

Hotel Reservation System Selection

Building on hotel representation is a natural step in taking control of your own destiny and making your own distribution decisions. Whether you're thinking of going private label on GDS or need to create a web booking platform for your hotel, our point of difference is a thorough understanding of your commercial position, your technical needs and how your business will need to change.

We have experience in guiding many clients in reservations system technology platforms and through the private label process in the GDS ensuring a seamless, risk free transition.

What we do

Business assessment and evaluation covering in house technology capabilities, resource and sales and marketing capabilities

Thorough review of at least the following

- CRS functionality,
- CRS Market segment management capability such as Corporate, MICE, M&E Groups
- Connectivity to GDS and level of connectivity
- CRS channel management capabilities and/or interfaces with other systems
- CRS Revenue Management capabilities and/or interfaces with other systems
- Consortia programme application used e.g.Lanyon
- Property Management system interface capabilities
- Connectivity to Distribution networks – e.g. Pegasus
- Provision of web booking engine and functionality
- Ability to integrate booking engine into existing site
- Customer profile management
- CRM capabilities and/or interfaces with other systems

What you get

Gap analysis – where your business is at risk

Recommendation on CRS provider

Recommended marketing activities to support transition periods

Business management – maintaining and growing business independently

Contract review

Best suited to

Small groups

Mid sized groups

Hotel consortia

Hotel consortia due diligence in CRS selection/contract review

For more information please call +44 (0) 20 7635 6810 or email info@revenuebydesign.co.uk