

WTM Distribution Summit 2010

ParityRate.com Hotel Channel Manager
presents

increasing the bottom **online**

with

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WTM Distribution Summit 2010

Topics

- Why your Hotel needs a Channel Manager
- **FREE!!** stuff to market your Hotel

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Why your Hotel needs a Channel Manager

Disparity in R&A means loss of sales

Customers look at an average of 3 websites before booking

- Average room rate £80
- Total existing websites 10
- Just 1 sale lost per website per month means a total of **£800pm**
 $£800 \times 12 = £9,600$ 120/ room nights

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Why your Hotel needs a Channel Manager

Example of rate & availability disparity

		Single	Double	Twin	Double triple use	Family
Fri 03 Dec 2010	BookAssist XML	55.00 EUR 10 (1)	80.00 EUR (1)			90.00 EUR (1)
	Booking.com[Standard Rate]		80.00 EUR 6 (0)	80.00 EUR 6 (0)	90.00 EUR 6 (0)	90.00 EUR 5 (0)
	CentralR		130.00 EUR 0 (1)	130.00 EUR 1 (1)	165.00 EUR 0 (1)	130.00 EUR 1 (1)
	Expedia[Breakfast Included (S)]		130.00 EUR 3 (1)		185.00 EUR 2 (1)	130.00 EUR 1 (1)
	Expedia[Breakfast Included (P)]		130.00 EUR 3 (1)		185.00 EUR 2 (1)	130.00 EUR 1 (1)
	Lastminute[Standard Rate]					
	Lastminute[Package Rate]					
Sun 05 Dec 2010	BookAssist XML	55.00 EUR 15 (1)	80.00 EUR (1)			90.00 EUR (1)
	Booking.com[Standard Rate]		80.00 EUR 6 (0)	80.00 EUR 6 (0)	90.00 EUR 6 (0)	90.00 EUR 5 (0)
	CentralR		80.00 EUR 3 (1)	80.00 EUR 3 (1)	115.00 EUR 1 (1)	80.00 EUR 3 (1)
	Expedia[Breakfast Included (S)]		79.99 EUR 6 (1)		90.00 EUR 5 (1)	79.99 EUR 5 (1)
	Expedia[Breakfast Included (P)]		79.99 EUR 6 (1)		90.00 EUR 5 (1)	79.99 EUR 5 (1)
	Lastminute[Standard Rate]					
	Lastminute[Package Rate]					
Mon 06 Dec 2010	BookAssist XML	55.00 EUR 15 (1)	80.00 EUR (1)			90.00 EUR (1)
	Booking.com[Standard Rate]		80.00 EUR 6 (0)	80.00 EUR 6 (0)	90.00 EUR 6 (0)	90.00 EUR 5 (0)
	CentralR		80.00 EUR 3 (1)	80.00 EUR 3 (1)	115.00 EUR 1 (1)	80.00 EUR 3 (1)
	Expedia[Breakfast Included (S)]		79.99 EUR 6 (1)		90.00 EUR 5 (1)	79.99 EUR 5 (1)
	Expedia[Breakfast Included (P)]		79.99 EUR 6 (1)		90.00 EUR 5 (1)	79.99 EUR 5 (1)

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ParityRate overview

- Established 2006 Milan, Italy
- Over 600 clients worldwide
- Specialising in Channel Manager and XML intelligent distribution

1-click Channel Manager	2-Way XML Distribution Manager
Unlimited websites 150+	Inventory pulling/ Auto close
Competitors rates	Revenue Manager
Shortcuts - slave room types	Shortcuts - slave room types
My Hotel rates & availability view	Reports and Statistics
Set-up and support included	Set-up and support included
-	PMS/ CRS integration available

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it's **FREE**

- Create your Google account 10% of Google search biz is travel.
- Manage your Youtube, Analytics and Adwords account in 1.
- Integrate Analytics into your website
 - Find out where your clients are coming from by Country and City
 - What pages they are looking at
 - What keywords they are using to find your website
 - What pages are they exiting your website
 - Check the keywords are present on your website.

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Google™ it's FREE

- 60% of all travellers are using google to make decisions
- Start an Adwords account for your website
 - Pay-per-click PPC easy as 123
 - Check who PPC's your hotel
 - Market your Hotel to millions of users
 - Measurable
 - Send clients directly to your website
 - Choose your daily budget by Country, Demographic
 - Create text ads (click to book), mobile ads (click to call)

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it's **FREE**

- Respond to complaints and positive reviews
 - it says you are listening
 - It creates longterm customers
- Remember the world is watching
- Remember outstanding reviews

- Latest news from America should see further "enhancements"

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facebook® it's FREE

- Previously only Fortune 500 Companies
- 500 million users, 30% access through mobile
- 50% login daily
- Average user has 130 friends
- Fastest growing demographic 25 or older
- 34% percent of users are professionals
- Increases your organic search results FREE

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facebook® it's FREE

- Create a [fanpage](#) as an extension of your site
 - Enter room details
 - Promotions & Special Offers
 - Events
 - Book Now link
- Add facebook link and feed to your website homepage
- Add a fanlink to your website on all pages!
- Add facebook to your email signature
- Create facebook only offers
- Add everyone you know and spread the word

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The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle.

it's **FREE**

- How many of your competitors use video on their website?
- If you were booking a Hotel would you like to see a video before committing ?
- 2nd biggest search engine after Google, before Yahoo and Bing
- Video is 50 times more likely to appear on page 1 Google than plain text
- Customers are far more likely to watch a video than read text
- A well produced video can put you head & shoulders above the competition.

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- Summary
- Using a Channel Manager/ 2-WAY Distribution Manager like **ParityRate.com** increases your online revenue and gives you the free time to invest in promoting your brand using the variety of free tools out online.

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