



Integrated Mobile Web Site and Mobile Booking Solution for Hotels

Prices on request from your Navarino Account Manager.

Summary

The growth of mobile phones and tablet devices is reported to be one of the fastest growing e-commerce channels. The use of mobile devices is becoming a preferred way to stay abreast of what’s going on for a growing majority of travellers and travel shoppers.

Navarino Services Ltd has in association with its industry leading internet marketing partner **Infinite Hospitality Solutions Ltd** [<http://www.infinitehospitality.com>] developed a market leading mobile website and mobile booking engine that embraces all of the benefits that mobile commerce can bring to a hotel and the ease of use to its guests.

The mobile channel represents the biggest current and future on line transactional opportunity for hotels in 2012 and beyond, ahead of social media and challenging the supremacy of the desktop PC and laptop. Navarino and its partner Infinite Hospitality have conducted in-depth research on all strategic and operational aspects of mobile/smartphone capability and usability in the current hotel and travel technology markets, and have introduced to the market not just a device tool but a whole mobile strategy in the shape of its new mobile/smartphone website for hotels, which meets the following key criteria:-

- **Simplicity** – easy user interface and hotel administration
- **Relevance** – especially for the travel shopper wanting to book rooms on the go
- **Uniqueness** – a delivered solution giving a competitive advantage to the client via this market leading mobile product
- **Comparability** – the user experience is at least as good as on the property’s own PC website, payment options same as on property’s PC website booking engine
- **Budget** - highly affordable, cost competitive high specification solution, with low on-going support costs
- **Measurable ROI** –full Google Analytics reporting functionality

The hotels mobile website is designed with the unique capabilities of the mobile/smartphone specifically in mind. This fully optimised mobile site is mobile search ready, enhances customer acquisition, loyalty building, brand awareness and increases customer engagement and satisfaction levels.

The hotels mobile website is a significant ‘channel shift’ tool, as most if not all mobile bookings will be direct via the hotels own booking engine and not via OTA channels.



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Current Operational Features

- Market leading coverage and reach providing rendering on:
 1. Touchscreen smartphones – iPhone, Android, Blackberry Torch and Webkit based browsers
 2. Smaller smartphones, such as earlier Blackberry versions
 3. WAP Mobile phones such as Nokias
 4. iPad Tablet
- Uses m.mobile subdomain, the key to the separate indexing of mobile sites by Google bots (Google has specific bots and changing methodology to the ranking of mobile sites)
- Full mobile platform variety detection sniffer script, to trigger mobile site, including deep links for packages, promotions and offers on hotel website(s).
- Excellence in mapping features, including full directions from the phone's location using either GPS or Wi-Fi triangulation, from phone location to hotel location, including a detailed street view, via Google Maps
- Full translation facility available on request
- Mobile application style icon on home screen allows website to be installed as a native application, with simple 1 click access

Support and Marketing

- Supplied and serviced by proven leading online internet services, e-commerce and marketing companies specialising in hotels representation and distribution
- 24/7 support from dedicated based support team

Performance and Analytics

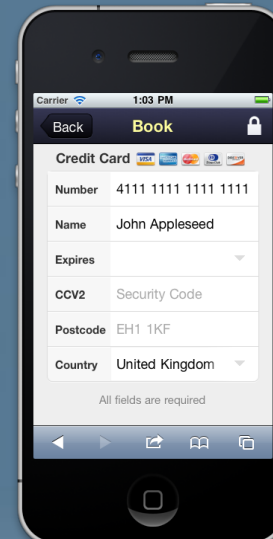
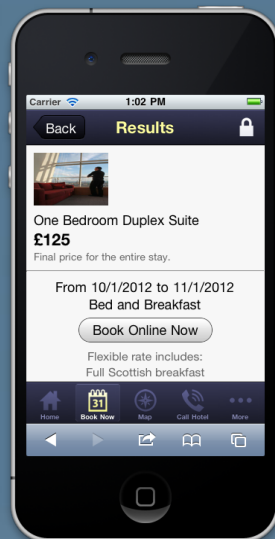
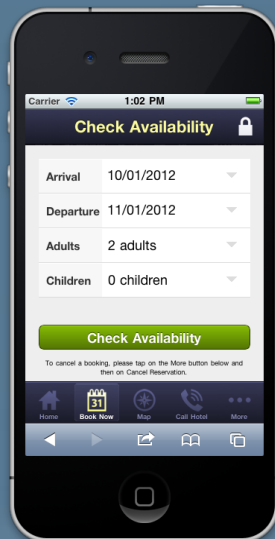
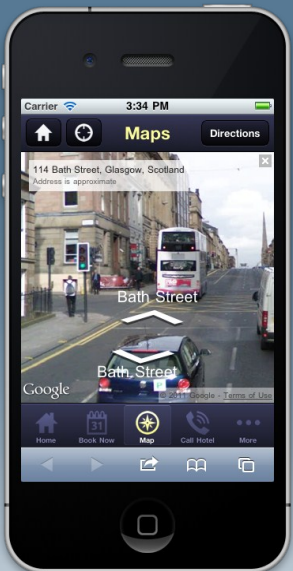
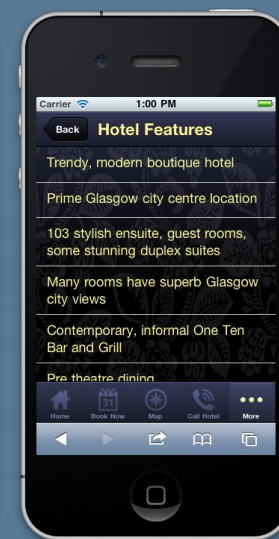
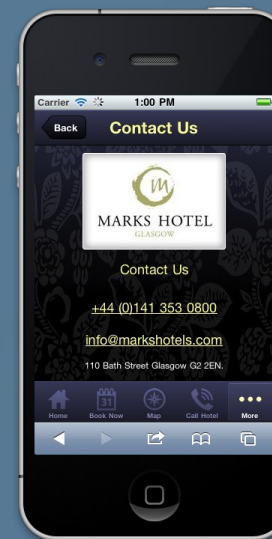
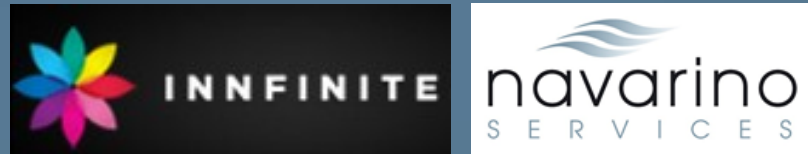
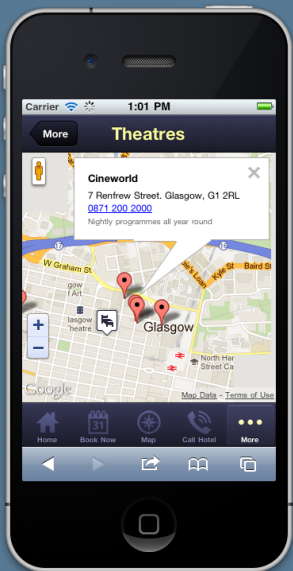
- Full Google Analytics tracking from source to conversion, providing conversion performance, and benchmarking reports are available

Benefits

- Competitive and operational advantages over:
 1. Hotels which don't offer smartphone websites to their guests
 2. Hotels which don't integrate an efficient booking process into their website
- Channel shift from OTA's, this is significant opportunity for hotels as OTA channels are the only booking option for most hotels
- Low abandonment and drop outs as a result of the efficiency of the Mobile Solution - lowers risk of losing bookings and losing business to other more expensive OTA channels

Mobile devices and traveling shoppers are an important customer base for hotels. On-the-go and the immediate nature of travel, hotel bookings and hospitality activities, along with the high level of technical comfort with mobile phones among leisure and business travellers, makes the mobile channel a logical fit and an exciting opportunity for hotels. Navarino and Infinite are proud to offer this marketing leading solution.



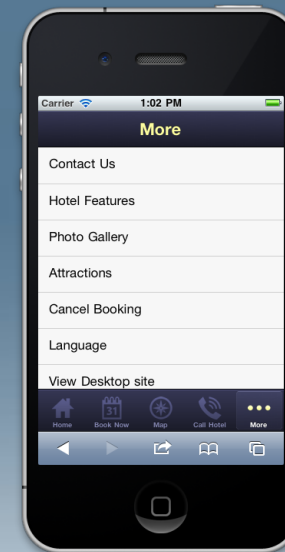


Step 1

Step 2

Step 3

3 Easy Steps to Book Now...
...whilst on the move



Map Features
Including detailed street view, via Google Maps

What Is Available To Your Guest On The Hotels Mobile Site?....

More....
Contact Us - Hotel Features - Photo Gallery - Attractions - Cancel Booking - Language