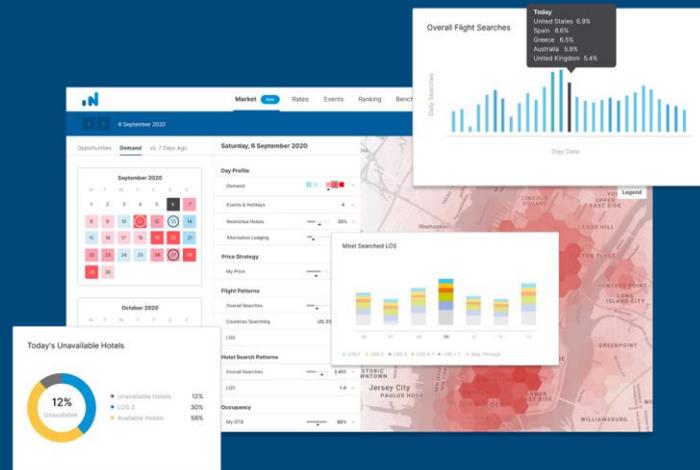
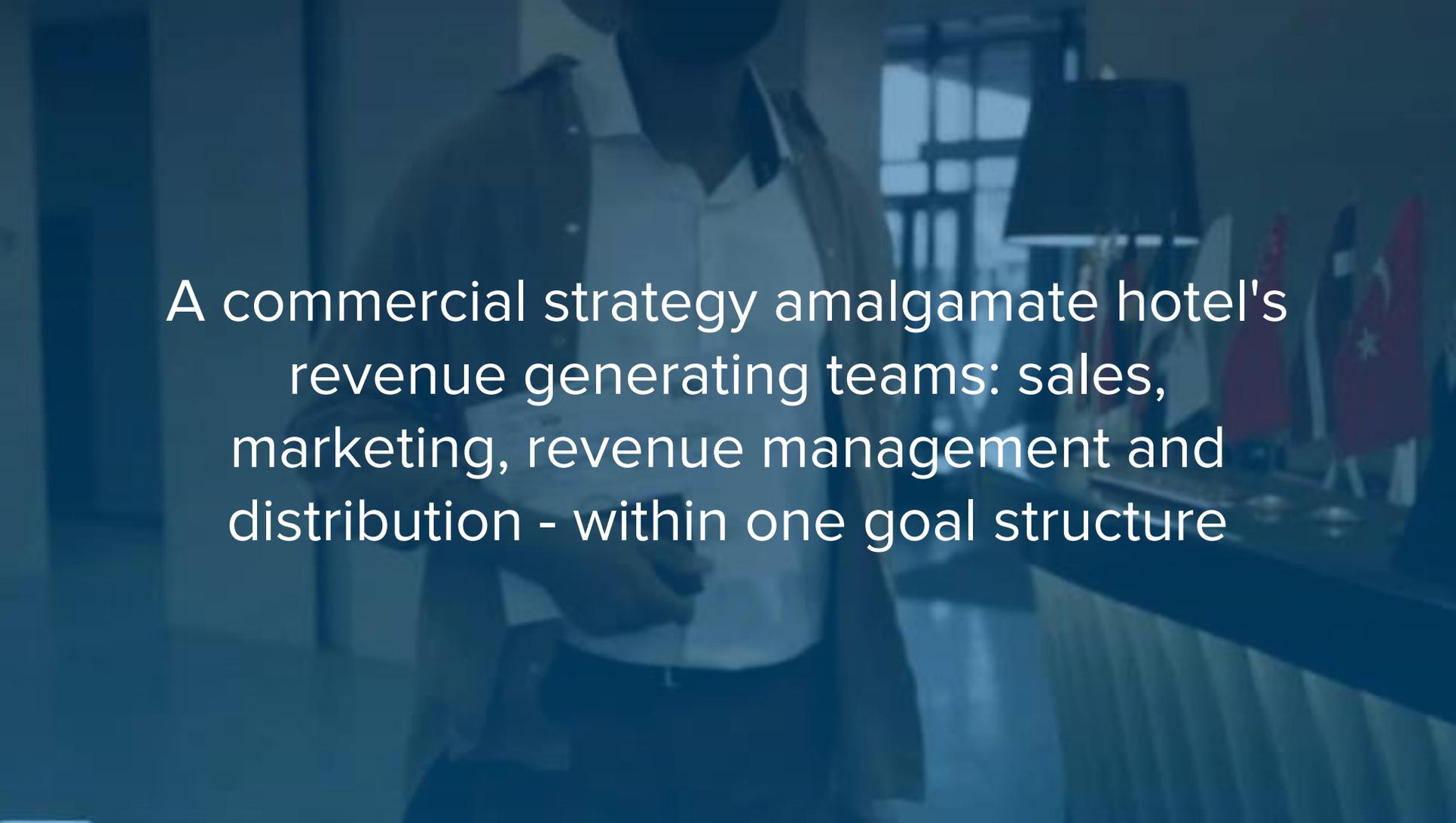




# Why Data is no longer just for the revenue team?

## India



A person in a white shirt and dark jacket is looking at a document in a hotel lobby. The background shows a reception desk with a lamp and flags.

A commercial strategy amalgamate hotel's revenue generating teams: sales, marketing, revenue management and distribution - within one goal structure



# “THE NEW NORMAL”

team collaboration



# The hotelier viewpoint...

What are the challenges that you face?



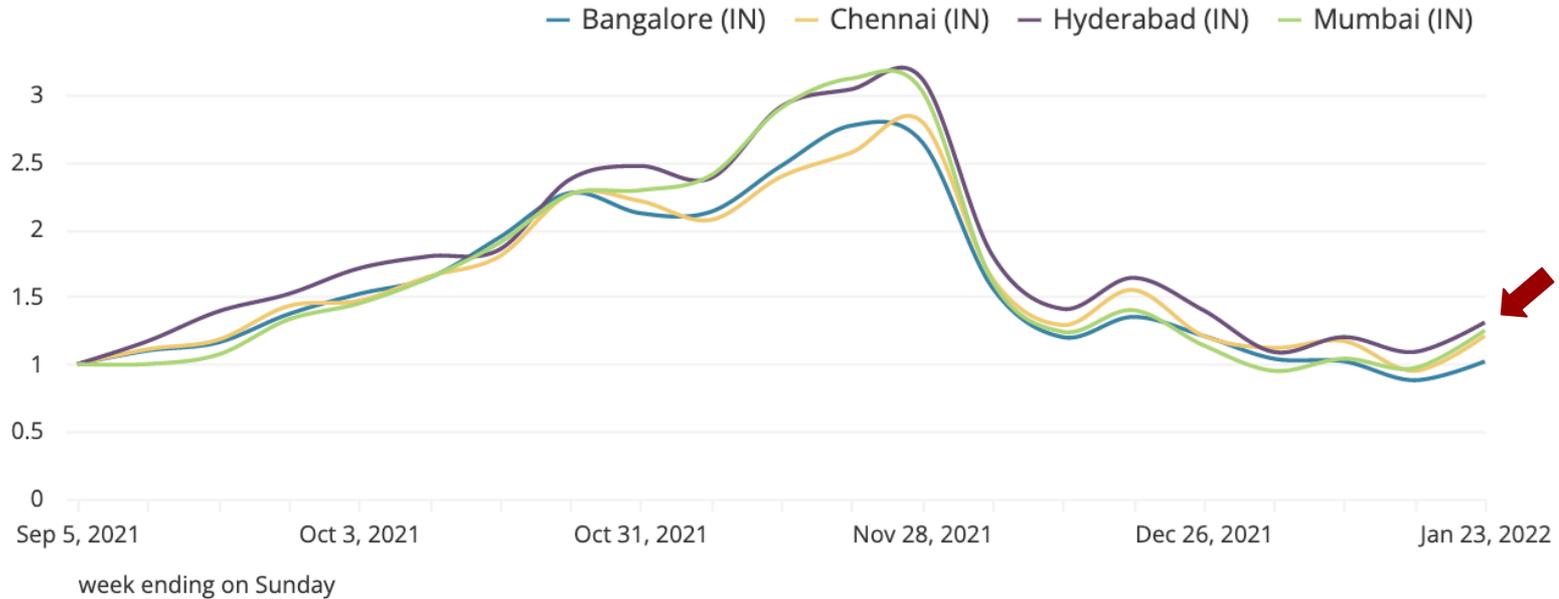
Source: OTA Insight APAC Survey FY21 Q4

# 1 Predict: 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.

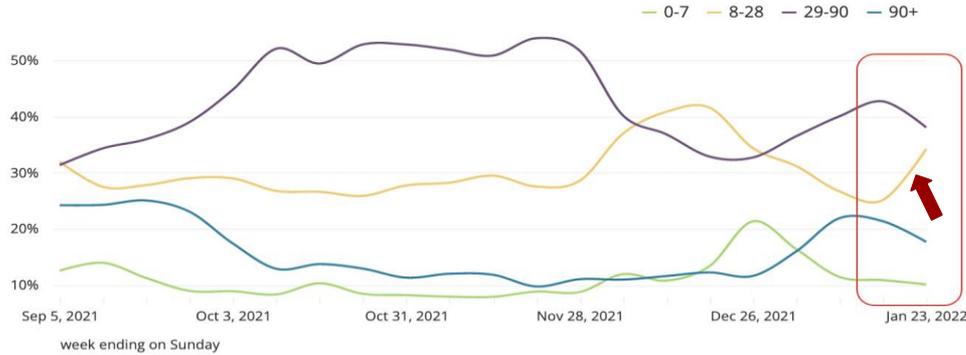


**Flight evolution in searches is showing upward trend for the major markets in India.  
Majority contributors are from European & Asian markets**

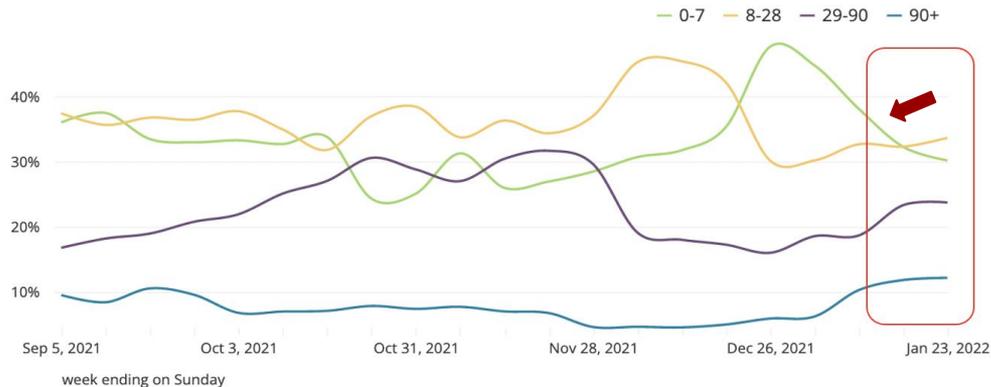
# 1 Predict: How have flights and Hotels searches evolved?



Destination Mumbai (IN): Flight Search Lead Time Evolution



Destination Mumbai (IN): Hotel Search Lead Time Evolution



Flight searches between 8 - 28 days & 29 - 90 days are showing positive upside since last 2 weeks for Mumbai.

As Covid-19 behavior/restrictions change, we can see positivity in hotel searches showing upward trends for the searches between 0 - 7 days and 8 - 28 days

Do you see the similar trends for your markets?



# Predict: Demand Outlook, Next 90 days



Demand forecast



**Current 90 Day Demand outlook for Mumbai shows busy from April 2022 onwards.  
High demand over 8th April 21st April 2022 for various events.**

**Are hotels optimizing LOS in line with guest preferences?**

**Are we seeing pick up for Chemexpo Event in April ?**

ChemExpo INDIA x

Professional Beauty Mumbai Wed 20 April 2022  
Thu 21 April 2022

Mon 11 April 2022 Tue 12 April 2022  
Tue 12 April 2022

15,000 5,000  
Conference Conference  
Expo, Fashion, Health Expo, Industrial

UBL UBL  
Bombay Convention & Exhibition (4.71 km) Distance to your hotel: 5.03 km  
Centre

ANDHERI WEST

ANDHERI WEST

Map data ©2022 Terms of Use Report a map error

Decline Accept Decline Accept



# Predict: Demand Outlook, Next 90 days



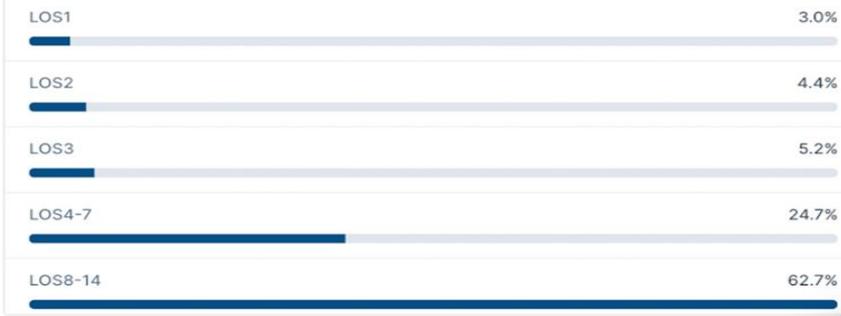
Search level



Top countries searching

Countries		Avg. LOS
> United Kingdom	49.3%	11.2
> Australia	7.1%	11.6
> India	6.7%	6.5
> United Arab Emirates	6.6%	9.6
United States	4.8%	11.1

Length-of-stay



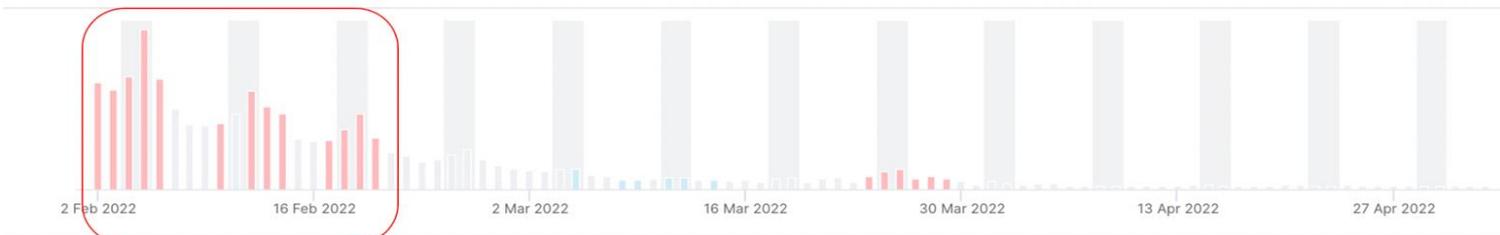
Flights searches, deep dive into granular data for the 10th - 24th Feb & 9th - 21st April.  
 How are we leveraging this information with the source markets like UK, Australia, UAE?  
 How can the marketing team can help us here?

# 1

## Predict: Demand Outlook, Next 90 days



Search level



### Top countries searching

Countries		Avg. LOS
India	74.5%	3.2
United States	8.9%	5.7
United Kingdom	5.8%	7.1
Canada	1.4%	6.1
United Arab Emirates	1.1%	6.6

### Length-of-stay

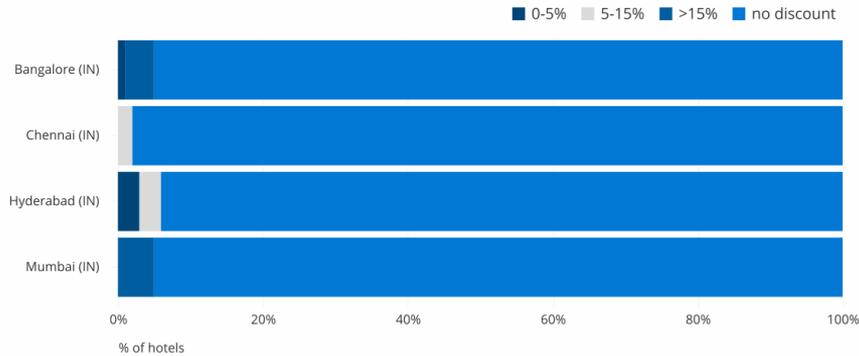
LOS1	61.3%
LOS2	19.5%
LOS3	8.0%
LOS4-7	8.6%
LOS8-14	2.6%

**Customers are continuing to review hotel searches for their travel into Mumbai. 61.30% searching for LOS 1 night, however LOS 2 & 3 and contribute to around 27.5 % searches. 74.5% of searches continue to be from India. Optimism building for 0 - 7 and major over the weekends, Customers booking closer to arrival dates**

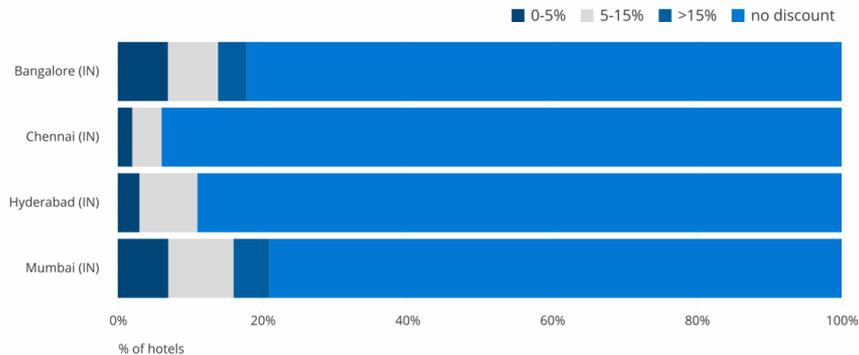
## 2 Price: How are hotels using LOS Discounting?



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

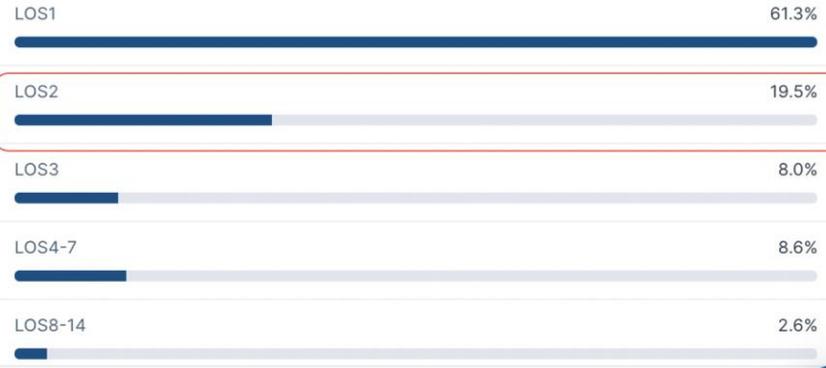


LOS 3 discounts (colours is the discount % that is offered)



### LOS Hotelsearch Breakdown Example for Mumbai

#### Length-of-stay



Are we utilising LOS discounting in line with guest preferences?

38.8% searches are > LOS 2, yet 95% of the Mumbai hotels do not offer any discounts on LOS 2

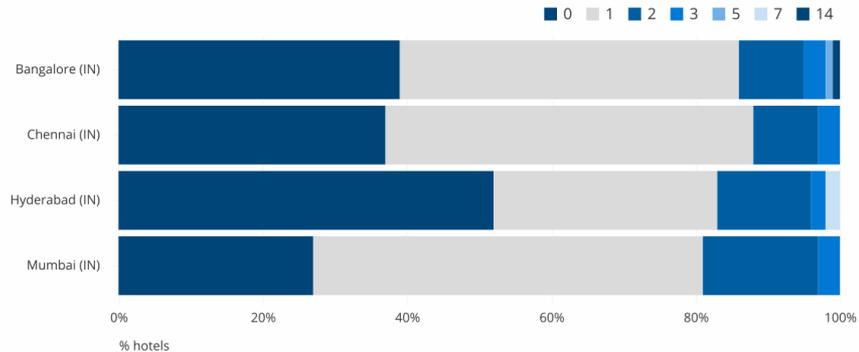
## 2 Price: How are hotels using Rate Flexibility?



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?

# 3 Distribution: How are you optimizing your channel mix?

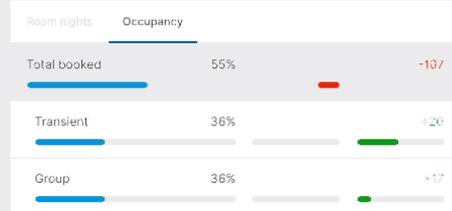


Overview View by: Day



&lt; Jun 2019 vs. SW&amp;Y

## KPI's



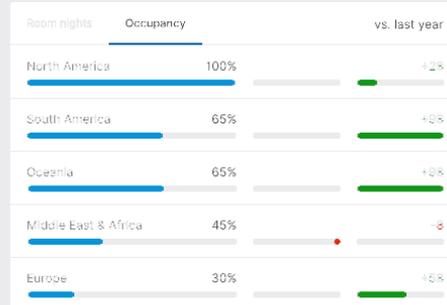
## ADR

Total booked

Transient

Group

## Markets



## Hotels

Room nights

Donovan Hotel

Henley Park Hotel

Morrison Clark In

Beacon Hotel &amp; C

Marriot Marquis V

## By stay date

Stay date

30%

# 4 Analyse

1. Where and when to invest my marketing dollars, and where are the gaps for Sales.

1. Are the promotions picking up and attracting the right segment?

1. How are your channels performing? Do you need to refine your channel mix?

1. What impact is your commercial strategy having on your revenue?

# Key takeaways



1. **Bring your commercial departments closer together** and promote transparency, communication and collaboration across these teams.
2. Understand that **demand forecasting has changed significantly due to Covid** and **forward looking data is increasingly more important**
3. **Competition for the customer is fiercer than ever before**, understand what your market is doing, especially pricing and promo strategies
4. Take **data-driven decisions** based on accurate, reliable, actionable and forward looking data to **take advantage of revenue opportunities earlier** and **capture demand before your competition**
5. **Monitor disparity and control your distribution mix**
6. **Measure/analyse the performance** of the implemented strategies and take decisive action



# Are you ready to turn lookers into bookers?

**Sachin Koshe**

**[sachin@otainsight.com](mailto:sachin@otainsight.com)**

