

Amadeus Instant Preference

Stand out and sell more

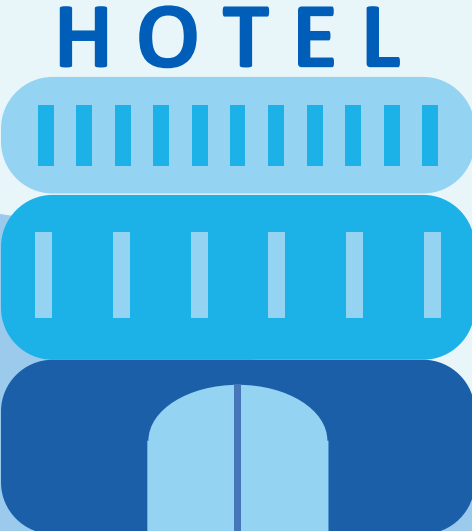
With Amadeus AIP, your hotel can benefit from **instant and increased visibility worldwide**

Your hotel is placed at the top of the Amadeus GDS travel agents' screen – research shows that **most hotels are booked from the first search screens displayed**



Amadeus AIP improves your contracted programs with travel sellers, by working with both **corporate and negotiated rates**

A powerful tool to help your hotel achieve increased **global reach** and **brand awareness**



Measure your ROI based on performance, awareness and market behavior using our **Merchandizing Reports**