GIATA smartseer

React in real-time to individual intent

Show the best offer for every room type. Clear, comparable listings improve the booking

Move beyond generic journeys: the AI asset that means business

Deliver dynamic, individualized experiences across all channels

There's no need to guess or test what travelers want: GIATA Smartseer is the predictive AI powerhouse that already knows. Trained on 2 billion online traveler journeys, it predicts what each person wants to see and shows them exactly that. The right hotel, flight, seat and car rental, for the right price, at the right moment, even when visitors are anonymous.

Benefits for your business

→ **Real-time precision**
Processes live interactions to tailor offers dynamically at every touchpoint.

→ **Scalable individualization**
Uses inference modeling to predict preferences even when data is limited.

→ **Effortless integration**
Connects easily through APIs, adapting to your existing IT landscape.

Time to let the data work for you

→ **OTAs, Tour Operators and Airlines**
Utilize predictive AI to turn browsers into bookers.

→ **GDSs & bed banks**
Streamline data flows to reduce system load, costs and IT complexity.

→ **IT Partners**
Seamless AI integration with APIs that don't require overhauling your existing infrastructure.

"With GIATA, our clients can instantly identify the best rates across room categories - bringing clarity, speed, and sales performance."

Pepe Portas
Global Distribution Director
Allbeds

8%
conversion uplift per case

How GIATA Smartseer works for you?

Utilize Predictive AI

No testing, no guesswork. Smartseer instantly shows each traveler what they're most likely to book. Right place, right time, right product.

Goals In, Growth Out

You set the objectives, Smartseer does the rest. From conversions to upsells, it optimizes every interaction to meet your targets.

Easy to Plug, Built to Scale

Smartseer fits into your systems with ease, delivering scalable individualization across all channels, privacy-safe and future-ready.

The trusted engine behind global travel technology.

Contact our sales team for a live demo.

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GIATA
better data. better travel.

About GIATA

Better Data. Better Travel.
For nearly three decades, GIATA has been the trusted engine behind global travel technology, transforming complexity into opportunity. Based in Berlin, we provide the data infrastructure that powers the global travel ecosystem, connecting hotels, OTAs, tour operators, bed banks, search engines and distribution partners across more than 80 markets.

2B
traveler journeys used for predictive AI training

8%
conversion uplift per case

4.5K
events per second