



# Opodo Hotels

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## Opodo hotel service – latest news

- Amadeus Hotels integrated and LIVE
- Opodo Preferred Hotels program roll out



# Opodo hotels – a ‘truly supplier friendly’ model

- Booking platform is built using **XML direct connections** into multiple reservation systems
- Using XML direct links ,Opodo will automatically pull all **public and negotiated rates** and room type availability via its multiple supplier from **hotels CRS’s** for distribution on its web sites
- Our **XML multiple suppliers** today include: Otedis, SynXis, Utell by Pegasus and WRI
- Now **XML direct** connectivity into **Amadeus Hotels**
- Because our platform is directly connected into the hotels’ reservation systems, an **extranet is NOT required** to display rates and availability on our sites
- **OACS – Online automated contracting system**

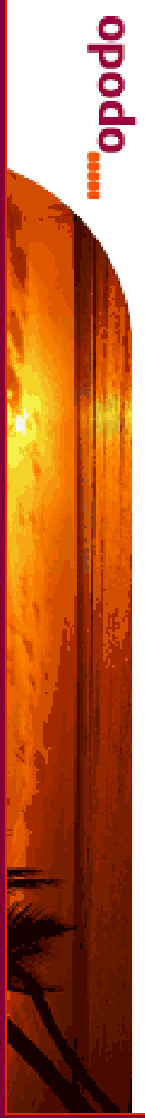
## Opodo preferred hotel program

- Access to over **65,000 hotels** & resorts worldwide in 186 countries
- In key markets, Opodo **invites a selected number of hotels** to participate in the Opodo Preferred Program
- Hotels are chosen across **all star ratings** and are selected based on their **location** and **quality** of product and **price range**
- Regardless of rate plan, **no room allotments** are required by Opodo to participate in the Preferred Program
- Opodo Preferred Program offers hotels **choice of rate plan** – **Retail Enhanced** or **Merchant** or **Wholesale/Packaged** rates

## Opodo preferred program - benefits

- **Priority positioning** on the hotels search result pages for France, Germany, the UK and soon Italy
- **Translation of content** into French, German, Italian and English
- **Enhanced image content** – Opodo provides a link to our image provider, Leonardo, where hotels can load up to **9 images** free of charge for distribution on Opodo sites
- **Hotel Brand logos** displayed on search pages
- **Regular production** and market **statistics**
- **Access** to Opodo **Call Centres** in UK, France, Germany and Italy
- **Marketing** – Preferred hotels **dedicated marketing calendar plan** for online and offline marketing campaigns by our country teams locally based in the UK, France, Germany and Italy

Thank You



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