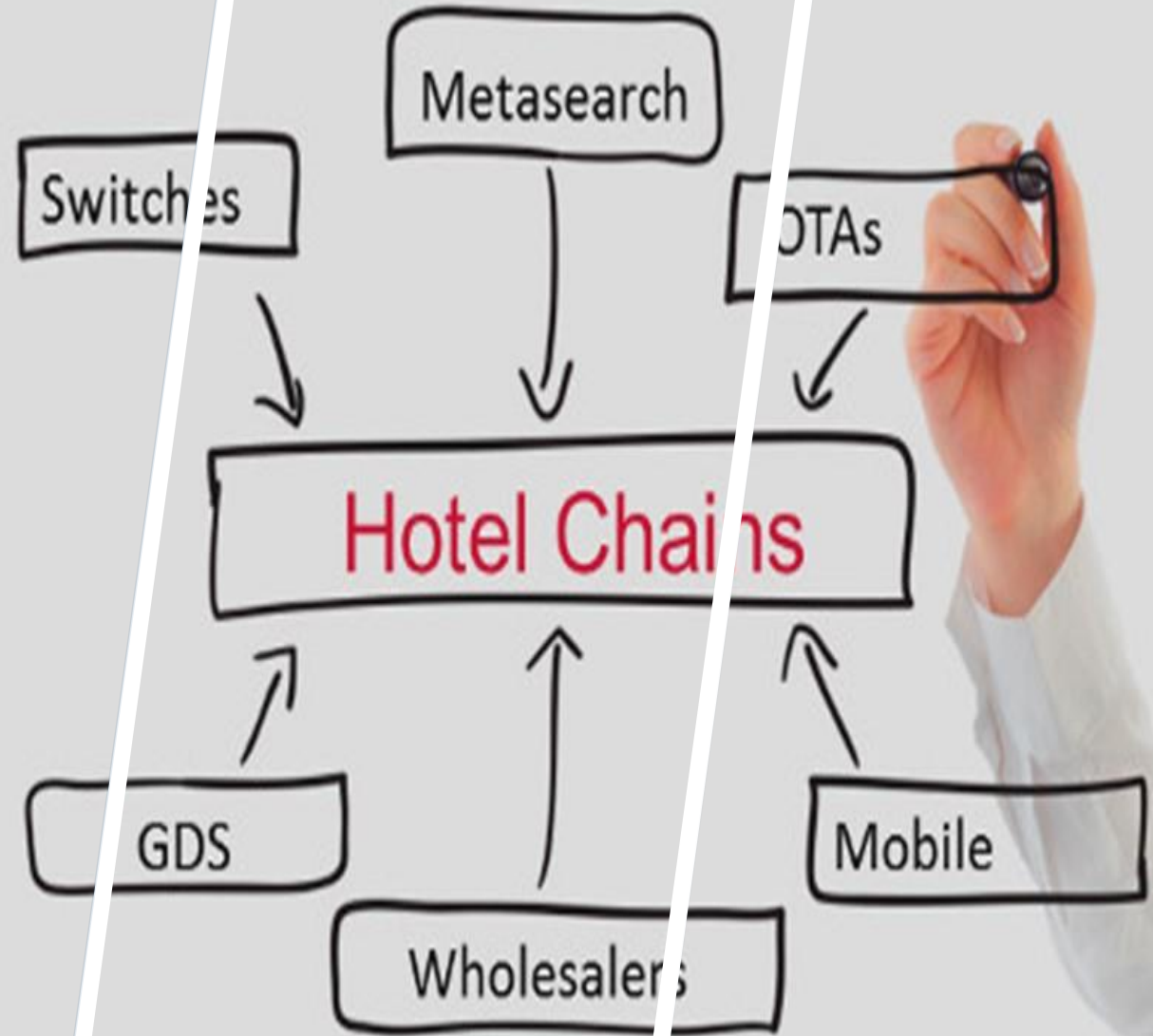


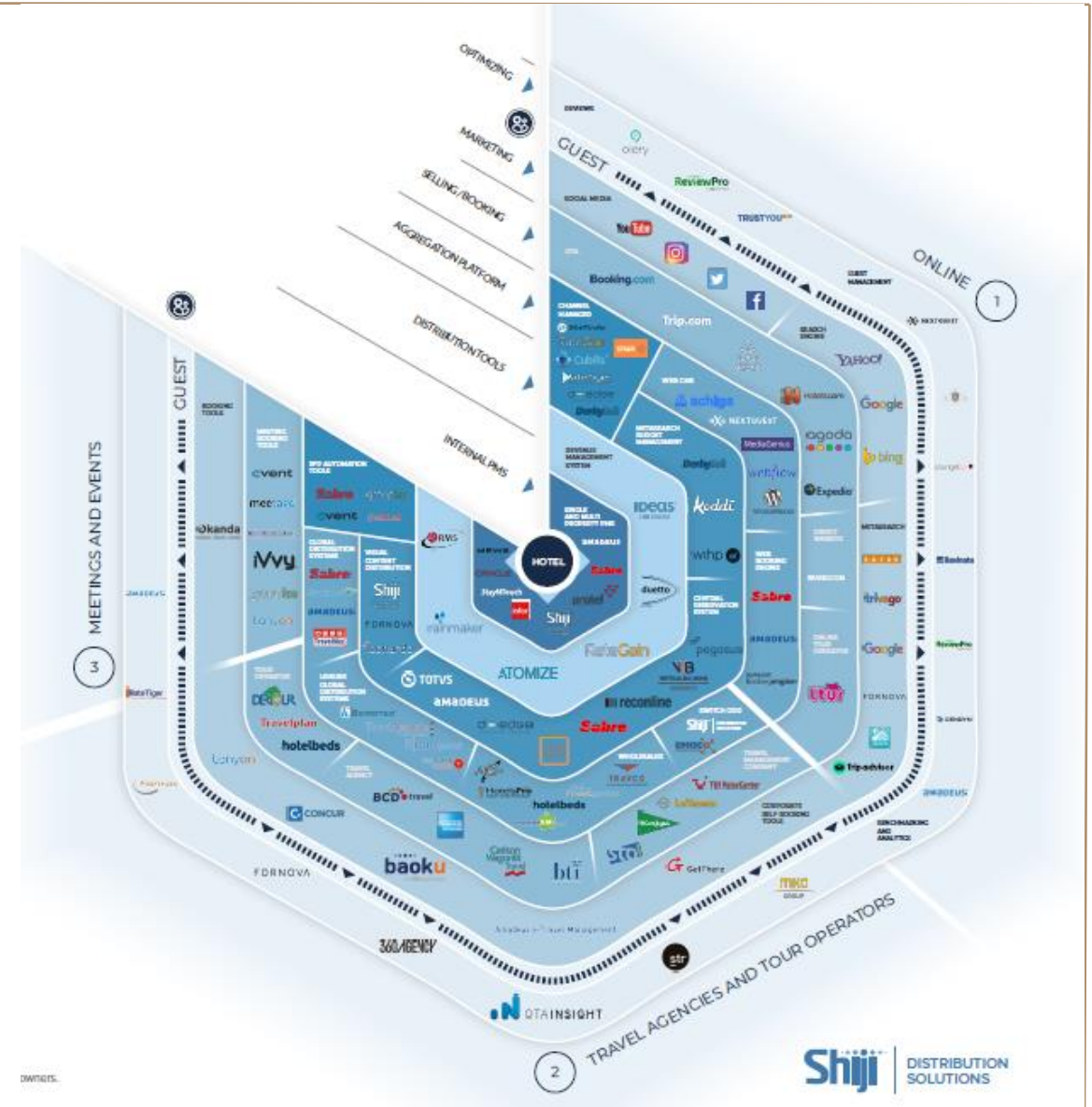
Understanding the World of distribution

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Distribution

- Defined as managing and updating content, images, ARI across various marketplaces – Booking Engine, GDS, OTAs, Wholesalers etc. helping to boost exposure and sales.
- More Dynamic than ever
- Everything is connected - rate a hotel distributes is connected to every other rate in multiple ways
- No more demarcation of channels.
- All Channels compete for the same piece of business.



History of Distribution

- The 80's – GDS
- The 90's – Hotel Website
- The 00's – OTAs, Bed banks
- The 10's – Metasearch, Sharing Economy, Social Media, Influencers
- The 20's - ??



M&A's and the way forward

November 2, 2021

American Express Global Business Travel (GBT), the world's leading business partner for managed travel, has successfully completed the acquisition of Egencia, the leading digital travel management platform. As part of the transaction, Expedia Group has become a shareholder in GBT. Expedia has also entered into a long-term agreement to provide accommodations supply to GBT.

3 December 2021

Agoda announced the launch of Beds Network, its first foray into wholesale distribution, with the aim to help properties around the world distribute their wholesale rates more efficiently and effectively. Leveraging Booking Holdings' connection to over 10,000 affiliate partners network across various markets and verticals such as airline partners, offline travel agencies, credit card companies and more, Beds Network's partners will also access Agoda's advanced distribution technology to increase productivity of their inventory.

30 December 2021

Booking Holdings Inc. today announced that it has successfully completed its previously announced plan to acquire Getaroom from Court Square Capital Partners for approximately \$1.2 billion. Getaroom is a B2B distributor of hotel rooms and will roll into Booking Holdings' Priceline brand to form a new Strategic Partnerships business unit with the Priceline Partner Network.



Re-Distribution – The challenge for hotels



- Rates are not limited to the channel it is distributed to any longer.













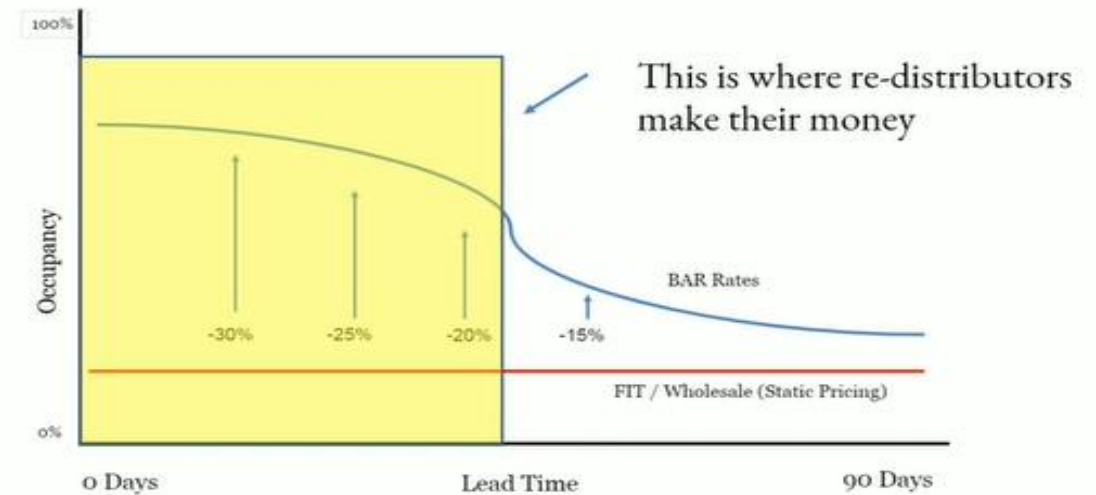
Travel Agents choose the best rate option to:

- meet customer's needs (*flexibility, best price, BB...*)
- maximize their own revenue (*commissions or margins*)



ReDistribution Challenges

Sponsored	Overview	Prices	Reviews	Location	About	Photos
		 Official site 2 guests				
		 Priceline Free cancellation until 8 May · 2 guests				
		 Reserving.com Free cancellation until 8 May · 2 guests				
		 Trip.com Free cancellation until 9 May · 2 guests				
		 Booking.com Free cancellation until 30 Apr · 2 guests				
		 HalalBooking Sign up for free, save 10%	₹63,020 ₹56,718			
		 Agoda Free cancellation until 30 Apr · 2 guests				
		 MakeMyTrip.com 2 guests				
		 Travellergram 2 guests				
		 BookingBargains 2 guests				



- Everyone in the chain wins – except the hotel
- Static is not the way forward



What's happening now

- 4/5G, Mobile Commerce, Digital Payments
- Growth of Super Apps – The one app to rule it all – Everyone wants to be in it.
- China shows the way forward on Travel Super Apps - traditional OTA model, Hotel microsite / online shop model (Fliggy).
- WeChat - hotels run their own bespoke booking engine.
- Every one is playing the Loyalty – Shift the public 3rd party traffic to own direct traffic
- Online shops across emerging platforms – Tik Tok (China), Instagram, Facebook etc.
- Blockchain, NFT , Meta Verse – The latest Hype



What to do today

- Be cognizant of the demand types and channels guests are booking
- Know more about your guests, including source markets and funnel acquisition channels
- Capture as much as relevant eyeballs possible with any marketing and promotions
- Integration of channels is key
- Foster and build on customer trust
- Loyalty programs – Own the customer
- Get ready for Shifting tides - direct bookings are growing their way back in the mix
- Be flexible, Keep Pivoting.
- Keep reviewing your strategy and be ready for changes

things to
do today



THANK YOU

