



**RoomCloud Booking Engine  
Integration manual  
Version 3.1.0  
07/06/2017**

## REVISION HISTORY

Version	Description of the revision
1.0.0	First draft
2.0.0	Parameter n and p added
2.1.0	Parameter r added
2.1.4	Parameter offerId added
2.1.6	WordPress plugin
2.1.7	Parameter a added
3.0.0	IframeResizer.js support – RoomCloud Price Comparator Widget
3.1.0	Custom Tracking

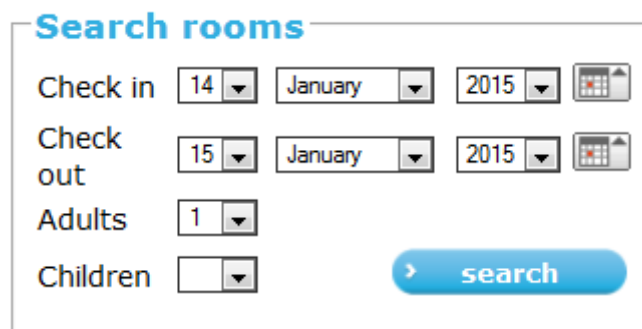
## Table of contents

1.Introduction.....	4
2.Parameters values.....	6
3.Offers.....	7
4.Type of integrations.....	8
External window.....	8
Internal iframe.....	9
5.Booking engine customized layout.....	10
6.Facebook booking engine.....	11
7.Metasearch Integration.....	12
Tripadvisor Trip Connect and Instant Booking.....	12
Google Hotel ADS.....	12
Other Metasearch.....	12
8.Wordpress Plugin.....	13
9.RoomCloud Price Comparator Widget.....	14
10.iFrameResizer.js Integration.....	15
11.Custom Tracking.....	16

## 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 typical example.



The image shows a 'Search rooms' form. It has a title 'Search rooms' in blue. Below the title, there are four rows of input fields. The first row is 'Check in' with a date picker showing '14', 'January', and '2015', and a calendar icon. The second row is 'Check out' with a date picker showing '15', 'January', and '2015', and a calendar icon. The third row is 'Adults' with a dropdown menu showing '1'. The fourth row is 'Children' with an empty dropdown menu. To the right of these fields is a blue button with a right-pointing arrow and the text 'search'.

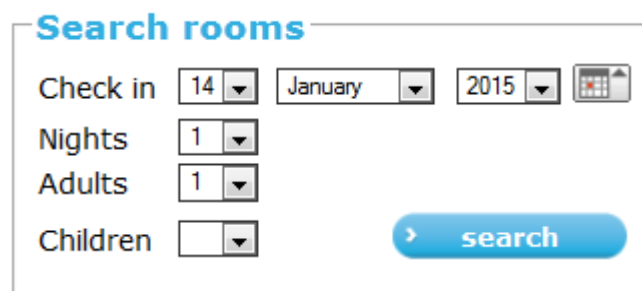
You can download this form at address:

[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:



The image shows a 'Search rooms' form. It has a title 'Search rooms' in blue. Below the title, there are four rows of input fields. The first row is 'Check in' with a date picker showing '14', 'January', and '2015', and a calendar icon. The second row is 'Nights' with a dropdown menu showing '1'. The third row is 'Adults' with a dropdown menu showing '1'. The fourth row is 'Children' with an empty dropdown menu. To the right of these fields is a blue button with a right-pointing arrow and the text 'search'.

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](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.

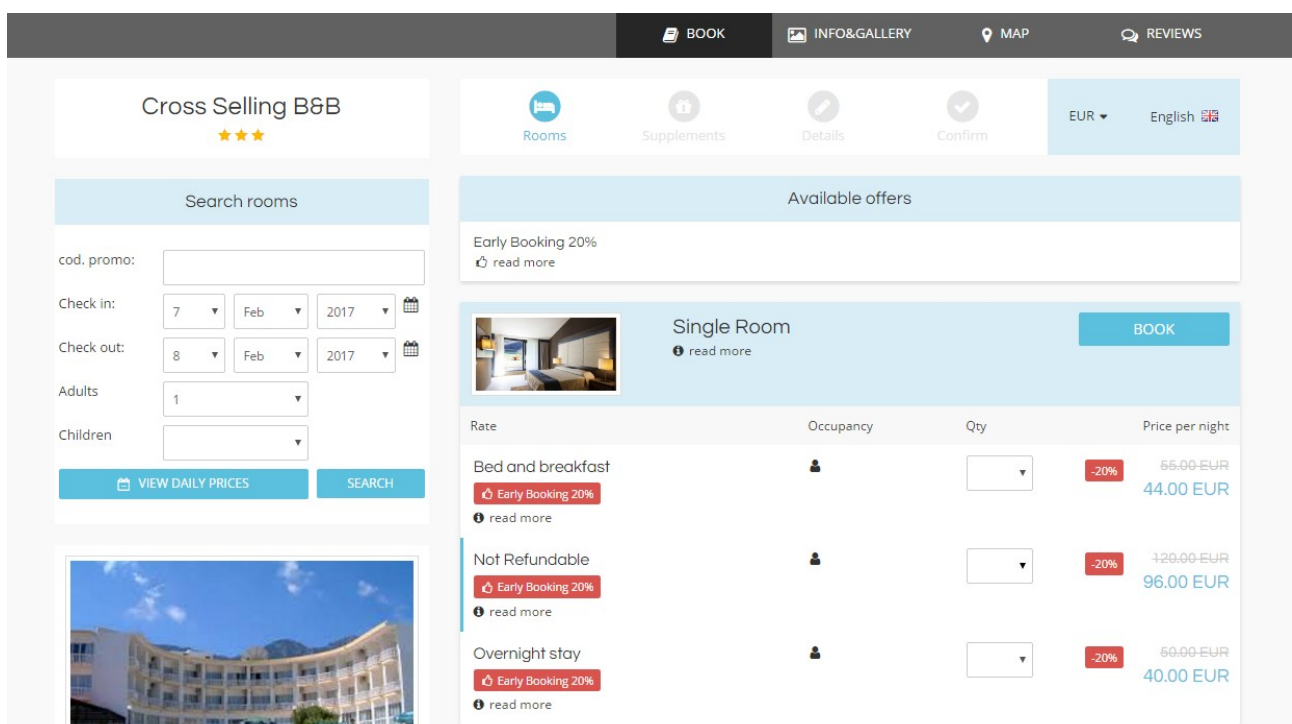
Parameter	Meaning	Values and Actions
<b>hotel</b>	The hotel code	Es: 144 (mandatory)
<b>lang</b>	The language used	Es: it (optional). The list of supported languages is: en,it,fr,de,es,pt,nl,zh.
<b>adults</b>	Number of adults	Es: 2 (optional)
<b>children</b>	Number of children	Es: 1 (optional)
<b>start_day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

### 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:



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.

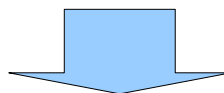
## 4. Type of integrations

The roomcloud booking engine can be integrated with a website though 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.

The screenshot shows a search form for 'Cross Selling B&B' (3 stars). It includes a language selector for 'English', a 'Search rooms' button, and input fields for 'cod. promo:', 'Check in:' (7), 'Check out:' (8), 'Adults' (1), and 'Children'. Below the form is a 'VIEW DAILY PRICES' button and a 'NEXT' button.



The screenshot shows the RoomCloud booking engine interface. The top navigation bar includes 'BOOK', 'INFO&GALLERY', 'MAP', and 'REVIEWS'. The main content area is divided into two columns. The left column contains the search form from the previous image. The right column displays 'Available offers' for a 'Single Room'. A 'BOOK' button is visible next to the room listing.

Rate	Occupancy	Qty	Price per night
Bed and breakfast Early Booking 20%	1		66.00 EUR 44.00 EUR
Not Refundable Early Booking 20%	1		120.00 EUR 96.00 EUR
Overnight stay Early Booking 20%	1		60.00 EUR 40.00 EUR



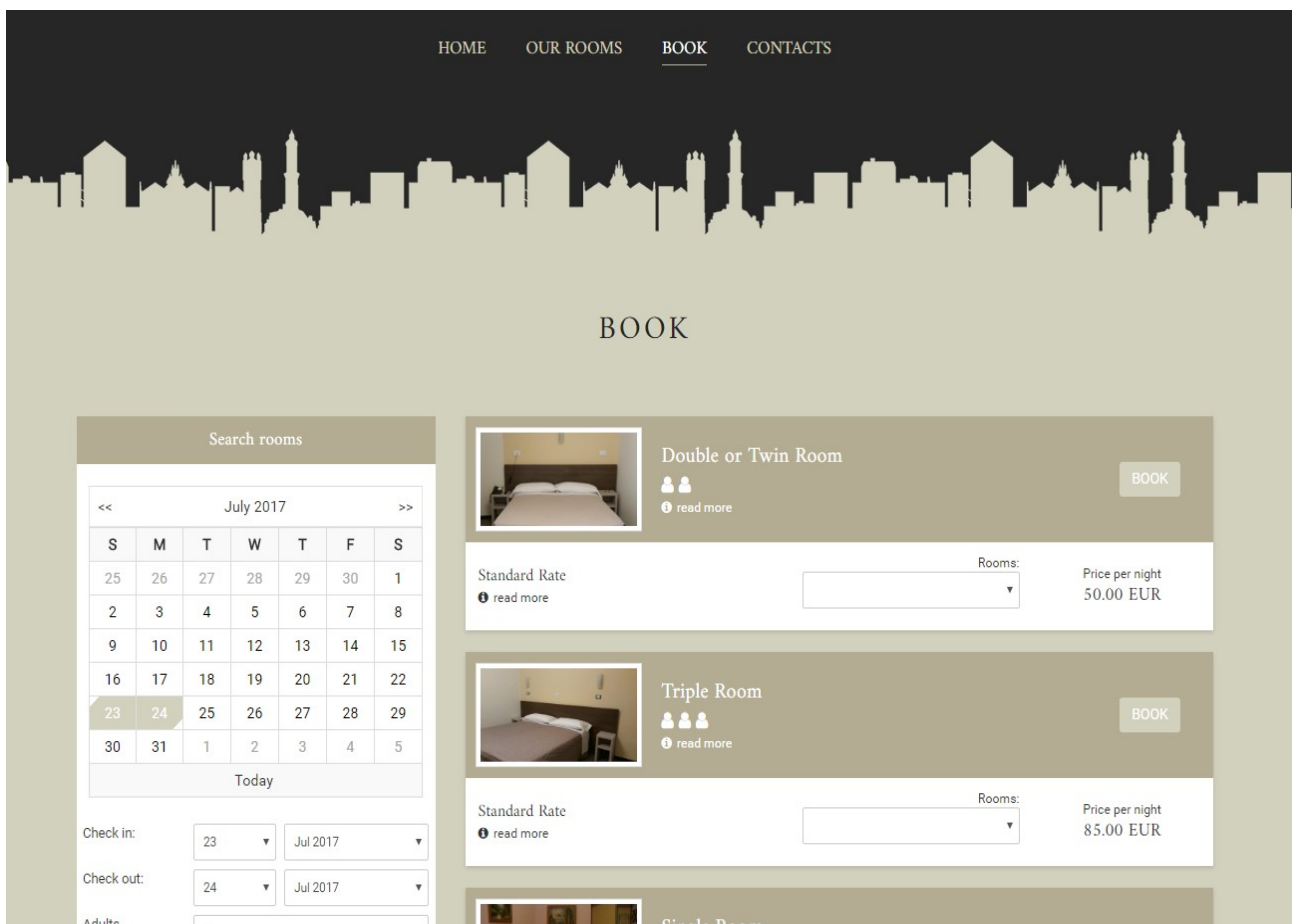
There's an even simpler way of integrating the booking engine, just putting on the website a direct link to the booking engine internal reservation form:

<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:

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

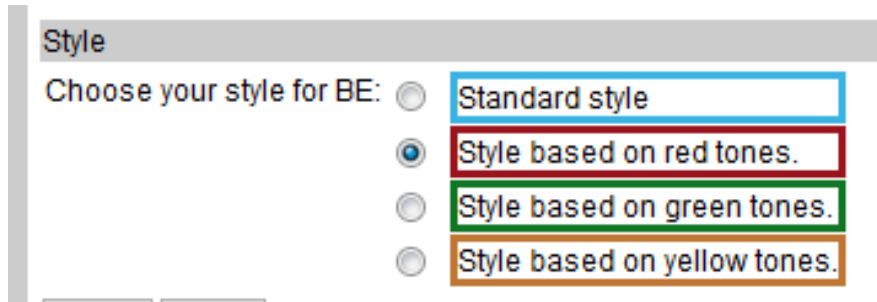


The advantages of this type of integration are:

- 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.



The image shows a user interface for selecting a booking engine style. It features a grey header with the word "Style" in white. Below the header, the text "Choose your style for BE:" is followed by four radio button options. Each option is enclosed in a colored rectangular box: "Standard style" (blue), "Style based on red tones." (red), "Style based on green tones." (green), and "Style based on yellow tones." (orange). The "Style based on red tones." option is currently selected, indicated by a blue dot in its radio button.

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 lay-out.

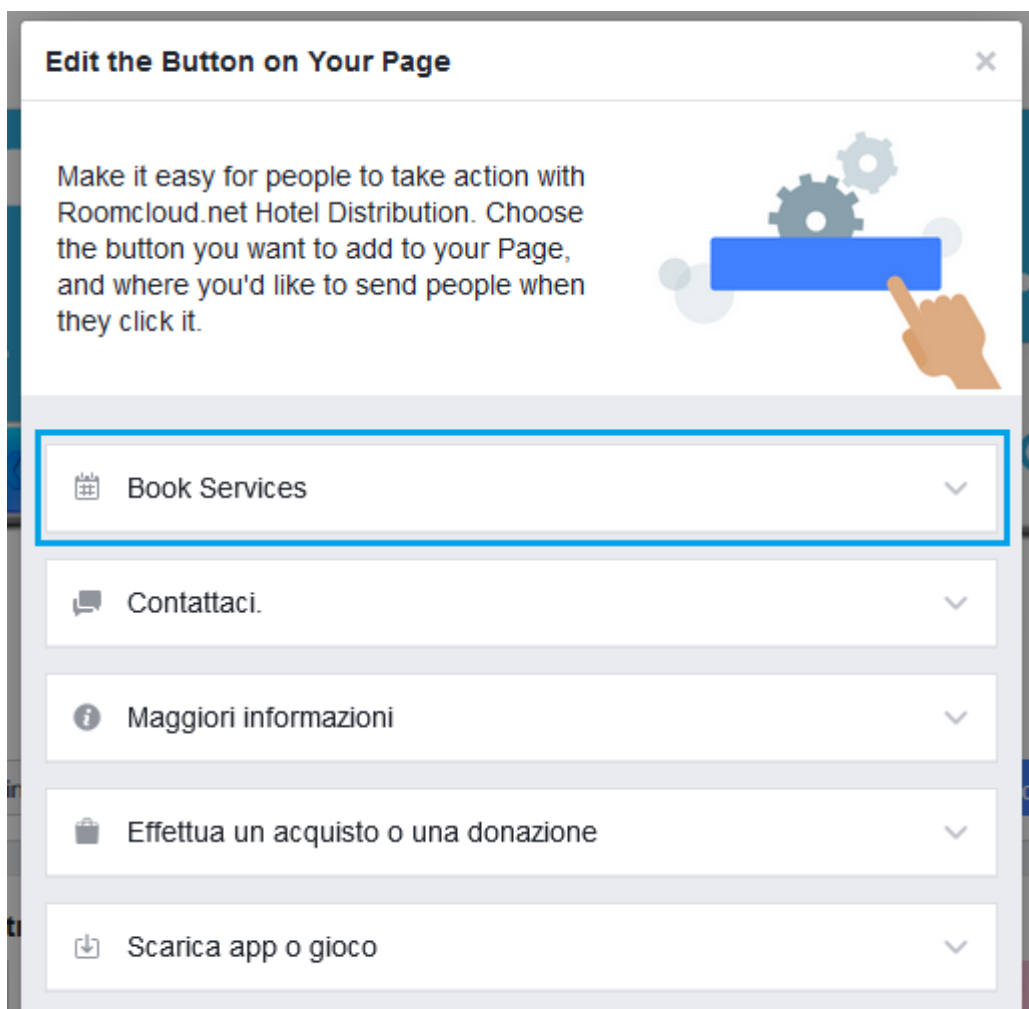
For a tailored layout contact support at [support@roomcloud.net](mailto:support@roomcloud.net)

## 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 participate 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](mailto: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:

```
<iframe src="http://www.roomcloud.net/be/sel/priceComparator.jsp?
hotel=144&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:

Parameter	Meaning	Values and Actions
hotel	The hotel code	Es: 144 (mandatory)
lang	The language used	Es: it (optional). The list of supported languages is: en,it,fr,de,es,pt,nl,zh.
start_day	Day of check-in	Es: 01 (optional)
start_month	Month of check-in	Es: 06 (optional)
start_year	Year of check-in	Es: 2013 (optional)
end_day	Day of check-out	Es: 02 (optional)
end_month	Month of check-out	Es: 06 (optional)
end_year	Year of check-out	Es: 2013 (optional)

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](mailto: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:

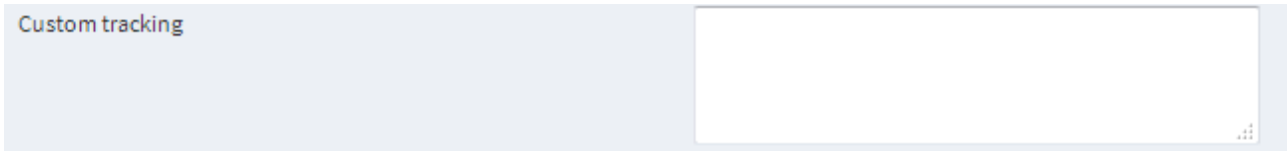
<https://github.com/davidjbradshaw/iframe-resizer>

Here you can find a HTML example code:

```
<!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,
bodyBackground: '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:

```
<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) ?
"https://myhost.org" : "http://myhost.org");

    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.