## REVISION HISTORY

<table>
<thead>
<tr>
<th>Version</th>
<th>Description of the revision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0.0</td>
<td>First draft</td>
</tr>
<tr>
<td>2.0.0</td>
<td>Parameter n and p added</td>
</tr>
<tr>
<td>2.1.0</td>
<td>Parameter r added</td>
</tr>
<tr>
<td>2.1.4</td>
<td>Parameter offerId added</td>
</tr>
<tr>
<td>2.1.6</td>
<td>WordPress plugin</td>
</tr>
<tr>
<td>2.1.7</td>
<td>Parameter a added</td>
</tr>
<tr>
<td>3.0.0</td>
<td>IframeResizer.js support – RoomCloud Price Comparator Widget</td>
</tr>
<tr>
<td>3.1.0</td>
<td>Custom Tracking</td>
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1. Introduction

A booking engine is a piece of software that allows an hotel website to sell rooms. Normally it represents an external component integrated with the hotel website. The type of integration depends on the hotelier choice and must be as seamless as possible, to give the website user the best navigation experience.

Everything starts from a dates selection form. Below a tipical example.

You can download this form at address: [http://www.roomcloud.net/be/search/form_en.html](http://www.roomcloud.net/be/search/form_en.html).

An italian version of the form can be downloaded at address: [http://www.roomcloud.net/be/search/form_it.html](http://www.roomcloud.net/be/search/form_it.html).

An alternative way is selecting by check-in and nights:

You can download this form at address: [http://www.roomcloud.net/be/search/form_nights_en.html](http://www.roomcloud.net/be/search/form_nights_en.html)
The form communicates to the booking engine the action to be performed, that's the details for the rooms search, translating the values contained in the form in an url in the following format:

http://www.roomcloud.net/be/se1/hotel.jsp?param1=value1&param2=value2&....

A working example of the previous url can be:

http://www.roomcloud.net/be/se1/hotel.jsp?
hotel=144&lang=en&start_day=01&start_month=12&start_year=2016&end_day=02&end_month=12&end_year=2016

Notice the hotel code (144), that identifies the hotel the booking engine is connected with, and the date parameters that specify checkin and checkout dates. If date parameters are not specified, the current date is automatically selected.
2. Parameters values

Following the explanation of all the possible values that the parameters can assume.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Meaning</th>
<th>Values and Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>hotel</td>
<td>The hotel code</td>
<td>Es: 144 (mandatory)</td>
</tr>
<tr>
<td>lang</td>
<td>The language used</td>
<td>Es: it (optional). The list of supported languages is: en,it,fr,de,es,pt,nl,zh.</td>
</tr>
<tr>
<td>adults</td>
<td>Number of adults</td>
<td>Es: 2 (optional)</td>
</tr>
<tr>
<td>children</td>
<td>Number of children</td>
<td>Es: 1 (optional)</td>
</tr>
<tr>
<td>start_day</td>
<td>Day of check-in</td>
<td>Es: 01 (mandatory)</td>
</tr>
<tr>
<td>start_month</td>
<td>Month of check-in</td>
<td>Es: 06 (mandatory)</td>
</tr>
<tr>
<td>start_year</td>
<td>Year of check-in</td>
<td>Es: 2013 (mandatory)</td>
</tr>
<tr>
<td>end_day</td>
<td>Day of check-out</td>
<td>Es: 02 (mandatory)</td>
</tr>
<tr>
<td>end_month</td>
<td>Month of check-out</td>
<td>Es: 06 (mandatory)</td>
</tr>
<tr>
<td>end_year</td>
<td>Year of check-out</td>
<td>Es: 2013 (mandatory)</td>
</tr>
<tr>
<td>offerId</td>
<td>Offer Identification code</td>
<td>Es: 4535959 (optional)</td>
</tr>
<tr>
<td>pin</td>
<td>Corporate login code</td>
<td>Es: ENI152 (optional)</td>
</tr>
<tr>
<td>selected_room_type</td>
<td>Room Identification code to filter results by room</td>
<td>Es: 123 (optional)</td>
</tr>
<tr>
<td>rate_type</td>
<td>Rate Identification code to filter results by rate</td>
<td>Es: 456 (optional)</td>
</tr>
<tr>
<td>l</td>
<td>Show component to choose user language</td>
<td>0 = hide choose language 1 (default) = show choose language</td>
</tr>
<tr>
<td>d</td>
<td>Show component to search rooms by date, adults, children</td>
<td>0 = hide search by date 1 (default) = show search by date 2 = show label with dates 3 = show search by date using advanced calendar component</td>
</tr>
<tr>
<td>t</td>
<td>Show hotel title component, with hotel name and stars</td>
<td>0 = hide hotel title 1 (default) = show hotel title</td>
</tr>
<tr>
<td>p</td>
<td>Show hotel photo component, which displays different hotel images</td>
<td>0 = hide hotel photo 1 (default) = show hotel photo</td>
</tr>
<tr>
<td>n</td>
<td>Show page progress bar, which varies for every steps of the bookings.</td>
<td>0 = hide progress bar 1 (default) = show progress bar</td>
</tr>
<tr>
<td>h</td>
<td>Show the page header, containing book, map, gallery and comments menu.</td>
<td>0 = hide page header 1 (default) = show page header</td>
</tr>
<tr>
<td>f</td>
<td>Show the page footer</td>
<td>0 = hide page footer 1 (default) = show page footer</td>
</tr>
</tbody>
</table>
3. Offers

Offers can be inserted inside backoffice. Offers can define discounts on different rates based on certain conditions like advance booking, number of days, last minute etc. The offer url, that contains the parameter offerId (see above) can be copied from the backoffice offers page and has the format:

http://www.roomcloud.net/be/se1/hotel.jsp?hotel=144&offerId=3820

Clicking on the offer link, the booking engine page opens on the selected offer:

![Booking Engine Page](image)

If this offer is active only in a determined period, date parameters can be specified in the offer url.

This type of links can be used inside the hotel website to connect promotional boxes to these offers, this way attracting customers to book the hotel.
4. Type of integrations

The roomcloud booking engine can be integrated with a website through two different techniques, external window and internal frame.

- **External window**

  This is the simplest and quickest way of integrating RoomCloud booking engine inside an hotel website. You put the dates selection form (see above) on the hotel website, and set the action url to point to the booking engine website, opening an external window.
There's an even simpler way of integrating the booking engine, just putting on the website a direct link to the booking engine internal reservation form:

http://www.roomcloud.net/be/se1/index.jsp?hotel=144&lang=en

• **Internal iframe**

This type of integration requires that a new page is created in the host site, to show the booking engine frame inside an internal iframe. Following an example of the iframe syntax:

```html
<iframe src="http://www.roomcloud.net/be/se1/hotel.jsp?hotel=144&lang=en" width="100%" height="1200" frameborder="0"></iframe>
```

The advantages of this type of integration are:

• really seamless integration, the page seems an internal page of the hotel website
• the url of the page is the hotel url
5. Booking engine customized layout

In addition to choosing between booking engine standard layouts, the hotelier can decide to create a customized layout based on website styles and colors.

![Custom Style Options](image)

This can be obtained selecting the radio buttons above, in the hotel section of RoomCloud extranet.

An even deeper integration can be reached by building a custom style-sheet for the hotel containing all the graphical features that recalls the hotel website layout.

For a tailored layout contact support at support@roomcloud.net
6. Facebook booking engine

RoomCloud Booking engine can be hosted inside an hotel Facebook page. This allows all hotelier friends or connected people coming from Facebook to have access to the hotel reservation page.

To add the booking engine on the hotel page, simply click on the "Call to action" button you can find in the top section of your Facebook profile, choosing the "Book Services" option and adding the Booking Engine website url:

http://www.roomcloud.net/be/se1/index.jsp?hotel=144&lang=en
7. Metasearch Integration

• Tripadvisor Trip Connect and Instant Booking

TripAdvisor allows an hotel booking engine to be shown inside it's reservation page. The link will appear next to links off online travel agencies like Booking.com, Expedia etc. This way the hotel will have the opportunity to generate incremental revenue and increase direct bookings.

If you want to particpate at this offer, click on the following link:
http://www.tripadvisor.com/ConnectivityPartners

• Google Hotel ADS

Google allows an hotel booking engine to be shown inside it's organic search results. A box with a calendar will appear next the organic search result allowing the user to query the hotel availability and price and complete the reservation.

For more info consult the following link:
https://www.google.com/ads/hotels/find-a-partner/

• Other Metasearch

RoomCloud Booking Engine is also connected with Trivago and Skyscanner. For further information, please contact our support team at support@roomcloud.net
8. Wordpress Plugin

Use Roomcloud plugin to embed our Booking Engine form into your WordPress site. This allows your customers to make online reservations on the web site of your hotel. You can install the plugin using the standard procedure inside wordpress extranet using the menu “add new plugin” and searching the keyword: “roomcloud”. Once found the plugin, follow these steps for the integration:

1. Upload `roomcloud.php` to the `/wp-content/plugins/` directory

2. Activate the plugin through the 'Plugins' menu in WordPress

3. Prepare your shortcode string using the format: `[roomcloud hotel='xyz']` where `xyz` is the hotel code defined in Roomcloud extranet.

4. Place the shortcode inside the page of your website using WordPress page editor where you want to show the booking form.
9. RoomCloud Price Comparator Widget

The RoomCloud Price Comparator tool can be embed on the Hotel website. In order to show them, you can use an iFrame integration as below:

```html
<iframe src="http://www.roomcloud.net/be/se1/priceComparator.jsp?hotel=144&amp;lang=en" width="100%" frameborder="0" scrolling="no"></iframe>
<script type="text/javascript">iFrameResize({
  checkOrigin: false,
  enablePublicMethods: true,
  bodyBackground: 'transparent'
});
</script>
```

The request parameters supported by this request are:

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</tr>
<tr>
<td>start_day</td>
<td>Day of check-in</td>
<td>Es: 01 (optional)</td>
</tr>
<tr>
<td>start_month</td>
<td>Month of check-in</td>
<td>Es: 06 (optional)</td>
</tr>
<tr>
<td>start_year</td>
<td>Year of check-in</td>
<td>Es: 2013 (optional)</td>
</tr>
<tr>
<td>end_day</td>
<td>Day of check-out</td>
<td>Es: 02 (optional)</td>
</tr>
<tr>
<td>end_month</td>
<td>Month of check-out</td>
<td>Es: 06 (optional)</td>
</tr>
<tr>
<td>end_year</td>
<td>Year of check-out</td>
<td>Es: 2013 (optional)</td>
</tr>
</tbody>
</table>

The RoomCloud Price Comparator is available only for hotels that use both the RoomCloud Booking Engine and RoomCloud Channel Manager service. In order to enable it, please refer to our support team at support@roomcloud.net.

If this tool shouldn't be able to get a best price from the the other portals, an empty iFrame will be returned.
10. iFrameResizer.js Integration

RoomCloud Booking Engine supports integration with iFrameResizer.js plugin, that enables the automatic resizing of the height and width of both same and cross domain iFrames to fit their contained content. It provides a range of features to address the most common issues with using iFrames.

You can find all the information about it at the link below:
https://github.com/davidjbradshaw/iframe-resizer

Here you can find a HTML example code:

```html
<!doctype html>
<html>
<head>
<meta charset="utf-8">
<title>iFrameResizer Integration</title>
<script type="text/javascript" src="http://www.roomcloud.net/be/js/iframeResizer.min.js"></script>
</head>
<body>
<iframe src="http://www.roomcloud.net/be/se1/hotel.jsp?hotel=144&lang=en" width="100%" frameborder="0" scrolling="no"></iframe>
<script type="text/javascript">
iFrameResize({
    checkOrigin: false,
    enablePublicMethods: true,
    bodyBackgroundColor: 'transparent'
});
</script>
</body>
</html>
```
11. **Custom Tracking**

In hotel parameters section a parameter is present, named "custom tracking", where arbitrary javascript code can be set.

This code is executed in each step (each page) of roomcloud booking engine. When a reservation is completed, a list of hidden fields that carry its value are set. They are accessible by id using the following id(s):

- `rc_shop`
- `rc_total`
- `rc_currency`
- `rc_roomnights`
- `rc_total_rooms`
- `rc_id`
- `rc_hotel`
- `rc_checkin` (format: yyyy-MM-dd)
- `rc_checkout` (format: yyyy-MM-dd)

Following an example:

```javascript
<script type="text/javascript">
if(document.getElementById('rc_shop')!=null){
    var total = document.getElementById('rc_total').value;
    var currency = document.getElementById('rc_currency').value;
    var roomnights = document.getElementById('rc_roomnights').value;
    var total_rooms = document.getElementById('rc_total_rooms').value;
    var id = document.getElementById('rc_id').value;

    var myHost = ("https:" == document.location.protocol) ?

    document.write("<img height="1" width="1" border="0" src=""+myHost+"/pixel?
t="+total+"&c="+currency+"&n="+roomnights+"&r="+total_rooms+"&i="+id+"/>");
}
</script>
```

This example collects the values of a reservation and sends them to an external url through a tracking pixel that is shown in the confirmation page. This is a standard technique to track reservations to an external system.