

"GIATA by the Numbers" - GIATA mbH expands content offering

Through the roof with over 500,000 offers: GIATA has expanded its Internet/Extranet Hotel Guide and Flip-Cat data and significantly increased the number of cooperating tour operators. The Hotel Guide database now represents about 270 tour operators with 556,000 travel offers (TravelTainment coverage > 97%*), including over 100,000 last-minute offers. More than 1,000 up-to-date catalogues were added to the company's portfolio of virtual, PDF-based Flip-Cats. But the ability to update offers is also gaining significance. Now, almost one in five tour operators updates their text weekly or even daily. Additional quotas can also be set.

In the words of Holger Behring (COO): "For some time now, we have been seeing significant growth particularly in last-minute offers and modifications to texts, for example due to changes in travel services. With over 700 new text descriptions per month currently, we are nevertheless only at the beginning of this trend."

Thus, the role of GIATA mbH is shifting more and more from the distribution of content to its creation, according to Behring: "There is an enormous demand for texts which are customised or modified for various distribution channels. More than 50 tour operators now rely on GIATA for these routine tasks so that they can concentrate on their primary functions, the organisation and marketing of tours. Having a specialist work on the hotel descriptions not only ensures cost control and punctual delivery, but also allows for quick reactions."

For the next 12 months, GIATA expects demand to increase further and the trend toward an "up-to-the-minute" catalogue to continue. "Unfortunately," says Holger Behring with a laugh. "Life was somehow more peaceful a few years ago when we still updated most catalogues on a weekly basis."