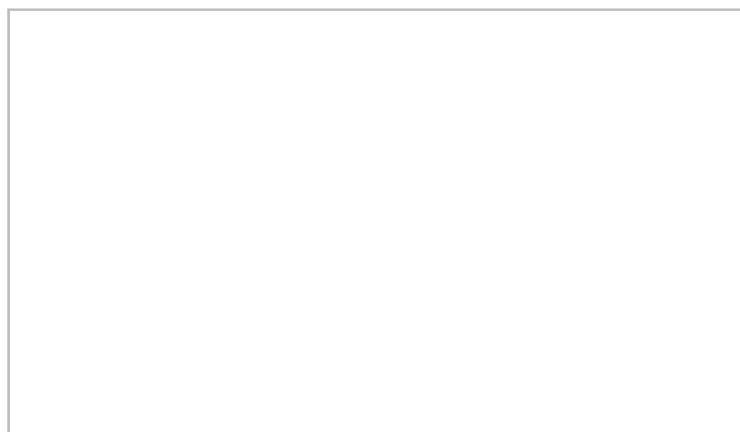


## Casino Hotel Electronic Distribution: GDS and OTA Connectivity

Our experience with Casino Hotels delivers a custom reservation system specifically designed for today's Casino Hotels. Producing high reservation volume combined with leveraging the Casino Hotel's overall perceived rate value is revolutionizing the industry. IHM is an active partner with your Casino Hotel to ensure the best overall exposure with a focus on controlling your market share. Electronic distribution is the most powerful and inexpensive marketing tool a Casino Hotel can have. Best of all, you only pay for a confirmed reservation, yet millions of guests are exposed to all of your current products.

### *Electronic Distribution Service includes:*

- Our CRS technology allows Casino Hotel's the ability to enter, modify and manage property information via a secure ASP connection for real-time changes to all websites, OTAs and portals;
- Seamless GDS connectivity: Sabre®, Travelport, and Amadeus for real-time booking of updated room inventory;
- Direct and onward distribution to all major travel sites - Expedia, Travelocity, Priceline, Booking.com, Orbitz®, Hotwire, Hotels.com;
- Net and Merchant rate program assistance for participation and management;
- Channel management tools for RevPAR optimization.



### What this means for you

Travelers and travel agents have access to your property to book reservations securely from anywhere in the world at any time of day. Your property is displayed on large global websites and small regional portals to ensure maximum exposure. You only have to manage your data in one place to entice millions of travelers.

### Financial benefits

Customers require easy-to-use, easy-to-find booking methods. Over 75% of travelers research accommodations online and this trend is growing dramatically. Don't lose out on revenue because your guest cannot find you. Fill your rooms, increase your RevPAR and compete with the other hotels in your area.

### Getting started

Getting started is simple! An IHM Executive will guide you through the set up stage. You'll also have access to our e-learning tools as well as 2 hours of Success Training to ensure you—and your staff—are fully ready to maximize our booking engine.

*In 2012, over 148 million travel bookings were made on the internet.*