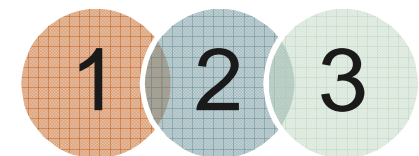


Multi Channel Distribution

*Strike the Most Profitable Balance
between Direct & Third Party Inventory*

Presenter - David Chestler,
President, Hospitality Solutions





*How do you
determine
optimal
distribution
balance?*

“It Depends” ...on your **Niche**

- Focus more on domestic guests
- Balanced sales infrastructure
- Limited negotiation muscle
- Heavily leveraged on local corporate and travel agents

Result: Focus on Local OTAs



3 star independent property

- Focus more on leisure and business travelers
- Lean sales infrastructure
- No Negotiation Muscle
- Heavily leveraged on transient segment

Result: Development of larger set of distribution channels



Boutique Property

- More urban and targets international guests
- Well evolved sales infrastructure
- Big negotiation muscle (Multi property Deal)
- Healthy mixture of negotiated and non Negotiated business

Result : **Brand.com**; Corporate mandated channels, focus on global channels that deliver global traffic



5 star property affiliated with a Chain

Carefully analyze the **Drivers**



Macro Level Conditions

- Current Market Demand/Supply i.e. Competition
- Future demand
- Economic conditions

Demographics

- Profile
- Source markets

Acquisition costs

- Commission
- Marketing

Types of booking

- Lastminute/Distressed

Driven by:

- ADR
- Lead Period
- Room Nights



#2

*Use OTAs
for branding
& visibility*

“Be seen to be sold”



8% - **10%** of
Google's ad revenues come
from OTAs

7.5 - **26%** increase in
average daily direct
reservations is the impact of
billboard effect

15 sites as an average is what
travelers look at

Every **1** reservation on Expedia.com
leads to 3-8 reservations on your direct
channel

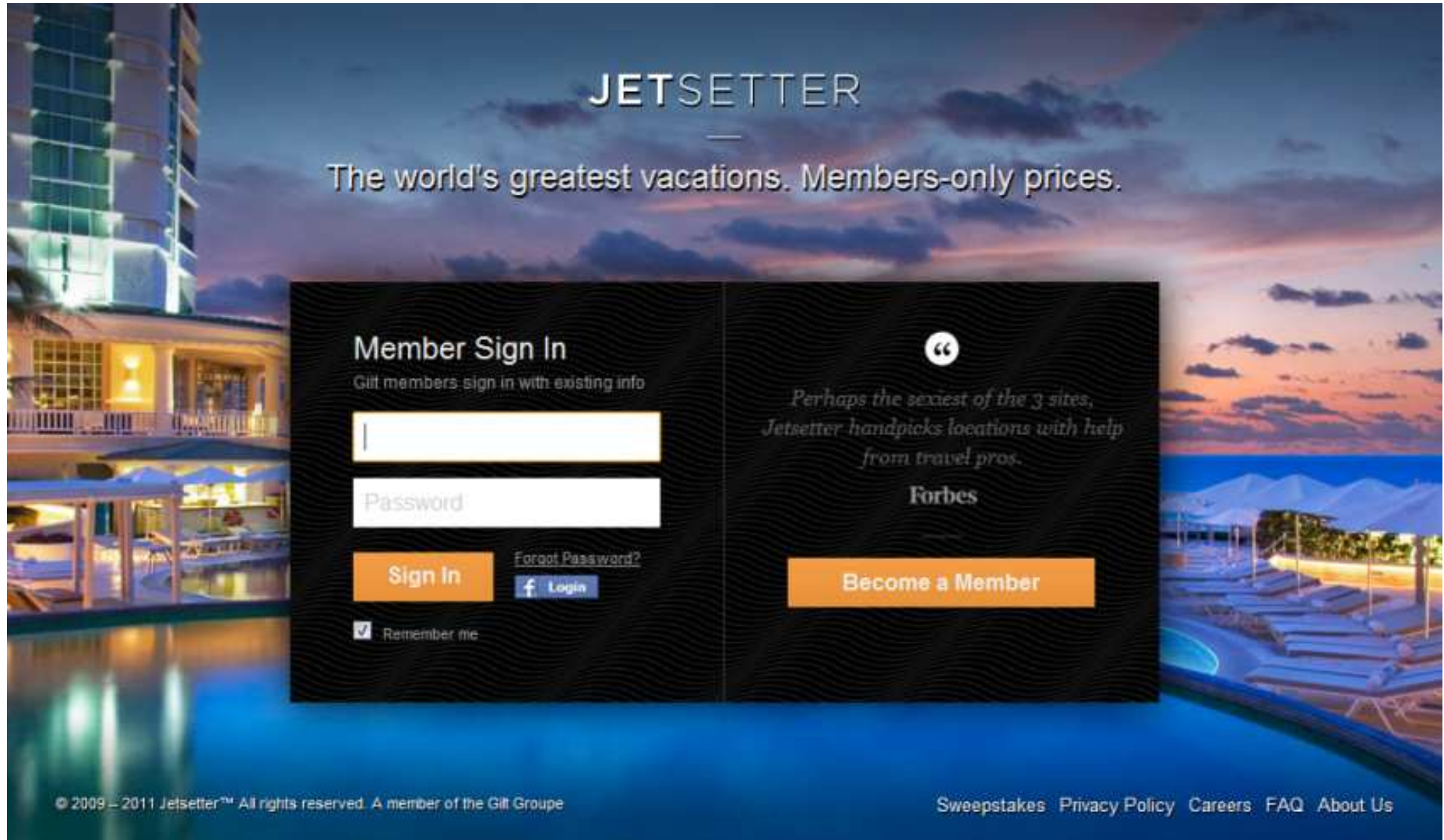
Use OTAs for branding & visibility



#3

Distribution 3.0

(Start looking beyond OTAs)







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▼ Show only
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All items	Auctions only	Buy It Now	Shipping to IND Customise view			
View as: <input type="button" value="List"/> <input type="button" value="Grid"/> <input type="button" value="Compare"/>			Sort by: Best Match		Page 1 of 1	
	<p>2 NIGHTS FREE STAY VOUCHER AT MATHERAN</p> <p>Feedback: 0</p>		<i>Buy It Now</i>	Rs. 500.00	+Rs. 50.00	3d 0h 7m
	<p>Dolmaar Resort Nainital</p> <p>Tour package for Nainital</p> <p>Feedback: 0</p>		0 Bids <i>Buy It Now</i>	Rs. 6,400.00	Free	7d 0h 3m
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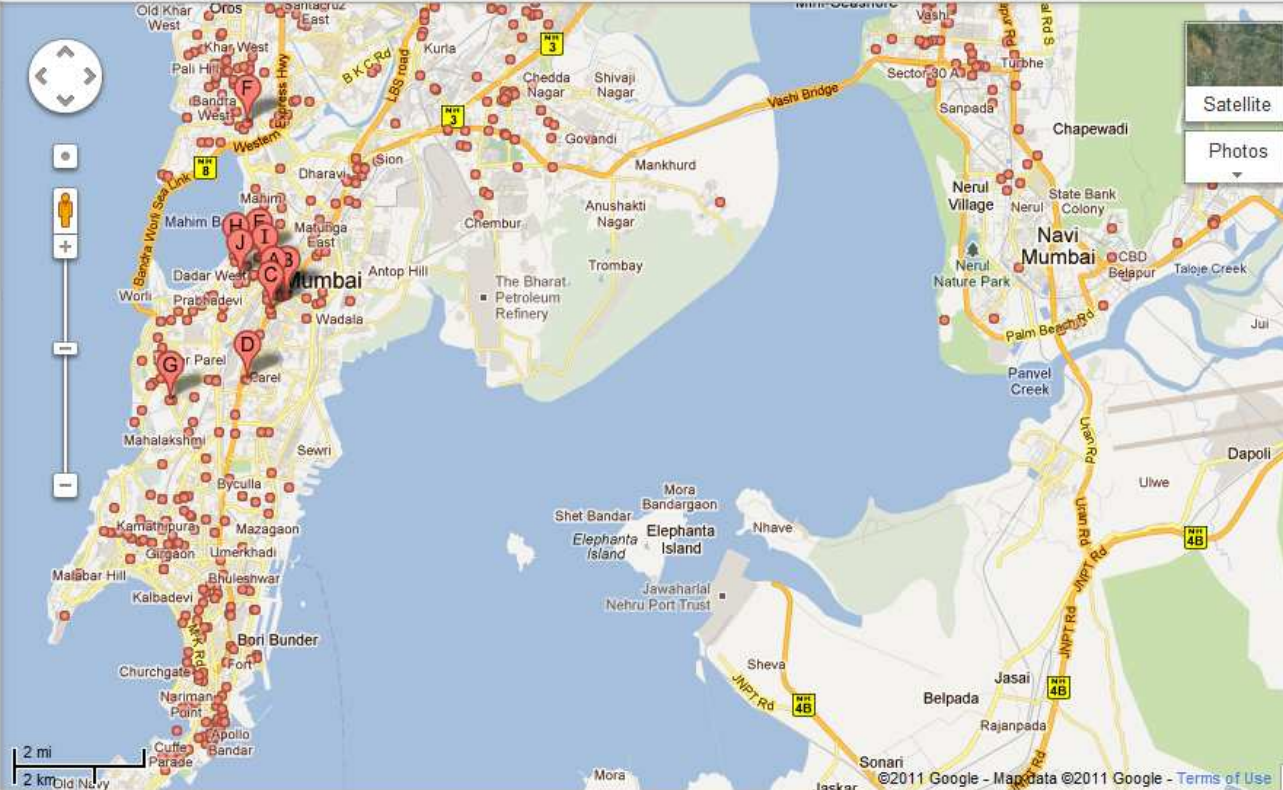
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8/10 user rating 2 reviews

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The Gordon House Suites

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Ramada Powai Hotel And Convention C...

Saki Vihar Road [map](#)

13.6 km from Mumbai (city center)

7/10 user rating 2 reviews

From **Rs. 9620**

★★★★★

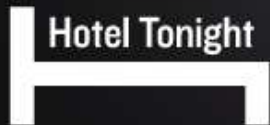
Hyatt Regency Mumbai

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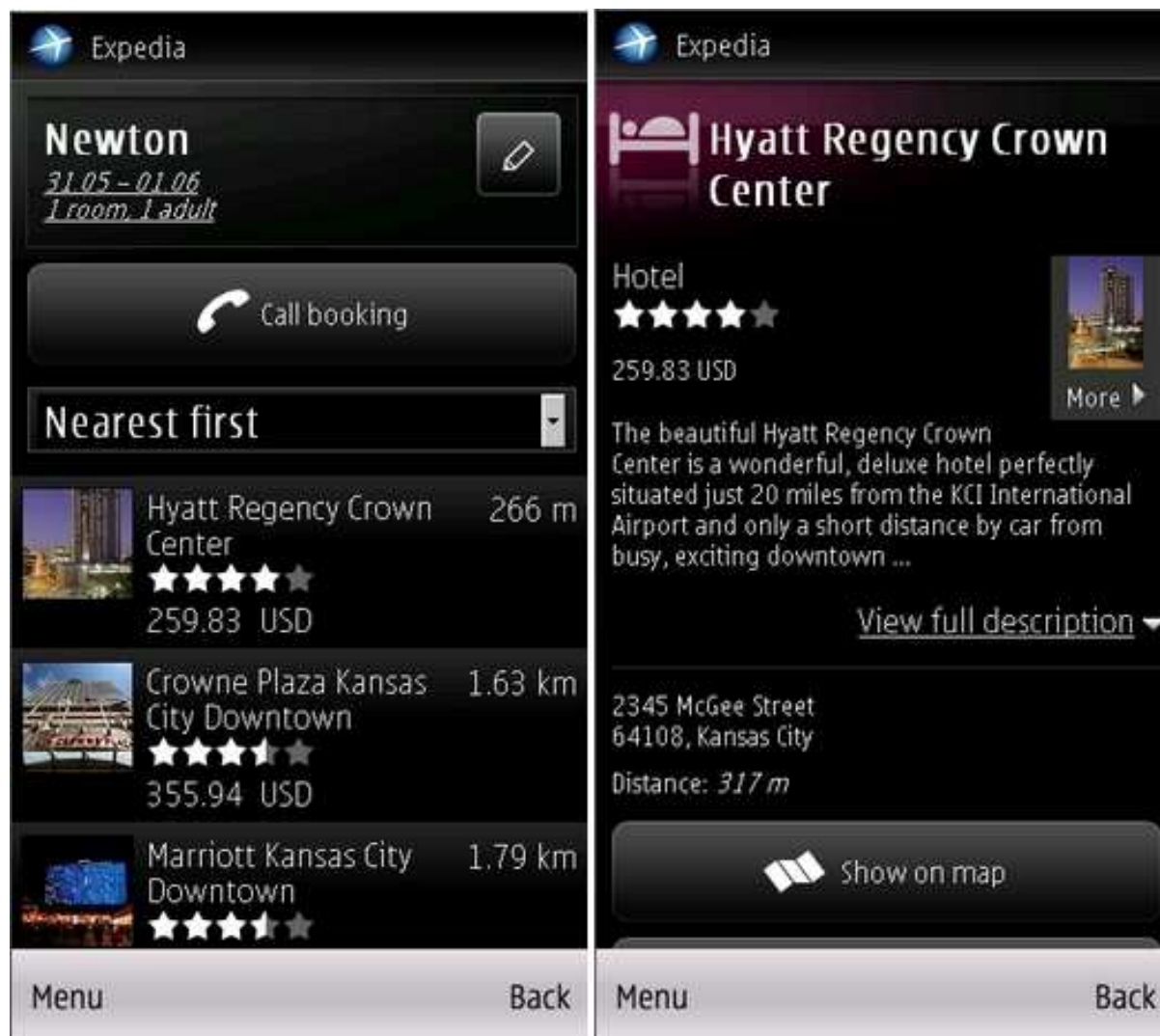
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Contact Us

sales@rategain.com
www.rategain.com

UK
400 Thames Valley Park Drive
Reading, RG6 1PT
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US
40 East Chicago # 111
Chicago, IL 60611
Phone: +1 312 238 9027

Turkey
Ömer Paşa Cad. Güvenç
Sok 4/7 34730 Goztepe, Istanbul
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Spain
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India
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UAE
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