

Dear Hotel Customer,

As a result of an increasing usage of social media by online consumers, we also see a greater demand for good and accurate content. How reliable is yours, both seamless and non seamless? When did you last view or update your content? Wouldn't you like to take the opportunity to control your own content and the channels (websites) you want to distribute your data to?

With Lanyon, for loading and distribution of content, and Vscape Lite for image loading, in combination with channel management knowledge, you can control this on your own!

With best regards,

Sabina Sundberg  
Myfidelio.net — Customer Service Manager EAME



[Aparthotel Parque Mar, Cala d'Or-Mallorca](#)

### Hotel Images

The presence of nice quality images will make a significant difference and to improve your marketing and make you more competitive in numerous variety of booking channels on the web. Myfidelio now provides you with the service of managing and uploading your pictures to these channels on your own.

A few weeks ago we had the pleasure of introducing **VFM Interactive** who is a partner of myfidelio.net for administration and distribution of images. Many of you have already been contacted directly by the VFM team for an introduction of their free of charge image software Vscape Lite. If you haven't been contacted yet but would like to start using the software right away, please do not hesitate to send an e-mail to [microsfidelio@vmii.com](mailto:microsfidelio@vmii.com)

### Lanyon - content software tool

The accuracy of your hotel description helps all travel agents to recommend your hotel and generate guests for you. Hotel descriptions are required by all 4 GDS's and by websites such as Hotel.de, HRS, Hotelzoo, etc.

Myfidelio already use Lanyon to update and distribute your hotel descriptions to all channels (GDS- and Pegasus channels). By getting your own access to Lanyon you can take control of maintaining your own hotel descriptions.

For more information on conditions and costs, please contact [Customer Service](#).

### Pegasus channels and direct connections

The number of available booking channels grow every day! In order for you to get quality over quantity we have put together a [Channel list](#) with information which we hope will help you in your selection of suitable channels for your distribution.

For further recommendations and guidelines do not hesitate to contact [Customer Service](#).

### **"Making the content distribution a guest centred strategy..."**

*Where is a hotel's potential guest looking and finding information online, to decide where to book? He will search for other guest's opinion at a social media website such as Trip Advisor and for a video that shows the 'real' look of the property in YouTube or alike; he will check the website of an online travel agency (such as Expedia, Travelocity, Orbitz, Last Minute and many more) and will also 'google' to find the hotel's website. Finally, he will compare all information gathered. Prices are important, but unless the booker is merely looking at the 'best deal', it is the descriptive (text) and illustrative (images, videos) content that will bring the added value that can turn a booker into a guest.*

### **Why does a hotel need a guest centred content distribution strategy?**

*Guest generated content has brought the promise of an added value for its 'freshness' and 'honesty' and is becoming increasingly popular as a trusted source of recommendation before booking. Although descriptive and illustrative content are defined as 'static' because 'it does not change', the reality is that content needs to be adapted for the various situations to be compelling to the booker. Compelling content needs to be fresh. This content does not change every day, but it can't stay the same everywhere for too long."*

**Andrea Carillo Bianchi,**

Director of Business Development -  
Micros Fidelio  
/Hotel SMARTreport, April 2008



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## Mylink

Once again we would like to promote Mylink, myfidelio's online booking.

We have the great pleasure of showing you [Aparthotel Parque Mar, Cala d'Or- Mallorca](#) and their Mylink [Online booking](#).

*"In the first 8 weeks immediately after the adoption of Mylink we noticed an increased usage due to the redesigned and user friendly booking engine. In 2007, we generated 15% of the total booking revenue via the hotel website alone. The hotel website has become our strongest booking channel and Mylink provides us with the tool to successfully compete in the market."*

*Mr. Willi Tinner, board member of the Aparthotel Parque Mar, Mallorca*

Don't forget to logon to the [Mylink Administration Tool](#), where you have the option to customize the look and feel of Mylink by changing the colour scheme, upload or replace images, etc. to make it suite your website the best way possible. Once logged on (same login you use for the myfidelio admin menu) you can download the user guide under the Help button.



[Aparthotel Parque Mar, Cala d'Or- Mallorca](#)

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