

# Amadeus Instant Preference



## GDS Optimization Solutions

When you invest in a GDS marketing tool, it has to deliver real business benefits, by reaching the right target audience, at the right time. It is also necessary to be able to measure results so that you can evaluate and tweak your campaigns as necessary.



TOOLS & KNOWLEDGE

We have developed two tools to help you optimise your presence on the GDS:

- \_ [Amadeus Instant Preference](#) gives your hotel priority positioning in the selected destination city
- \_ [Amadeus Hotel Reporting](#) helps you accurately track your bookings and benchmark your performance against competitors

## Introducing Amadeus Instant Preference

Numerous research studies have shown that the majority of [hotel bookings](#) come from the first [hotel screens viewed](#), indicating that screen placement clearly makes a difference.

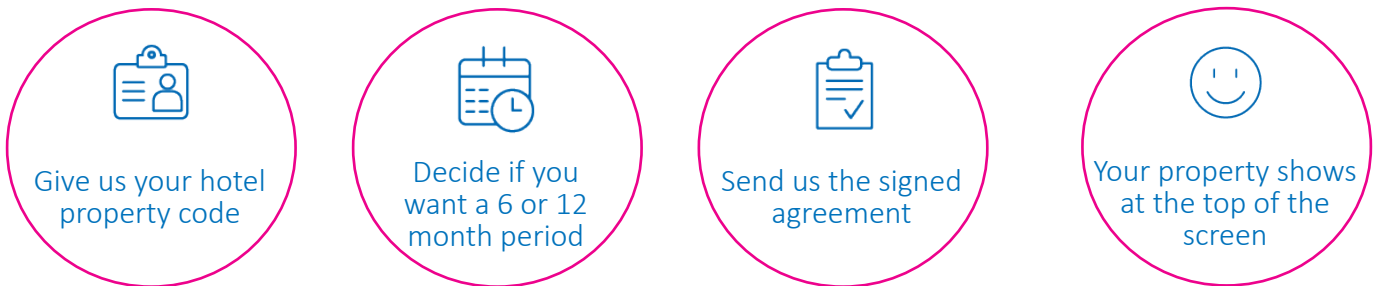
[Screen placement](#) really does make a difference and this is even more important if your hotel is competing with many others in the same destination. [Amadeus Instant Preference](#) positions your property at the top of the screen on city lists and availability displays, helping to create more booking opportunities and drive greater brand awareness.

## How does Amadeus Instant Preference work?

1. First, we activate your hotel in the Amadeus database as an AIP participant
2. The agent performs a search which matches your hotel and falls within the AIP subscription period
3. Your property will then appear at the top of the hotel list or availability screen\*

*\* If more than one AIP property matches the request, these will be displayed randomly, at the top of the screen, before any non-AIP properties. AIP placement can be purchased for the multi-property availability and hotel listings displays for the hotel's location. A hotel property can subscribe to AIP for either six or twelve month period*

## How to subscribe:



## What are the benefits of Amadeus Instant Preference?

- \_ Increase brand awareness and visibility- by placing your hotel at the top of the key shopping screens. This gives your hotel instant, on-screen impact, creating more opportunities to drive incremental bookings to your property
- \_ Reach a huge, global audience of 400,000+ influential travel buyers, located in more than 200 markets around the world
- \_ Optimise your spend with a highly targeted promotional tool, which lets you select the city destination and advertising period so you can accurately track and measure your return on your investment.

For further information, please email us at [instant.preference@amadeus.com](mailto:instant.preference@amadeus.com) or speak to your Amadeus Account Manager today.

Visit our website at [www.amadeus.com/hotels](http://www.amadeus.com/hotels)