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# COMMERCIAL STRATEGY CONFERENCE

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21<sup>st</sup> July 2023

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

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

  
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FUEL SALES # INSPIRE MARKETING # OPTIMIZE REVENUE

# How to Maximize Online Revenue at every stage of the Traveler's Journey **AT**



## COMMERCIAL STRATEGY CONFERENCE



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

# A Little About Me

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As every traveler is unique, I also have different avatars in my life and all these avatars are unique



# A Traveler's Journey has 6 Distinct Phases



# However the Experience Delivered by Hotels Continues to Miss Guest Expectations



## Staycation frenzy: Guest wait for hours to check in at hotels

December 14, 2020



# To Meet the Need for New Experiences, Hotels Continue to Add Disparate Systems



Phone



Multimedia



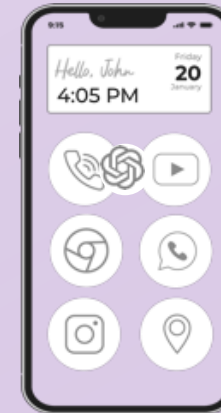
Messaging



Internet

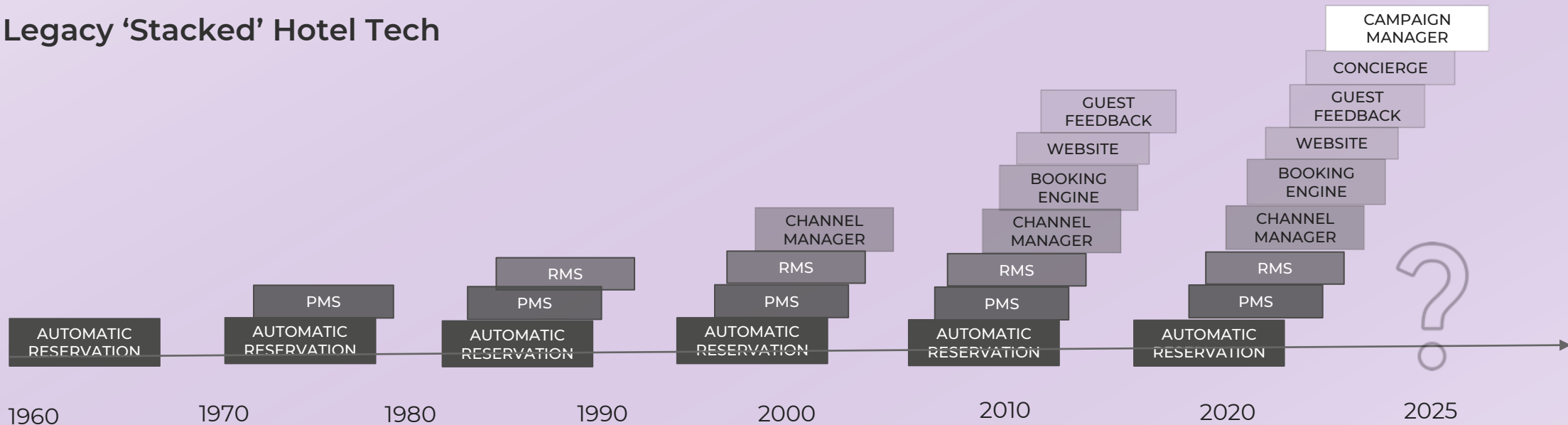


Maps

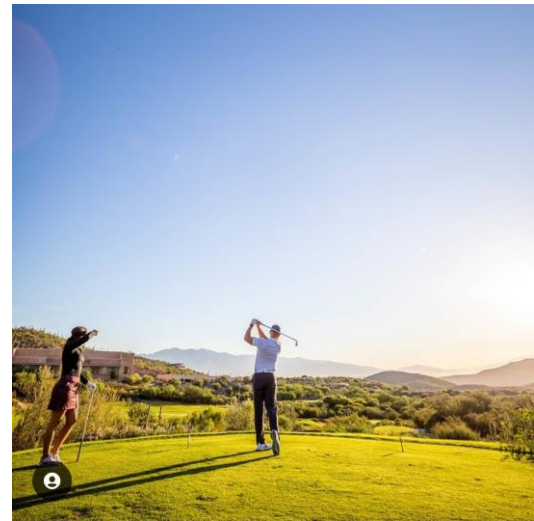


## Evolving Agile Consumer Tech

## Legacy 'Stacked' Hotel Tech



# Dreaming & Planning Phase



# Discovery Phase



As an accommodation provider, are you even targeting the right travelers in your targeted marketing campaigns?



Are you reaching to them on all their favorite online channels?



How well do you know your traveler and their travel-intent?



Are you the best online-choice for them versus your competitor, from dreaming to booking?





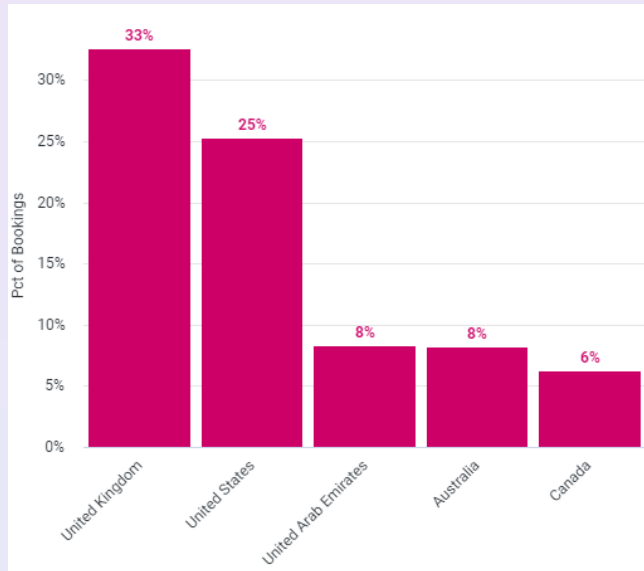
As an accommodation provider, are you even targeting the right travelers in your targeted marketing campaigns?

E.g., Travelers who are planning their trip from Sydney to New Delhi in the next 60 days



## UK, USA, and UAE: Top Source Markets for India

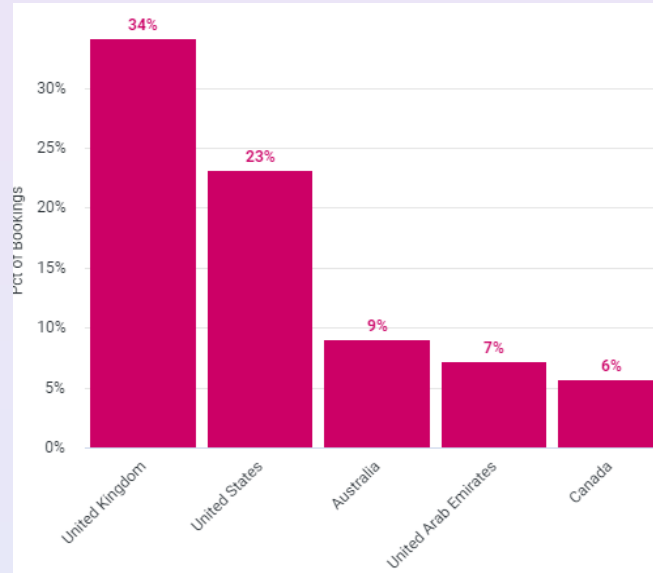
(Travel dates are between Aug1-Oct31'23)



Almost 33% of the bookings for the months Aug-Oct originate in the U.K., followed by the US, and UAE

## UK, USA, and Australia: Top Origin Countries for Leisure Travel

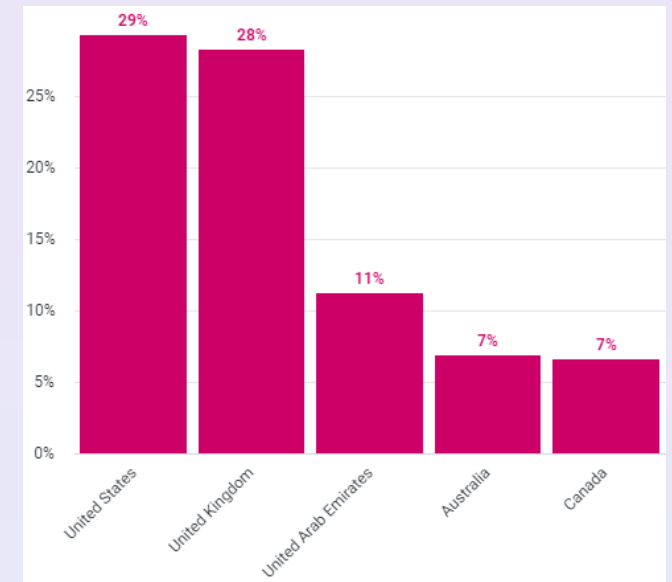
(Travel dates are between Aug1-Oct31'23)



When it comes to leisure travel, UK is the top origin destination with 34% of all bookings, followed by the U.S. at 23% and Australia at 9%

## USA, UK, and UAE: Top Origin Countries for Business Travel

(Travel dates are between Aug1-Oct31'23)



When it comes to business travel, USA is the top origin country with 29% of all bookings, followed by UK at 28% and UAE at 11%

# Are you reaching to them on all their favorite online channels

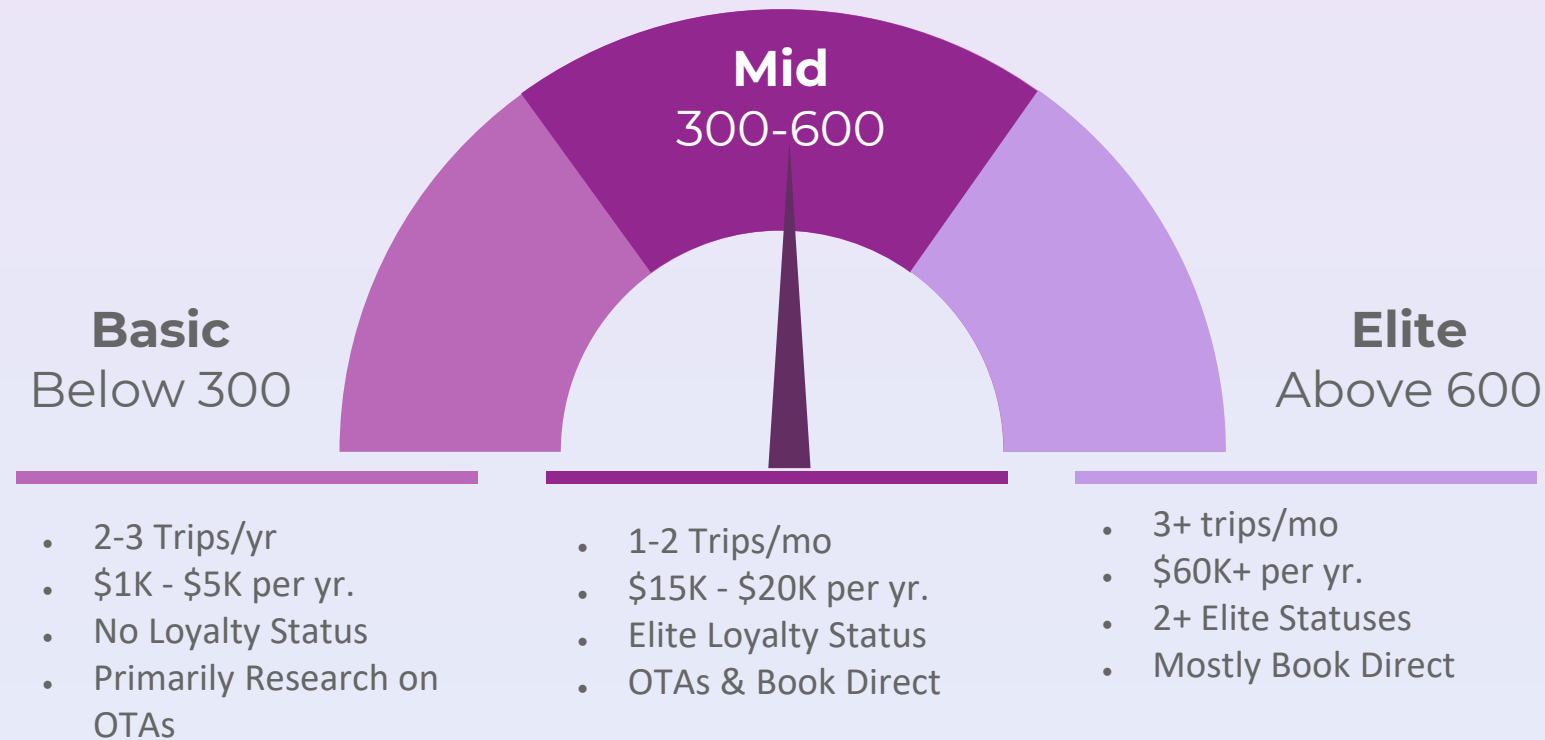
Travelers are looking everywhere. Target them, Not Just Devices.



# How well do you know your traveler and their travel-intent

How often they travel in a year, how much they spend per trip, do they book direct or OTA?

Imagine a Traveler Value Score (TVS): Like a Credit Score for Travelers



# Booking Phase

People Book **Experiences** and Not Properties...

DESTINATION 📍 LAUSANNE	CHECK-IN ⬇️ 20 JUN 2022 < >	CHECK-OUT ⬆️ 20 JUN 2022 < >	GUESTS 👤 2 ROOMS, 4 ADULTS	HOTEL CLASS 4-5 STAR ⋮	<b>BOOK NOW</b> GET 10% OFF
📍 ROYAL ROSEBERRY					
📍 ROSEBERRY COUNTRYSIDE					
📍 ROSEBERRY DOWNTOWN					

# Booking Phase



Is your reservation system connected to all local, regional, and global partners for bookings?



Do you provide support in the local language for your customers?



What comes to your mind in a situation where your rooms are over or under-booked?



94% of the travelers use metasearch sites to compare hotel rates and find the best deals

(Source - RateGain)- Are you easily discoverable?



# Experience & Retention



Improving  
Engagement



Retention  
: Loyalty



Instant  
Gratification



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