



Centralised Distribution



The customer

Global Hotel Alliance (GHA) was founded in 2004 and is now the world's largest alliance of independent hotels. Their promise is to deliver great value, memorable travel experiences and consistent levels of service, as well as ensuring universal recognition of guest loyalty programmes in all member hotels. GHA encompasses 11 prominent brands with 188 hotels around the world. They offer customers and travel agents the option of booking both rooms and flights via their one-stop website.

The challenge

Analysis of their total cost of operations revealed areas that lacked operational efficiency in the reservations system and IT labour management. Manual inventory processes and the internal handling of reservations had become exceedingly labour intensive and required a central reservation system with a realtime, single-image inventory. A common technology platform with a central distribution solution was needed to create time and cost savings and drive incremental revenue for its members, while offering enhanced recognition and service to hotel customers across all brands.

‘We have increased revenue streams, reservations and employee productivity and substantially reduced distribution costs.’

Chris Hartley – CEO Global Hotel Alliance

The solution

A highly flexible, fully integrated distribution solution based on OPERA technology: the OPERA Reservation System, the SaaS model myfidelio.net and OPERA Web Services – all connected via next-generation, seamless, two-way interfaces to the existing MICROS-Fidelio PMS. Additionally, both the OPERA Reservation System and myfidelio.net interface directly to the global travel agency community. Through the seamless connection to the Global Distribution Systems, travel agents are able to directly search and view information in GHA’s central database and make their bookings, thus ensuring single-image guest records and hotel inventory. Moreover, the central OPERA distribution solutions have allowed GHA to centralise their approach to the Alternative Distribution Systems, such as booking.com or Expedia. OPERA Web Services form the cornerstone for GHA’s own Internet booking engine. Based on GHA’s corporate hotel website, it ensures additional web presence and incremental direct bookings.

The benefits

An average 25% increase in revenue and an additional 40,000 room-nights in 2008 compared to the same period in 2007. Distribution costs were also reduced by up to \$25 per booking. The OPERA Central Reservation platform enhances the ability to drive cross-brand revenues through GHA’s marketing activities. It enables members to book each other’s hotels through their own branded websites, expanding the choice of hotels for their customers and ensuring the revenue is kept within the GHA alliance. In the industry, the recognition of the GHA model is growing continuously and thus represents an ideal membership opportunity for small and mid-size brands.



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about how MICROS
can help you grow**

Get in touch with us for more information
or to schedule a demo and consultation
appointment.

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