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11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**

Hospitality Industry Forecast: Demand, Pricing and Promotion Insights for Success AT

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Business Development Manager
APAC, OTA Insight

11th-12th May 2023
MARINA BAY SANDS **SINGAPORE**

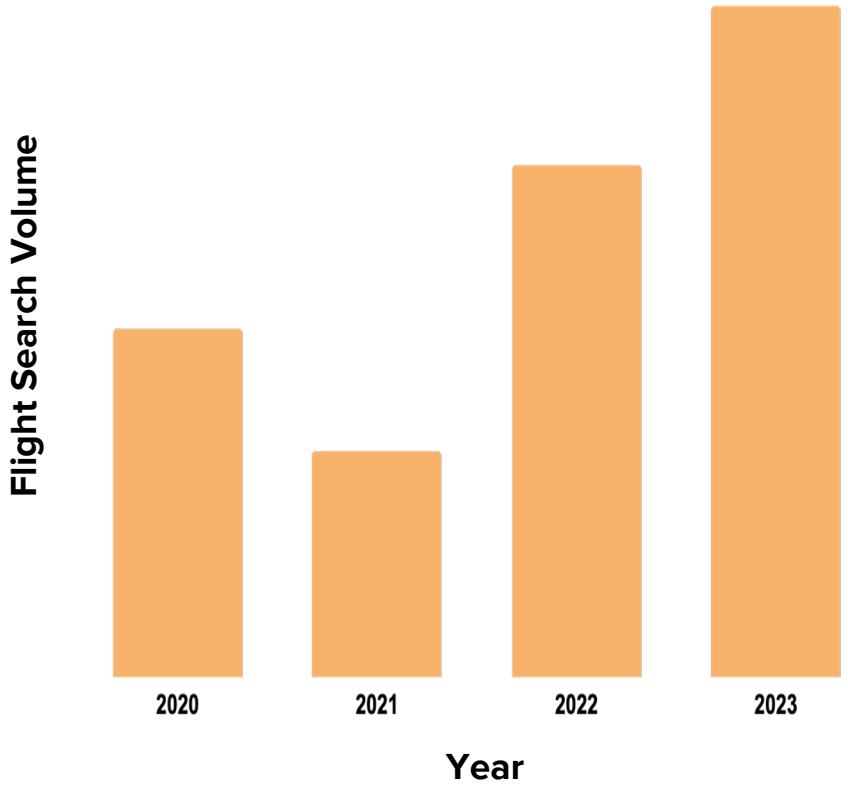
OTA Insight is the leading cloud-based data intelligence platform for the hospitality industry, trusted by 60,000 customers:

Agenda

- Current State Of The Industry
- Looking Forward
  - Opportunities with China's Reopening
  - Pricing and Promotion Strategies
- Key Takeaways

Current State Of The Industry

YOY Increase in Flight Searches



Global

124%

Increase in 2022

32%

Increase in 2023

APAC

366%

Increase in 2022

90%

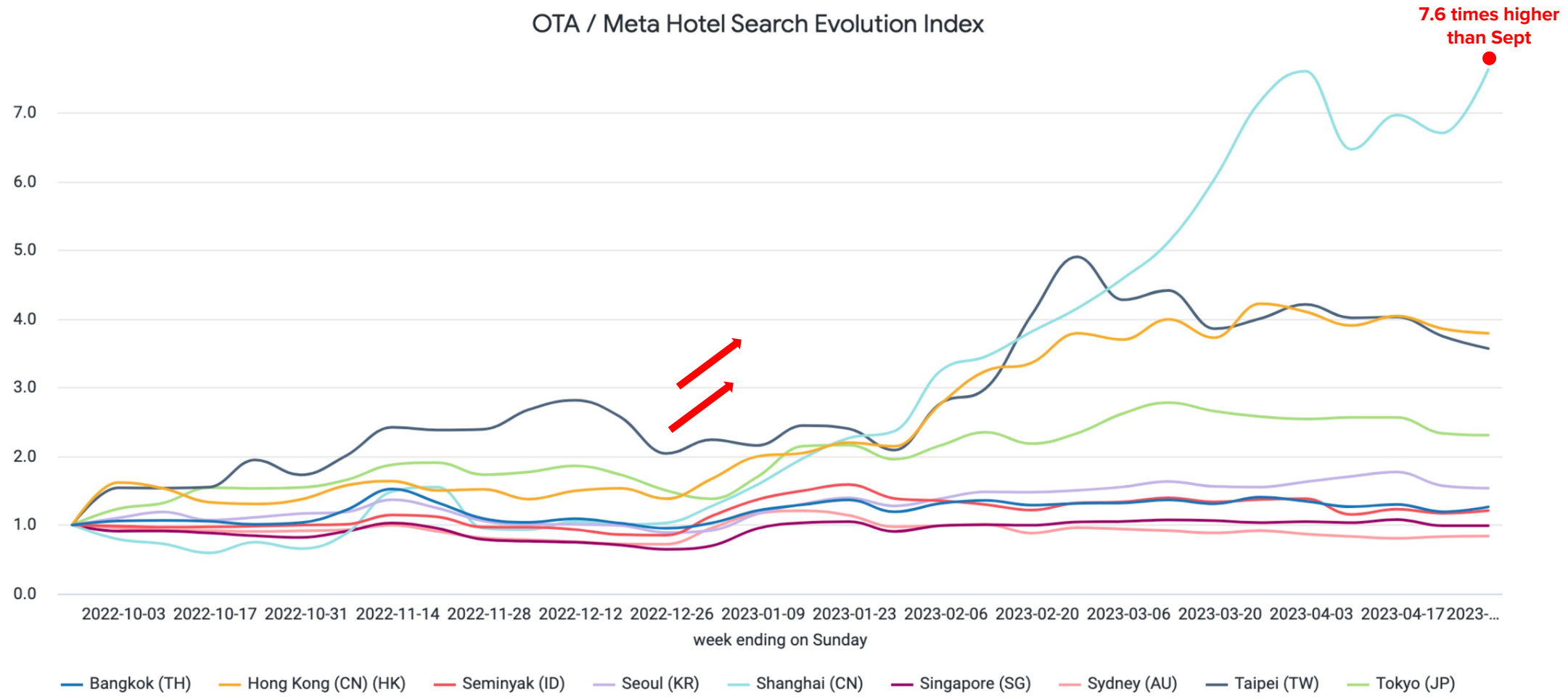
Increase in 2023

Top Cities in Flight & Hotel Searches Increase

	Destination Name	Region	Flight Searches Compared to week of 9 May 22	Hotel Searches Compared to week of 9 May 22
1	Macau (MO)	Asia	x15	x19
2	Taipei (TW)	Asia	x15	x12
3	Osaka (JP)	Asia	x10	x8
4	Shanghai (CN)	Asia	x13	x20
5	Sapporo (JP)	Asia	x8	x6

Global database with Asian countries being the Top 5

Exploring Consumer Demand Through Hotel Search Data

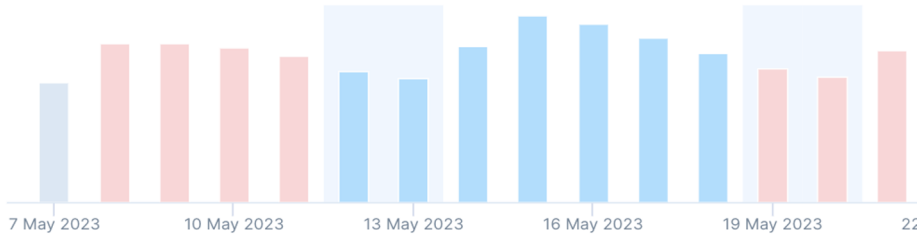


Next 30 Days: Who is Searching - Singapore

Last 7 days searches

Flights (Meta/OTA) | **Flights (GDS)** Beta | Hotels (Meta/OTA) | Hotels (GDS)

Search level



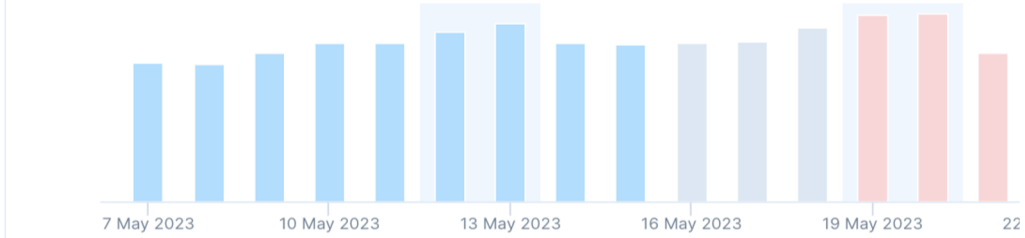
Top searching countries

Countries		Avg. LOS
China	21.9%	5.9
Hong Kong	13.9%	5.6
Thailand	10.9%	3.9
Malaysia	10.9%	4.3
South Korea	6.8%	4.4

Last 7 days searches

Flights (Meta/OTA) | Flights (GDS) Beta | **Hotels (Meta/OTA)** | Hotels (GDS)

Search level



Top searching countries

Countries		Avg. LOS
India	32.6%	3.9
Singapore	10.7%	2.1
Indonesia	7.3%	2.5
Philippines	5.8%	3.5
Australia	5.4%	3.7

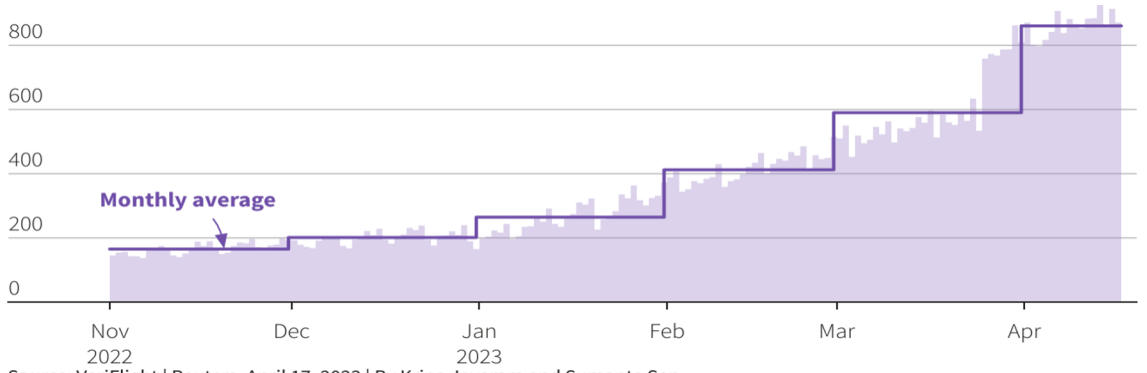
Opportunities with China's Reopening

Where Are Chinese Tourists Planning Their 2023 Outbound Travel?

#1	Hong Kong (20.7%)
#2	Macao (11.4%)
#3	Thailand (11.1%)
#4	Japan (5.9%)
#5	Taiwan (4.7%)
#6	South Korea (4.4%)
#7	Singapore (4.2%)
#8	France (3.4%)
#9	Australia (3.1%)
#10	Russia (2.7%)

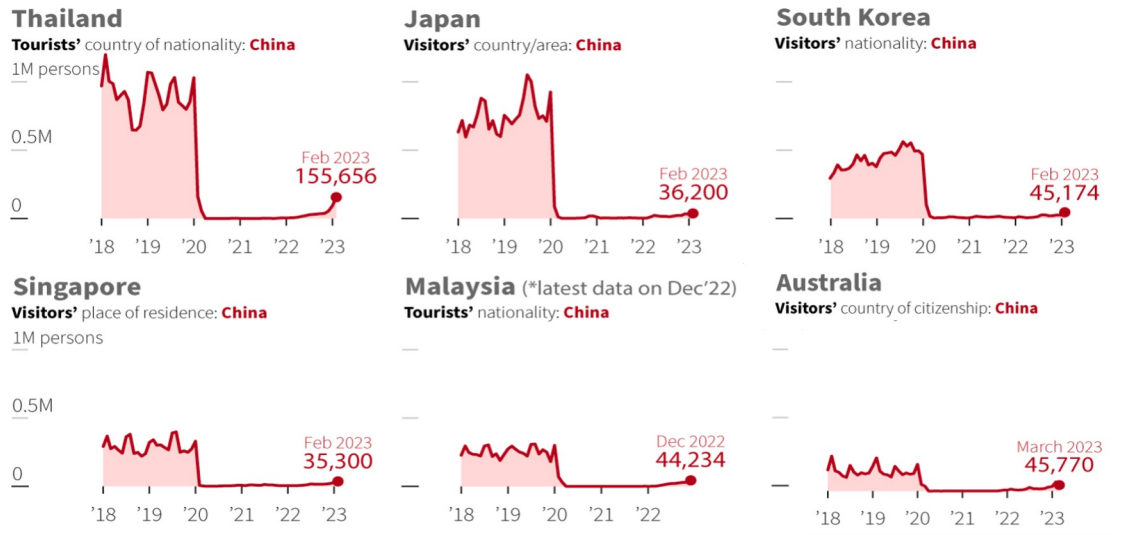
Source: Dragon Trail, January 2023

Daily Outbound Flights From Mainland China:



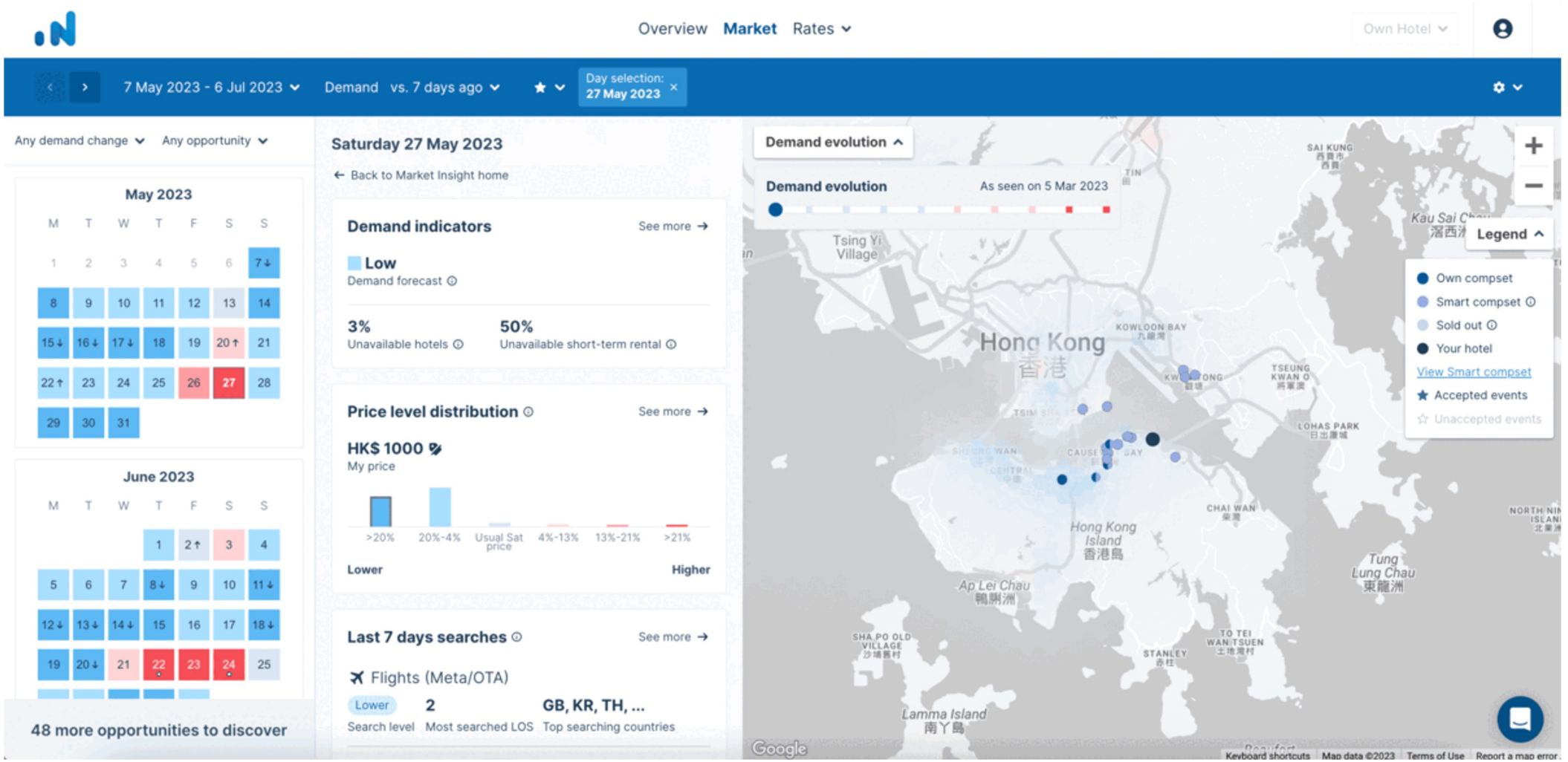
Source: VariFlight | Reuters, April 17, 2023 | By Kripa Jayaram and Sumanta Sen

Uptick in Chinese Travellers:



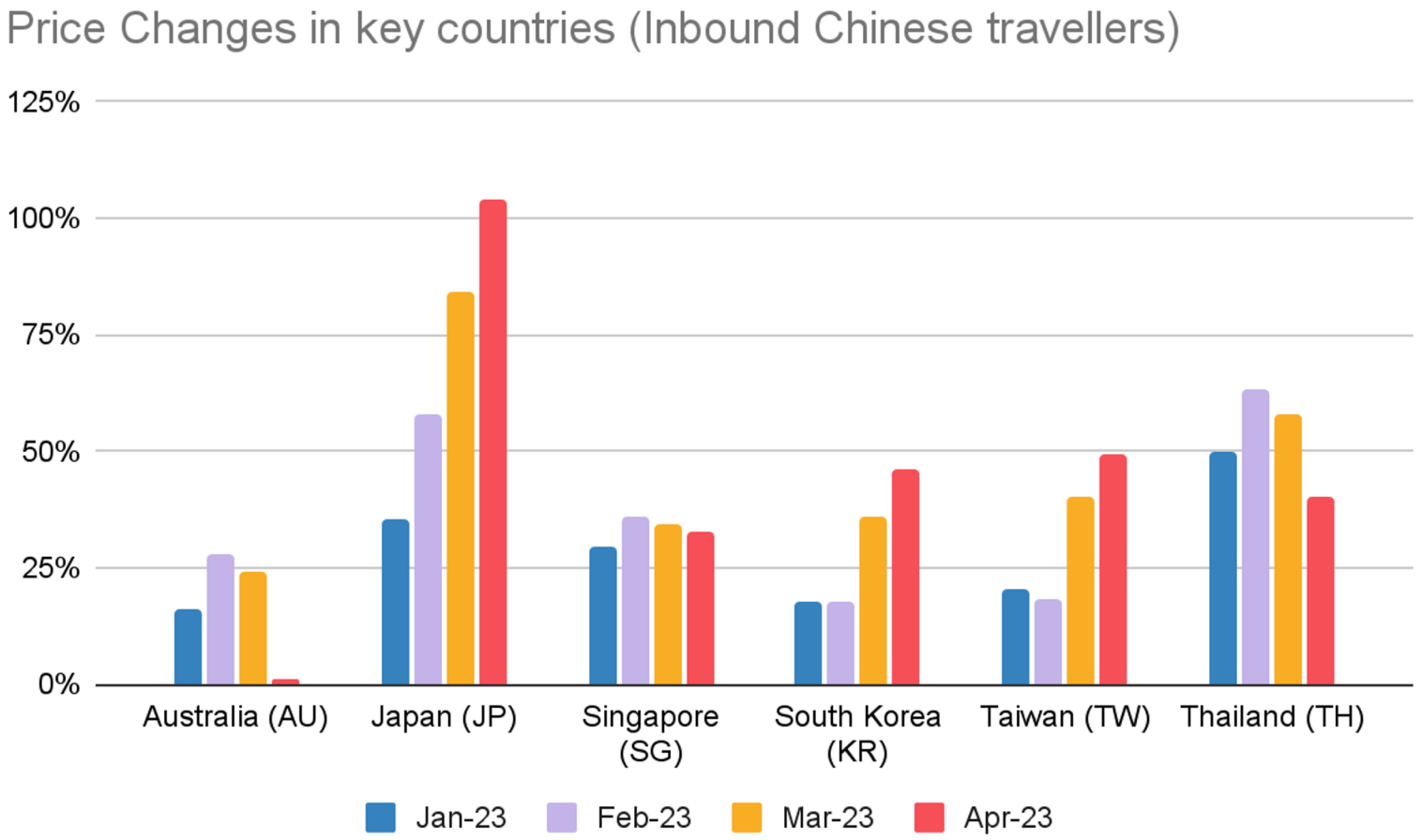
Source: Thailand's Ministry of Tourism and Sports, Australian Bureau of Statistics, Korea Tourism Organization, Ministry of Tourism & Culture of Malaysia, U.S. National Travel and Tourism Office, Japan National Tourism Organization, Singapore Tourism Board, Russia's Federal State Statistics Service

Hong Kong Demand Evolution

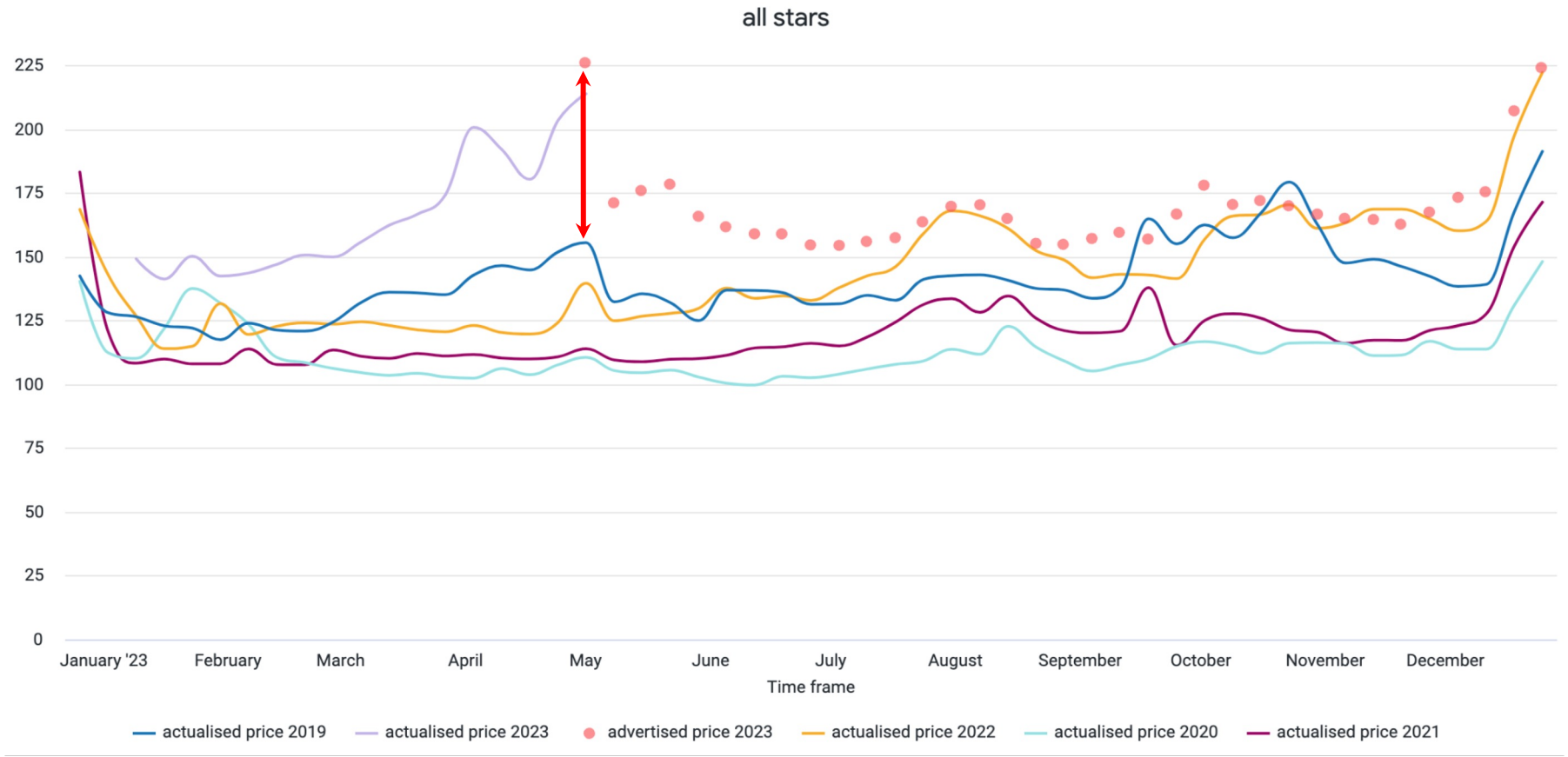


Looking Forward:
Pricing & Promotion Strategies

2023 Hotel Rates in Comparison to 2022

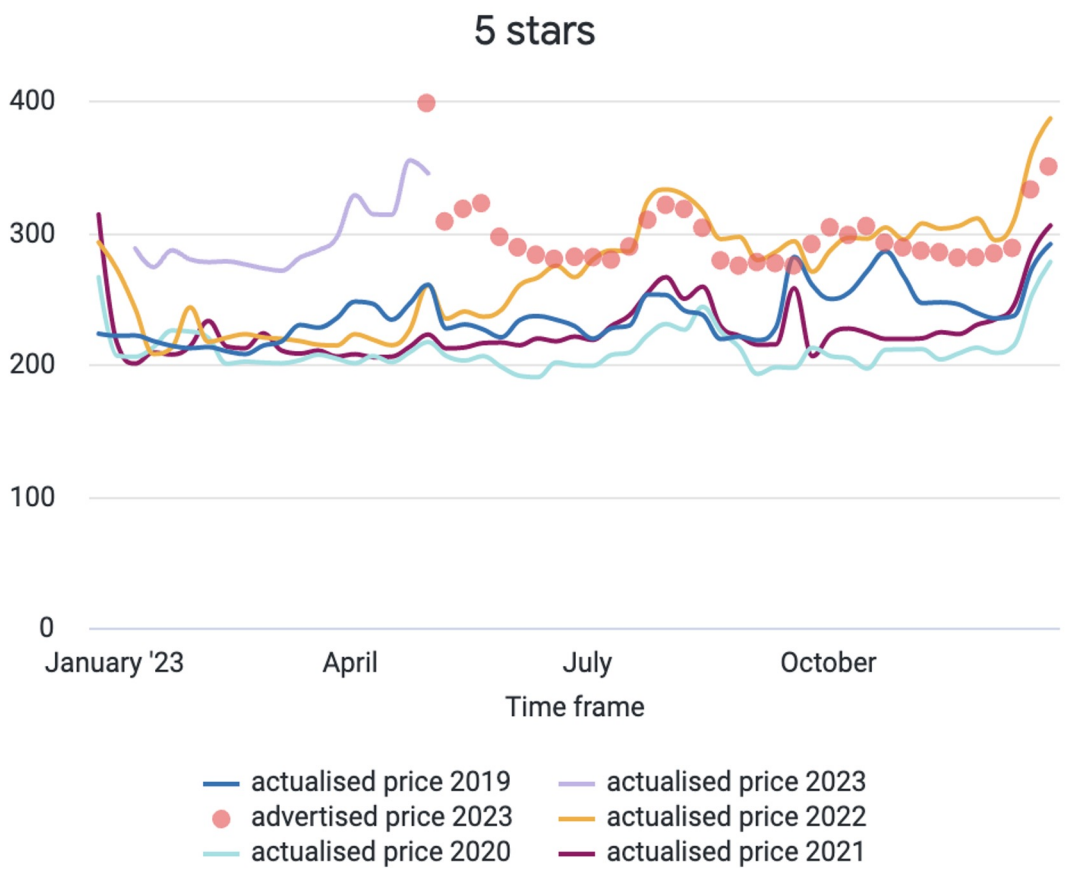


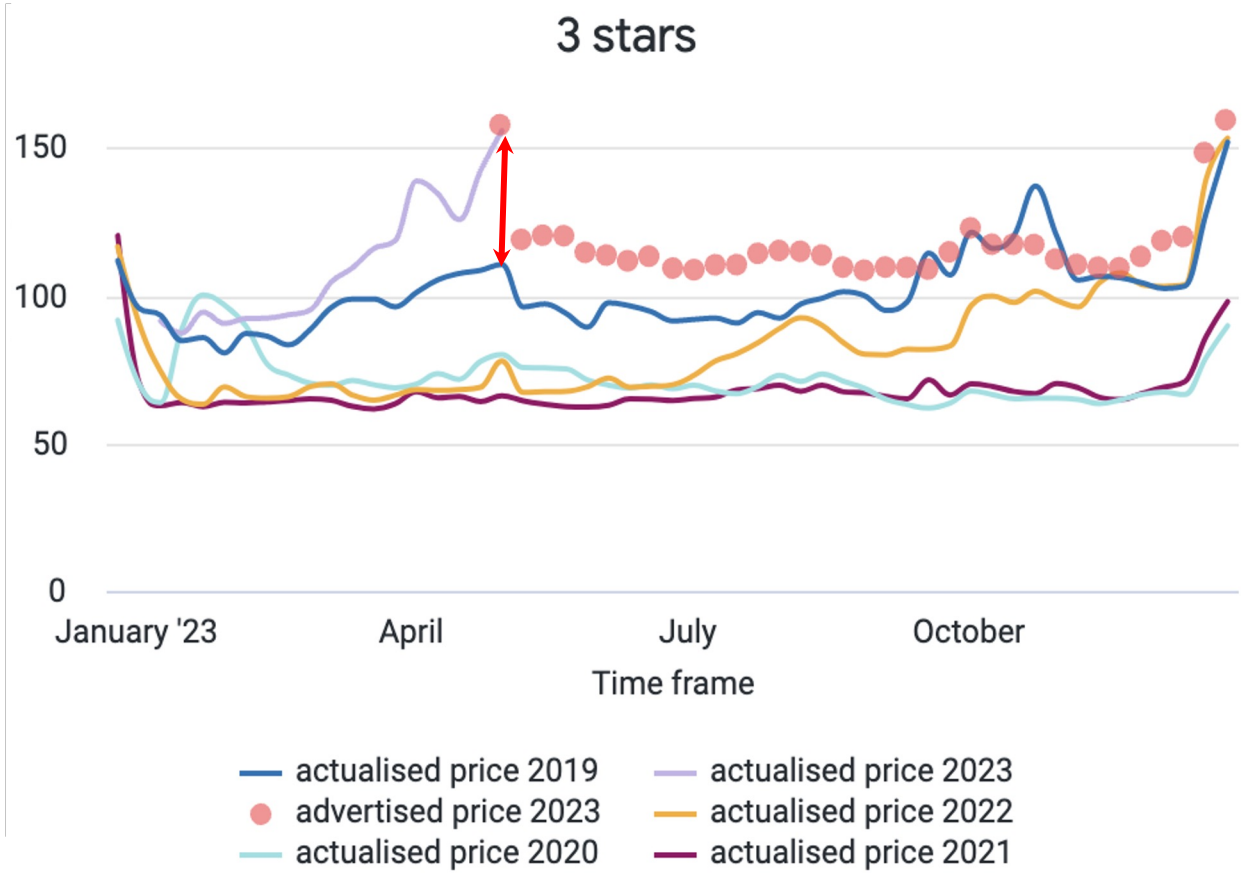
Example: Seoul, All Stars Hotels



Room prices in Seoul are currently over the 2019 level:
Our future pricing data shows this trend will continue in 2023.

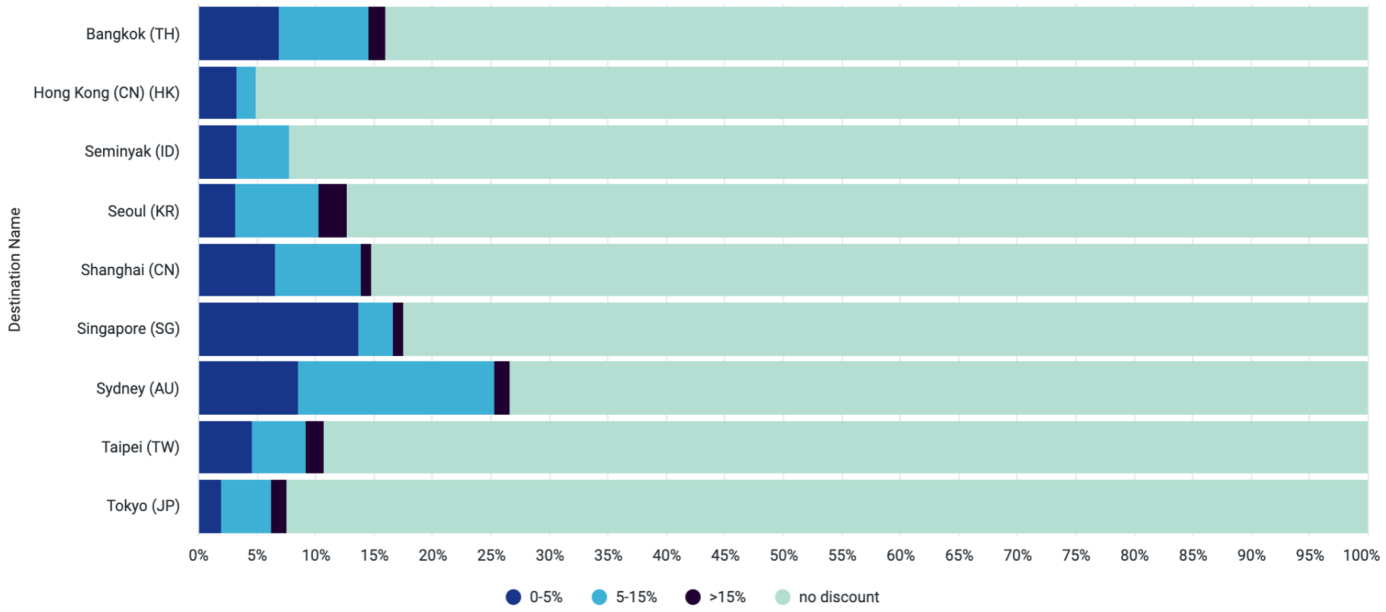
Seoul: 4 Stars and 3 Stars Pricing Rebound





How are hotels near you using LOS Discounts?

APAC Hotels Offering LOS 3 Discounts:



LOS Hotel Search Breakdown for Singapore:

Top searching countries

Countries		Avg. LOS
India	31.6%	3.9
Singapore	8.7%	2.3
Australia	6.7%	3.6
Philippines	6.3%	3.2
United States	5.7%	2.3

Are hotels utilising LOS discounting in line with guest preferences?

Key Takeaways

1

Rising Consumer Confidence & Spending Power

- ADRs have gone past 2019 rates
- 2023 is the year of pricing rebound for 4 stars and 3 stars
- Customers are confident to book in advance

2

Incoming Rebound of Key Markets (e.g. China)

- Chinese travellers are willing to pay more than pre-pandemic
- Destination countries of Chinese travellers have changed

3

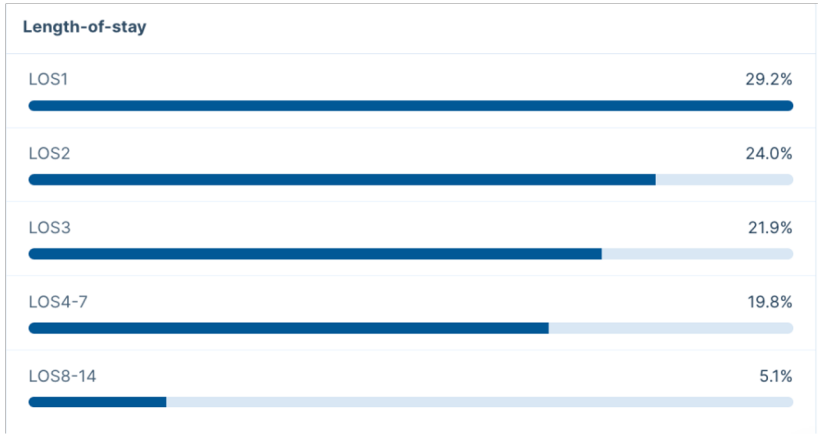
Changing Pricing and Promotion Strategies

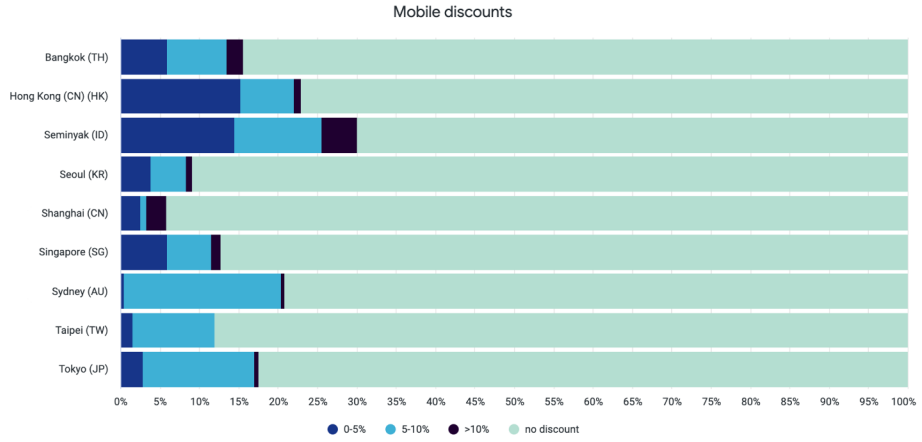
- LOS Discounting can be key to capturing extra demand as well as to stay competitive amongst competitors

The world has changed, Travel has changed, Booking behaviour has changed, Hotels have changed..

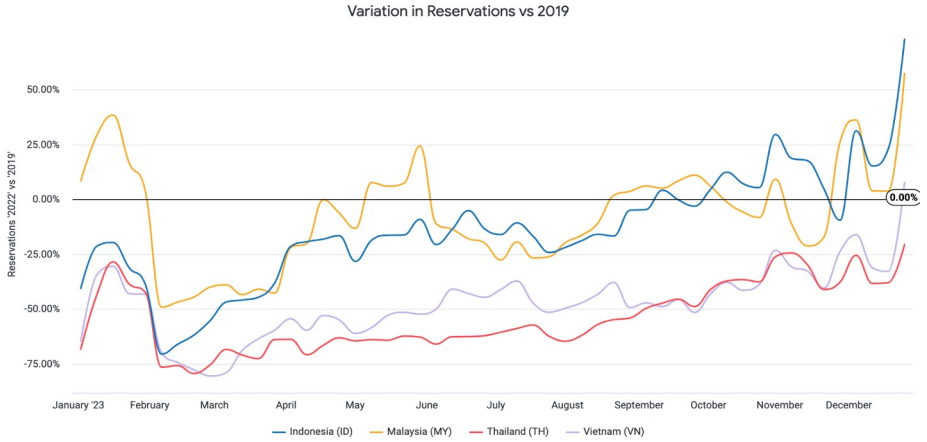
More to discover!

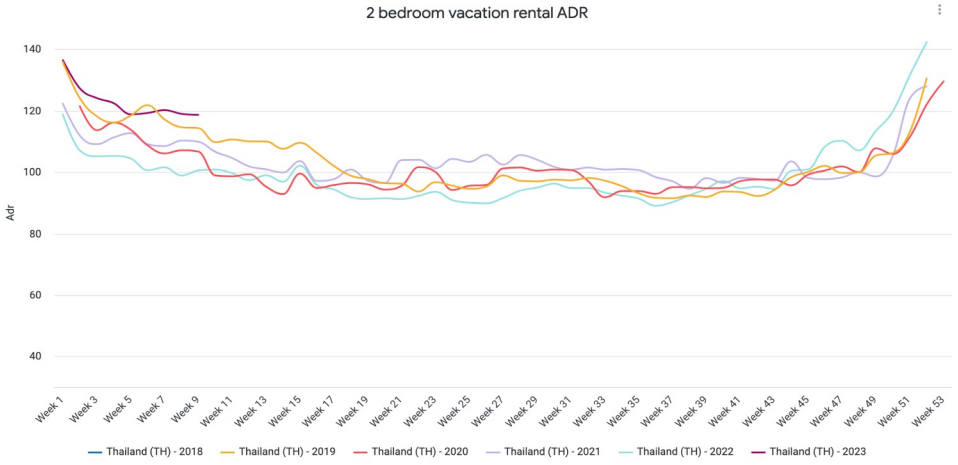
LOS Hotel Search Breakdown Example for Bangkok:





Short-Term Rental Occupancy and ADR for South East Asia :





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