



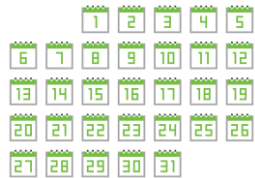
## OUR SOLUTIONS EXPLAINED

## HOTEL LINK SOLUTIONS

There is a gap today in the hotel-booking market for small- and medium-sized accommodation providers. Due to high prices, limited exposure and rudimentary understanding of the importance of online marketing, many accommodation providers don't take advantage of technology solutions to optimize their business potential.

Hotel Link Solutions has been set up to partner accommodations like yours on the digital marketing journey and to empower you to take control of your future. From meta-tags to channel management, the online marketing of your hotel may seem overwhelming. We cut through the jargon and complexity with a complete technology solution that creates a professional online profile for your business and allows guests to book online easily.

Our solutions have been set up to meet the most common needs of accommodation providers globally. You can however start with whatever you want and add modules when needed.



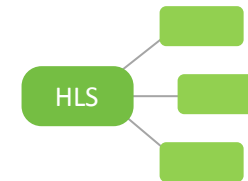
Booking Engine



Hotel Website



Booking Widget



Channel Manager



Social Media



## BOOKING ENGINE

The booking engine integrates with your website and allows guests to search for availability for given dates, and then complete the whole booking process through to payment online. You have online access to the rooms and rates information area of the system where you manage rooms rates, room inventory, stop sale dates etc. and where you can also track bookings in process, forward bookings etc. The system also offers numerous management reports available (past bookings, forward bookings, web metrics etc.) to help you keep track of all the activity.

The screenshot displays the Hotel Link Solutions user interface. At the top, it features the slogan "a world of connections" and "online marketing solutions for accommodation providers". The navigation menu includes: HOME, SETUP, BOOKING MANAGEMENT, HOTEL WEBSITE, DISTRIBUTION CHANNEL, and MISC. The main content area is titled "Home" and contains a "Welcome" section with a "Welcome Pack" icon. Below this is an "Updates" section with three news items:

- IN THE NEWS** (18 Jul 2012): **Pacific Island Tourism Businesses Gain Access to Professional Online Assistance**. The article mentions that the South Pacific Tourism Organization (SPTO) and Pacific Islands Trade & Invest (PT&I) have contracted Hotel Link Solutions for digital marketing products and solutions for local hoteliers in the Pacific Islands. A photo shows a presentation slide titled "Digital Marketing Solutions".
- NEW CHANNEL** (25 Jul 2012): **CentralR.com is Now a Hotel Link Solutions Distribution Partner Selling Hotels Around the World**. The article states that CentralR is a wholly owned Irish company with a global presence, including offices in Ireland, Spain, and New Zealand. It is one of the largest systems in Europe, attracting over 2.5 million visitors each month from business and leisure markets worldwide. It partners with over 8,400 hotels across 72 countries. The text includes instructions on how to sign up to CentralR and connect to the Channel Manager.
- NEW CHANNEL** (13 Aug 2012): **Hotel Link Solutions' hotels can now sell rooms via LateRooms.com and AsiaRooms.com when using our Channel Manager**. The article explains that by connecting with this channel, property owners can sell on the LateRooms.com website alongside AsiaRooms.com and Hotels-London.co.uk. It also mentions that accommodation will be available for TUI fly, which sells property via over 1,500 affiliate sites. The text includes instructions on how to sign up to LateRooms.com and connect to the Channel Manager.

At the bottom of the page, there is a "MORE NEWS" link and a copyright notice: "© 2011 Hotel Link Solutions. All Rights Reserved." The Hotel Link Solutions logo is also present in the bottom right corner.



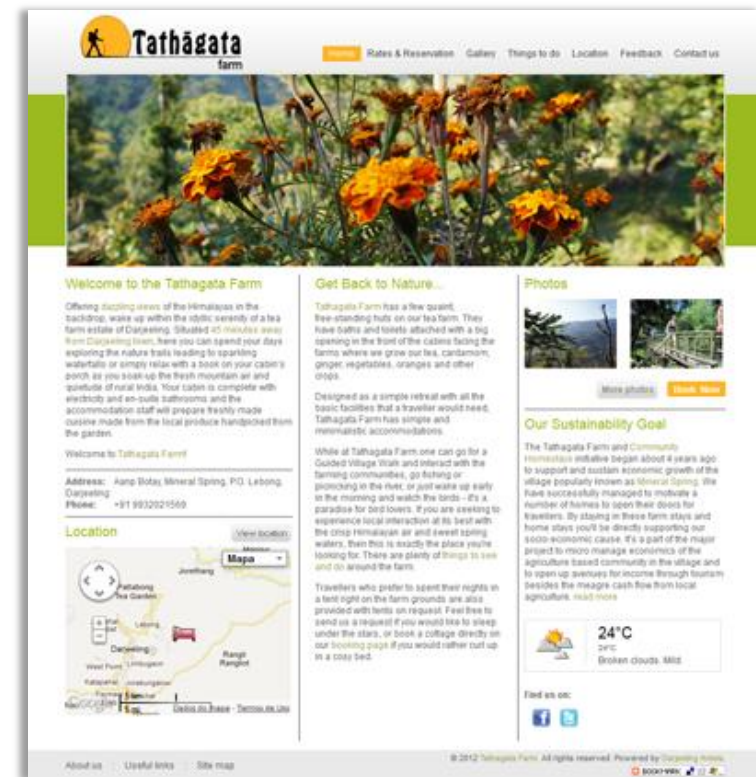
## HOTEL WEBSITE

This is a package for hoteliers looking for their first website, and also for hoteliers who want to switch their current website for a more attractive and easy-to-use solution.

Hotel Link Solutions has developed a template driven website solution for accommodation providers which is both very low cost and rich in features.

Key features of the Hotel Link Solutions websites are:

- Multiple styles/formats available – [template list](#)
- Optimized for search and have customizable meta-tags, H1 tags, URL extensions
- Fully featured Content Management System (CMS) to update content on the website whenever desired
- Management reports available – find out your web metrics
- Clean navigation following industry best practices
- Features Google Maps, a live weather feed and Social Media buttons for liking and sharing
- Ability to load as many photos and videos as wanted
- Ability to add as many extra pages as wanted (e.g. to feature a restaurant or bar, airport transfer service, local tours offered, etc.)
- Affiliate product feed is available to earn extra income (e.g. travel insurance, tours, airport transfers)
- Multilanguage (English, Portuguese, Vietnamese)
- Email account available using site domain name
- Reliable hosting on a secure server



Tathagata Farm



## BOOKING WIDGET

If you have your own website already and wish to keep it, but would like to add instant online bookings this is the product for you. Having a booking engine in your website is the best way to attract online customers and manage bookings.

Once travellers insert their booking details it automatically appears inside our system for easy management.

Booking Frame

Booking Button



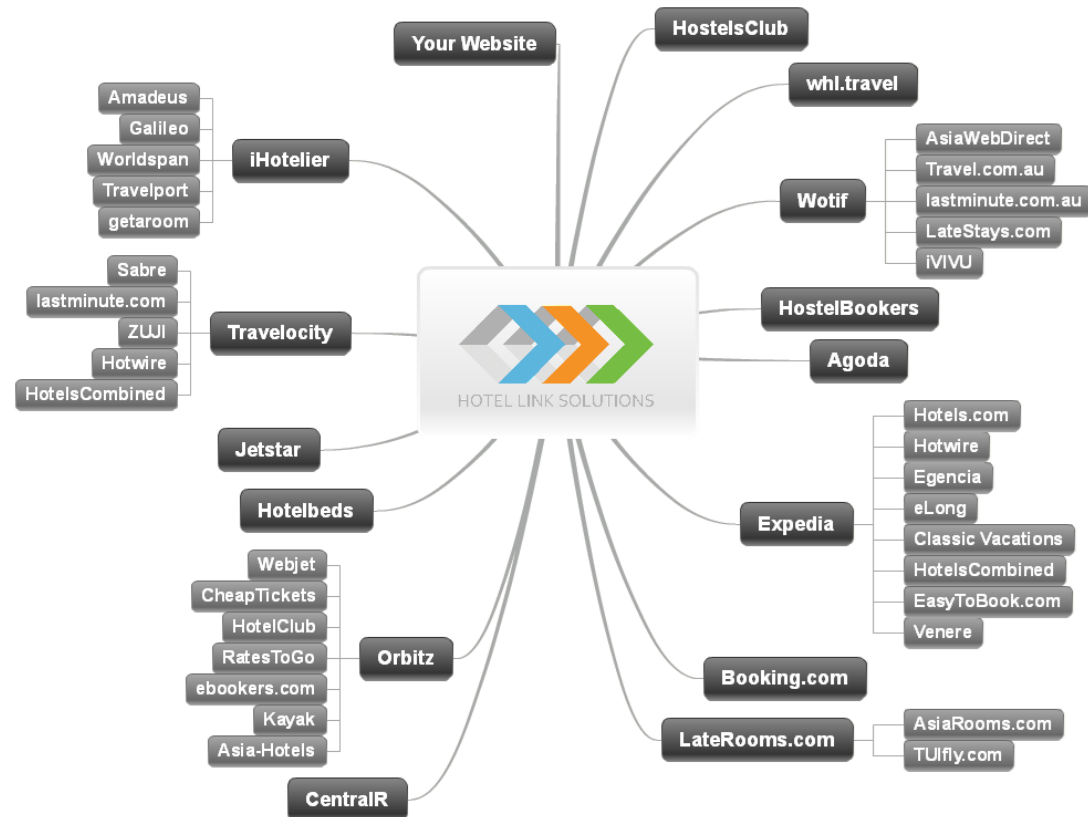
## CHANNEL MANAGER

We provide access to 40+ Online Travel Agent (OTAs) channels, in addition to the whl.travel channel.

The channel management system is essentially a shared database which all OTAs are connected to. When a hotel has 10 rooms available for example (10 rooms of allotment), they input this into the channel manager database and all OTAs the hotel has a contract with will be able to see the 10 rooms as available. This is a huge advantage to you.

You will save time, since all distribution websites (Agoda, Booking.com, Expedia etc.) and your own hotel website are managed from one location. Our system helps you improve the hotel's occupancy and reduce the chances of overbooking.

You can switch off any or all channels when you don't need them (e.g. when you are full and would prefer to optimise your returns by having more bookings coming via your own website or via lower commission OTA sites).

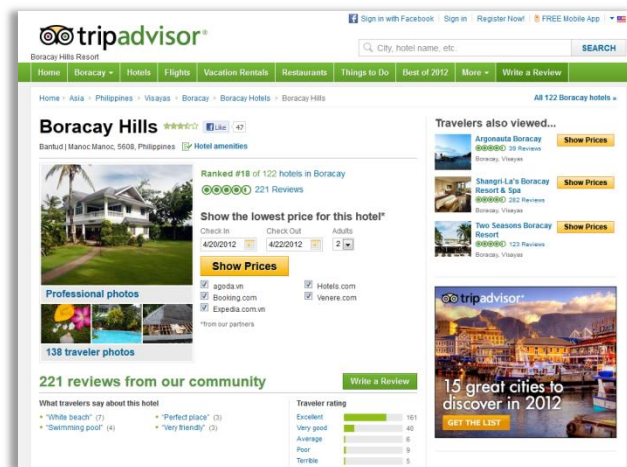


## SOCIAL MEDIA

One of the fastest growing online channels for sales on the Internet today is "word of mouth", which is happening on social media sites. People visit your property and immediately post their holiday photos and impressions online for their friends and family. In many cases they share events as they happen – directly from their mobile phones. The travellers and their friends then "like" and "bookmark" your property and stay up to date with what is happening at your place through staff posts, traveller comments, or blog posts etc.

The Social Media Package comprises the setup of Facebook and TripAdvisor for hotels. We set up these accounts with the most relevant tools and apps available to bring more direct and indirect sales to hotels. The Facebook page is setup with booking capabilities linked to your booking engine.

Over one month following the set-up, Hotel Link Solutions tutors on how to maintain each account. The program includes provision of a guide at the beginning of the project and quick tips to be sent throughout the first month with handy recommendations about what to do to enhance the online presence and get the most out of the Social Media experience. At the end of the month of intensive handholding, Hotel Link Solutions provide a further guide on how to continue the work.





CONTACT US FOR MORE DETAILS

+371 67 297 257

skype: anda\_cirule

latvia@hotellinksolutions.com

www.hotellinksolutions.com