# Vervotech

How Does Hotel Mapping Work?

What

Hotel Mapping is a process of curating hotel content data such as hotel addresses, hotel policies, geolocations, zip codes, and general descriptions. Hotel Mapping tools curate this data coming from different sources and present you with clean, unified data sets.

Why?

Unmapped hotel content is one of the primary reasons why online travel businesses never realize the full potential of their suppliers' data. On top of that, incorrect and inconsistent listings displayed on their websites hit their brand image and tanks their revenues.

OTAs mostly source hotel content from multiple suppliers, which is primarily crude and leads to inconsistent listings. Such as street addresses that don't match geolocations, leaving the end consumer stranded. Hotel mapping tools solve the problem using technology and make sure hotel content is highly accurate and up-to-date, which ultimately helps travel businesses secure high booking numbers and revenues.
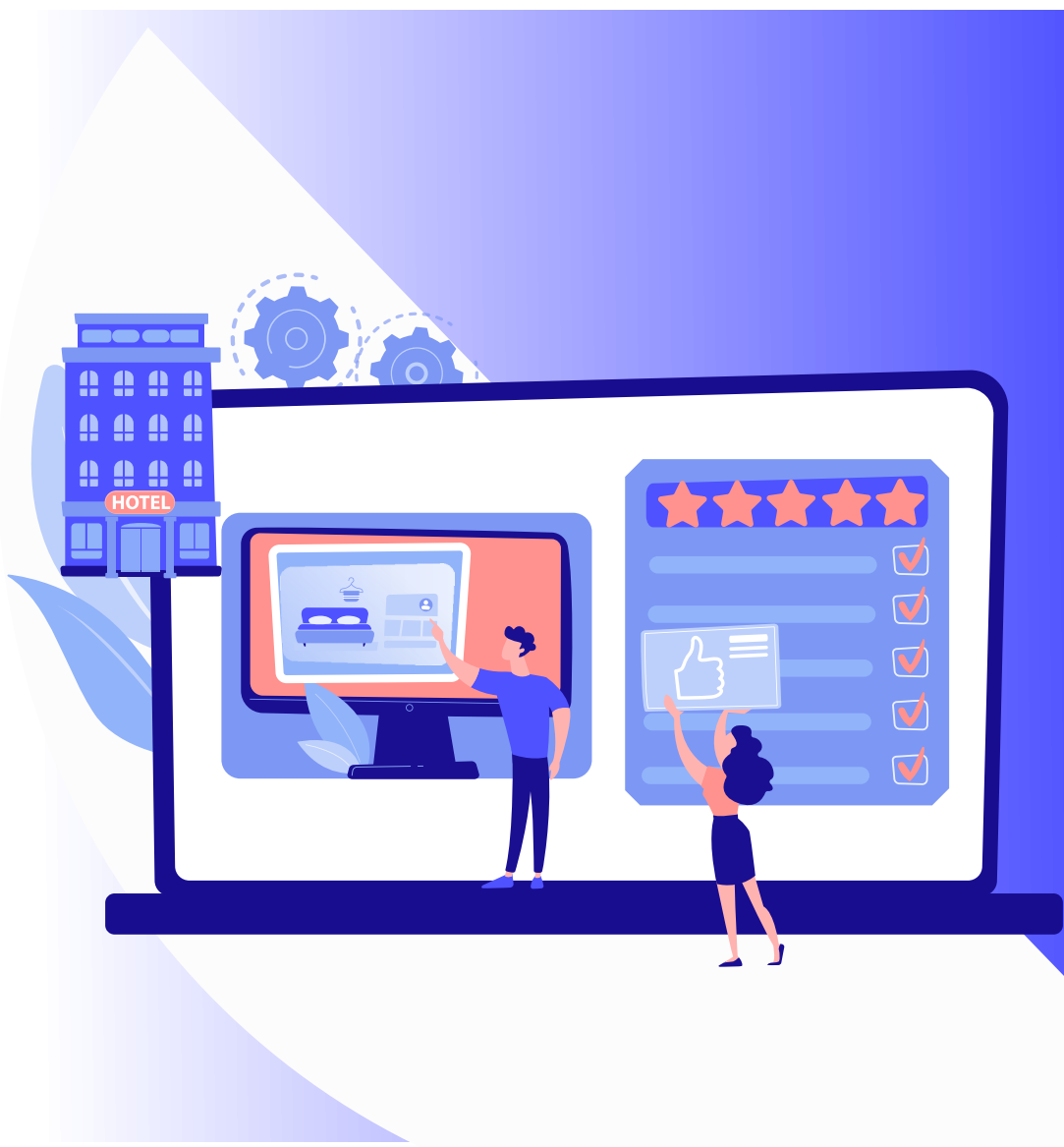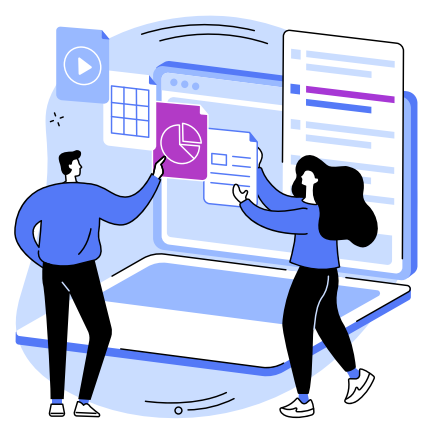
How?

1.
Data Collection

This is the first step of hotel mapping. The clients use enterprise-level web services to send the hotel information, then hotel mapping tools to aggregate data from multiple distribution channels.

2.
Data Standardization

Hotel Mapping algorithms intelligently identify the raw data and standardize the Hotel information in a qualified manner.

3.
Data Processing

Through Deep Learning, algorithms intelligently analyze and identify the hotel information like Hotel Amenities, Policies, Address, Geo Codes, etc., and group similar Hotel with identical parameters in one category.

4.
Result

Cutting-edge technology provides completely mapped hotels with accurate and detailed information. By using Hotel Mapping, you get standardized Hotel data; missing data is added, duplicates are removed, categorized, and clubbed into one and fully mapped hotel content.