AMADEUS

Amadeus Sales & Event Management Essentials Module

The essential tools to grow your group business, delight guests, and keep them coming back.

Group Business: An Opportunity for Growth

Delivering a positive guest experience is the goal of every hotel, but can be a challenge for properties with limited budgets and increasing competition. So how can you ensure the financial viability and long-term growth of your hotel? Filling guest rooms is a priority, but managing them incrementally, one room at a time, is a significant undertaking. Shifting a portion of your business to group and volume contract sales will enable your team to fill rooms consistently and boost profitability.

Introducing the Essentials Module of Amadeus Sales & Event Management.

Backed by 30 years of industry expertise, market research, and customer feedback, Amadeus has developed solutions to fit every property's unique group business.

Designed to affordably meet the needs of today's guest room only hotels, the Essentials Module is a cloud-native solution empowering hospitality professionals to efficiently manage guest room blocks, local negotiated rates, and volume contracts to keep guests coming back again and again. The Essentials Module streamlines daily operations and enables you to track performance with minimal training time.

With a lean operations team and limited budget, how can you effectively grow and manage your group business?

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Quickly Train and Onboard Staff

We know you're busy. With the Essentials Module, you'll have access to the functionality you need, and none of what you don't. The user experience is so intuitive, you'll be able to configure and gain value from the solution in a matter of hours.

- Onboard team members to the streamlined user experience with little training.
- Easily find answers to your questions with in-line tips and Help.

Grow Group Business and Improve Profitability

Sell, manage, and deliver flawless experiences that will set you apart from the competition. With all the details you need at your fingertips, you can efficiently manage tasks and pursue business.

- Schedule tasks for follow up.
- Easily view Availability and Need Periods.

Key Values for Guest Room Only Hotels

- Find and win more group business to fill guest rooms
- Track Availability and identify Need Periods
- Ensure profitability with improved execution of group business
- Understand business performance through standardized reporting
- Enhance your customer relationships
- Onboard and train quickly with an intuitive interface
- Get the help you need with online support and training

Manage Customer Relationships

With limited staff, automating processes to find new customers and nurture relationships is key to winning business. Adopting technology to improve this process is critical to growing strong relationships and ensuring repeat business.

- Maintain one database for group contacts, providing transparency and simplified record keeping.
- Detail records to provide the critical components needed to grow relationships and repeat business.
- Ensure continuity if a team member is out of the office.

Gain Visibility into Business Performance

Gain insight into group performance through a variety of reports. With new insight, you can ensure growth opportunities and areas for optimization.

- Guest Room Control Log (GRC) and Guest Room Pace reports measure revenue.
- Productivity reports measure progress.
- Historical performance provides visibility to trends and enables forecasting.

Access Online Support

Have a question? The Essentials Module offers online training and help with a tutorial video and FAQ's so you can find the answers you need fast. In addition, Amadeus provides online support to address complex issues.

Amadeus Sales & Event Management – Modules

	Essentials Module	Standard Module	Advanced Module
Customer Relationship Management	✓	✓	✓
Guest Room Availability	✓	✓	✓
Guest Room Blocks	✓	✓	✓ Multiple Per Booking
Volume Contracts (LNR)	✓	✓	✓
Events / Function Space Availability		✓	✓
Inquiries	✓ Guest Rooms	✓ Guest Rooms and Events	✓ Guest Rooms and Events
Menus and Items		✓	✓ Menu with choice groups, bars
BEOs & Banquet Checks		✓	✓ Customization Available
Booking Packages			✓
Autotraces (Automated Activities)	✓	✓	✓ Configuration Available
Configurable Fields & Workflows			✓
Reporting	✓	✓	✓ Configuration Available Dashboards Available
Integrations*		✓ Limited Availability	✓
Support	✓ Online	✓ Online	✓ 24/7 Online and Phone
Training	✓ Online	✓ Online	✓ Instructor-led
Data Migration Available*	✓	✓	✓

*Additional costs may be associated

Let's
shape the future
of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more
For further information, visit **amadeus-hospitality.com** or speak to your Amadeus Account Manager today.

Let's Chat

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