SHR Windsurfer® CRS, Global Distribution Systems

Enhance Visibility.

Global Distribution Systems (GDS) provide travel agents with access to information on many travel products such as hotels, airfares, car rentals, cruises, and tour packages. It is estimated that 95% of travel agencies worldwide have access to a GDS. By using a computer reservations system to book their client's travel, travel agencies gain the ability to track their business, provide management reports to clients, and maximize the use of their agent's time. In addition, many agencies earn credits toward the cost of the equipment leased for each piece of business booked through their GDS, reducing their overall agency overhead costs.

THE POWER OF GDS

Amadeus
Amadeus connects with 421,000+ unique hotel properties, and brings independent and small-chain hotels to the multi-GDS and online travel community.

Sabre
The Sabre GDS system is the connection between travel service buyers and sellers. The system is supported by 125,000 hotels, and is connected to more than 400,000 travel agents worldwide who serve end clients.

Travelport-Galileo and WorldSpan
Over 650,000 hotel properties connect through Travelport, i.e., Galileo and WorldSpan, to travel agencies in over 180 countries, delivering branded content and targeted promotions to global travel buyers.

GDS BEST PRACTICES FOR ENHANCING GDS SALES
It's important to review your hotel information within the Windsurfer® CRS first. If you find information that is incorrect, please adjust accordingly. If you have any questions or concerns, contact your Windsurfer support team at Support@SHR.global.

Key items to review:
- Seamless room and rate descriptions
- Utilizing Windsurfer for content adjustments
- Important selling items

SEAMLESS ROOM & RATE DESCRIPTIONS

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            ** DIRECT CONNECT AVAILABILITY **
               ** SHR HOTELS RESPONSE **
SHR00000  SHR HOTELS & RESORT          MIA
ADDR-    1900 WEST LOOP SOUTH         09JAN - 1NT1      [-Change
         HOUSTON, TX 77027   GALLERIA MALL             '-X Lorraine
PHONE-   281-279-7700            ** SELL 0H1$LINENBR    ¦-End Item
FAX-     281-779-9179                                  *-Display
                             TAXES- SEE GEN            $-Reduce
RATING-  NOT AVAILABLE

1   SHR PROMO RATE-15PCT COMMISSION  109.90USD  GUAR /C-6P  C
TTL TAX     14.29
APPROX. TOTAL PRICE    124.19 USD
INCLUDES TAXES AND SURCHARGES

NS DELUXE ROOM-CITY VIEW-FREE WIFI-FREE CONT BKFST-COFFEE MAKER
MICROWAVE-APPLE TV-LATE CHECK OUT-MAX 4 PPL

2   BEST AVAILABLE RATE               166.90USD  GUAR /C-6P  C
TTL TAX     21.70
APPROX. TOTAL PRICE    188.60 USD
INCLUDES TAXES AND SURCHARGES
                                                   $
NS EXECUTIVE ROOM-GALLERIA MALL VIEW-2 DOUBLE BEDS-FREE WIFI
COFFEE MAKER-APPLE TV-CABLE TV-FREE CONT BKFST-MAX 6 PPL

3   CORPORATE - ID REQUIRED TO QUALIFY 119.40USD  GUAR /C-6P  C   [-Change
TTL TAX     15.52                                                '-X Lorraine
APPROX. TOTAL PRICE    134.92 USD                                ¦-End Item
INCLUDES TAXES AND SURCHARGES                                    *-Display
                                                                $-Reduce
NS GRAND ROOM-KING BED-FREE WIFI-CONT BKFST-LATE CHECK OUT
COFFEE MAKER-MICROWAVE-MINI FRIDGE-MAX 3 PPL
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Remember, views are very important, so add this information at the beginning of the room descriptions. Specify any special room features that may help in distinguishing the differences of your room types and/or prices.

Do's
- There is a character limit of 47 per line in GDS returned for seamless availability. This means you should put forth only your most important information first. For example: Hi Speed Internet Access, Views, High Floors, etc.

Don'ts
- Do not display two names in the Rate Code Name.
- If the promotion and/or package does not include anything, leave it blank so the room description returns as seamless.
- Do not display any dates on the rate plan name.

With SEAMLESS, the room description is made up of the 47 characters. The additional descriptive text DOES NOT DISPLAY in the GDS availability response unless the Travel Agent enters an ADDITIONAL and OPTIONAL format, such as HRD*LN, HOVLN, HPLN and HRLN.

HELPFUL TIPS ON RATE CODE DESCRIPTIONS

- Texts have to be entered in English only. The same information will display to the Travel Agents worldwide via the seamless GDS.
- Package elements (i.e. breakfast, wine, dinner, etc.) are not visible in the GDS unless you mention them in your Rate Code Short Info.
- Only the first two lines of your Rate Plan Short Info will be returned in the seamless GDS. It is about 100/120 characters including blank spaces. Excessive text will be cut off.

UTILIZING THE CRS FOR CONTENT ADJUSTMENTS

- All GDS descriptions within Windsurfer can be found within the Multi-Channel descriptions field.
- This tab is typically linked below the room and/or rate descriptions tab.
- There is a specific character limit for this tab, so you want to make sure you get your most sellable items listed while also minimizing anything not truly necessary.
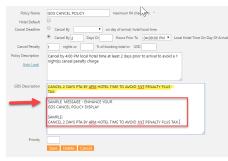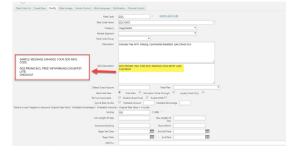
WHAT DOES MY HOTEL LOOK LIKE?

Most hoteliers have no clue what they look like on the GDS channel. Therefore, to capture the thousands of guests that utilize this channel frequently, you must look attractive to lock the booking down. Here are some key points make sure you sell well:

- Focus on consistently updating any policy changes, room name adjustments, and property descriptions. Make it your rule of thumb to check this within Windsurfer each year.
- A picture is worth a thousand words, so make sure your picture is High Resolution!
- Look at your room names and rate code descriptions, especially your packages. Do they do your hotel justice? Are they selling everything they should be selling? Here is a perfect example of how to fit brief descriptions within a room name

MULTI-CHANNEL LOCATION SECTIONS WITH IN THE CRS

- Under cancelation and guarantee Policy

- Under rate code

SELLS SEQUENCE

In setting up the Sells Sequence, a few items to keep in mind will be your descriptions of the room types and your offering CHOICES to the Travel Agent.

Do's

Choose rooms which will satisfy the broadest needs of your guests in regard to bedding, smoking preferences, and possibilities for upselling.

- Non-If room type is non-smoking.
- Breakfast included – What type? Breakfast Buffet, Continental Breakfast, etc.
- Standard, Deluxe, Suite, Junior Suite, etc.
- Views: Pool, City, Beach, etc.

Example: Using the room description to it's fullest will enable the agent to up sell from the $259 to $329.

Don'ts

Example: All room descriptions are the same with different rates – this does not allow the agent to up sell since there is no difference in room descriptions.

SETTING UP YOUR RATE SEQUENCING

Your best bet is to offer your lowest rate first (Best Available Rate), COR, and RACK, with Rack being your last rate code to display.

Using your Best Practice Strategy, you will be able differentiate between room types, allowing the agent to upsell more easily.