

amadeus

# Amadeus Hotels

Make more money with hotels

# Amadeus Hotels solution to suit all types of travel agencies and travelers.

Amadeus' solution is tailored to reflect your different business models. You can manage content in real-time at different points of sale to reflect a commission-based model, a service charge or net-rate/mark-up model, or negotiated rates, depending on the booker. With a wider breadth and depth of content available than ever before, you can ensure that you find the right trip for your customer in the most efficient way possible.

Why say something in 100 words when we can sum it up in one. All we want to do is help you make **money.**



*Front-office sales.*  
*Back-end savings.*

It's tough to find a better hotel deal than your customers can find for themselves. Every search can mean trawling through 4 or 5 different websites, calling hotels directly, cross-checking and double-checking before finally making a booking. All the time hoping no mistakes are made with all these manual tasks. After all this you often end up with flights, hotels and cars all sold through different channels. That means extra data re-entry and reconciliation work, fragmented customer service, multiple records on multiple systems for just one trip for just one customer, and the list goes on... exhausting right?

You have to really wonder – how much money can you possibly be making on your hotel sales?

We'd love to help you find the answer to that question and ultimately we'd love to help you make more money.

## Upfront inspiration

Inspire each and every search with more hotels and rates than ever before. We set ourselves one simple challenge: to ensure that you find the hotel content you need through **one single shopping window**.

From a luxurious Riad in Marrakech to a boutique business hotel in Manhattan, Amadeus brings together an inventory of over **1 million properties** in one single shopping and reservation solution.

Shop and compare offers directly from 300+ major chains and thousands of independent properties alongside global and local providers such as Expedia Affiliate Network, HRS,

Amadeus Value Hotels, Totalstay, Bedsonline, Booking.com, Agoda and more. With more content than ever before, including apart-hotels, B&Bs and luxury villas, there's something to suit every traveler.

But content is about a lot more than just the range of properties on offer. Via its latest solutions, Amadeus offers a variety of rate types upfront: pre-paid and post-paid; public and promotional as well as negotiated or private rates. Rates for children, half-board/full-board and others are also available.

## Back-end integration

We integrate hotel aggregator content in the same way that we integrate content from other hotel providers on Amadeus, ensuring that all the hotel bookings you make are actively recognised across all your systems. Information is seamlessly transferred to the mid- and back-office, making invoicing & reconciliation, reporting to clients and the management of supplier contracts even more efficient.

Full active PNR integration allows your consultants to manage bookings at anytime, from anywhere. All your bookings are reflected across multiple points of sale, giving you even more visibility over important value added processes for your travellers. With aggregator bookings as seamless as a traditional GDS booking, you can view the hotel booking information in real-time via the traveler's PNR on any system.

Whether it's through [Amadeus Hotels](#)

[Plus](#) or [Checkmytrip](#), you can check the hotel details, payment methods and more for each and every booking. And for traveler tracking for duty of care, once again, whether travellers are staying at major brand hotels or independent properties booked via our aggregator partners, you can rely on your integrated Amadeus hotel reservation platform as the best source for that hotel booking information.

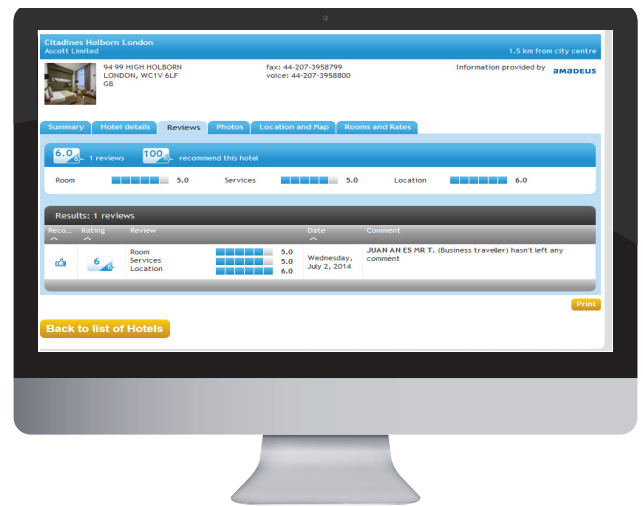
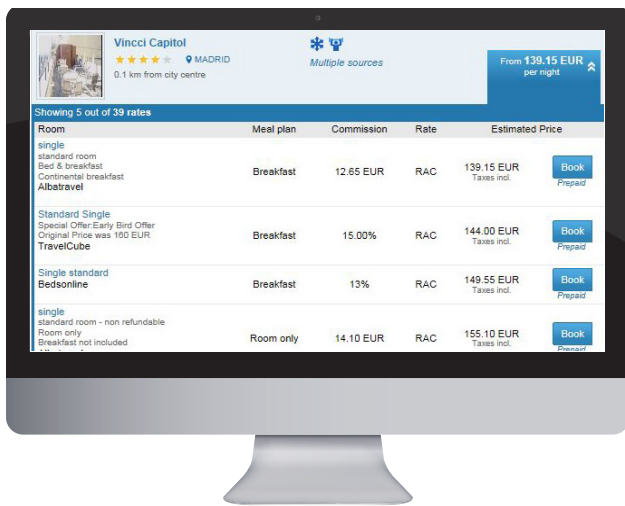
With full integration of all hotel booking data to mid- and back-office systems, you have better visibility and tracking capabilities on true hotel spend at agency, corporate client or individual traveller level. On the one hand this allows you to deliver better hotel spend management programmes and services to your clients and on the other, it allows you to drive hotel volume where you want to optimise your supplier contracts.

You don't have  
time to waste.

We have just one  
hotels solution, with  
everything **integrated.**



Cut to the chase. We'll help you find the hotel that you're **looking** for.



- \_ No knowledge of cryptic or IATA codes required
- \_ Wide choice of rates and payment models
- \_ Commission details (percentages and guarantees) clearly visible upfront
- \_ Multiple filter and sort options (hotel category, price, distance from reference location, facilities...)
- \_ Pictures & maps
- \_ Trusted reviews and ratings on various key criteria –know what you're booking!

## Short-cut selling

It all starts with the search being pre-populated from the flight information. Then you can quickly filter through the vast amount of content, with smart features like auto-completion.

Our solution also allows you to rapidly filter through rate content with a new intelligent search engine, by using search criteria based on dozens of hotel facilities or amenities, and intuitive geographical factors. As well as support of corporate and agency policies.

If your traveler has specific requests, narrow down the search even quicker with the additional advanced search options, which allow you to search by: meal plan, star rating, hotel facilities, distance to the city centre and more.

Find the best deal from the available rates by comparing like-for-like on one screen and rapidly select the option that best suits your traveler and the one that will bring you higher margins.

Comparison-shopping has been made even easier with the best price indicator, showing you the best rate for your room combination by comparing like-for-like options.

Once you're done, email your customers a shortlist of hotels to choose from in seconds with our integrated email comparison feature.

## A world of content

Our intelligent search engine now means you can find the right rate for the right hotel at the right time amongst the very long-tail of hotel content. Our underlying hotel database and search engines have been re-engineered to accommodate the long-tail of hotel data and content from different sources, allowing the same properties offered by different providers to be shown via a single display.

The re-engineered system goes beyond just property levels to support different rate types and payment models. This is key given the fragmentation in the hotel industry and customer preferences for different rate types, payment models etc.

By harmonizing the data from disparate sources, the search engine delivers 'like-for-like' comparison shopping via an

enhanced shopping display e.g. showing for a given hotel a pre-paid, 'use it or lose it' half-board rate from one provider alongside a post-paid flexible rate for room and breakfast in the same hotel from another.

## Trusted reviews

It's no surprise that today's traveler is better informed and more demanding than ever before. Just any accommodation isn't enough. So how can you make sure you meet these evolving needs? With Amadeus Hotel Ratings API, we help you deliver more of what travelers want.

The Amadeus Hotel Ratings API integrates up-to-date and meaningful traveler reviews right into the heart of the booking process.

Agencies can select from a range of crucial elements, including sleep quality, services, facilities, room comforts, value for money, location and many more. Using a score out of 100, it's quick and easy to see which scores highly.

With this tool, your booking process is more efficient and travelers from an enriched shopping experience. It's never been easier to gain loyal travelers as you offer them an accommodation choice that is

rated highly in the areas that matter most.



# Cash is king. We'll help you earn & collect your hotel **commissions**.

## Front of house cash

From flexible payment methods, customer service enhancers and easy identification of highest commission sales, Amadeus helps you improve cash-flow & drive profitability on every hotel sale.

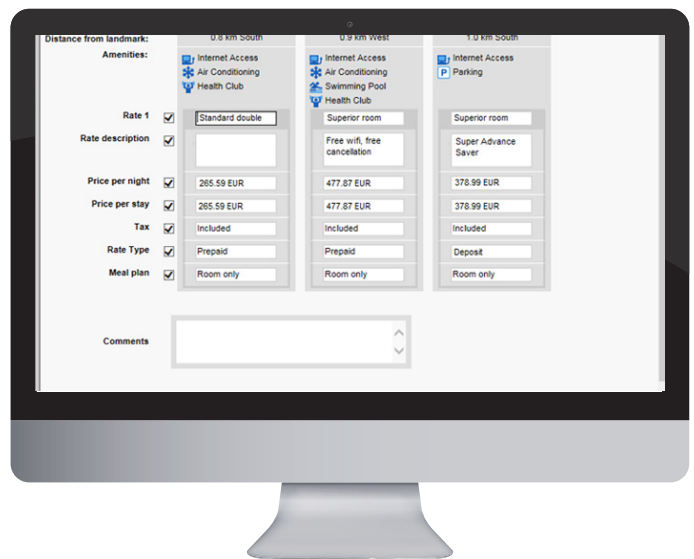
We work with partners who offer agency pre-paid rates. This means you can get commission in hand, upfront, instead of having to wait until after checkout.

For post-paid rates often preferred by travelers, we work with numerous leading hotel providers who offer commission guarantees with proven efficient consolidation and payment programmes. In addition, our solution supports a number of payment options to ensure you can benefit from Amadeus efficiencies and standards while still working with your preferred hotel aggregators the way you want.

### Payment options supported through our new solutions:

- \_ Customer Credit Card – pay for the hotel via Amadeus using your customer's credit card
- \_ Travel agency Credit Card
- \_ Travel agency Bank/Wire transfer
- \_ Travel agency Direct Debit
- \_ Travel agency Credit Line

Depending on the agreement that you have with your hotel partners, choose from one of the above payment methods at booking time. This way it ensures that it is recorded across all of your systems and drives efficiencies across your back office, treasury and supplier management teams.



## Back to efficiency, back to profits

Many players claim to offer the broadest content and therefore the best hotel reservation solutions to travel professionals. We take a different approach. Starting from the ground up we make it a priority to understand how and where our travel agency customers are booking.

In the TravelClick, an Amadeus company, 2019 study we found:

\_ 87% of travel agents are using GDS platforms the same or more often than two years ago, and its usage is increasing faster than other channels

\_ Travel Agents log into the GDS at least 1-3 times daily

\_ A healthy mix of financial and workflow incentives is a key driver to booking on the GDS

There is a key difference to Amadeus' approach. Rather than building standalone 'meta-aggregator' solutions, we've seamlessly integrated a wide range of highly demanded hotel content from leading aggregators into our existing efficient and preferred 'GDS' travel reservation front office solutions via Direct Connect. This allows us to guarantee full active booking integration rather than the passive booking integration offered by many competitors.

This active integration of hotel bookings makes Amadeus' solutions far superior in terms of business process efficiency and traveller service for travel professionals.

This also:

\_ Allows consultants to pick up

aggregator bookings for servicing at any agency location and via multiple agency channels.

\_ Ensures full data integrity as hotel booking information is passed from front to mid- and back-office in real-time, allowing no opportunity for error and full visibility on value added processes such as true hotel spend monitoring or traveller care services.

# Beautifully simple.

## Amadeus Hotels Plus

Say hello to what a one-stop-shop should look like.

We've eliminated complexity so your agents can get going immediately. We've not compromised on any of the powerful B2B capabilities, ensuring our single screen solution allows experts and non-expert consultants to speed through bookings.

Designed around the user, the smart interface guides you through the booking flow, where consultants can find, understand, bookmark, compare, save and forward hotel information.

All of this has been developed to minimize costs on training new staff and drive profitability across your hotel business.

### Enhanced search

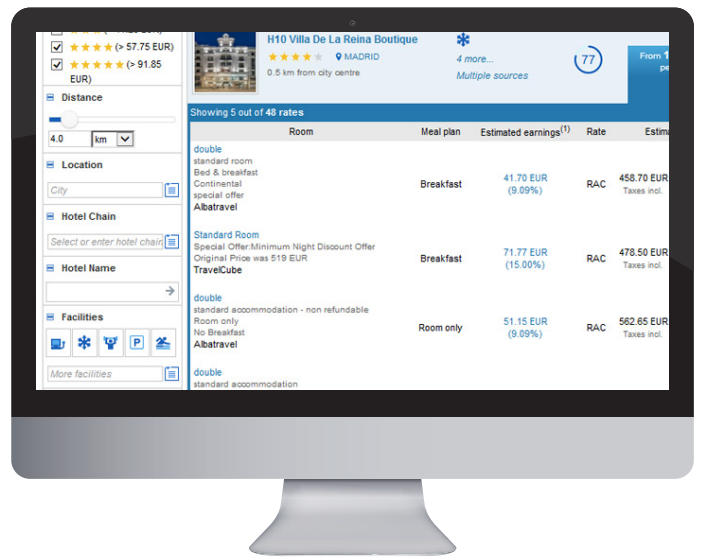
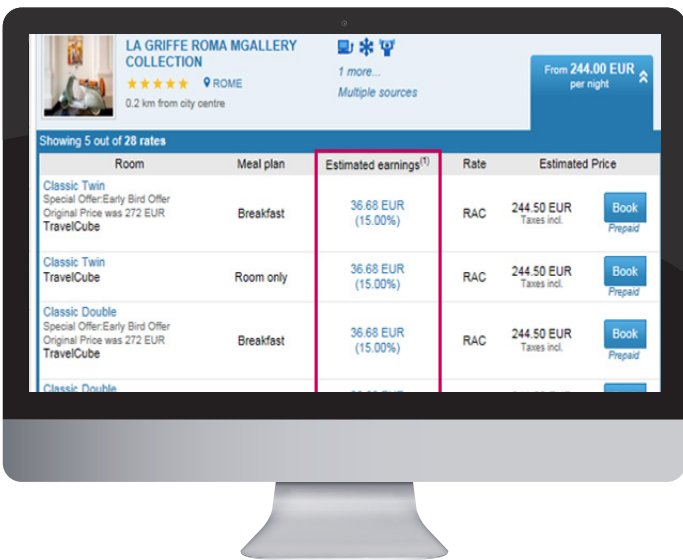
Finding what you need is simple and quick. The range of enhanced search filters and a deep integration of databases, allows search results to be returned in under 2 seconds - all of this, without having to know any codes.

### Incomparable functionality

Our solution brings the most competitive deals to the forefront, allowing you to compare various offers from different providers - whether hotel chains or aggregators for the same hotel on a like-for-like basis.

### Higher customer engagement

With customer and agency profiles, you can securely store important preference and credit card data. You can also send emails comparing different hotel offers to your customers to speed up purchase decisions.



Integrated aggregator content from different players shown side by side for quick and easy comparison.

Advanced search fields and filters allow you to find the right hotel in an instant.



'Shop from a map' allows you to see hotel results displayed close to your point of reference or interest.

# Power your own *front-end*

## Amadeus Hotel Web Services

We've always talked about partnership and our Web Services solution brings partnership to life. Our solution brings together an immense inventory of hotel content built from the world's major chains, representation companies and leading hotel aggregators. This inventory can be combined with your own private non-GDS content.

In addition, you'll also benefit from clear and upfront pricing and real time confirmations to the traveller.

All of this helps bring down the cost of development and maintenance, allowing you to increase overall profitability.

Our Web Services solution is built on the latest technology standards, allowing for the fast transfer of data for search and comparison.

The interface is customizable, offering quick and easy implementation. In addition you'll benefit from 24/7 support from our experienced Amadeus Help Desk.

Last but not least, we've also integrated a dynamic advertising module that allows you to promote different offers and drive traffic to your hotel business.

Amadeus Hotel Web Services give you access to full information on each and every hotel:

- > Multi-media
- > Textual descriptions
- > Geo Code positions
- > Searchable amenities
- > Hotel categories
- > Facility information



# Connect with your travelers

## Amadeus self-booking tools

Empower corporate travelers with our smart self-booking tool, which allows them to search and book hotels with speed, using pre-populated information from the air segment.

The tool benefits from the same intuitive design features as our travel agency solution, including photos, detailed room information and an enhanced mapping system allowing travellers to book straight from the map.

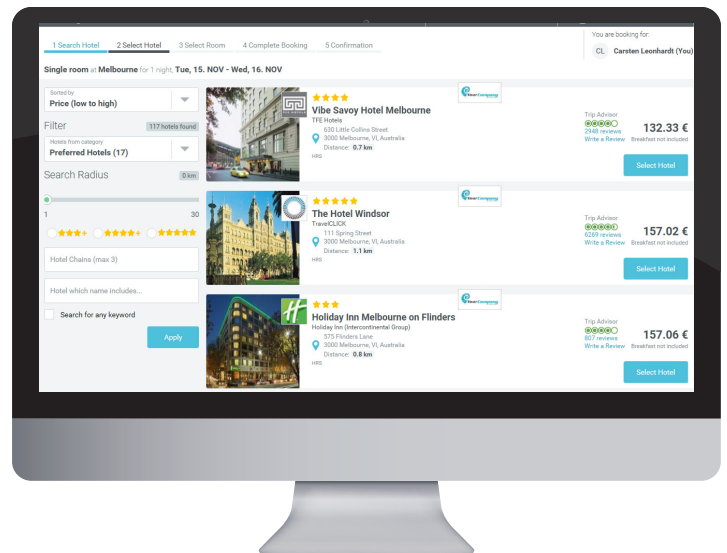
The best-in-class hotel administration module will ensure that all searches and bookings comply with corporate travel programmes and policies.

We've also made sure that our unparalleled content offer from multiple hotel aggregators extends to Amadeus e-Travel Management.

To help you manage these requests, we've designed a bespoke travel arranger workspace where you can organise multiple traveller trips. You can even make up to 9 bookings simultaneously.

Travelers can search by:

- > Location
- > Amenities
- > Policy compliance
- > Availability
- > Prices



Join us on our journey to  
shape the future of travel

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This is just one of the solutions that  
we've built for the journey, and there's  
a lot more to explore.

To find out more about how we do  
hotels, search for Amadeus Hotels on  
[www.amadeus.com](http://www.amadeus.com)

or email:

[hotel.distribution@amadeus.com](mailto:hotel.distribution@amadeus.com)

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