

LIVE ●

WEBINAR



GIATA **DRIVE**

THE POWER OF CONTENT



SPEAKER

ANDI MUNTEANU

HEAD OF CUSTOMER SUCCESS (DRIVE)

GIATA as Pioneer in Tourism Digitization

GIATA – Gesellschaft zur Entwicklung und Vermarktung interaktiver Tourismusanwendungen GmbH



1996
Foundation



Berlin
Headquarter



90
Employees from **16**
Countries

Business Models

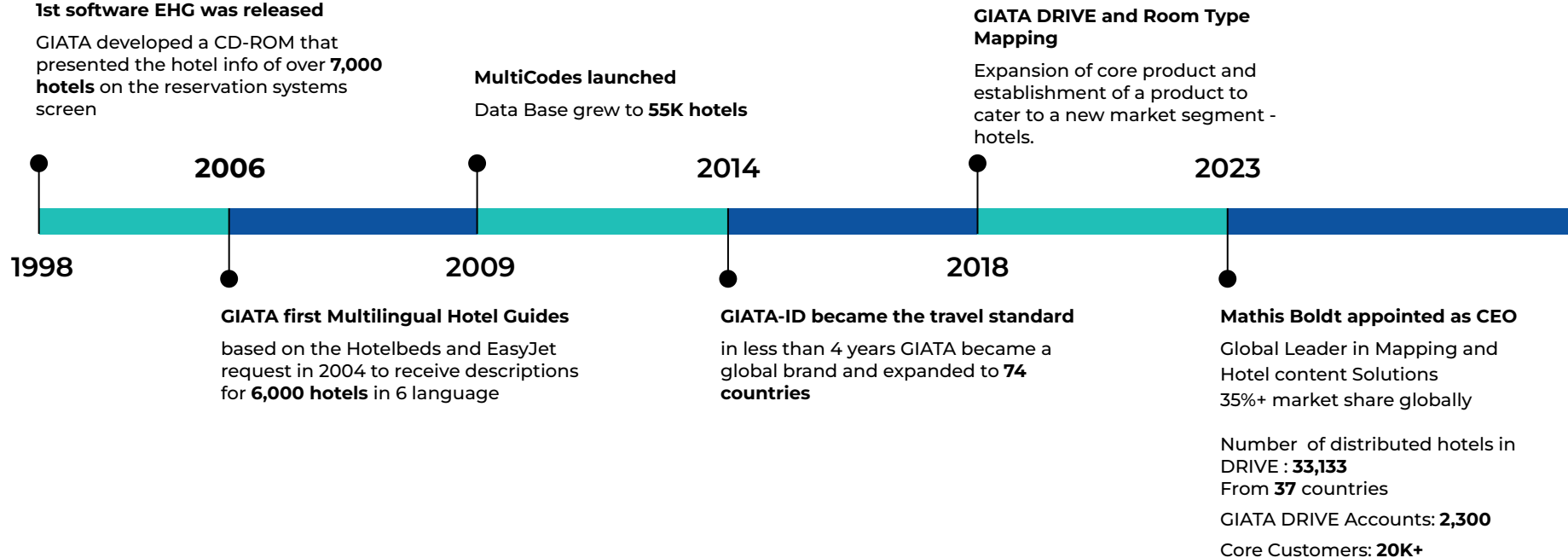


Software as a Service



Information as a Service

GIATA Milestones



Our mission according to our management



Mathis Boldt | CEO



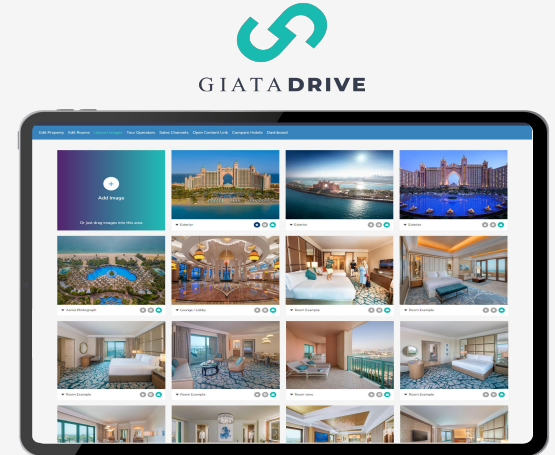
Michael Rehs | COO

- Strengthen our global presence
- Provide a high standard in data-driven solutions
- Foster innovation
- Help our customers reach new heights

GIATA DRIVE updates in 2023

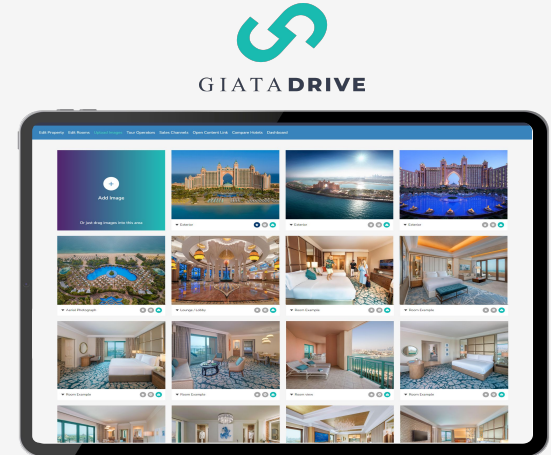
- Product

- Chat function
- 4 new facts deployments throughout the year
- Bulk rooms update
- 3D visualizations and video URLs
- New room codes for Hotelbeds + Occupancy variations



GIATA DRIVE updates in 2023

- Distribution
 - CHECK24
 - eDreams Odigeo
 - Hotelbeds
 - HolidayCheck (facts only)
 - Alltours (new Push TO)
 - Urlaubstouristik Austria (new Push TO)
 - Etihad Holidays (new Push TO)
 - Mondial Reisen (new Push TO)
 - More...



Main Objectives 2024

- Continue to improve the quality of our service to you
- Add new Key Channels, expand the TO network outside of DACH
- Comprehensive information regarding the content updates made by our distribution partners



Thank you!