

# Harnessing The Power of Online Distribution and Streamlining the Process Through Channel Management

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- **A leading and trusted** channel management provider
- **Head office based in Sydney** with **additional offices in London and Johannesburg**. All product development done in-house
- Established in **2006** and have in excess of 4000 hotels in more than 25 countries
- **Specialize in seamless integrations** to PMS's and CRS's such as Opera PMS, Opera ORS, roomMaster etc
- Operate a no contract, commission free model

## Online Distribution.... **the current landscape**

Online travel market growth rates will be in **double digits** for all key markets in 2011.



**PhoCusWright Online  
Overview 2009**

# What is Channel Management?

## What is Channel Management?

Internet based software that allows accommodation providers to manage availability and rates across a multitude of online channels from a single easy to use web page.

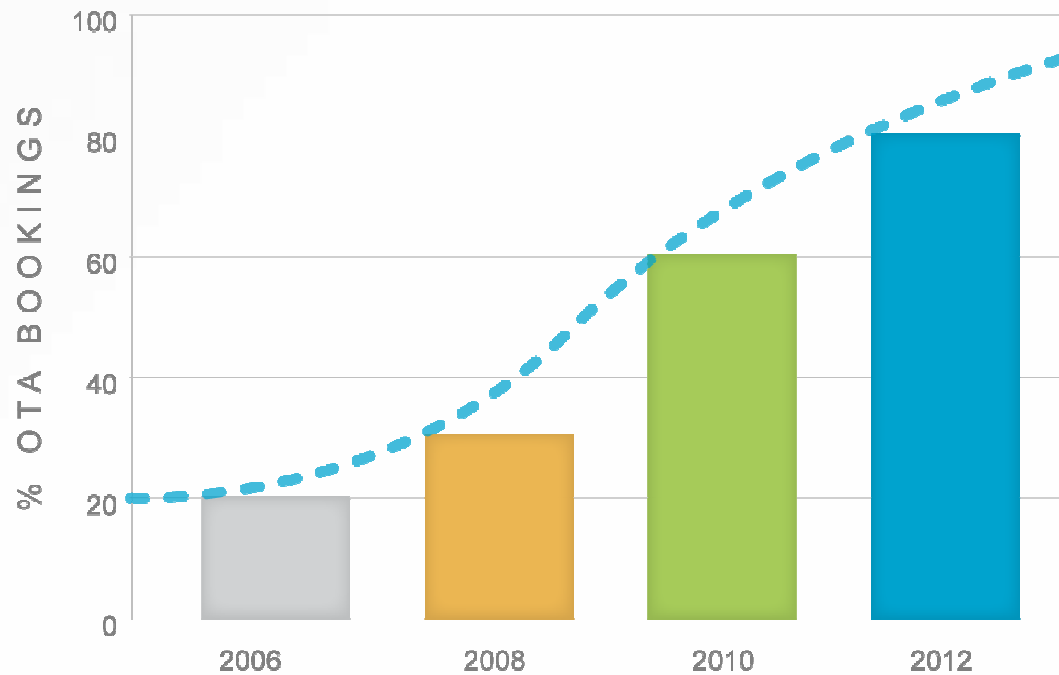
“Channel Management will increase your online exposure which in turn will lead to the sale of more room nights”

## Why Use A Channel Manager?

- ▶ Eliminates cost & effort of listing and maintaining multiple booking sites
- ▶ Dramatically reduces risk of over bookings whilst maximizing exposure
- ▶ Reduces pricing/availability errors & training requirements
- ▶ Achieve rate parity
- ▶ Ability to rapidly deploy new marketing strategies

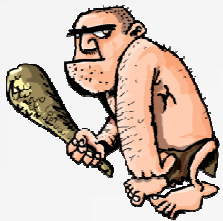
## A Key Link In The Distribution Chain...

Channel Manager Users Have More Than **Tripled** Since 2006 – an estimated 65% of all Australian properties listed on online booking sites use a channel manager



% Of OTA Bookings Through CM Systems (Australia)

# Milestones...



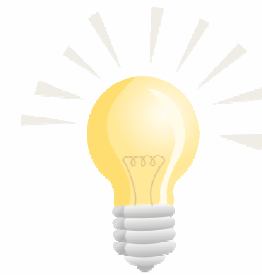
2001

**Channel Management  
Dark Ages**



2005

**New Breeds**



2008

**2-Way Seamless  
Integration**



## Channel Management Dark Ages

- ▶ Split Inventory across sites
- ▶ One Way Manual Updates to OTA's
- ▶ Contract Based Models



## New Breeds

- Pool of Inventory – Maximising online revenue potential
- 2 Way Reverse Updates with OTA's
- No Contracts – Product reliability and support



## 2-Way Seamless Integration

- ▶ 2-Way integration to various PMS's and CRS's
- ▶ Integration allows properties/groups to automate and streamline their distribution process
- ▶ Huge manual processing costs saved

## What Does a 'seamless integration' mean for a property?

- ▶ 'Live' inventory and pricing is sent directly from PMS/CRS system to channel manager
- ▶ Channel manager distributes real time rates and availability to OTA's



## What Does a 'seamless integration' mean for a property?

- ▶ Once a booking is made, availability across OTA's is adjusted accordingly
- ▶ The booking details are 'dropped' automatically into the PMS system, nullifying the need for manual input



## A Parting Thought...

- There is a global audience out there – **you need to reach them**
- Channel management is the most efficient and cost effective way to manage your online distribution
- Streamlining your distribution process can save large amounts of time and costs

And lastly...

**Ask yourself:**

Can I improve my  
distribution process?



Questions?

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or email [enquiries@siteminder.co.uk](mailto:enquiries@siteminder.co.uk)