

G|I|A|T|A TopRank

Functions

It is only the links displayed on the first few pages of a search engine that actually lead to tour operators securing bookings. Together with a renowned search machine optimiser, GIATA has developed an innovative type of tourism data tool with which it is possible to ensure that search results appear on the first results page in Google as well as on other search engines.

GIATA's TopRank system is based on GIATA's own data, namely the over 72,000 neutral GIATA hotel names as well as the associated GIATA countries, destinations and towns. The search engine results (in Google for example) are directly linked to the tour operators' specific offers through the GIATA codes corresponding to the GIATA hotel names.

When a hotel name from the GIATA database is typed into Google (for example, Hotel Silver Beach, Eden Resort & Spa, Sri Lanka Villa Ocean View, Club Palm Bay, etc.) the customer links will almost always appear on the first Google results page. It took just four weeks to "pull" the links from their positions far down the list (rank number 3,000,000 or lower for example) to one of the top positions in the search engine.

Advantages

Easy to locate your deals in many renowned search machines. The GIATA TopRank system allows operators to significantly increase the efficiency of their market share alongside the catalogue and last-minute deals.



G|I|A|T|A Service

GIATA is flexible, cost-efficient and established as a service provider. We accompany you from the conception of the idea to the finished product!

Our highly qualified employees from the following departments are ready to assist you: graphics, catalogue production, video imagery, technical team, programming, translation and even external photographers.

From advice to the creation of the concept to its realisation, GIATA provides it all. This means direct contact partners and on-schedule completion. We look forward to working with you!

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GIATA compiles, develops and distributes the digital and text data for almost all the German tour operators – more than 180 have been entrusting their data to GIATA for over a decade.

Travel agencies present tour operator data in the form of digitalised offers – as well as all additional information. These are on display around the clock over the counter as well as on the Internet. At present, GIATA's products are utilised by over 18,000 travel agencies.

GIATA was founded in Kassel in 1996. The company is based in Kassel (headquarters) and also employs over 150 people in its Berlin office (branch office).

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