

## ihospitality GROUPS

Our innovative cloud-based groups solution enables suppliers to electronically distribute enhanced dynamic group content inclusive of availability, rates, and inventory directly to a hotel branded white-label portal and receive confirmed bookings seamlessly and in real-time.

iHospitality Groups is made possible by our collaboration with Lexyl Technologies and the groups booking platform offered from their white label portal. For all types of leisure groups that need only rooms and value an online booking experience. **You can now provide an Internet booking experience just for leisure groups.** Business rules ensure that any group requiring services beyond room accommodations are quickly passed to your group sales team. It is an online experience that today's savvy traveler expects when booking accommodations. The group organizer has the option to pay for all the rooms or use the social booking experience and share a link with other members of the group so they can pay for their own rooms. Rooms are booked against house inventory, reducing the need for blocks — simple, fast, and secure group bookings.

### Capture Market Share

Publishing group availability, rates and inventory enables groups to make quicker decisions allowing you to capture business faster.

### Maximize Customer Engagement

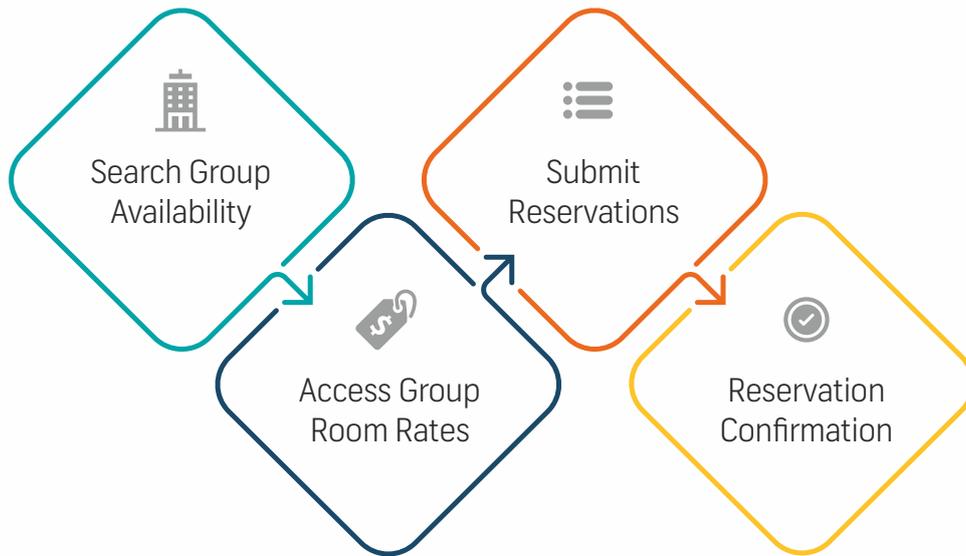
Automation allows customers to receive instant quotes with flexible purchasing.

### Minimize Shopper Abandonment

Overcome the limitations of selling only a quantity of rooms defined by the GDS and allow greater customer satisfaction.

### Generate Qualified Leads

Shoppers become qualified leads for additional amenities and services offered by the group sales desk.



## Digitally Enhanced Workflow for Groups Powered by the iHospitality Gateway

### iHospitality Group Solutions:

#### **iHospitality Groups**

A direct to consumer solution available now. Small groups will take advantage of a social experience in booking rooms from general availability. Pay all at once or share the billing without requiring contracted rates.

#### **iHospitality Gateway Groups Functionality**

In beta, a business to business solution which enables event planners, tour operators, and group organizers with the information required to move quickly through the RFP process. Following contracting, these events specialists can

manage rooming lists as active registrations freeing up Hotel operations from manual receipts of Rooming lists as well as bookings, modifications and cancellations of future lists.

#### **iHospitality Groups Portal (Future)**

All the functionality of the iHospitality Gateway Groups Functionality, plus including an event planner frontend tool for checking availability and managing reservations against the block.



Redefining the Future of Travel through Technology Innovation

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