



## Hotels & Resorts E-Business Development Package

### AI Powered E-Commerce Backed-Up by AI Powered Digital Marketing

By Hospitality DNA from

**SHERATON – MÖVENPICK – HYATT – - MARRIOTT – HILTON - STEIGENBERGER ‘DE | M.E’**

#### Introduction:

Our Hotels & Resorts E-Business Development Product is based on the Management of the International On-line Booking Engines (B2C “Individual Bookings”, B2B “Wholesalers to Tour Operators” & GDS “Corporate Companies, Events Planners & Incentives”), popular in every feeding or targeted market to each destination and hotel or resort, administered by a high-tech hotel E-Commerce management & competition monitoring systems,

#### *backed up by:*

Digital Marketing, Social-Media & On-Line Digital Presence Management & Campaigns in the selected markets at the appropriate dates & periods to achieve the highest bookings yield & To Beat Up the **35% level** - already achieved - of **Direct Bookings** by Hotels & Resorts in 2023, meanwhile, promoting the property to a higher exposure level, assisting Tour Operators & Travel Agents production to the hotel.

#### (A) Hotel E-Commerce Operations Management Service:

1. On behalf of the Hotel, Operated by AMG Hospitality’s Well Experienced E-Commerce Team of Directors, Assistants, Hotel Revenue & Digital Presence Experts.
2. Operating over 45 (B2C, B2B & GDS) Online Booking Engines for Individuals, Tour operators & Corporates, each one and its affiliates is Selected according to Market & Function in all feeding markets to destination (Germany, UK, Poland, Czech, Benelux, Italy, Local, Russia “CIS”, Gulf Region & Central European Markets).
3. Operations is undertaken by AMG Hospitality on behalf of the Hotel, with the utilization of the following state of the arts electronic cloud systems handling hotels E-commerce:
  - An advanced Channel Management Cloud System connected to all relevant Markets’ Online Booking Engines (B2C, B2B & GDS), and two-way integrated into Hotel Cloud PMS.
  - An Online Rate Intelligence Cloud System, monitoring Hotel Competition Set & Their Competitive Rates Movement with Immediate Reporting.
  - Website Direct Booking Engine, for direct booking, T/O’s | T/A’s Reservations, Two-Way integrated into hotel PMS Cloud System.
  - On-Going Feeding Markets Monitoring for production, rates, Promotions & Other Data to Hotel Destination

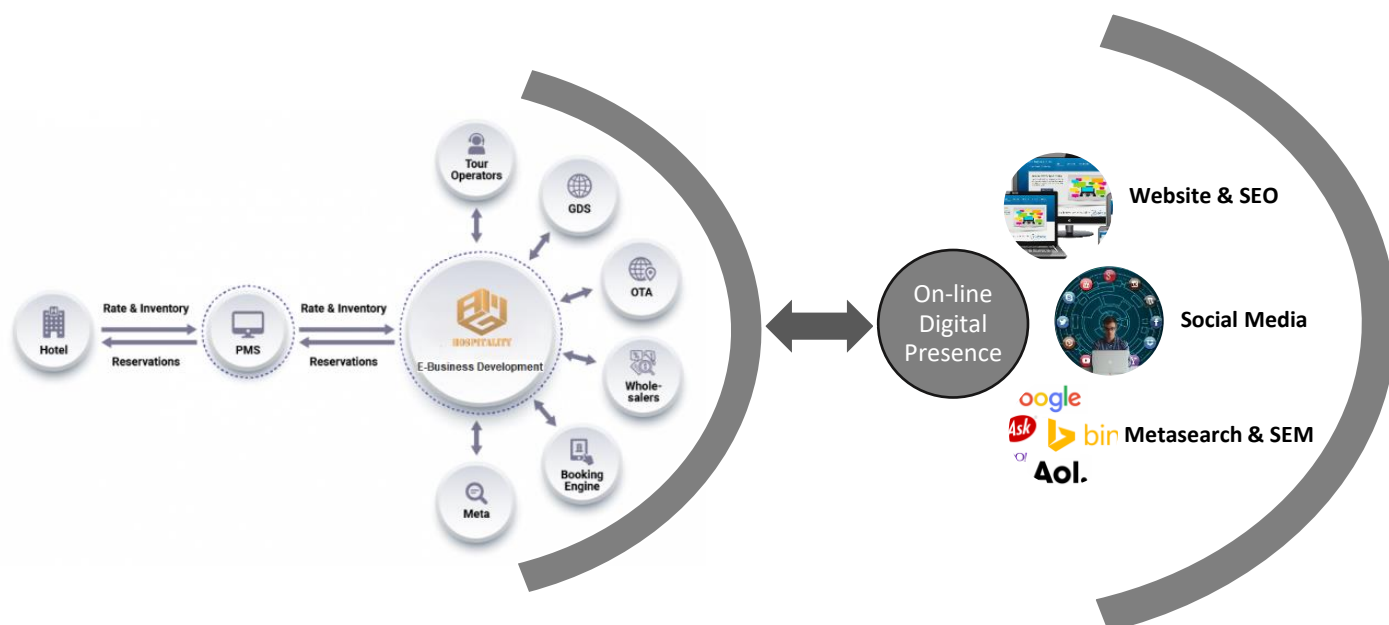


## (B) Digital Marketing, Social Media & Digital Presence Management Services.

AMG Hospitality will arrange & operate all hotel's Digital Marketing Plans, which is the art of selecting, finding & communicating with Hotel's target guests anywhere in the world with the right marketing message at the right time by the right means & tools to generate the targeted results of Direct, Prepaid Bookings or Enhancing Hotel Market Demand Assisting Contracted Tour Operators & Travel Agents Production to hotels.

In order to achieve the highest ROI of E-Commerce Operations, the following Digital Marketing Activities should be professionally undertaken.

- Attractive, Live & Modern Hotel Website, demonstrates property's live beauty in all areas
- Proper & Effective periodical SEO Management.
- Search engines Metasearch & Integrations Management, especially those are popular in the targeted feeder markets (International, German, UK, Russian, Polish, Czech... etc.)
- Social Media Management & Periodical Campaigns, using selected Social Media Platforms according to popularity of each, in every targeted feeder market & on the right time serving market's seasonality.
- Professional Media Production of vibrant photos, videos, motion picture & graphics.
- Professional content writing creation in all Target Market's local languages.
- Email Marketing to targeted & repeated guests in a professional email template with photos & content.
- Advanced Cloud Systems for Hotel Reputation Management, Guests Ratings & Feedback.
- International & Market Dependent Loyalty Programs Integrations
- Hospitality Clients P.R. & Influencers Marketing Arrangements.
- Property online digital presence Data Analytics.



<b>AMG Hospitality E-Business Development Product Services Request Form</b>
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Thank you for choosing AMG Hospitality to manage & operate your properties E-Business Development,  
Please fill up the needed services to be contracted in order to provide you with the appropriate financial offer;

**Services already checked are the must have services and cannot be waived.**

E-Commerce Management	Administration of B2C, B2B & GDS Online Travel Agents (European, Gulf & Russia)	<input checked="" type="checkbox"/>
Rate Intelligence	Competition Rates Changes Monitoring	<input checked="" type="checkbox"/>
Direct Booking Engine	Install a direct booking engine	<input checked="" type="checkbox"/>
Payment Gateway	To secure reservations by direct booking engine with immediate payment	<input type="checkbox"/>
Building new Website	Building New, modern & state of art website, Converting viewers to bookers	<input type="checkbox"/>
Regular Website Maintenance	For regular website updating	<input type="checkbox"/>
Website SEO - SEM	Website 'SEO' Search Engines Optimization & 'SEM' Search Engines Marketing	<input checked="" type="checkbox"/>
Metasearch Management	Managing Metasearch of hotel's website to drive more audients	<input checked="" type="checkbox"/>
Social Media Management	Management of Hotels' Social Media Account or Building Hotel Pages across various social media platforms (European, Gulf & Russia)	<input checked="" type="checkbox"/>
Media Production Session	Producing professional photos, videos, Motion Picture & graphic designs for the hotel's publications on-line & off-line	<input type="checkbox"/>
Content Writing Creation	For All on-line & off-line publications in target guests' language.	<input type="checkbox"/>
Email Marketing	Handling communications with repeat & potential guests viewed any of the On-line presence channels	<input type="checkbox"/>
Reputation Management & Guests Ratings	To administer Hotel reputation & guests' ratings, communicating with guests' ratings and comments anywhere on-line, reporting back to hotel administration with actual guests, complaints or requirements	<input checked="" type="checkbox"/>
Loyalty Programs integrations	Integration with various loyalty programs for marketing in targeted markets	<input type="checkbox"/>
Hospitality PR & Influencers	Arranging with hotels & Travel International influencers for marketing reasons	<input type="checkbox"/>
On-Line Data Analytics	Monthly reporting of all On-line Presence Analytics	<input type="checkbox"/>

<b>Date:</b>	<b>Hotel:</b>	
<b>Location:</b>	<b>Category:</b>	<b>Star</b>
<b>Signed by:</b>	<b>Position:</b>	
Please fill up the form and mail it duly signed to <a href="mailto:admin@amg-hospitality.com">admin@amg-hospitality.com</a>		