



PRESS RELEASE

## Softbooker Technologies launches ReservIT: A straightforward online reservation system for hotels

**Montreal, November 23, 2005 - Softbooker Technologies** announces the launch of a new online reservation solution for all sizes of hotels, whether independent or part of a chain, and tourism offices. The company was recently created by Marie Côté, a tourism professional and specialist who is responsible for bringing this latest reservation technology to the Canadian market.

A majority of Canadian hoteliers are currently suffering from their lack of visibility on the internet. According to a study<sup>1</sup> sponsored by the HEC of Montreal, this lack of visibility is an important shortcoming for the Canadian Tourism Industry. Research indicates that the tendencies for online reservations are rapidly increasing. In the upcoming year, online travel purchases will represent 11 billion dollars for the tourism industry. However, the lack of vital internet tools prevents hoteliers from taking advantage of the increase generated by the internet. According to the American Research Institute of PhocusWright<sup>2</sup>, in 2006, 46% of hotel reservations in the U.S.A. will be done online as compared to 34% in 2004.

With the introduction of this new interface technology, Softbooker Technologies and ReservIT will provide a concrete solution to the problem; the program is adaptable to the size of the tourism establishment. The ReservIT reservation solution can easily be interfaced with an existing internet site and has the capacity of making online reservations in real time. This new reservation solution is an electronic marketing opportunity for the whole industry. Up until now, only the larger-sized international hotel chains had access to these new technologies. Other smaller-sized establishments relied on intermediate costly solutions or made do with simplistic solutions, confirmations by e-mail, telephone or fax.

**Softbooker Technologies, ReservIT offers the following major features:  
The Service:**

- Easy and integrated access to online reservations 24/24, a sound-proof technology system used by over 10,000 hotels in Europe.
- The navigational system is easy to use for internet surfers and professionals. It is a powerful reservation solution that can be easily installed and adapted to the needs of hoteliers. Training for users is quick and easy and the costs are affordable. Moreover, there are no transaction fees!

### **The major features are:**

- Real-time display of availability and rates 24/24
- Immediate guarantee and payment on-line by credit card
- Instant confirmation sent to the hotel and client

### **The system manages the entire client base in real time the entire:**

- Consumer via the Internet
- Internet agencies, electronic distribution of GDS & ADS
- Travel agencies via the Internet
- Tour operators via the Internet
- Management of blocked space for conventions
- Call centres

### **A complete tool for your website**

- A secured access code to manage the totality of ReservIT
- Integration of the hotel's profile: detailed information, photos and directions etc.
- Dynamic and personalised search engine capable of responding to customer criteria according to each type of client (availability planning, geographic areas...)

All of these elements are hosted on our servers and integrated with complete transparency on your website. Developed in 1998, ReservIt's main objective is to provide access to a maximum number of electronic distribution channels for independent hotels, hotel chains and other tourism establishments through the use of one reservation solution.

### **About Marie Côté and Softbooker Technologies:**

**From 1986 to 2004**, Marie Côté was the Co-founder and Executive Vice-President of Jonview Canada, a receptive tour operator and tourism service company. As an active member of the company's management team, she significantly contributed to the company's development. Jonview Canada's mission was to market Canadian tourism products and services to International markets, in order to effectively promote Canada as a choice destination. As a result, Jonview Canada positioned itself as a leader of the Canadian tourism industry, and it became the most important Canadian receptive tour operator on the International scene. In April of 2004, Jonview Canada was sold to Transat A.T. Inc.

Since November 2004, Marie Côté partnered with Laurent Fabre and Xavier Gaucher, the talented co-founders of ReservIT. They adapted the ReservIT solution to meet the requirements of the Canadian market. Softbooker Technologies is the exclusive distributor of ReservIT in Canada. « Marie Côté believes the Canadian tourism industry needs more visibility on the new internet markets and that ReservIt solution is an efficient and economical means to fulfil this need ».

## **About ReservIT:**

Founded in 1997, **ReservIT** is an independent technology company specialising in the development of software applications and communication interfaces for the tourism industry. The head office and the development team are based in Marseille; the sales' team and support staff are based in the regions of Paris and Montreal.

The ReservIT CRS provides the central reservation solution for about thirty hotel chains, tourism guide books, hotel chains, tourist regions and consortiums such as Logis de France, Arcantis, Citotel, Guides de Charme, Le Routard, Grandes Etapes françaises etc. representing a total of 10,000 establishments across Europe.

ReservIT CRS allows a consortium to manage the entire client base (consumer internet sites, extranet for professional clients, call centres), to produce invoicing, to process online payments, the chain's or consortium's search engine as well as the establishment's profile?

Moreover, the hotel ReservIT solution enables establishments to offer visitors to their Internet site reservations in real time, and by using only one tool they can manage several channels of distribution. An establishment's Internet site is a virtual representation of their product and it is important to offer reservations in real time, build a client database and thereafter manage e-mailings.

**In Europe other functionalities are already in place; soon they will also be made available in Canada:**

**ExpIIT** is an exchange platform with key distribution players according to the standards of the International OTA ([www.opentravel.org](http://www.opentravel.org)), of which ReservIT is an active member. By using one tool, ExpIIT allows ReservIT clients to be part of the major online distribution systems. Also, it is via ExpIIT that establishments are part of GDS.

**LinkIT** is a communication platform with hotel management software (or PMS). LinkIT allows communication between PMS, the hotel and ReservIT. The hotel no longer needs to connect to an online management system to obtain information on availability; it provides the information directly through its own PMS. The reservations are automatically withdrawn from PMS.

**PlannIT** was created for establishments who wish to take the first step towards utilising computer software. This management software would replace the current procedure of "management on paper" currently used by many establishments. It offers carefully studied ergonomics which are simple to apply by users regardless of their level of software knowledge.

**More information is available on [www.softbooker.com](http://www.softbooker.com)**

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1. Étude Adviso Conseil : L'industrie hôtelière en ligne au Canada par Yaniv Kadoche B.A. Michel Leblanc M.Sc. Jacques Nantel D.B.A. JeanFrançois Renaud M.Sc. Août 2005

2. PhoCusWright : From Property to Screen: Managing Online Hotel & Lodging Distribution July 2004