

Accessing Premier Inn

Premier Inn has two 3rd party channels for you and your clients to book with. These are Direct Connect API and GDS.

Direct Connect

- Direct Connect is an API built with XML messaging, which connects any booking tool to Premier Inn's PMS/CRS. This allows you to make bookings, amendments and cancellations.
- Direct Connect API is designed specifically to work with Premier Inn, which means it can be more efficient and has enhanced functionality compared to GDS.
- Many OBTs including Hotelbooker, SABS Corporate and Concur already have Premier Inn available via Direct Connect.

GDS

- Premier Inn is available via most of the GDS platforms (Amadeus, Galileo and Apollo). However, functionality can be limited and the specifics need to be discussed with the GDS provider involved.

Developing Direct Connect into your own booking tool with the GDS provider involved

- Direct Connect is a simple API feed that works alongside your other content suppliers. Developing the API feed is a straightforward 10-week process.
- To learn more and obtain specifications please contact partners@premierinn.com

Accessing Premier Inn via Direct Connect using a technology partner

Technology partners can provide booking tools to enable your agents and self-bookers to make bookings at Premier Inn via Direct Connect. These partners can also provide content feeds (with Direct Connect for Premier Inn) for you to plug into existing booking tools and OBTs. Premier Inn have a number of preferred technology partners (e.g. Atrius, Hotelhub, Vibe and Conferma) that we encourage you to speak to.

