



GDS Optimization Quick-Start Checklist for Hotels

This checklist provides actionable steps to optimize your hotel's presence within the Global Distribution Systems (GDS) and ensure you're capturing maximum corporate and agency business.

Action Step 1: GDS Profile Foundation & Accuracy

- **Verify Core Data:** Confirm your hotel's exact address, phone number, website, and contact details are accurate and consistent across all major GDS channels (Amadeus, Sabre, Travelport).
- **Audit Room & Rate Types:** Ensure all available room types, bed configurations, and maximum occupancy settings are correctly loaded and clearly described. Inaccurate details can lead to lost bookings.
- **Confirm Consortia Rate Load:** Verify that your rates are correctly loaded and accessible to all relevant agencies and corporate accounts in the GDS.
- **Check Amenity Coding:** Ensure all key amenities appealing to business travelers (e.g., free Wi-Fi, free on-site laundry, breakfast, business center, meeting rooms, fitness center, parking) are properly coded for search filters.

Action Step 2: Rate Strategy & Availability Optimization

- **Maintain Rate Parity (where applicable):** Ensure your GDS rates are competitive and strategically aligned with your other distribution channels for corporate and agency segments.
- **Optimize Inventory Levels:** Provide sufficient availability to GDS channels, especially for weekday and corporate demand, avoiding unnecessary restrictions that block bookings.
- **Consider Dynamic Pricing:** Explore how your revenue management system can push flexible, competitive rates to the GDS to capture last-minute business.
- **Evaluate Value-Adds for Business Travel:** Think about packages or inclusions (e.g., breakfast, premium Wi-Fi) that can make your GDS rates more appealing to corporate clients and TMCs.

Action Step 3: Compelling Content & Messaging

- **Craft Engaging Descriptions:** Review your GDS descriptive text to be concise, compelling, and highlight your hotel's unique selling points (USPs) for business travelers and corporate groups.
- **Showcase Visuals:** If supported, ensure high-quality, up-to-date images of your property, common areas, and business amenities are uploaded.
- **Highlight Certifications/Awards:** Include any relevant industry certifications, awards, or sustainability efforts that appeal to corporate clients.
- **Emphasize B2B Capabilities:** Clearly state services important to corporate travelers, like meeting space capacity, shuttle services, or loyalty program benefits.

Action Step 4: Performance Monitoring & Proactive Engagement

- **Regularly Review Production Reports:** Analyze your GDS booking data to identify top-producing agencies, corporate accounts, and booking trends within your market.
- **Internal Staff Training:** Ensure your front desk and reservations teams understand the importance of accurately coding corporate reservations (including company names in notes) for better data tracking and LNR qualification.
- **Monitor Competitor GDS Presence:** Periodically check how your key competitors appear in the GDS to identify opportunities for differentiation.

Ready to Go Beyond the Checklist?

While this checklist provides essential steps, truly **dominating GDS sales and securing consistent corporate and agency business** requires ongoing expertise, dedicated resources, and advanced data analysis.

Atypical Forte partners with hotels like yours to fully implement and optimize these strategies, leveraging our proprietary **ACE Distribution Method™** and advanced Business Intelligence tools to ensure your property stands out and captures maximum revenue opportunities.

Schedule Your Complimentary GDS Optimization Strategy Session - www.atypicalforte.com

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