



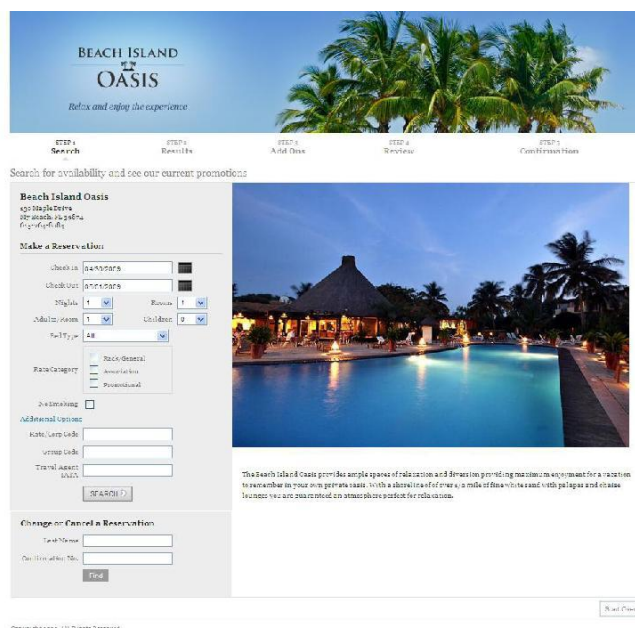
## Surreal Hotels & Resorts

## Branded Booking Engine (BBE)

Our BBE is a state-of-the art, easy-to-use, intuitive, customizable, and secure booking engine that allows your guests and travel agents to book rooms directly on your hotel website and receive immediate confirmation. Add-on packaging and guest preferences are defined by the hotel to enhance the guest stay. Our web-based BBEs allow you to change and manage your rates and availability from anywhere, at any time.

### Integrated Booking Tools includes:

- Unlimited, customizable rate plans;
- Immediate display and update capabilities for property images, logos, policies and amenities;
- Unlimited room types to ensure you display your property's uniqueness;
- Automated, branded email confirmations;
- Dynamic packaging options to enhance the guest's stay;
- Guest preferences automatically appended to reservations allowing for a seamless check-in process;
- Special promotional tool for IATA numbers, loyalty programs or marketing campaigns;
- Package features with integrated booking engine;
- Enhanced Customizable Group functionality;
- Mobile device booking engine subscription available.



### What this means for you

Increase your revenue by ensuring your guests can book the room(s) they want, when they want them, with the additional services they want and with immediate confirmation. Increase your ADR by changing rates and availability real-time, adjusting to your market and competition. Increase length of stay and customer value by offering special packages and promotions.

### Financial benefits

In 2009 over 75% of all consumers utilized the internet to research accommodations. Of the 148 million travel bookings made on the internet in 2012, 65% of those were made using a booking engine residing on the hotel's own website.

### Getting started

Getting started is simple! Our Implementation Specialist will guide you through the set up stage. You'll also have access to our e-learning tools as well as 2 hours of Success Training to ensure you—and your staff—are fully ready to maximize our booking engine