



HOTEL BOOKING ENGINE

Our Booking Engine utilizes the best in class SynXis Booking Engine (SBE) technology — with the capability to upgrade to new versions when available, as well as offering continual enhancements to improve design, functionality, and end-user experience. Backed by SynXis' 24/7 team, as well as Preferred Travel Group — there are no time-outs or errors.

The product can be fully customized to match any hotel or resort's designs, stylization, fonts, and logos.

The Booking Engine has no fee other than enhanced customization options; transaction fees apply for any booking made through the Booking Engine.

HOW IT WORKS

SynXis Booking Engine (SBE) Support and Customization

Included in a hotel's use of the Preferred Travel Group Hotel Sponsored SBE, all hotels are provided the Booking Engine including the following customization features:

- Hotel logo in header with link to site
- Standardized Font (Arial) with customized color
- Customized button colors
- Hero image
- English language emails for confirmation, cancellation, and itinerary*
- Access to the BE Designer — the SBE includes the ability for hoteliers to make design changes using the BE Designer tool. In the BE Designer, you will have access to change many elements of the Booking Engine, including (but not limited to) colors and labels
- Further customization examples include:
 - Upload and apply custom fonts
 - Upload and apply custom HTML
 - Apply custom footer from hotel site
 - Upload tracking

*Should PTG support be needed, or further customization desired, fees starting at \$125/hr. would apply

HOTEL BOOKING ENGINE (CONTINUED)

BENEFITS

- **Competitive pricing**
Leading edge technology and platform with pricing that matches most any other competitive tool in the marketplace
- **Full integration and support for custom features including *I Prefer*SM Hotel Rewards integration**
No additional fees for activation or support of included features
- **Customizable design and styling**
Complete customization options to match logos, fonts, all color schemes, and layouts
- **Support and best practice knowledge on function and usage from the Preferred Hotel Revenue Optimization team**

SETUP AND FEES*

Initial setup with all standard features mentioned above: no charge

Additional customization: should PTG support be needed, or further customization desired, fees starting at \$125/hr. would apply

*Transaction fees apply. Please refer to your Regional Director for more information.

FAQs

What if I want a simple modification that is not included in the initial setup for the SBE?

Hoteliers now have access to the BE Designer to make the updates directly to the Booking Engine. If PHR Support is needed, fees starting at \$125/hr. would apply.

Can tracking be implemented on the Booking Engine?

Yes. Tracking can be implemented on the Booking Engine simply by pasting the code into the “General Tracking Hooks” area of the BE Designer. Hoteliers and/or third party web agencies will be able to update this area of the system directly. To ensure efficient implementation and accurate analytics, it is recommended by Sabre to use a GTM (Google Tag Manager) for all tracking campaigns. Information can be found [here](#).

I thought that you offered complimentary Booking Engine customizations?

We do! Your hotel is initially customized to include your logo, hero image, a color choice, and footer navigation.

HOTEL BOOKING ENGINE (CONTINUED)

FOR MORE INFORMATION

- Visit **hotelphg.com** for a live demo on the Booking Engine and examples of customization
- Refer to the Booking Engine section on PreferredNet or further questions including service levels and troubleshooting hints
- If you wish further customization, contact **bookingengine@preferredhotels.com** with your request
- Please contact your Preferred Travel Group Director of Hotel Revenue Optimization for more information on improving your Booking Engine