

WEBPRO

Integrated Production & Promotion



Leisure IBE



The Leisure Internet Booking Engine is designed for the sale of leisure products such as package arrangements, hotels and charter flights from Europe. Each of these segments is a separate reservation system. Webpro Leisure IBE as its basic product offers services of all major world tour operators in the form of package arrangements, hotels and villas. The system provides the ability to combine several tour operators for the same destination, which provides the end user with a much better service and greater choice. Currently with dozens of leading European tour operators and hundreds of thousands of resorts worldwide, you can offer your clients a vast selection at a European level of service.



LEISURE HOTEL IBE

Would You Like To Quickly And Effectively Manage Online Reservations On Your Website?

We Are Offering You An Ideal Solution For Your Business Plans!

Leisure HOTEL IBE is a system for booking hotels which provides access to travel offers of all major world tour operators and displays the results that best match your search criteria in the shortest possible time.

Leisure HOTEL IBE allows you to place offers that best fit your clients' needs and thus increase your direct sales as well.

With the integration of a clean, simple, comprehensive and accurate IBE, we can help you further improve the functionality and performance of your website, while at the same time help you improve your brand identity.

Leisure HOTEL IBE consists of a five-step booking process which allows your customers to make a quick and easy reservation, as well as the administrative panel which allows you to personalize and continually improve your website and therefore your online business.



BOOKING PROCESS

With Leisure HOTEL IBE, the functionality of the booking process will help you reach your desired profit.

The booking process determines how users will manage their online hotel reservations. The user enters the desired city and dates of departure and return; views offered accommodation options; selects a hotel, room and price; enters payment method, and finally confirms the purchase.

Step 1 - DATA ENTRY

The first step a potential customer has to make in the booking process is to enter his personal information.

In order to encourage the customer to complete the entire process from beginning to end, i.e. to book a hotel, the system is set up to make the travel information input operation as simple as possible.

Information entered in this step is therefore of crucial importance because it determines the search results:

- Destination (region + sub region)
- Period of travel
- Number of passengers (adults, children, babies)
- Budget
- Room type
- Meal type



Step 2 - DISPLAY OF RESULTS

Once the information is forwarded, the system performs the search and presents the adequate results. In this step, the offer consists of the lowest price for a particular city, length of stay, type of service, additional hotel amenities and hotel pictures.

In order for the potential customer to find the appropriate type of accommodation in his desired destination, Leisure HOTEL IBE offers the possibility of filtering content on your site.]

Filtering at this level has three categories:

- Global filters - a group of filters that filters global parameters: price, number of hotel stars, room and meal type
- Hotel filters - a group of filters that filters hotel services which are organized into seven main categories: wellness, beach, target group, sports, environment, children, hotel type
- City filters - a group of filters that give us the possibility of eliminating irrelevant cities and thus significantly reduces the number of results and allows us to find our ideal hotel quicker



Step 3 - DETAILED OFFER

In this step, by clicking on a specific offer, the system provides an overview of a given hotel with complete information (geographic information, a description of the region where the hotel is located, and hotel description). Depending on offers from various tour operators, the system will display the available options for accommodation, meals, alternate dates and places of departure and different lengths of stay, and sort all these offers by price.

In order for the potential customer to find the appropriate type of accommodation for his desired dates and length of stay, Leisure HOTEL IBE offers the possibility of filtering content on your site.

Filtering is performed by:

- Tour operator
- Date of departure
- Length of stay
- Meal type
- Price range



Step 4 - DETAILED DESCRIPTION OF SELECTED OFFER

In order for the potential customer to be sure that he chose the most suitable accommodation according to his needs, the fourth step provides all the relevant information about the hotel, as well as information about the selected offer, and includes an overview of:

- Room type
- Board
- Arrival and departure
- City
- Country
- Tour operator
- Rates and payment methods (via invoice or credit card)

* In the event that the client changes his mind and cancels the reservation within 72 hours, he will not have any additional costs. This time period can be adjusted depending on the business model.



Step 5 - BOOKING CONFIRMATION

In the fifth step, if all the information is entered correctly, the system goes to the confirmation page, which shows the unique number that indicates that the booking has been successfully confirmed.

Travel confirmation must include the following information:

- Personal information
- Hotel Information
- Date of issued confirmation
- Date and place of beginning and end of trip
- If the client had specific requirements (floor, parking, vicinity of noise, food and drink ...), it must also be explicitly noted
- The entire contents of the page are sent to the e-mail address of the client

* This page contains information that the reservation confirmation must be completed in the next 15 minutes. Otherwise the search will have to be repeated and may mean that the selected room is no longer available in the system.





LEISURE PACKAGES IBE

Would You Like To Quickly And Effectively Manage Online Reservations On Your Website?

We Offer You A Comprehensive Solution!

Leisure PACKAGES IBE is a system for booking packages that provides access to travel offers of all major tour operators in German-speaking countries (Switzerland, Germany, Austria), with departures from major cities in these countries as well as departures from Belgrade. The system displays the results that best match your search criteria in the shortest possible time.

Leisure PACKAGES IBE allows you to place an offer that fits your clients' needs and thus increase your direct sales as well.

Leisure PACKAGES IBE consists of a five-step booking process which allows your customers to make a quick and easy reservation, as well as the administrative panel which allows you to personalize and continually improve your website and therefore your online business.



BOOKING PROCESS

With Leisure PACKAGES IBE, the functionality of the booking process will help you reach your desired profit.

The booking process determines how users will manage their online package reservations. The user enters the desired destination and planned travel period; views offered package options; selects a hotel and price; enters payment method, and finally confirms the purchase.

Step 1 - DATA ENTRY

The first step a potential customer has to make in the booking process is to enter his personal information.

In order to encourage the customer to complete the entire process from beginning to end, i.e. to book a package tour, the system is set up to make the travel information input operation as simple as possible.

Information entered in this step is therefore of crucial importance because it determines the search results:

- Destination (region + sub region)
- Period of travel
- Number of passengers (adults, children, babies)
- Budget
- Room type
- Meal type



Step 2 - DISPLAY OF RESULTS

Once the information is forwarded, the system performs the search and presents the adequate results. In this step, the offer consists of the lowest price for a particular destination, length of stay, type of service, additional hotel amenities and hotel pictures.

In order for the potential customer to find the appropriate package, Leisure PACKAGES IBE offers the possibility of filtering content on your site.

Filtering at this level has three categories:

- Global filters - filter group that filters global parameters: price, number of hotel stars, room and meal type
- Hotel filters - filter group that filters hotel services which are organized into seven main categories: wellness, beach, target group, sports, environment, children, hotel type
- City filters - a group of filters that give us the possibility of eliminating irrelevant cities and thus significantly reduces the number of results and thus allows us to find the ideal hotel quicker



Step 3 - DETAILED OFFER

In this step, by clicking on a specific offer, the system provides an overview of a given package tour with complete information (geographic information, a description of the region where the hotel is located, and hotel description). Depending on offers from various tour operators, the system will display the available options for accommodation, meals, alternate dates and places of departure and different lengths of stay, and sort all offers by price.

In order for the potential customer to find the appropriate type of accommodation for his desired dates and length of stay, Leisure PACKAGES IBE offers the possibility of filtering content on your site.

Filtering is performed by:

- Tour operator
- Date of departure
- Length of stay
- Meal type
- Price range

Step 4 - DETAILED DESCRIPTION OF SELECTED OFFER

In order for the potential customer to be sure that he chose the most suitable package tour according to his needs, the fourth step provides all the relevant information about the hotel, as well as information about the selected offer, and includes an overview of:

- Room type
- Board
- Arrival and departure
- City
- Country
- Tour operator
- Rates and payment methods (via invoice or credit card)



Step 5 - BOOKING CONFIRMATION

In the fifth step, if all the information is entered correctly, the system goes to the confirmation page, which shows the unique number that indicates a successful booking confirmation.

Travel confirmation must include the following information:

- Personal information
- Hotel Information
- Date of issued confirmation
- Date and place of beginning and end of the trip
- Flight information
- If the client had specific requirements (floor, parking, noise vicinity, food and drink ...), it must also be explicitly noted
- The entire contents of the page are sent to the e-mail address of the client



ADMINISTRATION PANEL

With Webpro Hotel IBE and Webpro Packages IBE, we can provide you with access to the administrative panel which contains configuration, commission control, statistics and static landing page.

CONFIGURATION

In order for your site to be absolutely tailored to your demands and to the needs of the market, it is essential that content can be easily altered. Webpro Hotel IBE and Webpro Packages IBE, in addition to the main booking features, offer general configuration that complete your business process on your site and bring you potential customers.

The general configuration of hotels and packages is divided into several sectors: system settings, country settings, region settings, city settings, hotel settings.

System settings

System settings include general system configuration, with the following options:

1. System e-mail: e-mail address from which the reservation confirmation is sent
2. System e-mail name: represents the name of “sender” in the system e-mail
3. Booking agent e-mail: e-mail of the agent who receives a copy of the confirmation e-mail
4. Statistics e-mail: e-mail to which the system sends daily reports
5. “Auto translate” Google translate option for automatic translation of desired content



Country settings

Within this configuration segment the options are related to country setting details:

1. Adjusting the picture representing the given country, if the system doesn't do so itself
2. Adapting the image to the appropriate size, with the implementation of automatic resizing or cropping in order to achieve the required dimensions

Region settings

Within this configuration segment following options regarding the details of region adjustments are available:

1. Adaptation of region images and content as well as translation correction
2. "Auto translate": Google translate option for automatic translation of desired content
3. Changing and adapting the translation to the user's needs, creating unique content which is very important when creating a static landing page dedicated to the region
4. Implementation of multilingualism: Depending on how many languages are implemented within the IBE, that many alternate translations for the region description will appear
5. If the automatic translation is not active, an arbitrary text as a description of the region can be entered

City settings

Within this configuration segment, the options are related to city setting details:

1. Setting an arbitrary image, which will represent the given city, if the system doesn't show the main image
2. Adapting the image to the appropriate size, with the possibility of the automatic resizing or cropping to achieve the required dimensions
3. There is an option for the user to enter the city descriptions himself



Hotel Settings

Within this configuration segment, the options are related to hotel setting details:

1. Changing photos of the Hotel
2. Creating a hotel photo gallery
3. Translation correction
4. “Auto translate”: Google translate option for automatic translation of desired content
5. Changing and adapting the translation to the user’s needs, creating unique content which is very important when creating a static landing page dedicated to the hotel
6. Implementation of multilingualism: Depending on how many languages are implemented within the IBE, that many alternate translations for the hotel description will appear
7. If the automatic translation is not active, an arbitrary text as a description of the hotel can be entered

CONTROL YOUR FEE

Given that we are working in a very competitive market, it is necessary to constantly listen to our customers and the market itself. One of the most effective ways of enabling you to meet the needs of the market and your business in general, is to introduce a system which will control your booking fee.

Leisure Hotel IBE and Leisure Packages IBE offer a system that allows an agency to correct its fee for booking a hotel or package tour, in order to be more competitive in the market.

The control system consists of earnings from two options, to price adjustment to the customer and commissions to tour operators.



Price adjustment for end customers

With this module, you have the possibility of correcting the net price, either by increasing or lowering it, depending on the market needs.

The parameters that are relevant for the correction of prices: country (region), region (city), hotel, tour operator, category, travel period, sales period, the price in the appropriate currency, the price in percentages, minimum stay.

Based on these parameters, we can correct the price in all directions. This would be an example of price adjustments:

**For a period of sales in August and travel period from 15.09 to 31.09 all hotels in Mykonos, with 3 or 4 * can be lowered or increased by 10% for the tour operator FTI if the stay is longer than 4 nights.*

Contract and fee

This module represents the possibility of entering the tour operator's fee which was agreed in the contract between the tour operator and the agency.

This segment has a direct impact on statistics and profit display on a daily basis as well as other parts related to financial reporting by the system.

For each of the available tour operators in the system, it is necessary to adjust the fee, which can be set in the fixed currency per booking or based on booking percentages.



STATISTICS

We can help you use statistics to measure the market share and market potential, and thus to examine and develop strategies to increase your own market share. Statistics can help you set realistic sales goals, to modify or improve your products.

Statistics within Webpro Hotel IBE and Webpro Packages IBE is divided into four segments that contain a general overview of the overall effect which can be viewed for a certain period.

1. Country statistics - represents the 10 most popular regions, 10 best-selling regions, display in percentages and searches, i.e. display of bookings
2. Region statistics - represents information on the most popular regions, best-selling regions and the role of these regions in the global search for the relevant time period
3. Hotel statistics - represents the ratio of the most popular and best-selling hotels, average price and the period in which they are viewed
4. Daily and weekly reports - daily report is a cross-section of the daily operations that are sent every day for the previous day and represents the ratio of demand vs sales. There is an option of sending cumulative reports, i.e. reports on a weekly basis. This type of report represents the amount of data generated in the previous week according to the above parameters.

STATIC LANDING PAGES

While dynamic sites offer a number of desirable characteristics for the owner of the site, such as consistency in design and timeliness of information, it is still necessary to have a static landing page in order to optimize the efficiency of your website.



In online marketing landing pages emerge as a response when clicking optimized search results and online ads in the browser. Static landing pages will display the logical continuation of the ad or search results, and they are often associated with social networks and e-mail campaigns in order to improve the efficiency of advertising.

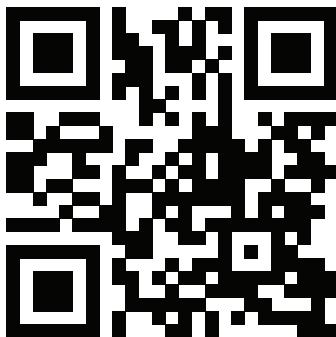
The overall goal of the landing page is to convert site visitors into customers.

In Webpro Hotel IBE and Webpro Packages IBE, all translations that are found as descriptions of regions and countries, as well as photos that make up the contents, are available through the system, i.e. through static pages, which means that the system provides the ability to generate pages with static content of regions or hotels, which the user defined in the URL.

Advantages of static landing pages:

1. Correcting translations and unique text description will help in SEO optimization and ranking the entire contents of the site
2. In the static landing page, there is a form which allows you to quickly and easily create a query for that specific hotel or region, while a click can lead you directly to the purchase process
3. With such site structures, unique contents in many languages and the booking processes that are available in static content, there are unlimited possibilities when creating links on the page and in SEO optimization
4. With minimally invested funds and time, you will always have adequate and useful content





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