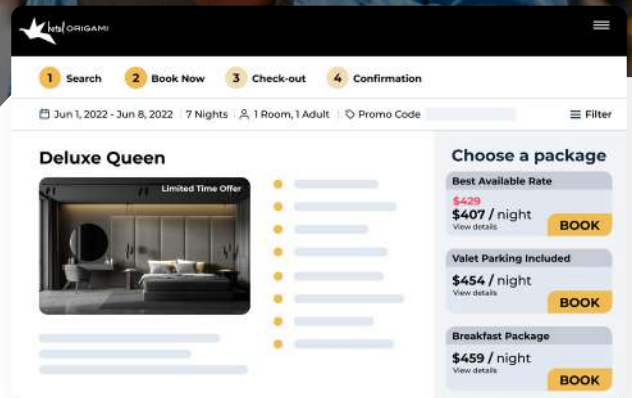




# Unlock the benefits of a **FREE UPGRADE** to Cendyn Booking Engine



As a valued Cendyn customer, we're thrilled to offer you the opportunity to seamlessly transition from RT3 Booking Engine to the cutting-edge Cendyn Booking Engine at no cost. Tap into the unparalleled benefits of the latest version of Cendyn Booking Engine and experience first-hand the added value it brings to both you and your hotel.

Cendyn Booking Engine is meticulously crafted to elevate your hotel's direct booking conversion rates, providing travelers with a frictionless and engaging experience when they interact directly with your brand. Additionally, its advance event tracking capabilities empower hoteliers to measure the success of their marketing initiatives with precision and accuracy.

## Customer Success



SAHARA Las Vegas did A/B testing with RT3 and Cendyn Booking Engine and found success with Cendyn Booking Engine by driving **27.4% more direct booking conversion rates**.

## Get ready to **SUPERCHARGE** your booking engine capabilities!

### **MODERN & RESPONSIVE UI**

A booking engine with a responsive design ensures that your website adapts seamlessly to different devices and screen sizes, enhancing user experience and accessibility. This flexibility reduces bounce rates, improves search engine rankings, and drives more direct bookings. Responsive design also streamlines the guest journey during the reservation process, ultimately leading to higher user satisfaction, encouraging repeat business, and increasing profitable revenue.

### **EMBED RICH MEDIA AND 360-DEGREE WALKTHROUGHS**

Elevate your guest's booking experience by integrating high-quality images, videos, and immersive 360-degree space walkthroughs, revolutionizing how guests engage with your property. By embracing these innovative features, you can present your property in a more exciting format, setting a new standard for showcasing your establishment to the world.

### **INTEGRATED UPSELL OPTION**

Increase your hotel's profitable revenue by offering guests the option to add special services, such as airport transfers, spa treatments, room upgrades, or breakfast packages during the booking process or at the time of payment.

### **CUSTOM ROOM ATTRIBUTE FILTERS**

Allow users to narrow their search for accommodations based on specific preferences and needs effortlessly. Empower guests to filter based on any room criteria, such as room type, amenities, room view, or any other distinguishing room feature to drive a seamless booking experience to complete their reservation.

### **GRID VS LIST VIEW**

Let users choose the display format that best suits their booking preferences and makes the decision-making process more convenient and user-friendly.

### **AMENITY ICONS**

Provide quick, visual cues about your hotel facilities and services to let guests make informed decisions and choose the property that aligns with their preferences and needs.

### **BOOKING NOTIFICATIONS**

Enhance operational efficiency with the facilitation of smooth communication for events, including booking confirmations, payments received, payment cancellations, and more.

### **ENHANCED FAMILY-FRIENDLY BOOKINGS**

Enable precise pricing and room allocation, ensuring families get appropriate accommodations. The 'child ages' feature enhances the overall booking experience, minimizing check-in surprises for your staff members.

### **OPTION TO PRESENT RATE PLAN BEFORE ROOM VIEW**

This design choice simplifies the booking process, enabling swift comparisons for pricing options and package details. By offering this streamlined view, we empower guests to make more informed decisions, enhance transparency, and expedite their journey through the booking process. As a result, hotels can significantly increase direct bookings and drive higher profitability.

**Ready to leverage all the advanced features to supercharge direct bookings?**

**Contact your Account Manager or Cendyn Support for upgrading to Cendyn Booking Engine. The Cendyn team will provide all the details before beginning the upgrade process.**