



**Guide to the words of  
technology for hotels**

# Index

Introduction - Technology for hotels

## **CHANNEL MANAGER**

- › what is a Channel manager
- › how does the Channel manager work
- › Channel manager advantages

## **BOOKING ENGINE**

- › what is a Booking engine for hotels
- › Booking engine advantages
- › how to choose a Booking engine

## **HOME AUTOMATION AND INTERNET OF THINGS**

- › Guest experience
- › Home automation and Internet Of Things

Conclusions

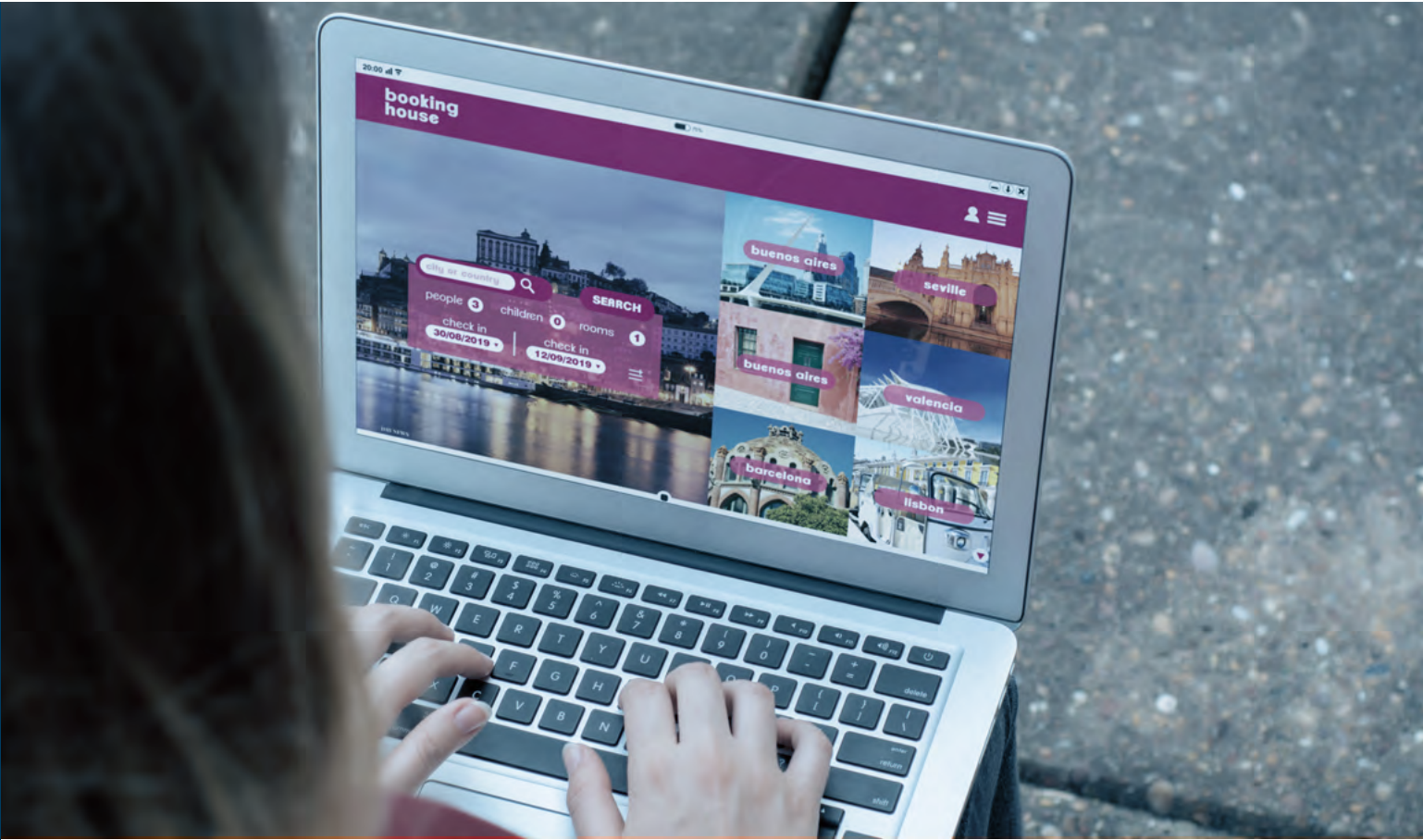
WuBook® experts

# Introduction

Hotel technology generally refers to the range of management tools and software available to hospitality professionals to carry out their daily work activities.

Today, in particular, when we talk about hotel technology we are increasingly referring to the set of electronic, computerized and digital techniques and tools used in the hotel industry designed to help hotels stay on top of consumer changes and trends.





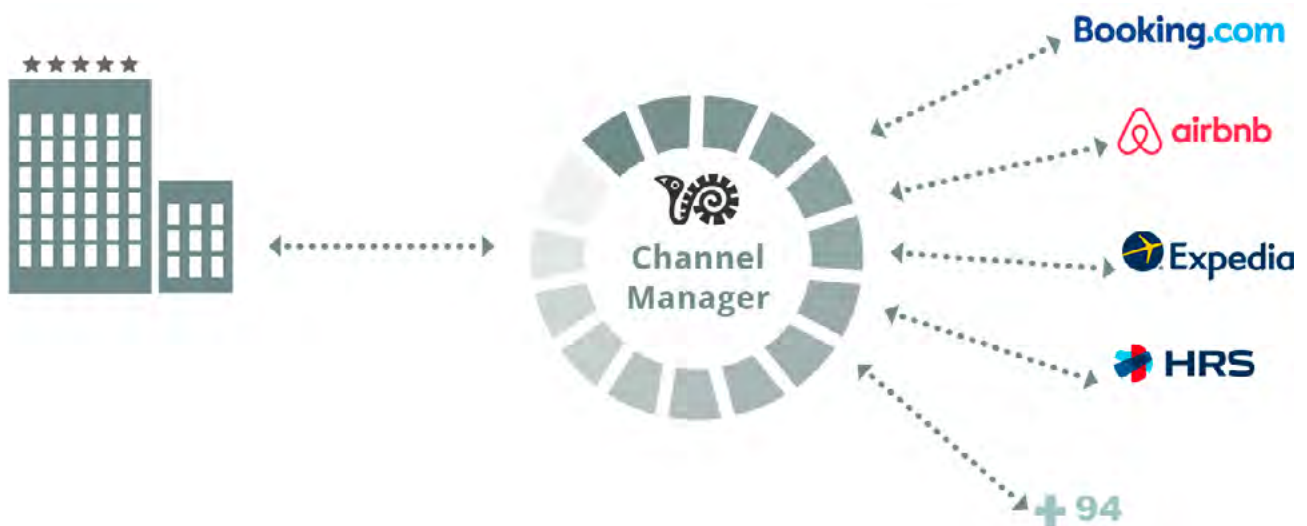
# Channel Manager

# What is a Channel manager?

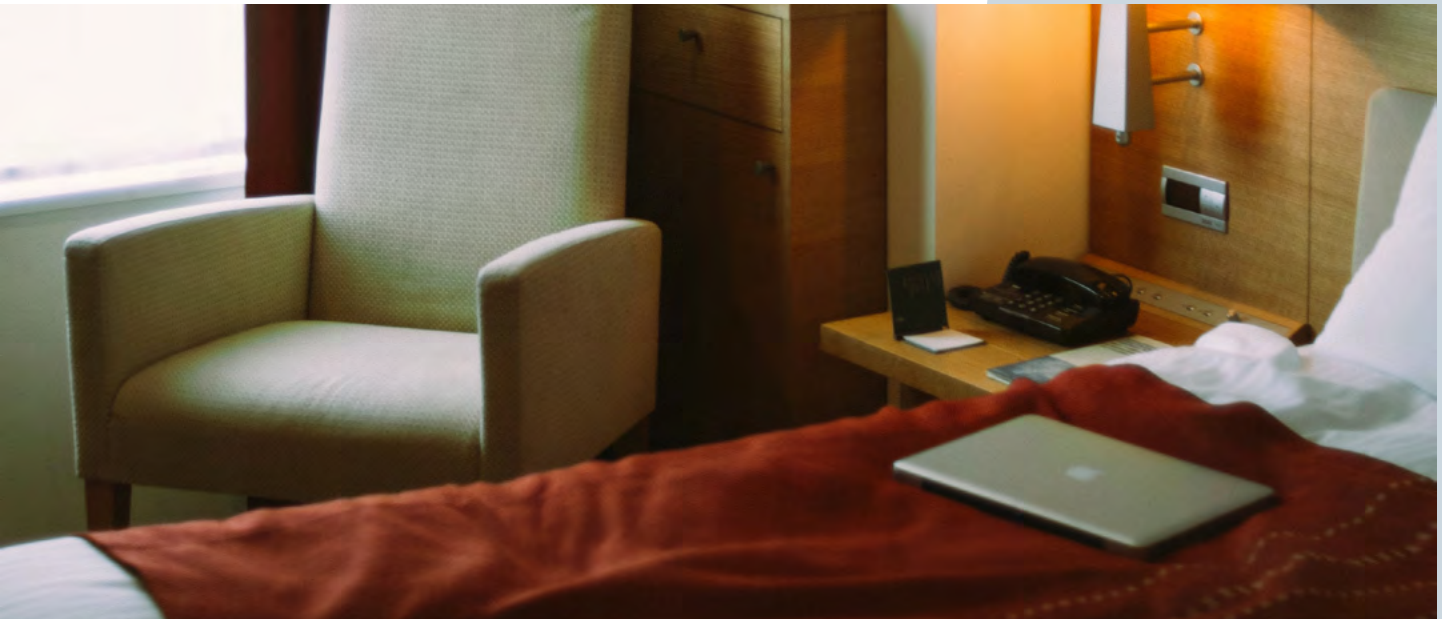
A channel manager is a tool, or technological solution, with which the supply and sale of rooms in an accommodation business can be easily and simultaneously managed from multiple booking platforms.

This tool is perfect for all professionals in the tourism industry. The customizable interface and management modes make it suitable for both a large hotel chain and a small manager.

Hotels, vacation rentals, tourist agencies and b&b will all find significant benefits from the channel manager.



# How does a Channel manager work?



The channel manager connects, thanks to **API codes** that allow a bidirectional connection, your site / PMS - Property Management System or Hotel Management System - with all major distribution channels and allows synchronization of information across platforms.

**Rates can also be updated easily using this tool.**

# Channel manager advantages.

Having explained how it works, it is time to look in detail at the benefits that come with this tool.

- 1) Significant time saving:** automatic updating of information and reservations, as you can imagine, reduces management time. You will no longer be forced to access every external platform and manually change room availability and prices.
- 2) Error reduction:** automatic updating avoids the production of errors between platforms.





- 3) Increase profits:** the ability to be present at the same time on multiple platforms allows, without a doubt, to increase the probability of booking.
  
- 4) No Overbooking:** if visibility increases, the risk of overbooking, i.e. receiving more bookings than actual availability, increases.  
The channel manager allows you to get around this because availability is always updated on your site and on OTAs.
  
- 5) Revenue done right:** the freedom to change rates as needed and across all sales portals at the same time gives you the ability to make the most profit possible from your sales strategy.





# Booking engine

## What is a Booking engine for hotels?

It is an online booking software that allows you to use your accommodation website as a direct sales channel, that is, without the help of external booking portals.

# Booking engine advantages.

The installation of a Booking engine produces significant benefits:

- 1) There are no intermediary costs.**  
Direct booking through your own property website allows to obtain a higher profit margin from the sale. In fact, there are no fees to pay to the different indirect booking portals.
- 2) Availability and prices always up to date.**  
Thanks to the Booking engine, the availability of rooms or vacation rentals is always up-to-date. This is possible because the system keeps track, in real time, of bookings both on OTAs and on your website, complete with availability and prices updated in real time. It allows you to diversify your offerings.



### 3) **Increase guest loyalty.**

Direct booking enables you to differentiate your offer by providing additional packages to clients, such as in-house and off-site services, customized rates and discounts, depending on the period or need. It also allows building a trustful relationship with customers by encouraging them to stay at the property again.

### 4) **You get a higher conversion.**

Hotel or vacation rental websites without a Booking engine have a lower conversion rate, that is, they produce fewer sales.

This happens because the user is forced to go through multiple steps before completing the process.

The client will certainly have to call or email to find out availability and prices, wait for a response, evaluate the proposal, and then confirm. This may discourage some users, pushing them to other accommodation.

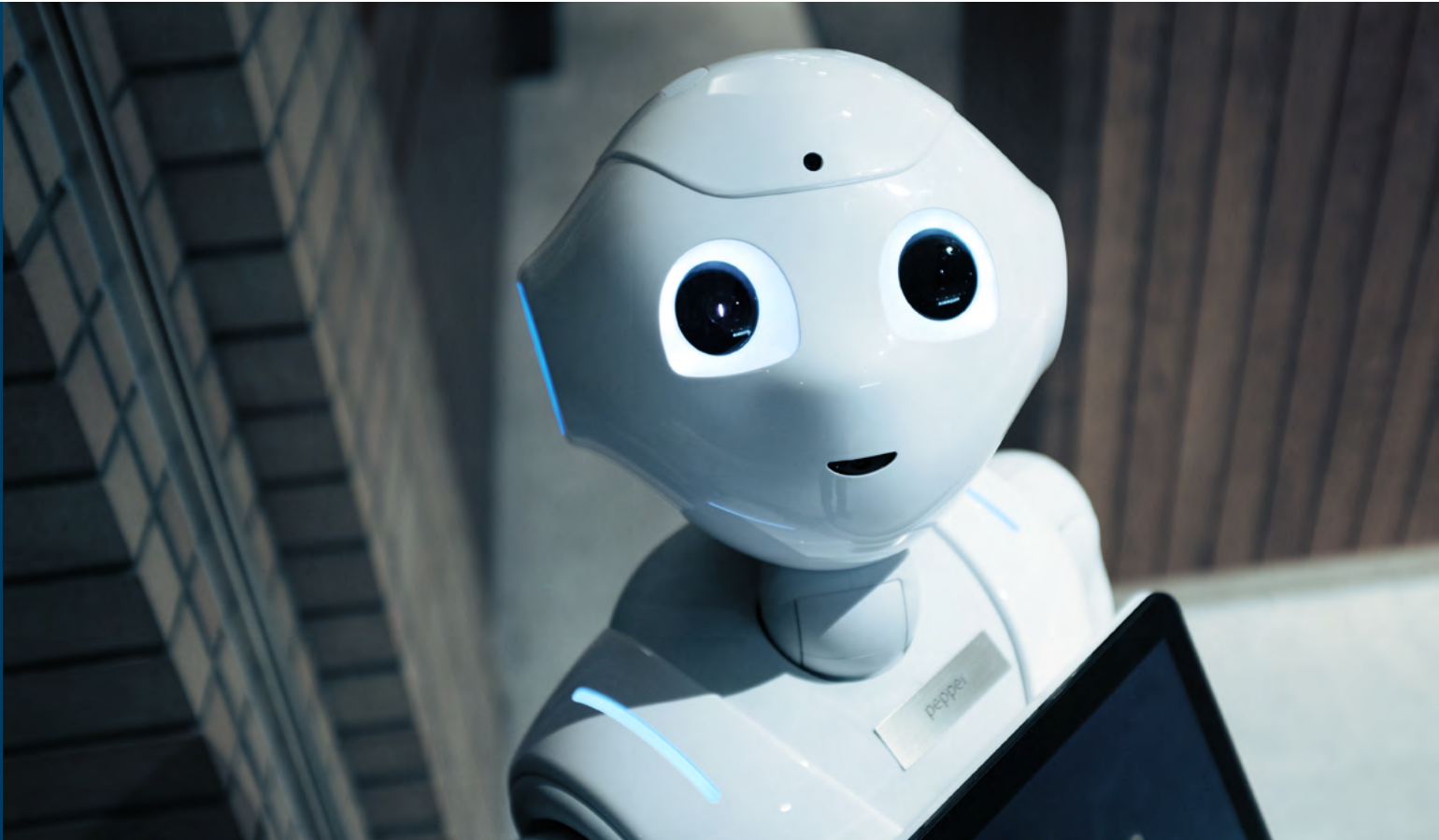


# How to choose a Booking engine?

If you are considering integrating your website with a Booking engine, you should know that not all booking software are the same.

In addition to the advantages listed above, a good system must always meet the following characteristics:

- › Ensure a simple and intuitive sales experience, i.e., users must be able to easily get to the reservation form and at checkout manage to book a room without running into pages that do not load or links that do not work;
- › It should be customizable and reflect the brand identity of the accommodation, in order to provide users with communicative consistency;
- › It must be a responsive booking system, i.e. adaptable to all devices (tablets, cell phones, ect.) so that reservations can also be made from mobile;
- › Be integrable with your Channel manager and Metasearch so that prices and availability reported on the booking engine are displayed across all your distribution channels accurately and uniformly.
- › Be equipped with SSL-certified technology. That is, an encrypted system that protects the sensitive data and economic transactions of its customers.



# Home automation and Internet of Things

# Guest experience



Customer experience is the sum of the experiences that a person/user tries during the process of interaction with a brand.

Interactions are defined as all the moments that may involve the stages of purchasing a product or service but also the request for technical assistance or the simplest request for more information.

In the hospitality market, it is more correctly referred to as the Guest experience, and by product we mean the experience lived by the guest or possible guest, at all stages involved in a stay or booking a stay.

The ability of a hotel to offer an excellent Customer/Guest experience to its guests is, to date, one of the most effective ways to stick in the guest memory and make the guest repeat the experience of their stay, becoming a loyal customer.



The expectations of today's guests lead us to assume that technology is, and will increasingly be, a central element in the Customer/Guest experience.

In order to streamline and simplify the purchasing or staying experience, technology is becoming an increasingly essential tool.

For several years now, home automation has been helping us in this regard, offering valuable solutions, both for guests and hoteliers.

Today we are also talking about IOT - Internet of Things or Objects, smart objects that are part of our everyday life and that, thanks to technology and digital, allow the exchange of information owned, collected and/or processed.

All this represents a great opportunity to meet the needs of customers and facilitate the work of accommodations.





# Conclusions.

There are hotel marketing terms that are good to know in order to stay up-to-date, know how to move in the tourism market and improve revenue.

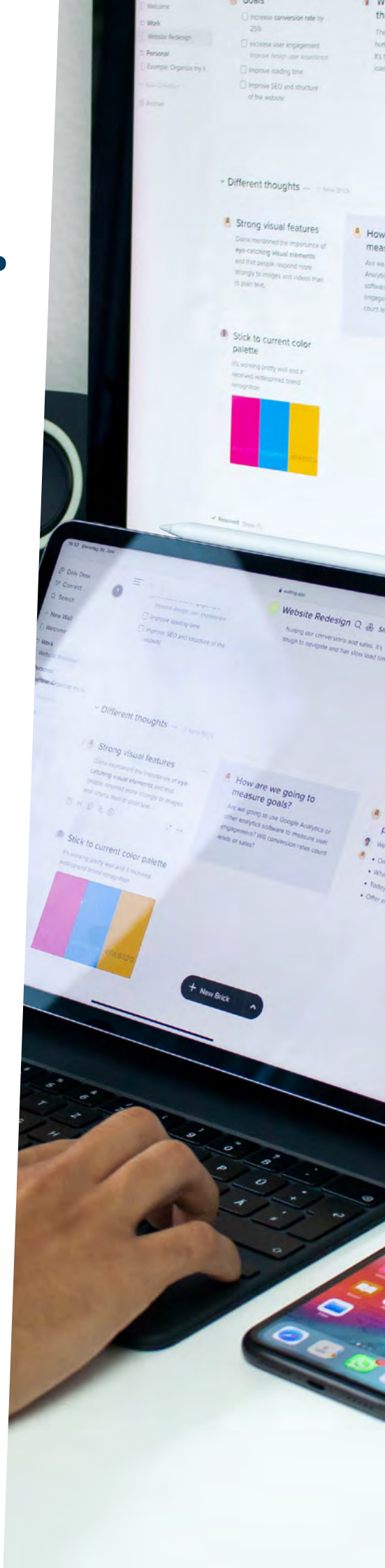
These include, among them, the hotel technology words you have met in this guide.

We hope, therefore, that you may feel more comfortable with these terms and may have learned the benefit of introducing these technologies.

**Remember: we at WuBook® are always here to support you in making choices that concern your business.**

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who are increasing their business  
with us!

**WE START TOGETHER - WE HELP YOU - NO CONSTRAINTS**

WuBook® is an all-in-one, cloud-based property management system. Here are some examples of the digital tools, of great value and simple use, that WuBook® offers you.

- **Website creator for hotels:** we support you in creating a website for hotels, B&Bs, vacation homes and apartments. You can choose from several graphic templates, which you can change whenever you want, while maintaining your content. You will thus have a simple site, accessible from all devices and continuously updated to web security standards.
- **Channel Manager:** whatever your tourism facility is, Zak Channel Manager manages OTA and Metasearchs in one place, synchronizes availability, rates and reservations, drastically reducing the risk of overbooking.
- **Booking Engine:** allows you to receive reservations directly from the website of your facility without intermediaries. At that point, you can create personalized offers incentivizing your guests to return in the future.

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