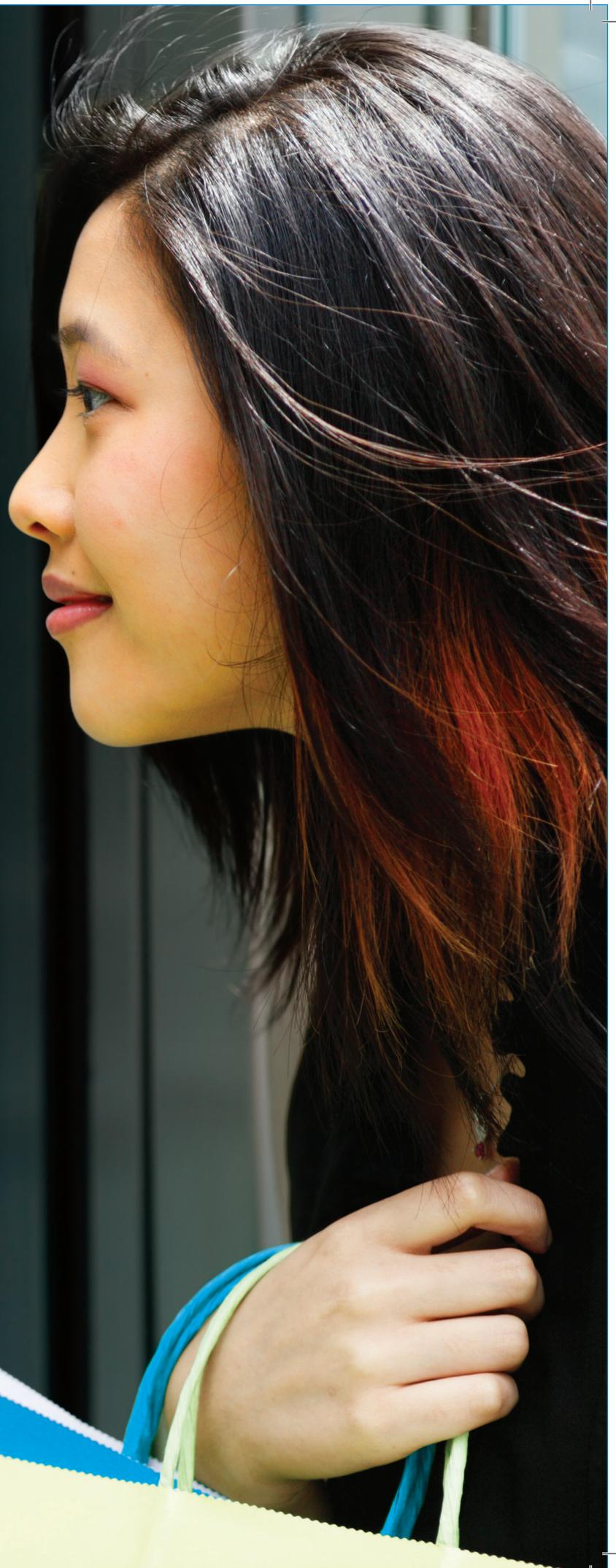




**TOPSAIL—
CRAFTING THE
HOTEL SHOPPING
EXPERIENCE**



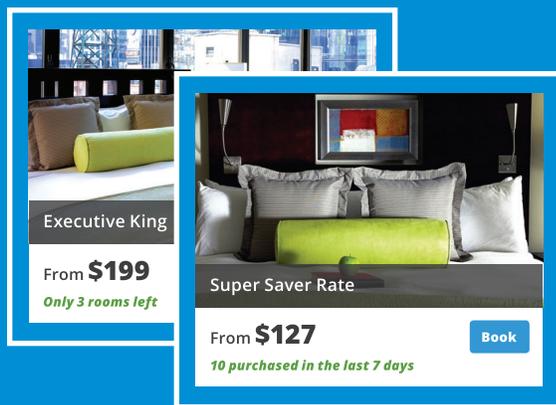
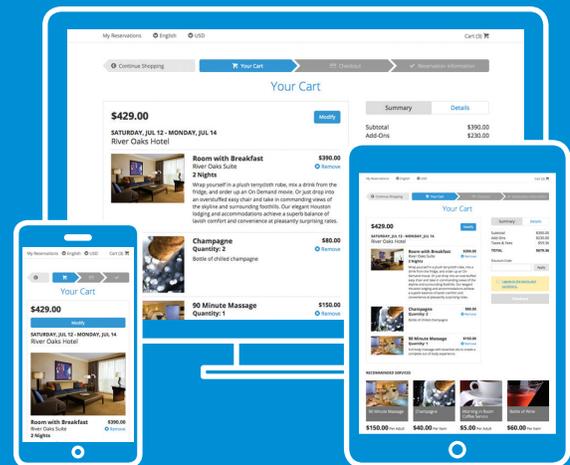
TopSail™—SHR’s Internet Booking Engine (IBE)—includes responsive design, a shopping cart style booking process, persuasive messaging, and the brand new Call to Continue™ feature, among other exclusive functions. Fully optimized for single property independents, multi-property groups, and large hotel brands, TopSail allows cross-selling features as well as suggestive selling prompts.

Responsive Design

SHR knows that guests will view your site and booking engine in a variety of contexts, using a variety of devices. With TopSail, there is no longer a need to maintain a separate mobile booking engine—a single, responsive IBE is all you need.

AUTOMATICALLY ADJUSTS TO:

- Desktop computers
- Tablets
- Mobile phones



Persuasive Messaging

By displaying relevant availability messages under room types and/or packages, hotels can show persuasive messaging, helping to create a sense of urgency for a booking confirmation or just to reassure a guest they’ve made a great choice.

TYPES OF MESSAGING

- Number of rooms (or packages) purchased in the last x-number of days
- Number of rooms (or packages) available for the dates selected

The Shopping Cart

With the shopping cart, guests can:

- Feel at ease when shopping for a room or as they add or edit items in their cart
- Book multiple dates of stay, each with multiple rooms and multiple occupancies
- Book at multiple properties within the same chain within the same reservation session
- View room or rate details with comparison options and a day-by-day break-down of rates
- View add-ons within the availability results and cart screens
- View detailed pricing and policy restrictions for all the items in the cart
- Fully edit a reservation within the cart screen before checkout

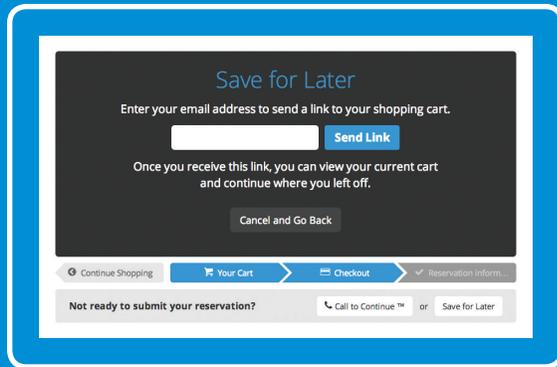
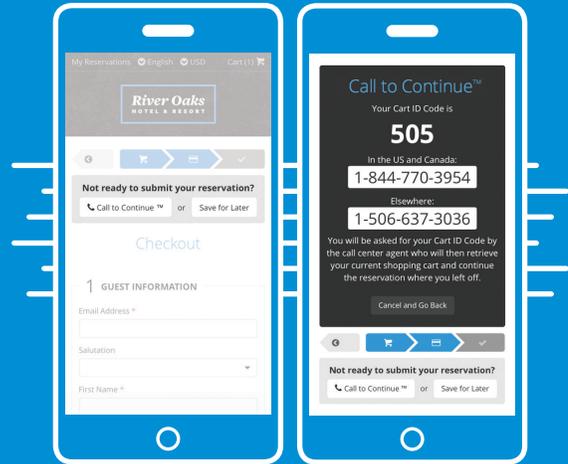


Call to Continue™

Once a guest has searched and added reservation information to their cart, they have the option to call to continue by simply touching a number on his mobile device. This feature sends the reservation information to the hotel's call center with a unique Cart ID that allows the reservation agent to pick up where the guest left off and complete the booking.

CONVERSION IMPACT

- Abandonment recovery
- Frictionless checkout
- Reduced payment barrier
- Increased mobile conversion



Save for Later

This feature allows guests to save a cart for later by entering an e-mail address. A link to their cart is e-mailed to them so they can complete the booking process at a later time.

KEY FUNCTIONS

- Abandonment recovery
- Greater flexibility and ease of booking for the guest
- Helps support cross-device conversion

Enriched Discount Code Fields

To facilitate promotions and up-selling, TopSail offers a Discount Code field on the shopping cart and checkout screens. These screens also highlight any discounts the guest has already received during the booking process.

Summary		Details
Rooms	1202.00 USD	
Add-Ons	45.00 USD	
Subtotal	1247.00 USD	
Taxes & Fees	200.00 USD	
TOTAL	1447.00 USD	
YOU SAVED	182.26 USD	
Discount Code	<input type="text"/>	<input type="button" value="Apply"/>

Enhanced Add-On Features

Add-ons are not new to SHR's booking engines, but TopSail allows items to be added in the cart view—even if the itinerary is multi-room and multi-property. Guests have the option of viewing their itinerary costs in an easy to read and understand Summary or Detail format.

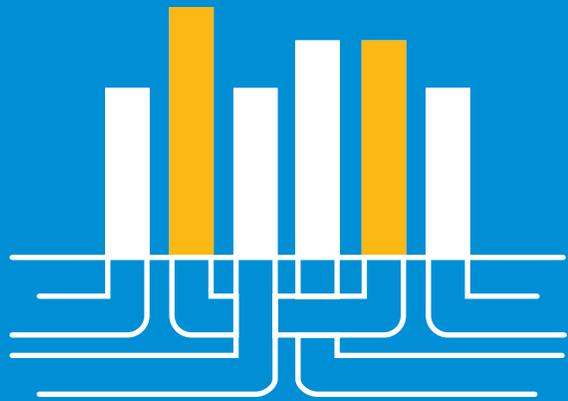


Blended Rates

When a guest is viewing availability for a desired rate and that rate is unavailable on one or more of their selected dates, a pre-determined rate can “fill-in” the unavailable dates providing the guest a desirable alternative of blended rates versus abandonment out of frustration.

THIS HELPS THE HOTEL TO:

- Reduce the frequency of showing an unavailability message in the booking engine
- Decrease booking abandonment
- Show true availability
- Offer promotions that are more flexible



Mobile-Only Rates

Allow special rate offers to be available exclusively for mobile bookings. Combined with the ease of mobile booking offered via the TopSail booking engine, your guests will enjoy special mobile rates with no hassle booking.

USE THIS SETTING TO:

- Promote special, last-minute deals
- Encourage mobile bookings
- Better compete with the OTAs

Room Attributes Filtering

Guests can quickly filter availability results by selecting desired room attributes. For example, the guest can see all available rooms that have king-sized beds and direct pool access or all available suites that have an ocean view.

THIS HELPS THE HOTEL TO:

- Better merchandise room attributes and price
- Communicate room amenities particularly on properties with multiple buildings
- Simplify their room offering to guests especially in the case of many room types



Visit shr.global/topsail or call 1-800-252-0522.

