

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:

InnRes
The Intranet For Innkeepers

Welcome to the new InnRes site. If you encounter any problems, please report them to us as soon as possible at support@innres.net

Please Enter Member ID and Password

Member ID: Password:

InnRes® New Users

Please read the user document after you sign in. Current users are also urged to read this occasionally to see what has been added to the system. If you have any questions or want to report problems, please Email us at info@innres.net, or if your browser doesn't support that link, you can click on the icon below. Thank you.

If you are not a member and would like more information, please [click here](#).

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:

InnRes® Options for Typical B&B
Monday, October 21st, 2002

You have 0 Reservation Requests The Wait List Has 0 Entries

Review	Please check your Reservation Requests and respond within 24 hours.	Survey Sep 12 How do you connect to the Internet? <input type="radio"/> Cable Modem <input type="radio"/> DSL <input type="radio"/> Dialup Modem <input type="radio"/> Other <input type="button" value="Submit"/>
Update	InnRes has processed 27,467 reservation requests and 361,310 availability queries through today.	
View Numbers	NEW! 09/24/02 You will now get an email when someone submits a Wait List Request. It has the same look as a Reservation Request but the first line will have ***WAITLIST Request** . Any comments will be welcome.	
View Waitlist		
Reservations	NEW! 08/06/02 If you do not have a link to InnRes on your site, you are probably not booking as many guests as you could. Please read this article on the Remote Availability Display and Reservation Requests.	
Statistics	NEW! 08/06/02 We have signed up several Travel Agents. If you will pay Travel Agent commissions please go to the Control Panel and at the bottom of the screen check the box next to Travel Agents. If you have any positive or negative experiences with the Travel Agents, please let us know.	
Control Panel		
Upload		
Help		

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:

October 2002 Rooms = 5

[Instructions For Updating Reservations](#)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		10/1 <input type="checkbox"/>	10/2 <input type="checkbox"/>	10/3 <input type="checkbox"/>	10/4 <input type="checkbox"/>	10/5 <input type="checkbox"/>
		4 <input type="text"/>	3 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>	1 <input type="text"/>
10/6 <input type="checkbox"/>	10/7 <input type="checkbox"/>	10/8 <input type="checkbox"/>	10/9 <input type="checkbox"/>	10/10 <input type="checkbox"/>	10/11 <input type="checkbox"/>	10/12 <input type="checkbox"/>
0 <input type="text"/>	1 <input type="text"/>	0 <input type="text"/>	2 <input type="text"/>	2 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>
10/13 <input type="checkbox"/>	10/14 <input type="checkbox"/>	10/15 <input type="checkbox"/>	10/16 <input type="checkbox"/>	10/17 <input type="checkbox"/>	10/18 <input type="checkbox"/>	10/19 <input type="checkbox"/>
0 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>	2 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>
10/20 <input type="checkbox"/>	10/21 <input type="checkbox"/>	10/22 <input type="checkbox"/>	10/23 <input type="checkbox"/>	10/24 <input type="checkbox"/>	10/25 <input checked="" type="checkbox"/>	10/26 <input checked="" type="checkbox"/>
0 <input type="text"/>	1 <input type="text"/>	4 <input type="text"/>	4 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>	0 <input type="text"/>
10/27 <input type="checkbox"/>	10/28 <input type="checkbox"/>	10/29 <input type="checkbox"/>	10/30 <input type="checkbox"/>	10/31 <input type="checkbox"/>		
3 <input type="text"/>	3 <input type="text"/>	5 <input type="text"/>	4 <input type="text"/>	5 <input type="text"/>		

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	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			11	12	13	14	15	16	17	18	19	20	21	22	23	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	0	1	1	0	0	0	0	6	2	1	0	2	2
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	1	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 <input type="checkbox"/>	Aug 14 <input type="checkbox"/>	Aug 15 <input type="checkbox"/>	Aug 16	Aug 17
Aug 18	Aug 19	Aug 20 <input type="checkbox"/>	Aug 21 <input type="checkbox"/>	Aug 22 <input type="checkbox"/>	Aug 23	Aug 24
Aug 25 <input type="checkbox"/>	Aug 26 <input type="checkbox"/>	Aug 27 <input type="checkbox"/>	Aug 28 <input type="checkbox"/>	Aug 29 <input type="checkbox"/>	Aug 30	Aug 31
Sep 1 <input type="checkbox"/>	Sep 2 <input type="checkbox"/>	Sep 3 <input type="checkbox"/>	Sep 4 <input type="checkbox"/>	Sep 5 <input type="checkbox"/>	Sep 6 <input type="checkbox"/>	Sep 7 <input type="checkbox"/>
Sep 8 <input type="checkbox"/>	Sep 9 <input type="checkbox"/>	Sep 10 <input type="checkbox"/>	Sep 11 <input type="checkbox"/>	Sep 12 <input type="checkbox"/>	Sep 13 <input type="checkbox"/>	Sep 14 <input type="checkbox"/>

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.

<input type="button" value="Request"/>	<input type="button" value="Waitlist"/>	<input type="button" value="Clear"/>
--	---	--------------------------------------

Select Another Date	Month	Aug 2002 ▾	<input type="button" value="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:

InnRes®
Available
Booked

Rooms Available for <u>Typical B&B</u> for next four weeks.																	
NOTE: Please scroll down to view your options																	
Room	Sun 9/1	Mon 9/2	Tue 9/3	Wed 9/4	Thu 9/5	Fri 9/6	Sat 9/7	Sun 9/8	Mon 9/9	Tue 9/10	Wed 9/11	Thu 9/12	Fri 9/13	Sat 9/14	Sun 9/15	Mon 9/16	
<u>No. 1</u>									<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
<u>No. 2</u>			<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>									
<u>No. 3</u>																	
<u>No. 4</u>									<input type="checkbox"/>	<input type="checkbox"/>							
<u>No. 5</u>				<input type="checkbox"/>													
<u>No. 6</u>								<input type="checkbox"/>							<input type="checkbox"/>	<input type="checkbox"/>	
<u>No. 7</u>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>						
<u>No. 8</u>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>									
<u>No. 9</u>				<input type="checkbox"/>	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
<u>No. 10</u>					<input type="checkbox"/>												
<u>No. 12</u>																<input type="checkbox"/>	
<u>No. 14</u>								<input type="checkbox"/>									

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:* <input style="width: 100%;" type="text"/>	Arrival Date:* <input style="width: 100%;" type="text" value="8/19/2002"/> <small>(mm/dd/yy)</small>	
Address: <input style="width: 100%;" type="text"/>	Departure Date:* <input style="width: 100%;" type="text" value="8/22/2002"/> <small>(mm/dd/yy)</small>	
City:* <input style="width: 100%;" type="text"/>	Arrival Time(approx): <input style="width: 100%;" type="text"/>	
State/Province: -- Select a State -- <input style="width: 100%;" type="text"/>	Number of Persons: <input style="width: 100%;" type="text"/>	
Zip/Postal Code:* <input style="width: 100%;" type="text"/>	Preferred Room: <input style="width: 100%;" type="text"/>	
Country: United States <input style="width: 100%;" type="text"/>	Credit Card Information	
E-mail address:* <input style="width: 100%;" type="text"/>	Cardholder Name: <input style="width: 100%;" type="text"/>	
Day Phone: <input style="width: 100%;" type="text"/>	Type of card: <input style="width: 100%;" type="text"/>	
Evening Phone: <input style="width: 100%;" type="text"/>	Card Number: <input style="width: 100%;" type="text"/>	
	Expiration date: --Month-- <input style="width: 100%;" type="text"/> -Year- <input style="width: 100%;" type="text"/>	
Comments,Requests or Questions: <input style="width: 100%; height: 40px;" type="text"/>		
<input type="button" value="Send"/> <input type="button" value="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®

InnRes
B&B Availability

Find Bed and Breakfast Inns With Available Rooms

You are here: Home

[Find Rooms](#)
[RSO](#)
[Travel Agents](#)
[Innkeepers](#)
[Members](#)
[Contact Us](#)

InnRes® is an online Bed and Breakfast availability system. You can find Bed and Breakfast Inns, Vacation Cottages, Condos and Hotels/Motels with rooms available in the city or town you are traveling to. All properties listed with us are members in good standing of professional associations. Just click on "Find Rooms" to begin.

When you locate a Bed and Breakfast or other lodging with rooms available, you can directly send them a reservation request, an email, or visit their web site using the link we provide.

Inns With Specials	
State	Number
California	2
Florida	12
Massachusetts	6
Maryland	2
North Carolina	6
Virginia	1

The area to the left shows how many Bed and Breakfasts have specials, by State. Click on the State name to see what Bed and Breakfasts have specials in a particular town or city.

The "Specials" can be mid-week specials, holiday specials such as Valentines Day, seasonal specials, off peak specials and others. Some include discounted tickets to local attractions.

Are you an Innkeeper and not an InnRes Member? If so, click on the "Innkeepers" button to see what advantages it will bring to you and your Bed and Breakfast inns. We would like to become **the** service for both business and leisure travelers seeking to find the best **lodging**.

If you use our system to make a reservation request and you do not hear from the inn within 24 hours, please let us know by sending an E-mail to info@InnRes.net or using one of the email addresses found by clicking on the "Contact Us" button.

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

Any Town Inns with rooms available for 8/11/2002			
Specials		Special for the Inn. RRReq Make a reservation request <input type="checkbox"/> Send Email to the Inn	
Contact		Description (click on Photo for a larger view)	
Typical B&B	Any Town 800-555-1212 RRReq	A brief description of the Inn	
Typical B&B	Any Town 800-555-1212 RRReq	A brief description of the Inn	
Typical B&B	Any Town 800-555-1212 RRReq	A brief description of the Inn	

At this point you may:

1. Phone the Inn directly using the number above.
2. Click on the link for the web site of the Inn in the list above to get more information.
3. Email the Inn by clicking on the icon.
4. If RRReq is displayed, click on that to send a reservation request directly to the Inn
5. Add your name to a [waitlist](#) for any Inns in the group, even those not displayed.

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 RRReq 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 RRReq	Typical B&B(14) Any City	800-555-1212														
 Photo RRReq	Typical B&B(11) Any City	800-555-1212														
 Photo RRReq	Typical B&B(6) Any City	800-555-1212														
 Photo RRReq	Typical B&B(12) Any City	800-555-1212														
 Photo RRReq	Typical B&B(25) Any City	800-555-1212														
 Photo RRReq	Typical B&B(4) Any City	800-555-1212														
 Photo RRReq	Typical B&B(6) Any City	800-555-1212														
 Photo RRReq	Typical B&B(5) Any City	800-555-1212														
 Photo RRReq	Typical B&B(12) Any City	800-555-1212														
 Photo RRReq	Typical B&B(10) Any City	800-555-1212														
 Photo	Typical B&B(10) Any City	800-555-1212														

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:

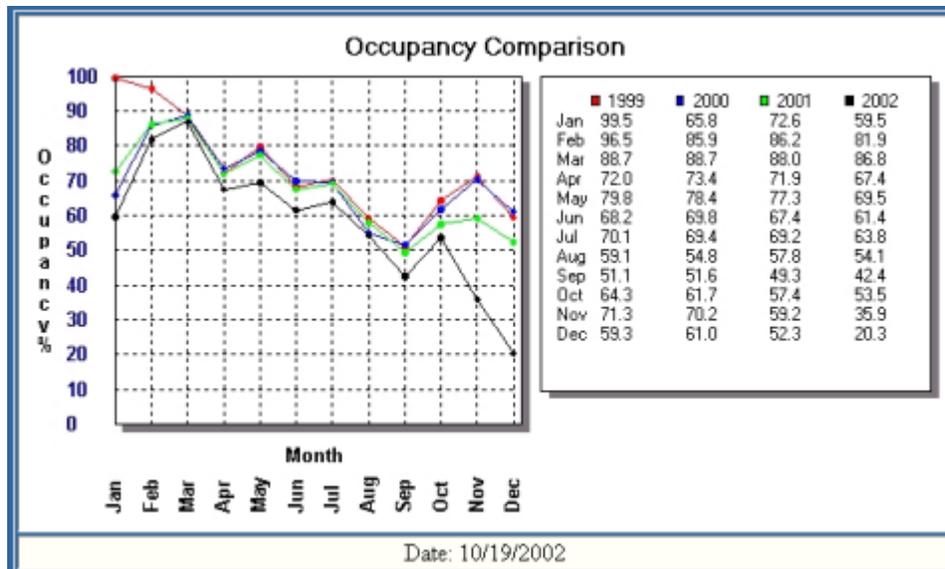
(Scroll Down to see complete page)

Occupancy for						
December ▾		2001 ▾		GoMonth		
*Numbers are available rooms ★ Indicates closed						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 0
2 4	3 4	4 4	5 4	6 4	7 0	8 0
9 1	10 2	11 2	12 3	13 3	14 0	15 0
16 3	17 2	18 4	19 5	20 3	21 1	22 0
23 0	24 1	25 2	26 0	27 0	28 0	29 0
30 0	31 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:



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.