

# Welcome to Pub Rooms!



W: [www.pubrooms.com.au](http://www.pubrooms.com.au) Pub Rooms Australia E: [support@pubrooms.com.au](mailto:support@pubrooms.com.au)



[Facebook.com/PubRoomsAustralia](https://www.facebook.com/PubRoomsAustralia)



[@PubRoomsAUS](https://twitter.com/PubRoomsAUS)



[plus.google.com/+PubroomsAu](https://plus.google.com/+PubroomsAu)



[@pubroomsaustralia](https://www.instagram.com/pubroomsaustralia)

# Welcome to Pub Rooms!






Welcome to the Pub Rooms team, where you'll be provided with a comprehensive system that allows your property to be available for sale all over the world. Not to mention the ability to receive bookings 24/7.

Our services have been designed to automate the booking process, whether it be walk-ins, phone calls, emails, and direct and third-party website bookings, and to manage these right through til check-out.

Although the big old leather bound book has been a comforting addition to most properties for many years, it is time for a cosy retirement on a book shelf somewhere...

**"Pub Rooms works alongside you the whole way to ensure your hotel is open worldwide to new clients"**

## Pub Rooms marketing group:

-  Co-operative group marketing platforms engaged to make your hotel visible to consumers 24/7.
-  Support to set up your year round room rates.
-  Support with revenue management to maximise rooms revenue.
-  Dedicated listing on the Pub Rooms website and social media channels.
-  Cooperative marketing opportunities.








**"The Pub Rooms Member Logo is a mark of excellence as a recognised Pub Accommodation Partner!"**





# Pub Rooms opens your doors to the world...

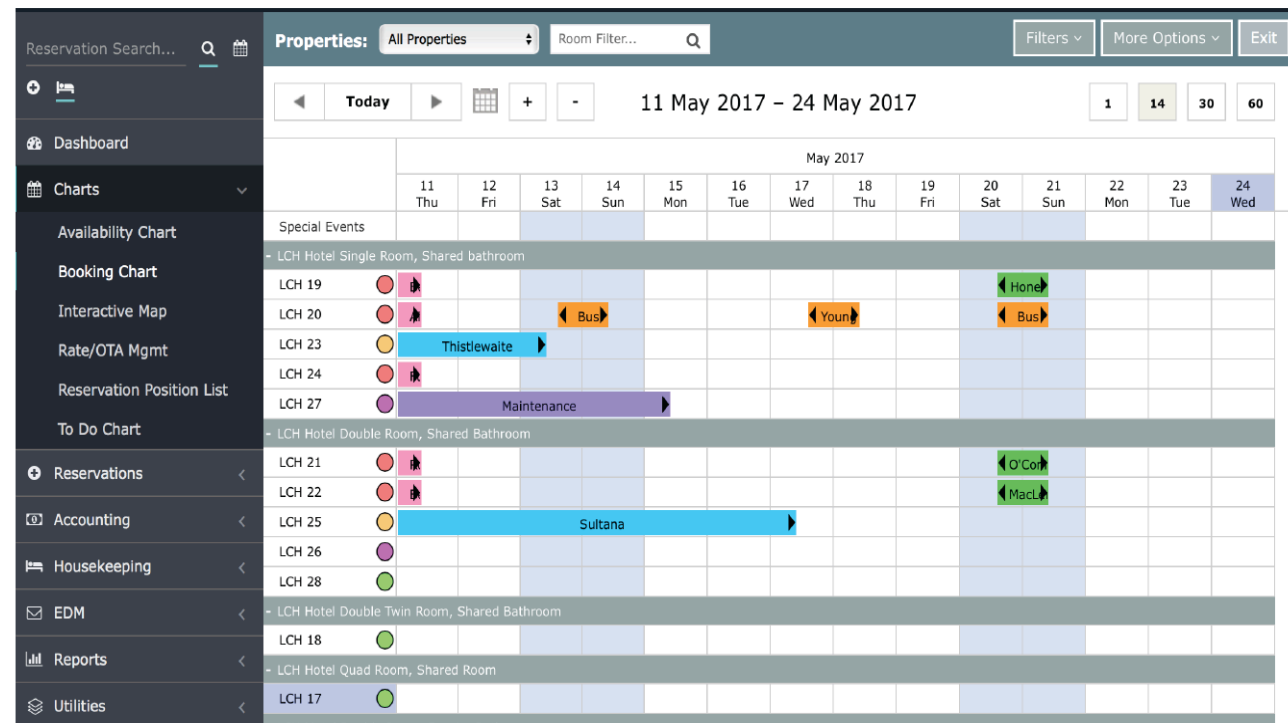
## Everything you need to run your hotel...

-  Cloud based Front Office System, accessed on any device with internet
-  Booking Engine open 24/7
-  Centralises all your bookings on one platform
-  Manages your check-ins, check-outs, payments and inventory
-  Channel manager to market your rooms online (direct website, Wotif.com, Agoda, Booking.com, Expedia)

Here is an example of how your front desk system will look.



## Your New Front Desk System



## Your Future Reservations

This is an important step to avoid overbookings and must be completed before going live with the booking engine.

We support you by inputting your current and future reservations into the Front Desk system. We provide you with an XLS spreadsheet and you fill in all future bookings.

Here is an example of how to enter bookings into the online calendar. It's a very simple process and you will be a whiz in no time!



RMS Client No: 5366 (10.17.23.24)

Reservation - (New Reservation) Status: UnConfirmed

Reservation	Room	Guest	Correspondence
<b>Guest Details</b> Options <p>RMS SmartSearch &gt;</p> <p>Guest No &gt;</p> <p>GroupName &gt;</p> <p>Surname &gt;</p> <p>Given &gt;</p> <p>Address Line 1 Enter a location</p> <p>Town Enter a location</p> <p>State</p> <p>Post Code &gt; Enter a location</p> <p>Country</p> <p>Phone AH</p> <p>Mobile &gt;</p> <p>Email &gt;</p> <p>Black List <input type="checkbox"/> No</p> <p>Company</p> <p>Position</p> <p>Privacy/No Mail Out <input type="checkbox"/> No</p> <p>Source</p> <p>Licence Number</p> <p>Cardholder Name</p> <p>Card Type</p> <p>Card No</p> <p>Card Exp MM/YY</p> <p>Card CVV</p> <p>Pref Room</p> <p>Created By</p> <p>Guest Note</p>		<b>Reservation Details</b> Special Events (0) Add Room <p>Res No (New Reservation)</p> <p>Grp Res No (New Reservation)</p> <p>Status UnConfirmed</p> <p>Arrive Fri, 21 Apr 2017 - 2:00 PM</p> <p>Nights 1</p> <p>Depart Sat, 22 Apr 2017 - 10:00 AM</p> <p>Adults 1</p> <p>Children 0</p> <p>Infant 0</p> <p>Room Type</p> <p>Room</p> <p>Rate Type</p> <p>Fixed <input type="checkbox"/> No</p> <p>Company</p> <p>Source</p> <p>Travel Agent</p> <p>Market</p> <p>Online Conf No</p> <p>Date Made</p> <p>Made By</p> <p>Last Modified</p> <p>Group Allotment</p> <p>Modified By</p> <p>Wholesaler</p> <p>Cancelled</p> <p>Cancelled By</p> <p>Note1</p>	

# Features that sell your rooms

**High quality images and professional descriptions are the key to selling your rooms!**

## Images:

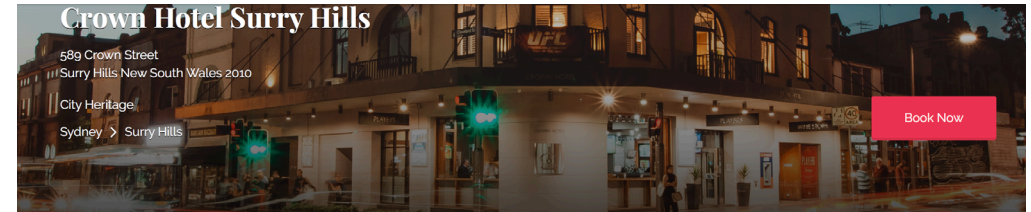
Your images provide a first impression to the potential guest, so it is important to make sure they are of a high standard. We require at least 20-25 images.

- Hotel exterior
- Pub area – bars, gaming room, live music, pool tables, beer garden etc.
- Lobby or reception desk
- Restaurant (food shots are also great!)
- Any other areas e.g. kids playground, function area, carpark etc.
- Room types (4 shots of each room, bathroom, close up toiletries & towel etc)
- Shared accommodation facilities (if applicable) e.g. common room, kitchen etc.

## Descriptions:

A high quality, professional description is essential to get guests to complete their reservation.

We will do the hard work for you! Please ensure you give us all necessary information so we can highlight all of your property's features and facilities.

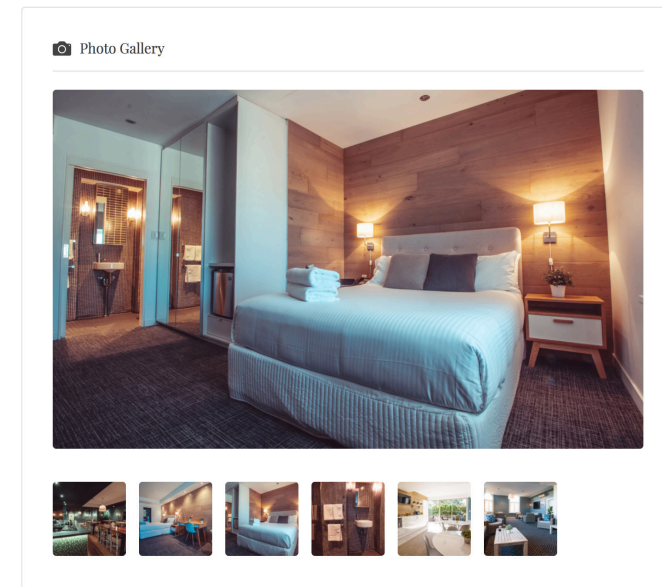


58g Crown Street  
Surry Hills New South Wales 2010

### Welcome to Our Place

Crown's Boutique Accommodation is positioned on the corner of Crown and Cleveland Street. It has recently undergone and extensive refurbishment and is one of the trendiest places to be on Crown. The Crown Hotel is in the center of the hustle and bustle of Surry Hills, only ten minutes from the Sydney CBD and Sydney Airport and just minutes from Central Railway Station. It is surrounded by some of Sydney's top restaurants and nightspots and so near to Oxford Street, the Entertainment Quarter, the SCG and Allianz Stadium.

The Crown Hotel features a 24 Hour Sports Bar, located on the bottom level of the Crown Hotel, televising ALL major sporting events live, including AFL, NRL, EPL and UFC! You're welcome at any hour to watch all of your sporting fixtures and events.



# Your Customised Booking Engine

We customise your booking engine to suit your brand and the theme of your website.

**You will be open for sale 24/7!**

Here is an example of what your Booking Engine will look like.



## Terms and Conditions

Pub Rooms will work with you to build a standard set of terms and conditions that will protect you from liability in disputes and manage guest expectations before they book and stay with you.

These terms and conditions will be used for your booking system, the online travel agents and your own website.

Hotel
INFORMATION

Select Accommodation
02 9977 4977
example@hotel.com.au

Stay 3 & Save
Must stay at least 3 days
\$183.00 per room

Arrival Date
Departure Date
Adults
Children
Infant

Thu 18 May 2017
Fri 19 May 2017
1
0
0
Refresh
Back

Standard Twin Room

**Rates From \$129 AUD for**

Private room with 2 single beds. Alley facing, wardrobes. Linen and towels provided and bathrooms are shared.

- Shared Bathroom

Rate Description	Rate Detail	Full Rate	
Standard	Rate for 1 - Max allowed 2	\$129.00 AUD	Book

King Bed Room

**Rates From \$119 AUD for**

Private room with king size bed, wardrobe, and balcony. Oceanfront views. Fridge, Foxtel TV, heater/air con, safe, and coffee and tea making facilities. Linen and towels are provided. Shared Bathrooms.

- Shared Bathroom

pubrooms.com.au

# WHAT'S NEXT?

Open your doors to the world!

## Online Travel Agents

Partnerships with OTA's are a necessary part of any hotels distribution strategy - no matter the size. In order to scale your business, you will need their help.

**Why pay the commission?** OTA's have access to markets that you can't reach and a massive budget to promote your hotel to the millions of guests nationally and internationally. A commission is simply the cost of getting access to this.

**We will do the hard work for you!** Leave it to us to set you up on four of the largest OTA channels in the market - Agoda, Booking.com, Expedia & Wotif.

Once these channels start working for you, we will work with you to understand your market and then connect you to more channels.

**Booking.com**

 **Expedia®**

 **Hotels.com**

**lastminute.com**

 **wotif.com**

 **My Bookings™**  
by entertainment

 **Ctrip**

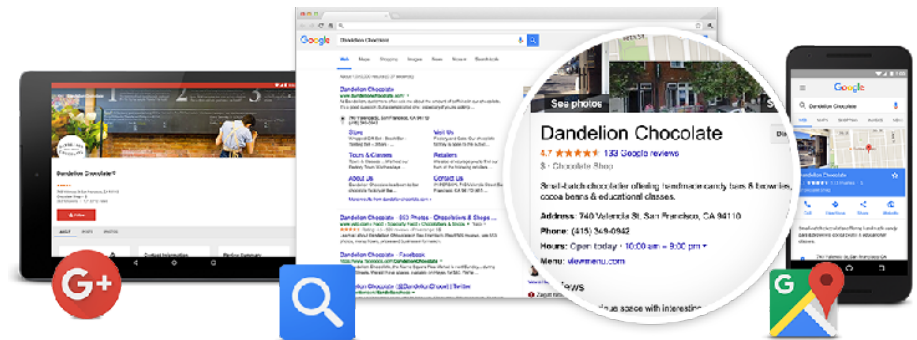
**QANTAS  
HOTELS.**

**Jetstar** 

## Google

Google is one of the most downloaded maps search engines in the world and is widely used on mobile phones. All listings are essential tools for the last minute traveller and improve your presence online and assist to convert direct bookings to your web site.

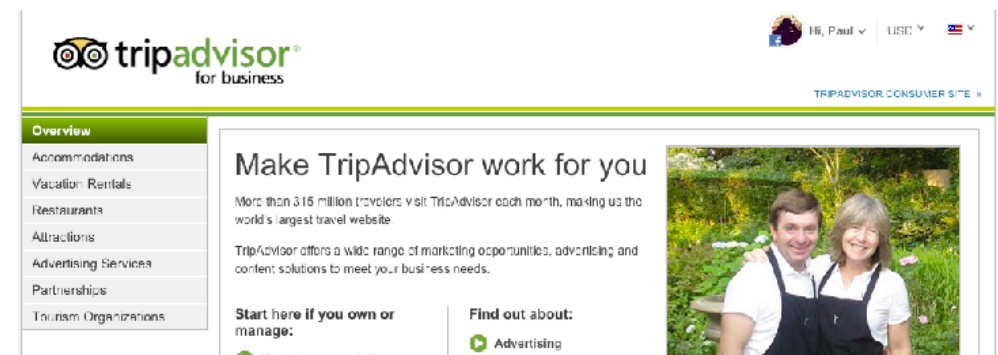
Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+. The Pub Rooms team will update/create all of this for you.



## Trip Advisor

Trip Advisor is the largest travel site in the world with more and more visitors to the site every day, so it can be a very effective tool if used correctly. Research shows that 96% of TripAdvisor users find reviews important when booking hotels.

The Pub Rooms team will update your listing and give you helpful tips to maximise your listing.



## Destination Marketing

The Pub Rooms team will connect you to your local tourism web site and visitors centre. You will also get a listing on [www.australia.com](http://www.australia.com) and [www.visitnsw.com](http://www.visitnsw.com) or similar.



AUSTRALIA'S SMARTEST TOURISM DESTINATION







# Automatic Guest Emails

Personalise your correspondence with fully customisable pre-arrival and post-departure emails that are automatically sent to guests.

This feature allows you to keep in touch with guests, enhance their experience from beginning to end and provide them with detailed information and tips before their stay.

Thanking guests after their departure helps to promote repeat visits and word of mouth business.

**Better yet, we will set these up for you!**

-  Booking Confirmation
-  Pre-Arrival Email
-  Cancellation Email
-  Post Departure - Ask for a TripAdvisor review!

Here is an example of a Booking Confirmation email.



## Commercial Hotel Motel Lithgow

198 Main Street  
Lithgow NSW 2790 02 6351 2312

[info@thecommercialhotellithgow.com.au](mailto:info@thecommercialhotellithgow.com.au)

**Booking Confirmation ID: 8485245**

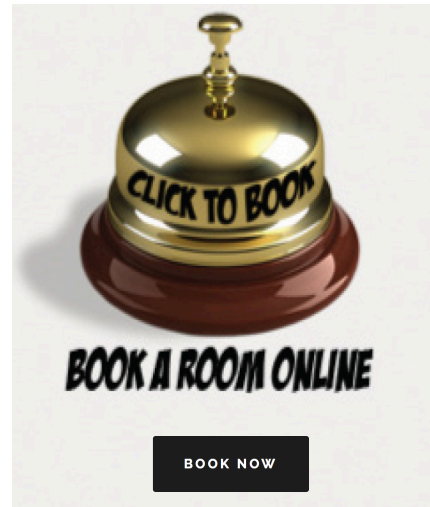
Booking Information		
<b>Booking Details</b>		
<b>Room Type:</b> LCH Hotel Single Room, Shared bathroom		
Hotel Single rooms include a single bed and shared bathroom access. Room amenities include linen/towels, bar-size refrigerator, tea/coffee-making facilities and TV.		
<b>Number of Room:</b> 1		
<b>Arriving:</b>	01-Mar-2018	<b>Adults:</b> 1
<b>Departing:</b>	02-Mar-2018	
<b>Rate:</b>	Standard	<b>Total:</b> \$59.00
		<b>Room Type Charge:</b> \$59.00
		<b>Booking Total:</b> \$59.00
		<b>Booking Amount:</b> \$59.00
		<b>Booking Total:</b> \$59.00
		<b>Deposit Required:</b> \$0.00
		<b>Amount Paid:</b> \$0.00
		<b>Amount Owning:</b> \$59.00
Guest Details		
Name	Address	Contact
Danny Salvador	NotSet	0420574700 <a href="mailto:support@pubrooms.com.au">support@pubrooms.com.au</a>
Special Requirements		
TEST BOOKING		
Travel Directions		
Located 40 minutes drive from Bathurst Airport via Great Western Hwy/A32.		
Terms & Conditions		
<ul style="list-style-type: none"> <li>• Best Available Rates: free cancellation up to 24 hours before check-in. Booking cancellations made at least 24 hours prior to the check in date and time will not incur any fees or charges and will be eligible for a full refund. Booking cancellations made within 24 hours prior to the check in date and time will incur a charges for the first night stay.</li> <li>• Hot Deal: Non-refundable Rates. Require full pre-payment with no changes or refunds permitted.</li> <li>• Special Events: Requires full pre-payment with no changes or refunds permitted. A minimum 2-night stay is required unless otherwise stated.</li> </ul>		

# Getting Direct Bookings

## Your Own Website

We will assist you with adding a booking engine link to your website.

Make it easy for guests to make a booking with a link on every page.



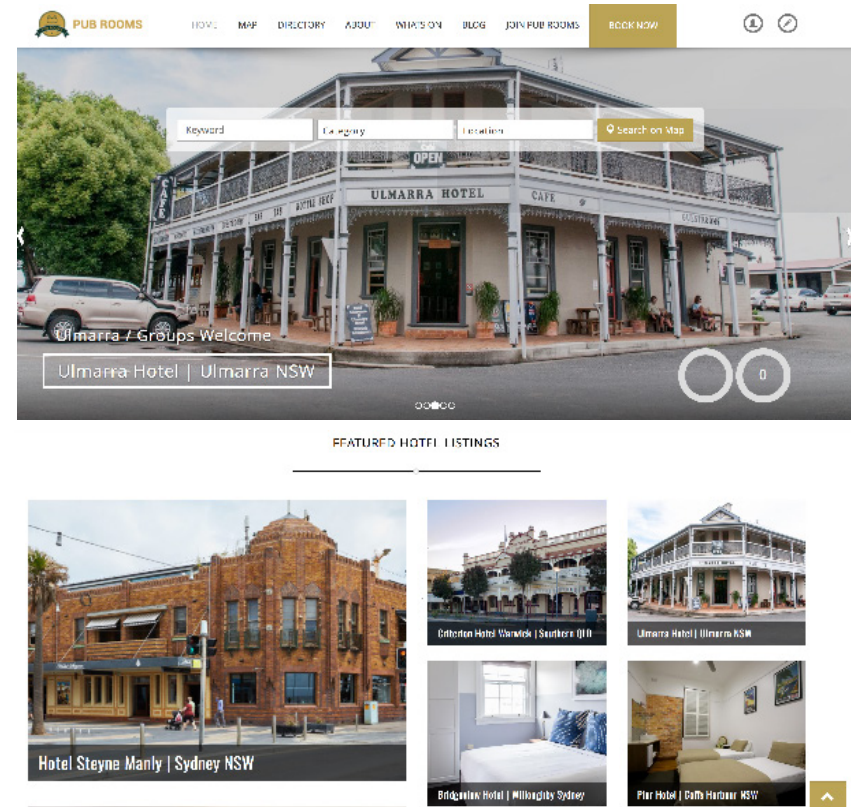
We also require you to put the Pub Rooms logo and link on your own website, and we will assist you with this.



Boatrowers Hotel Stockton is a member of  
Pub Rooms

## Pub Rooms Website

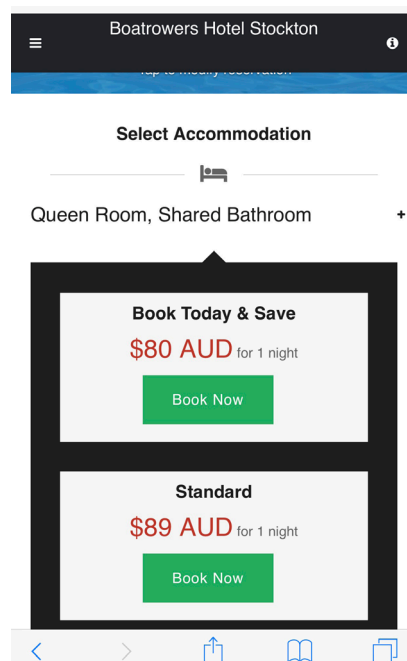
We include your hotel on our global Pub Rooms website which is used by us to cross market the Pub Accommodation sector opening your doors to new markets and travellers.



## Mobile Bookings

Did you know that mobile bookings are now the fastest growing way to book hotel rooms online?

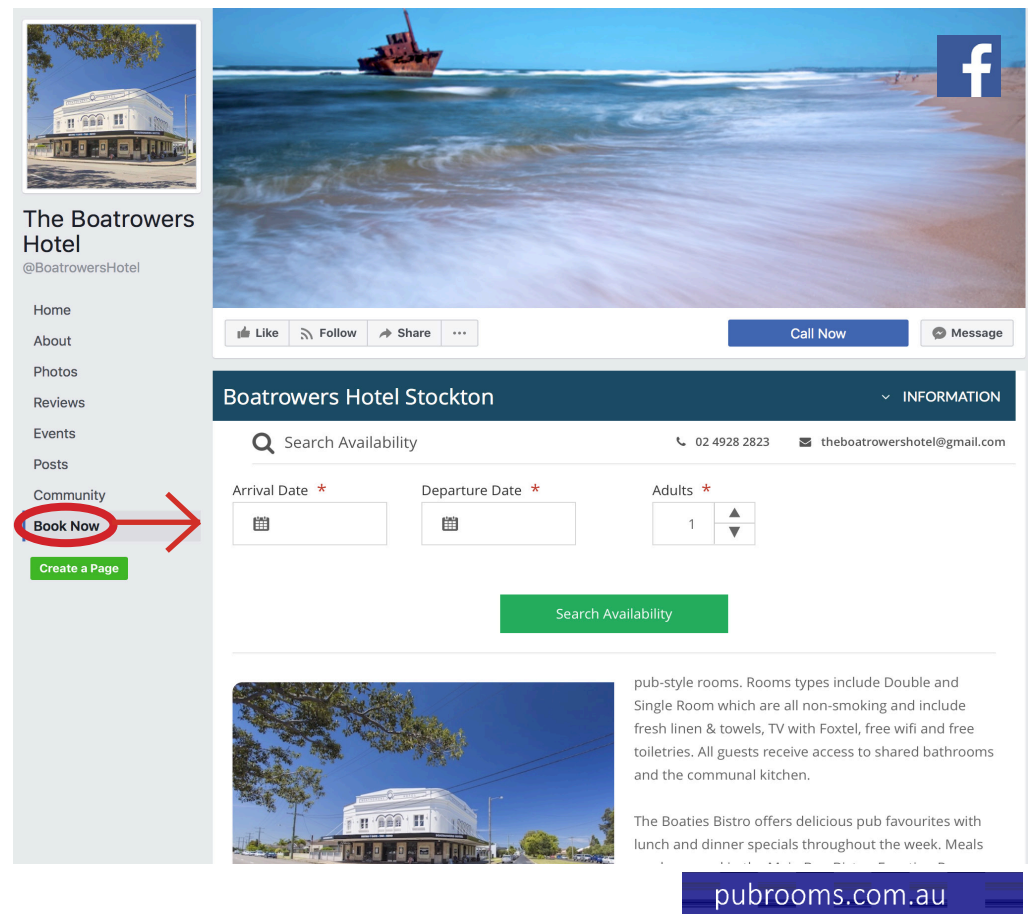
Your booking engine will be fully compatible to take bookings via smartphones (iPhones etc) allowing you to target your customers anywhere, anytime!



## Facebook Bookings

Not only is Facebook undoubtedly the largest social network, it's also a popular tool for travel research.

We can help you connect your booking engine to your Facebook Business Page, which means people can conveniently book their stay directly from your page. Too easy!





[www.pubrooms.com.au](http://www.pubrooms.com.au)

**Contact Pub Rooms to find out more**

**Ph:** 02 9046 0989 | **support@pubrooms.com.au** | **Address:** 406/56 Bowman Street, Pyrmont, Sydney, NSW 2009