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Embracing the Future of Bookings: Introducing the Intelligent Booking Engine

We're thrilled to announce the launch of our new and improved booking engine (https://www.guestcentric.com/ibe), meticulously designed to empower you in delivering a seamless and engaging experience for your valued guests, ultimately driving your revenue growth. This significant upgrade focuses on three core pillars: **visual appeal, personalized offers, and** a **mobile-first approach.**

This document outlines everything you need to know to leverage these exciting new features effectively.

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1. Visually Stunning: Enhanced Image Presentation

First impressions are paramount. The new booking engine elevates the display of your room photos, making them even more captivating for potential guests. To ensure your visuals shine in this upgraded environment, please adhere to the new size requirements:

Improved Image Handling for Booking Engine

We've updated how images are cropped and displayed for your Booking Engine.

- **New Crop Size:** When you upload or crop images for rooms and rate plans, they'll now be set to **1200x800 pixels.**
- **Automatic Sizing:** From this large size, our system will automatically create a medium-sized image **(600x400 pixels).**
- **New Uploads:** All new images you upload for rooms and rates will automatically follow this new sizing process.

Important: Images you uploaded before this update will keep their original sizes. To apply the new sizes, you'll need to re-upload or re-crop them.

How Images Will Be Used

Here's a quick overview of which image sizes will appear where:

Mobile Devices (all views): Will use the medium (600x400px) image.

Desktop Computers:

- Search Results: Will use the medium (600x400px) image.
- Room/Rate Details Pages & Galleries: Will use the large (1200x800px) image.
- **Image Pop-ups: Medium on mobile, large on desktop**

What This Means for You

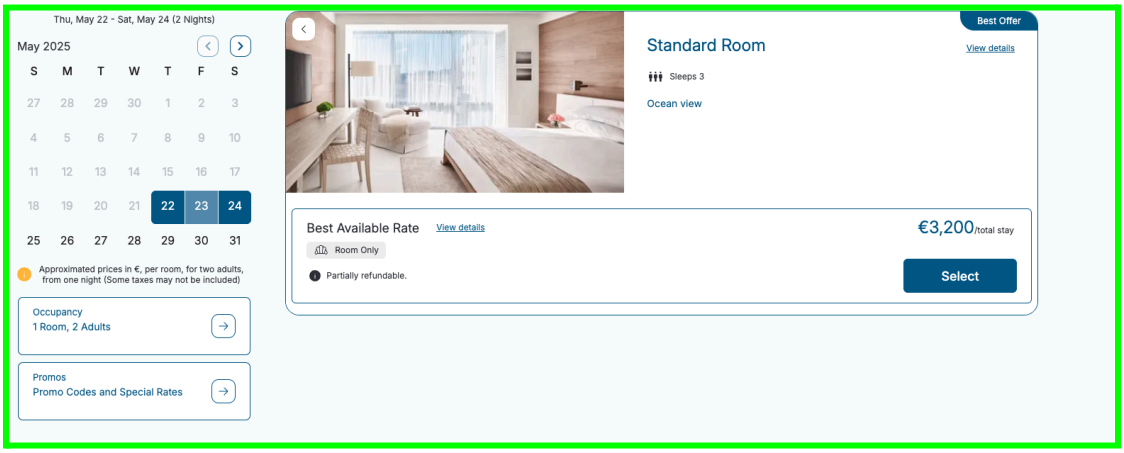
Simply put: New images for rooms and rates will automatically adjust to the correct size for different devices and views.

For existing images, you'll need to re-upload or re-crop them in the media section for rooms and rates to take advantage of the new sizing.

These changes ensure your images look great and display correctly on all screen sizes, preventing any stretching or distortion.

How to Adjust Image Crops:

1. Navigate to: **Setup > Room Types > Images > Edit Image > Crop > Booking Engine**
2. Utilize the **thumbnail in the top right corner** of the cropping tool to preview how your adjustments will appear in the new booking engine. This will help you ensure the most important aspects of your room are prominently displayed.



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2. Brand Consistency: Review Your Hotel Logo

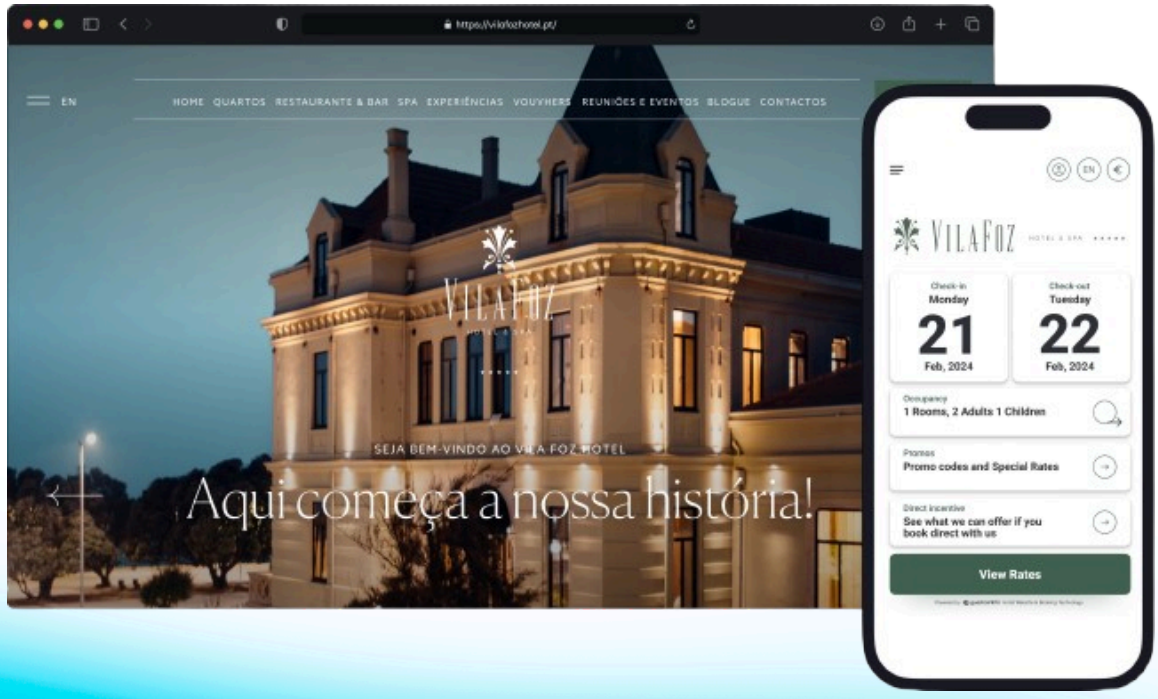
Just as we've enhanced image presentation, maintaining a strong and professional appearance for your hotel logo is equally crucial. Please review your logo to guarantee it has sufficient resolution and fits optimally within the new designated area. We recommend using high-resolution files for your logo.

Recommended Logo Size: 810px wide, height adjusts proportionally.

Action Required: Verify your hotel logo's quality and size. If needed, upload a higher-resolution version or adjust the crop to align with the new dimensions.

How to Adjust Your Hotel Logo:

1. Navigate to: **Setup > Property Description > Hotel Logo > Edit Image > Crop**



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3. Unlock New Revenue Streams: Introducing Enhanced Add-ons

Maximize your revenue potential with our enhanced add-on features. A key highlight of the new booking engine is its enhanced capability to personalize the guest experience through strategically placed add-ons. This feature provides exciting new avenues for revenue generation by offering tailored options at different stages of the booking process.

A) Room Type Specific Add-ons: Personalize the Stay

These add-ons are designed to enhance the in-room experience and cater to specific guest needs. When developing your add-on strategy for room types, consider options that complement the unique features or target audience of each room.

Examples:

- **For a Family Room:** Offer an add-on for "Proximity to Kids' Pool" or a "Welcome Family Fun Pack."
- **For a Romantic Room:** Suggest a "Champagne Bottle and Chocolate Amenity" or "Late Check-out."

Placement: These room-specific add-ons will be displayed directly on the room selection screen, allowing guests to customize their stay from the outset.

B) General Hotel Add-ons: Enhance the Overall Experience

These add-ons relate to the guest's overall stay at your property and can include services or experiences beyond the room itself.

Examples:

- Airport transfers
- Local tours and excursions
- Spa treatments
- Parking services

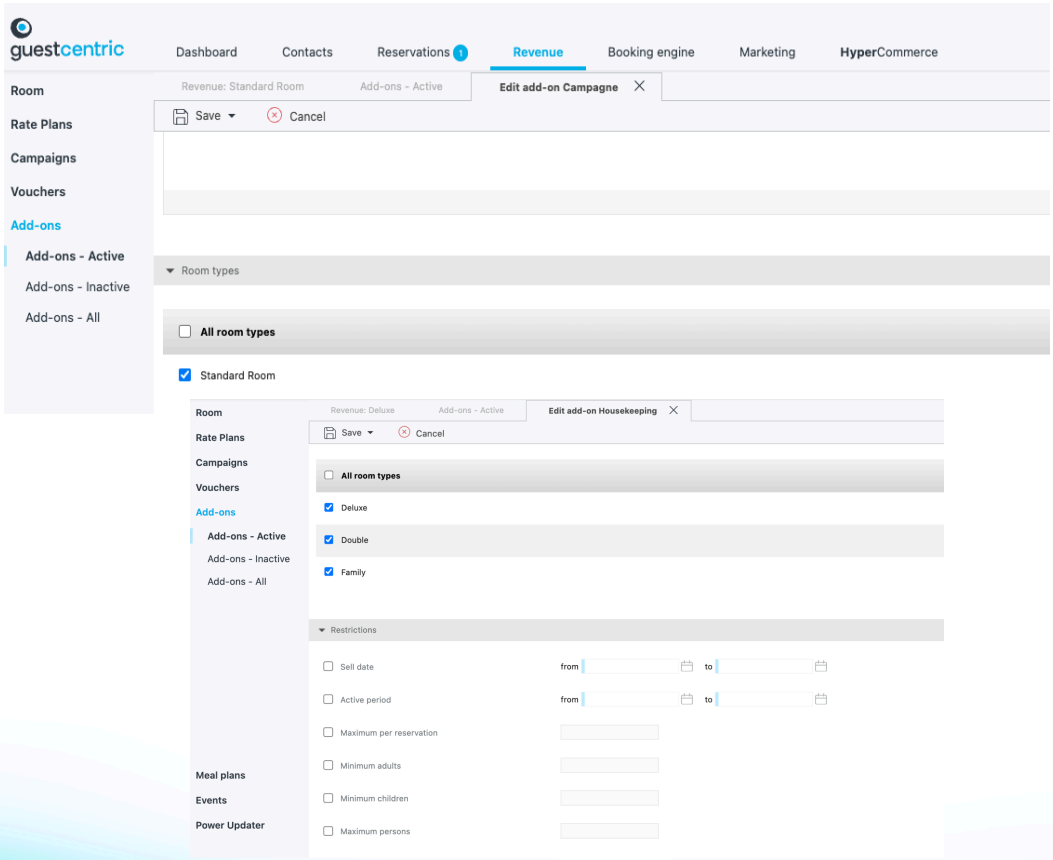
Placement: These general add-ons will be presented on the final screen of the booking process, just before the guest proceeds to checkout.

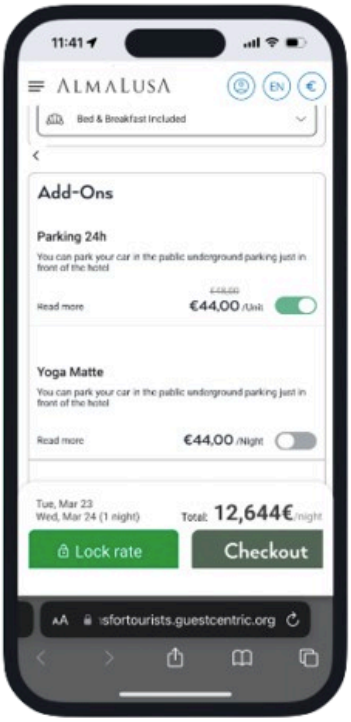
How to Manage Add-ons:

1. Navigate to: Revenue > Add-ons > Add-ons

If you have add-ons assigned to specific room types, you can also offer general hotel add-ons before the reservation is finalized, providing guests with a comprehensive range of options to enhance their visit.

Add-ons can be made available at the end when they are not associated with any room, and can be restricted e.g. with min. children for children only.





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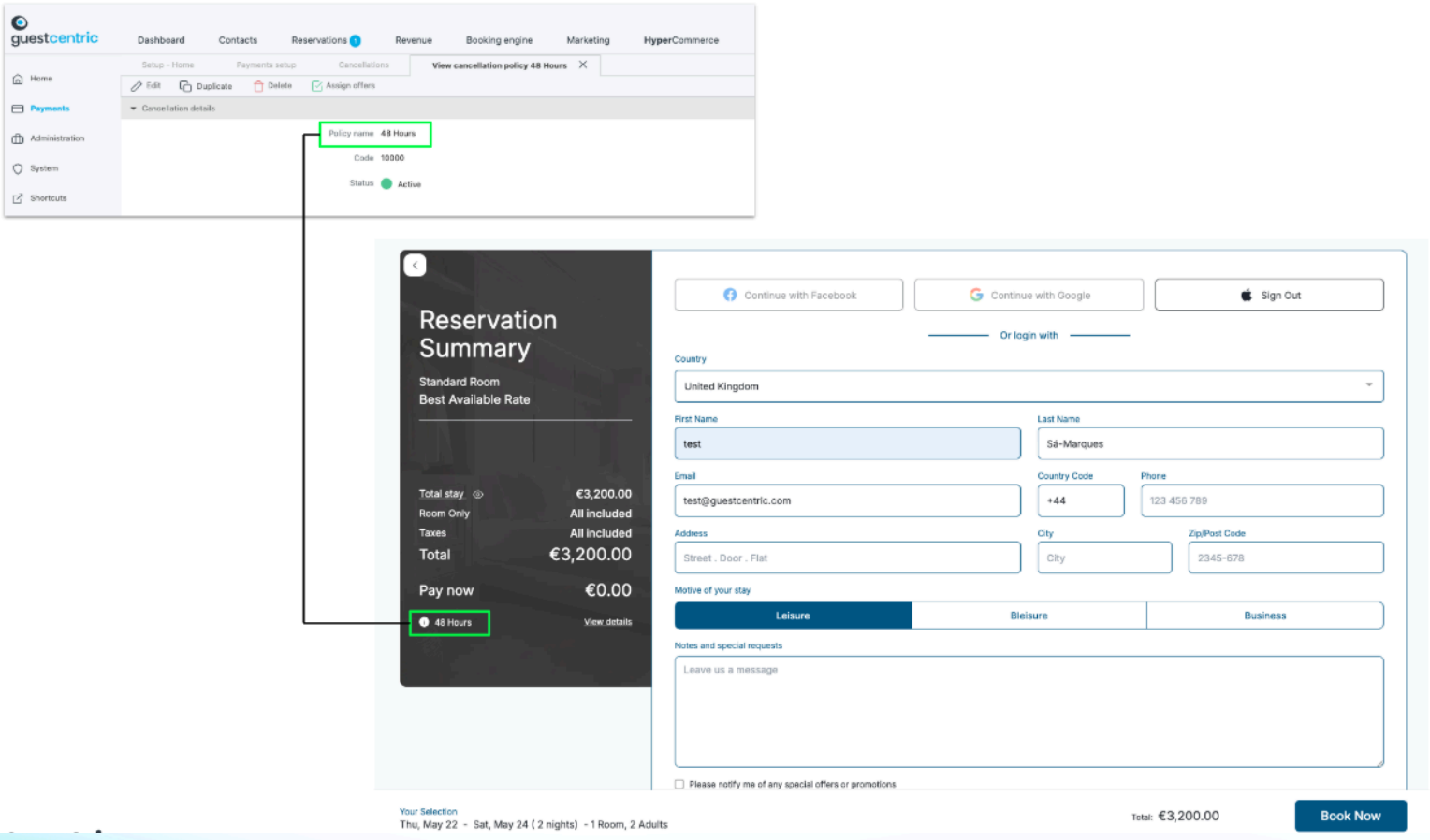
4. Cancelation Policies Visibility

The new **Booking Engine** now displays the cancelation policy name directly to the user. **Make sure you have clear and descriptive names for your policies**, as these will be visible to your guests during the booking process. This is a change from the previous booking engine.



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Key Design Principles

Mobile-First and User-Centric

The new booking engine has been developed with a **mobile-first approach**, ensuring a seamless and intuitive experience for the growing number of guests booking via their smartphones and tablets. Our design philosophy focused on:

- **Minimizing Typing:** Streamlining the booking process to reduce friction and improve conversion rates. For example, guests can continue with **Facebook / Google / Apple** for a seamless checkout experience, reducing the need to manually enter their details.
- **Presenting Relevant Information:** Delivering the right information to the right guest at the right time to empower their booking decisions.
- **Funneling the Experience:** To simplify the initial choices, the engine will present **two rate plans by default.** Guests who wish to explore additional options can easily click on a **"More Rates"** button. This helps avoid overwhelming guests with too many choices initially.
- **Unified Experience: From dreaming to booking. Your website menu is now embedded within the booking engine**, creating a consistent and seamless browsing experience for your guests. Make sure you have your homepage here to keep easy to return to the website.
- **Multi-room:** Offer flexible pricing and perks for families, groups, and events. This allows you to cater to a wider range of booking needs.

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Smart Pricing: Rate Comparison

Our calendar now provides valuable pricing context by displaying the **lowest available rates for 2 adults.** A clear legend is included directly on the calendar to explain this helpful comparison to your guests, fostering trust and encouraging direct bookings.

New Booking Engine URL

Please note the new URL for the booking engine: https://hypercommerce.guestcentric.net/ This change is part of our infrastructure upgrade. Main changes:

New IBE: https://hypercommerce.guestcentric.net/
Previous version: https://secure.guestcentric.net/

Also, through the booking path the URL gets dully updated reflecting the booking stage. Please see below:

https://hypercommerce.guestcentric.net/**search**
https://hypercommerce.guestcentric.net/**guest**
https://hypercommerce.guestcentric.net/**payment**
https://hypercommerce.guestcentric.net/**confirmation**

This new booking engine generates a specific url for the confirmation of the reservation. By doing this you can simplify the tracking process.

Important: There is no need for the hotel to change any existing setup related to this new URL. All existing links will keep working upon the upgrade to the new booking engine.

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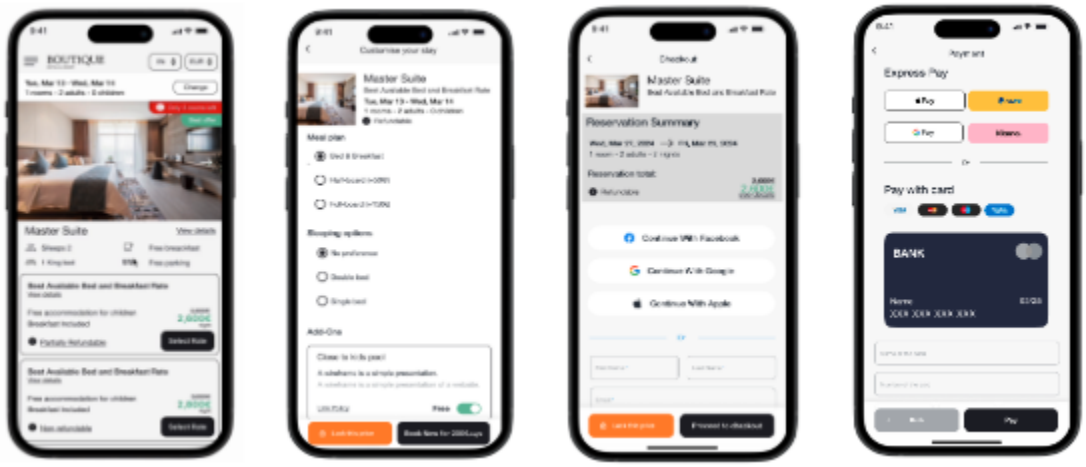
Booking Engine Steps: Frictionless Path, Zero Guests Lost

Zero typing Bookings

Your guests expect fast, hassle-free bookings. Just 100 milliseconds of latency can cost you 1% in sales. Meet them with seamless, zero-typing checkouts and automatic data entry through Google, Apple, Facebook, and more—no forms, just smooth, secure transactions that boost direct revenue.

Step-by -step:

/search: results page for a specific date, oriented by rooms or rates
/room/details/n : room details
/rate/details/x.y : room details of rate x.y
/**extras:** extras
/Guest: Guest information
/Payment: Payment method selection



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Important Conditions:

- The new Booking Engine features a **dedicated Homepage**. To ensure guests always see accurate pricing based on their specific preferences and needs, search results are displayed only after search parameters have been selected. For users who prefer to bypass this extra step, the Date Select Pro feature is available.
- **EPG (Sibs v1) Upgrade:** Customers currently using **EPG Sibs version 1** must be upgraded to **Sibs V2** before transitioning to the new booking engine. Please contact our support team to initiate this upgrade.
- **PowerConvert Service:** Hotels utilizing the *PowerConvert service** will need to coordinate the switch to the new booking engine with our support team to ensure a smooth transition and continued service. This upgrade offers several benefits, notably the integration of new payment methods such as Google Pay, Apple Pay or Recurring Payments. Hotels should always request this migration from their acquiring bank/support and inform Guestcentric to update their credentials accordingly.
- **Customization:** Customization of the booking engine is available upon request and is subject to a sales quote of 250 Euros per Booking Engine.

*We'll match your website's **colors** and **fonts**. The **Booking Engine (BE) menu** will also adopt these visual styles (including hovers) but may differ in size and logic because it includes contact information. This allows the BE to function as a direct landing page, providing quick access to contact details without needing to navigate to your main website. After delivery, you can request minor design adjustments like **colors, roundness, shadows**, and **border widths**. Please note that **structural changes** are not included.*

(Powerconvert Service: Customized BE URL. Example: book.hotel.com)*

We are confident that this new booking engine will significantly enhance your guests' booking experience and contribute to increased conversions and revenue. We strongly encourage you to explore these new features and optimize your settings promptly to take full advantage of their capabilities. **More information:** support@guestcentric.com

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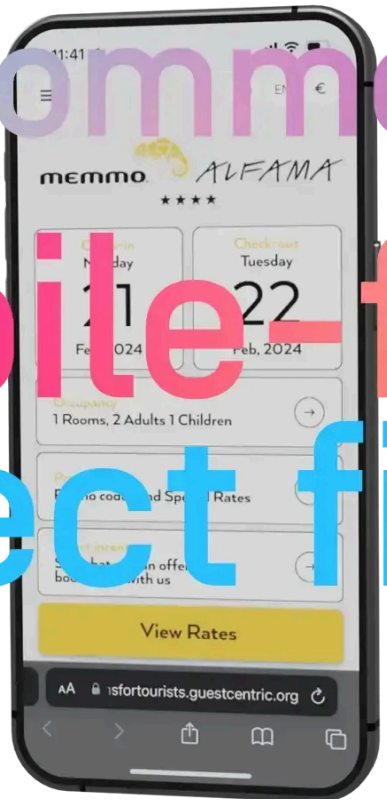
Direct first.