

aMADEUS

Your technology partner

Amadeus Hotel Revenue Management System

Hotel Solutions

Forecast demand
Optimise faster



With revenue optimisation,
the race goes to the quick.

Don't just manage better, manage faster.

The hotel industry is more competitive and faster-moving than ever. Booking patterns have changed. Times are tougher economically. Customers can pick and choose at the touch of a mouse button.

By the same token, you need to be able to make the right choices. If you can predict demand and anticipate market conditions, you can make fast, effective decisions, create successful long-term strategies, and maximise your returns that much quicker.

Powerful customised software that keeps you a step in front

Amadeus Hotel Revenue Management System (Amadeus RMS) is a powerful and intelligent forecasting and revenue optimisation technology. Its forecasting models, detailed booking data and daily recommendations help you make the right choices – fast.

It allows you to understand and react quickly to the complex factors that influence market and customer behaviour. By predicting demand patterns, you can forecast rates to deliver optimal room capacity and returns. Whether it's a new hotel or an established chain, you'll discover an immediate difference.

Each Amadeus RMS installation is completely unique. It's customised to your specific needs, which is why it's so accurate. Our experts will ensure yours is tailored to deliver maximum benefits. Furthermore, Amadeus RMS is a proven solution – the latest from the company which pioneered hotel revenue management nearly twenty years ago.

The system is fully automated and transparent – you can see and analyse the data needed, and take instant, informed decisions based on in-depth understanding.

State-of-the-art software for up-to-the-minute management

Today's Amadeus RMS is web-based, quick and easy to implement and use, and offers high data security. Access is 24/7 via the Internet, so there's no need to install it hotel by hotel. The database is hosted on our own and secure data center, one of the world's largest. Amadeus RMS is also designed to handle

not just today's technical demands, but tomorrow's, thanks to automated system updates. As the market evolves, new functionalities such as rate shopping tool, Best Available Rate module, will continue to support your daily pricing strategy. So whatever happens, you'll always be ready to go.



Control faster and improve your decision making

All reports are instantly viewable in one place, so you can easily track business conditions and performance to get an instant comprehensive view of your situation. That way you can make decisions that are better informed, maximising revenue while cutting costs.

Hotel-specific alert controls will pinpoint any unusual market activities, allowing you to quickly adapt or review your sales strategy.

Rapid, comprehensive data analysis

You'll have immediate access to over 250 different reports – all customisable. That's the most comprehensive set of reports available anywhere. Reporting can be done at individual hotel, group or chain level, all from a single point.

All reports can be exported to any Windows program for further analysis or reformatting in your corporate report style and you can compare them across time periods.



Control the detailed forecast by date in an instant and quickly review your strategy accordingly.

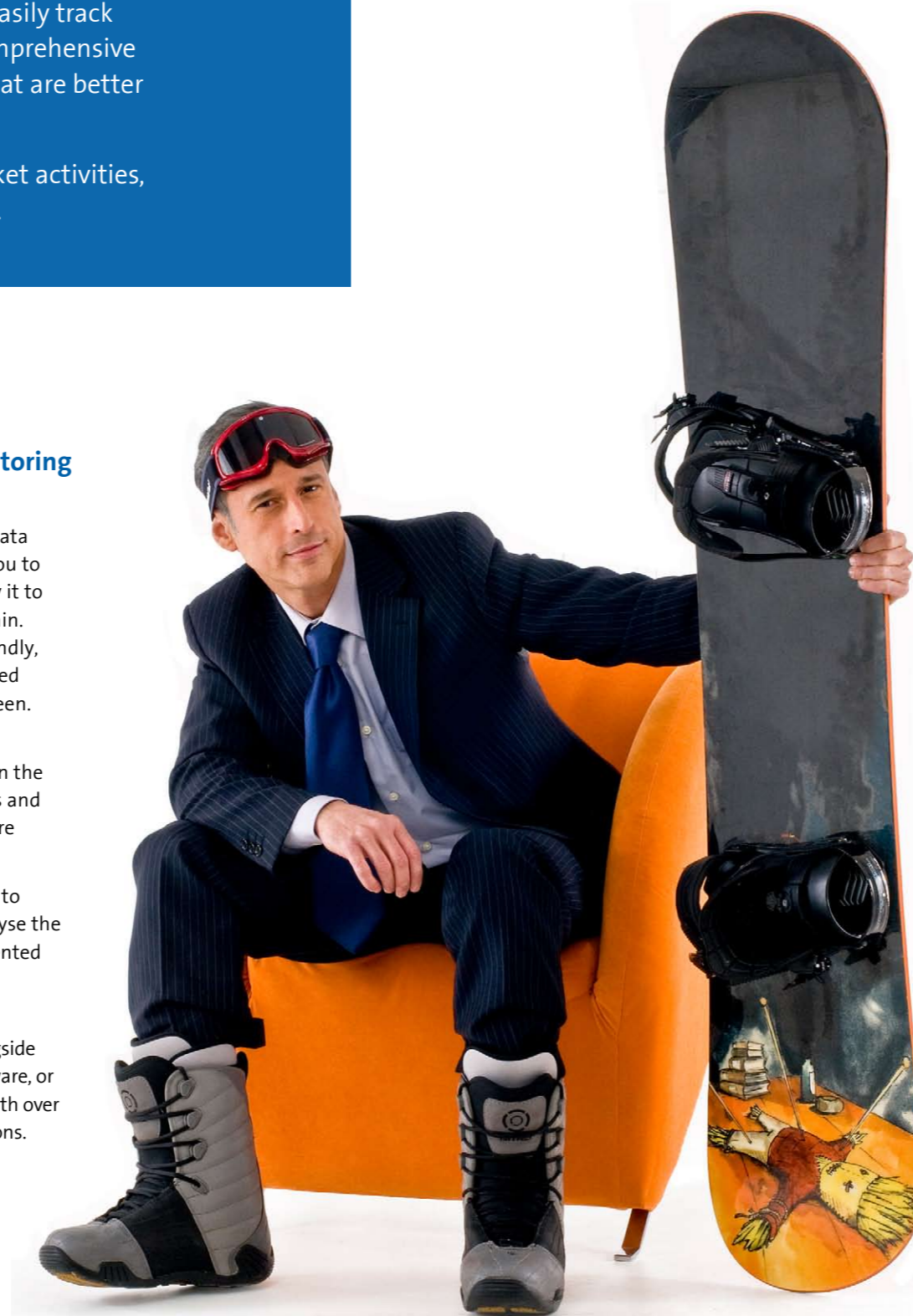
Accurate non-stop monitoring across the spectrum

You can instantly monitor key data with Amadeus RMS, allowing you to modify your strategy, and apply it to a single hotel or a complete chain. The interface is highly user-friendly, with all the information you need intuitively displayed on one screen.

A graphical alerter dashboard highlights significant changes in the forecast, on-the-books business and competitor activities that require immediate and extra attention.

Different users can tailor alerts to their own requirements to analyse the effect of the decisions implemented and use them to make instant adjustments to strategy.

Amadeus RMS can be used alongside our property management software, or quickly and flexibly interfaced with over 45 other competitive PMS solutions.



Sell faster identifying opportunities in real time

Amadeus RMS suggests sales strategies that let you achieve the best client and price mix. Whether forecasts favour a high room yield approach to match low supply, or suggest a promotional rate to stimulate demand, you can be confident that your sales tactics will make an immediate difference.

Identify which of your guests offer the most potential

Identifying the profitability of lodging revenues is just the starting point. You can factor in a variety of additional revenue sources, including food and beverages, merchandising, meeting space, spa treatments and so on. You can also access historical data on customer profiles and habits, basing forecasts on their unique behaviour.

As well as individual room sales, Amadeus RMS uses a groundbreaking 'deal quotation' calculation, which instantly predicts the most profitable dates, rate and room category to maximise group booking profits. Amadeus RMS can even suggest alternative dates or group placements which would deliver more revenue and also provides you with the Best Available Rate on a daily basis.

Forecasting that allows you to adapt your strategy instantly

Our unique forecast engine features 14 different parameters, including day of the week, season, special event, pickup and materialization, as well as four separate forecasting methods. Forecasts are for up to a year in advance, and are recalculated every day automatically.

The software constantly takes into account recent trends and results to continuously make improvement, and adapting to high and low demand situations.

You can override the forecast at any time if you need to add specific data or events. In fact every element of the configuration can be rapidly adjusted for optimum accuracy.



Evaluate group profit opportunity at a glance and select the most profitable guest easily.

Optimise faster and see everything in an instant

Amadeus RMS constantly learns about your business and customers, evaluating all recommendations against actual bookings. That way it can fine-tune its forecasting for the future.

Thanks to the reliable demand predictions it offers, you can test out different budget scenarios to measure the impact of rate and inventory decisions on occupancy levels and eventual revenue contribution. Your competitors' rates can also be integrated in forecasts – so it's easier to gain an edge on them.

Plus, you can take demand optimisation decisions at property, cluster (hotel group) or chain level, giving you full flexibility to both customise and centralise your sales strategies.

High level flexibility to maximise budgets and increase revenue dynamically

Different parameters are possible with Amadeus RMS. You can optimise by length of stay and opt for an overbooking strategy to increase revenue per available room (RevPAR).

You can optimise by cluster, with cross-selling recommendations that benefit the overall group, consolidating reporting and forecasting cluster effects. You can do this for both individuals (with inter-hotel transfer) and for groups (optimal group placement across the cluster).

To maximise revenue opportunities, there's dynamic pricing, which focuses more on price elasticity than on traditional rate segmentation. And to calculate the price to sell for unrestricted business, there's a best available rate module. You can set it according to forecast, competitive prices and customer lifetime value.

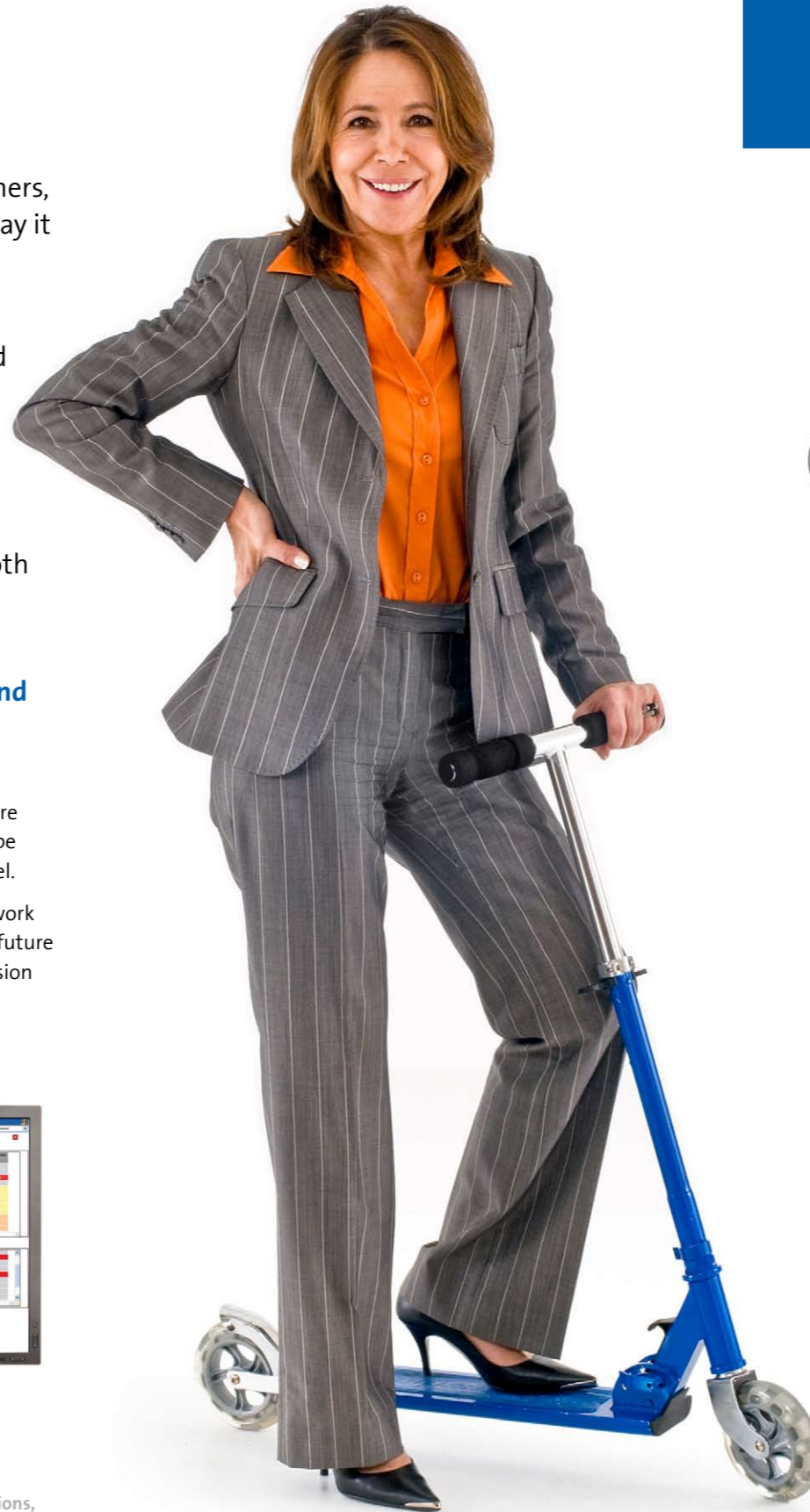
Distribute the information and quickly reap the benefits

It's easy to get the information to where it needs to be, as prices and rates can be integrated on your distribution channel.

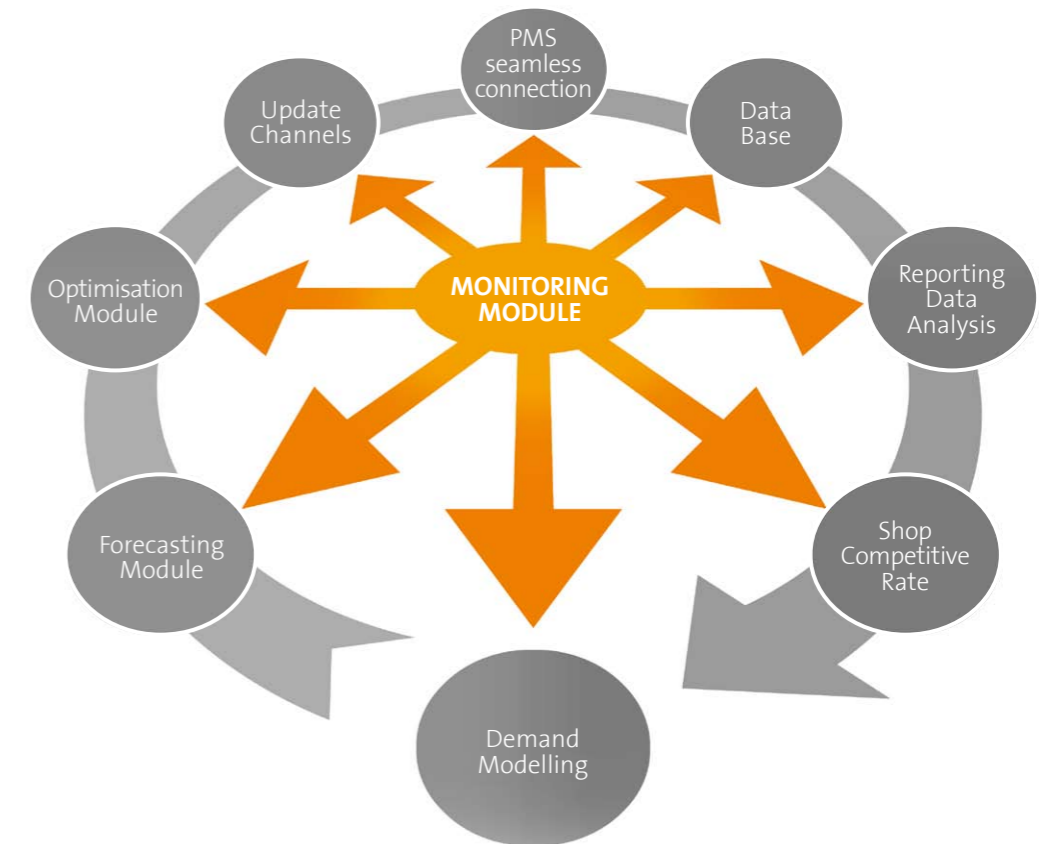
The result is reliable predictions that work across the board both now and in the future and which can be applied to your decision making to deliver extra efficiency and increased revenue without delay.



See and validate the system recommendations, upload them into your PMS to apply faster the right decisions at the right time.



Move faster and in the right direction



Operate faster Comprehensive support & Help Desk

To help you get the most out of Amadeus RMS, we offer comprehensive audits, advice, training and support from experienced consultants. From initial audit through to daily performance monitoring and ongoing user support, we can work with you in long-term partnership to maximise your results.

Our helpdesk service is available on demand 24/7, 365 days a year. In addition, dedicated technical support engineers can successfully address your critical business requirements.

Control faster. Sell faster. Optimise faster.
And now start faster.

Why wait any longer? For more information on how we can help you optimise your revenues, please email us now at **hospitalitymarketing@amadeus.com** or contact one of our local offices:

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