

room.tr

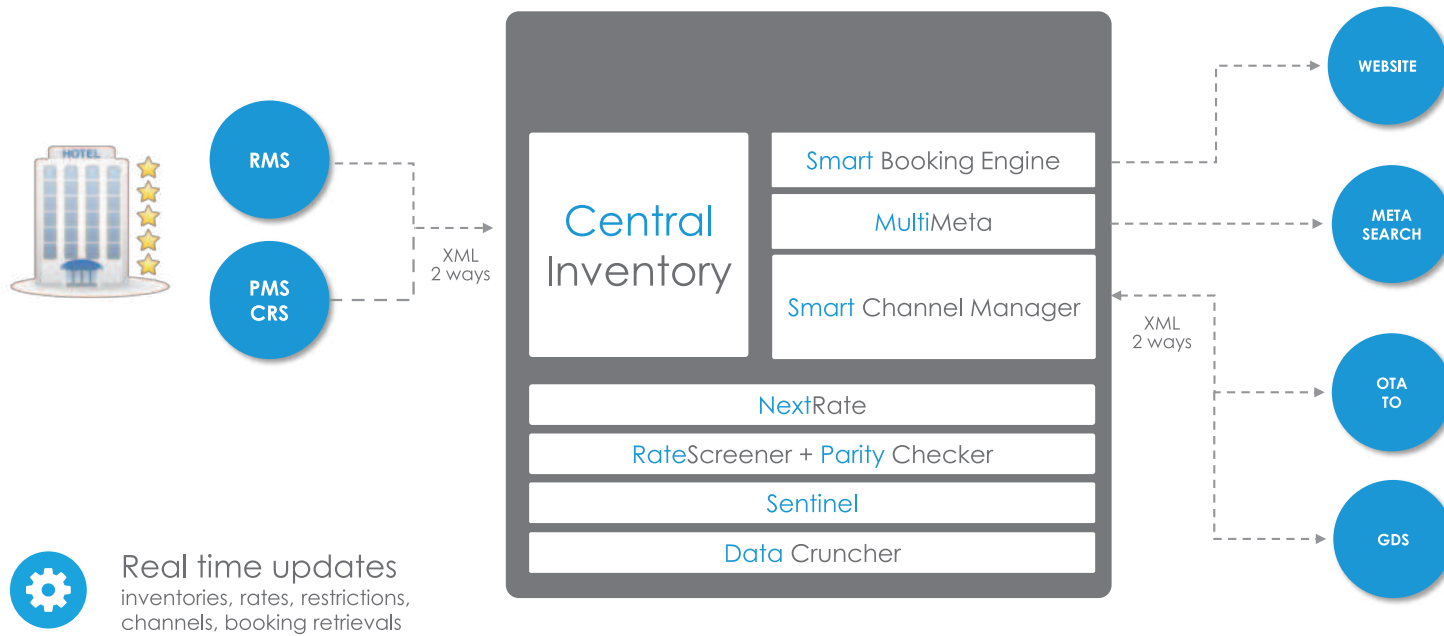
Partner presentation

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A world of connections

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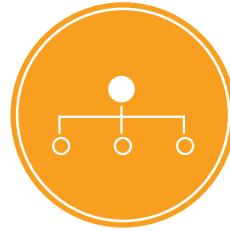
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SELL

Smart Booking Engines

Web Services



MANAGE

Smart Channel Manager

PMS integration

CRS integration

RMS integration



OPTIMIZE

NextRate

RateScreener

DataCruncher

Sentinel



SELL



Best customer experience

One of the best conversion ratio on the market



Booking conversion in 3 steps

Offer highlight, extras and sum - up for secured basket payment



29 languages available

French, English, Spanish, German, Russian,, Hungarian, Italian,.....



Explicit rate offers

Detailed description of the offer on room categories, prices, and sales conditions



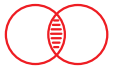
Cross selling functionality

Recommendation for other hotels of a same group if availability is low



Numerous integrations

Compatible with lots of partners (Ve interactive, Triptease,...),



SMART BOOKING ENGINE



SELL



Packages

Highlight of packages for differentiated offer and upselling



Extras

Manage the extra for upselling within the booking path



Request for availability

Sell the rooms only on demand even if the hotel is sold out



Performance Analysis

Track visitors and conversion ratio with Google Universal Analytics or your own tools



Corporate booking engine

Special terms and conditions for corporate customers



Cancellation policy

Allianz cancellation insurance integrated into the booking engine



SMART BOOKING ENGINE



SELL



Brand the hotel offer

Personalize the website for a better conversion



Real time display

Display in real time the best available price for the stay

WIDGETS



SELL: Innovation #1

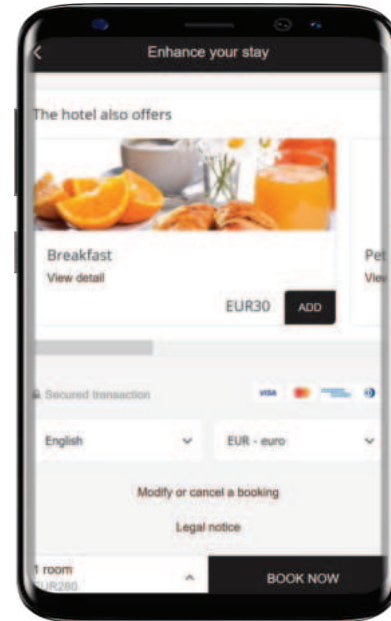
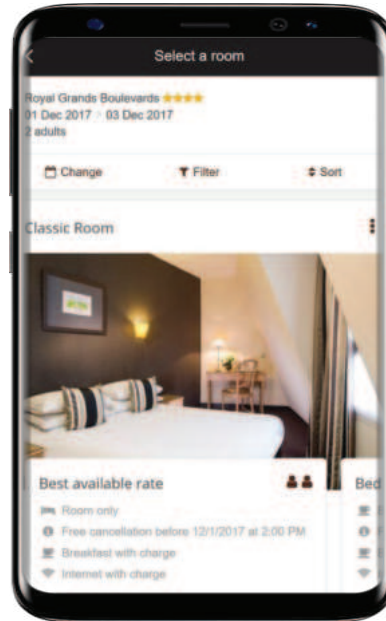
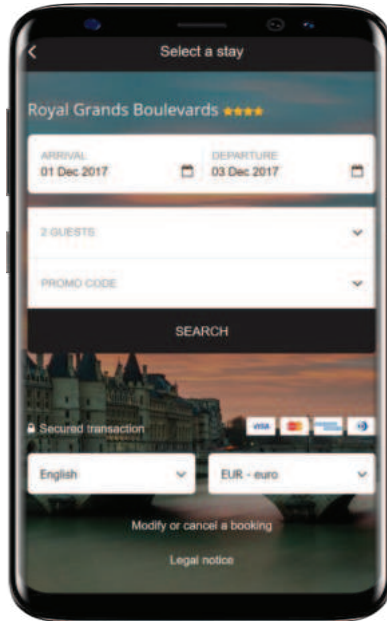
	MON	TUE	WED	THU	
RACK	150	150	150	150	TOTAL FOR YOUR STAY 410
BAR	100	X	100	X	
NANR	80	80	X	X	

MIXED RATES

Always combine the best available deals
for more direct bookings



SELL: Innovation #2



THINK MOBILE



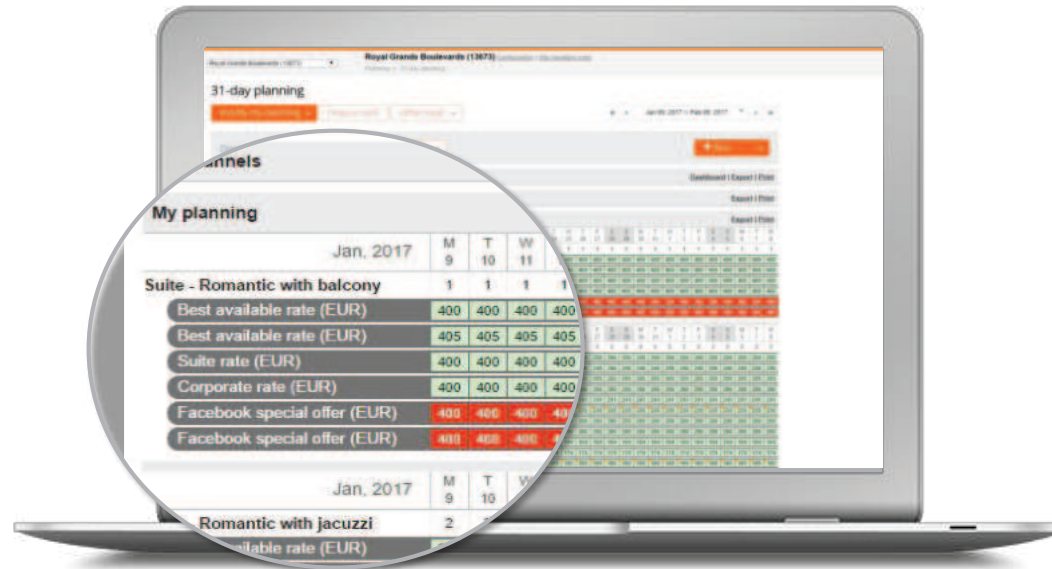
RESERVED

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MANAGE

Central Inventory



Centralize the online
distribution management

One and only centralized planning to
manage the offers online



Manage availabilities and
prices

Build the offer of the hotel and the rate
structure for each room type, extras...



Yield
management

Save time with automated rules for room
open/closure, price increase/decrease...



MANAGE: Innovation #3



LITTLE YIELDER

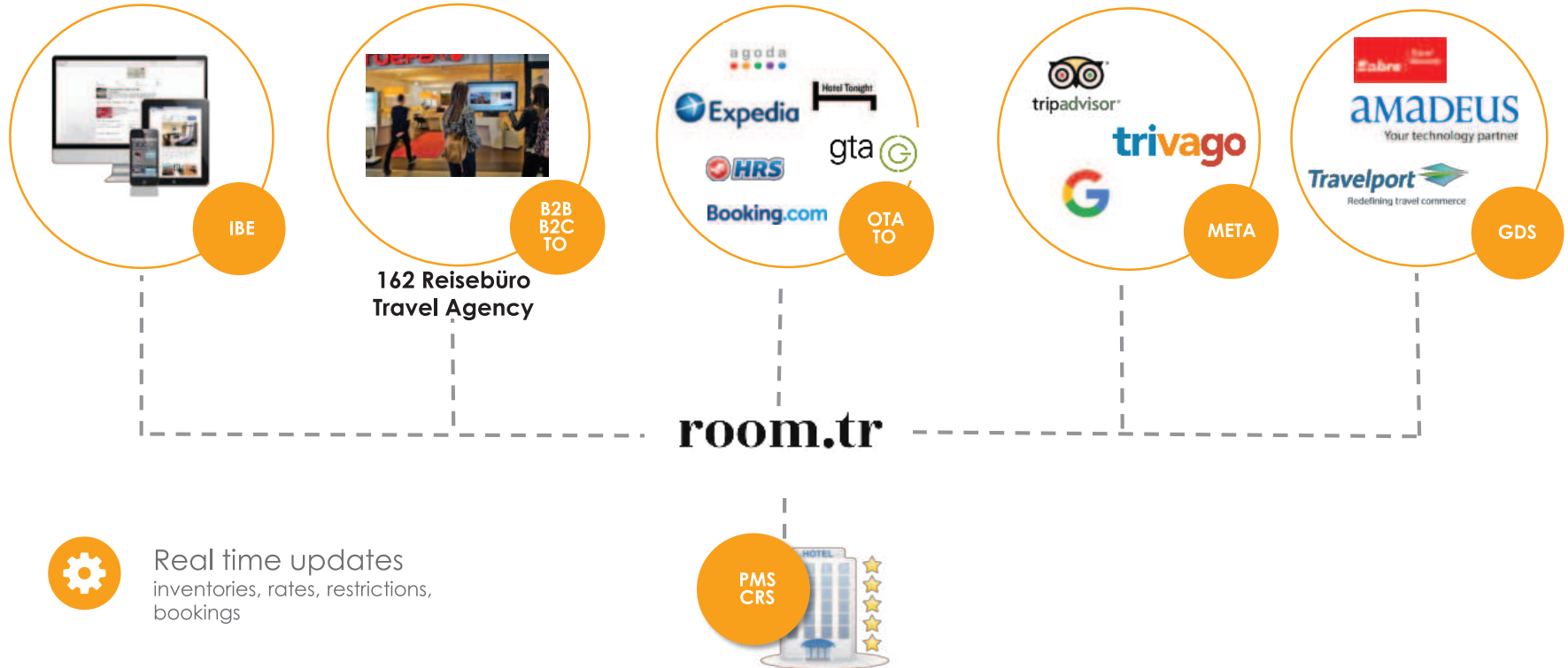
The channel manager under cruise control with automated rules to :

- increase/decrease rates
- open/close offers



MANAGE

SMART CHANNEL MANAGER





MANAGE: Innovation #4



MultiMeta

Connect and pilot the performance of the metasearch engines directly from room.tr



room.tr



OPTIMIZE

RATESCREENER



Rate shopping

Analyze the position of the hotel within the competition range



On demand updates

Price evolution whenever the revenue manager wants for any room types, any LOS, any distributors



Complete dashboard

Compilation of the most important indicators for a quick analysis of the situation on the market



Check the parity

Check the best available daily price on distributors of your choice



Event and holidays

Never forget the event that drives business to the hotel



Market trends

Evaluate the occupancy of the area





OPTIMIZE

NEXTRATE



Accurate recommendations

Updated 2 to 4 times a day for the next 90 days for each selected room types



Accept, modify or reject

The strategy always under control



Complete dashboard

Compilation of the most important indicators for a quick analysis of the situation on the market over the next 3 months



Global market trend

Maximize the RevPar thanks to a deep and summarized occupancy and price structure analysis over the market



Event, holidays & weather

Never forget the external element that drives business to the hotel



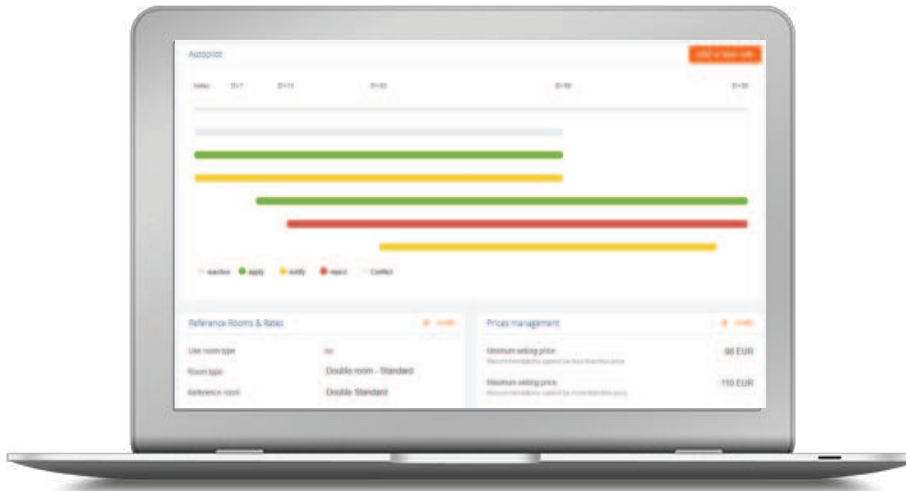
Online reputation

The reputation on TripAdvisor, Booking.com and Expedia is meant to be taken into account





OPTIMIZE: Innovation and competitor hotel analysis #5



CoPilot

Create rules with a thorough selection of criteria, fine tune them, define the time scale.
NextRate recommendations are automatically applied.



OPTIMIZE

DATA CRUNCHER



Clear and detailed vision

Customizable dashboard for a complete compilation of the hotel results



Analyze the turnover

Detailed turnover analysis VS last year (month by month)



Weight the income per channel

Check the income that each channel generate to the hotel turnover, per lead time, room type and rate type



OPTIMIZE

SENTINEL



Detailed dashboard

Customizable dashboard for a complete compilation of the hotel online reputation



Segmented analysis

Check the comments and ranking per customer segments



Watch the competition

Full insight on competition reviews and comparison with the hotel



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Room.tr advantages

B2B and B2C direct sales with **162 agencies in Europe and Russia**

Centralization of the online offer

Business analysis and strategy **consistency**

Forecast and decision making **assistance**

Reliable technology suite



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Contact us