

RateGain

[www.rategain.com](http://www.rategain.com)

# The holistic approach to distribution

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# Sharing our knowledge

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At RateGain we combine experience, innovation and technology to deliver real and measurable benefits

I will share with you how you can use Data to:

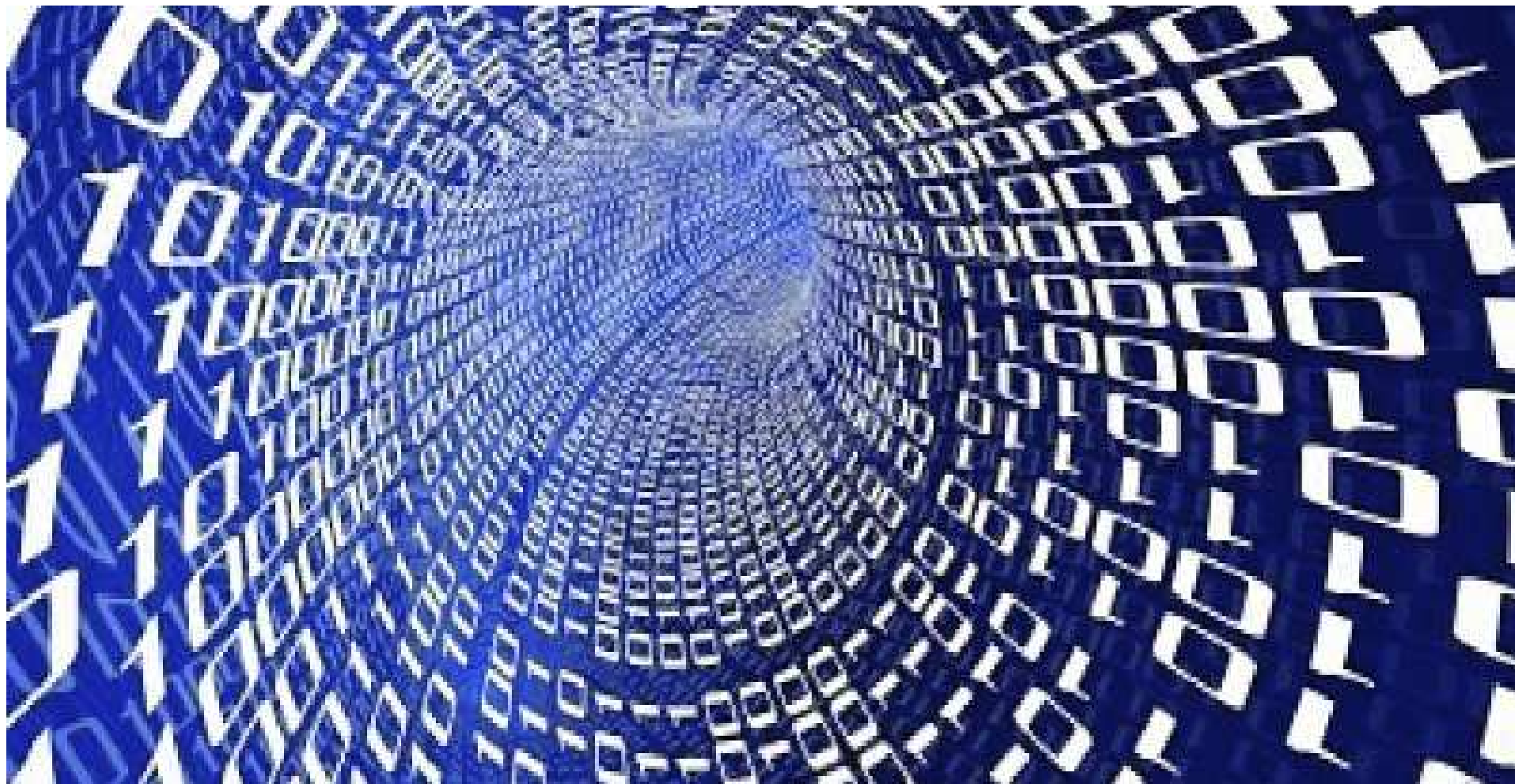
- Generate more bookings
- Optimize revenue
- Improve guest satisfaction
- Reduce operational costs
- Simplify processes
- Understand the market
- Utilize resources efficiently
- Solve business problems



# Why Holistic?

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- ▶ Effective distribution is not just about low cost channels, and maximising bookings.
- ▶ Its about understanding all elements impacting the decision to buy
- ▶ This is distribution by means of
  - Understanding the data
  - Maximising exposure
  - Connecting effectively



**ANALYSE THE DATA**

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# What is data?

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- ▶ In this context:
  - Anything your customers see:
    - Your Rate
    - Your Availability
    - Your Competitors Rates
    - Your Competitors availability
    - Your Reviews
    - Your Social Image
    - Tweets - Weibos etc.

# Price Data

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- ▶ Understand your price and where it fits in the market
- ▶ Understand what your competitors are doing
- ▶ Leverage this information to stay ahead of the game and ensure you are not missing an opportunity.

# Ensure your rates are optimised

Rate Parity VIEW					
Check-In Date	Baseline Rate	Highest Channel	Lowest Channel	Highest Variance	Lowest Variance
10/31/12	2350	5250	2349	2900	-1
11/01/12	3300		3249		-51
11/02/12	3600		3600		0
11/03/12	2950		2949		-1
11/04/12	2650		2649		-1
11/05/12	2650		2649		-1
11/06/12	2650		2649		-1
11/07/12	2950		2949	2300	-1
11/08/12	2350	5250	2100	2900	-250
11/09/12	2350	5250	2349	2900	-1
11/10/12	2950	5250	2949	2300	-1
11/11/12	2350	5550	2350	3200	0

Check-In Date	10/31/12
LOS	1
Guests	1
Property	Marco Polo Hong Kong Hotel
Channel	Brand
Description	Special Offer-Best Available Rate-Superior Room Standard Floor[Unqualified]

Check-In Date	10/31/12
LOS	1
Guests	1
Property	Marco Polo Hong Kong Hotel
Channel	Travelocity
Description	Superior Room with Free Wifi[Unqualified]

There is both a consistent and a sporadic issue here

- Constantly \$1.00 out of parity
- Sporadically higher.



# View your competitors Parity and rates

GM VIEW															
Rate and Demand Summary															
Check-In Date	10/31/12	11/01/12	11/02/12	11/03/12	11/04/12	11/05/12	11/06/12	11/07/12	11/08/12	11/09/12	11/10/12	11/11/12	11/12/12	11/13/12	11/14/12
Average Subscriber Rate	2356	3267	4311	2958	2657	2657	2657	2958	2315	2356	2958	2506	2106	2106	2657
Change In Average	227	611	1654	302	151	151	301	452	210	251	828	151	1	-225	-99
Average Competitive Set Rate	2001	2090	2548	2440	1994	2011	2089	2141	2328	2298	2212	2038	2018	2314	2463
Change In Average For Competitors	-19	8	361	202	-141	-138	-160	-119	-123	18	-39	-73	-77	-186	-61
Competitive Channels Closed	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
<div><div></div><div>III</div><div></div></div>															
<div>-- = No Data</div> <div>Competitive Channels Closed &gt;25%</div> <div>Competitive Channels Closed &gt;50%</div>															

*Your competitors may not know what they are doing, but at least you can gain clarity into their views of the market to assist in guiding your decision making.*

Data Source: RateGain: Data extracted on 19/10/2012

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# How People Choose Travel

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% of travelers who agree or strongly agree with the following statements...



# Benchmark your reviews





**CONNECT TO CUSTOMERS**

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# Connect

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- ▶ Two methods of connecting
  - Connecting in the environment
    - Connect with your customers
    - Respond to your clients
    - Join the conversation
  - Connecting through Technology
    - Make your self bookable.
    - Drive to the lowest cost channels
    - Control Parity

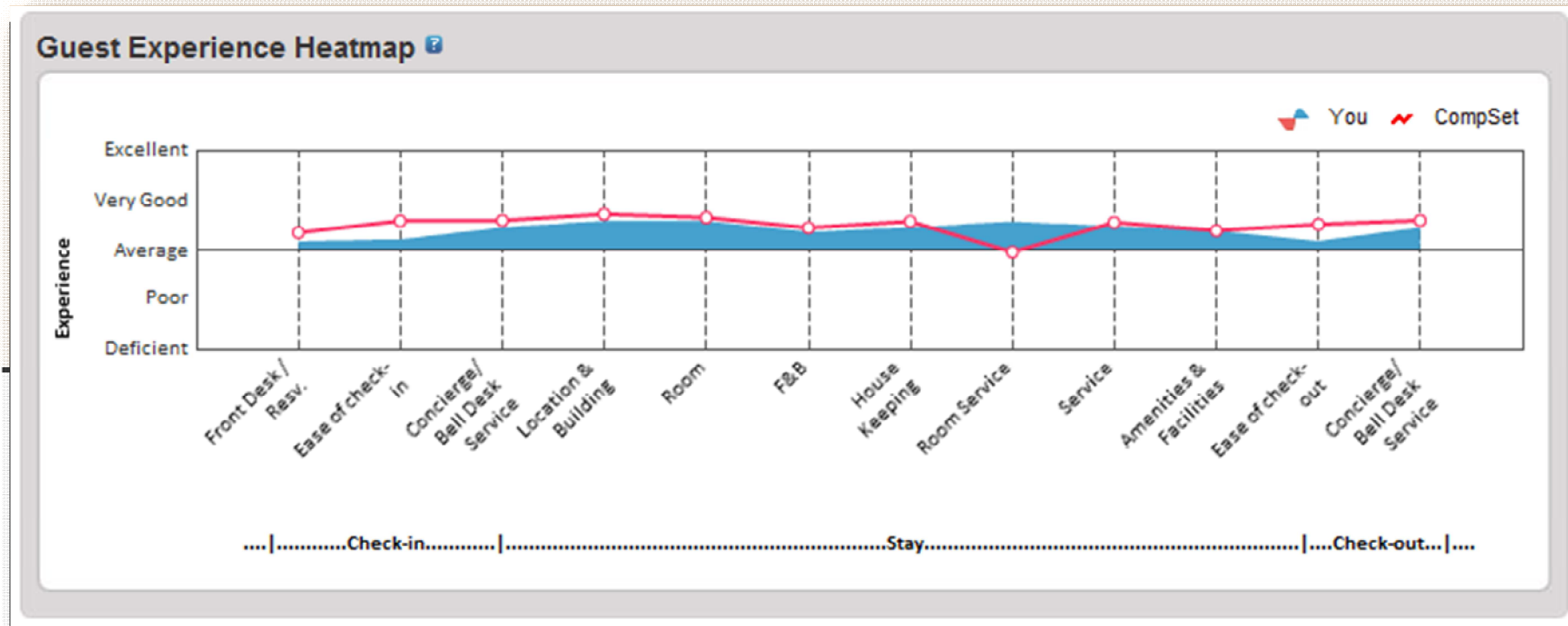
# Connect with customers

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- ▶ Respond to reviews
- ▶ Put promotions out on Twitter automatically from within your Channel Management tool or PMS
- ▶ Be a part of the conversation



# Fix what people tell you is wrong





Make Sure the Customer Can Buy the Product they Want.

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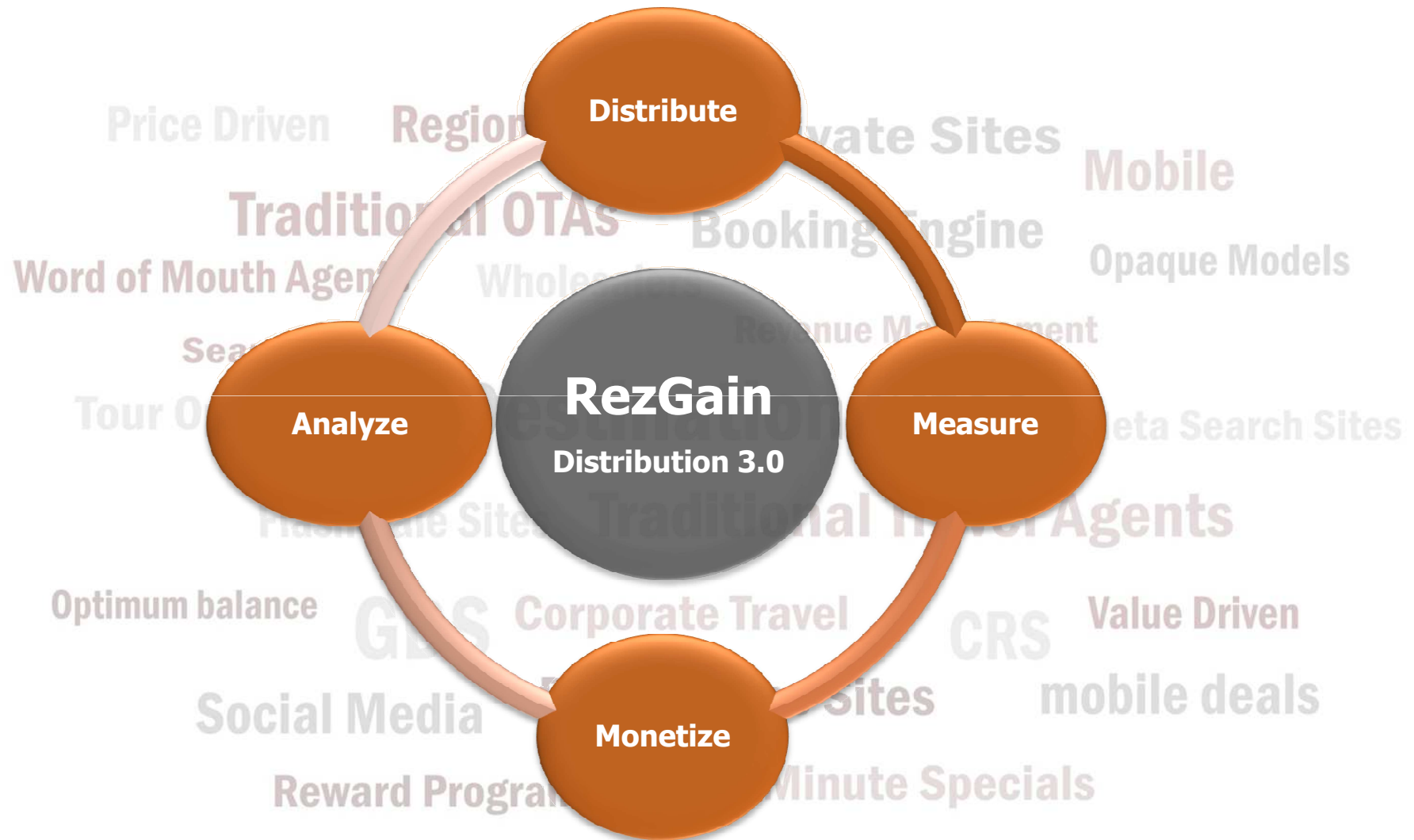
# Distribute effectively

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- ▶ Utilise as close to a fully integrated approach as you can get with your technology
  - If your current technology won't integrate - change it.
- ▶ Distribute a single rate with multiple rules to all your suppliers.
- ▶ Control parity.
- ▶ Ensure lowest cost distribution channels have equal or better deals where possible.
- ▶ Distribute from a single common pool

# Connect it all together

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smart travel technology



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