

# Introducing the New iHotelier® StayPlus

Where marketing and  
revenue strategies  
converge to create  
curated experiences  
that drive profitability



As a hotelier, you understand the rising need to generate more revenue-enhancing opportunities that go beyond guest rooms. Yet imagining new, creative ways to meet heightened guest expectations with tailored experiences—and grown revenue potential—can be daunting.

Introducing the latest innovation from the industry's leading central reservations system and booking engine that enables you to sell more, sell broader, and personalize the guest experience, all in one place. With a strategic set of integrated capabilities actually made simple, the new iHotelier StayPlus enables hoteliers to capture, curate, and convert more bookings.

Leveraging four key categories, the new iHotelier StayPlus helps your team to create personalized experiences and promotions within minutes, featuring:

- Experiential Stay Builder
- Dynamic Offers
- Intelligent Merchandising
- Performance Analyst

**Maximize revenue  
potential and win more  
business today with the  
new iHotelier StayPlus.**



## Experiential Stay Builder



## Dynamic Offers



## Intelligent Merchandising



## Performance Analyst



CAPTURE

CURATE

CONVERT

## Experiential Stay Builder

Today's travelers are all about unique experiences. Ensure your hotel's distinct offerings are more accurately matched with potential guests. This way, you can enhance guest stays and highlight your hotel's unique features, amenities, and price offerings all while driving more profitability.

- Customize the guest experience with a tailored booking flow, compelling upselling, experiential, and added value offers
- Geo-location capabilities (30+ variables)
- Optimized pricing strategies such as % off, flat fee, or one night free
- Monetize all aspects of your hotel by creatively merchandise hotel offerings

✓ Check out how a mountain lodge garnered incremental revenue through geo-targeted promotions. Click [here](#).

## Dynamic Offers

As you're showcasing your hotel's compelling offerings, back them up with dynamic offers and promotions to win more business. Set a foundation with market and property specific promotions based on business-critical benchmarks such as seasonal peaks or lulls, while addressing the ability to factor in individual preferences for custom built stays.

- Create tailored promotions based on set criteria such as demand and time of year
- Customized audience messaging and call outs for greater visibility or create a sense of urgency with banner ads, countdown timers, and more.
- Flexibility to configure taxes and policies to enhance revenue strategy

✓ Learn how a resort saw 168%+ in enhancement bookings from dynamic offers. Click [here](#).





It's how travel works more profitably.

## Intelligent Merchandising

Bolster your hotel's presence in a crowded online market with a well-calibrated distribution mix that's easy to navigate, thanks to iHotelier StayPlus. Increase direct traffic to Brand.com by intelligently merchandising your offers using our extensive preferential partner connections. Gain greater visibility, expose special member rates, and ensure brand consistency, all while enhancing revenue opportunity.

- Member Rates Merchandising (Google, Kayak, & Trivago) to increase online presence and direct traffic to Brand.com with compelling CTAs
- Top OTA integrations with 400+ global partners
- Greater exposure on major distribution and meta channels
- Travel Protection to give travelers greater peace of mind

## Performance Analyst

Gain a better understanding of what drives the customer and then analyze which tactics have a greater opportunity to secure repeat customers, cultivate loyalty, and generate more revenue-enhancing opportunities along the guest journey.

- iHotelier Analytics built on Amadeus' world-class BI platform
- Interactive dashboards to pull actionable data on promotions and booking performance
- On-demand and automated real-time pace reporting
- Multi-views and filters for chain-level analysis
- Data export for analysis and customization
- Dedicated account manager

**Go beyond rooms with a solution that enables you to sell more, sell broader, and personalize the guest experience all in one place.**

[Click Here To Learn More](#)

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