

# 5 Ways To Select The Right Hotel Mapping Service For Your Platform

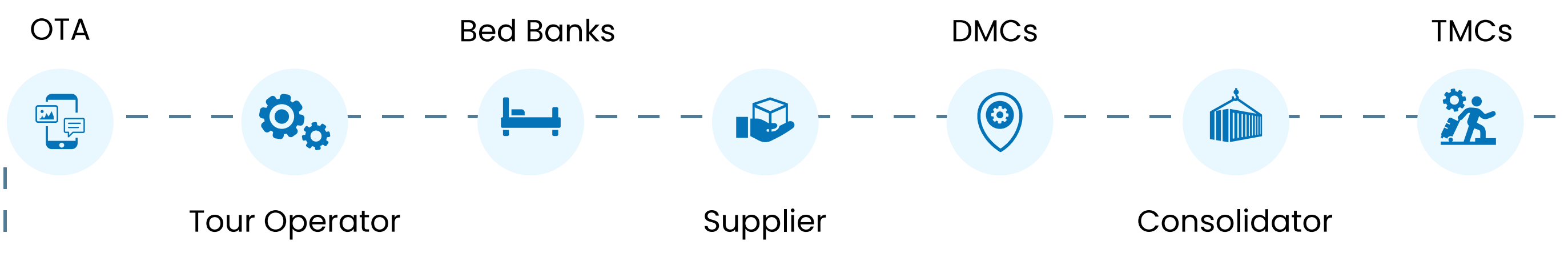


## Did You Know Only 70% Of Your Hotel Inventory Gets Mapped?

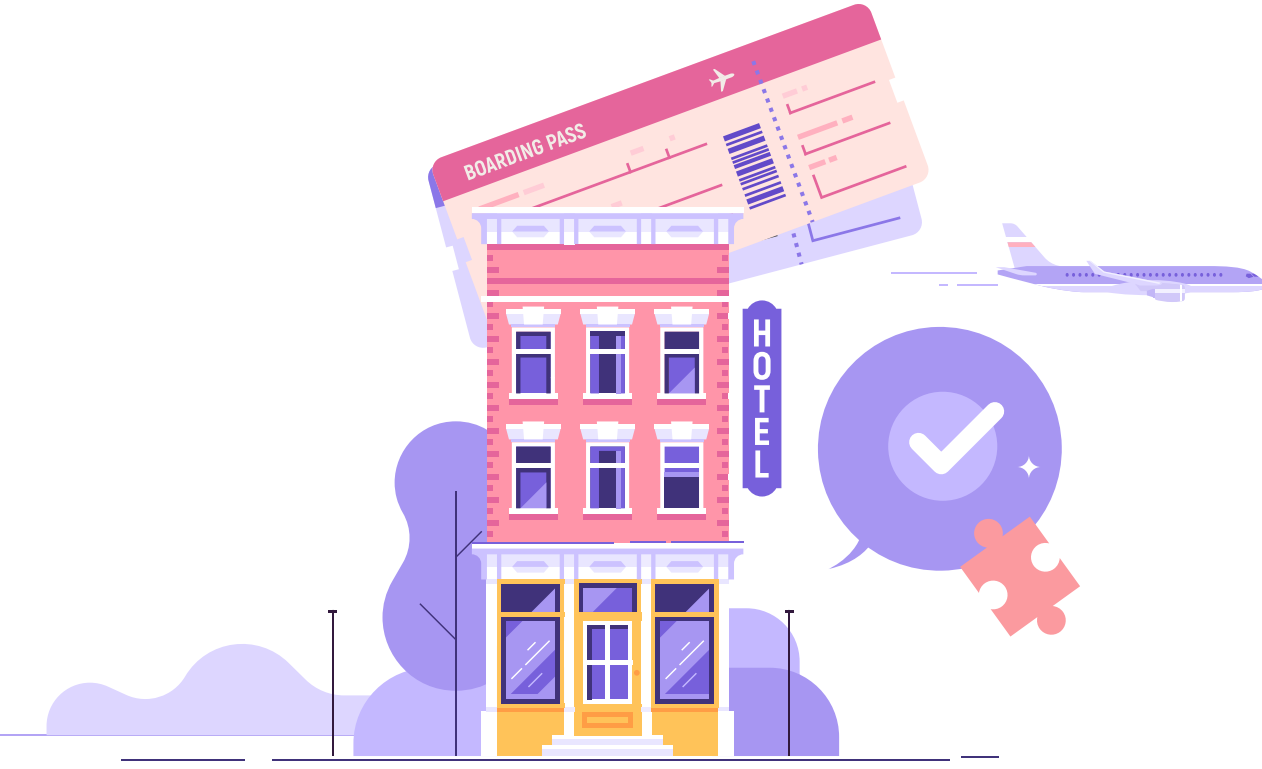
Hotel distribution market is large and complex with multiple conflicting hotel listings. OTAs, tour operators or any accommodation provider that rely on a multi-supplier strategy for sourcing hotels, data management is a huge challenge, causing duplication. This can result in incurring revenue loss and unsatisfactory customer experience. It is essential to devise a winning strategy to attract more guests and turbocharge your revenue. Delight your hyperconnected traveler with consistent and accurate hotel listings. This is possible through automated hotel mapping solutions.



## Who Can Use Hotel Mapping?



## Hotel Mapping Selection Guide

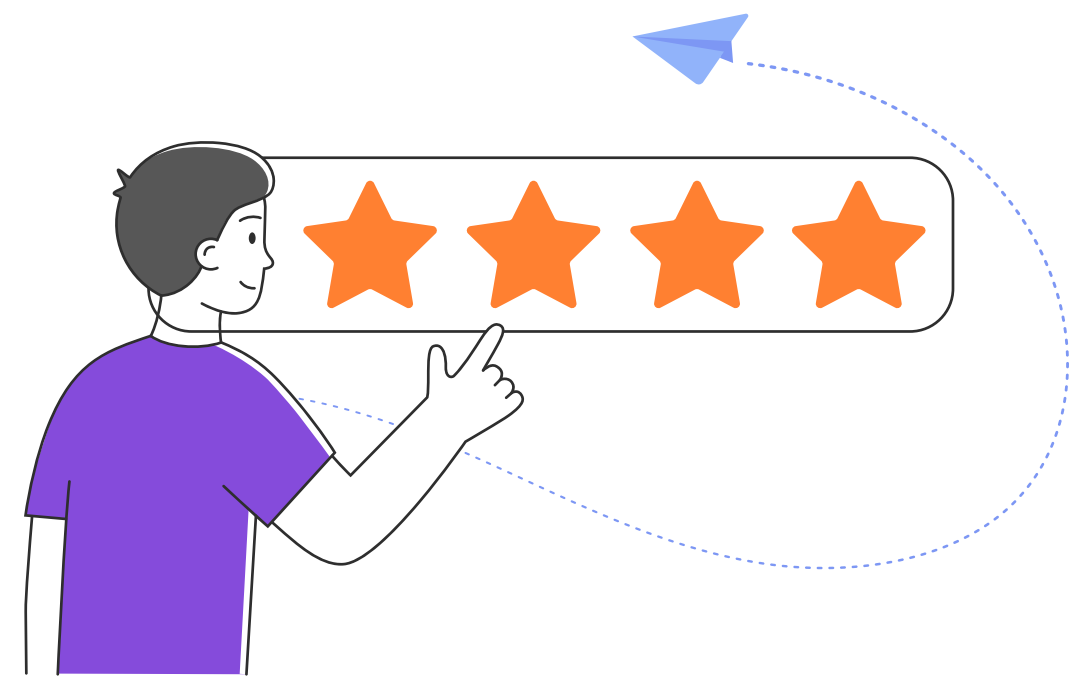


### Automated Hotel Mapping

Hotel mapping can be done manually but working with constantly increasing large databases can be an extremely tedious, time-consuming and labor-intensive process. It is ideal to choose a partner or provider that offers you automated mapping solutions powered with the latest technology. With automation, you get new business opportunities, where you can sell your full inventory confidently with zero conflicting information. By employing AI/ML-based mapping solutions, there is a guarantee to minimize booking errors, reduce operational costs and enhance customer booking experience.

### Mapping Quality

When evaluating a SaaS provider or technology partner look into the essence of their offerings. Some of the factors that you should consider are accuracy, inventory coverage, and speed. Pick a solution provider that offers you unmatched hotel content coverage with unbeatable accuracy of 99.999%. Along with accuracy and coverage, there is a rising demand for fast processing speed. Look for a provider that provides the highest speed search, so that you can provide your users with fast and opinionated results.



### Unbeatable Time-to-Market



The fast-changing travel tech landscape and ever-evolving customer needs demand strategic and faster time-to-market. Evaluate your hotel mapping provider based on how fast can the mapping results be delivered. The quicker the mapping results, the better the end-user experience, as your customers will view the newest and updated content. Check for providers that deliver results in less than a day without compromising on quality.

### Easy API Integration

Simplify user booking and reservation experience by offering a one-stop shop that covers all their travel needs. This can be done through APIs. While establishing your platform, opt for a hotel mapping provider that offers seamless API integration into your existing systems. You don't want to spend resources and money on new software that doesn't work with your legacy systems.



### Customer Feedback



It is best to assess your software vendor or tech partner by identifying their industry position through customer feedback. Ask the vendor for references in the industry and reach out to the references with questions such as how long have they been a client? How has the provider addressed their requirements? How responsive and knowledgeable is the customer service team? These questions will help you pick the right provider.