

Open Rooms Mobile Site

The World is Travelling Light – So Should Your Website...

Mobile is the fastest growing method of accessing hotel information online. This is not the future – it is very much the present.

Online activity reports in October 2011, indicated that 25% of leisure travellers use mobile devices to book rooms, and Google reported that 19 % of all hotel searches happen on mobile devices.

It is becoming more and more important that hotels have a relevant workable mobile presence and whilst all of the Open Rooms websites are optimised to perform on mobile devices having a slimmed down version of a hotel website specifically for mobile users makes increasing sense.



Open Rooms Mobile Profile

Who needs a mobile website?

Businesses of all sizes.

Having a mobile presence is now being becoming an essential rather than a choice. Maintenance is low and understanding of technology not required. Content is easy to manage and online bookings fed directly from the Bookassist booking engine.

From only £500 plus VAT.

Our **Open Rooms Pro MM12** package includes the ground breaking Content Managed Mobile Website with the full power of the Bookassist Booking Engine inbuilt.

It includes mapping, online booking, image galleries and whatever additional pages and content hotels wish to put on it.

The content is driven from the content management system giving you the opportunity to introduce new pages and drop them into the navigation at will with no need for contacting a web developer!

The booking engine is driven from your Bookassist account automatically and the user interface ensures if someone wants to book a room on their mobile they can!

Designed for ease of use and booking rooms the Mobile Website is an integral part of the Pro package and gets the hotel into the customers' hands with a mobile app for iPhone, iPad, Android and other touchscreen systems like Palm WebOS, Nokia Symbian and Blackberry OS6.

Providing proper mobile and social media access for hotel guests can create a strong impression of the property and what it stands for.

How it Works

Open Rooms mobile technology automatically redirects visitors browsing on **iPhone, Android** and other touch devices to the mobile version of the hotel's website.

The Open Rooms Mobile site has been designed to be both fast and lightweight so that guests who are roaming will not be subjected to large file downloads and potentially larger billing costs ensuring that the customer gets the best experience possible on every platform - on desktop with Open Rooms Pro and on the go with the Mobile Website.

The Mobile hotel site features:

- Location-aware mapping with automatic routing from current location to the hotel (where supported by the phone)
- Room descriptions and photos and integrated customer reviews
- Integrated photo gallery
- Fast and easy-to-use full transaction engine for booking
- PCI-DSS compliant security, credit card verification and SMS booking confirmation
- Feature entire hotel groups, seamlessly interlinking each hotel.

Ensuring return on investment from your webapp Bookassist booking engine also tracks all bookings through its systems, including hotel webapp bookings. The powerful reporting is based on booking engine integration with the Google Analytics and will show you at a glance how your mobile platform is performing.

Properly built platforms drive conversion. Get your hotel on the move with Open Rooms Mobile.

