

## **CM Studio .HOTEL 2013**

### **The flexible and state-of-the-art online manager for your hotel**

The timeliness of your website is the face of your hotel. CM Studio .HOTEL 2013 has been developed in collaboration with experienced hotel managers for each category of hotels, from a single family hotel to the hotel chain. CM Studio .HOTEL is intended to improve your online marketing and develop a positive booking sales.

### **The website is today the most important marketing tool for a hotel manager!**

There for CM Studio .HOTEL 2013 provides a customizable solution for every size of hotel business.

CM Studio .HOTEL is based on the successful Web CMS software CM Studio 2013. CM Studio .HOTEL enables you to provide a daily updated web presence to your guests. Check your pricing on the Internet with just a few mouse clicks and then offer your seasonal packages and special offers, just in-time.

In addition, CM Studio. HOTEL 2013 offers a variety of new features regarding social media integration. Turn the visitor of your website into an active part of your daily communication. Link your web site to social networks like Facebook, Twitter and offer a vibrant platform to your guests and interested visitors.

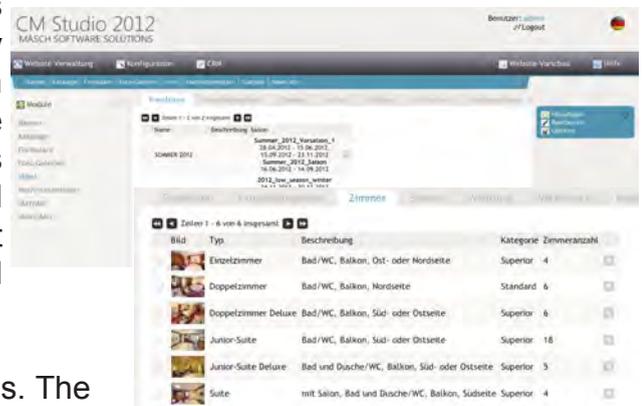
Present your high valued skills and services as a warm and attractive host already at the Internet. Demonstrat through the World Wide Web , why your online visit should become a guest of your hotel.



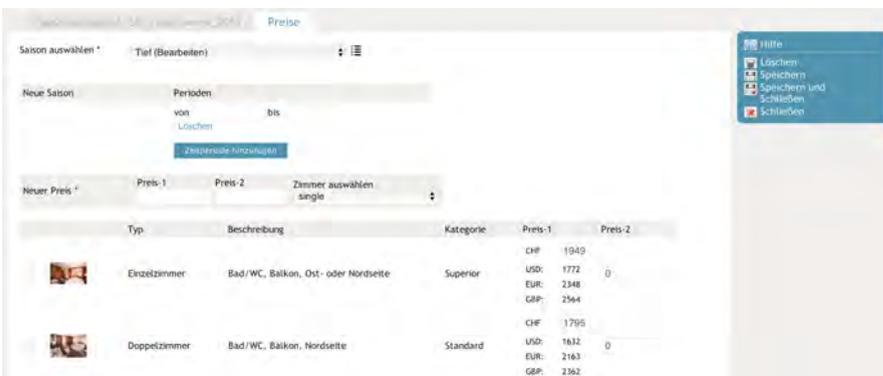
# The CM Studio .HOTEL manager is the core of your new online application.

The hotel manager provides the following basic features:

- Providing all information regarding the room categories including suitable photo material. Each room category can be presented by a collection of images and an extended text description, so that the guest can make up his own accurate picture of the equipment features and the related services. All images will be stored and shown in preview and in high quality mode. The guest can switch by a simple mouse click on the thumbnail into detailed photo view.



- The presentation of the price list is based on the seasons. The season definition is due to the setup, which you can define for your hotel at your own preference. Prices may be defined as fixed prices for each category or as a price range, with minimum and maximum price presented at the online price list.



- The presentation of holiday packages and seasonal specials, which include the special services of your hotel, are very important to your guests next to the price information. Special offers and holiday packages can be provided parallel to the regular room category rates. They can be adjusted and maintained separately.

- A currency interface for defining the respective conversion factor between the national currency and foreign currencies provides local price information to your international guests.
- The administration of booking requests via customizable forms enables your employees to audit and your booking and guest requests by easy-to-use result lists and an integrated business history.



## Feedback is important! But reviews often time reflect subjective impressions!

Therefore, it is extremely important, that you deal with the feedback of your guests and do not ignore it. The CM Studio .FEEDBACK Agent will help you to manage feedback fast and accurate.

In the modern world of online communication reviews are an integral part of the online culture. Whether you buy a software or the latest 3D televi-



sion at your favorite online store, everywhere you will be asked for your opinion on products and services.

Feedback, rankings and ratings are part of today's Internet user life like a good glass of wine at a candle-light dinner.

Nothing is more annoying for you as a hotel manager as a negative and unjustified vote, about which you will be noticed weeks or months after it has been published. Preventing yourself against such

marketing worst cases, you can use our feedback manager directly on your website and you will be more independent from reviews of the major review sites such as HolidayCheck, Trivago or TripAdvisor.

### How does CM Studio .FEEDBACK-MANAGER work?

It is very simple. CM Studio .FEEDBACK-MANAGER provides to your guests the opportunity at any time to review your hotel directly on your website. The necessary survey catalog is similar to those of the leading rating platforms.

Request your guests by an interactive newsletter directly after their holiday stay at your hotel, to submit their review on your website. The evaluation results are statistically recorded and displayed with the well known stars ranking on your site.

Of course, your guests also can leave an individual comment about your hotel, the support services and the holiday destination. In this case the guest decides by himself whether he wants to remain anonymous or not. Now it is up to your mind, whether you want to publish the ratings and comments by a single mouse click and also new guests will get an objective impression about your hotel.

You can create the necessary and personalized e-mail survey by yourself. It is conducted online on your website using the built-in newsletter module:



**CM Studio .EMAIL-NEWS**



## **Positive emotions are important for your booking success - but generating successful business is just more!**

**Offering a direct booking option and the information about availability and prices, converts emotional attraction into an immediate booking decision!**

CM Studio .BOOKING MANAGER is your new booking office within your website. Impress your guests with a charming ambiance and good reviews, but also with the immediate availability of your booking information.

CM Studio .BOOKING MANAGER expands the functionality of your website by integrating your own Internet Booking Engine. Make your own room quota for direct bookings into your website, tailor your online quota at any time with just a few mouse clicks and provide a direct touch onto availability of rooms and special offers to your guests, if they visit your website. The guest should be able to choose from your list of individual and additional services such as SPA or the individual ski reservation during the booking process of his vacation time.

CM Studio .BOOKING MANAGER offers all these features and you do not need to commit for any commission payments to a third-party or external service providers.

**So make your online quote for your guests even more attractive and profitable for your business at the same time - simply more successful than ever!**

**Are you interested now?**

Then talk to us regarding an individual live presentation. Our customer service team will be happy to demonstrate CM Studio .BOOKING MANAGER and CM Studio .HOTEL either during an interactive web session or just on-site at your hotel.

