



Expand your approach to a worldwide audience!

**An easy, secured and user friendly online booking tool..**  
for your hotel

[www.horecabooking.com](http://www.horecabooking.com)



# Give your hotel a competitive edge...

take control of your customers wherever they are

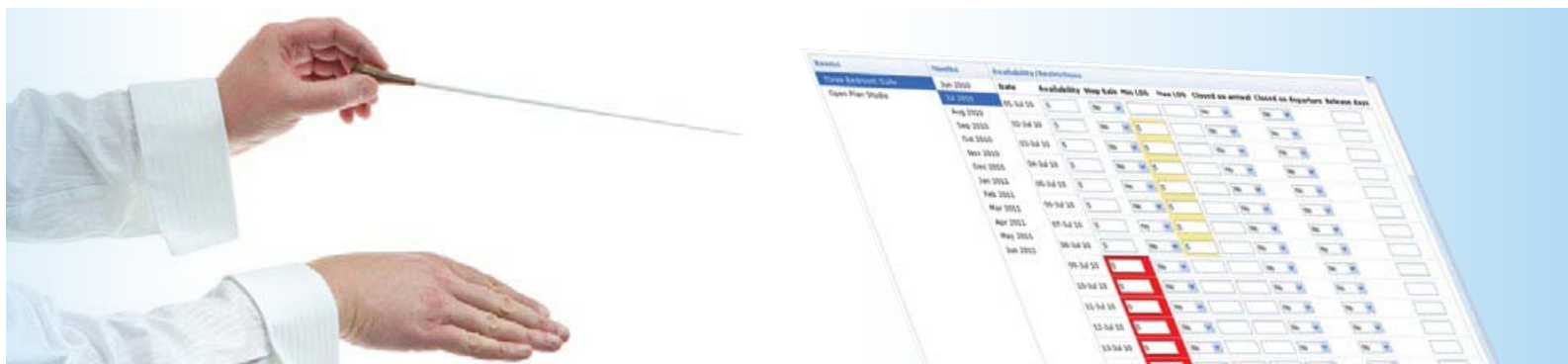
Learn everything about online booking and the capabilities that HorecaBooking can offer your hotel at:

[www.horecabooking.com](http://www.horecabooking.com)



HorecaBooking.com

**HorecaBooking** is an online booking system, which can be incorporated at existing or new hotel websites and enables the hotel to make the most of its online visiting traffic, to increase bookings and decrease fees for tourist agencies and online booking web portals. HorecaBooking consists of two main components, the **Administration panel** and the **Booking engine**.



## The Administration panel

It is a web application, which means that it is not necessary to be installed in your computer and is accessible from any computer with an internet connection (with a username and a password). The Administration Panel allows you to fully manage all parameters of your hotel's booking engine. Using the tools offered by the Administration Panel you can carry out tasks, divided into three basic categories:

### 1 Bookings / customer follow-up

Each time a booking is made through the booking engine, the hotel is automatically informed via email and optionally via SMS. However, this is not adequate. All bookings made by the booking engine are available through the Administration Panel.

**You are able to:**

- ▶ Extract bookings in Excel form
- ▶ Manage bookings (arrival-departure dates, rooms, supplements, payment registration)
- ▶ Change booking status (e.g. cancel booking)
- ▶ Manage customer details

# The administration panel..

## continues.

### 2 Price list and availability update

The tools of this category are the heart of the system. We mention indicatively the most important among those:

- ▶ Room type definition
- ▶ Definition of availability and of availability restrictions depending on the length of stay, arrival date, departure date and other parameters.
- ▶ Rates definition. Please note that multiple price lists may coexist. Each price list may offer different services (e.g. breakfast), addressing different market segments or be part of a promotion campaign and require the use of a special access code. Moreover, each price list can use a different availability pool for a better distribution of your rooms to the different market segments.
- ▶ Price definition by room and by price list.
- ▶ Definition of Offers. Offers can be in the form of percentage discount and free nights. Every offer can be permanently valid or it can be activated depending on conditions defined by you and which include the length of stay, the arrival date, the departure date and other parameters.
- ▶ Definition of cancellations and payment policies
- ▶ Definition of down payments and ways of payment

### 3 Presentation supervision / text and images

With the help of simple and easy to use tools you can fully supervise the text and images of your hotel. More particularly, you are able to publish separate texts, images, maps and diagrams:

- ▶ For each room
  - ▶ For the location of the hotel
  - ▶ For the facilities and services offered by the hotel
  - ▶ For the sustenance at the hotel
  - ▶ For the stay in general
  - ▶ For the hotel in general
  - ▶ For the exact location of the hotel (driving directions)
- You are also able to upload the hotel's logo, as well as the location of the hotel on a dynamic map (Google Maps).

**Note:** The initial set-up of the system is carried out by our company's specialized staff. You are only required to send us the text and images in electronic form as well as a chart with the room types and their capacity, the available sustenance types, the prices and seasons, and finally, any offers and availability restrictions (e.g. minimum stay) that you have.

After completing the initial set-up, our staff will train you to use the system so that you can manage your rooms easily and effectively, at any time.



# Expand your customer base

## the world is at your fingertips...



### The Booking engine

The Booking Engine is incorporated in your web page and allows its visitors to find information about room types, supplements, prices, offers and availability of your hotel in real time and finally, make their booking in a simple, fast and secure way.

#### Booking procedure

The steps you need to follow in order to make a booking are:

- Step 1** Choose check-in and check-out dates, room numbers, and adult/children numbers by room.
- Step 2** Select a room/rate. The system shows for each rate all rooms, providing information regarding facilities provided with each rate, room prices by day, and room availability by day.
- Step 3** Fill in your personal details. In case that the system is set-up in such a way that an advance or a full payment is required, you select a way of payment.
- Step 4** The booking has been completed. The customer receives a booking Voucher in PDF form, which he/she could print. Moreover, the Voucher is sent in HTML form to the customer's email address and to the hotel's email address. There is also the option to send a notification in SMS form to the hotel's designated mobile, and the reservation reference number to the customer's mobile.

#### Booking cancelation

You have the choice to activate an area of certified access where the customer can cancel a booking. The certification of customers in this area is created according to the customer's email and the booking reference number.

Month	Availability/Restrictions
Jun 2010	Rate
Open Plan Studio	Rate
Aug 2010	Rate
Sep 2010	Rate
Oct 2010	Rate
Nov 2010	Rate
Dec 2010	Rate
Jan 2011	Rate
Feb 2011	Rate
Mar 2011	Rate
Apr 2011	Rate
May 2011	Rate
Jun 2011	Rate

Set up availability and availability restrictions on daily basis

Hotel: The Family Hotel - Customer: John Green

Reservation details

Guest information

Room information

Check in: 18/06/2010

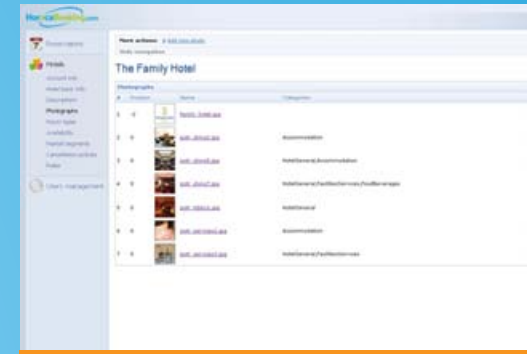
Check out: 19/06/2010

Room: 1 Double room

Rate: 120.00

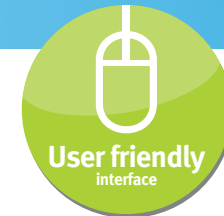
Total price before discount: 120.00

View any information you may need for every reservation.



Upload as many photos of your hotels as you wish.

# A few screenshots... of the Administration panel



Create an attractive presentation of your hotel.

Special offer: Last minute

Test

Reservation date: 17/06/2010

Check in date: 18/06/2010

Check out date: 19/06/2010

Length of stay (nights):

Success

Test

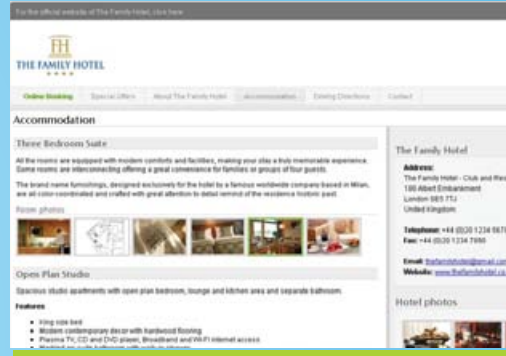
Special tools provide help for complex special offers.

Month	Rate	Basic price	Extra child	Single occupancy
Jun 2010	Rate	120.00	20.00	100.00
Jul 2010	Rate	120.00	20.00	100.00
Aug 2010	Rate	120.00	20.00	100.00
Sep 2010	Rate	120.00	20.00	100.00
Oct 2010	Rate	120.00	20.00	100.00
Nov 2010	Rate	120.00	20.00	100.00
Dec 2010	Rate	120.00	20.00	100.00
Jan 2011	Rate	120.00	20.00	100.00
Feb 2011	Rate	120.00	20.00	100.00
Mar 2011	Rate	120.00	20.00	100.00
Apr 2011	Rate	120.00	20.00	100.00
May 2011	Rate	120.00	20.00	100.00
Jun 2011	Rate	120.00	20.00	100.00

Rates. You can easily set up the prices of the rooms.



Rates & availability.

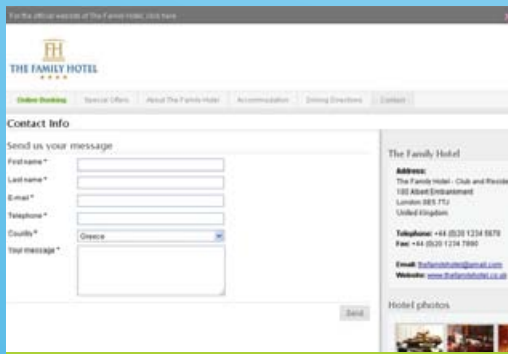
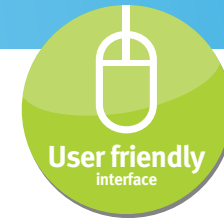


Publish plenty of photos and descriptions for each room.



Check-out with PayPal, the safest & easiest way to pay!

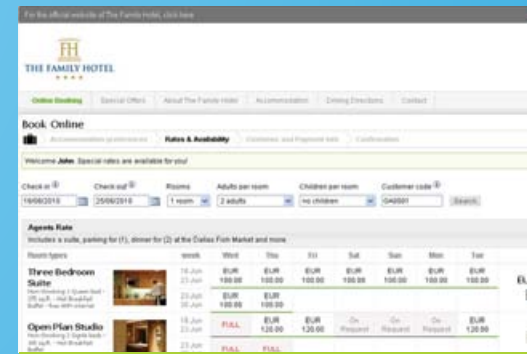
# A few screenshots... of the Booking engine



Visitors can contact you or submit comments.



Customers can print the reservation voucher or save it as PDF.



Special rates for tourist agents and corporate customers.



# Features at maximum...

with minimum effort.



## Features summary

### Available in 13 languages!

Chinese, Dutch, English, French, German, Greek, Italian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish.



### Prices and availability

- ▶ Unlimited room types & Multiple rates.
- ▶ Special customer groups (e.g. company customers, agencies, frequent customers - members).
- ▶ Special promotion actions with a special access code.
- ▶ Each price list can be available for all customers or for special market segments.
- ▶ Special offers in the form of discount of free nights.  
The way of activation of an offer is defined by the hotel based on parameters as the room type, the customer's arrival and departure time, the length of stay, the time of making the reservation, and the special customer group that the customer may belong to.
- ▶ Each price list can be connected to a different availability pool.
- ▶ Availability restrictions, such as minimum stay, closed on arrival, closed on departure, release days and stop sale.
- ▶ Multiple currencies & Multiple availability pools.
- ▶ The prices are defined by price list and room type and they can be differentiated according to the number and type of the occupants in the room (adults - children).
- ▶ The prices, availability, and availability restrictions can be defined either for a whole period or separately for each day.

## Administration panel

- ▶ Operates 100% via the internet and does not require installation in your PC.
- ▶ Operates all known browsers, e.g. Explorer, Firefox, Chrome, Safari etc.
- ▶ Full booking history & easy booking search.
- ▶ Possibility of booking management.
- ▶ Live update of prices, offers, availability, and restrictions.
- ▶ Full freedom of defining texts and uploading photos.

## Reservation procedure

- ▶ Voucher is issued in PDF form for easy printing and storing by the customer.
- ▶ Voucher in HTML form is sent via e-mail to the customer.
- ▶ Voucher in HTML form is sent via e-mail to the hotel.
- ▶ Option to inform the hotel via SMS.
- ▶ Option to send the reservation reference number to the customer via SMS.

## Statistics

HorecaBooking provides all the information and intelligence you need to make the decisions that matter the most.

- ▶ Number of reservations per: month / week / day.
- ▶ Reservation's cost per: month / week / day.
- ▶ Average length of stay.
- ▶ Average cost of stay.
- ▶ Cancellations per: month / week / day.

## Appearance

- ▶ Use of hotel logo.
- ▶ Publication of general text and photos about the hotel .
- ▶ Publication of text and photos for each different room type.
- ▶ Possibility for uploading dynamic maps (Google Maps).
- ▶ Show hotel's contact details.
- ▶ Communication form for the hotel.

## Cancelation & payment policies

- ▶ The hotel defines the cancellation policy.
- ▶ The hotel defines the payment policy including down-payment (or full payment) which can be required for completing a reservation.
- ▶ The hotel is able to define multiple ways of payment which can co-exist for facilitating each customer. Even those who do not hold a credit card.

## Setup process

You are only required to enter a link, banner or button in a predominant spot on your website. The initial set-up is carried out by our company's specialists. You are only required to send us an email or a CD, including the following:

- ▶ Hotel logo, text and photos.
- ▶ Room types.
- ▶ Prices by room and period.
- ▶ Cancellation and payment policies.

Once we have received all necessary material the booking engine will be **ready to use within 24 hours**.





# Highest security & flexible payments

giving your customers a safe choice of booking experience.

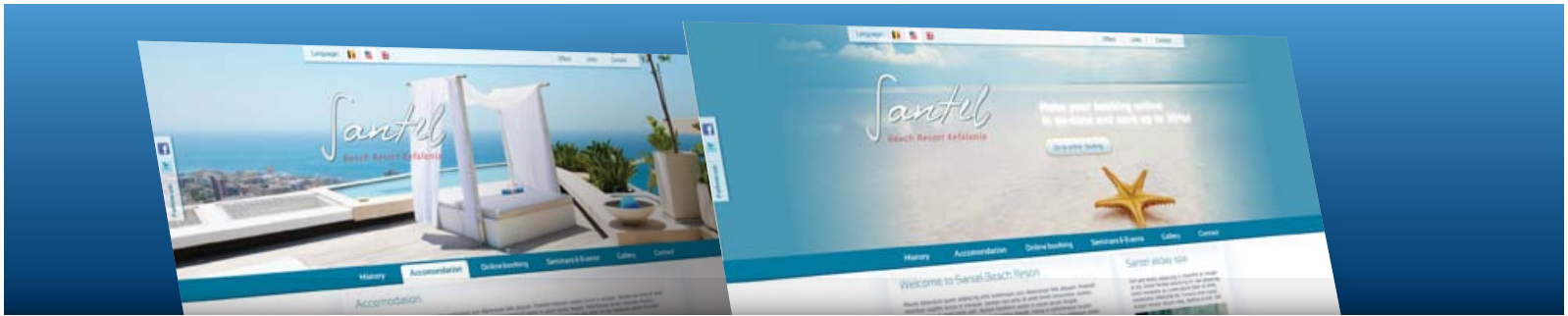
## Payment options



With HorecaBooking engine there is the possibility of defining multiple ways of payment which can co-exist for facilitating each customer's preference. Even those who do not hold a credit card. In particular, the supported ways of payment are:

- ▶ By card via PayPal (all major credit & debit cards are accepted).
- ▶ By card via Emboriki Bank system (any VISA and Mastercard credit & debit cards are accepted).
- ▶ By card via Alpha Bank system (any VISA, Mastercard, and AMEX credit & debit cards are accepted).
- ▶ By card via Eurobank system (any VISA and Mastercard credit & debit cards are accepted).
- ▶ By card via Piraeus Bank system (any VISA and Mastercard credit & debit cards are accepted).
- ▶ Deposit to a bank account.
- ▶ Send credit card details by telephone or via Fax.





# A special offer for you...

combine your booking engine with one of our professional websites

## Our special offer

Get a  
**20%**  
discount!

With your hotel booking engine purchase, add a professional hotel website in your basket and get a 20% off at your checkout.

You only need to follow a few easy steps:

1. Pick the design that you prefer for your website.
2. Send us your hotel logo, images and texts.
3. Your website will be ready in less than 2 days. No downloads or programming as our professional team takes care of any technical aspect.
4. Your website is launched under your domain name.
5. Update your site any-time, anywhere, with our user-friendly Content Management System.

Many designs and color variations to choose from in our gallery at: [www.horecabooking.com/design](http://www.horecabooking.com/design)

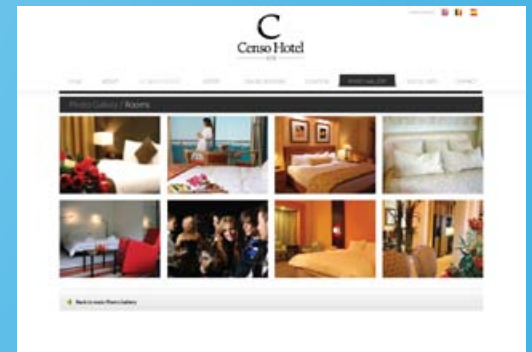


Professional website offer



# A few hotel website designs...

just click at: [www.horecabooking.com/designs](http://www.horecabooking.com/designs) to see more.



Professional website offer

HorecaBooking is a web product of:



[www.symmetriaweb.com](http://www.symmetriaweb.com)

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Some of our web products:

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