ACCOMMODATION BUSINESS
USER MANUAL

Updated 8/02/14

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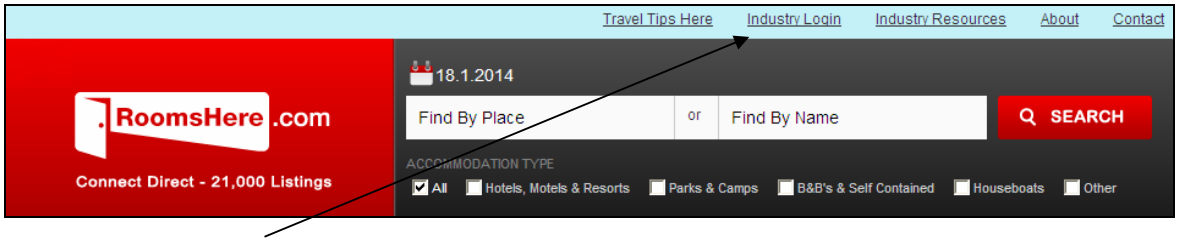
BEFORE SIGNING UP, PLEASE SEARCH RoomsHere.com TO CHECK THAT YOUR PROPERTY IS NOT ALREADY LISTED.

If it is already listed, please send us and email so that we can help you edit the existing listing.

Chapter 1. SIGN UP as a New User

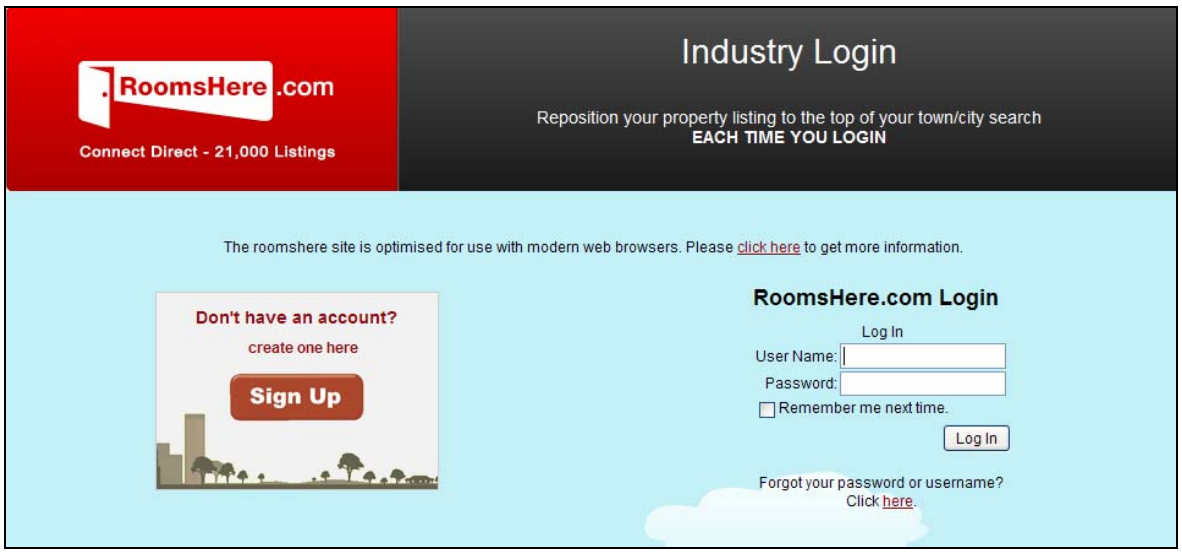
1.1 CREATE AN ACCOUNT

Go to www.roomshere.com



Click on **Industry Login**

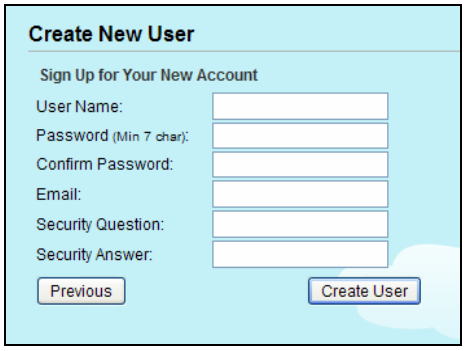
As a first time user of Roomshere.com, you will need to create an account by clicking ***Sign Up***



Select Account Type ***Accommodation Business,*** click ***Next.***

Create New User - record these details for future use.

PLEASE NOTE If you do not have an email address, you will not be able to maintain an Advanced Listing - please contact the RoomsHere.com Office on 1300 ROOM4U (1300 766 648) so that we can set your property(s) up as a FREE Basic listing.



Enter ***User Name*** – RoomsHere.com will not allow duplicate usernames.

Enter and confirm your ***Password***, which must be 7 characters

Enter your accommodation booking ***Email*** this is the email address that will be used if you need to retrieve your password.

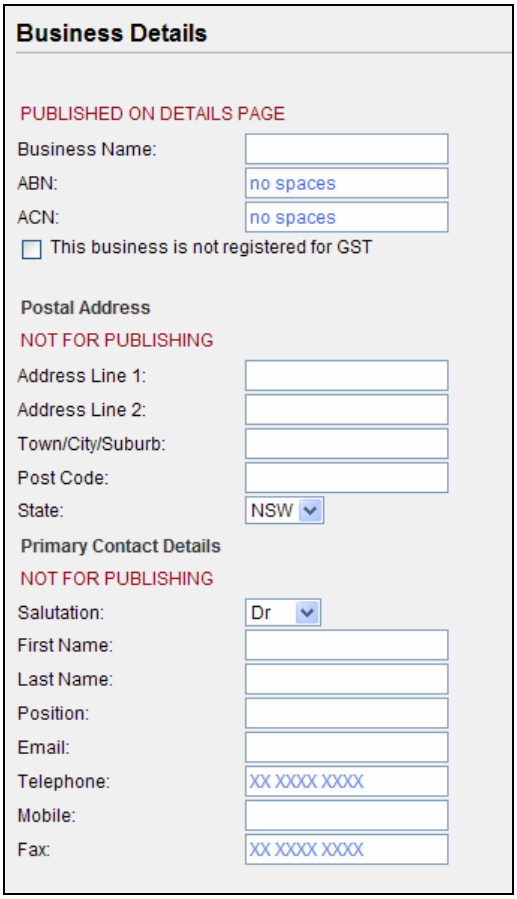
Enter your Security Question and Answer
Click on ***Create User***, ***Continue*** and ***Next***

1.2 BUSINESS DETAILS

To demonstrate your professionalism, enter your **Business Name & GST** status.

If you are registered for GST, displaying your ABN or ACN means that corporate customers can deduct 10% from your rates.

These details will be published on your property details page.



Enter either your ***ABN*** or ***ACN*** **or** tick the box to display ***This business is not registered for GST.***

Ticking ***This business is not registered for GST*** does not display on the consumer website.

THE FOLLOWING INFORMATION IS USED FOR ADMINISTRATIONONLY AND WILL NOT BE PUBLISHED TO CONSUMERS

Enter your business postal address

Enter your primary contact details – please enter your accommodation booking email and telephone number here.

Click ***Next*** then ***Finish***

You will now be taken to the ***My Properties Page*** ready to add your property – see **Chapter 2 – SETUP PROPERTY LISTING**

Chapter 2. SETUP PROPERTY LISTING

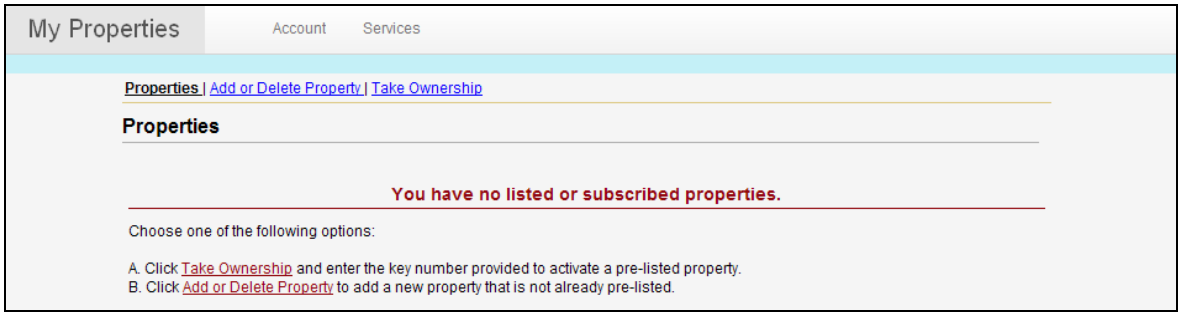
Accommodation Listings are made up of two main components to display information to consumers:

1. Information about the ***Property*** – its type, location, statistics etc
2. Its Rates, availability, special packages etc which are displayed using the ***Product Calendar*** function

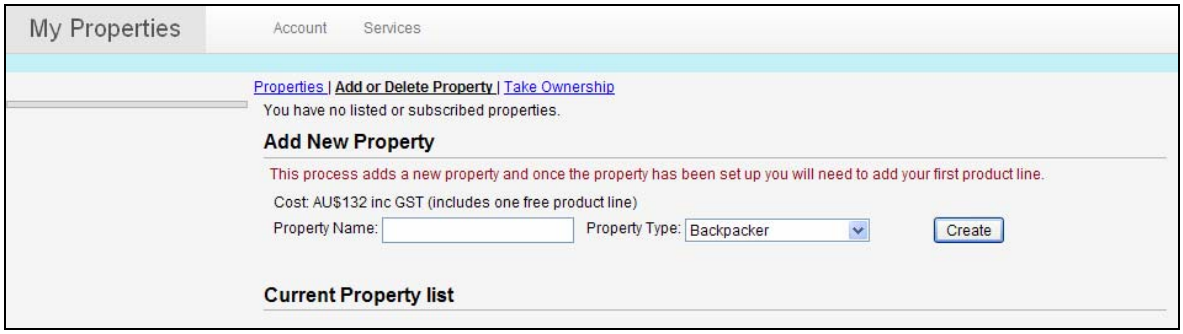
Rooms Here.com gives you control on how you wish to display your ***Property*** and its ***Products*** and you can change the ***Property*** or ***Product*** details at any time.

2.1 ADD A PROPERTY

From the ***My Properties Page,*** click ***Add or Delete Property.***



Enter the ***Property Name***, select the ***Property Type.***



Click ***Create*** which takes you to the ***My Properties*** page displaying the ***Property Details*** page.

2.2 PROPERTY DETAILS

NOTE: The ***Property Details*** page will not ***Save*** unless the compulsory fields have been entered – ***Location, Address Line 1, Town/City/Suburb & Post Code.***

When selecting the ***Location***, RoomsHere.com searches the data base for your selected town and automatically links it to the region and state.

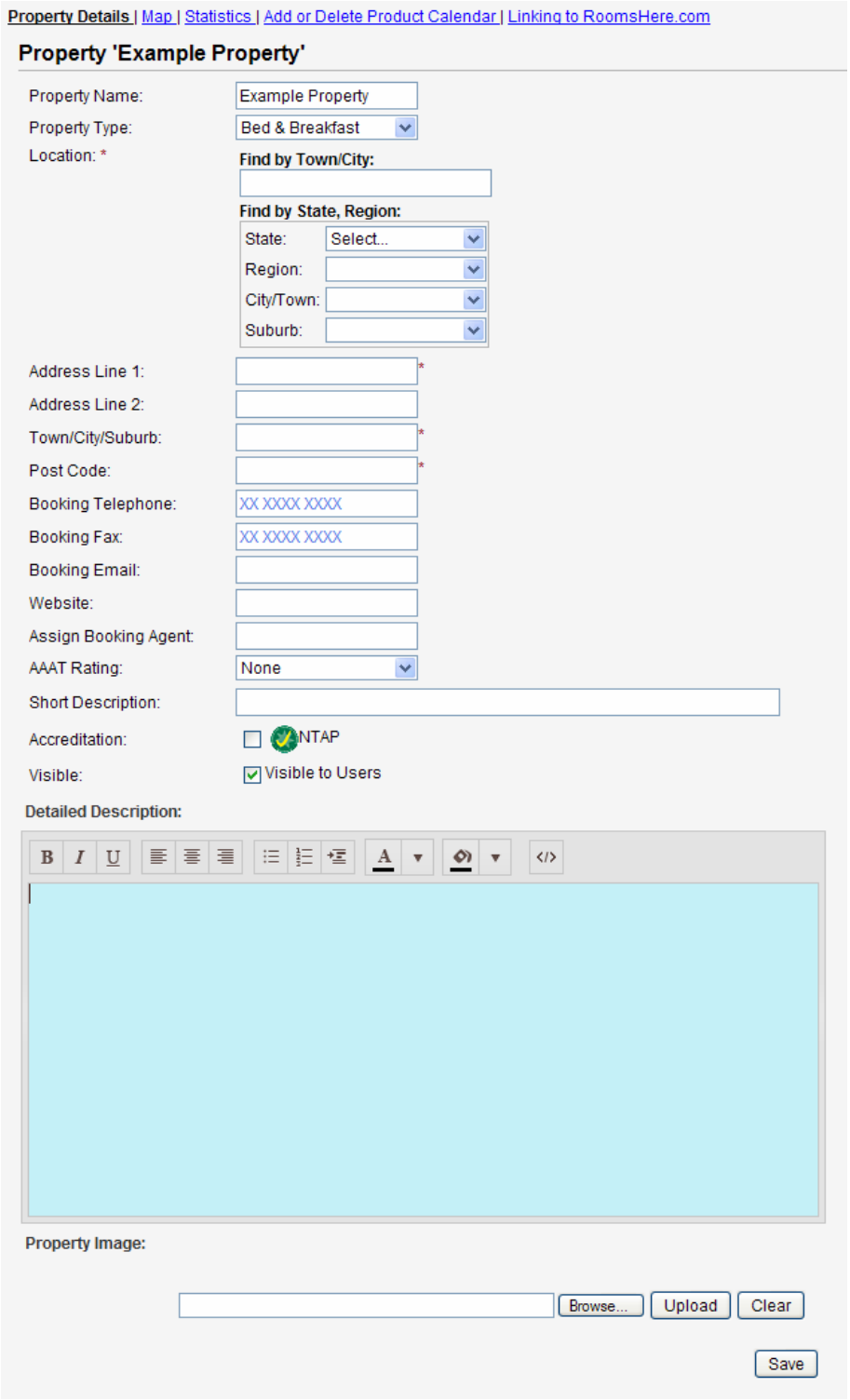
NOTE: If your tourism region has recently changed, please provide us with the contact details of the Regional Manager so that we can make the necessary changes to our data base.

When entering the ***Address*** information, the ***Town/City/Suburb*** can be different to the ***Location*** that you selected.

This can be necessary if you wish your property to be included in a specific town search, but wish to display a more specific address so that consumers know exactly where the property is located.

All information in ***Property Details*** is visible to users except the ***Assign Booking Agent*** – see **CHAPTER 5 MISCELLANEOUS** for information on this function.

From the ***My Properties*** page, click on ***Property Details***



The ***Property Name*** and ***Property Type*** can be changed at any time

Enter your location town in the ***Find by Town/City*** box to search the data base for city, town, suburb region and state

Enter your location address and contact details

Leave ***Assign Booking Agent*** blank - see ***MISCELLANEOUS*** for information on sharing your calendar with an Agent

To maximise Search Engine Optimisation make sure that the ***Short Description*** contains the word "Accommodation", your ***Property Name*** and the name of your town/city

You can hide your property listing at any time by unticking ***Visible to Users***

Enter a description of the Property. **NOTE:** Some property facilities can be displayed via the Product Details page, where numerous options are available as tick boxes.

Click ***Browse*** to select your ***Property Image*** which should be no larger than 1000 KB (1 mg) and preferably no smaller than 200 KB.

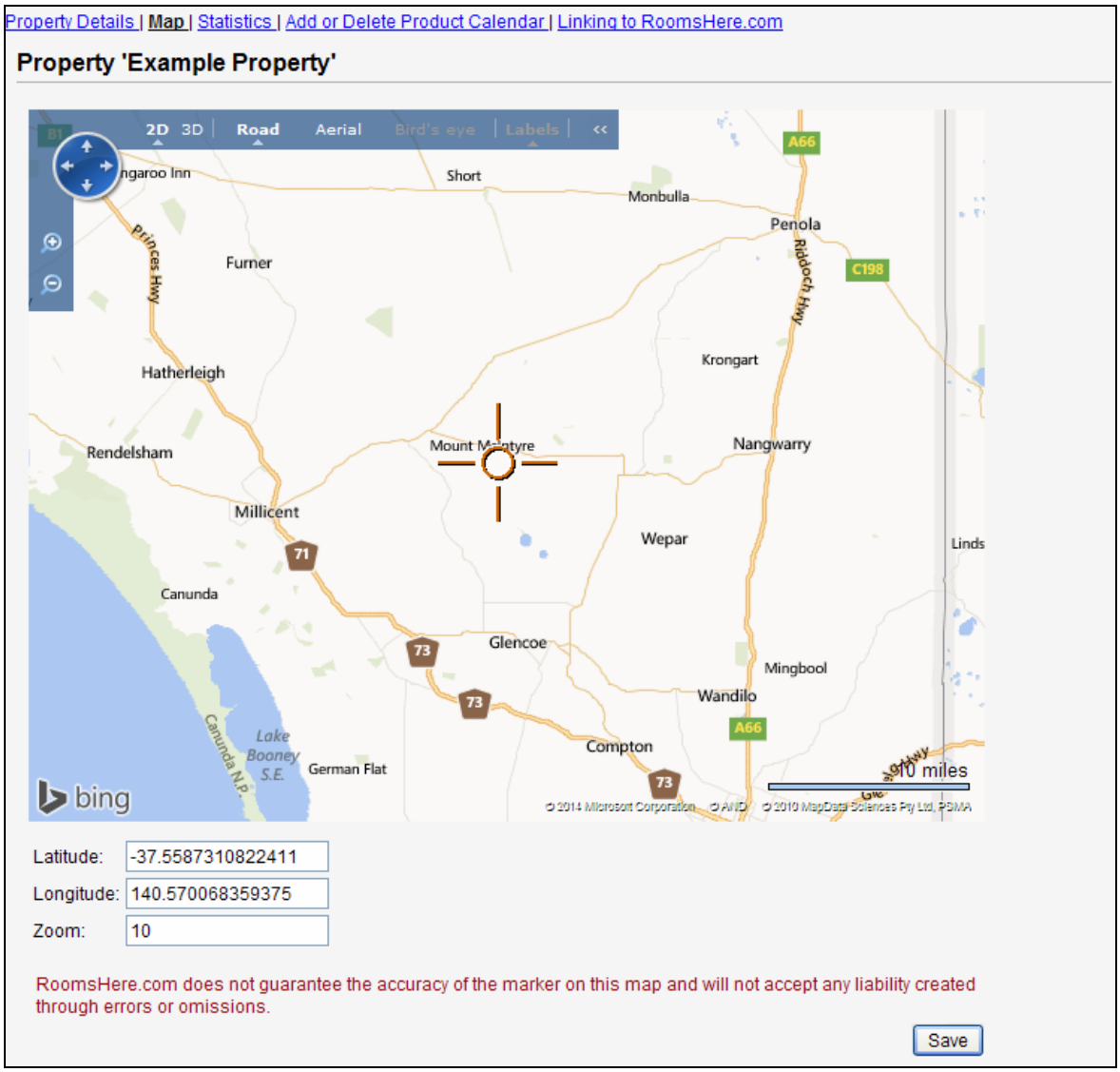
Always click ***Save***

2.3 MAP

It's important to show the property position on the map so that consumers can see exactly where it is located.

Doing so, also enters the GPS coordinates into our data base in readiness for future technology additions.

From ***My Properties*** page, Click on ***Map***



Find your town on the world map by either:

- Clicking into the map with the mouse, holding and dragging
- Using the arrows provided in the top left corner

Zoom into your town by either:

- Rolling the wheel on the mouse in and/or out
- Using clicking on the + or – icons on the top left corner

Once you are satisfied with your selected location, click ***Save***

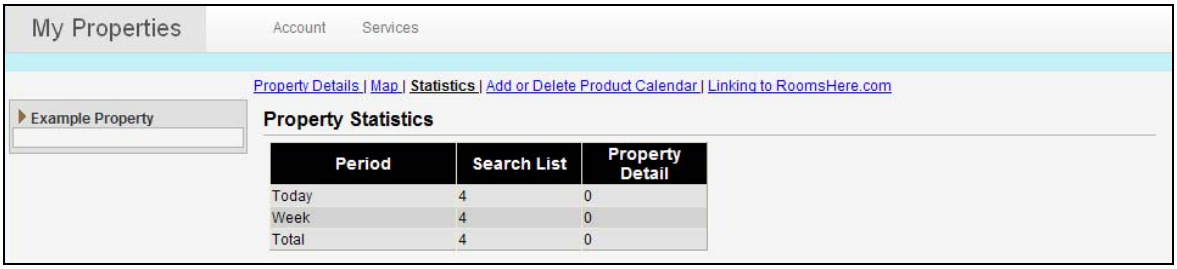
2.4 STATISTICS

Because RoomsHere.com provides your direct contact details to consumers you cannot accurately judge the effectiveness of the website by asking how or where consumers have found out about you

Often, it is your website which they have discovered via RoomsHere.com and from research, we have found that if this happens, most people forget about RoomsHere.com, and only ever mention the last website they have viewed.

The only true way of knowing how many people have viewed your listing is to check ***Statistics***.

From ***My Properties*** page, click on ***Statistics***



Statistics in the ***Search List*** tell you how many times your Property Listing has appeared in a search that has contained your listing.

Statistics in the ***Property Detail*** column tell you have many times your listing has been opened and viewed

If your property has been operating as a Basic Listing, the Statistics will include hits from the time the listing was first entered into the data base, which is the reason why we have forced a click to obtain the telephone number.

Chapter 3. DISPLAYING PRODUCTS, RATES & AVAILABILITY

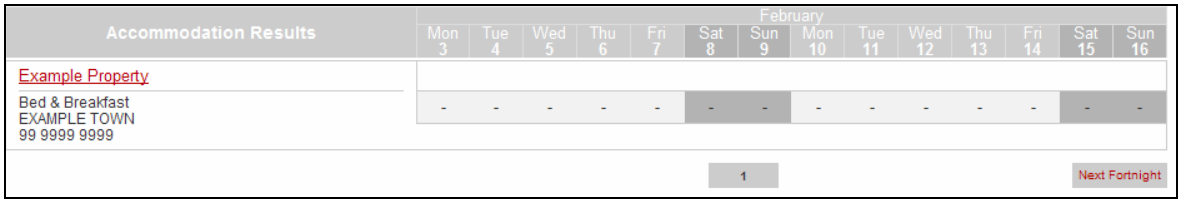
Whilst RoomsHere.com looks like an online booking system, it has been developed to offer quite different selling techniques, most of which centre around maximising returns to operators via direct sales.

RoomsHere.com does not charge commission or booking fees, but a small annual fee to upgrade from the FREE Basic Listing to an Advanced Listing which displays all contact details to facilitate direct bookings.

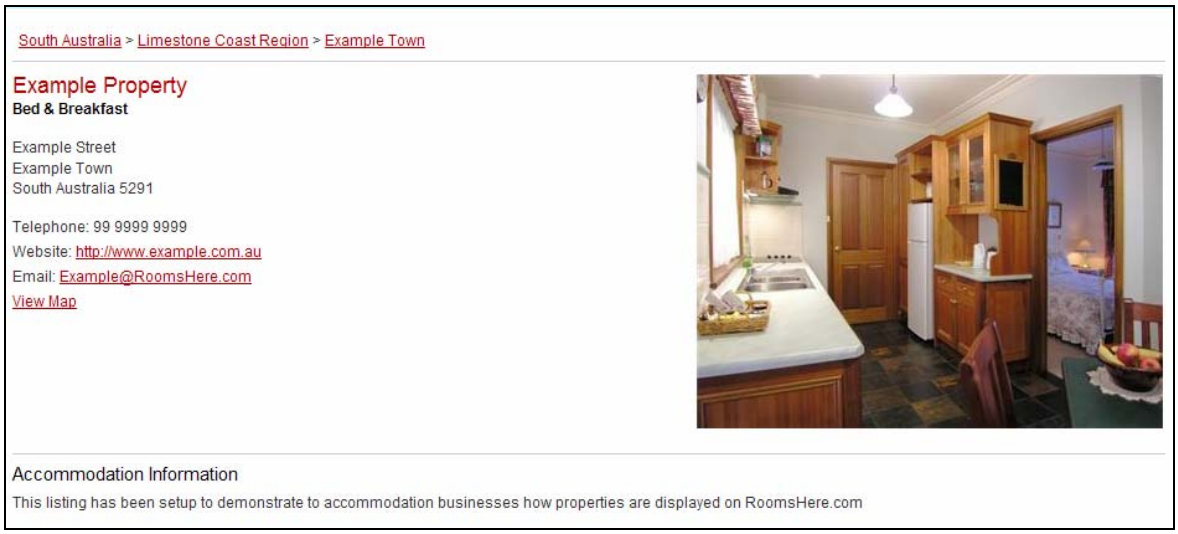
Displaying rates and availability is not mandatory on RoomsHere.com, but it is the most professional way to operate and it does save time, effort and phone calls for you and your customers.

NOTE: Each time you login to RoomsHere.com your property listing moves near the top of consumer searches that are initiated by town, region state or for special listings setup for Events, Touring Routes, Visitor Information Centres etc.

As soon as you ***Save*** your ***Property Details***, they will immediately publish to the consumer website without displaying any ***Product*** details as demonstrated below,



Whilst consumers clicking on the listing will be able to see all the contact details, link to your email and website and see your position on the map, your listing is not maximised without displaying a ***Product*** and its intimate details.



Products can be linked to an online booking system of your choice (such as wotif, V3, or any other "live" online system). **For some Visitor Information Centres, this constitutes their requirements to support only those Accommodation Businesses who provide "live bookable product".**

Such ***Products*** have obviously been priced to afford commission so should also be flagged to ***Pay Commission/Booking Fees*** so that it will be highlighted with a $ in the Visitor Information Centre and Travel Agent logins indicating that you are happy to be contacted direct for wholesale/retail sales and to negotiate the commission/booking fees and your payment terms.
NOTE: Always stipulate full payment prior to arrival.

Be creative when entering your ***Product*** name as this is an excellent marketing opportunity for you to include one of your special features or packages.

3.1 ADD A PRODUCT

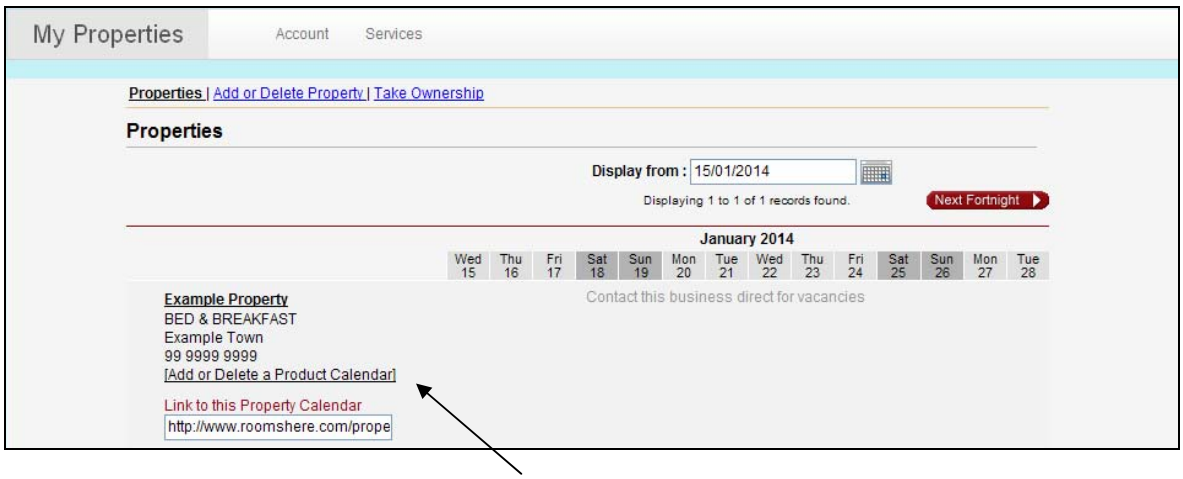
When adding a ***Product*** the most difficult decision you will have to make is **how are you going to maximise this opportunity -** the ***Product Name*** is the most important aspect of your listing.

Whilst multiple ***Product Calendars*** (which are FREE of charge) can be setup for each property, to display various room types, special packages, last minute rates etc., this does mean that you will need to maintain multiple calendars.

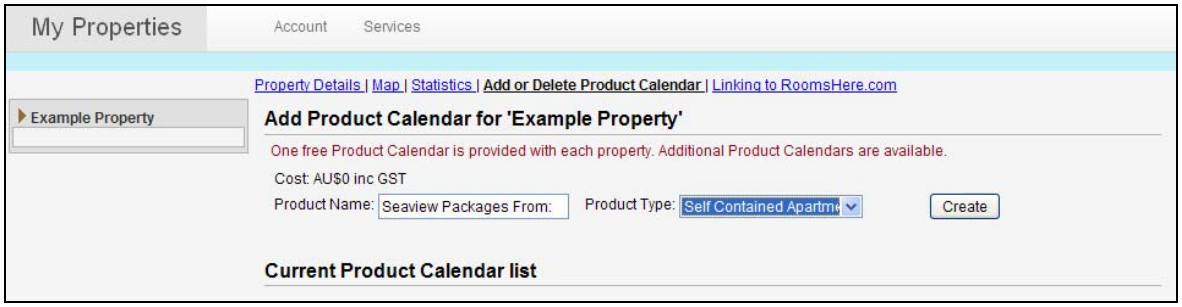
The simplest method is to setup one generic calendar displaying your cheapest offer as a ***From*** rate such as ***Ensuite Cabins From: $.....*** Once you have entered your rates this will make more sense.

Displaying your cheapest rate will attract more enquiry providing you the opportunity to on-sell other products and you only need to put up your ***Booked*** nights when all options have been sold.

Click on ***My Properties*** where you will see your property listing without a ***Product***.



Click on ***Add or Delete a Product Calendar***



Enter the ***Product Name*** and select the ***Product Type***, click ***Create***

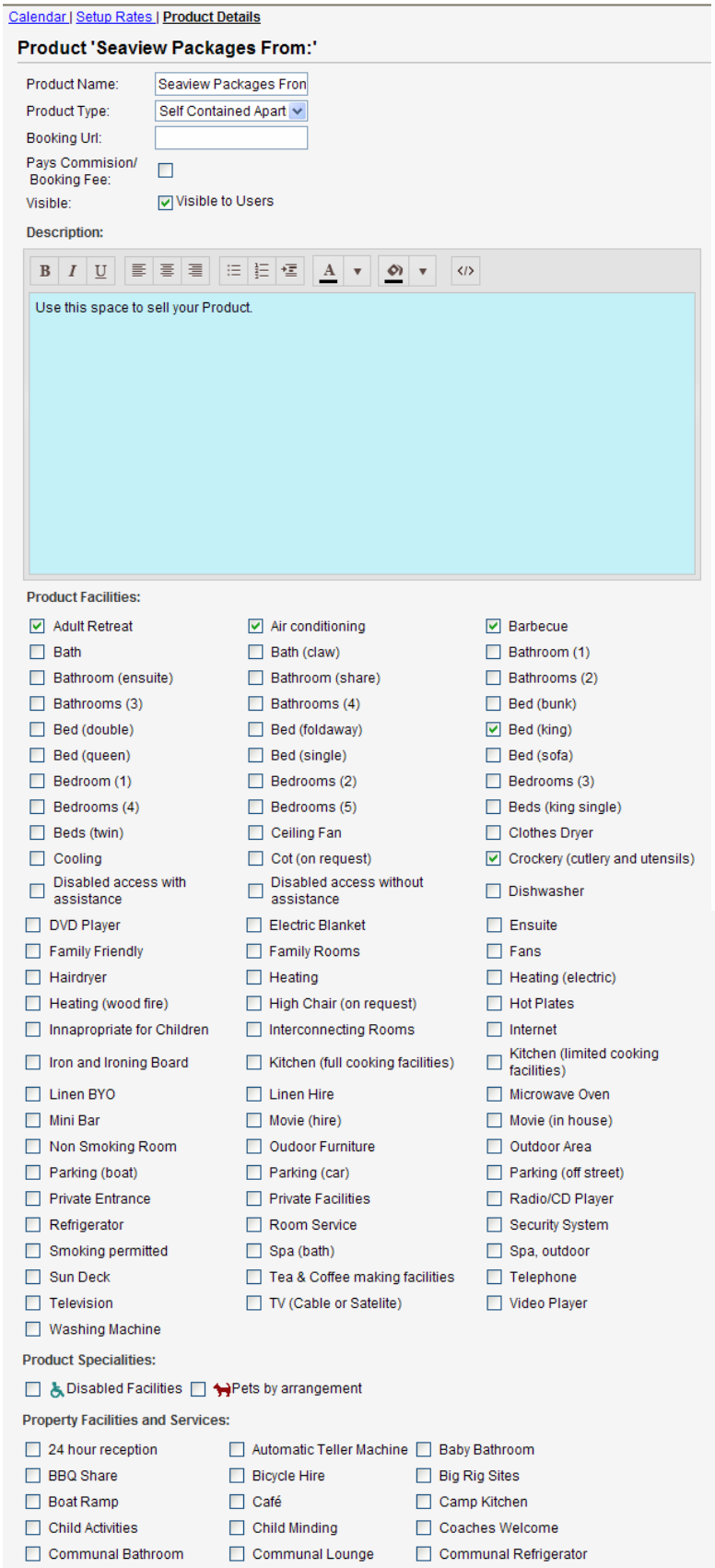
For the first time this will land you in the ***Product Details*** page, ready to setup information about your product – see below ***PRODUCT DETAILS***

This ***Product*** will now be visible on your ***My Properties*** page and also on the consumer website.

The following options will now appear:
Calendar - make your daily changes to availability when you are fully booked, display last minute rates or special packages/inclusions for short periods etc.
Setup Rates - setup date ranges of rates years in advance, over-ride your main rates with date ranges of high or low seasons, enter several inclusions which can be selected from your ***Calendar*** for special packages etc
Product Details - display all the intimate details and facilities of each ***Product,*** link to an online booking system of your choice, opt to flag a ***Product*** as "commissionable" which is visible only in the Visitor Information Centre and Travel Agent logins

3.2 PRODUCT DETAILS

From ***My Properties*** page, click on the ***Product Name*** then click on ***Product Details***



Product Name and ***Product Type*** can be changed at any time

Leave ***Booking Url*** field blank or see below to ***LINK TO AN ONLINE BOOKING SYSTEM*** and display the **BOOK** button on your listing

Tick the ***Pays Commission Booking FEE*** to flag this product as "Commissionable" in the VIC and Travel Agent logins

If at any time you wish to hide this product, untick ***Visible to Users***

Enter information about this product in the ***Description*** box

Tick the boxes to display the facilities provided by this product

Select either of the two ***Product Specialities***

NOTE: ***Property Facilities & Services*** relate to the Property and should only be selected in one of your products for each property

Click ***Save***

3.3 LINK TO AN ONLINE BOOKING SYSTEM

You can link one or more products to your preferred online booking system.

If you have multiple products, each one can be linked to a different online booking system.

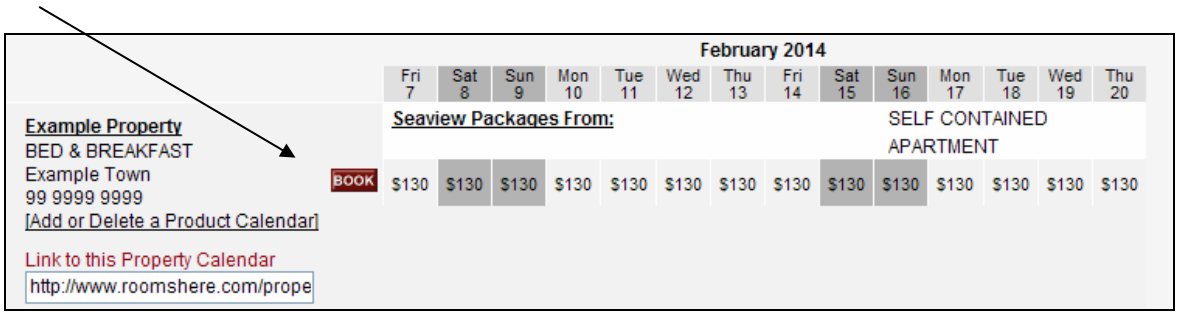
Firstly, load your online booking portal, go to the page that you would like to display when linking from RoomsHere.com and copy the Url from the top of the page.

In RoomsHere.com, from ***My Properties,*** click on the ***Product Name*** then the ***Product Details*** page.

Click into the ***Booking Url*** field and paste in the Url that you copied from your selected booking system.

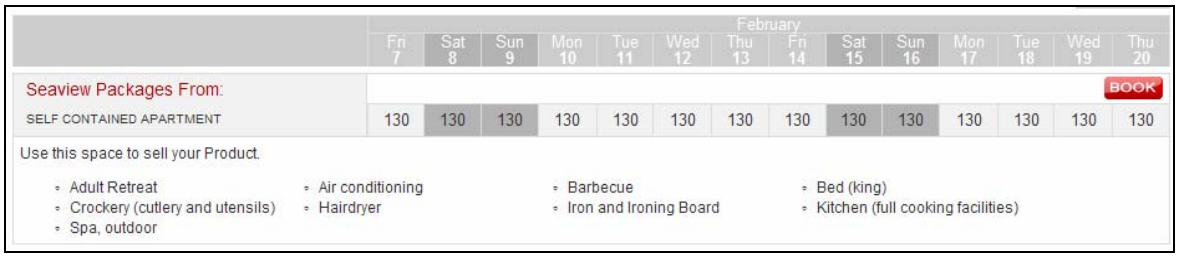
Click ***Save***

Now, when you go back to ***My Properties*** page, you will see that the ***EMAIL*** icon has changed to the ***BOOK*** icon.



This will also occur in the consumer website and when clicking on the icon, prospective customers will be taken to the page you selected in your booking portal where they can book 24/7.

NOTE: RoomsHere.com has linked the example product to a demonstration Url which **<u>will not</u>** function.



3.4 THE CALENDAR

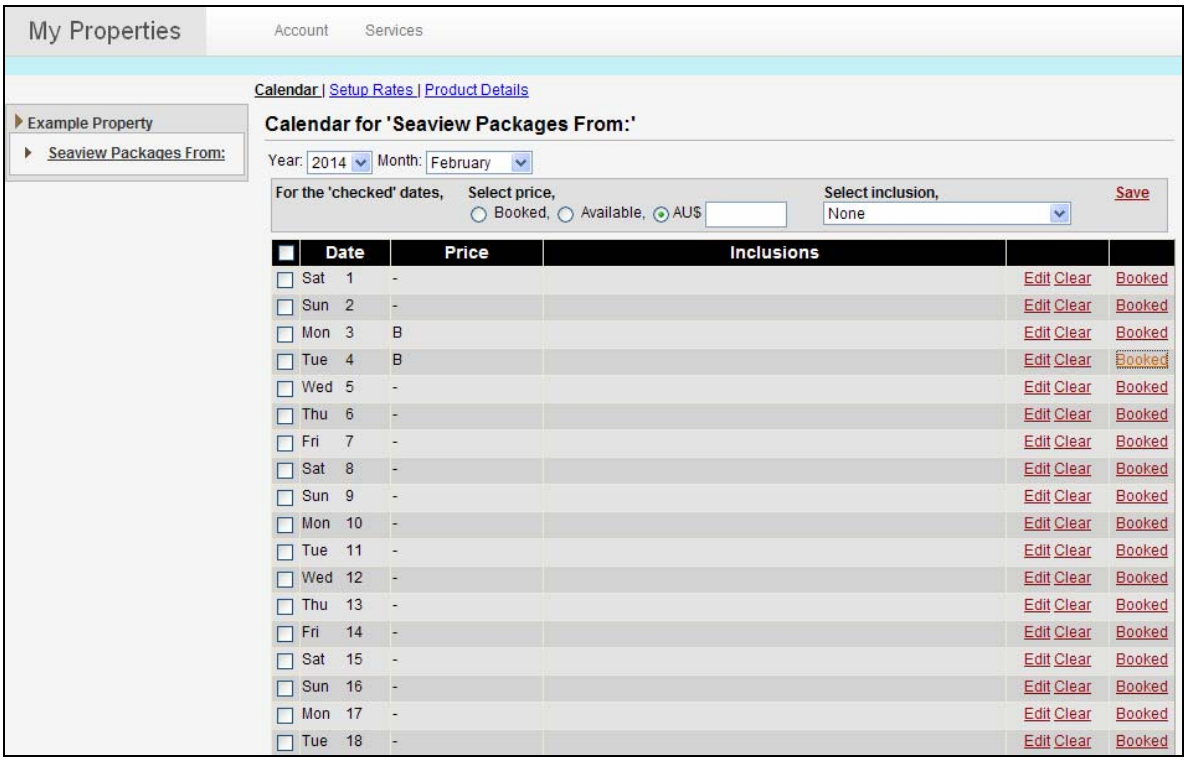
When clicking on your ***Product Name,*** you will always be taken to your ***Calendar*** ready for you to affect bookings or cancellations.

NOTE: DO NOT SETUP RATES HERE (except for short periods such as Easter or Christmas) as it is much quicker to go to ***Setup Rates*** where you can setup multiple date ranges for years in advance.

Whilst on the consumer website the calendar only displays up to 12 months from today's day, you can ***Book*** out nights well past that by selecting the ***Year*** and ***Month*** and showing days as ***Booked***, which will be published when the calendar rolls over to those dates.

From ***My Properties*** page, click on the ***Product Name***

You will always land on the ***Calendar*** function



How to Utilise the Calendar

DISPLAYING YOUR ACCOMMODATION AS "BOOKED"

Show just a few nights as booked	• Click on ***Booked*** in the right hand column for each ***Booked*** night to automatically display these nights with a ***"B"***
Book out more than a week	• Tick the box in the far left column for each ***Booked*** night • Go to the top of the page, click on the Booked, button Click Save

DISPLAYING YOUR ACCOMMODATION AS "AVAILABLE"

Display your rates for the period of the Event	• Tick the box for each night that you wish to display your rates, which means your accommodation is ***Available*** • Go to the top of the page, enter the rates in the AU$ • Click Save
If you prefer not to display your rates but indicate that your accommodation is ***Available***	• Tick the nights that you wish to display as ***Available*** • Go to the top of the page • Click on Available • Click Save

3.5 SETUP RATES & AVAILABILITY

You can setup multiple ***Calendars*** for each product to help you manage the process of changing rates from year to year or season to season:

- Setup a date range for many years so that you don't need to monitor when the calendar runs out
- Setup a date range for each 12 month period (eg 1st April to 31st March each year) ready to update your rates for the following year -
- Over-ride any date range with a short high or low season, by placing the over-riding date range in a higher position than the one it replaces
- Choose to display what best works for you – display rates, show as ***Available***, or, if you have a long term booking, show a particular date range as ***Booked***

If you like to set higher or lower rates for periods longer than a few weeks, as long as you place these calendars in a position on the list above that of your normal rates, the short periods will over-ride the normal rates. You can do this by clicking on the to arrange each calendar in its required position

Unless the displayed date range has been manually edited, RoomsHere.com automatically sets up your first **12 month** date range with a ***Start Date*** as today's date and will always display "-" under ***Price.***

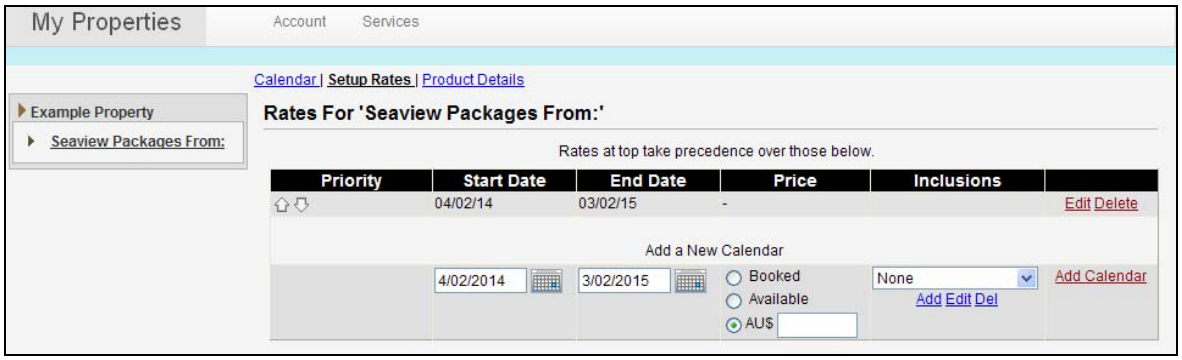
NOTE: RoomsHere.com displays 12 months of rates to consumers rolling over each night, so you do need to ensure that date ranges extend out well past 12 months.

3.5.1 Edit the Existing Calendar

From ***My Properties*** page, click on the ***Product Name***, then click on ***Setup Rates***

There are two components to the ***Setup Rates*** function:

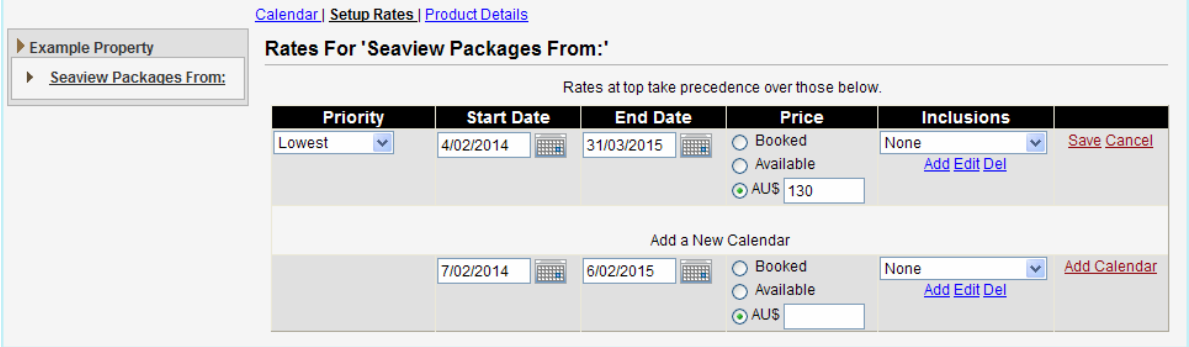
1. The top section which displays all the calendars that have already been setup
2. The bottom section ***Add a New Calendar***



To edit the existing calendar, click on ***Edit***

- There is no need to change the Start Date
- Click on ***End Date*** and select the finishing date for these rates – this can be several years if you wish
- Enter your nightly rates for this date range in the AU$ box
- Add an ***Inclusion*** on the run (see below ***Display Inclusions)*** or click on the to select an existing one from the list
- Click ***Save***

3.5.2 Add a New Calendar for an Existing Product

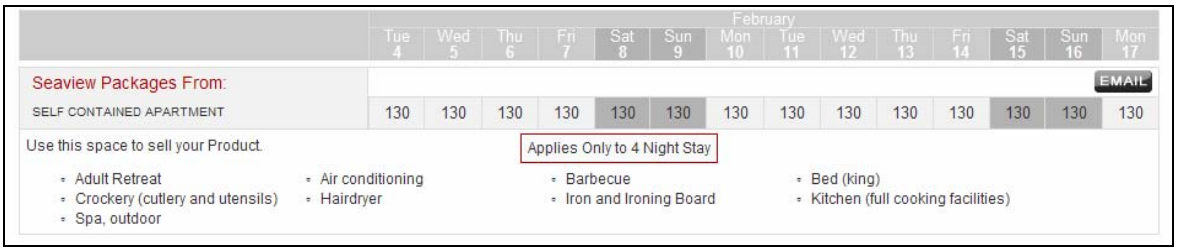


- Click into the ***Start Date*** and select the starting date for this date range)
- Click into the ***End Date*** and select the ending date for this date range
- Enter the ***Price***
- Add or select an ***Inclusion***
- Click ***Save***

3.6 DISPLAY INCLUSIONS

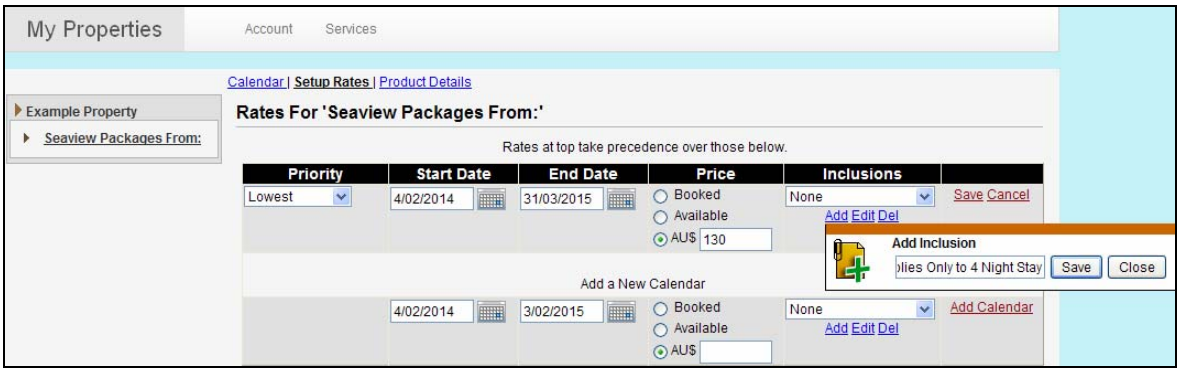
Inclusions appear in a pop up box to consumers when the mouse hovers over the days of a ***Product Calendar***.

Inclusions provide you with the flexibility to add more information or to outline the conditions of your product/rates.



You can add several ***Inclusions*** ready to select for particular types of stays or packages

Click ***Add,*** type in the ***Inclusion,*** click ***Save***



Inclusions can be edited or deleted.

CHAPTER 4. ACCOUNT

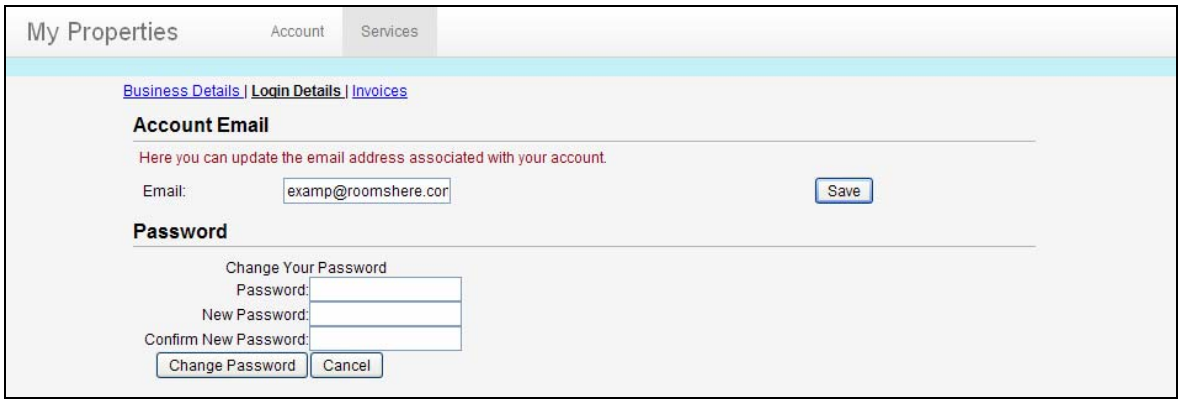
From ***My Properties*** page, select ***Account*** which lands you on your ***Business Details*** page with the following options.

4.1 BUSINESS DETAILS

See Chapter 1 – Business Details

4.2 LOGIN DETAILS

From the ***Account*** page, click on ***Login Details***



4.2.1 Change Account Email Address

To change your ***Login*** email address, retype and click ***Save***.
NOTE: Always use your accommodation contact email address

4.2.2 Change Password

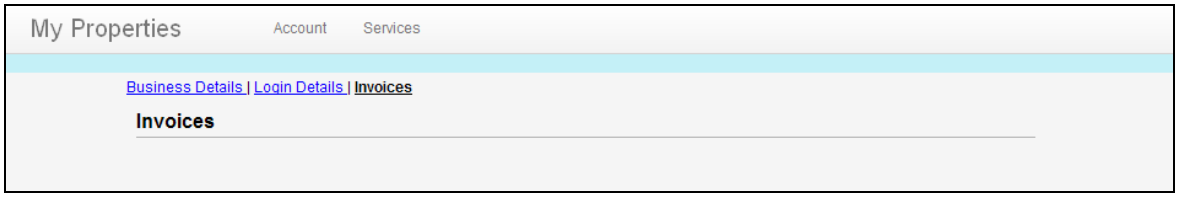
Should you forget your password and need to retrieve it via the ***Login*** page, you will be emailed a new password which will be a combination of alpha/numeric.

To change your password:

- Enter the existing ***Password***
- Enter the ***New Password***
- Confirm the ***New Password***

4.3 INVOICES

Invoices are automatically generated according to the terms agreed upon by RoomsHere.com.



Once an invoice has been generated, it is displayed in the ***Invoices*** option.

Chapter 5. MISCELLANEOUS

5.1 ASSIGN BOOKING AGENT

RoomsHere.com is a multi-platform system integrating the functions of all sectors of the Accommodation Industry.

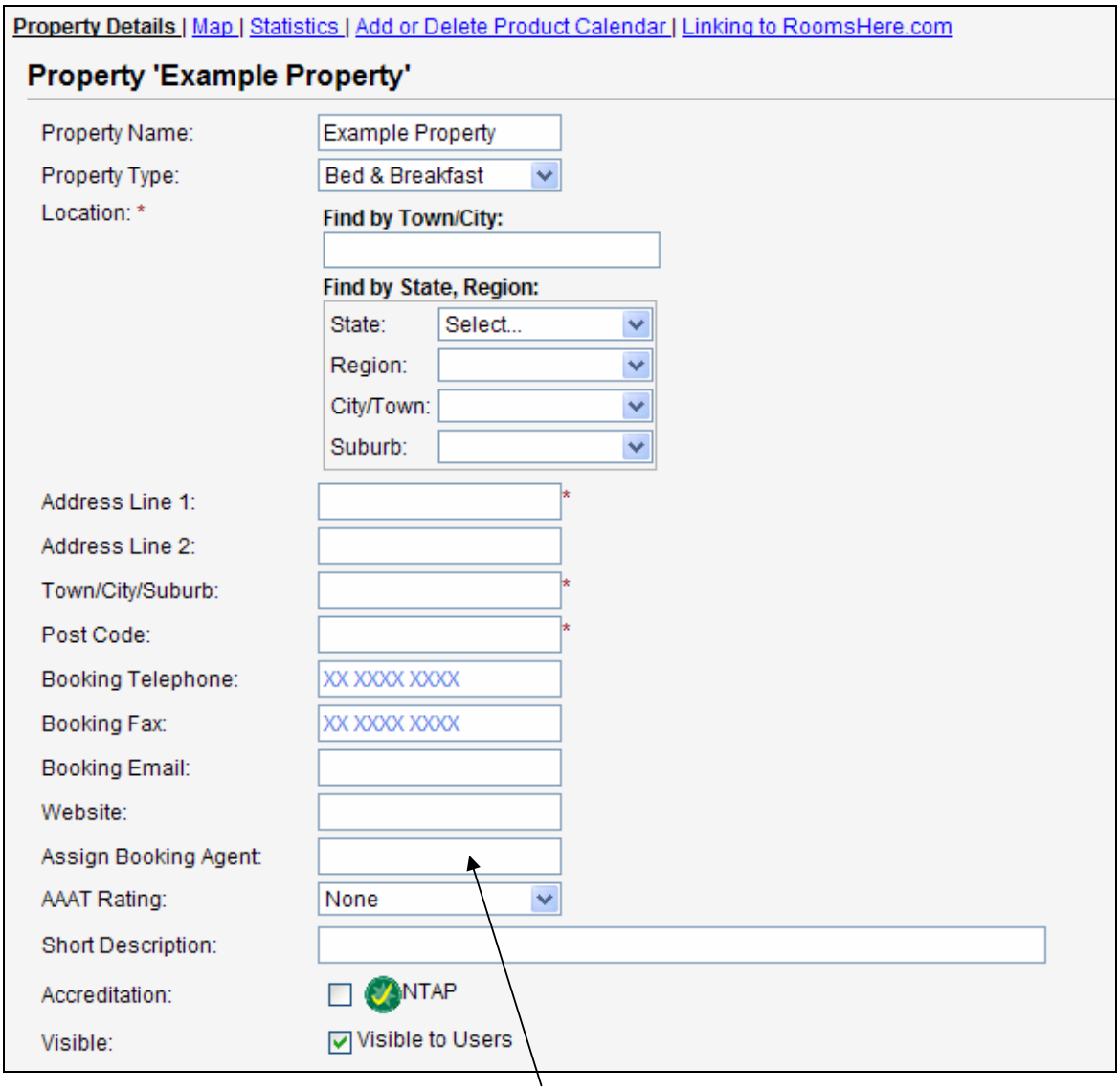
A special login is available to Travel/Booking Agents where they are able to setup a Portfolio of managed properties.

If you wish to share the booking responsibility with a Booking Agent, he/she would benefit by giving him/her access to the calendar functions, so that it can be updated as bookings occur.

Assigning a Booking Agent still gives you access to your calendar so that you too can ***Book*** out nights for direct bookings that you might receive.

The Booking Agent does not have access to any other functions apart from the actual calendar.

From ***My Properties***, click on ***Property Name***, then ***Property Details***



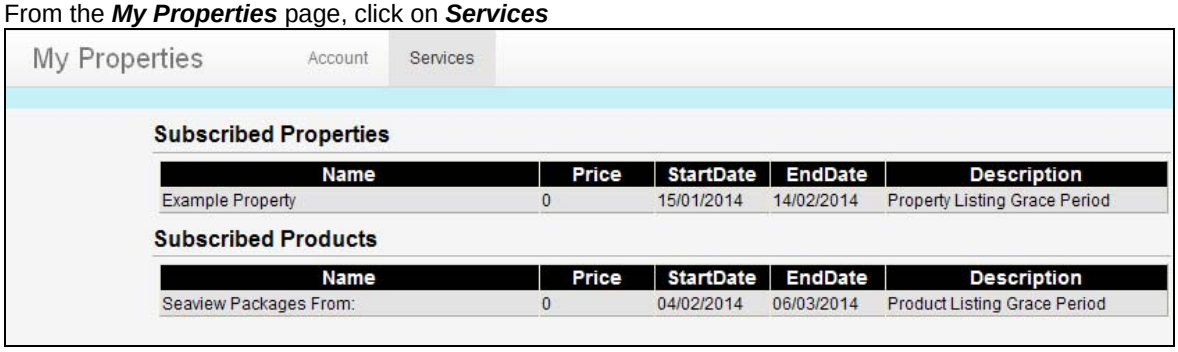
Enter your Agent's email address in the ***Assign Booking Agent*** field

Your calendar will now appear in your Agent's Portfolio in the RoomsHere.com Agent's Login

5.2 SERVICES

To see a list of ***Properties*** and ***Products*** which are currently listed in the RoomsHere.com data base.

From the ***My Properties*** page, click on ***Services***

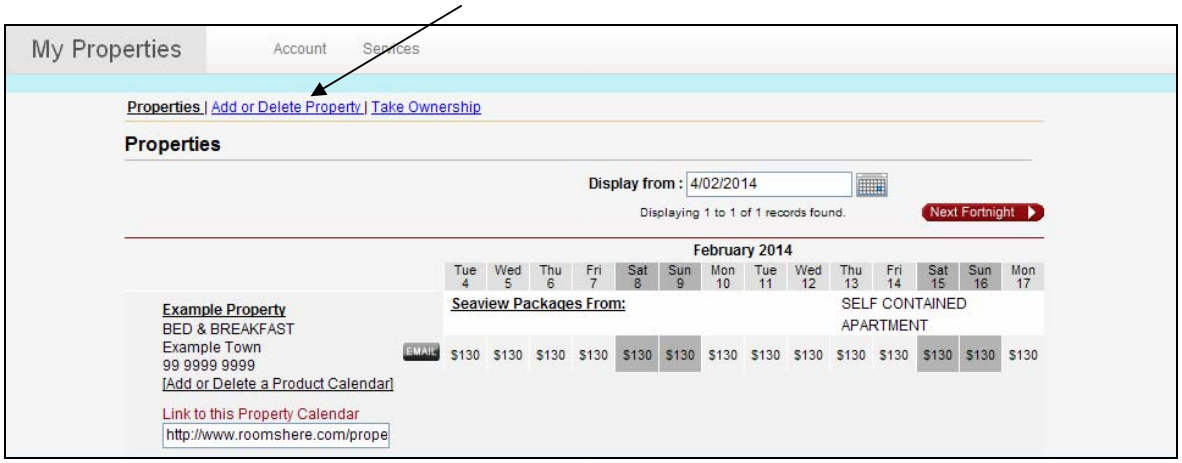


5.3 DELETE A PROPERTY

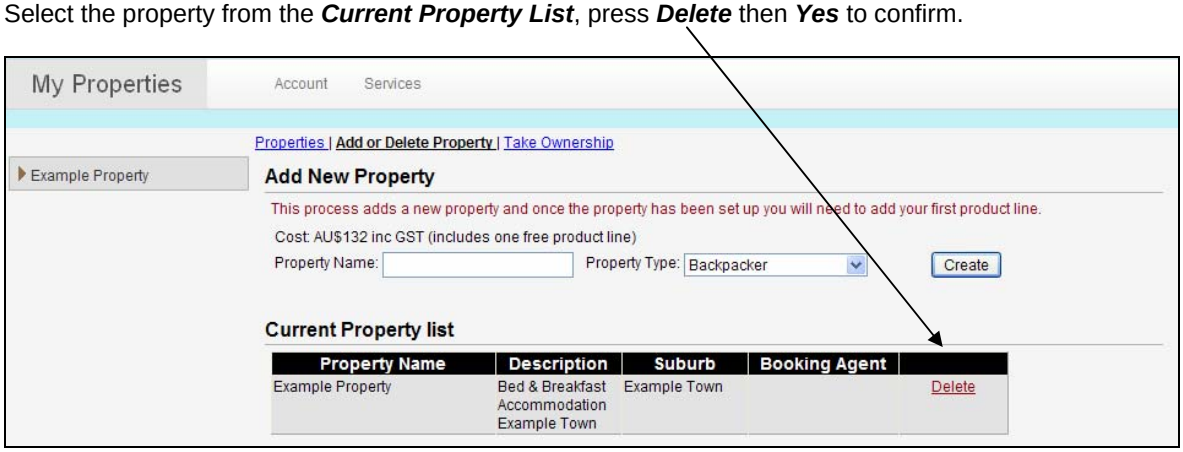
Deleting a ***Property*** will remove it and its ***Products*** from the system totally, and once deleted can only be listed again by re-entering.

This process does not remove the ***Business*** from RoomsHere.com, allowing you to continue to login and add another property etc.

From the ***My Properties*** page, click on ***Add or Delete Property.***



Select the property from the ***Current Property List***, press ***Delete*** then ***Yes*** to confirm.



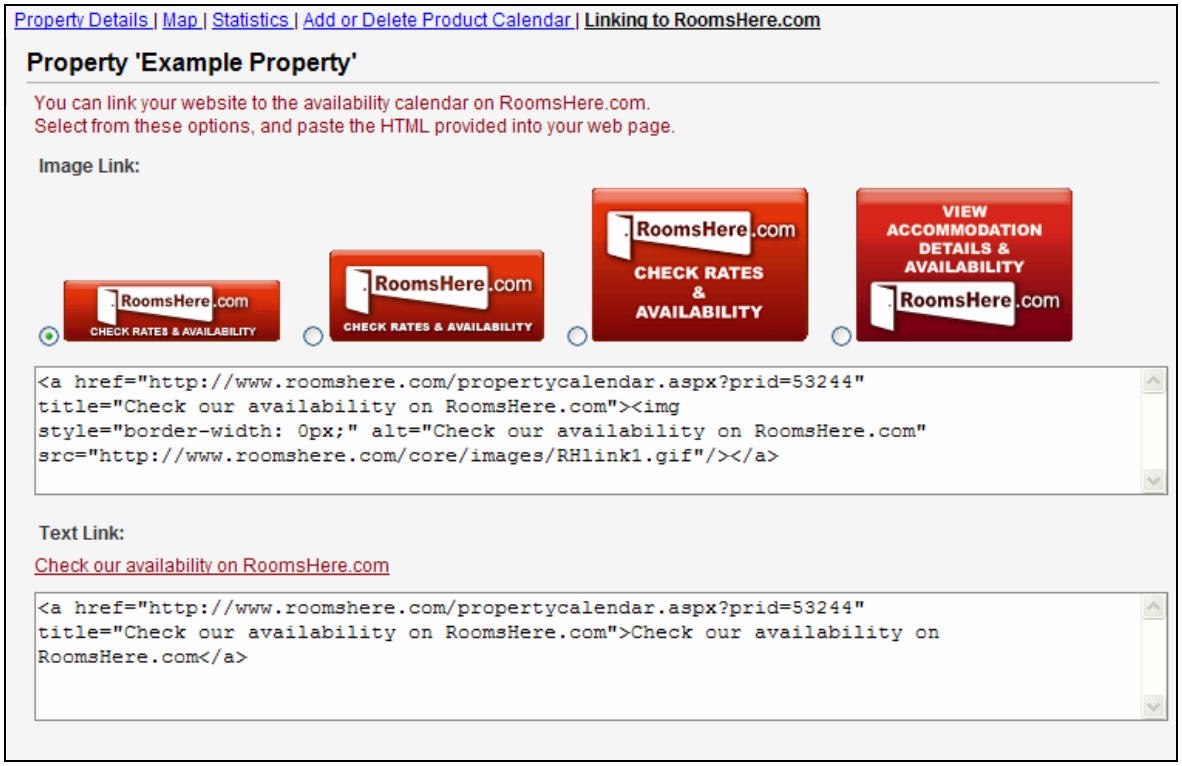
Chapter 6. MARKETING TIPS

6.1 DISPLAY A LINK TO YOUR AVAILABILITY CALENDAR ON YOUR WEBSITE

Linking your accommodation website to the RoomsHere.com ***Product Calendar(s)*** quickly shows visitors to your site whether or not you have vacancies and if displaying your rates, whether your accommodation is within their price range.

This demonstrates your professionalism, saves you time on the phone if your rates are higher than what they wish to pay and of course, shows if you are booked, therefore not wasting your time nor their time nor cost of a phone call.

To import your RoomsHere.com availability calendar into your property website we provide the following options for your web developer to copy and paste.



To select one of the logos in ***Image Link*** click on the respective button to display the code that can be copied and emailed to your web developer for pasting into your website.

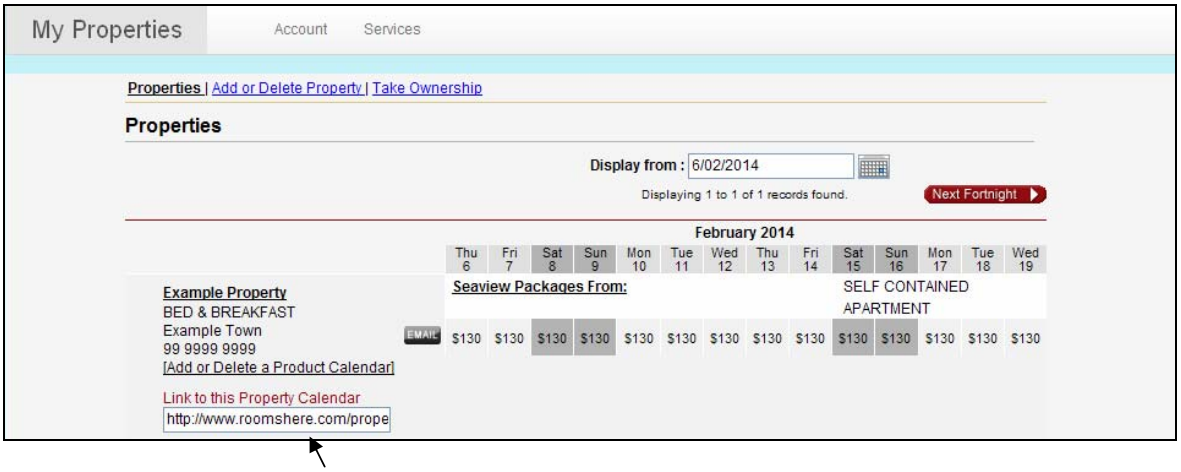
To display the supplied ***Text Link***, copy the code that has been provided and email to your web developer for pasting into your website or ask your web developer to change the text to whatever you prefer.

6.2 SEND A SPECIAL OFFER EMAIL LINKED TO YOUR PRODUCT CALENDAR

It's always a good idea to keep a data base or spreadsheet with the details of each guest that has stayed at your property. This should include email addresses, so that you can bulk email when you have vacancies, specials etc.

RoomsHere.com provides you with a special function which enables you to select a two week period for the ***Products*** attached to your ***Property.***

Go to ***My Properties*** and select the two week block that you wish to promote in your email.



Copy the text from the box beneath ***Link to this Property Calendar*** and past it into your email as per the example below.

Dear xxxx

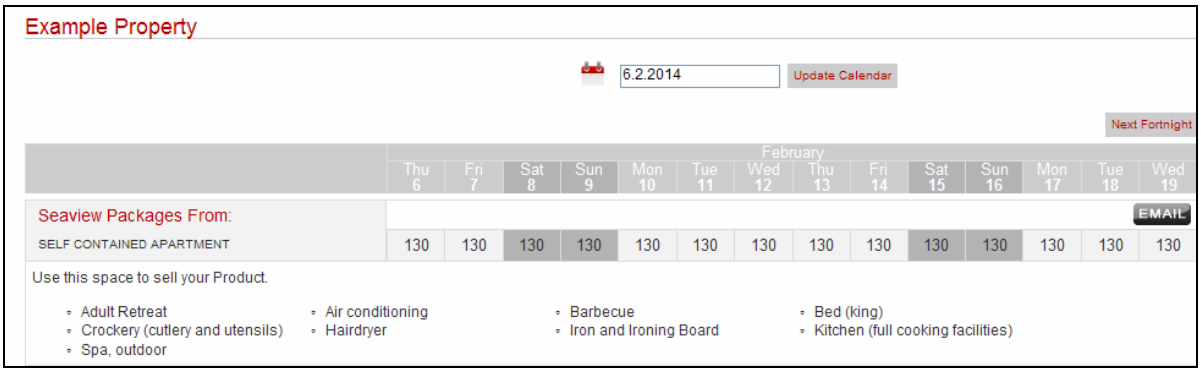
As a valued client we wish to advise that we are offering you a ***15% discount off the advertised rates*** *for the nights displayed in the following link.*

http://www.roomshere.com/propertycalendar.aspx?prid=53244&dt=2014/02/6

Yours sincerely

Xxxxxx
Example Property

When your past guests receive the email, clicking on the link will retrieve a view of your availability for the selected period as follows.



NOTE: If you have multiple ***Products*** for one property, the link will retrieve them all

6.3 CHANNEL MANAGERS

RoomsHere.com is constantly requested by accommodation operators to partner with channel managers such as Siteminder, ResOnline, RMS etc., so that they do not need to maintain another calendar.

Whilst we are continuing to monitor industry trends as to which of the many channel managers we should affiliate with, there are real benefits for accommodation businesses by not using a channel manager with RoomsHere.com for the following reasons:

- Most operators using channel managers put up an allocation of several rooms - once they are sold, the online booking system usually displays “SOLD” giving the impression that the accommodation is totally booked when often, the accommodation is not totally booked. Consumers may not realise this and move to another offer
- When displaying vacancies on RoomsHere.com there is absolutely no risk of double bookings as the only way consumers can make a booking is by contacting you direct via email, phone or by linking to your website
- Vacancies (Availability) can be displayed on RoomsHere.com until the property is totally sold out
- If you forget to change the calendar to “Booked” when all rooms are sold you can always apologise to the customer that the last room has only just been booked and that you haven’t had a chance to make the change on RoomsHere.com.

For those who are using a channel manager to link to multiple online booking systems, a good option is to use RoomsHere.com specifically for your special rates and packages, knowing that you are dealing direct with your customers and can therefore afford to pass on savings without having to pay commission.