



# myGIATA Drive

→ for hotels

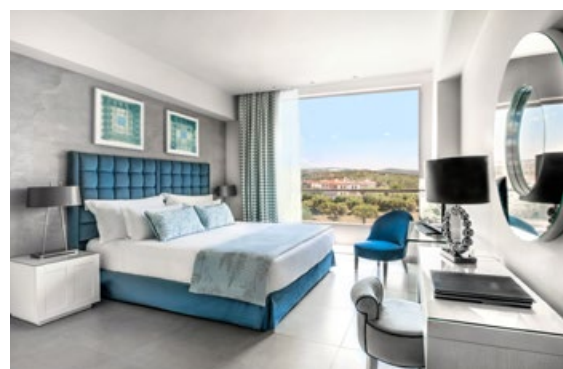
## Save time and distribute your hotel images through one single platform.

### HOW DOES IT WORK?

- easily upload hotel images and optionally add room details
- secured authorization and upload process
- availability to over 21,000 travel partners

### WHAT IS YOUR BENEFIT?

- ✓ get global exposure through all relevant players in the travel industry
- ✓ empower your brand consistency across all channels
- ✓ increase your direct sales by up to 35% through optimized content



upload your best images

### HOW TO GET STARTED?

Request your individual hotel access key by sending your company details and contact person to:

#### myGIATA Drive Content Team

+49 30 420 265 55

hotels@giata.com

[www.giata.com/mygiata-drive/](http://www.giata.com/mygiata-drive/)



Pictures taken from  
GIATA Hotel Guide,  
Hotel Ikos Olivia, Greece

## We are G|I|A|T|A – your global partner for content

GIATA GmbH is a Berlin, Germany based travel technology company that was founded in 1996. GIATA's hotel content solutions are used by thousands of OTAs, travel portals, DMCs, hotel wholesalers and tour operators worldwide.

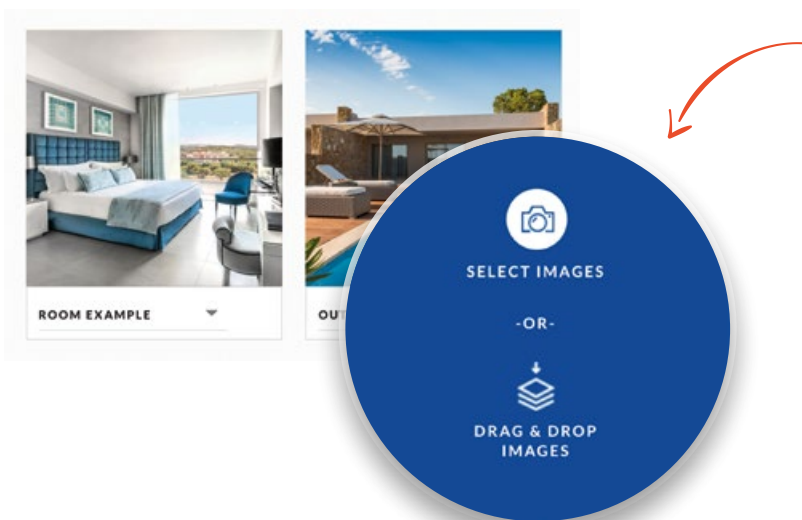
A selection of our partners: Thomas Cook, Google Travel, TUI, Hotelbeds, Sabre, Expedia and Holiday Check.



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→ Quick Guide

## Save time and distribute your hotel images through one single platform.



### STEP 1 – UPLOAD IMAGES

For better online visibility and higher conversion, upload between 10 and 50 high-resolution images in JPG format and RGB colour scheme. Please note that personal or copyright protected content (e.g. staff, children, guests, trademarks etc.) may be removed at GIATA's discretion.

### STEP 2 – ASSIGN ROOM TYPE

Add optional room details to help display the correct image content together with your online offers in all your sales channels.

**ROOM ASSIGNMENT**

**Create new room:**

Room type  
Room Example ×

Room category  
Deluxe ×

Room view  
Hill View ×

Room name

CREATE CANCEL



### STEP 3 – SAVE & FINISH

After confirming your upload in a secure e-mail confirmation process, you have successfully transferred all your images to our Content Team who will check them for potential copyright issues. Your images are then made available to all GIATA Hotel Guide users for download or automated integration via XML web services.