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# COMMERCIAL STRATEGY CONFERENCE

*Strategize, Optimize, Capitalize*



hsmmai

26 July 2024

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



# Master “Find, Book & Grow” Strategies That Drive Profitable Hotel Revenue



**SUDHIR GHILDIYAL**

**Director Sales - The Middle East and Indian Subcontinent  
Cendyn**

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**DELHI** 26 July 2024



# Travel Trends & Digital Marketing Tactics to *Drive Direct Bookings*



**SUDHIR GHILDIYAL**  
Director of Sales - India & ME

*July 2024*



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INDIA

# *Travel Booking Trends*





# Consumer Journey – *India Traveler Survey Trends*

1

## Dreaming

More than **80%** respondents have plans to **visit their dream destination this year**

2

## Planning

Around **89%** respondents have the intention to travel, with a **preference for trips within the country.**

3

## Booking

For travel bookings, **third-party websites and direct bookings** are **equally popular.** Hotels remain the preferred lodging option.

4

## Sharing

**Almost 50% travelers** prefer to share photos and travel updates on social media and share reviews and ratings on platforms like TripAdvisor.



# Travel *Planning*

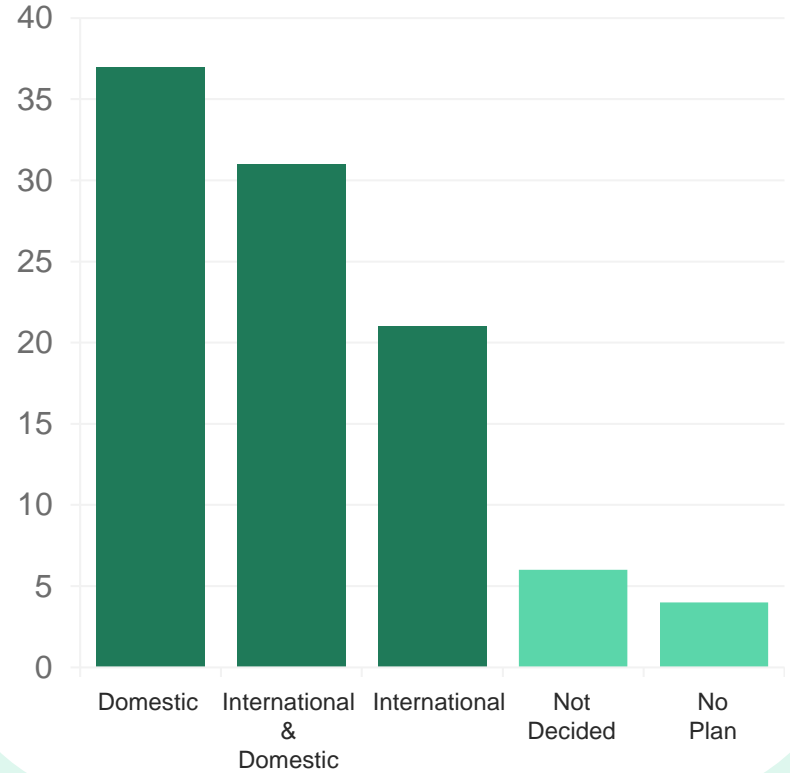
Percentage of respondents  
who plan to travel, by destination

89%

respondents said that  
they **plan to travel**  
this year

68%

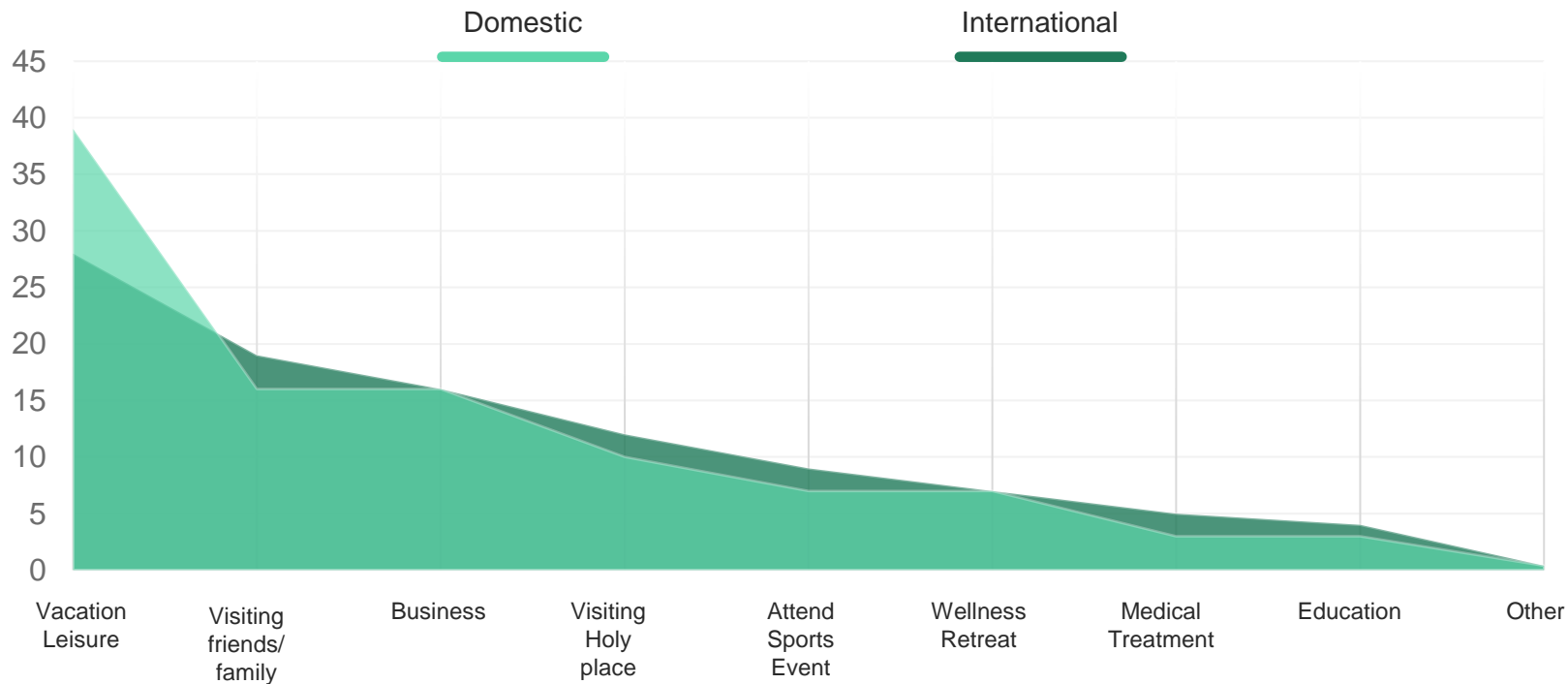
out of these, plan to  
**travel**  
**domestically**



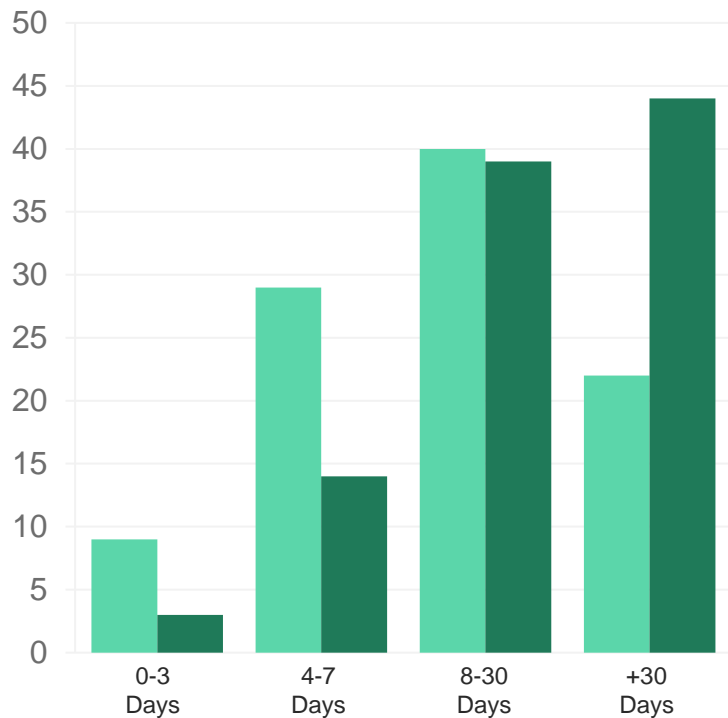
Source – Skift Research India Traveler Survey



# Purpose of *Travel* in the next 12 months







Days in Advance

# Booking *window*

Booking window for domestic  
and international travel

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## Domestic

Plan to book  
**8 to 30 days in  
advance.**

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## International

Plan to book **more  
than 30 days in  
advance.**

Source – Skift Research India Traveler Survey



# Mobile *Matters*

- **Nearly 70% of global travelers** use smartphones to book holidays
- 72% of mobile bookings happen **within 2 days of a Google search**
- **60%+ of bookings** are done on mobile in **2023** vs. 47% in 2019

## **CAPITALIZE ON THIS TREND**

- Ads and websites need to be optimized for mobile
- Customers need to be effectively retargeted with appropriate ads based on prior activity across devices
- Hotel brand mobile apps – scope to develop loyal mobile customer base



# Strategies to *drive direct bookings*



## Search *Trends*

91%

of *online searches*  
are made on Google

500+

buyers experience  
*digital touchpoints* before  
a purchase



# Let's talk about *Google PMTG*

**PMTG SERVES ADS ACROSS 7 GOOGLE CHANNELS WITH ONE SIMPLE SET UP**



MAPS



HOTEL ADS



SEARCH



DISCOVER



DISPLAY



EMAIL



YOUTUBE



# Leverage Google PMTG

**GOOGLE IS WHERE YOUR FUTURE GUESTS GO BEFORE THEY TRAVEL**



## Be everywhere

You can easily be in **all the places your guests are** by running Performance Max for travel goals campaigns.



## Meet your goals

Performance Max for travel goals is **a goal-based multi-channel campaign.**



## Outperform

Performance Max for travel goals delivers what hotels need to gain **more visibility and direct bookings.**



## The *benefits* of Google PMTG for your hotel

18%

***Increase in conversions***  
at the same cost per acquisition  
is observed by advertisers who  
use Google Performance Max.

31x

***Average ROAS*** reached  
by hoteliers combining Google  
PMTG with metasearch and  
search ads.

30%

***Average increase in clicks  
and traffic*** on hotel websites  
when combining Google PMTG  
with metasearch and search ads.



## Metasearch *Trends*

94%

of travelers use *metasearch* engines to *compare hotel rates*.

72%

of travelers use *metasearch* in their *booking journey*.

45%

*Metasearch* accounts for over 45% of global *unique visitors in travel*.





# Why Metasearch *Matters*



## Visibility

Increased brand exposure online



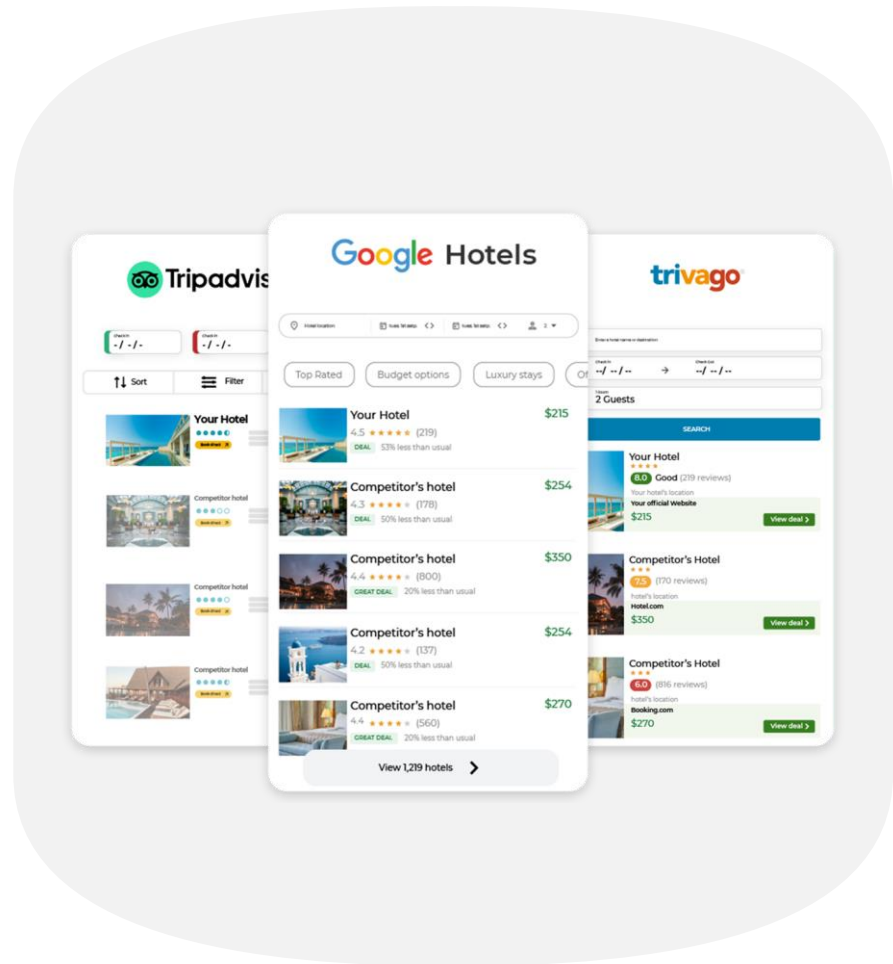
## Optimization

Cost effective advertising channel



## Direct Bookings

Higher conversion rates to drive direct bookings





# *Find* more guests, *Book* more direct, and *Grow* your revenue



## **Find**

Transform first impressions  
into *enduring connections*

**Find your perfect  
guests**, connect through a  
strong, **personalized  
experience**



## **Book**

Turn new connections  
into *direct bookings*

Create memorable  
moments that **drive  
direct bookings**



## **Grow**

Grow your *revenue*  
with *every guest*

Nurture every  
guest interaction  
to **drive long-term  
growth**



# Thank You

**26**

Years *erving* the industry

**20B**

Hotel *revenue* annually

**150+**

Countries across *the globe*

**32k+**

Customers on the *cloud*

**1B+**

*Direct* bookings

**80M+**

*Media Spend*

EBLEAU  
REACH



TIME  
HOTELS

Rotana

HYATT

TFE  
HOTELS

OUTRIGGER  
HOTELS AND RESORTS

Sands  
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