

# Hospitality Overview

## (CCHP Basic Course)

# Agenda

- Overview & Categorization
- Hospitality Basics
- A day in the life of a Traveler
- Hospitality Systems
- Connecting the Dots
- Q & A / Suggestions
- Test



## Hospitality Categorization



### Hospitality Categorization

#### Lodging / Accommodation

##### Hotels / Resorts

- Luxury
- Resort
- Upscale
- Mid-scale
- Budget / Economy
- Motel

##### Speciality Lodging

- Vacation Rentals
- Condo / Timeshare
- Hostels
- Bed & Breakfast
- Ski Lodges / River Lodges
- Houseboats

#### Food Beverages

##### Full Service Restaurants

##### Quick Service Restaurants

##### Cafes / Bars / Pubs

##### Catering & Services

#### Recreation

##### Attractions

##### Entertainment

##### Spectator Sports

##### Participatory Events

#### Spa & Salon

##### Spa

##### Salon

## Food & Beverages



### Fine Dining/ Full Service Restaurants:

- Sit down
- Better decor
- Gourmet food
- Wait time
- Wider choices
- Expensive



Examples: Post91, Great Punjab, Mainland China

## Full service Restaurant Systems

- POS
- Table Service
- Floor Management (Layout)
- Kitchen Display
- Recipe Management
- Menu Management & Costing
- Material Management (Inventory)
- Beverages Tracking
- Staff Communication (Paging)
- HR Systems (Staff Scheduling & Time Clock)

## Food & Beverages



### Quick Service Restaurants

- Less wait time
- Mostly fast food
- Mostly to-go
- Limited choices
- Relatively cheaper



Examples: McDonald's, Subway, Burger King, KFC, Pizza Hut, etc.

## Quick service Restaurant Systems

- POS
- Kitchen Display
- Material Management (Inventory)
- HR Systems (Staff Scheduling & Time Clock)

## Food & Beverages



## Catering & Services:

- Food for events
- Prep & clean-up, staff and décor may be included



## Recreation



## Attractions:

- Place of interest
- Exhibited cultural value,
- Historical significance,
- Religious significance
- Natural or man-made beauty,
- Amusement opportunities.



## Examples:

Eifel Towers, Taj Mahal, Red fort, Vatican, Madame Tussaud's, Disney world

## Attraction Systems

- POS
- Ticketing Systems
- Website and Online Booking
- Agents and Affiliates Management
- Security & Safety,
- AMC Tracking
- F&B systems
- HR Systems (Staff Scheduling & Time Clock)

## Recreation



- Entertainment
- Spectator sports
- Adventure sports



**Examples:** Shows, Live Entertainment, Super bowl, IPL, White water rafting

## Recreation Systems

- POS
- Ticketing Systems
- Website and Online Booking
- Agents and Affiliates Management
- Security & Safety
- AMC Tracking
- F&B systems
- HR Systems (Staff Scheduling & Time Clock)

## Spa & Salon



### Spa:

- Promotes wellness
- Therapeutic services
- Revitalizing the body, mind, and spirit.



### Salon:

- Cosmetic treatments for men and women
- Hair salons and spas.

**Types:** Club Spa, Day Spa, Destination Spa, Medical Spa, Mineral Springs Spa, Resort/Hotel Spa

## Spa and Systems

- POS
- Appointments Management
- Website and Online Appointment Booking
- HR Systems (Staff Scheduling, Assignment & Time Clock)
- Inventory
- CRM
- Reports

## Lodging & Accommodation



### Accommodation:

- Provides paid lodging
- Short term or Long term
- May be bundled with other services:  
F&B, Amenities & Services
- May provide group bookings



## Lodging & Accommodation



### Type of Accommodations:

#### Hotels / Resorts:

- Luxury
- Resorts
- Upscale
- Mid-Scale
- Budget/ Economy
- Motels

#### Specialty Lodging

- Vacation Rentals
- Condo/ Timeshare
- Hostels
- Bed & Breakfast
- Ski Lodges/ River Lodges
- Houseboats

## Hotels



### Type of Hotels:

- Size or Number of Rooms
- Target Markets
- Levels of Services
- Ownership and Affiliations

## Hotels



### 1) Size or Number of Rooms

Under 150 rooms

150 to 299 rooms

300 to 600 rooms

More than 600 rooms

These categories enable hotels of similar size to compare operating procedures and statistical results .

## Hotels



## 2) Target Markets

- Business Hotels
- Airport Hotels
- Suite Hotels
- Extended Stay Hotels
- Apartment Hotels
- Resort Hotels
- Bed & Breakfast Hotels
- Timeshare & Condominium Hotels
- Casino Hotels
- Conference Centers
- Convention Centers

## Hotels



### 3) Level of Service

- Luxury
- Resorts
- Upscale
- Mid-Scale
- Budget/ Economy
- Motels

## Hotels



### 4) Ownership & Affiliation

- Independent Hotels
- Chain Hotels

## Hotels



### Luxury / Upscale Hotels

- Five-Star or more
- Full Service including a Concierge, 24hr room service, restaurants, health club, lounge/bar,, business center, in-room amenities, mini-bar, dressing gown and luxury furnishings.
- Expensive

Examples: Fairmont Hotels, Hilton Conrad, Park Hyatt, JW Marriott, etc.

THE *Fairmont*  
ROYAL YORK

JW MARRIOTT

SOFITEL  
LUXURY HOTELS



## Hotels



### Resorts:

- Primarily for relaxation or recreation
- Leisure destinations

### Types:

Ski Resorts, Seaside Resorts, Destination Resorts, All-Inclusive Resorts, Recreation (Spa Resorts) Etc.

Examples: Hyatt Park & Resorts, etc.



## Hotels



### Mid-Scale hotels:

- 3 to 4 stars
- Typically will have in room entertainment, restaurant, concierge's
- Medium expensive

#### Example:

Hilton's Embassy Suites, Courtyard Marriott,  
Wyndham Garden, Ista Hotels, Royal Orchid



## Lodging & Accommodation



### Budget/ Economy hotels:

- Basic lodging services
- Caters to largest segment of travellers
- Breakfast only
- Basic amenities only
- Cheap

Example: Comfort Inn, Fairfield Inn, Country Inn, Ginger, etc.



## Largest Hotel Affiliations:

Brands	Hotel Rooms
1. InterContinental Hotel Group	652,000
2. Wyndham Hotel Group	605,700
3. Marriott International	600,000
4. Hilton Hotels	615,000
5. Accor Hotels	500,000

- These five represent some ~28 % of all domestic properties, & 42% of all rooms.
- The majority of these brands do not “own” their hotels, but hotel owners elect to affiliate with the brand, for a fee.

## Hotel Groups/ Brands

### WYNDHAM

HOTEL GROUP



### IHG

InterContinental Hotels Group



### starwood

Hotels and  
Resorts



THE LUXURY COLLECTION





A day in the life of a *Traveler*

## A day in the life of a Traveler – Web Search



# Google

Hotels in New York



Google Search



I'm Feeling Lucky

## Search Results



### New York hotels on Google

[www.google.com/hotels](http://www.google.com/hotels)

Check in Sun, January 27



Check out Mon,



Hotels from  
Rs.3262

3 stars from  
Rs.4446

4 stars from  
Rs.5708

5 stars from  
Rs.12,849

Prices are per night.

### New York City Hotel - Hilton New York Fashion D

[www3.hilton.com/.../hotels/new-york/...new-york...NYCFDH](http://www3.hilton.com/.../hotels/new-york/...new-york...NYCFDH)

Book your stay at the Hilton New York Fashion District. Experience our exceptional hospitality, smart design and innovative restaurants.

### New York Hotels: Compare Hotels in New York, NY & Book Cheap ...

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Manhattan Hotels - Broadway - Times Square Hotels - Central Park - 4 Stars

### KAYAK - New York Hotels - The best rates and deals for hotels in ...

[www.kayak.com/New-York-Hotels.15830.hotel.ksp](http://www.kayak.com/New-York-Hotels.15830.hotel.ksp)

Find great hotel deals in New York, NY. The best rates ... KAYAK (new windows) compare: all | none ... DoubleTree by Hilton Hotel Metropolitan - New York City ...

### New York City hotels - TripAdvisor

[www.tripadvisor.com/Hotels-g60763-New\\_York\\_City\\_New\\_York-H...](http://www.tripadvisor.com/Hotels-g60763-New_York_City_New_York-H...)

4 - Review by TripAdvisor Travelers' Score

New York City Hotels on TripAdvisor: Find 273125 traveler reviews, photos and prices for 434 hotels in New York City, New ...

### New York City Hotels - New York, New York - Yahoo! Travel

[travel.yahoo.com/.../United\\_States\\_Hotels/...New\\_York\\_Hotels](http://travel.yahoo.com/.../United_States_Hotels/...New_York_Hotels)

Find deals on the best New York City hotels with Yahoo! Travel. Plan your trip with user reviews, hotel photos, videos, maps, and more.

### New York City Hotels - Lastminute.com

[www.lastminute.com/.../usa\\_hotels/...new\\_york\\_hotels](http://www.lastminute.com/.../usa_hotels/...new_york_hotels)

Looking for a cheap hotel in new york city? Check our amazing new york city hotel deals now & save with our price match guarantee. Book online today at ...

## OTA Websites



### New York Hotels: Compare Hotels in New York, NY & Book Cheap ...

[www.expedia.com/New-York-Hotels.d178293.Travel-Guide-Hotels](http://www.expedia.com/New-York-Hotels.d178293.Travel-Guide-Hotels)

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# Google Hotels



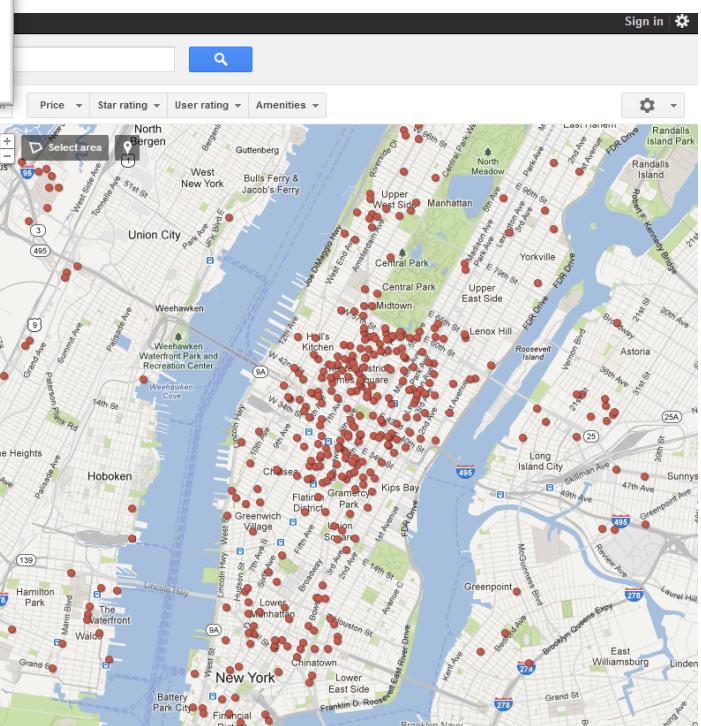
[New York hotels on Google](#)  
[www.google.com/hotels](http://www.google.com/hotels)

Check in Sun, January 27      Check out Mon, January 28

Hotels from Rs.3262      3 stars from Rs.4446      4 stars from Rs.5708      5 stars from Rs.12,849

Prices are per night.

[All Google Hotel Finder results](#)



Google Hotels, lists hotels from different sources, GDSs, OTAs etc.

More details:

<http://www.buuteeq.com/blog/a-hotels-guide-to-google-hotel-finder/>

# Google Hotels



Sign in |

newyork

Sort ▾

7 - Mon, Jan 28 1 night

Price ▾ Star rating ▾ User rating ▾ Amenities ▾

### Helmsley Park Lane Hotel

Add to shortlist Book at getaroom \$219 More ▾

\$253 incl of taxes & fees

Booking.com \$219

\$255 incl taxes & fees

Orbitz \$219

\$254 incl taxes & fees

Priceline \$219

\$255 incl taxes & fees

helmsleyparklane.com Owner site

views (127) Location Rooms

Hilton Garden Inn New York/West 35th ... \$89 70% less than usual

The Shoreham Hotel \$117 61% less than usual

The Paramount - A Times Square, Ne... \$99 61% less than usual

St Giles New York - The Court \$89 65% less than usual

Hampton Inn New York Chelsea \$84 70% less than usual

Hilton Times Square \$134 62% less than usual

Overall 15 127 reviews Write a review

Reviews

Overall Poor to fair – Where to begin I will never stay at this establishment again very very rude no help whatsoever had to switch rooms...

Overall Poor to fair – I stay at this hotel frequently for business, and more often than not, the experience is fine. I was there in December...

From the owner: This 46-story hotel in Midtown Manhattan offers 583 luxury hotel rooms and suites located on Central Park South. The hotel features on-site dining options, event spaces, and a fitness center.

Address: 936 Central Park South, New York, NY 10019  
Phone: (212) 523-6640

Bookings are done at the partner websites, OTAs, Hotels etc.

## Travel Reviews Website (UGC)

Travel Review Website, don't have booking capabilities but they redirect to partner website (OTAs & Suppliers).



### New York City hotels - TripAdvisor

[www.tripadvisor.com/Hotels-g60763-New\\_York\\_City\\_New\\_York-H...](http://www.tripadvisor.com/Hotels-g60763-New_York_City_New_York-H...)

★★★★★ Rating: 4.4 - Review by TripAdvisor Travelers' Score

January 13, 2013: New York City Hotels on TripAdvisor: Find 273125 traveler reviews, 45884 candid photos, and prices for 434 hotels in New York City, New ...

Casablanca Hotel Times Square - Hotels in New York City - Stay. - Library Hotel

**tripadvisor.co.uk**

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## New York City Hotels

Hotels (433) B&B and Inns (99) Speciality Lodging (157) Holiday Rentals 1,733

All Hotels (433) Best Value (43) Family (249) Business (181) Luxury (147) Romantic (79)

Check availability

Check-in dd/mm/yyyy Check-out

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Larger map

### Hotels travellers recommend

433 of 433 hotels shown

Sorted by Ranking List view Large map

Casablanca Hotel Times Square

★★★★★ £176 and up per night\* Offers & Announcements Save up to 20% Ranked #1 of 433 hotels in New York City ★★★★★ 2,386 reviews

Fantastic! 16/01/2013 "location, location, location" 16/01/2013 Professional photos | Traveller photos (422) | Map

Show Current Prices

Broadway at Times Square Hotel ★★★★★ 956 Reviews New York City, NY

Chelsea Pines Inn ★★★★★ 948 Reviews New York City, NY

YOTEL New York at Times Square West ★★★★★ 2,409 Reviews New York City, NY

Free Guide to New York City

## Travel Reviews Website (UGC)



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Professional photos



422 traveller photos

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2,386 reviews from our community

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#### Traveller rating

Excellent		1,928
Very good		353
Average		58
Poor		29
Terrible		17

#### See reviews for

	Families .....	398
	Couples .....	1258
	Solo .....	94
	Business .....	133

#### What travellers say

- "Rick cafe" (108)
- "Continental breakfast" (87)
- "Very friendly" (86)
- "Great location" (80)
- "Friendly and helpful" (43)

See which rooms travellers prefer - 242 traveller tips

#### Travellers also viewed...



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★★★★ 948 Reviews  
New York City, NY



Library Hotel  
★★★★ 1,716 Reviews  
New York City, NY

#### Browse nearby

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[Interactive map](#)

THE PENINSULA  
H O T E L S

## Hotel's Website



### New York City Hotel - Hilton New York Fashion District

[www3.hilton.com/.../hotels/new-york/...new-york...NYCFDHF/index....](http://www3.hilton.com/.../hotels/new-york/...new-york...NYCFDHF/index....)

Book your stay at the Hilton New York Fashion District. Experience authentic hospitality, smart design and innovative restaurants.

Booking on the suppliers website.

The screenshot shows the homepage of the Hilton New York Fashion District website. At the top, there is a banner with a dark background featuring a collage of business-related images. To the right of the banner are links for 'Sign In' and 'Join' and the 'HILTON HHONORS' logo. Below the banner, there is a search bar and a message about the interim period before the hotel's debut. The main navigation menu includes 'FIND A HOTEL', 'OFFERS', 'MEETINGS & EVENTS', 'RESORTS', and 'ABOUT HILTON'. On the left side, there is a sidebar with links to 'HOTEL HOME', 'HOTEL DETAILS', 'MAPS & DIRECTIONS', 'ROOMS & SUITES', 'PLAN AN EVENT', 'SPECIAL OFFERS', 'DINING', and 'THINGS TO DO'. In the center, there is a large image of a man and a woman riding bicycles on a bridge, with a city skyline in the background. A promotional banner on the right side of the image says 'WEEKEND STAYS 15 - 40% OFF Any Weekend, Anywhere Sale' and has a 'BOOK NOW' button. Below the main image, there is a row of smaller images showing various parts of the hotel, such as the lobby and guest rooms. At the bottom, there are 'SHARE' and 'PRINT' buttons.

HILTON NEW YORK  
1335 AVENUE OF THE AMERICAS, NEW YORK, NEW YORK, 10019, USA  
TEL: [1-212-586-7000](tel:1-212-586-7000)

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纽约希尔顿酒店

HOTEL INFORMATION

Check-in: 3:00 pm   Check-out: 12:00 pm

Smoking: Non-Smoking

HHONORS REWARD CATEGORY: 7

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## Last Minute Deals Websites



Last minutes deals and offer websites.

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## new york city hotels

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destination:

check in:  nights:  check out:

no. of rooms:  adults:  children:  (0-12)

**search**

search hotel name

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range:

districts:  [midtown manhattan \(26\)](#)  [lower manhattan \(20\)](#)  [upper west side \(26\)](#)  [lower east side \(26\)](#)  [queens \(26\)](#)  [brooklyn \(26\)](#)  [staten island \(26\)](#)

[more hotels within districts](#)

hotel star rating:

- [1 star](#) (3)
- [2 star](#) (39)
- [3 star](#) (162)
- [4 star](#) (130)
- [5 star](#) (26)

hotels near attractions

- [hotels near international center of photography \(232\)](#)
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**hotels in the new york city area**

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**sheraton new york hotel - 4 star - new york city**

hotel star rating: 811 7th Ave and 53rd Street, New York... Enjoy the amazing comforts in the newly completed \$160 million renovation of the Sheraton New York.

**tripadvisor** TripAdvisor reviews now featured on this site. [check for reviews](#)

**ace hotel - new york - 4 star - new york city**

hotel star rating: 20 West 29th Street, New York, 10001 Located in the heart of NYC on the

**from £ 109.38** (includes taxes & fees) [check availability](#)

**from £ 87.39**

### New York City Hotels - Lastminute.com

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## Meta Search Websites



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Find great hotel deals in New York, NY. The best rates ... KAYAK (new windows)  
compare: all | none ... DoubleTree by Hilton Hotel Metropolitan - New York City ...

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Where  
New York, NY, United States  
city, hotel name, address or landmark

When  
11/03/2013 14/03/2013  
Mon, 11 Mar 2013 Thu, 14 Mar 2013  
1 room 1 guest

Find Hotels

KAYAK, links to online travel agencies and hotel web sites alike, allowing the customer to choose whether to book directly on the hotel web site or through an online travel agency.

# Shopping on KAYAK



KAYAK Flights Hotels More

New York, NY 11/03/2013 14/03/2013 1 room 1 guest Find Hotels

925 of 925 hotels Sort by: Relevance

**Rs. 11,440** ★★★★☆ Hilton New York  
1335 Avenue of the Americas | 3106 reviews

Select ▶ Rs. 4,969 difference across 7 sites

Easytobook Rs. 11,440 Expedia Rs. 13,420 Getaroom Rs. 13,482  
Venere Rs. 15,386 Agoda Rs. 16,330 more (2 sites)

**Rs. 13,121** ★★★★☆ DoubleTree by Hilton Hotel Metropolitan - New...  
569 Lexington Avenue | 1875 reviews

Select ▶ Rs. 6,802 difference across 6 sites

Getaroom Rs. 13,121 Easytobook Rs. 17,425  
Expedia Booking.com

**Rs. 20,909** ★★★★☆ The Waldorf=Astoria®  
301 Park Avenue | 3,000 reviews  
Rs. 28,335 total

Select ▶ Rs. 19,675 difference across 5 sites

Easytobook Rs. 20,909 Expedia Rs. 24,380  
Agoda Rs. 40,389 Booking.com Rs. 4,380

**Rs. 10,903** ★★★★☆ Bentley Hotel  
500 East 62nd Street | 491 reviews

Select ▶ Rs. 1,664 difference across 4 sites

Easyclick... Rs. 10,903 Worldhotels Rs. 11,195 Expedia Rs. 11,884  
Hotelclub Rs. 12,567 Booking.com

**Rs. 10,903** ★★★★☆ Bentley Hotel  
500 East 62nd Street | 491 reviews

Select ▶ Rs. 1,664 difference across 4 sites

Easyclick... Rs. 10,903 Worldhotels Rs. 11,195 Expedia Rs. 11,884  
Hotelclub Rs. 12,567 Booking.com

**Rs. 12,915** ★★★★☆ Park Central New York Hotel

Any Average Best

Select a hotel from the results for New York City hotels



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**Bentley Hotel**

★★★★★  491 guest reviews

Rs. 12,567 **Rs. 10,903**

[Go](#)

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**Booking Options**

Available Mon 11 Mar 2013 to Thu 14 Mar 2013 - 1 room, 1 guest

Average Nightly	Taxes and Fees	Total (3 nights)
Rs. 10,903	Rs. 1,864	<b>Rs. 38,301</b>

[Go](#)

**EasyClick Travel.com**

Rs. 11,195	Rs. 1,842	<b>Rs. 39,113</b>
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**WORLDHOTELS**

**Expedia.co.in** Aqua View Accessible

show 2 more room types

Rs. 11,884	Rs. 1,944	<b>Rs. 41,483</b>
------------	-----------	-------------------

[Go](#)

**Expedia.co.in** Aqua View Accessible

show 2 more room types

Rs. 12,567	Rs. 1,675	<b>Rs. 42,726</b>
------------	-----------	-------------------

[Go](#)

**HotelClub** One Bedroom Suite

Rs. 12,567	no rooms available	<a href="#">Go</a>
------------	--------------------	--------------------

**Booking.com** Room information available on booking.com

Shows the sources where guest can book the room from (OTAs, Suppliers etc.). Example, select Expedia.com

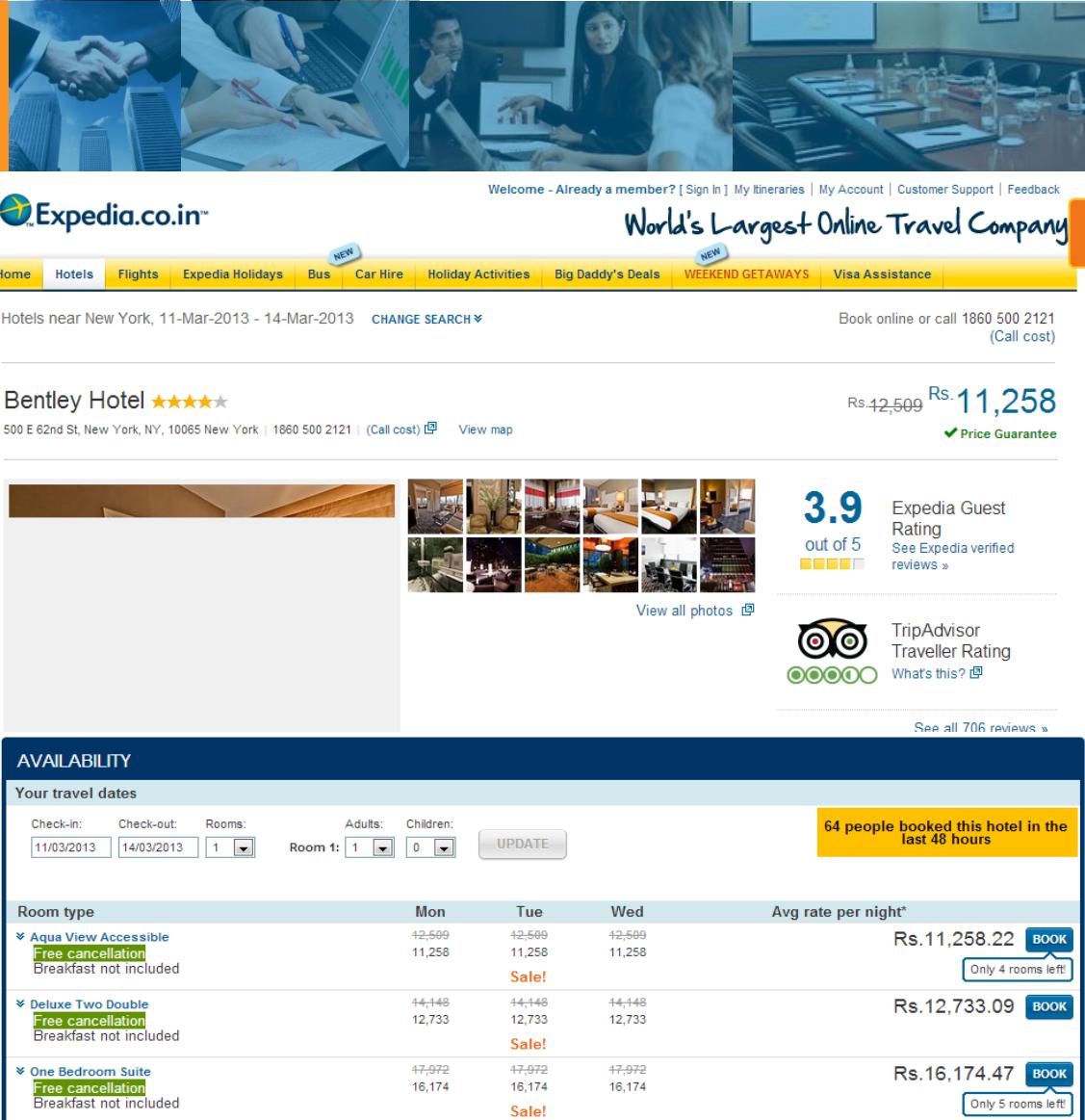
## Redirecting to OTA



KAYAK is sending you to book on Expedia.co.in

expedia.co.in will now search for your hotel room.

Double-check your hotel details.



Welcome - Already a member? [ Sign In ] My Itineraries | My Account | Customer Support | Feedback

World's Largest Online Travel Company

Home Hotels Flights Expedia Holidays Bus NEW Car Hire Holiday Activities Big Daddy's Deals WEEKEND GETAWAYS Visa Assistance

Hotels near New York, 11-Mar-2013 - 14-Mar-2013 CHANGE SEARCH

Book online or call 1860 500 2121 (Call cost)

Bentley Hotel ★★★★☆

500 E 62nd St, New York, NY, 10065 New York | 1860 500 2121 | (Call cost) View map

Rs.42,509 **Rs. 11,258**

3.9 out of 5 See Expedia verified reviews »

TripAdvisor Traveller Rating What's this?

See all 706 reviews »

**AVAILABILITY**

Your travel dates

Check-in: 11/03/2013 Check-out: 14/03/2013 Rooms: 1 Adults: Room 1: 1 Children: 0 UPDATE

64 people booked this hotel in the last 48 hours

Room type	Mon	Tue	Wed	Avg rate per night*
✗ Aqua View Accessible Free cancellation Breakfast not included	42,509 11,258	42,509 11,258	42,509 11,258	Rs.11,258.22
✗ Deluxe Two Double Free cancellation Breakfast not included	44,148 12,733	44,148 12,733	44,148 12,733	Rs.12,733.09
✗ One Bedroom Suite Free cancellation Breakfast not included	47,972 16,174	47,972 16,174	47,972 16,174	Rs.16,174.47

**KAYAK redirect guest to OTA.  
Expedia shows the particular  
hotel with available room  
types.**

# Reservation Confirmation



Traveller Info > Payment > Confirmation

## Who's Travelling?

Connect using [Facebook](#) or sign in to your [Expedia account](#) to book faster!

Please tell us who will check in.

Name: \* Require

Shamshu Hirani

Phone Number: \* Preferred Phone Number\*

India (91)

9881461112

+ Add another number

Room: 1 Adult

Bedding Request: One King Bed

Smoking Request: Non-smoking

Special Requests ▼

Note: All special requests (such as in-room amenities, bed type, and smoking preference) are shared hotel. We recommend you confirm them directly with the hotel before travel.

**CONTINUE ▶**

FREE cancellation before 09 March

## Booking Confirmed.



[Flights](#) | [Hotels](#) | [Cars](#) | [Vacation Packages](#) | [Cruises](#) | [Activities](#)

DEALS &  
OFFERS

Dear

Per your request, your flight has been changed. You will be charged a total amount of \$150.00 by the airline for the difference in fare and/or airline imposed penalties. Please review the new schedule in the Traveler Details section.

Note that the airline may charge [additional fees](#) for checked baggage or other optional services.

## Traveler Details

Main contact:

E-mail: [TRAVELDESK@CYBAGE.COM](mailto:TRAVELDESK@CYBAGE.COM)

Traveler(s): 1

Traveler:

Airline Ticket No.: 0147046937942

Expedia Itin No.: 144406851299

## Revised Itinerary

Tuesday, April 17, 2012

### Flight

Airline confirmation code: LS8GCZ

Air Canada Flight 722

Depart 6:30 PM Toronto, ON - YYZ

Arrive 8:00 PM New York, NY - LGA

### Helpful links

- Questions about this change?
  - Fill out our [Itinerary Assistance form](#)
  - [E-mail Customer Service](#)
  - Call 1-800-Expedia or 1-404-728-8787 for customers calling long distance.
- Log in to your [Expedia Account](#).

### More Traveler Tools

See services at more than 64 airports with [Airport Guides](#).

Receive your flight itinerary via cell phone with [Expedia To Go®](#).

Confirm flight schedules and times with [Flight Status](#).

[See more Traveler Tools](#)

### Best Price Guarantee

Expedia guarantees you're getting the best price. If you should find a better price online for the same trip within 24 hours, Expedia will refund the difference—and give you a travel coupon worth \$50.

[Learn more](#)

Get relevant deals via e-mail

Ensure you receive personalized travel offers and deals. [Update your e-mail account](#)

[Flights](#) | [Hotels](#) | [Cars](#) | [Vacation Packages](#) | [Cruises](#) | [Activities](#) | [Deals & Destinations](#) | [Business Travel](#) | [Rewards](#)

## Pre-Arrival Communication



### Pre-arrival, Upselling emails to sell services

**GRAND ELEGANCE *The Pfister* HISTORIC TRADITION**

**HOTEL OVERVIEW**

**ACCOMMODATIONS**

**LOCATION**

**WELL SPA + JANICE SALON\***  
MILWAUKEE • LAS VEGAS • LAKE GENEVA

**YOUR PFISTER HOTEL STAY**

Dear Mr. Doe,

We look forward to welcoming you to **The Pfister Hotel**, Milwaukee's premier hotel. The Pfister offers two restaurants, a fabulous martini lounge, and an extensive art collection; we hope this information will help you with plans for your upcoming stay.

**Be Well. Feel Well. Spa Well**

You owe it to yourself. In this technological age, we are always on call and always connected to cell phones and email accounts. It's about time you escape those tensions and reclaim a sense of physical and mental harmony.

**WELL Spa** is a new urban oasis for nourishing mind, body and soul. From the blending of aromatics to the selection of music, indulge in an experience of pure luxury, all within your own private spa suite.

WELL Spa, taking health and WELLness services to a new level as Milwaukee's first and only private-suite spa and salon. Located within the Pfister Hotel in downtown Milwaukee.

**ENTER WELL SPA SITE**

**Bla Bar at the Pfister**

After work, before a show, following dinner. Bla is the perfect spot for any occasion. Bla, The Pfister's gem in the sky, is home to classic cocktails, sassy martinis, World-class wines and precious views.

**Each Friday evening, 9pm-1am.**

**FISHNET FRIDAYS**

Ladies in fishnets receive half-off martinis all night.

**Monday-Thursday, 5pm-7pm**

**SASSY HOUR**

1/2 off bottles of wine  
\$5 Featured mixers  
\$8 Featured Martinis  
\$4 for 4 beer Specials

**Artist-in-Residence, Reginald Baylor**

The Pfister Hotel, known for its expansive Victorian art collection - the largest of its kind of any hotel in the world, proudly announces the addition of an artist-in-residence program. The program features a working art studio and gallery that is open to hotel guests and visitors to enjoy.

Local artist Reginald Baylor, who works with acrylic on canvas, has been named the hotel's first Resident Artist. In this capacity, he will spend a significant amount of his workweek and weekends in the hotel studio working on large-scale, linear paintings, which he sells throughout the country. Video of the artist's "move-in day" to The Pfister can be seen on [YouTube](#).

**Located Adjacent to The Pfister Hotel**

Mason Street Grill, in downtown Milwaukee, is a classic American Grill serving high-quality wood grilled steaks, amazing sandwiches and housemade desserts. Comfortable booths, a welcoming staff and warm atmosphere invite you to settle in and stay for a while.

We look forward to your visit. For assistance with special requests or reservations we ask that you contact the Pfister staff at 414.555.5555.

**JOIN OUR FREQUENT GUEST PROGRAM**

**ENROLL NOW**

**The Pfister Hotel**

424 East Wisconsin Ave. • Milwaukee, WI 53202 • Reservations Toll Free: 1-800-558-8222 Email: [reservations@pfisterhotel.com](mailto:reservations@pfisterhotel.com)

**YOUR PRIVATE TRAVEL ITINERARY**

Kanuhura - Lhaviyani Atoll, Maldives

Hello [firstname] [lastname].

Thank you for choosing the Century Plaza Hotel & Spa for your upcoming stay in Maldives. We really appreciate your patronage and wish to provide you with the tools to make your stay absolutely perfect.

We have created your private Guestfolio based on your trip information and invite you to explore it for the current weather conditions, travel tips, photos, and what to do and bring to make your stay more enjoyable. I have attached a link here for your convenience.

**Below are your confirmation details:**

Arriving: [Startdate\_format:"%A, %b %e %Y"]  
 Departing: [Enddate\_format:"%A, %b %e %Y"]  
 Room Type: [Extra:Room Type]  
 Adults: [Extra:Adults]  
 Children: [Extra:Children]

Please explore our Island offerings at your convenience:

**OUR HOTEL** **YOUR ROOM** **TRANSPORTATION** **SPA** **DINING** **ACTIVITIES**

**Kanuhura**  
Lhaviyani Atoll  
Maldives  
**T** +960 662 00 44  
**F** +960 662 00 33  
[info@kanuhura.com.mv](mailto:info@kanuhura.com.mv)  
[www.kanuhura.com](http://www.kanuhura.com)

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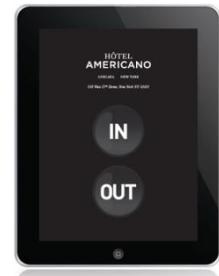
STAY CONNECTED |

## Guest Check-In



Guest arrival at property (Check-In)

## In Room



**In Room facilities, Minibar, On demand TV, Printer, Room Controls with Mobile/iPad**

## Services



## Inclusions



Breakfast



Free Wi-Fi



Free Parking



City Tour Bus



Free Airport Transports



Welcome Drink

## Services



## Extras



Golf Tee Time



Convertibles



Attractions



Hiking



Spa & Wellness



Meeting Space

## Check-Out



## Guest Departure (Check-Out) Thank You & Feedback Mail



Dear Bob,

Recently, we sent you an invitation to complete a Guest Satisfaction Survey concerning your stay with us at Extended Stay America.

We noticed that you did not have time to complete the survey. At Extended Stay America Secaucus - Meadowlands, we are committed to providing a superior guest experience to each and every one of our customers. Please take a few minutes to tell us how well we met your expectations.

To access the survey, please click on the web address below.

<http://survey.medallia.com/?ckpzkhkfvknv3xv>

If that does not work, please copy and paste the entire web address into the address field of your browser.

Your comments are very valuable to us, and we look forward to hearing about your stay with us.

Sincerely,

Smith Well  
Vice President, Guest Relations  
Extended Stay Hotels

## Thank You - Feedback



The Woods Inn Hotel, Inlet

Home Inlet Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2013 Your Friends More

Home > United States > New York (NY) > Inlet > Inlet Hotels > The Woods Inn

### The Woods Inn

148 Rte. 128, P.O. Box 678, Inlet, NY 13360

Hotel amenities



Ranked #3 of 7 hotels in Inlet

90 Reviews

"Truly adirondack, gilded aged, excellence to say the least"

January 8, 2013 - Maandpa53

"The Woods Inn"

January 5, 2013 - Snowfinders



18 traveler photos

New York: Save money. Book now!  
Booking.com Excellent choice. Low rates

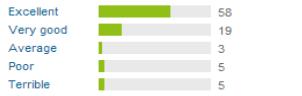
New York: Plenty of choices  
Agoda.com Save up to 75%. Don't miss! Live support. Instant confirmation.

Sponsored links

### 90 reviews from our community

[Write a Review](#)

#### Traveler rating



See which rooms travelers prefer - 14 traveler tips

#### Trip type

- Family reviews (25)
- Couples reviews (46)
- Solo travel reviews (0)
- Business reviews (3)
- Friends reviews (7)

#### BRITISH

Experience never before seen  
Book by 3/31/2013



The Woods Inn

148 Rte. 128, P.O. Box 678, Inlet, NY 13360

Your first-hand experiences really help other travelers. Thanks!

Your overall rating of this property



[Click to rate](#)

Title of your review

#### Your review

(200 character minimum)

By sharing your experiences, you're helping travelers make better choices and plan their dream trips. Thank you!

What sort of trip was this?



When did you travel?

Select one

**Could you say a little more about it? (optional)**

**Click to select a rating**

Service

Value

## Guest Reviews on the website (UGC)

## Post-Stay Campaign E-mailers



The image displays two promotional emails from Extended Stay Hotels, each featuring a different theme and discount offer.

**Email 1: Happy New Year!**

- Subject:** Happy New Year from Extended Stay Hotels! [View email online](#)
- Headline:** EXTENDEDSTAY HOTELS®
- Graphic:** Sparkling "2013" text on a black background.
- Text:** Happy NEW YEAR!  
We're celebrating 2013 with 13% OFF  
**BOOK NOW**
- Logos:** Extended Stay America, Extended Stay Deluxehotel, Homestead Studio Suites, Crossland International, and StudioPLUS Deluxe Studios.
- Small Print:** Offer good for one reservation booked online by 1/7/2013, with a departure/check-out date on or before 2/28/2013. Offer is valid for a single reservation with a maximum of 30 nights. Promotional discount will be applied at the property upon check-out. Reservations are based on availability and must be made online at ExtendedStayHotels.com. Offer cannot be combined with other offers. Invoicing and payment terms remain the same as per current policy. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival.

**Email 2: Start with a Resolution You Know You Can Keep!**

- Subject:** One week only - Up to \$200 off [View email online](#)
- Headline:** BOOK A ROOM | SUITES & AMENITIES | BEST RATE GUARANTEE
- Graphic:** A spiral notebook with various resolutions written on it, such as "MORE BOOKED LESS TV.", "WALK YOUR DOG", "TALK WITH NEIGHBORS", "STOP USING PLASTIC BAGS", "EAT OUT", "SAVE MONEY", "PLAN A TRIP", and "REUSE".
- Text:** START WITH A RESOLUTION YOU KNOW YOU CAN KEEP.  
You have lofty goals in 2013. We applaud your tenacity and sunny outlook. Now, create some momentum by checking one resolution off the list. **SAVE MONEY**. Extended Stay Hotels offers free Wi-Fi, fully equipped rooms and savings of up to \$200 on your next stay.
- Offer 1:** \$20 OFF 2-6 NIGHT STAY **BOOK NOW**
- Offer 2:** \$50 OFF 7-14 NIGHT STAY **BOOK NOW**
- Offer 3:** \$100 OFF 15-29 NIGHT STAY **BOOK NOW**
- Offer 4:** \$200 OFF 30+ NIGHT STAY **BOOK NOW**
- Logos:** Extended Stay America, Extended Stay Deluxehotel, Homestead Studio Suites, Crossland International, and StudioPLUS Deluxe Studios.
- Small Print:** Invoicing and payment terms remain the same as per current policy. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival. Reservations are subject to cancellation fees if canceled within 24 hours of arrival.

Campaign & Marketing  
(Bring Back)

## Shopping, Booking, Stay & Bring Back Lifecycle



Search

Compare

Decision

Confirmation

Arrival

In-Property

Departure

Bring Back

Shopping

Booking

Upsell & Services

Thank You/  
Feedback

Campaign

## Recap



Q: OTA?

A: Online Travel Agency

Q: Name 5 OTAs?

A: Expedia, Travelocity, Yatra, Cleartrip, Makemytrip, Priceline, Hotwire, Bookings.com

Q: Which 2 activities take place after guest departure?

A: Feedback and Campaigning

Q: Why do you not see cheaper rates on brand websites?

A: Rate parity

Q: Name 5 systems typically used by an Attraction?

A: POS, Ticketing, Online Booking/ Website, Agents and Affiliates Management, Security & Safety, AMCs Tracking, Staff Scheduling Etc.

Q: Most common software used in all hospitality enterprise?

A: POS – Point of Sale

## Recap



Q: Which are the 2 typical goals of a pre-arrival email?

A: Up-sell and cross-sell

Q: 2 examples each of cross-sell and up-sell?

A: Up-sell – Room upgrade, Package upgrade, Cross-sell – Breakfast, Spa, Activities

Q: 4 sub-sections of Hospitality?

A: Lodging, F&B, Recreation, Spa & Salon

Q: REVPAR

A: Revenue per available room

Q: Kayak.com is an example of what?

A: Meta search engine

Q: What are different Affiliation, Ownership and Management options:

A: Franchise, Company owned, Independent | Self, Company owned | Self , Company managed

## Hotel Departments: Front of the House



Front Office



Sales & Marketing



Housekeeping



Guest Relations



Concierge

Hotel Departments  
(Front of the House)



Spa



In-Room



Activities &  
Attractions



Catering Banquet/  
Event Mgmt.



Retail Outlets

## Hotel Departments: Back of the House



Revenue Management



Finance Department



Marketing Communication



HR Department



Procurement/  
Purchases



Security

Hotel Departments  
(Back of the House)



Maintenance



IT & Systems



Kitchen



F&B Department

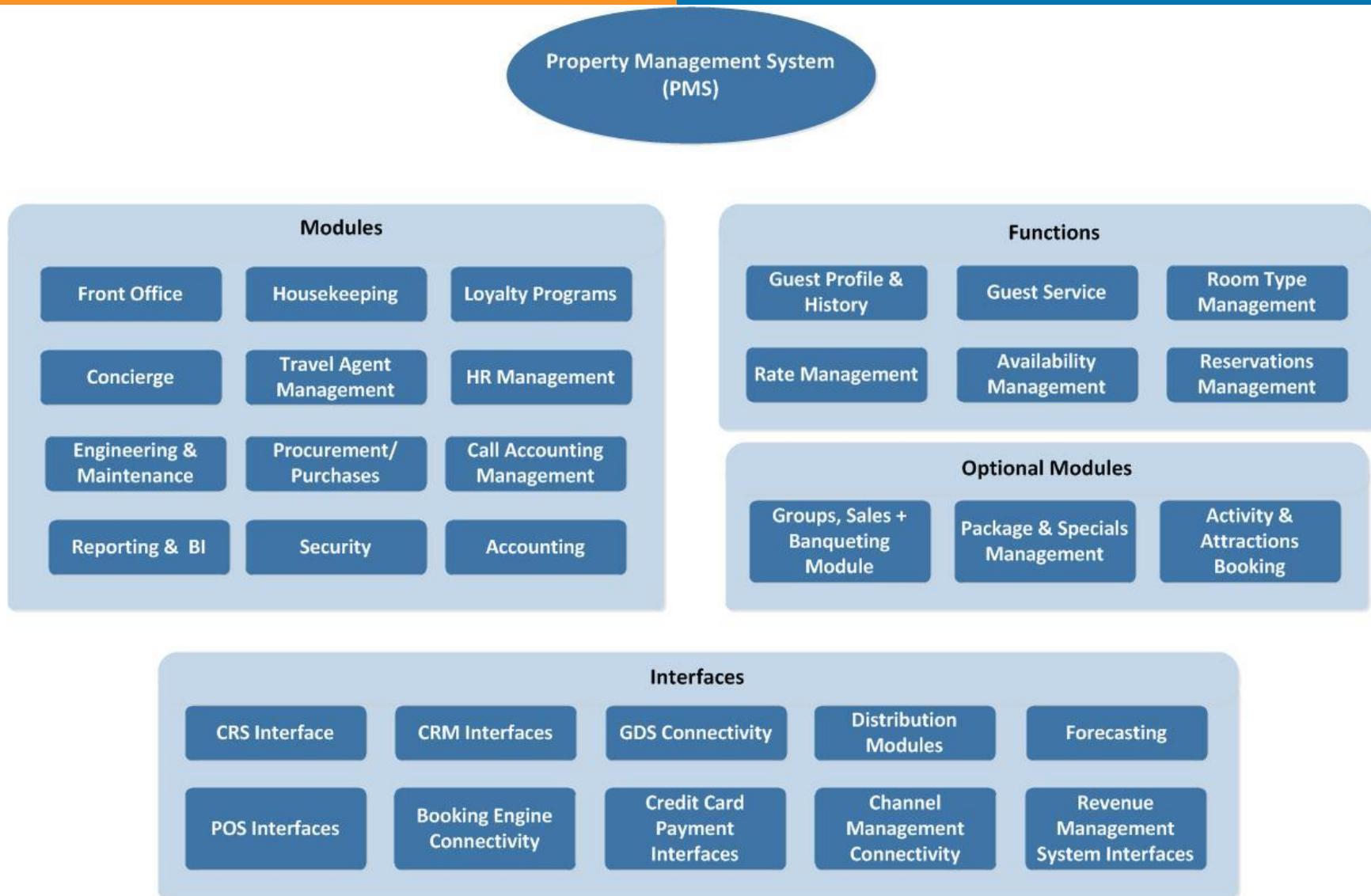


Storage & Inventory



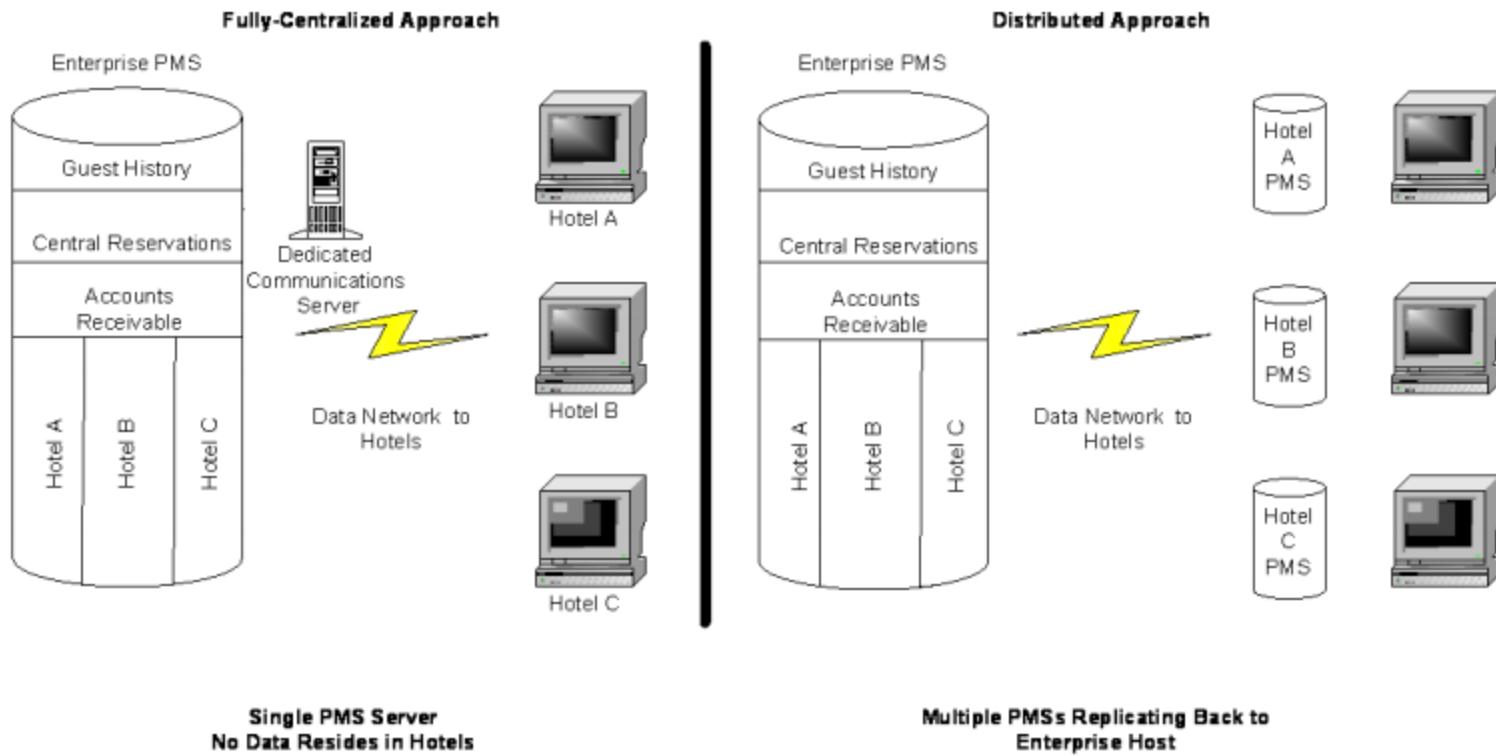
# Property Management System

## Property Management System (PMS):



## Property Management System (PMS):

### Two Approaches to Enterprise PMS Design



## PMS primary functions

- **Managing Rooms & Rates**
  - Room Types and Attributes
  - Room status
  - Rates management
  - Integration with CRS & Revenue Management
- **Managing Reservations**
  - Advance Reservations
  - Availability
  - Integration with CRS
- **Guest Profile**
  - Attributes
  - Past stay history
  - Loyalty
  - Integration with CRM & Loyalty program
- **Check-in**
  - Guest amendments
  - Room allocation
  - Package inclusions
  - Loyalty
  - Up-sell & Cross-sell

## PMS primary functions

- **Folio / Ledger Management**
  - Integration with other systems
- **Housekeeping**
  - Assignment
  - Room status
- **Check-out**
  - Settlement
  - Payment
- **Finance & Accounting**
  - Night Audit
  - Cashier operations
  - Integration with Accounting
- **Reports**
  - Management Flash Reports,
  - KPIs
- **Concierge**
  - Maps & Directions, Taxi service
  - Tickets

## PMS screens



## PMS screens

**OPERA PMS [Version 5.0, Service Pack 5.0.00.01/2]**      **FSDH - Property 1 Opera Demo Multi Hotel**      **05-09-06**

**Window**

**Caller Information**

Last Name

First Name

Phone

Fax

Email

**Guest Information**

Name

City

Phone

VIP

**Sell Messages**

Located on the 5th to 30th floors, these rooms measure 35 square metres (375 square feet). For relaxation, they feature a sitting area by the bay window, with an armchair, small marble table and armoire. For productive business, they include an antique writing desk with chair, two-line telephone with conference call feature, cordless phone and modem phone jack.

Language

---

**Rate Information**

Currency **USD**

Arrive	05-09-06	<input type="button" value="▼"/>
Nights	1	<input type="button" value="▼"/>
Depart	05-10-06	<input type="button" value="▼"/>
Rooms	1	Adults 1
<input type="button" value="Chg All"/> <input type="button" value="Check&gt;&gt;"/>		

**FSDH - Rate Availability**

Arrive	05-09-06	<input type="button" value="▼"/>
Nights	1	<input type="button" value="▼"/>
Depart	05-10-06	<input type="button" value="▼"/>
Rooms	1	Adults 1
<input type="button" value="Chg All"/> <input type="button" value="Check&gt;&gt;"/>		

**Rate Code Filter**

	FSDH		Property 1 Opera Demo Multi Hotel					
	TK	TD	TS	DLX	STD	TSUI	EXEC	SUIT
NONE	30	28	44	44	2	0	0	0
Include Overbooking	30	28	44	44	2	0	0	0
Physical Inventory	225	225	225	225	375			
BAR	USD					250		
CORP	USD							
CORP1	USD							
PCR	USD							

**Room Description**

Tower Double - These rooms measure 35 square metres (375 square feet). For relaxation, they feature a sitting area by the bay window, with an armchair, small marble table and armoire. For

**FSDH2 - Rate Availability**

Arrive	05-09-06	<input type="button" value="▼"/>
Nights	1	<input type="button" value="▼"/>
Depart	05-10-06	<input type="button" value="▼"/>
Rooms	1	Adults 1
<input type="button" value="Chg All"/> <input type="button" value="Check&gt;&gt;"/>		

**Rate Code Filter**

	FSDH2		Property 2 Opera Demo Multi Hotel					
	TK	TD	TS	DLX	STD	TSUI	EXEC	SUIT
NONE	48	41	43	23	0	0	0	0
Include Overbooking	48	41	43	23	0	0	0	0
Physical Inventory	300	300	300	300	300			
CORP	USD							
RACK	USD							
LCORP	USD							
3M	USD							

**Rate Description**

Corporate Rate

-----

ID Requirements:

Rate Details:

**FSDH3 - Rate Availability**

Arrive	05-09-06	<input type="button" value="▼"/>
Nights	1	<input type="button" value="▼"/>
Depart	05-10-06	<input type="button" value="▼"/>
Rooms	1	Adults 1
<input type="button" value="Chg All"/> <input type="button" value="Check&gt;&gt;"/>		

**Rate Code Filter**

	FSDH3		Property 3 Opera Demo Multi Hotel					
	TK	TD	TS	DLX	STD	TSUI	EXEC	SUIT
NONE	84	71	3	0	0	0	0	0
Include Overbooking	84	71	3	0	0	0	0	0
Physical Inventory	120	120	120	120	120			
PCR	USD							
ROMANCE	USD							
CORP	USD							
RACK	USD							

Night  Total  All  
 Closed  Alternates

Total Property Count 3

Pref
 Acc Ex
 Max Occ
 Neg
 Block
 MR

## PMS screens

**FSDH - Housekeeping**

<b>Room Status</b> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Clean      <input checked="" type="checkbox"/> Pickup  <input checked="" type="checkbox"/> Dirty      <input type="checkbox"/> Out of Service  <input type="checkbox"/> Out of Order         </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Vacant      <input checked="" type="checkbox"/> Occupied         </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Arrivals      <input checked="" type="checkbox"/> Due Out  <input checked="" type="checkbox"/> Arrived      <input checked="" type="checkbox"/> Departed  <input checked="" type="checkbox"/> Stay Over      <input checked="" type="checkbox"/> Not Reserved  <input checked="" type="checkbox"/> Day Use         </div> </div>	<b>FO Status</b>	<b>Reservation Status</b>
		Floor <input type="text"/> AM <input type="text"/> PM <input type="text"/>
From Room <input type="text"/> <input type="button" value="▼"/>		Room Type <input type="text"/> <input type="button" value="▼"/>
		Room Class <input type="text"/> <input type="button" value="▼"/>

[Search](#)  
[Advanced](#)  
[Select All](#)  
[Clear All](#)

X	Room	Rm. Type	Room Status	FO Status	Reservation Status	Floor	Room Class	AM/PM	Features
	1001	TK	Out of Order	VAC	Not Reserved		TOWER	06 / 06	BAL
	1002	TD	Out of Order	VAC	Not Reserved		TOWER	05 / 05	BAL CFAN
	1003	TK	Dirty	OCC	Stay Over/ Departed		TOWER	06 / 06	BAL
	1004	TD	Dirty	OCC	Arrived/ Departed		TOWER	05 / 05	BAL CFAN
	1005	TK	Out of Order	VAC	Not Reserved		TOWER	06 / 06	BAL
	1006	TD	Clean	VAC	Not Reserved		TOWER	05 / 05	BAL CFAN
	1007	TK	Dirty	VAC	Not Reserved	10	TOWER	06 / 06	BAL
	1008	TD	Clean	OCC	Arrived		TOWER	05 / 05	BAL CFAN
	1009	TK	Dirty	OCC	Stay Over		TOWER	06 / 06	BAL
	1010	TD	Dirty	VAC	Not Reserved		TOWER	05 / 05	BAL CFAN
	1011	TK	Out of Order	VAC	Not Reserved		TOWER	06 / 06	2SINK BAL 2TV TILE INT
	1012	TD	Clean	VAC	Not Reserved		TOWER	05 / 05	2SINK BAL 2TV TILE INT
	1013	TK	Dirty	OCC	Arrived		TOWER	06 / 06	BAL
	1014	TD	Dirty	VAC	Not Reserved		TOWER	05 / 05	BAL CFAN
	1015	TK	Dirty	VAC	Not Reserved		TOWER	06 / 06	BAL

[Resv.](#)  
[Report](#)  
[Statistics](#)  
[Change](#)  
[Close](#)

## PMS screens

Search

Name

First Name

Room  Type

Conf/Cld No.  CRS No.

Stay On

Company

Agent

Block Code

Name	Room	Status
Raymond, Belinda	2026	CHECKED IN
Stone, Brett	3030	CHECKED IN
Trotter, Marjorie	2034	CHECKED IN
Wedeen, Julie	3026	CHECKED IN
Bowen, Nick	2001	CHECKED IN
test1, test1	2006	DUE OUT
3M	1058	CHECKED IN
Abbey, Paul	1044	CHECKED IN
Alberta Travel	1050	CHECKED IN
Alcott, Louise	1023	CHECKED IN
Bowen, Nick	1111	CHECKED OUT
Ace Hardware AGM	9006	CHECKED IN
Arland, David		NON
Bowen, Nick	1111	CHECKED OUT
Parhi, Umesh	1008	CHECKED IN
Parhi, Umesh	3002	CHECKED IN
PasserBy, PasserBy	9000	WALKIN
Raymond, Belinda	1026	CHECKED IN

15-05-06

Reservation Information

Confirmation No. 28772 | Help | Log Out

Name  Raymond, Belinda

Address  101 Beatrix Terrace

Home

City  MOSMAN

Zip / State / Country  2088 NSW AU

Comm. 1  HOME  40492 304920

Comm. 2  EMAIL  braymond@yahoo

[Cancel Check-In](#)
[Change Reservation](#)

May 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	
07	08	09	10	11	12	13
14	15	16	17	18	19	20
	\$79	\$59	\$89	\$89	\$89	\$139
21	22	23	24	25	26	27
\$139	\$79	\$89	\$89	\$89	\$89	\$89
28	29	30	31			
\$89	\$89	\$89	\$89			

Adults  Room Type  Go >

[Early Check-Out](#)
[Guest Folio](#)

Window 1  5.00

Balance  5.00

Payment Cash

[Make a New Reservation](#)
[Make a New Block](#)
[Edit an Existing Block](#)

[Go to House Accounts](#)
[Print Registration Cards](#)
[Go to Room Plan](#)

[Go to Housekeeping](#)
[Go to Out of Order/Service Rooms](#)
[Go to Accounts Receivables](#)

[Go to Reports](#)
[Cashier Shift Functions >>](#)
[Change Password](#)

[Start End of Day](#)
[Run End of Day Reports](#)
[Go to Administration](#)

## PMS Integrations

- Central Reservation System
- Revenue Management
- Sales & Catering System
- CRM & Loyalty
- Key cards
- Point of Sale
- Mini bar
- Call Accounting
- Back-office Accounting
- BI System

## PMS providers

**micros<sup>®</sup> | FIDELIO**

**Opera**

**VisualOne**  
systems  
**Agilysys..**

 **par**  
Springer-Miller       **ATRIO**  
Guest Experience Management

**protel**  
hotel software<sup>®</sup>



**Maestro<sup>™</sup>**  
from  
**NORTHWIND<sup>™</sup>**  
Service Is Our Passion,  
Technology Is Our Expertise.

**WinPM**  
FROM MSI

**infor**  
**SoftBrands<sup>™</sup>**

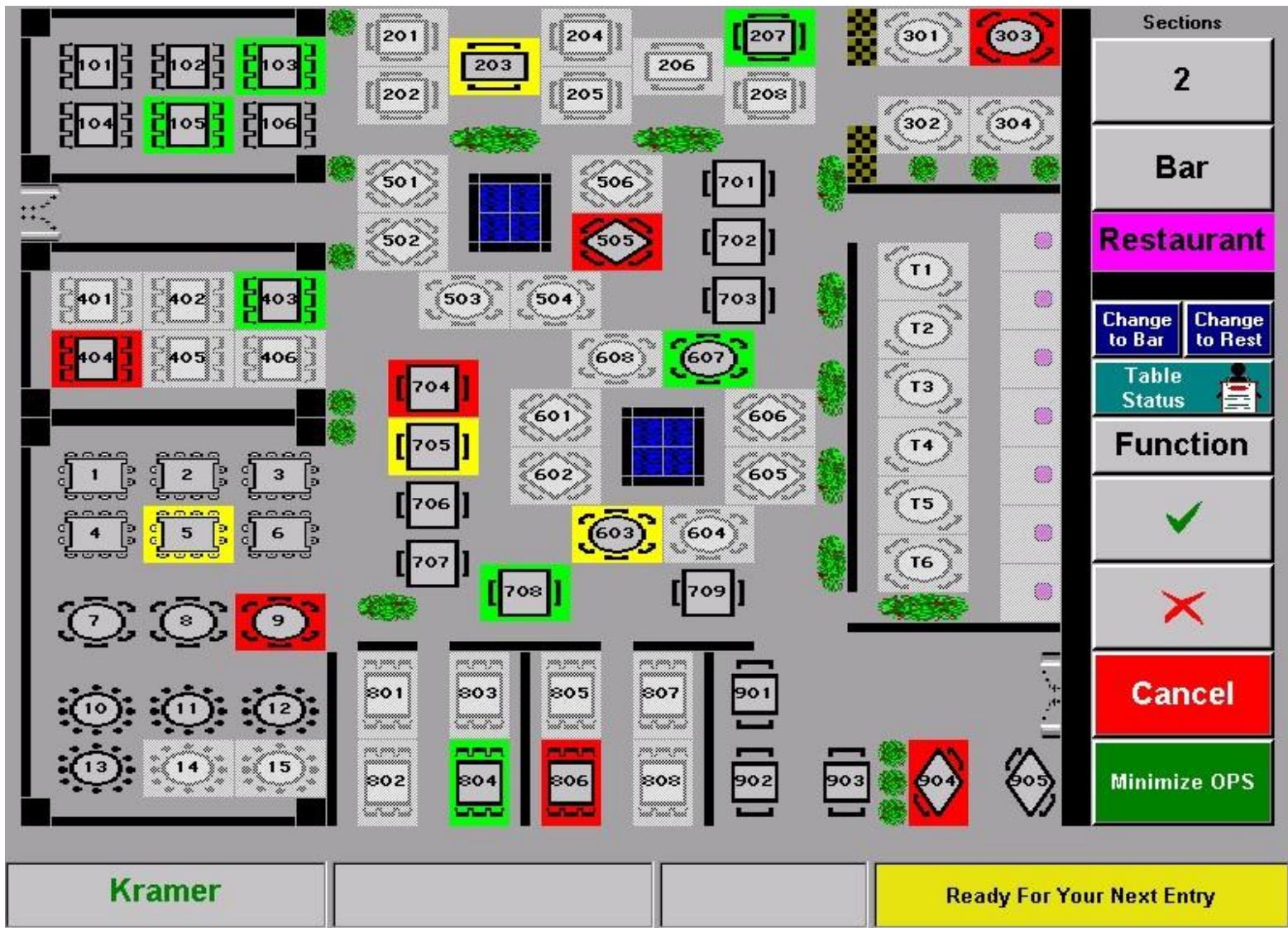


# Point of Sale

## POS primary functions

- **Items management**
  - Name
  - Pricing
  - Grouping
  - Combo
- **Facilities Management**
  - Tables
  - Servers
- **Ordering**
  - Taking orders
  - Posting
    - Table
    - Kitchen
  - Repeats
  - Availability
- **Settlement**
  - Check management
  - Split / Combine
  - Tips
  - Payment

## POS screens



## POS screens

Tbl 38/1 Chk 7761 Gst 2 9932050200000326		TRAININ	Dinner Reg.	Seat 1: Ready For Your Next Entry																																																																					
9932050200000326 ARTHUR SPACELEY Mgr Meal No Card 1 CALAMARI 1 ESCARGOT 1 GI Fuisse 1 GI Fuisse			10.00 12.00 11.00 11.00	1 * 1 * 1 * 1 *	 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #ADD8E6;">Manual Authorize</td> <td style="background-color: #ADD8E6;">AMENITIES</td> <td style="background-color: #FFB6C1;">Mgr Meal NO CARD</td> <td colspan="3"></td> <td style="background-color: #FFB6C1;">Previous Screen</td> </tr> <tr> <td style="background-color: #ADD8E6;">RE POST CC</td> <td style="background-color: #ADD8E6;">PACKAGE</td> <td style="background-color: #FFB6C1;">Mgr Meal NEW</td> <td colspan="2" style="background-color: #FFB6C1;">L32 Chg NEW</td> <td style="background-color: #FFB6C1;">Cancel</td> </tr> <tr> <td style="background-color: #ADD8E6;">PMS Down</td> <td style="background-color: #ADD8E6;">HOTEL OFFICE</td> <td style="background-color: #FFB6C1;">Mgr Meal FINALIZ</td> <td colspan="2" style="background-color: #FFB6C1;">L32 Chg FINALIZ</td> <td style="background-color: #FFB6C1;">Void Item</td> </tr> <tr> <td style="background-color: #ADD8E6;">PMSDown FINALIZE</td> <td style="background-color: #ADD8E6;">SALES OFFICE</td> <td colspan="4"></td> </tr> <tr> <td style="background-color: #ADD8E6;">Room Inquiry</td> <td style="background-color: #ADD8E6;">QWM</td> <td colspan="4"></td> <td style="background-color: #ADD8E6;">Main Screen</td> </tr> <tr> <td style="background-color: #ADD8E6;">Void Hotel Charg</td> <td style="background-color: #ADD8E6;">✓</td> <td style="background-color: #FFB6C1;">✗</td> <td colspan="2" style="background-color: #FFB6C1;">@For</td> <td style="background-color: #FFB6C1;">Service Charges</td> </tr> <tr> <td style="background-color: #FFB6C1;">Green Dot Bkfst</td> <td style="background-color: #FFB6C1;">7</td> <td style="background-color: #FFB6C1;">8</td> <td colspan="2" style="background-color: #FFB6C1;">9</td> <td style="background-color: #FFB6C1;">Discounts</td> </tr> <tr> <td style="background-color: #ADD8E6;">Agreement Bkfst</td> <td style="background-color: #ADD8E6;">4</td> <td style="background-color: #ADD8E6;">5</td> <td colspan="2" style="background-color: #ADD8E6;">6</td> <td style="background-color: #ADD8E6;">Server Functions</td> </tr> <tr> <td style="background-color: #ADD8E6;">Cook CL Gift</td> <td style="background-color: #ADD8E6;">1</td> <td style="background-color: #ADD8E6;">2</td> <td colspan="2" style="background-color: #ADD8E6;">3</td> <td style="background-color: #FFB6C1;">Pay Screen</td> </tr> <tr> <td colspan="2"></td> <td style="background-color: #ADD8E6;">0</td> <td colspan="2" style="background-color: #ADD8E6;">.</td> <td style="background-color: #FFB6C1;">Done</td> </tr> </table>						Manual Authorize	AMENITIES	Mgr Meal NO CARD				Previous Screen	RE POST CC	PACKAGE	Mgr Meal NEW	L32 Chg NEW		Cancel	PMS Down	HOTEL OFFICE	Mgr Meal FINALIZ	L32 Chg FINALIZ		Void Item	PMSDown FINALIZE	SALES OFFICE					Room Inquiry	QWM					Main Screen	Void Hotel Charg	✓	✗	@For		Service Charges	Green Dot Bkfst	7	8	9		Discounts	Agreement Bkfst	4	5	6		Server Functions	Cook CL Gift	1	2	3		Pay Screen			0	.		Done
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<b>Dining Room Ttl</b>																																																																									

## POS Integrations

- Property Management System
- Food & Beverage
- Sales & Catering System
- CRM & Loyalty
- Kitchen Display
- Back-office Accounting
- BI System

POS providers

**micros**<sup>®</sup>

Agilysys...  **InfoGenesis**  
Point of Sale for Hospitality and Foodservice



 **EverServ**<sup>TM</sup>  
Solutions

 **AccuPOS**  
POINT OF SALE SOFTWARE

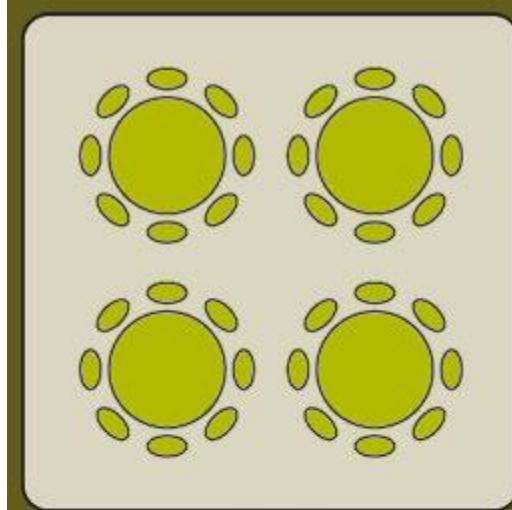


# Sales and Catering

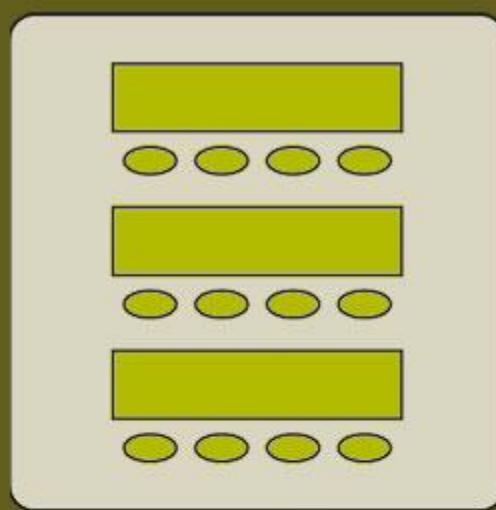
## Sales & Catering – Primary functions

- **RFP**
  - Integration with event systems for receiving RFP
  - RFP response
  - Leads Management (CRM integration)
  - BI
- **Group Sales**
  - No. of rooms, types, PAX, special requirements
  - Group reservation records
- **Facilities management**
  - Function rooms allocation & booking
  - Diagramming and Layout
  - Asset bookings
    - AV
    - Furniture
    - Special needs
- **Food & Beverage**
  - Meals and packages

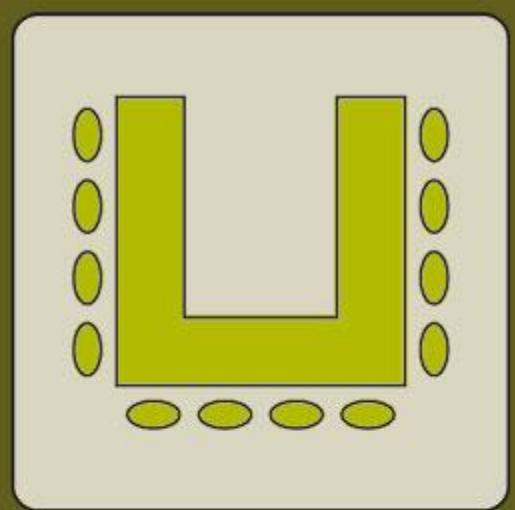
## Sales & Catering screens



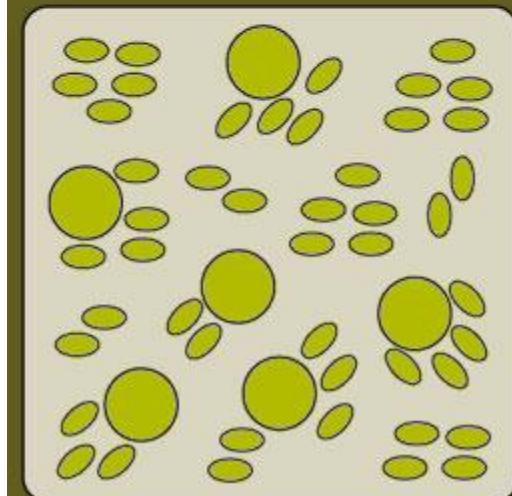
Banquet



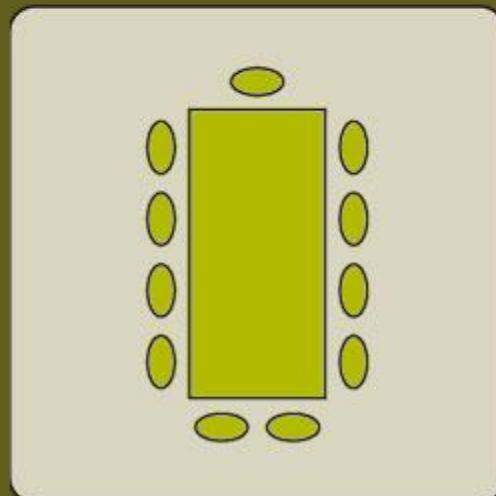
Classroom



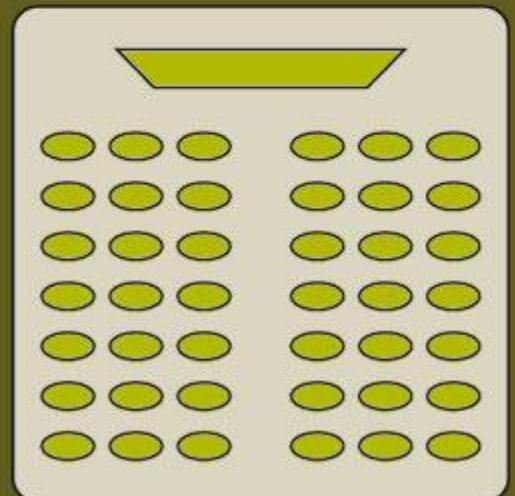
U-shaped



Reception



Boardroom



Theater

## Sales & Catering screens

### Calendar

November 2006						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	01	02	03
04	05	06	07	08	09	10

### Activities

Time	Activity
08:30	
09:00	
09:30	
10:00	Sofitel Wanda Opera S&C Presentati
10:30	V
11:00	V
11:30	V
12:00	
12:30	
13:00	
13:30	
14:00	
14:30	
15:00	
15:30	
16:00	

New Activity/... Edit Act...

### Task

- Check Booking Followup Date
- Check Inquiry Booking
- Send Weekly Report to DA
- Check Inquiry Booking
- Check Booking Followup Date

### Blocks

Start Date	End Date	Block Name	Rooms	Status	Block Code	Proper
02/11/06	06/11/06	IBM International Conference	8 ACT	0611IBMINT	OPERA	<input checked="" type="radio"/>
03/11/06	05/11/06	Micros-Fidelio Regional Master	0 ACT	0611MICROS	OPERA	<input type="radio"/>
03/11/06	05/11/06	Q2006-198921	0 ACT	0611Q20061	OPERA	<input type="radio"/>
03/11/06	05/11/06	Hudson River Shoes Day Conferer	0 ACT	0611HUDSON	OPERA	<input type="radio"/>
04/11/06	05/11/06	Test for Production	10 LOS	0611TESTFO	OPERA	<input type="radio"/>
04/11/06	05/11/06	Micros Brisbane Production Test	2 ACT	0611MICROS	OPERA	<input type="radio"/>
04/11/06	05/11/06	Test for Production	0 ACT	0611TESTFO	OPERA	<input type="radio"/>
05/11/06	07/11/06	Micros-Fidelio Package Conferenc	10 CAN	0611MICROS	OPERA	<input type="radio"/>
05/11/06	06/11/06	Sofitel Wanda Meeting	6 DEF	0611MICROS	OPERA	<input type="radio"/>
05/11/06	06/11/06	Micros Brisbane Track Changes 2	0 INQ	0611MICROS	OPERA	<input type="radio"/>

- In-House Bl...
- Arriving Blo...
- Decision Date
- Cutoff Date
- All

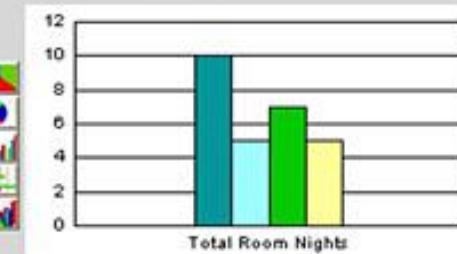
New Bl...  
GRC

### Events

From	To	Status	Name	Att	Space
10:00	10:30	ACT	Coffee Break - AM	10	RFY
12:00	14:00	ACT	Lunch - Sit Down	8	MEX
08:30	17:30	ACT	Meeting	10	RR3
10:00	10:30	ACT	Coffee Break	10	RR3
10:00	10:30	TEN	Coffee Break - AM	10	RR2
10:00	10:30	TEN	test	10	GUL
09:00	10:30	WTL	Meeting	1	RR2

New Ev... Diary  All

### Production by Status For November



LOS  
TEN  
DEF  
INQ

### Goals For November 2006

Type	Booked	Goal	Var.
Nights	7	7	0
Revenue	1575	1575	0
Avg. Rate	225	225	0

- Rms. Pr...
- Rms. Ar...
- Cat. Prod.
- Cat. Arri...
- Activity

S1 DEF

S2

Accounts Contacts

Owner AGG

Refresh Close

## Sales & Catering screens

**FSDH - Function Diary**

Property	FSDH	Start Date	07-07-04	Space		Event Label																
Day View	Wed, 07-07-04																					
	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	
Aqua Grill <S>					#C	#@N		#C														
BBQ Area <SA>																						
Ballroom																						
Beach Club <S>																						
Brislington																						
Brislington																						
Brislington & Hambledon <C>																						
Chesapeake Meeting Room																						
Columbia Boardroom																						
Everglades Ballroom Foyer																						
Everglades Grand Ballroom <C>																						
Hambledon																						
Harrisford																						
Harrisford & Brislington <C>																						
Marco Ballroom																						
Naples Ballroom																						
Pool <SA>																						
Potomac Meeting Room																						
# Catering Only @ Shared * Has Subevents ~ Loud Event VW Waitlisted X Exclusive W\ Alternate & Has Alternates ! Don't Move												000	OOS	<<	<	07-07-04	09:00	07-07-04	17:00	>	>>	
<input checked="" type="checkbox"/> INQ <input checked="" type="checkbox"/> TEN <input checked="" type="checkbox"/> DEF <input checked="" type="checkbox"/> ALL <input checked="" type="checkbox"/> ACT <input checked="" type="checkbox"/> WLT																						

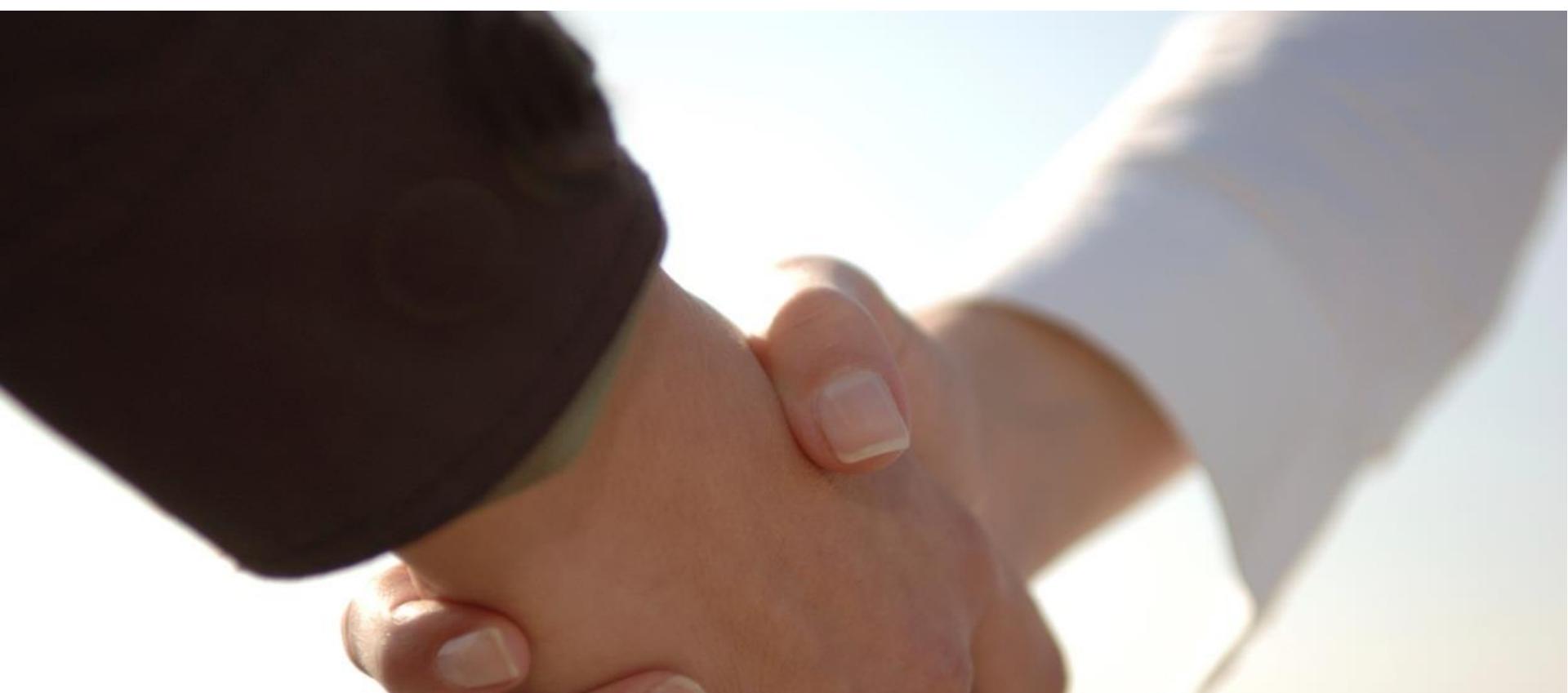
[Search](#)  
[Advanced](#)  
[Account](#)  
[Contact](#)  
[Block](#)  
[Event](#)  
[Resources](#)  
[Sybevents](#)  
[Shared](#)  
[OB Events](#)  
[Waitlisted](#)  
[Resv](#)  
[Profile](#)  
[GRC](#)  
[Layout](#)  
  
[Print](#)  
  
[Close](#)

## Sales & Catering Integrations

- Property Management Systems
- Event Management Systems
- Room Layout and Diagramming
- F&B Systems
- CRM & Loyalty
- Back-office Accounting
- BI System

S&C providers



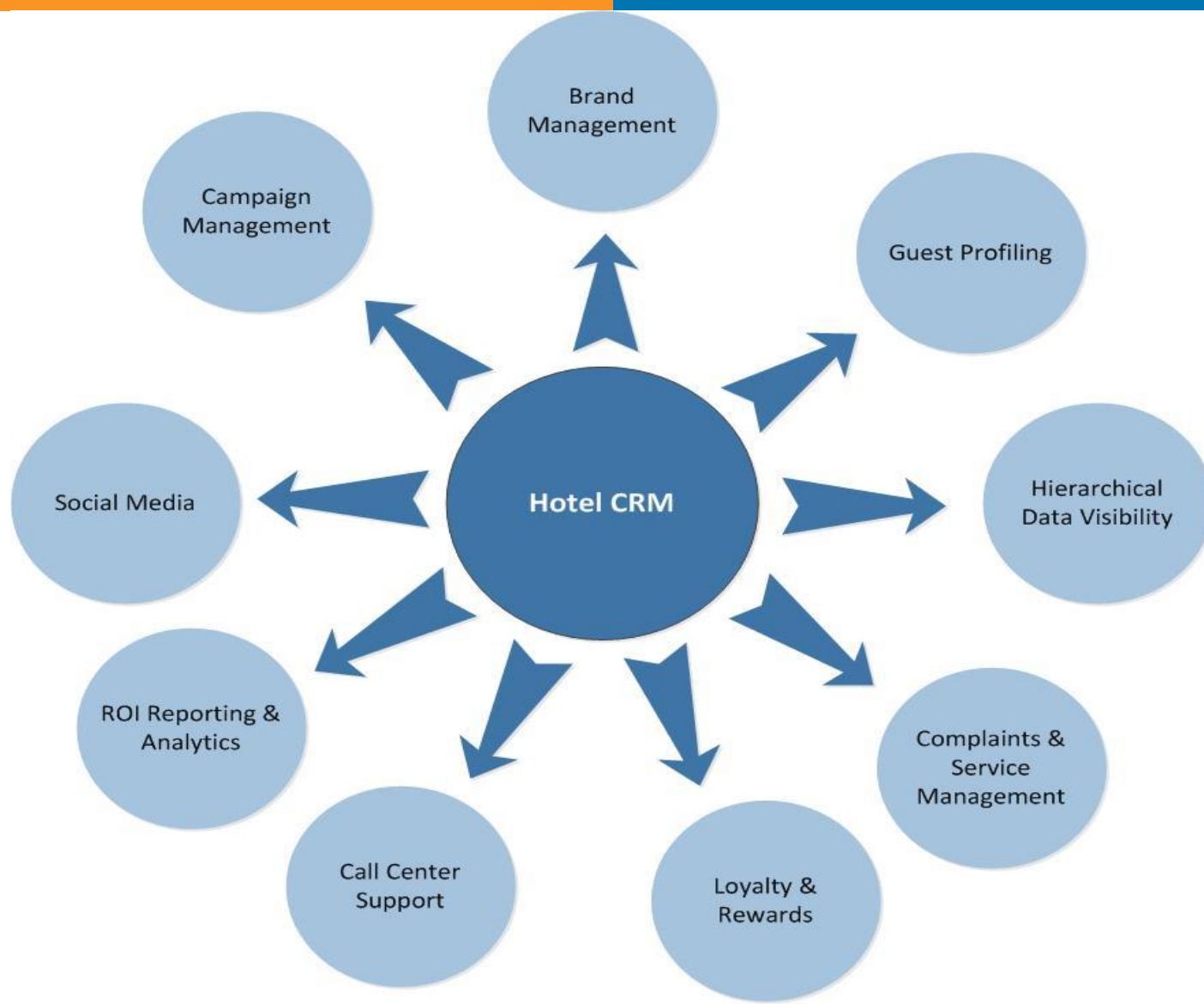


Customer Relationship Management

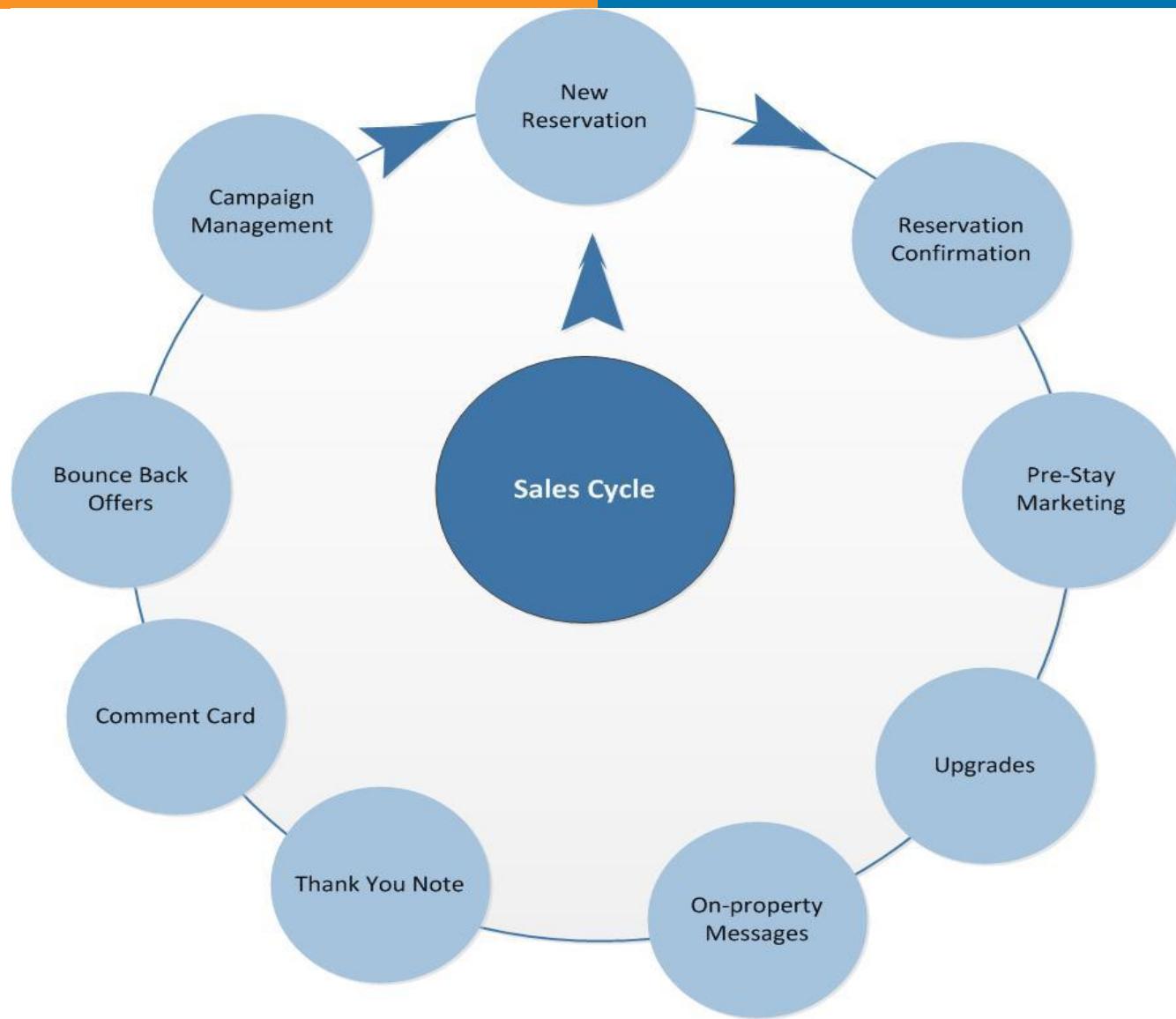
## Hotel CRM: Primary functions

- **Leads Management**
  - Independent
  - Group
  - Third party
- **Guest profile & History**
  - Guest attributes
  - Past transaction History
- **Loyalty program**
  - Levels
  - Earnings - Rules
  - Redemption
- **Campaign Management**
  - Custom campaigns
  - Email blasts
  - Campaign tracking
  - Social Media Integrations
- **BI**
  - Reports

## Hotel CRM Modules:



## Hotel CRM – Sales Cycle:



## CRM screens

DEKSI-CRM 3.0.0 - Demo company

File Contacts Activities Marketing Sales Analytics Contact Center Products Employees Integration ERP Add-Ins Registers Administration Window Help

Persons [Client: 1002] Client - 1002 Adworx

general | customer | vendor | categories | mailing lists | comment |

Code: 1002  
Short name: Adworx  
Trade number:

general | shipment | invoice |

Name: Adworx  
Address: Coast Highway, # 354  
Postcode: 412 N.  
Country: US  
Phone: 949-497-7128  
E-mail:  
WWW page: adworx.net  
Contact person:

Language: en Currency: USD  
 Customer  Vendor

Save Create Delete

Person - 1002-PP dir. Peter Paterson

Create Show Reload

general | additional | mailing lists | comment |

Code: 1002-PP  
First name: Peter  
Last name: Paterson  
Title:  
Position: Director  
Client:   
Middle name:  
Suffix:  
Job title: dir.  
Department:  
Clients  
Emails  
Activities  
Activity subjects  
Opportunities  
Customer contracts  
Vendor contracts  
Sales Orders  
Sales Deliveries  
Sales Invoices  
Purchase Orders  
Purchase deliveries  
Purchase invoices

business | home |

Address:  
PostCode:  
Country:  
Phone: 949-497-7128  
Mobile:  
E-mail:  
WWW page:  
Birthday: <none>

Save Create Delete vCard Help Close

Create Edit Delete vCard Help Close

Clients Client - 1002 Adworx Persons [Client: 1002] Person - 1002-PP di... 16:50:03

## CRM screens

Infor CRM Epiphany | Logout | Tools | Help | Welcome Jim Jones

Find: Select One  
Enter text: Go

Navigation: Home, Accounts, Sales, Leads, Campaigns, Opportunities, Pipeline, Aggregate Pipeline, Quotes, Forecasts, Quotes, Territories, Activities, Knowledge Base, Product Catalog, Reports, User Preferences, My Views, Global, Edit View.

Pipeline History: Sales Process: Service-05, Opportunity Status: 2498, Orientation: 3752290, Business Assessment: 50707697, Technical Assessments: 1904900, Implementation Strategy: 426250.

Total Opportunities: 18, Total Amount: \$6594705.

Sales Person: Jim Jones, Chris Jones, Mary Smithth, Include downline checked.

Sales Process: Service-05, Currency: United States/Dollar, Period: Status: Start Date: End Date: Search, Forecast Opportunities: 1-5 of 5.

Name	Account	Contact	Status	Priority	Sales Person	Territory	Est. Close Date	Deal Value	Add To Forecast
New Cooling Tower	The Linde Group	Bob Graul	Active	Normal	Chris Jones	West	9/23/07	\$2,200,000	[Edit]
2008 Fall Bicycles - Coordinated Bicycles	Coordinated Bicycles	Charles Lamb	Active	Normal	Mary Smithth	East	12/31/07	\$450,000	[Edit]
Portable Gas Analyzer	The Linde Group	Bob Graul	Active	Normal	Chris Jones	West	10/3/07	\$55,250	[Edit]
Indian River Village Pharmacy POG System	Indian River Village Pharmacy	Tom Bahra	Active	Normal	Mary Smithth	East	8/21/07	\$55,000,000	[Edit]
New Home Automation System	Peter Davis	Peter Davis	Active	Normal	Chris Jones	West	9/26/07	\$2,447	[Edit]

## CRM screens

**Guest Preferences**

Last Edit : 4:44:17 PM, 8/31/2001 by MIKEB

Last Name :	Bernstein	Guest ID :	310064951
First Name :	David	Room :	
Spouse :	Susan	<b>Notes</b>	
Children :	Anne, Jack	<b>Guest</b>	
<b>Service Items :</b>			
Room Type :	Suite - Non Smoking		
Room Location :	High Floor		
Newspaper :	Wall Street Journal		
Credit Card :	American Express		
Transportation :	Limousine		
Snack :	Cheese & Crackers		
Beverage :	Pepsi or Absolute		
Wine Budget :	\$50-\$100		
Wine Preference :	Chardonnay		

**Service**

**Guest**

**Notes**

**List**   **Detail**   **Preference**   **Incidents**   **Visit History**

## CRM screens

Comment Card

Card Type:	Guest Room Card	Guest ID:	FRANCIS1	Entry Date:	2/15/99 11:42:58 AM
Guest Last Name:	Francis	First:	Rick	Room No.:	1011
Address:	10750 COLUMBIA PIKE			Check-in date:	2/15/99
City/State/Zip:	SILVER SPRING	MD	20901	Check-out date:	2/22/99
Phone/Fax:	3012365061			Group ID:	
Email Address:					

Please rate the cleanliness of your room

1  Excellent    2  Good    3  Fair    4  Poor    5 of 9

Was everything in working order?

1  Yes    2  No    6 of 9

Please rate your overall stay.

1  Excellent    2  Good    3  Fair    4  Poor    7 of 9

Would you return to our hotel if your travel plans bring you back to the area?

1  Yes    2  No    8 of 9

Would you recommend our hotel to your friends and associates?

1  Yes    2  No    9 of 9

Ratings    Comments    Card #: 0

Save    Recall    Letter    Clear    Close    Delete

## CRM Integrations

- Property Management System
- Central Reservation System
- Sales & Catering
- Loyalty
- Social Media
- Campaign solutions
- BI System

CRM providers



GuestWare®

INFOR



# Central Reservation System

## Central Reservation System: Primary functions

- **Manage Inventory:**
  - Rooms
  - Rates
  - Availability
  - Pricing
  - Allotments
  - Special Offers
- **Manage Reservations Centrally:**
  - Reservation Types
    - FIT Reservation
    - Agent Reservation
    - Corporate Reservations
  - Reservation Status Monitoring,
  - Agent Account Management, Agent Profile
  - Overbooking
- **Reservation office / Call Center operations:**
  - Enables an entire chain of hotels to be centrally managed by a single reservation office.

## Reservation Records:

- Guest name
- Home/billing address
- Telephone number
- Company name and number (if appropriate)
- Name of person making reservation
- Number in party
- Arrival date and time
- Number of nights
- Type of reservation
- Special requirements
- Additional information, as needed

## CRS Integrations

- PMS
- Revenue Management
- Call Center
- Channel Management
- Payment Integrations
- Back-office Accounting
- BI System

CRS providers



**inhotels.com™**  
Your Booking Authority



**MBTravel**

**FISHEYES**

**HRS**  
HOTEL  
RESERVATION  
SERVICE

**Citybreak™**

**nycworld.net**

**Reserver.it**

**Expedia**

**ORBITZ**

**EnGrande**

**InItalia**

**tebook**

**itwg**

**HotelClub.com**

**travelocity**

**RatesToGo**

**is.com**

**HOSTELWORLD.com**  
SLEEP EASY

**TITANKAT**

**GRUPO  
TRANSHOTEL**

**venere.**  
Find and Book Hotels, B&Bs, Apartments

**hotel.de**  
Il vantaggio di prenotare

**wotif.com**  
First in online accommodation

**SubHotels**

**navarino**  
SERVIZI

**agoda**  
Discover the world

update  
150 websites  
instantly

**WORLDRES**

**hotelliens.com**  
Your booking source of choice

**nxis**  
Driving Distribution

**lastminute.com**

# Channel Management System

**FastBooking.com**

## Hotel Channel Management:

**Channel Management:** Controlling the allocation of hotel inventory and rates across all distribution channels including website, third parties, and the GDS. Effective channel management solutions should reduce labor costs and improve efficiency by providing a centralize way to control multiple channels.

**Channel Management Tools,** allow hoteliers to respond swiftly to changing market circumstances. By responding rapidly to changes in demand on all your 3rd party channels, you can yield better and stay ahead of your competition and maximize revenue.



## Channels Categories:

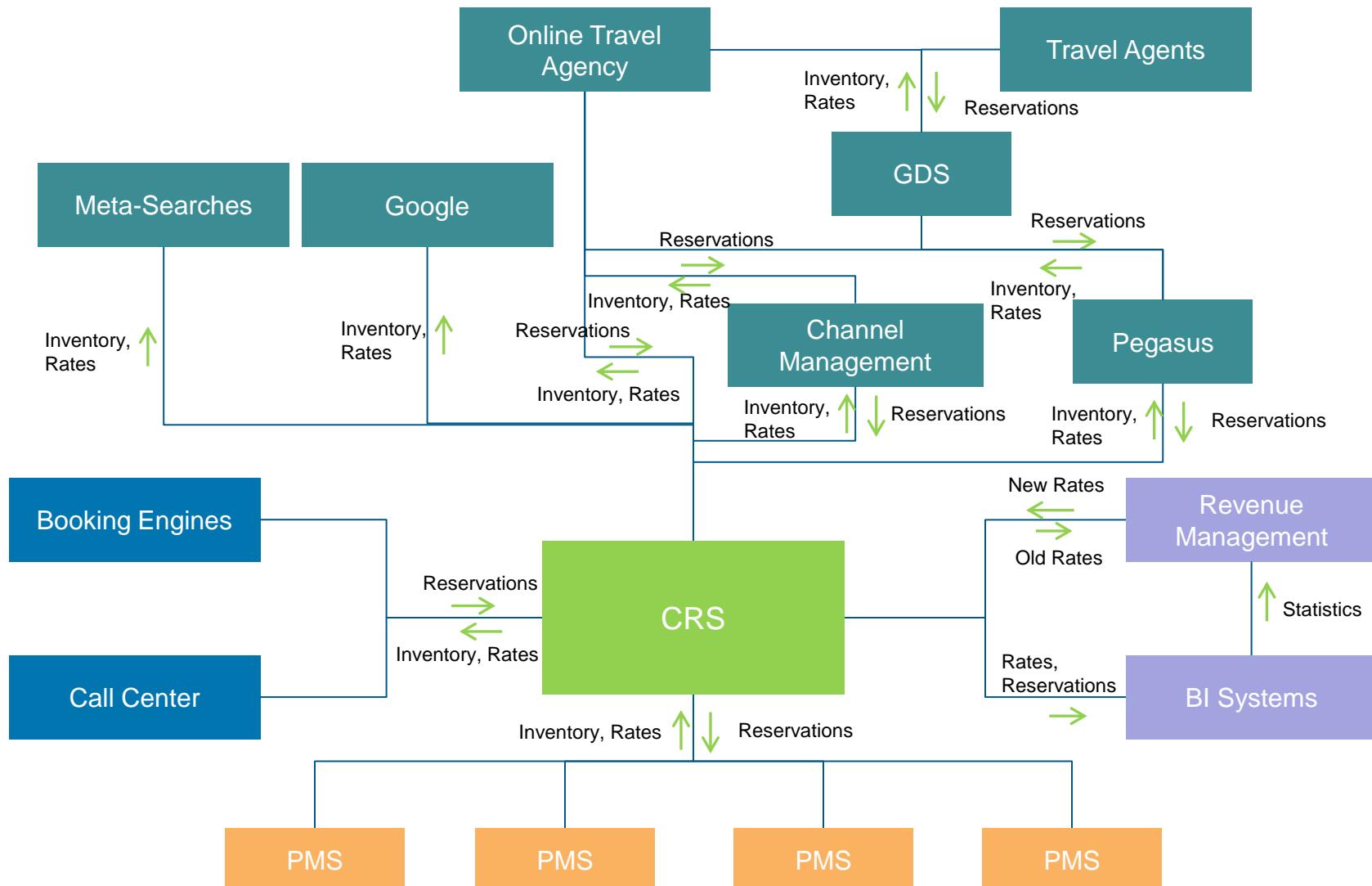
### Direct Channels

- Property reservations department
- Central reservations systems
- Internet Channels
  - Branded Website
  - Social Media apps
  - Mobile Apps
  - Kiosks

### Indirect Channels

- Cluster Reservations Offices
- Global Distribution Systems
- Online Travel Agencies
- Internet Distribution Systems

## CRS, PMS & Channel Management Integrations



## Channel Management Sample screen

https://extranet.ezyield.com/

Most Visited Getting Started Latest Headlines Logo Design Love Celebrity Gossip, Rel... AIGA Orlando - Home Blabbermouth : Lure... Speak Up > Design D... Brand New: Opinion... Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Name Language Selection  All Languages  Default

Design

Search Style

- Vertical
- Calendar
- Top
- Picture View
- Vertical
- Drop Down Boxes
- Bottom

Display Style

- One Page
- Classic
- 7 Day
- 14 Day
- 21 Day
- 31 Day
- Room Flow
- Cover Flow
- 30-60-90 Day Display

Field Configuration

Search

- Booking Code
- IATA/TIDS
- Room/Rate Package
- Rate Range
- Search Currency
- Adults/Children
- Private Access Users
- Bread Crumb Nav
- Show Policy Info
- Google Maps
- Select # Nights

Booking Page

- Street
- State
- Country
- Company
- Loyalty
- ETA
- Gift Certificate
- Credit Card
- Expand Rate Plans

Group Results By

- Rooms

URL Configuration

Currency: US Dollar  
Date Format: dd/MM/yy  
Max Rooms:   
Date Range: 2  (Days between check in and check out dates)  
Start Date:  (Days in advance from today)  
Booking Code:   
IATA/TIDS:   
Default Rate Plan:   
Display Rate as: Gross Sale Rate   
Results Target: Window  Target Frame Name:   
Default Adults: 1  Default Children: 0   
Default Infants: 0   
Page Width: 80%  Center on Page

CRO Result Sorting

- Name
- Star Rating
- Price

Header:    
Header Height (pixels): 0

Footer:

Colours and Fonts

Page Theme

- Black Theme
- Brown Theme
- Gold Theme
- Grey Theme
- White Theme

Page Element

Base	Back Colour	Font Colour	Font	Bold
AvailableColor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
AvailableColor:hover	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
AvailableColorWeekend	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

Done

extranet.ezyield.com

# Channel Management Sample screen

# Channel Management Sample screen

**SimpleDistribution**  
your Position is our Mission

Welcome Demo.Testing26812

RT Premium Hotel 1

## Dashboard

## Modules

Setting

**Call**

Calendar ▾ Activity report

Help

[Logout](#)

### Rate.Push

**1. Website selection** » **2. Room type selection** » **3. Maintenance** » **4. Preview** » **5. Submit changes**

« Previous

[Next »](#)



Options ▾

Maintaining: Sell Rate Currency: EUR



View

Weekdays

Weekends

Smart fill

DATA NAME \_\_\_\_\_

Avail. 5 5 5 5 5 5 5 15 15 4 4 4 4 4 7 7

Stop Cell

Full Breakfast

11223... 3515 3515 3515 3515 3515 3515 3515 1818.1... 1818.1... 1818.1... 1818.1... 1818.1... 1818.1... 1818.1...

25 25 25 25 1 1 25 25 25 25 25 25 25 25 25 25

## Channel Management Sample screen

Hotel Backend

<https://hotel-emea01.guestcentric.net/>

I wish this page would... Make a wish

Setup | Help | Logout | Property:

**GUESTCENTRIC**

**Navigation**

- Overview
- Revenue Dashboard
  - This month
  - Last month
- Website analytics
  - Last 30 days
  - Last month
- Booking engine analytics
  - Last 30 days
  - Last month
- Revenue reports
  - Per book month
  - Per arrival month
  - Per country
  - Per channel

**Dashboard**

**Booking Engine Statistics**

Visits

May 1, 2011 - May 31, 2011

**Key Performance Index**

	Last 30 days	YTD	Trend
Overall performance	OK ↔	OK	N/A
Visibility	OK ↑	OK	
Sales focus	N/A	N/A	N/A
Bookable offers	OK ↑	OK	

**Marketing**

Visits to booking engine:  
Booking engine visits **1687** visits

Booking ratios:  
Booking engine visits **99.18 %**  
Conversion ratio **3.97 %**

Active promotions: **1**

**Revenue**

Total revenue	<b>\$ 443,832.82</b>
Average daily rate	<b>\$ 186.72</b>
% Promotions	<b>43.52 %</b>
Room nights	<b>2377</b>

**Visibility**

Top 3 visits by country:  
United States **67.2 %**  
Canada **4.35 %**  
United Kingdom **4.12 %**

Top 3 visits per source:  
guestcentric.com **94.83 %**  
crescentsf.com **2.23 %**  
google.com **1.18 %**

POWERED BY GUESTCENTRIC

Notifications (2) 6 guests arriving today ( Total amount: \$ 1,697.85 ) Take action: Guests arriving today Skip

# Channel Management Sample screen

## eZee Reservation



Hi, Welcome admin | Log out

### Reservation List

#### Search Criteria

Res #	<input type="text"/>	Guest Name	<input type="text"/>	Arrival	<input checked="" type="checkbox"/> 15/05/11  To <input type="text"/> 31/05/12	<input type="button" value="Search"/>
Vou #	<input type="text"/>	Room	--Select--	Res. Date	<input type="text"/> To <input type="text"/>	<input type="button" value="Show All"/>
Can #	<input type="text"/>	Source	--Select--	Type	Active  --Select--	

Res #	Arrival	Departure	Guest Name	Room	Source	Total	Deposit	User	Res. Type	Action
137-1	06/02/12	08/02/12	Mr. John Doe	Super	Travellers.com	\$ 280.00	\$ 0.00	ezee247@gmail.com	Confirm Booking	
137-2	06/02/12	08/02/12	Mr. John Doe	Twin	Travellers.com	\$ 336.00	\$ 0.00	ezee247@gmail.com	Confirm Booking	
136-1	23/01/12	25/01/12	Mr. Larry White	Delux	Booking.com	\$ 896.00	\$ 0.00	paypal@ezeetechnos.com	Confirm Booking	
136-2	23/01/12	25/01/12	Mr. Larry White	Queen	Booking.com	\$ 918.00	\$ 0.00	paypal@ezeetechnos.com	Confirm Booking	
133	11/01/12	13/01/12	Mr. Cali Doe	Super	Global Travels	\$ 280.00	\$ 0.00	paypal@ezeetechnos.com	Confirm Booking	

1 6

## Channel Manager Integrations

- CRS / PMS
- GDS
- OTA
- Travel Agencies
- Brand website
- BI System

## Channel Management providers



# BI Sample screen

protel Business Intelligence

Main Hotel Group HQ

Pivot Chart Kpi Process Date : 12-03-2009

**Market Segment by Country of Residence - Average Room Rate**

Analysis Period: Historical

Guest Area	Market Group	Market Group												Grand Total
		AIR	BGR	BQT	COM	COR	IND	NBG	PAS	PKG	RES	WTR		
Africa	StN F ARR Acc	€ 130,87	€ 130,82		€ 0,00	€ 132,33	€ 128,81	€ 73,77				€ 123,63	€ 125,47	
Asia	StN F ARR Acc	€ 106,29	€ 122,89		€ 3,59	€ 128,06	€ 102,42	€ 67,15	€ 0,00	€ 82,48		€ 90,95	€ 95,72	
Europe	StN F ARR Acc	€ 70,71	€ 136,93	€ 42,78	€ 3,59	€ 129,99	€ 117,11	€ 75,47	€ 137,51	€ 135,03	€ 51,44	€ 113,89	€ 115,94	
Middle East	StN F ARR Acc		€ 148,33			€ 134,66	€ 99,35	€ 90,00	€ 0,00	€ 66,43		€ 114,19	€ 114,38	
North America	StN F ARR Acc	€ 154,79	€ 146,96		€ 3,55	€ 140,54	€ 126,17	€ 85,05	€ 417,73	€ 188,17	€ 248,08	€ 123,70	€ 124,25	
Oceania	StN F ARR Acc	€ 98,77	€ 140,95		€ 14,55	€ 190,30	€ 140,52	€ 78,84		€ 43,52	€ 175,30	€ 126,44	€ 108,70	
Grand Total	StN F ARR Acc	€ 80,19	€ 137,14	€ 42,78	€ 3,59	€ 132,31	€ 117,76	€ 78,22	€ 159,08	€ 134,83	€ 60,20	€ 114,55	€ 116,35	

Multi-Chart

PivotTable Field List

Drag items to the PivotTable list

- + Guest Occupation
- + Guest Sales Function
- + Guest Sales Region
- + Guest Sales Sources
- + Guest VIP Code
- + Guests by Country
- + Guests by Name
- + Guests by VIP
- + Guest Branches
- + Guest Contracts
- + Guest Features
- + Guest Marketings
- + Guest Potentials
- + Guest Sales Users
- + Guest Segments
- + Guest Vip Codes
- + Hear Group
- + Hear Reason
- + Hear Reason by Group
- + Hotel
- + Market Code
- + Market Code by Group
- + Market Group
- + Out of Order Reason
- + Payment
- + Payment by Groups
- + Payment by Types
- + Payment Group
- + Payment Type
- + Rate Code

Add to Row Area



# Food & Beverage System

## Food & Beverages: Primary functions

- **Recipe Management**
  - Menu Item
  - Ingredients
- **Menu Management**
  - Menu engineering
    - Categorization
    - Pricing
    - Types – Daily, Special
  - Re-pricing, Retention, Replacement, Repositioning
  - Managing different Items
    - Plowhorse (Low Margin, High Sales)
    - Puzzles (High Margin, Low Sales)
    - Stars (High Margin, High Sales)
    - Dogs (Low margin, Low sales)
- **Sales Analysis (BI)**
  - KPI
  - Reports
- **Beverage Management**

# F&B Sample screen

iPad 3:20 PM 98%

Ticket # 56000		00:07:08	Giovani Falconi
1	<input checked="" type="checkbox"/> Stuffed Mushrooms		
1	<input type="checkbox"/> Soft Drink	Size: Large	
1	<input type="checkbox"/> Margherita Pizza	Size: Large	
Bump Order			

Ticket # 56002		00:06:29	Giovani Falconi
1	<input type="checkbox"/> Veal Marsala		
Bump Order			

Ticket # 56001		00:06:43	Giovani Falconi
1	<input type="checkbox"/> Four Cheese Pizza	Size: Medium	
1	<input type="checkbox"/> Fire-Roast Toast Thin and Crisp		
1	<input checked="" type="checkbox"/> Mussels in Marinara		
Bump Order			

Ticket # 56005		00:00:51	Giovani Falconi
1	<input type="checkbox"/> Cured Meats and Cheeses		
Bump Order			

All Stations			
1	Cured Meats and Cheeses		
1	Fire-Roast Toast Thin and Crisp		
1	Four Cheese Pizza		
1	Margherita Pizza		
1	Soft Drink		
1	Veal Marsala		

• • • • •

⚙

## F&B Sample screen

Demo Restaurant (2006-2007) [Minimize] [Maximize] [Close]

ADM      Tuesday, 24-Oct-2006

**Menu Setup**

Menu Name	? Snack Bar Menu						
Menu Color	? 12615935						
Menu Item Color	? 8454143						
Menu Group	? Menu Items						

**Sub Group: Beer**

Product	Display	Rate	Printer Name	Question 1	Question 2	Modifier Name	Ask Price
Amstel	Yes	120	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Blue Gropers	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Brewers	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Budweiser	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Carlsberg	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Cascade	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Castle	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Corona	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Dominics Porn	Yes	120	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Fosters	Yes	150	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Fremantle	Yes	70	Receipt Printer	Small Or Large	[NONE]	Snack Bar	No
Guinness	Yes	170	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Hansa	Yes	170	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Heineken	Yes	170	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Kingfisher	Yes	150	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Kingfisher Premium	Yes	150	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Longbrew	Yes	170	Receipt Printer	[NONE]	[NONE]	Snack Bar	No
Malthouse	Yes	150	Receipt Printer	[NONE]	[NONE]	Snack Bar	No

**Save**      **Exit**

**Change**      **Display**      **List**      **F1 Help**

## F&B Sample screen

**Menu Maker**

Menu Code:	0F1110125	Time:	08:00
Menu Name:	Lunch Menu 1		
Cost per Head:	£8.50	% Markup:	65.00
Sell per Head:	£23.50	Price:	£14.03
VAT Code:	1 17.50%	Covers:	6
Debit Code:			
Credit Code:			
Op Group:			
Notes	<p> </p> <p> </p>		
Assigned Items	1.00 Smoked Trout Mousse 1.00 Supreme of Chicken Kiev 1.00 Garnished with Fresh Vegetables in Season 1.00 Potatoes <b>1.00 Chocolate Souffle</b> 1.00 Tea & Coffee		

**Speed Search:**  (By Description)

Code	Description	Sell 1	Sell 2	Sell 3	Sell 4	Cost
DSTRAW	Strawberries Romonoff & Cream	£5.96	£5.30	£3.81	£3.39	£3.3
DPUDSU	Summer Pudding	£4.00	£3.56	£2.25	£2.00	£2.1
MCHIKI	Supreme of Chicken Kiev	£18.28	£16.25	£6.75	£6.00	£8.5
BSSC	Sweet & Sour Chicken & Rice	£7.26	£6.45	£0.00	£0.00	£2.4
BPORSS	Sweet & Sour Pork, Rice	£7.26	£6.45	£0.00	£0.00	£2.4
DSYLLA	Syllabub	£5.96	£5.30	£3.05	£2.71	£3.0
ASALTL	Tarlet of Salmon Mousseline	£5.08	£4.52	£3.05	£2.71	£2.7
ASALTD	Tarlet of Salmon on Thyme, Mushroom &	£5.08	£4.52	£3.05	£2.71	£2.7
<b>TC</b>	<b>Tea &amp; Coffee</b>	<b>£2.95</b>	<b>£2.95</b>	<b>£2.95</b>	<b>£2.95</b>	<b>£0.4</b>
BTCC	Thai Chicken Curry	£7.26	£6.45	£0.00	£0.00	£2.4
ASEAFL	Thimble of Seafood with Fennel & Lime S	£5.87	£5.22	£3.82	£3.39	£3.3
DTTS	Tiramisu & Coffee Sauce	£5.96	£5.30	£3.05	£2.71	£3.0
DPUDTC	Toffee Pudding & Cream	£4.74	£4.22	£2.29	£2.03	£2.4
STOMBA	Tomato & Basil Soup	£3.08	£2.73	£2.29	£2.03	£1.8
STOMFE	Tomato & Fennel soup	£2.27	£2.02	£1.69	£1.50	£1.3
STOMSP	Tomato & Sweetpotato Soup	£3.08	£2.74	£2.29	£2.04	£1.8
ATOMBR	Tomato Bread	£0.00	£0.00	£0.00	£0.00	£0.0

New Menu      Devise Menu      Delete Menu      Save Menu      Cancel      Copy      Close

## F&B Sample screen

**RayMedi - [Production Costing - Summary]**

Sales Purchase Inventory Production Accounts Excise Reports Tools Window Help Exit

Company1 Division1 Location1 << Menu Search >>

Report Title (603) Production Costing - Summary

Company Name Company1

F4 F2 F6 F7 F8 F9 F11 Mail Fav

Sno	PLAN NO	ITEM NAME	PLANNED QTY	FINISHED QTY	COST	ADDLN. COST	NET COST	SELLING	M.R.P	DISCRE. QTY
<b>PLAN DATE : 17/03/2010</b>										
1	1	VEG.PUFF	1980.00	1992.00	2.26	0.00	2.26	7.00	7.00	12.00
2	2	EGG PUFF	1200.00	1200.00	4.07	0.00	4.07	8.00	8.00	0.00
3	3	CHENNAI PUFF	300.00	305.00	2.68	0.00	2.68	8.00	8.00	5.00
4	4	MUSHROOM PUFF	417.00	420.00	2.71	0.00	2.71	8.00	8.00	3.00
5	5	COCONUT BUN	70.00	71.00	22.68	0.00	22.68	60.00	60.00	1.00
6	6	BUN	1803.00	1785.00	1.60	0.00	1.60	3.00	3.00	-18.00
7	7	FAMILY BREAD	24.00	24.00	15.72	0.00	15.72	16.00	16.00	0.00
8	8	CREAM BUN	231.00	228.00	3.44	0.00	3.44	7.00	7.00	-3.00
9	9	CREAM	30.00	30.00	53.74	0.00	53.74	60.00	60.00	0.00
10	10	BREAD	279.00	279.00	7.09	0.00	7.09	14.00	14.00	0.00
11	11	SWEET BUN	150.00	153.00	2.44	0.00	2.44	7.00	7.00	3.00
12	12	SWEET PUFF	110.00	105.00	1.31	0.00	1.31	8.00	8.00	-5.00
13	13	BEANS BISCUIT	9.60	9.60	74.77	0.00	74.77	140.00	140.00	0.00
14	14	SPONGE CAKE	48.60	48.60	161.25	0.00	161.25	162.00	162.00	0.00
15	15	CHOCOLATE SPONGE	10.80	10.80	96.51	0.00	96.51	100.00	100.00	0.00
16	16	TEA CAKE	712.00	700.00	3.08	0.00	3.08	5.00	5.00	-12.00
17	17	VENNILA CAKE	230.00	250.00	6.60	0.00	6.60	8.00	8.00	20.00
18	18	APPLE CAKE	92.00	90.00	0.96	0.00	0.96	5.00	5.00	-2.00
19	19	LEMON CAKE	210.00	210.00	5.51	0.00	5.51	6.00	6.00	0.00
20	20	BAADHAM CAKE	98.00	100.00	5.81	0.00	5.81	8.00	8.00	2.00
21	21	PISTA CAKE	182.00	180.00	6.01	0.00	6.01	8.00	8.00	-2.00
22	22	CHOCKLATE CAKE	70.00	72.00	6.17	0.00	6.17	10.00	10.00	2.00
23	23	PRAMID CAKE	60.00	60.00	4.21	0.00	4.21	8.00	8.00	0.00
24	24	RUSSIAN	60.00	60.00	4.42	0.00	4.42	8.00	8.00	0.00
25	25	ORANGE CAKE	46.00	50.00	6.61	0.00	6.61	8.00	8.00	4.00
26	26	BOOST CAKE	48.00	48.00	6.31	0.00	6.31	13.00	13.00	0.00
27	27	CHERRY QUEEN CAKE	45.00	44.00	7.12	0.00	7.12	12.00	12.00	-1.00
28	28	ICING CAKE 1/2KG	14.00	15.00	47.70	0.00	47.70	90.00	90.00	1.00
29	29	DESIGN CAKE 2KG	2.00	2.00	225.43	0.00	225.43	420.00	420.00	0.00
30	30	RICH ROLL	23.00	26.00	19.29	0.00	19.29	35.00	35.00	3.00
31	31	CHINEES CAKE	340.00	340.00	2.40	0.00	2.40	7.00	7.00	0.00
32	32	JAPNASE CAKE	80.00	80.00	8.04	0.00	8.04	15.00	15.00	0.00
33	33	ICING CAKE 1KG	6.00	6.00	122.26	0.00	122.26	180.00	180.00	0.00
Filtered Condition : Plan Date Between '2009-04-01' and '2012-05-24'										
Total Records : 10977	Process 00:00:00.375									
24/05/2012	16:43:06	Version 1.0.3.4								
(M)-Server	User: ADMIN	Ver: 6.5.6.3	HUM	4:44 PM						

F&B Sample screen

The Recipe Processor 2000 VR

File Recipe Meal Planner Cooking Guides Utilities Help

Search by:

- All Recipes
- Category
- Sub Category
- Ingredient(s) or Source
- Directions Text
- Wildcard Name
- Marked Recipes
- Nutrition
- View Recipe
- Mark/Unmark Recipe
- Help

Enter Recipe Name:

Marked (\*)

Category  
 Sub Category

Category

BREADS

- COOKIES
- COOKIES
- CHILI
- CHEESECAKE
- CORN
- CORN
- CAJUN
- CAKES
- CHEESECAKE
- BEEF
- MAIN-DISH
- CAKES
- CAKES
- PORK
- CAJUN
- BEEF
- CHICKEN
- SALADS
- MAIN-DISH
- CHILI

Matching Recipes: 181      Marked Recipes: 3      Total Recipes: 181

**Your Name Can Go Here!**

Right click or F8 to Mark/Unmark Press ENTER to select recipe. (v83 working)

## F&B Sample screen

**Item Main Window**

Item Sort  
Name/Record #

New Print Delete Tools 129 Recipe Extras Stats Help Exit

Item Name Finder

Name: Lettuce, Iceberg Non-Sale Stock A-Food

**1 Classes** **2 Purchase** **3 Conversions** **4 Pricing, Weight** **5 Group**

Major Classes Vendor Info

Type: Non-Sale Stock Name: Generic Vendor

Stock: Produce Item Code:

Product: Not applicable to item type Bar Code:

Period: Weekly

Status: Active

Location Item Notes

General: Restaurant A Food

Specific: Walk In Box

Bin # (Optional):

Click on the dropdown list to select the Pick List sort method and presentation and the field the Pick List Finder searches.

Select View

## F&B Integrations

- Point of Sale
- Inventory Management
- BI

F&B providers



## Recap



Q: Primary PMS functions?

A: Check-in, Checkout, Rooms & Rates management, Reservations, Guest folio, Housekeeping

Q: All hotel department can be categorized into which 2 areas?

A: Front of the House and Back of the House

Q: Front of the House functions?

A: Front desk, Concierge, Housekeeping, Guest Relations, Sales & Marketing, Spa, Retail, S&C

Q: Back of the House functions?

A: HR, Finance & Accounting, Revenue Management, Security, Engineering, F&B, Procurement, Inventory, IT Systems

Q: System which is centrally hosted and owner of all inventories?

A: CRS (Central Reservation System)

## Recap



Q: Recipe Management is closely linked to which system?

A: Inventory Management

Q: Name 2 different type of channels?

A: Direct & Indirect

Q: Example of Direct channels?

A: Brand website, Kiosk, Walk-in

Q: Example of Indirect channel

A: GDS, OTA, Travel agencies

Q: Steps in a typical sales cycle

A: New reservation, Pre-Arrival email, Up-sell & Cross-sell, Stay, Post stay feedback, Campaigns

## Recap



Q: Primary functions of CRS?

A: Manage Inventory, Manage Reservations, Reservation office / Call center

Q: Primary functions of CRM?

A: Lead Management, Guest profile & history, Loyalty & Campaign Management.

Q: Primary functions of POS?

A: Item management, Facilities / Store management, Order management, Settlement

Q: Primary functions of S&C?

A: RFP, Group sales, Facilities management, Food & Beverage

Q: Primary functions of F&B?

A: Recipe Management, Menu management, Beverage management & Sales Analysis



A day in the life of a *Traveler (Revisit)*

## A day in the life of a Traveler – Web Search



# Google

Hotels in New York



Google Search



I'm Feeling Lucky

## Search Results



### New York hotels on Google

[www.google.com/hotels](http://www.google.com/hotels)

Check in Sun, January 27



Check out Mon,



Hotels from  
Rs.3262

3 stars from  
Rs.4446

4 stars from  
Rs.5708

5 stars from  
Rs.12,849

Prices are per night.

### New York City Hotel - Hilton New York Fashion D

[www3.hilton.com/.../hotels/new-york/...new-york...NYCFDH](http://www3.hilton.com/.../hotels/new-york/...new-york...NYCFDH)

Book your stay at the Hilton New York Fashion District. Experience our exceptional hospitality, smart design and innovative restaurants.

### New York Hotels: Compare Hotels in New York, NY & Book Cheap ...

[www.expedia.com/New-York-Hotels.d178293.Travel-Guide-Hotels](http://www.expedia.com/New-York-Hotels.d178293.Travel-Guide-Hotels)

Need a hotel in New York? Choose from over 514 New York hotels with huge savings. Whatever your budget, compare prices and read reviews for all our New ...

Manhattan Hotels - Broadway - Times Square Hotels - Central Park - 4 Stars

### KAYAK - New York Hotels - The best rates and deals for hotels in ...

[www.kayak.com/New-York-Hotels.15830.hotel.ksp](http://www.kayak.com/New-York-Hotels.15830.hotel.ksp)

Find great hotel deals in New York, NY. The best rates ... KAYAK (new windows) compare: all | none ... DoubleTree by Hilton Hotel Metropolitan - New York City ...

### New York City hotels - TripAdvisor

[www.tripadvisor.com/Hotels-g60763-New\\_York\\_City\\_New\\_York-H...](http://www.tripadvisor.com/Hotels-g60763-New_York_City_New_York-H...)

4 - Review by TripAdvisor Travelers' Score

New York City Hotels on TripAdvisor: Find 273125 traveler reviews, photos and prices for 434 hotels in New York City, New ...

### New York City Hotels - New York, New York - Yahoo! Travel

[travel.yahoo.com/.../United\\_States\\_Hotels/...New\\_York\\_Hotels](http://travel.yahoo.com/.../United_States_Hotels/...New_York_Hotels)

Find deals on the best New York City hotels with Yahoo! Travel. Plan your trip with user reviews, hotel photos, videos, maps, and more.

### New York City Hotels - Lastminute.com

[www.lastminute.com/.../usa\\_hotels/...new\\_york\\_hotels](http://www.lastminute.com/.../usa_hotels/...new_york_hotels)

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## OTA Websites



New York Hotels

www.expedia.co...

Need a hotel in ...

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...n New York, NY & Book Cheap ...  
Travel-Guide-Hotels  
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Manhattan Hotels - Broadway - Times Square Hotels - Central Park - 4 Stars

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Leaving from: Select city      Departing: dd/mm/yy      Time: Anytime

Going to: Select city      Returning: dd/mm/yy      Time: Anytime

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1      0      0

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# Shopping on KAYAK



KAYAK Flights Hotels More

New York, NY 11/03/2013 14/03/2013 1 room 1 guest Find Hotels

Inventory Connections  
GDS / CRS / etc.

Location Any km New York (City Centre) New York Hotels only Map a custom address

Hotel name / Brand hotel name or brand

Stars  ★★★★★ Rs. 17,418  ★★★★★ Rs. 5,433  ★★★★★ Rs. 2,195  ★★★★★ Rs. 1,973

Price Rs. 1,973 Rs. 108,957

Include hotels without prices Price alert

Guest Rating  Any Average Best

Ratings

Easystobook Rs. 11,440 Expedia Rs. 13,420 Getaroom Rs. 13,482 Venere Rs. 15,386 Agoda Rs. 16,330 more (2 sites)

Rs. 10,923 ★★★★☆ Rs. 13,121 DoubleTree by Hilton Hotel Metropolitan - New... 569 Lexington Avenue |   1875 reviews Select ▶ Rs. 6,802 difference across 6 sites

Getaroom Rs. 13,121 Easystobook Rs. 12,567 Expedia Rs. 17,425 Booking.com Rs. 10,903 Bentley Hotel 500 East 62nd Street |   491 reviews Select ▶ Rs. 19,675 difference across 5 sites

Easyclick... Rs. 10,903 Worldhotels Rs. 11,195 Expedia Rs. 11,884 Hotelclub Rs. 12,567 Booking.com Select ▶ Rs. 1,664 difference across 4 sites

Rs. 16,398 ★★★★☆ Rs. 12,915 Park Central New York Hotel  

Select a hotel from the results for New York City hotels

## Digital Assets

Images and static content management.

Web Scraping  
Capturing rate/inventory data from other sources and display

# Reservation Confirmation



Traveller Info > Payment > Confirmation

## Who's Travelling?

Connect using [Facebook](#)

Please tell us who will check in.

Name:

## Internet Booking Engine

\* Required

Phone Number:

Preferred Phone Number:

+ Add another number

Room: 1 Adult

Bedding Request:

Smoking Request:

Special Requests [▼](#)

Note: All special requests (such as in-room amenities, bed type, and smoking preference) are shared hotel. We recommend you confirm them directly with the hotel before travel.

[CONTINUE ▶](#)

## CM -> CRS -> PMS: Reservation

Booking Confirmed.



Flights | Hotels | Cars | Vacation Packages | Cruises | Activities |

DEALS & OFFERS

Dear

Per your request, you are due a refund of \$150.00 in fare and/or airline

Note that the airline

## Payment Gateway

amount of \$150.00 by the airline for the difference in the Traveler Details section.

Other optional services.

## Traveler Details

Main contact:

E-mail: [TRAVELDESK@CYBAGE.COM](mailto:TRAVELDESK@CYBAGE.COM)

Traveler(s):1

Traveler:

Airline Ticket No.:0147046937942

Expedia Itin No.: 144406851299

## Revised Itinerary

Tuesday, April 17, 2012

## Flight

Airline confirmation code: LS8GCZ

Air Canada Flight 722

Depart 6:30 PM Toronto, ON - YYZ

Arrive 8:00 PM New York, NY - LGA

## Helpful links

- Questions about this change?
  - Fill out our [Itinerary Change form](#)
  - [E-mail Customer Service](#)
  - Call 1-800-Expedia or 1-404-728-8787 for customers calling long distance.
- Log in to your [Expedia Account](#).

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Confirm flight schedules and times with [Flight Status](#).

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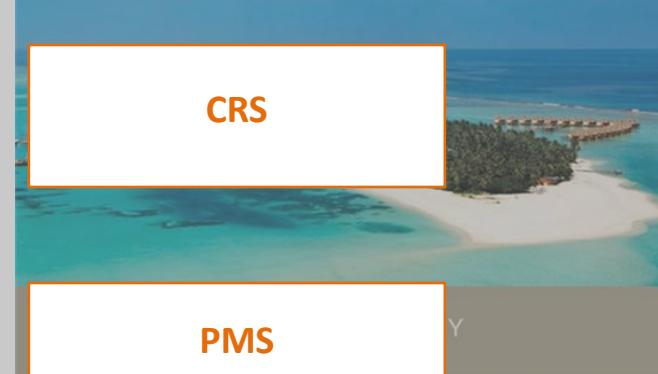
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# Pre-Arrival Communication

Pre-arrival,  
Upselling emails  
to sell services



Thank you for choosing the Century Plaza Hotel & Spa for your upcoming stay in Maldives. We really appreciate your patronage and wish to provide you with the tools to make your stay absolutely perfect.

We have created your private Guestfolio based on your trip information and invite you to explore it for the current weather conditions, travel tips, photos, and what to do and bring for your convenience.

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STAY CONNECTED |

## Guest Check-In



PMS

CRM & Loyalty

Key Generation



Guest arrival at property (Check-In)

## In Room



In Room facilities, Minibar, On demand TV, Printer, Room Controls with Mobile/iPad

## Services



### Inclusions



Breakfast



Free Parking



Free Airport Transports



PMS



F&B Systems



Point of Sale

City Tour Bus

Sales & Catering

Concierge

BI

## Check-Out



## Guest Departure (Check-Out) Thank You & Feedback Mail



PMS

Accounting

Feedback

CRM

Dear Bob,

Recently, we sent you an invitation to complete a survey concerning your stay with us at Extended Stay America Secaucus - Meadowlands.

We noticed that you did not have time to complete the survey. At Extended Stay America Secaucus - Meadowlands, we are committed to providing a superior guest experience to each and every one of our customers. Please take a few minutes to tell us how well we met your expectations.

To access the survey, please click on the web address:

<http://survey.medallia.com/?ckpzkhkyfvknv3xv>

If that does not work, please copy and paste the entire web address into the address field of your browser.

Your comments are very valuable to us, and we look forward to hearing about your stay with us.

Sincerely,

Smith Well  
Vice President, Guest Relations  
Extended Stay Hotels

# Post-Stay Campaign E-mailers



The image is a collage of marketing materials from Extended Stay Hotels, arranged in a triangular shape. At the top left is a New Year's email with a dark background, featuring the text "HAPPY NEW YEAR!" in large, glowing sparkler-style numbers. Below the numbers, it says "We're celebrating 2013 with 13% OFF" and has a red "BOOK NOW" button. The top right contains a booklet titled "START WITH A RESOLUTION YOU KNOW YOU CAN KEEP." with various resolutions like "MORE BOOKS", "LESS T.V.", and "WALK FASTER". The bottom right shows a brochure for a "30+ NIGHT STAY" with a large "\$200 OFF" offer. The bottom center features the main title "Campaign & Marketing (Bring Back)" in a large, bold, blue font. To the right of the main title are three orange-bordered boxes containing the words "CRM", "Campaign Management", and "BI & Analytics". The background of the collage includes logos for Homestead Studio Suites, Crossland, and StudioPLUS Deluxe Studios, along with fine print terms and conditions for the offers.

CRM

Campaign Management

BI & Analytics

**Campaign & Marketing**  
**(Bring Back)**

