GIATA DRIVE

Content Parity and Why it is Important

More reach, visibility and bookings for your hotel
Agenda

1. What drives hotel bookings?
2. What forms descriptive hotel content?
3. Why is this important to you?
What drives hotel bookings?

- Price
- Trust: References/ratings, seal, brand
- Size of the distribution network
- Content: Pictures, Facts, Equipment, Services

1 night, 2 adults
€ 214
+€ 8 taxes and charges
What forms descriptive hotel content?

- Consistency (content parity)
- Topicality / Actuality
- Comprehensiveness (number and variety of information)
- Multilingualism
- Structured and standardised content
Purchase price
82,000 €
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82,000 €
Always keep your images up to date

Old fashioned furnished hotel room

Modern furnished hotel room

€ 100 vs € 100
Over 20,000 distribution channels in over 70 countries have trusted GIATA since 1996, including:

- **OTAs**: B, expedia group, agoda, Trip.com Group, Hotels.com, Travelocity, HRS
- **Tour operator**: vtours, FTI, TUI
- **Airlines & metasearch engines**: easyJet holidays, Tripadvisor, Luxair, trivago, Google, CHECK24
- **Bed banks**: hotelbeds, WebBeds, W2M, World2meet, mts
- **+ 20,943 other distribution channels**: Schmertterling, Sabre, aMADEUS, PEAKWORK, traffics, Global Travel Services Hotels
Conclusion

✓ The quality of descriptive hotel content has a great influence on the decision of the travellers

✓ The more up-to-date and consistent hotel information leads to higher customer satisfaction and increased revenues (high ROI)

✓ Satisfied customer and profitable hotels is improving destinations visibility, image and prosperity

✓ Improving on structured content management is a common interest for travellers, hotels, destinations, tourism boards ....

Let’s spread the word!
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