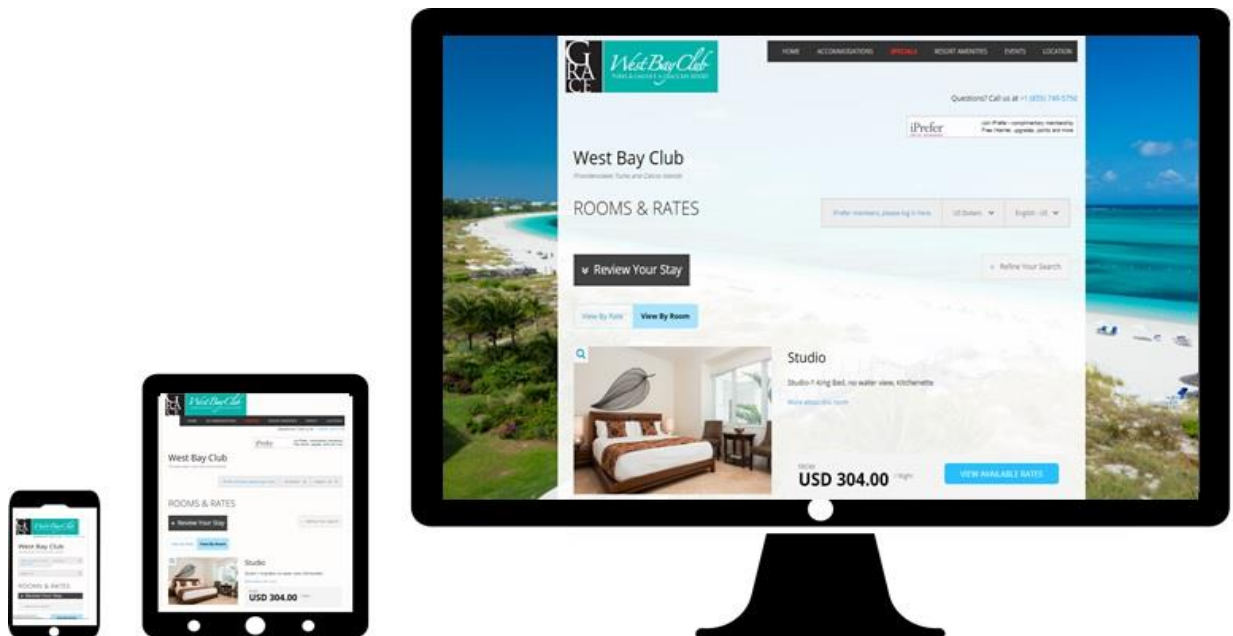


## Preferred Hotels & Resorts Responsive Booking Engine

Preferred Hotels & Resorts now has a Responsive Booking Engine (“RBE”) available for your hotel! A responsive booking engine means that your guests will access the same booking engine from any device – desktop, table, mobile phone - without the need for multiple booking engines



The advantages of this new booking engine are multi-fold:

- Increase conversion from tablet and mobile users
- Maintain only one booking engine and save time and resources
- Employ all Booking Engine functionality across all devices
  - Dynamic packaging
  - Itinerary reservations
  - all URL / linking parameters are supported when using the Preferred redirect
- Sell mobile-only rates and report on reservations booked via mobile devices.
- Coming soon: urgency triggers and shopping cart functionality

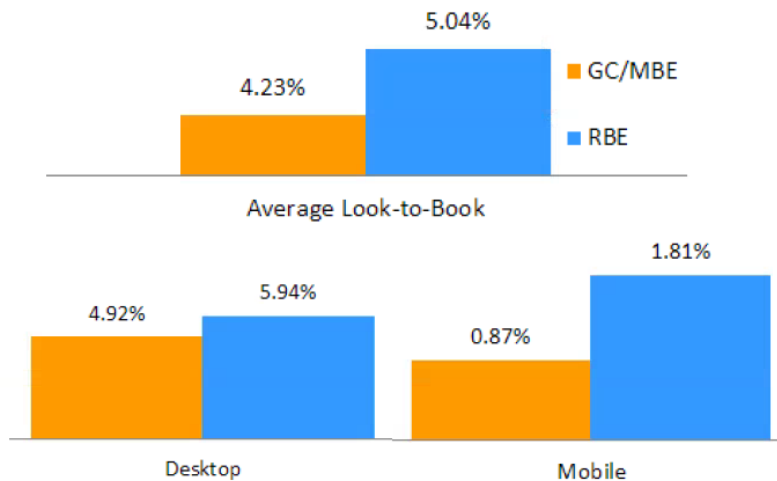
Note: if you do not have a responsive *website*, we will scale the design to the resolutions supported by the responsive booking engine.

## Preferred Hotels & Resorts Responsive Booking Engine

### What is the value of this?

Research from Sabre's pilot of this test has shown an increase conversion of Look-to-Book of nearly 20% over non-responsive booking engines. A mobile website receiving 10,000 visits would increase bookings by over 100 bookings

Data from 52 hotels from a total of 64 days continues to show strong performance.  
Combined average Look-To-Book ratios - Year over Year Comparison:



A 2015 consumer survey from Google Analytics further shows

- There is a 50%+ increase in mobile searches in the travel category year-over-year;
- Customers are spending an ever decreasing time per visit on travel mobile websites year-over-year; and
- Mobile conversion rates are almost twofold (2x) on the travel mobile web year-over-year.

This means that *the time is now* to move to mobile and take advantage of an ever increasing audience, and to use the Responsive BE to quicken the process for our guests.



## Preferred Hotels & Resorts Responsive Booking Engine

### How do I get the Responsive BE?

1. Request the Responsive BE by clicking on this link <https://www.surveymonkey.com/r/PHRRBE>. By responding to this the hotel agrees to pay a one-time fee of USD \$599 to convert. Multiple hotels using the same shell that wish to convert simultaneously are priced at USD \$599 plus \$200 for 2-4 hotels and \$599 plus \$300 for 5+ hotels. *New hotels are implemented with the Responsive Booking Engine automatically at no charge – no sign up is necessary.*

Note: for hotels using the Preferred Hotels & Resorts Redirect, be sure this is implemented on your hotel website for all applicable URLs – refer to documentation on [PreferredNet](#).

Once the hotel has signed up, no other work needs to be done by the hotel other than to verify the PH&R Redirect is set up correctly if used.

### Roll out Plan

Implementations will be prioritized as follows:

1. Hotels are prioritized in sequence by request date/time
2. Hotels are scheduled based on resource availability

### FAQs

*Does this mean that my whole website will be “responsive?”* No, just the booking engine. If you wish to have a fully responsive website, please contact Sabre Digital Marketing and they can discuss this with you.

*Why should I use the Preferred Redirect? Can I have the responsive booking engine without it?* The purpose of the Redirect is for situations exactly like this – to quickly implement updates to your website. Without a redirect, more website development is needed on your end. It is not required, however, to use the redirect to have the responsive BE.

*Where can I find more information on the Preferred Redirect?* PreferredNet.net has comprehensive information [here](#).



## **Preferred Hotels & Resorts Responsive Booking Engine**

*How do I know if I am using the Redirect?* If you are unsure if you are using the redirect after reviewing the information on PreferredNet, please contact [guestconnect@preferredhotels.com](mailto:guestconnect@preferredhotels.com) for clarity.

*Do I have to move to the Responsive BE?* No, you may remain on the Flex template. Keep in mind, however, that your team will have to keep updating multiple channels (mobile and guest connect) which reduces efficiencies, and users on mobile devices will not have the optimal experience.

*How soon will I get the Responsive BE after I sign up?* Your hotel will be prioritized and implemented based on resource availability. We expect this to be within 6 weeks of signing up.