



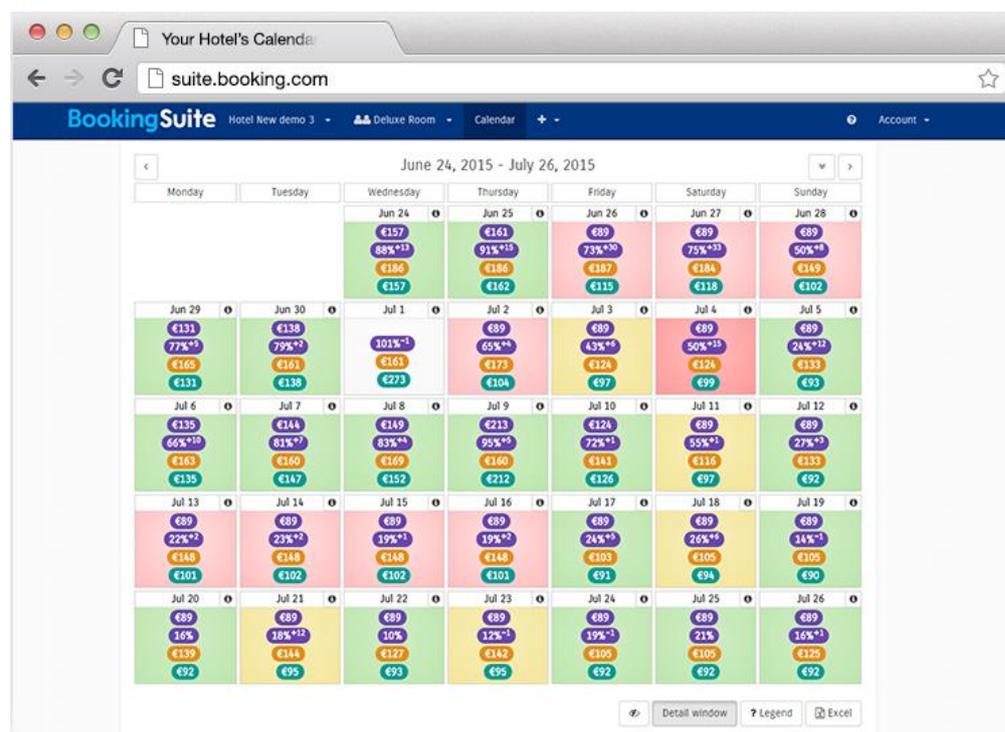
Press release

## New two-way interface between hetras and BookingSuite makes setting the right room rate easy

Amsterdam/Munich, 21 September 2016

Calculating the right room rate is an integral part of a successful revenue management strategy. Now, an exciting partnership between hetras and BookingSuite, a new unit of Booking.com dedicated to empowering accommodation providers with smart technology that makes it easier to deliver great guest experience and grow their businesses, offers hoteliers a faster, cheaper, and accurate way to price rooms and increase RevPAR.

BookingSuite joined forces with hetras to develop an innovative two-way interface between hetras and BookingSuite's rate management solution, RateManager.



The interface to hetras, which was built using hetras' public API, provides hoteliers with an exclusive two-way solution that utilizes powerful data in a seamless, streamlined and fully integrated manner. Using a series of complex algorithms that analyze multiple variables, such as seasons, special events, historical data, etc., BookingSuite's RateManager tool predicts occupancy and optimizes rates up to 360 days in advance. This means hoteliers can calculate the best rate for each room type independently on any given day of the year.

The added bonus for hetras-backed hoteliers lies in the two-way solution. Price recommendations from BookingSuite RateManager can be automatically imported to hetras. And, because BookingSuite developed a connection to the hetras platform using the hetras public API, which has fast access to current data, forecasting and pricing capabilities are even more precise.

Furthermore, the streamlined integration through the hetras API means that the software automatically imports any and all pertinent data, allowing hoteliers to concentrate on other areas of their business. The interface is simple to use and is a cheaper solution than others currently on the market.

Unsurprisingly, the partnership and tool have already garnered attention, with eight of hetras' member hotels already jumping on board.

## About hetras

[hetras](#) is the first company in Germany to develop a fully Internet-based management application for hotels and hotel chains of all sizes. hetras' hotel management system has been specifically designed for hotel chains that employ a high level of automation. It comprises a highly efficient property management system (PMS) and a powerful distribution and channel management system, for which member hotels pay an all-inclusive flat fee per month per room. Have your requirements changed? hetras' public API is as flexible as it is innovative, allowing the hetras platform to be customized and integrated with third-party products and technologies. hetras is proud to be a technology partner in the "[FutureHotel](#)" project of the Fraunhofer Institute.

## For more information on hetras, contact:

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## About Booking.com

[Booking.com](#) is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 42 languages, offers over 1M hotels and accommodations including more than 509,000 vacation rental properties and covers more than 95,000 destinations in 224 countries and territories worldwide. It features over 100M reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 19 years of experience and a team of over 13,000 dedicated employees in more than 180 offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience. Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of The Priceline Group (NASDAQ: PCLN).

## About BookingSuite

[BookingSuite](#) is a new unit of Booking.com dedicated to empowering accommodation providers with smart technology that enables them to deliver great guest experiences and grow their businesses. The BookingSuite platform integrates with hundreds of reservation systems, channel managers, social media channels, and property management systems to help accommodation providers to thrive in a fast-paced, increasingly complex, digital world.