

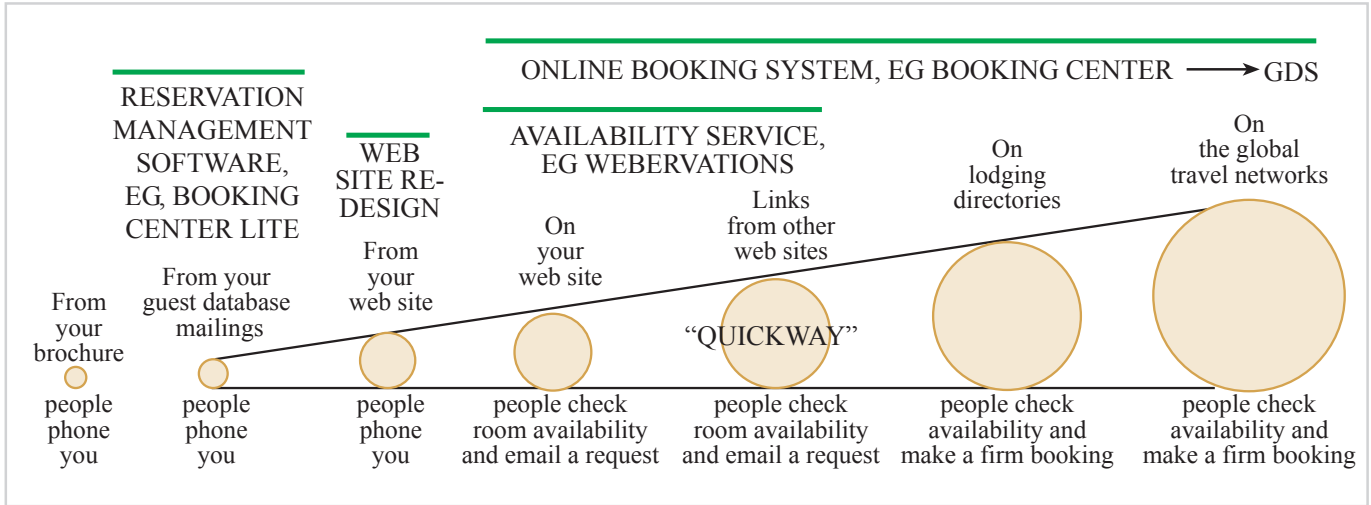


A few pages
on online booking,
featuring
BookingCenter

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1. Following your customers online



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2003 70% of bookings still coming by phone, say many small independent lodgings.

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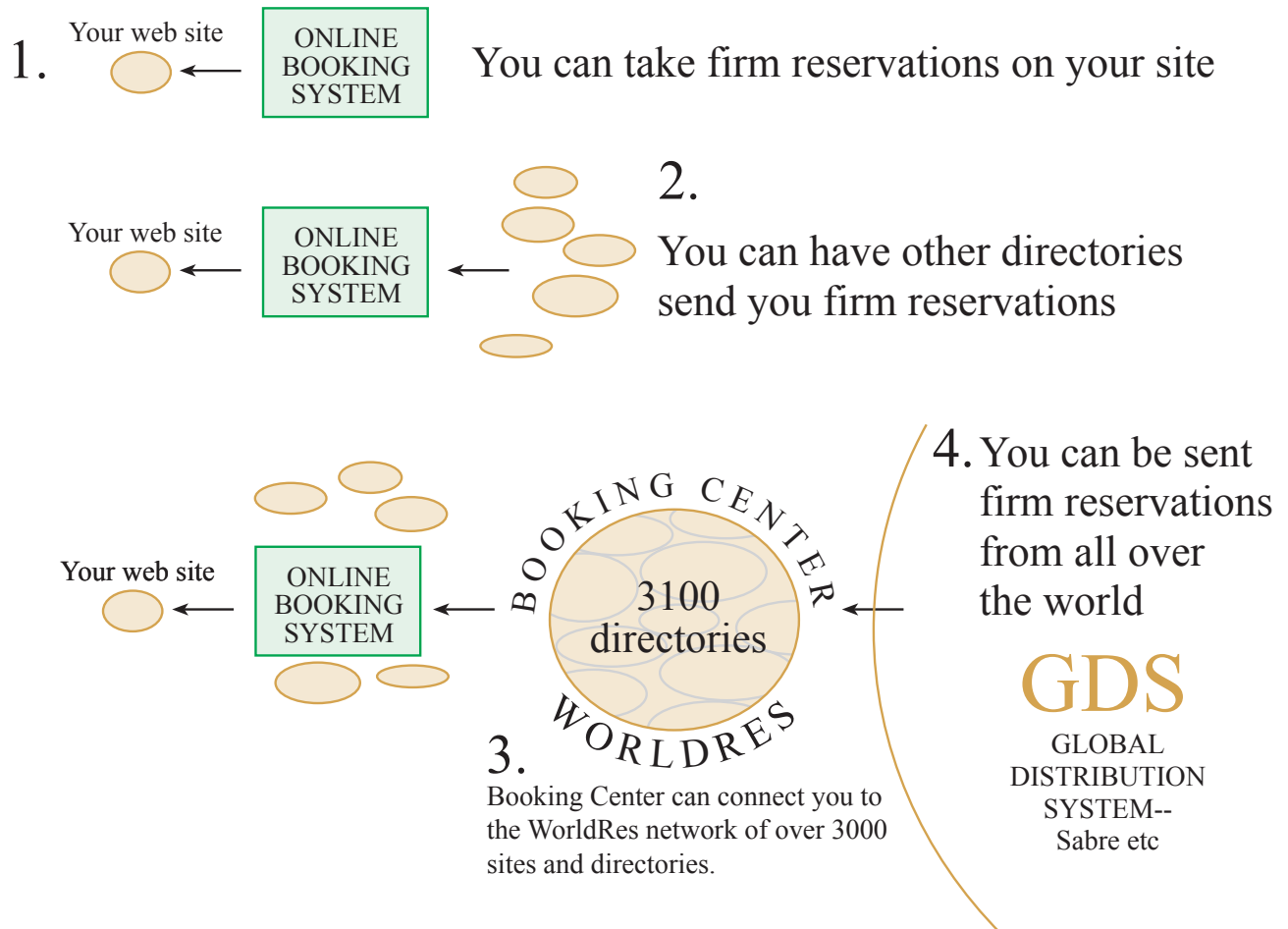
2004 Customers getting used to booking online.

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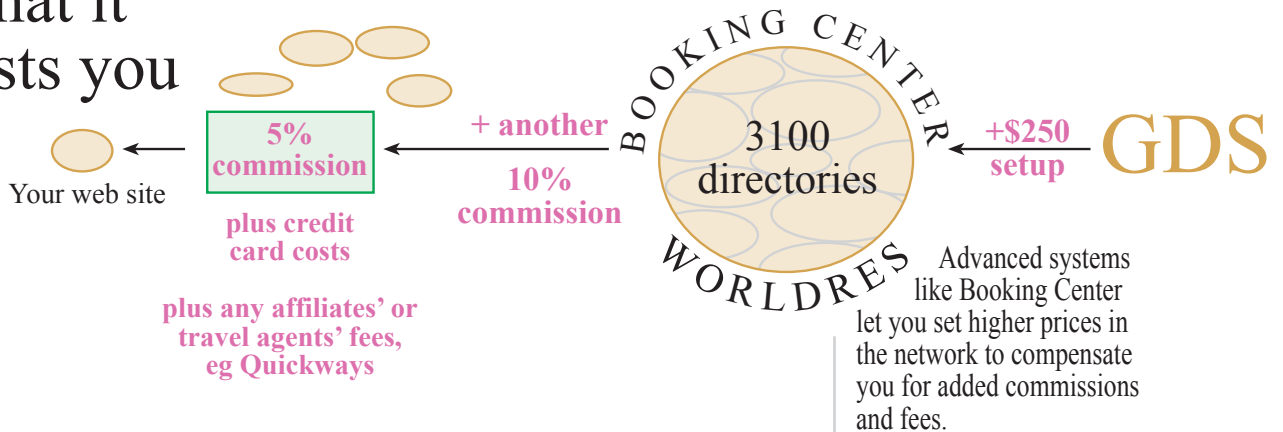
2005 Most room reservation taking place online?

We can help you along the way

2. Steps in getting more business with online booking systems



What it costs you



SHAUN JOHNSTON DESIGN LTD
IS AN AGENT FOR BOOKING CENTER

3. The pieces

Your web site Surprisingly, your own web site is the least important piece. You could have just a few pages on someone else's site taking reservations for you. It's helpful to have a site of your own, to show your property in more detail. But it probably won't get enough traffic by itself to make online booking worthwhile.

Central reservation system The most important piece is a web site that acts as the network's central hub. This hub distributes information about your lodging throughout the network, and returns reservation information back to you. It may tell you through emails. Or if your reservation management software can join the network, the central system may enter reservations directly into it.

Availability display The very simplest systems do nothing more than display, on their site or yours, what rooms you have available. Visitors can then make a room request that you get by email. Sometimes availability is shown for weeks or months ahead, so visitors can select from what's still available, helping you achieve full occupancy.

Regional directories & other affiliates Once you have pages with forms where people can make reservations online, you can ask other sites or directories to link to those forms. Some of these directories charge an annual fee, others expect to be paid commission on each reservation through an "affiliate" program. Since your connection to an online booking system can bring in business only if people visit it, buying traffic this way makes sense.

Online network Some online booking systems maintain directories that can send you bookings. Or can upload your information to other directories. Booking Center claims it can have your information posted on any of over 3000 other sites and regional or specialized directories.

"GDS" If your lodging draws only locally and from NYC, being included in the GDS (Global Distribution Network) where the major hotel chains market themselves may not work for you. But you won't know unless you try. Unfortunately, setup in the GDS costs you a few hundred non-refundable dollars upfront, and the commission level is high.

Management and evaluation If you do try online booking, you still need to make sensible choices, and check afterwards to see what's working. Management and evaluation are vital to success. If you can't do this, you can pay someone else to do it. The whole point is to end up with figures that prove that online booking is making you money.

The personal touch: still important? Some owner-managers miss the personal touch in taking reservations online, and assume the customer does, too. Just in case, it might be better to give customers the option. Online booking is becoming the choice of more and more visitors

Booking Center

- **Booking center is a suite of software tools.**
 - **And an online booking system.**
 - **That work together as one.**
 - **A complete reservation management system.**
 - **For independent lodgings of up to 50 rooms.**
-
- Two versions, Pro and Lite (for up to 9 rooms).
 - Additional modules extend the capabilities of Pro, eg e-commerce, and call accounting.
 - Ideal cost-capability match for every need.

COST

- The complete package , \$995.

These prices include:

- complete set-up
- training, 2 hours by phone
- three months of customer support
- Booking Central Pro (unit price \$495)
or Booking Center Lite (unit price \$350)

Only those with advanced data-management skills should consider buying anything less than a full package. Customer support contracts can be purchased for \$30 a month, minimum purchase 6 months for \$180.

We can help you select the capabilities you need.

Booking Center Specs

Features include:

- Guest Histories — Saved for easy access and analysis
- A Full Front Desk Point-of-Sale and Property Management System
- Check ins
- Check outs
- Easy Import of previous guest data
- Guest account management
- Deposits
- Receipts
- Payment status
- Reconciliation
- Cancellations
- Instant Room Availability Charts -
Viewed graphically for specific dates
- Instant Inquiries - Search available Rooms or Room Types within a range of dates
- Flexible Room Rates - Pricing based on a combination of:
Seasons
Week day
Week end
Hourly
Room type
Individual Rooms
- Full integration with bookings made on the internet
- Itemized Guest Accounting -
You define what types of items may be added to guest accounts such as:
Restaurant bills
Telephone calls
Mini bar use
- Easy export of data to other software such as QuickBooks or MYOB and to mail merges.
- Room and Cleaning Management - Daily, Weekly, or Monthly

Reports

Daily Reports may be "saved as file," printed, or emailed. They include:

- Occupancy Reports by all types: Guest, Room, Rate, Room Type, Owner
- Occupancy and Average Daily Rate (ADR) analysis
- Check Ins
- Check Outs
- Rooms Cleaned/Needing Cleaning
- Booking Management
- Booking Reminders
- Booking Confirmations
- Booking Follow Ups
- Booking Finance
- Availability
- Guest Management
- Email Individual or Groups
- Lists
- Details
- Mailing labels
- Booking History
- Letters
- Financial
- Items sold
- Booking revenue made
- Agent commission analysis
- Exporting to M.Y.O.B and QuickBooks
General Ledger Accounts
- Cash drawer reports by receipt type and drawer

Travel Agent Management

- Price inventory to each Agent individually (as a commission or flat fee) to meet your needs
- Calculate commissions automatically - include commissions in the booking or pay post-receipt
- Track agent turnover, history, and payments

The Technology

- Cross Platform - available for MS Windows and Macintosh (even mixed Mac and Windows environments).
- Quick and secure (full 128-bit strong SSL security for credit cards and online bookings), unlike many web-based systems.
- Multi-User Networking - real time, multi-user under NetWare, Windows, AppleShare etc.
- Reliable - based on the Omnis7 4GL application generator and Oracle databases

Add-On Modules

- Group Bookings Add-On Module —
Book multiple guests on a single account, allowing individual, group, or mixed accounts.
- Conferences Management Add-On Module manages:
Conventions
Seminars
Corporate functions
Certificate status and achievement
- Call Accounting Add-On Module – enables calls management and per-extension charge to the Guest's Booking Detail between check-in and check-out.
- Owner Management Add-On Module – Manage owner accounts within a multi-owner facility enabling printing (to email, screen, or printer) owner receipts, invoices, and reports. Perfect for condominium, vacation rental, apartment, or time share facilities.
- Point of Sale Module (POS) – The ultimate in ease-of-operation and reporting of financial transactions. The POS Module enables: Inventory Sales With the BookingCenter Point-of-Sales, you will be able to sell products at your facility such as food, gifts, liquor, etc. Each inventory type (or specific piece of inventory) may have its own tax basis and buy & sell price. This enables you to report not just on booking revenue, but on food sales, gift items, parking, etc. to see how much business you are generating in sales. Also, it's easy to add these inventory items to a guest's account from any computer connected to the system. Perfect for resorts, restaurants, and retail shops on-premise. * New in version 5 - the ability to sell Inventory Items from your website and automate sales & fulfillment of Items.

Registers

The Registers feature in BookingCenter enables all computers to act as registers - accepting cash, credit cards (in real-time though our Swipe System and Authorization bundle), gift certificates, and travellers checks. The system connects to any cash drawer and Epson receipt printers to offer a simple, inexpensive, and full-featured financial management solution for your property. It's easy to accept walk-in sales or transact a guest's stay at check-out. about running a complete Point-of-Sale solution from BookingCenter.

Help

- Free 30-day email support
- Software set-up and Customization
- Help Documents, Manuals, and Tutorials, and FAQs