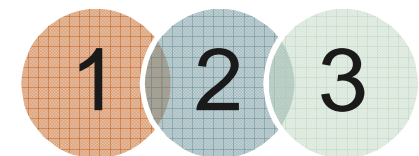


## *Multi Channel Distribution*

*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

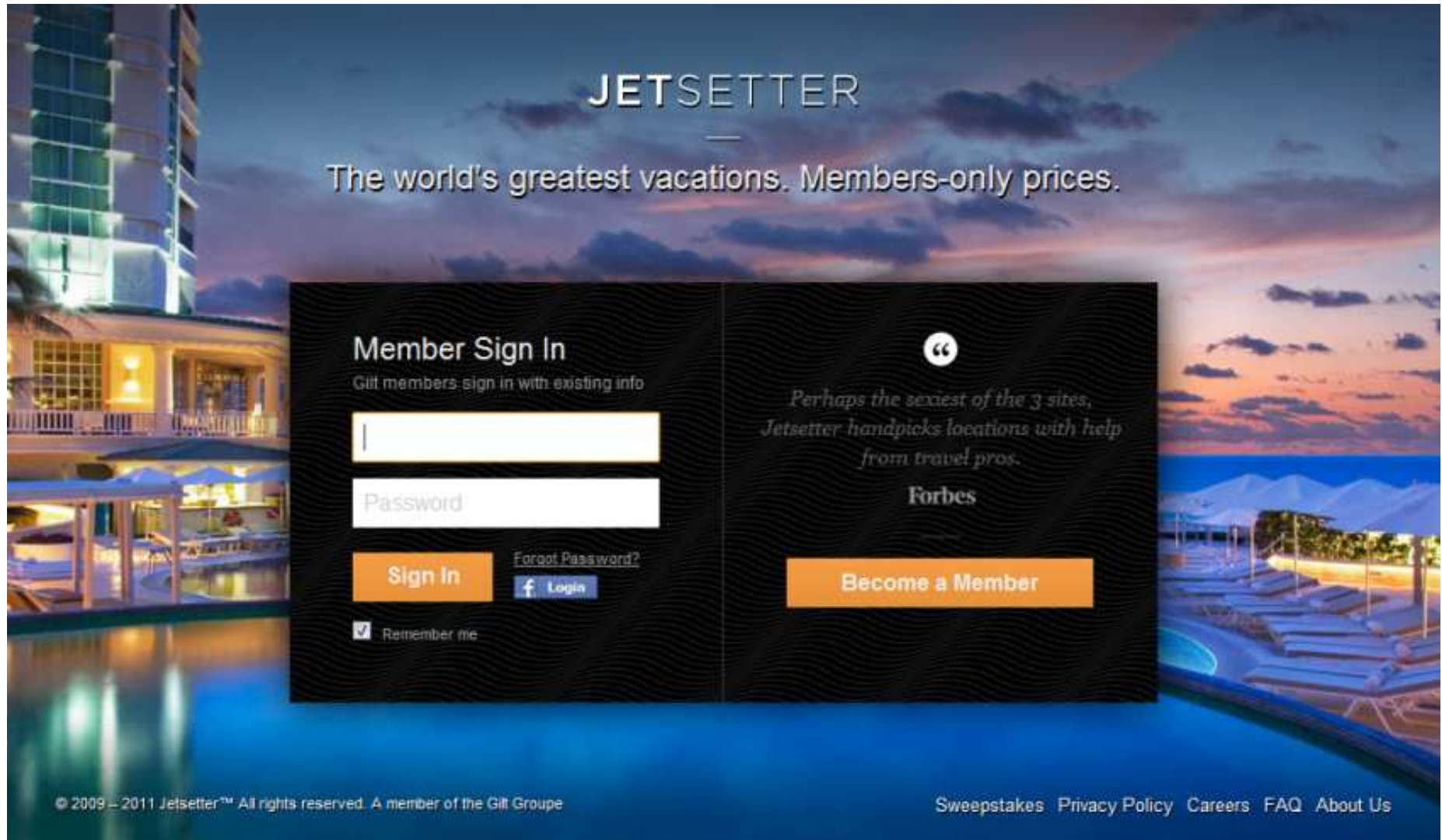
*Use OTAs for branding & visibility*



#3

## *Distribution 3.0*

*(Start looking beyond OTAs)*









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All items	Auctions only	Buy It Now	Shipping to <a href="#">IND</a>   <a href="#">Customise view</a>		
View as: <input type="button" value="List"/> <input type="button" value="Grid"/> <input type="button" value="Columns"/>			Sort by: <a href="#">Best Match</a>		Page 1 of 1
	<p><b>2 NIGHTS FREE STAY VOUCHER AT MATHERAN</b></p> <p>Feedback: 0</p>		<i>Buy It Now</i>	<b>Rs. 500.00</b>	+Rs. 50.00     3d 0h 7m
	<p><b>Dolmaar Resort Nainital</b></p> <p>Tour package for Nainital</p> <p>Feedback: 0</p>		0 Bids <i>Buy It Now</i>	<b>Rs. 6,400.00</b>	Free     7d 0h 3m
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★★★★☆ 5 reviews  
"good hotel in mumbai" -
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+91 22 2413 8637 - [hotelcitypoint.com](http://hotelcitypoint.com)  
2 reviews  
"... stayed for 2 nights before leaving back to England really friendly staff ..." - [holidayiq.com](http://holidayiq.com)
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Band Stand [map](#)

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**ITC Grand Central, Mumbai**

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**The Gordon House Suites**

Off International Airport Approach Road, Ma... [map](#)

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no reviews - [write one](#)

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Saki Vihar Road [map](#)

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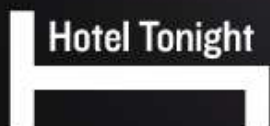
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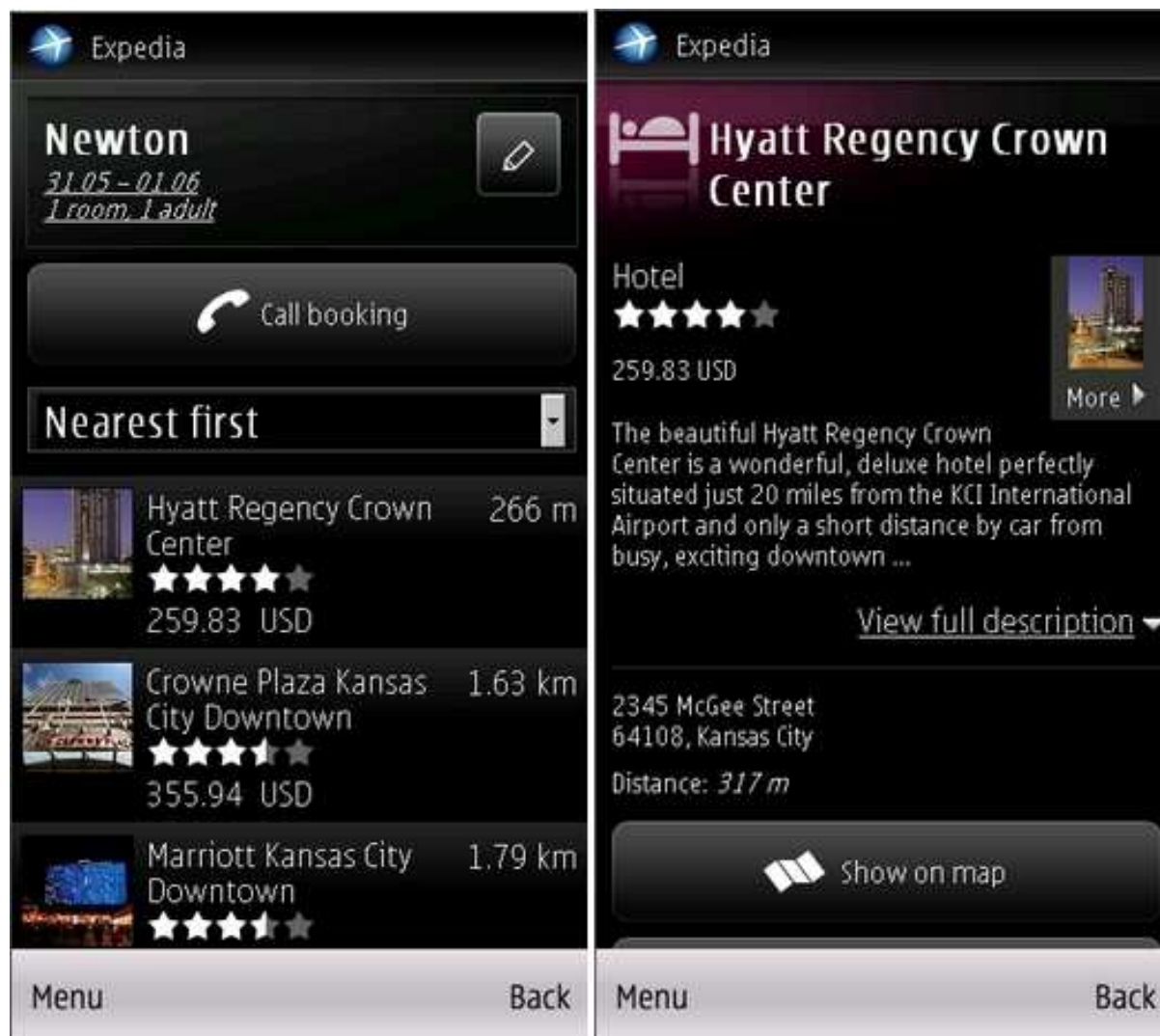
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