

Connecting via Direct Connect

Developing Direct Connect into your own booking tool

- Direct Connect is an API feed that works alongside your other content suppliers and developing this is a simple 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. Atriis, Hotelhub, Vibe and Conferma) that we encourage you to speak to.

