

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



hsmai
21st July 2023



DELHI NCR, **INDIA**
The Leela Ambience Gurugram Hotel & Residences

Show me the Money - Revenue Management across Spectrums AT

COMMERCIAL STRATEGY CONFERENCE



Brij Bhushan Chachra, CRME

HSMAI Global Distribution Board, the APAC Commercial Advisory Board, HSMAI India & Vice President Revenue & Distribution - IHCL



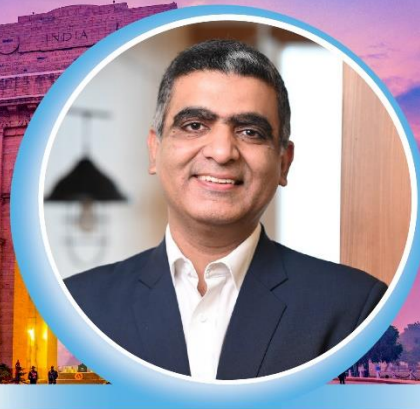
Amit Middha

HSMAI India Chapter Board & Director Revenue Performance South West Asia IHG



Santosh Singh

Vice President - Distribution, Network Revenue Optimization, Ancillaries & CPA Vistara



Abhishek Logani

Chief Business Officer Hotels at MakeMyTrip

Key Take Aways....

AUTOMATION

- Optimize resources
- Data quality
- Consistency

INTEGRATED TECH LANDSCAPE

- Seamless communication between systems across revenue streams
- Speed, efficiency accuracy

AI AND MACHINE LEARNING

- Advanced tech-based data analytics
- Hyper personalization

Key Take Aways....

TRM IS THE NAME OF THE GAME

- Non-passenger revenue in aviation
- Non-room revenue in hotels

CONTINUOUS LEARNING

- Evolving consumer behavior
- Changing demand patterns
- New technology

AGILITY & SOFT SKILLS

- Nimble footed strategies based on forward looking data
- Communication skills: Getting to a “yes”

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



hsmai
21st July 2023



DELHI NCR, **INDIA**
The Leela Ambience Gurugram Hotel & Residences