

## Hotel Web E-Commerce Tools

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- NetManager™ Website Booking Engine
- Group RFP Tool (with tracking)
- e-Gift Certificates
- e-Brochure
- e-Survey
- e-Calendar

Milestone Internet Marketing, Inc. is a full-service internet marketing company for the travel and hospitality industry. We provide comprehensive solutions for developing powerful internet presence and driving revenue on the internet. Our state-of-the-art email marketing solutions are customized for the lodging industry and provide several advanced features.

Milestone Internet Marketing provides a tool chest of revolutionary services and products that help you accelerate your internet marketing strategy. Utilizing the latest e-commerce technologies and creative marketing concepts, we've designed a comprehensive group of interactive tools that enhance conversion and generate additional bookings.

### NetManager™ Website Booking Engine

Milestone Internet offers a state-of-the-art and highly-secure online booking engine that is seamlessly integrated with the hotel's website. Hotels can take advantage of a sophisticated backend to upload promotions and packages. Our unique back-end solution enables hotel owners and managers to efficiently manage and coordinate hotel packages, discounts, and specials in real-time, and adjust inventory for effective booking administration via the internet. The engine lets each property create custom packages, add dynamic packages and services, and other features like attraction tickets while the user is making their room reservation online.

### RFP Tracker

Milestone's RFP Tracker is a web-based RFP form that is placed on our client's website. Client customers who are looking for meeting and group requests - weddings, meetings, events, banquets - can fill out the group RFP request online. The RFP Tracker creates a comprehensive report that shows all the group

sales leads generated from the internet within a specified time period. This enables hotel to determine the effectiveness of their website for attracting group business.

### e-Gift Certificate

Milestone e-certificates allow visitors to send gift cards to their friends and family with a customized message. Hotels can view a certificate redeemed by logging into the Milestone back-end administration control panel. Our e-commerce transactions run through a secure server and are worry-free.

### e-brochure

Send information about your hotel, meeting rooms, and promotions to your customer with just one click. Milestone e-brochures are beautifully designed, web and print friendly 8" x 11" PDFs files. They are programmed on the website so that anyone can send an e-brochure as an attachment or as a link.

### e-survey

Milestone e-Survey is a powerful and easy to use online customer survey tool. Our state-of-the-art survey software features detailed reporting, data distribution, evaluation and collection capabilities, with full service support from the Milestone team. Clients can use Milestone survey tools to collect feedback from their customers, employees, meeting planners or members of your organization. You can completely customize every question and format, or use existing samples to design your survey forms.

### e-Calendar

Milestone e-Calendar enables the hotel to create online calendars that showcase events at the hotel and in their local market. Calendar is easy to edit and has an easy-to-use back end interface.