



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Is Source Marketing still your Revenue Ace?



REVENUE OPTIMIZATION CONFERENCE

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SINGAPORE 8-9 May 2024

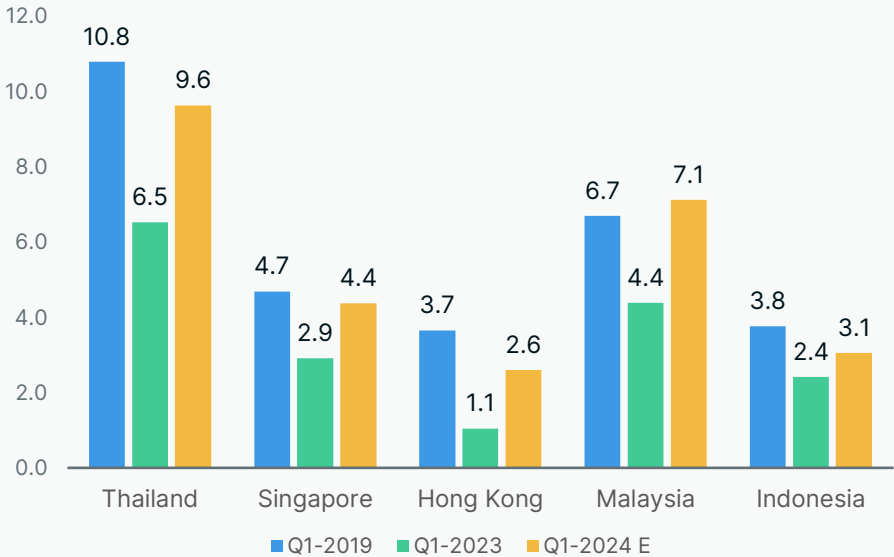
Source Market Trends in Asia

Based on the Data Sources from DerbySoft and Partners

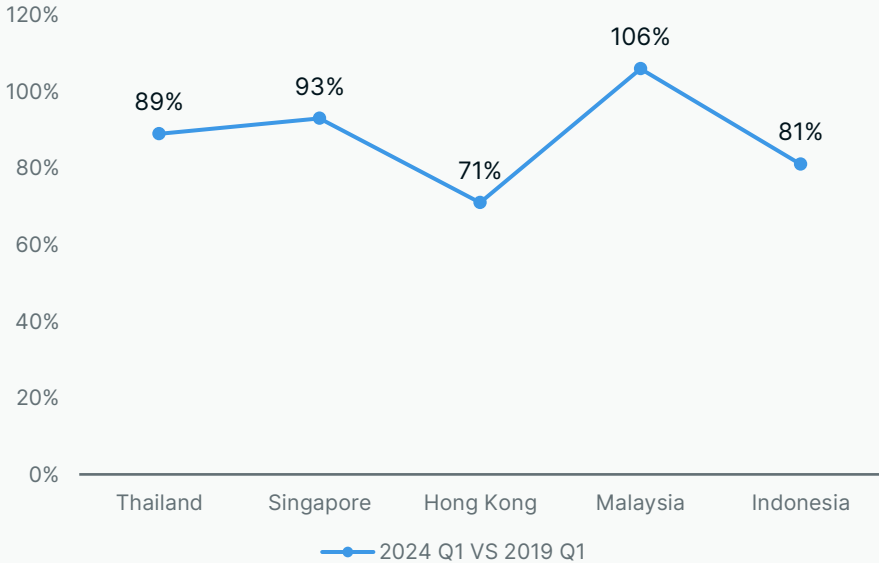
Inbound Visitors to Asia (2024 vs. 2019)

Inbound visitors have still not fully recovered for most markets. RevPAR is likely driven by ADR (inflation).

Inbound Visitors to Asia (Millions)



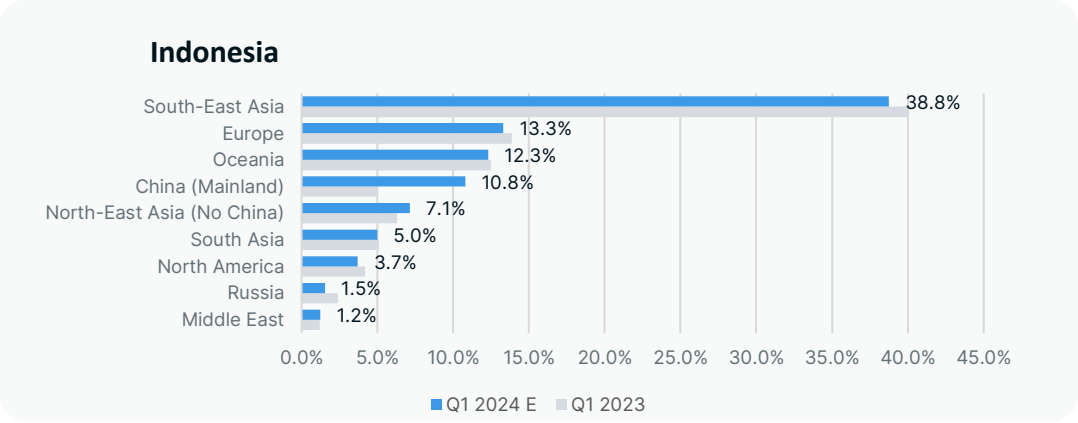
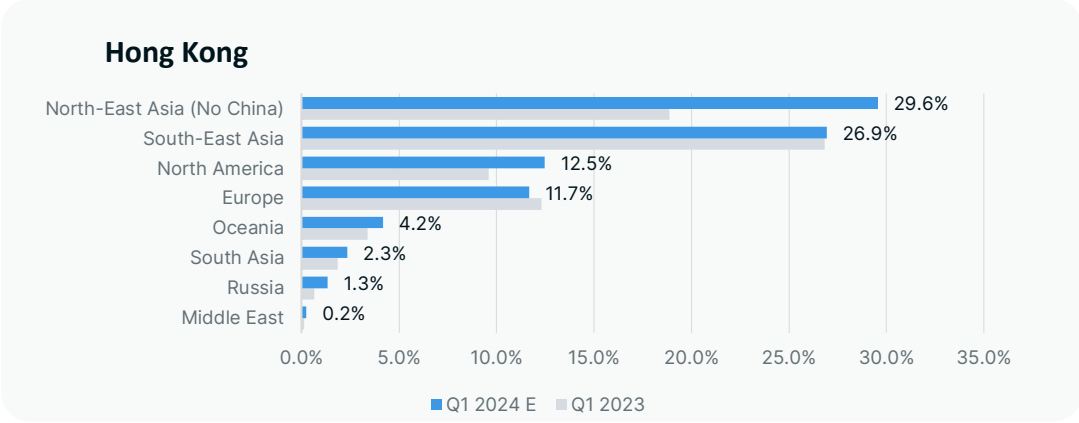
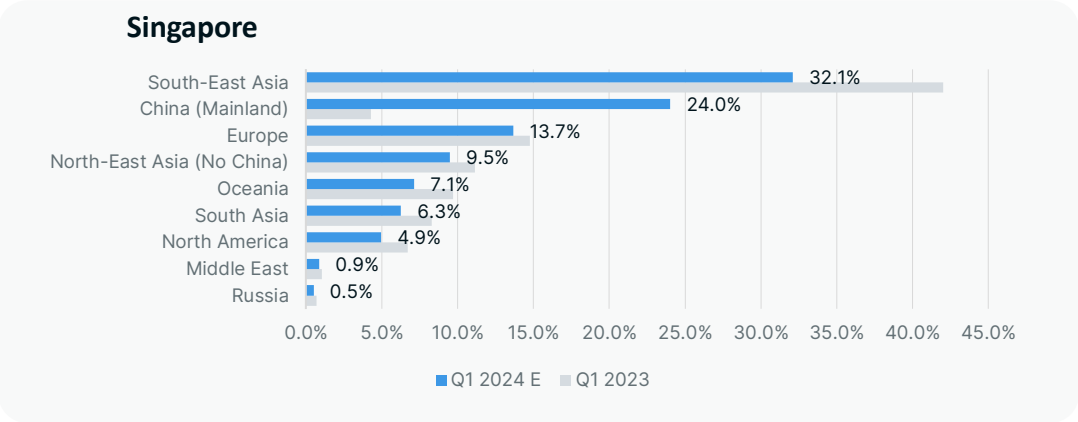
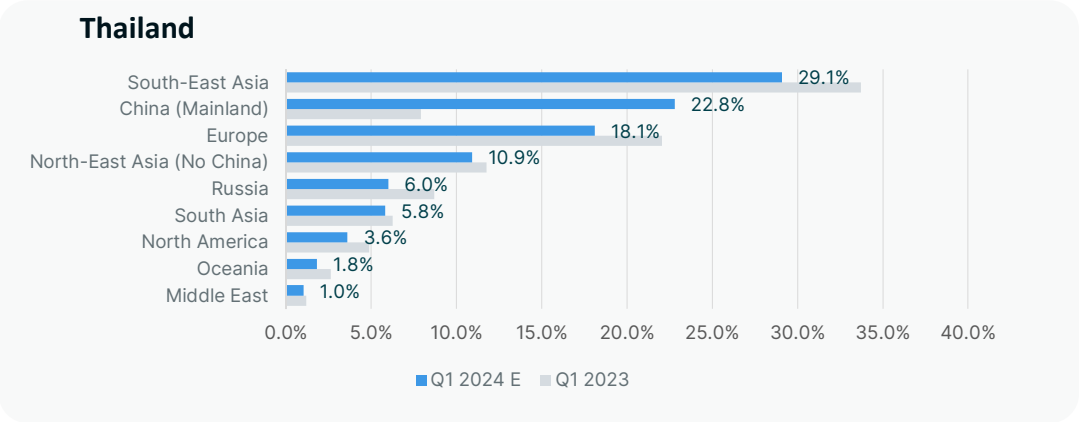
2024 vs. 2019 Inbound Visitors to Asia



Data Source: DerbySoft and Public Data

Top 10 Source Markets in Asia

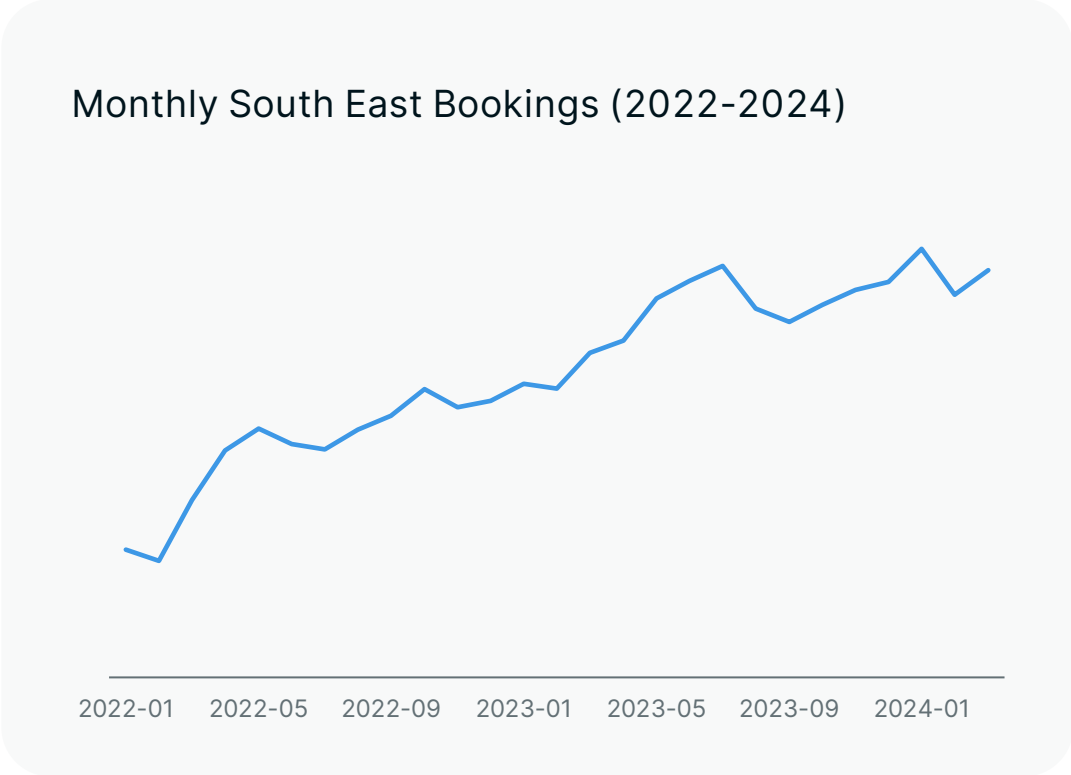
China is still relevant for most Asia markets and has a strong YoY increase.



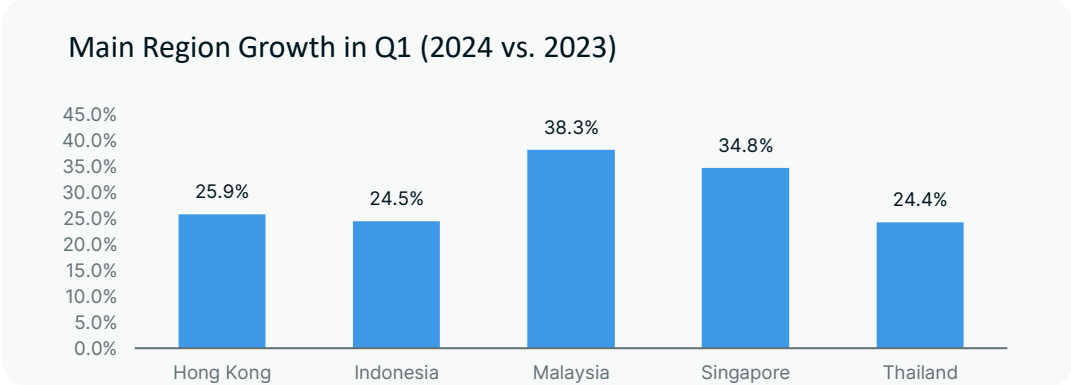
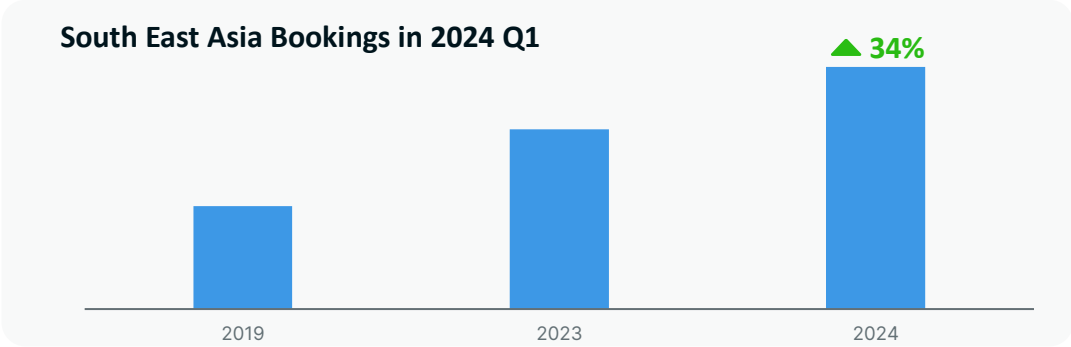
Data Source: DerbySoft and Public Data

Asia Booking Performance via DerbySoft

In Southeast Asia, the growth rate of bookings reached 34.4% in Q1 2024. Malaysia and Singapore performed better in 2024 with growth rates of 38.3% and 34.8%.



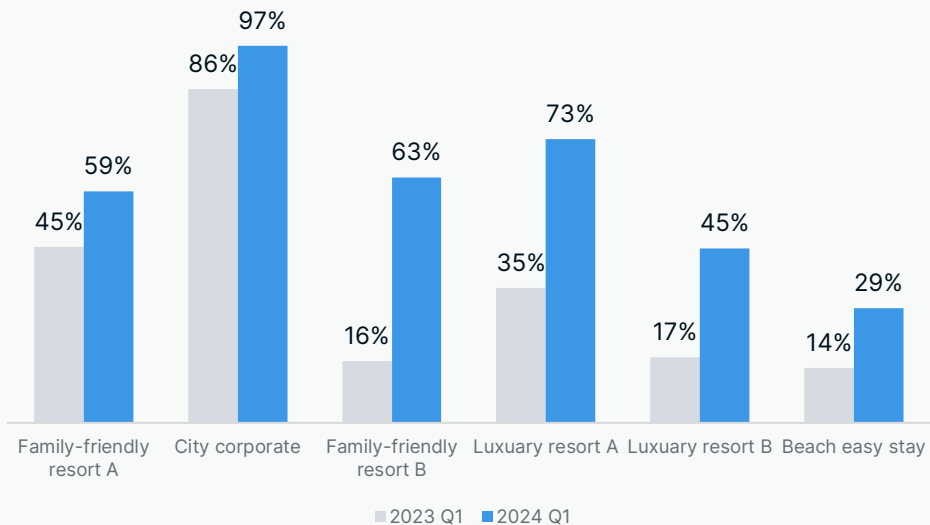
Data Source: DerbySoft and Public Data



Case Study: Inbound Demand Impact on Destination Hotels

Inbound demand is driving an overall higher performance for various types of hotels.

Booking Mixed for Inbound



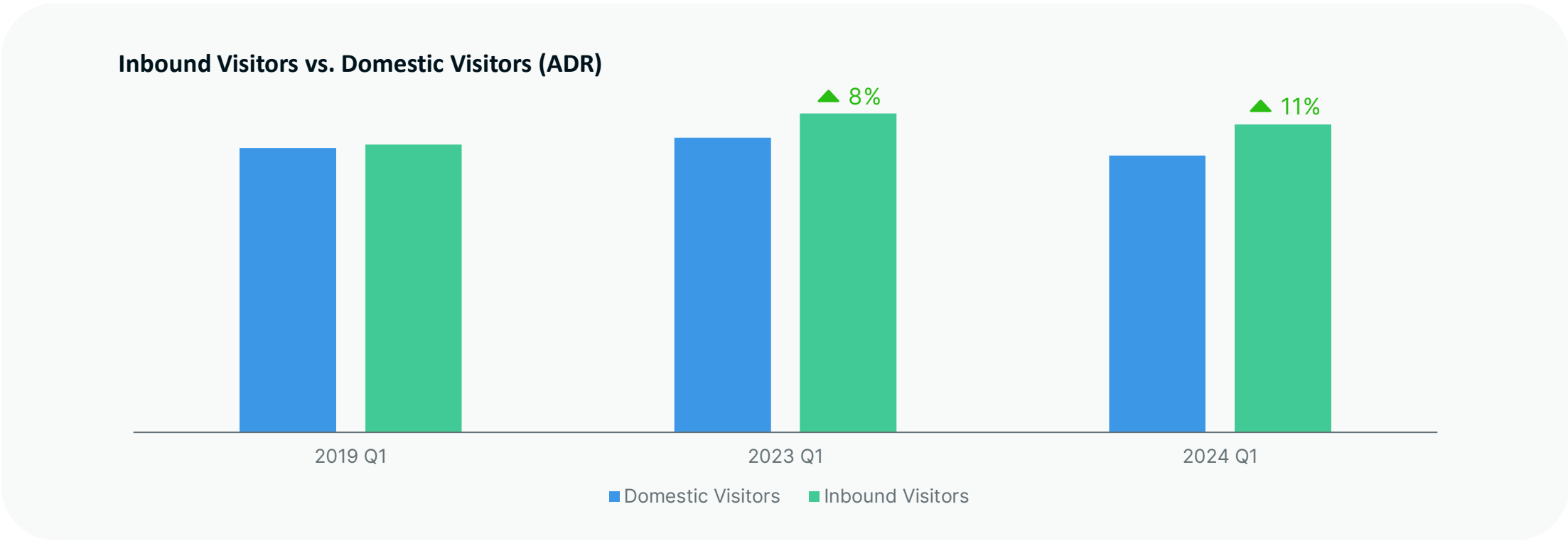
Inbound YoY Growth Surplus vs. Total Hotel



Data Source: DerbySoft and Public Data

Case Study: Inbound vs. Domestic (Average Daily Rate)

Inbound brings a higher ADR.

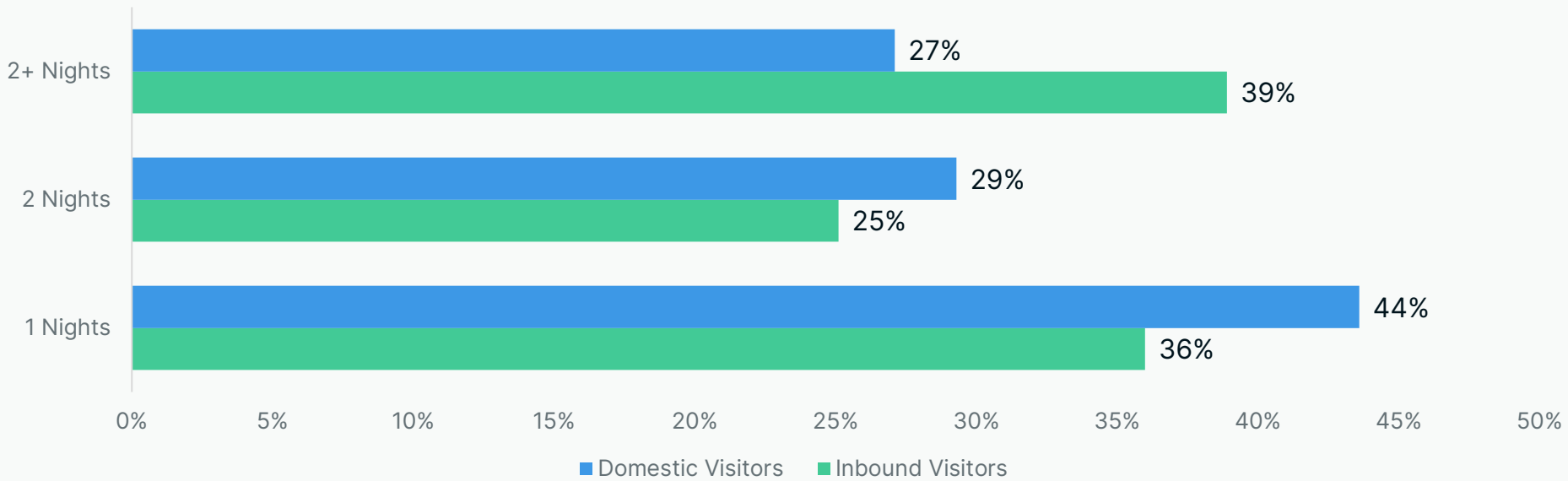


Data Source: DerbySoft and Public Data

Case Study: Inbound vs. Domestic (Length of Stay)

39% of inbound visitors prefer to book 2+ nights, which is much higher than domestic visitors (27%).

Inbound Visitors vs. Domestic Visitors (LOS)

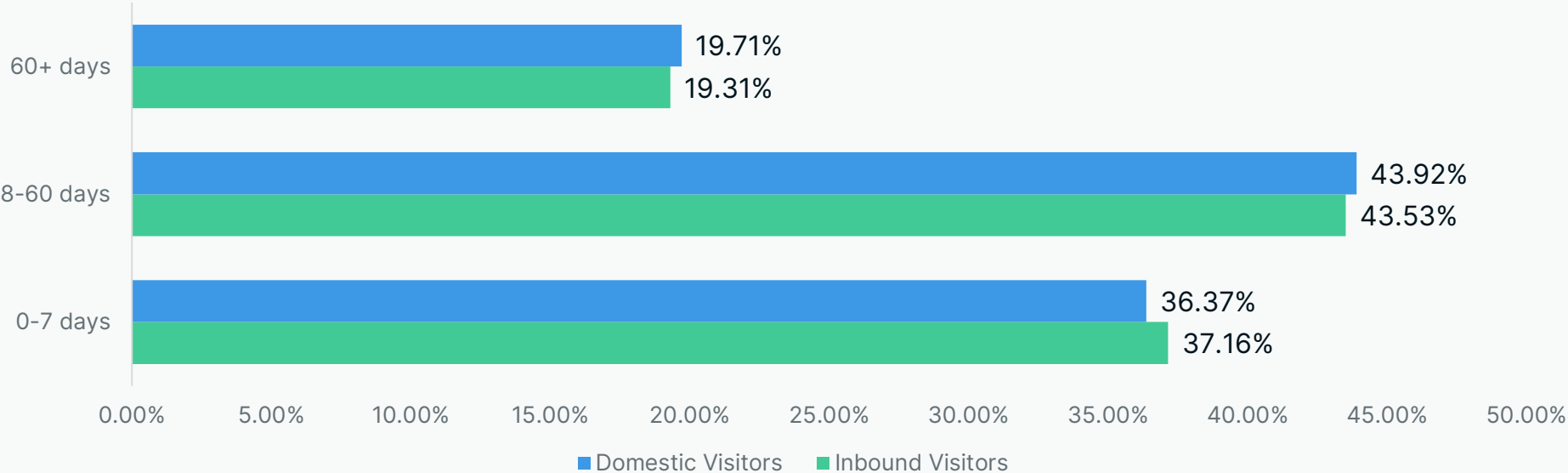


Data Source: DerbySoft and Public Data

Case Study: Inbound vs. Domestic (Booking Window)

There are no significant differences in the booking windows.

Inbound Visitors vs. Domestic Visitors (Booking Window)

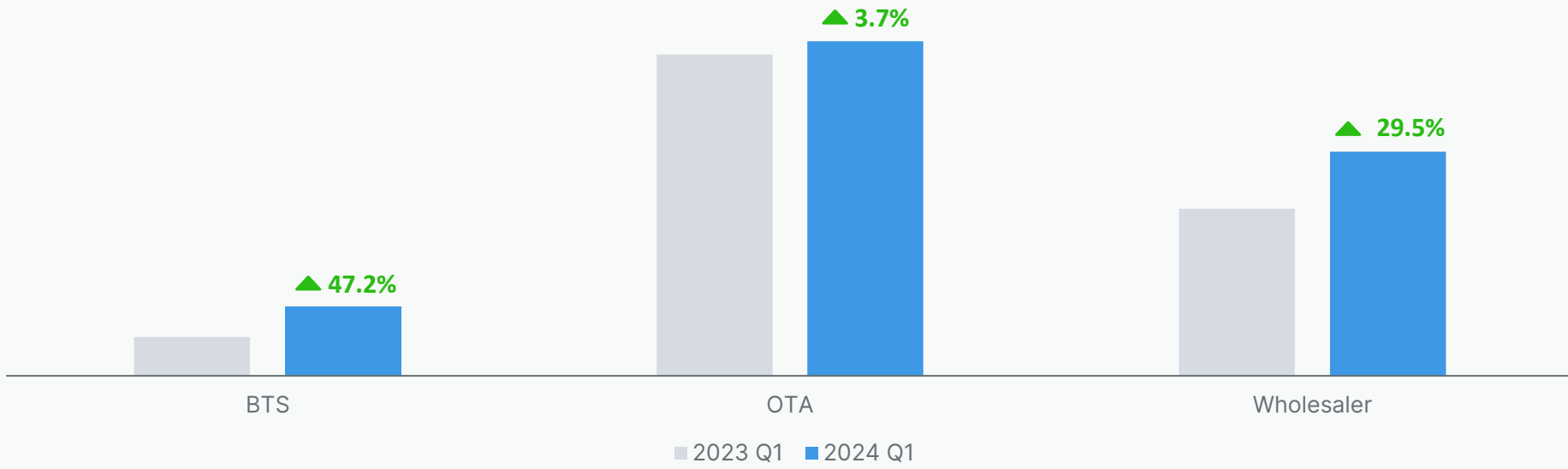


Data Source: DerbySoft and Public Data

Case Study: Segment Shifts

For market segments, BTS had the highest growth rate in Q1 2024 (47.2%), while OTAs and Wholesalers were at 3.7% and 29.5%

Booking Growth by Market Segments

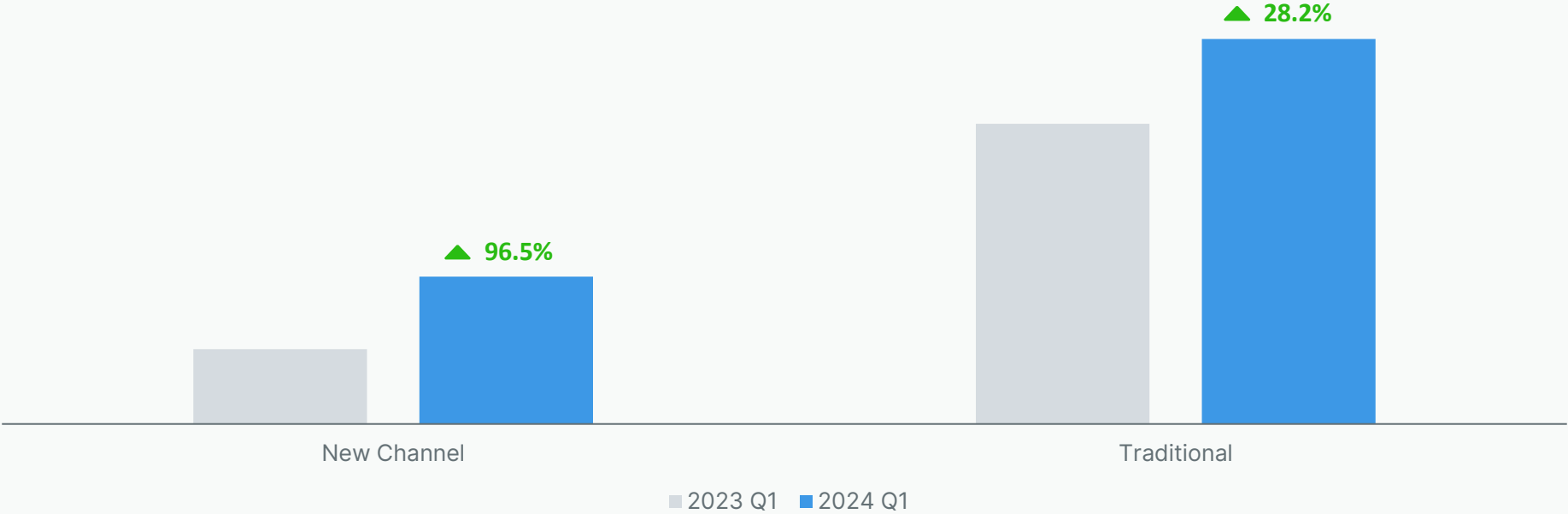


Data Source: DerbySoft and Public Data

Case Study: Traditional and New Channels

Opportunities in new emerging channels.

Asia Booking Growth by Channel



Data Source: DerbySoft and Public Data



Thank You

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