

## CENTRALIZED DISTRIBUTION TOOLS

### CONNECT TO HUNDREDS OF ONLINE TRAVEL AGENCIES, METASEARCH ENGINES, AND TRAVEL WHOLESALERS

**iDISTRIBUTE** markets hotel rates and inventory to all major Online Travel Agencies (OTA) as well as many local, regional, and niche market sites, giving your property exposure to millions of online travel buyers. This automated solution gives you the flexibility to enact distinct rate strategies for each channel via a single central reservation system (CRS).

### EFFICIENCY IN CHANNEL MANAGEMENT

- Simplify availability, rate, and inventory (ARI) updates and avoid updating multiple extranets.
- Further decrease manual distribution efforts by adding iInterface, which includes reservation delivery from SynXis CRS to the hotel PMS, and uploads ARI decisions from the PMS to CRS.

### CONTROL YOUR PRESENCE ACROSS ALL CHANNELS

- Ensure data accuracy with a single point of entry that enables opening/closing availability quickly across multiple channels.
- Improve integrity of rate, availability, and customer booking information.

### INCREASE AND OPTIMIZE GLOBAL REACH

- Reduce reliance on “room allocations” by offering global, regional, and local booking sites access to inventory.
- Aggressively market on third-party sites in soft periods and choose which OTAs access last room availability.
- Utilize separate rate strategies by channel with derived rates, promotional pricing, and yield management tools.

### CONNECTIVITY TO THE FOLLOWING PROMINENT SITES (AND 100'S MORE)



### FOR MORE INFORMATION

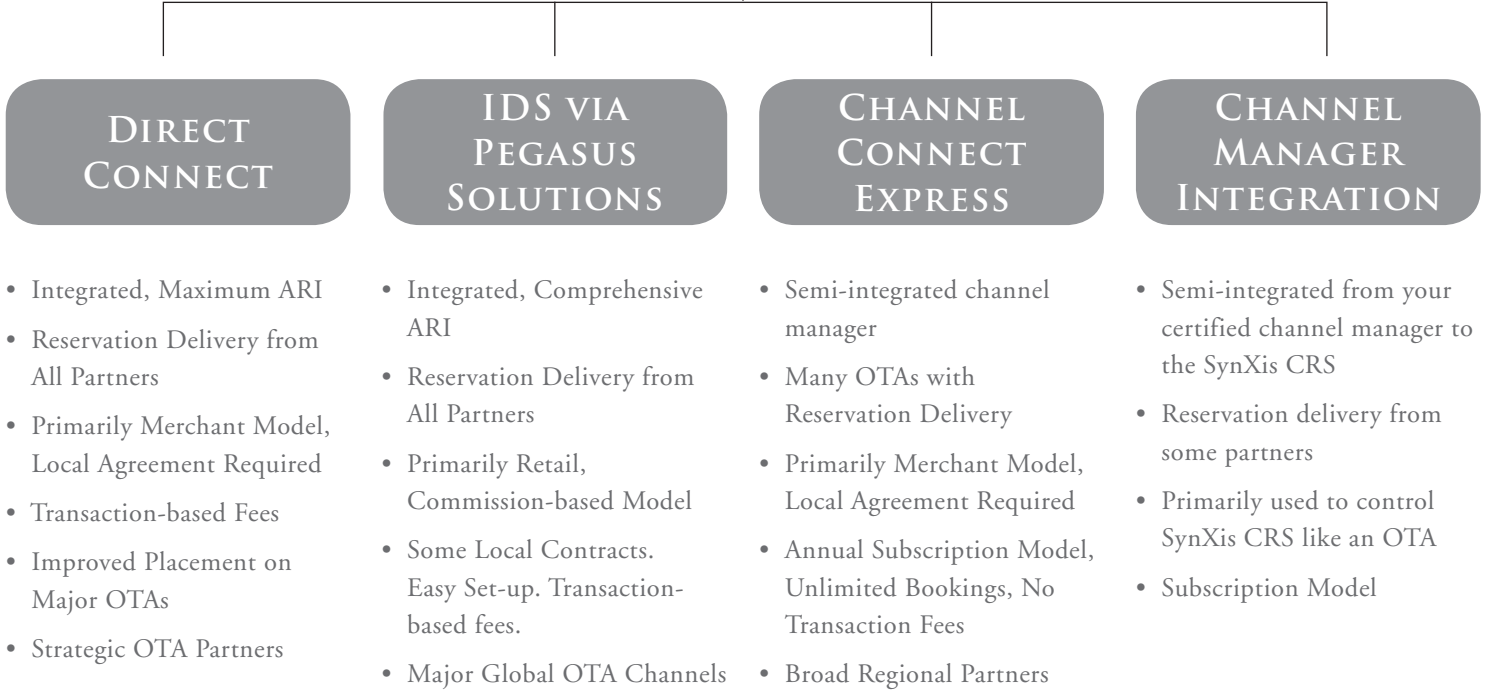
Contact your Historic Hotels of America Revenue Account Manager:

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**ITools: Essential Ingredients to Build and Track Your Business.**



## 4 ONWARD DISTRIBUTION OPTIONS



Many OTAs are available via multiple connections. Most hotels will use multiple connections depending on the OTA. Contact your Revenue Account Management professional to determine the best strategy for your hotel.  
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