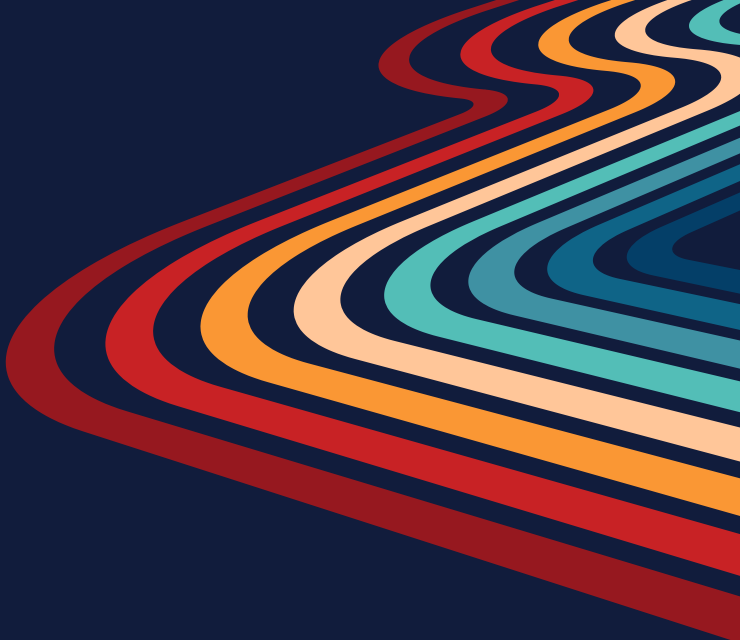




The world's leading intelligent
and integrated hospitality tech
platform, powered by AI

shrGROUP

WD

DM

CRS

RMS

IBE

CRM



Acquire

Increase committed bookings



Website Design

Engage customers

- Intuitive user interfaces
- Seamless browsing experience
- Data-centric design process
- Smart Content to personalize the guest experience



Digital Marketing

Streamline digital marketing

- Personalized digital communication
- AI-driven analysis
- Adapt to customers' evolving behaviors

Connect

Grow guest revenue



Allora Central Reservation System

Optimize your channels for global reach

- Real-time pricing updates to hundreds of channels
- Enhanced rate management tools
- Integrated online and voice direct booking channels
- GDS direct connections
- Native chain management functionality
- Retention engine



Allora Revenue Management System

Maximize revenue

- AI powered forecasting algorithms
- Dynamic demand-based pricing
- Fully automated solution
- Strategy builder
- Group displacement analysis



Allora Internet Booking Engine

Personalize direct channels with AI

- Automated and personalized booking journey
- Always optimized with advanced testing modules
- Powerful merchandizing tools
- Recommender engine

Retain

Reduce cancellations & drive guest loyalty



Allora Customer Relationship Management

Know your guest

- Robust guest profile management
- Dynamic segmentation capabilities
- Online marketing with AI tools
- Loyalty and rewards module
- Online guest portal
- Intelligent identity resolution

Stay always ahead with the allora suite of hotel software tools for seamless guest acquisition strategies

