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THE NEW CHA PLATFORM FOR A HOLISTIC GUEST EXPERIENCE



Presentation Agenda

1. Introduction - **UiBS** Mission , History, Partnerships
2. **UiBS**crs Central Reservation System - Key Figures
3. History of Direct Bookings (3)
4. **UiBS** "all-in-one" Hospitality Platform
5. **Cyprus Hotel Association Platform**
6. Demo
7. Call for Action
8. Thank you



UiBS Mission

We enter into engagements with hundreds of years of combined workforce experience offering our clients a “one-stop solution,” with a mission to transform their business using technology and to solve their business problems.

UiBS History

Its roots were seeded in 1997 as “Red Interactive,” to become UiBS United Business Solutions Limited in 2005.

A leader in Microsoft® licensing, architecture, deployment, development, infrastructure and distribution of enterprise and mid-sized public and private cloud solutions and unified communications serving the shipping, hospitality, financial, real estate and business sector.

With real world expertise on worldwide reach to over 30 countries across the globe, UIBS receives the Azure Circle Partner distinction and solves business problems through technology solutions.

Is an active member of the Cyprus Shipping Chamber and ICT Sub-Committee and a full member of the Cyprus Chamber of Commerce and Industry and celebrates its 12th year anniversary, by influencing, supporting and enabling thousands, to achieve their goals.



UiBS Partnerships

Platform



OTA



tripadvisor

Booking.com



Expedia

PMS Premium Partner



OWA Integrator



Payments



PayPal



UiBS Key Figures

€100,000,000



Worth of Reservation Booking Value revenue

580,402



Room Nights Sold

166,120



Number Of Bookings



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Join the global
movement to recapture
guest relationships
and increase
conversions on your
hotel website.



History of Direct Bookings 1/3

- › 1996 Booking.com and Expedia launched
- › 2004 Google allows advertisers to bid on trademarked keywords
- › 2004 Hotels.com launched new loyalty programme (For every 10 nights 1 night free)
- › 2005 Kayak and Trivago launch. Metasearch grows
- › 2005 Priceline buys Booking.com for \$133 Million
- › 2010 The UK's Office of Fair Trading starts investigating anti-competitive contracts between hotels and OTAs
- › 2011 Google launches their meta offering Hotel Finder and incorporates Google results through Hotel Price Ads
- › 2011 TripAdvisor spun out of Expedia as a separate public company
- › 2012 RoomKey, the hotel friendly OTA, is launched by Choice, Hilton, Hyatt, IHG, Marriot and Wyndham
- › 2012 German cartel authority warns OTAs that "Most Favoured Nation" clauses breach competition law
- › 2012 Expedia purchases majority stake in Trivago
- › 2013 Booking.com launches loyalty programme "Genius"
- › 2013 InterContinental Hotels Group introduce new Best Rate Guarantee – Find a better rate and get first night free
- › 2013 The OFT Office of Fair Trading reaches agreement with all parties that OTAs may offer discounted rates, but only to "closed user groups"



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History of Direct Bookings 2/3

- 2014 TripAdvisor launches InstantBooking, the start of a trend for meta sites to behave more like OTAs, by taking bookings direct on their website
- 2014 The European Commission announces antitrust investigation in the online hotel booking sector
- 2015 Triptease launches "PriceCheck" for hotels, addressing the misperception that OTAs have lower price via price comparison charts
- 2015 Booking.com and Expedia remove broad rate parity (or "Most Favored Nation") clauses from their contracts in Europe
- 2015 AH&LA American Hotel & Lodging Association study finds the "Billboard Effect is dead" six years after Cornell's original research
- 2015 France outlaws all rate parity clauses under "Macron Law"
- 2015 Marriot launches its marketing campaign #itpaystobookdirect
- 2015 Google Expands direct commission-based bookings "Small hotels can now pay CPA basis rather than CPC"
- 2015 The Italian Chamber of Deputies bans narrow rate parity
- 2015 Booking.com threatens legal action against hotels providing price transparency on their website – Concerns rise as the fight for direct bookings gains momentum
- 2016 Hilton Launches its largest global marketing campaign "Stop Clicking Around"



History of Direct Bookings 3/3

- 2016 Marriot cites bargaining power in OTA negotiations as a key benefit of the Starwood takeover
- 2016 Expedia CEO says that hotel's may ranked lower if they drive direct bookings
- 2016 Mirai report quotes twice as many cancellations on Booking.com compared to hotel direct
- 2016 Hyatt, IHG, Choice and Wyndham promote exclusive member rates for booking direct
- 2016 Kalibri Labs find direct bookers are between 9-18% more profitable than OTA-booked guests
- 2016 Independent Analysis shows hotels are cheaper than OTAs 53% of the time, and they are in parity 32% of the time
- Source: TripTease.com LLC website 2017



THE HISTORY OF DIRECT BOOKINGS

In preparation for the Direct Booking Summit in September, we take a look back at **where the battle for direct bookings began** and the **key events** that shaped the movement.

1996

Booking.com and Expedia **launched.**





Google allows advertisers **to bid on trademarked keywords.**

2004
APRIL



2004

Hotels.com launch new loyalty programme:
Hotels.com Rewards.

For every 10 nights get 1 night free.



2004
2005

Kayak and Trivago launch. Metasearch grows...



Priceline buys Booking.com **for \$133 million.**

2005
JULY



2010
SEPTEMBER

The UK's Office of Fair Trading starts investigating **anti-competitive contracts between hotels and OTAs.**



2011
JULY

Google launches their **meta offering Hotel Finder.**

Now incorporated into Google results through Hotel Price Ads.



TripAdvisor spun out of Expedia as a separate public company.

2011
DECEMBER



2012
FEBRUARY

German cartel authority warns OTAs that Most Favoured Nation clauses breach competition law.



2012
WINTER

Experia purchases **majority stake in Trivago.**

priceline.com



KAYAK

2013
AUGUST

The OFT reaches agreement with all parties that other **OTAs may offer discounted rates**, but only to "closed user groups".



2014
JUNE

TripAdvisor launches Instant Booking, the start of a trend for meta sites to behave more like OTAs, by taking bookings direct on their website.

tripadvisor®



Expedia®

\$

trivago®



2013

JULY

Booking.com launches **loyalty programme,**
Genius.





2013
JULY

InterContinental Hotels Group introduce new Best Rate Guarantee:

Find a better rate and get first night free.



2014
OCTOBER

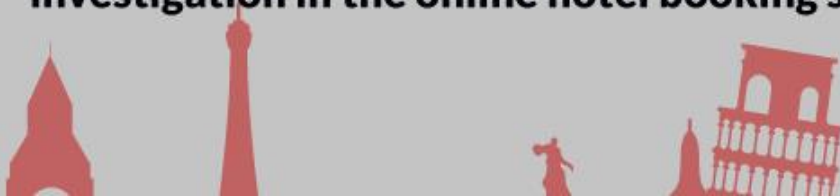
Accor commits €225 million to their digital strategy.

Nine months later AccorHotels welcomes independents onsite.



2014
DECEMBER

The European Commission announces **antitrust investigation** in the online hotel booking sector.





2015

JUNE - JULY

Booking.com and Expedia remove broad rate parity (or 'Most Favored Nation') clauses from their contracts in Europe.

CONTRACT

~~X~~ MOST FAVORED NATION

2015
AUGUST

Marriott launches its global marketing campaign #itpaystobookdirect.



Google expands **direct commission-based**



Google expands **direct commission-based bookings.**



Small hotels can now pay on CPA basis rather than CPC.



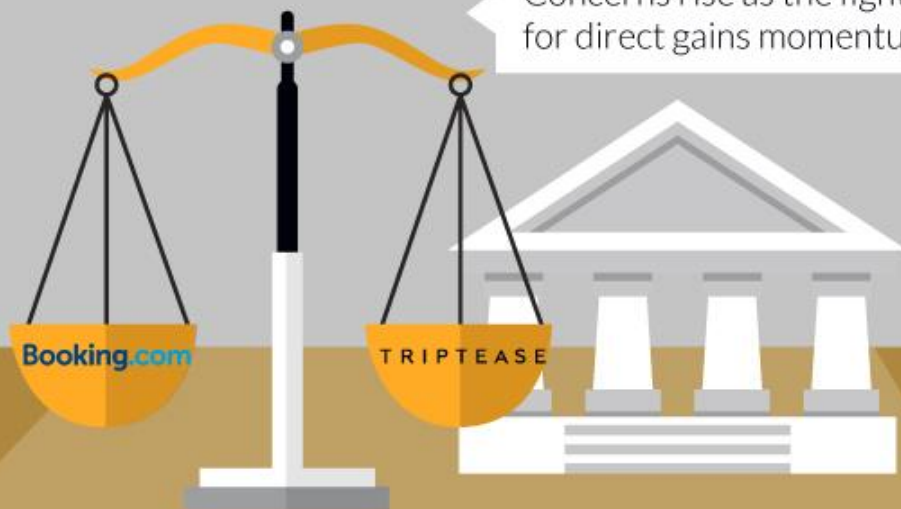
The Italian Chamber of Deputies **bans narrow rate parity.**



Booking.com threatens legal action **against hotels providing price transparency on their websites.**

2015
NOVEMBER

Concerns rise as the fight for direct gains momentum.



Hilton launches its largest global marketing campaign **"Stop Clicking Around".**

2016
FEBRUARY

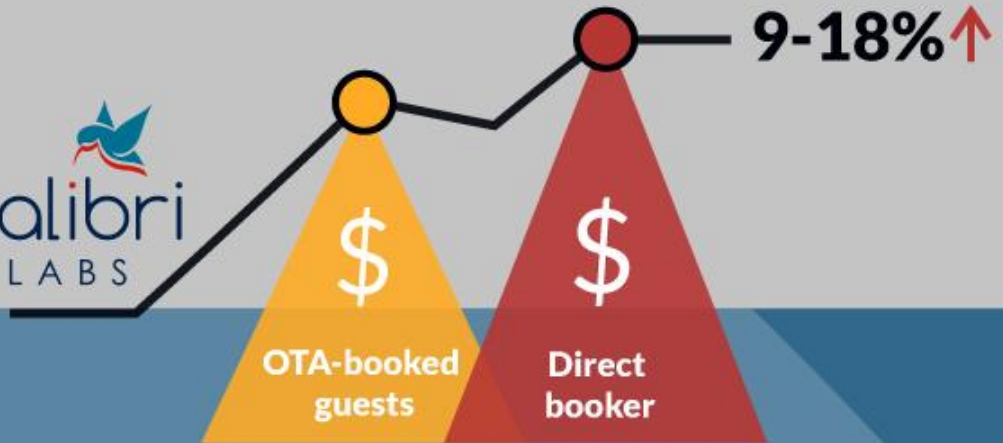
CLICK

HHonors enrolments up 90%



2016
JUNE

Kalibri Labs find **direct bookers** are between **9-18% more profitable** than OTA-booked guests.



UiBS “all-in-one” HOSPITALITY PLATFORM



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UiBS“all-in-one” **HOSPITALITY PLATFORM**

2006 UiBSweb – Hotel Website & Direct Booking Engine

2007 UiBScrs - Central Reservation Solution

2008 UiBScms - Content Management Solution

2009 UiBScrm - Customer Relationship Management

2010 UiBSinbox - Email Marketing

2011 UiBSclearing - Credit Card Clearing

2012 UiBSevent - Event Management

2013 UiBSapp - Mobile App

2014 UiBSrepute - Guest Survey & Reputation Analytics

2015 UiBScommerce - Complete Commerce (SPA, Vouch.)

2016 UiBSintegrate - Channel Manager Integration

2017 UiBSopentable - OpenTable Restaurant Reservations

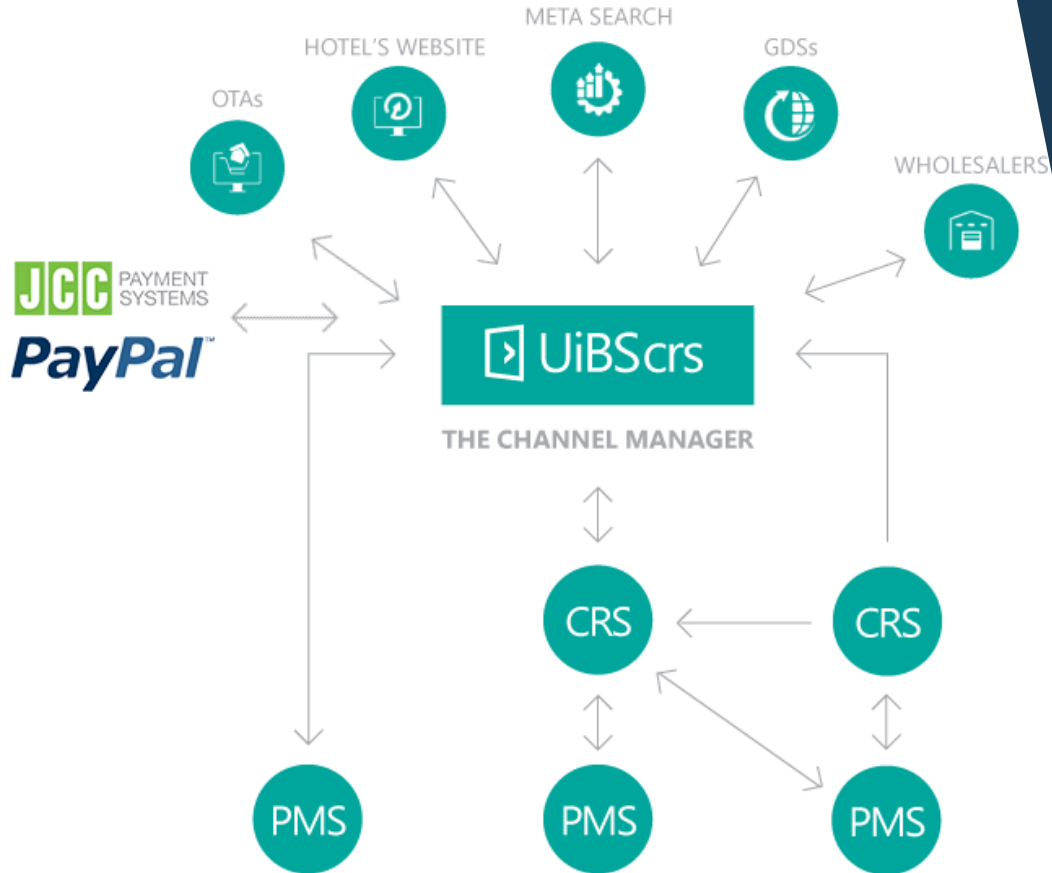


12 Hospitality Products
all tightly integrated
together to provide a
unified and simple
experience for your
guest and you, the
hotelier that manages
them.



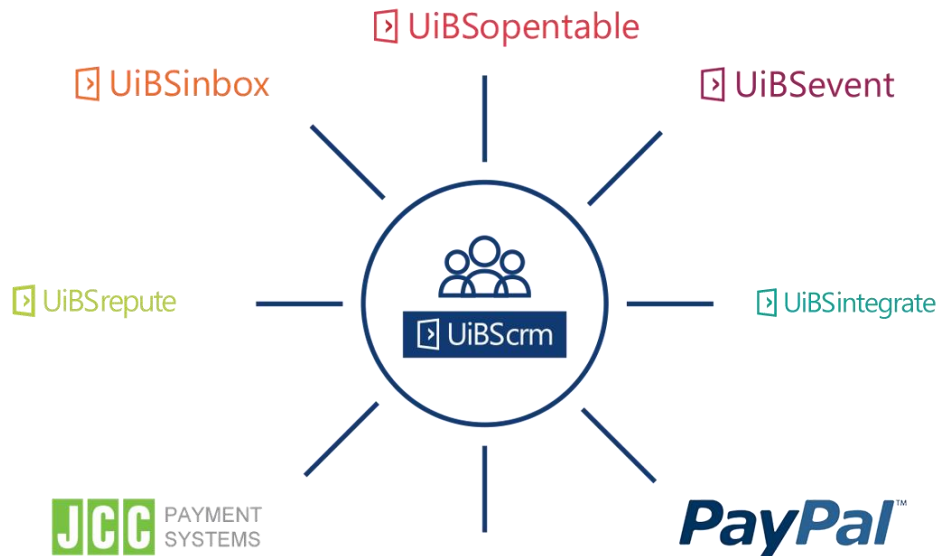
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RATES AND
AVAILABILITY

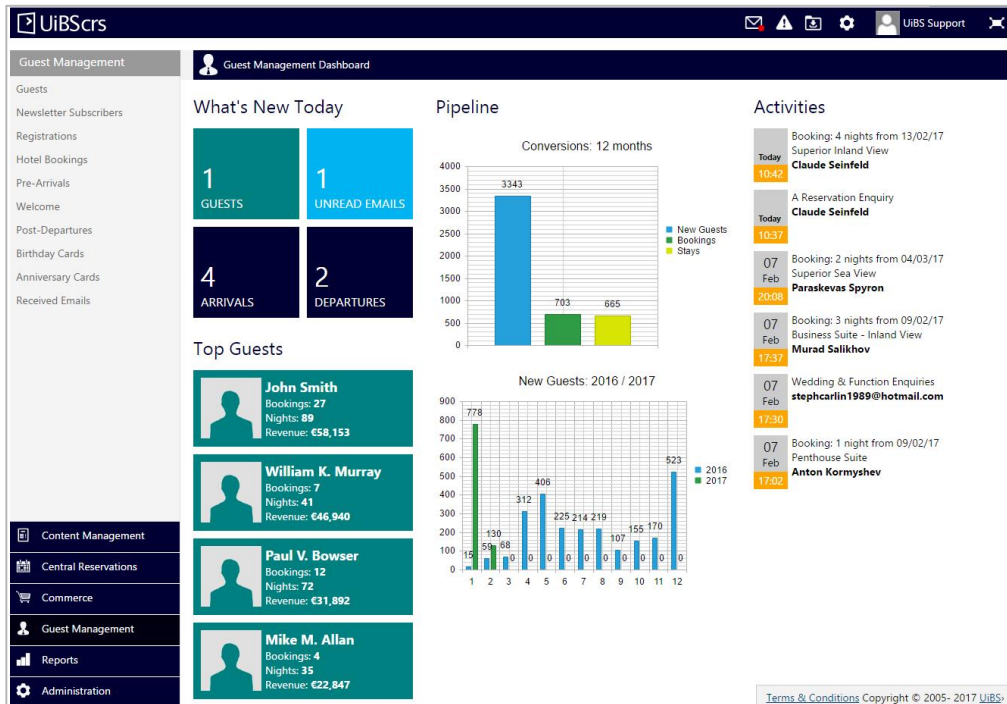
RESERVATIONS
v



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UiBScrm – Guest Management



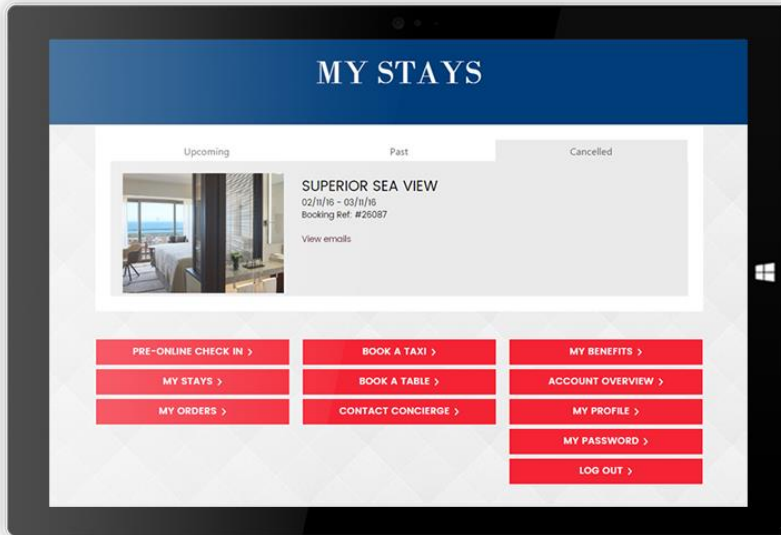
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Enhanced Guest Member Options

Reservations & Manage Account

- > My Stays
- > My Orders
- > Pre Online Check-in
- > Book A Room
- > Book A Table
- > Book A Spa
- > Book A Taxi
- > Account Overview
- > My Profile
- > My Password
- > My Benefits
- > Contact Concierge



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CYPRUS HOTEL ASSOCIATION THE PLATFORM



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The new CHA website.
Sell your rooms in real
time, supporting your
efforts to recapture your
lost guest relationships.
Both the above will
have a direct benefit to
your hotel's profitability.



Your bookings will be increased at only a fraction of the commission fees you are already paying to the OTAs.



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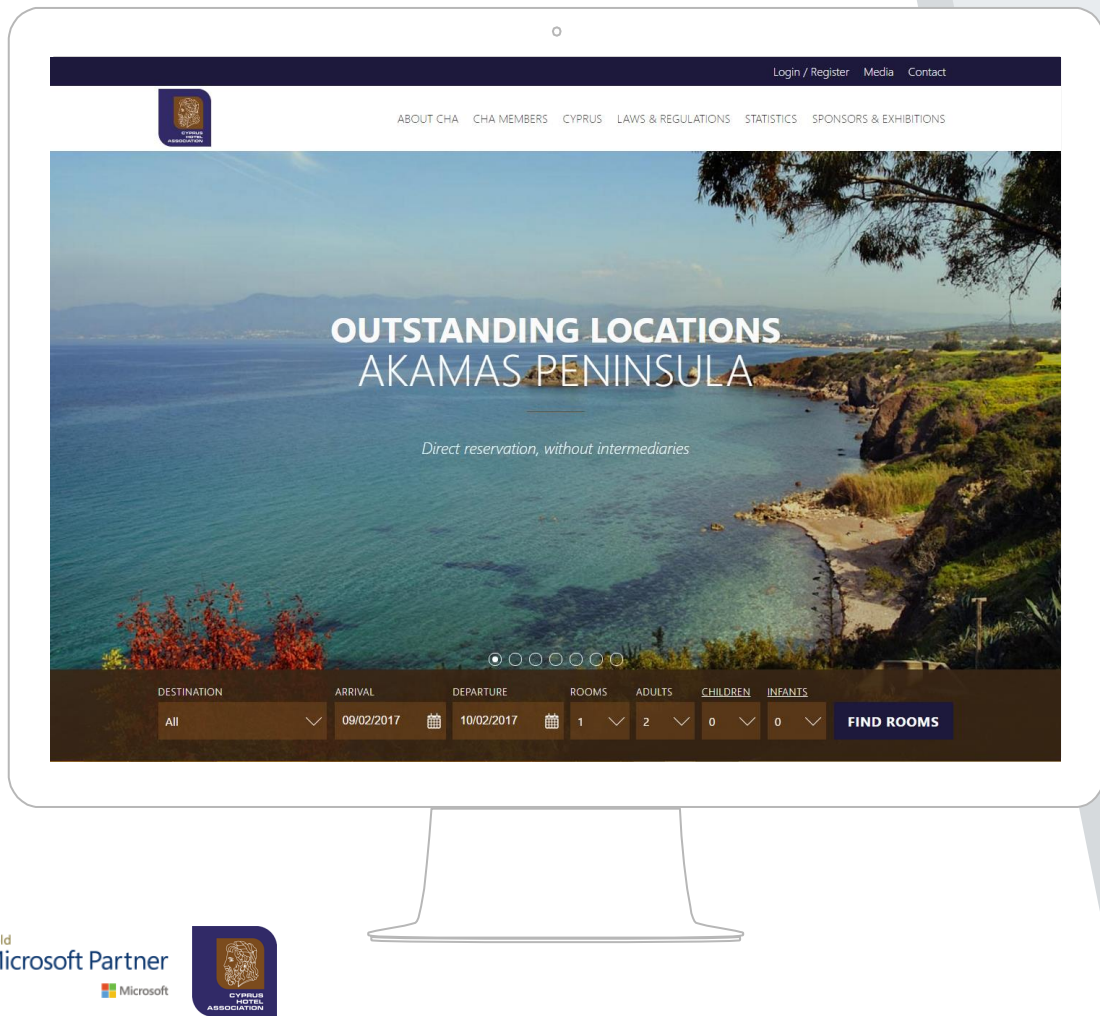
Conditions Command

1. Mobile-first, Cloud-First Solution
2. All Data Input performed by UIBS and CHA
 - 2.1 Over 2,000 handcrafted responsive pages
 - 2.2 Over 10,000 handcrafted optimized images
 - 2.3 Over 5,000 Rooms, Rates and Availability synchronized from hotel websites and public available information

The End-Result

A Consistent and beautiful dedicated hotel page and a simple to use 3 step booking engine for all CHA members.





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OUTSTANDING LOCATIONS AKAMAS PENINSULA

Direct reservation, without intermediaries



DESTINATION

ARRIVAL

DEPARTURE

ROOMS

ADULTS

CHILDREN

INFANTS

All



09/02/2017



10/02/2017



1



2



0



0

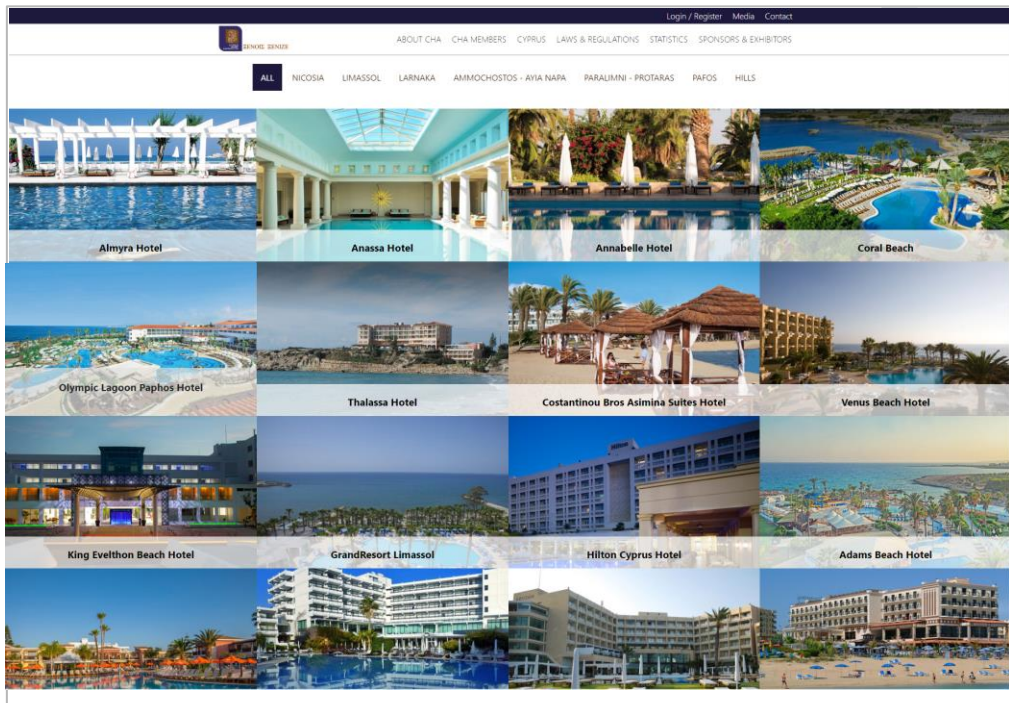


FIND ROOMS



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ΕΞΕΛΙΞΕΤΕ ΤΟ ΞΕΝΟΔΟΦΕΙΟ

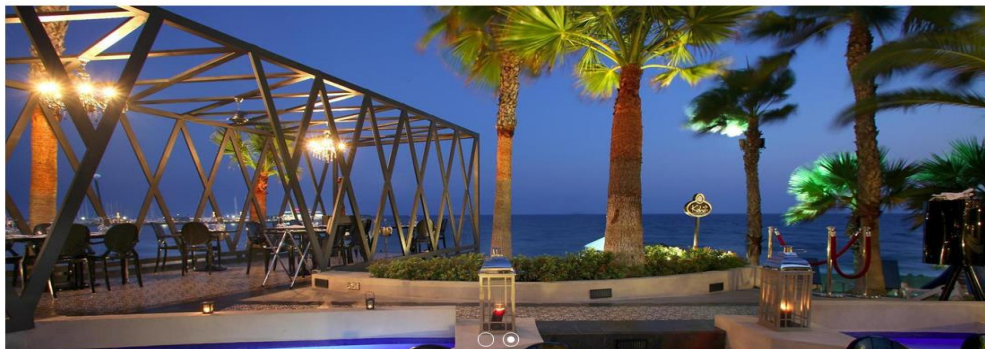
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[STATISTICS](#)
[SPONSORS & EXHIBITORS](#)

| DESTINATION | ARRIVAL | DEPARTURE | ROOMS | ADULTS | CHILDREN | INFANTS | |
|-------------|--|--|-------|--------|----------|---------|-------------------|
| All ▾ | 11/02/2017  | 12/02/2017  | 1 ▾ | 2 ▾ | 0 ▾ | 0 ▾ | FIND ROOMS |

— Limassol —

GRANDRESORT LIMASSOL

[Overview](#) [Rooms & Suites](#) [Dining](#) [Map](#)





BENOË SENIZE

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JUBILEE HOTEL

[Overview](#) [Rooms & Suites](#) [Dining](#) [Map](#)

TYPE: HOTEL | RATING: 2 STARS | ROOMS: 60

At a height of 1,757 metres above sea level, the Jubilee Hotel is the nearest hotel in Troodos to the ski slopes and the highest hotel in Troodos Mountains of Cyprus. Set exclusively in the pine forest, well away from the crowded square at the centre of the resort, it combines the traditional with the trendy. The cosy atmosphere, the log fire, delicious food, and the comfortable, well-appointed bedrooms offer you a home from home after a hard day's relaxation on the mountain. If you don't feel like being outside, enjoy a view of snow covered pines through the picture windows at the stylish new bar.

CONTACT DETAILS

+357 25 420 107

Troodos,
4800 Troodos, CyprusEmail: jubilee@cytanet.com.cy
Website: www.jubileehotel.com

NEAREST AIRPORT

PFO - Paphos International Airport



FOOD & DRINKS

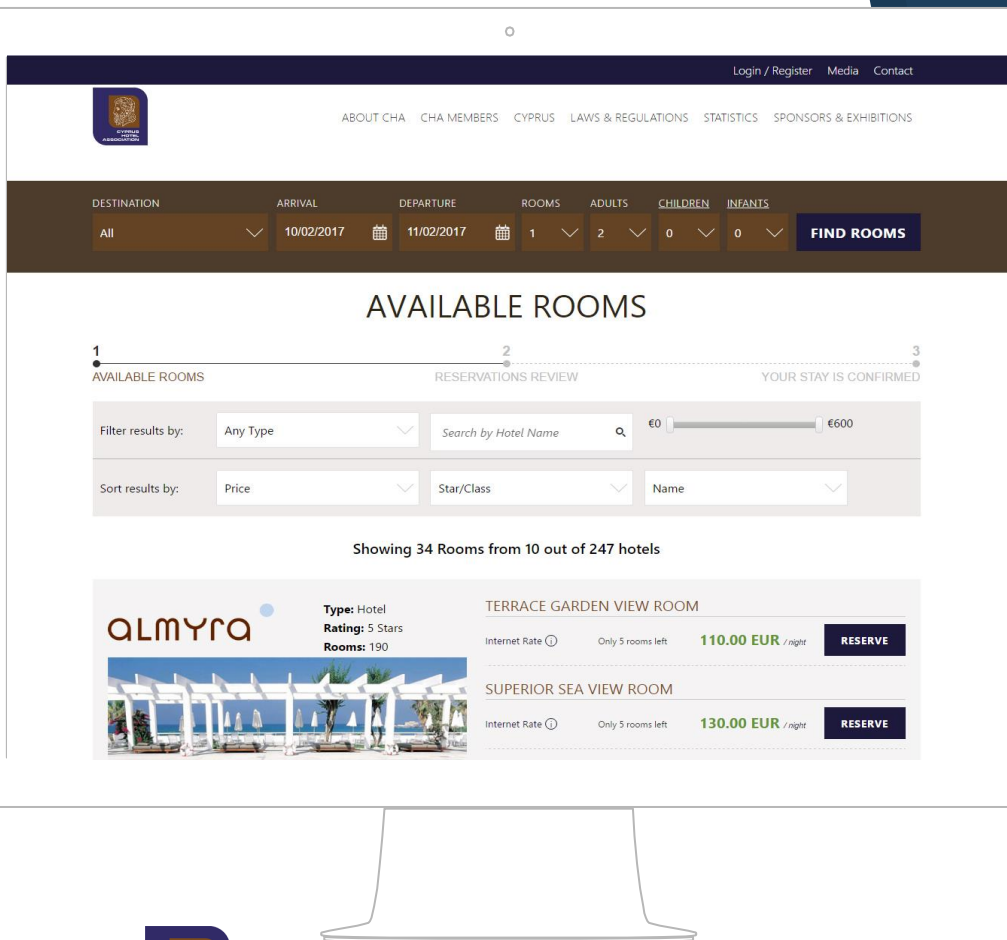
Restaurant Bar, Snack Bar




ACTIVITIES

Billiards, Table tennis

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CONFIRM YOUR STAY

1

2

3

AVAILABLE ROOMS

RESERVATIONS REVIEW

YOUR STAY IS CONFIRMED

SELECT YOUR MEAL PLAN

Select a Meal Plan

Bed & Breakfast

| | Adults | Children | Infants |
|----------------------------|-------------|-------------|-------------|
| Bed & Breakfast | 0.00 | 0.00 | 0.00 |

GUEST INFO

Already registered ? Book faster by [Logging in](#)

Email


First Name

Last Name

Phone


Country








BOOKING SUMMARY



ANASSA HOTEL

GARDEN VIEW

Internet Rate (Anassa) 

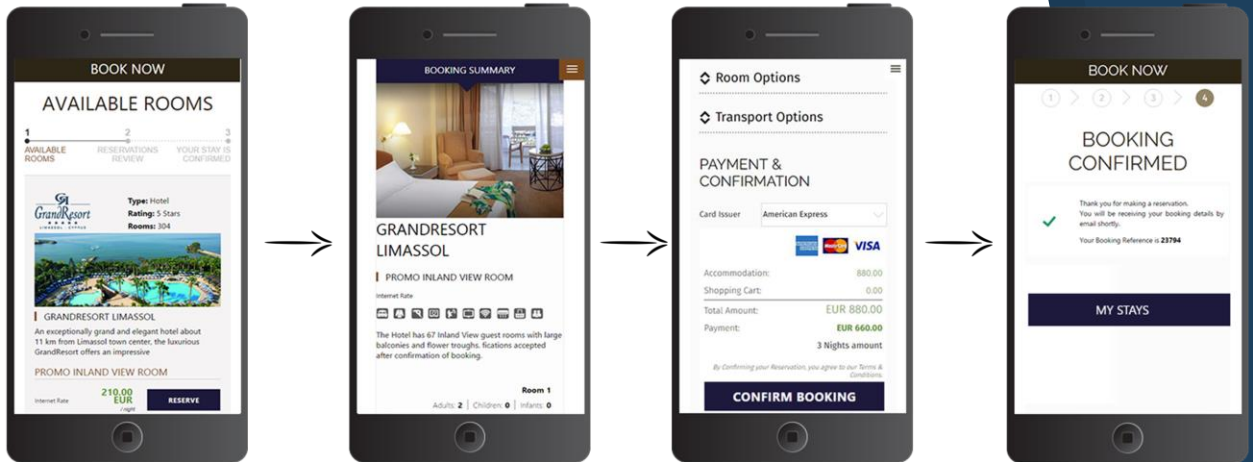








Room Size: from 41 sq.m

Showcasing a thoughtful purity of design, these cool Mediterranean style havens combine locally crafted furnishings, an uplifting generosity of space and colourful garden views: hot-pink bougainvillea;

SEAMLESS PAYMENT

Direct Booking

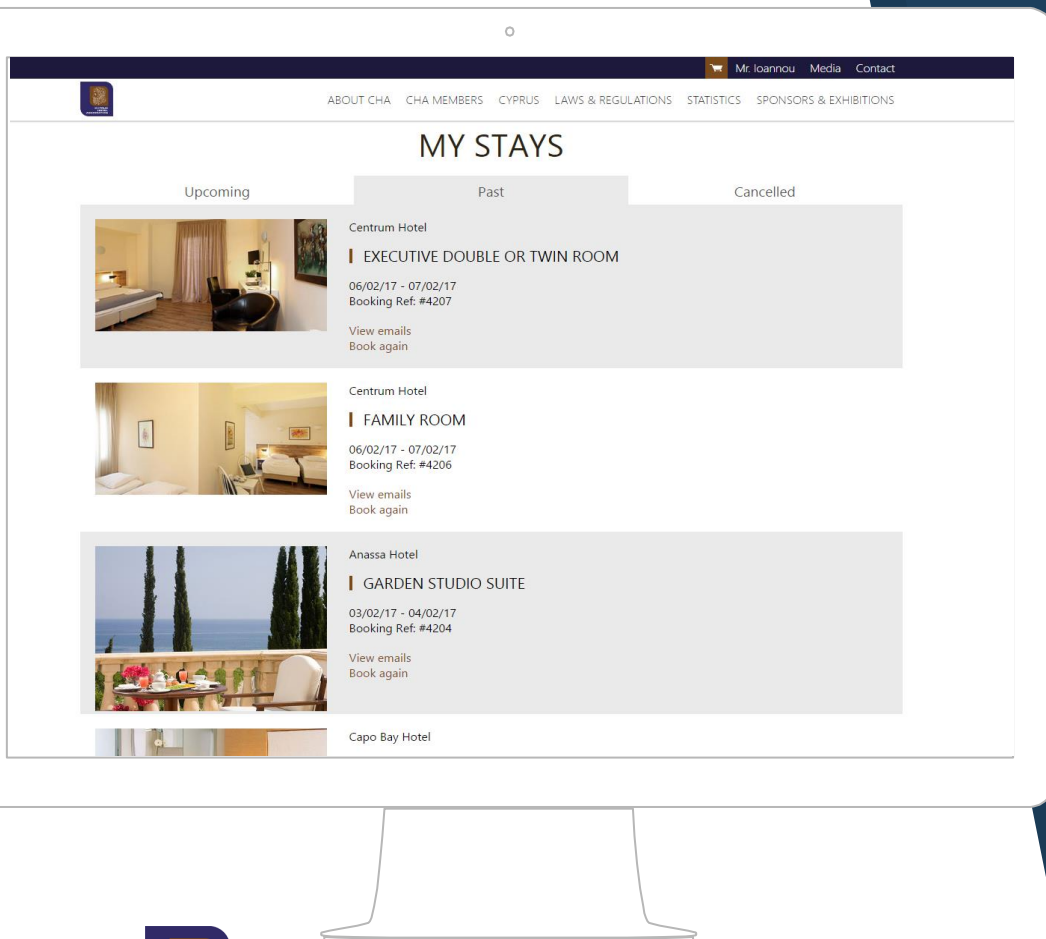


1. Choose Room

2. Reservation Review

3. Payment Details

4. Booking Confirmed



Next release in 2017

1. Integration with local activities based on POI
2. Integration with restaurant reservations
3. Integration with commerce SPA, Events, Tickets, etc
4. Integration with Statistical Service for real-time BI local revenue, yield, tourism figures



Call for Action

1. Collect your Extranet Account booth #55
2. Review your Hotel's Details, Rates & Availability
3. Enter your IBAN account in extranet to collect your payments
4. Start selling today
5. Attend one of our training sessions



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The successful outcome was achieved by actions of many.

The CHA and UIBS teams for their remarkable display of teamwork and professionalism and of course the orderly cooperation of the CHA members and all our premium partners and advisors who their input has been proven invaluable throughout the years.



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THANK YOU



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