HotelREZ®

REZbooker 3.0

Introducing the **industry's newest and most feature rich** hotel booking engine

3 month free trial*

BUY

Convert online shoppers to hotel guests

- Designed and tested for **highest conversion rates**

- Full website **tracking and reporting** suite included

- **Extensive merchandising** and promotional options

- Easy website and **Facebook integration**

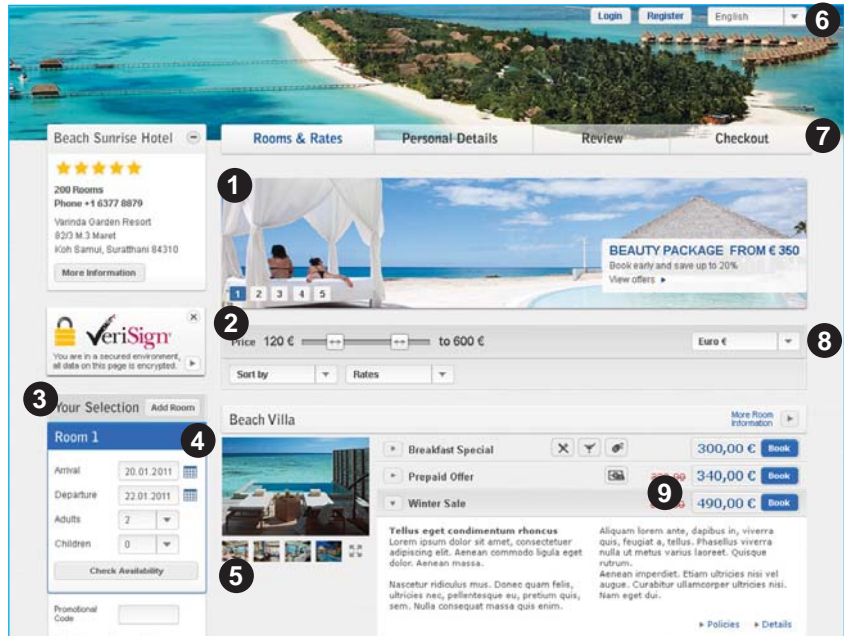- Integrated **packaging and room upgrade** options

*3 month FREE trial
No set up fees - No transactional costs
Sign up before 30.11.2011 to qualify.
Contact HotelREZ for full terms and conditions

What is REZbooker 3.0?

REZbooker 3.0 from HotelREZ is the hotel industry's **newest and most feature rich booking engine**, designed to help independent hotels and small chains convert online shoppers to hotel guests, delivering real-time confirmed reservations.

It is available in 16 languages, multiple currencies, seamlessly integrates with your hotel's website design and is packed full of configuration options, providing you with total flexibility and control.

1 Promotional banners

2 Sort and filter options

3 Multiple room bookings

4 Lowest available rate calendar

5 Room and rate image and video galleries

6 Login and register for repeat bookers

7 Simple navigation

8 Multi-currency

9 Promotional pricing

Why use REZbooker 3.0?

■ REZbooker 3.0 is **fully customisable** so that the design can sit comfortably with your hotel's website design.

Colours, fonts, headers and banners can all be individually styled to blend seamlessly and instil confidence with your website bookers.

■ REZbooker 3.0 has undergone **comprehensive usability testing** to ensure that the booking process is both intuitive and designed to convert shoppers into hotel guests.

Tests can be run on different configuration options in REZbooker to measure which settings drive the best conversion rate, so that you can continuously optimise your ROI.
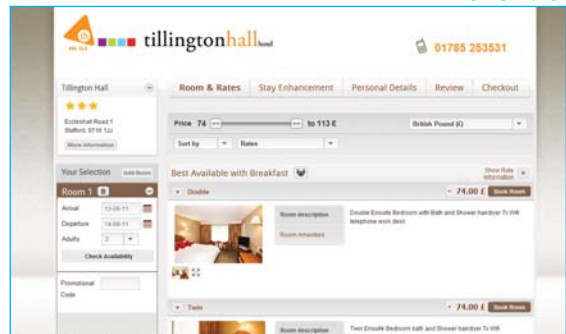
■ **Unlimited images and videos** can be displayed in REZbooker 3.0 to ensure you create the best impression of your hotel with shoppers.

Rich media is known to be one of the key influencing factors in the customer's decision to proceed to booking a hotel room online.

home page

booking engine page

- REZbooker 3.0 has **extensive merchandising options** including the ability to add promotional banners in the booking flow, which lead to rate or campaign specific landing pages.
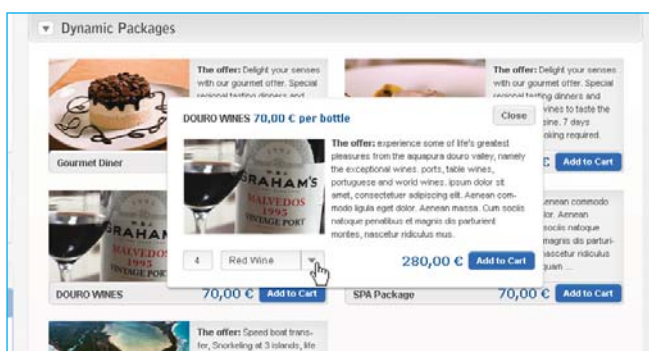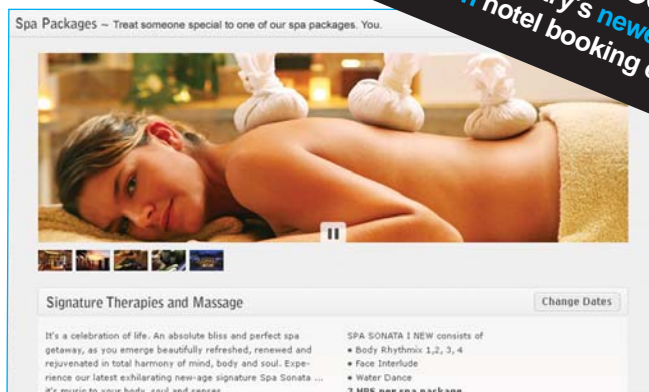
  You can also provide your travel agent partners and corporate accounts with a direct link to their own co-branded version of REZbooker 3.0, which displays their negotiated rates and embeds their IATA number in the booking flow, so that they can earn commissions.

- With REZbooker 3.0 you can increase the revenue per booking via our **integrated dynamic packaging and room upgrade** module.

  Upsell your hotel's rooms and amenities to shoppers, such as flowers on arrival, a pre-booked spa treatment or encourage shoppers to upgrade to an available hotel suite.

- REZbooker 3.0 is currently **available in 16 languages,** enabling international bookers to make reservations in their native language and select their preferred currency.

  Languages available; Danish, Dutch, English, French, German, Greek, Italian, Japanese, Korean, Norwegian, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Traditional Chinese.

Managing REZbooker 3.0

- REZbooker 3.0 has a **secure web-based back office** enabling you to control all the design, content and functional elements of your booking engine, in real time. You can edit or amend all content, settings and configurations through our powerful yet incredibly easy to use back office.

- All rates and inventory for REZbooker 3.0 are managed via CentralREZ, our **Central Reservation System**, specifically designed for independent hotels. You can choose to load rates just for the booking engine, or also opt to add additional distribution channels such as GDS and online travel agents.

- Closely **analyse and monitor** your website, campaign and booking engine performance via integrated Google Analytics tracking (or any other tracking software you wish to use).

  A set of performance reports are also available via our member hotel portal to provide you with a daily snapshot view of your website and booking engine performance.

- REZbooker 3.0 is simple to **add onto your hotel's website and facebook** fan page and full support and documentation is provided.

Try before you buy

We are so confident that REZbooker 3.0 will deliver your hotel with higher conversion rates and increased revenues that we are prepared to offer a FREE 3 month trial.

You pay no set up or transactional fees for the first 3 months and after the first 3 months, you only pay when you receive a booking.

To sign up and for more information on our **risk free trial**, and the terms and conditions visit **www.hotelrez.net/REZbooker3** or contact us on the details below

Hotel website marketing solutions

In addition to REZbooker 3.0, HotelREZ has partnered with specialists in the industry to deliver a range of the best online solutions all designed to help you drive more traffic to your website and ultimately increase reservations on your hotel's own website.

HotelREZ can help your hotel source **online video production**, **SEO and PPC consultancy**, conduct **website audits** to help identify issues on your website and provide you with **REZanalyst** a tool designed to enable your hotel to see and **respond to what people are saying about your hotel in social media and other websites**.

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3 month free trial *