GRAND AMERICA | **AMADEUS**
H O T E L S & R E S O R T S

Unlocking Direct Bookings:
Little America Hotels' Success with Amadeus' Metasearch Member-Rate capabilities

*Two family-run resorts have seen a significant increase in direct bookings through the strategic implementation of our **Member-Rates Merchandising (MRM) functionality**.*

Setting the Scene

Little America Cheyenne and Little America Flagstaff are two out of eight of the Grand America Hotels & Resorts family of properties in the American West. Recognized as the perfect rest stop for travelers, the comfortable, 188-room **Little America Cheyenne** features a golf course, heated pool, traditional family restaurant and magnificent views of the Wyoming plains. Its 32,000-square-foot Meeting & Convention Facility, Wyoming's largest, offers meeting and event space for almost any occasion. **Little America Flagstaff's** contemporary meeting spaces, elegant guest rooms, and natural location – it's Flagstaff's only AAA approved Four Diamond hotel – make it the perfect location for leisure or business travelers.

Both properties offer distinct experiences for travelers, whether they are interested in exploring the Grand Canyon or enjoying the charm of historic downtown Flagstaff.

The Challenge

The Little America Hotels, valued existing customers of Amadeus Media and iHotelier® Solutions, expressed concerns earlier in the year regarding rate parity disparities, which happens across the industry as some online channels advertise lower room rates on metasearch platforms, resulting in a decline in direct bookings.

**The rate disparity issue was leading to three key problems for the two properties:**

- **Potential loss of business.** Customers were able to easily choose alternate Online Travel Agencies (OTAs) on Metasearch platforms, which was redirecting them to competing hotels.

- **Online channels offering lower rates.** Sometimes, lower rates from various online channels are showcased on metasearch. For the two Little America hotels, this practice had resulted in a decrease in direct booking revenue.

- **Unified Channel Management.** In the digital hospitality marketplace, hotels often face the challenge of harmonizing their presence across various platforms, from OTAs to metasearch engines. This issue requires a strategic approach to ensure uniformity in offerings.

The Solution

Metasearch engines gather data from different suppliers and display search results in one place, making it easier for travelers to compare multiple options. However, despite the fact that 80% of travelers use metasearch engines in their shopping process, hotel websites often lack visibility.
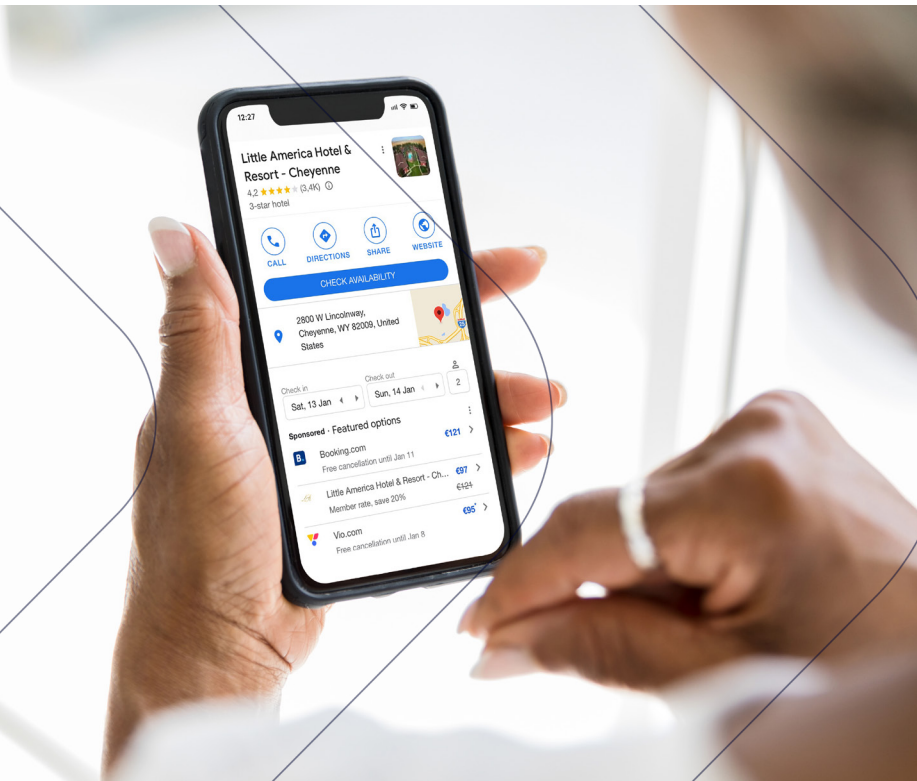
Amadeus' Customer Success Manager teamed up with the two resorts to address rate parity disparities by using Amadeus' **Member-Rates Merchandising callout, a new metasearch feature fully integrated with the iHotelier® Booking Engine.** This feature enables member-only pricing to be advertised on top Metas that are then carried over to the iHotelier® Booking Engine for a consistent shopping flow. It allows properties to stay ahead of their competition with special rates advertised on major distribution channels, which drives more direct bookings.
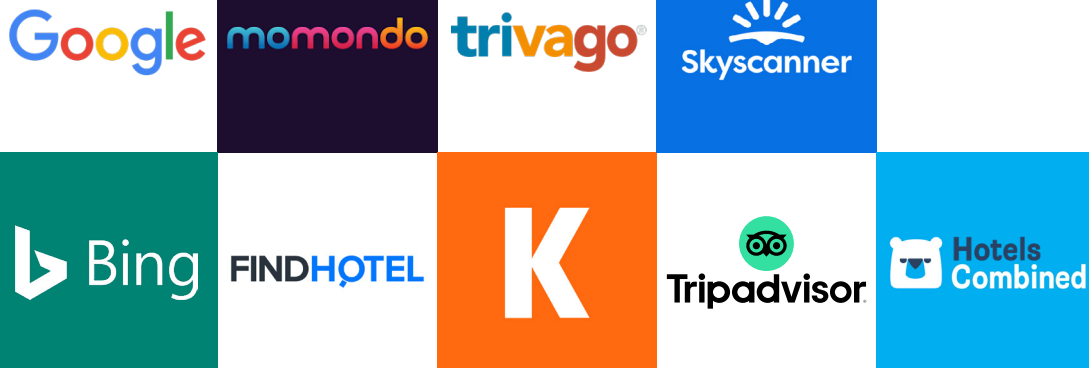
By helping the hotels' websites be more visible and displaying the member rates in metasearch listings on Google, Kayak, and Trivago, Amadeus was able to help Little America Cheyenne and Little America Flagstaff boost direct bookings and increase brand recognition.

Key strategies that Amadeus Hospitality employed to address the rate parity challenge with Member-Rates Merchandising (MRM):

1. Ongoing Quarterly Business Reviews

> The Amadeus Customer Success Manager conducted quarterly business reviews to help identify prospective, profitable channels, ensuring a competitive Average Daily Rate (ADR) for the hotels.

> The periodic reviews allowed for immediate rate adjustments via iHotelier, enabling the hotels' best available rates to remain competitive in metasearch results.

2. Collaboration with Metasearch Product Team for Merchandising

> An effective working relationship was developed with the metasearch product team, ensuring a seamless merchandising process that included providing the team with logos and callouts to increase the hotel listings' click-through rates (CTR).

### 3. Proactive Optimization for Hotel Listing Visibility in Metasearch

> Amadeus' Metasearch team helped the hotels maintain a competitive position within metasearch through constant improvements in search algorithms and bid management.

4. Weekly Rate Parity Report and BAR (Best Available Rate) Assessment:

> The dynamic report helped the hotels monitor rate parity and understand in which meta channels their hotel rates were being undercut.

> The resorts benefitted from RevenueStrategy360™'s forward-looking pricing data, that compares hotel rates with those on other online channels in order to assess trends and boost campaigns.

5. Centralized Channel Management with the iHotelier Solution:

> The two Little America Hotels leveraged iHotelier®'s centralized platform for streamlined coordination and consistency across online channels.

> The system provided real-time updates that enabled dynamic adjustments of rates and inventory based on market demand and competitor pricing and contributed to their historical success.
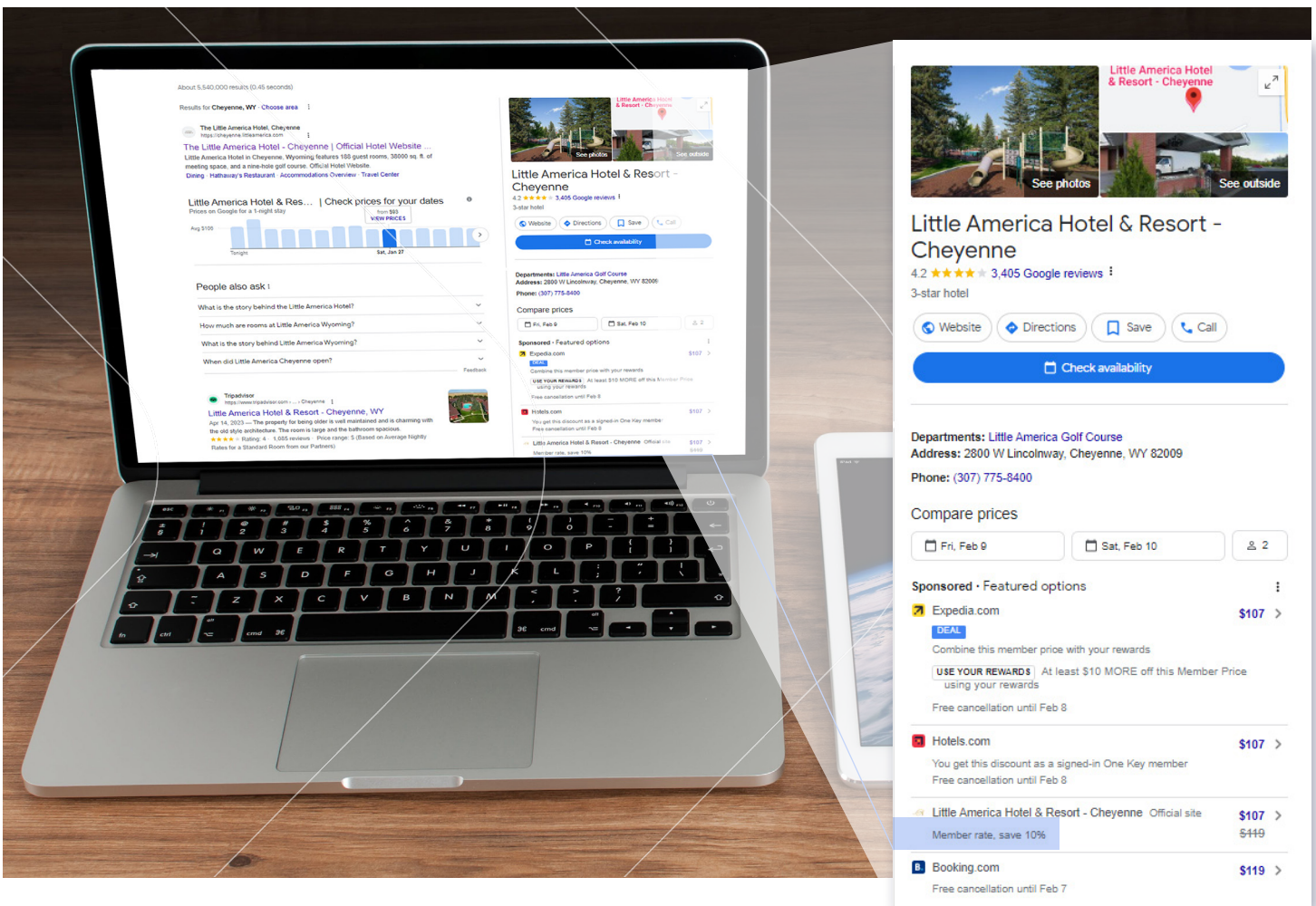
The Amadeus team adds callouts to improve click-through rates.

Results

With the implementation of MRM by Amadeus Media Solutions, Little America Cheyenne and Little America Flagstaff achieved remarkable results between May 1 and October 31, 2023:

- **Little America Cheyenne** saw a extraordinary **29% increase in revenue direct bookings** on brand.com, alongside a **14% decrease in OTA (Online Travel Agency) bookings**.

- **Little America Flagstaff** achieved a notable **16% increase in revenue direct bookings** on brand.com, with a simultaneous **14% decrease in OTA bookings**.

- These improvements were accompanied by **minimal fluctuation in ADR (Average Daily Rate)**.

- The **average length of customers' stays increased** as well as an extension in the average lead time, which was attributed to the hotels' effective ownership of these customers and the offering of loyalty membership rates.

For further information about our iHotelier Booking Engine or **Metasearch Demand Service**, visit **Amadeus-hospitality.com** or speak to an Amadeus representative today.

Find us on: