

Maximizing Destination Marketing & Management

Bringing the world to your doorstep by building Successful Destination Websites

Technology is vital for the tourism industry. Currently 87% of the world's travelers use the internet for the bulk of their travel planning. To take advantage of this, Octabytes Net Solutions has created a brand-new, intuitive, and user-friendly application known as the 'Tourist Destination Marketing and Management' TDMM software.

The primary benefits of our TDMM:

- More Reservations
- Lower Cost
- Ease of Use
- Travel Agencies Extranet
- VIP Level Support
- Automated Forecasting
- ROI Model
- Greater Scope
- More Control



Gain Greater Worldwide Visibility

Search Hotels

Where?
London, England, United Kingdom

Check-in
Fri 2 August '13

Check-out
Sat 10 August '13

☐ I don't have specific dates yet

Guests
1 adult

Search

Refine Your Search

▼ Star Ratings

- ★ 83 hotels
- ★★ 254 hotels
- ★★★ 487 hotels
- ★★★★ 437 hotels
- ★★★★★ 99 hotels

▼ Price

£3 £9,445

☐ Include hotels without prices

► Places

▼ Hotel Name Contains

Reset **Go**

▼ Property Type

- ☐ Hotel 1,044 hotels
- ☐ Guest House 41 hotels
- ☐ Apartment 188 hotels
- ☐ Bed & Breakfast 23 hotels
- ☐ Hostel 40 hotels
- ☐ Vacation Rental 4 hotels
- ☐ Inn 10 hotels
- ☐ Other 9 hotels
- ☐ Resort 1 hotel
- ☐ Villa 0 hotels


► Hotel Features

► Theme

Reset all filters

1,360 London Hotels

Sort by: Recommended Stars Distance Price Guest Rating



The Cumberland Hotel London ★★★★★
Marblebone, London [Show map](#)

Good, 7.9
Based on 774 reviews


"Good for shopping", "Very modern", "Very trendy"

Total for 8 nights

Single Standard	Agoda.com	€1,573
Standard Single Non-Refundable Advance...	Hotels4u.com	€1,609
Standard Single Room - Non-Refundable	Booking.com	€1,626
Advance Purchase Non-Refundable Standard...	lastminute.com	€1,626
Leisure Single 1 Bed	getaroom.com	€1,791

Latest booking: 3 minutes ago

Book Now



Copthorne Tara Hotel London Kensington ★★★★★
South Kensington, London [Show map](#)

Good, 7.3
Based on 4,890 reviews


"Good for shopping", "Ample parking", "Good value"

Total for 8 nights

Superior Room - Leisure For London	getaroom.com	€746
Superior Room - Advance Purchase	getaroom.com	€915
Superior Room Non-Refundable Lft - Room Only	Hotels4u.com	€941
Superior Double Or Twin Room	Venere.com	€950
Single Standard	Skoosh.com	€1,467

Latest booking: 2 minutes ago

Book Now



St Giles Hotel London ★★★
Bloomsbury, London [Show map](#)

Good, 7.3
Based on 809 reviews


"Good for shopping", "Stunning pool", "Great location"

Total for 8 nights

Single Standard	Agoda.com	€696
Single Room	FREE cancellation	Only 4 rooms left
FREE cancellation	Booking.com	Only 4 rooms left
Single Standard	Olotels.com	€736
Breakfast included	Only 3 rooms left	
Single Room With Coffees2go	FREE cancellation	Only 5 rooms left
FREE cancellation	Booking.com	€746
Single Standard	Skoosh.com	€778

Latest booking: 9 minutes ago

Book Now



Park Plaza Westminster Bridge London ★★★★★
Great, 9.0
Based on 7,250 reviews

More Reservations

Most instances of our TDMM **double** or **triple** the number of reservations.

Cost

For Associations and Government organizations there is no up front investment. Cost of technology and support is financed from percentage of revenues generated from reservations.

Forecasting

Our Web Trends and Marketing Facts sections can provide more data on the tourism industry and can be utilized for forecasting, marketing and increased ROI.

Scope

The TDMM system gives Travel Agencies and large Tour Operators access to the hotel index in real time and can negotiate dedicated rates.

ROI Model

Our TDMM combines all available sales channels into one easily managed solution, resulting in improved ROI.

Control

The system is specially designed to give your organization control of all distribution channels and commission models.

Build advanced Destination Web Sites with ease.

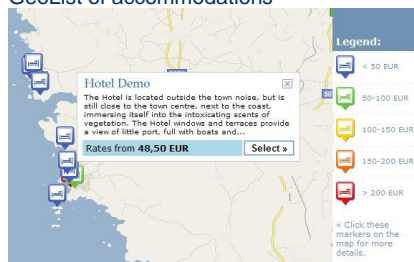
Expand your business and add growth to it by utilizing our High Tech TDMM solution.

What Are Destination Websites and what makes them so attractive?

Destination websites are very different from those of hotels and other types of accommodation services. As their name suggests, these are web sites that talk more about the destination, whether it be the locality, region, or even country-wide. They attempt to utilise a customer centric approach in order to manage and market the destination as a holistic entity, typically providing strong **destination related information**, **real-time reservations**, and paying particular attention to **supporting** small and independent tourism suppliers.

“Destination web sites list the availability of hotel accommodations and provide accurate information on attractions and events. The services sold can be transportation, hotel accommodation, restaurants, activities, excursions, conference venues, themed events, gala dinners, meetings, incentive schemes.”

GeoList of accommodations



Book accommodations



Book Travel Packages & services



Maximizing Destination Websites with TDMM

A boom in popularity and growth will present new opportunities to companies or individuals running destination websites.

“The Destination Management System can consolidate and distribute a comprehensive range of tourism products through a variety of channels and platforms, generally catering for a specific region, and supporting the activities of a destination management organization within that region”



Octabytes TDMM's strengths

- ▶ **Automatically increase competitiveness** of regional tourism offers in accordance with global trends;
- ▶ **Real-time online promotion** and sales of all accommodation types by region / destination;
- ▶ **Web marketing** – dramatically increase visibility of all services offered;
- ▶ **Cost effective advertising** (billboard effect);
- ▶ **Cooperation and interaction** between the private and public sector;
- ▶ **Strengthen role of DMO-s** – Integrate online reservations with regional / destination portals

10 reasons why you should use Octabytes's TDMM

reason

1

Greater Exposure for Your Business

TDMM is suitable for the following business types

- Local or national government institutions
- Hotel & Lodging Associations
- Tour Operators & Travel Agencies
- Travel Agents Associations
- Any Travel-centric organizations
- DMO's in the hospitality industry
- Associations of the Lodging industry now have the opportunity to build their own distribution channel, opening new sales opportunities to their member hotels.
- Travel agents and Tour Operators are able to build an extensive and top notch Extranet index of accommodations & services, which enables them to serve their Nation- or Worldwide network of partners with real-time reservations.

reason

2

Reduced Development and Operational Cost

At the time of installation, Octabytes's TDMM has already an extensive and comprehensive set of features pre-build on board. Cut the cost of building your own system and save valuable time. Focus on your business instead.

Cost of installation and operation

» **Octabytes offers free installation, training and support for Associations which meet certain criteria.**

There is no up front investment. Cost of technology and support is financed from percentage of additional revenue it generates to the destination. The entire project can be financed by members, as web marketing participation towards accommodation providers that will use the system, or the Tourism organization finances the project.

reason

3

Built to Help You and Your Partners Grow

As the most flexible Destination Management engine on the market, TDMM is created to support strategy of Associations and large Travel Agencies & Tour Operators. Monitoring performance of bookings, demand for each period, properties and accommodations allows timely corrections of prices and capacity on web sites, online channels, call centre and B2B segments.

System flexibility allows users to increase revenue with:

- suggestive selling
- promotion and selling of additional services
- longer stay incentives
- early booking incentives
- targeting low occupancy periods
- creating packages
- presentation of supplement & discounts and yielding of supplement & discount rates
- cross selling - suggestion of another property
- suggestive selling of low occupancy dates
- flexible price definition per room, per person or per occupancy even in the same rate plan for different accommodation types
- marketing campaign performance tracking, not only e-marketing but in print media as well

Designed to Serve any Business Model

Government or Private Organizations & Hotel Associations

Associations of the Lodging industry now have the opportunity to build their own distribution channel, opening new sales opportunities to their member hotels.

Building strong Partnerships

The collaboration among the various travel-centric associations, organizations, enterprises, and the local or national governments has definitely driven the growth of tourism in different parts of the world. This feature has also been added into TDMM in a very unique and effective way.

Unlike our competitors that lack a reliable back-end support, TDMM allows not only **Hotel owners** but **also Travel Operators** to take advantage of this brand-new technology. The setup provides an opportunity for **Travel Agents and Tour Operators** to cooperate with an Organization and **receive special room rates from their preferred hotels in a particular destination.**

That way, the Organization as Operator, can offer new business opportunities to their participating members, the Hotel owners.

Hotel owners, meanwhile, can immediately allot rooms for each of their selected partners or offer their business to new ones.

Tour Operators & Travel Agencies

Travel agents & Tour Operators are able to build an Extranet of accommodations & services in order to serve their network of partners (or members) with real-time reservations, each of them with dedicated back-office access.

They can load their own inventory (directly contracted hotels or any accommodation types) into the system and fully self manage rates, availability and access to preferred partners & distribution channels.

TDMM allows **seamlessly integration** of updated hotel inventory and **displaying the database in their respective websites**, even have their own mark-up to Net rates, received by Hotel owners.

That way, TDMM provides assistance to growing travel agencies and operators by allowing them to create partnerships with bigger enterprises in their niche. Thus, smaller companies can request and receive room allotments, contingencies, and dedicated net rates from Operators with own inventory loaded into the system.

Main benefits at a glance

- Dedicated back-office to load inventory
- Assign user accounts to sub-partners
- Setup unlimited partners, each of them with dedicated conditions
- Control own sales channels
- Manage rates, availability & policies
- Extract and display whole or part of hotels database on your website

Scalability and Growth

TDMM allows you to distribute your system inventory across any channel in the world.

As an example, a 3rd party destination website can integrate your hotels database into their web site in order to load a comprehensive list of your hotels along with offers from respective travel operators and agents, partners of yours. This can be (as example) a commission based cooperation model between you and the 3rd party.

Meanwhile, direct bookings from the 3rd party website will flow directly back into your system, while the 3rd party web site operator will receive its negotiated commissions. Any destination website managers, marketers, owners, and organizations can pull up your database into their own web site, allowing you to fully control and distribute your own inventory around the globe.

Software as a Service Solution (SaaS)

TDMM technology Integrates in Minutes, Not Weeks

TDMM is based on our popular CRS (Central Reservation System) application, taken its use to several notches higher. TDMM works very similarly as our CRS, though there are some minor differences.

While the CRS is enterprise centric, which means it displays rates & services only those that are related to a single hotel or hotel chain, TDMM, on the other hand, can be utilized to serve a destination website and be used to list down as many properties that are found in the area. This can be accomplished in only one setup process.

Main characteristics of TDMM technology:

- Your web site that promotes destination will be upgraded with virtual catalogue of accommodations in with the possibility of booking in real time;
- It allows all types of accommodation providers to participate and to promote and sell their own accommodation directly to website visitors
- Every accommodation provider controls its own sales conditions (prices and availability);
- In every region or destination there is the possibility to promote and sell special packages or promotional offers connected to any event that is organized in destination
- The system generates database of guests that use the system and can be used for direct marketing.
- E-marketing and online advertising for destination produces measurable results of the campaign effectiveness – a base for future decision priorities.
- Statistic of online booking patterns is provided to DMO.

Spectacular Service for Your Members

Superior 24h / 365 Day Tech Support

Whether you manage the system inventory on behalf of your clients (members) or they do it by themselves, Octabytes's TDMM platform provides an effortless way for you to extend the same great services you receive from us to your own customer (members) base by white labelling our services.

We offer extended hours for all of our clients, 24 hours a day, 365 days a year, allowing you as the customer to continue making discoveries and achieving breakthroughs. Our representatives are just a call away from answering your questions, or responding to a problem you might have. This means that even your most demanding issues or requirements are handled efficiently by truly knowledgeable and experienced engineers and sales staff.

Customize the System to Your Own Unique Needs

TDMM is designed as a modular, flexible, fully customizable web service. It gives you the freedom to build your Destination Management web individually from scratch, in any way you like, by switching any module ON or OFF!

Private branding (white label operation)

We work in the background; you talk directly –with your own brand- to the buyer.

Your system will be fully customizable regarding the appearance, logos and colors.

It doesn't matter if it is just a simple layout or a more complex and advanced approach in your design. You can choose the positioning of any element of the reservation process. System integration is smooth, clean & professional to run within your web site structure.

Zero System Limitations

Your design and web service options will never be limited! With TDMM the most advanced and complex demands can be satisfied. The system does fully adapt its functionality to the way you do your business!

Room type descriptions, rate plans, price break-downs or other details of the reservation process can be displayed according to your needs. Sales, cancellation and payment policies can be displayed individually for each rate plan. The framework makes displaying rate/room & services data a breeze. You can decide either to have room types inside rate plans - or rate plans within room types. Multiple display options are possible.

Security: PCI DSS Security Standards

TDMM is PCI DSS compliant. The highest security of credit cards processing available. Regular audit of system and network security by banks and credit card companies ensure a secure environment, where your customers' sensitive data will be safely stored. Approved by Visa, Amex, Mastercard, JCB & Discover.

The application has a payment tool that can automatically charge credit cards, and transfer funds, directly to hotel account. The system supports multiple payment gateways and multiple currencies; several processors can be attached at the same time. Hotels can request the guarantee payments directly, online, at customer's check-out stage.

Last but not least: Easy as it can be.

TDMM is a user-friendly online booking and reservation management web service designed with an easy to use interface for both Hotelier and guest alike, with a multilingual help system. The engine works on the internet, on any platform and with any web browser.

*"Tourism firms operate in a business environment
where innovation is important for their survival"*

(Sorrensen, 2007)

TDMM core features at a glance

Voice booking engine

TDMM includes a simple to operate one-screen voice booking engine to fully support a Call centre operation of even largest Destination Management Operators, supporting all properties of the system. The operator has full flexibility to charge Credit cards and confirm reservations in real time.

Front-End Support

Though TDMM is used mostly for hotels, other types of accommodation choices such as inns, hotels, resorts, apartments, leased or shared spaces, and villas can also be added into the list. This ensures that travelers are provided with as many accommodation options as possible.

Online Sales Tools

The software allows destination website marketers and operators to create packages, offer supplements, upgrade room reservations, cancel and accept payments, and book solo to group travelers. The data provided to travelers are in real time. The system showcases various currencies and displays pages according to the preferred language of the traveler.

Promotions

We already mentioned competition. One of the best ways to outshine the others is by offering other types of services or promotions to your future guests conveniently. TDMM allows you to create and manage different kinds of packages including sightseeing tours provided by tour operators and other establishments in the locality. Add-on services like airport transfers can also be quickly included. Furthermore, values may be customized that they instantly reveal the increases or the decreases depending on your peak or non-peak seasons. Sales & cancellation policies can also be created for each of the packages.

Cross-promotions

One of the things we want to avoid is to let travelers see unavailable rooms on their preferred dates. This usually means they are going to get the help as well as other services elsewhere. To greatly minimize these scenarios, TDMM is designed to display other alternatives to the clients' choices. For instance, if there are no hotel rooms available, vacant rooms in inns and motels will show up. They are also given a choice to plan their trips on days when their preferred rooms are open using an interactive real-time-updated calendar.

You can set cross selling in a way that each property cross-sells with all of the properties in a group, or only with similar properties. Cross selling option is fully customizable and can be set in a way that any object acts as referrer to any object within the same group.

Reservations & Contingent

The distribution channels provided by TDMM are very varied. As mentioned, users can already establish affiliates in other countries or set up partnerships with travel agencies and tour operators. They can also determine allotments (i.e., number of rooms and other services these affiliates and/or tour operators can extend to their clients). Travelers, meanwhile, are given the option to hold reservations, cancel the booking, request for refunds, or control their reservation, provided, of course, they are within the sales policies developed by the hotel.

Inventory

The hotels are your assets, and these hotels are definitely mindful of their own assets, which are their rooms. Thus, the system lets you not only keep track of your hotels but also give the same opportunity to these accommodations when it comes monitoring their inventory. The software provides real-time information, so hotel marketers and tour operators can make accurate and reliable inventory decisions, especially when it comes to allotment, contingencies, and distribution of rooms across multiple channels or networks.

Even more features

TDMM has a multilingual and multi currency back office, offering a familiar environment to sales professionals. Unlimited number of properties per installation, unlimited number of accommodation units per property, virtual rooms and over-sale of the capacities are possible.



A Palm Tree hotel				
Contingent planning for 2010.				
Accommodation name	Season 1.		Season 2.	
	03. Jan. - 28. Apr.	28. Oct. - 23. Nov.	29. Apr. - 15. May.	16. Oct. - 2
Twin room - park view - solo use	20	20	20	20
Twin room - sea view - solo use	20	20	20	20
Twin room - park view	20	20	20	20
Twin room - sea view	20	20	20	20
Double room - park view	20	20	20	20
Double room - sea view	20	20	20	20
Junior suite	20	20	20	20
Family Room	20	20	20	20
Triple Room	20	20	20	20
999	20	20	20	20

Legend:

- » - modify contingent within the season
- ↑ - Contingent increase within season
- ↓ - Contingent reduction within season
- X - booking stopped within these seasons

Insert / Modify rates:

A Palm Tree hotel

Rate plan: Regular price

Guarantee / payment conditions - Guarantee

Copy values

2009. RATES in EUR

Accommodation name	Accommodation type	Charge:	Apply reduction?	Service:	Seasons 1	Seasons
					82. Jan. - 23. Apr.	29. Apr. - 15. Oct. - 27.
Twin room - park view - solo use	pax		<input type="checkbox"/>	BB	121.00	137.00
Twin room - sea view - solo use	pax		<input type="checkbox"/>	BB	141.00	166.00
Twin room - park view	pax	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BB	65.00	72.00
Twin room - sea view	pax	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BB	76.00	86.00
Double room - park view	pax	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BB	65.00	72.00
Double room - sea view	pax	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BB	25.00	86.00
Junior suite	unit	<input type="checkbox"/>	<input type="checkbox"/>	BB	245.00	312.00
Standard suite	unit	<input type="checkbox"/>	<input type="checkbox"/>	BB	506.00	633.00
Presidential suite 1001	unit	<input type="checkbox"/>	<input type="checkbox"/>	BB	385.00	487.00
Presidential suite 1002	unit	<input type="checkbox"/>	<input type="checkbox"/>	BB	310.00	384.00

Rate includes: ☒ VAT (10,00%)

Reservation process is straightforward even for the most advanced rate plans

- the system supports all types of accommodation units
- No limits in defining reductions, supplements and extra services
 - person reductions (1+1, 2+1, etc...)
 - period reductions (7=6, 14=12, etc...)
 - single use supplements, transfers, wellness etc
- Sales, cancellation and payment policies: individually for each rate plan
- Single reservations can accommodate several different items (Single room + suite + apartment = one single reservation)
- Interactive reservations: Total flexibility in defining services, discounts and supplements enables the client to tailor made the offer for the buyer, thus enabling buyer to build the reservation exactly up to their preferences.

Flexible sales tool

The system supports complex reservations with unlimited number of rooms per reservation, board reductions and supplements, arrival and departure transfers. Extra services such as wellness packages, local excursions, meeting room rentals, flowers and champagne in room, are available to client. Dynamic packaging technology allows you to combine components from multiple rate & sales policies, bundle them together merchandise them in real time and manage the reservation. Dynamic packaging allows your customers to customize their vacation in real time, using live vacation inventory. They can choose from more options, create more vacation combinations and enjoy up-to-the-minute availability.

B2B partners, Travel agents & Tour Operators

TDMM comes with powerful and scalable business to business section. Small retail agents can work side-by-side with large tour operators, can have negotiated rates and dedicated allocation of rooms. These rates and dedicated inventory are protected by an access code and only the code holder can access them. The system supports large agents operating on several markets, and can define unlimited allotments and rate plans for such partners.

Assign unlimited contingents or allotments of accommodation units to your partners. Management of all B2B sales channels from single point of control. Contingents and allotments can be raised or decreased related to your sales partner.

Rates

Administrator can create unlimited number of rate plans. Rate plans can include all accommodation units or just selected ones. Each room can have separate description, photos and sales policy. Automatic translation of sales policy is done just by checking the appropriate check box. Rates and inventory can be arranged and updated on seasonal, monthly, weekly or daily basis.

Set-up unlimited number of rate plans, allotments, room types, price groups, price lists, and accommodation units. View and adjust prices, rates, allotments, room types, view rooming lists, transfer lists, and overall occupancy sheets. Detailed statistics available in table or chart layout, reservation history log records all transactions. Reporting on local and corporate level.

Manage discounts for 2010:-

A Palm Tree hotel

Rate plan:

Regular price

Person discounts		
3rd adult in double/twin room	3. Adults on rollover: 20.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
1 child (age 2-10) with 2 adult persons in double/twin room	Adults: 2 - Children: 1 (age 2-10) 1. Child: 50.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
1 child (age 2-10) with 1 adult person	Adults: 1 - Children: 1 (age 2-10) 1. Child: 30.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
2 children (age 2-10) with 1 adult person	Adults: 1 - Children: 2 (age 2-10) 1. Child: 50.00 % 2. Child: 50.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
3 children (age 2-10) with no adults in double/twin room	No adults - Children: 3 (age 2-10) 1. Child: 0.00 % 2. Child: 0.00 % 3. Child: 50.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
1 child (age 0-2) with 2 adult persons in double/twin room	Adults: 2 - Children: 1 (age 0-2) 1. Child: 10.00 %	<input type="button" value="Change"/> <input type="button" value="Delete"/>
Just married - honeymoon discount: 10.00 %		<input type="button" value="Change"/> <input type="button" value="Delete"/>

Reductions & Supplements

All standard and non-standard discounts and supplements are supported. Board reductions, children reductions, extra person reductions, honeymoon and marriage reductions and many others.

System supports the following supplements: Breakfast, HB, FB, All inclusive, Baby cot, Extra bed, Transfers, Champagne or flowers in room, Internet access, and many other admin configurable supplements.

Inventory & Stop booking

Unlimited number of contingents or room allocations can be defined within the system. They can be accessible to all clients, or only to access code holders.

The Stop booking facility which can effect all of the inventory, a particular contingent of rooms, particular room, or particular partner. Stop booking fully suspends any new reservations while resetting the inventory to zero, can still produce new reservation in case that someone cancels.

Administrator back office key features:

Control of the information flow and the presentation to the buyer

Simple and efficient system administration

Centralized group management

- Management of objects and users
- Overview of reservations
- Comprehensive statistics on group, company or property level

Unlimited Accommodation unit types, Rate plans and sales policies, Accommodation contingents or blocks or accommodation units

Payment gateway functions for direct access to credit card authorization servers

- Verify funds
- Charge card
- Cancel transaction
- Refund

Benchmark rates (reference rate plans and templates)

Micromanagement for each rate plan

- Seasons overview
- Day by day update of all elements of the rate plan
- Update of the payment mode and sales policies
- Full control of overall inventory, types of units within each contingent
- Separate display of individuals, groups or partners (agents)

Fast availability overview

Halt or suspend booking without altering the defined inventory

Download of reservations directly to client's - HIS/PMS system

Customizable statistics with tools to generate reports exactly to your preferences

System is compliant with PCI standards regarding the security of data and network (AMEX/Visa/MC) » PABP & PCIDSS

System can be customized to any type of accommodation provider