



User Guide

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User Guide

Everything you need to know about the Chameleon platform

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Look for these helpful tips while reading:



GETTING STARTED

Read these introductory tips to learn the basics of EAN and get started with Chameleon.



HELPFUL HINT

Review these callouts for new ideas or interesting ways to grow your business.



IMPORTANT TIP

Definitely read these tips for important user information and critical “don’t miss” hints.

Chapter 1:

Chameleon at a Glance



Overview

Chameleon is Expedia Affiliate Network's private label template solution. It is an easy to use, flexible, off-the-shelf solution that leverages industry best practices and over 15 years of customer experience research.

It only takes a few minutes to configure your site on Chameleon, so you can start selling hotels in no time.

Chameleon provides you access to the tools that enable you to customize your site pages, to preview any changes, and publish them in real-time. No technical experience is required, so you can get started right away. This comprehensive guide details all of Chameleon's features and functionality, and is a vital reference for you to make the most of the Chameleon platform.

Learn more about Chameleon on our [resource page](#), or log in to the [Affiliate Center](#) and click the Control Panel menu to get started.

For Travelers

Chameleon provides an unparalleled customer experience from start to finish. Enhanced filters, multiple shopping views, and a simple two-step check-out process are just the beginning – there are more than 110 customizable settings at your disposal. Chameleon's unmatched flexibility and intuitive shopping experience will undoubtedly help you to easily meet the needs of your target audience.

The diagram illustrates the Chameleon platform's customization capabilities. On the left, the Chameleon logo is displayed with the text "BY EXPEDIA AFFILIATE NETWORK". A large blue arrow points from the logo towards the right. To the right of the arrow is a grid of nine travel website screenshots, each showing a different color scheme and layout. Below this grid is a caption: "Define what hotels to sell, customize your look and feel, and build targeted site."

For a sneak preview of Chameleon features and functionality in a production environment, please visit <http://www.travelnow.com> – an Expedia Affiliate Network site powered by Chameleon.

Design Principles

Chameleon allows you to provide a best-in-class, and highly optimized hotel shopping and booking experience to your audience:

- The hotel shopping path delivers an optimized user experience, allowing customers to search for, compare, and book accommodations in a quick, simple, and intuitive manner.
- The booking path focuses on providing a frictionless checkout maximizing conversion.
- Modern web application design and technology enables live predictive searches, real-time page updates, and powerful map views throughout the shopping experience.
- A unique combination of customer-driven filtering tools creates an interactive and engaging overall customer experience.
- The design is clean, modern, and consistent in all calls to action.

Architecture Overview

The EAN platform utilizes a service-oriented architecture approach, thus promoting overall platform versatility. This allows Chameleon to best meet the distinct needs of your business.

In addition, we understand online shoppers are more demanding than ever and speed is a key contributor to conversion improvements. Chameleon leverages optimized code, CSS sprites, minified JavaScript and CSS files, Akamai, and more to deliver the fastest possible page load times.

Chapter 2:

Getting Started



Sign-up steps

In order to use Chameleon, you must first register as an EAN Affiliate. Joining EAN is free, and there are no costs associated to use of the Chameleon platform.

Step 1: Visit <http://www.expediaaffiliate.com> and click the ‘Join us now!’ button.

The screenshot shows the homepage of the Expedia Affiliate Network. At the top, there's a banner with sailboats and the text 'Profit from becoming an affiliate'. Below the banner, there are three main sections: 'Market travel on your site via banners, widgets and XML', 'Customers follow links to your site' (illustrated with a yellow arrow pointing to four blue human icons), and 'Earn great commissions'. On the right side, there's an 'Affiliate Login' form with fields for Client ID Number, User Name, Password, and a 'Sign in' button. Below the login form is a link 'Forgot your password or username?'. At the bottom of the page, there's a section titled 'Why Expedia' with several checked checkboxes: Over 100k hotels, Flights, packages, cars, Easy integration, Great customer care, and Affiliate support (SEO, XML). A red box highlights the 'Join us now!' button at the bottom center of the page.

Step 2: Enter the required information

The screenshot shows a web browser window for the Expedia Affiliate Network at the URL <https://signup.expediaaffiliate.com/affiliate/signup/stepOne.jsp?addedBy=m018>. The page has a yellow header bar with the network's logo and a sailboat image. Below the header is a navigation menu with links for Private Label & XML, Custom Integration, Affiliate Networks, Travel Agents, and News. The main content area displays the text "Become an EAN Affiliate today!" above two tabs: "Step 1 - Create an Account" (selected) and "Step 2 - Account Information". A "Create an Account" form follows, containing five required fields: User Name, Password, Confirm Password, Security Question, and Security Answer. Each field has a help icon (yellow question mark) and a character limit note (5-16 characters). A "Continue" button is at the bottom of the form.

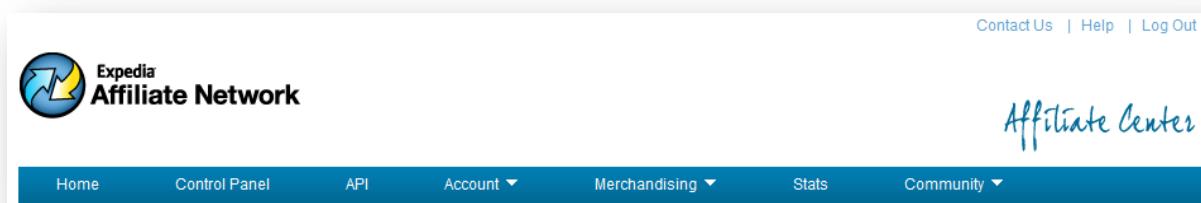
Step 3: Sign into the [Affiliate Center](#)

Once you've submitted your details in Step 2, you will receive an email with your CID (client ID) number. This will allow you to login to the [Affiliate Center](#). When you first access the Affiliate Center, you will be prompted to complete a tax form. If you are based in the U.S., please fill out Form W-9. If you are based outside the U.S., please complete Form W-8BEN. All affiliates are required to complete this step before receiving their [commission](#) payments. If you have any questions concerning the form, we recommend you refer to the FAQ section on the form or consult a tax professional.

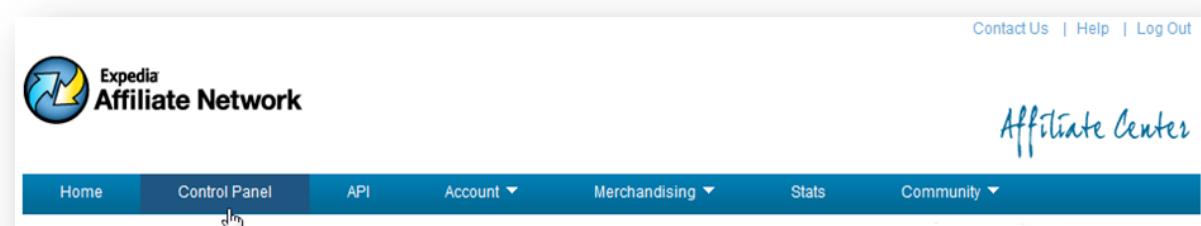


Affiliate Center

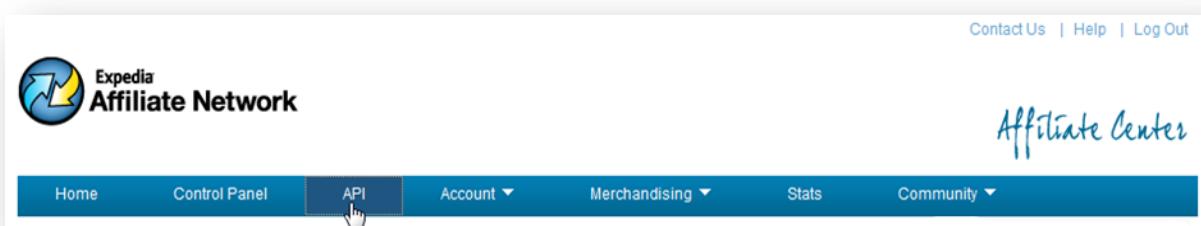
The Affiliate Center houses all the tools and documentation necessary to make your site a success. The navigation is structured to allow easy access to topics that are of interest to you.



The Home page is your starting point, featuring the latest EAN news and any important updates.



Clicking the Control Panel menu takes you to the Chameleon Control Panel and its 110+ configurable options and features. The Control Panel allows you to customize the look and feel of your Chameleon site, but also enables you to define what hotels you want to display. This way, you can create highly targeted sites to best meet the needs of your audience.



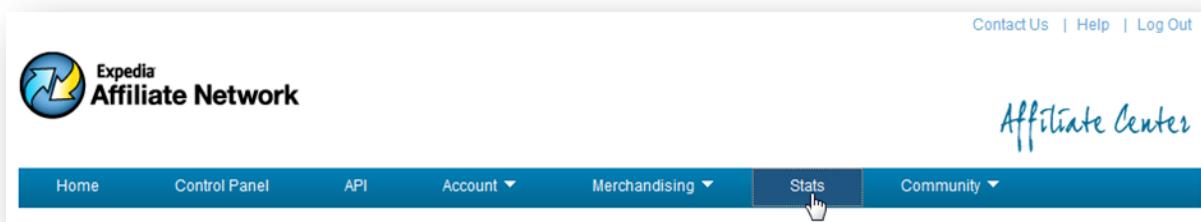
The API menu option redirects you to EAN's developer resource center - [Developer Hub](#). The Developer Hub is a site dedicated to the EAN developer community; including thorough API documentation and reference guides for easy testing and integration, sandbox tools, a sample site and app gallery, news, and much more.

The screenshot shows the top navigation bar of the Expedia Affiliate Network Control Panel. On the right side, there are links for 'Contact Us', 'Help', and 'Log Out'. Below the navigation bar, the 'Affiliate Center' logo is visible. The main content area features a sidebar with the 'Expedia Affiliate Network' logo and a world map. The top navigation bar includes links for 'Home', 'Control Panel', 'API', 'Account ▾', 'Merchandising ▾', 'Stats', and 'Community ▾'. The 'Account ▾' menu is open, displaying four options: 'Profile' (which is highlighted with a cursor icon), 'Add Child', 'View Child', and 'Tax Forms'.

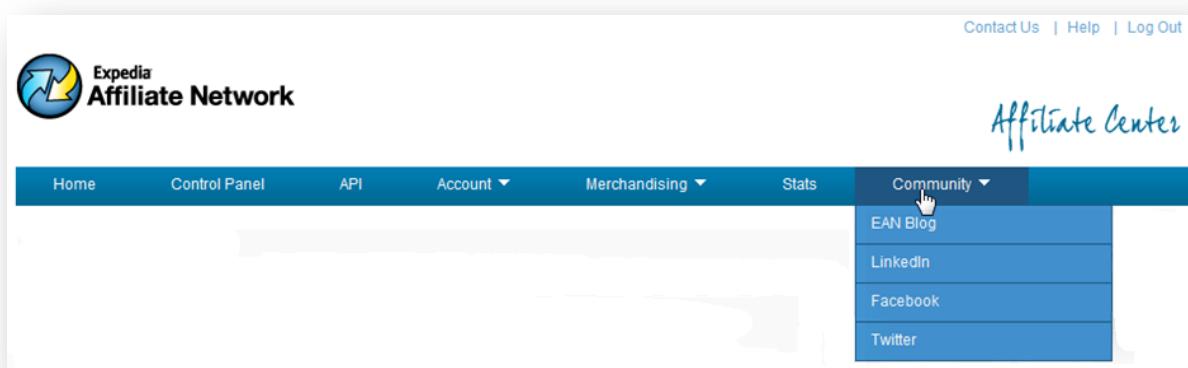
The Account menu provides access to your account details. View and change the information you provided to us during the signup process under the Profile page. The Add Child page helps you to create child CIDs, or subaccounts, under your parent CID. Each unique site will require a unique CID. We recommend creating a child CID for each Chameleon site you want to build. Each CID has its own settings, meaning you can tailor two CIDs in completely different ways to create two distinct sites. Parent and child CIDs are linked together within your reporting, so it's possible to create booking reports for all of your accounts at once. Finally the Tax Forms page allows you to submit updated tax information.

The screenshot shows the top navigation bar of the Expedia Affiliate Network Control Panel. On the right side, there are links for 'Contact Us', 'Help', and 'Log Out'. Below the navigation bar, the 'Affiliate Center' logo is visible. The main content area features a sidebar with the 'Expedia Affiliate Network' logo and a world map. The top navigation bar includes links for 'Home', 'Control Panel', 'API', 'Account ▾', 'Merchandising ▾', 'Stats', and 'Community ▾'. The 'Merchandising ▾' menu is open, displaying three options: 'Merchandising Central' (which is highlighted with a cursor icon), 'Merchandising Resources', and 'Tips'.

The Merchandising menu leads to our powerful merchandising tool, Merchandising Central. The Merchandising Resources page contains our latest Blockbuster deals file, which features the best deals and discounts from EAN's top 100 travel destinations around the world, as well as links to our property database files. You can use the databases to build custom site content. For example, you can use these databases to populate widgets, create banner ads, or destination-based promotions on your site. The Tips page contains a variety of informative topics and is updated frequently with helpful tips for building your site.



Our online Affiliate Center Stats reporting tool makes it easy to gauge your site's performance through customized reports. It allows you to track specific bookings, determine your accrued earnings, and review past payment statements.



The Community area links to the [EAN Blog](#), and our dedicated [LinkedIn](#) and [Facebook](#) pages, as well as our [Twitter](#) feed. These are great sources of information when you're seeking helpful tips, information on latest EAN developments, or just want to follow current discussion topics.

Chapter 3:

Chameleon Page by Page



Overview

Chameleon offers a completely redesigned hotel booking path leveraging modern user experience principles, with a key focus on providing customers with relevant tools to find that perfect hotel and simplify the purchase process, leading to increased conversion .The Control Panel and its 110+ configurable options enable you to customize the look and feel of your site, define what hotels you want to show, and how you want to display them. Control Panel is the application that allows you to control the distribution and business logic of your site.

Some highlights of the Chameleon platform imclude:

- 33 languages: Arabic, Czech, Danish, Dutch, English, French, French (Canadian), German, Italian, Norwegian (Bokmål), Spanish (Mexican), Spanish (Native), Swedish, Japanese, Portuguese (Brazilian), Russian, Korean, Chinese (Simplified), Traditional Chinese, Finnish, Greek, Hungarian, Malay (Malaysia), Polish, Slovak, Thai, Turkish, Latvia, Lithuanian, Icelandic, Estonian, Ukrainian, and Indonesian
- 20 billable currencies: AUD, BRL, CAD, CHF, CNY, DKK, EUR, GBP, HKD, ILS, INR, JPY, KRW, MXN, NOK, NZD, RUB, SEK, SGD, USD
- 9 additional display currencies: AED, ARS, IDR, MYR, THB, TRY, TWD, VND, ZAR
- A brand new hotel landing page with promotional placements and pricing that is refreshed nightly
- Smart Search Logic
- In addition to the traditional List View, an interactive Map View facilitates location based hotel search
- Geolocation functionality optimizes customer support phone number placement, currency, date formats, and tax inclusive/exclusive pricing
- The customer's browser language setting determines the page language
- Pages can be printed and saved as PDF files
- Trip Advisor ratings on the search results page, with ability for users to sort and filter by Trip Advisor ratings
- Trip Advisor reviews and Trip Advisor user photos
- Best in class filter functionality enables users to search hotels by price, amenities, hotel type, hotel theme, star rating, Trip Advisor rating, and hotel name

The Hotel Landing Page

The hotel landing page is the customer entry point into the new Chameleon hotel booking experience. The dominating feature of the page is its search wizard, which is accompanied by five destination promotions. All pricing on the landing page is refreshed nightly.



Please note that utilizing the hotel landing page is not mandatory and is available only if it fits your needs. For example, if you send traffic through your own homepage with your own unique content you can bypass the hotel landing page by linking directly into the search results or hotel details pages. It's also possible to embed a Chameleon search form on a page that you host. This enables customers to perform availability searches directly from your site. Control Panel also has a deep link generator tool that creates links directly to any page within the Chameleon booking path.

TravelNow™

Home **Hotels** Destination Guides

US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40 Promo Code 336616

Customer Service: Manage Your Booking English USD \$

Search for Hotels

Where would you like to go?

<input type="radio"/> Los Angeles	<input type="radio"/> Boston	<input type="radio"/> San Diego
<input type="radio"/> San Francisco	<input type="radio"/> New York	<input type="radio"/> Orlando
<input type="radio"/> Las Vegas	<input type="radio"/> London	<input type="radio"/> Washington
<input type="radio"/> New Orleans	<input type="radio"/> Chicago	<input type="radio"/> Atlanta

Boston, Massachusetts, United States

Check-in Check-out
03/07/2011 03/09/2011

I don't have specific dates yet.

Rooms Adults (18+) Children (0-17)
1 Room 1 2 0

Search [Show More Options](#)

Low Price Guarantee (See Details)

Popular Destinations

■ San Diego	\$33	■ Tokyo	\$52
■ Barcelona	\$49	■ Toronto	\$68
■ Washington	\$59	■ Dubai	\$51
■ Boston	\$79	■ San Francisco	\$55
■ Amsterdam	\$51	■ Rome	\$62
■ Venice	\$83	■ Chicago	\$66
■ Los Angeles	\$39	■ Cancun	\$45
■ Berlin	\$34	■ Honolulu	\$65
■ New Orleans	\$50	■ Orlando	\$26
■ San Antonio	\$34	■ Miami Beach	\$0

Prices from

TODAY'S TOP DEALS

New York

- The Edison Hotel \$97
- The Waldorf Astoria \$205
- Hotel St. James \$97

Las Vegas

- Tropicana Las Vegas \$60
- Imperial Palace Hotel & Casino \$25
- Stratosphere Tower - Casino & Resort Hotel \$26

London

- The Strand Palace \$198
- Hilton London Metropole \$206
- Hilton London Olympia \$152

Paris

- Le Petit Paris \$309
- Best Western La Tour Notre Dame \$214
- Hotel De La Bourdonnais \$164

[Home](#) | [Hotels](#) | [Destination Guides](#)

[Privacy Policy](#) | [Terms of Use](#) | [FAQ](#) | [View My Reservation](#) | [Currency Converter](#)



The search wizard provides a powerful predictive search feature that suggests possible destinations while the customer is entering their search criteria. Smart Search Logic starts with the third letter entered and lists the most relevant suggestions at the top. The predicted destinations are organized by cities/areas, airports, landmarks, and then specific hotels. As more letters are entered by the user, the suggestions become more precise.

Chameleon is designed to allow the highest degrees of customization. You can define the featured functionality on your search form based on your specific market and business needs using Control Panel. (see section: Search Form)

Search for Hotels

The screenshot shows a search interface for "Search for Hotels". At the top, there's a list of cities: Los Angeles, San Francisco, Las Vegas, New Orleans, Boston, New York, London, Chicago, San Diego, Orlando, Washington, and Atlanta. Below this, a search bar contains the letters "Lon". A dropdown menu lists suggestions starting with "Lon": "London Area, London, United Kingdom", "London, United Kingdom (Londyn)", "Long Island City, New York, New York, United States", "Lon Island, Phuket, Thailand", "Long Island, Port Jefferson Station, New York, United States", "Long Island, United States", "Long Island, St. John's, Antigua and Barbuda", "Westmeath - Longford, Ireland", "London Heathrow Airport (LHR)", "Longchamp Racecourse, Paris, France", "London Heathrow Airport (LHR), London, United Kingdom", "London Natural History Museum, London, United Kingdom", "HOTEL LONGEMALLE, Geneva, Switzerland", "LONE BRANCH VILLAGE RESORT, Sevierville, Tennessee, United States", "LONG XI HOT SPRING RESORT HOTEL, BEIJING, China", "TIAN LONG HOTEL, Yilan County, Taiwan", and "...keep typing to refine your search". Red arrows point from the suggestions to four categories: "Cities/ Areas" (covering the first two items), "Airports" (covering the next three items), "Landmarks" (covering the next three items), and "Hotels" (covering the last three items). To the right of the dropdown, there's a "TODAY'S T" section with a thumbnail image of a city street.

If you want your customers to have access to all possible destinations then a free text input field is best for partners who support bookings on a global scale.

The screenshot shows a search interface with a "Where would you like to go?" header and a "Enter destination" input field. Below it are "Check-in" and "Check-out" date fields set to "09/30/2010" and "10/02/2010" respectively. There's a checkbox for "I don't have specific dates yet". Under "Rooms", there are dropdown menus for "1 Room 1", "2 Adults (18+)", and "0 Children (0-17)". At the bottom are a green "Search" button and a "Show More Options" link.

Another option is to keep the free text input field and add radio buttons with up to 12 destinations of your choice. You can influence the destination selection based on your customers' needs and buying patterns, and it saves your customers time if one of the listed destinations meets their search criteria.

Where would you like to go?

<input type="radio"/> Los Angeles	<input type="radio"/> Boston	<input type="radio"/> San Diego
<input checked="" type="radio"/> San Francisco	<input type="radio"/> New York	<input type="radio"/> Orlando
<input type="radio"/> Las Vegas	<input type="radio"/> London	<input type="radio"/> Washington
<input type="radio"/> New Orleans	<input type="radio"/> Chicago	<input type="radio"/> Atlanta

San Francisco, California, United States

Check-in Check-out

10/10/2010 10/12/2010

I don't have specific dates yet

Rooms	Adults (18+)	Children (0-17)
1 <input type="button" value="▼"/>	Room 1 2 <input type="button" value="▼"/>	0 <input type="button" value="▼"/>

Search **Show More Options**

Limiting the customer's options to a list of up to 12 destinations is especially useful if your site targets only specific regions or areas.

Where would you like to go?

<input checked="" type="radio"/> New York	<input type="radio"/> Niagara Falls	<input type="radio"/> Manhattan
<input type="radio"/> Times Square		

Check-in Check-out

09/30/2010 10/02/2010

I don't have specific dates yet

Rooms	Adults (18+)	Children (0-17)
1 <input type="button" value="▼"/>	Room 1 2 <input type="button" value="▼"/>	0 <input type="button" value="▼"/>

Search **Show More Options**

If your site is dedicated to a single specific destination, it's possible to predefine that destination only within a search.

City New York

Check-in: 09/30/2010

Check-out: 10/02/2010

I don't have specific dates yet

Rooms: 1 Adults (18+): 2 Children (0-17): 0

Search ▶ Show More Options

The Show More Options link offers customers the ability to narrow their search by star rating, hotel chain, amenities, or to only show properties with breakfast included in the price.

▼ Close

Star Rating: Select star rating

Hotel Chain: Select hotel chain

Amenities: Select amenity

Breakfast Included

If customers don't know their specific travel dates yet, Chameleon allows visitors to generate a dateless search by clicking the 'I don't have specific dates yet' checkbox. The dateless search returns all properties for given destination. To check actual room availability and pricing the customer must eventually provide check-in and check-out dates.

Where would you like to go?

- Los Angeles
- San Francisco
- Las Vegas
- New Orleans
- Boston
- New York
- London
- Chicago
- San Diego
- Orlando
- Washington
- Atlanta

San Francisco, California, United States

Check-in

Check-out

I don't have specific dates yet

Rooms: 1 Adults (18+): 2 Children (0-17): 0

Search ▶ Show More Options



Chameleon offers powerful geolocation functionality that detects the customer's locale and displays relevant customer support phone numbers, currency, date formats, and tax inclusive/exclusive pricing. You can define and override specific geolocation settings if needed within Control Panel.

Example: If your site strictly markets to German customers, Control Panel allows you to always show German as the default language, Euros as the default currency, a date format of dd/mm/yyyy, and start the calendar week with Monday first as is the custom in Germany. (see section: Languages and Currency)

Chameleon supports hotel searches of up to 4 adults and 3 children per room. Up to 8 rooms can be booked as one transaction online, while 9+ rooms are supported via a separate request form. Please note that at least one adult is required per room. It is possible to reduce the maximum number of rooms per transaction to 4 via Control Panel if preferred, in which case requests for 5+ rooms would then go through our dedicated Group Department. (see section: Display)

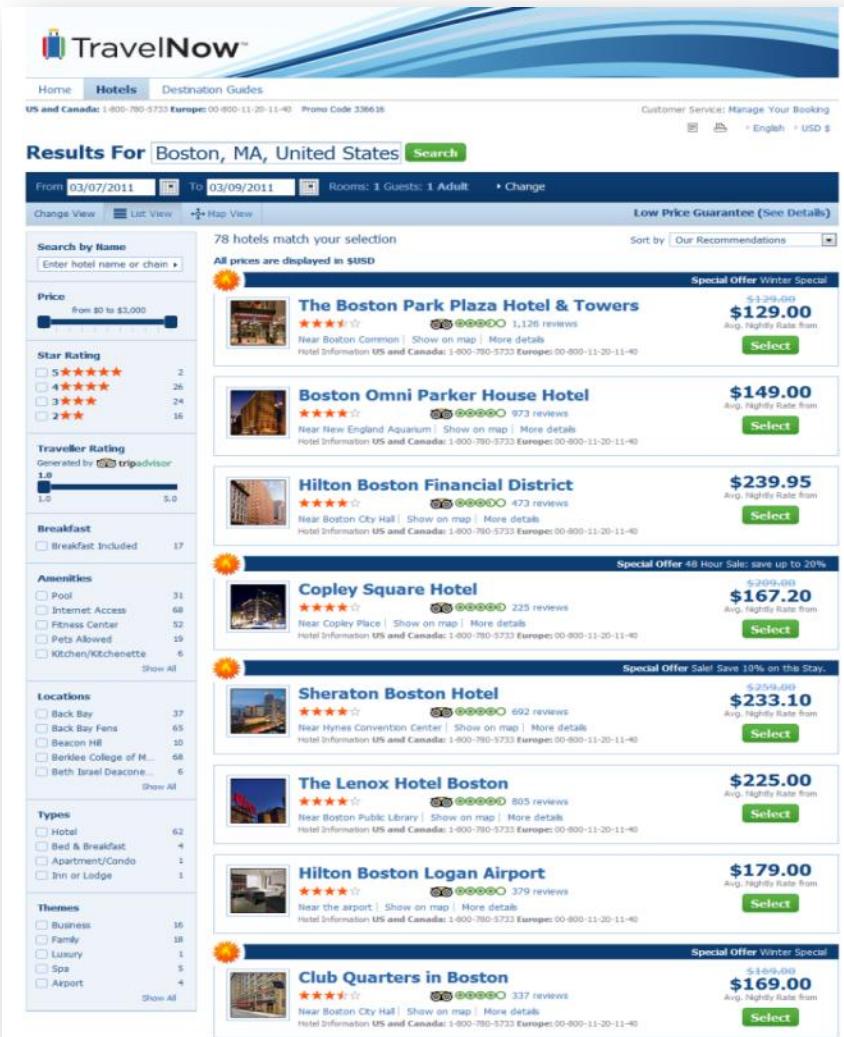
The hotel landing page also features five different promotional placement blocks. The promotions are destination focused and all pricing refreshes nightly.

Please note that you are in control of the overall Chameleon page settings via Control Panel (see section:

Template Design).

The Destination Search Results Page

The search results page has been designed to present the most relevant hotel information in the initial



The screenshot shows the TravelNow destination search results page for Boston, MA, United States. The page includes a sidebar with filters for Price (from \$0 to \$3,000), Star Rating (5, 4, 3, 2 stars), Traveller Rating (1.0 to 5.0), Breakfast (Breakfast Included), Amenities (Pool, Internet Access, Fitness Center, Pets Allowed, Kitchen/Kitchenette), Locations (Back Bay, Back Bay Fens, Beacon Hill, Berklee College of M..., Beth Israel Deacon...), Types (Hotel, Bed & Breakfast, Apartment/Condo, Inn or Lodge), and Themes (Business, Family, Luxury, Spa, Airport). The main content area displays a list of 78 hotels matching the selection, each with a thumbnail, name, rating, reviews, location, price, and a 'Select' button. Special offers like 'Low Price Guarantee (See Details)', 'Special Offer Winter Special', and 'Special Offer 48 Hour Sale: save up to 20%' are highlighted.

Hotel Name	Rating	Reviews	Price	Offer
The Boston Park Plaza Hotel & Towers	★★★★★	1,126 reviews	\$129.00	Special Offer Winter Special
Boston Omni Parker House Hotel	★★★★★	973 reviews	\$149.00	
Hilton Boston Financial District	★★★★★	473 reviews	\$239.95	Special Offer 48 Hour Sale: save up to 20%
Copley Square Hotel	★★★★★	223 reviews	\$167.20	Special Offer Sale! Save 10% on this stay.
Sheraton Boston Hotel	★★★★★	692 reviews	\$233.10	
The Lenox Hotel Boston	★★★★★	803 reviews	\$225.00	
Hilton Boston Logan Airport	★★★★★	379 reviews	\$179.00	
Club Quarters in Boston	★★★★★	337 reviews	\$169.00	Special Offer Winter Special

request, and to facilitate the hotel shopping experience by providing users extensive filtering tools.

Chameleon provides users with a clear list of available hotels matching their request. It also allows you to determine what hotels to display to your users and what level of filtering and sorting flexibility to offer them (see section: **Properties**).

Chameleon provides a best in class user experience by listing the total number of available hotels that match the user's criteria, allowing customers to switch between languages and currencies on the fly, and providing the ability to refine or start a new search from within the results page, mimicking a search engine for ease of use.

Results For Boston, MA, United States Search

From 03/07/2011 03/09/2011 Rooms: 1 Guests: 1 Adult

Change View List View Map View

Search by Name 78 hotels match your selection

Customer Service: Manage Your Booking

> English > USD \$

Results For New York, NY, United States Search

From 03/20/2011 03/22/2011 Rooms: 1 Guests: 1 Adult Close

Rooms: 1 Adults (18+): 1 Children (0-17): 0

Search

Change View List View Map View

Low Price Guarantee (See Details)



Page Views

Because all users don't search for the perfect hotel in the same fashion, Chameleon supports two different results views:

- **List View** – results are returned as a list
- **Map View** – results are returned within a map

Both views are accessible via Control Panel (see section: **Display**). You have the ability to define your default view or disable one view or the other.

The List View

Results For **Boston, MA, United States** Search

From **03/07/2011** To **03/09/2011** Rooms: 1 Guests: 1 Adult ▶ Change

Change View **List View** Map View

List View is the default Chameleon search results page view. Chameleon provides you the flexibility to define what information to present and how to present it via Control Multiple options are supported and can be predefined in Control Panel such as:

- Number of room types displayed for each hotel property (0, 1, or 2)
- Properties to be displayed in the search results by restricting to specific amenities, hotel types, hotel themes, star ratings, and Trip Advisor ratings
- Ability to include or exclude specific hotel properties from the result set

EAN provides you with access to over 130,000 hotels worldwide and some of the most competitive rates and inventory in the industry. Expedia has a team of over 500 market experts continuously sourcing fantastic deals (also called DRR) that you can offer to your audience. In order to drive maximum conversion it is critical to allow customers to find these fantastic special offers at first glance. Chameleon uses icons and tag lines to draw the customer's attention to special offers.



Copley Square Hotel Special Offer 48 Hour Sale: save up to 20%

 ★★★★☆ 225 reviews

Near Copley Place | Show on map | More details

Hotel Information **US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40**

\$209.00
\$167.20
Avg. Nightly Rate from Select

The Strand Palace Special Offer Advance purchase special

 ★★★☆☆ 1,481 reviews

Near Trafalgar Square | Show on map | More details

Hotel Information **US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40**

\$316.99
\$269.45
Avg. Nightly Rate from Select





Best Western The Cromwell

★★★☆☆  250 reviews

Near Royal Albert Hall | [Show on map](#) | [More details](#)
 Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Special Offer Early Booking Bonus - Save 10% on your hotel stay

~~\$169.54~~ **\$152.59**
Avg. Nightly Rate from

Select





Hôtel Ares Eiffel

★★★★☆  813 reviews

Near Eiffel Tower | [Show on map](#) | [More details](#)
 Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Special Offer Sale! Save 40% on this Stay.

~~\$491.87~~ **\$295.12**
Avg. Nightly Rate from

Select





Le Meridien Etoile

★★★★☆  587 reviews

In the city center | [Show on map](#) | [More details](#)
 Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Special Offer Stay 2 night and save 20% off your stay!

~~\$356.18~~ **\$284.94**
Avg. Nightly Rate from

Select

The following interactive display components further enrich the user experience:

- Hotel photo slideshow
- Trip Advisor reviews
- ‘Show on a map’ link
- ‘More details’ link

Chapter 3
Chameleon Page by Page

21

Clickable hotel thumbnail images:

The Westin St. Francis

★★★★★ 931 reviews

Near Union Square | Show on map | More details

Hotel Information hsp.phones.us-canada 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

\$584
Total from
Select

Each hotel thumbnail image opens a slide show of all available hotel images for a specific property:

The Westin St. Francis

1 of 25 **See All Photos**

Play

763 reviews

Near Fisherman's Wharf | Show on map | More details

Hotel Information hsp.phones.us-canada 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

\$584
Total from
Select

\$200
Total from
Select

\$378
Total from
Select

Customers can play and pause the slide show, manually scroll through the pictures, or click the 'See All Photos' link to skip to the Photos tab on the hotel details page.

Note that the total number of photos includes traveler photos from Trip Advisor.

Clickable Trip Advisor reviews:

The Westin St. Francis

★★★★★ 931 reviews

Near Union Square | Show on map | More details

\$584 Total from Select

Hotel Information hsp.phones.us-canada 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

The clickable Trip Advisor review link opens a pop up with the most recent Trip Advisor traveler review for that property:

The Westin St. Francis

335 Powell Street, Union Square | San Francisco, CA 94103

Traveler photos

TripAdvisor Traveler Rating:

Based on 945 traveler reviews

Rating	Count
5 stars	272
4 stars	315
3 stars	160
2 stars	109
1 star	74

What to Expect:

- Rooms
- Service
- Value
- Cleanliness

Most Recent Traveler Reviews:

According to PhoCusWright, 87% of travelers found traveler reviews influential in planning their next trip. Trip Advisor, with over 45 million traveler reviews and opinions, is the world's largest travel review site.

'Show on a map' link:

The Westin St. Francis

★★★★★ 931 reviews

Near Union Square | [Show on map](#) | More details

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

[Show hotel on the map](#)

\$584
Total from
[Select](#)

The 'Show on a map' link opens a popup that displays the selected hotel on a map:

The Westin St. Francis

★★★★★ 931 reviews

Near Union Square | [Show on map](#) | More details

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

\$584
Total from
[Select](#)

Motel 6 San Francisco

★★★★★

Near Asian Art Museum

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

Marriott San Francisco

★★★★★

Near airport | Show on map

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

Sheraton Fisherman's Wharf

★★★★★

Near Fisherman's Wharf

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

Grand Hyatt San Francisco

★★★★★

Near Union Square

Hotel Information hsp.phones.ca 1-800-780-5733 hsp.phones.europe 00-800-11-20-11-40

The Westin St. Francis

Location.
This business-friendly spa property is located in the heart of San Francisco, close to Union Square, American Conservatory Theater, and Lotta's Fountain.

600 yds

[See Details »](#)

In addition to the exact hotel location, the map also provides further information about prominent landmarks in the area. The user can navigate straight to the hotel details page by clicking on the hotel name or the 'See Details' link. The 'Show all hotels on a map' link moves the user from the List View to the Map View. Chameleon supports both Google and Bing Maps and you can select either service within Control Panel (see section: Common)

The Map View

Results For New York, NY, United States **Search**

From 07/11/2011 To 07/13/2011 Rooms: 1 Guests: 2 Adults Change

Change View List View Map View Low Price Guarantee (Details)

Showing all hotels | Revert to original search

Map data ©2011 Google, Sancorn - Terms of Use

The Map View presents a second choice as to how the user interacts with the requested hotel search results. This view is especially of interest to customers whose key decision factor is location.

The Map View invites user interaction, zooming in and out, and navigating within the map. Hovering the mouse over the hotel icon provides additional information about the hotel, including photos, star rating, Trip Advisor rating, and room rates with clear calls to action. The user can view a selection of available hotels or display all available hotels.

Results For New York, NY, United States **Search**

From 07/11/2011 To 07/13/2011 Rooms: 1 Guests: 2 Adults Change

Change View List View Map View Low Price Guarantee (Details)

Showing all hotels | Revert to original search

\$595.00 Avg. Nightly Rate from

Hotel Plaza Athenee ★★★★★ 100 reviews

Near Museum of Modern Art | More details

Hotel Information : US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Avg. Nightly Rate

Superior room \$476.00 Book

Deluxe room \$516.00 Book

See all rooms >

Map data ©2011 Google, Sancorn - Terms of Use



Filtering and Sorting

Chameleon provides customers with powerful dynamic filters. Filters empower customers to narrow their search results using key factors upon which they will likely base their purchase decision. Each time a customer adjusts search criteria, the remaining number of properties matching the customer's needs update automatically. To illustrate in greater detail, let's assume Expedia has a total of 444 hotels in a particular destination and 50 of those are five star properties. If the customer filters to five star properties, the search results will dynamically be updated to display only the 50 five star hotels. All filter and sorting options work for both search result views (List and Map Views) and selected sorting is carried over as the user moves from one view to the next.

- Search by Name allows the customer to enter a specific hotel name or a hotel chain.
- The Price slider allows customers to specify a minimum or maximum price, as well as define a specific price range.
- The Star Rating filter lets customers select one or more hotel rating classes.
- Trip Advisor ratings slider enables customers to limit results to a minimum Trip Advisor rating.
- Rooms that include free breakfast are a very popular, and Chameleon has a filter dedicated to this amenity.
- If certain amenities are important to the customer, they can pick one or more from the Amenities section.
- The Locations filter enables the user to narrow searches near certain local landmarks.
- Customers who prefer a traditional Bed & Breakfast or perhaps Guest House instead of a hotel will use the Types filter to limit search results according to certain property types.
- The Theme filter is another way to quickly identify certain types of accommodations; such as business, family, golf, luxury-themed or more.

The Control Panel also allows you to select a subset of all Expedia available hotels and predefine which filters or hotel types to display to your audience. This is a way to create a unique and more relevant shopping experience to meet the needs of a targeted audience.



Example: If your website, brand, or a specific promotion specializes in boutique and high end hotels, your target customer segment likely isn't interested in hostels or one to two star hotels. Control Panel allows you to restrict EAN inventory to only show properties that are relevant to your customers, providing a much more relevant experience. The more relevant the shopping experience, the higher the site conversion is likely to be (see section: Properties).

Sorting differs from filtering, as sorting does not change the number of properties displayed; it changes the order in which the properties are presented. Chameleon supports eight different sorting options:

- Our Recommendations – display properties based on EAN's sorting algorithm, designed to maximize conversion
- Price (Low to High)
- Price (High to Low)
- Star Rating (Low to High)
- Star Rating (High to Low)
- Traveler Rating (Low to High)
- Traveler Rating (High to Low)



Please note the Star Ratings are the ratings assigned to the properties by Expedia. The Traveler Ratings are based upon Trip Advisor customer reviews.

Chameleon not only lets you define the default sort order for the search results, but you can also define which sort order options you want to display to your users via Control Panel (see section: Select Destination Options)

The Select Destination Options section allows you to control which destinations are available within the smart search suggestions and disambiguation page.

When customers type a destination into the Hotel Landing Page, the Smart Search makes suggestions after the third character is entered. You can ensure certain destinations aren't suggested by adding them to an exclude list. Conversely, you can ensure only certain destinations are ever suggested by adding those to an include list.

When a customer types a destination that is too vague (for example, Springfield), Chameleon loads a affect which destinations are returned.

It is important to note that any include and exclude lists you create using the Select Destination Options setting only affects the smart search suggestions and Disambiguation Pages, and has no effect on the hotel inventory available to your customers.

Sorting). For example, if your target customer segment is extremely deal-oriented and price-conscious, selecting Price (Low to High) is likely your best choice for the default sort order.

The Hotel Details Page

The Hotel Details Page allows the user to access additional information about their chosen hotel, including location details, Trip Advisor reviews, photos and videos, descriptive hotel content (such as hotel features), guestrooms, expert tips, available room types, etc.

The information is presented in a logical tab structure starting with an Overview section, followed by Photos, Location, and Rooms & Rates.

The screenshot shows the hotel details page for "The Ritz-Carlton New York, Battery Park". At the top, the hotel's name is displayed in large blue letters, followed by a five-star rating icon and "409 reviews". Below this, the address "2 West St, New York, NY, 10004, US" is shown, along with a link to "Hotel Information: US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40". A navigation bar at the bottom includes tabs for "Overview" (which is selected and highlighted in blue), "Photos", "Location", and "Rooms & Rates".

Regardless of the selected tab, the top of the page always displays the requested search details, the chosen hotel, a consistent call to action, and a link back to the search results.

The screenshot shows the TravelNow website interface. At the top, there is a navigation bar with "Home", "Hotels" (which is the active tab), and "Destination Guides". Below the navigation, there are links for "US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40" and "Promo Code 336616". On the right, there are links for "Customer Service: Manage Your Booking", "English", and "USD \$". The main content area displays the "The Ritz-Carlton New York, Battery Park" hotel details, including its five-star rating, "409 reviews", address "2 West St, New York, NY, 10004, US", and "Hotel Information: US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40". It also shows the average nightly rate of "\$415.00" and a "Rooms & Rates" button. A "Low Price Guarantee (See Details)" link is located at the bottom right. A navigation bar at the bottom includes tabs for "Overview", "Photos", "Location", and "Rooms & Rates".

Overview tab

The screenshot shows the TravelNow website interface for a hotel search. At the top, there's a header with the TravelNow logo, navigation links (Home, Hotels, Destination Guides), and contact information (US and Canada: 1-800-790-5723, Europe: 00-800-11-20-11-40, Promo Code 336416). Below the header, there are search filters for date (From: 03/07/2011, To: 03/09/2011), room type (Rooms: 1), guests (1 Guest), and adults (1 Adult). There are also links for Customer Service, Manage Your Booking, and language/currency settings (English, USD \$).

The main content area displays a hotel listing for "The Ritz-Carlton New York, Battery Park". It includes the hotel's name, address (2 West St, New York, NY, 10004, US), and a "409 reviews" link. A large image of a guestroom is shown, along with a "TripAdvisor Traveler Rating" of 4.5 stars based on 418 reviews. The price is listed as \$415.00 per night. A "Rooms & Rates" button is available.

Below the main listing, there are tabs for "Overview", "Photos", "Location", and "Rooms & Rates". The "Overview" tab is selected, showing a thumbnail image of a guestroom and a summary of recent traveler reviews:

- Feb 21, 2011: "3 star service with 2 star housekeeping"
- Feb 15, 2011: "Falls short of my expectations for a..."
- Feb 14, 2011: "Tired and non Ritzy"

A "Read reviews" link and the TripAdvisor logo are present. The footer contains descriptive text about the hotel's location, features, and amenities, as well as sections for "Description", "Guestrooms", "Notifications and Fees", "All prices are displayed in \$USO", "Property Details", "Additional Amenities", and "Hotel Policies".

- Clear calls to action with the total price as shown on the search results page
- Rotating hotel photo slide show
- Trip Advisor summary with access to the Trip Advisor review widget
- Descriptive hotel content focusing on hotel location, hotel features, guestrooms, expert tips, etc.
- A list of supported hotel amenities

The Trip Advisor review widget allows access to the Trip Advisor summary ratings, a breakdown of the different user evaluation categories (rooms, service, value, cleanliness, dining) and up to five of the most recent traveler reviews.

TripAdvisor - Mozilla Firefox

http://www.tripadvisor.com MDD login pages my docs Chameleon template links Bookmarks

Traveler Reviews brought to you by tripadvisor

Plaza Athenee Hotel

37 E 64th St at Madison Ave | New York City, NY 10021-7023

Traveler photos



@@tripadvisor

« previous | next »

TripAdvisor Traveler Rating:

Based on 104 traveler reviews

Category	Rating	Percentage
Value	Excellent	58%
Rooms	Very Good	27%
Cleanliness	Average	8%
Service	Poor	5%
	Terrible	4%

Most Recent Traveler Reviews:

“Wonderful hotel”

Jul 4, 2011 ika27, Chicago, Illinois | Trip type: Family

We just left NYC today and I already miss it. hotel staff was very attentive and eager to help. We will go back in September and most definitely will be... [more »](#)

“Pretty good @ a good price”

Jun 29, 2011 skanklor1, New York City, New York | Trip type: Business

Stayed recently- much better than I expected.

Still wouldn't want to pay the full rate for this hotel.

Plus is that the rooms are huge (for NYC).

“Nice room, great service”

Jun 28, 2011 oysterdate, kent | Trip type: Couples

Nice room although it was on the lower floor the upper ones are big £££, booked through lastminute so it was good value, lovely king size bed with nice bathroom,...

[more »](#)

Photos tab

Chameleon delivers both photos provided by the hotel and by travelers via Trip Advisor. On every tab, clear calls to action facilitate entry into checkout so the user can complete his hotel transaction in a quick and effortless fashion.

The screenshot shows the TravelNow website interface for booking a stay at The Ritz-Carlton New York, Battery Park. At the top, there's a header with the TravelNow logo, navigation links for Home, Hotels, and Destination Guides, and contact information. Below the header, a search bar allows users to enter travel dates and guest information. The main content area features a large photo of a room with a view, followed by a grid of smaller photos labeled "Traveller Photos From tripadvisor". Below these, there are sections for "Location", "Features", "Guestrooms", "Notifications and Fees", and a summary of room types and prices. A prominent green "Book" button is located at the bottom right of the main content area.

TravelNow™

Home | Hotels | Destination Guides

US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40 Promo Code 336616

Customer Service: Manage Your Booking

From 03/07/2011 To 03/09/2011 Rooms: 1 Guests: 1 Adult Change

English USD \$

Back to Search Results

The Ritz-Carlton New York, Battery Park

★★★★★ 409 reviews

2 West St, New York, NY, 10004, US

Hotel Information: US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

\$415.00 Avg. Nightly Rate from

Rooms & Rates

Overview Photos Location Rooms & Rates Low Price Guarantee (See Details)

Location.
Located in New York, The Ritz-Carlton New York, Battery Park is in the business district and close to Museum of Jewish Heritage, Battery Park, and New York Stock Exchange. Nearby points of interest also include Federal Reserve Bank of New York and Ellis Island.

Features.
Dining options at The Ritz-Carlton New York, Battery Park include a restaurant and a bar/lounge. Room service is available 24 hours a day. Recreational amenities include a fitness facility. This property's full-service health spa has beauty services. This 5.0-star property has a business center and offers small meeting rooms, secretarial services, and a technology helpdesk. Wireless Internet access (surcharge) is available in public areas. This New York property has event space consisting of banquet facilities, conference/meeting rooms, a ballroom, and exhibit space. Business services, wedding services, limo/town car service, and translation services are available. Guest parking is available for a surcharge. Additional property amenities include valet parking, a concierge desk, and multilingual staff.

Guestrooms.
There are 298 guestrooms at The Ritz-Carlton New York, Battery Park. Beds come with premium bedding. Bathrooms feature separate bathtubs and showers, phones, makeup/shaving mirrors, and designer toiletries. Wireless Internet access is available for a surcharge; guestrooms also offer multi-line phones, CD players, and voice mail. Televisions have video-game consoles and pay movies. Air-conditioned rooms also include desks, minibars, complimentary bottled water, and blackout drapes/curtains. A turndown service is available nightly; housekeeping is offered, and guests may request hypo-allergenic bedding. Cribs (infant beds) and rollaway beds are available on request.

Notifications and Fees:
There are no room charges for children 12 years old and younger who occupy the same room as their parents or guardians, using existing bedding. The following fees and deposits are charged by the property at time of service, check-in, or check-out.
Valet parking: US\$ 60 per night (in/out privileges)
The above list may not be comprehensive. Fees and deposits may not include tax and are subject to change.

All prices are displayed in **USD**

Room Types	Avg. Nightly Rate
Statue of Liberty View Room	\$415.00
See all rooms >	Book

All displayed prices exclude Tax Recovery Charges and Service Fees

Home | Hotels | Destination Guides

Privacy Policy | Terms of Use | FAQ | View My Reservation | Currency Converter

Location tab

The screenshot shows the TravelNow website interface for a search result. At the top, there are navigation links for Home, Hotels, and Destination Guides, along with customer service information and language/USD currency options. The main content area is for "The Ritz-Carlton New York, Battery Park". It includes a star rating, address (2 West St, New York, NY, 10004, US), and a "Rooms & Rates" button. Below this is a map of New York City with the hotel's location highlighted. A sidebar on the left lists "Nearby Points of Interest" and "Location Highlights", both with distance calculations from the hotel. At the bottom, a table provides room type details and rates.

Room Types	Rate	Action
CORPORATE RATE STATUE OF LIBERTY, GUEST ROOM, 1 KING OR 2 - DOUBLE, WATER VIEW	\$415.00	Book
CORPORATE RATE, CLUB ACCESS STATUE OF LIBERTY, CLUB LOUNGE - ACCESS, GUEST ROOM, WATER VIEW	\$495.00	Book

- Clear calls to action with the total price as shown on the search results page
- Your choice of interactive Bing or Google maps
- Clear representation of the chosen hotel on the map
- Clear highlighted points of interest and landmarks on the map
- Additional list of nearby points of interest and location highlights with distances calculated from the property location

Rooms & Rates tab

The Room & Rates tab presents every available room type in the chosen property and the total price including taxes and fees for the duration of the stay.

For all hotels, Chameleon highlights all available amenities associated with each room.

The ‘See More Details’ link at the bottom of each room description section allows access to cancellation policies, a breakdown of the total price into nightly rates, and any additional information such as notifications and fees.

The screenshot shows the TravelNow website interface for booking rooms at The Manhattan at Times Square Hotel. The top navigation bar includes links for Home, Hotels, Groups, Destination Guides, Customer Service, Manage Your Booking, and language/region settings (English, USD \$). The search filters show a stay from 07/21/2011 to 07/22/2011 for 1 guest, 2 adults. The hotel's address is 790 7th Ave, New York, NY, 10019, US.

Room Types:

- Standard room-AP - Non Refundable**: Avg. Nightly Rate \$299.00. Book button. Special Offer Book now and save! Amenities: Cable/satellite television channels, Non-smoking only, Air conditioning, Coffee/tea maker, Wake-up calls, Hair dryer, Iron/ironing board, Multi-line phone, Daily housekeeping, High-speed Internet access, Cribs (infant beds) available, Voice mail.
- Standard room**: Avg. Nightly Rate \$299.00. Book button. Amenities: Cable/satellite television channels, Non-smoking only, Air conditioning, Coffee/tea maker, Wake-up calls, Hair dryer, Iron/ironing board, Multi-line phone, Daily housekeeping, High-speed Internet access, Cribs (infant beds) available, Voice mail.
- Standard room**: Avg. Nightly Rate \$335.46. Book button. Breakfast for 2, Full Breakfast. Amenities: Cable/satellite television channels, Non-smoking only, Air conditioning, Coffee/tea maker, Wake-up calls, Hair dryer, Iron/ironing board, Multi-line phone, Daily housekeeping, High-speed Internet access, Cribs (infant beds) available, Voice mail.

Notifications and Fees: The following fees and deposits are charged by the property at time of service, check-in, or check-out. Self parking: US\$ 40.00 per night. Hot and cold buffet breakfast: US\$ 25.50 per person (approximate amount). The above list may not be comprehensive. Fees and deposits may not include tax and are subject to change.

Mon **Tues** **Wed** **Thurs** **Fri** **Sat** **Sun**

			\$299.00	\$299.00	\$269.10	
--	--	--	----------	----------	----------	--

Cancellation Policy: This rate is non-refundable and cannot be changed or cancelled - if you do choose to change or cancel this booking you will not be refunded any of the payment.

Close »

[See More Details, Cancellation Policy, and Nightly Rates >>](#)

Avg. Nightly Rate \$299.00	Book

The Check-Out Pages

Complete Your Booking Page

The checkout path has been optimized to maximize customer trust and confidence in the booking process, provide a clear summary of the hotel purchase order, and remove unnecessary steps to completing the transaction. Chameleon guides the customer through check-out using a simple two-step process.

Step 1 of the check-out process focuses on collecting traveler information and the required guest and contact details. In addition, if your site supports a membership or loyalty program the Chameleon Control Panel allows you to display a membership/loyalty field so the user can input this information. You will then be able to generate reports to access this information. (see section: **Checkout**).

TravelNow™

Home Hotels Destination Guides

US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40 Promo Code 336616 Customer Service: Manage Your Booking SECURE BOOKING

Complete Your Booking

Step 1 Traveller Information Step 2 Payment

Guest Details

Please provide a name and room preference for the guest responsible for checking into the room(s).

Room: 1: 1 Adult

First Name

Last Name

Smoking Preferences Non-Smoking Smoking

Special Request* (optional)

*Special requests are subject to availability upon check-in and may incur additional charges. Special request cannot be guaranteed.

Details of Stay

Hotel 17 Apr 17, 2011 Apr 19, 2011 1 Adult 1 Standard Single - Shared Bath
 Single Bed

225 E 17th St, New York, NY, 10003, US

Check-in: Apr 17, 2011
Check-out: Apr 19, 2011
Guests: 1 Adult
Rooms: 1
Room type: Standard Single - Shared Bath
Single Bed

All prices are displayed in \$USD

Price details

Room: 1: * \$230.00
*excluding tax recovery charges and service fees
Tax Recovery Charges \$40.92 and Service Fees (where applicable)
Total charges: \$270.92**
*including tax recovery charges and service fees (where applicable)

Low Price Guarantee (See Details)

Why Book with Us

- We Never Charge a Change or Cancel Fee (See Details)
- Low Price Guarantee (See Details)
- Secure bookings & protective privacy policy

SECURED BY GeoTrust®

Continue »

Home | Hotels | Destination Guides

Privacy Policy | Terms of Use | FAQ | View My Reservation | Currency Converter

Step 2 focuses on the payment. Information flow is structured logically from the credit card details to the billing address. Once the customer clicks the checkbox agreeing to the EAN Terms and Conditions, they can click the ‘Complete Reservation’ button, completing the transaction.

The screenshot shows a two-step booking process:

- Step 1 Traveller Information:** Contains fields for Credit Card Information (Card Type dropdown, We Accept: logos for MasterCard, Visa, American Express, and Discover), Billing Address (Country dropdown set to United States, Street Address, City, Postal / Zip Code, State dropdown), and Cancellation Policy (checkbox for agreeing to terms).
- Step 2 Payment:** Shows the Details of Stay for Hotel 17, located at 225 E 17th St, New York, NY, 10003, US. It lists Check-in: Apr 17, 2011, Check-out: Apr 19, 2011, Guests: 1 Adult, Rooms: 1, Room type: Standard Single - Shared Bath. It also shows Price details: Room 1st \$230.00, Tax Recovery Charges \$40.92, and Total charges** \$270.92. A Low Price Guarantee section is also present.

The checkout path includes inline field validation, clear error messaging, and support for credit card form completion.

Once the reservation is complete, a confirmation page listing reservation details is presented to the customer. A confirmation email is also sent to the customer. The confirmation page is designed to present the customer with a comprehensive booking summary, map with hotel location, hotel details and other important hotel information, customer support contact details, etc. Chameleon also allows the user to view and print a receipt for the booking, print the confirmation page, save the confirmation page as a PDF, or view or cancel the reservation online.

TravelNow™

Home Hotels Destination Guides

Your reservation is confirmed

Your Itinerary Number:
Your Booking Confirmation Number(s):

You will receive an email containing the confirmation and reservation details. Please refer to your itinerary number above if you contact customer service for any reason.

[View and Print a Receipt](#) [Print this page](#) [Save as PDF](#) [View or cancel your reservation online](#)

Reservation Details

Best Western Hotel am Schloss Koepenick
★★★★★ 68 reviews
Gruenauer Str. 17-21, Berlin, DE
US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Property Details
Pets Allowed • Restaurant On-site • Room Service

Additional Amenities
Bar/lounge • Elevator/lift • Restaurant(s) in hotel • Room service (limited hours)
• Wheelchair accessible • Pets accepted • Number of rooms: 107
• Number of floors: 4 • Conference room(s) • Self parking • 24-hour front desk
• Smoke-free property

Check-in: Sunday, 26 June 2011 3:00 PM
Check-out: Monday, 27 June 2011 11:00 AM
Number of nights: 1
Guests: 1 Adult
Room type: Standard room with one bed-Early Web Special, non refundable
Rooms: 1



Room Details
Standard room with one bed-Early Web Special, non refundable
Hair dryer • Cable television service • Satellite television service • Non-smoking only • Clo
Room: 1
Guests:

*Please note: Preferences and special requests cannot be guaranteed. Special requests are subject to availability.

Charges
All prices are displayed in **\$USD**

Room: 1*	\$51.25
Excluding tax recovery charges and service fees	
Tax recovery charges and service fees:	\$3.59
Total charges:**	\$54.84

*Including tax recovery charges and service fees
We have charged your credit card for the full payment of this reservation

Payment information
Cardholder Name:
Billing Address:
Email Address:
Phone number:

Additional hotel information

Hotel Terms & Conditions

 Notifications:
</p><u><p></p></u></p></p> </p>

Cancellation Policy
We are offering an exceptionally low rate on this property. In order to do so, we must make this a non-refundable rate. If you choose to cancel this reservation, you will not be refunded any of the payment.

Customer Support Contact Information

Promo Code 336616
Please refer to your reservation number (57234293) when calling.

From: reply@an.com
To:
Cc:
Subject: Your Reservation Has Been Confirmed – Itinerary Number 64578960

Sent: Wed 7/6/2011 4:34 PM

Your reservation is confirmed

Your Itinerary Number: **64578960**
Your Booking Confirmation Number(s): **Room 1 - test test - 1234**

Please refer to your itinerary number if you contact customer service for any reason.

[View or cancel your reservation online](#)

Reservation Details

Le Pavilion Hotel
★★★★★ 734 reviews
830 Poydras St, New Orleans, LA, US
1-504-5813111

Property Details
Pool • Internet Access • Fitness Center • Babysitting • Business Center • Parking • Restaurant On-site • Room Service • Spa tub • Accessible bathroom • Roll-in shower • In-Room accessibility

Additional Amenities:
Business Center • ATM/Banking • Banquet Facilities • Coffee in lobby • Elevator/lift • Security guard • Event catering • Business services • Spa tub • Room service (24 hours) • Spa services on site • Umbrella • Bar/lounge • Wedding services • Swimming pool - outdoor • Ballroom(s) • Babysitting or child care • Restaurants in hotel • Parking (valet) • Number of rooms: 226 • Number of floors: 10 • Airport transportation (surcharge) • Conference room(s) • Audio-visual equipment • Translation services • Computer rental • Air-conditioned public areas • Pet-friendly (surcharge) • Tour assistance • Breakfast available (surcharge) • Concierge shop • Cafe • Baby sitting • Safety deposit box • Front desk staff • Meeting rooms • Complimentary newspaper in lobby • 24-hour front desk • Express check-out • Doorman/doormanager • Limousine or Town Car service available • Medical assistance available • Internet access - wireless • Internet access in public areas - complimentary • Meeting rooms (small groups) • Parking (secure) • Parking (valet) \$28/24 Hours In/Out • Dry cleaning/laundry service • Fitness facilities • Roll-in shower • Year Built 1907 • In-room accessibility • Accessible bathroom • Complimentary reception • Concierge desk • Technology support staff • Number of meeting and conference rooms 15 • Media library • Smoke-free property • Valet parking (surcharge)

Check-in: Aug 19, 2011 3:00 PM
Check-out: Aug 21, 2011 12:00 PM
Number of nights: 2
Room type: Traditional: Bed Type Chosen at Check in



Manage Your Booking

The Manage Your Booking page gives customers quick access to review or cancel an existing booking. Once the customer enters their itinerary number and email address, clicking the ‘View Reservation’ button takes them to a detailed view of the booking. When canceling the booking, Chameleon will provide the customer with a cancellation page summarizing their actions and send a cancellation to the customer.

TravelNow

Home | Hotels | Destination Guides

US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40 Promo Code 338618 Customer Service: Manage Your Booking

We make it easy to check the status of or cancel an existing reservation.

Why Book with Us

- We Never Charge a Change or Cancel Fee (See Details)
- Price Guarantee (See Details)
- Secure Bookings & protective privacy policy

Manage Your Booking

To view or cancel your reservation, we need the following information:

Itinerary Number:

Email Address for Reservation:

View Reservation

Your reservation is confirmed

Your Itinerary Number:

Your Booking Confirmation Number(s):

You will receive an email containing the confirmation and reservation details. Please refer to your itinerary number if you contact customer service for any reason.

Cancel Reservation | [View and Print a Receipt](#) | [Print this page](#) | [Save as PDF](#)

Reservation Details

Best Western Hotel am Schloss Koepenick

★★★☆☆ 68 reviews

Gruenauer Str. 17-21, Berlin, DE

Pets Allowed • Restaurant On-site • Room Service

Property Details

Pets Allowed • Restaurant On-site • Room Service

Additional Amenities

Bathrooms • Elevator/lift • Restaurant(s) in hotel • Room service (limited hours) • Wheelchair accessible • Pets accepted • Number of rooms: 107 • Non-smoking floors: 4 • Conference room(s) • Self parking • 24-hour front desk • Smoke-free property

Check-in: Sunday, 26 June 2011 3:00 PM
Check-out: Monday, 27 June 2011 11:00 AM
Number of nights: 1
Guests: 1 Adult
Room type: Standard room with one bed-Early Web Special, non refundable
Rooms: 1

Room Details

Standard room with one bed-Early Web Special, non refundable

Hair dryer • Cable television service • Satellite television service • Non-smoking only • Click radio • Iron/ironing board • Free local calls • Coffee/tea maker

Charges

All prices are displayed in \$USD

Room: 1*	\$51.25
Tax recovery charges and service fees	\$3.59
Total charges:**	\$54.84

*Including tax recovery charges and service fees.
**We have charged your credit card for the full payment of this reservation.

Payment Information

Cardholder Name: _____
Billing Address: _____
Email Address: _____
Phone number: _____

Additional Hotel Information

Cancellation Policy

We are offering an exceptionally low rate on this property. In order to do so, we must make this a non-refundable rate. If you choose to cancel the reservation, you will not be refunded any of the payment.

Customer Support Contact Information

Promo Code 338618
Please refer to your reservation number (57234293) when calling.

Home | Hotels | Destination Guides

Privacy Policy | Terms of Use | FAQ | View My Reservation | Currency Converter

TravelNow™

Home | Hotels | Destination Guides

Your reservation has been cancelled.

Your Itinerary Number: **57234293**

Your cancellation is confirmed, a cancellation email will be sent to your email address within 2 hours.

Cancellation Details

Best Western Hotel am Schloss Koepenick

★★★☆☆ 68 reviews

Gruenauer Str. 17-21, Berlin, DE

Pets Allowed • Restaurant On-site • Room Service

Reservation Details

Check-in: Sun, 26 Jun 2011 - check-in after 3:00 PM
Check-out: Mon, 27 Jun 2011 - check-out after 11:00 AM
Number of nights: 1
Guests: 1 Adult
Room type: Standard room with one bed-Early Web Special, non refundable
Rooms: 1

Cancellation Policy

We are offering an exceptionally low rate on this property. In order to do so, we must make this a non-refundable rate. If you choose to cancel this reservation, you will not be refunded any of the payment.

Refund Text

We have issued a refund request. Please note refunds may take up to 30 days from cancellation date to be visible on your account. For more information see [FAQs](#).

Home | Hotels | Destination Guides

Privacy Policy | Terms of Use | FAQ | View My Reservation | Currency Converter

From: _____ Sent: Mon 07/03/2011 15:47
To: _____
Cc: _____
Subject: TravelNow.com Cancellation Request - Best Western Hotel am Schloss Koepenick

TravelNow.com has received your cancellation request and forwarded it to the property. Here are your cancellation details.

Hotel Reservation Details :
Best Western Hotel am Schloss Koepenick
Gruenauer Str. 17-21
Berlin 12057
DE

Phone: +49-30-658058
Phone (AUS): +61-3-6150018
Fax: +49-30-658050
Adults: 1
Dates: Sunday, June 26, 2011 - Monday, June 27, 2011

TravelNow.com Itinerary #:
Please include this itinerary number in the subject line for all correspondence with TravelNow.com.

A cancellation number was not available from the property at this time. A reservation agent will send you your cancellation number as soon as the property provides it.

We are offering an exceptionally low rate on this property. In order to do so, we must make this a non-refundable rate. If you choose to cancel this reservation, you will not be refunded any of the payment. If you have any questions please feel free to contact us:
TravelNow.com
4124 S. McCamey Court
Springfield, MO 65804 USA
Or you may reach us by replying directly to this confirmation e-mail.

Thank you for using our service.
We look forward to helping you again in the future.

Chapter 4:

Chameleon Control Panel



Overview

Chameleon Control Panel is the tool that allows you to control both the business rules and presentation layer of your site, and it sets Chameleon apart from any private label template solution in the marketplace. With over 110 configurable options, it's possible to customize your site experience to the needs of a specific audience and support all your brand requirements. Adding your header and footer, defining preferred property sorting and filtering rules, and creating different template styles are just a few of the extensive options you can leverage.

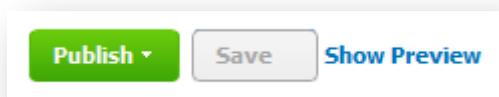
The Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean.

Once you access Affiliate Center, click the Control Panel menu to load the CP submenu and related features.

The navigation within Control Panel follows a logical structure:

- Dashboard
- Account
- Products
- Design
- Marketing
- Link Builder
- Language Selection

With the exception of the Link Builder and Language Selection sections, you always have the option to publish a change, save a change, or show changes in a preview mode.





The Save button saves the changes you've made during the current session, but the changes won't go live on your Chameleon pages until you click Publish. Clicking the Publish button publishes all your existing settings to your site.

Dashboard

The Dashboard menu serves as the Control Panel start page, where you can view recent changes and access a 12-month history of your configuration changes.

Account

The Account page contains URL management tools and custom analytics functionality.

Products

The Products tab has three subsections dedicated to customizing features and functions within the Chameleon booking path, as well as defining the underlying inventory available to your customers:

- **Common** – manage language and currency settings, pricing, calendar options, map preferences, and footer links
- **Hotels** – primarily focuses on customizing search forms, implementing filters, including/excluding certain properties, defining sort orders, and more
- **Checkout** – add a membership or loyalty field to the check-out pages

Design

There are two subsections within the Design menu – Template Design and Custom Content. Template Design allows you to customize your Chameleon page colors. The Custom Content page allows you to add branding to your Chameleon pages.

Marketing

The Marketing menu has two subsections - Search widget and Marketing. The Search widget page helps you to generate HTML code, that can in turn be embedded into your site, so customers can search for hotels directly from your pages. The Marketing page offers controls so you can adjust the content your Hotel Landing Page.

Link Builder

Creating deep links is an essential part of driving traffic to your site. The Link Builder page provides access to a Chameleon deep link generator. Multiple filtering options and assorted parameters are available to you in order to maximize your linking possibilities. Please note that the inventory manipulation as defined in the Products section carries over into the Link Builder.

Language Selection

Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean.

Dashboard

Change History

Change History provides access to a detailed log of your previous Chameleon Control Panel changes. Click the 'View log of changes' link to load a popup list of all your configuration changes spanning the previous 12 months.

Home Site ▾ XML Account ▾ Merchandising ▾ Stats ▾ Comms ▾

Dashboard Account Products ▾ Design ▾ Link Builder English ▾

Home

Change History

[View log of changes](#)

Changes have been published

[Restore to Previous Published](#)

[Affiliate Center](#)

Published Revision History* [Back to Control Panel](#)

*Information is stored for 1 year

Change History	User (access level)	Page	Section	Task(s)
2011 Feb 25 06:37:06	AFFILIATE	-	-	Restored to Previous Published Version
2011 Feb 24 16:38:46	System Admin	-	-	Published all changes
2011 Feb 24 16:38:46	System Admin	Administrative Settings	Administration Settings	Turn off GeoTrust Logo
2011 Feb 24 16:35:37	System Admin	-	-	Published all changes
2011 Feb 24 16:35:37	System Admin	Administrative Settings	Administration Settings	Turn off GeoTrust Logo
2011 Feb 24 15:51:16	EAN Mngr	-	-	Published all changes
2011 Feb 24 15:51:16	EAN Mngr	Administrative Settings	Display	Switch utility footer links on/off
2011 Feb 24 15:26:55	EAN Mngr	-	-	Published all changes
2011 Feb 24 15:26:55	EAN Mngr	Administrative Settings	Display	Customize the quantity of properties displayed on each results page
2011 Feb 24 15:26:48	EAN Mngr	Administrative Settings	Display	Display All Room Types
2011 Feb 24 15:26:48	EAN Mngr	-	-	Published all changes
2011 Feb 24 15:14:37	EAN Mngr	-	-	Published all changes
2011 Feb 24 15:14:37	EAN Mngr	Hotels	Display	Display Trip Advisor Ratings and Reviews
2011 Feb 24 15:14:37	EAN Mngr	Hotels	Display	Display Trip Advisor Photos
2011 Feb 24 15:14:37	EAN Mngr	Hotels	Display	Display hotel names in the local language with English in parenthesis
2011 Feb 24 15:12:15	EAN Mngr	Hotels	Display	Select results display options
2011 Feb 24 15:12:15	EAN Mngr	-	-	Published all changes
2011 Feb 24 15:12:15	EAN Mngr	Common	Language and Currency	Manage Currency
2011 Feb 24 13:21:53	System Admin	-	-	Published all changes
2011 Feb 24 13:21:53	System Admin	Administrative Settings	Pricing	Allow affiliate to exclude taxes in tax display

[Page 1](#) [Next](#)

Restore to Previous Published

The Restore to Previous Published option allows you to reinstall a previous Chameleon version. Please note that you can only move one version back and any unpublished changes at the time you click the Restore button will be lost.

Restore to Previous Published

Published **10 Mar 2011 16:21**

Restore

Account

Overview

From the Account page you can update the home URL within your default Chameleon header and footer, or add Google and Yahoo tracking to your Chameleon pages.

URL Management

Define Home URL

This field powers the Home link in your default Chameleon header and footer.



Define Home URL

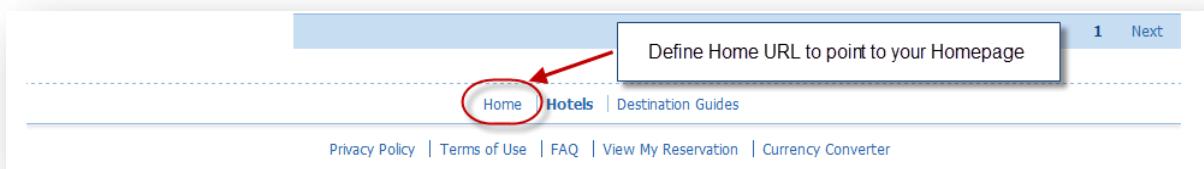
Home URL

Add

Example: <http://www.domain.com/>

Just enter your home URL into the input field and click the Add button. This will update the Home link.

The screenshot shows the TravelNow website interface. At the top, there's a navigation bar with links for Home, Hotels, and Destination Guides. A red arrow points from the 'Home' link to a callout box containing the text "Define Home URL to point to your Homepage". Below the navigation, there's a search bar with the placeholder "Results For [Las Vegas, NV, United States]" and a "Search" button. Underneath the search bar, there are date selection fields ("From 03/11/2011" and "To 03/13/2011"), room selection fields ("Rooms: 1 Guests: 2 Adults"), and a "Change" link. At the bottom, there are buttons for "Change View", "List View", and "Map View", along with a "Low Price Guarantee (See Details)" link.



Analytics

EAN recognizes that having access to popular analytics tools is one of the many keys to running a successful business. Analytics not only tracks traffic and user data, but it also allows you to adjust the way you market to your customer base with the end goal of achieving maximum conversion.

Analytics

Add Google Analytics number

You can track your pages via Google Analytics simply by entering your web property ID number.

Google Analytics ID

Example: UA-11111111-1

Add

Add Yahoo Analytics number

You can track your pages via Yahoo Analytics simply by entering your web property ID number.

Yahoo Analytics ID

Example: 123456789

Add

Chameleon supports two popular tracking solutions: Google Analytics and Yahoo Analytics.

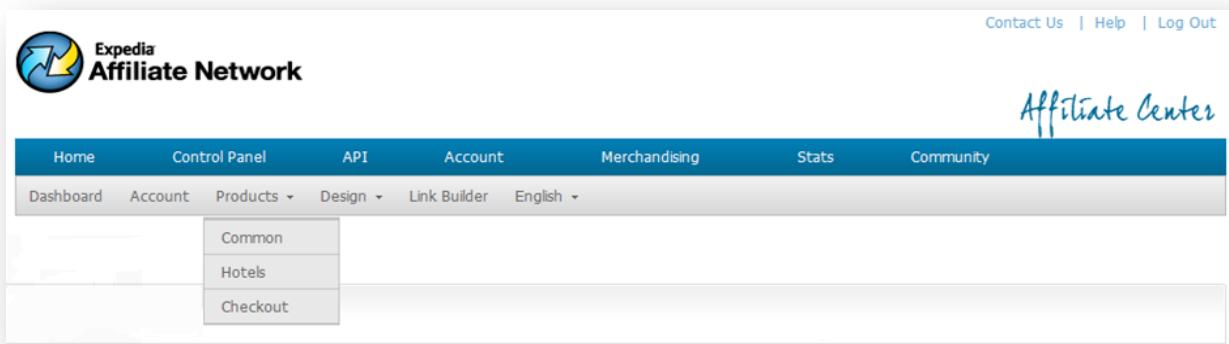
Enabling analytics tracking is as simple as typing your account number into the appropriate field, clicking the 'Add' button, and then the 'Publish' button.

Products



Overview

The Products tab allows you to manage and customize functions/features on the Chameleon pages as well as the underlying inventory. The Products tab is divided into three subsections – Common, Hotels, and Checkout.



The screenshot shows the Chameleon Control Panel interface. At the top, there's a header with the Expedia Affiliate Network logo and links for Contact Us, Help, and Log Out. Below the header is a navigation bar with tabs: Home, Control Panel, API, Account, Merchandising, Stats, and Community. Under the Account tab, there's a sub-menu with Dashboard, Account, Products (which is currently selected), Design, Link Builder, and English. The main content area has a sidebar with three categories: Common, Hotels, and Checkout. The 'Common' category is highlighted with a blue background.

The Common section allows you to manage language and currency displays as well as pricing displays, calendar displays, map source, and footer displays. The Hotels section focuses on the search form configuration, managing the kind of inventory you would like to display to your customers, defining sort options, and managing filter displays. The Checkout section provides the option to add a membership/loyalty field to the check-out pages.

Common

Within the Common section you have access to three areas:

- Language and Currency
- Pricing
- Other Settings

Languages and Currency

Manage Languages

Chameleon supports 33 different languages: Arabic, Czech, Danish, Dutch, English, French, French (Canadian), German, Italian, Norwegian (Bokmål), Spanish (Mexican), Spanish (Native), Swedish, Japanese, Portuguese (Brazilian), Russian, Korean, Chinese (Simplified), Traditional Chinese, Finnish, Greek, Hungarian, Malay (Malaysia), Polish, Slovak, Thai, Turkish, Latvia, Lithuanian, Icelandic, Estonian, Ukrainian, and Indonesian.



Chameleon displays the appropriate language by using the customer's default browser language setting. If the system is unable to detect the customer's browser language setting, Chameleon will fall back to the default language. You can define your default settings or override the geolocation functionality if preferred.

Manage Languages

Select your default language and the languages you wish to make available to your customers.

Change default language

Deutsch

Specify site languages

All languages Português (Brazilian) 简体字	 	Languages Deutsch English Český Dansk Nederlands Français
Move all ► ◀ Move all		

Display language controls

Yes **Published** No

Move any languages you don't want your customers to access on the Chameleon pages to the left side. Languages on the right side are active and available to your customers.

The ‘Display language controls’ option lets customers change the page language if they wish. Changing the option to ‘No’ disables customer language controls on the Chameleon pages.

Example: If your website, brand, or promotions strictly target German consumers, you could set the default language to German and make it the only available language on the Chameleon pages. Adding child CIDs for other markets and specifically configuring each Chameleon site according to the individual market requirements helps to fully customize your Chameleon pages per the specific needs of each segment.

Manage Currency

Chameleon supports a total of 20 billable currencies: AUD, BRL, CAD, CHF, CNY, DKK, EUR, GBP, HKD, ILS, INR, JPY, KRW, MXN, NOK, NZD, RUB, SEK, SGD, and USD. Chameleon also supports 9 additional display languages: AED, ARS, IDR, MYR, THB, TRY, and ZAR.

Chameleon’s powerful geolocation function will automatically assign the most relevant currency display to the customer based on the customer’s origin. If the origin was not detected or the currency in the associated locale is not supported, Chameleon will fall back to the assigned default currency.

Manage Currency

Select your default currency and the currencies you wish to make available to your customers.

Change default currency

USD Published

Specify site currencies

All currencies	Site Currencies
	USD
	EUR
	GBP
	AUD
	BRL
	CAD

Display currency controls

Yes Published No

Similar to the Manage Languages section, any currencies you don't want available to your customers should be moved to the left side. Note that if the 'Display currency controls' option is set to 'No', your customers will not be able to change the display currency.

It is also possible to use the Override Currency setting to ensure the currency of your choice is always displayed to the customer by default. The customer will have the option to change the page currency, assuming you have the Display language controls option enabled.

Example: If your website, brand, or promotions strictly target German consumers, you could set the default language to German and only use German as the available site language. You may also want to set the Override Currency to Euros and possibly restrict the available currencies to just Euros.

Pricing

Chameleon uses geolocation functionality to display the appropriate pricing to your customers by default. It's possible, however, to override the geolocation functionality so that all your customers see specific types of pricing no matter their location.

Customize prices display

The four possible choices are:

- Price Display determined by customer's geographic location
- Average Nightly Rate
- Total Cost of Stay
- Average Nightly Rate + Total Cost of Stay

Customize prices display

- Price Display determined by customer's geographic location (Recommended) Published
- Average Nightly Rate
- Total Cost of Stay
- Average Nightly Rate + Total Cost of Stay

Tax display type

The three possible choices are standard default, include taxes, or exclude taxes. It is recommended that you keep the system default or choose include taxes (in the event the locality where you live demands pricing inclusive of taxes at all times). It is highly recommended that you not choose the exclude taxes option and a popup with more detailed information will load on the site if you do so.

Tax display type

- Standard Default Published
- Include taxes
- Exclude taxes

Other Settings

The Other Settings area allows you to control calendar options, choose your preferred map source, and switch links on/off within the default Chameleon footer as required.

Choose Calendar Options

Choose calendar format

- Monday first
- Sunday first
- by locale Published

Choose manually entered date format

- dd/mm/yyyy
- mm/dd/yyyy
- yyyy-mm-dd
- by locale Published

Selecting the 'by locale' option means that the calendar format and the date format is determined by Chameleon's geolocation function that detects the customer's origin and displays the appropriate format based on the locale as defined below. EMEA represents Europe, the Middle East, and Africa and APAC represents Asia Pacific.

Calendar Format	Date format
Americas: Sunday First	Americas: mm/dd/yyyy
EMEA & APAC: Monday First	EMEA: dd/mm/yyyy
	APAC: yyyy-mm-dd

Confirmation email custom text

Adding custom text to the confirmation emails your customers receive when they book is as easy as typing what you'd like them to see into the 'Confirmation email custom text' field. There is a limit of 500 characters, including spaces, and HTML tags are supported.

Confirmation email custom text

Enter confirmation email custom text:

The following input within the 'Confirmation email custom text' field

Test. **test** [Book your next trip with us!](http://www.travelnow.com/)

results in text added at the bottom of the customer email as follows:

Customer Support Contact Information

Promo Code 358776
Please refer to your reservation number (64578960) when calling.

Test. **test** [Book your next trip with us!](http://www.travelnow.com/)

Choose map source

Google Maps is the default provider, but you can switch to Bing if preferred.

Choose map source

Select which map service you wish to be used on your pages.

Google Maps Bing Maps

Switch Footer links on/off

If you do not add a custom footer on your Chameleon pages, a default footer loads at the bottom of the pages.

Home | **Hotels** | Groups | Destination Guides

Privacy Policy | Terms of Use | FAQ | View My Reservation | Currency Converter

Each link within the footer has a checkbox to turn the link on or off. Enabling or disabling all the links with one click is possible via the 'Select all' and 'Clear all' links.

Switch footer links on/off

Choose which links you which to display in your footer.

[Select all](#) [Clear all](#)

Home

Hotels

Destination Guides

Groups

Condos

RoadTrips



Hotels

The Hotels section focuses on the search form configuration, managing the inventory customers see, defining sort options, and managing display filters. The four subsections are:

- Search Form
- Properties
- Select Destination Options
- Sorting
- Display

Search Form

This section controls the search form on your Chameleon hotel landing page (see section: [The Hotel Landing Page](#)). There are four distinct search form configurations:

- A. Display a search field
- B. Display a search field and up to 12 destinations
- C. Display up to 12 destinations
- D. Display a single destination only

A. Display search input field

The screenshot shows the 'Search Form' configuration screen. At the top, there's a 'Select destination options' section with a checked checkbox labeled 'Display search field'. Below this is a search bar with placeholder text 'Where would you like to go?' and a 'Enter destination' input field. Further down are date selection fields for 'Check-in' (set to 09/30/2010) and 'Check-out' (set to 10/02/2010), a checkbox for 'I don't have specific dates yet', and dropdowns for 'Rooms' (set to 1), 'Room 1' (set to 2), 'Adults (18+)', and 'Children (0-17)'. At the bottom are a 'Search' button and a 'Show More Options' link.

If you support your customers on a global scale and you want to allow them unbiased access to all possible destinations, this might be your best option. Note that the search field is a powerful predictive search that suggests possible destinations as the customer enters search criteria, beginning with the third letter entered, with the most relevant suggestions at the top. (see section: [The Hotel Landing Page](#)).

B. Display a search field and up to 12 destinations

Select destination options Changed

Display search field Display a search field and up to 12 destinations Choose your destinations Use EAN top destinations

Add a destination

Add 5 Items: (Limit is 12)

Brussels Park (Parc de Brussels), Brussels, Belgium	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
Paris Beauvais Airport (BVA)	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
San Diego, California, United States	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
New York, New York, United States	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
Orlando, Florida, United States	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
Las Vegas, Nevada, United States	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>
London, United Kingdom	<input type="button" value="▼"/>	<input type="button" value="▲"/>	<input type="button" value="—"/>

Where would you like to go?

New York Niagara Falls Manhattan
 Times Square

Enter destination

Check-in Check-out

I don't have specific dates yet

Rooms: Adults (18+) Children (0-17)

Search ▶ Show More Options

Displaying a search field and highlighting a list of preselected destinations is Chameleon's default setting. It provides the customer with guidance and the added benefit that there is no need to enter a destination if your travel destination is already on the predefined list. You can either use EAN's top destination list or select destinations that best represent your customer's preferences. Just enter the destination in the smart search field and click the 'Add' button to move it to your list. Once you click the 'Publish' link your changes will automatically update your Chameleon hotel landing page.

C. Display up to 12 destinations

If your site targets a selected set of destinations only, this option best fits your needs. You can either use EAN's top destination list or select destinations that best represent your customers' preferences. Just enter the destination in the smart search field and the 'Add' button to move it to your list. Once you click the 'Publish' link your changes will automatically update your Chameleon hotel landing page.

Search Form

Select destination options

Display search field

Display a search field and up to 12 destinations

Display up to 12 destinations

Choose your destinations Use EAN top destinations

Add a destination

Add 6 Items: (Limit is 12)

Munich, Germany	▼ -
Edinburgh, United Kingdom	▲ ▼ -
Dublin, Ireland	▲ ▼ -
Rome, Italy	▲ ▼ -
Brussels, Belgium	▲ ▼ -
Paris, France	▲ -

Where would you like to go?
 New York Niagara Falls Manhattan
 Times Square

Check-in: 09/30/2010 Check-out: 10/02/2010

I don't have specific dates yet

Rooms: 1 Room 1: 2 Adults (18+): 0 Children (0-17): 0

Search [Show More Options](#)

Display a single destination only



D. Display a single destination only

If your site targets one specific destination only, this is your search form of choice. Just enter the destination in the smart search field and click the ‘Add’ button to move it to your list. Once you click the ‘Publish’ link your changes will automatically update your Chameleon hotel landing page.

Properties

The properties section is a fully-featured place for you to narrow down EAN's vast hotel inventory to create a subset that specifically targets the needs of your customer base.



Example: If your website, brand, or promotions specializes in boutique and high-end hotels, it is unlikely that your target customer segment will be interested in hostels or one- to two- star hotels. Your customers, providing a much more targeted experience. The more targeted your offer, the more relevant it is to your customers, and the higher your conversion.

There are countless ways to control and shape EAN's 130,000+ hotels so that your customers always see properties and inventory matching their needs. The main sections of the Properties page are:

- Limit search results by amenities
- Limit search results by types
- Limit search results by theme
- Limit search results by star rating
- Limit search results by minimum Trip Advisor rating
- Define Inclusion/Exclusion List



It's possible to use none, some, or all of the 'limit' sections in conjunction with one another. Please keep in mind there is an 'AND' relationship between the options, meaning that limiting the amenities

to ‘babysitting’ and the type to ‘All-Inclusive Resort’ will only display All-Inclusive Resorts with babysitting services.

The Inclusion/Exclusion option focuses very granularly at the property level and enables you to select specific hotels to only display, or conversely block specific hotels from loading on the Chameleon pages.



It is important to highlight that too many restriction combinations can significantly impact the number of hotels returned in a given destination. In addition, any restrictions you define will also apply/carry over to deep links you generate.

Example: If you limit EAN’s inventory to only display five-star hotels, a deep link pointing to a one-star hotel will not bring back the one-star property.

Limited Search results by Amenities

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the amenity or amenities you require.

Example: If your site targets pet friendly consumers you most likely want to only display hotels that embrace this characteristic by checking the ‘Pets allowed’ amenity as your limitation factor.

Properties

Limit search results by amenities

[Select all](#) [Clear all](#)

<input checked="" type="checkbox"/> Pool	<input checked="" type="checkbox"/> Internet Access	<input checked="" type="checkbox"/> Fitness Center	<input type="checkbox"/> Pets Allowed	<input type="checkbox"/> Kitchen/Kitchenette
<input type="checkbox"/> Babysitting	<input type="checkbox"/> Business Center	<input type="checkbox"/> Parking	<input type="checkbox"/> Restaurant On-site	<input type="checkbox"/> Room Service
<input type="checkbox"/> Accessible path of travel	<input type="checkbox"/> Accessible bathroom	<input type="checkbox"/> Roll-in shower	<input type="checkbox"/> Handicapped Parking	<input type="checkbox"/> In-Room accessibility
<input type="checkbox"/> Accessibility equipment for the deaf	<input type="checkbox"/> Braille or raised signage			



Note that the amenities always have an ‘And’ condition between them. For example if you select the Pool and Fitness Center amenities only properties that have both Pool and Fitness Center will be displayed. It is also important to note that limiting by a specific amenity removes that amenity as a filter option on the search results page.

Limit Search results by Types

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the hotel type or types you require.

Limit search results by types

[Select all](#) [Clear all](#)

<input type="checkbox"/> Hotel	<input type="checkbox"/> Motel	<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Apart-hotel	<input type="checkbox"/> Apartment
<input type="checkbox"/> Apartment/Condo	<input type="checkbox"/> Resort	<input type="checkbox"/> Condominium resort	<input type="checkbox"/> All-inclusive Resort	<input type="checkbox"/> Inn or Lodge
<input type="checkbox"/> Villa	<input type="checkbox"/> Lodge	<input type="checkbox"/> Guest House	<input type="checkbox"/> Hostel	<input type="checkbox"/> Cottage
<input type="checkbox"/> Cabin	<input type="checkbox"/> Private vacation home	<input type="checkbox"/> House boat	<input type="checkbox"/> Chalet	<input type="checkbox"/> Ryokan
<input type="checkbox"/> Ranch	<input type="checkbox"/> Tree house	<input type="checkbox"/> Overwater accommodation		

The hotel types always have an ‘OR’ condition between them. For example, if you select Hotel and also Resort, only properties that are classified as Hotel or Resort will be displayed. Hence you will display all available inventory for both categories.

Limited Search results by theme

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the theme or themes you require. The criteria for each theme are defined within Appendix I (see section: Appendix A - Hotel Theme Criteria).

Limit search results by theme

[Select all](#) [Clear all](#)

- | | | | | |
|--|--|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Business | <input type="checkbox"/> Family | <input type="checkbox"/> Luxury | <input type="checkbox"/> Spa | <input type="checkbox"/> Golf |
| <input type="checkbox"/> Airport | <input type="checkbox"/> All-Inclusive | <input type="checkbox"/> Apartment | <input type="checkbox"/> Beach | <input type="checkbox"/> Bed & Breakfast |
| <input type="checkbox"/> Boutique | <input type="checkbox"/> Casino | <input type="checkbox"/> Countryside | <input type="checkbox"/> Design | <input type="checkbox"/> Design/Boutique |
| <input type="checkbox"/> Gourmet | <input type="checkbox"/> Green Sustainable | <input type="checkbox"/> Historic | <input type="checkbox"/> Pet Friendly | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Self-catering | <input type="checkbox"/> Sports | <input type="checkbox"/> Unique | <input type="checkbox"/> Villa | |



The hotel themes operate using an ‘OR’ condition. For example, if you select the Family theme and and Luxury theme, only the properties that are classified as Family or Luxury will be displayed. Hence you will display all available inventories for both categories.

Limited Search results by star rating

The default setting for this section is ‘Don’t limit search results’, meaning there are no limitations in place. Choosing a specific star rating means only properties at and above the star rating selected will load on your site. Selecting the ‘4 stars’ option then limits your account to 4 and 5 star properties.

Limit search results by star rating

Set a minimum star rating and properties with a rating lower will not be displayed.

- Don't limit search results
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars



Example: If your site targets a higher end segment of the market that won’t stay in one- or two- star accommodations, it would not be worthwhile to show them one- or two- star properties. You would instead limit your search results to only show three-, four-, and five-star properties.

Limit search results by minimum Trip Advisor rating

An additional dimension to help limit your search results and increase the relevance of your inventory is the ‘Limit search results by minimum Trip Advisor rating’ section. The default setting is to ‘Don’t limit search results,’ meaning there are no limitations in place.

Limit search results by minimum Trip Advisor rating

Set a minimum TripAdvisor Traveller Rating and properties with a rating lower will not be displayed.

- Don't limit search results
- Limit by minimum rating: 2
- Limit by minimum rating: 3
- Limit by minimum rating: 4

Limiting by minimum Trip Advisor rating means only properties at and above the rating you select will load on your site. For example, selecting the ‘Limit by minimum rating: 3’ option hides properties with Trip Advisor ratings of 1 and 2, and displays properties rated at 3 or above.

Define Inclusion/Exclusion List

The Define Inclusion/Exclusion List is yet another way to limit EAN’s hotel inventory on your Chameleon pages.

An include list only allows the hotels you designate to load, and conversely an exclude list defines the hotels that will not be displayed in the search results.

Select the hotels for your Inclusion/Exclusion List using the smart search form.

Define Inclusion/Exclusion List

- exclude list
- include list

Hilton New Yo

Hilton New York, New York, New York, US Hotels

...keep typing to refine your search

Add

Items	Type	Timeframe
-------	------	-----------

In addition, you have the option to define a timeframe when your Inclusion/Exclusion list should be active.



It is very important to point out that the Inclusion List is a very specific use case that limits both the properties to be displayed and the choice of destinations available to your customers. ‘Include Lists’ should be implemented in conjunction with appropriate changes to your Search Forms, so the inclusion scenario is intuitive to the customer and doesn’t lead them to a “dead end” within the booking path.



Example: You own a hotel or chain and work with Expedia as a distributor of your inventory, but you don’t have the time and/or resources to set up your own booking site. Creating an ‘Include List’ comprised solely of your hotels should accompany the customization of your hotel landing page search forms to only show your destination cities.

Select Destination Options

The Select Destination Options section allows you to control which destinations are available within the smart search suggestions and disambiguation page.

Select Destination Options

Define Inclusion/Exclusion List

Create an

exclude list

include list

Add

When customers type a destination into the Hotel Landing Page, the Smart Search makes suggestions after the third character is entered. You can ensure certain destinations aren’t suggested by adding them to an exclude list. Conversely, you can ensure only certain destinations are ever suggested by adding those to an include list.

When a customer types a destination that is too vague (for example, Springfield), Chameleon loads a affect which destinations are returned.



It is important to note that any include and exclude lists you create using the Select Destination Options setting only affects the smart search suggestions and Disambiguation Pages, and has no effect on the hotel inventory available to your customers.

Sorting

The sorting section allows you to define Chameleon's available sort options based on your specific needs. In addition, the default sort options, called Our Recommendations, can be renamed if necessary.

Define Sort Options

The Define Sort Options section lets you customize which sort options should be displayed on your Chameleon search results page, as well as the default sort order. The Chameleon default is to display all possible sort options (all options are preselected) and to set the 'Our Recommendations' sort as the standard sort criteria. The 'Our Recommendations' option is a complex and dynamic sort algorithm that focuses on maximizing conversion by providing the most relevant search results to your customers. 'Our Recommendations' is also the only sort category that you cannot unselect, meaning it will always be available to customers.

Define Sort Options

Select your default sort order and the sort options available to your customers.

Define Default Sort Option

Our Recommendations Published

Display sort options

<input checked="" type="checkbox"/> Our Recommendations	<input checked="" type="checkbox"/> Price (Low to High)	<input checked="" type="checkbox"/> Price (High to Low)
<input checked="" type="checkbox"/> Star Rating (Low to High)	<input checked="" type="checkbox"/> Star Rating (High to Low)	<input checked="" type="checkbox"/> Traveler Rating (Low to High)
<input checked="" type="checkbox"/> Traveler Rating (High to Low)		

The 'Define Default Sort Option' dropdown menu contains alternate choices for the default sort order. Deselecting any of the 'Display sort options' choices hides that specific option from the customer.



Example: If your site mainly targets consumers whose purchase decisions are driven by peer ratings you might want to consider selecting the sort option 'Traveler Rating (High to Low)' as your default in order to provide the most relevant properties for this specific consumer segment.

Rename 'Our Recommendations'

Rename "Our Recommendations"

Select name

Our Recommendations Published

Our Recommendations Published

Our Picks

It is possible to rename ‘Our Recommendations’ to ‘Our Picks’ if preferred.

Display

The Display section allows you to customize the customer-driven filters presented on the hotel search results page.



Define Filters to be Visible

By default the ‘Define Filters to be Visible’ section has all possible filters selected, meaning all filters will be available to customers on the hotel search results page (see section: Filtering and Sorting). Deselecting one or more filter options is perfectly acceptable depending on your specific requirements.

Define Filters to be Visible

[Select all](#) [Clear all](#)

- | | | | | |
|--|---|---|---|--|
| <input checked="" type="checkbox"/> Hotel Name | <input checked="" type="checkbox"/> Price | <input checked="" type="checkbox"/> Traveller Opinion | <input checked="" type="checkbox"/> Amenities | <input checked="" type="checkbox"/> Themes |
| <input checked="" type="checkbox"/> Types | <input checked="" type="checkbox"/> Star Rating | <input checked="" type="checkbox"/> Breakfast | <input checked="" type="checkbox"/> Locations | |

Note that some of these filters represent headings, for example if you deselect the ‘Amenities’ option none of the available amenity filters (Pool, Internet Access, Fitness Center, etc.) will be available on your search results page. The same is true for Star Rating, Locations, Types, and Themes.

Define Maximum Number of Hotel Rooms to be Displayed

By default, customers can book up to eight rooms online in a single transaction. It is possible to limit the maximum number of rooms per transaction to four.

Define Maximum Number of Hotel Rooms to be Displayed

8 rooms **Published** 4 rooms

Customers who attempt to book more than the maximum number of hotel rooms online are redirected to a group booking request form. Our Group Department handles all group booking request form submissions.

Group Booking Request Form

Contact Information

First Name

Last Name

Daytime Phone

Evening Phone
 Same as Daytime Phone

Email

Company Name (optional)

Group Hotel Rooms

Planning a wedding, reunion, business event, sports team travel or other special occasion?

The test Group Department can help you with requests for 9 or more hotel rooms.

Complete the form below or call 1-800-301-8485 (Promo Code: 342775) and our friendly and knowledgeable Group Reservations Specialists will help you 7 days a week at over 90,000+ hotels and resorts worldwide.

Destinations and Hotels

Destination

Choose Hotel(s)

1st Hotel Choice

Add another Hotel

Dates

Select dates

Check-in	Check-out
<input type="text" value="03/18/2011"/> <input type="button" value="▼"/>	<input type="text" value="03/20/2011"/> <input type="button" value="▼"/>

Select results display options

By default both the List View and Map View are available to customers. You can deselect the Map View to leave the List View as the only available search results page view option.

Select results display options

List View Map View



Example: If your customer segment does not use maps and you instead want to provide a streamlined user experience, disabling the Map View is probably best.

Display hotel names in the local language with English in parenthesis

The Chameleon default setting is to display hotel names in the local language only.

Display hotel names in the local language with English in parenthesis

No Yes **Published**

It is possible to add the English hotel name in parenthesis as well, which leads to listings that look like this:



ハリウッド ルーズベルト (**Hollywood Roosevelt**) \$ 229.00
★★★★☆ 平均最低 1 泊料金
561 件のレビュー
地図上に表示する | 他の詳細 選択
ホテル情報 米国およびカナダ : 1-800-780-5733 ヨーロッパ : 00-800-11-20-11-40



Display Trip Advisor Ratings and Reviews

Hotel reviews are proven to be a significant decision support factor for consumers when purchasing hotel rooms. Trip Advisor, with over 45 million traveler reviews and opinions, is the world's largest travel review site. EAN leverages the online travel community's collective expertise by integrating Trip Advisor data into the Chameleon booking path. The default setting is to display Trip Advisor Ratings and Reviews throughout the site in an effort to provide valuable customer feedback during every step of the purchase process.

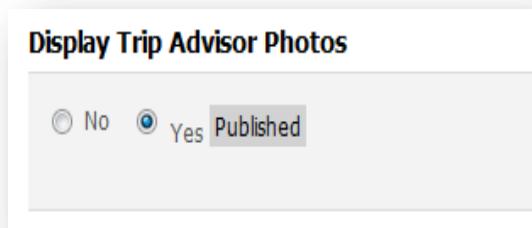
Display Trip Advisor Ratings and Reviews

No Yes **Published**

Disabling the Trip Advisor Ratings and Reviews from your Chameleon pages is simple, just click the 'No' option.

Display Trip Advisor Photos

Trip Advisor also provides user generated hotel photos. These photos represent what customers experienced during their stay, and Chameleon provides Trip Advisor photos to complement photos provided by the hotel supplier. Chameleon displays Trip Advisor Photos by default as part of our unique booking experience.

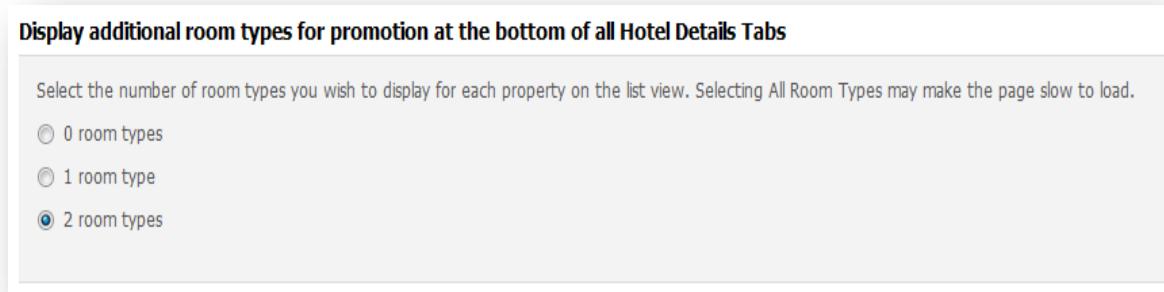


Disabling the Trip Advisor Photos from your Chameleon pages is simple, just click the ‘No’ option. Please note that the Photos feature is controlled separately from Ratings and Reviews, meaning that you can still leverage Trip Advisor Ratings and Reviews even if you don’t want to display the photos and vice versa.

Example: If your site targets the high-end consumer with a focus around style and design you might consider turning Trip Advisor Photos off, since user photos tend to be less polished compared to professional photos provided by the hotels.

Display additional room types for promotion at the bottom of all Hotel Details Tabs

This option allows you to determine how many room types to display on the hotel search results page. More room types tends to make the pages ‘longer’ – while zero room types is most economical in terms of the customer seeing the maximum number of hotels at once.



You can choose from the following options

0 room types:



Marriott Atlanta Century Center

★★★★☆ 42 reviews

Located in the business district | [Show on map](#) | [More details](#)

Hotel Information **US and Canada:** 1-800-780-5733 **Europe:** 00-800-11-20-11-40

\$99.00
Avg. Nightly Rate from

Select

1 room type:



Sheraton Atlanta Downtown

★★★★☆ 207 reviews

Near APEX Museum | [Show on map](#) | [More details](#)

Hotel Information **US and Canada:** 1-800-780-5733 **Europe:** 00-800-11-20-11-40

\$169.00
Avg. Nightly Rate from

Room Types	Avg Nightly Rate
Traditional 2 Doubles	\$169.00
See all rooms »	

2 room types:



Marriott Gateway Atlanta Airport

★★★★☆ 23 reviews

Near Georgia International Convention Center | [Show on map](#) | [More details](#)

Hotel Information **US and Canada:** 1-800-780-5733 **Europe:** 00-800-11-20-11-40

\$229.00
Avg. Nightly Rate from

Room Types	Avg Nightly Rate
Standard Guest Room	\$229.00
Concierge Level Room	\$254.00
See all rooms »	

Checkout

Checkout Page Settings

The Checkout section provides the option to add a membership/loyalty field to the check-out pages. The Chameleon default is set to 'No'.

Display membership/loyalty field

No Yes **Published**

Enter title for membership/loyalty field

Membership/Loyalty

It is possible to add a title to the membership/loyalty field that is visible to the customer when they check-out.

XYZ Inc. membership/loyalty

Employee Discount Program

Continue »

Example: If your website supports a membership or loyalty program, changing this option to 'Yes' allows your customers to enter their membership/loyalty number during step 1 of check-out. You will be able to pull reports on your membership/loyalty customers.

Design

Overview



The Design menu focuses on customizing the look and visual layout of your Chameleon pages. There are two subsections: Template Design and Custom Content. Template Design allows you to alter page colors. The Custom Content page allows you to add custom branding to the Chameleon pages.

Contact Us | Help | Log Out

Expedia Affiliate Network

Affiliate Center

Home Control Panel API Account Merchandising Stats Community

Dashboard Account Products Design Link Builder English

Template Design

Custom Content

Template Design

Visual Themes

The Visual Themes section allows you to create a unique theme for your Chameleon template. Within a theme you can specify the colors that make up the theme.

Contact Us | Help | Log Out

Expedia Affiliate Network

Affiliate Center

Home Control Panel API Account Merchandising Stats Community

Dashboard Account Products Design Link Builder English

Visual Themes

Currently Published: travelnow

Please choose your visual theme or customize an existing theme

Customize Theme

Publish Save

Choose a page to preview

Home Hotels Groups Destination Guides

Promo Code 267644163 Customer Service: Manage Your Bookings

Search for Hotels

Where would you like to go?

- New York
- Chicago
- San Diego
- Los Angeles
- Las Vegas
- Atlanta
- San Francisco
- New Orleans
- Orlando
- London
- Boston
- Washington

Check-in: Tue Mar 15 05:21 Check-out: Wed Mar 16 05:21

I don't have specific dates yet

Rooms: 1 Room 1 Adults (18+): 2 Children (0-17): 0

TODAY'S TOP DEALS

Location	Hotel	Price
New York	Royal Garden Hotel	\$159
New York	Royal Garden Hotel	\$159
New York	Royal Garden Hotel	\$159
Las Vegas	Royal Garden Hotel	\$159
Las Vegas	Royal Garden Hotel	\$159
Las Vegas	Royal Garden Hotel	\$159

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The default theme is always the Travelnow template. Click the ‘Customize Theme’ button to access the “Palettes” menu that allows you to further customize the theme.

Palettes

The Palettes section allows you to choose from preconfigured color palettes. Each palette is fully customizable, so it is possible to ensure the Chameleon pages use your exact site colors.

Customize "travelnow" Theme [Back to Themes Home](#)

Palettes

Please choose your preferred color palette, or customize an existing palette



[Customize Colors](#)

[Publish](#) • [Save](#)

Choose a page to preview



Home **Hotels** Groups Destination Guides

Promo Code 316135631 Customer Service: Manage Your Bookings

Search for Hotels

Where would you like to go?

Where would you like to go?
 New York Las Vegas Orlando

TODAY'S TOP DEALS

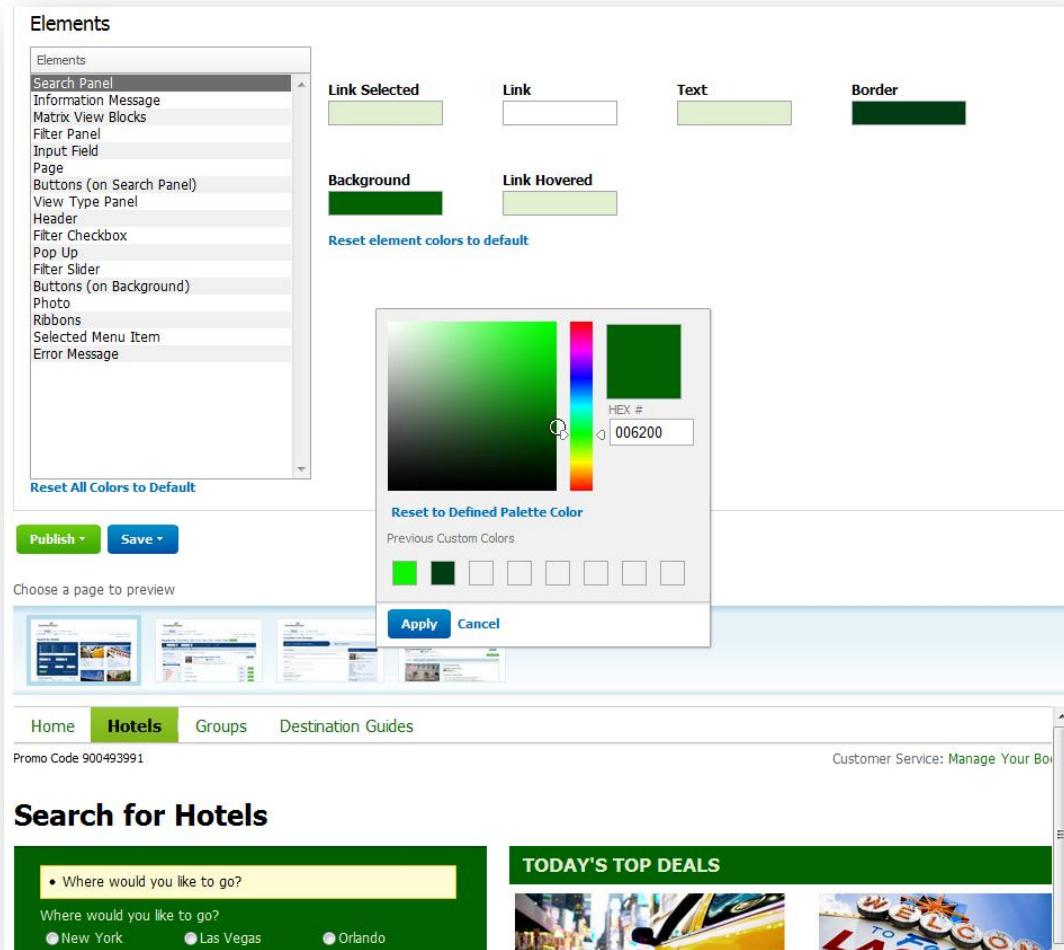


Clicking any of the color palette options loads a sample Chameleon hotel landing page within a preview pane at the bottom of the page. It's possible to preview different pages within the booking path, thus allowing you to fully review the palette before publishing any changes live to your site.

Choose a page to preview



At this point if the color palette meets your needs, click the ‘Publish’ button; if not you can pick another color palette. It’s also possible to customize the current palette by clicking the ‘Customize Colors’ button.



Clicking the ‘Customize Colors’ button takes you to a page containing all the page elements displayed on the different pages throughout the booking path. Clicking a specific element loads a pop-up window where you customize the color associated with that specific element. You can enter six character hexadecimal codes or pick colors from the color swatch. Color changes are immediately reflected in the preview section at the bottom of the page.

Ensure that the preview section reflects your desired outcome prior to publishing the changes. Note that you can always click the ‘Reset All Colors to Default’ option should you want to return the element colors to their initial settings.

Custom Content

The custom content section allows you to add your own header and footer to your Chameleon pages.

Enter your header and footer URLs (or just your header if you don’t have a footer) into the appropriate text boxes and click the ‘Validate’ button for each. Once the system validates your files, click the ‘Submit’ button to publish the files to your Chameleon pages. We accept all common file



formats such as html, htm, php, asp, cfm, jpeg, jpg, gif and png. Please do not include JavaScript within your files as it is not permitted on the Chameleon pages.

The screenshot shows the 'Affiliate Center' section of the Expedia Affiliate Network interface. At the top, there are links for 'Contact Us', 'Help', and 'Log Out'. Below that is the 'Expedia Affiliate Network' logo. The main navigation bar includes 'Home', 'Control Panel', 'API', 'Account ▾', 'Merchandising ▾', 'Stats', and 'Community ▾'. Under 'Account', there are sub-links for 'Dashboard', 'Account', 'Products ▾', 'Design ▾', 'Link Builder', and 'English ▾'. The main content area has a heading 'Please specify the locations of your header and footer files'. It contains instructions: 'Specify the entire path including domain. For example, if the location of your header is "http://www.yourdomain.com/ean/header.html" or "ftp://www.yourdomain.com/ean/header.htm", enter the full path. We accept all common internet file formats such as html, htm, php, asp, cfm, jpeg, jpg, gif and png. We do not allow JavaScript.' There are two input fields: 'Header location' and 'Footer location', each with a 'Validate' button. At the bottom of the form are 'Submit' and 'Reset to Default' buttons. A copyright notice at the very bottom reads: '© 2002 — 2011 Expedia Affiliate Network / Interactive Affiliate Network. All Rights Reserved. ean.com, expediaaffiliate.com, Expedia Affiliate Network logo, ian.com and Interactive Affiliate Network logo are trademarks and or service marks of EAN Worldwide, a subsidiary of Expedia, Inc.'

Please refer to Appendix B for more technical details and troubleshooting tips relating to adding custom content to your Chameleon pages.

Marketing



Overview

Customizing the point of entry - the place where a customer begins the shopping experience - is of upmost importance. The Marketing menu offers options to build and customize search widgets that you embed into your site, as well as controls for your Chameleon Hotel Landing Page.

There are two primary sections under the Marketing menu, Search Widget and Marketing.

Search Widget

Search widgets are HTML code snippets we provide that you embed into your site. Why might you want to do this? There are lots of viable reasons, namely:

- 1) Customers can search for hotels direct from your site instead of having to go to the Chameleon Hotel Landing Page first.
- 2) Gives customers one-click access to the Chameleon page they want to see, while retaining the option to customize their search.
- 3) Creates a clear call to action on your site, quickly and seamlessly leading customers into the booking path.

The Search Widget page is divided into four sections:

- 1) Widget Setup
- 2) Additional Settings
- 3) Preview Widget
- 4) Create your widget code

The Widget Setup and Additional Settings sections provide the options that will help you to customize the search widget. The Preview Widget section dynamically updates as you adjust the options, so you know exactly how your search widget looks at any given moment. The Create your widget code section provides the HTML code that you then embed into your site.

Search widget

Set up your Search Widget and generate HTML code for it..

Note: Any future changes to your hotel product settings in the control panel may impact the results returned with this link.

Widget setup

Choose destinations to show

Select at least one destination option to be displayed at your search widget.

Display Destination input field

Display up to 12 pre-defined destination choices

Add a destination

Your destinations(Limit is 12) [Clear all](#)

1.	New York, New York, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
2.	Las Vegas, Nevada, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
3.	London, United Kingdom	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
4.	Paris, France	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
5.	San Francisco, California, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
6.	Rome, Italy	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
7.	Chicago, Illinois, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
8.	Cancun, Mexico	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
9.	Honolulu, Hawaii, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
10.	Orlando, Florida, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
11.	Miami, Florida, United States	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove
12.	Barcelona, Spain	<input type="button" value="▲"/>	<input type="button" value="▼"/>	Remove

Choose widget size

Preview widget

The interactive sample below reflects specified widget parameters

Search Widget (420x348 pixels)

Where would you like to go?:

<input type="radio"/> New York	<input type="radio"/> Las Vegas	<input type="radio"/> London
<input type="radio"/> Paris	<input type="radio"/> San Francisco	<input type="radio"/> Rome
<input type="radio"/> Chicago	<input type="radio"/> Cancun	<input type="radio"/> Honolulu
<input type="radio"/> Orlando	<input type="radio"/> Miami	<input type="radio"/> Barcelona

Check-in: 04/24/2011 Check-out: 04/26/2011

I don't have specific dates yet

Rooms: 1 Adults (18+): 2 Children (0-17): 0

Hotel Chain: Select hotel chain Star Rating: Don't limit search

Create your widget code

Press the "Generate Code" button below to get the code for your widget.

Source code

```
<style type="text/css">
/* Common elements */
.search-widget {
    border-style: solid;
    border-width: 1px;
    border-color: #023873;
    background: #0c3d72;
    font-size: 11px;
    text-align: left;
}
```

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Widget Setup

Choose destinations to show

The first step involves deciding how the customer will choose their destination. The ‘Display Destination input field’ allows you to define a destination or hotel as the default choice for the customer. Not specifying a destination or hotel simply leaves the destination input field blank for the customer to enter their destination. The ‘Display up to 12 pre-defined destination choices’ option allows you to pick a maximum of 12 destinations that the customer can choose via radio buttons. It’s possible to utilize both the input field and radio buttons simultaneously, or you can have only one or the other active if preferred.

Choose widget size

It is possible to choose the dimensions of your search widget. The settings you choose will govern which dimensions are available. Pick a dimension that has a radio button active, otherwise anything without a radio button is not available using the current configuration.

Choose widget size

We offer a number of pre-defined fixed widget sizes. Not all sizes can fit all content, so whether or not a specific size is available depends on the settings defined in "Destination field" area.

<input checked="" type="radio"/> 420x348 pixels	<input type="radio"/> 250x250 pixels
<input type="radio"/> 240x400 pixels	<input type="radio"/> 336x280 pixels
<input type="radio"/> 180x150 pixels	<input type="radio"/> 300x100 pixels

Additional Settings

Choose widget language and currency

You can adjust the language of the widget, as well as the currency that is displayed once a customer performs a search.

Choose widget language and currency

You can specify language and currency for search widget

Language

English

Currency

USD

Specify calendar options

By default the search widget will display the calendar and date format using Chameleon's geo-location functionality. You have the ability to ensure the calendars and dates display the same to all customers, regardless of their locale, if desired.

The screenshot shows a configuration panel for calendar formats. It includes sections for choosing a calendar format (with radio buttons for 'Monday first', 'Sunday first', and 'by locale', where 'by locale' is selected), and manually entering a date format (with radio buttons for 'dd/mm/yyyy', 'mm/dd/yyyy', 'yyyy-mm-dd', and 'by locale', where 'by locale' is selected). The background is white with black text and blue radio buttons.

Define your preferred colors

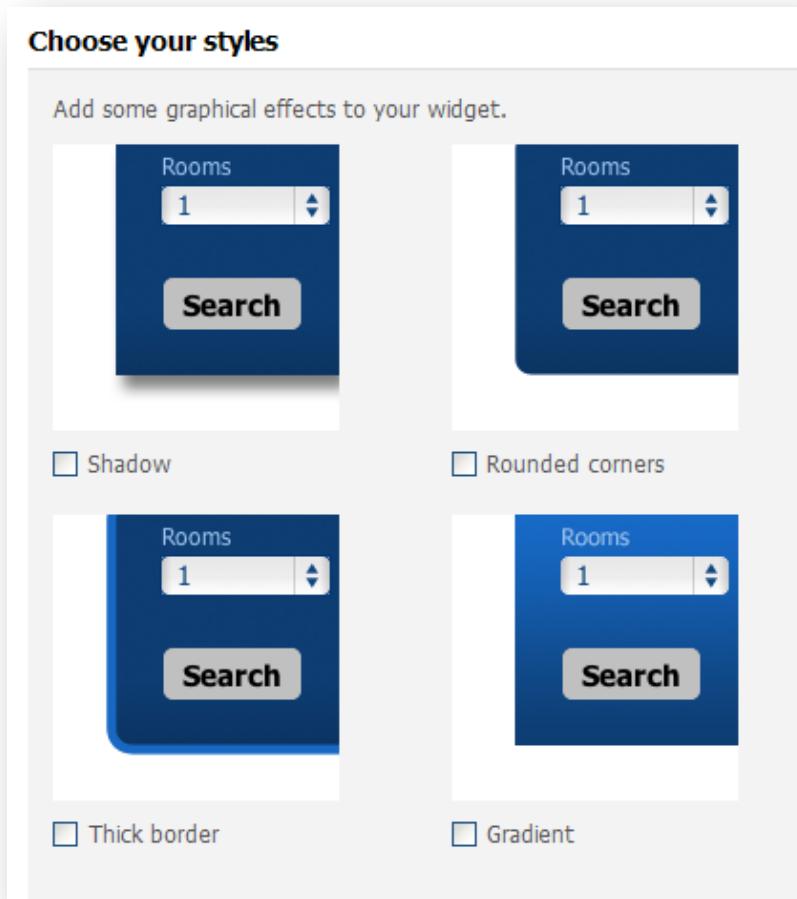
Changing the colors of your search widget is as easy as clicking one of the defined elements, and then picking a color from the color wheel tool or entering the preferred hexadecimal code, and then clicking the Apply button. Discard anything you've done and keep the current color by clicking the Cancel link.

The screenshot shows a color palette editor for a search widget. It lists nine color swatches with labels: Background (dark blue), Border (dark blue), Text (light blue), Input Field Background (white), Input Field Border (dark blue), Input Field Text (dark blue), Button Background (green), Button Border (green), and Button Text (white). To the right is a color wheel with a hex color picker showing '0c3d72'. Buttons for 'Apply' and 'Cancel' are at the bottom. A 'Reset All Colors to Default' link is at the bottom left. The background is white with black text and blue buttons.

Notice that as you change your color preferences, the Preview widget section dynamically updates, so you will know with absolute certainty how your color choices will look to the customer. If you don't like the color changes you've made, click the Reset All Colors to Default link to start over.

Choose your styles

Add different effects to your search widget by clicking one or more of the available options. Again, the Preview widget pane allows you to see exactly how each effect changes the look of your widget.



Create your widget code

Once you have configured your search widget, click the Generate Code button. The HTML code will then load into the 'Source code' pane. Once you select the code and embed it into your site, the search widget that you see in the Preview widget area will then be hosted on your site! If you decide to make additional changes to your widget, once you are finished be sure to click the Generate Code button once more as Control Panel will provide you updated HTML code to use for your site.

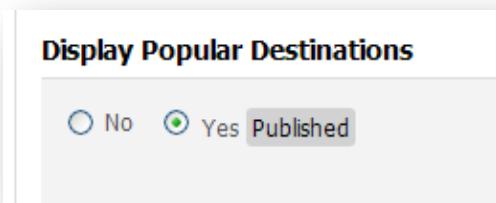
Marketing

The Marketing section provides controls for different aspects of the Chameleon Hotel Landing Page. It is possible to customize the Popular Destinations and Today's Top Deals sections on the page.

Landing page promo spaces

Display Popular Destinations

The Popular Destinations section of the Hotel Landing Page is enabled by default, and clicking the ‘No’ option removes the section from the page.



Manage Popular Destinations

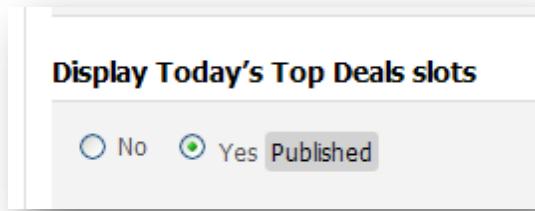
When enabled, the Popular Destinations section displays 20 different destinations by default. You can edit the destinations and reprioritize them, as well as reduce the number destinations displayed to the customer.

San Francisco	▲	▼	-
Los Angeles	▲	▼	-
Berlin	▲	▼	-
Dubai	▲	▼	-
New Orleans	▲	▼	-
San Antonio	▲	▼	-
Tokyo	▲	▼	-
Toronto	▲	-	

Reprioritize a destination by clicking its corresponding up or down icons, or remove the destination altogether by clicking the minus icon. Add new destinations using the text field and clicking the Add button.

Display Today's Top Deals slots

The Today's Top Deals section of the Hotel Landing Page is enabled by default, and clicking 'No' removes the section from the page.



Manage Today's Top Deals

When enabled, the Today's Top Deals section displays 4 different destinations and 3 hotels per destination on your Chameleon Hotel Landing Page. It is possible to promote alternate destinations if you wish. Simply click the destination you want to change, type in a new destination using the tool on the right side, and then click the Select button.

Manage Today's Top Deals

Click to edit

New York	Las Vegas
London	Paris

New York

Upload new destination image

I agree to the Image
Uploading [Terms and Conditions](#)

Most destinations have a corresponding EAN-provided image. If you prefer using your own image for a destination, click the Browse button in the right side widget. You'll then want to locate the image on your computer using the popup explorer helper, then click the checkbox stating you agree to the terms of using a custom image, and finally click the Upload link. Your new image should load on the Hotel Landing Page in a matter of minutes.

Link Builder



Overview

Creating deep links is an essential part of driving traffic to your Chameleon pages. Clicking the ‘Link Builder’ menu takes you to a tool that generates deep links to your Chameleon hotel landing page, the destination search results page, the destination search results page with preselected hotels, and the hotel details page. Please note that any inventory manipulation you already have activated (or changes you make in the future) within in the Product section carry over into the Link Builder tool.

The Link Builder is split into the following sections:

- Link to Landing Page
- Link to Search Results Page
- Link to Search Results Page with Preselected Hotels
- Link to Hotel Details Page

Language and currency restrictions, inventory manipulation, etc. are all carried over and recognized by the deep links created.

Link to Landing page

This section of the Link Builder creates links that point to the hotel landing page. All parameters are optional, meaning that if you don't pre-fill any information and click the ‘Generate Link’ button a standard link to the hotel landing page without any customizations will be generated.

Link to Landing Page

Pre-fill parameters (all are optional)

Destination: City, Attraction, Airport, or Hotel Name

Check in Check out
 11/03/2011 13/03/2011

Rooms Adults (18+) Children (0-17)
 1 Room 1 1 0

Load page with More Options open

Minimal star rating Hotel Chain
 - Select star rating - - Select Hotel Chains -

Language and Currency

Language Currency
 English \$

Note: Any future changes to your hotel product settings in the control panel may impact the results returned with this link.

Generate Link

Link Text

```
<a href="http://www.eanaffiliatesite.com/landing" title="Landing Page">Landing Page</a>
```

If you decide to create a specific link that lands the customer on the hotel details page with preselected fields entered, you can use the smart search input field to select a destination (city, attraction, airport, or hotel name), customer check-in and check-out dates, the number of rooms required, the number of adults or children, the minimum star rating, limit to certain hotel chains, and whether the search form on the hotel landing page automatically loads with the expanded ‘More Options’ enabled.

Last, but not least, you want to ensure to point the link to the correct language and currency combination.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.



Example: You will require links to the hotel landing page if you want to point tabs on your site to the hotel product or if you want to direct traffic from a promotional placement to the hotel landing page with predefined fields.

Link to Search Results Page

A search results page is usually destination focused; therefore the destination is a required field. All other customizations are optional, with one exception in that one room and at least one adult needs to be selected.

Finding your required destination is easy since the input field is supported by Chameleon’s smart search. You can define rooms and check-in/check-out dates (or a dateless search), select specific star ratings, hotel chains, and limit the search results to specific property types or amenities. You can even predefine the default sort order displayed when a customer links to the search results page.

Be aware that every predefined inventory manipulation that you applied to your Chameleon page in the ‘Products’ section will affect every deep link you generate. For example, if you already limited your Chameleon site to only show hotels with Internet Access, you won’t need to define this criteria in your deep link.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.



Example: If you provide destination focused pages or promotional emails to your customers, you can use predefined deep links into the search results page either as a dateless search or with specified dates to increase the relevance of the associated page or email, thus driving customers to a very targeted and relevant results page.

Link to Search Results Page with Preselected Hotels

This section of the link builder supports a very specific but also very effective use case. It allows you to break the normal destination focus of the search results pages and instead gives you the ability to select specific hotels that will then be displayed together on the same search results page regardless of location. You can also predefine a marketing message that is displayed at the top of the search results page when the customer clicks the deep link.

As usual you can define rooms and dates (or a dateless search), specify language and currency, and predefine a default sort order of your choice.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.



Example: If you are running a promotional campaign that highlights your favorite hotels in a specific region, you can create a deep link to feature just those hotels. Once the customer clicks the link the

Chameleon search results page loads with your promotional messaging on top and only the hotels you preselected. This allows for a very targeted and relevant campaign.

Link to Hotel Details Page

Link to hotel details page is the final Chameleon Link Builder feature. It allows you to link straight to a property's hotel details page.

You can specify the hotel by entering the hotel name (leveraging the Chameleon smart search) or the corresponding EAN hotel ID if you know it. You have flexibility to predefine rooms and dates (or a dateless search), languages and currency, and even preselect the specific tab where you want the customer to land. Last, but not least, you can also place customized messaging at the top of the page. Once you make your choices, click the 'Generate Link' button and the corresponding link loads into the Link Text area.



Example: *Linking to the hotel details pages can be very powerful when running targeted campaigns for specific hotel properties. It eliminates unnecessary steps, allowing your customers to bypass the search results page and instead go straight to the hotel of their choice.*

Language

Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean. The language tab allows you to select your preferred language.

The screenshot shows the Expedia Affiliate Network Control Panel interface. At the top, there is a logo for 'Expedia Affiliate Network' and links for 'Contact Us', 'Help', and 'Log Out'. Below the header, there is a blue navigation bar with tabs: Home, Control Panel, API, Account, Merchandising, Stats, and Community. The 'Account' tab is currently selected. Underneath the navigation bar, there is a secondary menu with items: Dashboard, Account, Products, Design, Link Builder, and a language dropdown menu. The language dropdown menu is open, showing a list of 11 languages: Deutsch, English, Español, Français, Italiano, Português (Brazilian), Русский, 日本語, 正體字, 简体字, and 한국어. The 'English' option is highlighted. On the right side of the screen, the text 'Affiliate Center' is visible.

Chapter 5:

Appendix

Appendix A - Hotel Theme Criteria

Airport criteria:

- All hotels with physical link to the airport are automatically included
- All hotels with "airport" or equivalent in the name are automatically included provided they have shuttle service

All-Inclusive criteria:

All hotels with an all-inclusive rate plan (includes minimum of food and drink, plus some activities offered at the hotel)

Apartments criteria:

- An apartment is a self-contained housing unit that occupies only part of a building. Apartments may be owned (by an owner-occupier) or rented (by tenants). Apartments can be classified into several types. Studio or efficiency apartments tend to be the smallest apartments with the cheapest rents in a given area. These kinds of apartments usually consist mainly of a large room that is the living, dining, and bedroom combined. There are usually kitchen facilities as part of this central room, but the bathroom is its own smaller separate room. One-bedroom apartments refer to where one bedroom is a separate room from the rest of the apartment. Then there are two-bedroom, three-bedroom, etc. apartments. Small apartments often have only one entrance/exit. Large apartments often have two entrances/exits, perhaps a door in the front and another in the back. Depending on the building design, the entrance/exit doors may be directly to the outside or to a common area inside, such as a hallway. Depending on location, apartments may be available for rent furnished with furniture. Laundry facilities are usually kept in a separate area accessible to all the tenants/guests in the building.

B&B criteria:

- A bed and breakfast, often referred to as a B&B, is an accommodation typically operated out of a large single family residence where guests can be accommodated at night in private bedrooms (which may or may not be equipped with private baths) and where breakfast, sometimes Continental and sometimes the full English variety, is served in the morning. The business may be operated either as a primary occupation or as a secondary source of income, and the staff often consists of the house's owner(s) and members of their family who live there. It is possible for guests to stay more than one night, but in some cases they will be expected to be away from the house during the main part of the day. This arrangement is generally found to be convenient, for many of the more popular B&Bs are located in beach and mountain areas, such as Hawaii and Colorado where daytime recreation and tourism activities are popular. One advantage of staying at a B&B is more readily available access to popular locations off the beaten path that may not be convenient to the city center. Modern B&Bs often consciously seek to recall earlier days; they are frequently established in attractive older houses that have been renovated and filled with antique furniture. In some cases an existing inn will label itself as a "B&B" to improve business.

Beachfront criteria:

- Hotel guests must have reasonable walking access to beach/water (pathway/tunnels preferred)
- Water view availability required
- No properties can be located between hotel and water

Boutique criteria:

- Not more than 150 rooms, not a big box chain hotel
- Architecture & design
 - Style, distinction, warmth, intimacy, modern
 - Combining historic elements with chic elegance

Automatically include chains:

- Kimpton
- Small Luxury Hotels Chain
- Joie de Vivre Hotels
- Leading Small Hotels of the World

Business criteria:

Automatically included:

- Hotels attached to conference centers
- Hotels with meeting rooms
- Hotels explicitly targeting business traveler in bold tagline

Business hotels must offer:

- In-room internet access
- Access to fax/printer
- Daily newspaper

Casino criteria:

- Any hotel with casino checked in the Property Amenities

Countryside criteria:

- Rural location and significant hotel grounds, gardens, or distance to other buildings in a natural setting
- Relaxing setting

Designer criteria:

- Famous designer labeled
- Automatically includes chains:
 - Sanderson
 - Ian Schrager
 - Morgan Hotels
 - NH Hotels
 - art'otel
 - Design Hotel
 - W Hotel

Design/Boutique

- This is a combination of the “Design” and “Boutique” theme

Eco criteria:

- Meets World Heritage standards

Family criteria:

Must have 3 of the following:

- Cribs/infant beds available
- Kids’ club/supervised childcare/activities
- Playground
- Swimming pool – children-friendly
- Family rooms available/shared rooms
- Kitchen/kitchenette
- Children’s menu
- Kids stay free in markets where this is rare (Paris, some other European cities)
- Games room
- Baby-listening service

Automatically included:

- Hotels explicitly targeting families in bold tagline

Golf criteria:

- Properties with a 9+ hole golf course onsite (no par 3 courses)
- Properties adjacent to 18+ hole golf course
 - Must have official relationship with golf course

- Hotel must have ability to book tee times, and provide transportation to the site

Gourmet criteria:

- Hotels attached to wineries, any hotels with restaurants with these ratings:
 - Michelin: any rated restaurant
 - Zagat 20-30
 - Gault Millau: any rated restaurant
 - ***Must serve specialty food or drinks***

Green Sustainable:

- Hoteliers have to be certified by one of 70+ green certified companies in order to qualify

Historic criteria:

- Historically significant (e.g. historic mansions, schloss, fortresses, etc.)
- Historic designation

The following chains are automatically included:

- Relais Chateaux
- Fairmont
- Chateaux e Hotel du France
- Historic Hotels of America
- Pausadas
- Paradores

Luxury criteria:

- 4.5 star and above

Pet-friendly criteria:

- Any hotel with Pets Accepted in its policy section.

Romance criteria:

- Hotels with a romantic feel and atmosphere well-suited for honeymoons, couple getaways, etc.

Automatically includes:

- Couples only resorts
- All hotels in the luxury collection
- All hotels in the historic collection
- Trip Advisor rating – Min 10 reviews, 75% rated positive for couples/romantics or 75% rated positive for amazing honeymoons
- Trip Advisor "Best Hotels for Romance" updated yearly

Suggested amenities:

- Boutique/luxury/romantic rooms available
- Unique romance amenity
- Honeymoon/wedding programs onsite
- Upgraded room amenities
- Romance package available
- Possible romance package inclusions:
 - Bottle of champagne
 - Flowers on arrival
 - Chocolate
 - Romantic trip in the city
 - Spa treatment
 - Breakfast in room
 - Jacuzzi room

Never included:

- Economy chains
- Airport hotels
- Convention center hotels
- Hotels explicitly targeting families in bold tagline
- Hotels explicitly targeting business traveler in bold tagline
- Less than 3.0 Traveler Opinion (rolled up reviews across POS - 10 total reviews minimum for criteria to apply)

Self-catering criteria:

- Kitchen/kitchenette in room or apartment (no shared kitchens)

Spa criteria:

- Must have a dedicated, full-service spa on site
- Dedicated spa staff – reservations etc
- Massage – at least 2 different treatments

Must offer 3 out of the following:

- Body services/therapies (e.g wraps or scrubs) – 2 minimum
- Salon services – pedicure/manicure, facials etc – 2 types minimum
- Affiliation with a recognized brand – Aveda etc
- Private spa treatment rooms
- A sauna or steam room or water treatment rooms
- Turkish bath

Sports criteria:

Must have at least 4 of the following sports facilities:

- Basketball
- Football (EMEA)/Soccer (US) Fields
- Tennis court
- Badminton court
- Large gym
- Golf
- Pool
- Rental/availability of sports equipment
- Table tennis
- Bowling alley
- Volleyball
- Sailing
- Other sports OK – does not have to appear on this list

If a hotel specializes in one particular sport extensively (offer classes, training, onsite pro, etc.), they may also be considered a sport hotel.

Unique criteria:

- Must offer a unique, all-encompassing customer experience (think Ice Hotel)
- Unique structure
- Unique rooms, experience, etc.

Villas criteria:

- Stand-alone structure or
- Property with stand-alone room categories

Appendix B - Adding a Header and Footer to Your Chameleon Pages

Please specify the locations of your header and footer files

Specify the entire path including domain.
For example, if the location of your header is "http://www.yourdomain.com/ean/header.htm", enter the full path. We accept all common internet file formats such as html, htm, php, asp, cfm, jpeg, jpg, gif and png. We do not allow JavaScript.

The screenshot shows a validation results window with a yellow background. It contains a message: "Your content has been validated. Some elements may have been changed." followed by three bullet points about link tags. Below this is a "Header location" input field containing "http://www.ian.com/tnowChameleon/331656/331656". To its right is a "Validate" button. A red arrow points from the "Validate" button to the validation results window. Another red arrow points from the "Header location" input field to the same validation results window. At the bottom left is a "Header URL" button, and at the bottom right is a "Validate Button" button.

Enter the URL for the page component that you want to upload. The URL can point to either an HTML document or a direct link to an image.

Click the “Validate” button next to the entry field. After a short delay, Control Panel will return validation results. The results explain what changes, if any, were made to your HTML file. This feedback is very important, as it may explain why your custom content does not display as you expect. Clicking the Submit button

If you need to change your header or footer, going through the same process to validate and submit your files is necessary.

Upload Failure

Sometimes errors will cause validation to fail. An example would be providing a URL that points to missing content (perhaps due to a typo). If failure does occur, please refer to the message and attempt to correct the issue and re-validate the files.

The screenshot shows a validation results window with a pink background. It contains a message: "The content could not be downloaded. The server returned this status: 404". Below this is a "Header location" input field containing "http://www.ian.com/tnowChameleon/331656/not-the-right-page". To its right is a "Validate" button.

How Your Header Is Parsed

Here is sample header code:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <meta name="keywords" content="travel,paris,france" />
    <title>My French Travel Site</title>
    <link rel="stylesheet" type="text/css" href="/css/my.css"/>
    <link rel="icon" href="images/favicon.ico" type="image/x-icon">
    <style type="text/css">
        body {
            font: 12px/14px;
            background-image: url(images/bg.gif) 0 -24px; /*defines the
background */
        }
        div.container {
            margin: -10px 0 0 0;
            padding: 0;
        }
    </style>
    <script type="text/javascript">

        <!-- var currentTime = new Date()

        //--&gt;

    &lt;/script&gt;

&lt;/head&gt;
&lt;body&gt;

<!-- Header div --&gt;

&lt;div id="header"&gt;

    &lt;div class="container"&gt;

        &lt;a href="http://www.affiliate.tld" &gt;

            &lt;img src="/images/logo.png"
                id="logo"
                width="214px"
                height="62px"&gt;

        &lt;/a&gt;

        &lt;div class="clear"&gt;&lt;!--empty --&gt;&lt;/div&gt;

    &lt;/div&gt;

&lt;/div&gt;

&lt;/body&gt;
&lt;/html&gt;</pre>

```

The parser downloads the contents of the “my.css” file, places the data in an EAN local file called “custom.css”, and includes it in the `<head>` section of the Chameleon pages. Other CSS, either linked or in `<style>` tags, will all be collected into this single location as well. Inline “style” attributes will be validated and will be left in place.

The `<div>` and all of its contents will be inserted into the HTML of each Chameleon page where the header loads. The “logo.png” file will be downloaded to an EAN local file also named “logo.png.” The `src` reference in the `` tag will be modified to point to the EAN local file, and this will occur for all images in your HTML source code.

We currently do not allow any JavaScript within custom HTML files. Any `<script>` tags and all of its contents will be removed.

HTML and CSS Filtering

Is there anything other than JavaScript that might be filtered out of a custom HTML file? Yes!!

First, the following tags will be stripped from your header:

- `<!DOCTYPE>`
- `<html>`
- `<meta>`
- `<title>`
- `<body>`

These tags are already defined on your Chameleon page, so we remove them since they are considered duplicates. In some instances for the `<head>` and `<body>`, the tags themselves will be parsed but the content of those tags is retained (subject to validation).

Since search engines do not crawl the template pages, there is no use for `<meta>` tags.

At this time we do not support favicons. The tag and icon reference will be parsed but the content is retained (subject to validation).

Comment tags

All HTML and CSS comments will be removed. For example the following highlighted items in the sample HTML code below will be completely removed.

```
<!-- Header div -->

<div id="header">

    <div class="container">
        <a href="http://www.affiliate.tld" >
            
        </a>
        <div class="clear"><!-- empty --></div>
    </div>
```

```
</div>
```

In this case, removing the highlighted comment

```
<div class="clear"><!-- empty --></div>
```

results in a `<div>` tag with nothing in it. Empty `<div>` tags are considered “harmful” and will be removed. Some browsers don’t like them and they are often used as place-holders for malicious purposes. In this situation, we recommend either adding some invisible content in the `<div>` - such as a non-breaking space or using a different tag to in effect implement the “clear” style.

Heights and Widths

The HTML filter will remove the width and height attribute of the `` tag below. Why? The width and height attributes must either be integers or percentages.

```

```

The removal of these attributes will not affect the display of the page so long as the image loads properly. We suggest fixing any issues by removing the px unit from the values or defining the height and width with the ID via the CSS.

Forms

The HTML filter will remove any `<form>`, `<input>`, `<select>`, `<button>`, etc type elements. These are considered harmful since they have the ability to redirect or capture user information.