

Maestro 'Web Connection' Suite featuring ResWave Booking Engine

The innovative guest-centric **ResWave Web Booking Engine** is 100% real-time and fully integrated with your **Maestro Property Management Solution** to help maximize your online revenue, increase guest service and lower the cost per reservation booked directly on your website!

Today's travelers want to do more online than shop rates and book a room. They want to use their browser to schedule spa appointments and tennis lessons, tee times and other activities, customize packages, make dining reservations and even set up group meetings before they reach the property. **'Web Connection'** and **ResWave** deliver the industry's most comprehensive suite of PMS-integrated online management controls, guest self-serve options, and marketing tools that enable operators to:

- *Maximize room revenue across all channels for multiple properties with real-time proactive Maestro Yield Management*
- *Add incremental revenue from guest-driven Web booking of activities and amenities such as Spa, Golf and Dining*
- *Have confidence in rate and inventory accuracy with 100% real-time PMS integration*
- *Create revenue generating options with Online Dynamic Packages*
- *Drive yield strategies with 2-way GDS interfaces*
- *Improve marketing results and personal service with a 360 degree view of each guest*
- *Provide online condo & timeshare owner management.*

Real-time Web Integration with Maestro PMS

Integrating a state-of-the-art booking engine like ResWave into your Independent hotel Website to complement your third party distribution channels can help you compete with the big hotel chains, boost your reservations, reduce costs, and enhance guest loyalty. Since all of Maestro's online tools are linked to its integrated yield management system, Web bookers see uniform, optimized rates at every touch point to book rooms plus amenities that drive higher revenues. The advantage is clear; when guests **self-serve** and book their own activities prior to arrival, their revenue stays on property with them. The centralized single-image database gives management a 360 degree view of each guests' history, activities and preferences for more effective marketing results and better guest service.

PMS INTEGRATED and 100% REALTIME FEATURES

- Real-time Room Bookings
- Proactive Yield Management
- Spa Appointment Bookings
- Fine Dining Reservations
- Book Other Charges/Add-Ons
- Online Package Bookings
- Guest-Driven Dynamic Packaging
- Website Guest Profile Account
- Group Rooming List
- Meeting/Event RFP
- Condo Owner Management
- Direct Room Number Booking
- GEM Online Guest Feedback
- Maestro SMS Text Messaging
- Seamless Branded Look & Feel
- Email Marketing to Entire Database
- SEO Website Optimization
- Google Analytics Tracking



Merrill Lynch forecast that at least 45% of room bookings will be made online by 2010. source: ehotelier.com

Convert More Website Visitors to Satisfied Guests with Online Self-Serve

ResWave integrates the latest emerging technologies with consumer-focused streamlined functionality, offering:

- Seamless customization with hotel website look and feel for brand integrity
- Guest-centric easy step-by-step booking process
- Online merchandising capabilities including hotel descriptions, visually rich images, videos and links
- Real-time accurate rates, availability and inventory streamed directly from Maestro PMS
- Guest self-service options to personalize their stay
- Website visitor and guest profile account opt-in
- Parameter passing options to manage website booking paths and increase conversions

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MAESTRO eMARKETING

Maestro eMarketing is simple and powerful, with a variety of options for managing lists, creating custom emails, offers agency quality templates and provides detailed geo and dynamic tracking of open rates, clicks and so much more!

GOOGLE TRACKING

ResWave is fully integrated with Google Analytics and other web tracking tools to measure marketing campaign results and drive future revenue management decisions.

GROUPS & MEETINGS

ResWave Group Management enables busy planners to self-serve online, including submit RFP's, view rooming lists, make reservations for rooms and book amenities.

For more information on any of our products or services or to schedule a live demo— please visit us on the Web at:

www..MaestroPMS,.com

or call (905) 940-1923

Online Self-Serve & Upsell for Groups

Group reservations can be a large part of a hotel's revenue. With ResWave online group management, hotels can streamline the group reservation process, increase meeting planner loyalty and drive incremental revenue. Planners and guests can self-serve online before they arrive which frees property staff to focus on guest service and developing new business. Streamlined and efficient integrated online group management minimizes manual efforts and enhances services while giving event planners real-time access to:

- Group Member Reservations
- Group Up-sell of Amenities and Activities
- Rooming Lists View
- Online RFP processing

The screenshot shows the Maestro eMarketing tool interface. At the top, there are navigation tabs for Accommodations, Dining, Spa, Meetings, Packages, and Activities. The main content area is titled 'Meetings & Events' and features a 'BOOK A ROOM' section. This section includes a dropdown for 'Select A Hotel' (Northwind Hotel), an 'Arrival Date' field (Month 1, 2009), and 'Number of Nights' (1) and '# of Adults' (1) fields. There is a 'Promo/Package Code' field and a 'Check Rates & Availability' button. Below this is a 'GREAT AMENITIES' section with icons for Spa, Dining, and Meetings & Events, each with a brief description. At the bottom, there is a footer with copyright information and navigation links.

Condo & Timeshare Owner Management

To raise profitability for operators in the growing condo and timeshare ownership market, NORTHWIND has developed the industry's first comprehensive online Condo and Timeshare Owner Management system as part of its 'Web Connection' Suite. By teaming with large ownership property operators, this powerful tool delivers advanced revenue enhancing functionality and allows users to use the Internet any time to:

- View their unit performance and statements online
- Check their unit's availability any time
- Reserve their unit for their own use
- Property direct room number booking



Complete eBusiness Solution ResWave+ eMarketing + Guest Feedback (GEM)

Maestro eMarketing Tool

Manage lists, send email campaigns, newsletters and press releases, track them in real-time and maximize your delivery rates. Email marketing can generate significant return on investment, build strong customer relationships, and help hotels understand their customers better to increase loyalty. The benefit of Maestro eMarketing is that all customer emails and relevant guest data can be consolidated from all channels (GDS, POS, PMS, CRS, Call Center, Info Requests) and sent targeted marketing messages to drive reservations direct to the hotel website booking engine. The flexible Maestro eMarketing solution let's you choose from a self-service option to full-service model.

Guest Experience Measurement (GEM)

GEM is a powerful and easy-to-use online Guest Satisfaction Feedback tool fully integrated with Maestro PMS and features detailed reporting, evaluation and collection capabilities to provide operators with actionable Predictive Intelligence. Guest feedback is tied directly with Maestro so reservation clerks can view the guest feedback history at reservation time for repeat guests.

