User Guide

Everything you need to know about the Chameleon platform

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Chapter 1: Chameleon at a Glance

Overview
Chameleon is Expedia Affiliate Network’s private label template solution. It is an easy to use, flexible, off-the-shelf solution that leverages industry best practices and over 15 years of customer experience research.

It only takes a few minutes to configure your site on Chameleon, so you can start selling hotels in no time.

Chameleon provides you access to the tools that enable you to customize your site pages, to preview any changes, and publish them in real-time. No technical experience is required, so you can get started right away. This comprehensive guide details all of Chameleon’s features and functionality, and is a vital reference for you to make the most of the Chameleon platform.

Learn more about Chameleon on our resource page, or log in to the Affiliate Center and click the Control Panel menu to get started.

For Travelers
Chameleon provides an unparalleled customer experience from start to finish. Enhanced filters, multiple shopping views, and a simple two-step check-out process are just the beginning — there are more than 110 customizable settings at your disposal. Chameleon’s unmatched flexibility and intuitive shopping experience will undoubtedly help you to easily meet the needs of your target audience.

For a sneak preview of Chameleon features and functionality in a production environment, please visit http://www.travelnow.com — an Expedia Affiliate Network site powered by Chameleon.
Design Principles
Chameleon allows you to provide a best-in-class, and highly optimized hotel shopping and booking experience to your audience:

- The hotel shopping path delivers an optimized user experience, allowing customers to search for, compare, and book accommodations in a quick, simple, and intuitive manner.
- The booking path focuses on providing a frictionless checkout maximizing conversion.
- Modern web application design and technology enables live predictive searches, real-time page updates, and powerful map views throughout the shopping experience.
- A unique combination of customer-driven filtering tools creates an interactive and engaging overall customer experience.
- The design is clean, modern, and consistent in all calls to action.

Architecture Overview
The EAN platform utilizes a service-oriented architecture approach, thus promoting overall platform versatility. This allows Chameleon to best meet the distinct needs of your business.

In addition, we understand online shoppers are more demanding than ever and speed is a key contributor to conversion improvements. Chameleon leverages optimized code, CSS sprites, minified JavaScript and CSS files, Akamai, and more to deliver the fastest possible page load times.
Chapter 2:
Getting Started

Sign-up steps
In order to use Chameleon, you must first register as an EAN Affiliate. Joining EAN is free, and there are no costs associated to use of the Chameleon platform.

Step 1: Visit http://www.expediaaffiliate.com and click the ‘Join us now!’ button.
**Step 2:** Enter the required information

Once you've submitted your details in Step 2, you will receive an email with your CID (client ID) number. This will allow you to login to the Affiliate Center. When you first access the Affiliate Center, you will be prompted to complete a tax form. If you are based in the U.S., please fill out Form W-9. If you are based outside the U.S., please complete Form W-8BEN. All affiliates are required to complete this step before receiving their commission payments. If you have any questions concerning the form, we recommend you refer to the FAQ section on the form or consult a tax professional.

**Step 3:** Sign into the Affiliate Center

Once you’ve submitted your details in Step 2, you will receive an email with your CID (client ID) number. This will allow you to login to the Affiliate Center. When you first access the Affiliate Center, you will be prompted to complete a tax form. If you are based in the U.S., please fill out Form W-9. If you are based outside the U.S., please complete Form W-8BEN. All affiliates are required to complete this step before receiving their commission payments. If you have any questions concerning the form, we recommend you refer to the FAQ section on the form or consult a tax professional.
**Affiliate Center**

The Affiliate Center houses all the tools and documentation necessary to make your site a success. The navigation is structured to allow easy access to topics that are of interest to you.

The Home page is your starting point, featuring the latest EAN news and any important updates.

Clicking the Control Panel menu takes you to the Chameleon Control Panel and its 110+ configurable options and features. The Control Panel allows you to customize the look and feel of your Chameleon site, but also enables you to define what hotels you want to display. This way, you can create highly targeted sites to best meet the needs of your audience.

The API menu option redirects you to EAN’s developer resource center - [Developer Hub](#). The Developer Hub is a site dedicated to the EAN developer community; including thorough API documentation and reference guides for easy testing and integration, sandbox tools, a sample site and app gallery, news, and much more.
The Account menu provides access to your account details. View and change the information you provided to us during the signup process under the Profile page. The Add Child page helps you to create child CIDs, or subaccounts, under your parent CID. Each unique site will require a unique CID. We recommend creating a child CID for each Chameleon site you want to build. Each CID has its own settings, meaning you can tailor two CIDs in completely different ways to create distinct sites. Parent and child CIDs are linked together within your reporting, so it’s possible to create booking reports for all of your accounts at once. Finally the Tax Forms page allows you to submit updated tax information.

The Merchandising menu leads to our powerful merchandising tool, Merchandising Central. The Merchandising Resources page contains our latest Blockbuster deals file, which features the best deals and discounts from EAN’s top 100 travel destinations around the world, as well as links to our property database files. You can use the databases to build custom site content. For example, you can use these databases to populate widgets, create banner ads, or destination-based promotions on your site. The Tips page contains a variety of informative topics and is updated frequently with helpful tips for building your site.
Our online Affiliate Center Stats reporting tool makes it easy to gauge your site's performance through customized reports. It allows you to track specific bookings, determine your accrued earnings, and review past payment statements.

The Community area links to the EAN Blog, and our dedicated LinkedIn and Facebook pages, as well as our Twitter feed. These are great sources of information when you're seeking helpful tips, information on latest EAN developments, or just want to follow current discussion topics.
Chapter 3:
Chameleon Page by Page

Overview
Chameleon offers a completely redesigned hotel booking path leveraging modern user experience principles, with a key focus on providing customers with relevant tools to find that perfect hotel and simplify the purchase process, leading to increased conversion. The Control Panel and its 110+ configurable options enable you to customize the look and feel of your site, define what hotels you want to show, and how you want to display them. Control Panel is the application that allows you to control the distribution and business logic of your site.

Some highlights of the Chameleon platform include:

- 33 languages: Arabic, Czech, Danish, Dutch, English, French, French (Canadian), German, Italian, Norwegian (Bokmål), Spanish (Mexican), Spanish (Native), Swedish, Japanese, Portuguese (Brazilian), Russian, Korean, Chinese (Simplified), Traditional Chinese, Finnish, Greek, Hungarian, Malay (Malaysia), Polish, Slovak, Thai, Turkish, Latvia, Lithuanian, Icelandic, Estonian, Ukrainian, and Indonesian
- 20 billable currencies: AUD, BRL, CAD, CHF, CNY, DKK, EUR, GBP, HKD, ILS, INR, JPY, KRW, MXN, NOK, NZD, RUB, SEK, SGD, USD
- 9 additional display currencies: AED, ARS, IDR, MYR, THB, TRY, TWD, VND, ZAR
- A brand new hotel landing page with promotional placements and pricing that is refreshed nightly
- Smart Search Logic
- In addition to the traditional List View, an interactive Map View facilitates location based hotel search
- Geolocation functionality optimizes customer support phone number placement, currency, date formats, and tax inclusive/exclusive pricing
- The customer’s browser language setting determines the page language
- Pages can be printed and saved as PDF files
- Trip Advisor ratings on the search results page, with ability for users to sort and filter by Trip Advisor ratings
- Trip Advisor reviews and Trip Advisor user photos
- Best in class filter functionality enables users to search hotels by price, amenities, hotel type, hotel theme, star rating, Trip Advisor rating, and hotel name
The Hotel Landing Page
The hotel landing page is the customer entry point into the new Chameleon hotel booking experience. The dominating feature of the page is its search wizard, which is accompanied by five destination promotions. All pricing on the landing page is refreshed nightly.

Please note that utilizing the hotel landing page is not mandatory and is available only if it fits your needs. For example, if you send traffic through your own homepage with your own unique content you can bypass the hotel landing page by linking directly into the search results or hotel details pages. It’s also possible to embed a Chameleon search form on a page that you host. This enables customers to perform availability searches directly from your site. Control Panel also has a deep link generator tool that creates links directly to any page within the Chameleon booking path.
The search wizard provides a powerful predictive search feature that suggests possible destinations while the customer is entering their search criteria. Smart Search Logic starts with the third letter entered and lists the most relevant suggestions at the top. The predicted destinations are organized by cities/areas, airports, landmarks, and then specific hotels. As more letters are entered by the user, the suggestions become more precise.

Chameleon is designed to allow the highest degrees of customization. You can define the featured functionality on your search form based on your specific market and business needs using Control Panel. (see section: Search Form)

If you want your customers to have access to all possible destinations then a free text input field is best for partners who support bookings on a global scale.
Another option is to keep the free text input field and add radio buttons with up to 12 destinations of your choice. You can influence the destination selection based on your customers’ needs and buying patterns, and it saves your customers time if one of the listed destinations meets their search criteria.

Limiting the customer’s options to a list of up to 12 destinations is especially useful if your site targets only specific regions or areas.
If your site is dedicated to a single specific destination, it’s possible to predefine that destination only within a search.

The Show More Options link offers customers the ability to narrow their search by star rating, hotel chain, amenities, or to only show properties with breakfast included in the price.

If customers don’t know their specific travel dates yet, Chameleon allows visitors to generate a dateless search by clicking the ‘I don’t have specific dates yet’ checkbox. The dateless search returns all properties for given destination. To check actual room availability and pricing the customer must eventually provide check-in and check-out dates.
Chameleon offers powerful geolocation functionality that detects the customer’s locale and displays relevant customer support phone numbers, currency, date formats, and tax inclusive-exclusive pricing. You can define and override specific geolocation settings if needed within Control Panel.

Example: If your site strictly markets to German customers, Control Panel allows you to always show German as the default language, Euros as the default currency, a date format of dd/mm/yyyy, and start the calendar week with Monday first as is the custom in Germany. (see section: Languages and Currency)

Chameleon supports hotel searches of up to 4 adults and 3 children per room. Up to 8 rooms can be booked as one transaction online, while 9+ rooms are supported via a separate request form. Please note that at least one adult is required per room. It is possible to reduce the maximum number of rooms per transaction to 4 via Control Panel if preferred, in which case requests for 5+ rooms would then go through our dedicated Group Department. (see section: Display)

The hotel landing page also features five different promotional placement blocks. The promotions are destination focused and all pricing refreshes nightly.

Please note that you are in control of the overall Chameleon page settings via Control Panel (see section: Template Design).

The Destination Search Results Page

The search results page has been designed to present the most relevant hotel information in the initial
request, and to facilitate the hotel shopping experience by providing users extensive filtering tools.

Chameleon provides users with a clear list of available hotels matching their request. It also allows you to determine what hotels to display to your users and what level of filtering and sorting flexibility to offer them (see section: Properties).

Chameleon provides a best in class user experience by listing the total number of available hotels that match the user’s criteria, allowing customers to switch between languages and currencies on the fly, and providing the ability to refine or start a new search from within the results page, mimicking a search engine for ease of use.

Page Views

Because all users don’t search for the perfect hotel in the same fashion, Chameleon supports two different results views:

- **List View** – results are returned as a list
- **Map View** – results are returned within a map

Both views are accessible via Control Panel (see section: Display). You have the ability to define your default view or disable one view or the other.
**The List View**

List View is the default Chameleon search results page view. Chameleon provides you the flexibility to define what information to present and how to present it via Control Multiple options are supported and can be predefined in Control Panel such as:

- Number of room types displayed for each hotel property (0, 1, or 2)
- Properties to be displayed in the search results by restricting to specific amenities, hotel types, hotel themes, star ratings, and Trip Advisor ratings
- Ability to include or exclude specific hotel properties from the result set

EAN provides you with access to over 130,000 hotels worldwide and some of the most competitive rates and inventory in the industry. Expedia has a team of over 500 market experts continuously sourcing fantastic deals (also called DRR) that you can offer to your audience. In order to drive maximum conversion it is critical to allow customers to find these fantastic special offers at first glance. Chameleon uses icons and tag lines to draw the customer’s attention to special offers.
The following interactive display components further enrich the user experience:

- Hotel photo slideshow
- Trip Advisor reviews
- ‘Show on a map’ link
- ‘More details’ link
Clickable hotel thumbnail images:

Each hotel thumbnail image opens a slide show of all available hotel images for a specific property:

Customers can play and pause the slide show, manually scroll through the pictures, or click the ‘See All Photos’ link to skip to the Photos tab on the hotel details page.

Note that the total number of photos includes traveler photos from Trip Advisor.
Clickable Trip Advisor reviews:

The clickable Trip Advisor review link opens a pop up with the most recent Trip Advisor traveler review for that property:

According to PhoCusWright, 87% of travelers found traveler reviews influential in planning their next trip. Trip Advisor, with over 45 million traveler reviews and opinions, is the world’s largest travel review site.
‘Show on a map’ link:

The ‘Show on a map’ link opens a popup that displays the selected hotel on a map:

In addition to the exact hotel location, the map also provides further information about prominent landmarks in the area. The user can navigate straight to the hotel details page by clicking on the hotel name or the ‘See Details’ link. The ‘Show all hotels on a map’ link moves the user from the List View to the Map View. Chameleon supports both Google and Bing Maps and you can select either service within Control Panel (see section: Common)
The Map View presents a second choice as to how the user interacts with the requested hotel search results. This view is especially of interest to customers whose key decision factor is location.

The Map View invites user interaction, zooming in and out, and navigating within the map. Hovering the mouse over the hotel icon provides additional information about the hotel, including photos, star rating, Trip Advisor rating, and room rates with clear calls to action. The user can view a selection of available hotels or display all available hotels.
Filtering and Sorting

Chameleon provides customers with powerful dynamic filters. Filters empower customers to narrow their search results using key factors upon which they will likely base their purchase decision. Each time a customer adjusts search criteria, the remaining number of properties matching the customer’s needs update automatically. To illustrate in greater detail, let’s assume Expedia has a total of 444 hotels in a particular destination and 50 of those are five star properties. If the customer filters to five star properties, the search results will dynamically be updated to display only the 50 five star hotels. All filter and sorting options work for both search result views (List and Map Views) and selected sorting is carried over as the user moves from one view to the next.

- Search by Name allows the customer to enter a specific hotel name or a hotel chain.
- The Price slider allows customers to specify a minimum or maximum price, as well as define a specific price range.
- The Star Rating filter lets customers select one or more hotel rating classes.
- Trip Advisor ratings slider enables customers to limit results to a minimum Trip Advisor rating.
- Rooms that include free breakfast are a very popular, and Chameleon has a filter dedicated to this amenity.
- If certain amenities are important to the customer, they can pick one or more from the Amenities section.
- The Locations filter enables the user to narrow searches near certain local landmarks.
- Customers who prefer a traditional Bed & Breakfast or perhaps Guest House instead of a hotel will use the Types filter to limit search results according to certain property types.
- The Theme filter is another way to quickly identify certain types of accommodations; such as business, family, golf, luxury-themed or more.
The Control Panel also allows you to select a subset of all Expedia available hotels and predefine which filters or hotel types to display to your audience. This is a way to create a unique and more relevant shopping experience to meet the needs of a targeted audience.

**Example:** If your website, brand, or a specific promotion specializes in boutique and high end hotels, your target customer segment likely isn’t interested in hostels or one to two star hotels. Control Panel allows you to restrict EAN inventory to only show properties that are relevant to your customers, providing a much more relevant experience. The more relevant the shopping experience, the higher the site conversion is likely to be (see section: Properties).

Sorting differs from filtering, as sorting does not change the number of properties displayed; it changes the order in which the properties are presented. Chameleon supports eight different sorting options:

- **Our Recommendations** — display properties based on EAN’s sorting algorithm, designed to maximize conversion
- **Price (Low to High)**
- **Price (High to Low)**
- **Star Rating (Low to High)**
- **Star Rating (High to Low)**
- **Traveler Rating (Low to High)**
- **Traveler Rating (High to Low)**

Please note the Star Ratings are the ratings assigned to the properties by Expedia. The Traveler Ratings are based upon Trip Advisor customer reviews.

**Chameleon not only lets you define the default sort order for the search results, but you can also define which sort order options you want to display to your users via Control Panel (see section: Select Destination Options)**

The Select Destination Options section allows you to control which destinations are available within the smart search suggestions and disambiguation page.
When customers type a destination into the Hotel Landing Page, the Smart Search makes suggestions after the third character is entered. You can ensure certain destinations aren’t suggested by adding them to an exclude list. Conversely, you can ensure only certain destinations are ever suggested by adding those to an include list.

When a customer types a destination that is too vague (for example, Springfield), Chameleon loads a affect which destinations are returned.

It is important to note that any include and exclude lists you create using the Select Destination Options setting only affects the smart search suggestions and Disambiguation Pages, and has no effect on the hotel inventory available to your customers.

Sorting). For example, if your target customer segment is extremely deal-oriented and price-conscious, selecting Price (Low to High) is likely your best choice for the default sort order.
The Hotel Details Page

The Hotel Details Page allows the user to access additional information about their chosen hotel, including location details, Trip Advisor reviews, photos and videos, descriptive hotel content (such as hotel features), guestrooms, expert tips, available room types, etc.

The information is presented in a logical tab structure starting with an Overview section, followed by Photos, Location, and Rooms & Rates.

Regardless of the selected tab, the top of the page always displays the requested search details, the chosen hotel, a consistent call to action, and a link back to the search results.
Overview tab

- Clear calls to action with the total price as shown on the search results page
- Rotating hotel photo slide show
- Trip Advisor summary with access to the Trip Advisor review widget
- Descriptive hotel content focusing on hotel location, hotel features, guestrooms, expert tips, etc.
- A list of supported hotel amenities
The Trip Advisor review widget allows access to the Trip Advisor summary ratings, a breakdown of the different user evaluation categories (rooms, service, value, cleanliness, dining) and up to five of the most recent traveler reviews.

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**Plaza Athenee Hotel**
37 E 64th St at Madison Ave | New York City, NY 10021-7023

**TripAdvisor Traveler Rating:**

- **Value**: Based on 104 traveler reviews
- **Rooms**: Excellent - 58
- **Cleanliness**: Very Good - 27
- **Service**: Average - 8
- **Terrible** - 4

**Most Recent Traveler Reviews:**

- **“Wonderful hotel”**
  Jul 4, 2011  ilke27, Chicago, Illinois | Trip type: Family
  We just left NYC today and I already miss it. hotel staff was very attentive and eager to help. We will go back in September and most definitely will be... [more »](#)

- **“Pretty good @ a good price”**
  Jun 29, 2011  skanklor1, New York City, New York | Trip type: Business
  Stayed recently- much better than I expected. still wouldn’t want to pay the full rate for this hotel.
  Plus is that the rooms are huge (for NYC).

- **“Nice room, great service”**
  Jun 20, 2011  oysterdate, kent | Trip type: Couples
  Nice room although it was on the lower floor the upper ones are big £££, booked through lastminute so it was good value, lovely king size bed with nice bathroom,... [more »](#)
**Photos tab**

Chameleon delivers both photos provided by the hotel and by travelers via Trip Advisor. On every tab, clear calls to action facilitate entry into checkout so the user can complete his hotel transaction in a quick and effortless fashion.
Location tab

- Clear calls to action with the total price as shown on the search results page
- Your choice of interactive Bing or Google maps
- Clear representation of the chosen hotel on the map
- Clear highlighted points of interest and landmarks on the map
- Additional list of nearby points of interest and location highlights with distances calculated from the property location
**Rooms & Rates tab**

The Room & Rates tab presents every available room type in the chosen property and the total price including taxes and fees for the duration of the stay.

For all hotels, Chameleon highlights all available amenities associated with each room.

The ‘See More Details’ link at the bottom of each room description section allows access to cancellation policies, a breakdown of the total price into nightly rates, and any additional information such as notifications and fees.
The Check-Out Pages

Complete Your Booking Page

The checkout path has been optimized to maximize customer trust and confidence in the booking process, provide a clear summary of the hotel purchase order, and remove unnecessary steps to completing the transaction. Chameleon guides the customer through check-out using a simple two-step process.

Step 1 of the check-out process focuses on collecting traveler information and the required guest and contact details. In addition, if your site supports a membership or loyalty program the Chameleon Control Panel allows you to display a membership/loyalty field so the user can input this information. You will then be able to generate reports to access this information. (see section: Checkout).
Step 2 focuses on the payment. Information flow is structured logically from the credit card details to the billing address. Once the customer clicks the checkbox agreeing to the EAN Terms and Conditions, they can click the ‘Complete Reservation’ button, completing the transaction.

The checkout path includes inline field validation, clear error messaging, and support for credit card form completion.

Once the reservation is complete, a confirmation page listing reservation details is presented to the customer. A confirmation email is also sent to the customer. The confirmation page is designed to present the customer with a comprehensive booking summary, map with hotel location, hotel details and other important hotel information, customer support contact details, etc. Chameleon also allows the user to view and print a receipt for the booking, print the confirmation page, save the confirmation page as a PDF, or view or cancel the reservation online.

Chapter 3
Chameleon Page by Page
**Manage Your Booking**

The Manage Your Booking page gives customers quick access to review or cancel an existing booking. Once the customer enters their itinerary number and email address, clicking the ‘View Reservation’ button takes them to a detailed view of the booking. When canceling the booking, Chameleon will provide the customer with a cancellation page summarizing their actions and send a cancellation to the customer.
Chapter 4: Chameleon Control Panel

Overview
Chameleon Control Panel is the tool that allows you to control both the business rules and presentation layer of your site, and it sets Chameleon apart from any private label template solution in the marketplace. With over 110 configurable options, it’s possible to customize your site experience to the needs of a specific audience and support all your brand requirements. Adding your header and footer, defining preferred property sorting and filtering rules, and creating different template styles are just a few of the extensive options you can leverage.

The Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean.

Once you access Affiliate Center, click the Control Panel menu to load the CP submenu and related features.

The navigation within Control Panel follows a logical structure:

- Dashboard
- Account
- Products
- Design
- Marketing
- Link Builder
- Language Selection

With the exception of the Link Builder and Language Selection sections, you always have the option to publish a change, save a change, or show changes in a preview mode.
The Save button saves the changes you’ve made during the current session, but the changes won’t go live on your Chameleon pages until you click Publish. Clicking the Publish button publishes all your existing settings to your site.

**Dashboard**

The Dashboard menu serves as the Control Panel start page, where you can view recent changes and access a 12-month history of your configuration changes.

**Account**

The Account page contains URL management tools and custom analytics functionality.

**Products**

The Products tab has three subsections dedicated to customizing features and functions within the Chameleon booking path, as well as defining the underlying inventory available to your customers:

- **Common** — manage language and currency settings, pricing, calendar options, map preferences, and footer links
- **Hotels** — primarily focuses on customizing search forms, implementing filters, including/excluding certain properties, defining sort orders, and more
- **Checkout** — add a membership or loyalty field to the check-out pages

**Design**

There are two subsections within the Design menu — Template Design and Custom Content. Template Design allows you to customize your Chameleon page colors. The Custom Content page allows you to add branding to your Chameleon pages.

**Marketing**

The Marketing menu has two subsections - Search widget and Marketing. The Search widget page helps you to generate HTML code, that can in turn be embedded into your site, so customers can search for hotels directly from your pages. The Marketing page offers controls so you can adjust the content your Hotel Landing Page.

**Link Builder**

Creating deep links is an essential part of driving traffic to your site. The Link Builder page provides access to a Chameleon deep link generator. Multiple filtering options and assorted parameters are available to you in order to maximize your linking possibilities. Please note that the inventory manipulation as defined in the Products section carries over into the Link Builder.

**Language Selection**

Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean.

**Dashboard**

**Change History**

Change History provides access to a detailed log of your previous Chameleon Control Panel changes. Click the ‘View log of changes’ link to load a popup list of all your configuration changes spanning the previous 12 months.
Chapter 4
Chameleon Control Panel
**Restore to Previous Published**

The Restore to Previous Published option allows you to reinstall a previous Chameleon version. Please note that you can only move one version back and any unpublished changes at the time you click the Restore button will be lost.

**Account**

**Overview**

From the Account page you can update the home URL within your default Chameleon header and footer, or add Google and Yahoo tracking to your Chameleon pages.

**URL Management**

**Define Home URL**

This field powers the Home link in your default Chameleon header and footer.

Just enter your home URL into the input field and click the Add button. This will update the Home link.
Analytics

EAN recognizes that having access to popular analytics tools is one of the many keys to running a successful business. Analytics not only tracks traffic and user data, but it also allows you to adjust the way you market to your customer base with the end goal of achieving maximum conversion.

Chameleon supports two popular tracking solutions: Google Analytics and Yahoo Analytics.

Enabling analytics tracking is as simple as typing your account number into the appropriate field, clicking the ‘Add’ button, and then the ‘Publish’ button.
Products

Overview

The Products tab allows you to manage and customize functions/features on the Chameleon pages as well as the underlying inventory. The Products tab is divided into three subsections — Common, Hotels, and Checkout.

The Common section allows you to manage language and currency displays as well as pricing displays, calendar displays, map source, and footer displays. The Hotels section focuses on the search form configuration, managing the kind of inventory you would like to display to your customers, defining sort options, and managing filter displays. The Checkout section provides the option to add a membership/loyalty field to the check-out pages.

Common

Within the Common section you have access to three areas:

- Language and Currency
- Pricing
- Other Settings

Languages and Currency

Manage Languages

Chameleon supports 33 different languages: Arabic, Czech, Danish, Dutch, English, French, French (Canadian), German, Italian, Norwegian (Bokmål), Spanish (Mexican), Spanish (Native), Swedish, Japanese, Portuguese (Brazilian), Russian, Korean, Chinese (Simplified), Traditional Chinese, Finnish, Greek, Hungarian, Malay (Malaysia), Polish, Slovak, Thai, Turkish, Latvia, Lithuanian, Icelandic, Estonian, Ukrainian, and Indonesian.

Chameleon displays the appropriate language by using the customer’s default browser language setting. If the system is unable to detect the customer’s browser language setting, Chameleon will fall back to the default language. You can define your default settings or override the geolocation functionality if preferred.
Move any languages you don’t want your customers to access on the Chameleon pages to the left side. Languages on the right side are active and available to your customers.

The ‘Display language controls’ option lets customers change the page language if they wish. Changing the option to ‘No’ disables customer language controls on the Chameleon pages.

**Example:** If your website, brand, or promotions strictly target German consumers, you could set the default language to German and make it the only available language on the Chameleon pages. Adding child CIDs for other markets and specifically configuring each Chameleon site according to the individual market requirements helps to fully customize your Chameleon pages per the specific needs of each segment.

**Manage Currency**

Chameleon supports a total of 20 billable currencies: AUD, BRL, CAD, CHF, CNY, DKK, EUR, GBP, HKD, ILS, INR, JPY, KRW, MXN, NOK, NZD, RUB, SEK, SGD, and USD. Chameleon also supports 9 additional display languages: AED, ARS, IDR, MYR, THB, TRY, and ZAR.

Chameleon’s powerful geolocation function will automatically assign the most relevant currency display to the customer based on the customer’s origin. If the origin was not detected or the currency in the associated locale is not supported, Chameleon will fall back to the assigned default currency.
Similar to the Manage Languages section, any currencies you don’t want available to your customers should be moved to the left side. Note that if the ‘Display currency controls’ option is set to ‘No’, your customers will not be able to change the display currency.

It is also possible to use the Override Currency setting to ensure the currency of your choice is always displayed to the customer by default. The customer will have the option to change the page currency, assuming you have the Display language controls option enabled.

Example: If your website, brand, or promotions strictly target German consumers, you could set the default language to German and only use German as the available site language. You may also want to set the Override Currency to Euros and possibly restrict the available currencies to just Euros.

Pricing
Chameleon uses geolocation functionality to display the appropriate pricing to your customers by default. It’s possible, however, to override the geolocation functionality so that all your customers see specific types of pricing no matter their location.

Customize prices display
The four possible choices are:

- Price Display determined by customer’s geographic location
- Average Nightly Rate
- Total Cost of Stay
- Average Nightly Rate + Total Cost of Stay
**Tax display type**

The three possible choices are standard default, include taxes, or exclude taxes. It is recommended that you keep the system default or choose include taxes (in the event the locality where you live demands pricing inclusive of taxes at all times). It is highly recommended that you not choose the exclude taxes option and a popup with more detailed information will load on the site if you do so.

**Other Settings**

The Other Settings area allows you to control calendar options, choose your preferred map source, and switch links on/off within the default Chameleon footer as required.

**Choose Calendar Options**

It is possible to force the calendars and dates to behave a certain way for all customers, or allow the system to determine the best options depending on the customer’s locale.

Selecting the ‘by locale’ option means that the calendar format and the date format is determined by Chameleon’s geolocation function that detects the customer’s origin and displays the appropriate format based on the locale as defined below. EMEA represents Europe, the Middle East, and Africa and APAC represents Asia Pacific.
<table>
<thead>
<tr>
<th>Calendar Format</th>
<th>Date format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas: Sunday First</td>
<td>Americas: mm/dd/yyyy</td>
</tr>
<tr>
<td>EMEA &amp; APAC: Monday First</td>
<td>EMEA: dd/mm/yyyy</td>
</tr>
<tr>
<td></td>
<td>APAC: yyyy-mm-dd</td>
</tr>
</tbody>
</table>

**Confirmation email custom text**

Adding custom text to the confirmation emails your customers receive when they book is as easy as typing what you’d like them to see into the ‘Confirmation email custom text’ field. There is a limit of 500 characters, including spaces, and HTML tags are supported.

The following input within the ‘Confirmation email custom text’ field

Test. <b>test</b> <a href="http://www.travelnow.com">Book your next trip with us!</a>

results in text added at the bottom of the customer email as follows:
Choose map source
Google Maps is the default provider, but you can switch to Bing if preferred.

Switch Footer links on/off
If you do not add a custom footer on your Chameleon pages, a default footer loads at the bottom of the pages.

Each link within the footer has a checkbox to turn the link on or off. Enabling or disabling all the links with one click is possible via the ‘Select all’ and ‘Clear all’ links.
Hotels

The Hotels section focuses on the search form configuration, managing the inventory customers see, defining sort options, and managing display filters. The four subsections are:

- Search Form
- Properties
- Select Destination Options
- Sorting
- Display

Search Form

This section controls the search form on your Chameleon hotel landing page (see section: The Hotel Landing Page). There are four distinct search form configurations:

A. Display a search field
B. Display a search field and up to 12 destinations
C. Display up to 12 destinations
D. Display a single destination only

A. Display search input field

If you support your customers on a global scale and you want to allow them unbiased access to all possible destinations, this might be your best option. Note that the search field is a powerful predictive search that suggests possible destinations as the customer enters search criteria, beginning with the third letter entered, with the most relevant suggestions at the top. (see section: The Hotel Landing Page).
B. Display a search field and up to 12 destinations

Displaying a search field and highlighting a list of preselected destinations is Chameleon’s default setting. It provides the customer with guidance and the added benefit that there is no need to enter a destination if your travel destination is already on the predefined list. You can either use EAN’s top destination list or select destinations that best represent your customer’s preferences. Just enter the destination in the smart search field and click the ‘Add’ button to move it to your list. Once you click the ‘Publish’ link your changes will automatically update your Chameleon hotel landing page.
C. Display up to 12 destinations

If your site targets a selected set of destinations only, this option best fits your needs. You can either use EAN’s top destination list or select destinations that best represent your customers’ preferences. Just enter the destination in the smart search field and the ‘Add’ button to move it to your list. Once you click the ‘Publish’ link your changes will automatically update your Chameleon hotel landing page.
D. Display a single destination only

If your site targets one specific destination only, this is your search form of choice. Just enter the destination in the smart search field and click the ‘Add’ button to move it to your list. Once you click the ‘Publish’ link your changes will automatically update your Chameleon hotel landing page.

Properties
The properties section is a fully-featured place for you to narrow down EAN’s vast hotel inventory to create a subset that specifically targets the needs of your customer base.

Example: If your website, brand, or promotions specializes in boutique and high-end hotels, it is unlikely that your target customer segment will be interested in hostels or one- to two- star hotels. your customers, providing a much more targeted experience. The more targeted your offer, the more relevant it is to your customers, and the higher your conversion.

There are countless ways to control and shape EAN’s 130,000+ hotels so that your customers always see properties and inventory matching their needs. The main sections of the Properties page are:

- Limit search results by amenities
- Limit search results by types
- Limit search results by theme
- Limit search results by star rating
- Limit search results by minimum Trip Advisor rating
- Define Inclusion/Exclusion List

It’s possible to use none, some, or all of the ‘limit’ sections in conjunction with one another. Please keep in mind there is an ‘AND’ relationship between the options, meaning that limiting the amenities
to ‘babysitting’ and the type to ‘All-Inclusive Resort’ will only display All-Inclusive Resorts with babysitting services.

The Inclusion/Exclusion option focuses very granularly at the property level and enables you to select specific hotels to only display, or conversely block specific hotels from loading on the Chameleon pages.

It is important to highlight that too many restriction combinations can significantly impact the number of hotels returned in a given destination. In addition, any restrictions you define will also apply/carry over to deep links you generate.

**Example:** *If you limit EAN’s inventory to only display five-star hotels, a deep link pointing to a one-star hotel will not bring back the one-star property.*

**Limited Search results by Amenities**

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the amenity or amenities you require.

**Example:** *If your site targets pet friendly consumers you most likely want to only display hotels that embrace this characteristic by checking the ‘Pets allowed’ amenity as your limitation factor.*

Note that the amenities always have an ‘And’ condition between them. For example if you select the Pool and Fitness Center amenities only properties that have both Pool and Fitness Center will be displayed. It is also important to note that limiting by a specific amenity removes that amenity as a filter option on the search results page.

**Limit Search results by Types**

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the hotel type or types you require.
The hotel types always have an ‘OR’ condition between them. For example, if you select Hotel and also Resort, only properties that are classified as Hotel or Resort will be displayed. Hence you will display all available inventory for both categories.

**Limited Search results by theme**

By default all the amenities are unchecked, meaning there are no limitations in place. Limiting the search results is as easy as selecting the theme or themes you require. The criteria for each theme are defined within Appendix I (see section: Appendix A - Hotel Theme Criteria).

The hotel themes operate using an ‘OR’ condition. For example, if you select the Family theme and and Luxury theme, only the properties that are classified as Family or Luxury will be displayed. Hence you will display all available inventories for both categories.

**Limit search results by star rating**

The default setting for this section is ‘Don’t limit search results’, meaning there are no limitations in place. Choosing a specific star rating means only properties at and above the star rating selected will load on your site. Selecting the ‘4 stars’ option then limits your account to 4 and 5 star properties.

**Example:** If your site targets a higher end segment of the market that won’t stay in one- or two- star accommodations, it would not be worthwhile to show them one- or two- star properties. You would instead limit your search results to only show three-, four-, and five-star properties.
**Limit search results by minimum Trip Advisor rating**

An additional dimension to help limit your search results and increase the relevance of your inventory is the ‘Limit search results by minimum Trip Advisor rating’ section. The default setting is to ‘Don’t limit search results,’ meaning there are no limitations in place.

Limiting by minimum Trip Advisor rating means only properties at and above the rating you select will load on your site. For example, selecting the ‘Limit by minimum rating: 3’ option hides properties with Trip Advisor ratings of 1 and 2, and displays properties rated at 3 or above.

**Define Inclusion/Exclusion List**

The Define Inclusion/Exclusion List is yet another way to limit EAN’s hotel inventory on your Chameleon pages.

An include list only allows the hotels you designate to load, and conversely an exclude list defines the hotels that will not be displayed in the search results.

Select the hotels for your Inclusion/Exclusion List using the smart search form.
In addition, you have the option to define a timeframe when your Inclusion/Exclusion list should be active.

It is very important to point out that the Inclusion List is a very specific use case that limits both the properties to be displayed and the choice of destinations available to your customers. ‘Include Lists’ should be implemented in conjunction with appropriate changes to your Search Forms, so the inclusion scenario is intuitive to the customer and doesn’t lead them to a “dead end” within the booking path.

Example: You own a hotel or chain and work with Expedia as a distributor of your inventory, but you don’t have the time and/or resources to set up your own booking site. Creating an ‘Include List’ comprised solely of your hotels should accompany the customization of your hotel landing page search forms to only show your destination cities.

**Select Destination Options**

The Select Destination Options section allows you to control which destinations are available within the smart search suggestions and disambiguation page.

![Select Destination Options](image)

When customers type a destination into the Hotel Landing Page, the Smart Search makes suggestions after the third character is entered. You can ensure certain destinations aren’t suggested by adding them to an exclude list. Conversely, you can ensure only certain destinations are ever suggested by adding those to an include list.

When a customer types a destination that is too vague (for example, Springfield), Chameleon loads a affect which destinations are returned.

It is important to note that any include and exclude lists you create using the Select Destination Options setting only affects the smart search suggestions and Disambiguation Pages, and has no effect on the hotel inventory available to your customers.
**Sorting**
The sorting section allows you to define Chameleon’s available sort options based on your specific needs. In addition, the default sort options, called Our Recommendations, can be renamed if necessary.

**Define Sort Options**
The Define Sort Options section lets you customize which sort options should be displayed on your Chameleon search results page, as well as the default sort order. The Chameleon default is to display all possible sort options (all options are preselected) and to set the ‘Our Recommendations’ sort as the standard sort criteria. The ‘Our Recommendations’ option is a complex and dynamic sort algorithm that focuses on maximizing conversion by providing the most relevant search results to your customers. ‘Our Recommendations’ is also the only sort category that you cannot unselect, meaning it will always be available to customers.

The ‘Define Default Sort Option’ dropdown menu contains alternate choices for the default sort order. Deselecting any of the ‘Display sort options’ choices hides that specific option from the customer.

**Example:** If your site mainly targets consumers whose purchase decisions are driven by peer ratings you might want to consider selecting the sort option ‘Traveler Rating (High to Low)’ as your default in order to provide the most relevant properties for this specific consumer segment.

**Rename ‘Our Recommendations’**
It is possible to rename ‘Our Recommendations’ to ‘Our Picks’ if preferred.

Display
The Display section allows you to customize the customer-driven filters presented on the hotel search results page.

Define Filters to be Visible
By default the ‘Define Filters to be Visible’ section has all possible filters selected, meaning all filters will be available to customers on the hotel search results page (see section: Filtering and Sorting). Deselecting one of more filter options is perfectly acceptable depending on your specific requirements.

Note that some of these filters represent headings, for example if you deselect the ‘Amenities’ option none of the available amenity filters (Pool, Internet Access, Fitness Center, etc.) will be available on your search results page. The same is true for Star Rating, Locations, Types, and Themes.

Define Maximum Number of Hotel Rooms to be Displayed
By default, customers can book up to eight rooms online in a single transaction. It is possible to limit the maximum number of rooms per transaction to four.
Customers who attempt to book more than the maximum number of hotel rooms online are redirected to a group booking request form. Our Group Department handles all group booking request form submissions.

Select results display options
By default both the List View and Map View are available to customers. You can deselect the Map View to leave the List View as the only available search results page view option.
Example: If your customer segment does not use maps and you instead want to provide a streamlined user experience, disabling the Map View is probably best.

Display hotel names in the local language with English in parenthesis
The Chameleon default setting is to display hotel names in the local language only.

It is possible to add the English hotel name in parenthesis as well, which leads to listings that look like this:

Display Trip Advisor Ratings and Reviews
Hotel reviews are proven to be a significant decision support factor for consumers when purchasing hotel rooms. Trip Advisor, with over 45 million traveler reviews and opinions, is the world’s largest travel review site. EAN leverages the online travel community’s collective expertise by integrating Trip Advisor data into the Chameleon booking path. The default setting is to display Trip Advisor Ratings and Reviews throughout the site in an effort to provide valuable customer feedback during every step of the purchase process.

Disabling the Trip Advisor Ratings and Reviews from your Chameleon pages is simple, just click the ‘No’ option.
**Display Trip Advisor Photos**

Trip Advisor also provides user generated hotel photos. These photos represent what customers experienced during their stay, and Chameleon provides Trip Advisor photos to complement photos provided by the hotel supplier. Chameleon displays Trip Advisor Photos by default as part of our unique booking experience.

Disabling the Trip Advisor Photos from your Chameleon pages is simple, just click the ‘No’ option. Please note that the Photos feature is controlled separately from Ratings and Reviews, meaning that you can still leverage Trip Advisor Ratings and Reviews even if you don’t want to display the photos and vice versa.

Example: *If your site targets the high-end consumer with a focus around style and design you might consider turning Trip Advisor Photos off, since user photos tend to be less polished compared to professional photos provided by the hotels.*

**Display additional room types for promotion at the bottom of all Hotel Details Tabs**

This option allows you to determine how many room types to display on the hotel search results page. More room types tends to make the pages ‘longer’ — while zero room types is most economical in terms of the customer seeing the maximum number of hotels at once.
You can choose from the following options

0 room types:

![Marriott Atlanta Century Center](image)

**Marriott Atlanta Century Center**

$99.00

Avg. Nightly Rate from

Location: Atlanta, GA

Average rating: 4.4/5 stars

42 reviews

Select

Located in the business district | Show on map | More details

Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

1 room type:

![Sheraton Atlanta Downtown](image)

**Sheraton Atlanta Downtown**

$169.00

Avg. Nightly Rate from

Location: Atlanta, GA

Average rating: 4.5/5 stars

207 reviews

Select

Near APEX Museum | Show on map | More details

Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Room Types

- Traditional 2 Doubles: $169.00

See all rooms »

2 room types:

![Marriott Gateway Atlanta Airport](image)

**Marriott Gateway Atlanta Airport**

$229.00

Avg. Nightly Rate from

Location: Atlanta, GA

Average rating: 3.5/5 stars

23 reviews

Select

Near Georgia International Convention Center | Show on map | More details

Hotel Information US and Canada: 1-800-780-5733 Europe: 00-800-11-20-11-40

Room Types

- Standard Guest Room: $229.00
- Concierge Level Room: $254.00

See all rooms »
**Checkout**

*Checkout Page Settings*

The Checkout section provides the option to add a membership/loyalty field to the check-out pages. The Chameleon default is set to ‘No’.

![Display membership/loyalty field](image)

It is possible to add a title to the membership/loyalty field that is visible to the customer when they check-out.

![XYZ Inc. membership/loyalty](image)

**Example:** If your website supports a membership or loyalty program, changing this option to ‘Yes’ allows your customers to enter their membership/loyalty number during step 1 of check-out. You will be able to pull reports on your membership/loyalty customers.

**Design**

*Overview*

The Design menu focuses on customizing the look and visual layout of your Chameleon pages. There are two subsections: Template Design and Custom Content. Template Design allows you to alter page colors. The Custom Content page allows you to add custom branding to the Chameleon pages.
Template Design

Visual Themes
The Visual Themes section allows you to create a unique theme for your Chameleon template. Within a theme you can specify the colors that make up the theme.
The default theme is always the Travelnow template. Click the ‘Customize Theme’ button to access the “Palettes” menu that allows you to further customize the theme.
Palettes
The Palettes section allows you to choose from preconfigured color palettes. Each palette is fully customizable, so it is possible to ensure the Chameleon pages use your exact site colors.

Clicking any of the color palette options loads a sample Chameleon hotel landing page within a preview pane at the bottom of the page. It’s possible to preview different pages within the booking path, thus allowing you to fully review the palette before publishing any changes live to your site.
At this point if the color palette meets your needs, click the ‘Publish’ button; if not you can pick another color palette. It’s also possible to customize the current palette by clicking the ‘Customize Colors’ button.

Clicking the ‘Customize Colors’ button takes you to a page containing all the page elements displayed on the different pages throughout the booking path. Clicking a specific element loads a pop-up window where you customize the color associated with that specific element. You can enter six character hexadecimal codes or pick colors from the color swatch. Color changes are immediately reflected in the preview section at the bottom of the page.

Ensure that the preview section reflects your desired outcome prior to publishing the changes. Note that you can always click the ‘Reset All Colors to Default’ option should you want to return the element colors to their initial settings.

**Custom Content**

The custom content section allows you to add your own header and footer to your Chameleon pages.

Enter your header and footer URLs (or just your header if you don’t have a footer) into the appropriate text boxes and click the ‘Validate’ button for each. Once the system validates your files, click the ‘Submit’ button to publish the files to your Chameleon pages. We accept all common file
formats such as html, htm, php, asp, cfm, jpeg, jpg, gif and png. Please do not include JavaScript within your files as it is not permitted on the Chameleon pages.

Please refer to Appendix B for more technical details and troubleshooting tips relating to adding custom content to your Chameleon pages.

**Marketing**

**Overview**

Customizing the point of entry - the place where a customer begins the shopping experience - is of upmost importance. The Marketing menu offers options to build and customize search widgets that you embed into your site, as well as controls for your Chameleon Hotel Landing Page.

There are two primary sections under the Marketing menu, Search Widget and Marketing.

**Search Widget**

Search widgets are HTML code snippets we provide that you embed into your site. Why might you want to do this? There are lots of viable reasons, namely:

1) Customers can search for hotels direct from your site instead of having to go to the Chameleon Hotel Landing Page first.
2) Gives customers one-click access to the Chameleon page they want to see, while retaining the option to customize their search.
3) Creates a clear call to action on your site, quickly and seamlessly leading customers into the booking path.
The Search Widget page is divided into four sections:

1) Widget Setup
2) Additional Settings
3) Preview Widget
4) Create your widget code

The Widget Setup and Additional Settings sections provide the options that will help you to customize the search widget. The Preview Widget section dynamically updates as you adjust the options, so you know exactly how your search widget looks at any given moment. The Create your widget code section provides the HTML code that you then embed into your site.
**Widget Setup**

**Choose destinations to show**

The first step involves deciding how the customer will choose their destination. The ‘Display Destination input field’ allows you to define a destination or hotel as the default choice for the customer. Not specifying a destination or hotel simply leaves the destination input field blank for the customer to enter their destination. The ‘Display up to 12 pre-defined destination choices’ option allows you to pick a maximum of 12 destinations that the customer can choose via radio buttons. It’s possible to utilize both the input field and radio buttons simultaneously, or you can have only one or the other active if preferred.

**Choose widget size**

It is possible to choose the dimensions of your search widget. The settings you choose will govern which dimensions are available. Pick a dimension that has a radio button active, otherwise anything without a radio button is not available using the current configuration.

![Choose widget size](image)

**Additional Settings**

**Choose widget language and currency**

You can adjust the language of the widget, as well as the currency that is displayed once a customer performs a search.

![Choose widget language and currency](image)
Specify calendar options
By default the search widget will display the calendar and date format using Chameleon’s geo-location functionality. You have the ability to ensure the calendars and dates display the same to all customers, regardless of their locale, if desired.

Define your preferred colors
Changing the colors of your search widget is as easy as clicking one of the defined elements, and then picking a color from the color wheel tool or entering the preferred hexadecimal code, and then clicking the Apply button. Discard anything you’ve done and keep the current color by clicking the Cancel link.
Notice that as you change your color preferences, the Preview widget section dynamically updates, so you will know with absolute certainty how your color choices will look to the customer. If you don’t like the color changes you’ve made, click the Reset All Colors to Default link to start over.

**Choose your styles**
Add different effects to your search widget by clicking one or more of the available options. Again, the Preview widget pane allows you to see exactly how each effect changes the look of your widget.

![Choose your styles](image)

**Create your widget code**
Once you have configured your search widget, click the Generate Code button. The HTML code will then load into the ‘Source code’ pane. Once you select the code and embed it into your site, the search widget that you see in the Preview widget area will then be hosted on your site! If you decide to make additional changes to your widget, once you are finished be sure to click the Generate Code button once more as Control Panel will provide you updated HTML code to use for your site.

**Marketing**
The Marketing section provides controls for different aspects of the Chameleon Hotel Landing Page. It is possible to customize the Popular Destintions and Today’s Top Deals sections on the page.
**Landing page promo spaces**

**Display Popular Destinations**
The Popular Destinations section of the Hotel Landing Page is enabled by default, and clicking the ‘No’ option removes the section from the page.

![Display Popular Destinations](image)

**Manage Popular Destinations**
When enabled, the Popular Destinations section displays 20 different destinations by default. You can edit the destinations and reprioritize them, as well as reduce the number destinations displayed to the customer.

![Manage Popular Destinations](image)

Reprioritize a destination by clicking its corresponding up or down icons, or remove the destination altogether by clicking the minus icon. Add new destinations using the text field and clicking the Add button.
Display Today’s Top Deals slots
The Today’s Top Deals section of the Hotel Landing Page is enabled by default, and clicking ‘No’ removes the section from the page.

Manage Today’s Top Deals
When enabled, the Today’s Top Deals section displays 4 different destinations and 3 hotels per destination on your Chameleon Hotel Landing Page. It is possible to promote alternate destinations if you wish. Simply click the destination you want to change, type in a new destination using the tool on the right side, and then click the Select button.

Most destinations have a corresponding EAN-provided image. If you prefer using your own image for a destination, click the Browse button in the right side widget. You’ll then want to locate the image on your computer using the popup explorer helper, then click the checkbox stating you agree to the terms of using a custom image, and finally click the Upload link. Your new image should load on the Hotel Landing Page in a matter of minutes.
**Link Builder**

**Overview**

Creating deep links is an essential part of driving traffic to your Chameleon pages. Clicking the ‘Link Builder’ menu takes you to a tool that generates deep links to your Chameleon hotel landing page, the destination search results page, the destination search results page with preselected hotels, and the hotel details page. Please note that any inventory manipulation you already have activated (or changes you make in the future) within in the Product section carry over into the Link Builder tool.

The Link Builder is split into the following sections:

- Link to Landing Page
- Link to Search Results Page
- Link to Search Results Page with Preselected Hotels
- Link to Hotel Details Page

Language and currency restrictions, inventory manipulation, etc. are all carried over and recognized by the deep links created.

**Link to Landing page**

This section of the Link Builder creates links that point to the hotel landing page. All parameters are optional, meaning that if you don’t pre-fill any information and click the ‘Generate Link’ button a standard link to the hotel landing page without any customizations will be generated.
If you decide to create a specific link that lands the customer on the hotel details page with preselected fields entered, you can use the smart search input field to select a destination (city, attraction, airport, or hotel name), customer check-in and check-out dates, the number of rooms required, the number of adults or children, the minimum star rating, limit to certain hotel chains, and whether the search form on the hotel landing page automatically loads with the expanded ‘More Options’ enabled.

Last, but not least, you want to ensure to point the link to the correct language and currency combination.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.

**Example:** You will require links to the hotel landing page if you want to point tabs on your site to the hotel product or if you want to direct traffic from a promotional placement to the hotel landing page with predefined fields.

**Link to Search Results Page**
A search results page is usually destination focused; therefore the destination is a required field. All other customizations are optional, with one exception in that one room and at least one adult needs to be selected.

Finding your required destination is easy since the input field is supported by Chameleon’s smart search. You can define rooms and check-in/check-out dates (or a dateless search), select specific star ratings, hotel chains, and limit the search results to specific property types or amenities. You can even predefine the default sort order displayed when a customer links to the search results page.

Be aware that every predefined inventory manipulation that you applied to your Chameleon page in the ‘Products’ section will affect every deep link you generate. For example, if you already limited your Chameleon site to only show hotels with Internet Access, you won’t need to define this criteria in your deep link.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.

**Example:** If you provide destination focused pages or promotional emails to your customers, you can use predefined deep links into the search results page either as a dateless search or with specified dates to increase the relevance of the associated page or email, thus driving customers to a very targeted and relevant results page.

**Link to Search Results Page with Preselected Hotels**
This section of the link builder supports a very specific but also very effective use case. It allows you to break the normal destination focus of the search results pages and instead gives you the ability to select specific hotels that will then be displayed together on the same search results page regardless of location. You can also predefine a marketing message that is displayed at the top of the search results page when the customer clicks the deep link.

As usual you can define rooms and dates (or a dateless search), specify language and currency, and predefine a default sort order of your choice.

Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.

**Example:** If you are running a promotional campaign that highlights your favorite hotels in a specific region, you can create a deep link to feature just those hotels. Once the customer clicks the link the
Chameleon search results page loads with your promotional messaging on top and only the hotels you preselected. This allows for a very targeted and relevant campaign.

**Link to Hotel Details Page**

Link to hotel details page is the final Chameleon Link Builder feature. It allows you to link straight to a property’s hotel details page.

You can specify the hotel by entering the hotel name (leveraging the Chameleon smart search) or the corresponding EAN hotel ID if you know it. You have flexibility to predefine rooms and dates (or a dateless search), languages and currency, and even preselect the specific tab where you want the customer to land. Last, but not least, you can also place customized messaging at the top of the page. Once you make your choices, click the ‘Generate Link’ button and the corresponding link loads into the Link Text area.

**Example:** Linking to the hotel details pages can be very powerful when running targeted campaigns for specific hotel properties. It eliminates unnecessary steps, allowing your customers to bypass the search results page and instead go straight to the hotel of their choice.

**Language**

Control Panel is available in 11 languages: German, English, Spanish, French, Italian, Portuguese (Brazil), Russian, Japanese, Chinese (Simplified), Chinese (Traditional), and Korean. The language tab allows you to select your preferred language.
Chapter 5:
Appendix

Appendix A - Hotel Theme Criteria

Airport criteria:
- All hotels with physical link to the airport are automatically included
- All hotels with “airport” or equivalent in the name are automatically included provided they have shuttle service

All-Inclusive criteria:
All hotels with an all-inclusive rate plan (includes minimum of food and drink, plus some activities offered at the hotel)

Apartments criteria:
- An apartment is a self-contained housing unit that occupies only part of a building. Apartments may be owned (by an owner-occupier) or rented (by tenants). Apartments can be classified into several types. Studio or efficiency apartments tend to be the smallest apartments with the cheapest rents in a given area. These kinds of apartments usually consist mainly of a large room that is the living, dining, and bedroom combined. There are usually kitchen facilities as part of this central room, but the bathroom is its own smaller separate room. One-bedroom apartments refer to where one bedroom is a separate room from the rest of the apartment. Then there are two-bedroom, three-bedroom, etc. apartments. Small apartments often have only one entrance/exit. Large apartments often have two entrances/exits, perhaps a door in the front and another in the back. Depending on the building design, the entrance/exit doors may be directly to the outside or to a common area inside, such as a hallway. Depending on location, apartments may be available for rent furnished with furniture. Laundry facilities are usually kept in a separate area accessible to all the tenants/guests in the building.

B&B criteria:
- A bed and breakfast, often referred to as a B&B, is an accommodation typically operated out of a large single family residence where guests can be accommodated at night in private bedrooms (which may or may not be equipped with private baths) and where breakfast, sometimes Continental and sometimes the full English variety, is served in the morning. The business may be operated either as a primary occupation or as a secondary source of income, and the staff often consists of the house’s owner(s) and members of their family who live there. It is possible for guests to stay more than one night, but in some cases they will be expected to be away from the house during the main part of the day. This arrangement is generally found to be convenient, for many of the more popular B&Bs are located in beach and mountain areas, such as Hawaii and Colorado where daytime recreation and tourism activities are popular. One advantage of staying at a B&B is more readily available access to popular locations off the beaten path that may not be convenient to the city center. Modern B&Bs often consciously seek to recall earlier days; they are frequently established in attractive older houses that have been renovated and filled with antique furniture. In some cases an existing inn will label itself as a “B&B” to improve business.
**Beachfront criteria:**
- Hotel guests must have reasonable walking access to beach/water (pathway/tunnels preferred)
- Water view availability required
- No properties can be located between hotel and water

**Boutique criteria:**
- Not more than 150 rooms, not a big box chain hotel
- Architecture & design
  - Style, distinction, warmth, intimacy, modern
  - Combining historic elements with chic elegance

**Automatically include chains:**
- Kimpton
- Small Luxury Hotels Chain
- Joie de Vivre Hotels
- Leading Small Hotels of the World

**Business criteria:**
**Automatically included:**
- Hotels attached to conference centers
- Hotels with meeting rooms
- Hotels explicitly targeting business traveler in bold tagline

**Business hotels must offer:**
- In-room internet access
- Access to fax/printer
- Daily newspaper

**Casino criteria:**
- Any hotel with casino checked in the Property Amenities

**Countryside criteria:**
- Rural location and significant hotel grounds, gardens, or distance to other buildings in a natural setting
- Relaxing setting
**Designer criteria:**
- Famous designer labeled
- Automatically includes chains:
  - Sanderson
  - Ian Schrager
  - Morgan Hotels
  - NH Hotels
  - art’otel
  - Design Hotel
  - W Hotel

**Design/Boutique**
- This is a combination of the “Design” and “Boutique” theme

**Eco criteria:**
- Meets World Heritage standards

**Family criteria:**
**Must have 3 of the following:**
- Cribs/infant beds available
- Kids’ club/supervised childcare/activities
- Playground
- Swimming pool — children-friendly
- Family rooms available/shared rooms
- Kitchen/kitchenette
- Children’s menu
- Kids stay free in markets where this is rare (Paris, some other European cities)
- Games room
- Baby-listening service

**Automatically included:**
- Hotels explicitly targeting families in bold tagline

**Golf criteria:**
- Properties with a 9+ hole golf course onsite (no par 3 courses)
- Properties adjacent to 18+ hole golf course
  - Must have official relationship with golf course
- Hotel must have ability to book tee times, and provide transportation to the site

**Gourmet criteria:**
- Hotels attached to wineries, any hotels with restaurants with these ratings:
  - Michelin: any rated restaurant
  - Zagat 20-30
  - Gault Millau: any rated restaurant
  - ***Must serve specialty food or drinks***

**Green Sustainable:**
- Hoteliers have to be certified by one of 70+ green certified companies in order to qualify

**Historic criteria:**
- Historically significant (e.g. historic mansions, schloss, fortresses, etc.)
- Historic designation

**The following chains are automatically included:**
- Relais Chateaux
- Fairmont
- Chateaux e Hotel du France
- Historic Hotels of America
- Pausadas
- Paradores

**Luxury criteria:**
- 4.5 star and above

**Pet-friendly criteria:**
- Any hotel with Pets Accepted in its policy section.

**Romance criteria:**
- Hotels with a romantic feel and atmosphere well-suited for honeymoons, couple getaways, etc.

**Automatically includes:**
- Couples only resorts
- All hotels in the luxury collection
- All hotels in the historic collection
- Trip Advisor rating – Min 10 reviews, 75% rated positive for couples/romantics or 75% rated positive for amazing honeymoons
- Trip Advisor “Best Hotels for Romance” updated yearly
Suggested amenities:
- Boutique/luxury/romantic rooms available
- Unique romance amenity
- Honeymoon/wedding programs onsite
- Upgraded room amenities
- Romance package available
- Possible romance package inclusions:
  - Bottle of champagne
  - Flowers on arrival
  - Chocolate
  - Romantic trip in the city
  - Spa treatment
  - Breakfast in room
  - Jacuzzi room

Never included:
- Economy chains
- Airport hotels
- Convention center hotels
- Hotels explicitly targeting families in bold tagline
- Hotels explicitly targeting business traveler in bold tagline
- Less than 3.0 Traveler Opinion (rolled up reviews across POS - 10 total reviews minimum for criteria to apply)

Self-catering criteria:
- Kitchen/kitchenette in room or apartment (no shared kitchens)

Spa criteria:
- Must have a dedicated, full-service spa on site
- Dedicated spa staff — reservations etc
- Massage — at least 2 different treatments
Must offer 3 out of the following:
- Body services/therapies (e.g. wraps or scrubs) — 2 minimum
- Salon services — pedicure/manicure, facials etc — 2 types minimum
- Affiliation with a recognized brand — Aveda etc
- Private spa treatment rooms
- A sauna or steam room or water treatment rooms
- Turkish bath

Sports criteria:
Must have at least 4 of the following sports facilities:
- Basketball
- Football (EMEA)/Soccer (US) Fields
- Tennis court
- Badminton court
- Large gym
- Golf
- Pool
- Rental/availability of sports equipment
- Table tennis
- Bowling alley
- Volleyball
- Sailing
- Other sports OK — does not have to appear on this list

If a hotel specializes in one particular sport extensively (offer classes, training, onsite pro, etc.), they may also be considered a sport hotel.

Unique criteria:
- Must offer a unique, all-encompassing customer experience (think Ice Hotel)
- Unique structure
- Unique rooms, experience, etc.

Villas criteria:
- Stand-alone structure or
- Property with stand-alone room categories
Appendix B - Adding a Header and Footer to Your Chameleon Pages

Enter the URL for the page component that you want to upload. The URL can point to either an HTML document or a direct link to an image.

Click the “Validate” button next to the entry field. After a short delay, Control Panel will return validation results. The results explain what changes, if any, were made to your HTML file. This feedback is very important, as it may explain why your custom content does not display as you expect.

If you need to change your header or footer, going through the same process to validate and submit your files is necessary.

Upload Failure
Sometimes errors will cause validation to fail. An example would be providing a URL that points to missing content (perhaps due to a typo). If failure does occur, please refer to the message and attempt to correct the issue and re-validate the files.
How Your Header IsParsed

Here is sample header code:

```html
<!DOCTYPE html>
<html lang="en">
<head>

<meta charset="utf-8">
<meta name="keywords" content="travel,paris,france" />
<title>My French Travel Site</title>
<link rel="stylesheet" type="text/css" href="/css/my.css"/>
<link rel="icon" href="images/favicon.ico" type="image/x-icon">
<style type="text/css">
body {
  font: 12px/14px;
  background-image: url(images/bg.gif) 0 -24px; /*defines the background */
}
div.container {
  margin: -10px 0 0 0;
  padding: 0;
}
</style>
<script type="text/javascript">

/*-- var currentTime = new Date() */
//-->

</script>

</head>
<body>

<!-- Header div -->

<div id="header">

<div class="container">

<a href="http://www.affiliate.tld" >

<img src="/images/logo.png" id="logo"
width="214px"
height="62px">

</a>

<div class="clear"><!--empty--></div>

</div>

</div>

</body>
</html>
```
The parser downloads the contents of the “my.css” file, places the data in an EAN local file called “custom.css”, and includes it in the <head> section of the Chameleon pages. Other CSS, either linked or in <style> tags, will all be collected into this single location as well. Inline “style” attributes will be validated and will be left in place.

The <div> and all of its contents will be inserted into the HTML of each Chameleon page where the header loads. The “logo.png” file will be downloaded to an EAN local file also named “logo.png.” The src reference in the <img> tag will be modified to point to the EAN local file, and this will occur for all images in your HTML source code.

We currently do not allow any JavaScript within custom HTML files. Any <script> tags and all of its contents will be removed.

**HTML and CSS Filtering**

Is there anything other than JavaScript that might be filtered out of a custom HTML file? Yes!!

First, the following tags will be stripped from your header:

- <!--
- <html>
- <meta>
- <title>
- <body>

These tags are already defined on your Chameleon page, so we remove them since they are considered duplicates. In some instances for the <head> and <body>, the tags themselves will be parsed but the content of those tags is retained (subject to validation).

Since search engines do not crawl the template pages, there is no use for <meta> tags.

At this time we do not support favicons. The tag and icon reference will be parsed but the content is retained (subject to validation).

**Comment tags**

All HTML and CSS comments will be removed. For example the following highlighted items in the sample HTML code below will be completely removed.

```html
<!-- Header div -->
<div id="header">
  <div class="container">
    <a href="http://www.affiliate.tld" >
      <img src="/images/logo.png"
           id="logo"
           width="214px"
           height="62px">
    </a>
    <div class="clear"><!-- empty --></div>
  </div>
</div>
```
In this case, removing the highlighted comment

```html
<div class="clear"> <!-- empty --></div>
```

results in a `<div>` tag with nothing in it. Empty `<div>` tags are considered “harmful” and will be removed. Some browsers don’t like them and they are often used as place-holders for malicious purposes. In this situation, we recommend either adding some invisible content in the `<div>` - such as a non-breaking space or using a different tag to in effect implement the “clear” style.

**Heights and Widths**

The HTML filter will remove the width and height attribute of the `<img>` tag below. Why? The width and height attributes must either be integers or percentages.

```html
<img src="/images/logo.png"
    id="logo"
    width="214px"
    height="62px"/>
```

The removal of these attributes will not affect the display of the page so long as the image loads properly. We suggest fixing any issues by removing the px unit from the values or defining the height and width with the ID via the CSS.

**Forms**

The HTML filter will remove any `<form>`, `<input>`, `<select>`, `<button>`, etc type elements. These are considered harmful since they have the ability to redirect or capture user information.