aMaDEUS

iHotelier®
New Booking Engine

Web + Booking Engine Become One

Our award-winning iHotelier® Booking Engine just got even better. Maximize conversion and minimize friction for guests with the most flexible and seamless shopping experience available today.
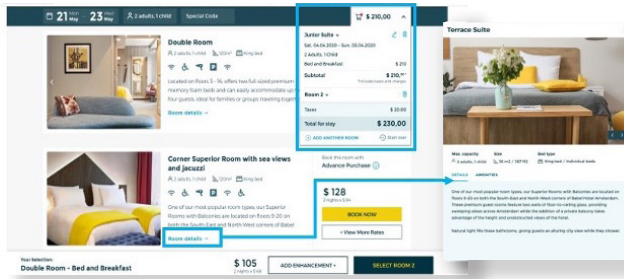
KEY FEATURES

_ **Consistent look, feel, and navigation** from Web to booking engine (including headers and footers)

_ **Single domain URL** from Web to booking engine

_ **Seamless shopping experience** for guests, no matter their device

_ **Highly configurable booking flow allows guests** to easily configure their ideal shopping experience

_ **Intuitive shopping cart** offers clarity throughout the shopping experience

KEY BENEFITS

_ Deliver a **singular guest experience** from looking to booking to maximize guest engagement

_ **Reduce abandonment and increase conversion** with a more flexible and intuitive shopping flow

_ Unlock the opportunity for **greater personalization** of the guest experience

_ Enable **greater revenue** potential from upsells and enhancements

_ Customize all elements (e.g. "Add-Ons" versus "Enhancements") to **fit your brand preferences**
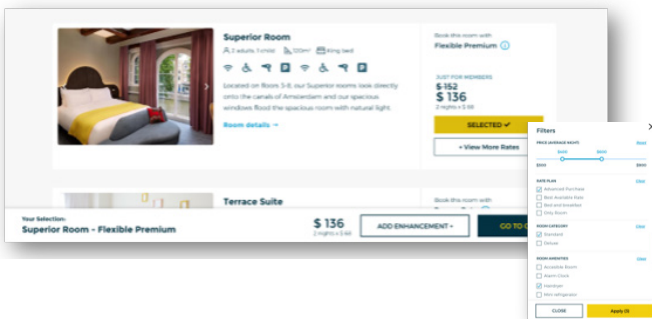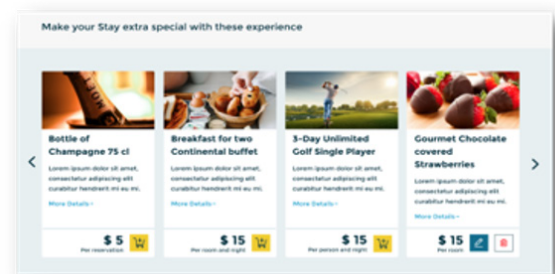
Deliver a Seamless and Flexible Booking Flow for the Guest

Maintain reservation details in one window and carry website data over to the booking engine to reduce data entry repetition. Allow guests to easily change room details, book multiple rooms, and/or start over at any point in the booking process.

Increase Guest Spend and Allow Guests to Build a Personalized Experience

Deliver upsell and enhancement opportunities by merchandising rooms, member only rates, F&B, spa, and more throughout the booking flow and after checkout. Seamlessly integrate with Amadeus GMS and Reward and Redeem loyalty programs to enable guests to pay with points.

Provide a Highly Shoppable Booking Experience

Target customers with relevant offers based on guest data to maximize value and increase conversion, and allow guests to easily sort, filter, and change views. Merchandise lower member-only rates clearly throughout booking from calendar selection to room selection to increase members program enrollment.

Easily Incorporate Your Brand's Look, Feel, and Goals from Landing to Booking

Tailor your aesthetic and configuration for a consistent guest experience that builds trust and the right flow for your business priorities through one configuration set up to seamlessly match web and booking engine.

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

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