

# COMMERCIAL STRATEGY CONFERENCE

*Revolutionising the Next Wave!*



21<sup>st</sup> July 2023

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**

# Hospitality Industry Outlook: Data Driven Insights for Indian Subcontinent Hoteliers **AT**



## COMMERCIAL STRATEGY CONFERENCE



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OTA Insight

21<sup>st</sup> July 2023  
**NEW DELHI INDIA**



# 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
- **Short-Term Rental Properties**
- **Key Takeaways**

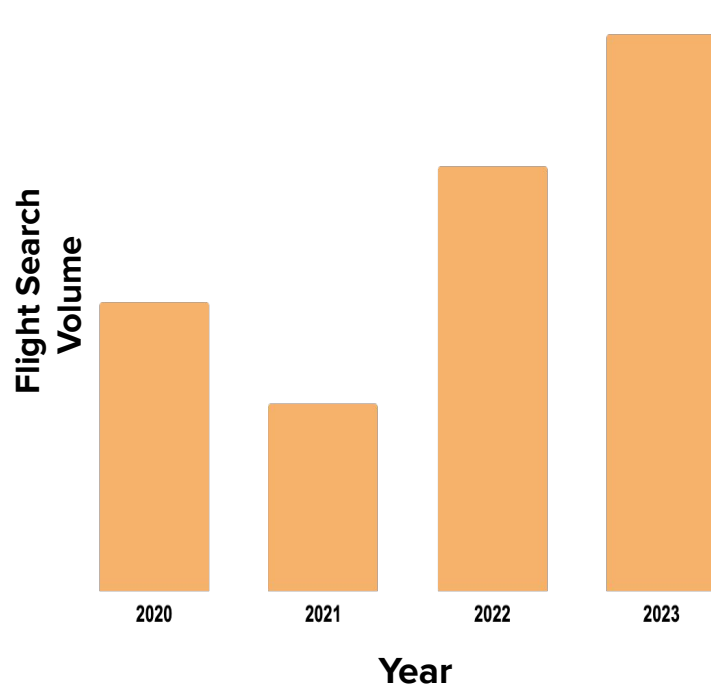




# Current State Of The Industry



# Year on Year Increase in Flight Searches



Global

124%

Increase in 2022

32%

Increase in 2023

APAC

366%

Increase in 2022

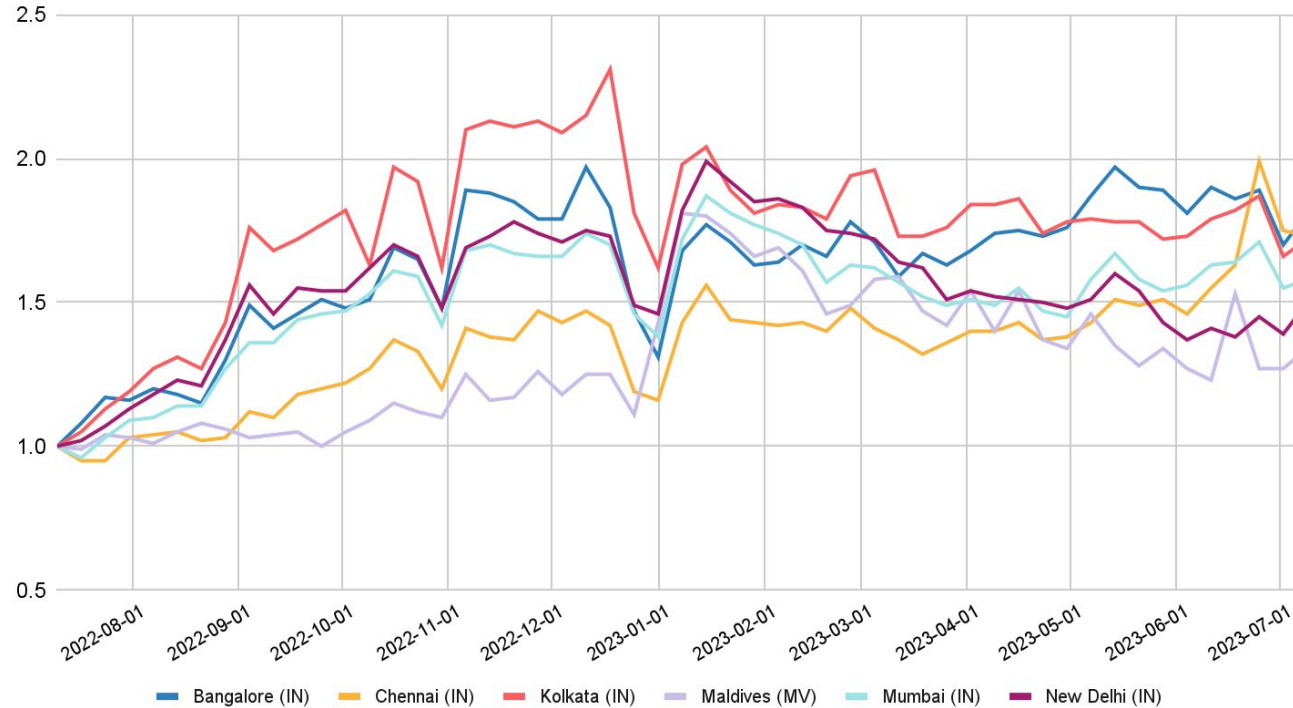
90%

Increase in 2023

# Exploring Consumer Demand Through Flight Search Data



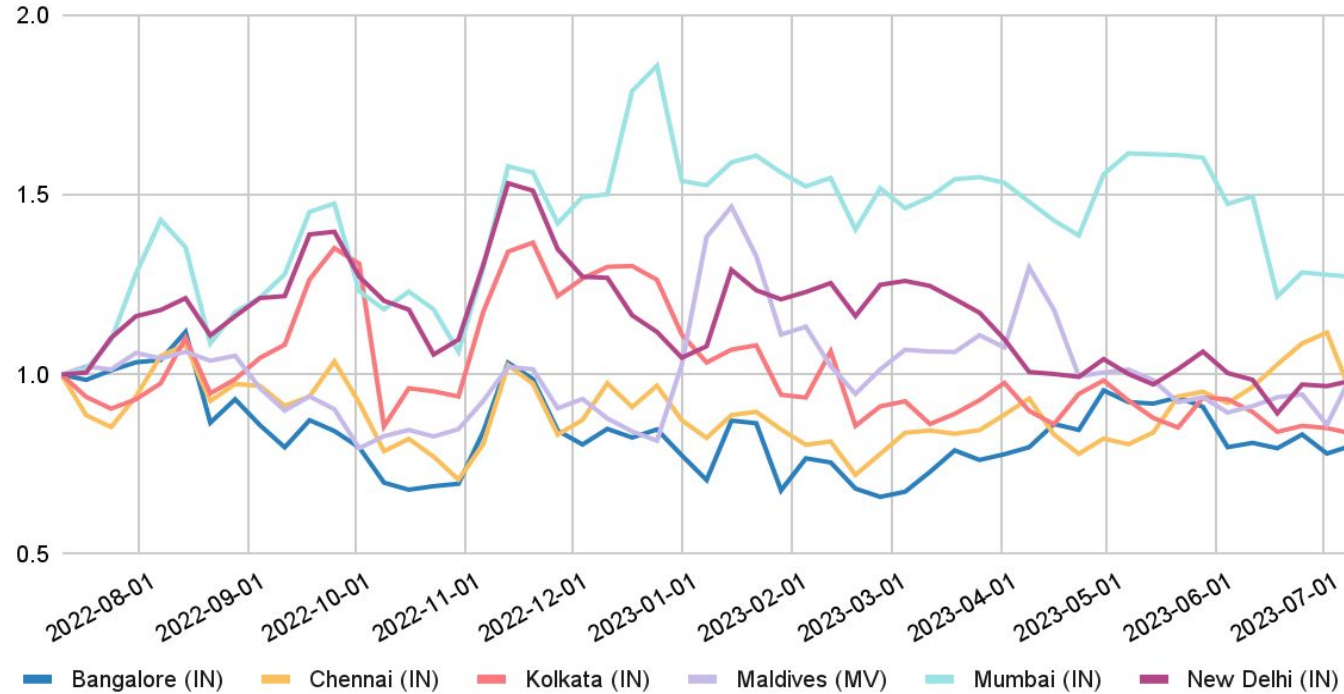
Flight Search Evolution Index



# Exploring Consumer Demand Through Hotel Search Data



OTA / Meta Hotel Search Evolution Index





# Next 30 Days: Who is Searching - New Delhi



## Flights



India (30.4%)



United Kingdom (15.0%)



Australia (5.9%)



Italy (4.4%)



United States (4.0%)

## Hotels



India (78.9%)



United States (3.7%)



United Kingdom (2.4%)



United Arab Emirates (1.8%)













Canada (1.1%)



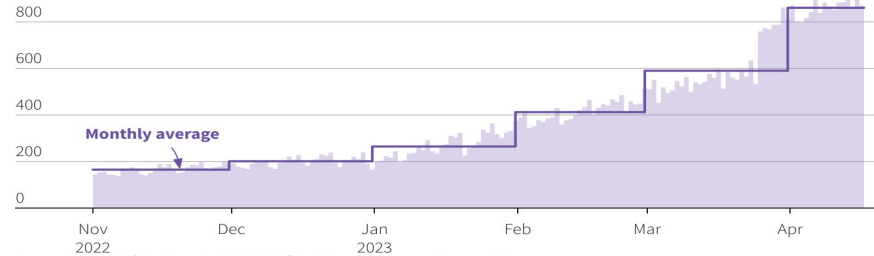
# Opportunities with China's Reopening

# 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:

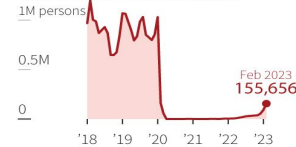


Source: VarioFlight | Reuters, April 17, 2023 | By Kripa Jayaram and Sumanta Sen

## Uptick in Chinese Travellers:

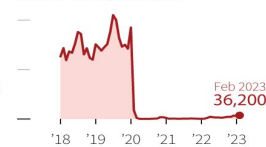
### Thailand

Tourists' country of nationality: **China**



### Japan

Visitors' country/area: **China**



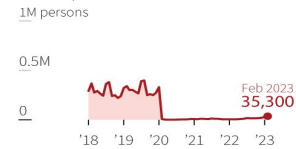
### South Korea

Visitors' nationality: **China**



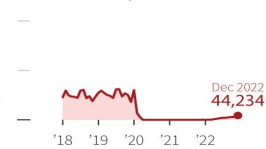
### Singapore

Visitors' place of residence: **China**



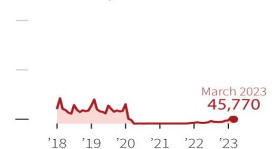
### Malaysia (\*latest data on Dec'22)

Tourists' nationality: **China**



### Australia

Visitors' country of citizenship: **China**

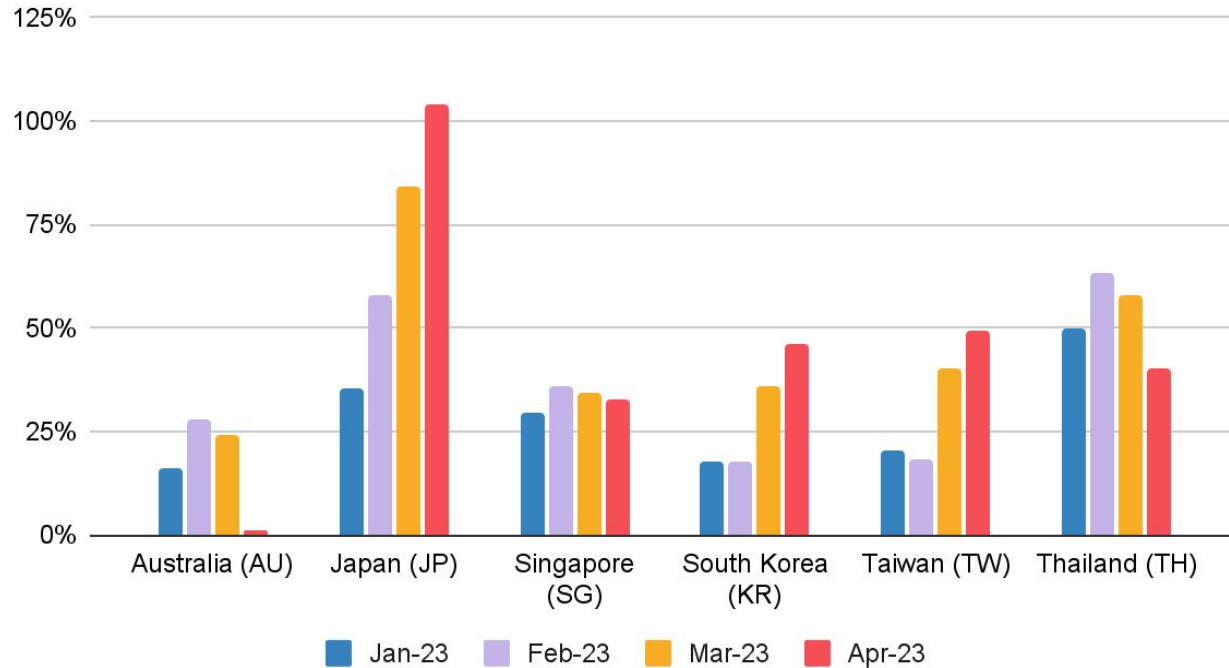


Source: Thailand's Ministry of Tourism and Sports, Australian Bureau of Statistics, Korea Tourism Organization, Ministry of Tourism & Culture of Malaysia, U.S. National Travel and Tourism Office, Japan National Tourism Organization, Singapore Tourism Board, Russia's Federal State Statistics Service



# 2023 Hotel Rates in Comparison to 2022

Price Changes in key countries (Inbound Chinese travellers)



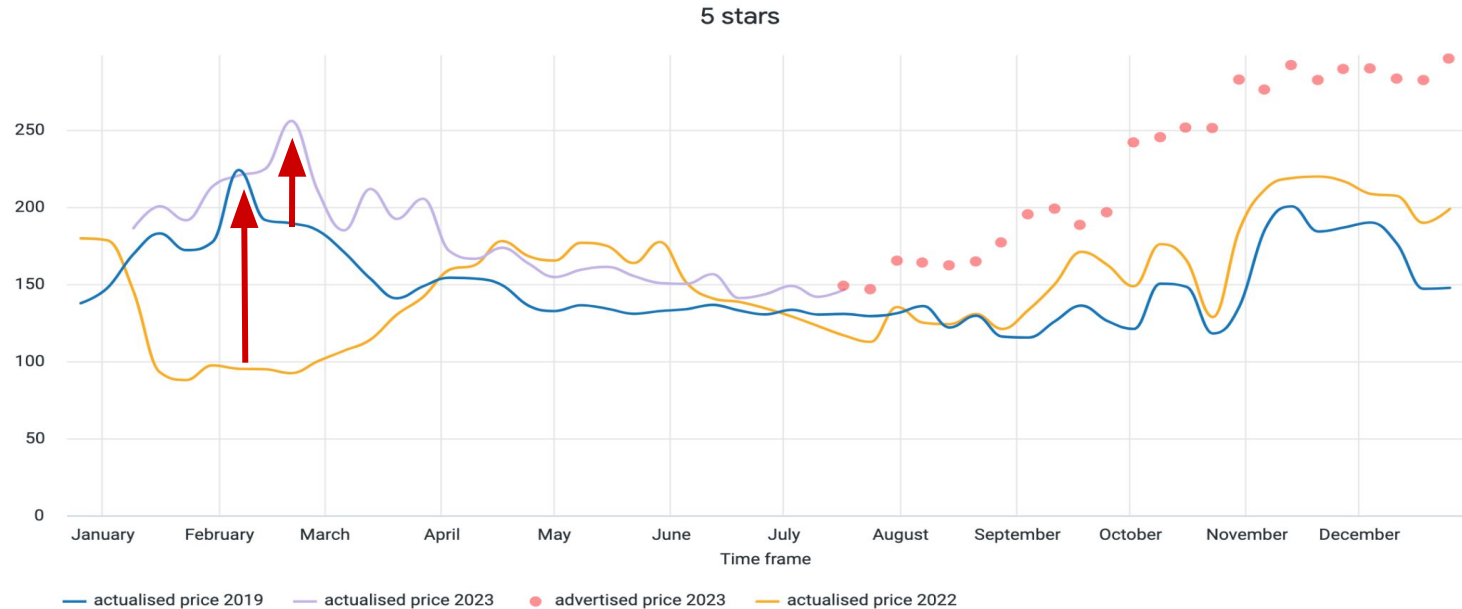


# Looking Forward: Pricing & Promotion Strategies





# Example: Mumbai, 5-Stars Hotels



**Room prices in Mumbai are currently over the 2019 and 2022 level:**

**Our future pricing data shows this trend will continue through 2023**



# Example: New Delhi, 5-Stars Hotels



Room prices in New Delhi are currently over the 2019 and 2022 level:

Our future pricing data shows this trend will continue through 2023



G20 Summit, Cricket World Cup

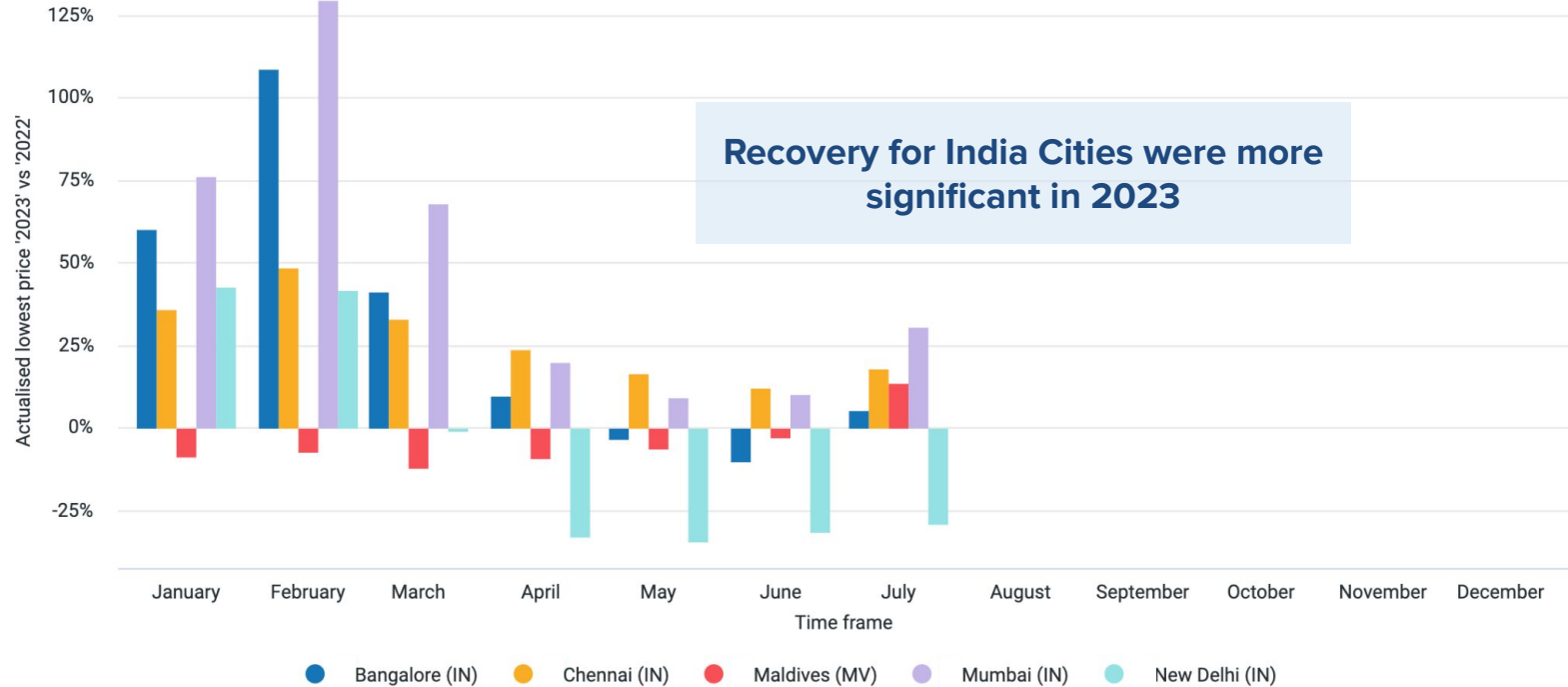
# 2022 vs 2019: Price Recovery



# 2023 vs 2022: Price Recovery



Destinations comparison ⓘ

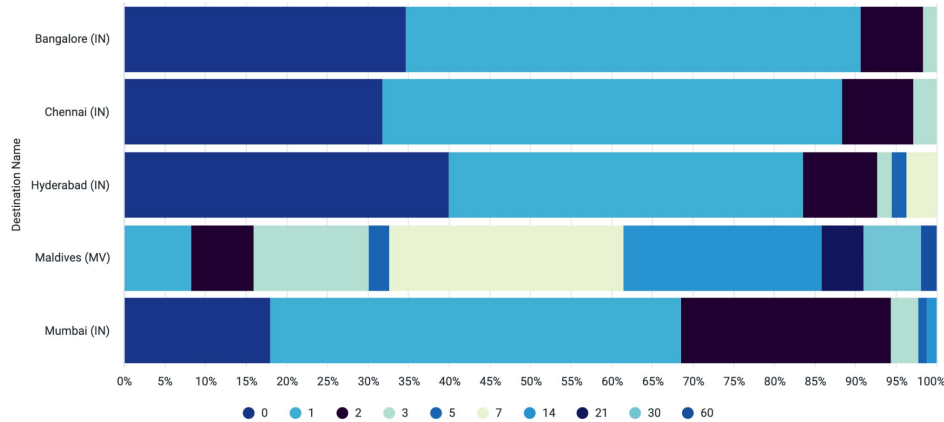




# How are hotels near you using cancellation days?

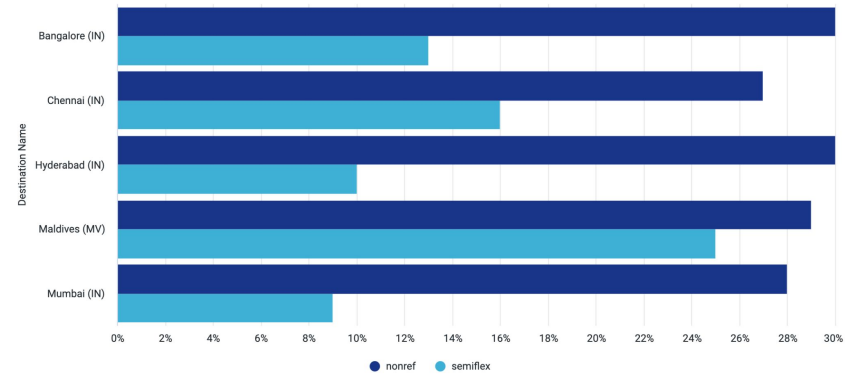
## Cancellation days before arrival for India Subcontinent Hotels:

Cancellation days for BAR (days before arrival)



## Hotels offering Non-ref and semi-flex rates:

Hotel ratio offering non-ref and semi-flex



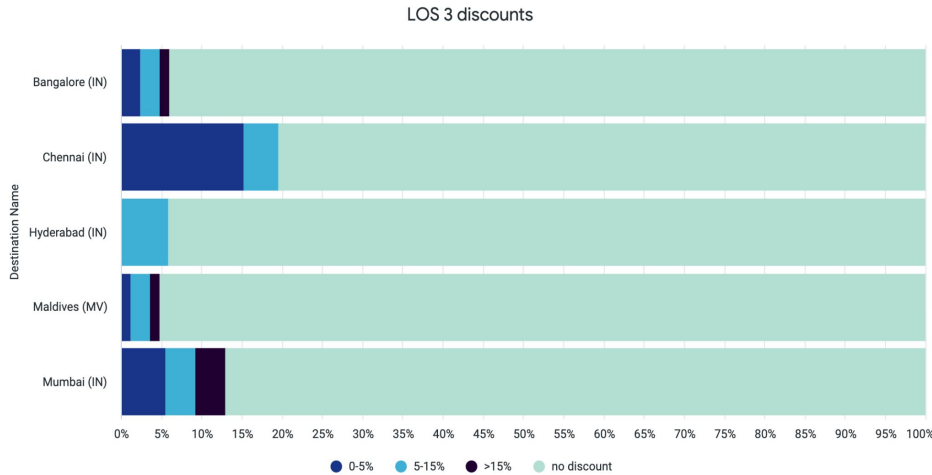
Are hotels utilising cancellation policies according to the trends?



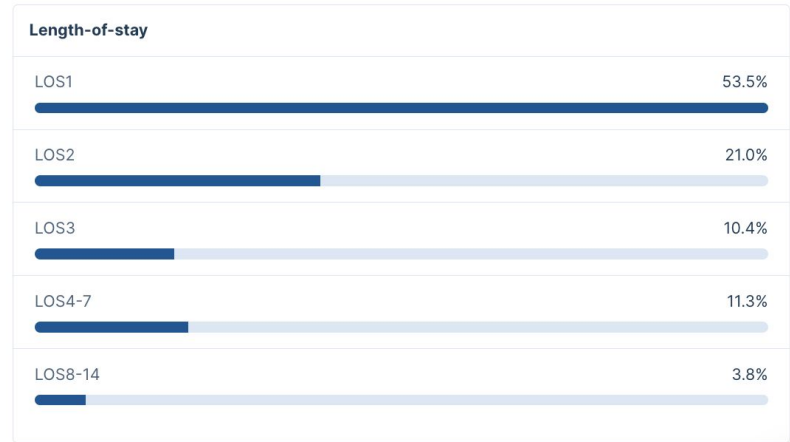


# How are hotels near you using LOS Discounts?

## Indian Subcontinent Hotels Offering LOS 3 Discounts:



## LOS Hotel Search Breakdown for Chennai:



Are hotels utilising LOS discounting in line with guest preferences?

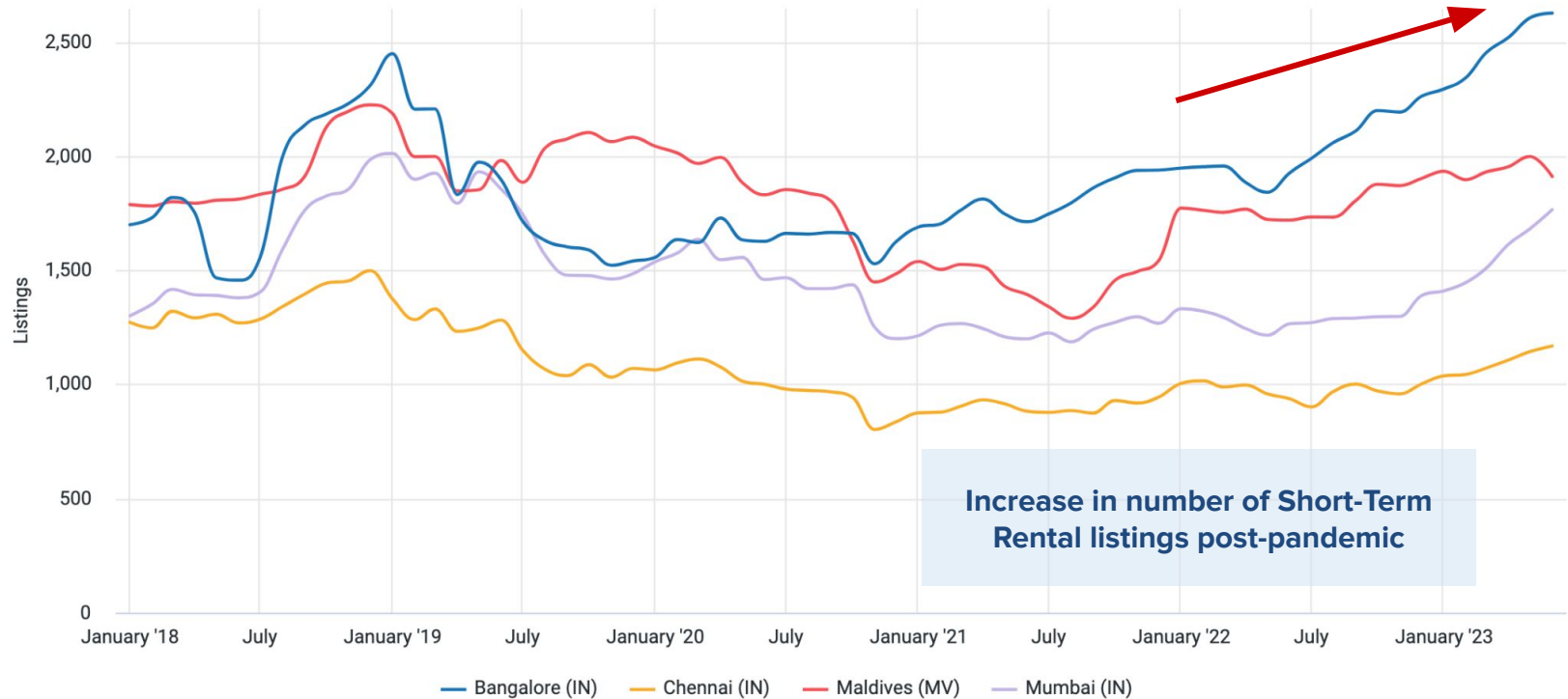


# Have you considered? Short-Term Rental Properties

# Short-Term Rental listings



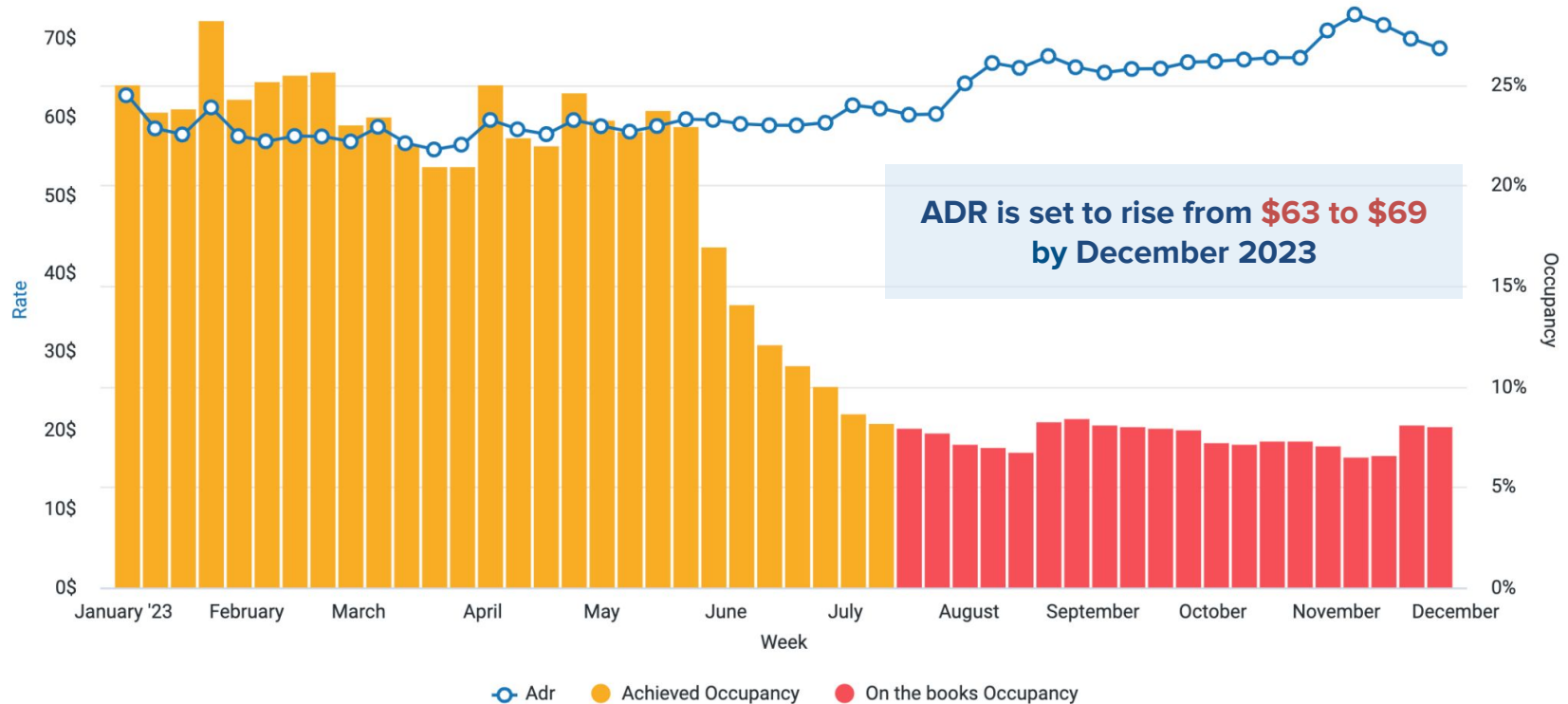
Evolution of vacation rental listing



# How is Short-Term Rental looking like in India?



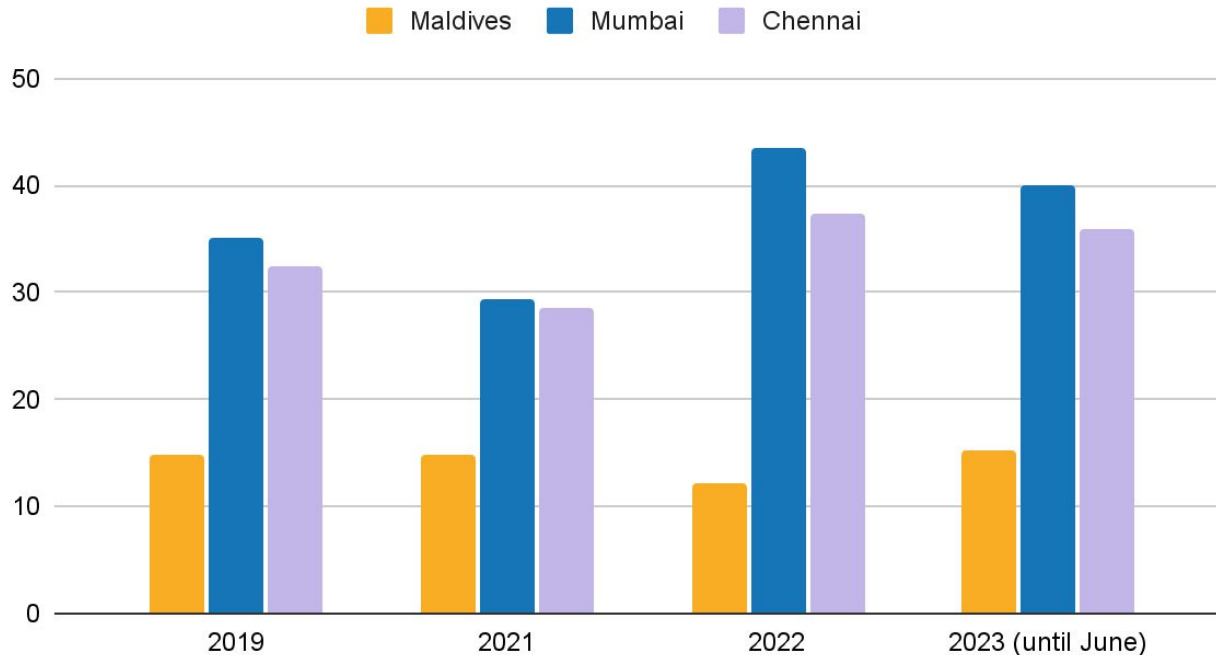
STR Occupancy + Rates



# Short-Term Rental Recovery



## Short-Term Rental Occupancy



Want to find out more about how Short-Term Rental compares for your city?

Scan here and we will get in touch with you!





# Key Takeaways



1

## Opportunities through demand forecasting

- Forward looking data is increasingly more important
- Rebound in Hong Kong and other APAC countries identified for Chinese travellers

2

## Changing Pricing and Promotion Strategies

- LOS Discounting can be key to capturing extra demand
- Identify key events to capture the increased in demand and pricing changes

3

## Consider Short Term Rental Data

- Competition for the customer is fiercer than ever before
- Use data and technology to spot revenue opportunities earlier and capture demand before your competition

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

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