



# USER GUIDE FOR ADMINISTRATORS

## Contents

PROPERTY INFORMATION.....	2
Property Details .....	2
Amenities .....	3
Pictures .....	3
FUNCTIONS FOR EXTRANET .....	4
Rates .....	4
Availability.....	4
Restrictions .....	4
Room Defaults.....	5
REPORTS AND STATISTICS.....	5
Dashboard.....	5
Referrals.....	6
Visitors Search.....	6
Referral Reports .....	6
Referral.....	6
Impression.....	7
Lead Time.....	7
Revenue .....	7
APPENDIX: REPORT TERMS.....	8

## PROPERTY INFORMATION

### Property Details

To set your basic property information such as address go to **Property Details**. The default **General** tab will have your basic information. Below are a list of the fields and an explanation:

Field	Description
<b>Hotel</b>	This is the name of the property as displayed to the consumer. If you require a name change please send a request to <a href="mailto:support@reservationsystems.freshdesk.com">support@reservationsystems.freshdesk.com</a> with the current name, new name, and mention that this is for Check In Canada.
<b>Province</b>	The province your property is located in.
<b>City</b>	The city your property is located in. The list of cities available is dependent upon the province selected. If you cannot find your city please send a request to <a href="mailto:support@reservationsystems.freshdesk.com">support@reservationsystems.freshdesk.com</a> with your property name, the missing city, and mention that this is for Check In Canada.
<b>Subgroup/City</b>	Some Check In Canada websites have a breakdown by additional regions/groups. If your property is part of one of these websites, you will be able to select the region/group here.
<b>Address</b>	Your property's street address.
<b>Postal Code</b>	Your Property's Postal Code.
<b>Country</b>	Your property's country, this should always be Canada.
<b>Telephone</b>	Your property's phone number.
<b>Toll Free</b>	Your property's toll free phone number.
<b>Fax</b>	Your property's fax number.
<b>Email Fax</b>	This field is not used.
<b>Email Address</b>	Enter your property's main email address.
<b>Email Management</b>	Email for a contact person if Check In Canada needs to contact your property.
<b>Contact Person</b>	Name of the contact person at your property.
<b>Homepage URL</b>	A link to your property's website (we encourage linking to the homepage).
<b>Booking Page URL</b>	A link to the booking page for your property (if available). Recommended alternatives are a rates page, contact page, or homepage.
<b>CAA Rating</b>	Your CAA rating if you have one. If not, leave this field as 0.
<b>Green Key</b>	Your Green Key Rating. If you do not have one, leave it at "no".
<b>Star Rating</b>	This will display the selected number of stars to the guest.
<b>House Keeping Logo</b>	If you are part of Travel Alberta and qualify for the Housekeeping logo select "yes" here.
<b>TrustYou Key</b>	Enter your TrustYou Key.

<b>Billing Details</b>	This will be the information used Check In Canada to send invoices.
<b>Billing Name</b>	Name of the contact person that should appear on the invoice.
<b>Billing Address/</b>	Street address and city where invoices should be sent.
<b>Billing Address Two</b>	Additional address line for invoices, can include things such as suite number.
<b>Province/Postal Code/Country</b>	The province, postal code, and country where invoices should be sent.
<b>Check-in</b>	Enter your check in time.
<b>Check-Out</b>	Enter your check out time.
<b>Check In Age</b>	Enter minimum check in age.
<b>Child Age Limit to Stay Free</b>	Used for calculating extra person(s) rate, any children below this age will not be charged an extra person fee.
<b>Child Age Limit to charge Child Rate</b>	Used for calculating extra person(s) rate, children below this age but above the Child Age Limit to Stay Free will be charged the child rate. Children above this age will be charged the adult rate.
<b>Minimum Lead Time to Book &amp; Cut Off Time</b>	The number of days in advance that a guest needs to search to view availability for your property. For example, setting a 2-day minimum lead time to book will show your property as unavailable for same and next day searches.
<b>Cancellation policy</b>	For consumers who are on a website taking reservations and not just using referrals, sets the cancellation policy for reservations.
<b>Booking Model</b>	Please leave this on Instant Booking Unless instructed otherwise.
<b>Property Category</b>	Select the applicable categories for your property.

When you have finished making changes, click on the **Save All Property Information** button at the bottom of the page.

### Amenities

To set amenities, go to **Property Details** and click on the **Amenities** Tab. Check the boxes next to the applicable amenities and then click **Save Amenity Info**.

### Pictures

To set or change your pictures, go to **Property Details** and click on the **Photos** tab.

The first image is the **Booking Engine** Thumbnail. This will be the thumbnail shown in search results. To change it, click on **Upload Image**. The image must be sized to 287px x 190px and be a jpeg image. If you need to resize the image you can use [https://www.birme.net/?target\\_width=287&target\\_height=190](https://www.birme.net/?target_width=287&target_height=190). The system can only take 1 image, if you do not see the updated image after uploading your photo, you may need to refresh your cache (CTRL + F5).

Some sites have additional images that are displayed. These are the **Property Descriptive Images**. These images need to be 680px x 575px and jpeg images. If you need to resize the image you can use

[https://www.birme.net/?target\\_width=680&target\\_height=575](https://www.birme.net/?target_width=680&target_height=575). The system will take up to 12 images in this section. If you need to remove an image you can click on the **Delete me**.

The **Property Logo** and **Map Thumbnail** are not used.

## FUNCTIONS FOR EXTRANET

If we are unable to access your rates and inventory, you can manage your inventory on the extranet. The following functions apply.

### Rates

You can set the rates using the **Rate Management** tool. If a daily rate is not set, the system will default to the “Master Rate” in the room settings. There are two options to set or change the rates.

The first and default option is the **Date Set**. This shows the current rate that will be displayed to consumers and is used to modify a few dates at a time. To update the rates, simply find the dates you want to change using the **year** and **month** drop downs and/or **Previous** and **Next Date Set** links to navigate. Click on the rate for the date you want to change and update it. Click on **Update Room Rates** after making any changes but before moving to the next date set.

To set seasonal rates, use the **Date Range** option. Select the date range in the **From** and **To** Fields. Next enter the rate for each day of the week during this time frame. If the rate is the same for every day of the week enter the rate in the Sunday field and click on **Fill**. Click on **Save Above Info**. to save the changes.

### Availability

You can set the availability using the **Room Management** tool. If no availability is set for a date, the default is “available”. There are two options to make changes.

The first and default option is the **Date Set**. This shows the current availability, 1 indicates there is availability and 0 indicates there is no availability. To update the availability, simply find the dates you want to change using the **year** and **month** drop downs and/or **Previous** and **Next Date Set** links to navigate. Click on the availability for the date you want to change and update it. Click on **Update Room Availability** after making any changes but before moving to the next date set.

To set seasonal availability, use the **Date Range** option. Select the date range in the **From** and **To** Fields. Next enter the availability (1 for open, 0 for closed) for each day of the week during this time frame. If the availability is the same for every day of the week enter the availability in the Sunday field and click on **Fill**. Click on **Save Above Info** to save the changes.

### Restrictions

You can set your restrictions using the **Room Management** tool and then click on **Restrictions**. There are two available restrictions, the **Minimum Length of Stay** and **Close to Arrival** restrictions. If a consumer searches for less nights than the **Minimum Length of Stay**, the property will show as unavailable. Similarly, if the consumer searches for reservation starting on a night that is closed to arrival, the property will show as unavailable. There are two options to make changes.

The first and default option is the **Date Set**. This shows the current restrictions. To update the restrictions, simply find the dates you want to change using the **year** and **month** drop downs and/or **Previous** and **Next Date Set** links to navigate. To change the minimum length of stay, replace the number in the field for the necessary date. To change the Close to Arrival restriction simply check or uncheck the box. Click on **Update Room Availability** after making any changes but before moving to the next date set.

To set seasonal restrictions, use the **Date Range** option. Select the date range in the **From** and **To** Fields. Next, if necessary, enter the minimum length of stay for each day of the week during this time frame. If you do not want to change the existing value, simply leave the field blank for that specific day of the week. To close a specific day of the week to show the property as unavailable for check ins on that day, check the “yes” option, or to have them show as available, select the “no” button. Leave the option empty if you do not want to make any changes to it. Click on **Save Above Info** to save the changes.

## Room Defaults

You can set your default rates and maximum number of persons using the **Room Management** tool and then click on **Rooms**. Click on the **Details** link. The only fields which will be used are as follows.

- Master Inventory: This should always be set to 1.
- Master Rates: This is the default rate used by the system if you forget to enter a rate for a given day.
- Maximum Adults: The maximum number of adults allowed in a reservation at your property.
- Max Children: The maximum number of children allowed in a reservation at your property.
- Max Persons: The total maximum number of people allowed in a reservation at your property.
- Adult Max Persons Included: The number of people your rate in the system is based on. For double occupancy, enter 2.
- Master Adult Rate: The rate charged for adults if there are more people than the Adult Max Persons Included. Extra persons rate for children will apply before the adult rate.
- Master Child Rate: The rate charged for adults if there are more people than the Adult Max Persons Included. Extra persons rate for children will apply before the adult rate.

## REPORTS AND STATISTICS

There are two sections to view information about visitors on Check In Canada. The first is the **Dashboard**. This shows additional statistics, such as what country visitors are searching from, whether they are on mobile or desktop, as well as providing additional items such as year over year comparisons. The second is the **Referral Reports**. This will focus on searches made and referrals to your website and information related to the search. You can select a time frame that meets your requirements. A list of terms can be found in Appendix A.

### Dashboard

The **Dashboard** has three sections: the default **Dashboard** which shows a quick summary; the **Referral** section shows you information based upon consumers that were referred to your property’s website; and, the **Visitors Search** section is based upon searches where your property appeared.

## Referrals

These reports will all be based on referrals to your website. A brief description of the available reports follows:

Report Name	Description
Referrals	This is the default report for the Referral category. It gives you a brief overview of the referrals.
Detail	Shows a detailed breakdown on each referral that includes cities, type of referral, where the referral came from, etc.
Yearly	Shows a yearly comparison of the referral results.
Device	Shows a breakdown of referrals based upon whether the consumer was using a mobile device or desktop.
Stay VS ADR	Compares the expected length of stay to the expected average daily rate.
Country	Shows the consumer's country of origin.
State	Shows the consumer's province and/or state for Canadian and US customers only.
City	Shows the consumer's city.
Length of Stay	Shows the number of nights guests were looking for.
Lead Days	Shows how far in advance guests were looking to book.

## Visitors Search

Report Name	Description
Visitors Search	This is the default report for the Visitors Search category. It gives you a brief overview of the searches.
Yearly	Shows a yearly comparison of the search results.
Device	Shows a breakdown of search results based upon the device the guest was using.
ADR Summary	Shows a summary of your average daily rate in search results.
Referring URL	Shows the website guests came from to make a search.

## Referral Reports

### Referral

The default report is the **Referral** report. The report shows the number of times a consumer has clicked on a link that took them to your property's website.

You can select your dates in the **From** and **To** section. The report based on allows you to search either based upon the date the guest was using the site (Referral Date) or the date they were searching for (Arrival Date). The **Group** option allows you to group the information either by rate plan (multiple rate plans may not be available for all properties) or the referral type (referrals to your booking page or home page). You can also restrict the search to a specific rate plan under the **Filter by – Rate Plan** option or view only clicks to your booking page or homepage using **Filter By – Referral Type**.

## Impression

The second report is the **Impression** report. The report shows the number of times your property appeared in searches.

You can select your dates in the **From** and **To** section. The **Group by** allows you to group the information either by rate plan (multiple rate plans may not be available for all properties). You can also restrict the search to a specific rate plan under the **Filter by: Rate Plan** option, restrict it to a specific sort order used under **Sort Type**, or restrict to a specific website used for a search using **Region**.

## Lead Time

This report displays how many days in advance consumers were searching when they click on the link to your property's booking page.

## Revenue

The **Revenue** report is based on referrals to your website, it shows a projected revenue based off a conversion ratio. The **Group** option allows you to group the information either by rate plan (multiple rate plans may not be available for all properties). You can also restrict the search to a specific rate plan under the **Filter by: Rate Plan** option. You can set an estimate conversion ratio under the **Projected Revenue %**.

## APPENDIX: REPORT TERMS

Term	Description
Sno	A number indicating the row number.
Rate Plan	Shows the type of rate plan consumers searched for.
#Rooms	Calculates the number of rooms consumers searched for.
#Nights	Calculates the number of nights consumers searched for.
#Adults	Calculates the number of adults consumers searched for.
#Child	Calculates the number of children consumers searched for.
Book	Calculates the number of times consumers clicked on a link to your book page.
Home	Calculates the number of times consumers clicked on a link to your home page.
Referral	Calculates the total number of times consumers clicked on a link (either book or Home) to your website.
Amount	Calculates the dollar value shown to consumers.
Impressions	Calculates the number of times your appeared in a consumer search.
Listing Page	Shows your average page listing in searches.
Listing Order	Shows your average Listing position in searches.
Days	The number of days in advance consumers were searching.
%Referral	This is 2 values, the percentage referrals where the anticipated arrival date is the indicated number of days in advance and the total number of referrals where the anticipated arrival date is the indicated number of days or less.
Revenue	Shows the expected revenue generated based upon the conversion ratio set in the <b>Projected Revenue</b> %.
Total Visitors	The total number of consumers that have accessed Check In Canada and performed a search that included your property. If a single consumer accesses Check In Canada on two different days it will count as two visitors.
Unique Visitors	The total number of unique consumers that have accessed Check In Canada and performed a search that included your property. If a single consumer accesses Check In Canada on two different days it will count as a single visitor.
Total Search	The total number of different searches performed by consumers.
Total Impression	The number of times you appeared in a consumer's search results. If the consumer performed the same search twice it will count as 2 impressions.
Total Referrals	The number of times a consumer clicked on a link to your website.
Est Booking County	Estimated number of bookings made based upon a 5% conversion ratio.
Est Booking Revenue	Estimated revenue earned based upon a 5% conversion ratio.
Searches to Referral Ratio	The percentage of people who click on a link to your property's website when your property was listed in their search.
Est Avg Booking Amount	The average value of a referral to your site.

Avg Lead Days	The average number of days prior to check in that consumers are searching/clicking through for.
Avg. Length of Stay In Days	The average length of stay that consumers are searching/clicking through for.
Avg. Daily Rate	The average rate shown to consumers in their search results.
Affiliate Referral	Some websites use additional tracking to determine who referred the consumer to Check In Canada, the name of the referrer is indicated here.
#Referral	The total number of referrals for the specified referrer.
Avg. Booking \$	The average rate shown for the specific referrer.
ADR	Average Daily Rate.
Searches	The total number of searches done that includes your property.
Desktop	Number of searches made from a desktop.
Mobile	Number of searches made from a mobile device.
Tablet	Number of searches made from a tablet.