



CM STUDIO .BOOKING-CENTER

eCommerce and booking platform for tourism destinations



CM STUDIO .CDM

Features and characteristics of a destination marketplace

The basic idea of the destination marketplace is based on a distributed platform that integrates different applications and connects any number of heterogeneously positioned service providers to present the variety of offers of a tourism destination:



CM Studio .Booking-Center is the central component of the destination marketplace and represents the eCommerce and booking platform for the hotel and parahotellerie industry. This definitely does not exclude the possibility to use other booking systems for parts of the offer.

UNTERSCHIEDE CM STUDIO. BOOKING CENTER VS. CRS SOFTWARE

In contrast to the classic CRS solutions of the 2000s, the Destinations Marketplace concept relies on decentralized bookability at the level of the hotel operation.

Each hotel has its own booking instance with its own database, which can be controlled and set up independently by the business. In a heterogeneous landscape, this autonomy enables the different hotels to
This independence makes it possible for the various businesses to better present their unique selling points and their individual marketing priorities in a heterogeneous landscape.

In addition, the tourism organization is provided with the Presentation Manager and the central META-SERVER, tools that accomplish the following:

1. The Presentation-Manager, which works similar to a BLOG, has the task to present a clear presentation of all service providers (hotel industry and if applicable parahotellerie) in a coordinated CI of the destination.
2. The META-SERVER offers the booking and searching guest a superordinate search engine, which enables him to find and book suitable accommodation offers quickly and efficiently.

Similar to independent price comparison engines, META-SERVER uses the price and availability data of independent and availability data of the independent booking instances within the platform and supplements this commercial offer by linking to the BLOG entries of the presentation manager as well as the representation of picture and video galleries. Also the integration of a rating platform like Trust-You with the various selection criteria is integrated by META-SERVER into the search selection of the guests.

CM STUDIO .BOOKING-CENTER PUTS HERE WITH THE MARKETING THE FOCUS ON MEDIA PRESENTATION, ALREADY IN THE AREA OF META-SERVERS

Hotel Caprice



Die Liebe zum schweizerischen Design und Stil zeichnet das Hotel Caprice aus. Die Zimmer im typisch alpenländischen Stil werden Sie auf jeden Fall Ihren Urlaub in den Grindelwalder Bergen genießen lassen.

Verpassen Sie nicht das Highlight des Hotel Caprice: **Die Wellness-Oase mit dem Wetterhorn-Whirlpool.**

[> Mehr Infos](#) [> Auf Karte anzeigen](#)

HOTEL

AUSGEZEICHNET
4.6
333 Bewertungen
TRUSTYOU

Zimmer zum Preis ab 198,00 CHF pro Nacht
exklusive Kurtaxe
verfügbar

Zimmer buchen [↗](#)

Pauschalen buchen [↗](#)

Angebot einholen [↗](#)

Individual picture galleries, the insertion of video clips and the graphic display of award and rating logos make the hotel more attractive, and a company with strong marketing can already stand out from other companies in the search engine and point out its unique selling points.

This range of emotional decision criteria is also consistently continued within the booking process: Emotional decisions lead in many booking scenarios to the fact that the guest decides for the higher-quality product also within a hotel and thus the price decision is only a secondary factor.

Ultimately, this increases the profitability of online bookings made via CM Studio .Booking-Center.

Achtung! Bitte beachten Sie, dass die Zimmerkategorien, welche für Promotionen und Pauschalen zur Verfügung stehen mit **WINTER SPECIAL** markiert sind! Nicht alle Promotionen und Pauschalen sind jederzeit verfügbar. Achten Sie deshalb auf die Mindestaufenthalte und Saisondaten.

Bitte wählen Sie die Anzahl der Zimmer und der Personen aus

Anreise Abreise für Erwachsene(n) (1 Zimmer)

Zimmertyp Ratenplan Gutschein-Code Suche

Zimmer 1: Verfügbare Zimmer

Einzelzimmer Komfort Belegung: 2 Erwachsene(n) Verfügbare Zimmer: 3	Doppelzimmer Komfort Belegung: 2 Erwachsene(n) Verfügbare Zimmer: 2 WINTER SPECIAL	Doppelzimmer Superior Belegung: 2 Erwachsene(n) Verfügbare Zimmer: 2 WINTER SPECIAL
 Gesamt ab 198,00 CHF pro Nacht Jetzt buchen	 Gesamt ab 208,00 CHF pro Nacht Jetzt buchen	 Gesamt ab 228,00 CHF pro Nacht Jetzt buchen
Junior Suite Belegung: 2 Erwachsene(n) Verfügbare Zimmer: 1	Apartment Residence Caprice Belegung: 2 Erwachsene(n) Zimmer nicht verfügbar	
 Gesamt ab 308,00 CHF pro Nacht Jetzt buchen	 Zimmer nicht verfügbar, siehe Details	

The marketing of the regional attractions in combination with the accommodation offer makes the difference

The vast majority of CRS solutions are either not able to actively market package offers and make them bookable, or the booking of package offers is completely decoupled from the “normal” search for room availability by the guest, as in the case of Feratel Deskline or Tomas.

The decoupling of the booking of packages results in the neglect of such offers in most portals, because they usually cannot be presented clearly, entail a complicated booking process and ultimately experience a high cancellation rate in the booking process.

From the point of view of SEO and SEA specialists, the conversion rate is too low and consequently these offers are neglected in the general online portfolio of the tourism region.

This is the decisive difference, but at the same time also the challenge in marketing for tourism destinations, because nowhere else can the special characteristics and the unique selling propositions of a region be better represented than in corresponding package offers or associated promos.

Sightseeing and event offers combined with the accommodation offers of the service providers is the perfect combination for an attractive offer to regional as well as international guests.

“Hotel + train ticket/ski pass” or “vacation apartment + admission ticket for the fun pool” are combinations that guests look for and like to book, because it comes closest to the package deals offered by the major tourism operators such as TUI, Neckermann, etc., and saves the awkward puzzle of links between individual providers.

The tourism organization fulfills the role of the tour operator in the presentation and combination of the offers without having to take over the responsibility of the commercial processing.

In this respect, the functionality of CM Studio .Booking-Center, especially in interaction with digital registration, guest card service and bonus card connection is only conditionally comparable with the performance of a classic CRS system.





The difference

lies in the presentation of the offer to the guest, especially also to the guest who is still open and undecided about the choice of his destination at the beginning of his online visit to the tourism region.

Destination websites usually vie for the different target groups of guests via the regional sightseeing highlights, attractive event events and often also a breathtaking nature. In particular the hotel trade with your various services (catering trade, Wellness etc.) stands in the total offer usually at second position of the advertised Entscheidungskriterien and one expects often already an exact time conception from the guest, when he wants to travel.

For many guests, however, the accommodation facilities are a decisive feel-good factor in their vacation, and even on a business trip they generally prefer a high-quality hotel offer to a simple "bed castle".

This factor is completely neglected by destination websites in combination with conventional CRS solutions completely. CM Studio .Booking-Center offers a simple and yet effective way to manage the performance

of its accommodation facilities in the center of the online visits of potential guests via the presentation manager of the destination.

The undecided online visitor is given the opportunity to browse through the offer of the of the accommodating enterprises without obligation to surfen without having to make thereby already a temporally be-limited Vorentscheidung.

Once you have found your preferred hostel in this way, it is easier to specify the travel period on the basis of the different offers of the hotel.

In conclusion, from the point of view of MASCH Software Solutions, this dual presentation of the booking offer is a key factor for the successful marketing of the destination on the Internet.



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