

# INNsight Help Guide

**Welcome to Your Website *Powered by INNsight.com*. On the following pages you will find help topics to point you in the right direction to train or answer any questions that you may have about selling your rooms on the INNsight platform.**

**[help@INNsight.com](mailto:help@INN<span>sight</span>.com)**



## Table of Contents

Client Login: .....	3
Check In PMS:.....	3
Room Management .....	3
Reservations.....	5
Guest Directory .....	7
Property Details .....	8
Message Center – Premium Only .....	12
Package Center – Premium Only .....	14
Rate Card.....	16
Global Rate Manager .....	16
Rate Wizard.....	17
Bulk Rate Uploader .....	18
Minimum Nights Stay – Premium Only.....	19
Global Variables .....	20
Additional Fees.....	21
Sales Reports.....	21
Daily.....	21
Monthly.....	23
Annual .....	24
Markdown Manager .....	25
Markdowns .....	25
Promotion Codes .....	26
Discounts.....	27
Home:.....	29
My INNsight .....	29
My Account .....	30
My Property .....	31
Messages:.....	31
INNbox, OUTbox, Trash.....	31
Contacts .....	31
Reservation Status: .....	32
Reservation List.....	32
Room List.....	33
Cancellation List .....	33
Check Out List .....	34
No Show List.....	34
Frequently Asked Questions (FAQs) .....	35

## Client Login:

In your browser, go to [www.innsight.com](http://www.innsight.com) and click on **Client Login** in the top-right corner. Enter your User ID and Password and then click on **Sign in** to get access to your account.

Once you are logged in you will land on your customized My INNsight page which will show you several buttons to different parts of the application. By default you will see the buttons associated with the **Check in PMS** section at the top of the page. The buttons associated with this section are the ones you will most frequently use as they will allow you to manage your rooms, manage your rates, take reservations, look up guests, manage your site's content, and get sales reports.

You will find navigation to the PMS and all of the INNsight Platform's tools in the Left Navigation of the site in addition to the menu bar atop the page.

**Check In PMS:** 

## ***Room Management***

The Room Management Tab displays the GRID or Graphical Room Inventory Display. You can easily view your property's inventory and its status visually and even manipulate reservations simply by clicking on the cells in the GRID.

The Search Filters at the top allows you to easily navigate the GRID and search by Arrival Date, Room Type, Guest Name, Room Status, or even by Room. Simply select your search criteria and click 'Search' and the GRID will display the desired results.

By clicking the left and right arrows, you can quickly navigate between dates on the GRID and visually see how your property's inventory is occupied.

In order to create a reservation or check in a guest, you can easily highlight the corresponding cell for the room and date(s) combination by left clicking on the cell(s). Once you have highlighted the configuration of the booking, right click and select the 'Book It Now' link.

**Room Management** | Reservation | Guest Directory | Property Details | Rate Card | Sales Report | Mark Down Manager | Saturday, May 12, 2012

**Room Management**

**My Profile**  
Raj Patel

**Search Filters**

Arrival:    
 Name:   
 Room Type:

Room:    
 Room Status:

**GRID**

Sort by Room Type / No.

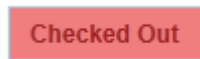
Room Type	May 12 Sat	May 13 Sun	May 14 Mon	May 15 Tue	May 16 Wed	May 17 Thu	May 18 Fri
<b>Queen Standard Handicap</b>							
101	blocked	blocked	blocked	blocked	blocked	blocked	blocked
301	blocked	blocked	blocked	blocked	blocked	blocked	blocked
201	blocked	blocked	blocked	blocked	blocked	blocked	blocked
<b>Queen Standard</b>							
507	blocked						
302	blocked						

**Figure 1: Room Management**

The color coding of the GRID offers a quick visual means of identifying the status of the room:



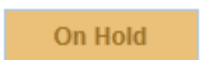
**Checked In** status signifies when a guest has checked into the room



**Checked Out** status is marked when a guest has been checked out of the room



All reservations are marked in **Reserved** status until the guest is Checked In



Any rooms that are actively being looked at by potential guests are marked **On Hold**

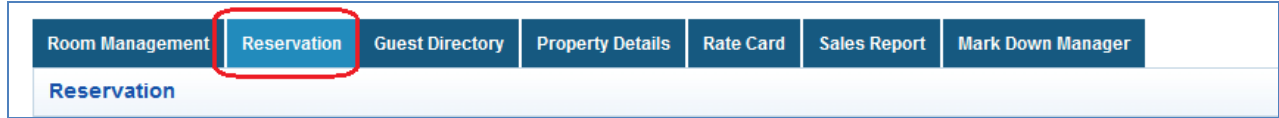


You can block unavailable rooms - **Blocked** rooms cannot be reserved

**Void** – Void status is marked only when a room might be a No-Show

## Reservations

Here is where you can enter a reservation manually whether it's a Guest calling over the phone or someone who has just walked in.



1. Enter the Guest's email address and click **Next**

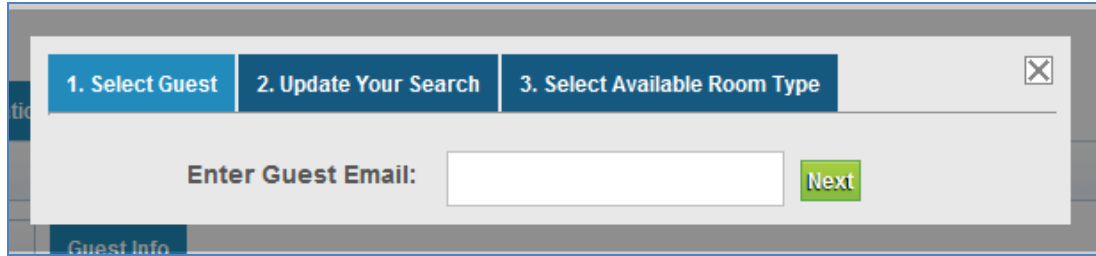


Figure 2: Reservation Step 1

2. Enter the details of the dates the Guest is inquiring about, number of rooms, and number of adults & children and click **Next** again – once you click Next, the system will automatically find available rooms based on your selections on this step

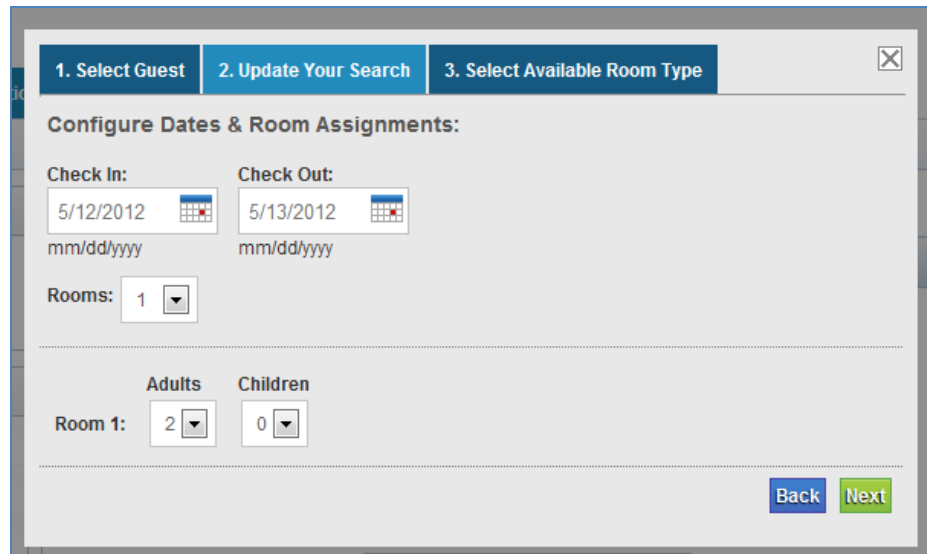
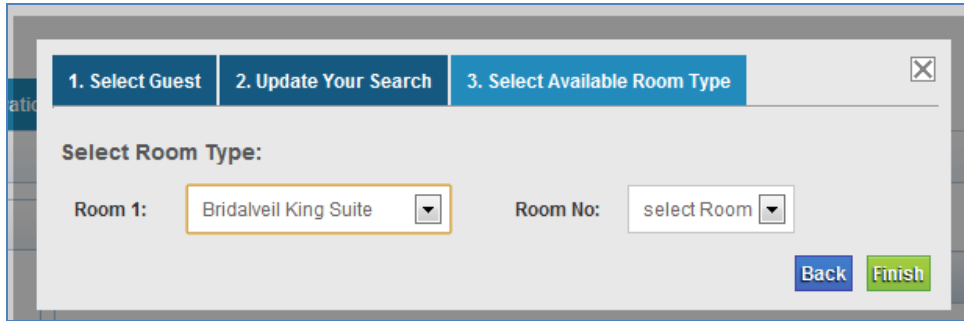


Figure 3: Reservation Step 2

3. Select a Room Type from the dropdown menu, then select a Room No. from the next dropdown menu and click **Finish**



1. Select Guest   2. Update Your Search   3. Select Available Room Type

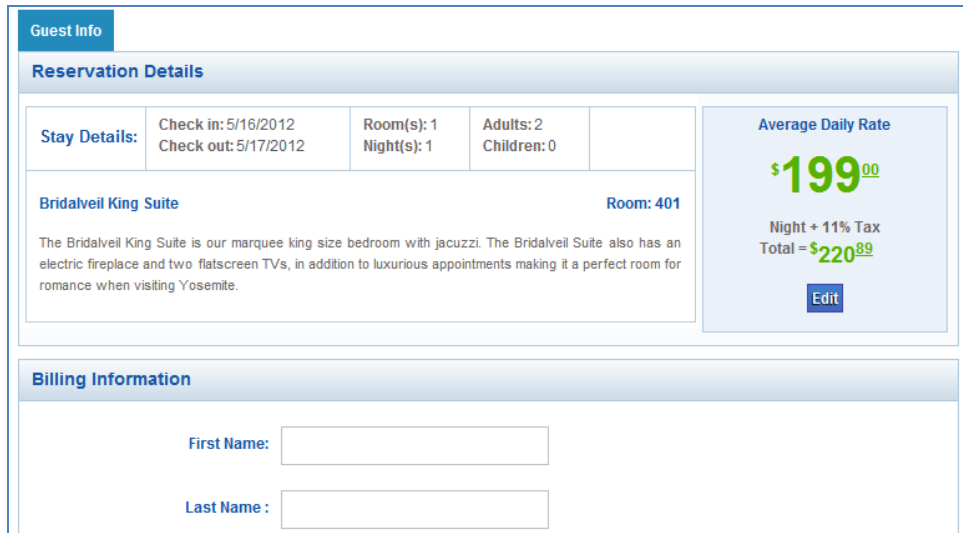
**Select Room Type:**

Room 1:    Room No:

**Figure 4: Reservation Step 3**

- Complete the Guest's Billing Information, Payment Information, Room Preferences, Special Information, and click **Save**



**Guest Info**

**Reservation Details**

<b>Stay Details:</b>	Check in: 5/16/2012 Check out: 5/17/2012	Room(s): 1 Night(s): 1	Adults: 2 Children: 0	
----------------------	---	---------------------------	--------------------------	--

**Bridalveil King Suite**      **Room: 401**

The Bridalveil King Suite is our marquee king size bedroom with jacuzzi. The Bridalveil Suite also has an electric fireplace and two flatscreen TVs, in addition to luxurious appointments making it a perfect room for romance when visiting Yosemite.

**Average Daily Rate**

**\$199<sup>00</sup>**

Night + 11% Tax  
Total = ~~\$220~~<sup>89</sup>





**Billing Information**

First Name:

Last Name :

**Payment Information**

Payment Mode :

Card Type :     

Card Number :

Expiration Date :

---

**Guest Name and Room Preferences**

Room 1: Bridalveil King Suite ✕

First Name: <input type="text"/>	<div style="background-color: #e6f2ff; padding: 5px; border: 1px solid #ccc;"> <p><b>Lowest Avg Rate</b></p> <p><b>\$199<sup>00</sup></b></p> <p>Night + 11% Tax</p> <p>Total= <b>\$220<sup>89</sup></b></p> </div>
Last Name: <input type="text"/>	

---

**Special Information**

Cancel
Save

**Figure 5: Reservation Form**

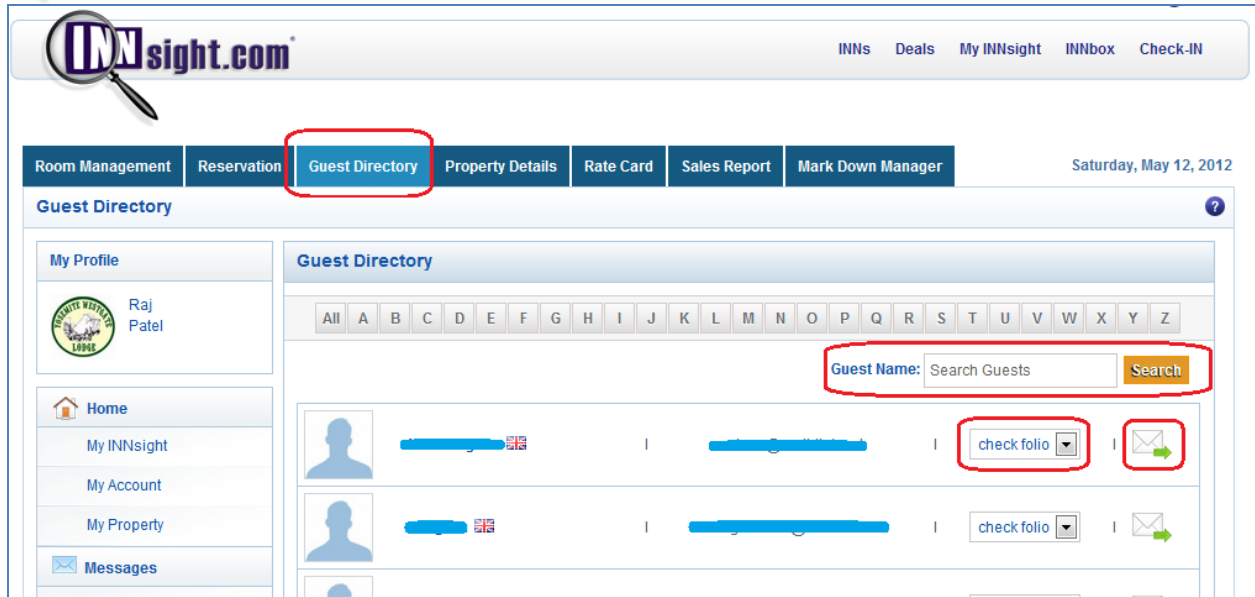
## ***Guest Directory***

The Guest Directory is a **Customer Relationship Management (CRM)** tool that displays a Guest Card for each guest which has made a reservation at your INN or stayed at your property in the past. You can filter through the Guest Directory by using the alphabetical sort buttons in the Guest Directory's header. You can also look for a specific guest by name by searching for their name by typing it into the search dialog box and clicking 'Search'.

Each Guest Card provides the Guest's Name, INN sight Passport User ID, and Location. To the right of the Guest's user details there is an envelope icon to send a message to the Guest and a pull-down menu that shows all of the historical folios for past stays at your INN.

If you click on the envelope associated with any Guest, you will be taken to your email client to compose your message to that guest.

If you select a particular date of stay from the pull-down you will be taken to folio for that guest for that stay.



**Figure 6: Guest Directory**

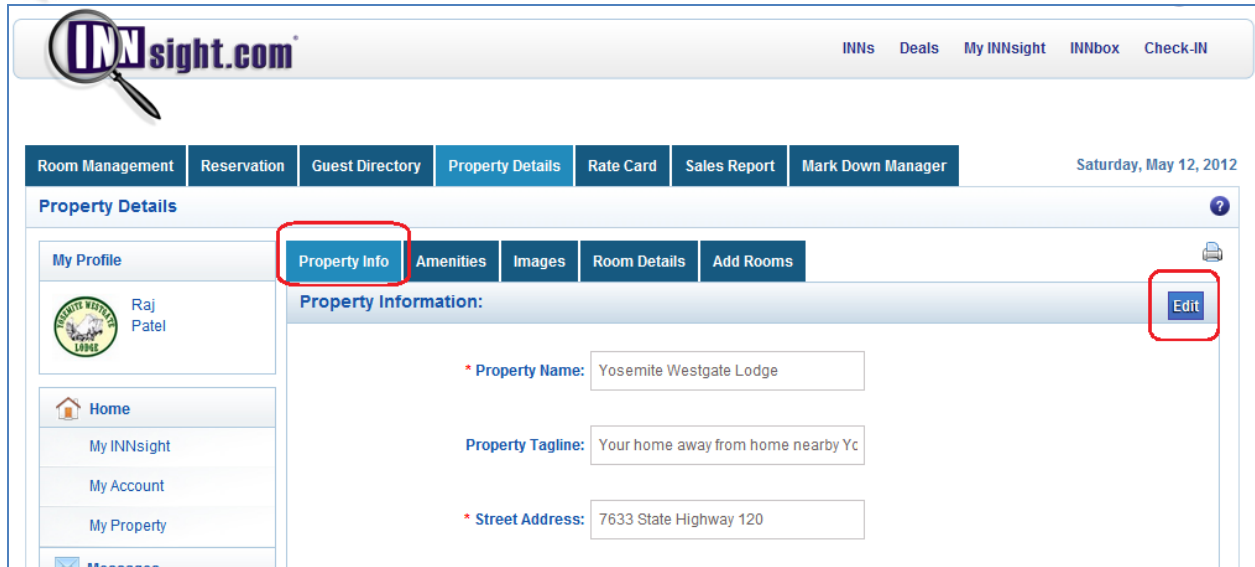
## ***Property Details***

The Property Details Tab contains the **Content Management System (CMS)** for your INN. You can edit your property's content, amenities, photos, and inventory setup from the Property Details Tab. There are four tabs that comprise the Property Details CMS (Note: We recommend that you do not change any settings and contact your account manager instead as changes could adversely affect your search ranking):

**Property Info** -The Property Info tab provides access to the fields that describe the property such as the property address, contact details, descriptions, theme, and policies.

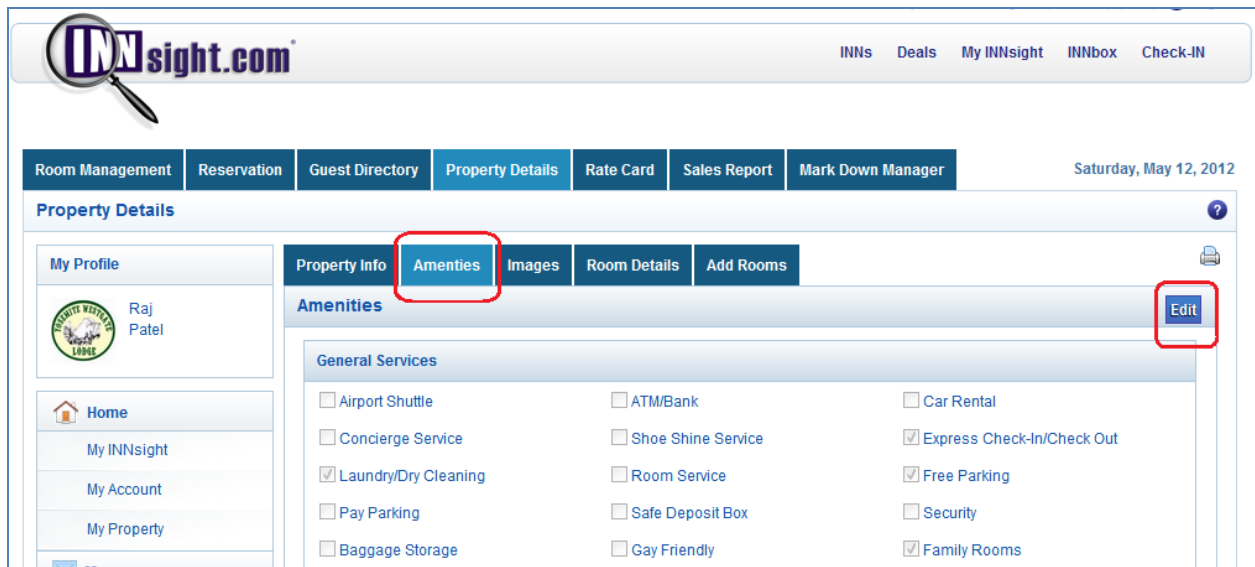
To edit the property description, click on the 'Edit' button and simple edit your property details and then click 'Save'. Please note that as soon as your changes are edited and saved, they will be displayed on your Property Profile Page and/or your website Powered by INN insight.





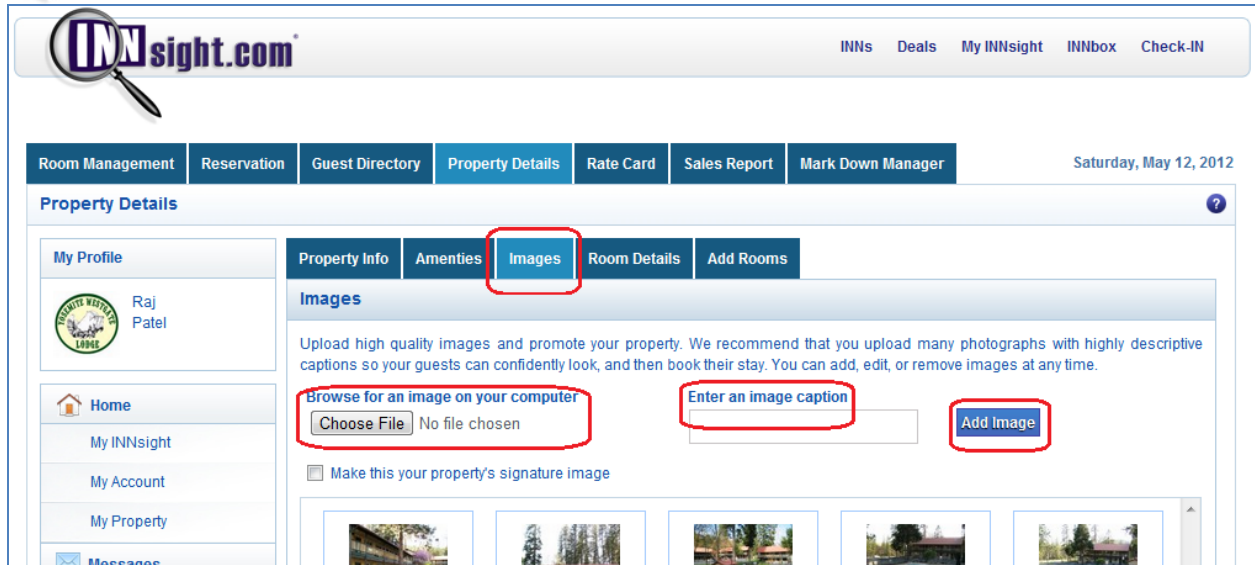
**Figure 7: Property Info**

**Amenities** - The Amenities Tab displays a checklist of all property amenities by category allowing you to select the applicable amenities that your INN offers to guests. To add/edit your amenities list, click on 'Edit', make your updates, and then click 'Save'.



**Figure 8: Amenities**

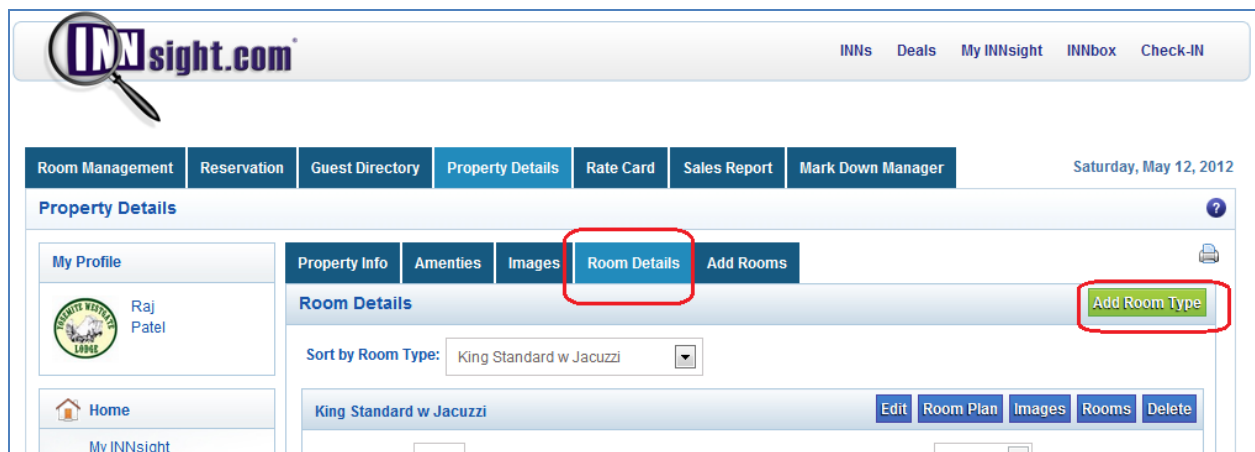
**Images** -The Images Tab provides you the ability to upload countless images of your INN to display to potential bookers. To add an image to your Property Profile, select an image from your computer by clicking 'Choose File', enter a caption in the 'Enter an image caption' field and click on 'Add Image'. Once the image is uploaded you will see it in the catalog below. You can remove images by selecting an image below and clicking the 'Delete' link. Images must be GIF and Jpeg only. Minimum dimensions are 120 pixels X 120 pixels. Maximum files size of 2048KB (2 MB) is allowed.



**Figure 9: Images**

**Room Details** - The Room Details Tab is where you can add and edit room types to your room inventory. Room Details includes the ability to add room descriptions, amenities, photos, and floorplans.

To add a new room type, click on the 'Add Room Type' button. You will be able to edit the Room Type Name, # of Guests, Bed Types, Amenities, Description, Images, and the Room Floor Plan. Once your Room Types are successfully added to your Property, you will need to set up your Room List and assign the applicable Room Type to the Room # in your Room List.



**Figure 10: Room Details**

**Add Room Type**
Save Cancel

Room Type Name:

# of Guests:

Bed Type:

**Amenities:**

<input type="checkbox"/> Handicap	<input type="checkbox"/> View	<input type="checkbox"/> Pets Allowed
<input type="checkbox"/> Non-Smoking	<input type="checkbox"/> Refrigerator	<input type="checkbox"/> Microwave
<input type="checkbox"/> Kitchenette	<input type="checkbox"/> Jacuzzi	<input type="checkbox"/> Full Bath
<input type="checkbox"/> In-Room Internet Access	<input type="checkbox"/> Ipod Dock	<input type="checkbox"/> Audio System
<input type="checkbox"/> LCD TV	<input type="checkbox"/> Shower	<input type="checkbox"/> Direct Dial Phone
<input type="checkbox"/> Iron/Ironing Board	<input type="checkbox"/> Hairdryer	<input type="checkbox"/> Fireplace
<input type="checkbox"/> Air-Conditioner	<input type="checkbox"/> Heater	<input type="checkbox"/> Desk
<input type="checkbox"/> Sofa	<input type="checkbox"/> Bath Robe & Slippers	<input type="checkbox"/> Coffee & Tea
<input type="checkbox"/> Cable TV/HBO	<input type="checkbox"/> Personal Safe	<input type="checkbox"/> Data ports
<input type="checkbox"/> Handicap	<input type="checkbox"/> Turn-down Service	<input type="checkbox"/> Room Service
<input type="checkbox"/> Complimentary Newspaper	<input type="checkbox"/> 24-hour Room Service	<input type="checkbox"/> In-room Video Games
<input type="checkbox"/> Massage Service	<input type="checkbox"/> Alarm Clock	<input type="checkbox"/> Electronic Locks
<input type="checkbox"/> Daily housekeeping service		

**Figure 11: Add a Room Type**

**Add Rooms:** The Add Rooms tab allows you to add rooms once you have created your room types in the previous tab. Just click on 'Add Rooms' and an empty row will appear allowing you to fill out the necessary details and choosing one of the room types you have created. Click 'Add' once you're done.

INNs Deals My INNsight INNsbox Check-IN

Room Management
Reservation
Guest Directory
Property Details
Rate Card
Sales Report
Mark Down Manager
Saturday, May 12, 2012

Property Info
Amenities
Images
Room Details
Add Rooms

**My Profile**

Raj Patel

**Room List** Add Rooms

Step 2: Assign Room Type

Room #	Bed Type	#of Guests	Room Type
			<div style="border: 1px solid #ccc; padding: 2px;"> select one <span style="float: right;">▼</span> <ul style="list-style-type: none"> <li>King Standard w Jacuzzi</li> <li>Bridalveil King Suite</li> <li>Queen Deluxe</li> <li>Queen Standard</li> <li>Queen Standard Handicap</li> </ul> </div>
401	K	3	Delete
402	K	2	Delete

**Figure 12: Assign Room Numbers**

INNsight has been designed to operate as a Property Management System and can manage your property as-is, meaning showing your room list as it is physically represented at your property. For example if you have a 25 unit INN with rooms numbered from 201 to 225, you can set up Room Types and assign them to Room #201 thru #225. If, however, you do not request to manage your room inventory for sale 1:1 with your property on INNsight or your own website Powered by INNsight then you can simply create room types and create as many rooms in your room list as you would like to manage online.

**Note:** It is important set up your room types with the accurate number of guests that can be accommodated in that particular room type so searches and reservations from the system can be reconciled correctly.

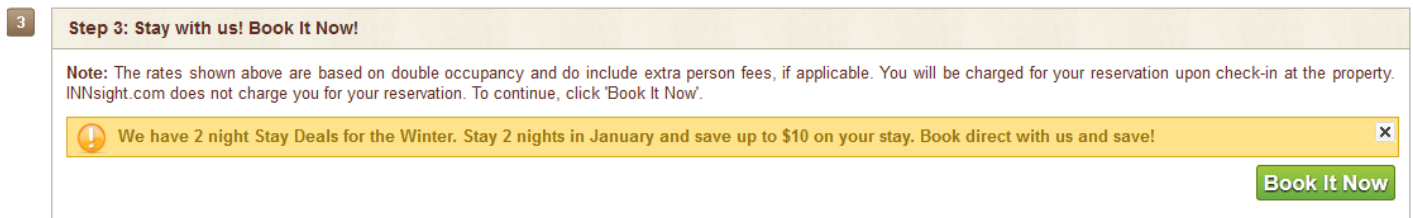
### ***Message Center – Premium Only***

INNsight has created a platform for INNkeepers to promote their property and sell rooms by directly interfacing with travelers. The Message Center allows INNkeepers to broadcast messages in four different areas on their Premium website Powered by INNsight:

- Home Page Banner: Display a greeting message on your home page or to flash any important news to visitors to your website.
- Accommodations Page Banner: Display a message at the Point of Sale. Use this area to display details about a deal you may have currently going on.
- Directions Page Banner: Display a message on your Map & Directions Page. You can now display details to your guests for example if there is a road closure.
- Book It Now Message Banner: Display a message to guests during the Booking Flow.

Messages can be set to expire and can be color coded: Good News messages are colored in green, Attention messages are in yellow with a caution symbol, and Bad News messages are shows in red. You have 140 characters for your message and can toggle the message on or off on the fly.

Messages look like this on your website *Powered by INNsight*:



**3 Step 3: Stay with us! Book It Now!**

**Note:** The rates shown above are based on double occupancy and do include extra person fees, if applicable. You will be charged for your reservation upon check-in at the property. INNsight.com does not charge you for your reservation. To continue, click 'Book It Now'.

**⚠ We have 2 night Stay Deals for the Winter. Stay 2 nights in January and save up to \$10 on your stay. Book direct with us and save!**

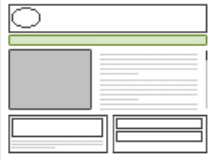
**Book It Now**

**Figure 13: Messages on Your Website Powered by INNsight**

Property Info	Amenties	Images	Room Details	Add Rooms	<b>Message Center</b>	Package Center
---------------	----------	--------	--------------	-----------	-----------------------	----------------

### Message Center

**Home Page Message Banner**



- Attention!
- Good News
- Bad News

Welcome to our newly designed website. Book on our website and save; our website rates are our lowest rates.

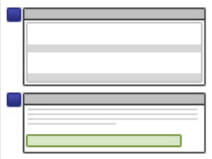
⋮

Status:  ▾

Expires:  📅

Characters Left: 32

**Accommodation Message Banner**



- Attention!
- Good News
- Bad News

We have 2 night Stay Deals for the Winter. Stay 2 nights in January and save up to \$10 on your stay. Book direct with us and save!

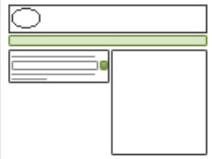
⋮

Status:  ▾

Expires:  📅

Characters Left: 8

**Directions Message Banner**



- Attention!
- Good News
- Bad News

Tioga Pass State Highway 120 across the high country through Yosemite National Park and Glacier Point Road are now CLOSED for the Winter.


⋮

Status:  ▾

Expires:  📅

Characters Left: 3

**Book It Now Message Banner**



- Attention!
- Good News
- Bad News

Note: If you run into difficulty booking on our website, please use Firefox or Chrome internet browsers for best compatibility with our site

⋮

Status:  ▾

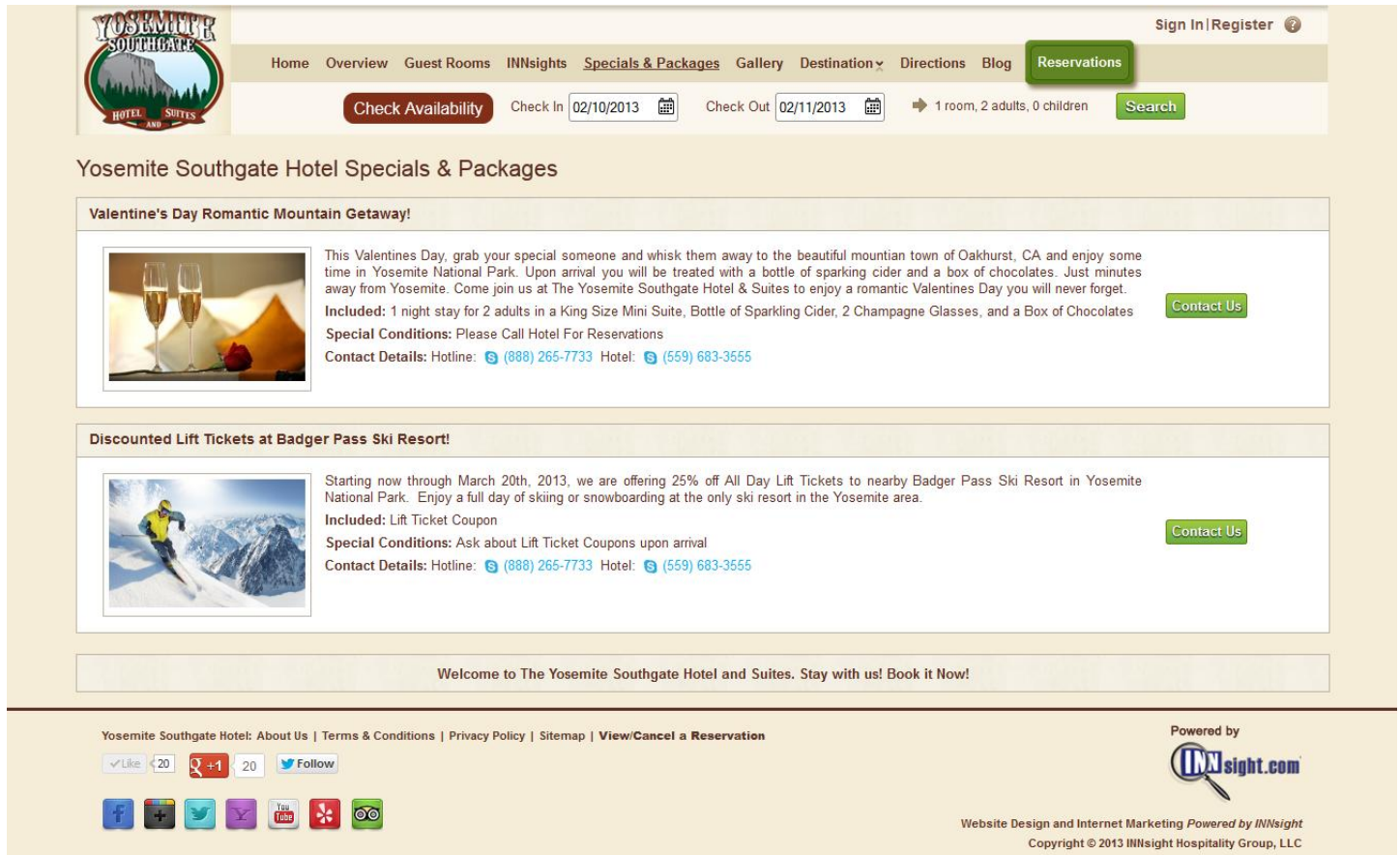
Expires:  📅

Characters Left: 0

Figure 14: Message Center

## Package Center – Premium Only

Packages and Specials on your website are a great way to cross-market, upsell, and promote different activities or leverage direct marketing relationships with other businesses. Now, with INNsight you can advertise such Specials and Packages directly on your Premium Website *Powered by INNsight*.



The screenshot shows the website interface for Yosemite Southgate Hotel. At the top, there is a navigation menu with links for Home, Overview, Guest Rooms, INNsights, **Specials & Packages**, Gallery, Destination, Directions, Blog, and Reservations. A search bar is visible with a 'Check Availability' button, check-in and check-out dates (02/10/2013 and 02/11/2013), and a search button. Below the navigation, the page title is 'Yosemite Southgate Hotel Specials & Packages'. Two special packages are featured:

- Valentine's Day Romantic Mountain Getaway!**: Includes a description, an image of champagne glasses, and a 'Contact Us' button.
- Discounted Lift Tickets at Badger Pass Ski Resort!**: Includes a description, an image of a skier, and a 'Contact Us' button.

At the bottom of the page, there is a footer with social media icons (Facebook, Google+, Twitter, YouTube, etc.), a 'Powered by INNsight.com' logo, and copyright information: 'Website Design and Internet Marketing Powered by INNsight Copyright © 2013 INNsight Hospitality Group, LLC'.

**Figure 15: Specials and Packages on your Premium Website**

Now you can set up Specials and Packages to display on your Premium Website *Powered by INNsight* with ease. Simply go to the Property Details Tab and click on the Package Center Tab. Click on 'Add a Package/Special'


You can differentiate between a Special or a Package by clicking the applicable radio button.

Create a title for your Special/Package and draft a description which explains the Special or Package. Define what is included, the Contact Details and any Special Conditions. Upload images for your Special/Package and you'll be all set.

You can 'Add' or 'Delete' a Special or Package at any time.



**Property Details**

My Profile  
  
 Home  
 My INN sight  
 My Account  
 My Property  
 Messages  
 INNbox (806)  
 OUTbox  
 Trash (0) Empty  
 Contacts  
 Reservation Status  
 Reservation List  
 Cancellation List  
 No Show List  
 Check In List  
 Check Out List  
 Room List  
 Check In PMS  
 Room Management  
 Reservations  
 Guest Directory  
 Rate Card  
 Property Details  
 Sales Reports  
 Markdown Manager

**Package Center**

Select: Valentine's Day Romantic Mount

**Valentine's Day Romantic Mountain Getaway!**

Type:  
 Special  Packages

Title: Valentine's Day Romantic Mountain Getaway! Value: 119.0 On

Description: This Valentines Day, grab your special someone and whisk them away to the beautiful mountain town of Oakhurst, CA and enjoy some time in Yosemite National Park. Upon arrival you will be treated with a bottle of sparkling cider and a box of chocolates. Just minutes away from Yosemite. Come join us at The Yosemite Southgate Hotel & Suites to enjoy a romantic Valentines Day you will never forget.

Included: 1 night stay for 2 adults in a King Size Mini Suite, Bottle of

Contact Details: Hotline: (888) 265-7733 Hotel: (559) 683-3555


Special Conditions: Please Call Hotel For Reservations

**Images**

Upload high quality images and promote your property. We recommend that you upload many photographs with highly descriptive captions so your guests can confidently look, and then book their stay. You can add, edit, or remove images at any time.

Browse for an image on your computer

Enter an image caption  
  
 Characters left: 60



**Image Dimensions & File Types**

- GIF or JPEG only.
- Minimum image dimensions are 640 pixels X 480 pixels. Maximum image file size of 2048KB (2 MB) is allowed. Larger images will be scaled to fit within recommended dimensions while retaining an appropriate aspect ratio so as not to distort the image.
- Thumbnail images will be created and rendered through Search Results.

Figure 16: Set up Specials & Packages with Ease

## **Rate Card**

The Rate Card operates very similarly to the Room Management GRID insofar as there is a search function atop which allows you to identify the rates that you have set for any date, room type, room #, or room status.

The Rate Card also displays the color coded cells demonstrating the status of each room like the Room Management GRID. By understanding the status of the rooms, you can make more informed pricing decisions.

There are three ways to make rate changes:

1. In bulk with the **Rate Manager** located below the GRID
2. Using the **Rate Wizard** to make granular rate changes for specific dates and room types – the Rate Wizard button is located on the top-right of the GRID
3. The **Bulk Rate Uploader** allows you to change rates across one or many days and increment or decrement the rate by room type.

## **Global Rate Manager**

In order to change rates, all you need to do is select the room type, date range and input the rates in the Rate Manager and click 'Update'.

In order to simplify rate management, we ask for only three rate types:

**Weekend Rate:** The Weekend Rate field will set the rate for Fridays and Saturdays within the selected date range/room type configuration

**Base Rate:** The Base Rate is the Rack Rate you would like to set for the date range/room type configuration

**Floor Rate:** The Floor Rate is a novel rate concept introduced to the INNsight platform which asks the question: What is the lowest rate which you are willing to sell this room on this date? Note: this rate will only be displayed with your consent as INNsight algorithmically works to sell your excess room inventory. (COMING SOON)

You can block and unblock rooms within the date range/room type configuration set in Rate Manager or even right click and block rooms directly in the GRID. Blocking a room removes it from the online inventory displayed on INNsight.com and/or your standalone website Powered by INNsight.



**Global Rate Manager**

Room Type:  From:  To:

Weekend Rate:  Weekday Rate:  Floor Rate:

Block Rooms:  Unblock Rooms:

**Figure 17: Rate Manager**

## Rate Wizard

When you open the Rate Wizard, you can quickly and easily change rates for specific rooms, specific dates, and specific room types which would be more time consuming using the Rate Manager tool.

Simply choose your year and room type at the top-right of the window, choose your month on the left side of the window, and then click in each date's rate box for which you want to change rates. Once you're done, click **Update**.

You can quickly go from one date to another by tabbing through them with the Tab key on your keyboard after you enter the updated rate. Any rates that are updated will appear with a green highlight color.

To Return back to the PMS, simply click Cancel or the 'X' atop the window to close the Rate Wizard. You will be taken back to the Rate Card which will be refreshed to display your latest change.

The Rate Wizard also displays a small house icon which displays the number of rooms available per date per room type thereby quickly informing you of availability so you can make an educated decision on rate setting.

Yosemite Southgate Hotel and Suites Rate Wizard: King Mini Suite

2013  King Mini Suite

Month	February 2013						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January							
February						1 \$ 65	2 \$ 65
March							
April							
May	3 \$ 65	4 \$ 65	5 \$ 65	6 \$ 65	7 \$ 65	8 \$ 65	9 \$ 65
June							
July	10 \$ 65	11 \$ 65	12 \$ 65	13 \$ 65	14 \$ 65	15 \$ 65	16 \$ 65
August							
September	17 \$ 65	18 \$ 65	19 \$ 65	20 \$ 65	21 \$ 65	22 \$ 65	23 \$ 65
October							
November	24 \$ 65	25 \$ 65	26 \$ 65	27 \$ 65	28 \$ 65		
December							

[Cancel](#) |

Figure 18: Rate Wizard

## Bulk Rate Uploader

The Bulk Rate Uploader is an application which allows you to edit rates for one or many days and control the differences of rates between room types. For example, if you want to quickly drop or increase rates for a date or series of dates, simply select the room type you want to edit, input the rate delta and press the plus or minus icons to increase or decrease the rate respectively.

To make any edits to rates, select the From and To dates. If you want to change the rates for today, just leave the default From and To date as today's date itself. If you just want to increase or decrease the rate, keep the Base Rate blank.

For example, let's say you want to increase all rates for today by \$10: Keep From date set as Today and To date set as Today, leave Base Rate Unchanged, and type in '10' in all room types' cells and ensure the green plus icon is selected. Click 'Update' and all of you rates will increase by \$10.

If you want to set a new base rate enter that Base Rate.

Then you can accordingly update the rates per room type below by entering a different rate figure and clicking on the plus or minus icons. If you select the minus icon, it will turn red and decrease the current rate or the Base Rate by that amount. If you select the plus icon (default), it will be green and increase the current rate or the Base Rate by that amount.

Make all of your configurations and simply click 'Update' and you will see all of the changes reflected in the Rate GRID above.

**Bulk Rate Uploader**

From:   To:   Base Rate:  [Optional]

Single Queen      Single King      2 Doubles      2 Queens Family Room

Figure 19: Bulk Rate Uploader

### Minimum Nights Stay – Premium Only

INNsight offers unprecedented control over pricing and inventory management. Easily set up Minimum Nights Stay rules for your entire property or specific rooms.

To set a Minimum Nights Stay, simply select All Room Types or a particular room type, select the date range where the rule will be applied and the number of minimum nights the guest will be required to book. Click 'Update' and the rule will be applied and you will see the rule displayed in the list below. You can remove any restriction simply by clicking on Delete.

**Minimum Nights Stay**

Room Type:   From:   To:   Minimum stay:

**Minimum Nights Stay List**

Sr. No	Room Type Name	Date From	Date To	Minimum Stay	Action
1	King Mini Suite	07/03/2013	07/05/2013	2	Delete
2	Family Mini Suite	07/03/2013	07/05/2013	2	Delete

Figure 20: Minimum Nights Stay Controls

When a traveler comes upon a Minimum Nights Stay condition, they will be kindly displayed a message informing them as such:



Select Room 1: 2 Adults, 0 Children

**King Mini Suite** 2 persons

The King Mini Suite is a large and spacious room with a California King Size bed and sleeper queen sized sofa that can easily accommodate a couple with children. Our mini suites, at nearly 520 square feet, are some of the largest rooms in the Yosemite area. The King Mini Suite has a vanity, full bath, hairdryer, wet bar, microwave/refrigerator, coffee maker, 3 direct dial phones, dining table with two arm chairs, desk, iron/ironing board, color satellite TV with Showtime and free wireless internet.

**Included:** Coffee & Tea, Free Continental Breakfast, Free WIFI, Cable TV  
**Not Included:** N/A

Average Daily Rate: \$185<sup>00</sup>  
Per Night + 11% Tax  
Total: \$205<sup>35</sup>

⚠️ Sorry, We have a 2 Night Minimum Stay Requirement from: Jul 03, 2013-Jul 06, 2013

**Not Available**

View Room Details and Rates

Figure 21: Minimum Nights Stay Display

## Global Variables

The Global Variables section allows you to set tax and fee related settings for your property:

**Minimum Rate** and **Maximum Rate** provide the system a low and high band of rates for its pricing algorithm and also allows for display of the annual rate range of your property.

**Additional Child Fee** is the dollar fee for additional children per room.

**Extra Adult Fee** is the dollar fee for each extra adult over double occupancy.

**Room Tax Rate** is the percentage room tax that is charged at the property.

**Is Adult Age Greater than 12** is a check box which allows you to set whether you consider a teenager an adult at your property.

In order to make any changes to the above settings edit the field(s) and click 'Update'.



**Global Variables: Taxes & Fees** Update

Minimum Rate: <input type="text" value="79"/>	Maximum Rate: <input type="text" value="399"/>	Extra Adult Fee \$: <input type="text" value="10"/>
Additional Child Fee \$: <input type="text" value="0"/>	Room Tax Rate: <input type="text" value="11"/> %	Teenager is considered an adult: <input checked="" type="checkbox"/>

Figure 22: Global Variables

## Additional Fees

Many municipalities charge a various amount of fees such as tourism board taxes. We have built in the ability to include these fees in the display of the final tabulation of rates and fees for the guest's stay.

You can name the fee and enter either a nightly fee or a one-time fee and click 'Add' to activate. Note: Be careful in setting this up and describing the fee accurately as it will impact calculations.

**Additional Fees** ▲

One Time Fee:  Per Room \$

Nightly Fee:  Per Room \$

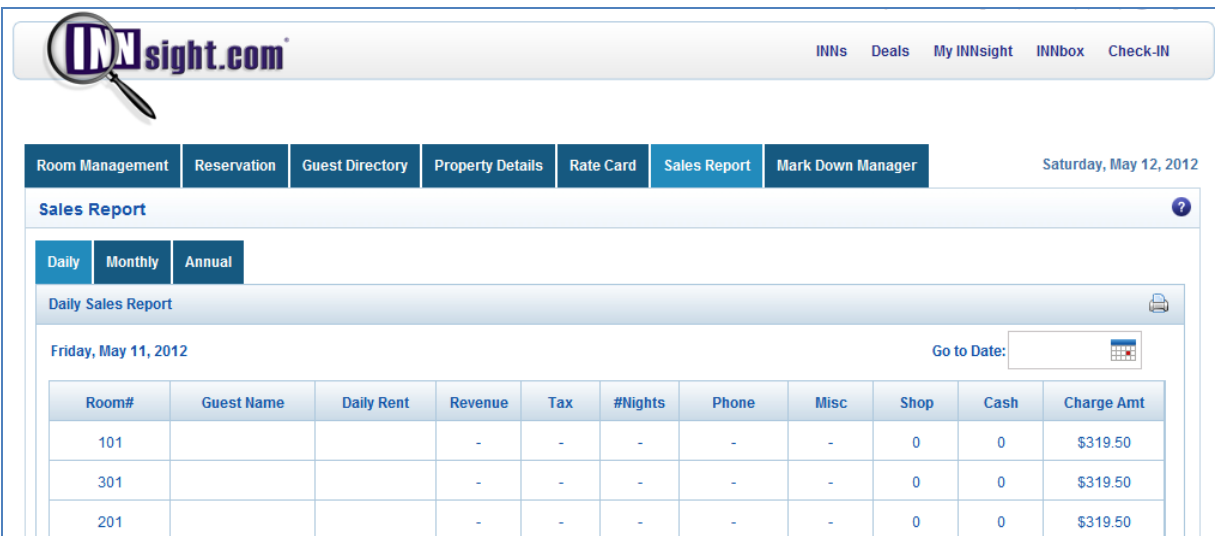
[Add](#)

Figure 23: Additional Fees

## Sales Reports

### Daily

The Daily Sales Report shows the daily business performance of your INN. The Daily Report details the Guests who have occupied your rooms per particular date, and the revenue details per guest room. You can query the Sales Reports by selecting any date from the past in the 'Go to Date' dialog. To print a report you can simply click on the 'Print' link at the top of the report.



The screenshot shows the INN sight.com interface with the 'Sales Report' tab selected. The report is for 'Friday, May 11, 2012'. The table below shows the data for that date.

Room#	Guest Name	Daily Rent	Revenue	Tax	#Nights	Phone	Misc	Shop	Cash	Charge Amt
101			-	-	-	-	-	0	0	\$319.50
301			-	-	-	-	-	0	0	\$319.50
201			-	-	-	-	-	0	0	\$319.50

Figure 24: Daily Report

The Daily Sales Report displays the following statistics about your property:

**Guest Name** – Quickly review the daily revenue summary by Guest Name or Room Number.

**Daily Rent** – The Daily Rent field shows the Daily Rate paid for that particular room by the guest.

**Room Revenue** – Room Revenue details the total room revenue derived from that guest for that particular room upon check out. Note: Room Revenue will be blank until the guest has actually checked out of that room as room revenue is not accrued until check out.

**Tax** – The Tax field displays the total transient occupancy or room tax paid by the guest. Note: Tax is only shown after check out when all revenue totals are accrued.

**#Nights**- The # of Nights displays the remaining nights that the guest will be occupying the room. If this field is blank then the guest has checked out on the date of the report.

**Phone** – The Phone field displays any incidental phone charges for the guest’s stay accrued upon check out.

**Misc** – The Misc field displays any incidental miscellaneous charges for the guest’s stay accrued upon check out.

**Shop** – The Shop field displays any incidental Gift Shop charges for the guest’s stay accrued upon check out.

**Cash**-The Cash field displays the total amount of cash used to pay for room and incidental charges by the guest.

**Charge Amount**-The Charge Amount field displays the total amount paid by credit card for room and incidental charges by the guest. Summing up Cash and Charge Amount totals should equal Room Revenue + Tax + Phone + Misc + Shop Costs.

The Summary Tables at the bottom of the page show all revenue and costs figures totaled and displayed Month to Date so you can track your progress. INN insight.com Reservations show how much revenue is being driven by the INN insight.com Platform.

Revenue Breakdown	
Rent	\$0
Tax	\$0
Phone	\$0
Misc	\$0
Shop	\$0
Total	\$0

Month To Date	
Revenue Month to Date	\$0
occupancy Month to Date	110
Total Room month to Date	495
Occupancy Rate	22.22%
Total Tax Month to Date	\$0
Total Phone Rev to Date	\$0
Total Misc Rev to Date	\$0
Total Shop Rev to Date	\$0

Lodging Statistics	
Room Revenue	\$0
Room Occupancy	0
Average Daily Rate	\${avg_daily_rate}
Occupancy Rate	0%
Rev Par	\$

Inn insight.com Reservations	
Reservation Revenue	-
Reservation Count	-

**Figure 25: Summary Tables**

Lodging Statistics display the following performance metrics of your property:

**Room Revenue** – Room revenue for the day

**Room Occupancy** – Total number of rooms occupied

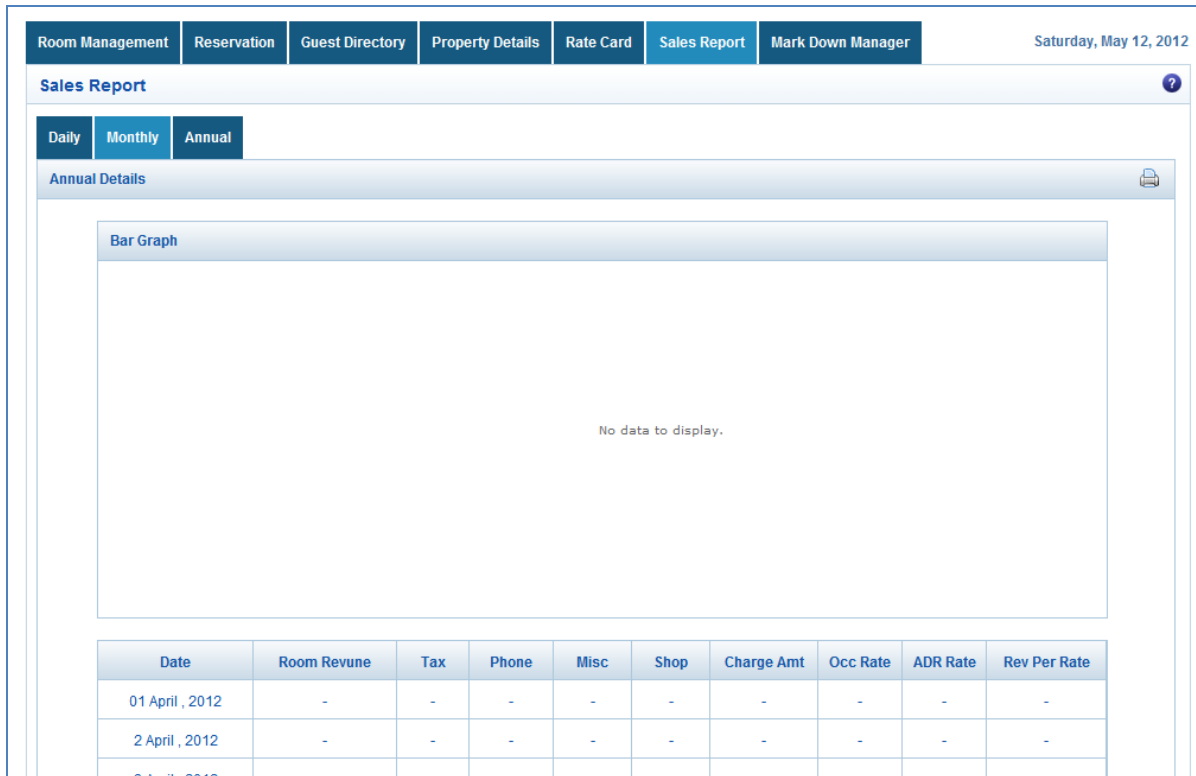
**Average Daily Rate** – The average rate for the day

**Occupancy Rate** – A percentage of the total number rooms that are occupied

**RevPAR**- How well are you maximizing your real estate? RevPAR or Revenue Per Available Room helps you determine how your real estate is performing. RePAR is calculated by dividing Room Revenue by Total Number of Rooms.

## Monthly

The Monthly Sales Report shows a view into business performance of your INN across an entire month. The Monthly Report details sales metrics by day. You can select any month from the past in the 'Go to Month' dialog. To print a report you can simply click on the 'Print' link at the top of the report.



**Figure 26: Monthly Sales Report**

The Monthly Sales Report displays the following statistics about your property:

**Room Revenue** – Room Revenue details the total room revenue derived from that guest for that day. Note: Room Revenue is only tabulated when a guest has actually checked out of that room as room revenue is not accrued until check out.

**Tax** – The Tax field displays the total transient occupancy or room tax paid by the guest for that day. Note: Tax is only shown after check out when all revenue totals are accrued.

**Phone** – The Phone field displays any incidental phone charges by guests upon check out for that day.

**Misc** – The Misc field displays any incidental miscellaneous charges by guests upon check out for that day.

**Shop** – The Shop field displays any incidental Gift Shop charges by guests upon check out for that day.

**Charge Amount**–The Charge Amount field displays the total amount paid by credit card for room and incidental charges by the guests for that day.

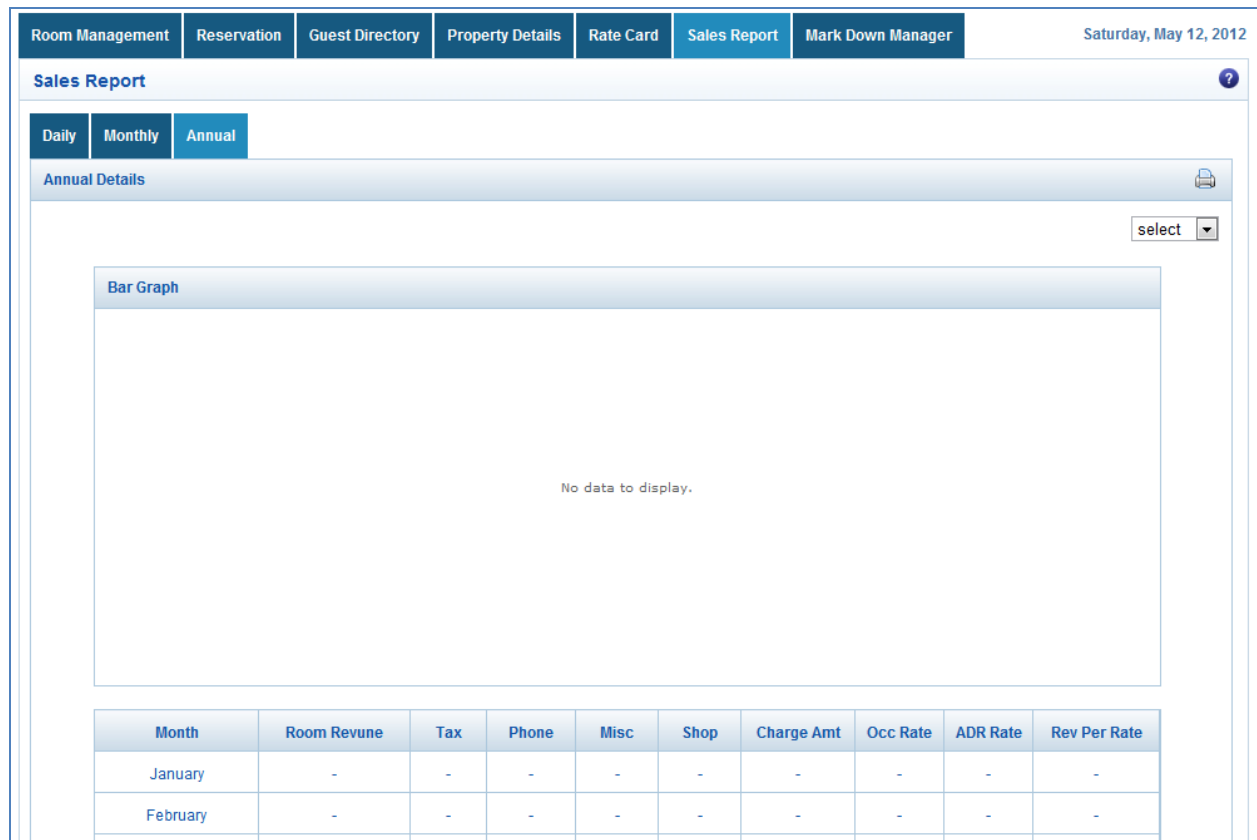
**Occupancy Rate** – Occupancy Rate shows a percentage of the total number rooms that are occupied per day.

**ADR** – Average Daily Rate or ADR demonstrates the average room rate which was derived for that day.

**RevPAR-** How well are you maximizing your real estate? RevPAR or Revenue Per Available Room helps you determine how your real estate is performing. RePAR is calculated by dividing Room Revenue by Total Number of Rooms.

## Annual

The Annual Sales Report shows a view into business performance of your INN across an entire calendar year. The Monthly Report details sales metrics by day. You can select any previous year 'Go to Year' dialog. To print a report you can simply click on the 'Print' link at the top of the report.



**Figure 27: Annual Sales Report**

The Annual Sales Report displays the following statistics about your property broken out by month for the selected calendar year:

**Room Revenue** – Room Revenue details the total room revenue derived from that guest per month. Note: Room Revenue is only tabulated when a guest has actually checked out of that room as room revenue is not accrued until check out.

**Tax** – The Tax field displays the total transient occupancy or room tax paid by the guest per month. Note: Tax is only shown after check out when all revenue totals are accrued.

**Phone** – The Phone field displays any incidental phone charges by guests upon check out per month.

**Misc** – The Misc field displays any incidental miscellaneous charges by guests upon check out per month.

**Shop** – The Shop field displays any incidental Gift Shop charges by guests upon check out per month.



**Charge Amount**-The Charge Amount field displays the total amount paid by credit card for room and incidental charges by the guests per month.

**Occupancy Rate** – Occupancy Rate shows a percentage of the total number rooms that are occupied per month.

**ADR** – Average Daily Rate or ADR demonstrates the average room rate which was derived per month.

**RevPAR**- How well are you maximizing your real estate? RevPAR or Revenue per Available Room helps you determine how your real estate is performing. RevPAR is calculated by dividing Room Revenue by Total Number of Rooms.

## **Markdown Manager** [Mark Down Manager](#)

Markdown Manager is your pricing promotion tool where you can markdown your rates and offer promotional pricing on your room rates. By setting up a deal, you can show strike thru pricing within Search Results and your Property Profile Page or standalone website Powered by INNsight. Not only will your prices appear as marked down but the deal itself will be publicized in INNsight's Deals Site and also in your own Deals section within your Property Profile Page and/or website. Markdown Manager provides several powerful tools to discount your rooms:

1. Markdowns (Strike-Thru Pricing based on \$ off or % off discounts for multiple night stay conditions)
2. Promotion Codes (Distribute Promo Codes that guests can enter on your Site or PPP to receive a \$ off or % off discount)
3. Discounts (Display customized \$ off or % off discounts to guests)

## **Markdowns**

There are two types of deals that can be set up by Markdown Manager:

1. Discount by \$ amount if the reservation is booked by a certain date
2. Discount by % off if the reservation is booked by a certain date

In order to set up a Deal:

1. You will need to add a promotional message in the Message field. Deals are promoted per room type.
2. Promo Start Date is the date when the promotion will go live on the site.
3. Promo Length Days determines how many days the promo will run for.
4. No of Nights determines the minimum number of nights will need to be reserved to take advantage of the promotional price.
5. The Discount can be applied as either a dollar amount or percentage off.
6. Book by Date creates a sense of urgency for the traveler by determining an expiration date for the Deal
7. Once all fields are entered, click on 'Confirm Deal' to queue the deal for exposure.

8. Highlighting a Deal will display the Deal with additional visual emphasis throughout the Site.

To remove a Deal, you can click on the cancel 'x' icon of any deal from the Live Deals list below.

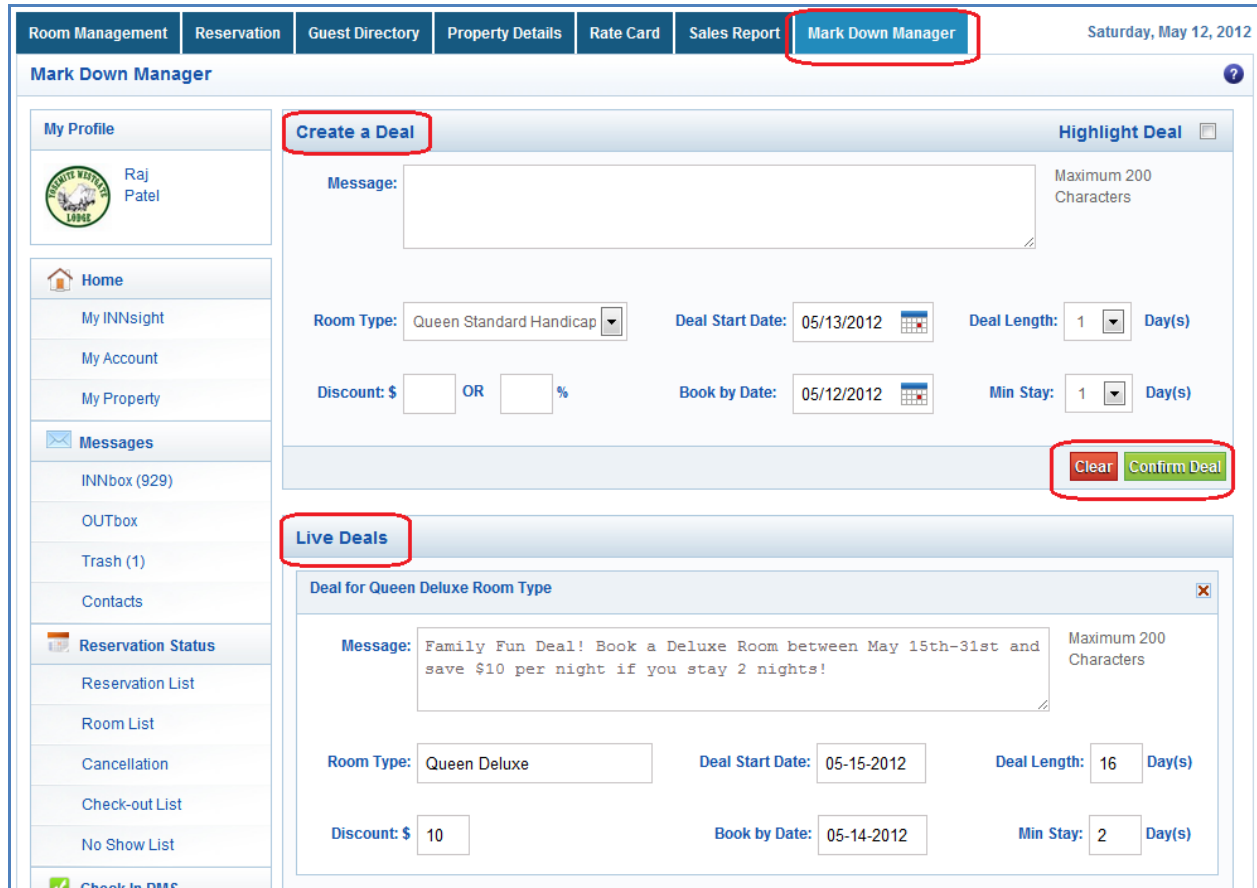


Figure 28: Markdown Manager

## Promotion Codes

Promotion Codes or coupon codes are a great way to drive traffic to your business from direct marketing efforts, social media, and return guests. With INN insight, you can create custom Promotion Codes, set the \$ off or % off and set up a valid time period for that promotion code to be eligible.

You can set up an unlimited number of promotion codes. The INN insight platform tracks how many times the promo code was utilized.

To remove an active Promo Code, simply click 'Delete' and your promo code will be deleted.

Markdowns	Promotion Codes	Discounts			
<b>Promotion Codes</b>					
Enter Code: <input type="text"/> \$ <input type="text"/> OR <input type="text"/> % Start <input type="text" value="02/10/2013"/> <input type="text" value="02/10/2013"/> End <input type="text" value="02/10/2013"/> <input type="text" value="02/10/2013"/> <input type="button" value="Add"/>					
Promo Code	Amount	Start Date	End Date	Used Code	Action
tripadvisor	\$ 5.00	02/08/2013	12/31/2013	0	Delete

**Figure 29: Promotion Codes**

Travelers enter their promotion code on either your website *Powered by INNsight* or your property's Property Profile Page on INNsight.com. Your Reservation Confirmation Email and Fax will reflect the Promo Code utilized.

**2 Step 2: Review your total price and continue**

**Enter Promo Code**

If you have a promotion code, please enter it here and click 'Go':

Room 1: King Mini Suite	\$65.00
Extra Adult Fee	\$0.00
Extra Child Fee	\$0.00
<b>Room 1 Totals</b>	<b>\$65.00</b>
Promo Code: tripadvisor (\$5.00 Off on Room Rate)	\$5.00
<b>Subtotal</b>	<b>\$60.00</b>
<b>Taxes</b>	<b>\$6.60</b>
<b>Total</b>	<b>\$66.60</b>

**Figure 30: Travelers Input for Promo Codes**

## Discounts

Everyone loves a discount! Do a Discount Double-Check with the flexibility of creating your own discounts. AAA, AARP, Military, Your Kid is on The Honor Roll? With a hotel website Powered by INNsight, you can define and track your own discounts on the fly. Easily set up your own discounts for a \$ off or % off and define the eligibility requirements and click 'Add' and your discount will be displayed to travelers after they have selected a room on your Property Profile Page or website *Powered by INNsight*.

Markdowns
Promotion Codes
Discount

Add

Discount Name:  \$  OR  %

Description :

Note :

Discount Name	Amount	Discount used	Description	Note	Delete
Is your kid on The Honor Roll?	10.00 %	0	Save 10% on your entire stay if your child is on the Honor Roll at School.	To take advantage of this awesome offer, your child will need to be present and provide his/her most recent report card	
Military Discount	\$5.00	0	Active duty, Active Reserve, and Retired Military Members can receive a \$5 per night discount year-round.	Valid Military ID required at check-in. Only one discounted room per eligible traveler.	

**Figure 31: Discounts Setup**

Discounts are displayed to travelers after they have selected a room. They will be able to only choose one discount and cannot combine a markdown, promo code, and discount. Once a Discount is selected, they can complete their booking. The Reservation Confirmation Email and Reservation Confirmation Fax will reflect the selected discount.

Select Room 1: 2 Adults, 0 Children



1 of 8

**King Mini Suite** 2+ persons

The King Mini Suite is a large and spacious room with a California King Size bed and sleeper queen sized sofa that can easily accommodate a couple with children. Our mini suites, at nearly 520 square feet, are some of the largest rooms in the Yosemite area. The King Mini Suite has a vanity, full bath, hairdryer, wet bar, microwave/refrigerator, coffee maker, 3 direct dial phones, dining table with two arm chairs, desk, iron/ironing board, color satellite TV with Showtime and free wireless internet.

**Included:** Coffee & Tea, Free Continental Breakfast, Free WIFI, Cable TV

**Not Included:** N/A


Average Daily Rate

**\$65<sup>00</sup>**

Per Night + 11% Tax

Total: **\$72<sup>15</sup>**

[Cancel Room](#)



---

**Select Discount**

You can choose a discount if you are eligible after selecting a room above. Please review the following discounts and see if you meet the terms of the discount. Simply click to choose a discount and you will see the discount applied to your final rate details below.

**Is your kid on The Honor Roll?** Save 10.00% Per Night

Save 10% on your entire stay if your child is on the Honor Roll at School.

**Terms & Conditions:** To take advantage of this awesome offer, your child will need to be present and provide his/her most recent report card demonstrating a 3.83 GPA +

**Military Discount** Save \$5.00 Per Night

Active duty, Active Reserve, and Retired Military Members can receive a \$5 per night discount year-round.

**Terms & Conditions:** Valid Military ID required at check-in. Only one discounted room per eligible traveler.

**Figure 32: Select a Discount**

Home:  [Home](#)

### **My INNsight**

This is your dashboard. It gives you a snapshot of your property's performance and allows you to navigate to any place in the logged in area for you to quickly manage and update information.

**Welcome Yosemite Westgate Lodge**

81°

E | C Fri (Clear)

Sat  
57/82

Sun  
55/86

**My Profile**

PMS

My Account

My Property

**Property Statistics**

Month	Occupancy	ADR	RevPar
Jan,2012	0.00	0	0.00
Feb,2012	0.00	0	0.00
Mar,2012	0.00	0	0.00
Apr,2012	0.09		

**Check In PMS**

Room Management

Reservations

Guest Directory

Rate Card

Property Details

Sales Reports

Mark Down Manager

**Upcoming Reservations**

Name	Arrival	Actions
[Redacted]	05-13-2012	Details
[Redacted]	05-13-2012	Details

**Connections**

[Redacted]

[Redacted]

Send Message

Adam

**Figure 33: My INNsight**

## My Account

You can edit your INNsight account details by clicking on the My Account link in the Home section of the left navigation bar. My Account is fully secured by SSL encryption and we follow the strictest guidelines in safeguarding your personally identifiable information.

My Account

Personal Information

Change Password

Edit Image

Billing Details

Email Alerts

The My Account section displays the following tabs:

**Personal Information** – The Personal Information tab allows you to view and edit your Name, Address, and Email credentials.

**Change Password** – You can change your password at any time by clicking on the Change Password tab.

**Edit Image** – Your INN insight Passport allows you to upload a personal image and tagline which is shared in your posts, messages, and in your account. Please note that this is a public image and all images that are uploaded to INN insight must follow the guidelines detailed in the INN insight Terms & Conditions.

**Billing Details** – You can edit or save the Credit Card details which you would like to use to keep on file for primary or backup charges.

**Email Alerts**- You can easily update your email and notification preferences by clicking on Email Alerts.

## My Property

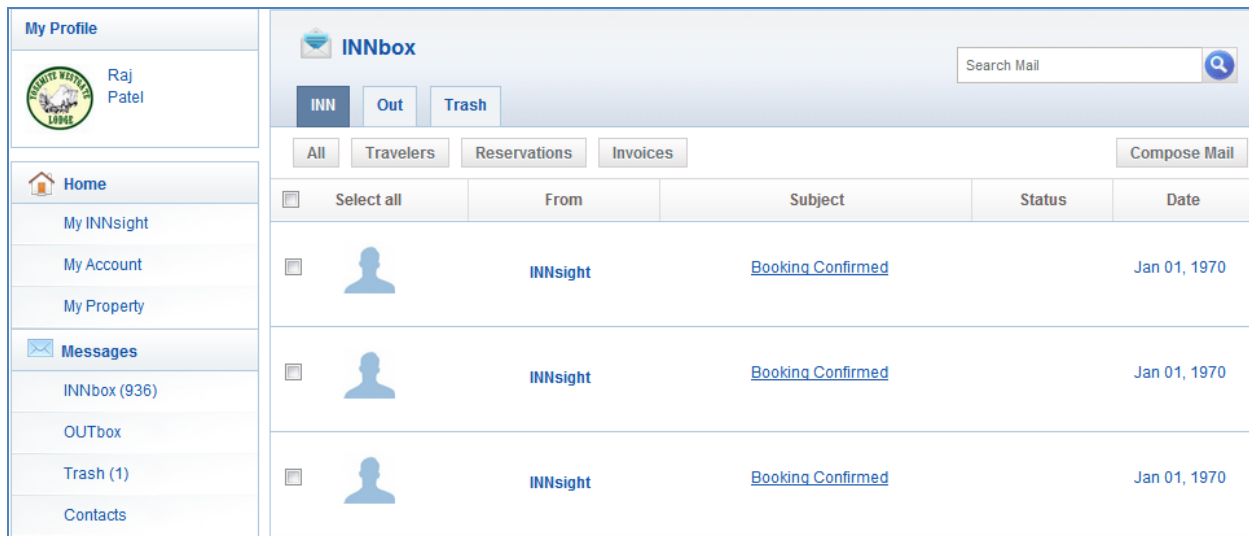
Clicking on this link will open a new window or tab for your INN’s website.

**Messages:**  [Messages](#)

## INNbox, OUTbox, Trash

The INNbox tab shows you all messages that have come into you INNbox, whether they are messages from Guests, reservation confirmations and cancellations, or invoices.

The OUTbox shows messages you’ve sent to Guests, as well as, reservations confirmations and cancellations.






INNbox					
		Search Mail			
INN		Out		Trash	
All		Travelers		Reservations	
		Invoices		Compose Mail	
Select all	From	Subject	Status	Date	
<input type="checkbox"/>	 INN insight	<a href="#">Booking Confirmed</a>		Jan 01, 1970	
<input type="checkbox"/>	 INN insight	<a href="#">Booking Confirmed</a>		Jan 01, 1970	
<input type="checkbox"/>	 INN insight	<a href="#">Booking Confirmed</a>		Jan 01, 1970	

Figure 34: INN insight Messaging System

## Contacts

The Contacts section is very similar to the Guest Directory without the Invoice dropdown. Here resides your entire list of contacts whether they stayed at your property or not. Easily send them a message by clicking on the envelope icon associated with their row.

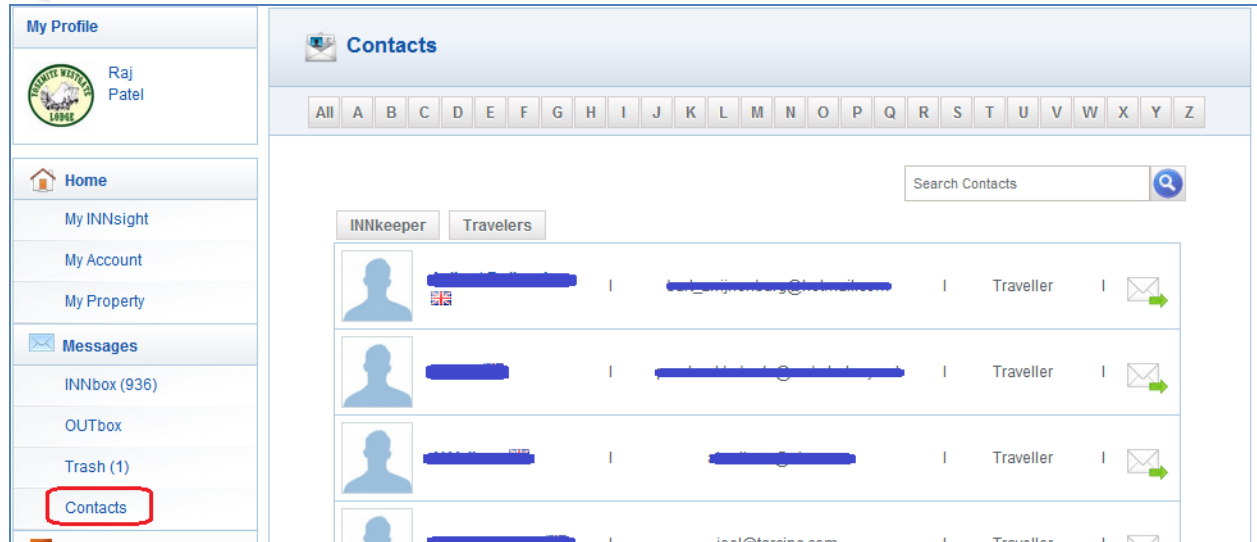


Figure 35: Contacts

## Reservation Status: [Reservation Status](#)

### **Reservation List**

The Reservation list shows your property's entire list of reservations. You can search for a particular date range, filter by source (Standalone, INN insight, PMS), or simply enter the Reservation ID of a specific reservation and click on **Filter**.

The Reservation list shows the following columns:

**Booking ID:** The unique confirmation number associated with each reservation

**Booking Date & Time:** The date and time the Guest made the actual reservation

**Guest Name:** The name of the Guest on the reservation

**Arrival:** The arrival date listed on the reservation

**Departure:** The departure date listed on the reservation

**Total:** The total cost, including taxes and fees, of the reservation

**Source:** The source of the reservation which will be one of the following

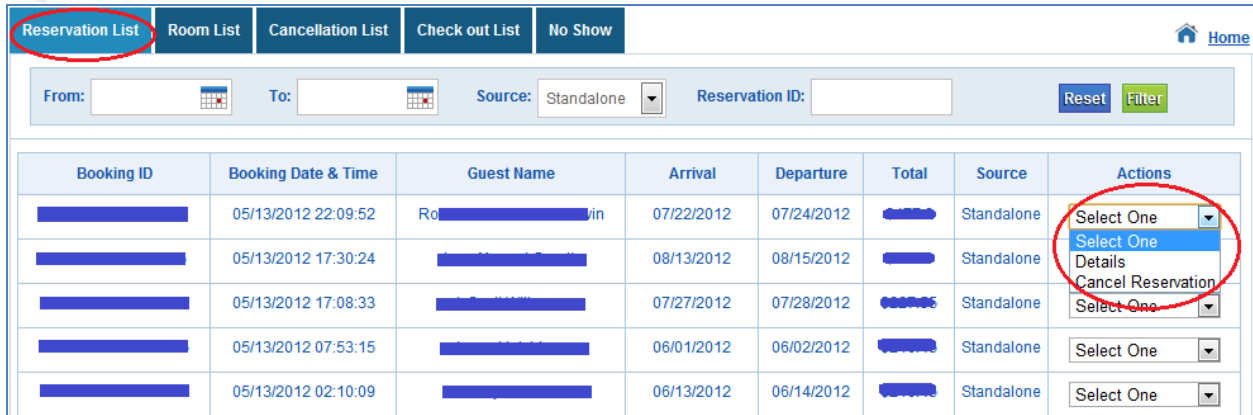
Standalone: The Guest made the reservation through the website

INN insight: The Guest made the reservation through INN insight.com

PMS: The INNkeeper made the reservation manually through the PMS (Call-ins & Walk-ins)

**Actions:** The Actions drop down menu gives you two options for each reservation. **Details** lets you view the details of the reservation and will allow you to make certain changes and the other option is **Cancel Reservation**, which will allow you to cancel the reservation – you have to confirm cancelling a reservation and once you do an email is automatically sent to the Guest.





Booking ID	Booking Date & Time	Guest Name	Arrival	Departure	Total	Source	Actions
[Redacted]	05/13/2012 22:09:52	Ro[Redacted]in	07/22/2012	07/24/2012	[Redacted]	Standalone	Select One Select One Details Cancel Reservation Select One
[Redacted]	05/13/2012 17:30:24	[Redacted]	08/13/2012	08/15/2012	[Redacted]	Standalone	Select One
[Redacted]	05/13/2012 17:08:33	[Redacted]	07/27/2012	07/28/2012	[Redacted]	Standalone	Select One
[Redacted]	05/13/2012 07:53:15	[Redacted]	06/01/2012	06/02/2012	[Redacted]	Standalone	Select One
[Redacted]	05/13/2012 02:10:09	[Redacted]	06/13/2012	06/14/2012	[Redacted]	Standalone	Select One

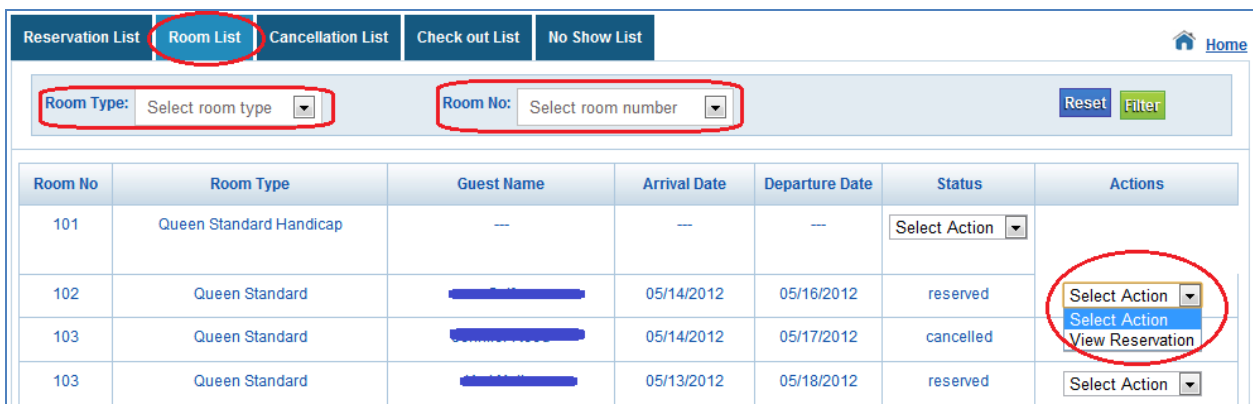
**Figure 36: Reservation List**

### Room List

The Room List shows your upcoming reservations for the current and next days. It tentatively fills in your incoming reservations into the first available rooms in your list of rooms, which you can always change later. The filters at the top allow you to quickly narrow down a room type or specific room when you have an inquiry.

The Room List shows the following columns:

- **Room No:** Your INN’s room numbers
- **Room Type:** The room type of the room
- **Guest Name:** The name of the Guest on the reservation
- **Arrival Date:** The arrival date listed on the reservation
- **Departure Date:** The departure date listed on the reservation
- **Status:** The status of the room (Vacant, Reserved, Cancelled)
- **Actions:** The Action drop down allows you to view the details of the reservation



Room No	Room Type	Guest Name	Arrival Date	Departure Date	Status	Actions
101	Queen Standard Handicap	---	---	---	Select Action	Select Action
102	Queen Standard	[Redacted]	05/14/2012	05/16/2012	reserved	Select Action Select Action View Reservation
103	Queen Standard	[Redacted]	05/14/2012	05/17/2012	cancelled	Select Action
103	Queen Standard	[Redacted]	05/13/2012	05/18/2012	reserved	Select Action

**Figure 37: Room List**

### Cancellation List

The Cancellation List shows all of your cancelled reservations. You can search for a particular date range, filter by source (Standalone, INN insight, PMS), or simply enter the Reservation ID of a specific reservation and click on **Filter**.

The Cancellation List shows the following columns:

- **Booking ID:** The unique confirmation number associated with each reservation
- **Booking Date & Time:** The date and time the Guest made the actual reservation
- **Guest Name:** The name of the Guest on the reservation
- **Arrival:** The arrival date listed on the reservation
- **Departure:** The departure date listed on the reservation
- **LCF:** The Late Cancellation Fee for the cancellation, if any
- **Total:** The total cost, including taxes and fees, charged to the Guest
- **Actions:** The Actions drop down lets you view the details of the reservation



The screenshot shows a web interface with a navigation bar containing 'Reservation List', 'Room List', 'Cancellation List' (highlighted with a red circle), 'Check out List', and 'No Show'. Below the navigation bar is a search area with 'From:' and 'To:' date pickers, a 'Source:' dropdown menu set to 'Standalone', and a 'Reservation ID:' text input. There are 'Reset' and 'Filter' buttons. The main content is a table with the following columns: Booking ID, Booking Date & Time, Guest Name, Arrival, Departure, LCF, Total, and Actions. The table contains three rows of data, each with a 'Select One' dropdown in the Actions column.

Booking ID	Booking Date & Time	Guest Name	Arrival	Departure	LCF	Total	Actions
[REDACTED]	04/29/2012 07:35:16	[REDACTED]	05/19/2012	05/20/2012	\$0	\$0	Select One ▾
[REDACTED]	04/23/2012 03:39:31	[REDACTED]	05/17/2012	05/20/2012	\$0	\$0	Select One ▾
[REDACTED]	05/09/2012 06:50:01	[REDACTED]	05/16/2012	05/18/2012	\$0	\$0	Select One ▾

Figure 38: Cancellation List

### ***Check Out List***

The Check Out List shows all checked out guests for that day.

### ***No Show List***

The No Show tab shows all of your reservations that confirmed they were going to stay at your INN, did not cancel, and did not show; therefore you have deemed them as a no show Guest.



## ***Frequently Asked Questions (FAQs)***

### **How do I cancel a reservation made at my property via INNsight.com or my website *Powered by INNsight*?**

Any reservation that is sourced by INNsight.com or your website *Powered by INNsight* must be cancelled by INNsight.com or the guest directly. Please inform your guest to click on the Cancel Reservation link located on your website or INNsight.com and cancel their booking directly. The Guest will NOT be able to cancel any bookings that are within your defined cancellation period. In order to cancel such a booking, simply go to the guest's booking in the Reservation List and click on 'View Details'. There will be a 'Cancel Reservation' button in the Guest's Reservation Details. You can cancel the booking directly there.

If you created a reservation manually using the PMS, you can cancel the reservation at any time directly from the Reservation List or the Guest's Reservation Details page.

### **What do I do if a guest whose reservation came from INNsight changes the number of nights of their stay?**

You can edit the reservation directly in the Reservation Details for that guest and add or remove days in their booking. In order to reflect any changes to the guest's booking for correcting you billing from INNsight, we recommend emailing us directly at [billing@innsight.com](mailto:billing@innsight.com) so we can process the change before your monthly invoice is sent out.

Please visit the INNsight Blog for more tools, tricks, and great articles written to help you sell more rooms, for less: <http://blog.innsight.com>

For any support questions, please feel free to email us at [help@innsight.com](mailto:help@innsight.com) and one of our customer service representatives will respond accordingly.