

headlines

E-tourism and your business

We all know that the world wide web has changed the way we live, the way we see the world, and of course, the way we access information. It has also revolutionized the tourism industry by providing a range of research tools. A study by PhoCus Wright indicates that around two-thirds of e-tourists use the internet to plan and shop for their trips.

In Canada, online bookings represent 39% or \$9.36 billion of all travel sales. Forrester Research predicts

that in 2010, online tourism sales will reach almost \$119 billion.

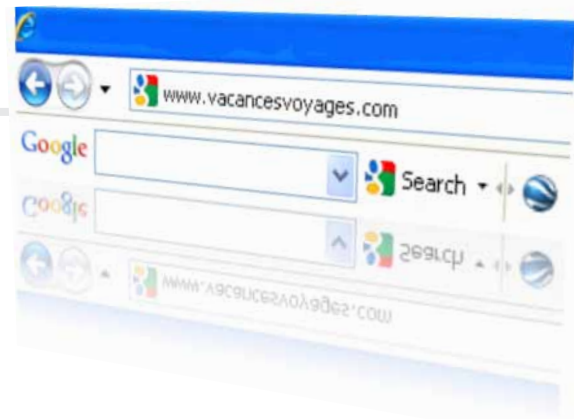
There is no better time to take advantage of the growth of e-tourism and invest in an online reservation solution. Your website will go from informational to transactional in an instant, giving you the chance to turn each visit into a sale.

Online reservation software will allow you to:

1. manage the inventory of non-sales through 'last minute' deals
2. offer off-season packages
3. increase or decrease prices based on your occupancy rates

Online reservation software also gives you control over your room availability. So you can generate supplemental revenue and optimize your occupancy rates.

How many investments give you a 30-40% return nowadays?





in development

Coming soon: Automatic updates

We want you to be able to access and install the latest version of Hotello with a click. As soon as this feature is available, we'll let you know. It's all about convenience: you program your system updates according to your schedule. After a server update, client systems will be brought up-to-date right from the server connection. This method meets your needs by:

- allowing you to schedule updates overnight
- closing and restarting interfaces for you
- ensuring the latest version of Hotello
- and quick access to all the latest functions and updates is right at your fingertips

For more details, send us an email at : developpement@hotello.ca

rosanne's tips

CUSTOMIZE YOUR DEFAULT EMAIL TEXT

You can control exactly what you want email confirmation messages to say. Here's how.

Go to: **Set-up** | **Reports tab** | **Email button**

1. Choose the tab corresponding to the language in which you wish to write the text (French or English)
2. From the drop down menu, select the report for which the text will be applicable (confirmation letter)
3. Enter a default subject line (if desired)
4. Create your default message -- insert variable fields from the left wherever you want them, adjust line-spacing, and test the result.

EXAMPLE

Dear {Main contact->Salutation} {Main contact->Last name},

We thank you for your business. Consider this your confirmation letter for reservation # {Reservation->Confirmation number} taken on {Reservation->Reservation date}

We look forward to seeing you upon your arrival on {Reservation->Check in date}

Happy Travels,
{Login user->First name} {Login user->Last name}
Reservations agent

RESULT

Dear Mr. Smith,

We thank you for your business. Here is your confirmation letter for reservation # 1234-001 taken on January 15th, 2010.

We look forward to seeing you at your arrival on March 12th, 2010.

Happy Travels,
John Doe
Reservation agent

Repeat these same steps for the other language, if desired.





on the road with Hotello

L'Hôtel-Musée Premières Nations



HÔTEL - MUSÉE
PREMIÈRES NATIONS

WENDAKE - QUÉBEC

On March 7, 2008, the Huronne-Wendat Tribal Council opened the Hôtel-Musée Premières Nations. Since then, the establishment was honoured with a **Real Estate Award of Excellence** from the Urban Development Institute of Quebec. Situated on the breathtaking banks of the **Akiawenrahk River (St. Charles), the hotel is close to cycling trails and a direct path to the river.** In this innovative concept, evocative accommodations are joined with a captivating museum devoted to Huronne-Wendat culture. Together, it is an unforgettable experience.

Modern design with warm ambiance. Each room offers a spectacular view of the Akiawenrahk River and the protection of a dream-catcher to ensure guests a restful night. The Hôtel-Musée Premières Nations also has **five meeting rooms that can accommodate up to 150 people each**, offering business clientele the perfect location for meetings and events. In keeping with the spirit of the Huronne-Wendat Nation, the hotel strives

towards sustainable tourism. First Nations people comprise **45% of the employees, the restaurant menu**

features organic fare, and the facility is cleaned with ecological products. What's more, the hotel favours artisanal and local products. Some people believe the structure of the museum - which boasts an Algonquin smoking room - resembles a traditional teepee.

Inspired by First Nations cuisine, the menu at the restaurant La Traite includes fresh game, fish, and many harvest products. Among other mouth-watering items, it offers homemade jams, bannock (a traditio-

nal first nations bread), house-smoked meats, and mouth-watering sauces made with wild spices. This exclusive menu - reflecting the passions of Executive Chief Martin Gagné - is served up in **a restaurant that seats 125 and a private lounge.**

Karine Landry has expertly directed accommodations, tours, and travel at the hotel since February 19, 2009. Over her eleven years in the industry, she has worked with the Fairmont chain of hotels and as front desk manager at the Hilton Quebec.

The position of Sales Manager is held by Suzanne Voisine, whose resume includes positions at the prestigious Chateau Frontenac and the Delta Quebec.

At the heart of a community rich in culture and history, the Hôtel-Musée Premières Nations is three attractions in one - hotel, restaurant, museum - nestled into peaceful vistas and chock full of charm.



The **hotel's architecture** is reminiscent of Iroquois longhouses and blends contemporary comfort with traditional culture throughout its 55 rooms and **four-star suites.** Each room is decorated in stone, leather, and wood, again combining mo-





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did you know ...

ITHQ Scholarship and Hotello

Congratulations to Andrée-Anne Nolin who won the International Hotel Management scholarship awarded by Mingus Software at the ITHQ Foundation gala. Originally from Victoriaville, Ms. Nolin is passionate about the tourism industry. After obtaining her degree at the Institute, she plans to study business administration at UQAM, specializing in Hospitality and Food Services. What gives her the greatest satisfaction? Being recognized by a client for quality service. We couldn't agree more.

Best of luck, Andrée-Anne, from the entire Hotello team! We look forward to working with you someday.



5 stars for the Centre de villégiature Jouvence

The Centre de Villégiature Jouvence, situated in Mont-Orford National Park, was recently recognized by the Corporation de l'industrie touristique du Québec (CITQ) with a 5-star classification in the «resorts» category - the highest possible honour.

From the quality of its facilities to consistent customer service to the stunning setting, le Centre de villégiature Jouvence is a deserving winner.

next issue

Waiting lists • Spotlight on Heron cottages • Preparing for a profitable summer season