

AVVIO



Software Update

December 2021

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Avvio Software Update – December 2021

Introduction

With just over two weeks to go until 2021 draws to a close, the team at Avvio are pleased to showcase our December 2021 Software Update. This document lists all the new features, enhancements and fixes that will go live from **14th December 2021**.

In this release, a brand new UI has been developed for the [group booking portal](#) and a new flagship [digital dashboard](#) is introduced. We have also worked hard to improve usability in areas like [Linked Pricing](#) and reduce operational overhead with [Upsell Mapping](#). We are also future-proofing tracking and personalisation with a new privacy friendly approach.

Explore these features and more in the notes below and we look forward to your feedback. You can also find our recent product updates [here](#).

Contact

If you have any queries or feedback, please don't hesitate to contact a member of the team:

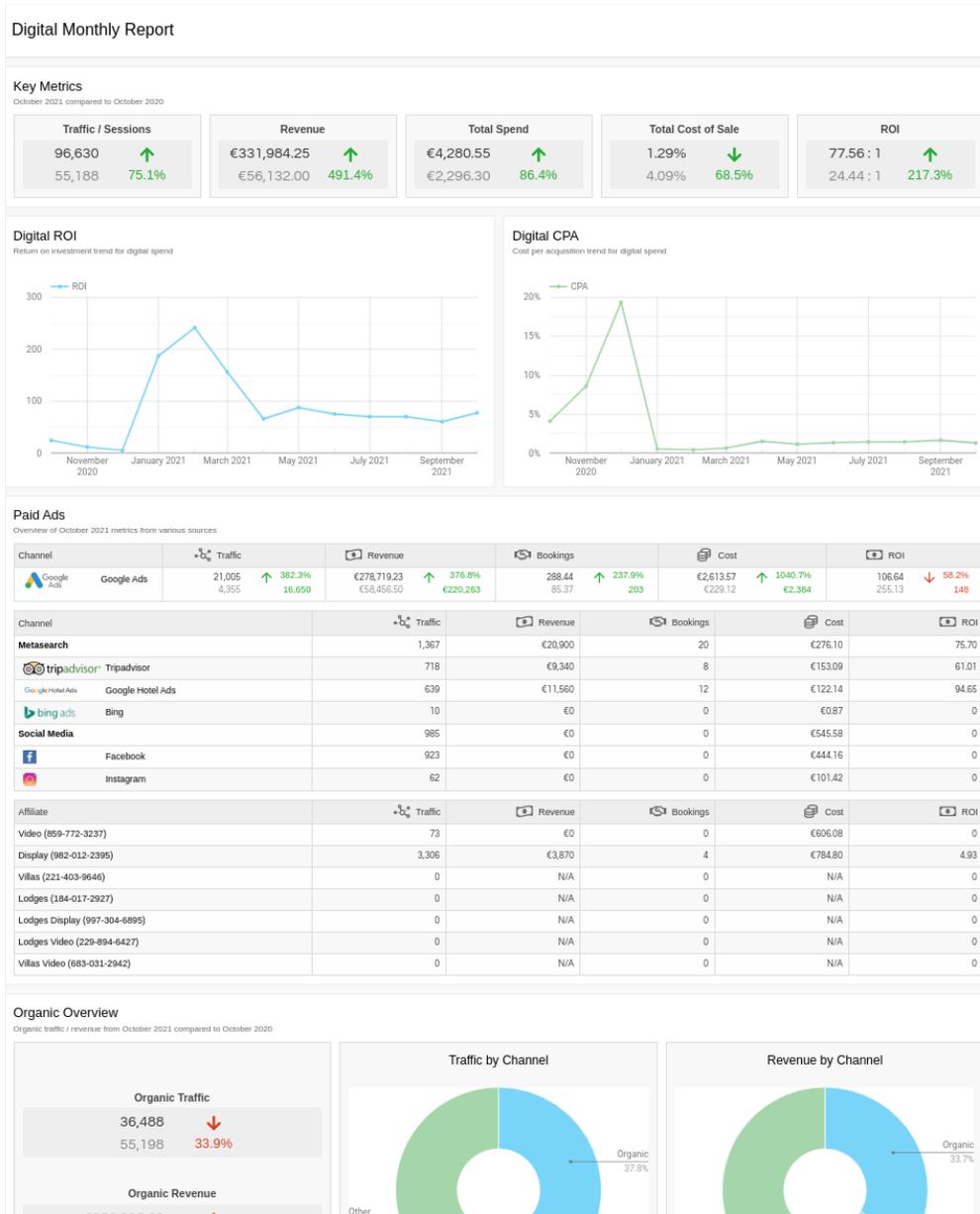
E-commerce team: ecommerce@avvio.com

Centre of Excellence: support@avvio.com

New Features

Digital Dashboard

A new all-encompassing dashboard has been created to show key metrics and statistics for a hotel's digital performance for a given month.

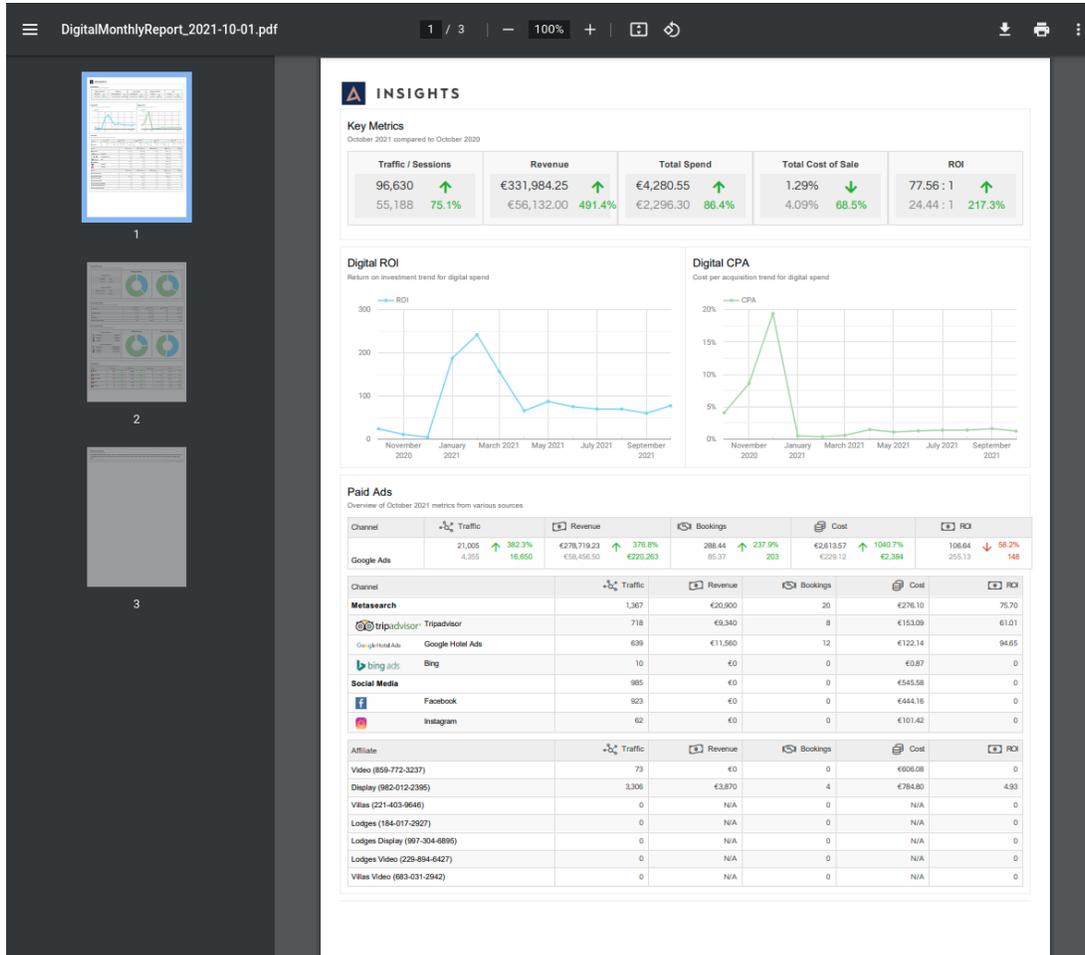


Data is presented for Google Ads, Google Analytics, Metasearch, Social Media and Bing. Any Google Ads affiliate accounts will also be included in the report. A summary of organic

traffic/revenue, the hotel's most popular landing pages, its five largest markets and traffic/revenue by device is also shown.

The report for the previous month will be made available on the 4th of the next month once data has been gathered and received from all sources.

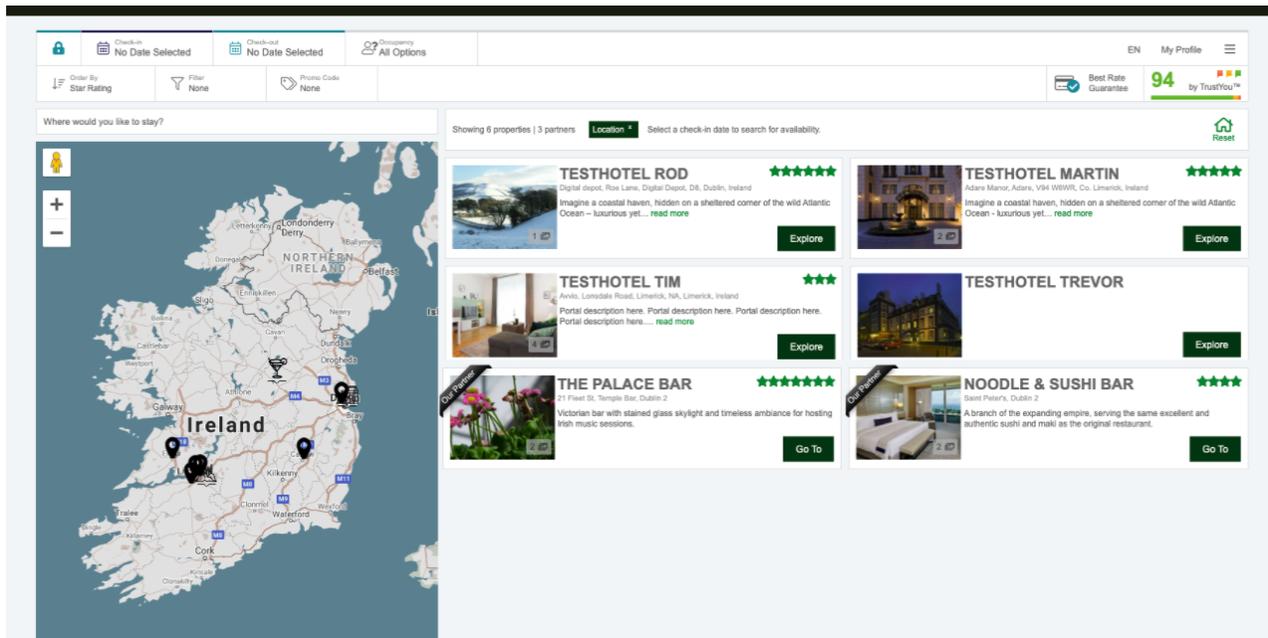
The option to export the report in PDF format is also available from the list screen.



To view your next report, go to: Insights > Digital Reporting > Digital Monthly Report.

This Digital Dashboard is available to Avvio Digital customers only.

New Portal UI



This new UI delivers a number of key advancements designed to make multi-property search and booking even easier for your guests:

Filtering

Improved filtering means guests now have more control over their search with geo located keywords and an intuitive map to guide them. We have also added contextual price and property information at a number of touch points to enhance the browsing experience.

Speed

A number of big improvements have been made to the underlying codebase to create a noticeable bump in speed performance, ensuring guests are never frustrated by slow loading times or screen refreshes.

Customisation

The UI has been designed to fit any brand with customisation options and detailing extending right across the frontend

Any Device

Rigorous design and user testing has been applied to ensure the new UI is fully optimised for all devices.

Below we have detailed more of the changes and the configurable options.

UI Features & Updates

Backend Configuration

Home Keywords (optional)

There is now a home icon button on the keyword listing page that can be clicked to display this keyword on a dedicated landing page. If there are no home keywords active, the hotel listings page will show up instead.

5			ConferenceProp Conference Rooms (noGeo) <small>Test-Hotel Martin, Test-Hotel Tim, Test-Hotel Rod, Martin Test Hotel</small>	4 Hotels with Conference Rooms. Here you can write up to 265 characters	4	1	 
10			golfclubs Golf Clubs <small>Test-Hotel Trevor, Test-Hotel Tim, Test-Hotel Alan</small>	Properties with golf clubs.	3	4	 
15			limerick Limerick Geo	You can enjoy at multiple Limerick Restaurants, Pubs, and Spas	Geo	Geo	 

Home button on keyword listing

Geolocated keywords (optional)

There is now a map settings option when editing a keyword where the user can set a map location and any hotels within this map area will show. Geo keywords can only be used as a home keyword. They do not show up as a filter.

- Portal Membership
- Portal Partners
- Portal Keywords
- Edit Site Profile
- Advanced Site Profile >
- Website Integration
- Preview Website

Keyword
Keyword Matching

Keyword

General
Keywords must only comprise alphanumeric characters

MAP SETTINGS

Display Map according to Geo Localisation and Zoom Level

Latitude

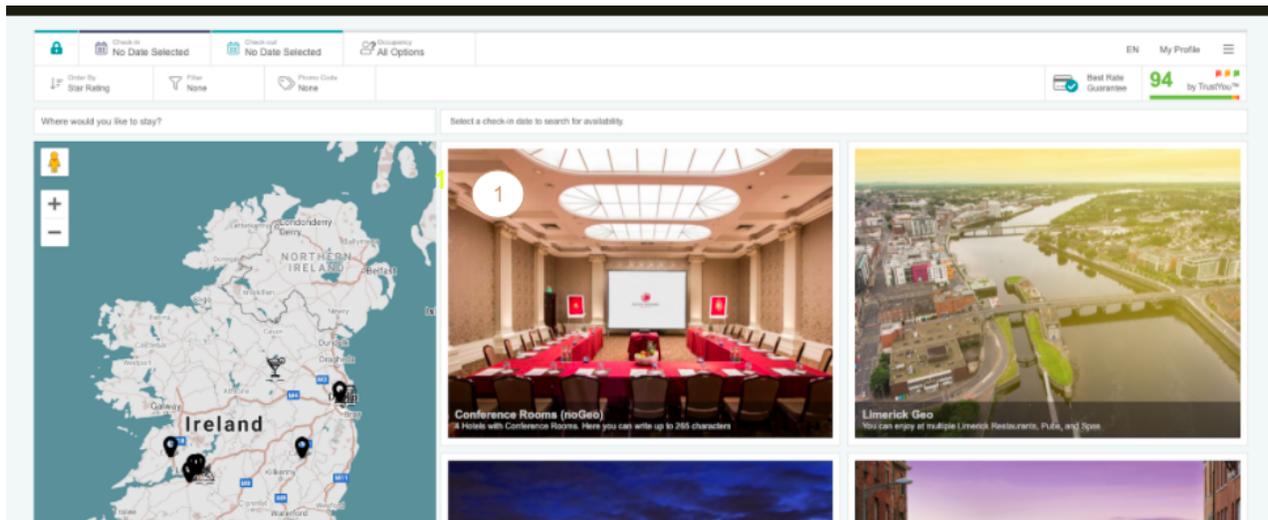
Longitude

Zoom Level 10

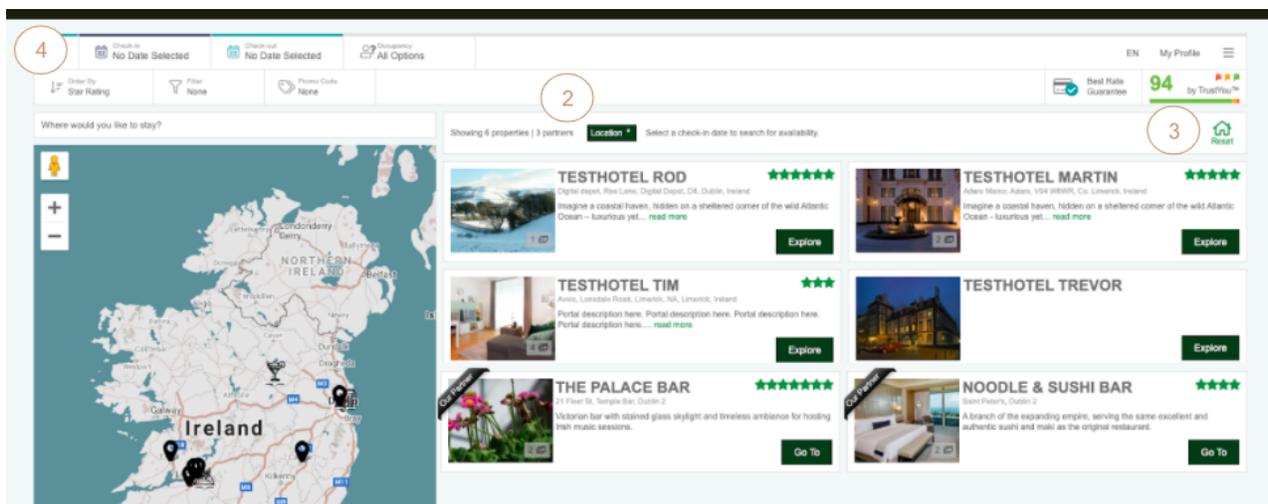
Map Settings
Display map centered at the GEO Location not considering Sites and Partners Memebrs.

Geo keyword

Frontend



Home keywords landing page



Filter tag buttons

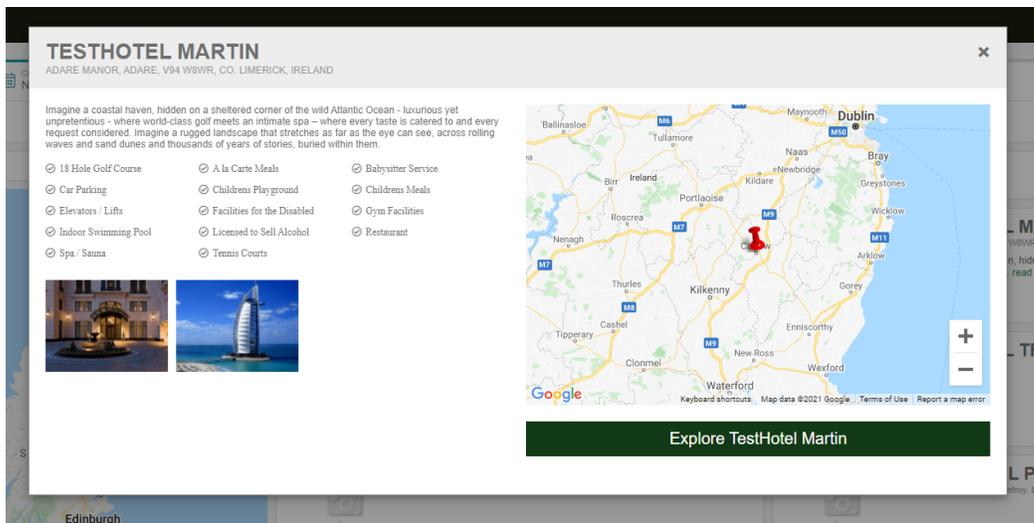
1. Home keyword call-to-actions or tiles are shown when set.
2. Filter tag buttons to show what is in the current filter. These can be clicked on to remove that filter to change the results.
3. Reset button has been added and shows up after the home keywords landing page or if there have been filters added to to reset everything back to the default.
4. Order by filter. You can now order by filter. The hotel/partner with the most filters will appear first within their section.

Flags

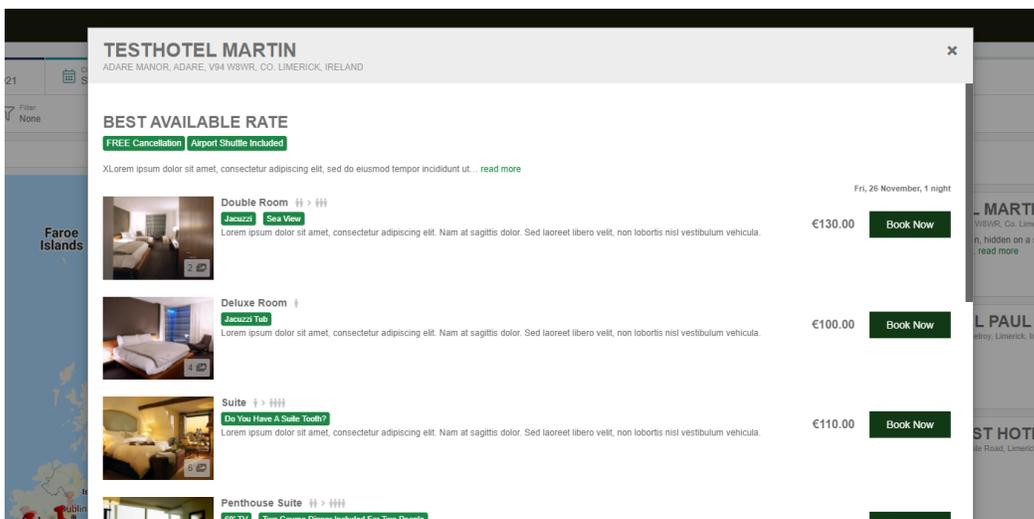
Additional flags have been built so that a map can have clusters when zoomed out enough and contains multiple members. The price can be displayed under the pin when there are rates available in a search.

Popups NEW

Popups were introduced to show more hotel information or a hotel's rates where applicable. This solved the issue of the user losing their place when searching through rates that expanded. Now you can only view one hotel at a time and keep the results listing in place.



Hotel Popup



Rates Popup

Map Enhancements

- Price label: an optional feature to show the “from price” underneath the marker pin.
- Partner marker icons have been added. They change depending on the partner category selected.
- Caching: Portal’s with a high number of members, only a select number of sites will be loaded until the map moves into an area where more results can be returned. This is designed to improve speed and responsiveness.
- Clusters: If the flag is set, pins in close proximity can create a cluster depending on the map zoom. This can make the map easier to view portals with a large number of properties / partners.
- Markers not within filtered criteria or map view become transparent to clearly show relevant locations.
- Clicking a pin shows a popup and hovering shows a map window with a summary of the hotel.
- Hovering over a pin also highlights the hotel result in the listing. Hovering over the listing row shows the pin window on the map.
- “Where would you like to stay?” input field above the map. This allows the user to type a location and the map will zoom to that location. This is independent of the geo keywords.



Price Label



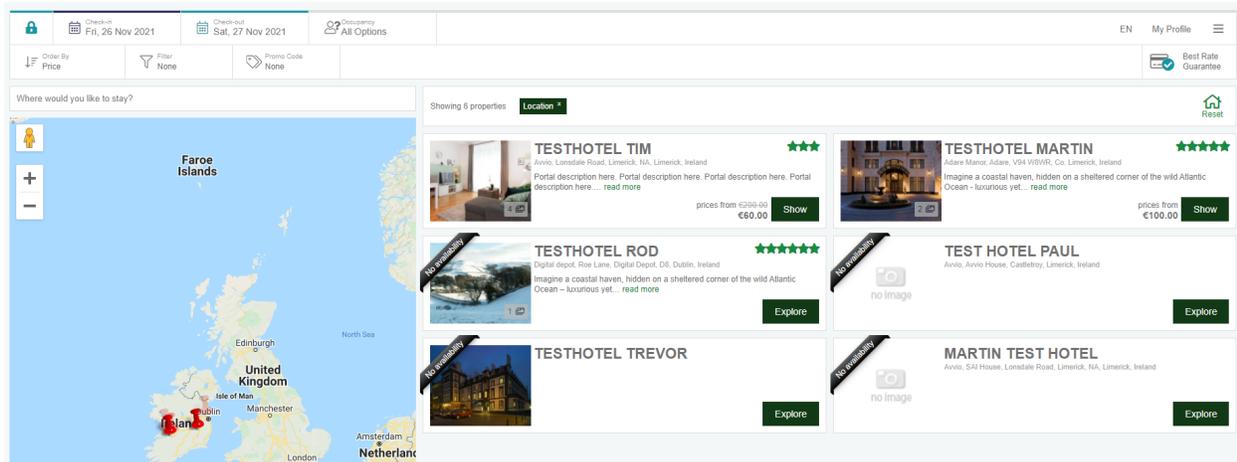
Clusters

Results

- 'No availability' ribbon for sites when "Show Site in Results even if no Rates Available" flag is on.
- 'Partner' ribbon to show the difference between member and partner.
- Columns: If a portal has enough members then the results will have a two column structure on a wide enough display. Otherwise it will keep the one column structure

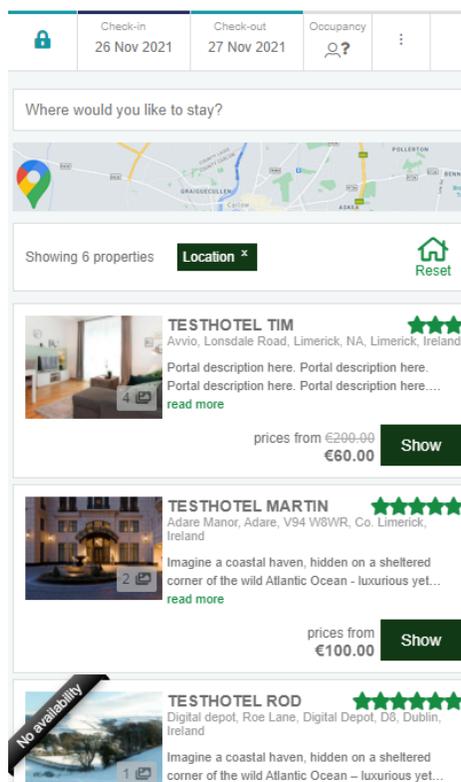
Shareable URL ^{NEW}

We have added the ability to share the URL of a given search. The URL in the address bar can now be copied and sent to someone so that they can see the same results and map view you are currently viewing.



Mobile

The map has been moved to below the top bar which is expanded when clicked to use the map functionality on mobile. There is space left below the expanded map to show results changing depending on the movement of the map.



Upsell Mapping

Some interfaces have a requirement to be able to map upsell items to a specific mapping code so when the reservation is sent to the interface, the interface can properly process the upsell item based on the mapping code. This will attach an upsell item as a separate line within the PMS record of the booking and ensure costs and taxes are correctly split out.

We have added an external mapping code to the upsell item editor, this is an optional field and will only be displayed if the site is configured for a third party interface.

When the reservation XML is being built, if we detect a mapping code is configured for the upsell item we will add this into the XML, if not, we will fall back to using the upsellItemID.

GROUP ITEMS

Ext Code	Name	<input type="checkbox"/> Suspended	Order	<input checked="" type="radio"/> Default	Strike Price	Price	Price Type	
	Full Irish	<input type="checkbox"/>	0	<input checked="" type="radio"/>		9.95	Per Person (exc Infant) / Night	<input type="button" value="🗑"/>
Description Full Irish Breakfast								
	Junbo Breakfast Roll	<input type="checkbox"/>	5	<input type="radio"/>		5.50	Per Person (exc Infant) / Night	<input type="button" value="🗑"/>
Description Two eggs two rasher two sausage two bacon two puddins one black and white, all placed like a tower on top of each other and then wrapped up good and tight								

XML Sample

```

<Services>
  <Service ServiceRPH="1" ServiceInventoryCode="BKFROLL" Quantity="2">
    <Price>
      <Total AmountAfterTax="5.5" CurrencyCode="EUR" />
      <RateDescription>
        <Text>Junbo Breakfast Roll (EUR 5.50, 2 persons x 1 nights)</Text>
      </RateDescription>
    </Price>
  </Service>
</Services>

```

List of Supported Interfaces:

- SiMConnect (Siteminder)
- Protel
- Hotsoft
- GNHUniverse
- RateTiger
- HotelPartner
- Rezgain
- ChannelRush
- VisualOne
- Guestline
- Maestro

Other interfaces using the generic OTA API standard may also benefit from this enhancement.

Enhancements

Linked Rates – Supplements & Adjustments

The linked rate supplement editor has been rebuilt to give you more control over the way adjustments & supplements are created and the order calculations are made.

Previously, price adjustments were only calculated on the parent rate first and the supplement added or subtracted after (see example A). This was restricting users from applying discounts to supplements added to the nightly price. Now it is possible to apply a supplement and have price adjustments calculated with this included (see example B).

Examples:

A) £300 Nightly Rate - (10% Discount) + £15 Supplement = £285

B) £300 Nightly Rate +£15 Supplement - (10% Discount) = £283.50

Key changes

New Column Layout

The 'Type' and 'Direction' inputs have been merged and the adjustments are divided into two new columns (First Adjustment and Second Adjustment).

Linked Rate Configuration
Manage price adjustment rules, restriction and allocations

Specify the linked price rule for each room type mapped to this linked rate. Expand a room view to specify a different rule for each price type

	First Adjustment		Second Adjustment(optional)		Rounding
	Type and Direction	Amount	Type and Direction	Amount	
Single Room SRM +	fixed amount up	15	percentage down	10	no rounding
Manage rules for all price types					
Family Room FMLRM +	fixed amount up	25	percentage down	20	no rounding
Manage rules for all price types					

Swap Button

You can also swap adjustments between columns for faster setup and editing.

	First Adjustment		Second Adjustment(optional)		Rounding
	Type and Direction	Amount	Type and Direction	Amount	
Single Room SRM +	percentage down	10	fixed amount up	15	no rounding
Manage rules for all price types					

Copy Button

A copy button has also been added to quickly apply the same rules that are configured for the first room to all other rooms on the list by pressing the "copy" on the right most side of the first row.

	First Adjustment		Second Adjustment(optional)		Rounding
	Type and Direction	Amount	Type and Direction	Amount	
Single Room SRM +	fixed amount up	15	percentage down	10	no rounding
Manage rules for all price types					
Family Room FMLRM +	fixed amount up	25	percentage down	20	no rounding
Manage rules for all price types					
Double Room DBLRM +	-- select --		-- select --		-- select --
Per Room (1 Adult)	fixed amount up	20 EUR	percentage up	15 %	no rounding
Per Room (2 Adult)	fixed amount up	20 EUR	percentage down	15 %	no rounding
Extra Adult +	fixed amount up	6 EUR	fixed amount dow	3 EUR	no rounding

	First Adjustment		Second Adjustment(optional)		
	Type and Direction	Amount	Type and Direction	Amount	Rounding
Single Room SRM +	fixed amount up	15	percentage down	10	no rounding
Family Room FMLRM +	fixed amount up	15	percentage down	10	no rounding
Double Room DBLRM +	fixed amount up	15	percentage down	10	no rounding
Per Room (1 Adult)	fixed amount up	15 EUR	percentage down	10 %	no rounding
Per Room (2 Adult)	fixed amount up	15 EUR	percentage down	10 %	no rounding
Extra Adult +	fixed amount up	15 EUR	percentage down	10 %	no rounding
Child Band 1 +	fixed amount up	15 EUR	percentage down	10 %	no rounding

Copied down

Length of Stay (LOS) Discounting

It is now possible to configure LOS discounting to allow for the first, second, etc. night of a multi-night stay to be offered for free. The free night is explicitly specified in the LOS discounting rules regardless of whether it is the most or least expensive night of the stay.

LOS DISCOUNTS		Value X	Value Y
Stay	Stay and get [Y] percentage off cheapest night		
	Stay and get [Y] percentage off [X] cheapest nights		
	Stay and get [Y] percentage off most expensive night		
	Stay and get [Y] percentage off [X] most expensive nights		
3 nights	Stay and get [Xth] night free		
4 nights	Stay and get [Xth] night free	1	
6 nights	Stay and get cheapest [X] nights free	2	

+ add discount rule

LOS Rules

Additional options have been added to the LOS discount selector to allow the creation of rules for all lengths of stay between 1 and 14 nights.

Mandatory Upsells

It is now possible to specify additional multipliers for price types on mandatory upsells. Previously this was only available to price 'per item'.

<input type="checkbox"/> Suspended	Order: 0	Strike Price: <input type="text"/>	Price: 15.00	Price Type: Per Adult / Night Per Item Per Adult Per Night Per Adult / Night	<input type="button" value="Calendar"/>	<input type="button" value="Trash"/>
------------------------------------	----------	------------------------------------	--------------	--	---	--------------------------------------

English
 Spanish
 German
 Dutch
 French



DOUBLE ROOM WITH MAGNIFICENT SEA VIEWS2



Luxurious en-suite bedroom, an average 390 sq ft and all feature a 6ft x 6ft king bed, walk in rain shower and exclusive...
[read more](#)

Adult prices	2 Adults
Per room	
€400.00	
€270.00	
<input type="checkbox"/> Early Checkin from 13:00	€15.00 €10.00
Add early checkin to your reservation and check in as early as 13:00	
<input type="checkbox"/> Late Checkout until 13:00	€5.00 €2.00
Add late checkout to your reservation and stay as late as 13:00	
 Cleaning Fee	
A €15 cleaning fee per adult/per night is applied for all bookings	
Cleaning Fee	€15.00 per adult / night

Rate Notifications for Auto Cancellations

In the event of a cancellation being auto approved on a rate that has rate notification email addresses configured, these email addresses will now be included in the recipient list that the cancellation email gets sent to. Previously this was only going to the notification email configured in the site profile.

Denied Cancellations

In the case of a cancellation request being denied, this will now be indicated on the Reservation Details page, the room(s) with denied cancellation requests will be indicated by the same icon used for cancellations, just in an orange colour.

Reservation Details:

ROOMS

Room Name	Adults	Children	Infants	Checkin	Checkout	Nts	Guest Name	Guest Email	Amounts	Cxl	Comm	Details
<input type="checkbox"/> FAM Family Room	3	0	0	2021 Nov 01	2021 Nov 02	1	Mr. Martin Mahony	martin.mahony@avvio.com	230.00 EUR		yes	
1 x Carbon Tax (EUR 5.00 each)												
<input type="checkbox"/> DBL Double Room	2	0	0	2021 Nov 01	2021 Nov 02	1	Mr. Martin Mahony	martin.mahony@avvio.com	205.00 EUR		yes	
1 x Carbon Tax (EUR 5.00 each)												
<input type="checkbox"/> cancel rooms for this booking <input type="checkbox"/> void commission for selected rooms												

Hotel Email – Booking Confirmation Page

The primary hotel email address found in the site profile will now be shown on the booking confirmation page.

Cancellation Email Subject

The confirmation email a guest receives when a cancellation request has been processed has been updated to accurately reflect the status of the request, so Cancellation Approved or Cancellation Denied instead of always stating Cancellation Confirmation in the email subject.

Third Party Cookies

Future Proofing Tracking and Personalisation

Websites use cookies to remember a user’s action so they aren’t asked to perform a task again and again. As a result, they help provide a better, more personalized user experience.

Third-party cookies specifically are created and placed by websites other than the website you’re visiting. Some common uses include cross-site tracking, retargeting and ad serving.

First-party cookies, on the other hand, are generated by the host domain. They are usually considered good because they help provide a better user experience. These cookies enable the browser to remember important user info, such as what items you add to shopping carts, your username and passwords, and language preferences.

Recently, a large number of influential technology companies (e.g. Google, Apple) have begun deprecating support for third-party cookies to provide their users with better privacy. This drive towards more consumer privacy will gather pace over the coming years.

To future-proof our platform we are moving away from third-party cookies in this release by allowing all guest-facing web applications to be provided through the hotel's own domain via domain masking. This move means that all cookies the Avvio services deploy on the consumer's web-browser are considered 1st party cookies.

Benefits

- The new approach delivers the best chance to consistently track the movement of the consumer between the client's own website and the services our applications provide.
- The consumer has an increased data privacy, because all information that we capture in the cookie is locked into the domain of the hotel.
- Sharing of information between Avvio's consumer side services and the hotel's own website is bi-directional.
- It makes accessing the cookie data technically very easy and it simplifies the ongoing development work in this area.

Good to know

All allora.ai services provided to your guests and reporting that is provided to you will continue to work even with more and more web-browsers disabling 3rd party cookies (Chrome scheduled for 2023).

The deployment of the new approach causes old AI cookies that are bound to ai.avvio.com to be inaccessible by the new process. Returning visitors with an existing AI Cookie will receive a new AI Cookie that is bound to the domain of the hotel. This means that all AI Sessions start with a clean slate after the release.

The cryptographic strength of the AI Cookie will also be increased with this update. The new encrypted AI CookieID will increase data privacy from a guests point of view.

Customers that are not using domain masking yet, will continue to be able to use all Avvio web applications through avvio.com domains. But the bi-directional sharing of information between

hits on the client's own website and the booking engine will not be possible in many cases. This means you may not be capturing the complete picture of your guests' interactions on your website and benefiting from the new changes.

It is therefore recommended that all customers use domain masking. To that end, Avvio Support and the E-Commerce Team will be working with customers to help them get setup. If your booking, portal or voucher engine is showing an Avvio URL in your browser and you have not already had contact with someone at Avvio about this, please contact Support at support@avvio.com or your E-commerce Manager for more information.

Last Interaction Cookie

This release also contains a set of two new cookies that capture the last interaction of the consumer with the booking engine.

- Last Search: contains information about the last search the consumer performed on the booking engine.
- Last Booked: contains dates of the last booking.

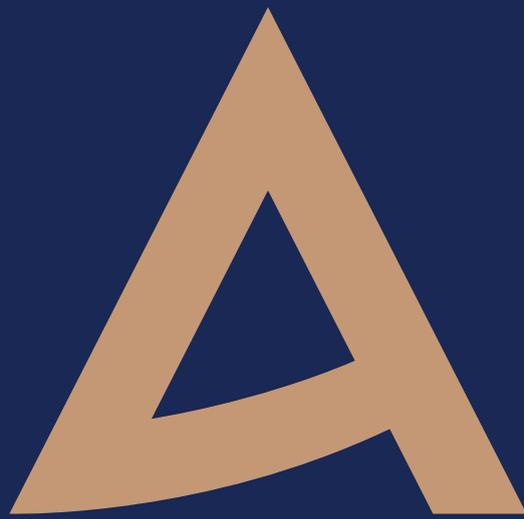
Bugs & Fixes

Multi-Room Search Results

This would prevent a user proceeding with a multi-room booking where there was only one room remaining and the user selected that room type for more than one party. This issue is resolved by not showing the room with limited availability as an option for all parties.

Apartment 1 (2 adults)										
		Fri 10 Dec	Sat 11 Dec	Sun 12 Dec	Mon 13 Dec	Tue 14 Dec	Wed 15 Dec	Thu 16 Dec		Fri, 10 December, 1 night 2 adults
<input checked="" type="radio"/>	 Double Room <i>Last Chance! Only 1 left</i>	€ 130	90	90	90	90	90	90	✓	€130.00
<input type="radio"/>	 Family Room	€ 100	100	100	100	100	100	100		€100.00
<input type="radio"/>	 Suite	€ 110	110	110	110	110	110	110		€110.00
<input type="radio"/>	 Presidential Suite	€ 120	120	120	120	120	120	120		€120.00
<input type="radio"/>	 Penthouse Suite <i>Last Chance! Only 1 left</i>	€ 140	140	140	140	140	140	140		€140.00
Apartment 2 (2 adults)										
		Fri 10 Dec	Sat 11 Dec	Sun 12 Dec	Mon 13 Dec	Tue 14 Dec	Wed 15 Dec	Thu 16 Dec		Fri, 10 December, 1 night 2 adults
<input checked="" type="radio"/>	 Family Room	€ 100	100	100	100	100	100	100	✓	€100.00
<input type="radio"/>	 Suite	€ 110	110	110	110	110	110	110		€110.00
<input type="radio"/>	 Presidential Suite	€ 120	120	120	120	120	120	120		€120.00





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