

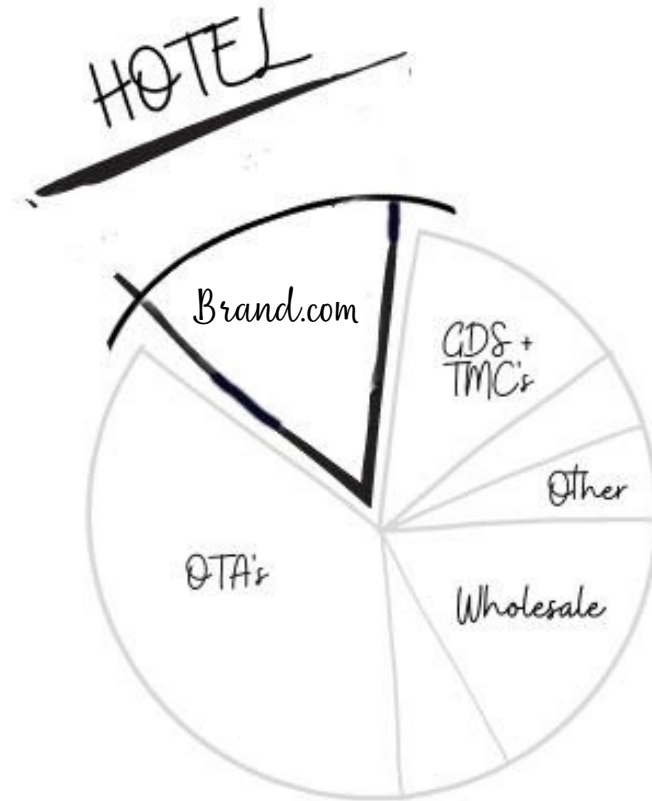
The Brave New World of Distribution

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REVENUE 20/20

Consulting & Hospitality Projects

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What It Is

Distribution: “the process of making a product or service available for the consumer or business user who needs it. This can be done directly by the producer or service provider or using indirect channels with distributors or intermediaries.”x

**Distribution**

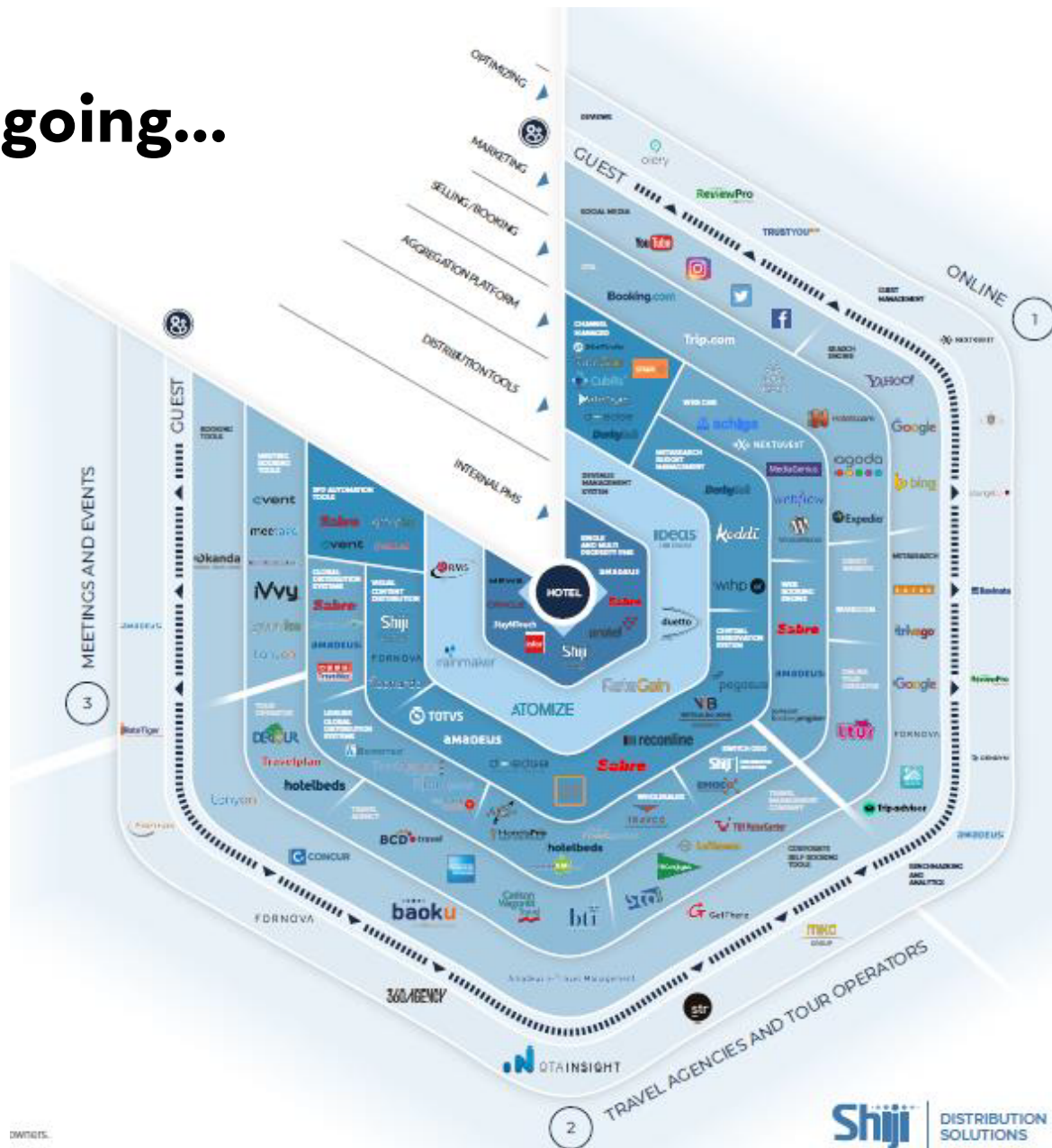
Distribution may refer to
en.wikipedia.org

How it started...

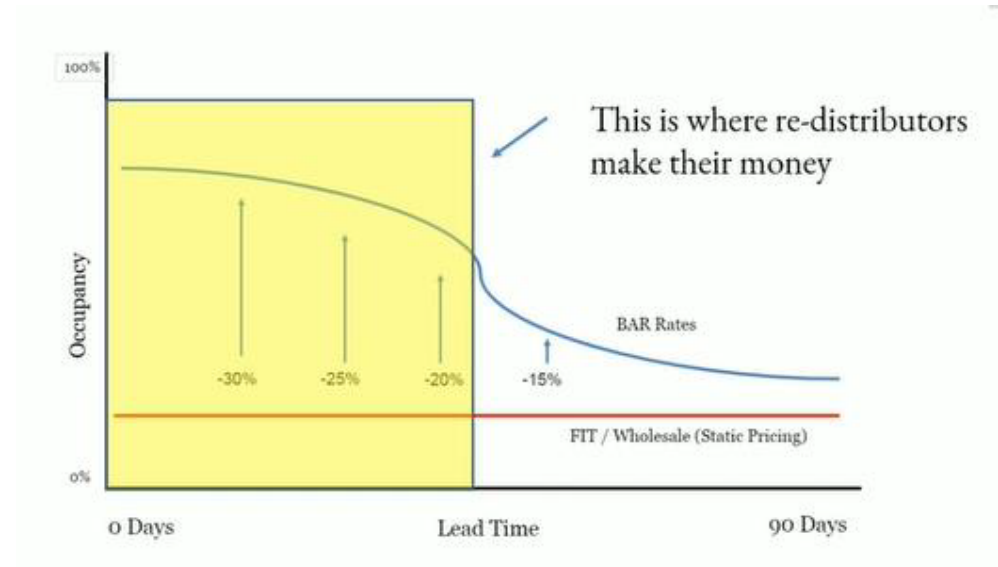
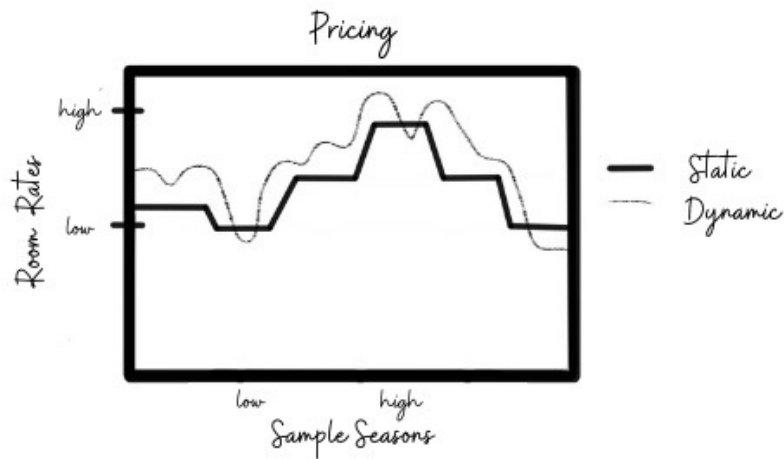


Fairly straight forward.

How it's going...

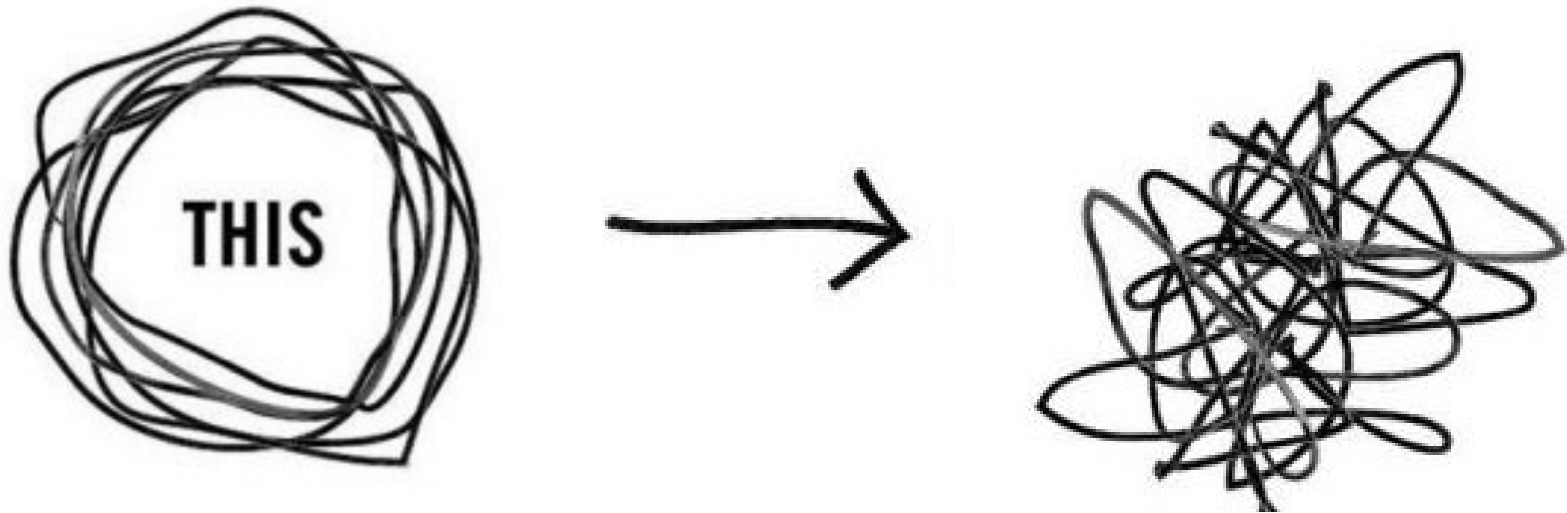


A Shift In Booking Patterns



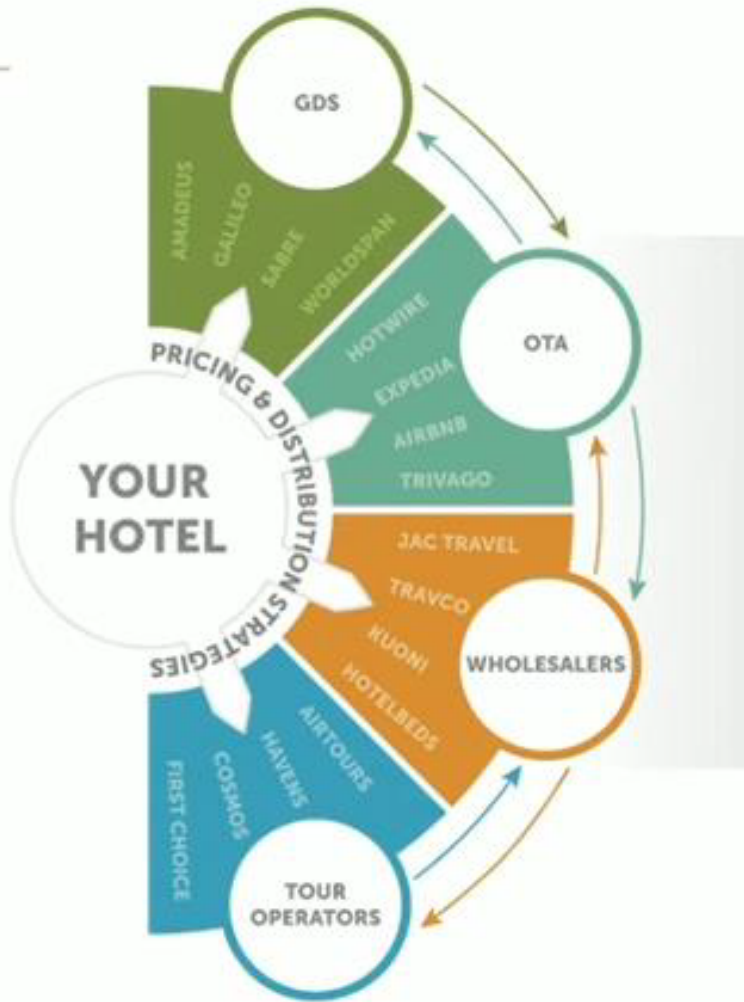
Static pricing is leveraged in the dynamic market.

The Challenge



Rates are no longer limited to the channel they are distributed to.

Re-Distribution



"Many channel partners will promise to grow a hotel's "slice" of the comp set "pie," but each also takes a bite in exchange for helping. This "bite" may also include less visible costs such as the need to impose deeper discounts on the rate in order to accomplish the desired shift in market share."

A different kind of 'sharing economy'...

Amalgamations Continue

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

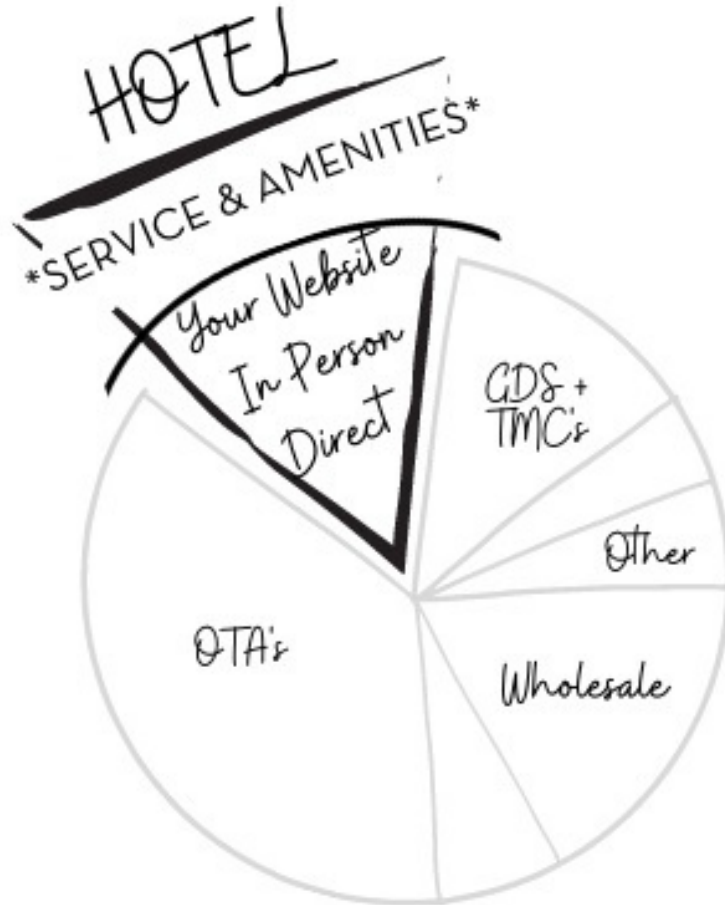
3 December 2021

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. 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.

Where to from here?



"The current objective for any hotel is to minimize the costs of distribution while increasing yield by achieving the optimal channel mix and practicing smarter selling and merchandising."

Back to Basics

Pivoting Post Pandemic

*"Keep it simple, know where you're selling
your rooms and why."*

- Revenue 20/20: Back to Basics

Pivoting Post Pandemic

- Leverage ALL the data.
- Encourage & honour loyalty.
- Understand your guests.
- Know the true costs per channel.
- Integration of channels is key.
- Be flexible, continue to pivot.
- Regularly revisit strategies, stay nimble.

A few final words

"There will be many emerging new distribution opportunities; some will be booking channels, others will be marketing and referral channels. Learning how to assess each opportunity is essential given the rapidly changing nature of the distribution environment."

"With eyes wide open, a hotel management team has to confront its market position, establish its optimal channel mix, and use every tool available to achieve its objective."

