

Do you want higher traffic and increased room reservations?



**Check out the new
BookDirect™ Engine for SDIA Members
To be launched on our website (www.sdinnkeepers.com) this summer!**

JackRabbit Systems BookDirect™ Engine

Works much like the other Third-Party Booking Engines and Online Travel Agencies in that it allows visitors to enter their travel dates and immediately search for lodging availability and pricing for all hotels in their travel destination area... but that's where the similarities end:

- **BookDirect™** collects rates and availability directly from the hotel's online reservation system (not through the GDS). This means that no updates are required on the part of the host site or hotel. This automated data-collection process greatly simplifies the maintenance of the host site by ensuring that hotel listings are an accurate reflection of whatever is on your website.
- **BookDirect™** allows visitors to complete their reservations **DIRECTLY WITH YOUR HOTEL** so the guest becomes **YOUR CUSTOMER** – not a customer of a Third Party.
- **BookDirect™ Costs You Less.** You will avoid a long line of Third Party commissions & fees that are part of a normal GDS reservation. As you know, those fees generally range from 18% to 30% or more. **JackRabbit BookDirect™ charges a flat 12% fee of each reservation.** That's it!
- **BookDirect™ Aligns with Your Reservation System** so there is no additional Inventory management or feeding any outside systems associated with the GDS.
- **BookDirect™** currently supports over 80+ reservation systems and offers a **reservation engine for FREE to all SD Innkeepers members that currently do not have their own proprietary or Third-Party reservation engine.** (In other words, if you do not have a website, or utilize a booking engine, don't worry!)

More information is attached. Check it out and check out the links to other Associations that are using the JackRabbit Systems BookDirect™ Engine!

In order to participate in this partnership, simply take a moment to sign-up for the JackRabbit BookDirect™ engine by going to this link:

http://jackrabbitsystems.com/signup/sdinnkeepers_signup.php

***NOTE:** If your hotel is part of one of these corporate hotel groups/chains - Best Western, Carlson Hotels Worldwide, Choice Hotels International, Drury Inn & Suites, Hilton Hotels, IHG - InterContinental Hotel Group, La Quinta Inn & Suites, Marriott, Motel 6, or Starwood Hotels & Resorts - you will not need to sign up individually as these groups/chains have, or are in the process of finalizing corporate agreements and you will be automatically signed up through their systems.*

Questions? Email: info@sdinnkeepers.com or call (605) 224-1330