Semper

Semper On-line program

The best program for you to utilize on-line bookings from OTA, GDS and your own website

OTA (Online Travel Agent) is an industry term referring to portals where members of the public can book (e.g. Booking.com, Expedia, Safarinow etc.)
OTA's can be accessed via *channel management companies* such as Sabre, Siteminder, Nightbridge, Staah etc. or **directly** via Semper's own channel manager. Each channel manager connects to multiple OTA's.

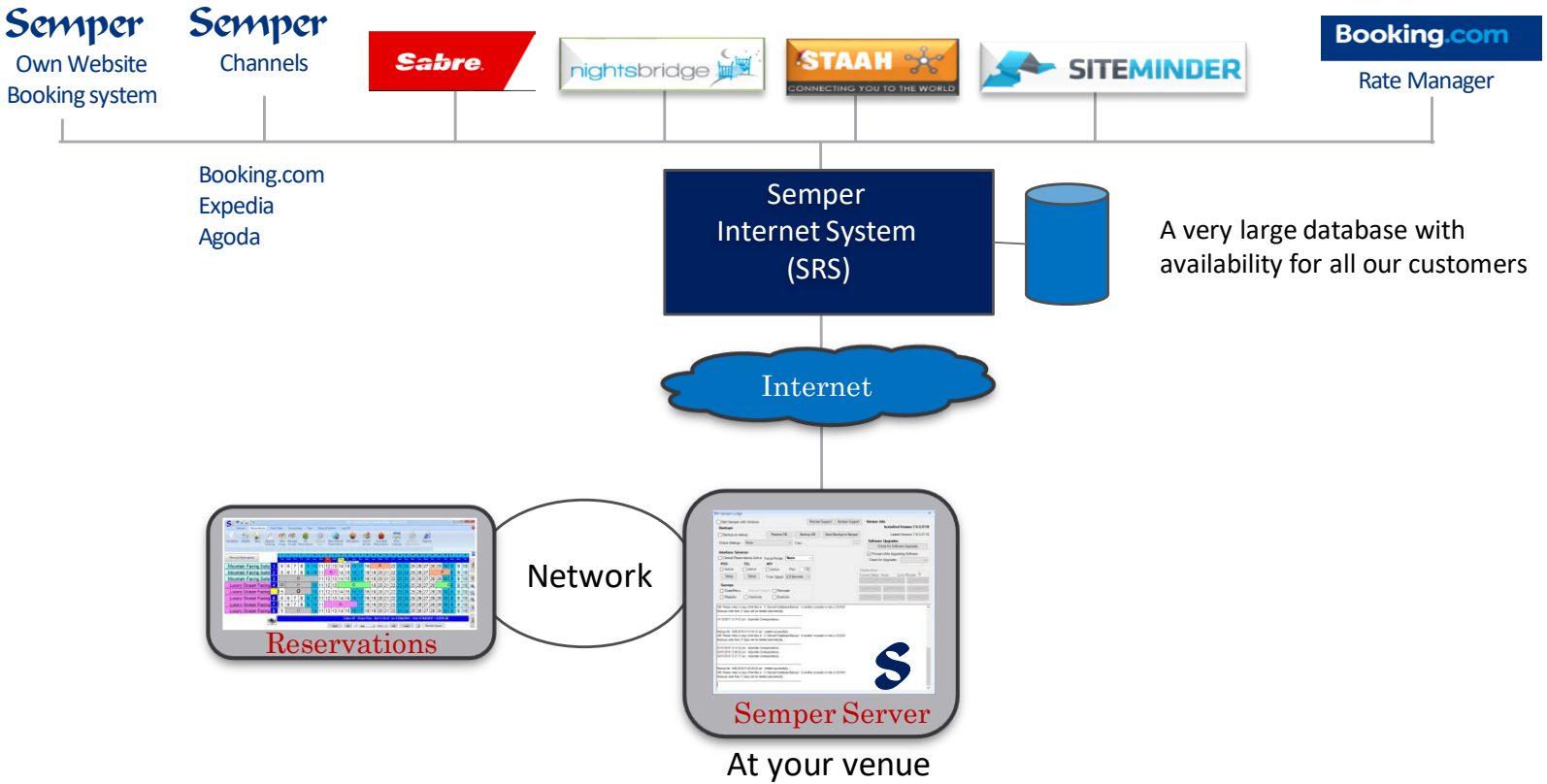
GDS (Global Distribution System). Every travel agent in the world (approx. 600, 000) requires a systems to do airline bookings (e.g. Galileo, Amadeus, Sabre et.). These systems are also able to book accommodation via the GDS system.

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Generate more bookings worldwide



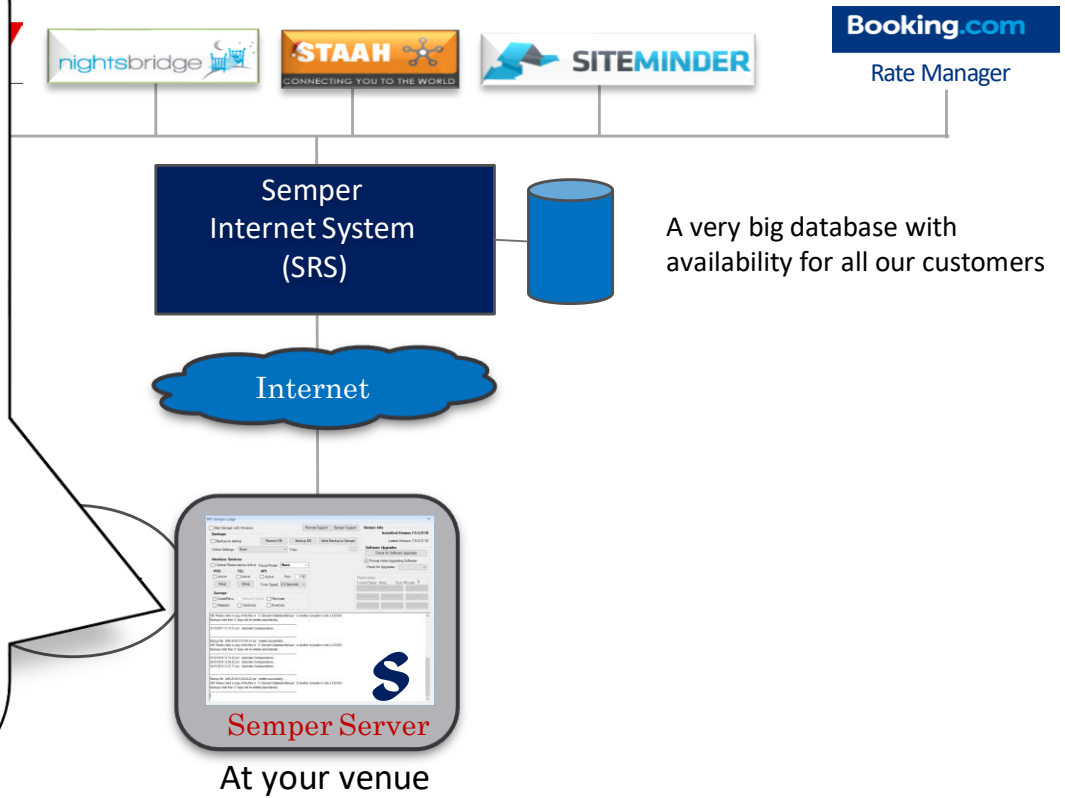
Generate more bookings worldwide

Semper (at your venue) automatically synchronizes with the ***Semper Internet Server*** which is a cloud system and keeps all our customers availability up to date at all times.

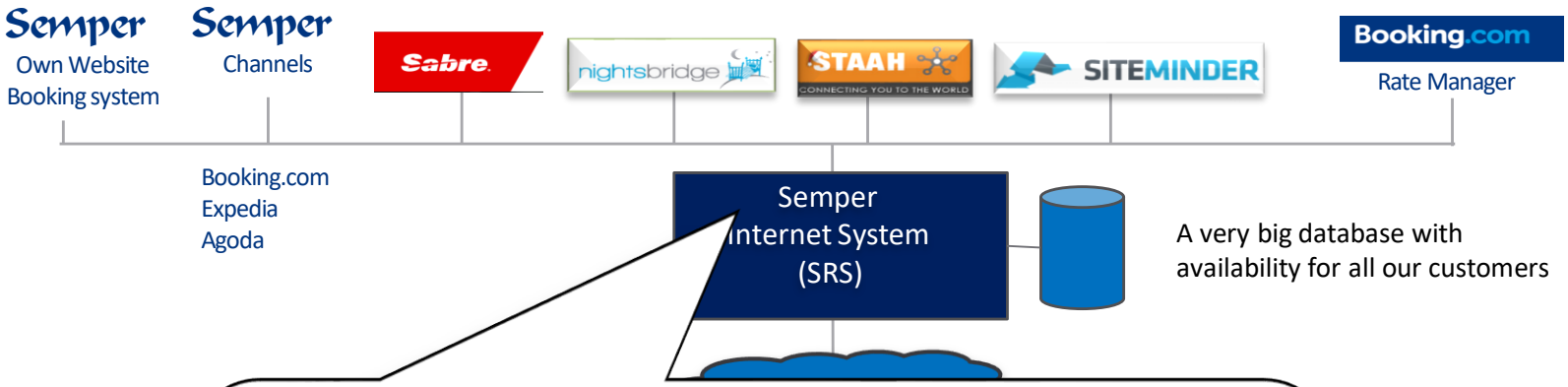
This availability is then passed to each Channel Management company which in turn pass it on to the different OTA's.

For the Semper Channels the availability is passed directly to the OTA eliminating the need to first pass it to channel management company (Vastly reduces double bookings).

When bookings are received, they first get saved in the Semper Internet System database and then passed down to your Semper system where they automatically appear on your calendar screen.



Generate more bookings worldwide



Semper's extensive offering enables you to connect to almost any OTA anywhere in the world via one or more of the channel management companies

Our strategy is to add OTA's to the ***Semper Channels*** if the OTA generates a high volume of bookings. This is beneficial to all our venues as it will be far more cost effective then connecting to a channel management company. In many cases the Semper channels are used exclusively without the need for additional channel management companies.

Generate more bookings worldwide



Semper became a Booking.com strategic partner at the end of 2017. **
They generate by far the most bookings compared to any other OTA.
We achieved this by implementing all Booking.com requirements:

- Content Management. you can change the content – any text – from within your Semper system and immediately update it to Booking.com
- Rates – Multiple rates can be setup, changed and updated from within your Semper system and are immediately active in Booking.com.
- Rate rules can be setup and updated immediately (things such as close on arrival, minimum stay etc.).
- Integration to the Booking.com Rate manager (the first company in Africa to do this. More on the Rate Manager in the next slide).

All this will help you with your ratings and help generate more business.
** only available when using the Semper Channels

Semper Server
At your venue

Generate more bookings worldwide



Semper and Booking.com's Rate Manager

The Rate Manager is a separate product offered via Booking.com and designed to help you increase the number of bookings you receive at the most optimal price.
It works the same as airline tickets where the price varies depending on a number of factors such as demand (e.g. activity in the area), your competitors, how full your venue is, lead times etc. This artificial intelligence system then suggests a price that you could charge for a specified room type on a specific day that would be optimal to secure the business at the highest possible margin. This technique is called rate yielding.

It works for ***ANY*** authorized OTA that can accept rate changes from Semper (Semper channels or Siteminder).

The rate can be changed and automatically updated in all other OTA's **AND** will be downloaded into your Semper system where it can be applied to all local bookings you take (including quotations). You choose the rates you wish to yield.

At your venue

Generate more bookings worldwide



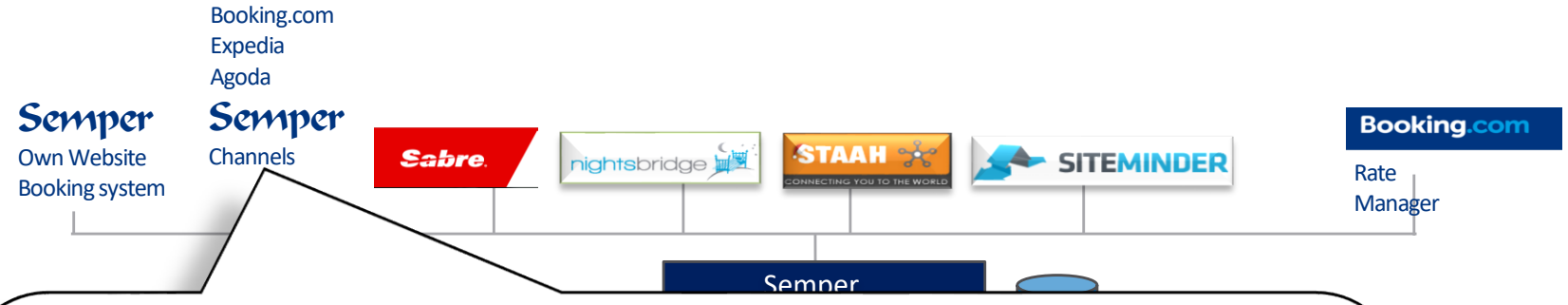
Semper and Sabre

Sabre is the largest Channel Management company in the world with a specific focus on GDS connectivity. They connect to every GDS platform worldwide which opens over 600, 000 travel agents for you.
They also have a vast ***corporate*** network enabling international corporates to book directly with you.
Sabre also connects to a vast OTA network that includes OTA's such as AirBnB, Safarinow, TravelGround etc.

Semper and Chakela

Chakela is a sales organisation that assists clients to maximise the number of bookings they receive from travel agents and incorporates international corporate companies.
They exclusively utilise the Sabre platform for this purpose and a one-stop-service for all your online needs. They do everything for you including maintaining your venue to all platforms to ensure you get exposure to the correct platforms and OTA's based on your portfolio and target market.

Generate more bookings worldwide



Semper Channels

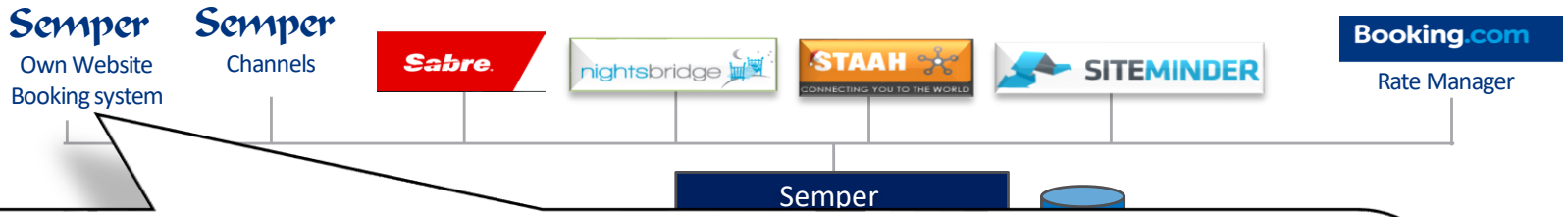
The Semper channel management connects directly from your Semper system to the high-volume booking OTA's Booking.com, Expedia, Agoda and soon Trip Advisor.

This enables a direct connection which greatly reduces the chances of a double bookings.
Semper channels enables multiple rates to each OTA as well as instant rate changes that get setup in your Semper system and updated directly from within your system.

Integration with the Booking.com rate manager auto updates rate changes to all selected OTA utilizing the same rate table and also updates the Semper supplied Own website booking system.

In addition various rate rules can be applied to each OTA (if supported by the OTA).

Generate more bookings worldwide



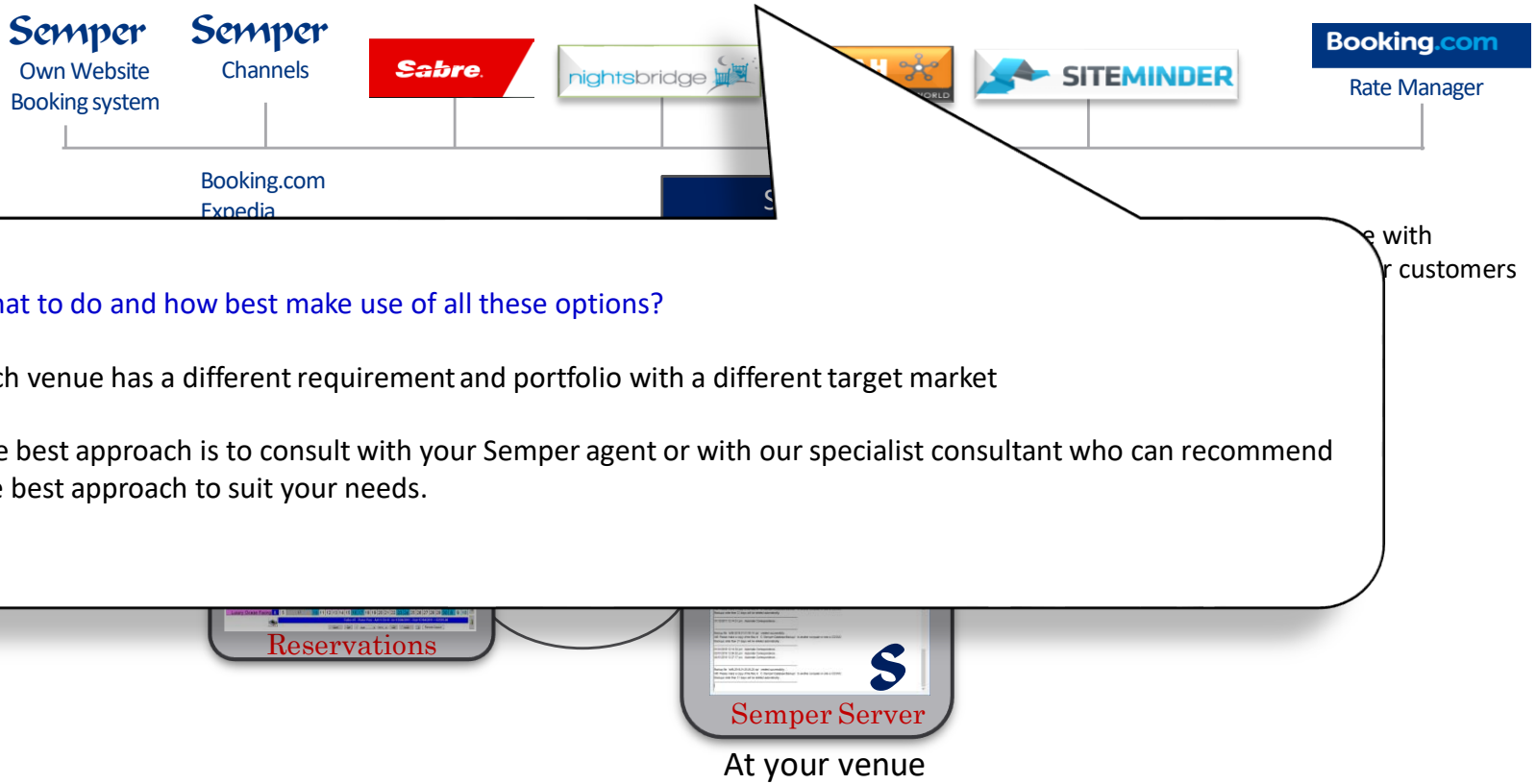
Semper Own Website bookings

We recently re-engineered the system and added many new features including;

- Ability to offer multiple rates (e.g. Room only, Bed and Breakfast Rates etc.)
- Apply rate rules (e.g. Minimum stays etc.),
- Package support where products are recorded separately in your Semper system
- Vouchers (when used in conjunction with your marketing program in Semper)
- Additional specials that get applied
- Ability to book an itinerary (i.e. multiple dates in one booking), group bookings and much more
- Support for cell phones and tablets.

Integration with the Booking.com rate manager auto updates rate changes to your own website booking system

Generate more bookings worldwide



Semper

Thank You!

Contact your agent or email
info@semper.co.za