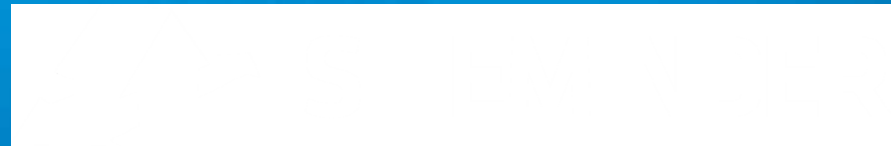


The Commoditisation of Hotel Online Distribution

... And what this means for OTAs,
Hotels and PMS / CRS vendors



The Commoditisation of Hotel Online Distribution

... And what this means for OTAs, Hotels and PMS / CRS vendors



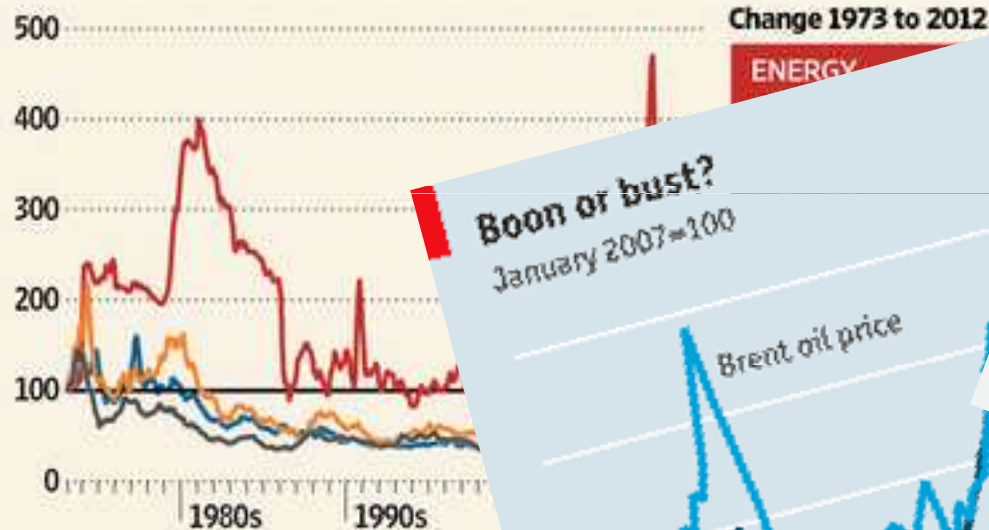
Commoditisation



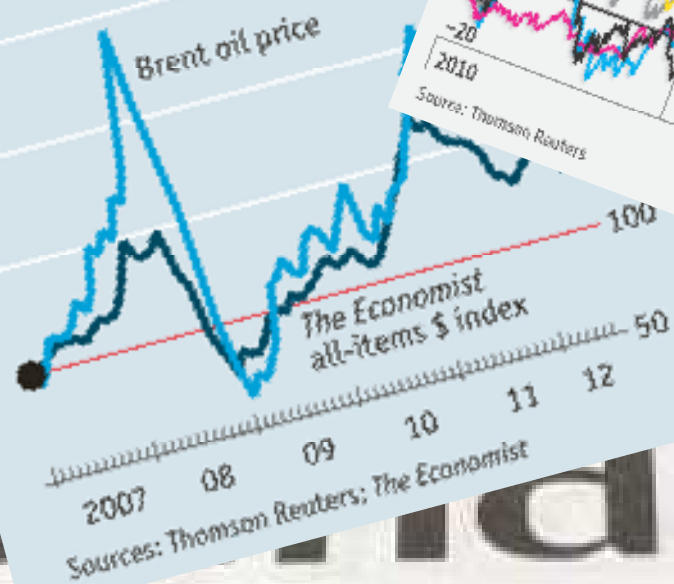
Commoditisation

Commodity Supercycle

Adjusted for inflation, energy prices are now well above 1973 levels. Metals prices are about the same. Food and raw materials cost far less.



Boon or bust? January 2007=100



Raw Power | Commodities fueled by the Fed

CHANGE IN SETTLEMENT PRICE

AUG. 27:
Bernanke
broaches
quantitative
easing

Cotton
\$1.5123/lb. TUESDAY
Up 100% YEAR TO DATE

Gold
\$1,409.80/100 oz. TUESDAY
Up 29% YEAR TO DATE

Soybeans
\$13.1925/bushel TUESDAY
Up 27% YEAR TO DATE

Copper
\$4.0395/lb. TUESDAY
Up 21% YEAR TO DATE

Crude oil
\$86.72/barrel TUESDAY
Up 9% YEAR TO DATE

Challenge or Opportunity?

Sabre

 **expedia inc.**

KAYAK



BOOKING.COM
online hotel reservations

facebook

ORBITZ

Google



Google hotel finder
experiment



tripadvisor



Galileo
by Travelport

travelocity

worldspan.

aMADEUS

Your technology partner

You Tube

priceline.com

PMS view of the World



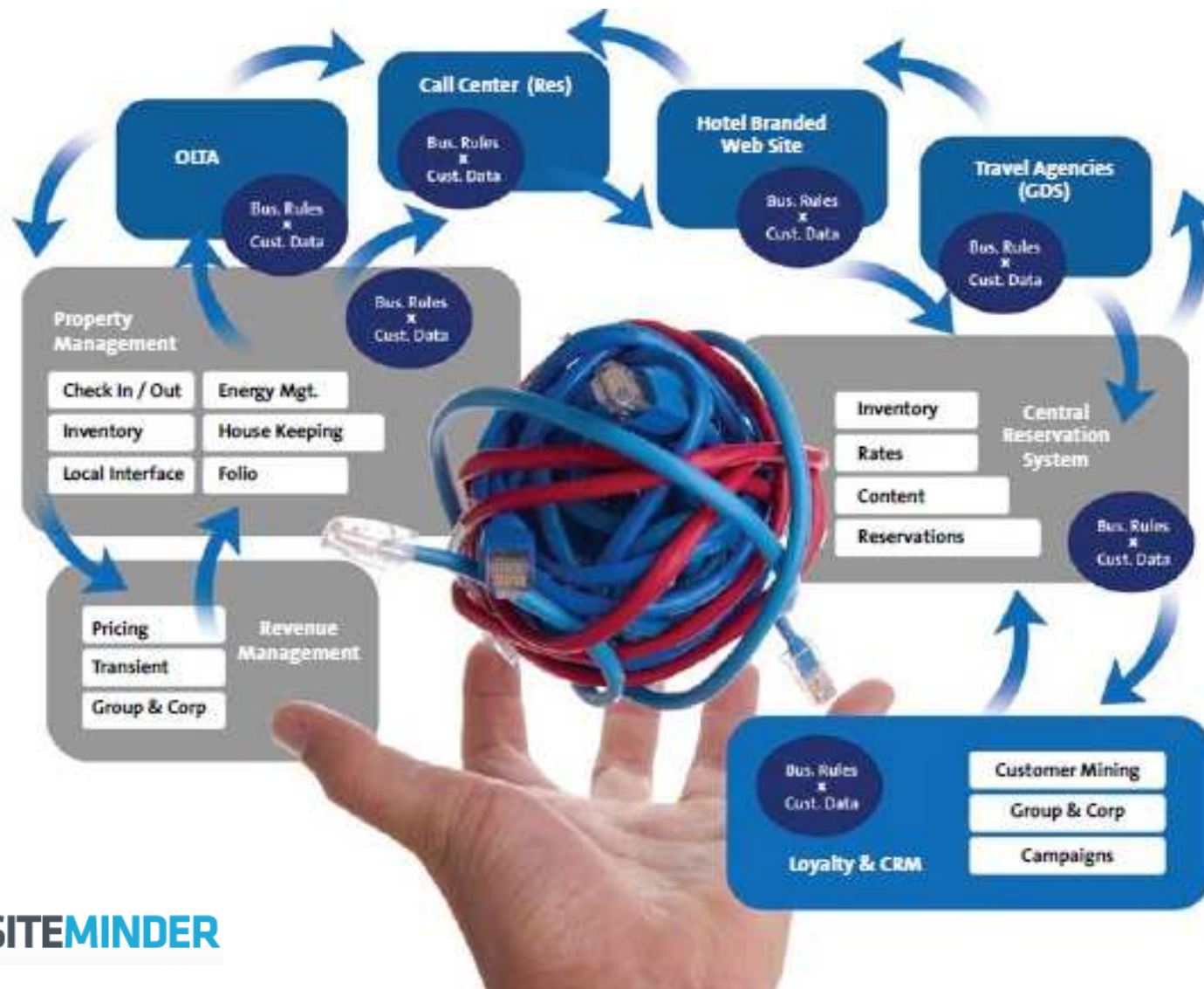
CRS view of the World



OTAs view of the World



Hoteliers View of the World



Who's View is the Right View?



PMS view of the World



SITEMINDER

CRS view of the World



SITEMINDER

OTAs view of the World



SITEMINDER

Hoteliers View of the World

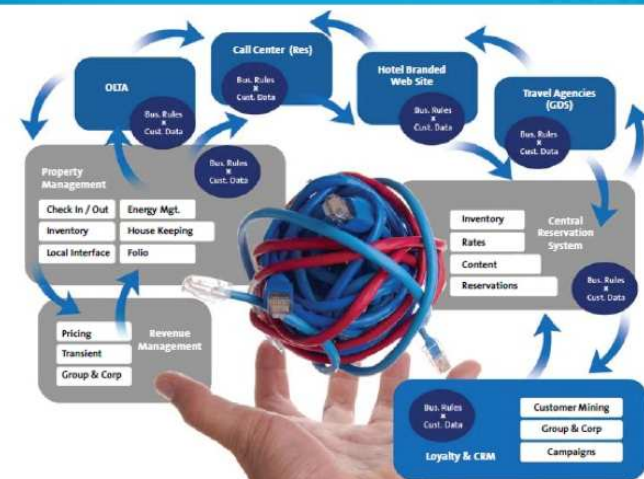
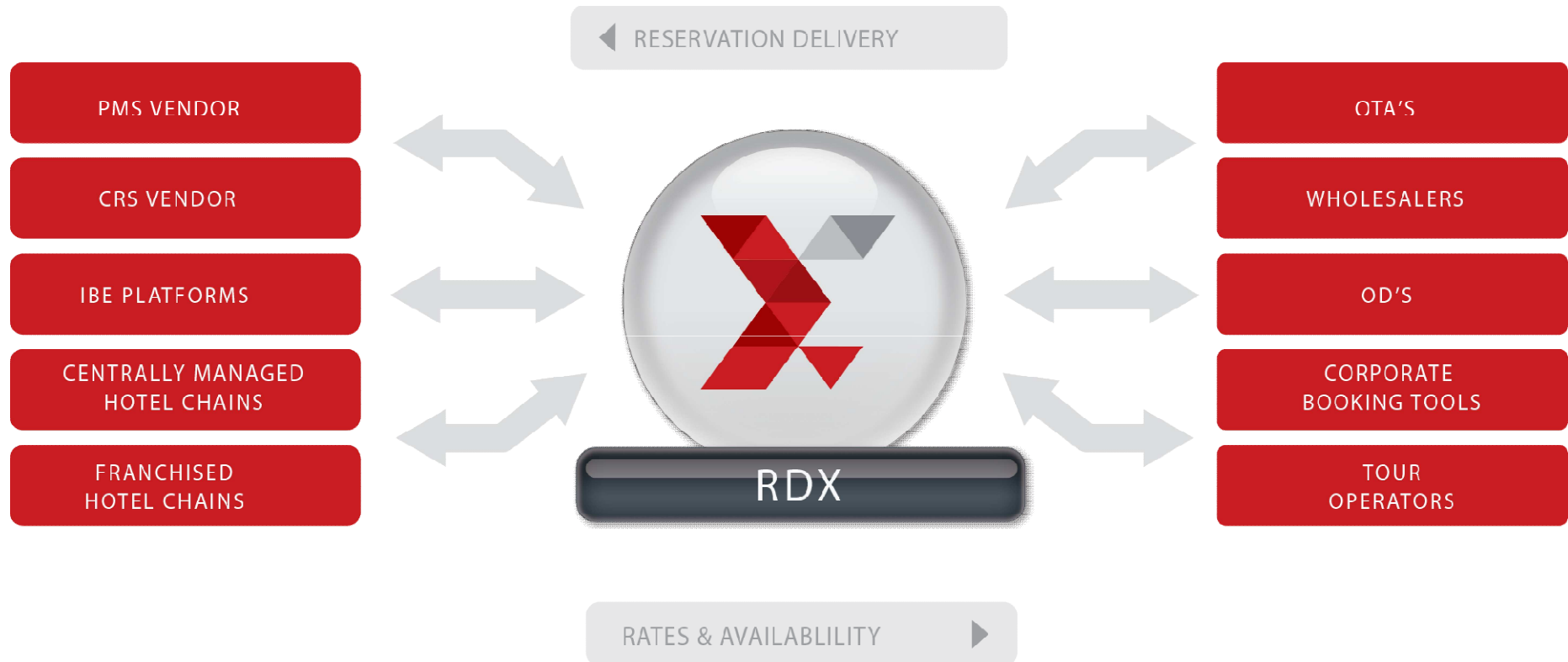


Photo credit: Kast Blog

Our View / My View



Online Distribution is now a Commodity, and no longer a Complexity...
And at the same time, supports your View of an Ideal World (of Distribution)

Why this Utopian view?

- Because we can
- Because technology enables us
- Because our PMS partners like their view
- Because our CRS partners like their view
- Because our OTA partners like their view
- And because our Hotel clients, just want to look after their guests and untangle / unweave, the perceived complexity of Online Distribution

Next Steps for the Hoteliers here today?

PMS – demand that your online distribution partners support YOUR view of the world, at YOUR preferred commercial terms, based on **the commoditisation of online distribution**

Next Steps for the suppliers?

CRS – expand your reach into PMS reservation delivery, focus on your core competencies and plug into **the commoditisation of online distribution**

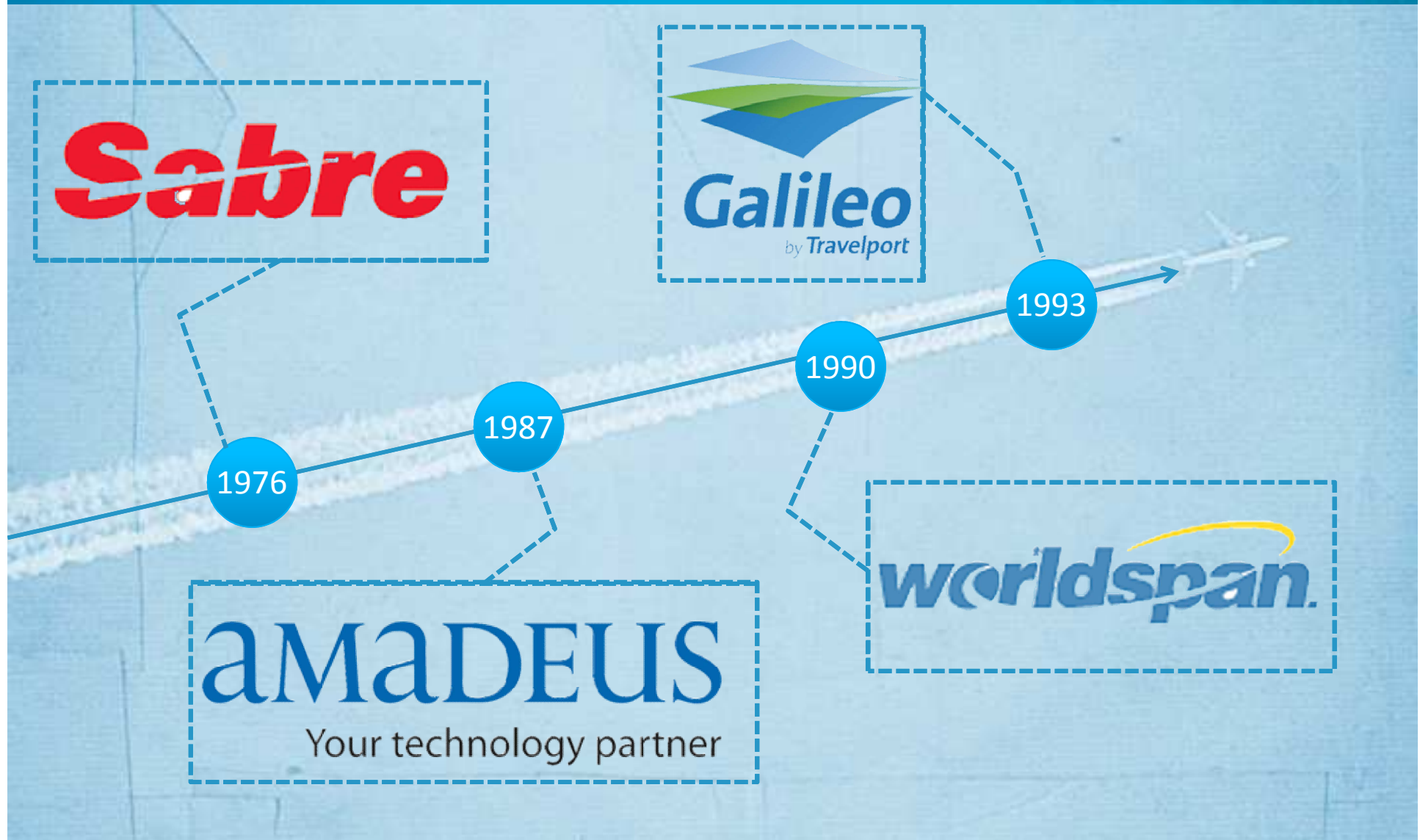
Next Steps?

OTAs – manage the love/hate relationship with your hotel clients, but offer them an easier, more dynamic and more flexible relationship via **the commoditisation of online distribution**

KISS

- Look after your guest
- Automate and integrate your distribution
 - Under your preferred terms
 - In a profitable and effective manner
- Deliver outstanding hospitality...the rest will take care of itself

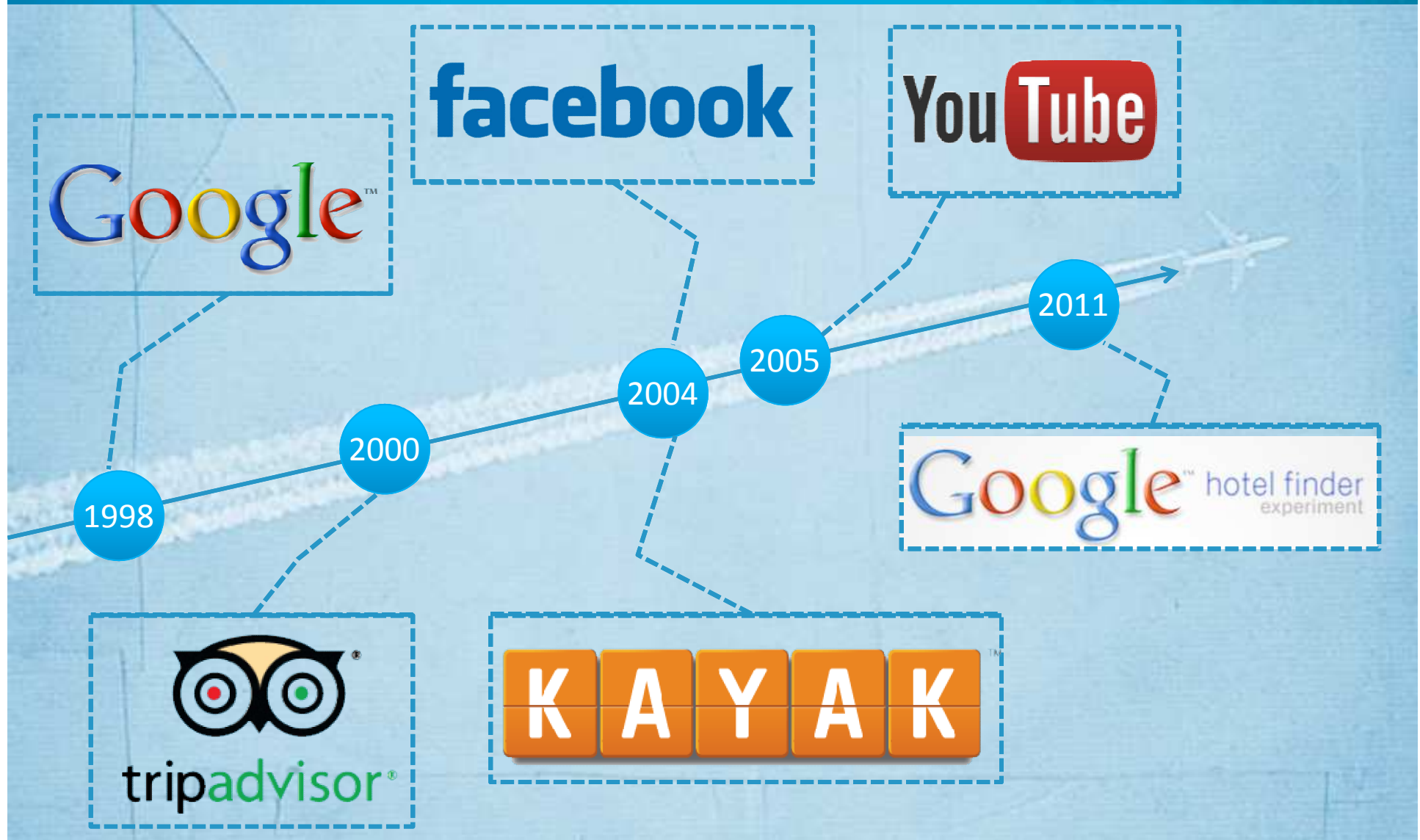
First there was the GDS



Then the OTAs



Search and Share



OTA

90's
&
00's

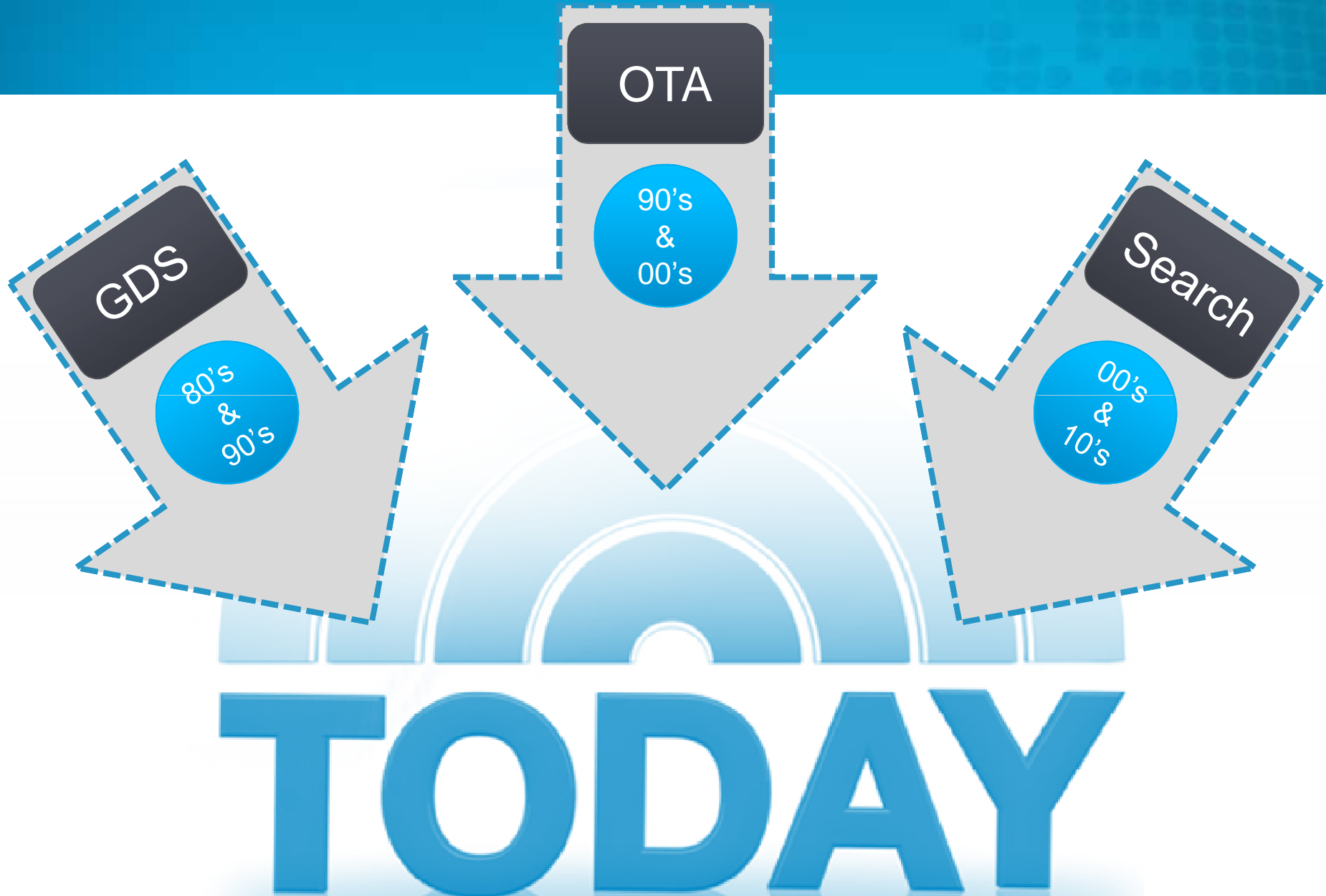
GDS

80's
&
90's

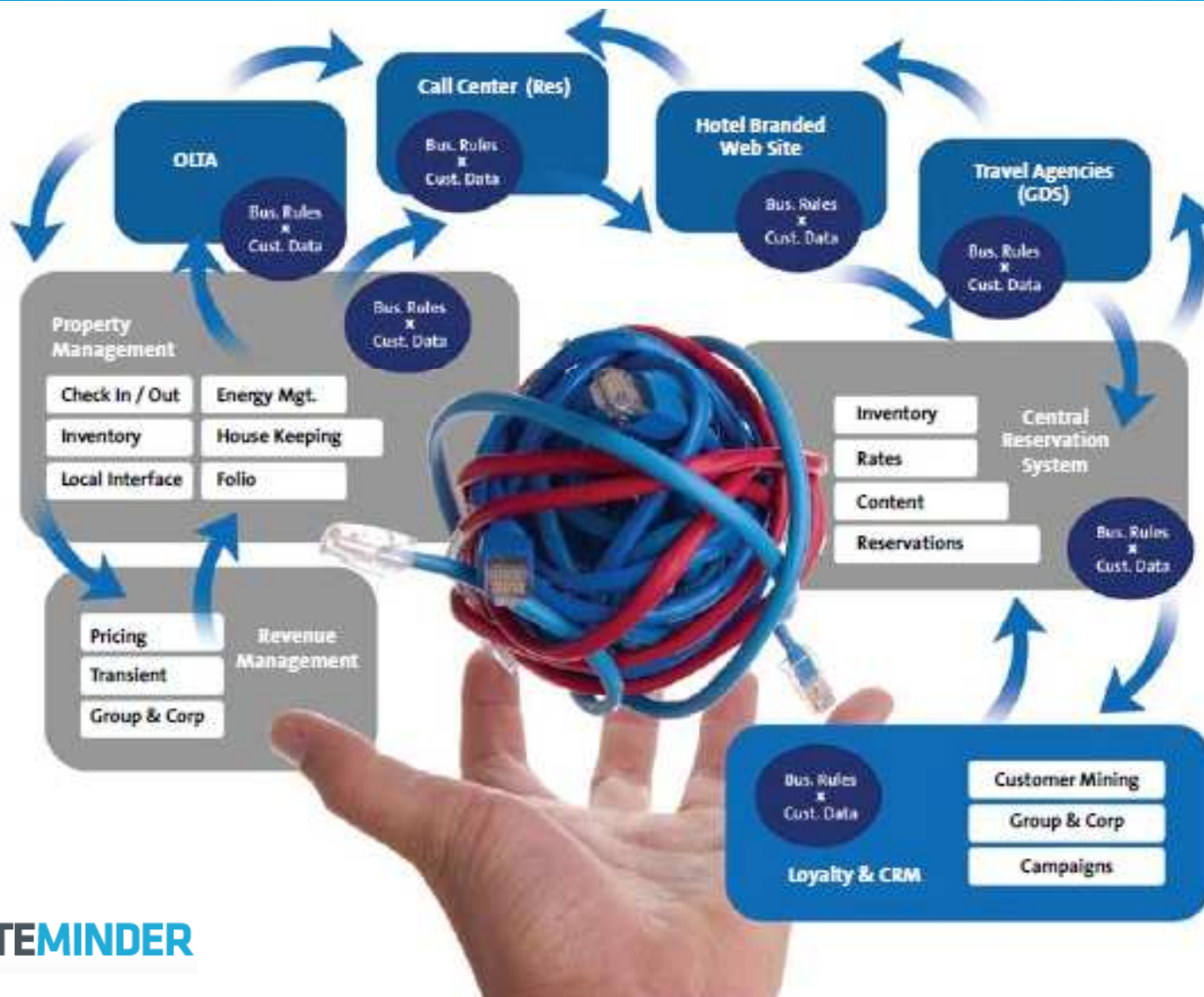
Search

00's
&
10's

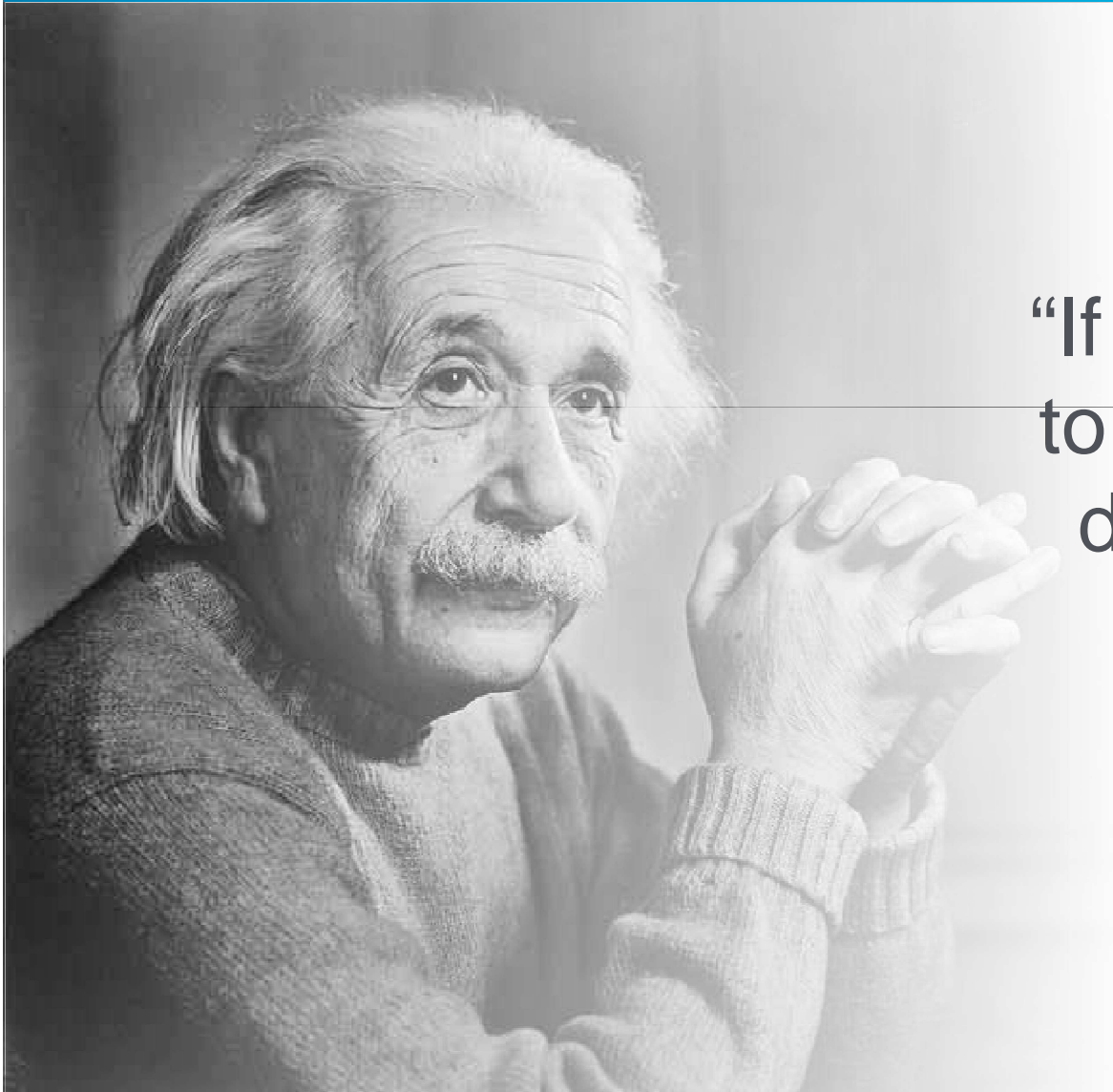
TODAY



It Does Haven't to be Complex



Thank you, let's talk (erik.munoz@siteminder.com)



“If you can’t explain it
to a six year old, you
don’t understand it
yourself.”

- Albert Einstein