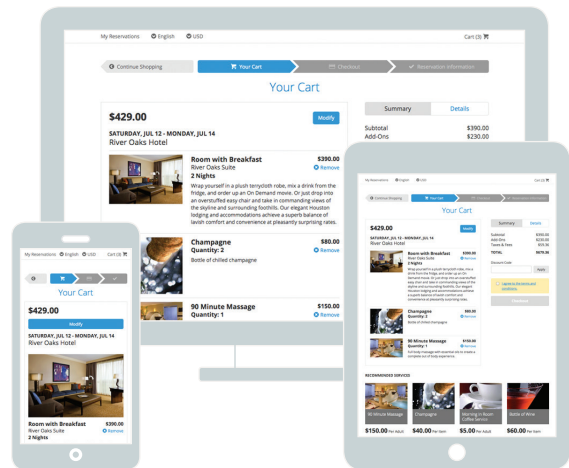
- Makes the booking process more efficient, saving time and increasing booking likelihood
- Creates a single page where guests can select or change different attributes to their search without having to open a new screen
- Possible guest choices include:
  - Change room or rate
  - Select number of rooms
  - Select number of guests
  - Change date
  - Select add-ons

## RESPONSIVE DESIGN

SHR knows that guests will view your site and booking engine in a variety of contexts, using a variety of devices. With Windsurfer, there is no longer a need to maintain a separate mobile platform—a single, responsive booking engine is all you need.

### Automatically adjusts to:

- Desktop computers
- Tablets
- Mobile phones



## UPGRADE FEATURE

This feature promotes to guests what room upgrades are available, encouraging guests to upgrade their room selections, ultimately helping your hotel capture greater revenues.

Visit [shr.global/hotel-booking-engine](http://shr.global/hotel-booking-engine), or call 1-800-252-0522.