

# EVERYTHING YOU NEED TO SELL HOTELS ONLINE - ALL IN ONE PLACE

## SOME OF OUR PARTNERS



Deloitte.

amadeus



Almosfer.com

NUSTAY



## WHY SHOULD YOU CARE?

# AGGREGATION AND USAGE OF OMNICHANNEL RATES ARE ESSENTIAL FOR KEEPING UP WITH ONLINE TRAVEL'S COMPETITIVE LANDSCAPE

## HOW TO REMAIN RELEVANT?

Staying competitive in online travel today is difficult. A combination of aggregating hotel supply from multiple sources and using omnichannel rate mechanisms is essential for an online travel business to stay relevant.

OTA  
RATES

+

NET  
RATES

+

CUG  
RATES

+

DIRECT  
CONTRACTING

SUPERIOR HOTEL OFFERING

# SUPPLIERS GALORE

## DOES TRAVOLUTIONARY SUPPORT MY SUPPLIERS?

Nearly 200 different Hotels, Flights, Cars and Activities suppliers are currently available for integration through Travolutionary. We have most of the travel space covered.

Need to integrate a supplier we don't work with yet? No problem. Our team connects and adds custom suppliers to the pool all the time.



# Hotel Supplier List

AbreuOnline	Destinations of the World - (Webbeds)	Jac / Jacob (Webbeds)	Side Tours
AC Tours	Dhisco (Pegasus)	Jumbo Tours	Smyrooms
AcademService	Dida	Laterooms	Special Tours / ST Globe
AIC Travel Group	Expedia Partner Solutions (EPS) RAPID	Lots of Hotels (Webbeds)	Stuba (formerly Getabed/RoomsXML)
Agoda	Escalabeds	Monaker	Sunhotels (Webbeds)
Amadeus	Fast Pay Hotels	Mark International	TBO Holidays
ASA London	Getaroom	Methabook	TeamAmerica
American Tours International (ATI)	GoGlobal	Miki Travel	TotalStay
Avra.Travel	GRN Connect	MTS City Breaks	Tourico (Hotelbeds Group)
Bedsonline	GTA (Hotelbeds Group)	Nuitee	Travco
BedToYou (Formerly Serhs)	Host	Olympia	Travellanda
Bookohotel	Hotelbeds (Hotelbeds Group)	OTS Globe	Travstore
Bonotel	HotelDo	Priceline	Veturis
Booking.com	Hotelios	Quantum	Welcomebeds
Bronevik	HotelsPro	RateHawk	WHL - Worldwide Hotel Link
CTrip	Hotelston	Restel (Hotusa)	W2M - World 2 meet
Darina Holidays	HRS	RTS	Yalago
DerbySoft	Infinite Hotel (Gekko)	Roomerang	
Despegar	Innstant	Saltours International	

# CORE VALUES

## AGGREGATION

Travolutionary offers connectivity and on-demand integrations with hotel, flight, and car suppliers along with activities, transfers and an array of payment gateways. This multi-supplier aggregation creates a dynamic environment that leads to higher revenue potential and tremendous cost savings.

## DISTRIBUTION

At the core of our solution lies the ability to reliably sell throughout your distribution network, while achieving the highest profit margins, and gaining valuable insights into booking data. A single API connects all of your suppliers and distributors, allowing you to provide the most up-to-date offerings. Travolutionary also supports your complex business logic layers and gives you valuable insights to increase revenue and optimize your distributors' sales.

## CLOUD BASED

Utilizing Microsoft's Azure, size and scale potential is limitless on Travolutionary. Working in the cloud means you only pay for what you use, which leads to additional cost efficiency as you grow, even incrementally. With no hardware refreshes necessary and minimal setup costs, Azure handles both storage and processing.

## HOTEL & ROOM MAPPING

Integrated hotel and room level mapping provide you with accurately mapped inventory, eliminating the greatest cause of revenue loss in online travel: mapping mistakes. Achieve 2X revenue increase with room mapping's standardized room offerings and enriched content providing improved customers experience.

# CORE VALUES

## REVENUE OPTIMIZATION

Travolutionary offers built-in tools for revenue optimization that allow you to make the most profit out of every booking.

### OPTISEARCH

OptiSearch reduces unnecessary queries by calculating the likelihood of conversion and only then querying the top suppliers, instead of querying all active suppliers to lower your L2B. This also significantly lowers your server load and speeds up your response times.

### DYNAMIC PRICING

Our Dynamic Pricing feature allows you to dynamically markup your offerings according to current market conditions, instead of relying on flat rates or fixed percentages. Enjoy full configurability options and increased visibility to implement different markups based on the individual profitability of each offer.

### SMARTBOOK

Increase revenue by significantly reducing sold-outs and failed bookings, while boosting your conversions and customer retention. Smartbook intercepts before a booking is lost and automatically books an alternative product, so you don't lose the sale. To increase your revenue even further, SmartBook searches for the best buy rate across your hotel supplier network after your customer has booked a room, thus maximizing your profit margins.

# THE BENEFITS: OUT OF THE BOX AND ALWAYS INCLUDED

## BUSINESS IMPACTS



### Markup Management

By identifying the current market price, Travolutionary's dynamic pricing empowers you to create the most competitive markup for each listing.



### Profit Optimization

Travolutionary increases profit margins with a variety of revenue management tools including a rules engine and auto-check availability.



### OptiSearch Technology

OptiSearch reduces unnecessary queries to providers, improving look-to-book ratios and enhancing good relations with providers.



### Integrated Hotel & Room Mapping

Mapping is required in order to sell hotels. Hotel, room and destination mapping are integrated into Travolutionary to ensure full coverage and maximum selling capacity.

## TECHNICAL BENEFITS



### A Single API Integration

Travolutionary requires only one integration to connect to over 80 hotel suppliers, 200 total services and more than 1.4 million hotels through a single API that processes over 6 billion rate plans daily.



### Standardization through Mapping

Hotel inventory is automatically mapped to the hotel and room level, standardizing hotel codes, which simplifies the booking process and increases conversions.



### Versatile Back-office

The highly customizable back-office supports your business logic and stores all information processed and booked through Travolutionary for easy access via an API web-service.



### Easy to Scale, Easy to Maintain

Built on Microsoft Azure technology, Travolutionary is infinitely scalable. Maintained and updated by a skilled team of Gimmonix technicians, little to no technical maintenance is required.

# HOTEL AND ROOM MAPPING BUILT-IN

## MAPPING TECHNOLOGY

Travolutionary's mapping solution is unlike anything else in the industry. A constant-learning, assumption based AI uses statistics to map and compare every entry in our database to every other entry in our database daily. This allows us to match properties even with only partial data, providing you with greater inventory coverage and data accuracy than any other solution in the industry.

**We do that by utilizing highly-scalable cloud-based databases and over 74 different algorithms.**



# HOTEL AND ROOM LEVEL MAPPING

1

Different suppliers name the same hotels differently

DATABASE	
SUPPLIER A	NY HILTON
SUPPLIER B	NEW YORK DELUXE
SUPPLIER C	HILTON DELUXE
SUPPLIER D	HILTON NY



HILTON  
NEW YORK

2

Travolutionary intelligently maps and unifies all iterations

MAPPED	
SUPPLIER A	\$500
SUPPLIER B	\$543
SUPPLIER C	\$498
SUPPLIER D	\$551

## HOTEL MAPPING

The integrated cutting-edge hotel and room mapping technology within Travolutionary automatically maps your inventory to any supplier, ensuring that all of your inventory is accurately displayed to your end-user. Thanks to 98.7% mapping coverage, Travolutionary allows you to expand your business opportunities with 35% more hotel inventory for sale.

## ROOM MAPPING

An essential when competing with top industry players in displaying attractive room content to customers. Automated room mapping can take room content from any source, and return a normalized and categorized output. The fully integrated functionality automatically matches rich room content to best available live rates enabling you to optimize and increase conversions.

### GRAND HOTEL

\$ 500

228 Park Ave S, New York, New York  
Hotel with pool



### GRAND HOTEL

\$ 500

★★★★ 8.9

228 Park Ave S, New York, New York



8.9



# INTEGRATED HOTEL MAPPING

## Business impacts: foundation for inventory management throughout the supply chain

- Utilize maximum inventory from every supplier
- Industry average coverage: 65%

With 98.7% coverage, our clients benefit from 35% more business opportunities

- Eliminates costly booking mistakes
- Cuts labor costs
- Speeds up inventory time to market

**35%**

More business  
opportunities

# INTEGRATED ROOM MAPPING

Restructures rate plans and room descriptions making them comparable to the specific room inventory represented by hotels

- Built using virtual blueprints
- Processes over 7 billion room rates daily
- Uses 30 key attributes and rules for superior accuracy

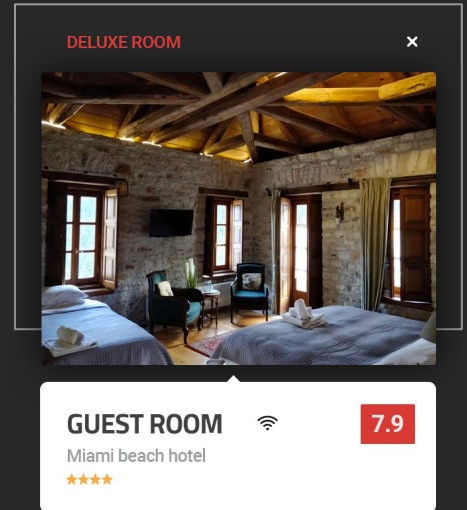
\$\$\$ Increases conversions by X2

\$\$\$ Doubles revenue

## Business impacts

Extract the best offering across partners and present it in a way that drives conversions and profitability

- Enriches room content to ultimately drive conversions
- Enables inventory displays based on real value
- Core functionality behind profit optimization strategies
- Facilitates hyper-personalized customer experience



# SMARTBOOK - UNIQUE VALUE PROPOSITION ON TRAVOLUTIONARY

## Travolutionary utilizes several business logic layers to optimize client's profitability with functions like Smartbook

- Smartbook saves sold-outs by searching and replacing them with available bookable rates under the same room and rate criteria.
- In 2018, Smartbook generated an added 1.5M profit for Travolutionary clients, effectively decreasing their tech costs (fees paid to Travolutionary) by 65%.
- Effective Jan 2019, we are also rolling out the Rebooking functionality that optimizes revenue post-booking as well, by finding and booking cheaper Net rates automatically during the free cancellation period.

**65%**

Tech cost decreased  
By Smartbook

# WHY CHOOSE TRAVOLUTIONARY?



## AGGREGATION IS ESSENTIAL

Aggregation is essential in today's travel space, most OTAs work with at least 20 suppliers to stay competitive.



## INTEGRATE & GO LIVE FAST!

With Travolutionary you can integrate all of your suppliers and go live in a matter of weeks.



## THE MOST COMPREHENSIVE SOLUTION

Travolutionary isn't just an integration solution, unlike other booking systems on the market, Travolutionary includes all the essential tools for you to be able to start selling from day one: hotel and room mapping, business logic layers, admin functionality and B2B system. Bottom line, you have a single point of contact for everything you need to run your online travel business.



## MAKE THE MOST OUT OF EVERY BOOKING

A combination of OTA, CUG, Direct and Net rates ensures absolute coverage and pricing superiority on all of your bookings.

