



Newsletter - December 2009

Dear Hotel Customer,

Yet another exciting year is soon coming to an end!

Let's take a moment and look back on the many good things that happened during 2009, and at the same time look ahead, and forward, to the many good things the new year will bring us.

In addition, on the right hand side bar, we have listed a few important reminders and recommendations to keep in mind for optimizing your business.

And last but not least, we wish all of you a **Merry Christmas and a Happy New Year!**

With best regards,
Sabina Sundberg
Customer Service Manager EAME

Highlights 2009:

- **Booking.com direct connection now supports multiple rate codes!** Booking.com shows the lowest rate available for the dates selected. The booker will not see if different rate codes apply. However, if one of the rate codes has a different policy- Eg. non-refundable or alike, this rate code will be displayed separately.
- Launch of **Hotelzon.com direct connection**
- **PayPal integration to mylink** — adding value to mylink and allowing the hotel to secure revenues by obtaining payment for deposits linked to specific rates offered in the front-end of mylink.
- **Micros Travel booking channel** — allowing UK based travel agents will book public commissionable (where commission applies) rates and guarantee all reservations by credit card.
- Upgrade to certify IQ for **Total Pricing in all GDS** — myfidelio.net now fully supports our hotel customers to provide accurate price information - Rate displays inclusive of all known taxes, fees and service charges, which will increase the travel agent's loyalty and eliminating potential customer queries.
- Upgrade to SP3 (V5.0.01.03)
- **Firewall migration** to comply with the latest PCI requirements and to improve system management.

A few highlights, and more to come, in 2010:

- **New ADS direct connections** — Londontown.com, hotel.de, venere.com, hotelbeds.com scheduled in Q1
- Upgrade to certify **Private Labels for Total Pricing** in all GDS's (Q1)
- **Amadeus multi room booking functionality** — option to book up to 9 rooms with separate confirmation numbers (Q1)

Keep in mind!

TA commission — don't risk missing out on bookings by not offering travel agent's commissionable rates via the GDS channels!

Loading rates for 2010 — don't risk missing out on bookings and losing business by being late loading rates for 2010!

Hotel descriptions (HOD) in the distribution channels — Your hotel's descriptive information is your "shopping window" and therefore it's vital that what you display here is attractive, accurate and clear!

Top 5 HOD tips:

- 1. General hotel description** — should be attractive, informative and highlight the advantages of your property. It's also important to be accurate in order to not create false expectations.
- 2. Location of the property** — be accurate and focus on known reference points.
- 3. Directions to the property** — think about how most of your guests arrive to the destination, by air, train, car, boat, and customize the directions accordingly.
- 4. Room descriptions** — the room name should be attractive to the booker but also clear on what type of room it is. The room description can be more creative and include applicable room facilities and amenities.
- 5. Rate descriptions** — the rate name should be attractive but also clear on what type of rate it is. The rate description can be more creative and also clearly indicate what is included/excluded in the rate.

For more information on the topics covered in this letter, please contact your local myfidelio.net customer service office.

EAME Central Customer Service contact details:

Mon - Fri, 09.00 - 18.00 CET.
E-mail: EAME-IQmyfidelio@micros.com
Phone: +49 2131 137 113
Fax: +49 2131 137 404