

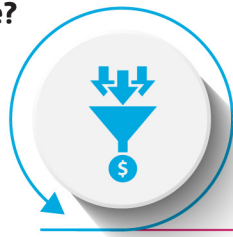
# THE RESULTS ARE IN!

The New iHotelier® Booking Engine Increases Brand.com Performance

## The Market Has Spoken

Why build a new booking engine?

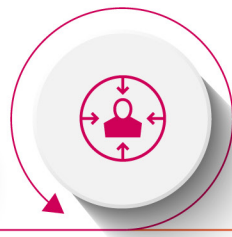
Hoteliers today face key challenges they want to solve:



### CONVERSION

**The #1**

consideration when purchasing new solutions



### PERSONALIZATION

**71%**

want greater personalization in the booking flow



### CUSTOMIZATION

**42%**

struggle with limited booking engine customization capabilities



### INTEGRATION

**26%**

want more seamless website and booking engine integration

Source: h2c, Global IBE and Metasearch Study, 2020

## Amadeus Listened

Increasing Brand.com Conversions

Designed around modern eCommerce best practices, our **new iHotelier Booking Engine** solves these industry challenges with an integrated website to booking experience that includes numerous conversion-oriented capabilities, and the proof is in the data.



### Potential revenue impact examples

Examples based on 1,000 bookings per month

**\$500 ADR** **\$100,000** incremental revenue

**\$250 ADR** **\$50,000** incremental revenue

**\$100 ADR** **\$20,000** incremental revenue

# 20%

**18%**  
Average increase in mobile conversions\*

Average increase in conversion rate\*

\* Results represent performance data generated from A/B split testing across 25+ beta properties

## But don't take our word for it...

*Seems like Amadeus is always there with tech trends and what the guest is looking for, and their new booking engine is a good example of this.*

The Abbey Inn, Hay Creek Hotels

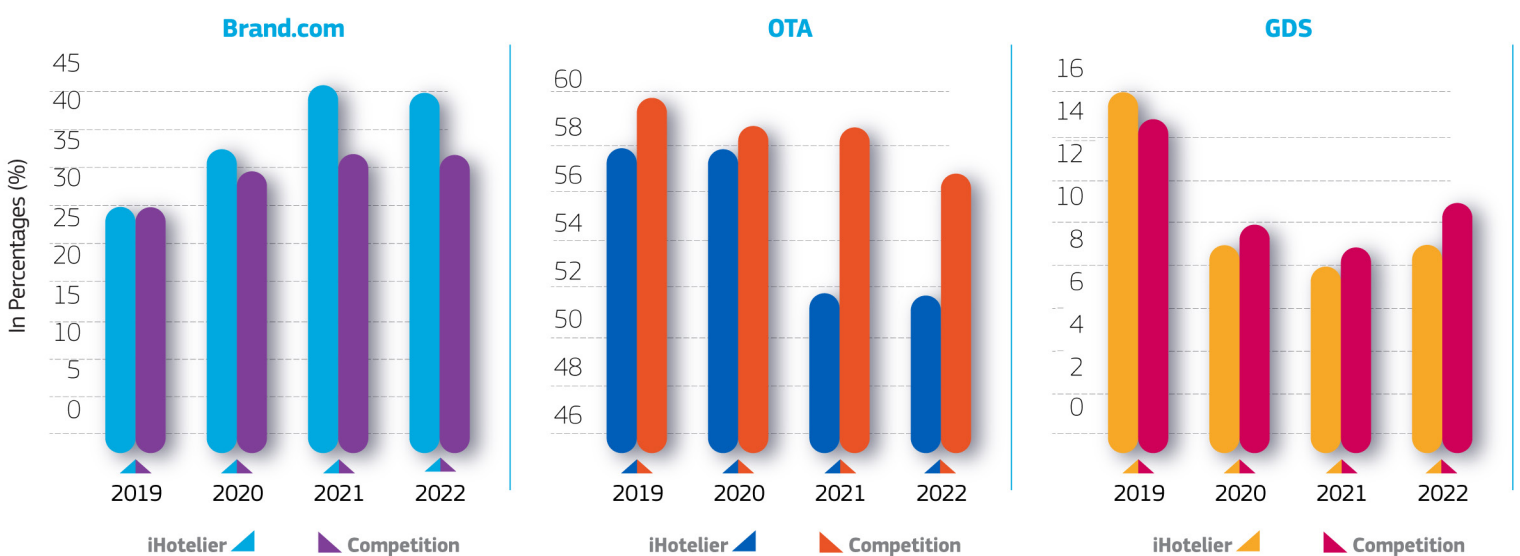
*Amadeus is always exploring new things and breaking new ground. I can't wait to see what they're up to next.*

Handlery Union Square Hotel



## Did you know?

iHotelier helps hoteliers drive a higher percentage of Brand.com bookings than anyone

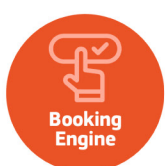


\*Data compiled from independent properties utilizing Amadeus' proprietary business intelligence solution, Demand360. Calculation: (brand) ÷ (brand+gds+ota) = brand.com mix (%)

Get ready to unlock a new era in **direct booking performance**



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iHotelier®  
**New Booking Engine**

