

# FEATURES

## VINOVISIT.COM WINERY DIRECTORY AND EVENT SEARCH ENGINE

Intuitive winery search engine displays available tastings, tours and events by winery name, date and start time in an easy-to-skim format, so users can compare multiple tasting event options at a glance. Search tools make it easy for visitors to find and book exactly the type of wine tasting experiences they want. The winery database includes all wineries in a region, with VinoVisit client wineries appearing at the top of search results.

### Standard Search

- State
- Region
- Number of People
- Winery Name
- Date with Fly-Out Calendar
- Start Time

### Advanced Search

- Standard Search Elements and...
- City
- Keyword
- Wine Type
- Varietals
- Winery Attributes

### Short Winery Profile (Search Results Listing)

- Thumbnail Image
- Photo Gallery – 7 images, Slide Show
- Visitor Rating
- Winery Text Description
- Tour and Tasting Event Names
- Tour and Tasting Event Descriptions
- Duration in Minutes
- Fees

### Sort to Refine Search Results

- Distance between Wineries
- City
- Visitor Ratings
- Alphabetic
- Page Number
- Previous Day(s)
- Next Day(s)

### Expanded Winery Profile (Landing Page)

- Thumbnail Image
- Photo Gallery – Slide Show
- Winery Text Description
- Tour and Tasting Event Names
- Tour and Tasting Event Descriptions
- Wine Types and Varietals
- Winery Attributes
- Winery Website URL
- Wine Sales Website URL
- Address
- Email
- Phone
- Fax
- Days and Hours of Operation
- Interactive Google Map
- Embedded Video – youTube, Vimeo etc.
- Visitor Reviews and Ratings
- Customizable Cancellation Policy
- Customizable Deposit Information

Before VinoVisit, planning a wine country itinerary was a time consuming and frustrating process. Now visitors can build a multi-day itinerary “on the fly,” including as many winery events as they want, and booking the reservations with a single transaction. No more email and phone tag. No more missed opportunities.

### **Itinerary Builder**

- Easily Build Multi-Day Schedule
- Always Viewable
- Scheduling Conflict Notifications
- Distance between Wineries
- View Details
- Map Itinerary
- Single Checkout for Itinerary

### **Itinerary Details**

- Thumbnail Image
- Winery Name
- Tasting Location
- Tasting Duration in Minutes
- Tasting Fees per Person
- Reservation Date
- Time
- Minimum Time to Cancel
- Total Fees
- Print Itinerary
- Email to Friend
- Share on Facebook Wall
- View as Map or Directions
- Book Itinerary Reservations

### **Mapping Tools**

- View Itinerary as Map
- Tab for Each Day
- Turn-by-Turn Directions
- Add Starting or Ending Address
- Miles and Estimated Travel Time

### **Visitor Profiles**

- Visitor Log-in and Password
- Account Settings
- View Past Itineraries
- View Future Itineraries
- Reviews of Wineries Visited
- Cancel Winery Reservations

## VINOVISIT RESERVATION WIDGETS

Consumers use (and expect) online reservations when planning travel. The VinoVisit Reservation Widget enables visitors to make reservations at wineries' websites, Facebook Fan pages, and a wide array of wine-related websites in the VinoVisit Marketing Network. Updates to a winery's events are automatically fed to all copies of the widget throughout the VinoVisit Marketing Network. Designed especially for winery events, the VinoVisit widget is quick and easy to use.

### Winery Reservation Widget

- Show events with real-time inventory
- Display of event details upon mouse over of event name
- Multiple ways to display - embed in page, hover over page, icon linking to separate page
- Use in multiple locations in winery website or on sister wineries etc.
- Easy to instantly add – no help or setup needed from VinoVisit – two lines of text for adding widgets for all three types to any web page included in the winery Admin Dashboard.
- Single and Private Event modes are perfect for one-off public events or private wine club parties.
- Concierges and visitors can book 3<sup>rd</sup> party reservations on behalf of other guests.
- Event specific custom booking confirmation email

### Facebook Reservation Widget

- Winery's Facebook Fan Page
- Tab added to top navigation
- Dedicated area to post details about tastings next to widget on page
- With or without credit card use per event
- Track source of visitors from Facebook

### VinoVisit Marketing Network Reservation Widgets

- Widgets can be added to any 3<sup>rd</sup> party VinoVisit Affiliate website
- Napa Valley Vintners, Wine Road or Heart of Sonoma Valley
- Wine Country This Week
- Wine Country Getaways
- The Napa Wine Project
- Govine
- Winerybound
- SonomaValleyWineries.org
- WinoTripping
- Cork'd

### Reservation Widget Data Capture

- Event Type
- Event Date
- Event Time
- Number of Guests
- Tasting Fees
- First Name
- Last Name
- Email
- Phone
- Street

- City
- Zip

**Reservation Widget Data Capture (continued)**

- Notes from Visitor
- Name on Credit Card
- Credit Card Type
- Credit Card Number
- Expiration Date

**Security and Compliance**

- All Transactions Encrypted Using Industry Standard SSL
- All Transactions PCI Compliant as required by law and tested and certified quarterly by an independent agency.

**Reporting**

- Source of widget visitors
- Number of visitors
- All reservation data

## WINERY ADMIN RESERVATION MANAGEMENT

The VinoVisit Reservation Management Solution is the *only* system specifically designed for wineries from the ground up. It is not a modified shopping cart. It is not a generic booking engine. From top to bottom, it was built for wineries large and small from Robert Mondavi to Von Strasser. VinoVisit is an online application that uses a web browser, so there's no hardware to purchase or software to download.

### Administrative Dashboard

- New Product Features
- Quick Tips
- Marketing Suggestions
- New User Guidance

### Browser Compatibility

- Use the latest security and functionality of web browsers
- Microsoft Explorer 8.0+
- Mozilla Firefox 3.0+

### Reservation Calendar

- View Reservations by day, week, month or date range in easy to use calendar format
- Previous for next day links
- Next for next month links
- Clickable Reservation Boxes display event name, duration of event, total capacity, number booked and a note from the guest or staff
- Events listed by location, time of day
- Multiple events in one location
- Search for Guests' Reservations by first or last name, email or date range.
- Color Coded reservation boxes: Blue = Open, Yellow = Private Event, Pink = Full, Grey = Blocked Out
- Instant Move a Reservation – move an existing reservation to a new event in one second.
- Mark an Event Private instantly for VIP's closing it to public bookings.

### Reservation Booking Window Details

- Quick and easy to use by all winery staff to manage bookings and tastings
- Add new attendee from Calendar View with one click
- Add new attendee through search of existing contacts
- Indicators for messages from Attendees, Winery Staff, or Adjustments to Fees
- Automatic calculation of tasting fees and changes
- Adjustment of credit card fees requires staff to note exception reason
- Contact data automatically populated in all forms
- Over book an event if needed
- Automatic custom confirmation email
- Automatic custom confirmation modified existing booking email
- Assign a Host for event and print host reports
- Name of Tasting
- Fee
- Names of Visitors
- Phone

**Reservation Booking Window Details (continued)**

- Number of Guests
- Number of Guests Attended
- Status of Guests – VIP, Trade, Club
- Date Booked
- Total Cost
- Full Contact Data
- Credit Card Data
- Edit, Move or Delete Contact Information

**Reports**

- Custom Date Range
- CSV or PDF Exports
- Summary and Detailed Versions
- Bookings by Day Report
- Bookings by Month Report
- Hosts by Day Report
- Marketing Affiliate Bookings Source Report
- Billing Report
- Credit Card Report
- Marketing Information Report

## WINERY ADMIN EVENT MANAGEMENT

The easy-to-use Event Management tools give wineries the freedom and flexibility to accommodate a variety of public, private, trade, VIP, seasonal and special events and tastings.

### Event Set-Up

- Manage Multiple Locations (Caves, Tasting Room, Vineyard, Patio, Guest House, etc.)
- Manage Multiple Tasting Events at Each Location
- Designate Private or Public, Single Event or Ongoing Event

### Event Profiles

- 500 Character Description
- Event Name
- Event Type
- Event Duration
- Tasting Fee
- Minimum and Maximum Number of Guests
- Start and End Dates
- Promo for event
- Minimum Required Notice for Cancellation in hours including
- Minimum Required Notice for Booking in hours including
- Days of week Available
- Times during day Available
- Blackout Schedule Feature for Holidays by day and events in a day (i.e. just the 2:00 tasting on the 24<sup>th</sup> of March).
- Blackout Single Event for VIPs
- Custom event confirmation email

### Email Tools

- Customizable Email Templates at the event level
- Includes minimum time to cancel message at the event level
- HTML Editor
- Personalize Messages
- Custom from and subject titles
- Insert Logo – Images
- Attach documents
- Send Email Batches or Single Emails
- Automate Email Response

### Winery Settings – Winery Profile

- Upload Photos to Photo Gallery – Slide Show
- Upload Winery Logo for Search results and profile thumbnail image
- Winery Text Description
- Tour and Tasting Event Names
- Tour and Tasting Event Descriptions
- Select Wine Types and Varietals
- Select Winery Attributes
- Winery Website URL
- Wine Sales Website URL

### **Winery Settings – Winery Profile (continued)**

- Address
- Email
- Phone
- Fax
- Days and Hours of Operation
- Embedded Video – youTube, Vimeo etc.
- Customizable Cancellation Policy
- Customizable Deposit Information
- Meta Tags
- Custom Widget Code

### **Winery Settings - Users**

- Manage Users – Up to 25 Active Users included in standard agreement
- Make Users Inactive
- Change Passwords
- Multiple Security Levels for Users
- Search for Users

### **Contacts**

- Search by first name, last name, state, user name or email
- Easily add new contacts
- Contact records include: first name, last name, username, email, street, city, state, zip, phone, cell phone, and creation date
- Supports International Fields (province, 200 countries, etc.)
- View contact booking history
- View contact search history
- Manage Clubs
- Manage Opt-Ins
- Track Emails Sent
- Resend Emails
- Compose and send custom emails

### **System Integrations**

- eWinery Solutions
- Napa Valley POS
- Vin|65
- Elypsis
- ShipCompliant

### **Help**

- Frequently Asked Questions for Common Issues
- Fully-Documented User Guide for Download
- Contact Us
- Unlimited Email Support