room type mapping maxing out suppliers

CHEAT SHEET!

1 Using Expedia & Booking as your first inventory reference

Expedia & Booking have some of the most qualified room data (description, amenities, pictures).
Using one of them as a basis for your own inventory is a convenient & easy way for your website.

Expedia Static data ➡ **My inventory**

One of the biggest advantage of working with one of the OTA leader is to receive qualified data ready to run for your website.

Beside the hotel data, using the room data allows for a quick integration & ease your database cache set up.

When it comes to mapping rooms, those data are easier to map as properly written compared to many b2b sources.

Regarding pictures, they are provided with a description. We will map them too. (see below)

Expedia Static data
hotelCode: 1234568

roomCode	room name
1002154	Standard room
1025120	Deluxe room (city view)
1025841	Junior suite (ocean view)
1024856	Luxury suite corner (ocean view)

Pictures	description
link1	Standard
link2	deluxe, city view
link3	corner suite

My inventory
hotelID: US12343

roomCode	name
US12343-01	Standard room
US12343-02	Deluxe room (city view)
US12343-03	Junior suite (ocean view)
US12343-04	Luxury suite corner (ocean view)

Pictures	description
mylink1	Standard
mylink2	city view deluxe
mylink3	corner suite

2 mapping types, amenities & pictures to personalize your website (plus advanced filters)

You might think having only one supplier is fine with you & might not justify room mapping. (stop reading)
In case you are thinking of having multiple suppliers, mapping your inventory allows to set your own database cache
& add personalization to your website presentation, essential filters, pictures mapped to corresponding rooms et many more.

My inventory ➡ **My mapped database** ➡ **Website**

My inventory
hotelID: US12343

roomCode	room name
US12343-01	Standard room
US12343-02	Deluxe room (city view)
US12343-03	Junior suite (ocean view)
US12343-04	Luxury suite corner (ocean view)

Pictures	description
link1	Standard
link2	city view deluxe
link3	corner suite
link4	suite ocean view

My mapped database
hotelID: US12343

roomCode	personalized name	type	category	view
US12343-01	Standard	room	standard	
US12343-02	Deluxe, city view	room	deluxe	city
US12343-03	Junior suite, ocean view	suite	junior	ocean
US12343-04	Corner suite, luxury, ocean view	suite	corner luxury	ocean

Pictures	personalized description	type	category	view
picIDlink1	Standard	room	standard	
picIDlink2	Deluxe, city view	room	deluxe	city
picIDlink3	Corner		corner	
picIDlink4	Suite, ocean view	suite		ocean

Website

room name
Standard
Deluxe, city view
Junior suite, ocean view
Corner suite, luxury, ocean view

personalization / filters

- room / suite
- standard / deluxe / junior / corner luxury
- ocean

3 mapping expedia in details / then use (ChatGPT) chatGPT to synthetize a new description.

BONUS!

Expedia API returns 4 main fields regarding a room. A roomCode, a roomTypeCode, a room name & a room description.
We want to extract the maximum from it, the amenities or any additional qualification we could reuse.
Mapping the room description allows to map amenities and any other important specificities.

roomCode	roomTypeCode	room name
1002154	kingBed,fullBed	Junior suite (ocean view)

mapping result (see instructions):

TYP: suite   **CAT:** junior   **VEW:** ocean view
BED: 1 king bed   **BLC:** balcony / patio   **SMK:** no smoking

AMN: massage / free wifi / TV / cable / streaming / expresso maker
pedic bed / blackout curtains / private bathroom / safe /
rainfall shower / ironing / workspace / AC / heating /
exterior access / free minibar / free bottle of water

room description
1 king Bed 475-sq-foot junior suite, furnished balcony/patio with view Relax - In-room massage available Internet - Free WiFi Entertainment - 32-inch flat-screen TV with cable channels and streaming services Food & Drink - Espresso maker, free minibar items, 24-hour room service, and free bottled water Sleep - Tempur-Pedic bed, Frette Italian linens, blackout drapes/curtains, turndown service, and bed sheets Bathroom - Private bathroom, bathrobes, and a shower with a rainfall shower head Practical - Laptop-compatible safe, iron/ironing board, and laptop workspace Comfort - Climate-controlled air conditioning, daily housekeeping, and heating Need to Know - Housekeeping on request Non-Smoking Room is accessed via exterior corridors

chatGPT prompt
You are Ernest Hemingway, you feel joyfull, write me a short hotel room description based on this room specifications , services & amenities.

4 adding suppliers / matching OTA BAR with B2B NET to extract GP margin per room type.

The best scenario is to have 1 or 2 OTA leaders & stack 3, 4 or more b2b suppliers, bedbanks or any you d like.
The goal is to map OTA BAR rates with b2b NET rates to extract the GP margin per room type, matched with suppliers.
Then, decide (automated) which supplier to keep for what room type, the best business model to select (commission, NET/ credit line).

hotelCode	supplier	roomCode	room name	similar room type found	rate		GP margin	
US12343	my inventory	US12343-04	Corner suite, deluxe, ocean view		355.00	FIT	15 %	COM
1234568	expedia	1002154	suite deluxe corner ocean	SUITE DELUXE CORNER OCEAN VIEW	360.00	BAR	8 %	COM
US12343	hotelbeds	1587444	ste deluxe corner ocean vx		280.50		22 %	NET
4785412	tbo holidays	JRSTE-145	deluxe suite corner view ocean		275.00		23 %	NET
480400	sunhotels	480400543	dlx jrste crner ocean viw		260.00		27 %	NET

Applied to all rooms within an hotel, your website is "by highest margin" optimized.
You automate, at the hotel availability check, the best booking link to have on your website.

Average additional margin using room type mapping **30%**

boost your profit

ROOM MATCHING