reconline

ONLINE HOTEL DISTRIBUTION

INTRODUCTION

This Quick Reference Guide will help you when entering the most important data of your hotel in the system:

- Room Descriptions
- Availabilities
- Room Rates
- Information about your hotel

Regarding the Availability and the Room Rates, we are always referring to "Rate Levels". These Rate Levels define the rate category. For example: the "Best Available Rate" (BAR) (the rate that shows the best deal on a specific date), the Consortia Rate, or the Corporate Company Rate.

Due to the "Easy Pricing Strategy" it is only necessary to implement the room rates for one single Rate Level BAR (Best Available Rate) per room type. All other rate levels are linked to this one rate level and the rates are calculated automatically by the system. **The sales of the different room rates are managed through opening or closing the availability for these rate levels**.

Our Tip: *Get the "Easy Pricing Strategy" Manual for in-depth information or read the section on "room rates" in this document. Should you not have the "Easy Pricing Strategy" Manual at hand, please do not hesitate to contact us:* *info@reconline.com*

ROOM DESCRIPTIONS

Here, you can describe each room type and define the amenities:

Selection

Room   B2T ▾

During the first step of integration, we ask you for the different room types. Afterwards, we implement them into the system and then you can see them displayed. Now, you can implement the descriptions per room type by choosing (on the left hand side) the room type from the drop down menu.

Please click only the amenities that are available in the chosen room type. The occupancy number that you enter here will define the mandatory fields in the rates. Click on "Save changes" when you have finished the entry of the amenities and the description.

There are two fields where room type description should be entered. Please ensure you fill *both* fields, as they feed different distribution channels.

Our Tip: *Describe the rooms in the following order:*
1. *Category (Standard, Deluxe, etc.)*
2. *Bed type (Queen, King Size, Twin)*
3. *Size (25 sqm)*
4. *Amenities (Internet Access, Air-conditioning, Mini-bar, etc.)*
5. *View (Lake, Mountain, Beach, etc)*

Like this, the travel agent or the end consumer can immediately see the most important facts!

Use abbreviations for amenities only if they are still understandable for an end consumer.

Example: **Deluxe Double** / **King Size Bed** / **44 sqm**
WIFI / **Air-con** / **Minibar** / **Mountain view**

To make your hotel bookable, there must be loaded availabilities per room type and per rate level. The availabilities and closing dates can be entered in various ways:

1. Per room type and rate level

Choose one month and the rate level and click "Update".

Selection

| Month | September ▾ |
| Rate level | BAR ▾ |

Update

You can now enter your vacant rooms per day by clicking in the fields and changing the number in it. A green tick [✔] marks the rate level in which you are. If you wish to load the same availabilities in several rate levels, you have to click the corresponding levels. Please save your changes after each month, by clicking "Save month". On this page, you can also see at which date/time the last room availability update was done.

Room availability Last update: 25.11.2008 17:13:21

Rate code description

BAR	December 2008														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Close	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A1D	2	2	2	2	2	X	2	2	2	2	2	X	2	2	2
A1T	1	1	X	X	1	X	1	1	1	1	1	X	1	1	1
JNR	1	1	1	1	1	X	1	1	1	1	1	X	1	1	1
ROH	1	1	X	X	1	X	1	1	1	1	1	X	1	1	1
SU2	1	1	1	1	1	X	1	1	1	1	1	X	1	1	1

1-99 = Number of available rooms
0 = no available rooms (in case of a cancellation for this period = availability will be increased)
X = closed
☐ = no rate available

Rate levels: ✔ BAR ☐ C05 ☐ C15 ☐ N05
☐ N10 ☐ N15

Save month

If you wish to close the availabilities for each room for one or more days, you can close it as follows:

Click the closing dates and every rate level, and then click "Save month".

Room availability Last update: 25.11.2008 17:13:21

Rate code description

December 2008

BAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Close	☑	☑	☑	☑	☑	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐
A1D	2	2	2	2	2	X	2	2	2	2	2	X	2	2	2
A1T	1	1	X	X	1	X	1	1	1	1	1	X	1	1	1
JNR	1	1	1	1	1	X	1	1	1	1	1	X	1	1	1
ROH	1	1	X	X	1	X	1	1	1	1	1	X	1	1	1
SU2	1	1	1	1	1	X	1	1	1	1	1	X	1	1	1

1-99 = Number of available rooms
0 = no available rooms (in case of a cancellation for this period = availability will be increased)
X = closed
☐ = no rate available

Rate levels: ☑ BAR ☐ C05 ☐ C15 ☐ N05
☐ N10 ☐ N15

Save month

2. Fast Entry

Here, you can load availabilities for a longer time period per room type or for all room types.

Choose the room type and enter the beginning date and the end date as well as the number of rooms available. Click every rate level to make them bookable. Click "Save period".
.

Fast entry

| Room type	Begin (dd.mm.yyyy)	End (dd.mm.yyyy)	Available
☑ A1D ☑ A1T ☑ JNR ☑ ROH ☑ SU2	01.01.2009	31.12.2009	3 ▾

Rate levels: ☑ BAR ☐ C05 ☐ C15 ☐ N05
☐ N10 ☐ N15

Save period

Important: The availability where no rate is loaded is marked automatically with a red square from the system. Please bear in mind: only if a price is defined, are you able to sell rooms through the system.

3. Overview

If you need an overview of all loaded availabilities per rate level for one year, click "Overview".

Overview

Shows availability of the next months

Overview
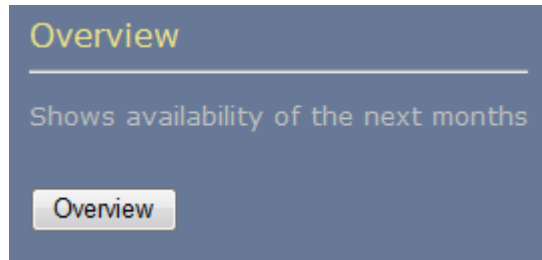
The loaded availabilities appear in a table per month. You can make changes in a month by clicking "Update".

Room availability

back

Update
November 2008

BAR	18	19	20	21	22	23	24	25	26	27	28	29	30
B2T	5	5	5	5	5	X	X	5	5	5	5	5	5
C1D	5	5	5	5	5	X	X	5	5	5	5	5	5
JNR	5	5	5	5	5	X	X	5	5	5	5	5	5

Update
December 2008

BAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
B2T	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
C1D	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
JNR	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Update
January 2009

BAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
B2T	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
C1D	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
JNR	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Our Tip: *Open the availability and load the rates for a **whole year**. In the GDS (Global Distribution Systems) the travel agents are able to book 364 days in advance!*

In addition to the availabilities, you must load the rates. These have to be entered per room type exclusively in rate level BAR. The rates are always *per room per day* (not per person).

Why is there only one "Best Available Rate" (BAR)?
Today, the "Best Available Rate" is **"the"** rate researched by the travel agents in their systems. For the travel agent, it is very important to see the hotel's very best deal for the requested day at a quick glance. As you can change the BAR every day by yourself, it is possible that it is as high as your "Fair Rate" or at low occupancy days it has the level of a "Promotional Rate". Nevertheless, it is always the best deal!

To also give a response to the travel agents when a weekend rate or a promotional rate is requested, we link these requests (behind the scenes) also to your BAR rate – the travel agents will get an offer which is always your best deal!

To get more information about this rate strategy, please read our "Easy Pricing Strategy" Manual.

What happens with the contracted corporate rates?
We assume that you will find our pricing strategy is always the right rate level – for each consortia or corporate contract. Should this not be the case, please contact us: info@reconline.com. We will then load this special rate level for you.

Entering rates for the BAR rate level is mandatory. To maintain the rates of the other rate levels is not necessary as they are automatically calculated from the BAR rate. Any changes within the BAR rate level is displayed promptly in the other rate levels as well.

Our Tip: *When preparing the rate loading, please firstly read the "Easy Pricing Strategy" Manual. Secondly, please list all the rates you are currently offering to the market. Hence, you can see at a glance those rates that are to be implemented in certain seasons (or weekdays).*

Choose first the room type and the rate level:

In the empty line, you can enter the time period, the room rates, the included meal and the booking conditions. You must save your data after each time period by clicking on "Save period".

Period	☻	☻☻	☻☻☻	☻☻☻	–☻	–☻	🛏	Meals	→|	↔	|↔|	Arrival possible Mo Tu We Th Fr Sa Su	Guarantee	⊘
X DD.MM .YYYY – DD.MM .YYYY								No meals included ▾	0	1	1	☑ ☑ ☑ ☑ ☑ ☑	GTD CC ▾	18:00 ▾

Valid for the following weekdays:

Mo Tu We Th Fr Sa Su

☑ ☑ ☑ ☑ ☑ ☑

[Save period]

Example:

Period	☻	☻☻	☻☻☻	☻☻☻	+☻	+☻	🛏	Meals
X 12.02.2008 – 20.02.2008	90	160	230	210	0	0	0	Buffet Breakfast ▾

An entry in the yellow fields is mandatory. The occupancies (yellow fields) are defined in the room description.

This entry will mean:
For a check-in from 12.02.2008-20.02.2008 the room will cost:
90 for single occupancy
160 for double occupancy
230 for 3 adults
210 for 2 adults and one child
A forth person (adult or child) and a baby crib is also possible without costs (in this example).
Continental breakfast is included in room rate.

Our Tip: *When applicable to your property, please enter here the rates for additional persons in the room, children or infants. The internet end consumer will appreciate it as he/she gets a clear overview and can calculate the cost of the stay in your hotel immediately.*

→|	↔	|↔|	Arrival possible Mo Tu We Th Fr Sa Su	Guarantee	⊘
0	1	1	☑ ☑ ☑ ☑ ☑ ☑ ☑	GTD CC ▾	18:00 ▾

In these fields, you enter the booking conditions. Please note that the time period refers to the check-in date. For reservations that go over 2 time periods, the booking conditions for the check-in period are valid.

Symbols:

→	Advance booking period

In this field, you enter until how many days before check-in a reservation can be made. The number 0 means that reservations can be made until the day of arrival.

Our Tip: *Reduce the days to the absolute minimum that you can accept. Hence, you can assure that you can receive even short-term reservations. (If possible, until the day of arrival, means entering the number 0)*

↔	Minimum stay

You enter the minimum stay. A reservation shorter than the number of days entered is not possible.

Our Tip: *Especially for business travelers, flexibility is very important. Should you have or want business travelers in your hotel, the minimum length of stay should not be longer than one night – sometimes exceptions are of course possible and necessary.*

↦	Block stay

The number in this field is significant for two reasons:
- It defines the minimum stay
- It defines the number of days by which the client can extend his/her stay

In our example: the client has to stay 2 nights, he can also book 4. 6. 8 … days. It would not be possible to book 3, 5, 7, … days.

Additional example:
        Minimum stay: 6
        Block stay: 2
In this case, the client should stay minimum 6 days and could extend with 2 nights, this will mean he could also book 8, 10, 12, ... days. However, a stay of 5, 7, 9, ... days would not be possible.

Our Tip: *An entry in the "block stay" is only necessary if the number indicated is smaller than or equal to the number indicated in the "minimum stay". A higher number in the "block stay" than in the "minimum stay" would cancel the latter one.*
If you do not have a minimum stay or a block stay, you must enter a "1" in each field.

Guarantee:

You do have several options to request a form of guarantee. Chose the form of guarantee for each single rate loaded which you think is suitable.

 ➢ GTD CC - Guarantee to credit card: will mean the customer has to provide a credit card number to guarantee the booking. With this option you may not charge the credit card before the guest arrives. You can only charge it if the guest does not arrive (no show) or in case of a late cancellation.

 ➢ DPST CC - Deposit to credit card: with this option you may charge a deposit on the guest's credit card upon receipt of the booking. This deposit is refundable in case of cancellation outside the cancellation deadline.

> ➢ PREPAYMENT - With this option you can charge the full amount of the stay on the guest's credit card upon receipt of the booking. This deposit is non refundable in case of any cancellation.

> ➢ IATA - With the IATA number of the travel agency they will guarantee the booking. This number is the identifier with which we can immediately locate the travel agency and you will have to invoice them in case of no show or late cancellation. If you chose the form "with IATA number", the reservation can be guaranteed by an IATA number as well as with a credit card.

Our Tip: *For business travelers, as well as for the majority of the websites, the rate is only acceptable and bookable if a guarantee by credit card is allowed. In case your hotel is participating in any Consortia Hotel Program, you should make sure to also allow guarantee by IATA number, as this is a criterion for participating in the program.*

⊘ Cancellation policy

A cancellation without penalty costs is possible up until the number of days indicated before the check-in date. The hours refer to the check-in date. If a reservation is cancelled after this time limit, you can charge a cancellation penalty.

Our Tip: *The same policy applies here: Business travelers particularly appreciate and respect the flexibility you give them. Since they are your customers, reduce the cancellation policy to the absolute minimum that you can accept. The guests will prefer to book your hotel over one of your competitors with a longer cancellation period.*

With this entry, you can load a rate that is valid on certain days of the week during a longer time period.

Example: Throughout the whole year, you do have one room rate (Best Available Rate) on weekdays of CHF 100. On weekends, the rate (also Best Available Rate) is CHF 85. As the weekend rates are implemented in the BAR rates, the entry can be as follows:

1. Entry: the room rate for one year (here CHF 100)

2. Entry: the room rate for the weekends (85) while a time period (1 year). Now you have to click the days for which the rate of 85 is valid (here Friday, Saturday, Sunday).

As soon as you click on "Save period", the program opens the different time periods for the year.

Basic information about your hotel is vitally important for the accurate representation of your property in all the different distribution channels. Especially crucial, is the completeness and the up-to-datedness of the information. Finally yet importantly, you should load the available, high value images of your hotel in the system.

Hotel
Addresses
Images
Amenities
Description
Invoices
Payment
Rest. / Meeting
Location & Area

It is extremely important for reconline that you provide us the detailed information about your address, contact persons and email addresses. Thereby, we can assure you proper communication with all your employees involved.

Our Tip: *Please always keep in mind: "Images are Emotions", emotions are very important in the buying process… and therefore images are extremely valuable in the electronic distribution channels and should be loaded into the CRS.*
Pay good attention to the pictures that you are loading, making sure they are up-to-date and give a complete and positive impression of your property. (Pictures of the rooms can be loaded under the section "Rooms" for each room type.)

Any questions?

Should you have any questions regarding the loading of your dates or rates, or if you need any further information, please do not hesitate to contact us:
Telephone: +41 (0)27 966 34 00
Email: info@reconline.com

It is our pleasure to be of assistance to you.

Your reconline Team