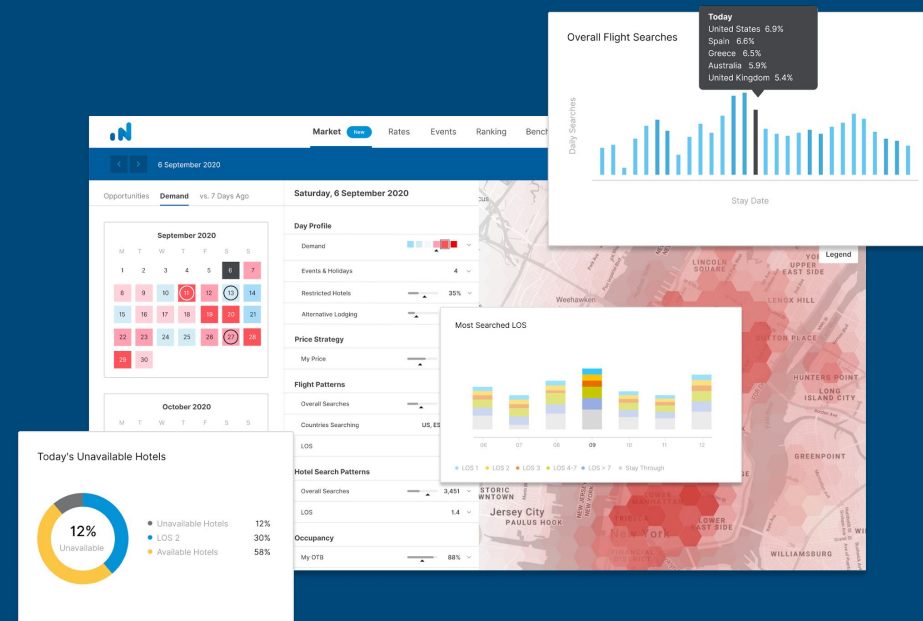


# Singapore - Market Update



# About OTA Insight



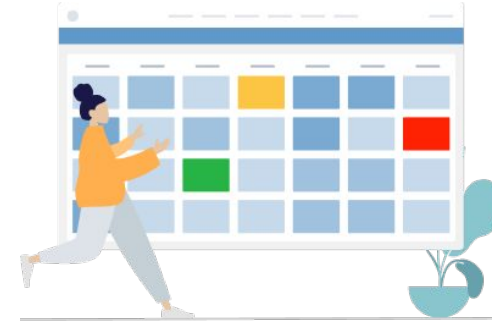
**OTA Insight is a leading cloud-based data intelligence platform for the hospitality industry. We provide hoteliers and revenue managers with a suite of revenue management solutions that empower them to make smarter revenue, distribution and marketing decisions.**

# Our solutions at a glance



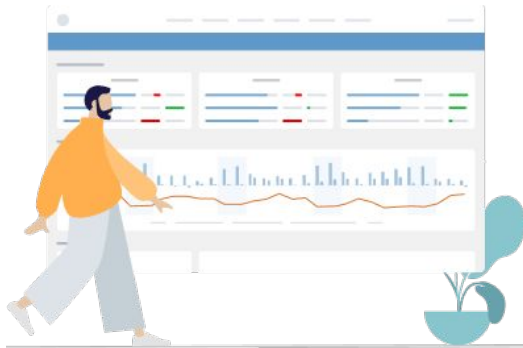
## Market Insight

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.

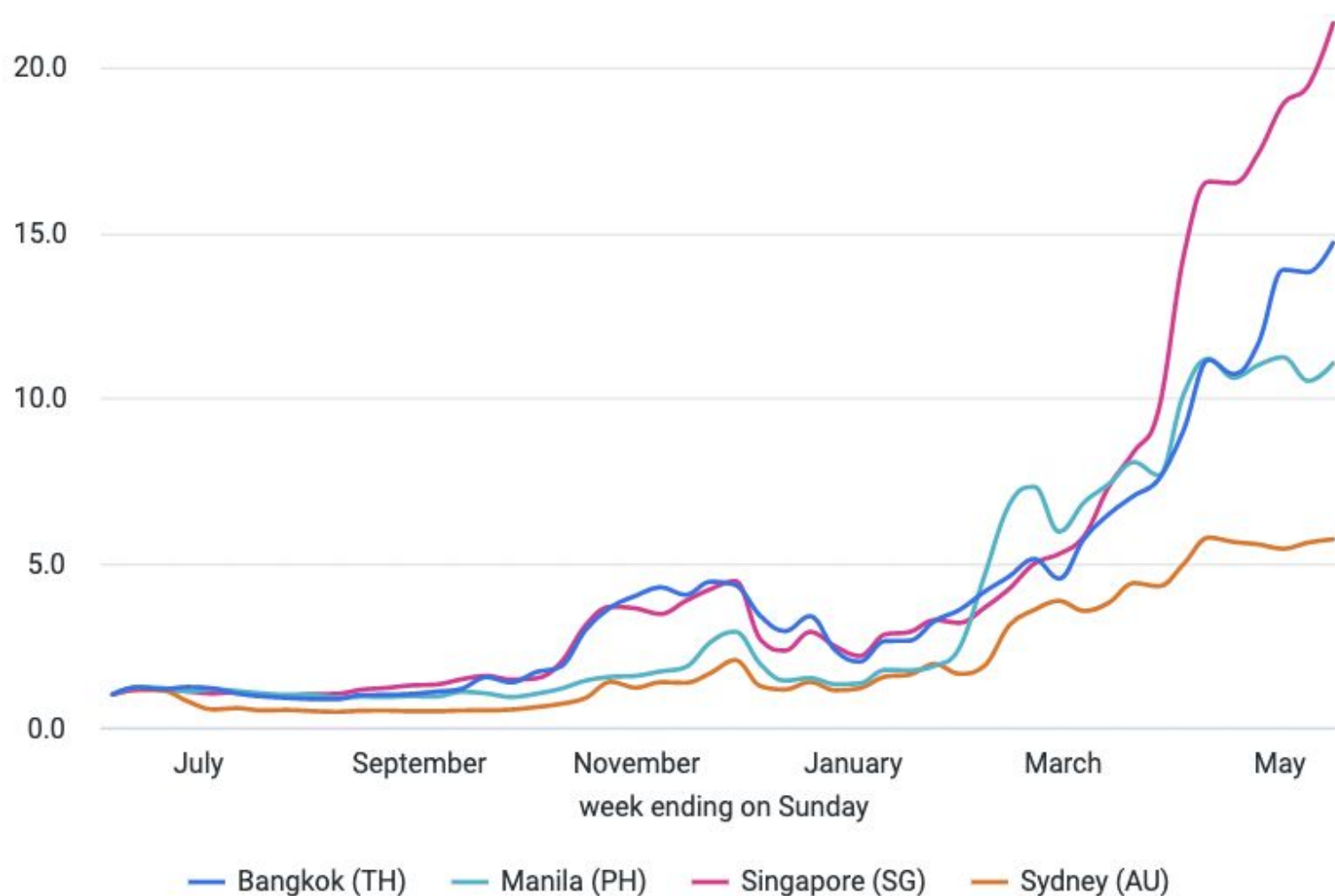
We have analysed millions of **forward-looking demand and rate data points** to provide a complete overview of supply and demand.

[\\*Rate Strategy dashboard](#)

# Market Insight: how have flight searches evolved?



Flight Search Evolution Index



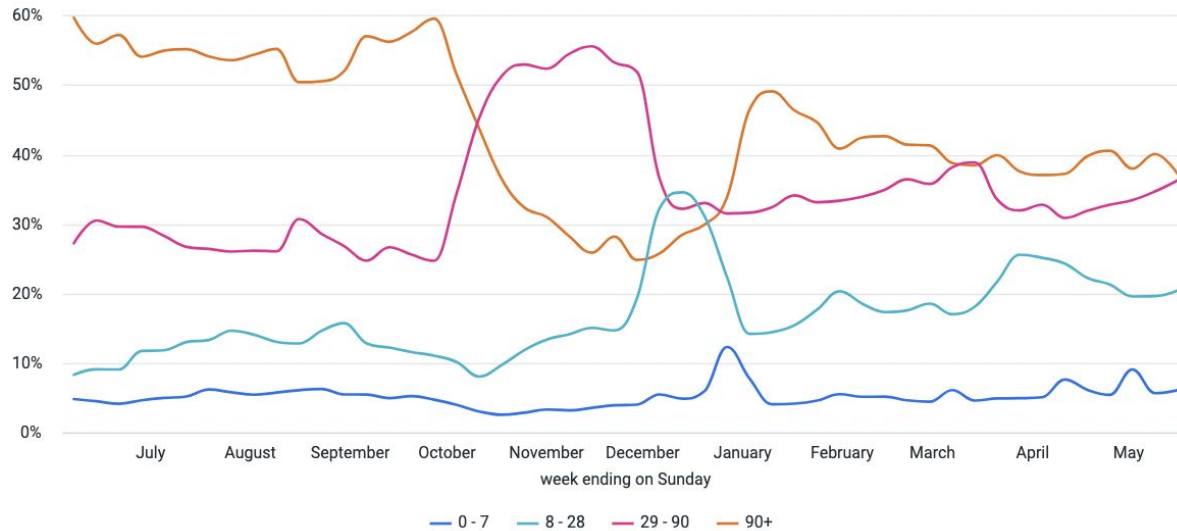
**In comparison with other cities across Asia Pacific, flight search volume into Singapore from across the world is now over 20x the volume vs. 6 months ago.**

Fig. 1: Comparison of flight search volume into top city destinations across APAC post-border reopening w.e.f. end-March/April 2022

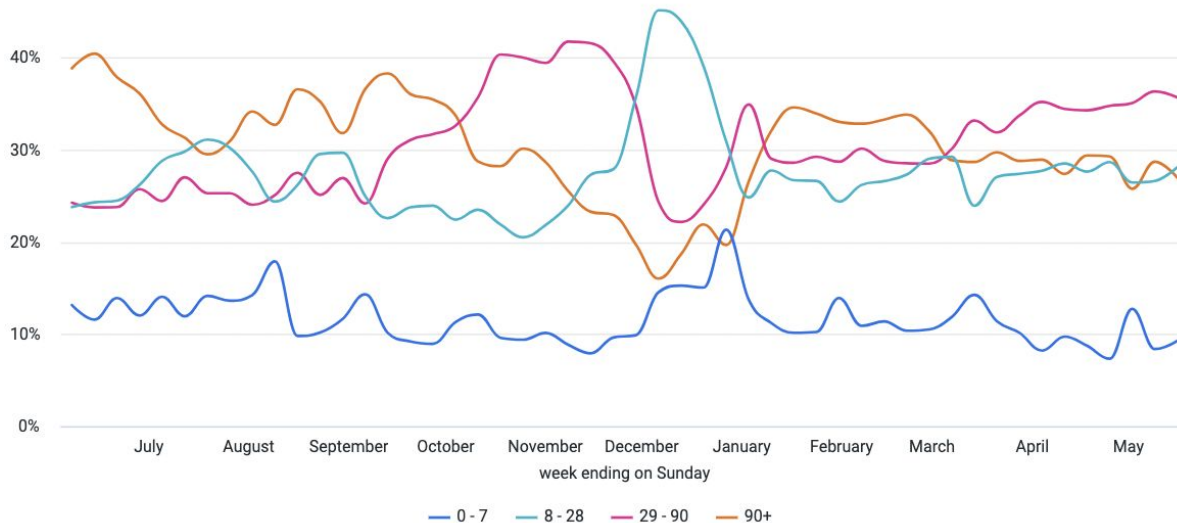
# Market Insight: how have hotel and flight searches evolved?



Flight Search Lead Time Evolution



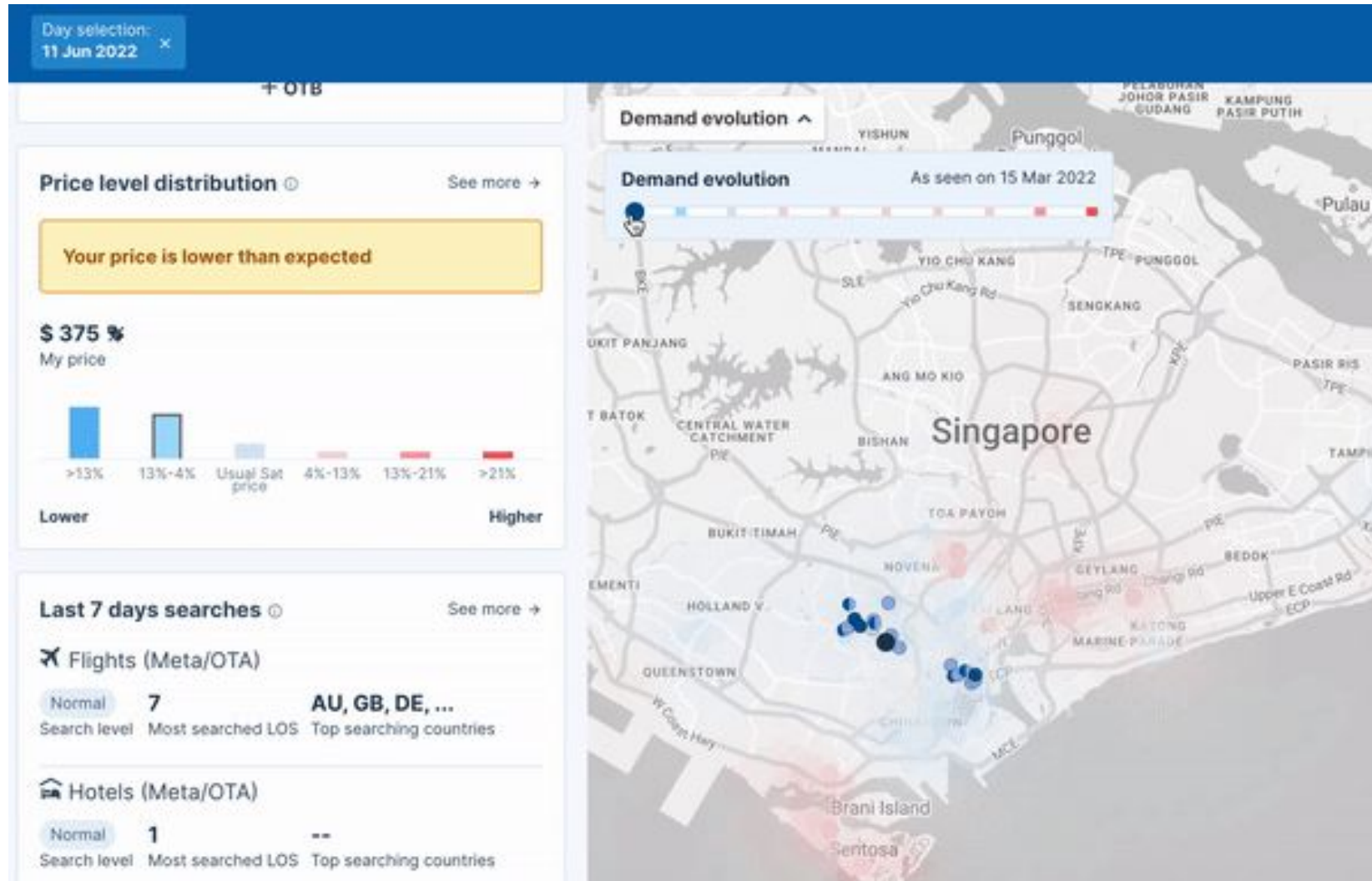
OTA / Meta Search Lead Time Evolution



**Flight search lead time into Singapore is on a week-on-week increase for a shorter lead-time of 8-28 days and 29-90 days prior.**

**vs. Last week, Hotel search trends are showing a slight WoW increase (1-2%) for shorter lead times, too. As inbound demand is still slow, this trend may be attributed to the upcoming School Holidays in June.**

# Market Insight: Demand Outlook, next 60 days



60-day demand evolution for arrival into Singapore on June 11 (Sat).

Heat map shows the impact of increased hotel search, flight search and LOS patterns in the last 3 weeks.

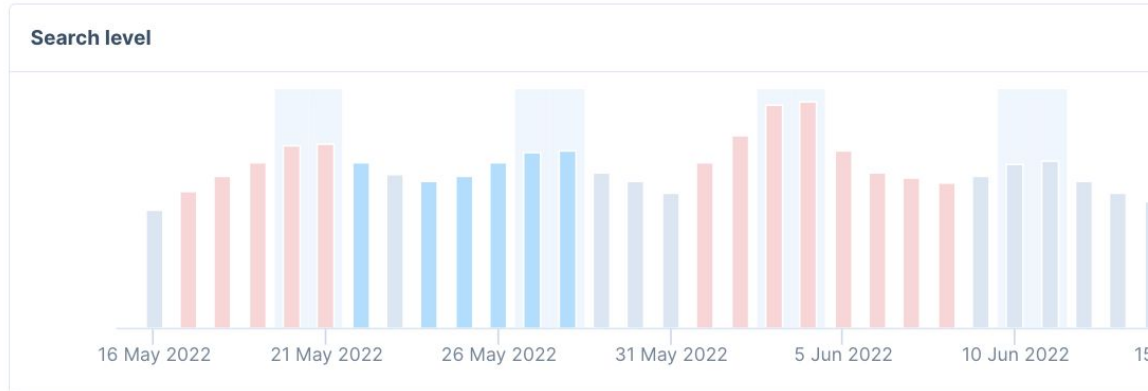


# Singapore - Who is searching?



## Last 7 days searches

✈ Flights (Meta/OTA) 🏠 Hotels (Meta/OTA) 🏠 Hotels (GDS)

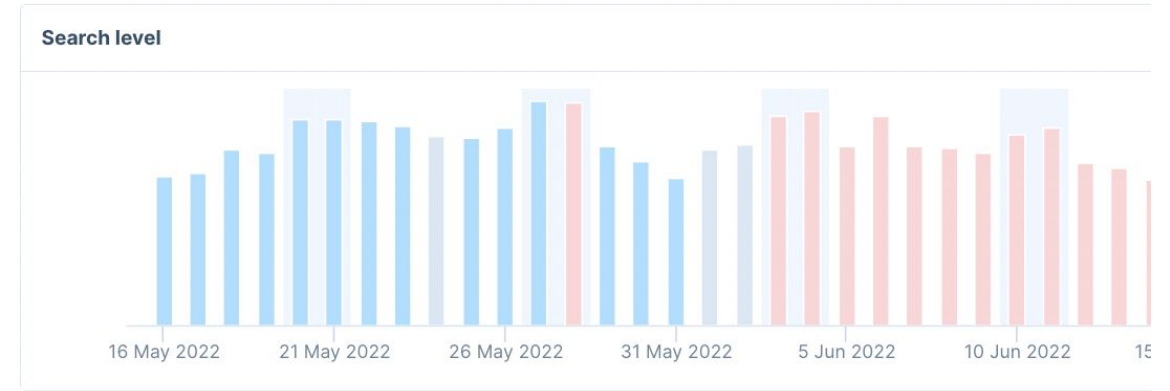


Top searching countries

Countries	Avg. LOS
> South Korea	14.1% 6.0
> Australia	11.9% 8.2
> Thailand	11.5% 4.3
> India	11.3% 7.5

## Last 7 days searches

✈ Flights (Meta/OTA) 🏠 Hotels (Meta/OTA) 🏠 Hotels (GDS)



Top searching countries

Countries	Avg. LOS
India	32.3% 5.3
Singapore	12.3% 4.4
Indonesia	9.9% 4.9
Australia	9.8% 5.6

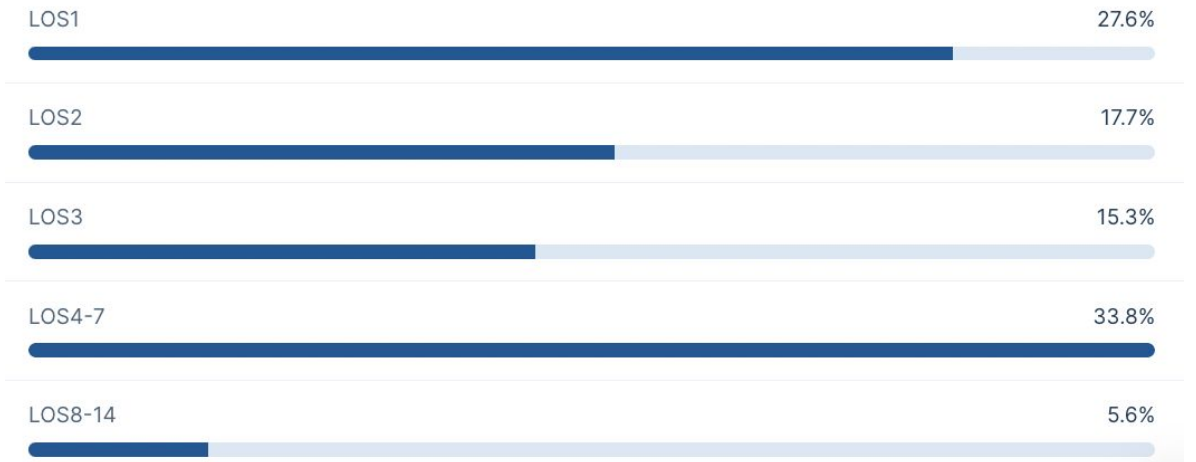


# Rate Insight (Strategy): how are hotels using LOS Discounting?



## LOS Hotelsearch Breakdown Example for Singapore:

### Length-of-stay



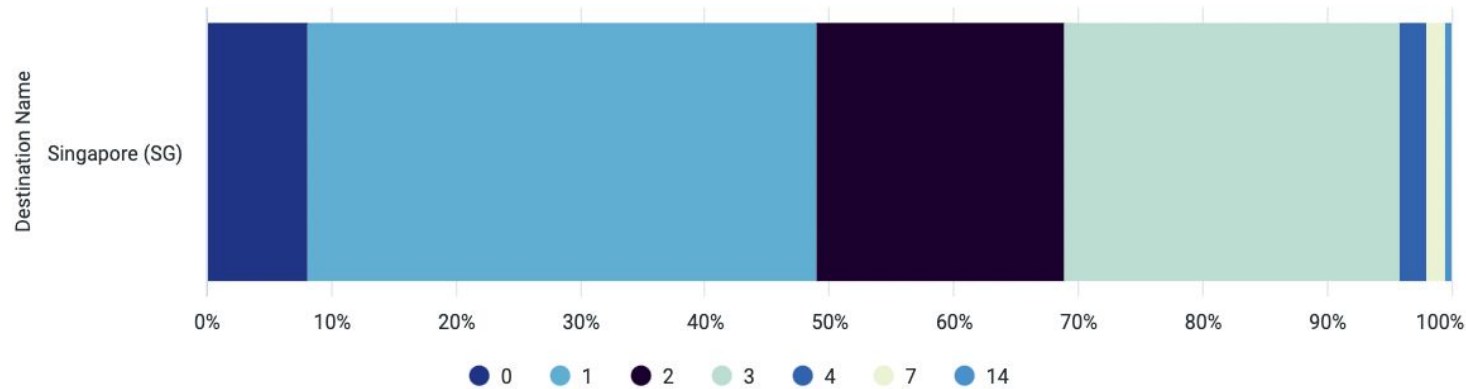
**Are we utilising LOS discounting in line with guest preferences?**

Over 50% of total searches are driven by short-haul markets searching an average LOS of 4-5 nights.

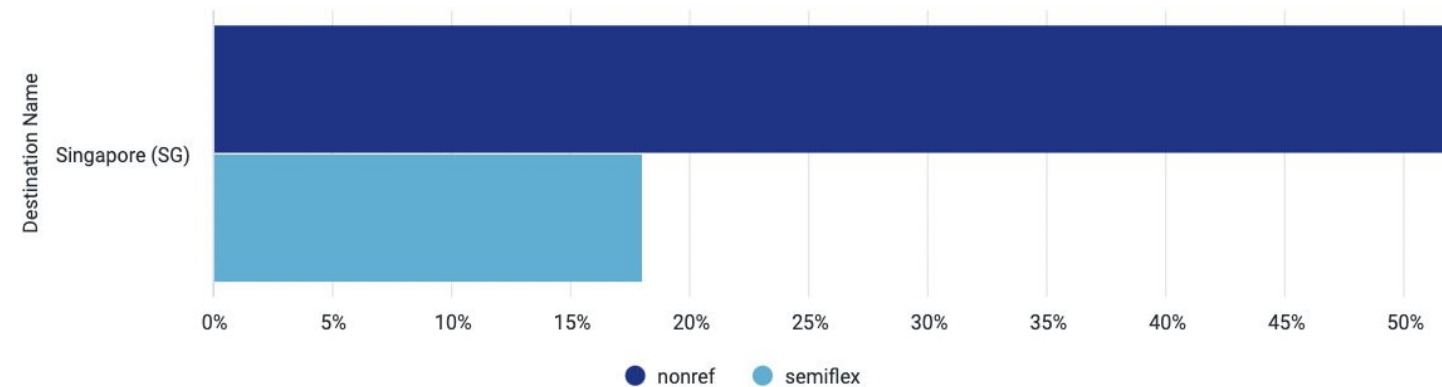
# Rate Insight (Strategy): how are hotels using Rate Flexibility?



Cancellation days for BAR (days before arrival)



Hotel ratio offering non-ref and semi-flex



## How are non-refundable options changing?

Cut-off policy for Singapore hotels is still very competitive at 1 day before arrival.

This is in-line with the market strategy where over 50% of hotels are banking on attractive non-refundable rate to drive bookings.

But, we also see the growth in less-flexible cut-off policies of 7 days (over 20% of hotels in Singapore).



Are you ready to turn lookers into bookers?

Ashley Yeo

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[www.otainsight.com](http://www.otainsight.com)