

Press release

01 March 2016

GIATA uniquely identifies its 500,000th property

Did you know that, on average, a 4-star hotel in London can be represented by over 80 suppliers with over 120 different booking codes?

Replicate that scenario for over 500,000 properties worldwide, and you can imagine the effort required to match availability responses or information from over 480 suppliers to the same property.

With its own unique global hotel identifier – the GIATA Code and its sister identifier the TTICode in the UK – the Berlin-based travel tech company GIATA makes it easy for clients worldwide to resolve this challenge, creating what **has become the recognised standard for identifying properties for many CRS, GDS, OTAs and other key industry players worldwide.**

From large OTAs to specialist tour operators and the leading GDSs – all have benefited from GIATA's expertise in matching up over 21 million booking codes to their respective unique property ID.

One such success story is that of Amadeus, which is using the GIATA Code as its primary tool to match the hundreds of thousands of availability responses it receives daily from its suppliers to the correct hotel.

Peter Waters (Director Hotel Distribution at Amadeus) had the following to say: "Since switching to GIATA MultiCodes, we have been able to manage our multiple supplier strategy in a very cost efficient manner. Amadeus now has over 430,000 unique properties in our system, and working with GIATA MultiCodes enables us to connect to new suppliers more quickly than ever."

The world does not stand still, however, and the next challenge is to work out a solution that matches individual apartments within the same apartment block or complex, thus enabling clients to streamline their availability responses without repeating the same information line by line.

Find out more by visiting the renowned GIATA Café @ ITB Berlin (hall 5.1, stand 100), where you can take a more detailed look at GIATA's products over a coffee or two.

For further information, please contact sales@giata.de.

About GIATA

GIATA is a German travel tech company based in Berlin. The company was established in 1996 and has become a world market leader in the field of travel content. GIATA prepares digital text and image data for almost all well-known tour operators, OTAs and travel agencies in over 18 languages. Furthermore, GIATA offers a product called MultiCodes that allows anybody with a multiple supplier strategy to match data from over 480 suppliers within a few hours and to set up one major database.

The company has over 140 employees at its Berlin Kreuzberg office and cooperates with numerous partners worldwide. Its almost 20,000 customers include renowned tour operator groups and brands such as TUI and Thomas Cook, major GDSs such as Sabre, Amadeus and Travelport, Internet booking engines such as Travel-Tainment, Sabre, traffics and Peakwork, and internationally known OTAs including Expedia, HolidayCheck, Opodo and many more.