

# HOTEL DISTRIBUTION

Helping Hoteliers to utilize the available resources most effectively



## About Us

We are the third generation in hotel business, so hospitality is in our DNA. We at Immense Hospitality provide solutions to hotels which are tailored made and can address complex environment along with rapid transformation in technology.

Our hotel solutions and system are designed with:

- Revenue Management System
- Hospitality Business Intelligence (HBI)

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## Hotel Distribution Solution

At Immense Hospitality we are focused on helping hoteliers to utilize the available resources most effectively through our Hotel Distribution Solution Solutions, Which helps to improve staff productivity and results in better collaboration both within the hotel environment and externally with demand generators.

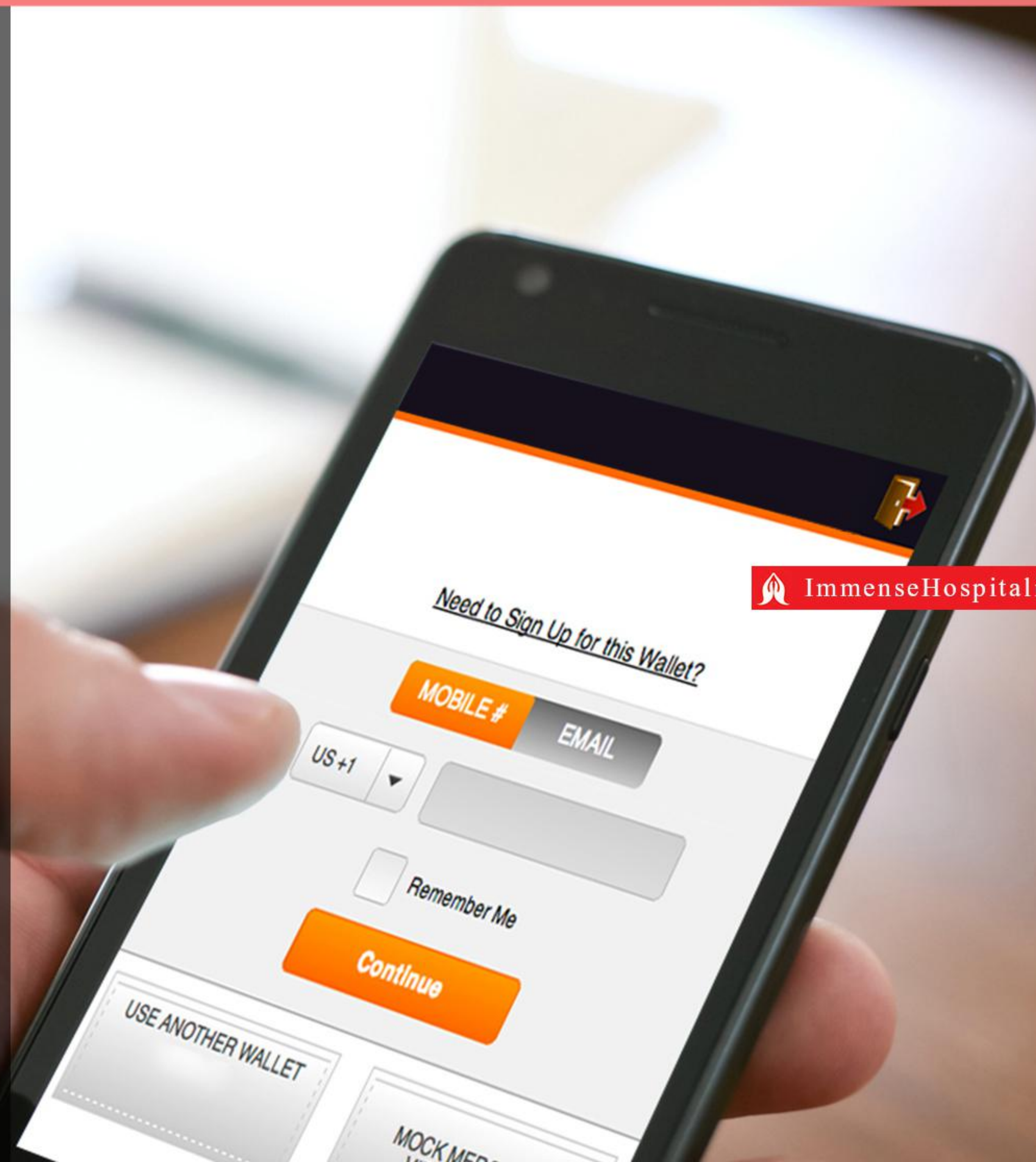
**Immense Hospitality supports a-**

- True real-time hotel distribution system
- completely integrated distribution solution



## Online Hotel Distribution Process

Online distribution for long has been only about connecting to online channels to distribute inventory and rates. Online distribution has to be handy & smartly distributing the right room at a Profitable cost to the appropriate market segments through the high yielding demand generators. The system also involves approaching distribution as a function of revenue management so that the user being hotelier are focused on optimizing revenue and improving profitability.

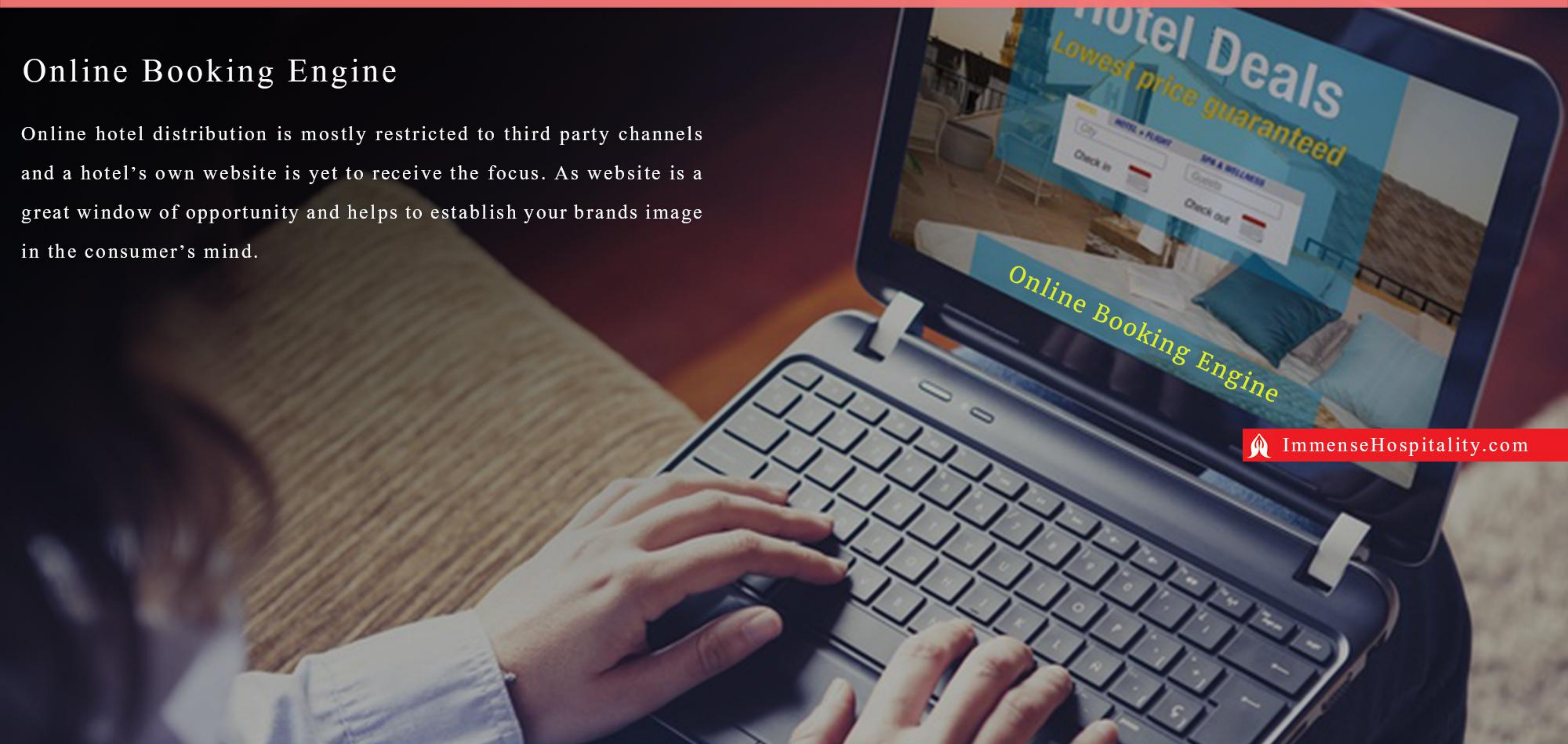


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## Online Booking Engine

Online hotel distribution is mostly restricted to third party channels and a hotel's own website is yet to receive the focus. As website is a great window of opportunity and helps to establish your brands image in the consumer's mind.

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"Online booking Engine gives a Brand image to your hotel website, it is also essential for Brand Identity as the potential of a hotel website is yet to be leveraged in developing countries like India"



## MANAGING CAMPAIGN

Our hotel campaign management solution that is prepared in such a planned way it will be able to produce better results by targeting the right customer with the right offers utilizing the given data stored and also by leveraging real-time distribution analytics to understand what room types and rate plans are selling best across all marketing channels.





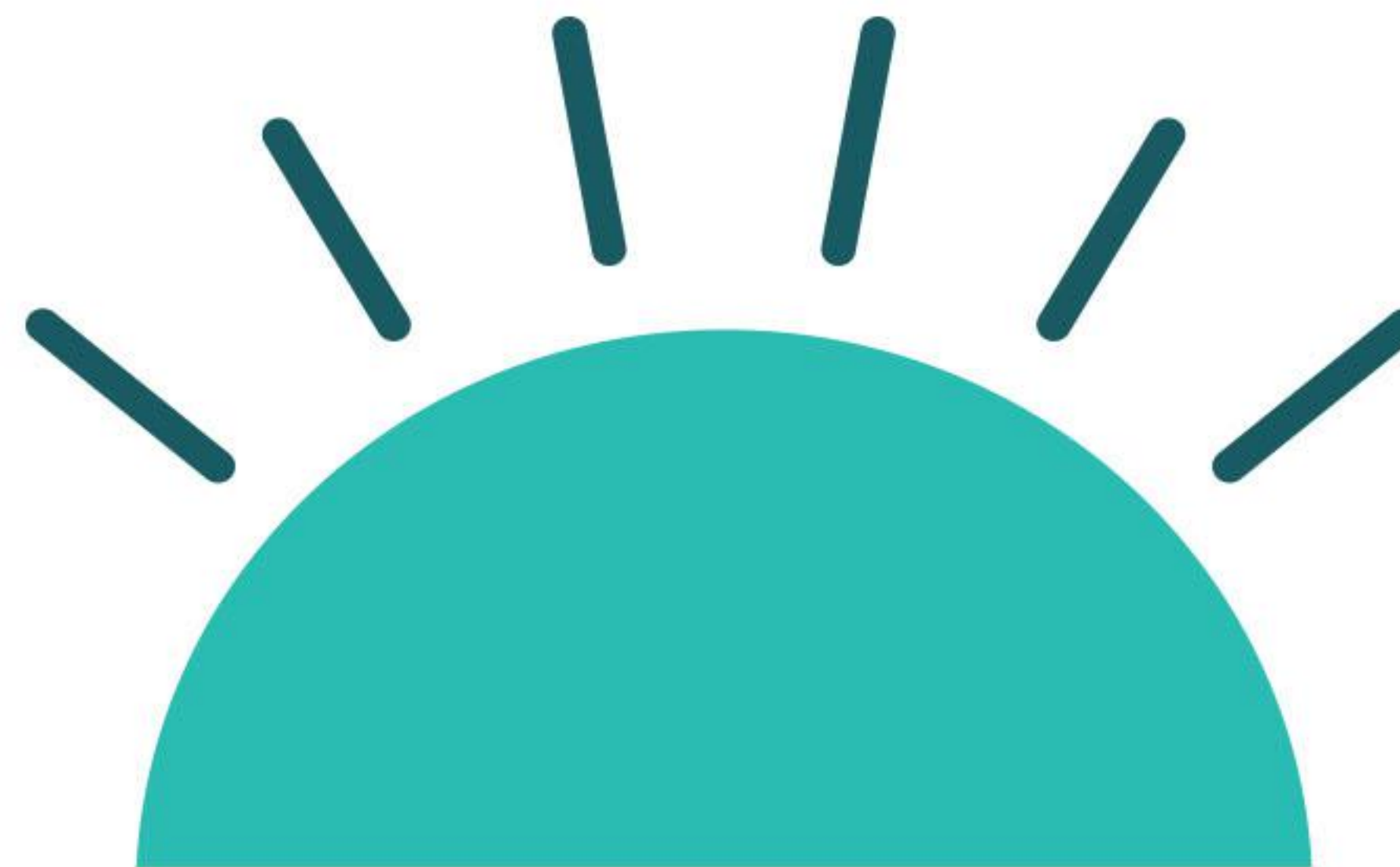
In our product bucket we also offer an Advanced Hotel Revenue Management System that can analyze large sets of data to provide accurate revenue forecasts and efficient yield management recommendations can help hoteliers improve their revenues during peak season and balance the revenue during off seasons to maintain their profitability.





# DIGITAL MARKETING:

Building online Brand Awareness & visibility, retaining loyal customers and driving repeat business are crucial revenue yielding strategies. Hence our revenue management service is complimented with integrated digital marketing offerings to help hoteliers maximize their ROI. Read more about our digital marketing service. Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital techniques to reach and convert leads into customers and retain them. The key prospect is to promote brands, build preference and increase productivity through various digital marketing processes.



## DIGITAL MARKETING



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# Revenue Management Services

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- Price positioning
- Audit and recommendation
- Seeking Business Opportunities
- Distribution recommendations
- Targeted marketing programs