



Press release
Paris, 29 January 2014

Availpro launches Smart Booking Engine, an innovative new hotel booking engine

Hotel software specialist Availpro has hit the ground running in 2014 with the launch of Smart Booking Engine, a brand new hotel booking engine. This innovative software is designed with the user need's in mind. Launched on 28th January 2014, Smart Booking Engine delivers the best possible user experience and allows hotel owners to drive direct sales via their official websites.

Smart Booking Engine: an improved booking engine

After months of testing both in France and abroad, Smart Booking Engine was released on 28th January this year. With its streamlined design, enhanced clarity and improved functionality, Smart Booking Engine is unrivalled when it comes to ease of use. This online booking engine features a simple, streamlined yet powerful design that features new dynamic filters for refined searching and an interface that is easier than ever to use, meaning customers can make a booking in just a few simple clicks.

The result is a booking engine that saves time for both visitors looking to book a room or package and hotel owners seeking a clear, fully secure interface and added peace of mind.

"Our aim was to provide a booking engine that more closely reflects the needs of both users and customers. We ran a series of user quality tests to ensure that our solution delivers an unrivalled user experience, thereby streamlining the booking process and driving conversion rates," **explains Philippe Lamarche, Chairman of Availpro.**

Availpro: bringing innovation to hotel owners

With Smart Booking Engine, hotel owners have a new, simpler way to promote their offers, packages and extras and boost average spend.

The booking page features photos and crystal-clear descriptions to give customers added peace of mind and drive direct sales.

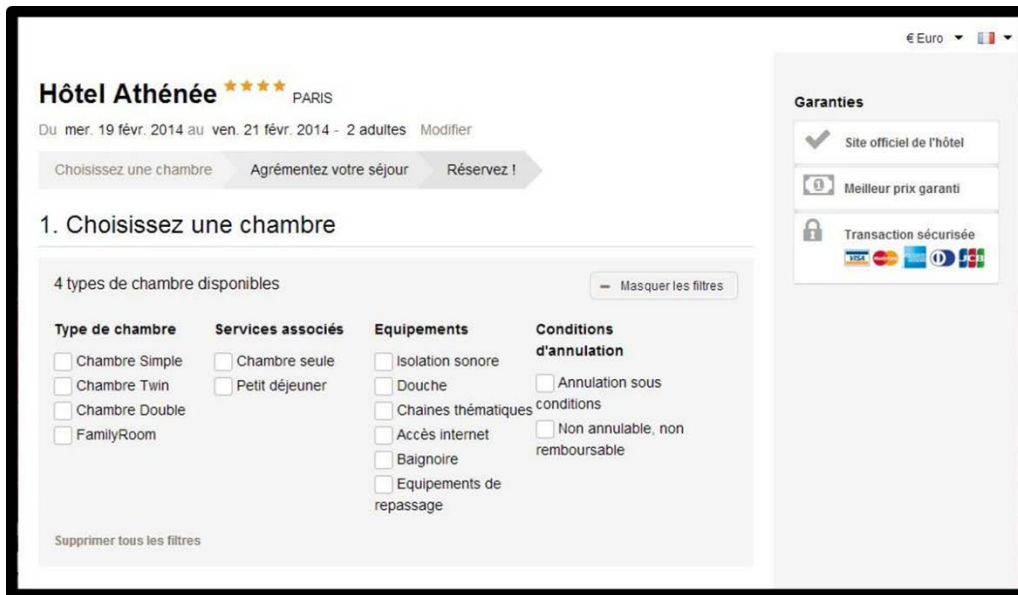


Image 1: Smart Booking Engine - Dynamic filters

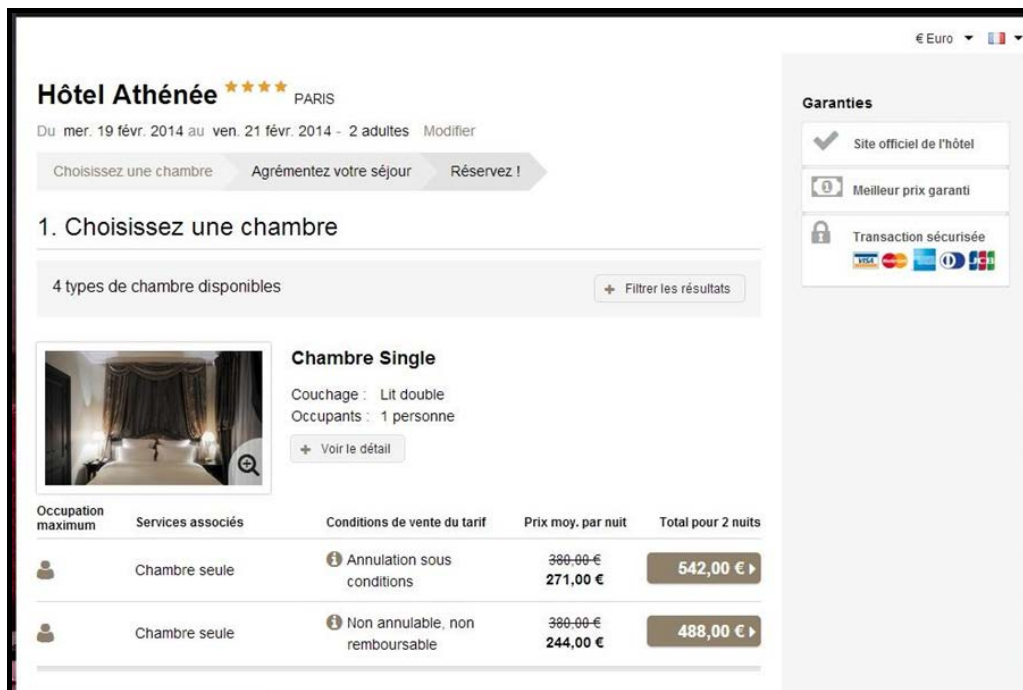


Image 2: Smart Booking Engine - Room selection

User reviews

"The layout is clearer and easier to read. The rate information is transparent so there are no surprises when you actually confirm your booking." **Stéphanie, Lyon**

"The booking engine is clear and simple in design. It instils more confidence than the other websites I normally use." **Morgane, Paris**

"The filters are really useful when you're in a hurry. You can find what you're looking for quickly, and all the information you need is right there in front of you." **Oliver, London**

Availpro – overview

Availpro was founded in 2001. The company develops e-booking software solutions that allow independent hotels, hotel chains and aparthotels to sell their rooms directly through their own websites, their Facebook pages and through e-distributor partner sites. The company has six offices in Europe, as well as partnerships with several providers including trivago, TripAdvisor and HotelBeds. Availpro has received numerous awards for its innovative hotel booking solutions, including the European Seal of E-Excellence Award in 2013.

For more information, visit: www.availpro.com

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