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With the advent of internet, smart phones and technology, now everything is becoming online. From ordering food online to booking hotel rooms. From paying bills to booking flight. Now, a traveler wants a single platform on which he can view the hotel room, nearby location, prices and also simultaneously pay the booking amount.

Encouraged by this, online hotel booking engine comes into picture. Online hotel booking engine meets all these demands of a traveler. These demands act as an opportunity for hoteliers to grow their business.

Integration of hotel website with the hotel booking engine generates more sales by improving the customer experience. As online hotel booking engine aims to acquire maximum clients it can acquire by email marketing and content marketing. How online hotel booking engine generates sales? A traveler will always want to have primary details of the room. These details are available on the dashboard of hotel reservation system. Client can check room prices, location, and interior of rooms, availability and option of booking it.

An hotelier can customize the design & look of hotel booking engine which matches with the hotel website. It will give the end-user confidence and positive experience while booking the room. Thus, integration of hotel booking engine with the website generates opportunities of direct sales. Basic features of online hotel booking engine: Social Media Integration: Now, no one can ignore the power of social media.

On the platforms now even leads are generated for a business. A sharing button allows the client to share booking and trip details on his social media

account. This will also result in online marketing of the hotel. Multiple Payment Mediums: There are multiple payment gateways so that client can pay easily. There are option of payment through debit and credit cards, online banking. As well client can pay through mobile and PayPal. Discount & Offers: It automatically sends promotional discount coupons and offers on mails to customers.

It also generates electronic Invoice on mail