

hotel **WebSpace**™

Convert Online Shoppers Into Guests



Innovative Online Marketing Technology Guaranteed to Increase Your Business

Professional hoteliers know that Online Marketing is the most efficient way to generate revenue and increase market share in today's competitive market.

69% of leisure travelers and 92% of business travelers use the Internet to plan and arrange their travel. With hotel WebSpace, you can convert these online shoppers into your Guests! It is the fastest, easiest and most effective Online Marketing tool for increasing the quality and quantity of traffic to your hotel's website and booking engine. You will sell more rooms, guaranteed.

Why Your Hotel Needs hotel WebSpace

Major hotel brands do not provide sufficient Online Marketing opportunities for local business for the vast majority of their hotels. hotel WebSpace is designed to fill this gap and complement your brand's Online Marketing initiatives. It maximizes your hotel's presence on the Internet while complying with your brand's Online Marketing guidelines.

hotel WebSpace provides the most intuitive and user-friendly interface to enable hotel sales professionals to create effective landing pages. These features, combined with our proprietary technology, will increase your property's exposure on the Internet for virtually anything being searched for on the web by Guests coming to your area.

With hotel WebSpace, you will:

- Use our Internet Prospecting tool to find local market opportunities and other sources of revenue in your area.
- Create targeted, effective landing pages for these local market opportunities.
- Utilize these landing pages to increase your hotel's presence in the organic search rankings on popular search engines like Google, MSN and Yahoo.
- Attract online shoppers looking for special events, businesses and attractions in your area.
- Improve your conversion rate of online shoppers clicking through to your hotel's booking site.
- Drive additional revenue to your hotel.
- Increase your market share with effective Online Search Marketing.
- Maintain your brand and price integrity.



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How It Works

In four easy steps, you will be on your way to converting online shoppers into Guests!

1. Utilize our Internet Prospecting module to find potential local business opportunities and get the scoop on your competition.
2. Once these opportunities have been identified, Sales and Revenue Management Teams can create specialized landing pages that specifically target potential customers searching for these opportunities.
3. Landing pages that are created in hotel WebSpace are optimized for and indexed by search engines. Dynamic content and moderated Blogs ensure your landing pages earn a high page ranking on Yahoo, Google and MSN.
4. Because the content is relevant to what people are searching for, for example, an event going on in your area, you will help the customers find you!

hotel WebSpace Online Marketing also gives you the opportunity to post contact information on all of your landing pages, including:

- A direct link to your hotel's website and booking engine.
- A contact email address for shoppers to request more information.
- The option for shoppers to tell a friend about your page.
- A moderated Blog function.

Guests can begin booking with one click!

Key Features

- hotel SystemsPro's Internet Prospecting module is the industry's most widely used Internet Prospecting tool. Tens of thousands of hotel sales professionals have utilized this tool to find sales opportunities and gather information about their competition.
- A user-friendly interface enables users to quickly and easily create landing pages that are optimized for search engines.
- Unlimited User Access Licenses.
- Page templates in English, French and Spanish.
- A moderated Blog function.
- Built-in Corporate Access and Corporate Publishing Approval.

All Users Will Receive:

- Internet Prospecting Training
- 24/7 Customer Service
- Unlimited System Training

Contact us today to learn more about how you can convert online shoppers into your hotel's Guests!