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Be in Control

It's the Future of Yield Management – Enabling Hotels to Maximize the Power of Internet Reservations and Internet Marketing

BOOKDirect Pro is the most powerful Internet reservations system available to the hospitality industry today. It gives Hotels extraordinary yield management capabilities by enabling them to quote and receive online reservations in real-time for ANY rate they wish to offer (including corporate, negotiated, and group rates). BOOKDirect Pro puts the hotel in complete control of its very own reservations system.

Gain the competitive advantage of enabling your guests to “BOOKDirect!”

The Key Features of BOOKDirect Pro that make it a “must-have” solution for the lodging industry include:

Support for Negotiated, Corporate, & Group Rates

- Each hotel can define rates that can only be accessed with a corporate/group ID or Promo code

Built In Yield Management Tools

- BOOKDirect Pro offers automatic rate escalations (rates go up as inventory is depleted)

Client Profiling & Mail List Management System

- Allows hotels to profile their clients and manage mail lists for targeted one-to-one marketing and customer relationship management

Secure!!!

- Backed with the IBM e-business Brand Mark – BOOKDirect has undergone the scrutiny of IBM's "ethical hackers" to ensure that the system meets IBM's stringent standards.

Immediate Return on Investment

- With our transaction fee pricing, hotels are assured an immediate return on investment.

It's a Solution Custom Tailored to the way you Operate

- BOOKDirect Pro is easily customized to best meet your way of doing business. Throughout the system, hotel-defined messaging and customization means that the hotel is always in control and it's done the right way – your way!

Visit us at www.BOOKDirect.com or call 1-888-467-7973 and find out how you can start generating Internet Reservations within 24 hours!



BOOKDirect

It's the fastest, least expensive way to make and receive hotel reservations.

BOOKDirect, the Internet reservation system, gives hotels and hotel groups the power to receive Internet reservations from all over the world. It's a way to extend personalized service to guests and clients long before they walk into the lobby.

Developed by and for hoteliers, BOOKDirect is a powerful tool that helps increase market presence and manage Internet reservations with speed and thoroughness.

Best of all, BOOKDirect is offered for a low transaction fee and customers can utilize a full featured e-business system at no additional cost. Hotels have no software to load, and within minutes of set-up can start receiving reservations.

More and more corporate, government and individual travellers are using the Internet to book hotels. BOOKDirect gives hotels the quickest, easiest and strongest entry to that growing revenue stream.

For guests and clients:

- Up-to-the-second availability and rates information for immediate buying decisions
- Instant confirmation of reservations and cancellations
- Hotel staff can be informed of a guest's particular needs and schedule for enhanced service

For hoteliers and staff:

- Credit card required for reservations but hotel can modify client profile to "credit card on file"
- Booking system can be attached to existing Web site or stand alone
- Complete control over site content, rates and availability
- Support of all Internet functionality
- Built-in e-mail and relationship management for targeted direct mailings
- Packages, such as golf, conventions or "all inclusions" are easily built
- Interface with popular Property Management Systems
- Drives telephone bookings
- Hotels interact through a Web browser and receive reservations via e-mail
- Built on Lotus Notes/Domino and Oracle to offer the highest level of security.