

# 5 Reasons

## Why Your Travel Company Needs Hotel Mapping And Room Mapping Tools

A bad customer experience is the last thing you want for the business. It can have a dramatic impact on your brand reputation and revenue. Modern, automated mapping tools can minimize the consequences of a lousy customer experience seamlessly.

1.



### Remove Duplicate Hotel And Room Listings

Having hotel and room mapping in your business strategy means no headaches of duplicate data on your portal, allowing you to focus on what truly matters, a good customer experience.

Automated mapping tool delivers standardized hotel and room data for each property and removes duplicate listings from your hotel inventory, giving you enriched and accurate content.

### Up-To-Date Hotel And Room Data

*Did you know your travel platform could be selling stale hotel content that could impact your business and customer experience?*

Mixed and inaccurate hotel and room data can affect your customer's purchase decision. Hotel and room mapping takes away this challenge by delivering up-to-date content which improves your brand loyalty and customer retention.

2.



3.



### Hotel Data Ownership On Distribution Channels

Mapping platforms let you regain control of your hotel and room data, irrespective of how your data is distributed amongst the distribution channels. Any new changes in property listings are immediately reflected in the distribution channels' database, giving you absolute control of your data.

### Maximum Hotel Inventory Coverage

Unmapped hotel inventory allows OTAs and tour operators to sell only 60% of their hotels, leading to missed booking opportunities and revenue leakage. With mapping tools in place, you get the highest level of hotel coverage. Your platform can now sell hotel inventory that was unavailable to your customers due to bad mapping.

Most mapping providers offer maximum hotel coverage of 98%, improving your customer booking experience and business revenue.

4.



5.



### Smooth Content Distribution

Hassle-free content distribution is a persistent challenge for hotel distributors and suppliers. Mapping tools intelligently remove the challenge efficiently. Leveraging AI/ML, mapping platforms deliver standardized and unified hotel and room data. This lets your team focus on revenue-generating tasks and business-critical functions.