

Booking solutions for destinations

a detailed look at integration



Integration options

Travelbug affiliate

- No set up cost
- Use our widgets
- Quick and easy



A search widget for accommodation. It features a blue header with the text "Search accommodation". Below the header are two dropdown menus for location, with "Waikato" and "Hamilton" selected. There are two date pickers for "In" (Tue 29 Nov) and "Out" (Wed 30 Nov). A red "Search" button is positioned to the right of the date pickers. At the bottom left is a cartoon character holding a suitcase, and at the bottom right is the "Travelbug" logo.

Partial integration

- Booking calendars
- Book now buttons
- Fit in with your own content

Availability calendar

November 2011	Tue 29 Nov	Wed 30 Nov	Thu 01 Dec	Fri 02 Dec	Sat 03 Dec	Sun 04 Dec	Mon 05 Dec
Hotel Studio	\$119	\$119	\$119	\$129	\$119	-	-
1 Bedroom Apartment	\$129	\$149	\$149	-	\$149	\$149	\$149
1 Bedroom with Spa Bath	-	-	\$159	-	\$159	\$159	\$159
Interconnecting Studio	\$259	\$259	\$259	\$259	\$259	\$259	-

book now

Full integration

- Use the API, extract rates and inventory
- Search functionality
- No requirement for your own content



A "Book Online" widget with a dark blue background. It has two tabs: "Accommodation" (selected) and "Activities". Below the tabs are three date pickers for "From" (29 Nov 2011), "For" (1 night), and "Type" (All types). A white "Go" button is at the bottom right. The text "Powered by book.it" is at the bottom.

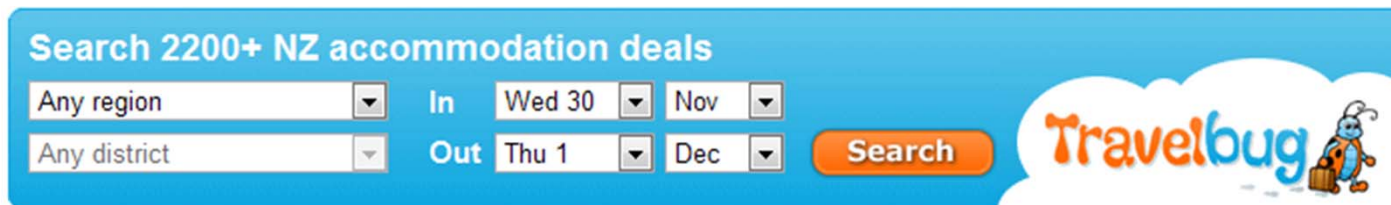
Integration options

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A small, blue-bordered search widget for accommodation. It features two dropdown menus for location, with 'Waikato' and 'Hamilton' selected. Below these are two date pickers for 'In' (Tue 29 Nov) and 'Out' (Wed 30 Nov). A red 'Search' button is positioned to the right of the date pickers. At the bottom left is a cartoon character holding a suitcase, and at the bottom right is the 'Travelbug' logo.



A larger, blue-bordered search widget for accommodation. It features two dropdown menus for location, with 'Any region' and 'Any district' selected. Below these are two date pickers for 'In' (Wed 30 Nov) and 'Out' (Thu 1 Dec). A red 'Search' button is positioned to the right of the date pickers. At the bottom right is the 'Travelbug' logo with a cartoon character holding a suitcase.

- Default to your desired regions, districts and dates
- Full control over headings
- Some available without Travelbug logos
- Excellent for event-based, easy accommodation
- Custom versions available for an extra cost (colours, sizes)

Integration options

Partial integration

- Booking calendars
- Book now buttons
- Fit in with your own content

Availability calendar

November 2011	Tue 29 Nov	Wed 30 Nov	Thu 01 Dec	Fri 02 Dec	Sat 03 Dec	Sun 04 Dec	Mon 05 Dec
Hotel Studio	\$110	\$110	\$110	\$110	\$110	-	-
1 Bedroom Apartment	\$130	\$140	\$140	-	\$140	\$140	\$140
1 Bedroom with Sea Bath	-	-	\$150	-	\$150	\$150	\$150
Interconnecting Studio	\$250	\$250	\$250	\$250	\$250	-	-

book now



A Nest on Mount Pleasant - B&B

★★★★★ 1 review

24 Toledo Place, Mount Pleasant, Christchurch

NZD(\$) | Select » Payment » Complete

Booking is subject to c

30/11/2011	Wed 30 Nov	Thu 01 Dec	Fri 02 Dec	Sat 03 Dec	Sun 04 Dec	Mon 05 Dec	Tue 06 Dec	Wed 07 Dec	Thu 08 Dec	Fri 09 Dec
Fantail Room - B&B Rate is for 2 people Maximum of 2 people	\$140	SOLD	SOLD	SOLD	SOLD	\$140	\$140	\$140	\$140	SOLD
Kingfisher Room - B&B Rate is for 2 people Maximum of 2 people	\$125	\$125	SOLD	SOLD	SOLD	\$125	\$125	\$125	\$125	SOLD

Booking total: \$0.00

The Nest is situated in one of Christchurch's most loved hill suburbs, nestled in a garden of native bush with views from the living areas of our Estuary, Sea and Mountains (snow covered in the winter) beyond.

Our bed and breakfast is a unique fully self-contained home, including full kitchen and laundry, yet with all the service and friendly, personal hospitality of any homestay.

THIS IS THE PROMISE OF THE NEST

We live right next door and are there for you at all times. Breakfast, cooked and served at the "Nest", can last for hours, but can also be finished in 15 minutes if that is what you want.

So if you book with us you will be staying in a 3 bedroom home, and the maximum number of people you would be sharing the whole house with, would be 1 other couple as we only use two bedrooms at any one time.

Your enjoyment and happy memories of your holiday are important to us. If you have any special requests please just ask.

We are very close to Christchurch's best beaches with excellent cafes and restaurants, Lyttelton Harbour, The Gondola, a 9 hole Golf Course and driving



A Nest on Mount Pleasant - B&B

NZD(\$) | Select » Payment » Complete

Configure booking

* Booking will be confirmed on request

Fantail Room - B&B

Rate is for 2 people

Check-in date:

05/12/2011 2 nights

2 nights at \$140.00

(Mon 05 December 2011 - Wed 07 December 2011)

Adults: 2

Children: 0

Infants: 0

Extra inclusions:

05 Dec 2011: Includes full breakfast

06 Dec 2011: Includes full breakfast

[Add another Rooms](#)

Booking Total NZD\$280.00

Integration options

Full integration

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Book Online

Accommodation Activities

From 29 Nov 2011

For 1 night

Type All types

Go

Powered by *bookit*

Book online

Accommodation Activities

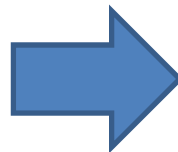
From 05 Deceml 2011

for 1 nights

type All types

Go

Powered by *bookit*



Booking availability Powered by *bookit*

From 05 Deceml 2011 for 1 nights All types Go

< Previous 5 days Sort by Availability Next 7 days >

December 2011	Mon 5/12	Tue 6/12	Wed 7/12	Thu 8/12	Fri 9/12	Sat 10/12	Sun 11/12
Abel Tasman Hotel	134	144	-	-	170	154	100
Amora Hotel Wellington (formerly Duxton)	190	-	-	-	179	179	165
BASE Wellington	29	29	29	29	29	29	29
Bay Plaza Hotel	110	135	120	115	99	99	99
Bolton Hotel	214	254	334	334	194	194	194
CityLife Wellington	206	199	199	206	179	179	179
Copthorne Hotel Wellington Oriental Bay	209	229	229	229	179	159	149
CQ Comfort Hotel Wellington	95	95	95	95	88	88	88
CQ Quality Hotel Wellington	152	199	259	259	143	143	143
Downtown Backpackers Wellington	27	27	27	62	29	65	27
Ibis Wellington	149	-	-	249	129	129	129

Measurement

Implement your own analytics

- Place on BookIt pages
- Create funnels in your account
- Effectively measure performance from ad placement to conversion

Google Analytics

<http://www.travelbug.co.nz> UA-3851402-1

Use our reporting

- Whenever you feel like it
- Sales, reviews and feedback, country of origin and booking source all available out of the box

bookit

Home Users Bookings Product Setup Inventory Manager Reports

Market Intelligence and Reports

Country of Origin Report

Monday, 24 August 2014 10:00:00 AM, 24 November 2014
Description: This report shows the country of origin of your customers who have made confirmed bookings. You may need to have the New Zealand website open during the booking process. To do this contact support@bookit.co.nz
Report Created on: Tuesday, 24 November 2014 at 10:00 AM

Report Summary

Confirmed Sales by Country (Top 10)



Report Detail

Country	# of Sales	% of Sales
New Zealand	457	69.9%
Australia	150	14.17%
United Kingdom	81	4.27%
United States of America	27	2.98%
Other	10	1.59%

Measurement and iteration

Learnings from Trade Me



- Up to 20 deploys per week
- Every change is measured for impact
- Never afraid to roll back a change or a new price

Learnings from Travelbug



<http://www.travelbug.co.nz> UA-3851402-1

- Move as fast as we can
- Test things out – even A/B testing a new homepage
- Rely on the numbers and act on what they tell you



Questions?