

HOSPITALITY
WITH A
SYSTEM



protel Web Extensions

protel Room Tweet

Product information

Sell rooms with 

PROTEL ROOM TWEET



protel Documentation | protel Room Tweet – Product information | en_1.1_SO (2011-09-26)

protel Room Tweet

Tweet your room deals with protel - the easiest and fastest way to get your offers directly to your potential guests!



protel Room Tweet

Offer rooms with
Twitter and
protel WBE

A "tweet" with the latest special offer, including a link to the hotel's protel WBE

protel Room Tweet connects the social networking and micro blogging service Twitter with protel, generating additional online sales and marketing of your rooms - just at the click of a button.

PROTEL ROOM TWEET



protel Documentation | protel Room Tweet – Product information | en_1.1_SO (2011-09-26)

Tweet your room offers – nothing could be easier!

As protel Room Tweet is a web-based application, you can either start it directly in protel Front Office or work with it in any Internet browser.

Fast, easy and effective:

1. Define dates
2. Define number of guests
3. Display availability
4. Choose room type
5. Review and post tweet

The screenshot shows the protel Room Tweet interface. On the left is a navigation menu with options: Kundendatenbank, protel Survey, protel Room Tweet, Angebote (selected), Auswertung, and protel Direct Mail. The main area is titled 'protel Room Tweet: Angebote erstellen und senden'. It is divided into two sections: 'Angebot vorbereiten' and 'Tweet prüfen und senden'. In the 'Angebot vorbereiten' section, there are dropdown menus for 'Twitter-Account' (Hotel Singvogel) and 'Market-Code' (protel Room Tweet), along with a 'Twitter-Account hinzufügen' button. Below these are date pickers for 'Anreise' (10.09.2010) and 'Abreise' (12.09.2010), and a dropdown for 'Erwachsene' (2). A 'Verfügbarkeiten anzeigen' button is also present. The 'Tweet prüfen und senden' section shows a preview of the tweet: 'Wochenend-Special im Hotel Singvogel: Vom 10.09.2010 bis zum 12.09.2010 für zwei nur EUR 290,00! Prüfen, buchen: <http://tinyurl.com/2b3h975>'. A 'Senden' button is at the bottom of this section. Below the form is a table of room types with columns for Rate, Zimmertyp, Preis, and Frei.

Rate	Zimmertyp	Preis	Frei
WBE1	City Suite	480 EUR	8
WBE1	Business Doppelzimmer	330 EUR	14
WBE1	S Dieses Angebot twittern	290 EUR	15
WBE1	Superior Doppelzimmer	350 EUR	8
WBE1	Deluxe Doppelzimmer	360 EUR	11

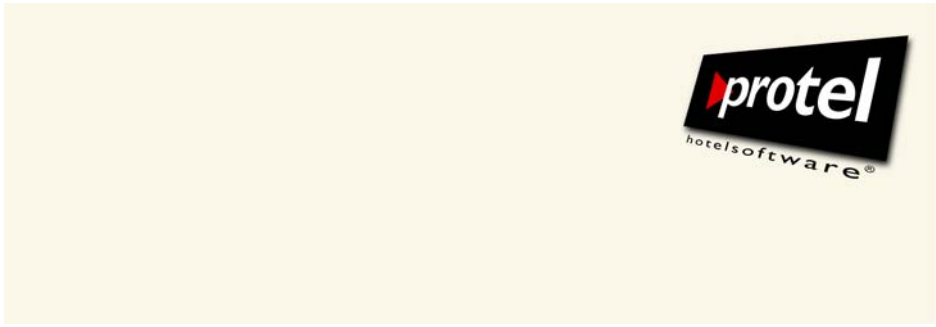
Page size: 10 | 5 items in 1 pages

protel Room Tweet with a page to create and post an offer

protel Room Tweet accesses the protel data base and displays all currently available room types for you to choose from. All you need to do is set an arrival and departure date, define the number of adult guests, select a room type and at the push of a button you can post this offer.

The tweet content will automatically be created by protel Room Tweet based on protel replacement codes. This tweet will also include a link to your protel WBE: The guest can book the rooms right the minute he received your tweet.

PROTEL ROOM TWEET



protel Documentation | protel Room Tweet – Product information | en_1.1_SO (2011-09-26)

protel Room Tweet: From protel to Twitter and back to protel

Twitter distributes your room deals in real time:

Your "Room Tweet" with offer details and a link to your WBE



The Internet link in your Twitter message will lead your guest directly to the corresponding page in your WBE:

protel WBE with more information and direct booking



The evaluation page in protel Room Tweet will displays how successful your room sales via Twitter are:

protel Room Tweet with an overview of sales via Twitter

Kundendatenbank	protel Room Tweet: Umsatz auswerten					
protel Survey	Zimmertyp	Getwittert am	Preis	Anzahl Buchungen	Umsatz	Klicks
protel Room Tweet						
Angebote	Zimmer1				491,98 €	2
Auswertung	Business	29.06.2010 15:18:06	130,00 €	1	130,00 €	1
protel Direct Mail	Business	05.07.2010 10:32:24	270,00 €	1	480,00 €	1
	Page size: 20					33 items in 2 pages

PROTEL ROOM TWEET



protel Documentation | protel Room Tweet – Product information | en_I.I_SO (2011-09-26)

Twitter? - What exactly is Twitter?



The Internet service www.twitter.com was founded in 2006. This platform enables its users to send and read short messages for free. Currently Twitter has around 160 million registered users and a continuously steep upward trend. More and more businesses discover Twitter to be an effective communication medium.

This social network is based on users sending messages and subscribing to messages of other users. Registered users can enter text-based messages of up to 140 characters, called “tweets”.

These tweets are displayed on the user's profile page and visible to everyone who subscribed to this author's tweets - this is known as following and subscribers are known as followers. Twitter basically revolves around the principle of followers. This means that your tweets are received by exactly those people, who are specifically interested in in your business.

➤ Summary

protel Room Tweet is a web-based extension of protel Web Booking Engine (protel WBE) designed to support your online marketing via yet an additional sales channel by linking your protel WBE to Twitter.

Availabilities are drawn from protel. The tweet content, including the link to the corresponding page in your WBE will automatically be created and can immediately be tweeted. The link included in the tweet is a TinyURL which will lead the guest to the WBE of your hotel. If the guest then realises your offer is irresistible he can book immediately.

You can either integrate protel Room Tweet in your protel Front Office or use it via any web browser.

➤ Requirements

You can work with protel Room Tweet in all hotels operated with either protel SPE or MPE and the protel WBE.

➤ More information

Please find further information on protel Room Tweet in the following documents:

- protel Room Tweet User Guide
- protel Web Extensions Installation Guide
- Visit our website and watch our short video clip to learn more about how to effectively use Twitter for your business. Please don't hesitate to ask the Sales Team for more information.

PROTEL ROOM TWEET



protel Documentation | protel Room Tweet – Product information | en_I.I_SO (2011-09-26)

Please don't hesitate to contact us, should you have any further questions or need more information.

We will be happy to help!

Contact:

protel hotelsoftware GmbH
Europaplatz 8
D-44269 Dortmund

- phone +49 231 91593 0
- fax +49 231 91593 998

sales@protel-net.com
<http://www.protel-hotel-software.com>