



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.



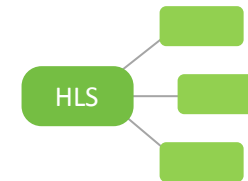
Booking Engine



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 ultimate **online presence**
and **digital marketing solution**
...securing your future



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HOME
BOOKING MANAGEMENT
HOTEL WEBSITE
DISTRIBUTION CHANNEL
HELP
MISC

[Home](#)

Welcome

Welcome to the Hotel Link Solutions System

We have a range of solutions to best meet the needs of a variety of accommodation providers, just like you. Hotel Link Solutions has been set up to partner you on this journey, empowering you to take control of your future. We hope that you will find our system easy to use and navigate around, please feel free to contact us with any feedback or questions about how to best improve your business in the accommodation industry.



HOTEL LINK SOLUTIONS

Bookings

> 0 MADE TODAY


> 0 CHECK-INS TODAY

✓ 2 CHECK-OUTS TODAY

BOOKING SOURCE	BOOKING DATE	REFERENCE NUMBER	TRAVELLER NAME +	CHECK-IN	CHECK-OUT	ROOM CONFIGURATION	SPECIAL REQUEST	BOOKING AMOUNT (PHP)
AGODA	3 Apr 2012	1011294442	Pietro Ciani Bassetti	4 Apr 2012	9 Apr 2012	From Wednesday, Apr 4, 2012 till Monday, Apr 9, 2012 (5 nights): 1 xStudio Suite-Double (2 adults)	454015805	35,113.50
AGODA	7 Apr 2012	1011538244	Phillips Laboy	7 Apr 2012	9 Apr 2012	From Saturday, Apr 7, 2012 till Monday, Apr 9, 2012 (2 nights): 1 xStudio Suite-Double (2 adults)	1346343	16,524.00

> 0 OPERATIONAL

> 26 INCOMING

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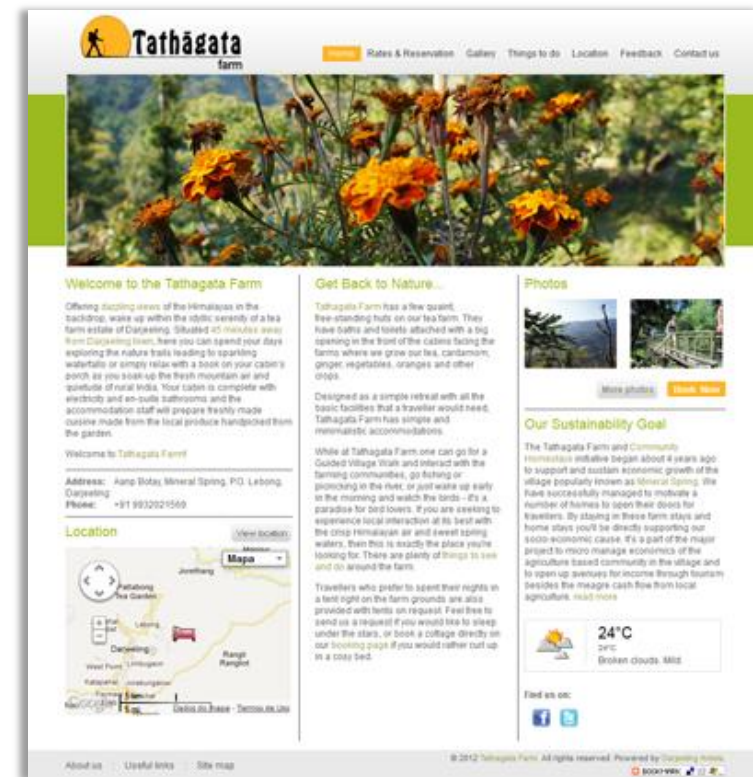
HOTEL WEBSITE

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.

The screenshot shows a booking widget for 'THE HOUSE OF CEBU'. It includes a navigation menu with options like HOME, ABOUT US, ACCOMMODATION, FOOD & DRINKS, RECREATION, CONFERENCES & EVENTS, CONTACT, and BOOKING. Below the menu is a search form with fields for Arrival (Thu 27/09/2012), Nights (1), Adults (2), Children (0), Number of Rooms (1), Currency (Philippine Peso (PHP)), and a Promo Code field. A 'Show all' button is also present. The main content is a table of room types and their availability for various dates.

Room Types	Max guests	Thu 27 Sep	Fri 28 Sep	Sat 29 Sep	Sun 30 Sep	Mon 1 Oct	Tue 2 Oct	Wed 3 Oct	Thu 4 Oct	Fri 5 Oct	Sat 6 Oct	Show all
Big - Double	3	P5892	P5892	P5892	P5892	P5892	P5892	P5892	P5892	P5892	P5892	Book now P5892
Big - Double Weekdays Special 35% Off	3	P3830	P3830	SOLD	SOLD	P3830	P3830	P3830	P3830	P3830	SOLD	Book now P3830
Big - Double Weekend Special 40% Off	3	SOLD	SOLD	P3536	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	P3536	Please tick nights
Large - Double	3	P6138	P6138	P6138	P6138	P6138	P6138	P6138	P6138	P6138	P6138	Book now P6138
Large - Double Weekdays Special 35% Off	3	P3990	P3990	SOLD	SOLD	P3990	P3990	P3990	P3990	P3990	SOLD	Book now P3990
Large - Double Weekend Special 40% Off	3	SOLD	SOLD	P3683	P3683	SOLD	SOLD	SOLD	SOLD	SOLD	P3683	Please tick nights
X-Large - Double	3	P7120	P7120	P7120	P7120	P7120	P7120	P7120	P7120	P7120	P7120	Book now P7120
X-Large - Double Weekdays Special 35% Off	3	P4628	P4628	SOLD	SOLD	P4628	P4628	P4628	P4628	P4628	SOLD	Book now P4628
X-Large - Double Weekend Special 40% Off	3	SOLD	SOLD	P4272	P4272	SOLD	SOLD	SOLD	SOLD	SOLD	P4272	Please tick nights

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).

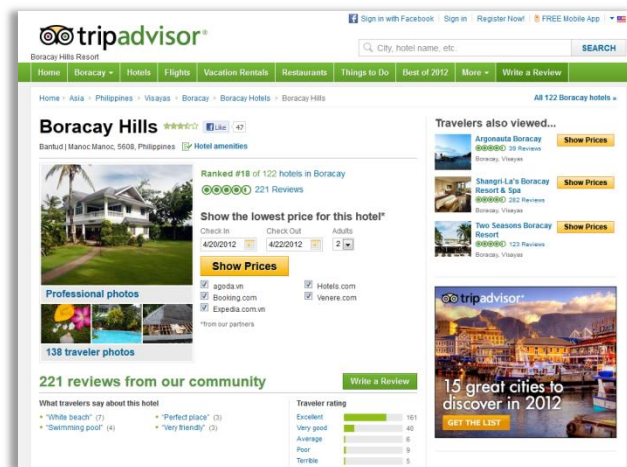


SOCIAL MEDIA

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.





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