



GIATA **DRIVE**

WEBINAR

TIPS AND TRICKS FOR BOOKING SEASON

DECEMBER, 2022





GIATA **DRIVE**

ABOUT GIATA

We provide market leading content solutions: Mapping services, content production and content distribution.

Starting in 1996, we unified under a single interface the hotel content (images and descriptions) coming from over 140 tour operators for all 11,500 travel agencies and OTAs in the DACH region (99% market share).

Since 2006, we reach internationally a further 9,000 OTA and travel agencies in over 70 countries worldwide with content we have created ourselves.

The GIATA database currently includes 1.2 million accommodations worldwide.

GIATA PRODUCTS

For OTAs, Tour Operators &
Travel Agencies

MultiCodes

Room Type Mapping

Multilingual Hotel Guide

Internet & Extranet
Hotel Guide

For Hotels



GIATA **DRIVE**



ABOUT GIATA DRIVE

2022 has been DRIVE year. Development has skyrocketed to satisfy your demands:

- Extended distribution network
- Continued development of new features in the DRIVE frontend
- Relaunch of the DRIVE product page on our website and development of the Live Distribution list
- New Knowledge Base (to be released early next year)
- Webinar series in December 2022

A glimpse of our distribution partners:



AMADEUS

Booking.com



CHECK24



easyJet

eDreams ODIGEO



Google

HolidayCheck



KAYAK

lastminute.com



priceline
partner network.com™



Sabre



traffics



TRAVELPORT



trivago



A glimpse of our hotel partners:



ABOUT GIATA DRIVE



GIATA DRIVE

What are the new features on the DRIVE frontend?

- The full factsheet is finally on the “Edit Property” tab!
- Possibility to assign facts to the room types. Creation of Room type facts in the Open Content Link.
- New facts and attributes.

Dashboard Upload Images Edit Property Edit Rooms Distribution Tour Operators Compare Hotels Open Content Link

Property Information

Name *
Address *
Country * State
City * ZIP *
Latitude Longitude

Mapping Information

Dhisco ID Chain Code
Amadeus ID * Chain Code *
Sabre ID Chain Code
Travelport Worldspan ID Chain Code
Travelport Galileo ID Chain Code
Booking.com ID
Expedia ID
TripAdvisor ID

Hygiene Property info Location Facilities Rooms Sports Wellness Entertainment Board
Miscellaneous Payment options

✓ Double bed ?

Edit details

Apply to all

Apply only to

Standard, Double Room (Double Room)

Standard, Family Room (Family Room)

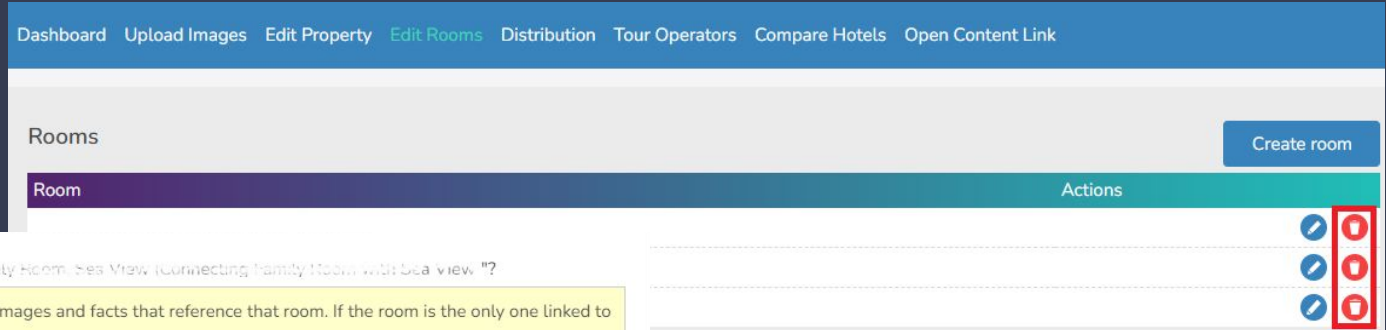
Standard, Triple Room (Triple Room)

Hide selection

ABOUT GIATA DRIVE







What are the new features on the DRIVE frontend?

- New delete button on the “Edit Rooms” tab gives you an overview of images and facts assigned to each room type.



Dashboard Upload Images Edit Property **Edit Rooms** Distribution Tour Operators Compare Hotels Open Content Link

Rooms Create room

Room	Actions
	 
	 
	 

Do you really want to delete the room " Junior Family Room Sea View (Connecting Family Room) with Sea view "?

Deleting a room will remove the connection too all images and facts that reference that room. If the room is the only one linked to a fact, the fact will be removed completely.

Images:



Facts:

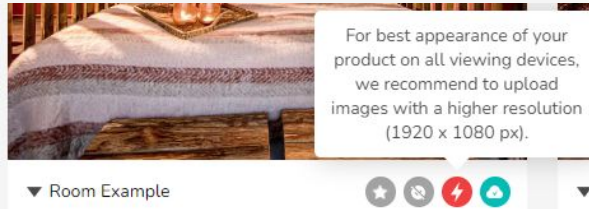
Balcony #1, Bathroom #2, Separate bedrooms #1, Internet access #1, Telephone #1, Shower #1, TV #1, WiFi #1

Confirm

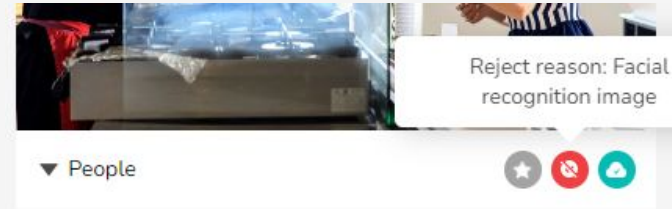
Cancel

You already use DRIVE: now, how to maximize its usages and benefits?

- **Ensure that the platform is fully set up within the month of December. Avoid the most common errors in the “Upload Images” tab:**
 1. Insufficient image quality, the image will not be distributed to certain distribution channels (i.e. Expedia minimum size is 1000px both width and length).
 2. Images rejected from distribution because of facial recognition. Can be accepted by sending us a signed statement.



Case 1.



Case 2.

You already use DRIVE: now how to maximize its usages and benefits?

- **Ensure that the platform is fully set up. Avoid the most common errors in the “Upload Images” tab:**
 3. On images with “Room and Bathroom Example” motif type, the room type hasn’t been assigned (from the room types created on the “Edit Rooms” tab).
 4. Have you already picked your Hero image?
 5. Is your image order optimized?



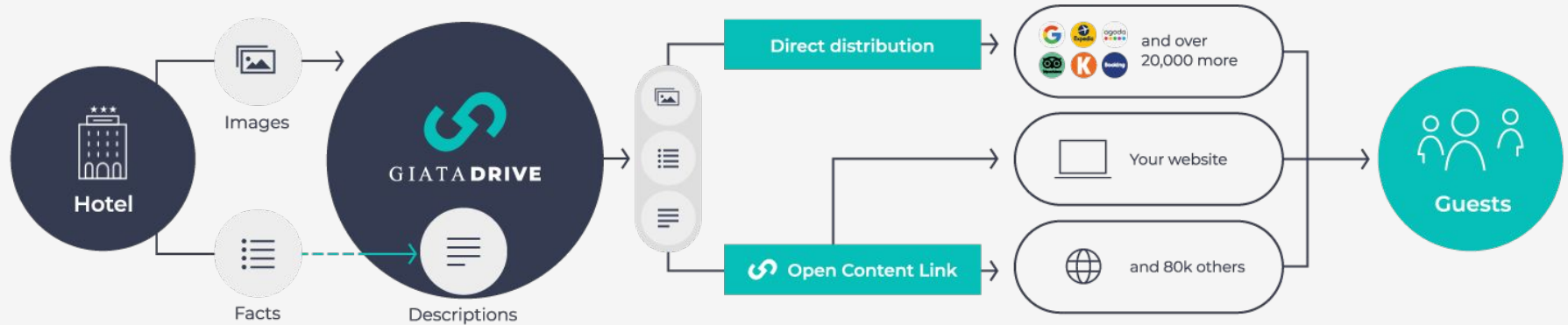
Case 3.



Case 4.

You already use DRIVE: now how to maximize its usages and benefits?

- Use the DRIVE Open Content Link to send your content to all your partners.
- Regularly check the GIATA DRIVE live distribution list [on our website](#) to find out about new channels that we share your content with.





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IT'S TIME FOR YOUR QUESTIONS!

Submit them in the chat.