



**Course Outline**

**GLOBAL DISTRIBUTION SYSTEMS (GDS)**

**GOAL**

*To provide owners, general managers, revenue and sales teams with tools and best practices to assist them in optimizing their property's contribution from the Global Distribution Systems (GDS).*

**COURSE DETAILS**

**Target Audience:** Owners, General Managers, Sales, Revenue, Front Office and Reservations Teams

**Length of course:** Half Day

**Location:** On-site / Regional

**Delivery:** Interactive format; including presentations, attendees' participation and handout material.

**OBJECTIVES**

- To provide management with a better understanding of the various systems and key users.
- To provide attendees with tools to optimize the property's position in the GDS.
- To assist attendees in developing a proactive approach towards the GDS and the travel agent market

**CONTENT OVERVIEW**

**The Systems**

- History and evolution of the GDS's
- The major players
- GDS trends and performance

**The Travel Agent / GDS Booking Process**

- The path of a GDS reservation
- How travel agents search for hotels and availability
- Levels of connectivity
- Enhancing your hotel description

**Increasing Contribution via the GDS'**

- Importance of geocoding, classification and indexing
- Consortia programs, RFP's and rate loading
- Strategies to increase business from corporate and travel agency markets
- GDS marketing opportunities
- Utilizing GDS Reports