



EPISODE 15

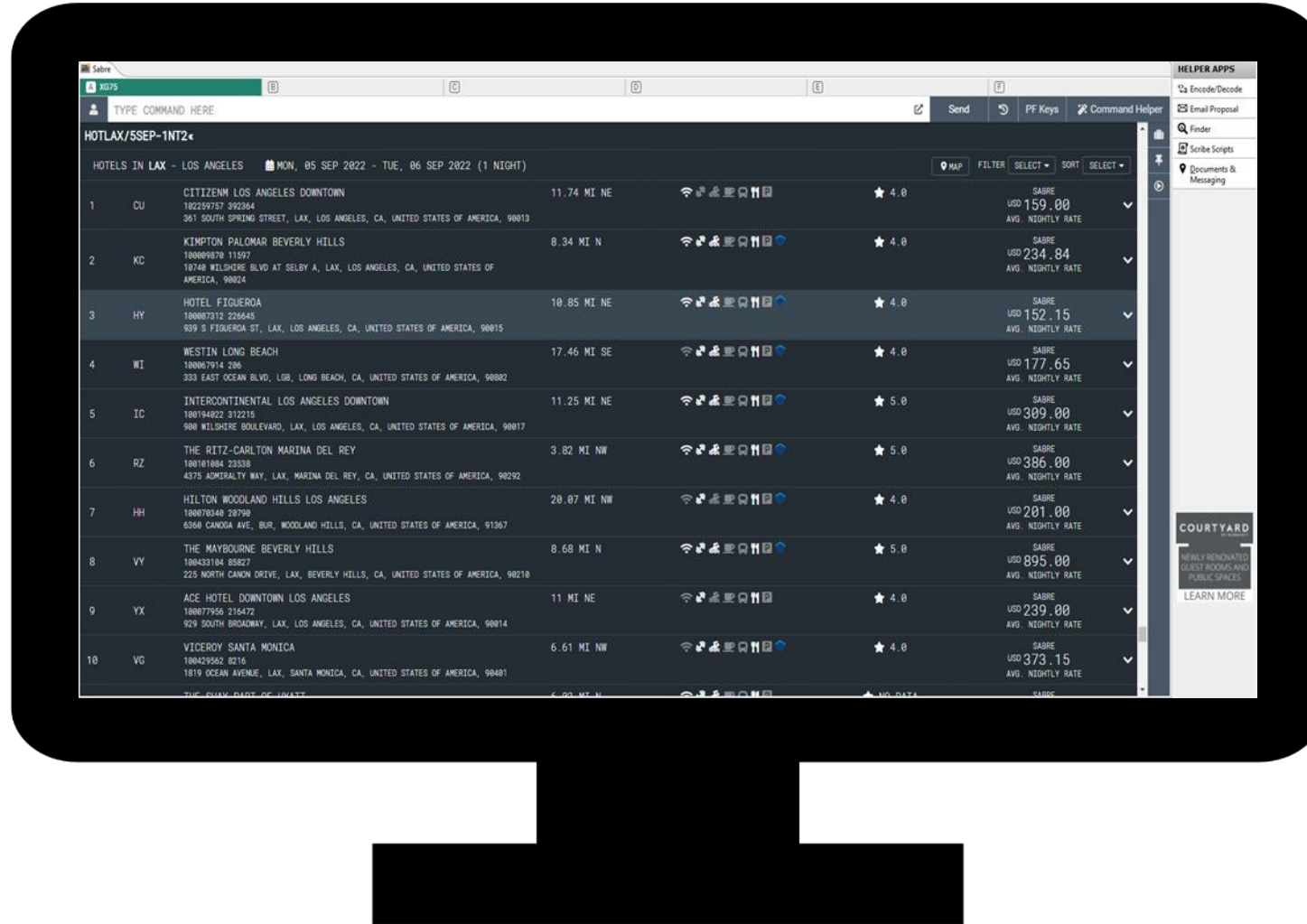
Maximizing the GDS

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COREY UFBERG
10/3/2024

What is the GDS

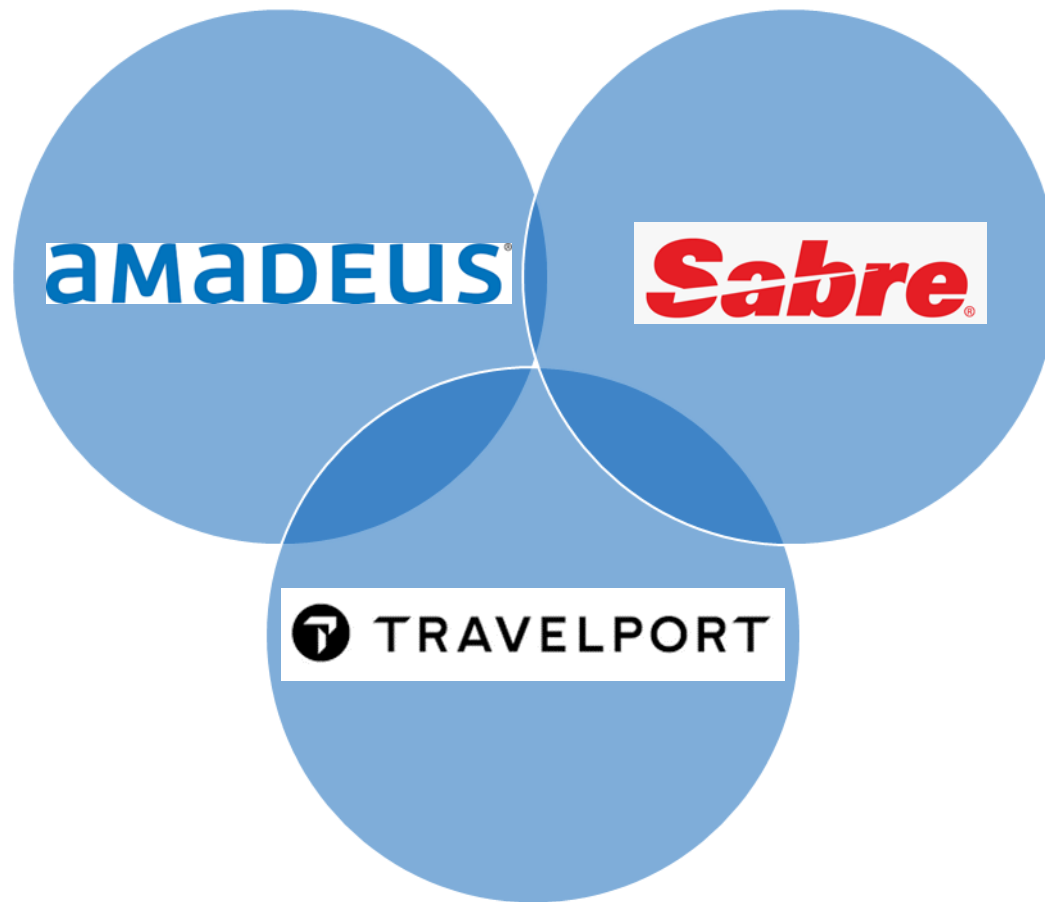


What is the GDS



- GDS = Global Distribution System
- GDS is a Single Access Point Used by Travel Agents Globally
- Platform Enables Travel Agents to Book Air, Hotel, and Car Travel
- Generally focused on corporate & weekday travel

Three Major GDS Systems



*Travelport combines Apollo, Galileo, and Worldspan

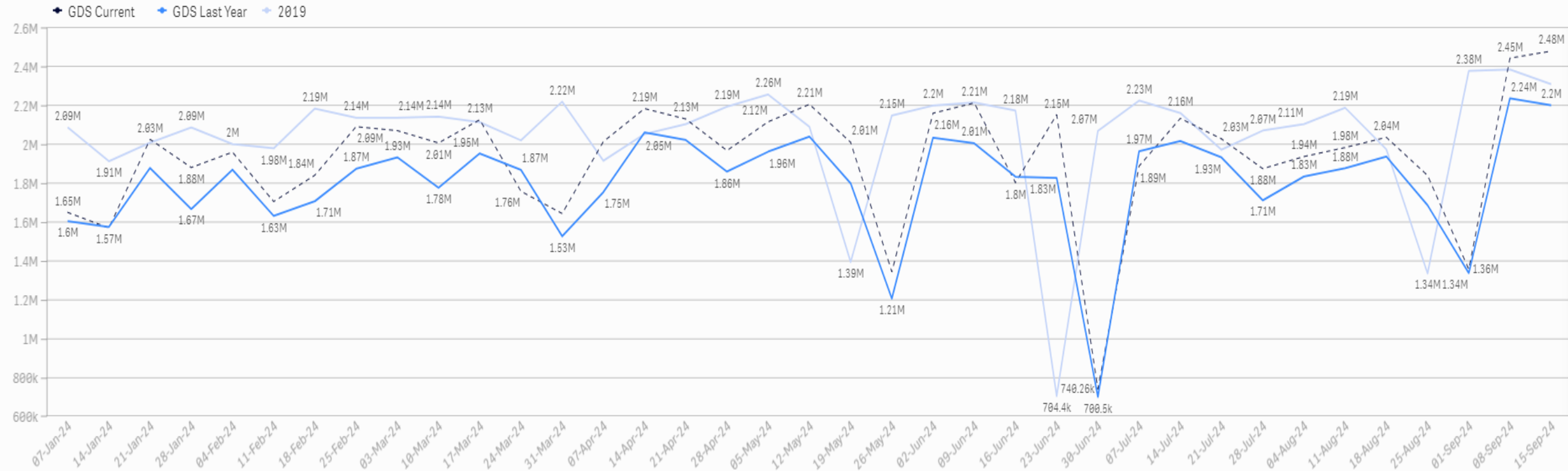
Why Is Having a GDS Strategy Important



United States GDS Room Nights

GDS Room Nights

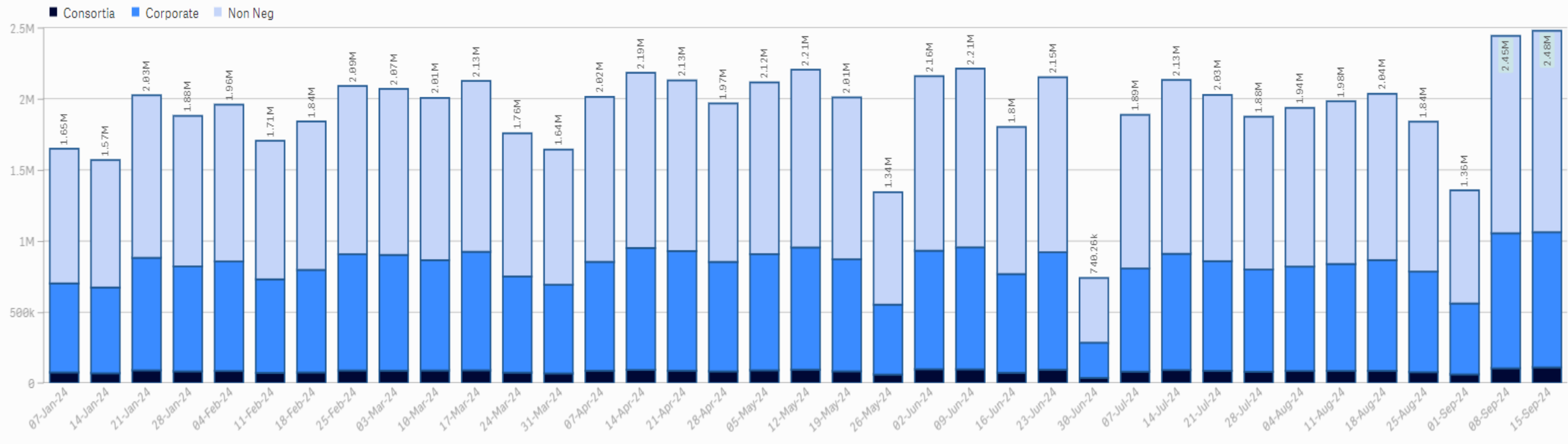
Market: United States Of America



United States GDS Room Nights By Rate Type

GDS Room Nights by Segment

Market: United States Of America

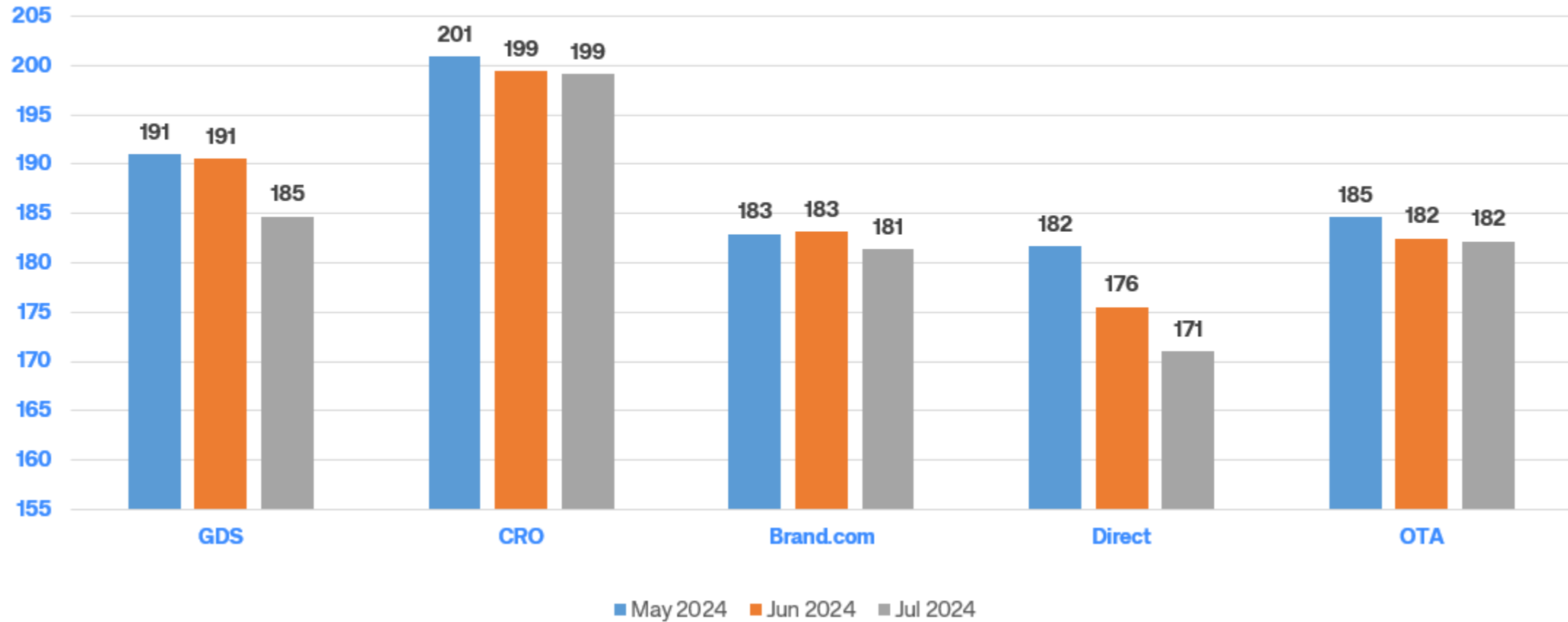


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United States GDS ADR Vs Other Channels

ADR by Channel
trailing three months
local currency

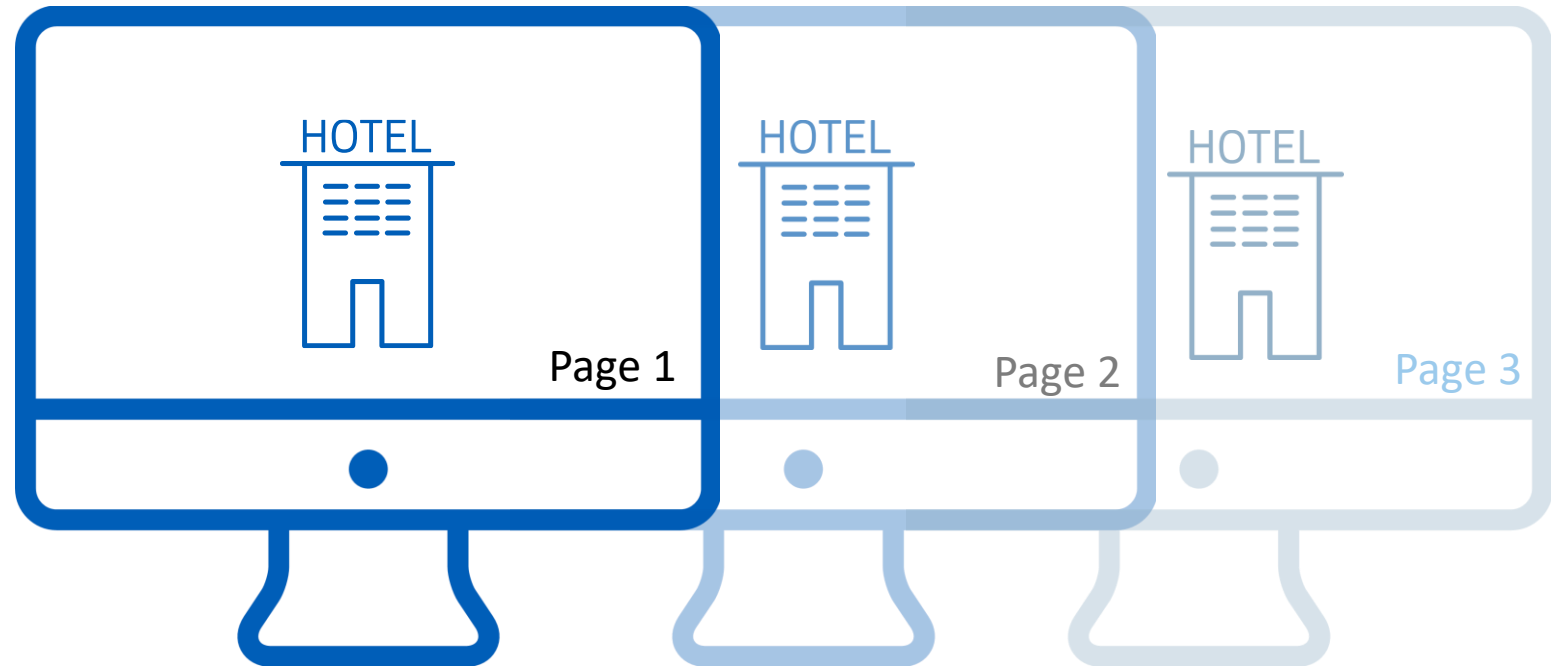
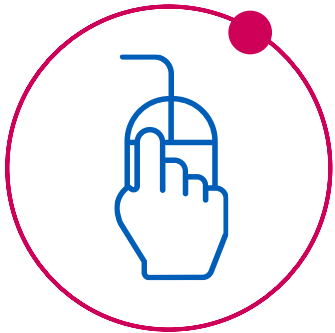
United States - All markets



Speed and efficiency

A key priority for GDS professional agents

80% to 90% of all bookings
are made on the first pages



Non-advertising properties receive less views as they appear further down the list

Types of GDS Marketing



Advertising VS Placement: What's the Difference

Travel Seller Media

Targeted advertising served directly to Ad Enabled Travel Agents during the shopping and booking process

Advertisements can be graphical or text only

Billed monthly in arrears

Preferred Placement

Top placement for a hotel search during the shopping and booking process for all Travel Agents

Property name will rotate for top placement

Billed annually (Subscription bought by GDS)

Elevate your Minnesota Stay

- Located across from the city of Bloomington
- Near Mall of America and Xcel Energy Center and Target Field just a 15-minute drive away
- Apartment-inspired suites with full-size kitchens, complimentary Wi-Fi, and ergonomic workspaces
- Free Hot Breakfast
- New state of art fitness center
- The hotel is connected to an indoor park, giving you access to an Olympic-size pool
- Free shuttle to Minneapolis-St. Paul International Airport

Check Availability
RC 023856

Residence Inn
BY MARRIOTT
MINNEAPOLIS EDINA

Deluxe King Studio Suite

Outdoor Patio

Edinburgh Park Fitness Center

Hotel Retail

SPECIAL OFFERS
BOOK EM* DISCOVER MORE WITH MARRIOTT BONVOY
B123295*1 HOTEL SOUTH BEACH*COMP WI-FI*>> 1771 USD

MIA IN TUE 1 NOV/OUT WED 2 NOV

Sort By: Preferred

	Chain	Max Distance	MI	Star Rating	CORPORATE NEGOTIATED	CONSORTIUM RATE	TRAVELPORT EXCLUSIVE	OTHER RATE
1	The Miami Beach Edition (EB)	2901 Collins Avenue, Miami Beach, FL 33140, United States	10 MI E	★★★★★	-	-	-	799.20 USD
2	Kimpton Surfcomber Hotel (KC)	1717 Collins Ave, Miami Beach, FL 33139, United States	9 MI E	★★★★★	-	-	-	1234.05 USD
3	Mondrian South Beach (MR)	1100 West Avenue, South Beach, FL 33139, United States	9 MI E	★★★★★	-	-	-	426.55 USD
4	Hilton Miami Airport Blue Lagoon (HH)	5101 Blue Lagoon Drive, Miami, FL 33126, United States	1 MI S	★★★★★	-	-	-	175.01 USD
5	Even Hotel Airport (VN)	3499 N W 25th Street, Miami, FL 33142, United States	3 MI E	★★★★★	-	-	-	110.20 USD
6	Atwell Suites Brickell (WE)	145 Sw 11th Street Bldg 2, Miami, FL 33130, United States	6 MI SE	★★★★★	-	-	-	189.00 USD
7	Kimpton Epic Hotel (KC)	270 Biscayne Boulevard Way, Miami, FL 33131, United States	7 MI E	★★★★★	-	-	-	350.55 USD
8	Holiday Inn Exp Stes Hialeah (HI)	6650 West 20th Avenue, Hialeah, FL 33016, United States	8 MI NW	★★★★★	-	-	-	105.45 USD
9	Novotel Miami Brickell (RT)	1500 Southwest 1st Ave, Miami, FL 33129, United States	7 MI SE	★★★★★	-	-	-	115.00 USD
10	W South Beach (WH)	2201 Collins Avenue, Miami Beach, FL 33139, United States	9 MI E	★★★★★	-	-	-	1105.47 USD
11	Kimpton Angler S Hotel (KC)	660 Washington Ave, Miami Beach, FL 33139, United States	10 MI E	★★★★★	-	-	-	474.05 USD
12	Hyatt Regency Miami (HY)	400 Southeast 2nd Ave, Miami, FL 33131, United States	6 MI E	★★★★★	-	-	-	254.15 USD
13	Holiday Inn Port Of Miami Dtnw (HI)	340 Biscayne Boulevard, Miami, FL 33132, United States	6 MI E	★★★★★	-	-	-	161.55 USD
14	Kimpton Hotel Palomar South Beach (KC)	1750 Alton Road, Miami Beach, FL 33139, United States	9 MI E	★★★★★	-	-	-	1044.05 USD

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NEW SEARCH

TERMINAL

What Is Travel Seller Media

More commonly known as GDS Media or GDS Advertising

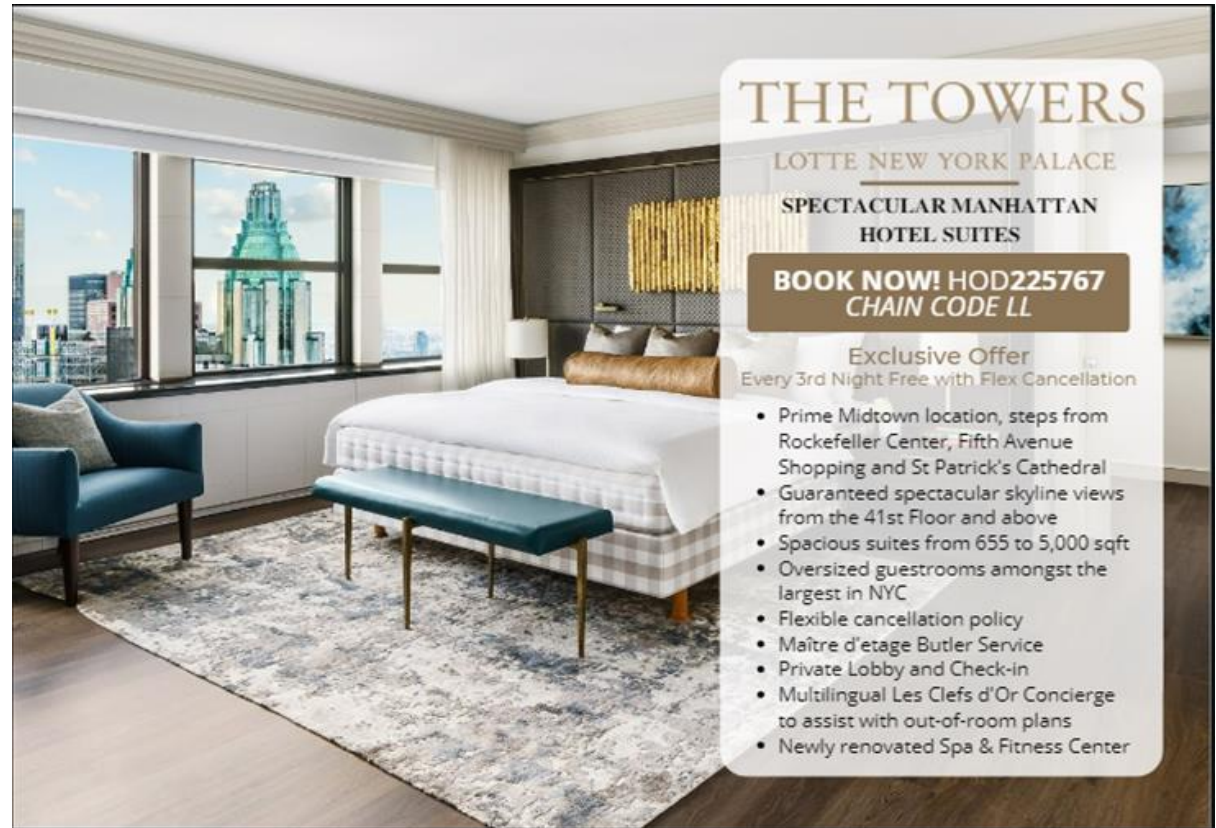
- _ Simply put its highly targeted advertisements served directly to ad enabled Travel Agents at the point of sale.
- _ Advertisements can be made up of both graphical and or textual ads.
- _ We can target agents based on their historical buying behavior.
- _ Billed Monthly in arrears based on consumption.
- _ Campaigns can run from 3 months to a full year.

Badge Ad



amadeus

Jump Screen



Campaign Options & Best Practices

We access 100% of all the GDS Transactions Data, ensuring you don't miss opportunity to maximize performance.



Only provider able to sell
media on all GDS Media
providers

Impartial campaign planning and
management – spend is allocated
across GDS to meet customer
needs

Advertising dollars move freely
between GDS during campaign to
maximize campaign reach and
performance

Sabre GDS Ad Example

Favorites ▾

Tools ▾

Comm ▾

Red App Centre

Sabre

A XG75

B XG75

TYPE COMMAND HERE

HOTBOS/08MAY-1NT1◀

HOTELS IN BOS - BOSTON

1	OM	OMNI BOSTON HOTEL A 102264187 389355 450 SUMMER STREET, BOS, AMERICA, 02210
2	FA	FAIRMONT COPLEY PLA 100003686 10487 138 ST JAMES AVE, BOS, E AMERICA, 02116
3	KC	KIMPTON NINE ZERO H 100396154 54939 90 TREMONT STREET, BOS, AMERICA, 02108
4	YX	THE LENOX BACK BAY 100004538 10678 61 EXETER STREET AT BOYL STATES OF AMERICA, 02116
5	WV	THE WHITNEY HOTEL 100703365 324460 170 CHARLES STREET, BOS, OF AMERICA, 02114

THE LANGHAM
BOSTON

Stay two+ nights & enjoy up to
25% off our Flexible Rate

- Located in the Heart of Boston, Steps to attractions, colleges & dining
- Awards - Conde Nast, Travel & Leisure, #5 Hotel Bar by USA Today
- Two dining destinations; Grana and The Fed
- Upgrade to Langham Club, featuring food & beverage throughout the day, for \$150 pp
- Complimentary Wi-Fi
- Health Club with Peloton Bikes & Indoor Pool

Check Availability
LO 64654

Hotel Exterior

Grana

The Fed

sabre red

HELPER APPS

Encode/Decode

Quick & PF Keys

Finder

Scribe Scripts

Documents & Messaging

THE LANGHAM
BOSTON

Enjoy 20% off
BAR

LEARN MORE

IHG[®]

HOTELS & RESORTS

Join IHG Rewards
& start earning
Rewards Nights
& perks

Sabre GDS Media Ad Examples

Hotel with stunning skyline views

- Located in the heart of Aventura
- Less than five miles from Aventura Hospital
- 30 minutes from Hard Rock Stadium
- Afternoon shuttle to Sunny Isles Beach, Aventura Mall, and Gulfstream Park
- Guestrooms with a work desk and mini refrigerator
- On-site restaurant and bar
- Fitness Center
- Outdoor pool and poolside cabanas
- Two amenity decks
- Executive lounge

Check Availability
HH 388604



Courtyard By Marriott Fort Lauderdale Downtown

Newly Opened

- Ideally located in Downtown Fort Lauderdale
- Located 3 miles from Fort Lauderdale Beach
- Walking distance to the F.A.T. Village Arts District
- Onsite rooftop pool and 24 hour fitness center
- Spacious rooms and suites with plush bedding, work desks, and balconies
- Pet friendly rooms

Check Availability
CY389722

COURTYARD
BY MARRIOTT



Terrace



King Guestroom



Bar Area



Breakfast



King Room

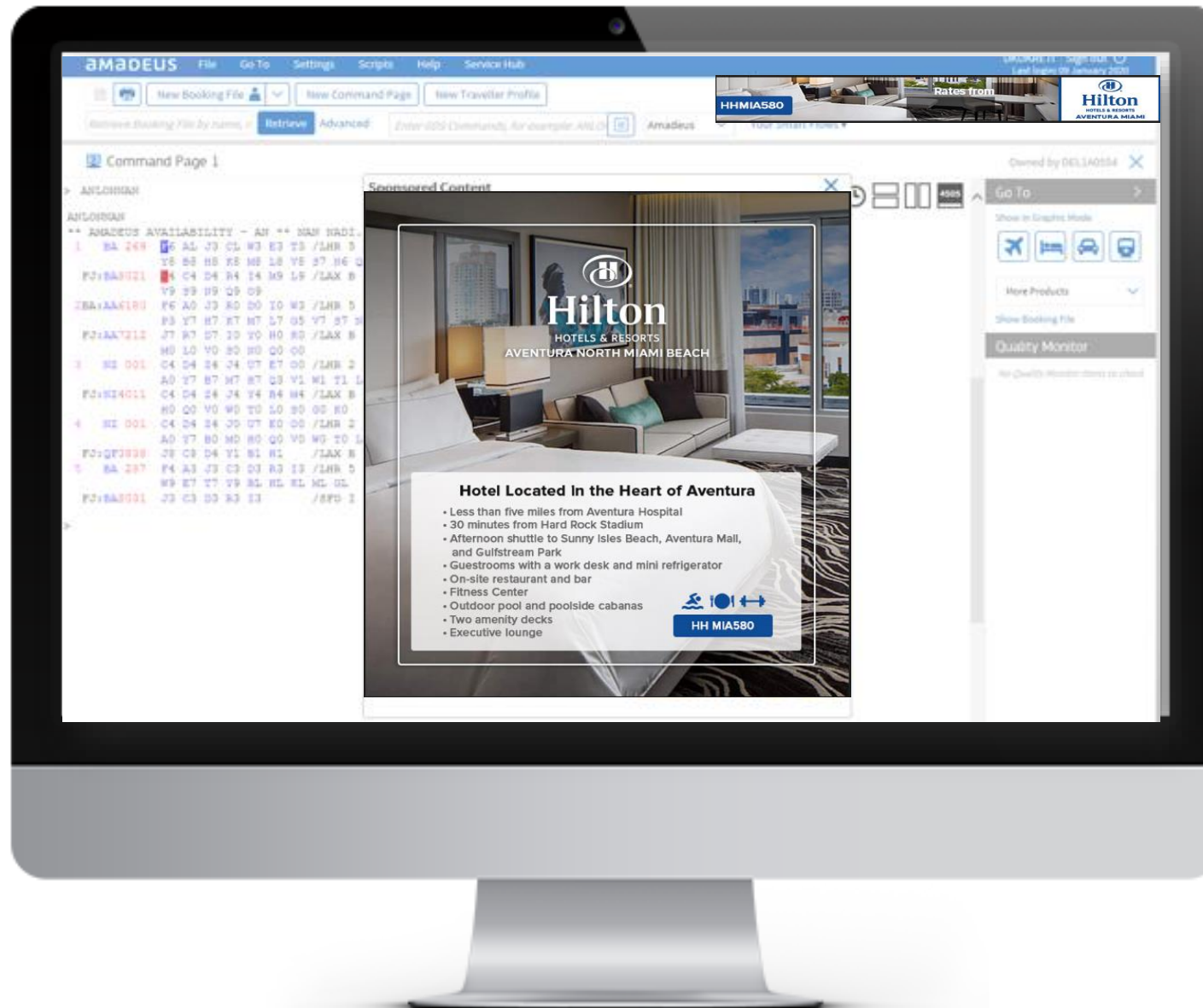


Onsite Bar

Travelport Headlines – graphical banners with landing page

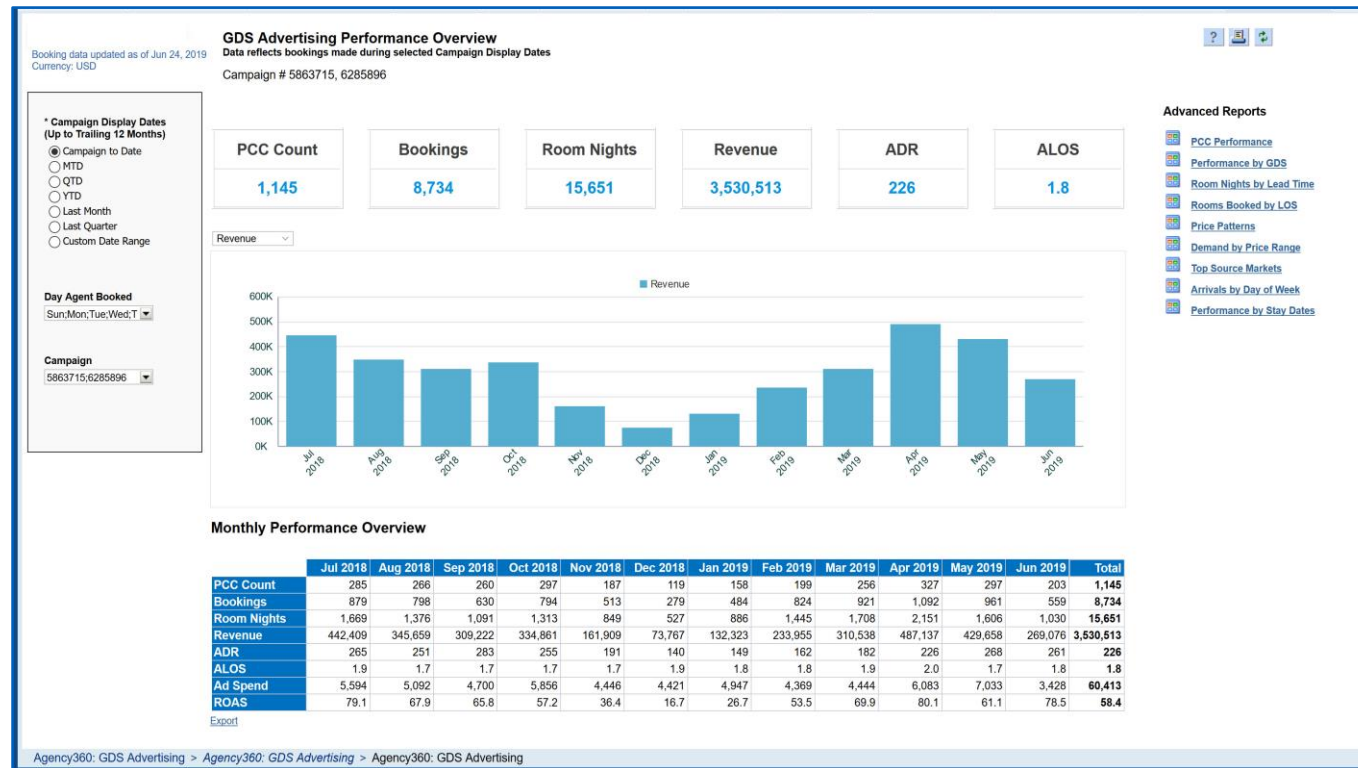


Amadeus Graphical Banner: Availability banners with landing page (Hotel/Air/Car)



Amadeus is the exclusive provider of on-demand single-source GDS campaign performance reporting through Agency360

Main Reporting Portal (*illustrative*)



Key Performance Metrics Include:

- PCC Count
- Bookings
- Room Nights
- Revenue
- ADR
- ALOS
- Up to trailing 12 months of data

Keys to Success & HOD Best Practices



GDS Advertising Works Best for Hotels . . .

**Located
Within 20-miles of
an Airport or City
Center**

**At Least \$50K in
Annual Ad Enabled
Revenue**

**A Minimum of
75 Rooms**

**Branded Hotels with
3-Star Rating
Or Greater**

The advertising spend in the GDS largely depends on property size, market size, GDS volume and opportunity available for the hotel.

Keys to Success

Promotions

- ☑ Ensure Promotions are Bookable on the GDS
- ☑ Consistent Availability During Campaign Promotion Dates
- ☑ Commissionable
- ☑ Competitive Rate/Value-Add
- ☑ Non-restricted
- ☑ Available to All Agents
- ☑ Top 3 in Rate Sequencing

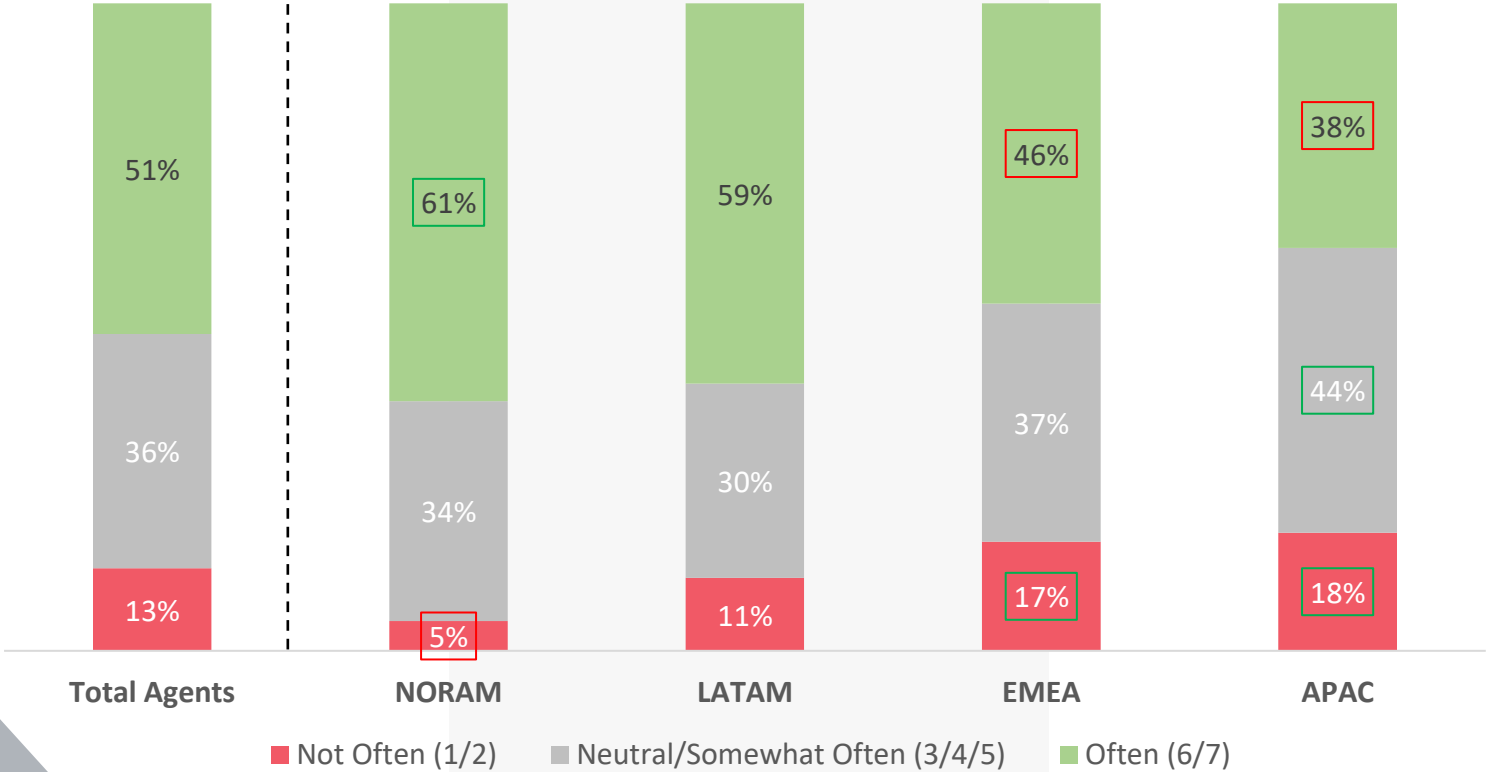
Keys to Success

Rate Parity & Rate Sequencing

- ☑ Ensure All Rate Types are Loaded & Available
- ☑ Describe Hotel Rates – Flaunt the Product
- ☑ Ensure Best Available Rates (BAR) is Available and Competitive
- ☑ Agents Often Book BAR Rates After Starting a Search for a Specific Negotiated Rate
- ☑ Maintain Rate Parity

FREQUENCY OF VIEWING HOTEL DESCRIPTIONS

More than 8 in 10 agents view the hotel description details when booking or researching a property. Agents in NORAM are more likely than other regions to use this feature.



Q. How often do you view the Hotel Description details of a property when making a booking or researching a property? (7-point scale: Very often, Neutral, Not very often)

Top 5 Tips: Hotel on Display (HOD) Audit

Contact Amadeus to Assist with Securing

Establish & Publish Relevant Ratings

Photos

Commission & Cancellation Policies

Describe the Hotel – Use Vivid Language

Property Amenities

Indexes: Airports, Local Businesses, and Points of Interest

Ensure Content Parity Between GDS and Website

** For Branded hotels you will need to reach out to your GDS distribution team to get your HOD updated*