

## Amadeus Hotel Optimisation Package

### Welcome to the Amadeus Hotel Optimisation Package

We've created the Amadeus Hotel Optimisation Package specially for leading travel management companies who work with exigent Corporations and hotel content from a range of sources.



A 360-degree solution  
to optimise your  
hotel business



### Your Challenge

Nowadays, there's more pressure than ever on a strategic level to increase your client retention and acquisition. On an operational level, it's to deliver comprehensive solutions while generating efficiencies across your hotel sourcing, distribution and fulfilment processes.

### Our Answer

The Amadeus Hotel Optimisation Package is a complete 360-degree solution, covering all areas of your hotel business. Its aim is to optimise your entire business. That is, to optimise your hotel-related profits so you generate extra revenue while also saving costs. And to optimise your hotel offering by increasing its breadth, depth and quality. This enables you to better service, retain and attract customers, while developing new revenue streams.

### Benefits at a glance

- Access to full hotel content, both GDS and non-GDS
- Grow your hotel business, increasing revenue and maximising savings
- Greater global hotel programme control
- Prove and increase your value to your corporate customers
- Reduce your operational costs
- Maintain integrity between your preferred partners and your customer's preferred suppliers

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## What We Deliver

We provide not just products, but solutions. We've divided our offering into six specific modules, as detailed below. They are available individually, or as complete consultancy and implementation packages for profit and content optimisation.

1. **GDS Hotel Content** – some 90,000 must-have top hotels at your fingertips via our Global Distribution System (GDS).
2. **Aggregator Hotel Content** – Multi-source GDS and non-GDS content from top hotel consolidators merged into a single highly efficient environment. Available via a ready-to use front-end or plug-and-play web services.
3. **Independent & Private Content Management solutions** – these allow you to integrate the hotels you require into the GDS and manage your non-GDS private content in-house, with automated booking.
4. **Rate Optimisation Services** – to audit and monitor rate loading errors, discrepancies and squatters. Plus, filtering tools give you optimum control of properties displayed to help meet volume agreements and lower costs.
5. **Customised Display** – at point of sales, delivering greater control, convenience and efficiency. Use it to drive booking volumes where you want them.
6. **Point of Sale Productivity Tools** – designed to heighten the user experience, particularly for easier search and improved shopping.

Between them, these modules help you to service your clients' needs comprehensively and cost-effectively. Truly, an optimisation package.



### Be a winner

For more details on any aspect of the Amadeus Optimisation Package, or for further information on the package as whole, simply contact your Account Manager or email [hotel.distribution@amadeus.com](mailto:hotel.distribution@amadeus.com)

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Your technology partner