InnRes® Features and Services Guide

November 2002

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InnRes®
Online Availability, Reservations and More!

InnRes is a web-based way to display your Bed and Breakfast (B&B) room availability to prospective guests and allow them to submit reservation requests. It can be updated manually from your browser or by uploading information from a number of Guest Management Systems. All new information is instantly available on the web for prospective guests.

Features and services of InnRes include:

- Displaying your inn's availability from your web site and also from the InnRes website
  - By room category, by individual room or by overall availability. In this last case, the only information displayed to visitors is an indication of Some, All, or No rooms available. Visitors do not see the actual numbers.
- Accepting online reservation requests
  - An optional feature that allows guests to make a reservation request, optionally including credit card information, and you confirm the request with a telephone call or Email.
  - Allows prospective guests to "waitlist" themselves if you don't have availability on the dates they are interested in.
- Sharing availability information with your association
  - Direct guests to inns with known availability
- Seeing your occupancy statistics
  - Daily, monthly and year-to-date
  - Compare with last year's averages
  - Compare to your Association or Group Statistics
- Managing your Group
  - Compare year-to-year occupancy and request statistics
  - Detect trends
  - See who is doing the best job at marketing their B&B
- Providing a database of contact information
  - For use in marketing
- Allowing Reservation Service Operators (RSO) and Travel Agents to see what rooms are available
- A low, flat monthly fee. No commissions.

Using The System

Our research shows that a significant number of Internet users look for availability information when searching for accommodations on the web. The InnRes online availability display works extremely well as it relates to the "typical" web user's browsing habits. People surfing the web typically do it rapidly. They will most often scan your site to see what you offer for accommodations, check for photos of your rooms and find rates. If your site appeals to them, they will then want to know if you have rooms available on particular dates. **With the InnRes online availability display, the visitors do not need to interrupt their "surfing" and "call for more information" forcing you to take time away from your guests to answer the inquiry. They also do not need to fill out a form, send it to you, and wait for an answer to see if you have a room available. The information is instantly available to them.**

To use InnRes, you first sign in using the following screen:

You enter your Member ID, then your password and press "Enter" or click on Submit. If you are returning to this page and you have cookies enabled in your browser, the Member ID will be filled in for you automatically.

Once you click on Submit you will see the Options Page. This is the main page and from here you can check availability, update your availability, upload, check your Reservation Requests, WaitList requests, and statistics. The top of the page will show you immediately how many new Reservation Requests you have and how many entries you have in the WaitList.

Here is a partial display of this page:

We occasionally conduct member surveys to see what our members are doing to market their B&B, what technologies they are using and to get some feedback about how we can improve InnRes. The results of these surveys are available to all members. The current survey indicates that about 38% of our members use Cable or DSL to access the Internet and the other 62% use a dial-up connection.

To update your availability you click on Update and fill in the information on the following screen:

To the right of the dates, the small checkbox can be set to indicate a date or dates where you have minimum stay requirements. This will be displayed to visitors when they are checking

your availability and is optional. Under each date there is a number followed by a textbox. The number indicates how many rooms you have set as available on that date. To change the availability, you simply enter the number of rooms available for the date or dates, then click on Update at the bottom of the screen. This immediately updates the database and makes the information available to potential guests or other members of your group.

Sharing Availability Information

To check the availability of other members of your group, or if you are a group of one, to check your availability, click on the View Numbers and you will see a screen like the one below:

All Rooms Available	Some Rooms Available	No Rooms Available

Note: A ★ indicates a closed day

Room Availability	Prev	Aug 2002 ▾	Go	Next

Inn (Rooms+Cottages)	Phone Number	Last Update	Su 11	Mo 12	Tu 13	We 14	Th 15	Fr 16	Sa 17	Su 18	Mo 19	Tu 20	We 21	Th 22	Fr 23	Sa 24
Typical B&B(6)	800-555-1212	8/3	1	2	1	0	0	0	0	0	2	3	2	2	0	1
Typical B&B(18+7C)	800-555-1212	8/10	0/4	0/0	1/2	1/2	0/0	0/0	0/0	0/1	6/3	2/3	1/1	0/2	2/0	2/1
Typical B&B(4)	800-555-1212	8/8	1	3	0	0	1	0	0	2	2	1	2	0	0	0
Typical B&B(14)	800-555-1212	8/10	0	1	1	1	0	0	0	1	1	0	2	0	0	1
Typical B&B(5)	800-555-1212	8/9	1	0	0	1	0	0	0	1	1	1	1	0	0	0
Typical B&B(12)	800-555-1212	8/10	3	1	1	1	1	1	0	3	9	7	7	6	4	1
Typical B&B(10)	800-555-1212	8/9	0	0	1	1	1	1	0	3	4	6	4	0	3	5
Typical B&B(11)	800-555-1212	8/10	2	5	4	4	0	0	0	0	2	2	1	1	0	0
Typical B&B(5+1C)	800-555-1212	8/7	1/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	1/0	0/0	0/0	0/0	0/0	0/0
Typical B&B(10)	800-555-1212	8/8	0	0	0	0	0	0	1	1	3	4	5	2	1	1
Typical B&B(12)	800-555-1212	8/6	0	1	2	3	1	0	0	0	2	5	3	4	0	0

[Return To Options]   [Show Printer Friendly View]   [Show With Colors]

Current Date and Time 8/11/2002 16:06

The screen includes contact information for the other B&Bs, their total rooms, an indication of whether their information is current (if it's out of date the background color of the last update

will be red), and a method of aligning the calendar to a specific weekday. If you click on the weekday abbreviation underlined in blue, the calendar will show that as the first day of the display. Using this you can look at weekends or any start day.

The purpose of this display is to allow you to refer guests to another B&B if you are booked or to allow them to refer guests to you. By looking at the numbers you can see who has available rooms, when and how many. **Guests love this feature because they can call any B&B in a group and if there's no availability they get referred to a B&B that does have available rooms. They don't have to try every number they can find and eventually get frustrated and stay in lodging not part of the group or association.**

This display will also show other innkeepers when you are closed.

Displaying Availability Information

InnRes offers a number of ways to display your availability. You can show that you have a particular type of room available (i.e. king, whirlpool), an individual room available (i.e. the Blue Room, the Presidential Suite), or an overall summary of rooms available.   Here is an example of an overall summary display:

Availability for Typical B&B for 5 weeks starting today.						
Some Rooms Available			No Rooms Available			
Note: A ★ indicates a closed day						

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Aug 11	Aug 12	Aug 13 ☐	Aug 14 ☐	Aug 15 ☐	Aug 16	Aug 17
Aug 18	Aug 19	Aug 20 ☐	Aug 21 ☐	Aug 22 ☐	Aug 23	Aug 24
Aug 25 ☐	Aug 26 ☐	Aug 27 ☐	Aug 28 ☐	Aug 29 ☐	Aug 30	Aug 31
Sep 1 ☐	Sep 2 ☐	Sep 3 ☐	Sep 4 ☐	Sep 5 ☐	Sep 6 ☐	Sep 7 ☐
Sep 8 ☐	Sep 9 ☐	Sep 10 ☐	Sep 11 ☐	Sep 12 ☐	Sep 13 ☐	Sep 14 ☐

If the dates you are interested in are available, click on the check box beside the dates, then click on "**Request**" below to make a reservation request.
If the days aren't all available, click on "**Waitlist**" below to add your name to a waitlist.

	Request	Waitlist	Clear	
Select Another Date	Month		Aug 2002 ▼	Go

If you have some rooms available the date will appear with a checkbox next to it. The above display will also show a small "m" next to the date to indicate that there is a minimum stay associated with that date. The guest can click on the dates they wish to stay, then click on Request to complete a Reservation Request form. You receive notification by Email and the information will be added to our database for further use by you in tracking the status of the

Request (Contacted, Booked, Lost, Deleted), and also for other marketing you may wish to do. You can export or print the information for follow-up marketing mailings or Emails.

If the dates are not available, the visitor can click on WaitList and add their names to a Wait List. As an innkeeper you can use the WaitList to simplify filling cancellations. Again, the information is added to the database and you are notified by Email.

If your inn is closed a small star will be displayed in the box for the date(s).

Individual Room Display

Below is an example of an individual room display:

The same information applies to this screen regarding Reservation Requests, WaitList, minimum stays and cancellations.

Reservation Requests
Below is a sample of the form a guest would complete to make a Reservation Request.

Reservation Request
Note: An * means required information

Guest Information		Reservation Information	
Name:*		Arrival Date:* (mm/dd/yy)	8/19/2002
Address:		Departure Date:* (mm/dd/yy)	8/22/2002
City:*		Arrival Time(approx):	
State/Province:	-- Select a State --	Number of Persons:	
Zip/Postal Code:*		Preferred Room	
Country:	United States	**Credit Card Information**	
E-mail address:*		Cardholder Name:	
Day Phone:		Type of card:	
Evening Phone:		Card Number:	
		Expiration date:	--Month-- -Year-

Comments,Requests or Questions:

[Send]   [Clear]

The only information "required" is a Name, City, Zip or Postal Code and some method of contact, either a phone number or an Email address. The Credit Card information is optional and will not be displayed if you have not entered your policies and indicated which credit cards you accept.

Guests typically fill in the comments to mention the occasion, that they would like flowers in their room, or ask or mention dietary constraints.

InnRes offers a truly advanced feature, which shows your availability to prospective guests on *our* site as well, thereby increasing your chances of receiving a reservation request. The InnRes site also allows prospective guests to search for B&Bs in a certain city or town. After choosing a date, InnRes returns only a list of B&Bs in that city that have availability for those dates along with their telephone number, website address, e-mail address, short description and a photo. If your association is a member of InnRes, prospective guests can opt to see all the locations that have availability within your association only. From either of these displays, guests can easily check specials, send an Email, send a Reservation Request, or access the B&B's website. Here is an example of what prospective guests would see on the InnRes site:

Web Entrance to InnRes®

After clicking on find rooms and selecting an area and dates, the visitor will see a list of Inns with available rooms as pictured below

With a link to InnRes, prospective guests can go to your association's website and check availability for all B&Bs for a two-week period. Again, prospective guests can easily send an Email, send a reservation request or access the B&B's website from this display.

Association Availability Display

Below is an example of the Association Availability Display as seen by visitors:

All Rooms Available	Some Rooms Available	No Rooms Available

Click on the day letter to realign the calendar
If the background of the phone number is red, the information is not current
Click on the Inn Name to go to their website
Click on ✉ to send an Email, on Photo to see a photo, and on RReq to make a reservation request
Note: A ★ indicates a closed day

	Group Name Appears Here															
Room Availability			Prev	August 2002												Next
Options	Inn (Rooms) City	Phone	S 11	M 12	T 13	W 14	T 15	F 16	S 17	S 18	M 19	T 20	W 21	T 22	F 23	S 24
✉ Photo RReq	Typical B&B(14) Any City	800-555-1212	pink	yellow	yellow	yellow	pink	pink	yellow	yellow	yellow	yellow	pink	pink	pink	yellow
✉ Photo RReq	Typical B&B(11) Any City	800-555-1212	yellow	yellow	yellow	yellow	pink	pink	pink	pink	yellow	yellow	yellow	yellow	pink	pink
✉ Photo RReq	Typical B&B(6) Any City	800-555-1212 (red)	yellow	yellow	yellow	pink	pink	yellow	yellow	yellow	yellow	yellow	yellow	yellow	pink	yellow
✉ Photo RReq	Typical B&B(12) Any City	800-555-1212	yellow	yellow	yellow	yellow	yellow	yellow	yellow	pink	yellow	yellow	yellow	yellow	yellow	yellow
✉ Photo RReq	Typical B&B(25) Any City	800-555-1212	yellow	pink	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow
✉ Photo RReq	Typical B&B(4) Any City	800-555-1212	yellow	yellow	pink	yellow	pink	pink	yellow	yellow	yellow	yellow	yellow	pink	pink	pink
✉ Photo RReq	Typical B&B(6) Any City	800-555-1212	yellow	pink	pink	pink	pink	pink	yellow	yellow	pink	pink	pink	pink	pink	pink
✉ Photo RReq	Typical B&B(5) Any City	800-555-1212	yellow	pink	yellow	pink	pink	pink	yellow	yellow	yellow	pink	pink	pink	pink	pink
✉ Photo RReq	Typical B&B(12) Any City	800-555-1212	pink	yellow	yellow	yellow	yellow	pink	pink	yellow	yellow	yellow	yellow	yellow	pink	pink
✉ Photo RReq	Typical B&B(10) Any City	800-555-1212	pink	pink	yellow	yellow	yellow	yellow	pink	yellow	yellow	yellow	pink	yellow	yellow	yellow
✉ Photo	Typical B&B(10) Any City	800-555-1212	pink	pink	pink	pink	pink	pink	yellow	yellow	yellow	yellow	yellow	yellow	yellow	yellow

OCCUPANCY STATISTICS AND MANAGING YOUR GROUP

InnRes has the capability of providing its members with many different real-time reports on its occupancy statistics. You can find out how you are doing for a certain month, a set of months or a particular year. Here is an individual month's statistics summary:

(Scroll Down to see complete page)

Occupancy for

December ▾ 2001 ▾ GoMonth

*Numbers are available rooms
★ Indicates closed

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
						0
2	3	4	5	6	7	8
4	4	4	4	4	0	0
9	10	11	12	13	14	15
1	2	2	3	3	0	0
16	17	18	19	20	21	22
3	2	4	5	3	1	0
23	24	25	26	27	28	29
0	1	2	0	0	0	0
30	31					
0	0					

December Summary	
# Unbooked Rooms	52
# Possible Rooms	155
Occupancy	66.5%
Best Possible as of 12//2001	66.5%
# Days All Rooms Booked	13
# Days No Rooms Booked	1
# Reservation Requests	11
# Availability Queries	531

We can also provide you with a comparison of year-to-year or individual day of the week statistics. If you belong to an association that is a member of InnRes, you can compare your statistics to those of other associated B&Bs. We also provide you with information on how many visitors checked your site for availability.

A yearly comparison and other statistics are available as seen below:

Occupancy Comparison

Date: 10/19/2002
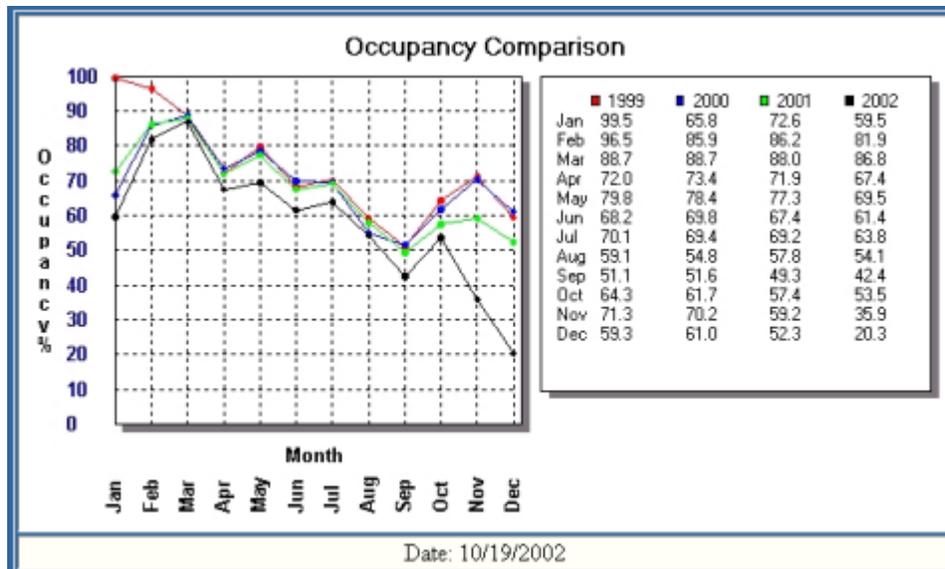
Using charts and statistics like the above, a group can see current and projected occupancy for any period of years. Individuals and groups can enter historical information.

RSO AND TRAVEL AGENTS

The more ways there are to locate you on the web, the better. By providing an RSO interface we can allow local Chambers of Commerce, Reservation Service Operators, Travel Bureaus or any approved entity to view group availability in order to steer business to you.

Travel Agents who provide an IATA/IATAN number can register with InnRes and send you business. Registered travel agents are provided with a list of names and contacts for Inns and B&Bs that will pay travel agent commissions. This allows travel agents to search a list of "qualified" B&Bs by location and also by amenities.

Other Features and Services

Site Monitoring

InnRes provides site monitoring to members as a separate service. When you request site monitoring, we send you a "code snippet" that you include on the Home Page of your website. When someone visits your site the information is recorded by InnRes. You can access the information when you sign in to do your normal updates. The displays include the web address of the visitor, the number of times they accessed your site, a brief description of the URL, types of browsers and operating systems. This service allows you to track visitors and determine how many hits you are getting from directories or services you are subscribing to. This in turn allows you to evaluate the cost benefit of the directory or service. If you are subscribed to a service or directory that charges $150 for providing a link to your site and you

are only getting 10 hits a year from them, this information can help you to decide whether to continue or discontinue their service. Another benefit is you do not have to purchase a log analysis program, download log files and spend time extracting the same information.

Reservation Request Database
InnRes keeps a database of visitor information obtained from the Reservation Request and Waitlist forms. This information can be used to follow up with visitors that stayed with you or wanted to stay with you. You can advertise "Specials" and other offers to them or just send them information about your B&B.

INNRES PRICING

InnRes membership is just $6 per month with a one-time setup fee of $10. Group and Association rates are lower based on the number of members in the group.

To find out more about InnRes, visit our website at www.innres.net and try the prospective guest interface for yourself. Simply click on "Search for Available Rooms". To become an InnRes member, simply go to www.innres.net and click on "Signup." Registration is completed online. Please direct questions or comments to info@innres.net or call us at 860-659-8761.