

**Dear Customer,**

Summer vacations are over and before you know it 2011 is knocking on your door!

We have mentioned it before; did you know that Travel Agents can book 331 days in advance on the GDS? They can already book rooms for well into 2011. As most rates expire in December 2010 you could potentially already be missing out on room nights.

We would also like to take the opportunity to highlight a few “best practices” which may help to increase your booking volumes.

If you have questions or would like to know more about what you can do for your property, [click here](#) to find contact details for your local myfidelio.net representative.

Kind regards,
myfidelio.net

**Public rates (to be loaded by yourself)**

If your PMS is interfaced to myfidelio you update your rate details in your PMS and they will be sent up to myfidelio.

If you are a non interfaced hotel you update your rate details directly into myfidelio OCM.

Rate structures available are:

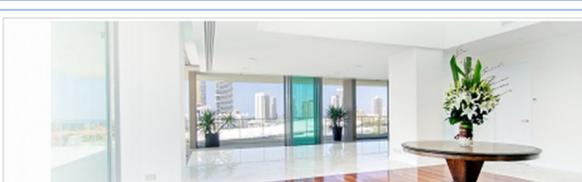
- Daily rates
- Daily rates with Dynamic base rates

- Best BAR by Day
- BAR based rates

- Base rates

User guides describing each of these rate structures are available on our website in the [Customer area](#) section.

User name: myfidelio
Password: MICROS-Fidelio6780

**GDS Negotiated/Consortia-, and Pegasus ADS Negotiated rates (to be loaded by myfidelio)**

In order for us to load your 2011 Negotiated- and Consortia rates, please send us appropriate rate loading instructions (i.e. a copy of the rate contract) at your earliest convenience.

The rate loading instructions should always include:

- Agency- and/or Company name
 - Rate Access Code
 - IATA/Pseudo City codes
- Applicable GDS systems (Amadeus, Galileo, Sabre, Worldspan)
 - Room rates
 - Breakfast included or excluded
- Agency commission included or excluded
 - Restrictions

Note:

If you are a chain using the Central Connector you only need to send us the Rate Access Codes and the IATA/PCC's.

- **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. 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.

2. 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.

3. 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.

4. Location of the property — be accurate and focus on known reference points.

5. 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.

- **Keep in mind:**

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

[Click here to find your local myfidelio.net office in Europe and Worldwide](#)

**EAME Central Customer Service contact details:**

Mon - Fri, 09.00 - 18.00 CET.

E-mail: EAME-IQmyfidelio@micros.com

Phone: +49 2131 137 113