

Sabre Hospitality Solutions

Semper

- GDS connecting the worlds travel agents
- Over 600 OTA’s worldwide
- Advanced website booking system

Make the most of powerful technology and expertise

Unlock revenue opportunities

Amaze guests in ways never thought possible



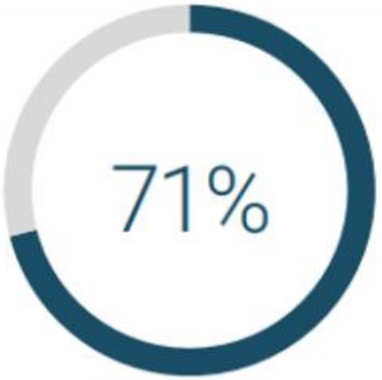

Our **GDS Distribution** capabilities offer greater control and accuracy in how your property is represented through our direct connections with all three GDSs.

Not only travel agents. TMCs use GDS as well...



GDS

A recent study of 900+ agents in 52 countries revealed that 50% of the agents are using the GDS more often than 2 years ago. Bookings through the GDS increased over 2 million bookings from 2019.



TMCs

The same study revealed that when booking a hotel for 1-3 nights, 71% of travelers rely on the recommendation of their TMC/agent.



Business Mix

During their annual supplier forum HRG reported that 53% of their hotel bookings in 2017 were made with corporate negotiated rates, while remaining 47% were done on the Consortia rate code or public rates.

Sabre PromoSpots – Graphical & Landing Page

68% of travel agents recall seeing graphical ads while searching travel.

- Captures agent's attention for specific destinations at the point of sale
  - Very visible, allows hotels to showcase their property in every step of the shopping and booking process
  - Relevant messaging results match the agent's intent and search criteria
  - Highly targeted for your hotel's destination
  - Allows hotels to reach agents more often throughout their day
- Agents have high intent to book (bookers) vs. searching for possible destinations or doing research (like consumers do – lookers)



Sabre Red Workspace

Sabre Red Workspace

SynXis Digital Experience

Deliver a greater return through our combination of digital marketing expertise and deep hospitality experience



SynXis Digital Experience team serves over **1 billion** ads for hoteliers every year

Digital Acquisition

Pay Per Click

Metasearch

Display & Social Media

Search Engine Optimization

DX Websites

In-Context Widget Suite

Responsive & Modern Web Design

Ecommerce Strategic Support

Reporting & Analytics

A/B Testing & Website Optimization

Analytics Implementation Support & Consultation

SynXis Booking Engine

Transform hotel website into a ecommerce powerhouse



Grows direct bookings with deep retail focus and design flexibility that increase engagement and trigger conversions.

eCommerce & Retail Focus

Urgency triggers
Enhanced ecommerce analytics
Mobile-first, modern design
Integrated Dynamic Packaging
Map Search
Member-only Rates
Shopping cart
OTA Price Comparison

Booking Engine Management

Fast load times
BE Designer Tool
Full CRS integration
Scalable architecture

Innovation

190+ UI Features

200+ Technical improvements

Globalization: Multi-byte Guest Details Handling

Daily Manager Monthly View

Seasonal Pricing on Dynamic Packages

ARI Monitoring in Control Center

Guest Form Flexibility

Maps & POI Search

Lowest Points/Lowest Cash

Channel Management Message Management

Availability & Rate Dashboard

Bulk Printing: Registration Cards

Amenity Icons

Advanced Rate Management

Communications Dashboard

Accounts Receivable Statements

SSO Adyon WorldPay

C-Trip Connectivity

Child Pricing Formula per Child

Amex Express Check Out

Price Seasons

2FA

Add-ons via Confirmation Page

Credit Card Surcharge

Sort by Price

Group Rooming List

Asia Pay

Loyalty Points & Cash Redemption

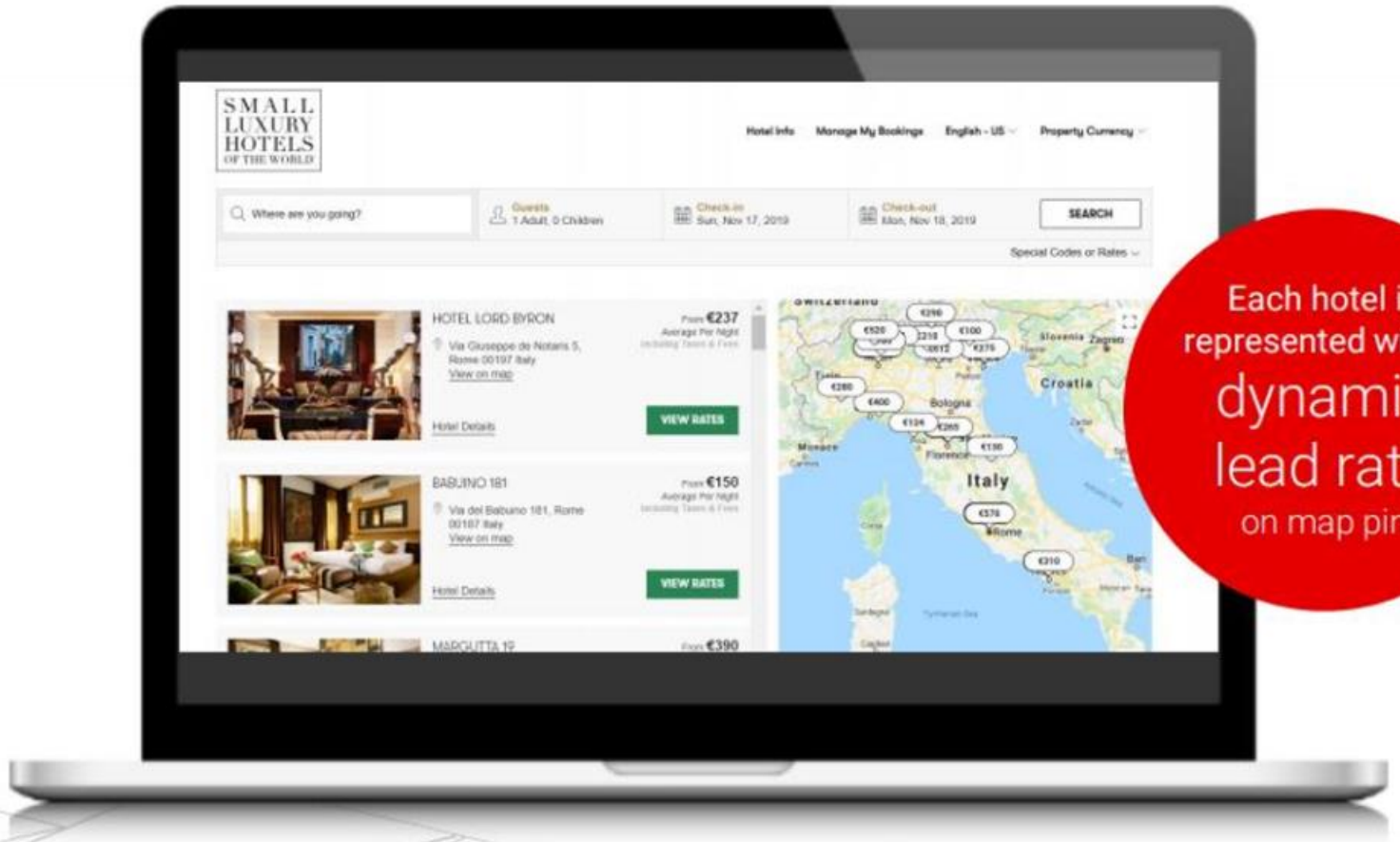
Quick Print from Room Status

Change Alerts

Rate Overrides for Walk-in

Interactive Maps & POI Search

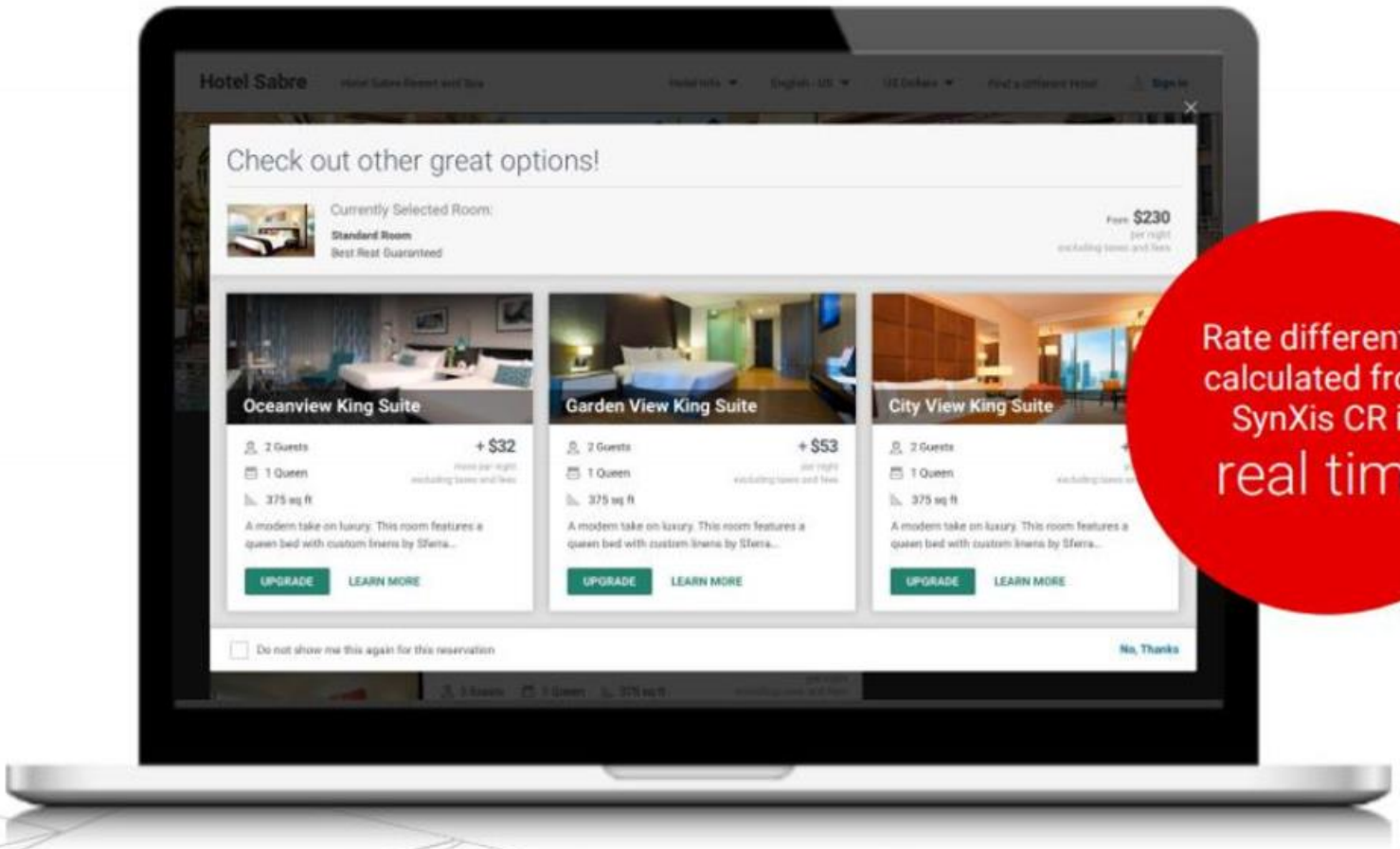
Ability to search by hotel, location, or point of interest to find the nearest hotels. Zoom, swipe, explore.



Increasing Conversion

Configurable Room Upsell & Upgrade

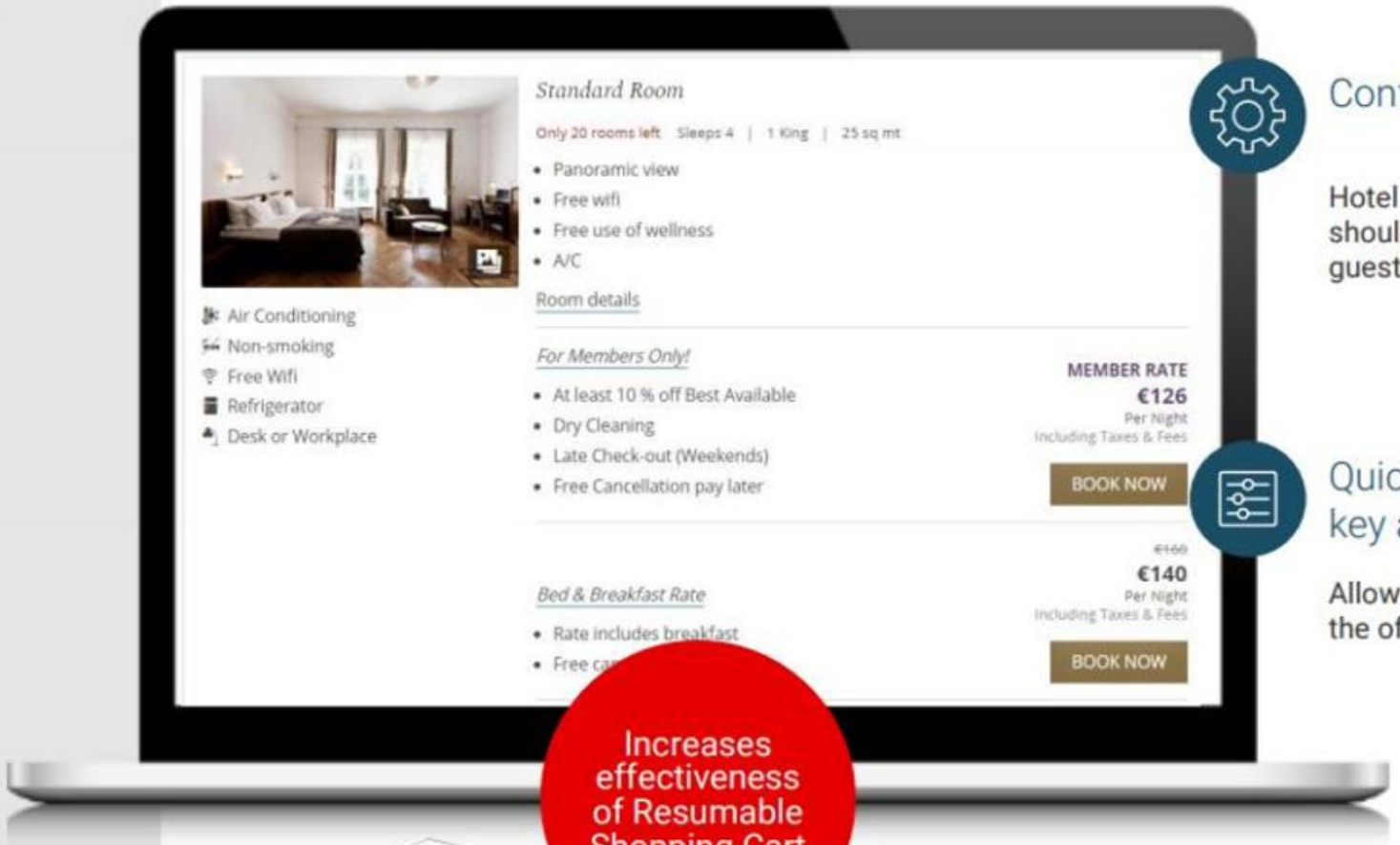
Offer room upsell or upgrade options directly in the booking flow with the room upsell option



Rate differential calculated from SynXis CR in real time

Differentiation

Amenity Icons



Increases effectiveness of Resumable Shopping Cart

Configure for best results

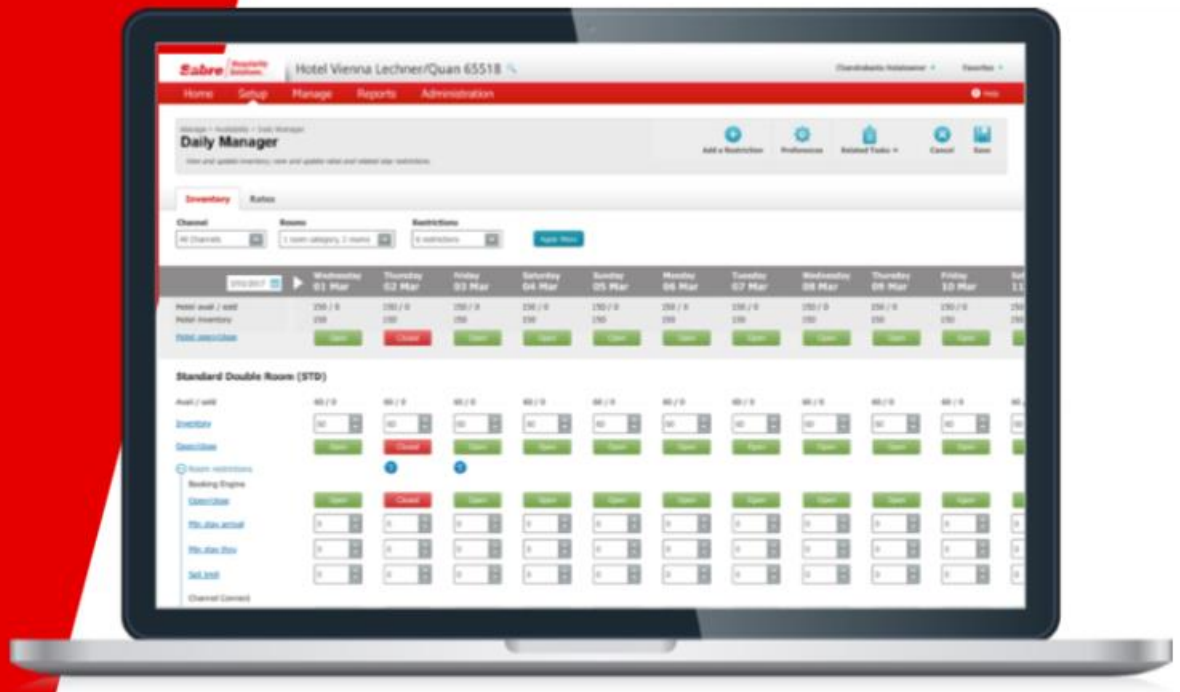
Hotel can select which options should be highlighted to the guest

Quick identification of key attributes

Allows the guest to quickly scan the offerings for each room

Channel Connect

Extend your reach beyond basic rate, OTA integration, and mapping features with intelligent connections to over 600+ global and regional OTAs



Meta Connect Benchmarks

Hotels	Conversion Rate	COS	ROAS
2,255	6.63%	11%	10

	Hotels	Conversion Rate	ROAS
Google	1.8K	11%	13.29
tripadvisor	390	2%	10
KAYAK	847	3%	6
trivago	603	2%	5

Summary Services

GDS services

Stand out from the competition so that agents and their travelers are more likely to consider and book your property



THE POWER OF 1 // SYNXIS PLATFORM

SynXis Digital Experience

We're a hospitality-focused digital marketing agency with a passion to drive results for hoteliers. With 18 years leading digital strategies for hospitality, we're designed to boost conversions and maximize your property's exposure online.



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SynXis Booking Engine

SynXis Booking Engine drives 10%-35% growth in direct bookings on hotel website. It powers ecommerce and retailing on hotel websites with a deep focus on branding and conversions. The solution is continuously optimized for changing preferences and online booking behavior of travelers.



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Channel Connect

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THE POWER OF 1 // SYNXIS PLATFORM

Account management

Sabre Hospitality Solutions provides partners with a designated Account Manager whose focus is to understand your marketing and distribution needs, and to manage your commercial partnership with Sabre Hospitality Solutions.



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Commercial Proposal



Nb. Click on the tiles for shortcuts

What do you get?

We will be working with Hotel Revenue Management who will set you up to best effect within the Sabre GDS and market your venue

Hotel Revenue Management
Your Outsourced Revenue Manager

CONFERENCEBOOKING.co
We complete the experience

- SA's first and oldest revenue management company
- Wealth of experience, trust and knowledge
- Full understanding and know-how to get GDS working for hotels
- Dedicated sales representation to all the major corporates and travel agents in SA

How will we generate more business for you?

- For GDS
  - Maximise your travel agent reach by enabling your current community
  - Add new corporates and travel agents via dedicated sales
- For OTA reach
  - Connect to the 80% effective channels such as Booking.com, Expedia, Agoda, AirBnB, Google Hotels and your Own Website
  - Connect with OTA's in target markets (e.g. Mrandmrssmith.com in the UK, wotif.com in Australia etc.)
- For Own Website (Most profitable channel)
  - SEO marketing program including loading specials

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Pricing

- GDS	- $49 PM + $60 PA + $15 per booking
- OTA's	- $5 per booking
- Own website	- $5 per booking