Semper

Semper On-line program

Enables you to generate more on-line bookings from OTA, GDS and your own website

OTA (Online Travel Agent) is an industry term referring to portals where members of the public can book accommodation online (e.g. Booking.com, Expedia, Safarinow etc.) .
OTA's can be accessed via *channel management companies* such as Sabre, Siteminder, Nightbridge, Staah etc. or **directly** via Semper's own channel manager. Each channel manager connects to multiple OTA's.

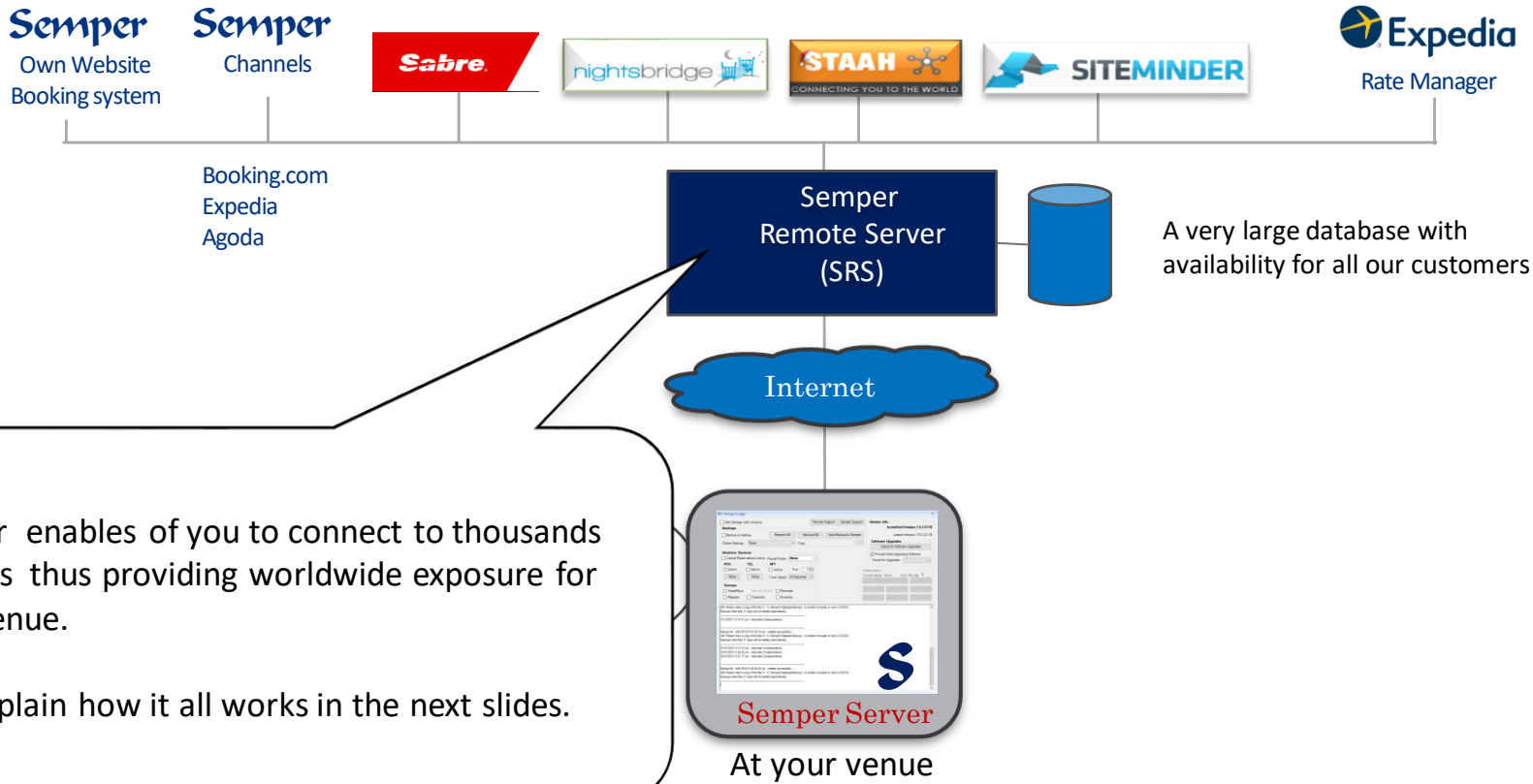
GDS (Global Distribution System). Every travel agent in the world (approx. 600, 000) requires one of the 4 GDS systems to do airline bookings (e.g. Galileo, Amadeus, Sabre et.). These systems are able to book accommodation in addition to flights.

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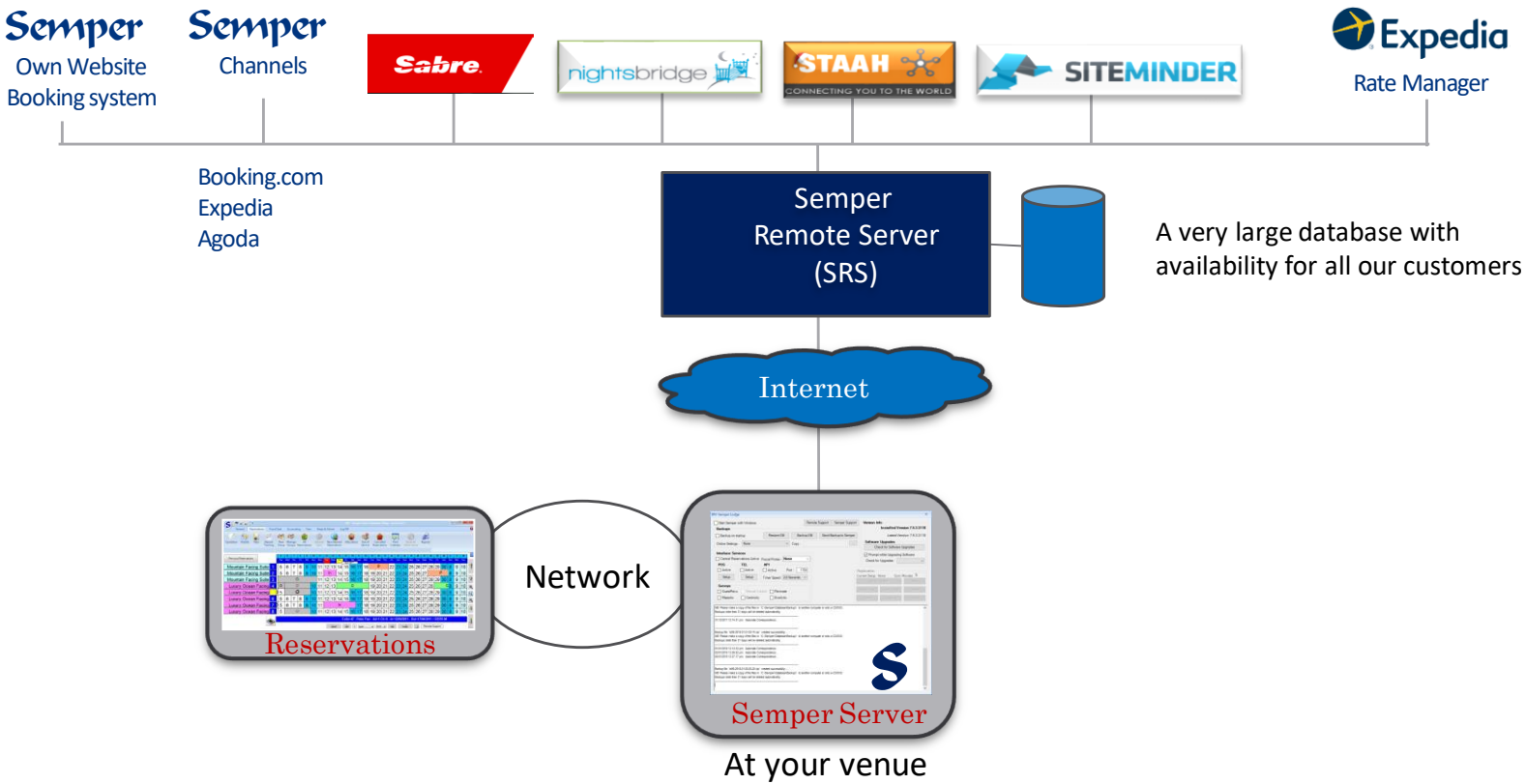
Generate more bookings worldwide



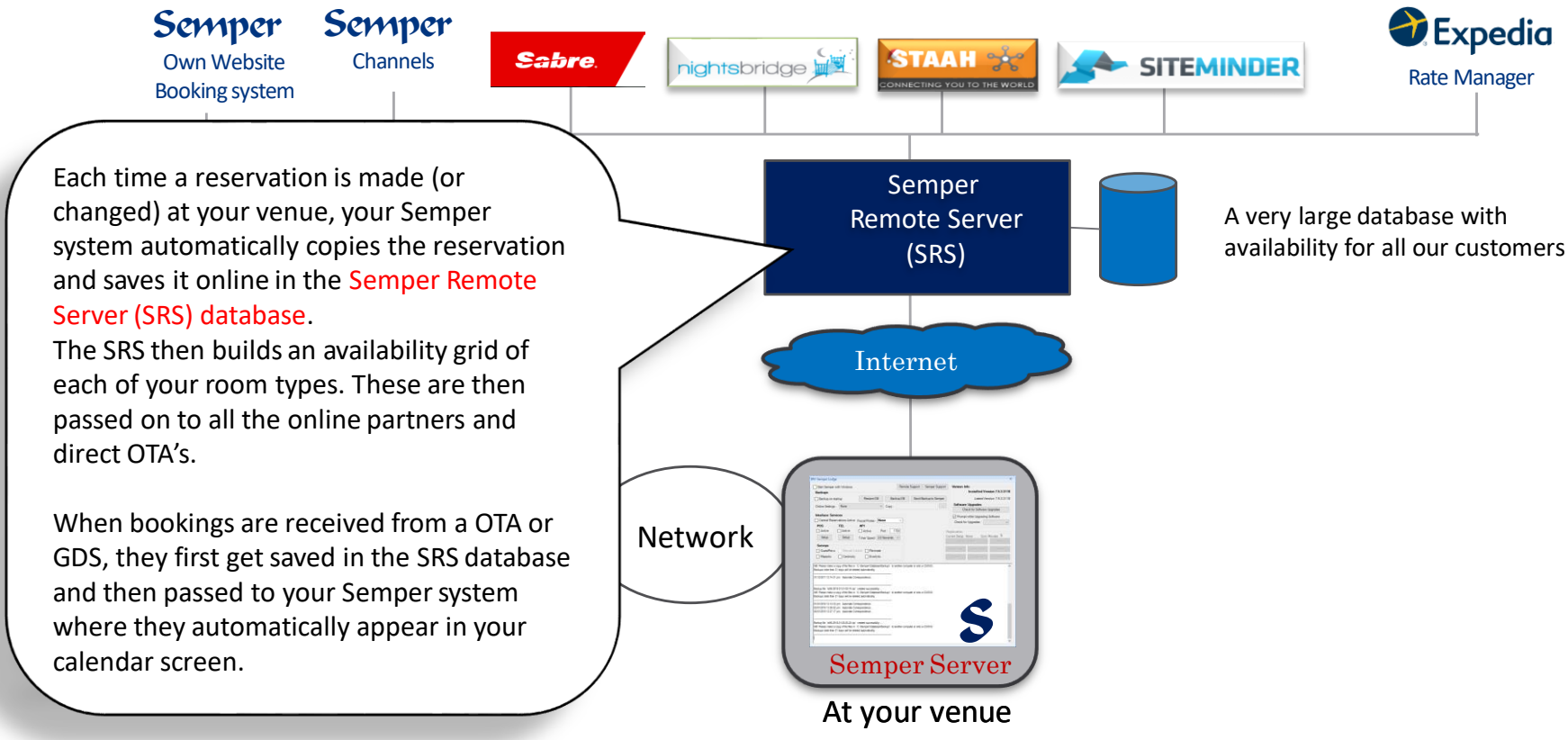
Semper enables of you to connect to thousands of OTA's thus providing worldwide exposure for your venue.

Lets explain how it all works in the next slides.

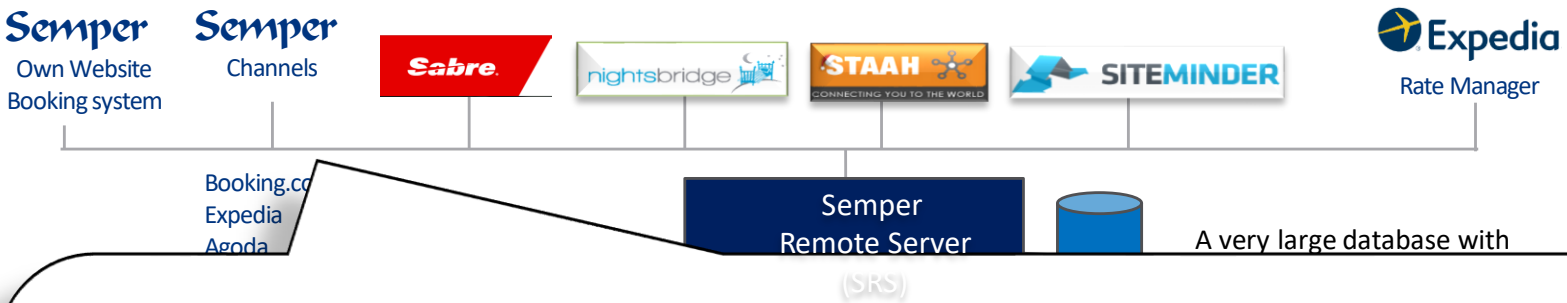
Generate more bookings worldwide



Generate more bookings worldwide



Generate more bookings worldwide



Semper Channels

We developed our own channels by directly interfacing to the OTA's that deliver the greatest number of booking. These OTA's should deliver 80%+ of all your online bookings, which includes bookings via your own website.

We recommend using Semper Channels for your high volume OTA's. Contract one or more partner channel management companies for the rest (e.g. Siteminder, Sabre, Nightsbridge etc)

The benefits of this approach are:

- Save money (Semper channels are inexpensive to connect to. You're own website booking system is free of charge.)
- Avoid double bookings
- Better support from Semper consultants
- Manage all your channels from one management facility (see later slides)
- Integrates Rate Management approach that dynamically updates all rates to all channels (see later slides)

Generate more bookings worldwide



Semper Own Website bookings

We recently re-engineered the system and have added many new features:

- Ability to offer multiple rates (e.g. Room only, Bed and Breakfast etc.)
- Apply rate rules (e.g. Minimum stays, close on arrival etc.),
- Support for packages (accommodation and other products are recorded separately in your Semper system)
- Apply vouchers and measure effectiveness of your marketing campaigns (This is used in conjunction with your marketing program in Semper)
- Specials can be offered and automatically applied (e.g. stay for 3 nights and pay for 2 etc.)
- Ability to book an itinerary (i.e. multiple dates in one booking), group bookings and much more
- Book from a cell phone or tablet

Generate more bookings worldwide



Semper and Sabre

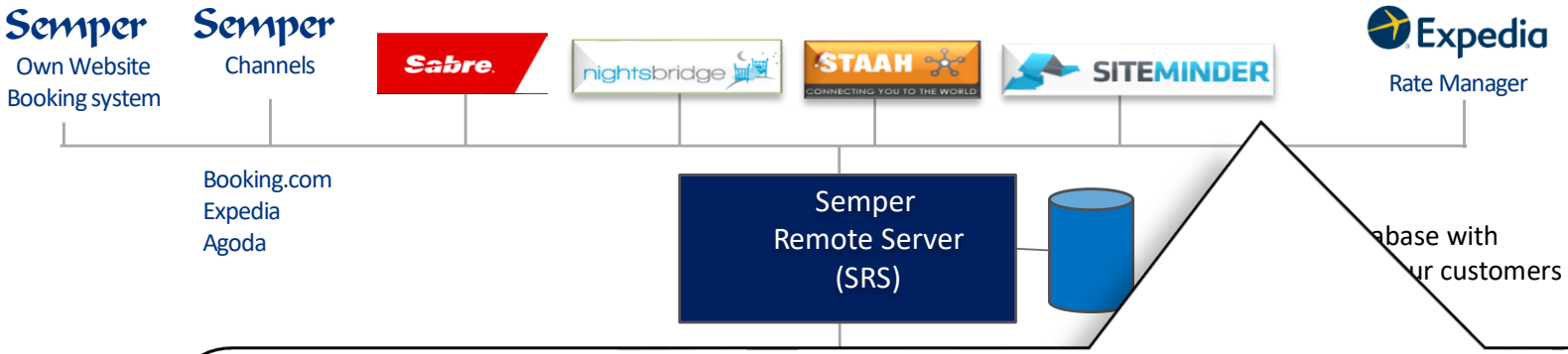
Sabre is the largest Channel Management company in the world with a specific focus on GDS connectivity. They connect to all GDS systems (Amadeus, Worldspan, Travelport and Sabre - over 600, 000 travel agents).
They integrate into a vast ***corporate*** network enabling international companies to book your venue directly.

Your existing travel agents can now book directly your venue via their GDS system. The Semper Sabre alliance enables those travel agents to locate your venue, view availability and record a booking online via their GDS system.

Semper and Chakela

Chakela is a sales organisation focused on GDS bookings and specifically the corporate and government markets.
Bookings from this source is focussed one new business that you don't already get from existing travel agents.
They utilise the Sabre platform for this purpose and select venues that fit their specific profile.

Generate more bookings worldwide



Semper and Channel Management partner companies

Semper connects you to a host of channel management companies.
Each have a set of OTA's they connect with their own cost structures.
They have been selected based on their reach and service different markets around the world.

Visit each to see what they offer and the OTA's they support. Currently we connect to Staah, Nightbridge, Siteminder and Sabre offering you the widest choice available.
You can select one or more companies and also switch between them should they not deliver bookings for you.

At your venue

Generate more bookings worldwide

Semper
Own Website
Booking system

Semper
Channels

Sabre

nightsbridge

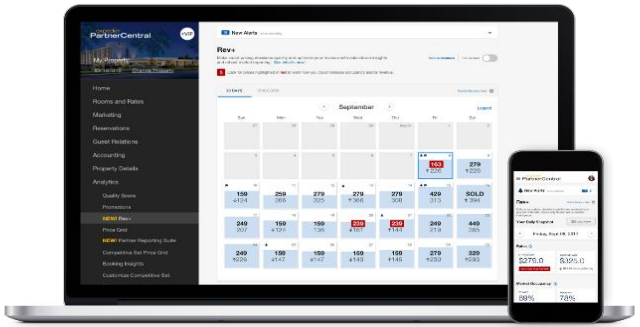
STAAH
CONNECTING YOU TO THE WORLD

SITEMINDER

Expedia
Rate Manager

Booking.com
Expedia
Agoda

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Reservations

For Rate management we recommend Expedia's Rev+

Generate more bookings worldwide

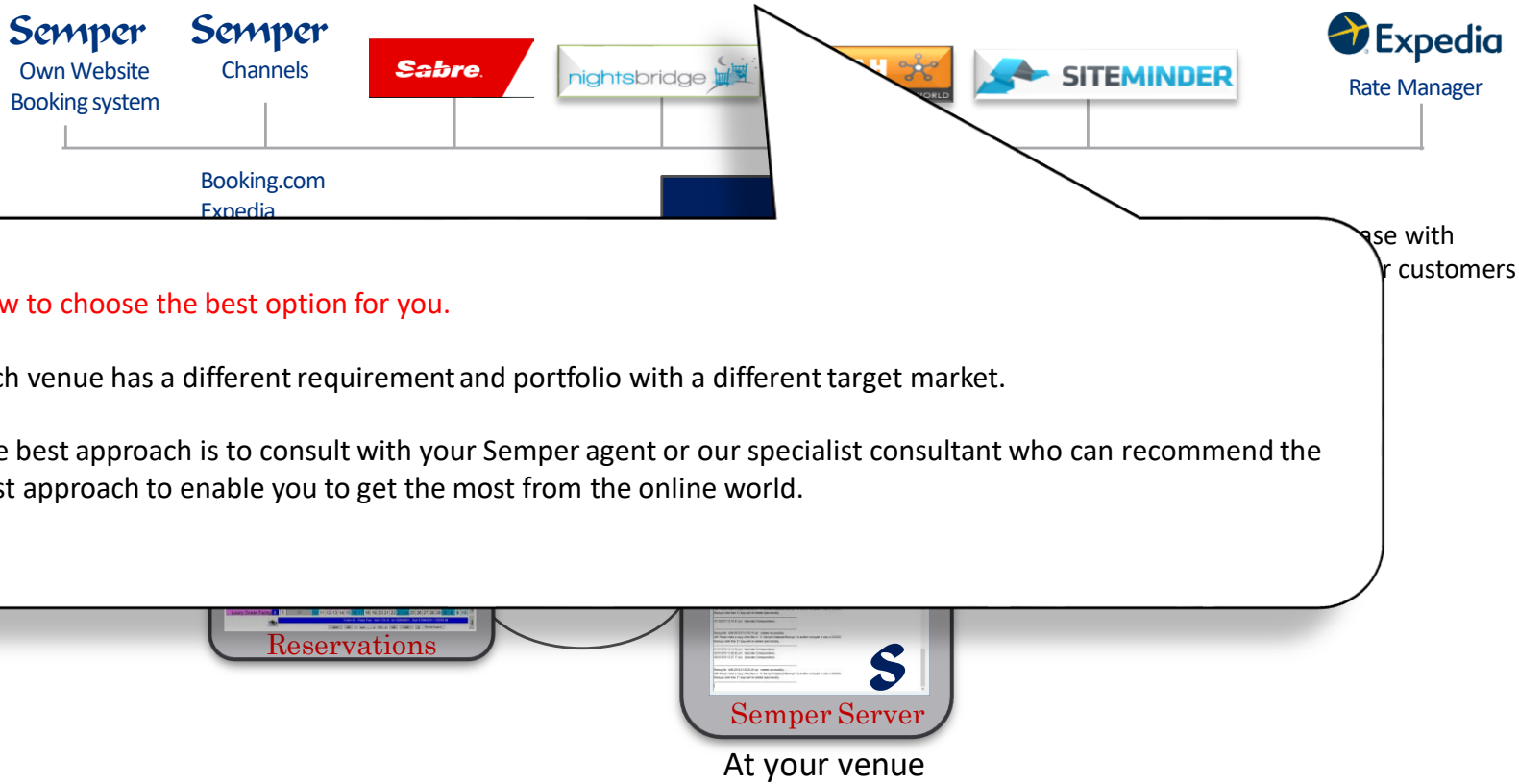


Expedia's Rev+ is a free rate management tool that enables you to:

- View your lowest available rate for the next 365 days
- Compare at a glance what your competition is offering - in real time.
- Optimize your price for a certain day and improve revenue performance
- Receive an alert when there is an opportunity to optimize your price for a certain day
- Daily snapshot enables you to focus on a specific day and get more details about what's happening, including forecasted demand and known events.
- Receive news alerts on a specific date to view the *Market Occupancy Forecast* for that day.
- Know how many rooms are estimated to be sold in your destination, on a specific date, in the future.

This tool is designed to assist you to determine the most optimal price and maximize your profits.

Generate more bookings worldwide

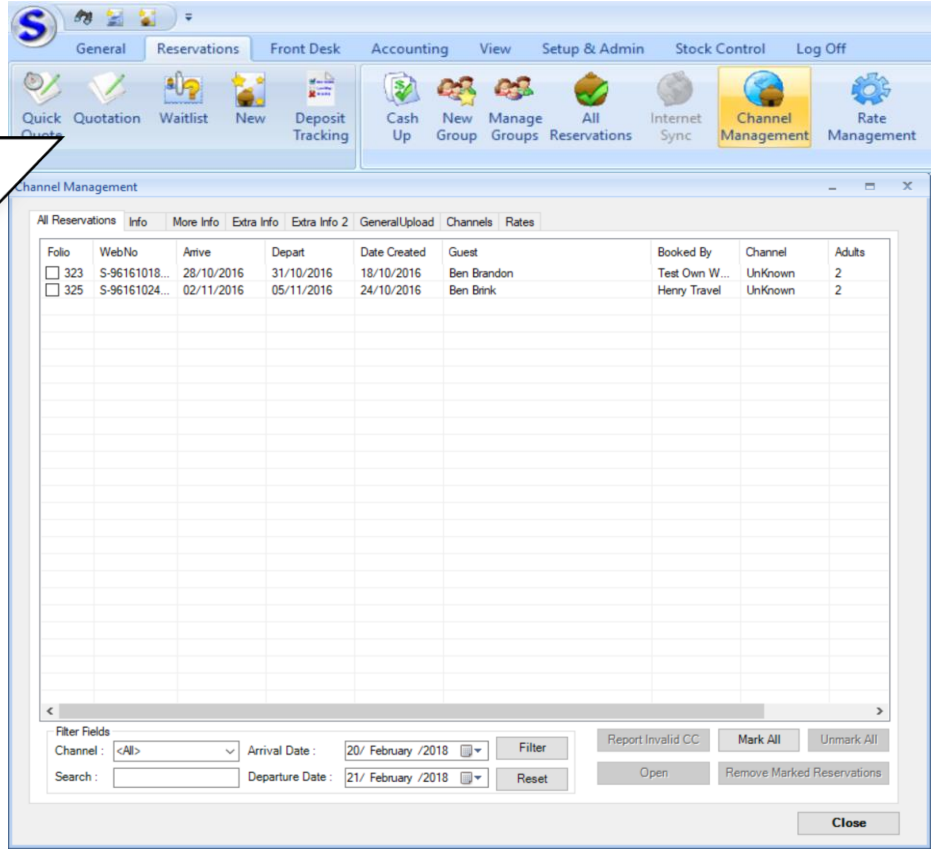


Managing your online world

Your Semper system now includes a management tool designed to enable you to manage all your on-line channels in one place.

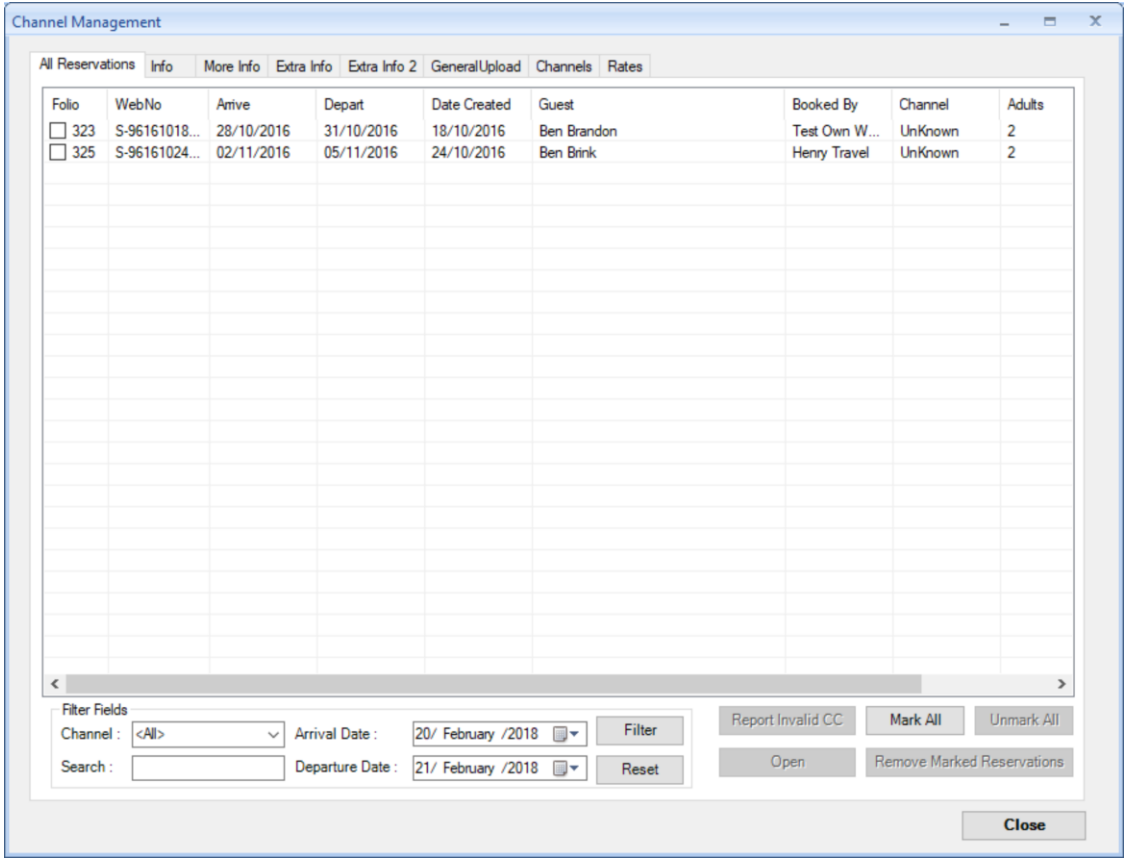
The ability to setup multiple rates, content, specials etc.
Instantly update OTA channels including your own website booking system.
Rates can be changed and updated to all channels simultaneously.

Utilize the Expedia Rev+ to determine best rate for every rate plans, change the rate from here and update all channels at once.



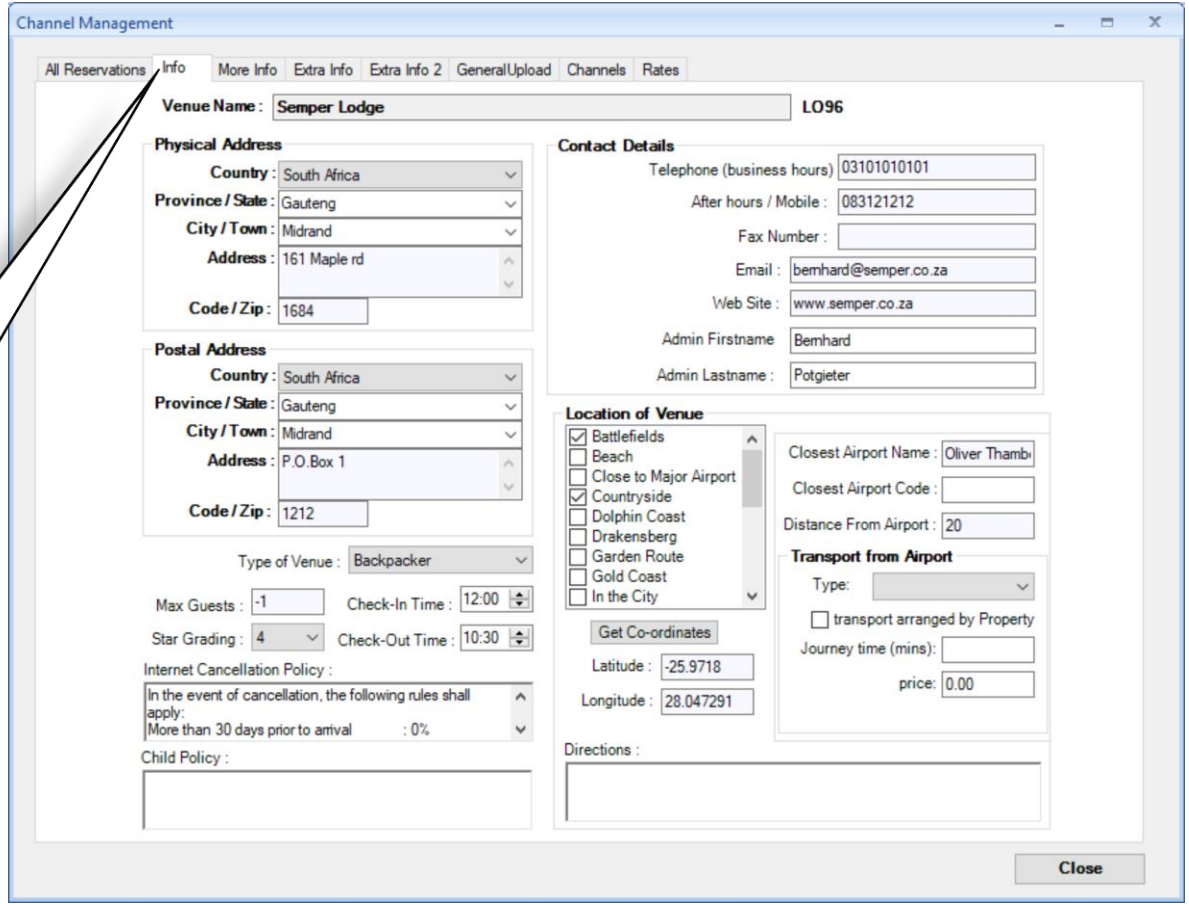
Managing your online world

All online bookings you receive are listed in one screen. This enables you to process each to ensure deposits are paid.

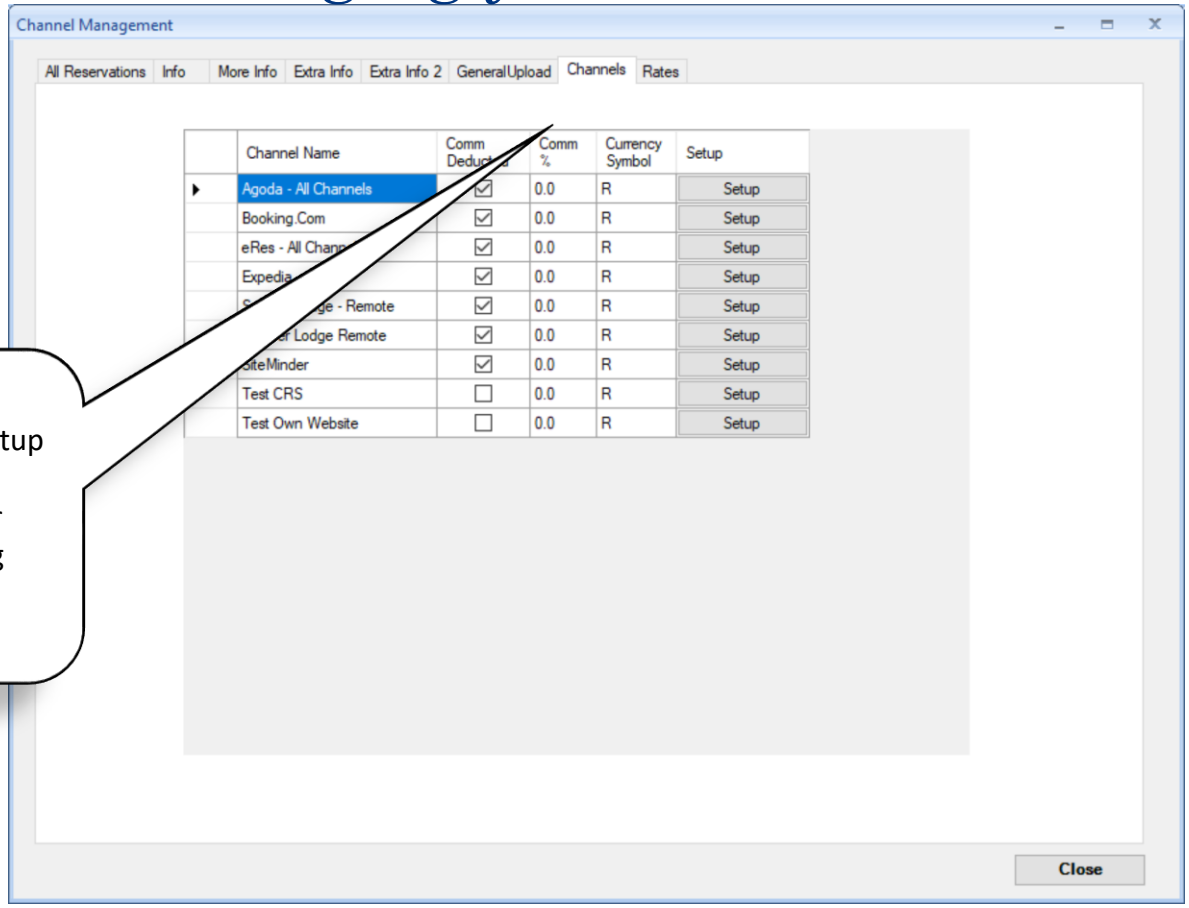


Managing your online world

Content management to your own website booking system as well as **Booking.com** can be setup within your Semper system and instantly applied.



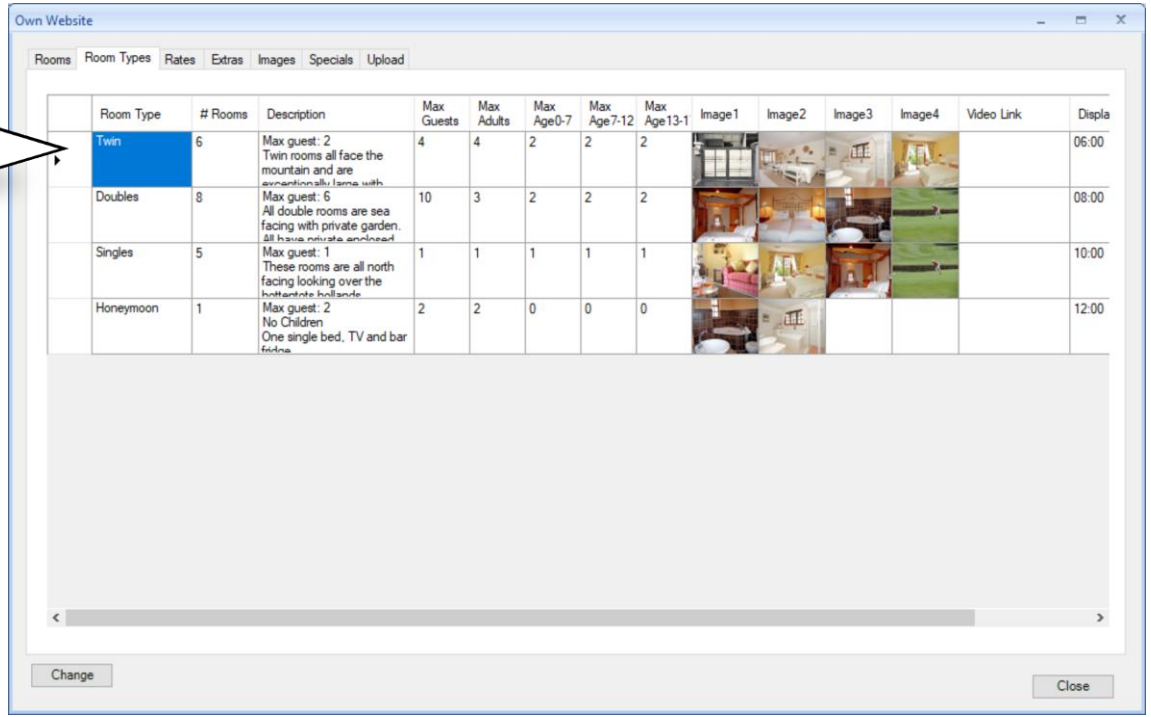
Managing your online world



Each **OTA Channel** setup is managed from this screen including your own website booking system

Managing your online world

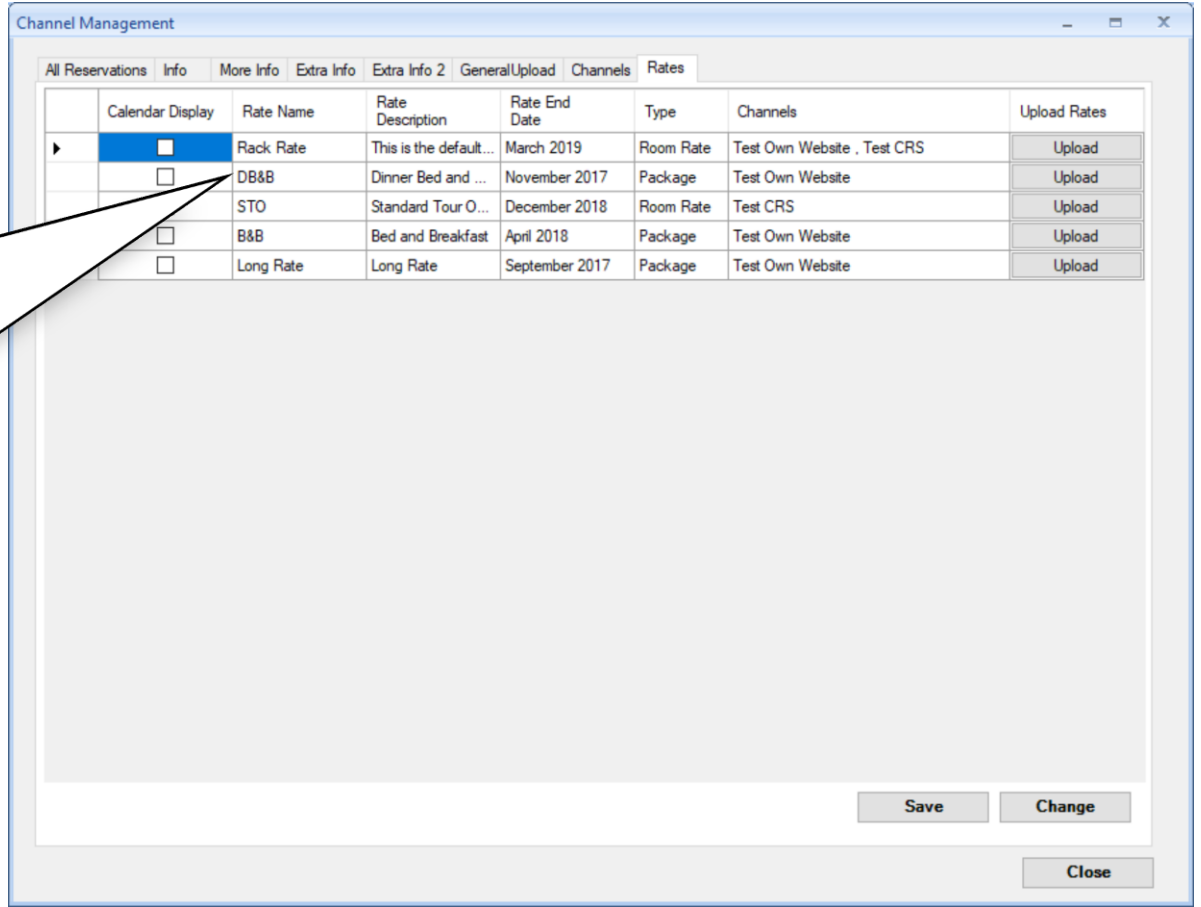
Own website booking system (cont.)
From this screen rooms and rules are setup



Managing your online world

This screen displays all **rate plans** active on each channel.

Double click a rate to change and then select the **upload** function which will instantly apply the new rate to all channels listed



Semper

Thank You!

Contact your agent or email
info@semper.co.za