

# Broader and automated online distribution

## Expand your online distribution and keep fully in control

As a consequence of guests being more digital savvy, hoteliers need to improve their online presence to capture guests' attention. Besides their website, they need to be on the relevant online channels for their target audience. With the increase in available online booking platforms and channels, it's even more important to keep in full control of your online distribution. Therefore, Guestline has partnered with DIRS<sup>21</sup> channel manager and IBE so hoteliers can automate their online booking process via a 2-way interface as well as improving their channel performance.

### The Challenge

Efficiently reaching more online guests

### The Solution

Automate online room bookings across the ever-growing list of channels within the PMS

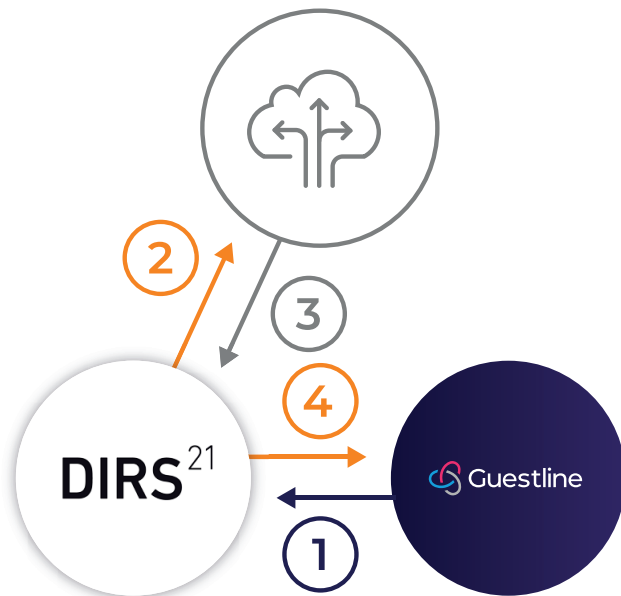
- **Increase online bookings**

Be visible on all the online channels that your target audience are searching and booking on, with real-time ARI and no overbookings.

- **Save staff time**

Manage booking data centrally via PMS with accurate data, by automating ARI and reservations between multiple online channels and PMS via the Channel Manager.

# How it works



## 1. Update

Guestline Rezlynx PMS updates DIRS<sup>21</sup> room Availability, Rates and Restrictions (ARI) in real-time

## 2. Distribution

DIRS<sup>21</sup> distributes ARI across its multiple online channels available

## 3. Centralisation

DIRS<sup>21</sup> centralises reservations details taken from the multiple online channels

## 4. Synchronisation

DIRS<sup>21</sup> sends reservation details back to Guestline Rezlynx PMS