How to Maximize your GDS Distribution
We are a trusted partner of hotels across the globe since 1985

14 Offices across the globe

More than 30 years of experience & innovation

Serving over 38,000 hotels globally

Operating in 176 countries across the globe

Over 35 languages spoken

1,000+ employees across the globe
How to maximize your GDS Distribution?

Supplier Competition within the GDS is fierce! There are hundreds of properties competing for that booking at any point in time. How can you stay ahead of the game?

Data is Key
To build a solid GDS strategy, you need to understand the market and comp set opportunity first.

Improve your HOD
A few easy steps can ensure your hotel dramatically increases the opportunities to be booked.

Secure Front Page Visibility
How to get your hotel to feature above your competitors in the GDS.

Effective GDS Distribution
All Around the GDS
GDS History and Geographical Strengths

- **Sabre** (Semi-Automated Business Research Environment), created by American Airlines in the 1950s, expanded to Travel Agents in **1976**
  - Strongest in **South and Central America, USA, Canada, UK, North Asia** and **South East Asia**

- **Amadeus**, created by Air France, Iberia, Lufthansa and SAS in **1987**
  - Strongest in **North Africa, Spain, France, Scandinavia, Germany** and **Eastern Europe**

- **Galileo**, created by BA, KLM, Alitalia, Swiss, Austrian Airlines, Olympic, Sabena and Air Portugal in **1987**
  - Strongest in **USA, Canada, UK, Holland, Belgium, Switzerland, Italy, Australia, Middle East, South Africa** and **India**

- **Worldspan**, created by Delta Airlines, Northwest Airlines and TWA in **1990** and acquired by Travelport in 2006
  - Strongest in **USA, Canada** and **UK**
GDS | Historical Year over Year Performance

HOTEL BOOKINGS (IN MILLIONS)

Source: TravelClick Agency360.
Berlin GDS Channel Performance (EUR)

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<tbody>
<tr>
<td><strong>Revenue</strong></td>
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</tr>
<tr>
<td>Revenue</td>
<td>7,322,655</td>
<td>5,721,625</td>
<td>4,179,166</td>
<td>8,221,494</td>
<td>6,624,668</td>
<td>7,155,956</td>
<td>3,750,782</td>
<td>4,099,131</td>
<td>6,073,816</td>
<td>5,958,812</td>
<td>6,126,550</td>
<td>5,902,279</td>
<td>71,145,963</td>
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<tr>
<td>Year Ago</td>
<td>6,962,829</td>
<td>4,210,785</td>
<td>3,449,452</td>
<td>8,949,843</td>
<td>5,648,094</td>
<td>6,245,503</td>
<td>3,798,459</td>
<td>3,920,127</td>
<td>6,861,389</td>
<td>6,731,302</td>
<td>4,737,822</td>
<td>6,834,546</td>
<td>68,150,110</td>
</tr>
<tr>
<td>Growth</td>
<td>5.2%</td>
<td>35.9%</td>
<td>21.2%</td>
<td>(8.1%)</td>
<td>17.3%</td>
<td>14.6%</td>
<td>(1.0%)</td>
<td>4.6%</td>
<td>(11.5%)</td>
<td>(11.5%)</td>
<td>29.3%</td>
<td>(11.0%)</td>
<td>4.4%</td>
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<tr>
<td><strong>Room Nights</strong></td>
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</tr>
<tr>
<td>Room Nights</td>
<td>46,018</td>
<td>38,012</td>
<td>31,555</td>
<td>48,890</td>
<td>44,134</td>
<td>53,649</td>
<td>28,547</td>
<td>34,368</td>
<td>41,003</td>
<td>41,946</td>
<td>43,364</td>
<td>39,746</td>
<td>491,232</td>
</tr>
<tr>
<td>Year Ago</td>
<td>46,119</td>
<td>32,445</td>
<td>27,131</td>
<td>47,049</td>
<td>40,251</td>
<td>47,435</td>
<td>27,800</td>
<td>31,600</td>
<td>45,533</td>
<td>46,297</td>
<td>35,366</td>
<td>45,945</td>
<td>472,971</td>
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<tr>
<td>Growth</td>
<td>(0.2%)</td>
<td>17.2%</td>
<td>16.3%</td>
<td>3.9%</td>
<td>9.6%</td>
<td>13.1%</td>
<td>2.7%</td>
<td>8.8%</td>
<td>(9.9%)</td>
<td>(9.4%)</td>
<td>22.6%</td>
<td>(13.5%)</td>
<td>3.9%</td>
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<tr>
<td><strong>ADR</strong></td>
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<tr>
<td>ADR</td>
<td>159</td>
<td>151</td>
<td>132</td>
<td>160</td>
<td>150</td>
<td>133</td>
<td>132</td>
<td>119</td>
<td>140</td>
<td>142</td>
<td>141</td>
<td>140</td>
<td>145</td>
</tr>
<tr>
<td>Year Ago</td>
<td>151</td>
<td>130</td>
<td>127</td>
<td>190</td>
<td>140</td>
<td>132</td>
<td>137</td>
<td>124</td>
<td>151</td>
<td>145</td>
<td>134</td>
<td>144</td>
<td>144</td>
</tr>
<tr>
<td>Growth</td>
<td>5.4%</td>
<td>16.0%</td>
<td>4.2%</td>
<td>(11.6%)</td>
<td>7.0%</td>
<td>1.3%</td>
<td>(3.6%)</td>
<td>(3.9%)</td>
<td>(1.7%)</td>
<td>(2.3%)</td>
<td>5.5%</td>
<td>2.8%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Source: TravelClick Agency360

Revenue: €71,145,963
Growth: 4.4%
Room Night: 491,232
Growth: 3.9%
ADR: 145
Growth: 0.5%
Global Terminals Distribution and Room Nights by GDS for Berlin

- Worldspan: 66,524 (7%)
- Galileo: 145,131 (15%)
- Sabre: 252,174 (26%)
- Amadeus: 495,480 (52%)

- 65% Non Neg
- 35% Corporate
- 10% Consortia
Deep Dive Data Analysis – Agency360

Elegance Diamond Parks
Booking data updated as of Jun 13, 2015

Your Revenue Penetration

<table>
<thead>
<tr>
<th>MTD Jun 2015 Rank</th>
<th>YTD 2018 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 of 8</td>
<td>5 of 8</td>
</tr>
</tbody>
</table>

Your Performance for MTD Jun 2018 vs. MTD Jun 2017

Revenue

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Last Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriber</td>
<td>€106,194</td>
<td>€104,410</td>
<td>25.3%</td>
</tr>
<tr>
<td>Competitive Set</td>
<td>€1,010,477</td>
<td>€1,225,873</td>
<td>-20.7%</td>
</tr>
<tr>
<td>Pms</td>
<td>€22,876.760</td>
<td>€17,740.345</td>
<td>20.0%</td>
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</table>

Room Nights

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Last Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriber</td>
<td>235</td>
<td>188</td>
<td>20.0%</td>
</tr>
<tr>
<td>Competitive Set</td>
<td>2,460</td>
<td>1,845</td>
<td>31.1%</td>
</tr>
<tr>
<td>Pms</td>
<td>60,873</td>
<td>54,870</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

ADR

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Last Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriber</td>
<td>€2.30</td>
<td>€2.21</td>
<td>2.2%</td>
</tr>
<tr>
<td>Competitive Set</td>
<td>€605</td>
<td>€490</td>
<td>20.0%</td>
</tr>
<tr>
<td>Pms</td>
<td>€2.43</td>
<td>€2.10</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

Revenue Growth

Room Nights Growth

ADR Growth
The Travel Agent Mindset
Travellers booking through the GDS are a Lucrative Clientele and you must understand the Travel Agent Mindset to attract them.

The GDS enable you to increase the visibility of your hotel, target business clientele and diversify your distribution by reducing your dependence on OTAs.

Managing your presence in the GDS requires working on your pricing structures and your content. In fact, the description of your hotel on the GDS must meet specific criteria to quickly catch the attention of travel agents.
Select/Recommend Hotel Booking

- When booking a hotel for 1-3 nights, clients equally rely on the agent's advice or specify a desired rate.

<table>
<thead>
<tr>
<th>Relevance Description</th>
<th>Total Agents</th>
<th>Americas</th>
<th>EMEA</th>
<th>Asia/Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relies solely on your advice</td>
<td>35%</td>
<td>33%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Specifies a specific hotel regardless of rate</td>
<td>29%</td>
<td>32%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Specifies a specific rate/price and allows you to help them through which of those</td>
<td>36%</td>
<td>35%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>properties to choose</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Q. When booking a hotel for 1 - 3 nights, what percentage of the time would you say the client...?
Actively Booking Away from Hotel Properties Not Offering Full GDS Parity and Rate Integrity

- Across the globe, almost two-thirds of travel agents actively book away from hotel properties that do not offer full GDS rate parity. Agents in the Americas are significantly less likely to do so as compared to agents in the EMEA and Asia/Pacific.

Q. When a hotel property does not offer full GDS rate parity, do you actively book away from that hotel property?
Viewing of Hotel Description Details and Photos when Booking/Researching a Property

Among All Travel Agents

• Two-thirds of agents globally state that all or most of the time they view the Hotel Description details when making a booking or researching a property.

Q. How often do you view the Hotel Description details of a property when making a booking or researching a property?
5 Top Tips to maximise your Content

- Room descriptions are critical in the shopping process and should showcase desirable room amenities. Include your unique selling points and avoid stating the obvious.

- Your property's information in the GDS is not only the brochure displayed to agencies and corporate travellers, it is also the information used to qualify hotels in the availability response. Ensure your amenities are up-to-date so your hotel is displayed in all the qualified searches.

- Quality, accurate photos are important to the sales process, regardless of channel. Make sure you load recent photos including exterior, rooms, bathrooms, restaurants, gym, swimming pool, business centre etc., particularly after renovation.

- It’s all about the location! Ensure your property is geo-coded so it can appear in all qualified searches. Make sure you list all the relevant reference points – include a good combination of corporate locations, places of interest, landmarks, tourist attractions, shopping malls etc. Remember if your property can’t be found, it can’t be booked.

- If you offer limited rate types through the GDS, Travel Agents will have to find what they are looking for elsewhere, such as via OTAs. Travel Agents will book away from the GDS if they find a property is cheaper outside the GDS. Losing the travel agent’s trust has a negative impact on your revenue share for a period of 3-4 months.
Getting Top Screen Visibility is Key
Did you know 99% of all hotel GDS transactions occur on page 1?

90% of all Google clicks are on Page 1

99% of all qualified GDS transactions are generated from Page 1 results
Most common reasons to consider GDS Marketing

**Travel agents influence their clients’ hotel booking decisions—shouldn’t you influence the travel agent?**

- Grand opening / reopening after renovations / chain code switch
- Revenue Decline / loss of penetration
- Improving ranking
- Increasing sales from Non Negotiated Rates as well as low-discount Corporate and Consortia Rate
- Improving ADR
- Need to target a specific feeder market
- Maintaining / defending market share

![Graph showing preferences of travel agents]

- Promotional message shown at the bottom or top of the screen
- Best available rate offered by the hotel even if its not a negotiated rate
- I only book a hotel that has the negotiated rate

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**Total Agents**

- Promotional message shown: 26%
- Best available rate offered: 58%
- Only book a hotel with negotiated rate: 15%

**EMEA**

- Promotional message shown: 30%
- Best available rate offered: 56%
- Only book a hotel with negotiated rate: 14%
PCC targeting is a premium targeting approach to influence the highest value Travel Agencies

**Premium Targeting with PCCs:**

- Geography & ADR
- Feeder Markets
- Targeted Day of Week
- PCC Targeting is a powerful addition to campaigns and must be applied strategically as part of a balanced campaign.
- **Great for:** New and rebranded hotels, Limited Budgets, Tactical Campaigns, Shifting Share
Knowledge is the sound foundation on which to build your Business

Attract the right guests at the right price

ACQUIRE

CONVERT

KNOW

RETAIN

Build and maintain guest relationships for repeat business

Convert shoppers into bookers
Thank You