EXPEDIA MICE HANDBOOK

# HOW TO IMPLEMENT WIDGETS ON YOUR HOTEL WEBSITE

< 12/16- 12/30 >

750 €

375 €

0 €

| Check-in: | Sat 12/16 | Sun 12/17 | Mon 12/18 | Tue 12/19 | Wed 12/20 | Thu 12/21 | Fri 12/22 | Sat 12/23 | Sun 12/24 | Mon 12/25 | Tue 12/26 | Wed 12/27 | Thu 12/28 | Fri 12/29 | Sat 12/30 |

● Low price          ● Your selections          ⊘ Not available

# Increase conversion and user experience by implementing price and search widgets on your hotel website.

Expedia supports you with free widgets to integrate your MICE booking engine visibly and functionally on your website. In particular, our price widget offers great functions that give your customer a quick overview of availabilities and prices. First and foremost, the widgets help to significantly enhance the user experience of your hotel website, to increase the length of time spent on the site, to reduce bounce rates and to generate higher conversion rates.

In this handbook, we will provide you with tips on how to integrate the widgets correctly, how it works, and advise you on how to steer your meeting customers smartly to your new service.

## Chapters

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2  **Price widget for your hotel detail page**

3  **How easy it is to implement the widgets**

4  **Guide your website visitors with banners and links to widgets**

5  **Use the new widget for your meeting marketing**

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Meetings. Made by Dorint.

Regional, flexible and attractive!

SEARCH, COMPARE AND BOOK YOUR MEETING ROOM NOW! IN 3 EASY STEPS.

| Select city | Date | Period | People | Number of rooms | |
|---|---|---|---|---|---|
| All regions | 2017/12/02 | 1 Day | 10 | 1 Room | ▶ SEARCH |

# Search widget for hotel chains and groups

The search widget, embedded on your central landing page for meetings, enables your customers to make a choice of destination and further search settings for their conference directly on the page.

**Relevance**
- This widget is suitable for hotel chains and groups.

**This is how it works**
In the widget, the customer chooses the following search criteria: destination, desired date, duration, number of participants and the number of meeting rooms required. By clicking on "search", your customer will be automatically forwarded to the results list of your MICE booking engine. This is already filtered according to the entered parameters. On the results list, your customer can now specify his search criteria, compare hotels, select them and book them directly.

**The best place for the search widget is your central landing page for meetings**
This is the first point your website visitor will come across if he/she is interested in your conference offers.

**Sucess metric**
- Increase Click-Trough-Rate to MICE booking engine
- Decrease bounce rate

Book your meeting online

**1  Configure your meeting**

I am looking for   Meeting room without accommodation   Meeting room with accommodation

Date   2017/12/02   1 Day

Rooms   1 Room   10   Boardroom   Amenities

Food and Beverage   Unlimited coffee and tea   Snack   Lunch

**Tip:** Configure amenities and equipment and compare all hotels directly

Features   Breakout room

Show less

**2  Compare prices and adjust your date if necessary**

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Low price   Your selections   Not available

**3  Send meeting inquiries and get a quote!**

Send us your inquiry free of charge and without obligation. We will contact you with a quote right away.

Email address (if several addresses, separate them with commas)

Add additional contact details (optional)

Send meeting inquiries and get a quote!

# Price widget for your hotel detail page

The price  widget allows your website visitors to configure meetings with and without overnight stay directly on your hotel website. Prices and availability are calculated and checked in real-time. The special feature: Results are displayed to the customer for +/- one week around the requested date. Firstly, you can direct price-sensitive customers to days with lower demand and lower prices. Secondly, you avoid a "sold out message" by automatically offering alternative dates.

**Relevance**
This widget is suitable for hotel chains and groups as well as individual hotels.

**This is how the widget works**
You can find a detailed description of how it works on the following page.

**The best position is on the entry page for conferences.**
Place the widget prominently, at the top of the entry page for conferences and on relevant sub-pages.

**Success metric**
- Extend average length of stay on detail page
- Reduce % termination rate on detail page
- Number of quotes sent

# How the price calendar widget works

**1** Your customer configures his meeting according to his individual requirements. Prices and availabilities are displayed for a period of +/- one week around the desired date. If you do not have any availabilities for the desired date, your customers will automatically navigate to an alternative date.

Now the customer is asked to enter his or her contact data or e-mail address.

**2** As soon as your customer has clicked on the button "Send meeting enquires and get a quote", he will immediately receive a quote e-mail, including a PDF showing all booking details, in the attachment.
After entering the address data, your customer will be forwarded directly to your booking machine.

**👍** A copy of this e-mail will be sent to your registered support and service e-mail address. This offers you the possibility to support the customer before booking.

**3** If your customer wants to book the sent quote, he/she simply clicks on the link in the offer e-mail and completes the booking on your booking engine.
If necessary, your customer can adjust the booking configuration here.

# How to implement the widgets

Your Expedia contact person will provide you with a code snippet for both the search and the price calendar widget, which we adapt individually to your company's colors. For this purpose we use the two colors you have provided for use on your MICE booking engine

You simply insert the code snippet at the desired place on your website.

Sounds more complicated than it is. Your webmaster or your web agency will certainly help you here.

**Your advantages**
- No programming effort
- No maintenance effort
- Always up-to-date, because adjustments and improvements are carried out centrally by the Expedia MICE development team.

**The technical procedure is described in Chapter 6**

# Guide your website visitors with banners and links to widgets

To increase sales success, use all available opportunities and entry points to direct your potential customers to the widget.
We have put together some tips and ideas for you.

**Include in navigation of your website**
Add a new point such as "Book Meetings Online " with a direct lin
 in the navigation of your website.

**Banner on landing page**
Place a banner  on the landing page of your website
with a link to the widget

**Link/Banner at your meeting packages**
If you present your meeting packes or rates on the website,
you can link directly to the widget.
For example, by adding a link/button "Calculate prices now"

**Link/Banner at the overview of your meeting rooms**
Present your conference rooms on your website,
suggest to your website visitor the following:
"Check prices and availabilities now"

**Link/Banner at the detail page of your meeting rooms**
If you present your rooms individually on the website,
you can either integrate the price calendar widget here,
or link to the widget with link or banner.

# Use the new widget for your meeting marketing

We have put together some suggestions and ideas on how you can use your widget or widgets in your conference marketing and how you can link to them.

- Include a banner with a link to the page with widget in your email signature.

- Link online ads to the conference page with the widget

- Include a link in your out-of-office note.

- "I'm not in the office right now. If you are in a hurry, you can configure your meeting here by yourself and book it online."

- Place a link in your newsletters to corporate customers.

- Place a link in your offers, letters and invoices

- Use print advertisements in trade journals to draw attention to your innovative range of products and services with a single clinker.



Example: Banner in email signature at Hotel Fulda Mitte

# Technical procedure for implementation

**Aim**

Integration of the widget into your hotel website. Here is a simplified representation of an HTML page

```
1   <html>
2
3       <head>
4
5           <title>Page Title</title>
6
7       <head>
8
9       <body>
10
11          <h1>Page Headline</h1>
12
13          <div>[...]CONTENT[...]</div>
14
15      </body>
16
17  <html>
```

**Inserting the code snippet**

Under the content block, for example, you should now enter to display the price calendar widget. For this purpose, the snippet provided by Expedia has to be included in the HTML file.
The supplied snippet is displayed in the red frame.

```
1   <html>
2
3       <head>
4
5           <title>Page Title</title>
6
7       <head>
8
9       <body>
10
11          <h1>Page Headline</h1>
12
13          <div>[...]CONTENT[...]</div>
14
15      <div>
16
17          <script type="text/javascript" id="mmPricecalendarWidget      ">
18              (function() {
19                  function async_load(){
20                      var s = document.createElement('script');
21                      s.type = 'text/javascript';
22                      s.async = true;
23                      s.src = '//meetingmarket.de/Widgets/v1/pricecalendar/            /init.js?hotelid=  ';
24                      var embedder = document.getElementById('mmPricecalendarWidgetc        ');
25                      embedder.parentNode.insertBefore(s, embedder);
26                  }
27                  if (window.attachEvent)
28                      window.attachEvent('onload', async_load);
29                  else
30                      window.addEventListener('load', async_load, false);
31              })();
32          </script>
33
34      </div>
35
36
37      </body>
38
39  <html>
```

**Notice**

Content management systems usually offer an object that you can position on your page. The HTML code (in our case, the snippet element in the red box) is then inserted into it.

# Customize widgets in language and currency

## 1. Price-Widget

To display the price calendar widget on your website in different languages and currencies, you can configure the desired language and currency by adjusting the parameters in the snippet.

In the sample code snippet, we have marked the places to be adjusted for you. The area marked in green describes the language parameter, while the area marked in red describes the currency parameter.

```
<script type="text/javascript" id="mmPricecalendarWidget03a4333d">
        (function() {
            function async_load(){
                var s = document.createElement('script');
                s.type = 'text/javascript';
                s.async = true;
                s.src = '//meetingmarket.de/Widgets/v1/pricecalendar/Expedia/e9c96d5/init.js?hotelid=1234&lng=en-US&ccur=USD';
                var embedder = document.getElementById('mmPricecalendarWidget03a4333d');
                embedder.parentNode.insertBefore(s, embedder);
            }
            if (window.attachEvent)
                window.attachEvent('onload', async_load);
            else
                window.addEventListener('load', async_load, false);
        })();
</script>
```

**To set the language**
The Snippet we deliver to you is already pre-configured in English. Would you like to change the language to German, enter the parameter lng=de-DE.
German is currently available as an additional language for the Order. Other languages will follow.

`=1234&lng=en-US&ccur=USD';`
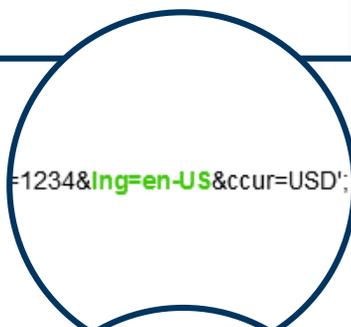
**To set the currency**
The Snippet we deliver to you is pre-configured in your preferred currency. If you want to change the currency, enter the corresponding parameter from below in the overview below.
In the example: For US dollars, the parameter ccur=USD

`1234&lng=en-US&ccur=USD';`
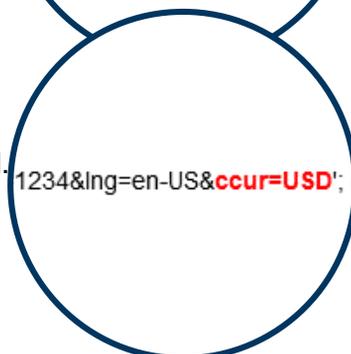
**Currency Parameters** (selection of supported currencies)
| | |
|---|---|
| **EMEA:** | Euro **EUR** \| British pound **GBP** \| Swiss franc **CHF** \| Norwegian Krone **NOK** \| Danish Krone **DKK** \| Swidish Krone **SEK** |
| **NORAM**: | US Dollar **USD** \| Canadian Dollar **CAD** \| Mexican Peso **MXN** |
| **APAC:** | Australian Dollar **AUD** \| Hong Kong Dollar **HKD** \| Singapore Dollar **SGD** \| U.A.E. Dirham **AED** \| Thai Baht **THB** \| Japanesse Jen **JPY** |

Is the currency you need not listed? Please contact us.

# Customize widgets in language and currency

## 2. Search-Widget – customize language

To integrate the search widget in another language, e.g. German, on the website of your hotel chain or group, simply add the language parameter.

In the example below, a snippet for a search widget has been shown as an example and the language parameter for English (lng=en-US) has been appended and highlighted in red.

If you like to switch this to German, just insert the language parameter **?lng=de-DE**

```
<script type="text/javascript" id="mmSearchWidget777f389a">
        (function() {
          function async_load(){
            var s = document.createElement('script');
            s.type = 'text/javascript';
            s.async = true;
            s.src = '//mm.meetingmarket-iut.de/Widgets/v1/search/_____/b2e29d7/init.js?lng=en-US';
            var embedder = document.getElementById('mmSearchWidget777f389a');
            embedder.parentNode.insertBefore(s, embedder);
          }
          if (window.attachEvent)
            window.attachEvent('onload', async_load);
          else
            window.addEventListener('load', async_load, false);
        })();
</script>
```

it.js?lng=en-US';