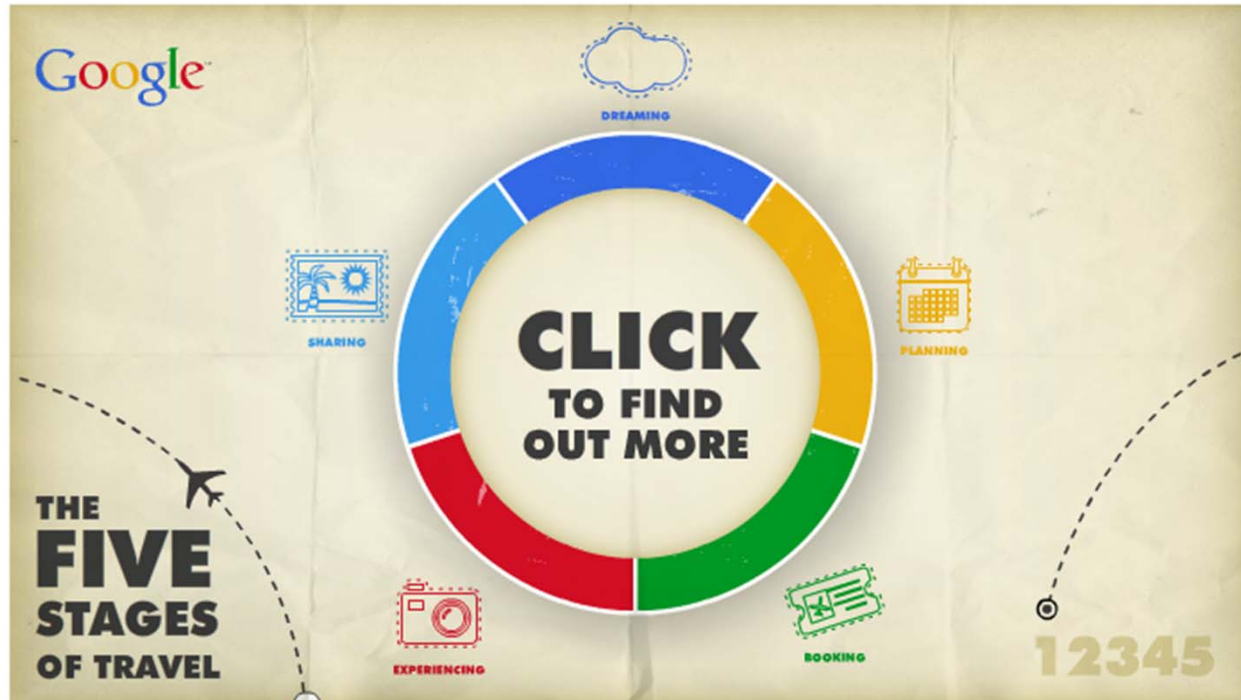


Booking solutions for destinations

the essential guide for RTOs

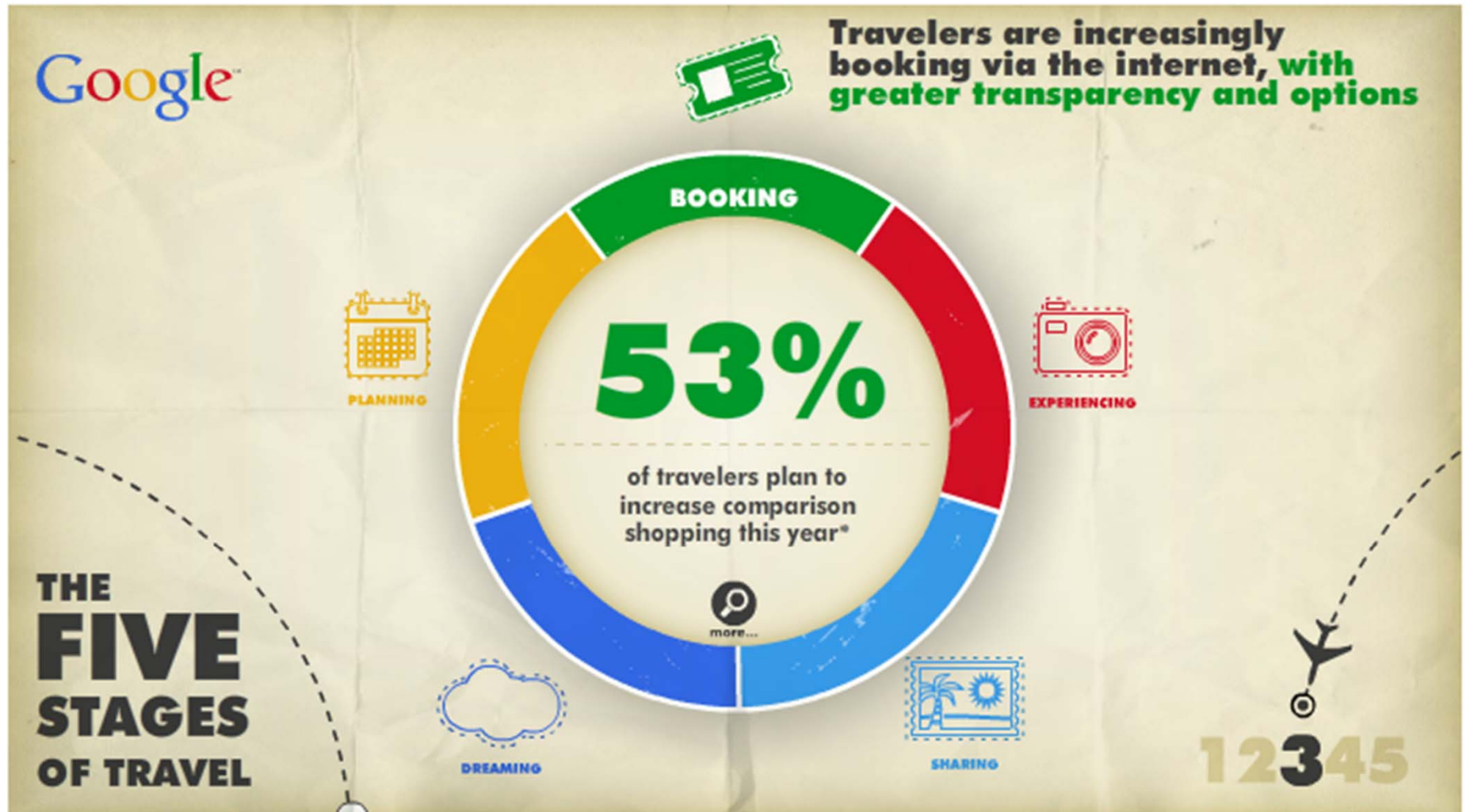


Why online bookings?



- **Dreaming:** 68% of business travelers watch travel-related online videos. Among them, 68% are thinking about a trip.
- **Planning:** The average traveler visits ~22 travel related sites during 9.5 research sessions prior to booking.
- **Booking:** 37% of leisure travelers report that the internet prompted them to book, up from 28% two years ago.
- **Experiencing:** 70% of business travelers check into their flights/hotel with their mobile device. Almost 1 in 4 hotel queries come from a mobile phone.
- **Sharing:** About 1 in 3 business travelers have posted reviews online of places they've been.

Why online bookings?



Options in the market

Direct booking links

- No commission
- No ownership of user experience

Daniel'smotel.com

Affiliate links

- Earn commission
- No ownership of the user experience



White label

- Earn commission
- Partial ownership of the user experience



Reseller

- Earn commission
- Full ownership of the user experience



Least
integrated

Most
integrated

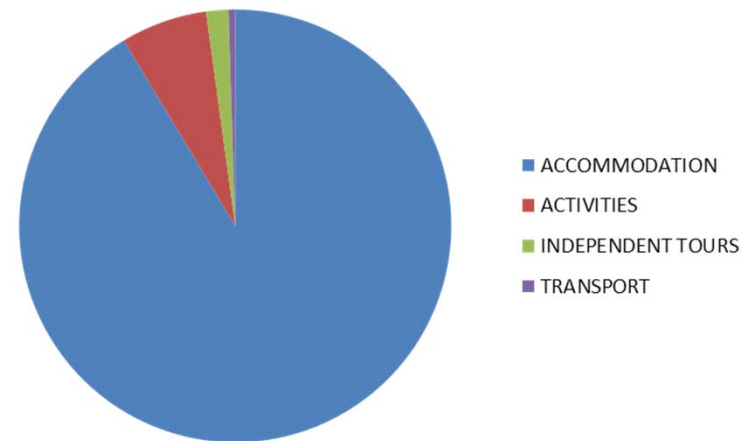
BookIt – quick facts

1. Launched: 2004

2. Team: 9 across Travelbug and BookIt

3. Database: 3,189 operators

4. Network: 100+ resellers



Which RTOs use BookIt?

Destination Northland
Tourism Auckland
Tourism Coromandel
Destination Rotorua Marketing
Destination Great Lake Taupo
Whakatane District Council
Venture Hawke's Bay
Visit Ruapehu
Venture Taranaki
Wanganui District Council
Destination Wairarapa

Positively Wellington Tourism
Destination Marlborough
Nelson Tasman Tourism
Christchurch & Canterbury
Tourism
West Coast Tourism
Tourism Waitaki
Lake Wanaka Tourism
Tourism Dunedin
Venture Southland
Destination Manawatu
Hamilton/Waikato Tourism



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	-	-

book now

Full integration

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

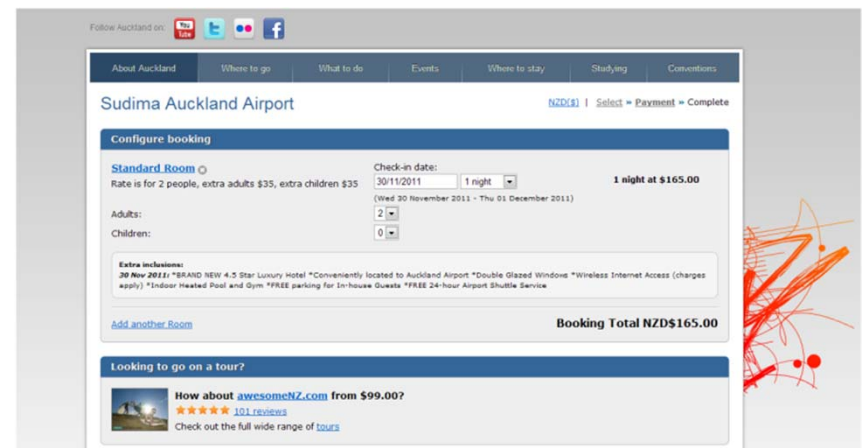


A "Book Online" widget with a dark blue background. It has two tabs: "Accommodation" (selected) and "Activities". Below the tabs are three date pickers for "From" (29 Nov 2011), "For" (1 night), and "Type" (All types). A white "Go" button is at the bottom right. The text "Powered by book.it" is at the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

Customised templates

Match your look and feel

- Maintains the user experience
- Helps foster a sense of security
- Improve booking conversion
- Our only one-off fee (\$499 + gst)



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



Coming soon

Bookit for mobile devices

- Booking process optimised for smartphones
- Convert travellers on the go
- Estimated release: February 2012










Other reseller goodies?

- Add reviews to the API
- Trip planner enhancements
- Activities system integration

Trip Planner

[NZD\(\\$\)](#) | [Select](#) » [Payment](#) » [Complete](#)

Choose what to add to your trip plan

-  [Select](#) Transfers
-  [Select](#) Backpackers
-  [Select](#) Rental cars
-  [Select](#) Motels and Motor Lodges
-  [Select](#) Hotels
-  [Select](#) Lodges
-  [Select](#) Apartments

Questions?