

Virtual Events



Tomorrow Starts Today with HSMAI

Helping Hotels restart
successfully

5 October 2021 | 12 PM
Free Admission

REGISTER NOW



hsmái

FUEL SALES | INSPIRE MARKETING | OPTIMISE REVENUE

JAPAN

In partnership with

The global leader in providing
data to the hospitality industry.



OTA INSIGHT

Today's Agenda

- **Introduction** – Jackie Douglas, HSMAI
- **Show us the numbers** –Tatsunori Yasaki, Business Development Japan, OTA Insight
- **What can hotels do with this data?**- Pooja Peeters, Former Director of Revenue, Peninsula Hotel
- **Interview with Sho Yasui**, Director Commercial – Japan, Accor – where do we start?
- Discussion on **current restrictions in Japan**

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

Who is HSMAI today?

We are the largest & most active hospitality marketing association in the world

90-year-'new' professional association (Non-Profit)
with over 7000 members in 41 countries

Volunteers and members have a global footprint:

Americas (United States, Canada,
Mexico, Caribbean), Europe, Middle
East & Brasil

Asia Pacific (Singapore, Thailand,
Indonesia, Australia and China)

Funded by membership fees and partnership funds

HSMAI Asia Pacific



7 x Chapters in Asia Pacific

- Singapore
- Greater China
- Thailand
- Australia/ Pacific
- Indonesia
- India (starting in 2022)
- Japan (starting in 2022)

HSMAI ROCC

9–10 June 2022
**Revenue Optimization
Conference**

HSMAI's Revenue
Optimization
Conference (ROC)

- Singapore
- 9th June, 2022

Chief Revenue, Sales
and Marketing
Officers Roundtables

- Singapore -
- 10th June, 2022

Get ready for a Revenue role

The volunteer Revenue
Advisory Board developed a
10-course program:

**“Certificate in Revenue
Management
(Hospitality)”**

*Developed by hoteliers for
hoteliers*



www.hsmaiacademy.org

Digital Program

READY
4
DIGITAL

**“Certificate in Digital
Marketing
(Hospitality)”**

***Developed by
hoteliers for hoteliers***

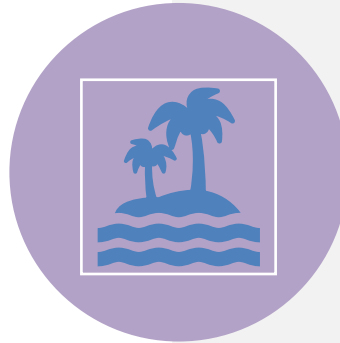
www.hsmaiacademy.org

10 courses out of 15 online
courses have launched and
more launching soon!

2022 Events in Japan



2-DAY REVENUE WORKSHOPS



2-DAY RESORTS WORKSHOPS
(REVENUE & DIGITAL)



WEBINAR STYLE SHORT
EDUCATIONAL SESSIONS



OTA INSIGHT

Current Japan market landscape

Tatsunori Yasaki
Business Development
OTA Insight

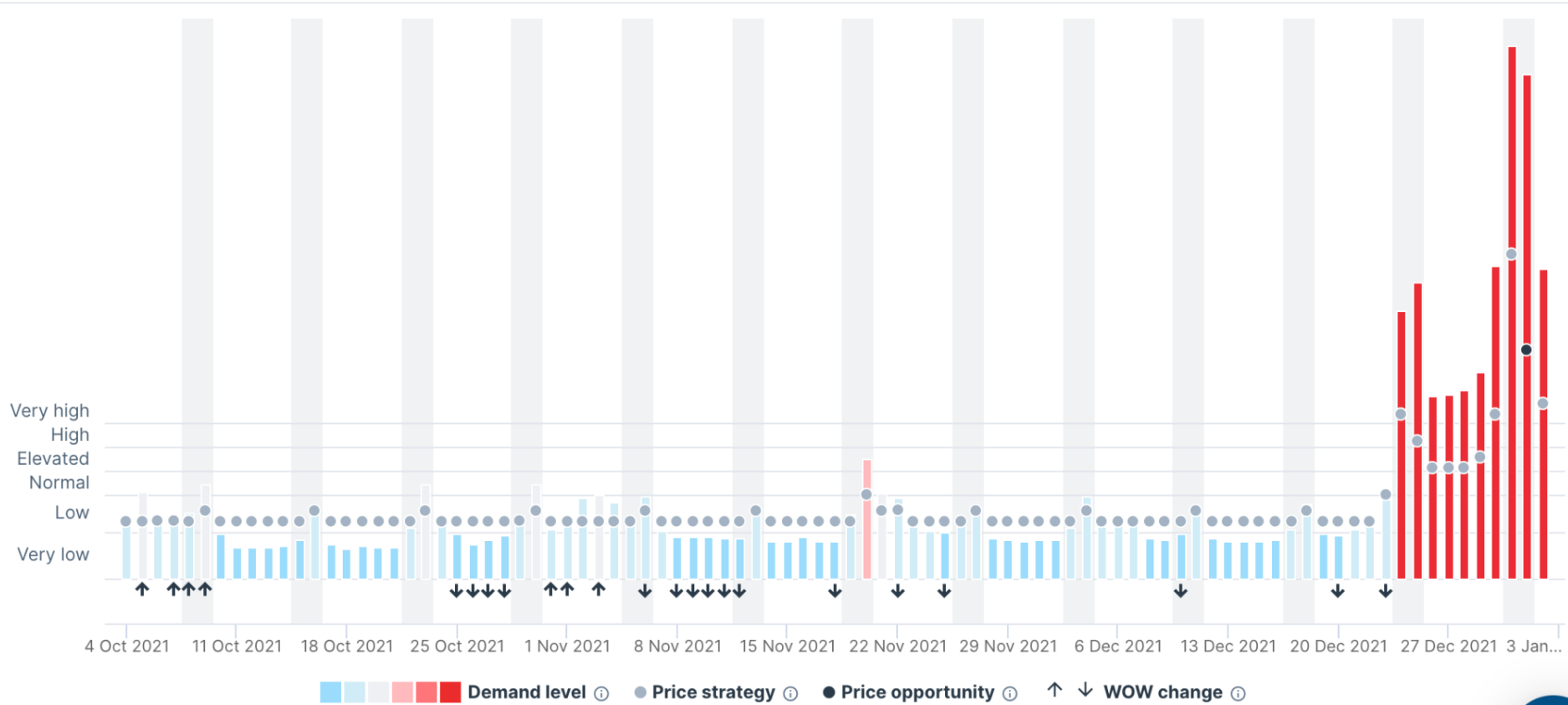




How do Revenue Directors use demand data to make decisions?

Pooja Peeters
Former Director Revenue
Peninsula Hotel Tokyo

Demand forecast



Sat 20 November 2021

Most searched LOS 1

Hotel search patterns Beta

Search level

Higher

Last 7 days



Selected stay date within its rolling month

Top countries searching

JP, US, IT, ...

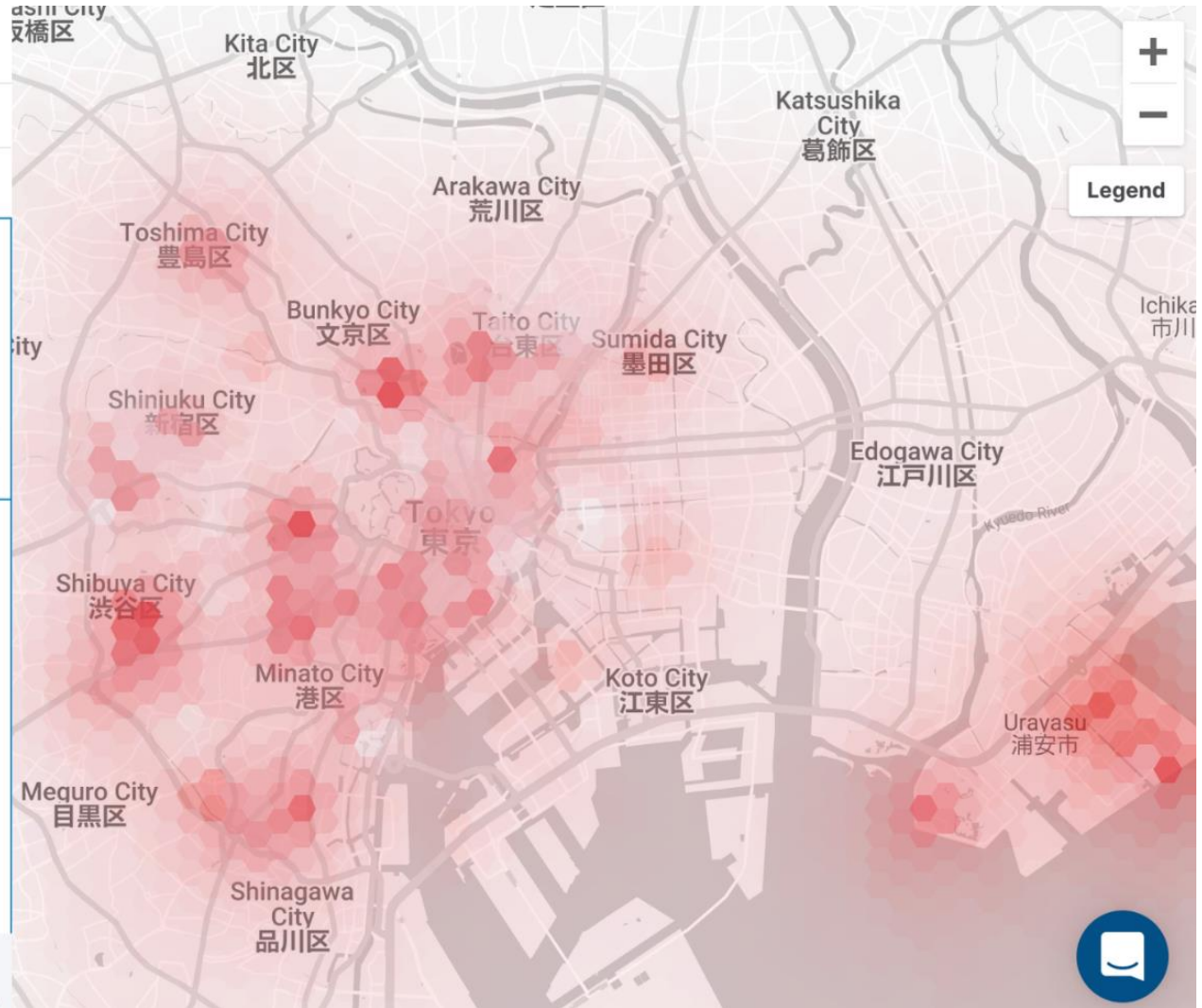
Countries

Avg. LOS

Countries		Avg. LOS
Japan	94.0%	1.7
United States of America	3.3%	7.6
Italy	0.6%	11.5
France	0.3%	8.0

Evolution

Now



Fri 31 December 2021

Hotel search patterns Beta

Search level ⊙



Last 7 days



Selected stay date within its rolling month

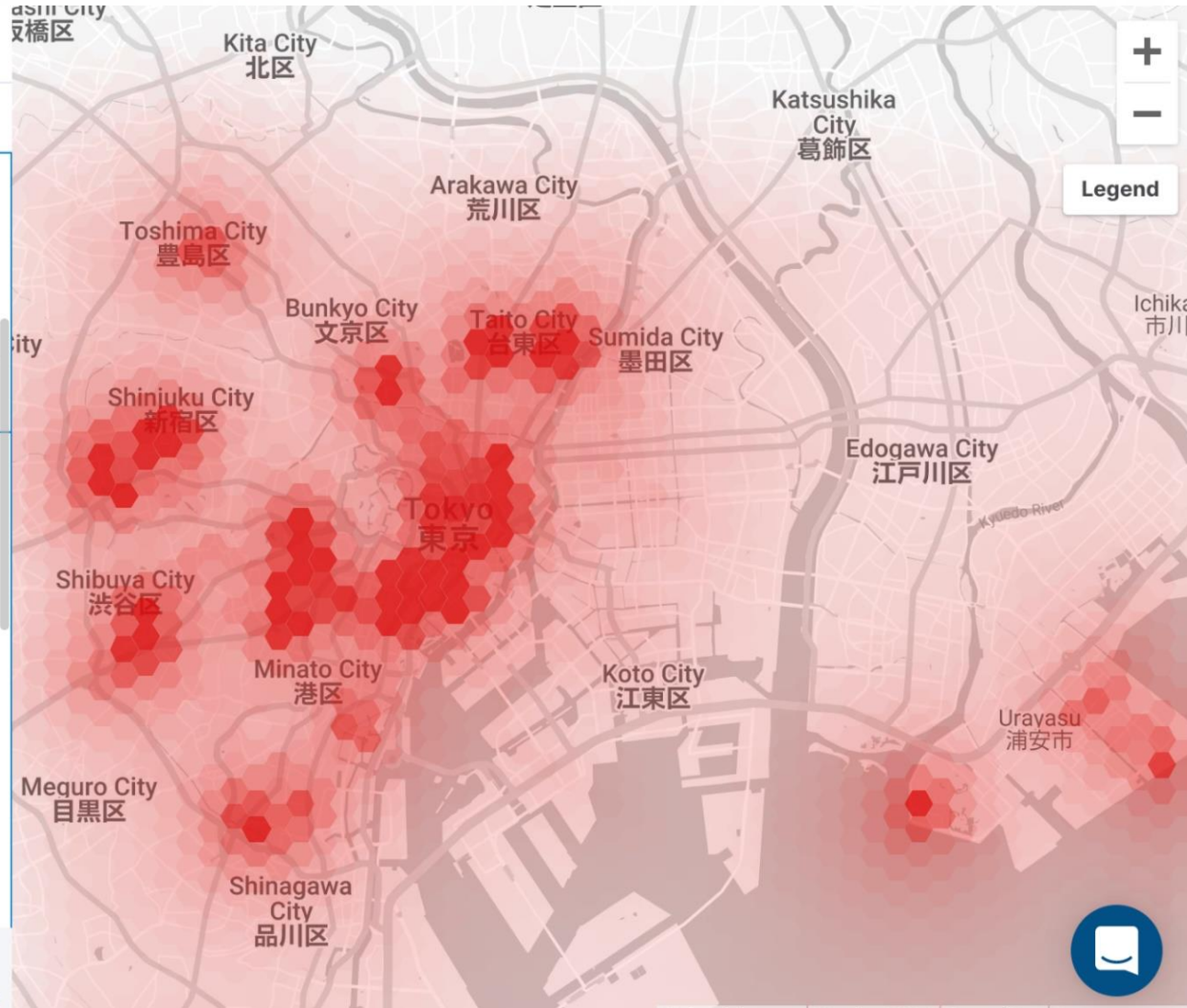
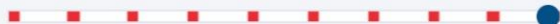
Top countries searching

JP, US, FI, ...

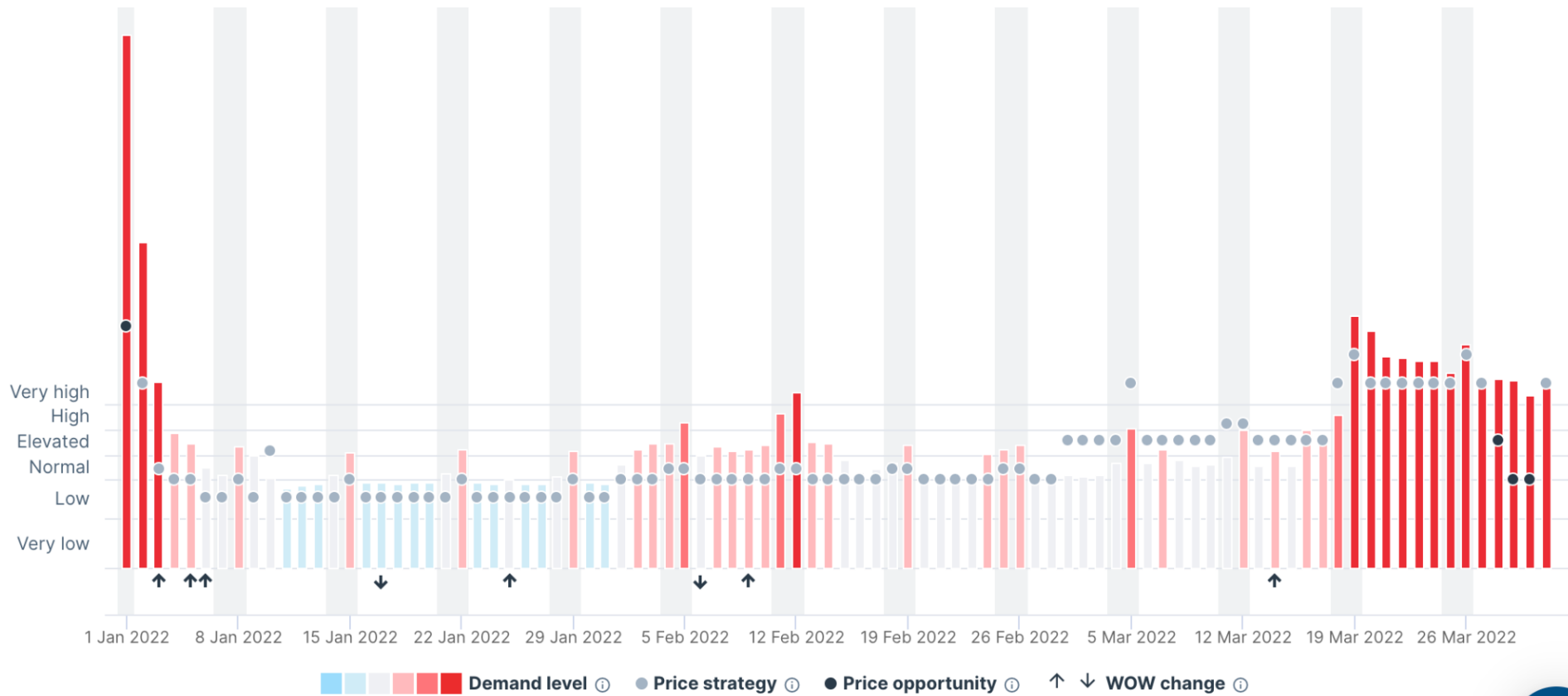
Countries		Avg. LOS
Japan	82.0%	2.0
United States of America	5.0%	6.5
Finland	3.1%	14.0
Australia	2.9%	5.6
Germany	0.8%	7.5

Evolution

Now

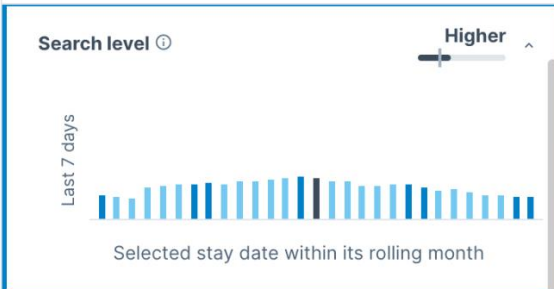


Demand forecast



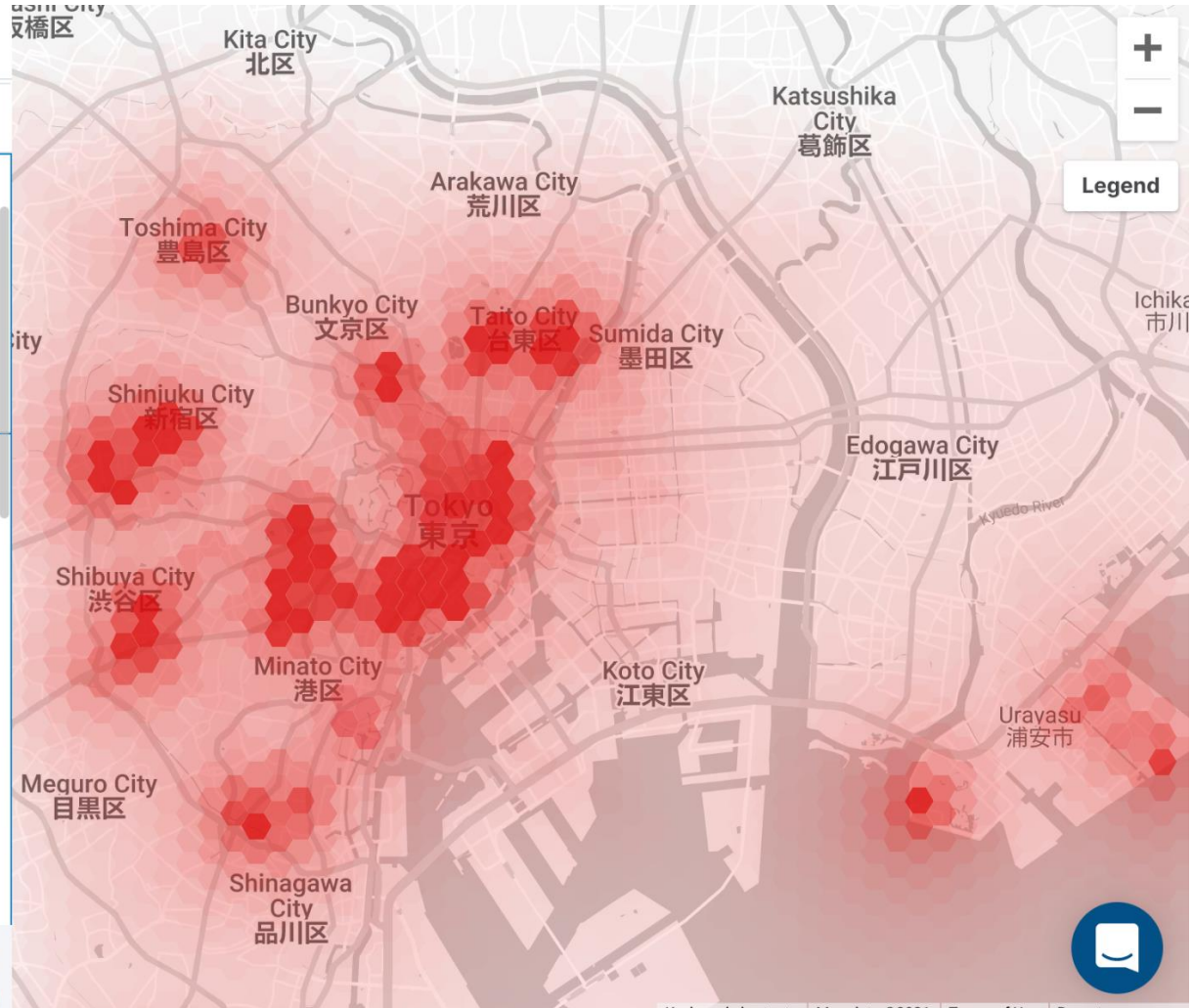
Sat 12 February 2022

Flight search patterns Beta



Top countries searching AU, GB, US, ...

Countries		Avg. LOS
> Australia	21.6%	12.4
> United Kingdom of Great Britain ...	11.2%	9.7
> United States of America	7.1%	11.8
> France	6.3%	9.6
> Italy	6.3%	11.0



Sat 12 February 2022

Flight search patterns Beta

Search level Higher


Top countries searching **AU, GB, US, ...**

Most searched LOS **7**

Hotel search patterns Beta

Search level Higher

Last 7 days



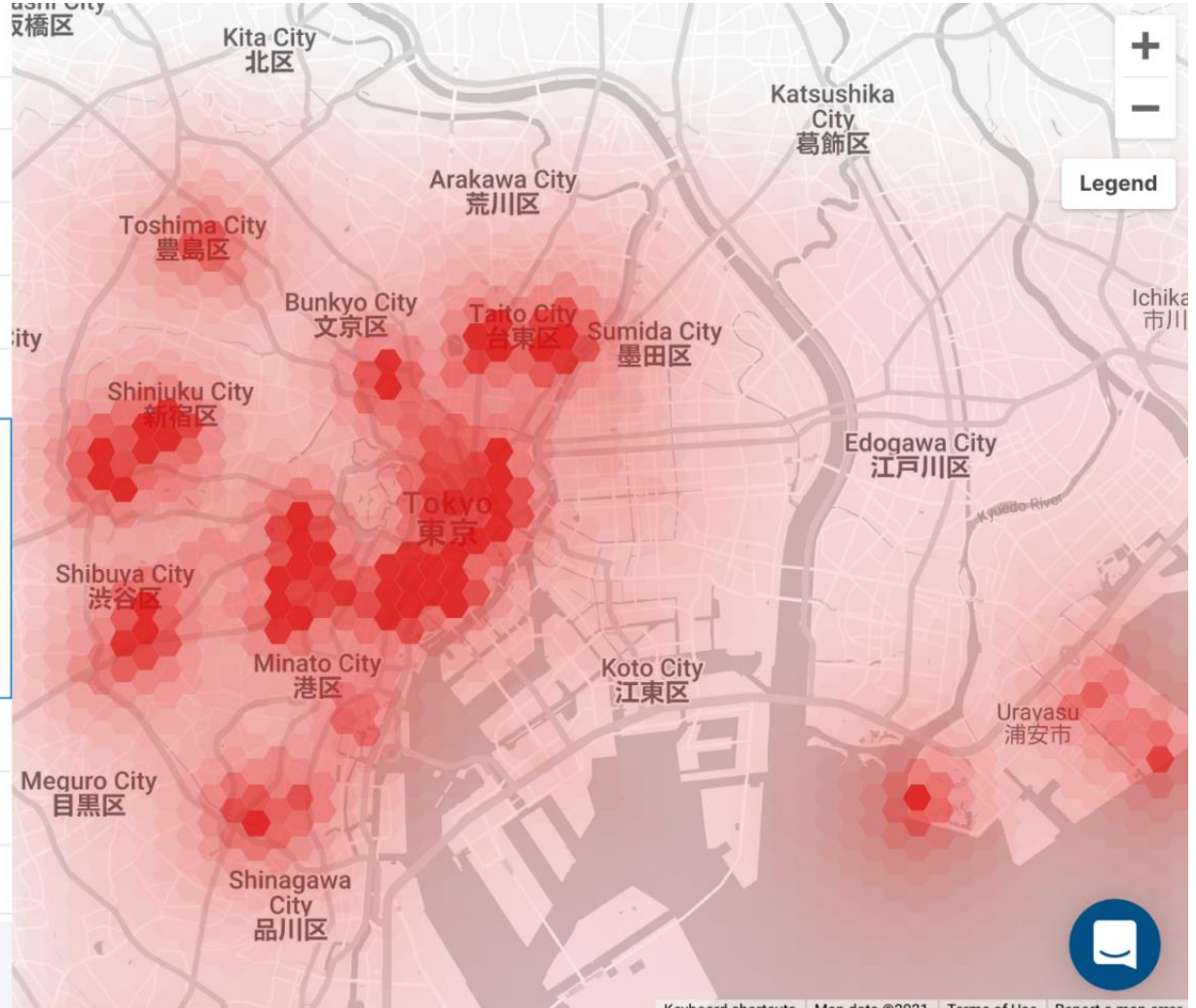
Selected stay date within its rolling month

Top countries searching **--**

Most searched LOS **1**

Price strategy Ⓞ

Evolution Now



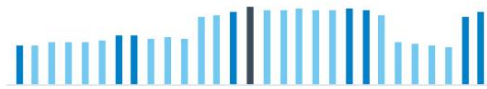
Sat 19 March 2022

Flight search patterns Beta

Search level ⓘ

Higher ^

Last 7 days



Selected stay date within its rolling month

Top countries searching

PL, GB, US, ... ^

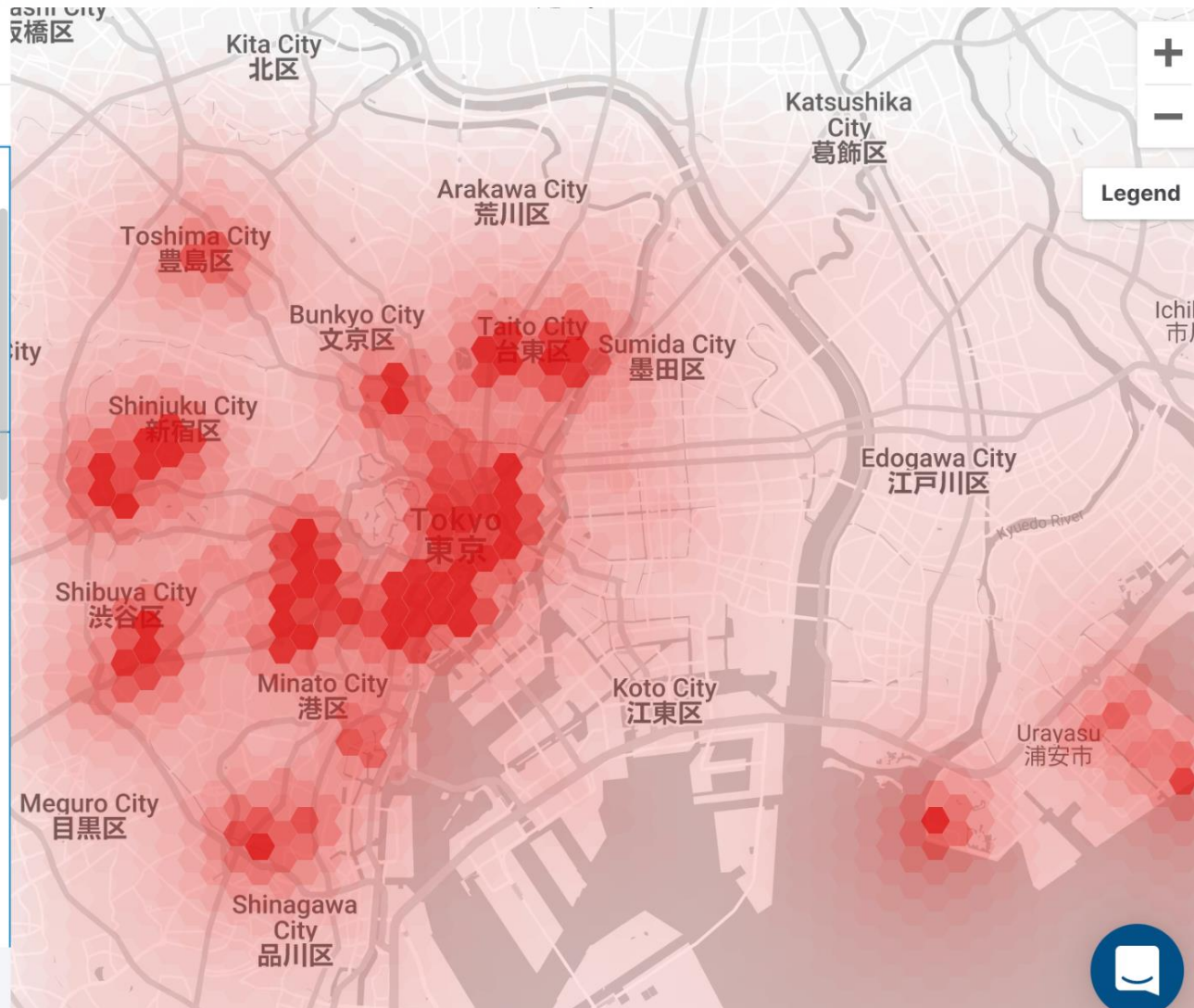
Countries

Avg. LOS

Countries		Avg. LOS
> Poland	35.5%	11.6
> United Kingdom of Great Britain a...	11.1%	11.4
> United States of America	7.8%	9.3
> Italy	6.1%	10.4
> Australia	6.0%	11.5

Evolution

Now



Sat 19 March 2022

Most searched LOS 9

Hotel search patterns Beta

Search level Normal



Selected stay date within its rolling month

Top countries searching --

Most searched LOS 1

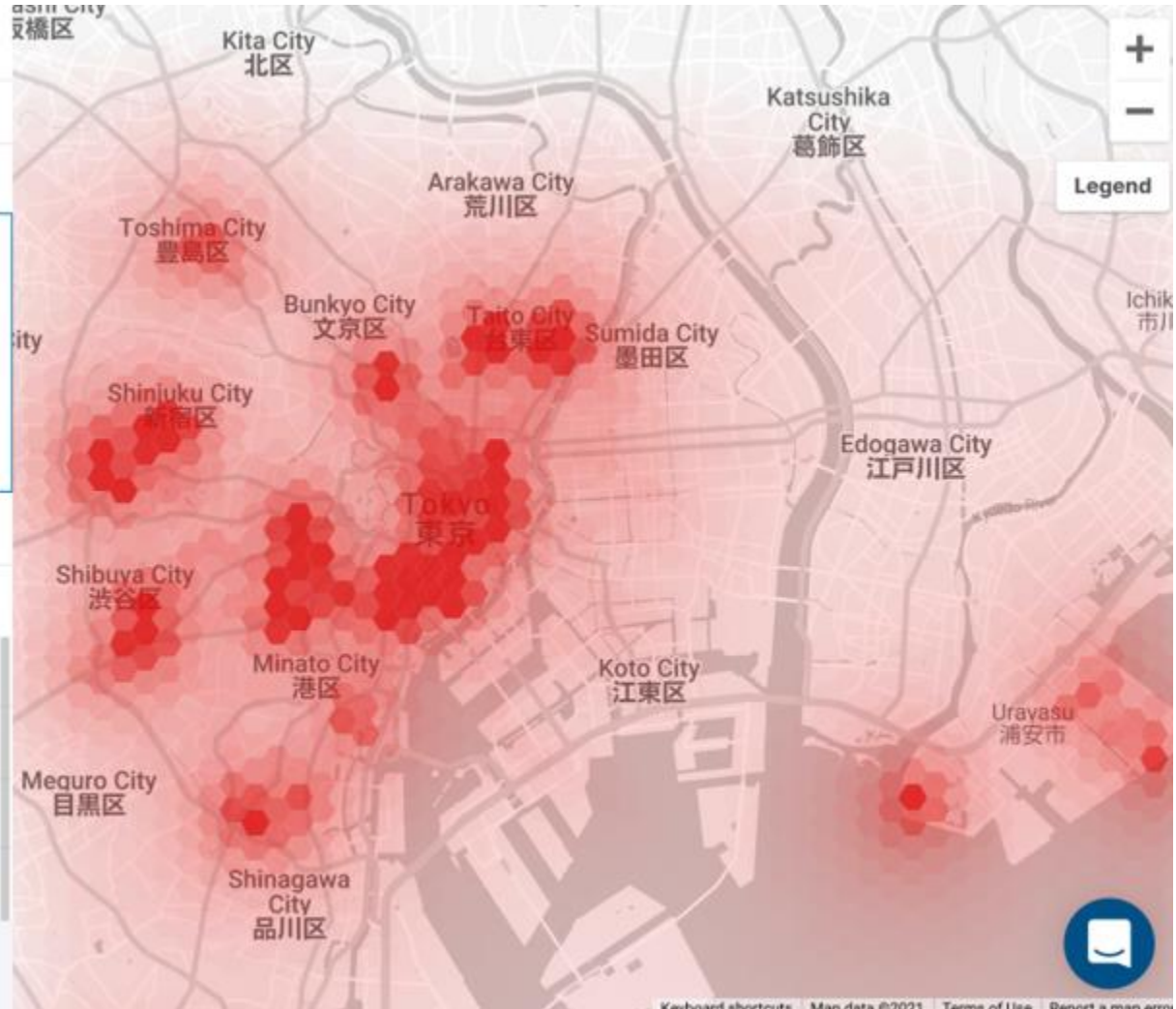
Price strategy

My price

Occupancy

My OTB

Evolution Now



1. The Truth is in the Trend

The Power is in the patterns

Create your own pattern with the data

2. Don't forget your Brand website;

Continue to create offers for the domestic market using your strengths

3. Be visible during flight searches for 2022

A Commercial view of the market

Sho Yasui
Director Commercial Japan,
Accor



Get Certified!

HSMAI runs globally recognized certifications for hoteliers:

CHDM “Certified Hospitality Digital Marketer”

CRME “Certified Revenue Management Executive”



Sound interesting?

Join in!

Volunteer to help direct our educational session

Speak at an event

Help develop education

Create content (articles and guides)

Go to the events and workshops

Get certified

Grow your career with HSMAI

Join as a member and help us help you



Thank-you!

www.hsmaiasia.org

www.hsmaiacademy.org

Events
Education
Membership
Information & tools