



amadeus

Hilton renews endorsement of Amadeus' Demand360[®], Rate360[®], Agency360[®], and adds GDS Advertising endorsement.

We are very pleased to announce an extension of our Business Intelligence partnership with Amadeus, the leading provider of innovative and industry-leading Business Intelligence solutions. As part of this strategic partnership, Hilton is endorsing Amadeus' Business Intelligence Solutions -- Demand360[®], Rate360[®] and Agency360[®].

These solutions provide the most comprehensive, forward-looking market data in the hospitality industry. Demand360 is the exclusive provider of forward-looking data, integrated into Hilton's Revenue Management System (GRO). With this integration, Demand360 data provides GRO's analytics with improved visibility of booking activity that would otherwise not be accessible to the system. The result seen by the Hilton properties that recently completed the pilot integration is refined decision-making, with most leading to revenue improvement.

Additionally, Hilton endorses Amadeus' GDS Advertising services. GDS advertising is a proven tool to help hoteliers attract high-value GDS bookings and target travel agents at the point of sale across all four of the industry-leading global distribution systems.

Amadeus provides best in class marketing, distribution, operations, and business intelligence solutions designed to help hoteliers profitably drive demand, improve operational efficiency and convert guests into loyal fans. Today, almost every Hilton property around the world is utilizing at least one of Amadeus' products.

To Learn More:

If you do not currently subscribe to these products today, we encourage you to contact Amadeus at Hilton.tc@amadeus.com to learn more about the value they can bring to your property or to get started with a subscription of your own. Additional References can be found on the [Lobby](#).

Sincerely,

A handwritten signature in black ink that reads "Jonathon Wardman".

Jonathon Wardman
Vice President, Commercial Capabilities
Hilton