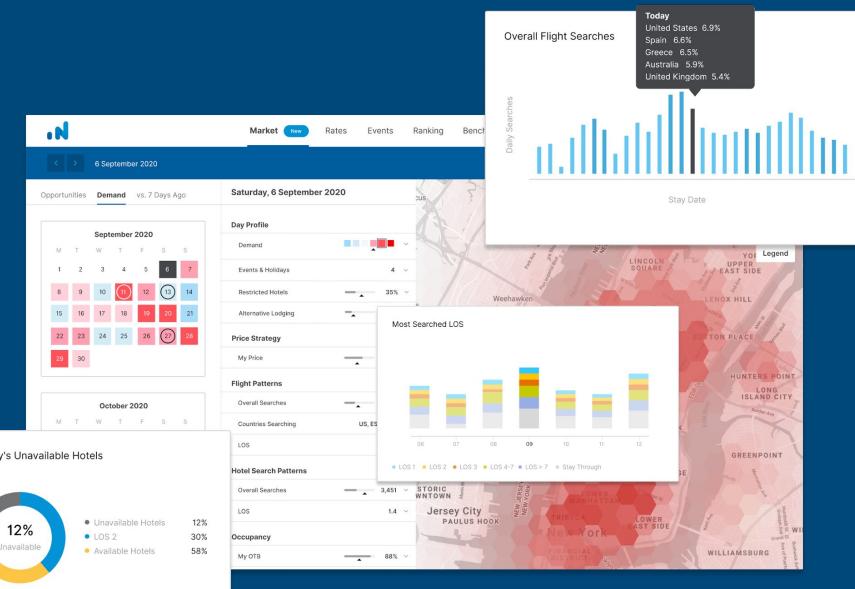




# Maldives - Market Update



# About OTA Insight



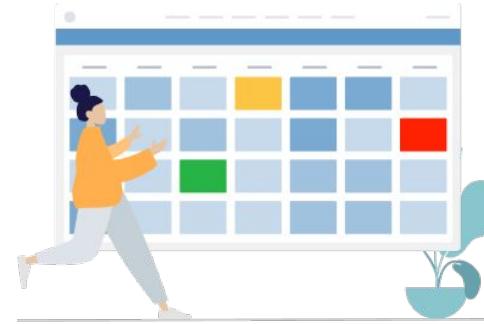
**OTA Insight is a leading cloud-based data intelligence platform for the hospitality industry. We provide hoteliers and revenue managers with a suite of revenue management solutions that empower them to make smarter revenue, distribution and marketing decisions.**

# Our solutions at a glance



## Market Insight

Harness real-time market intelligence



## Rate Insight

Make smarter pricing decisions



## Revenue Insight

Unlock your revenue potential



## Parity Insight

Keep control of your distribution

# How are hotels reacting to an ever changing demand?



OTA Insight has collected datasets tracking flight searches, OTAs, metasearch trends, along with the origin of these searches ([Market Insight](#)); in addition to hotels' long-term pricing and promotional strategies ([Rate Insight](#)\*) to capture this ever-changing demand.

We have analysed millions of **forward-looking demand and rate data points** to provide a complete overview of supply and demand.

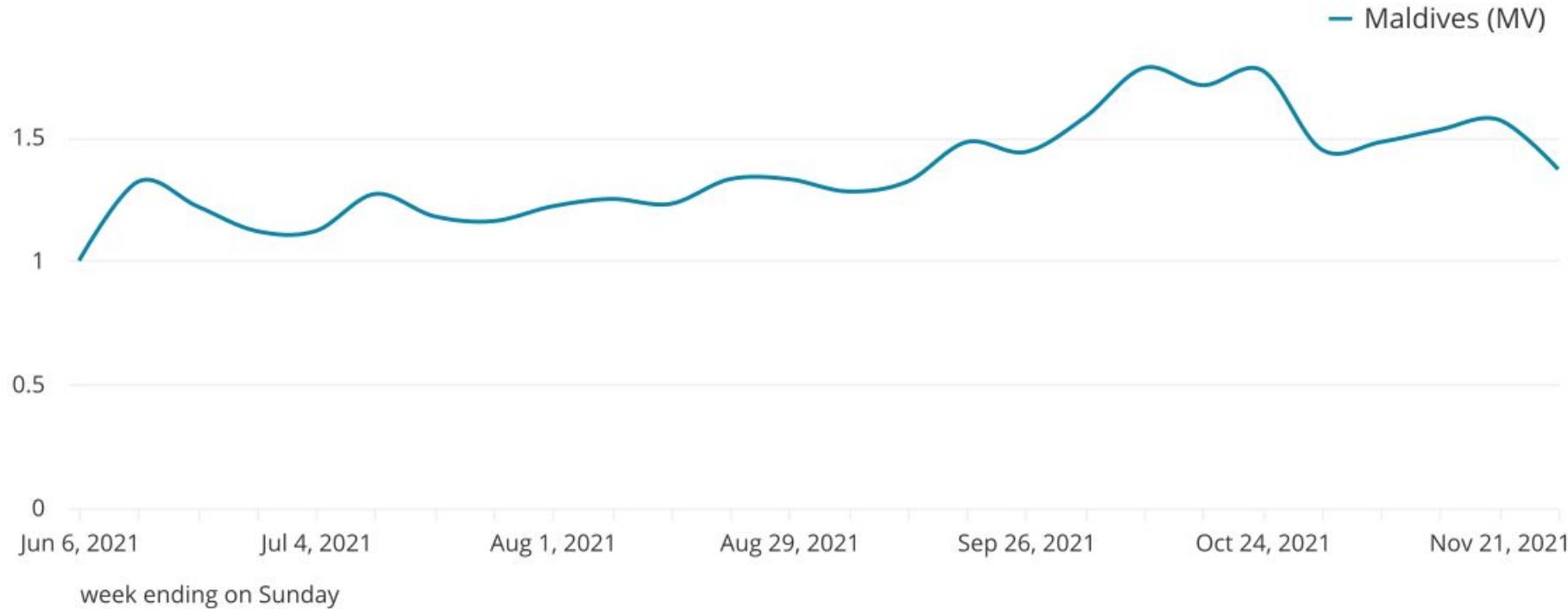
\*[Rate Strategy dashboard](#)

# Market Insight: how have flight searches evolved?



## Flights Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.

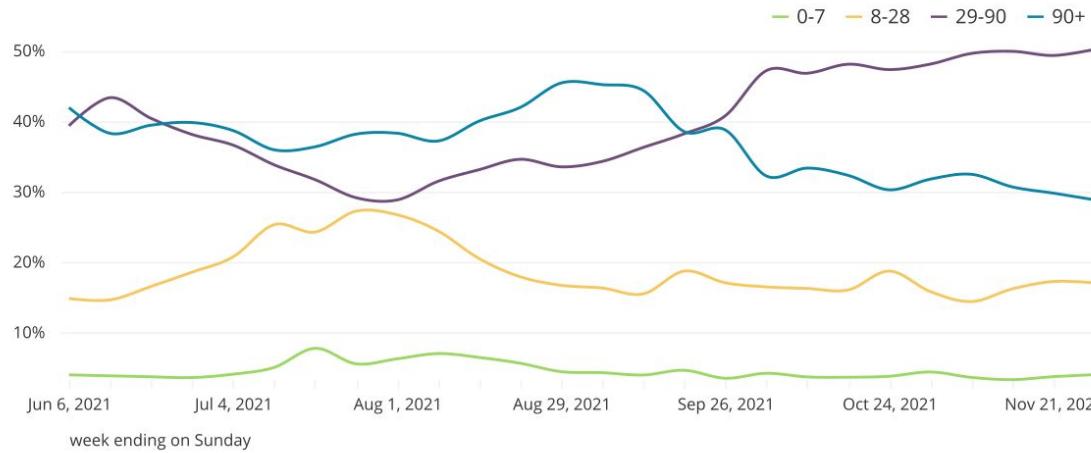


**Evolution of flight searches are constant and with source markets opening borders and increasing vaccination rates, Maldives will experience traction from Asian markets.**

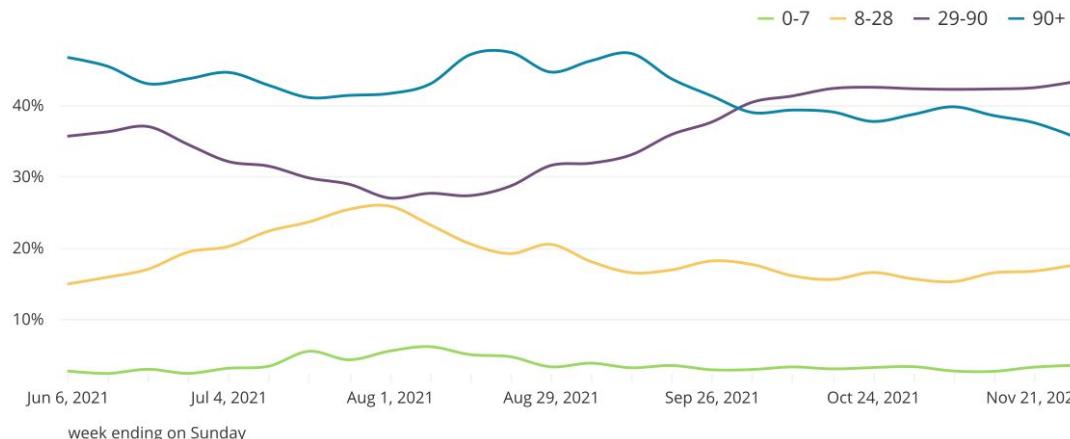
# Market Insight: how have hotel and flight searches evolved?



Destination Maldives (MV): Flight Search Lead Time Evolution



Destination Maldives (MV): Hotel Search Lead Time Evolution



**Hotel searches for 29-90 days are showing positive upside since late Nov for Maldives.**

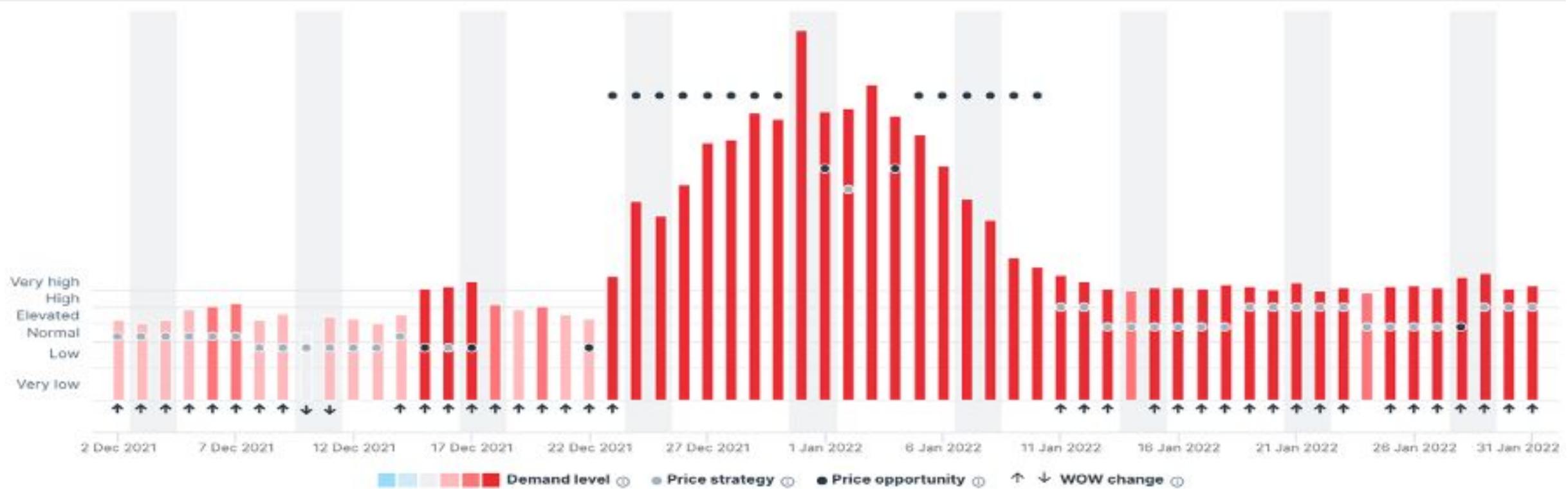
**As leisure travelers plan for their holidays in advance, the market can expect more buoyancy coming for 30 days out window.**

**The flights and hotels searches go hand in hand here with the 29 – 90 days and 90+ days window.**

# Market Insight: Demand Outlook, next 60 days



Demand forecast



**60 Day Demand evolution for Maldives shows busy January 2022.  
High demand over December from 24 Dec 2021 to 12th January 2022.**

Are hotels optimizing LOS in line with guest preferences?

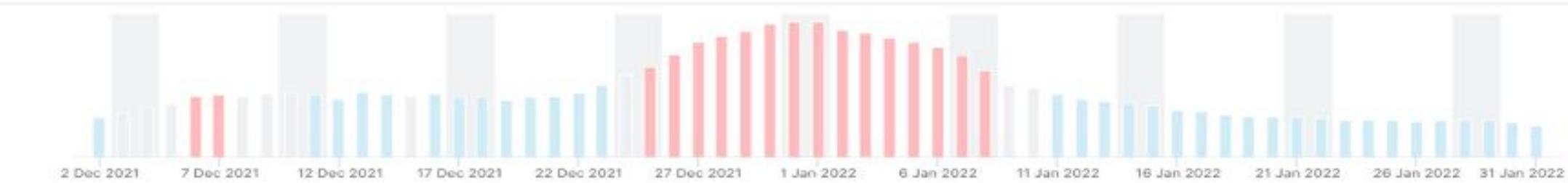
Are we seeing pick up for International Conference in Dec?



# Market Insight: Demand Outlook, next 60 days



Search level



Top countries searching

Countries	Avg. LOS	
Russia	16.0%	9.8
United Kingdom	9.8%	9.5
Italy	9.3%	8.8
Spain	5.4%	8.8
India	5.3%	5.8

Length-of-stay



21st Dec - 10th Jan is gaining a high momentum with countries like Russia, UK & Italy contributing the higher search volume.

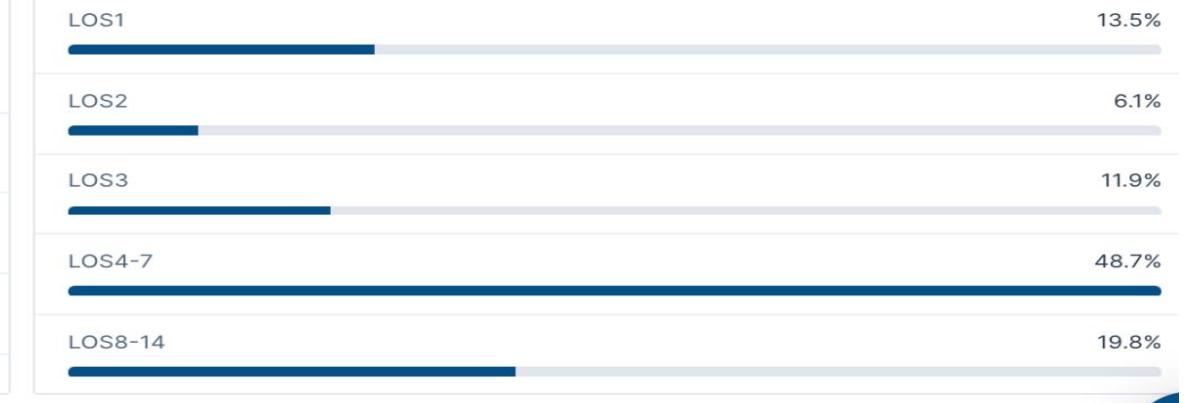
# Market Insight: Demand Outlook, next 60 days



## Top countries searching

Countries	Avg. LOS
India	19.7% 4.5
Russia	13.5% 8.9
United States	6.4% 6.7
United Kingdom	6.2% 8.3
Italy	5.1% 8.0

## Length-of-stay

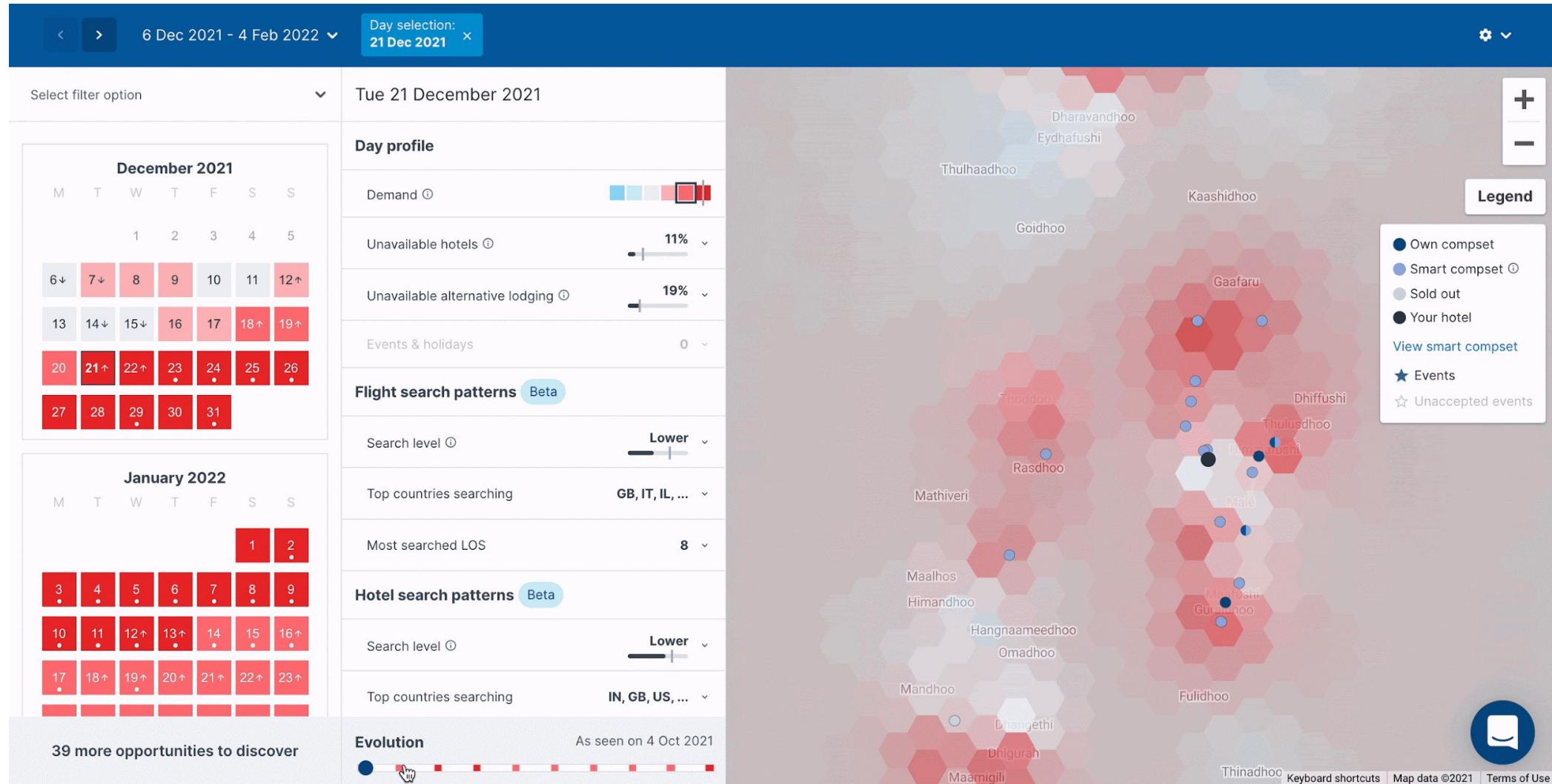


Customers are continuing to review hotel searches for their travel into Maldives. 48.8% searching for LOS 04 -07 nights and 16.1% searching for LOS 08 - 14 nights

23.3% of searches continue to be from India.

Optimism building for 0-7 and 8-28 days. Customers booking closer to arrival dates

# Market Insight: Demand Outlook, next 60 days



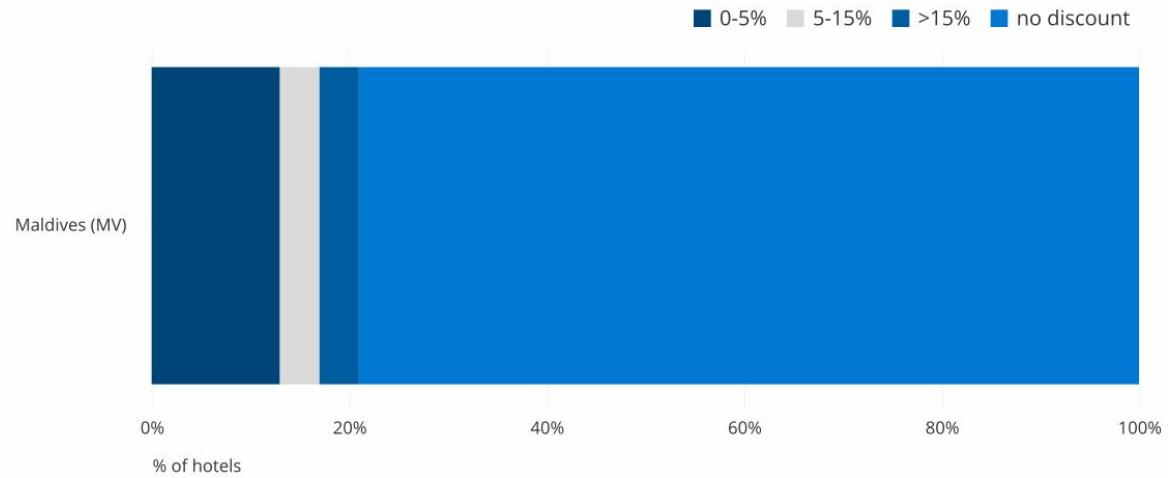
60-day demand evolution for arrival 23rd Dec

Heat map shows the impact of high demand in Maldives hotel search, flight search and LOS patterns.

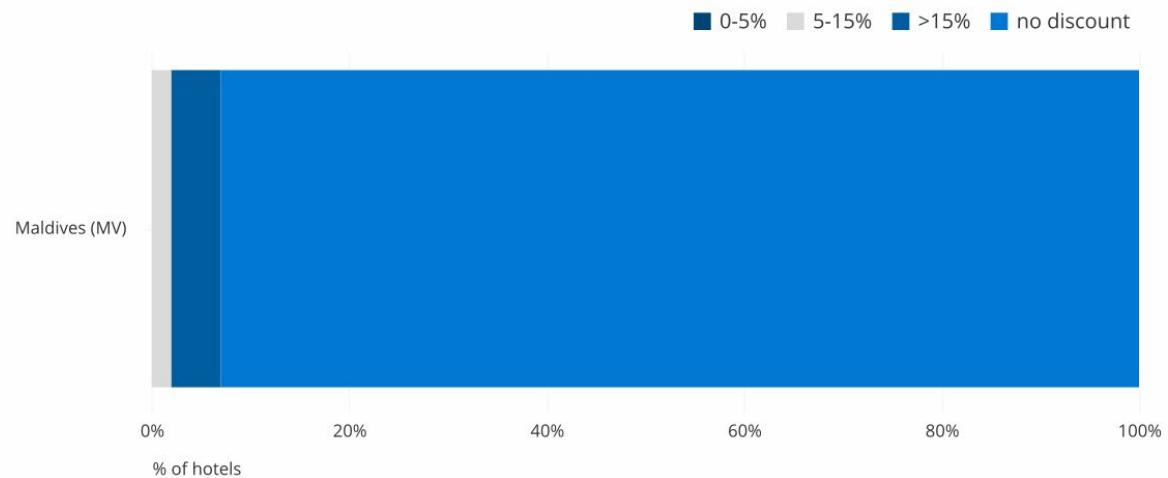
# Rate Insight (Strategy): how are hotels using LOS Discounting?



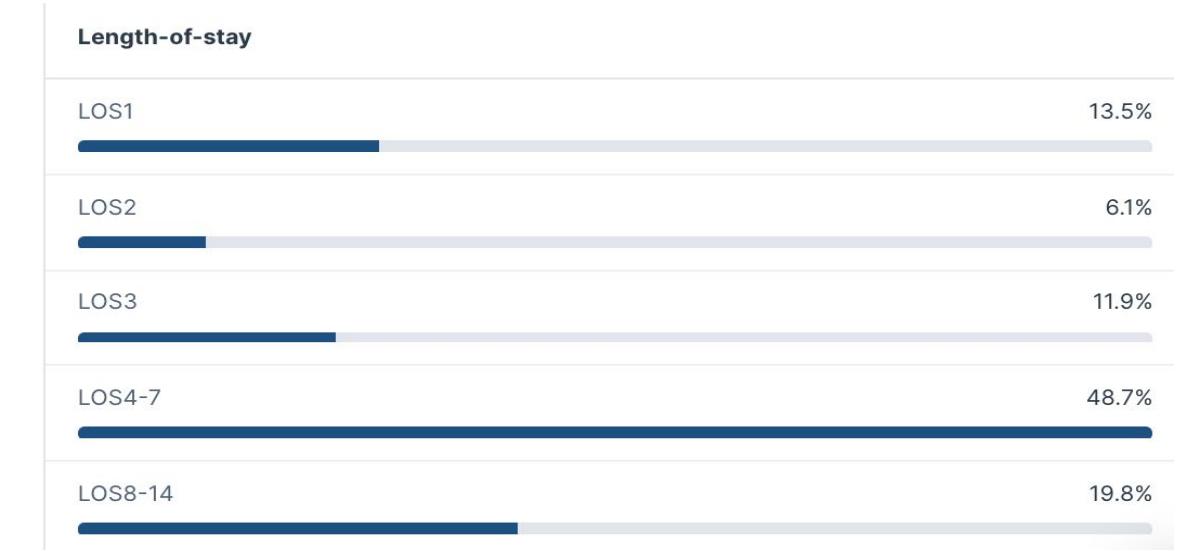
LOS 2 discounts (colours is the discount % that is offered)



LOS 3 discounts (colours is the discount % that is offered)



## LOS Hotelsearch Breakdown Example for Maldives:



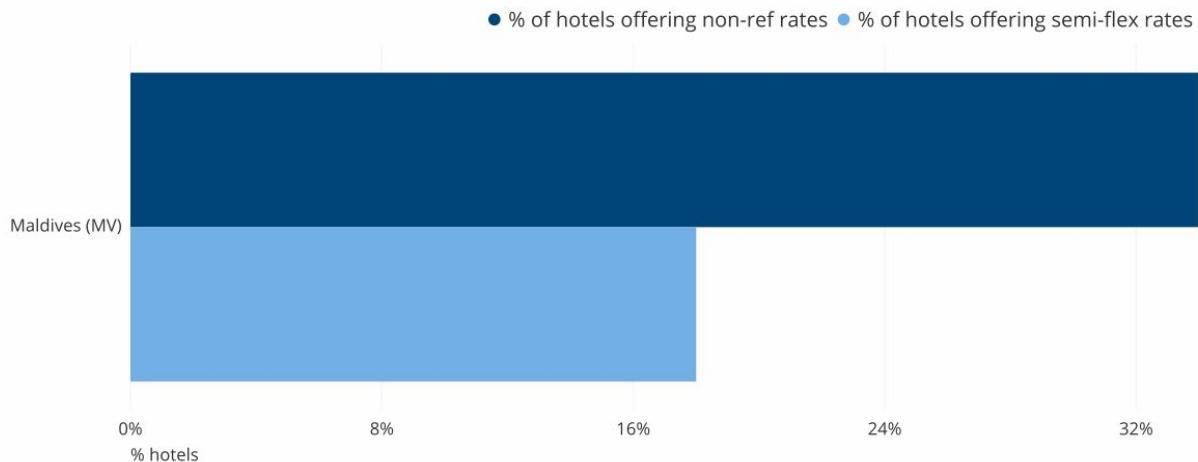
Are we utilising LOS discounting in line with guest preferences?

49% searches are happening for LOS 4 - 7 and only 6- 7 % of the hotels offer LOS 3 discount.

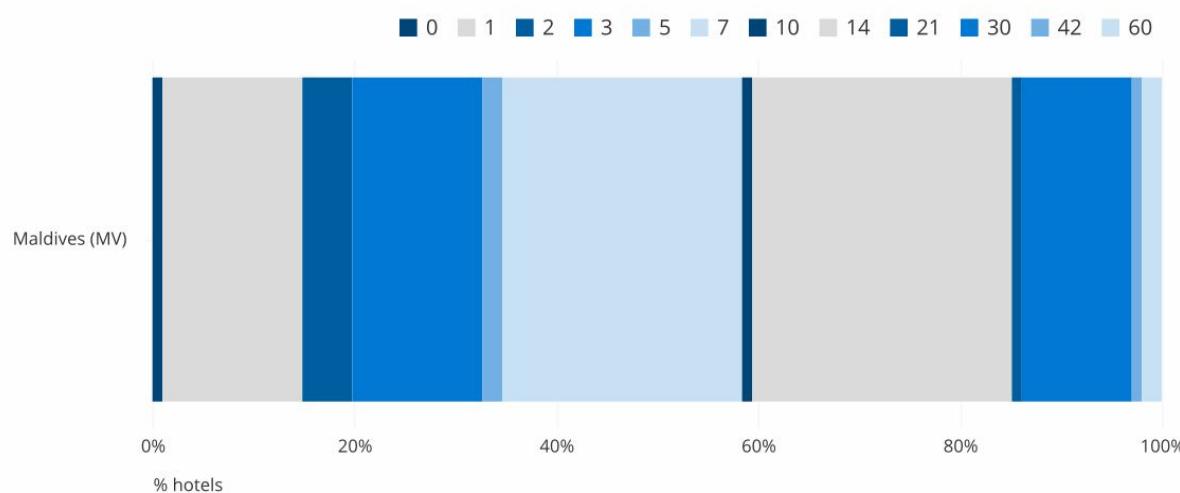
# Rate Insight (Strategy): how are hotels using Rate Flexibility?



Hotels ratio offering non-ref and semi-flex



Cancellation days for BAR (days before arrival)



**How many properties are offering non refundable options?**

**What level of rate flexibility are hotels offering?**



# Are you ready to turn lookers into bookers?

**Sachin Koshe**

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