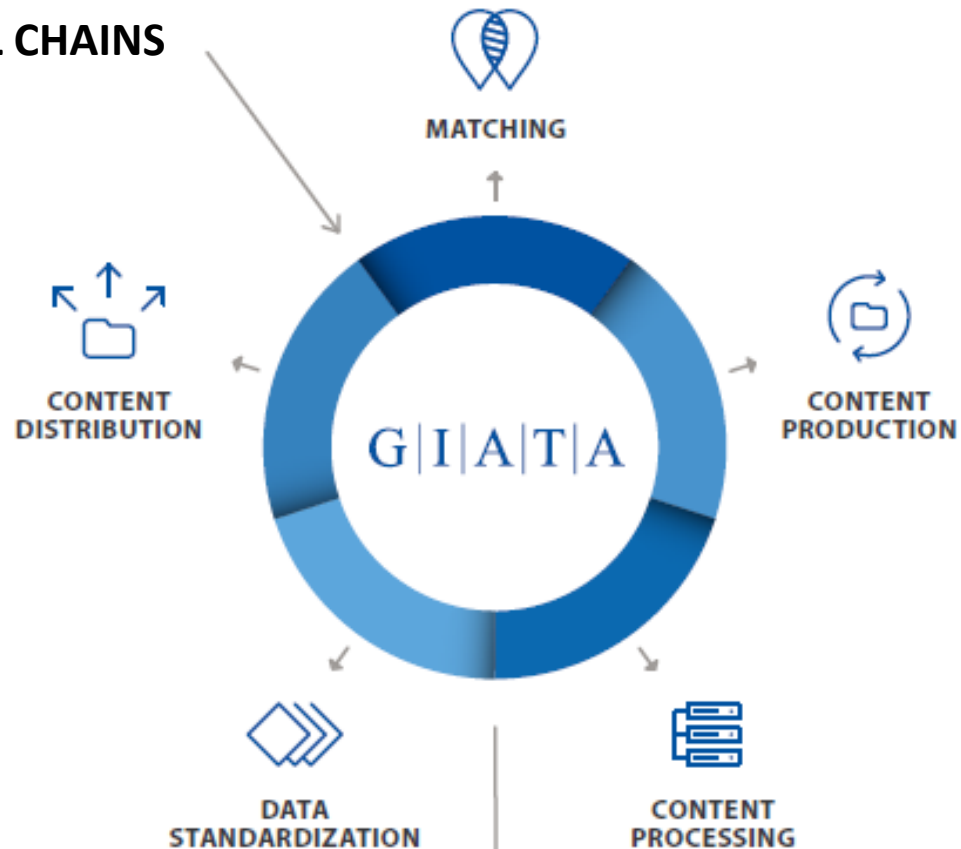


# Smart Content Maximising the Opportunity

**Andreas Posmeck**  
CFO & co-owner GIATA

**TOUR OPERATORS  
HOTELS & HOTEL CHAINS  
DMCS  
WHOLESALEERS**



**OTAs  
CRS/IBE  
DIGITAL BROCHURES**

# Leading Suppliers & Clients

amadeus

 **Expedia.co.uk**<sup>TM</sup>

 hotelbeds

**Jac**Travel

**KAYAK**

**Sabre**<sup>®</sup>

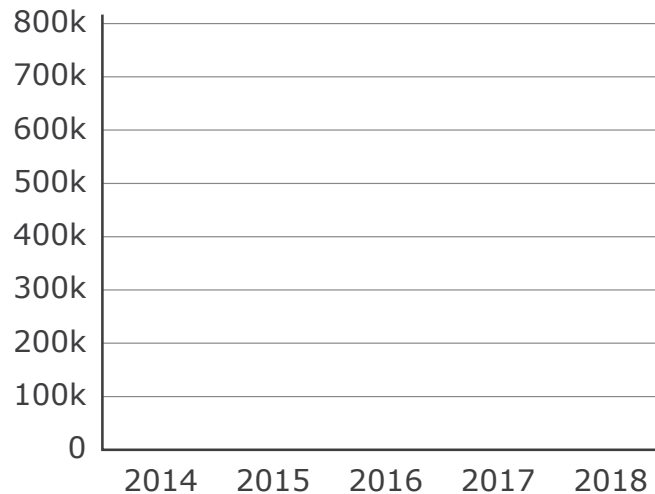
**Travelport** 

 **tripadvisor**<sup>®</sup>  
UNITED KINGDOM

**trivago**

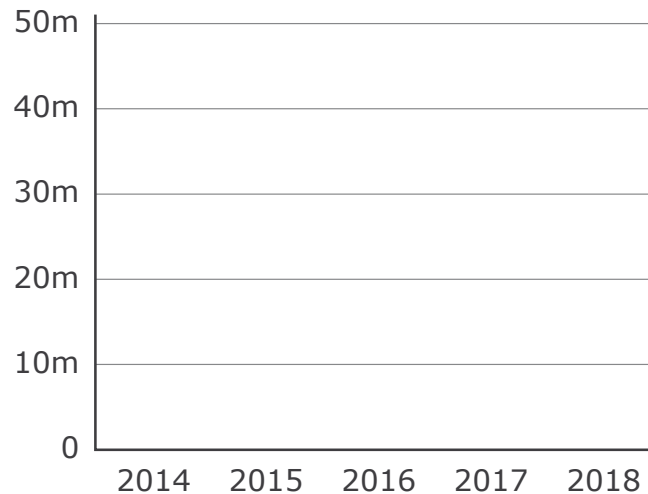
# Global Property Coverage

→ **Over 800,000 Properties mapped with over 90% Geo Coded**



# Global Property Coverage

→ **With over 50 Million Mappings Covering over 500 Suppliers**





# Tour Operator & GIATA Content

- TO packaged Content:
  - 2.5M offers for 225 TOs
- GIATA Content:
  - 320,000 hotel descriptions in 22 languages
- Videos
- Climate Information
- Facts
  - 200 hard and 200 soft facts
  - 49M hotel facts



# How do we use Smart Content to maximize sales & revenue



# Applying Smart Content throughout the Booking Journey

## A Typical Scenario

- ✓ Family of 4 (2 adults, 2 children)
- ✓ Beach Holiday
- ✓ Alcudia Area
- ✓ 3 Star Plus Hotel





# It's amazing what we know about hotels

- ✓ Front door address
- ✓ Geocode
- ✓ Type of property  
e.g. beach hotel, family
- ✓ Star rating
- ✓ Previous name / future name



# The Right Hotel in the Right Place

- ✓ Front Door  
Geo Code
- ✓ Hotel Type
- ✓ Star Rating
- ✓ Facilities

**Alcudia, Spain**  
Place ID afd5d05130a5da3d5cf7c9faf6222ee2

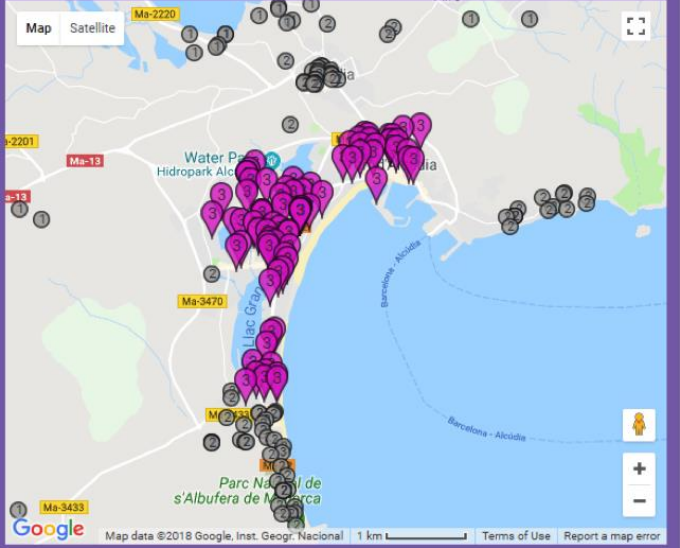
English Name	Alcudia
State Code	
Country Code	ES
Main Airport	PMI
Other Airports	
Type	Resort

**Other Names**

ar	الكرديا	*
de	Alcudia	*
en	Alcudia	*
es	Alcudia	*
es	Alcudia de Carlet	*
es	Alcudia de Guadix	*
fa	Alcudia	*
fr	Alcúdia	*
fr	Alcudia de Carlet	*
fr	Alcudia de Guadix	*
is	Alcudia	*
it	Alcúdia	*
it	Alcudia de Carlet	*

**Polygons in Place** 1

**TlIcodes shown of which in Place** 211 116



The map shows the coastal town of Alcudia in Spain. It features a large body of water (the sea) to the east and a smaller body of water (the bay) to the west. The town is situated along the coast. Numerous red pins are placed on the map, indicating the locations of hotels. The map also shows the 'Water Park Alcudia' and 'Parc Nacional de s'Albufera de Mallorca'. The map is provided by Google Maps, with data from 2018.

# The Right Hotel in the Right Place

## Some Suggestions



Grupotel Port d'Alcudia



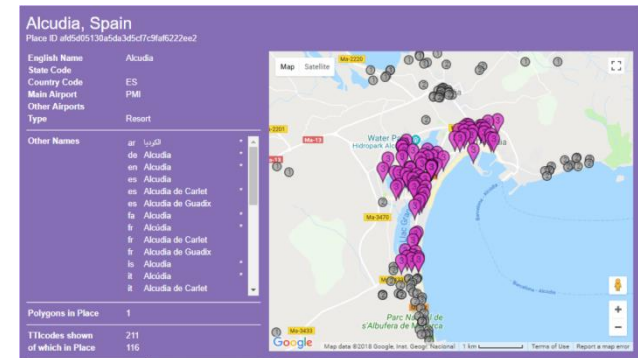
Iberostar Ciudad Blanca Alcudia Apartments



Portblue Club Pollentia Resort & Spa



Sunwing Alcudia Beach



# Problem 1: Unravelling Supplier's Offers

Resort Studio Suite, 1 King, Non Smoking 2 Nts  
Offer 25% Includes \$18 Fandb Credit Per Day

Non Ref Deluxe Sea Lateral View + Breakfast - 1 Bed

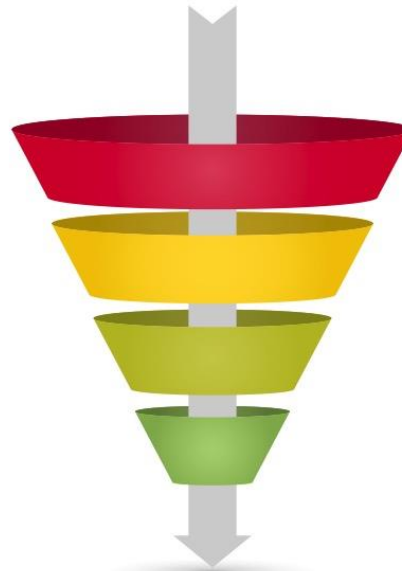
Standard Double  
Non refundable

Non Refundable  
Partial Ocean View  
W/Kitchen - 1 Bed

Constant churn of availability responses

Sometimes with images, sometimes not

➤ Very often the end offer is the lowest priced room



Standard Double  
Non Refundable

Average Price  
£89 per night

Only 3  
Remaining



Holey moley  
What are all  
these room  
types?

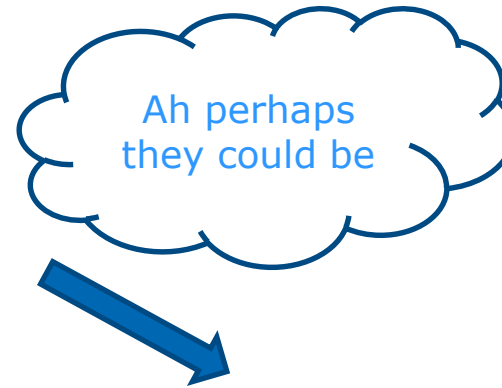
Resort Studio Suite, 1 King, Non Smoking  
2 Nts Offer 25% Includes \$18 Fandb Credit Per Day

Non Ref Deluxe Sea Lateral View + Breakfast - 1 Bed

Standard Double Non refundable

Non Refundable Partial Ocean View W/Kitchen - 1  
Bed





Resort Studio Suite, 1 King, Non Smoking  
2 Nts Offer 25% Includes \$18 Fandb Credit Per Day

Non Ref Deluxe Sea Lateral View + Breakfast - 1 Bed

Standard Double Non refundable

Non Refundable Partial Ocean View W/Kitchen - 1 Bed

**Studio Suite, 1 King, Non Smoking**

**Deluxe Room with Partial View  
Non Ref**

**Standard Double Non Ref**

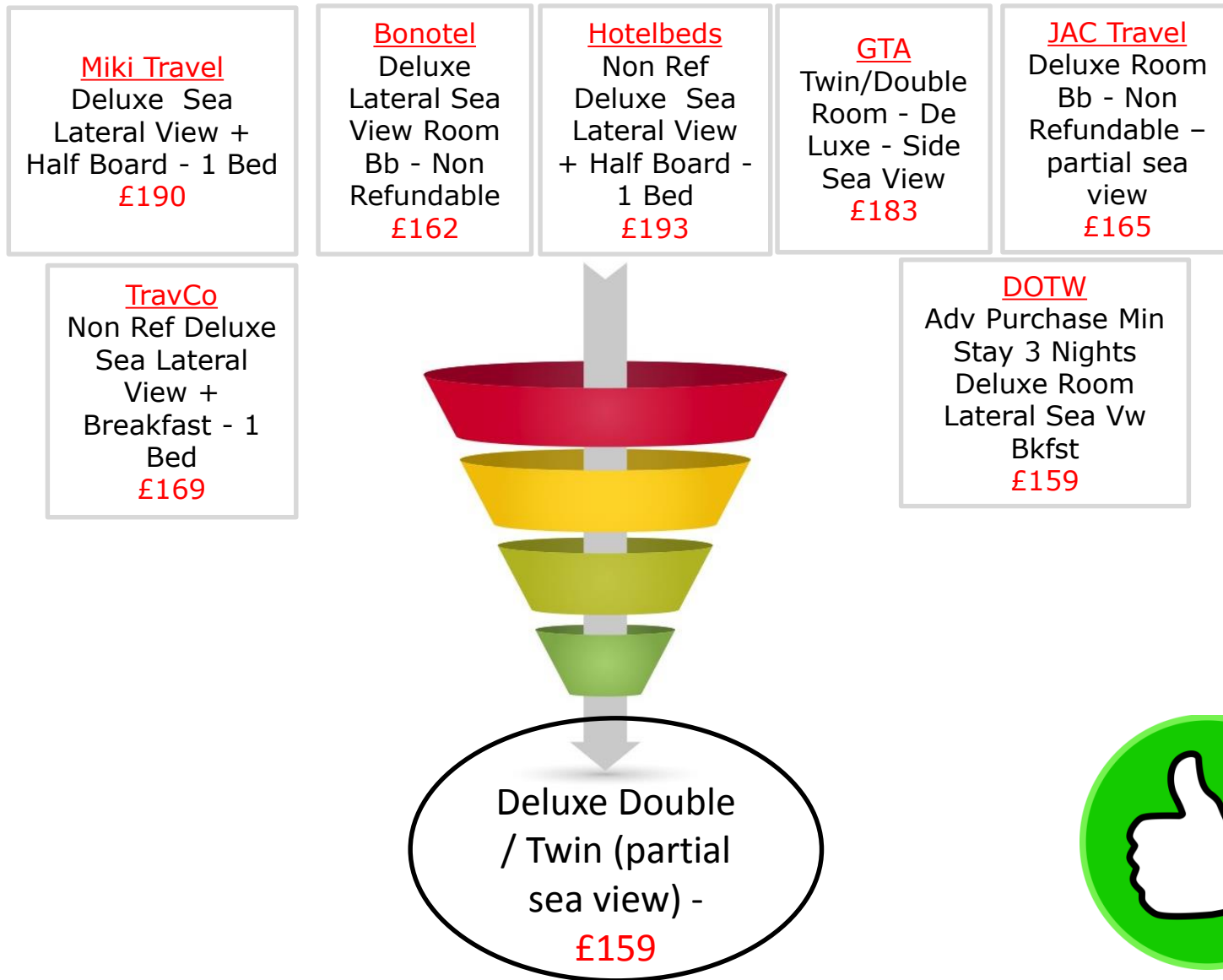
**1 Bed Apartment with Kitchen &  
Partial Ocean View Non Ref**

# Ok in theory but will it work for real



Aha  
this could be  
Very Smart

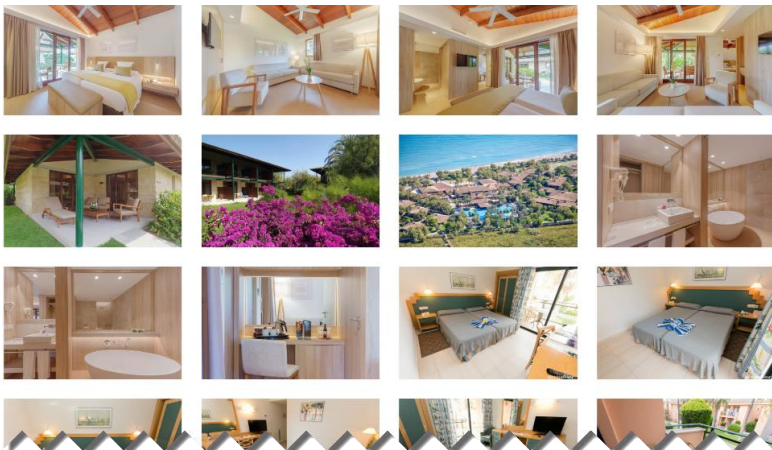
But will it work  
in this example?



## Problem 2: Which Image relates to which Room Type?



➤ Typical Web Site Display



# Smartly Tagging Images



## ROOM ASSIGNMENT



### Create new room:

Room type

Double Room



Room category

Deluxe



Room view

Sea View



Room name

Deluxe Double (Partial Sea View)

CREATE

CANCEL



# Smart Offers

**Portblue Club Pollentia Resort & Spa**




**Total price: 1 night**

**£159**

**Reserve**

+ €3 due at hotel ⓘ

Room type	What's included	Total
	<p><b>Option 1 (Our Recommendation)</b></p> <p><b>Advance Purchase</b> before 18<sup>th</sup> September</p> <p><b>50% Cancellation</b></p> <p><b>With Breakfast</b></p> <p><b>Complimentary Bottle of Champagne</b></p>	<p><b>1 Deluxe Double with Partial Seaview</b></p> <p><b>3nts 24<sup>th</sup> September</b></p> <p><b>Price per Night £159</b></p> <p><b>Total Stay Price £477</b></p> <p><b>Hotel Taxes £ 9</b></p> <p><b>Book before 18<sup>th</sup> September</b></p>

**Double Deluxe (Partial Sea View)**

# Smart Content – Maximising the Opportunity

- ✓ Increased Sales
- ✓ Upsell opportunities, no longer lowest price
- ✓ Offers geared to Guests
- ✓ Happy Guests





**That is smart!**  
**Thank you!**

**Andreas Posmeck**  
Owner & CFO GIATA