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A Commercial Strategy Event



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SINGAPORE 8-9 May 2024

How is Distribution changing in 2024



REVENUE OPTIMIZATION CONFERENCE

Kamesh Shukla

Executive Vice President Sales, Asia Pacific
RateGain

SINGAPORE 8-9 May 2024

THE STATE OF DISTRIBUTION

Powered by RateGain

2024

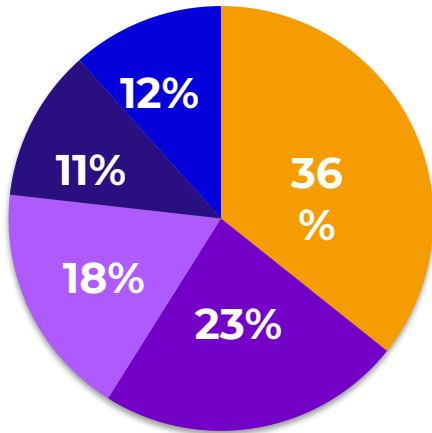
How is Distribution Changing in 2024?



NYU

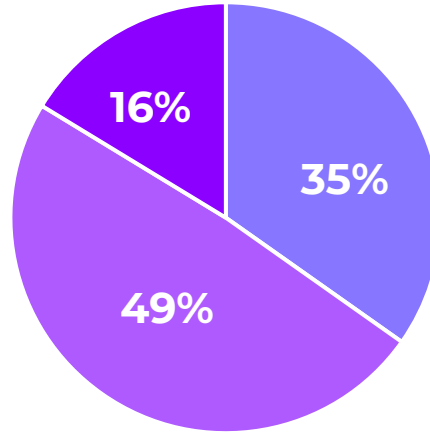
SCHOOL OF
PROFESSIONAL STUDIES

By Region



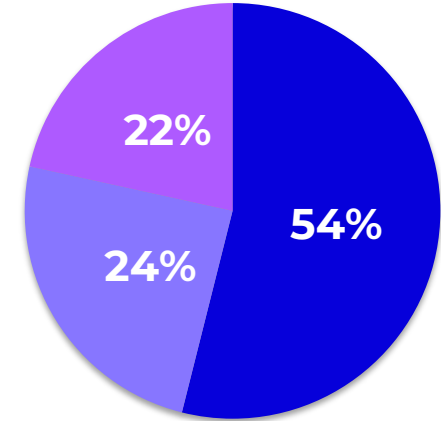
- APAC
- NORAM
- Europe
- LATAM
- MEA

By Hotel Size



- Independent Hotel
- Regional Hotel Chain
- Large Hotel Chain

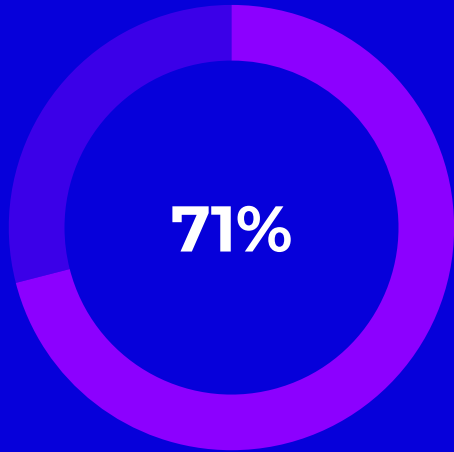
By Job Title



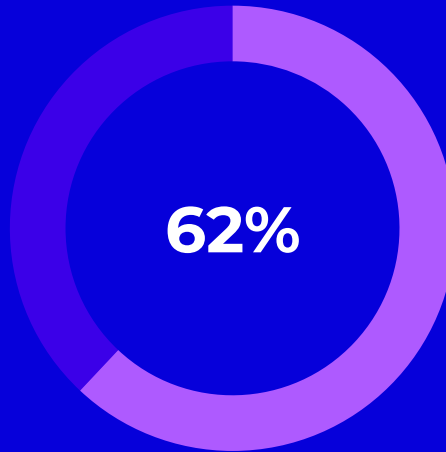
- Revenue Management
- Distribution
- Marketing



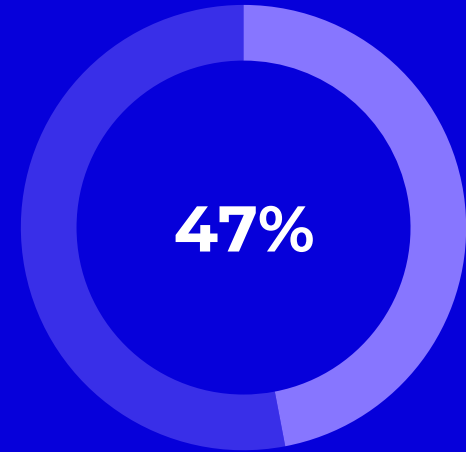
Most Hotels were Trying to **Solve the Problem of Reporting & Analytics** with their Technology Purchases




Large Hotel Chains

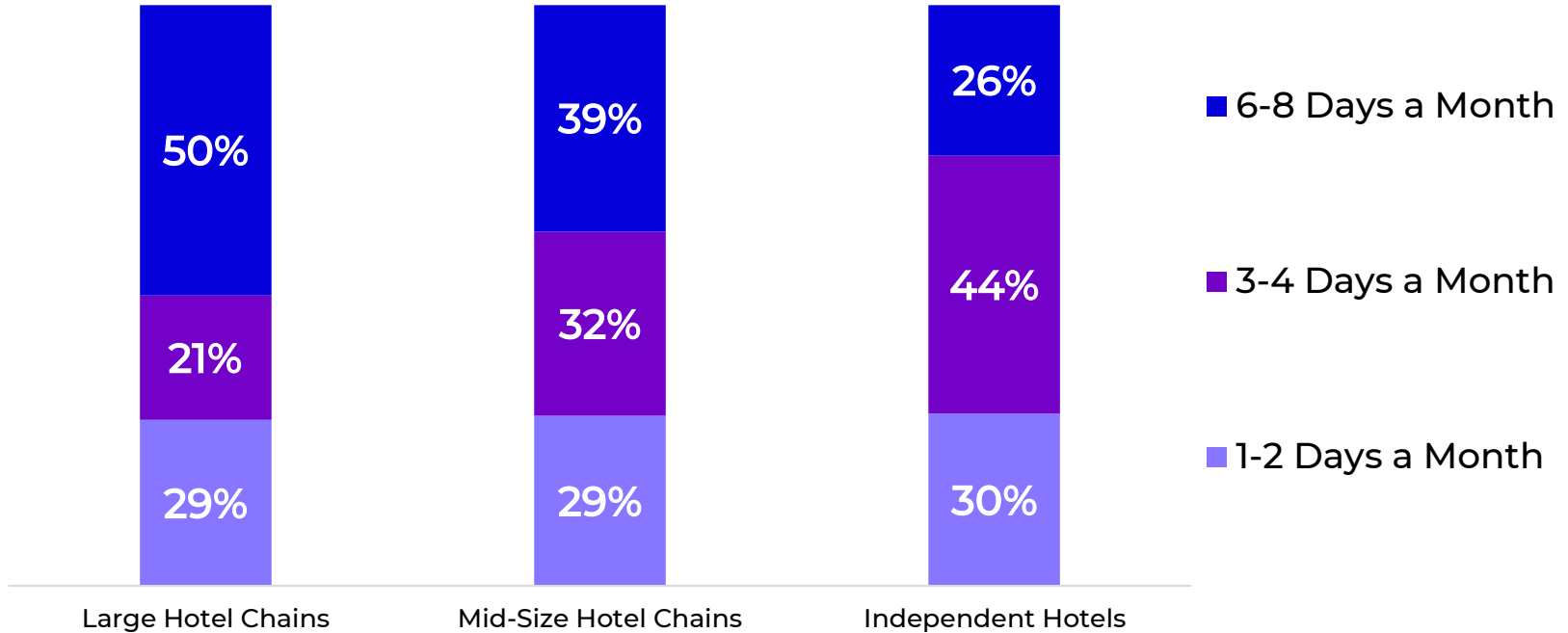


Mid-Size Hotel Chains



Independent Hotels

 On Average, Hotels Spend up to **2 days a Week in Reporting**



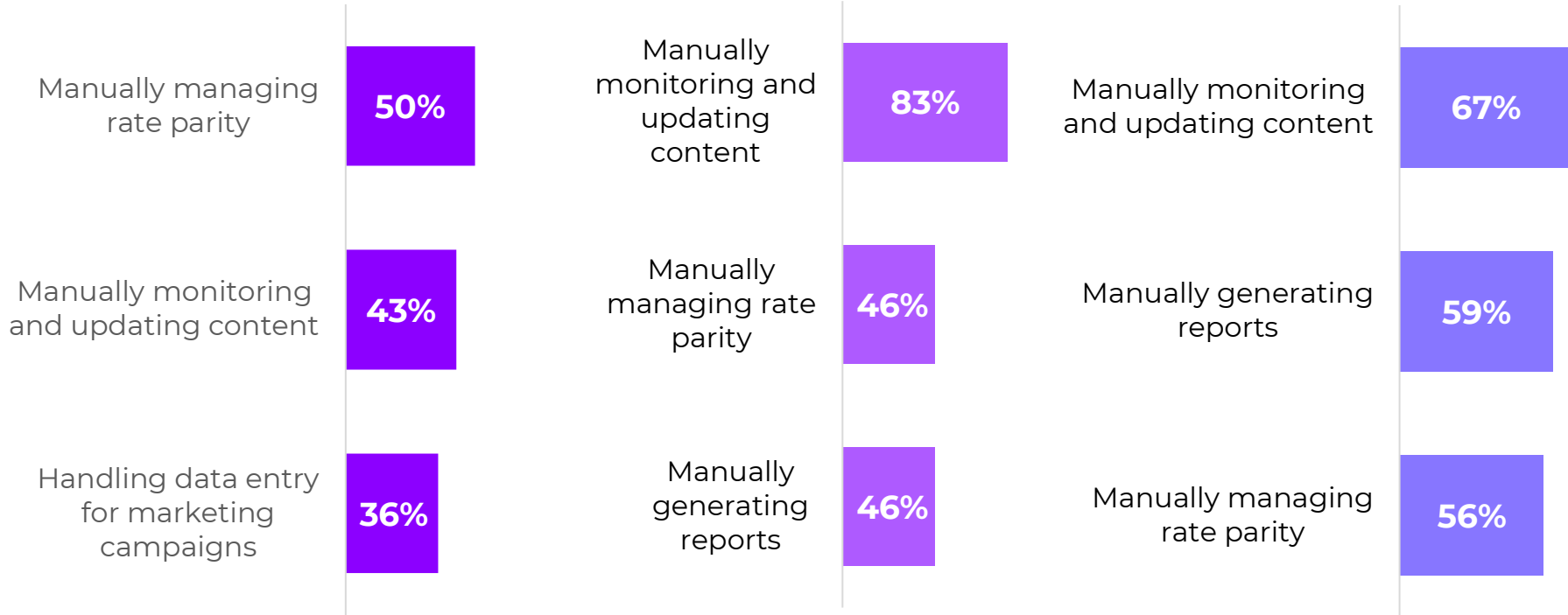


Types of Manual Activities Teams are Involved in

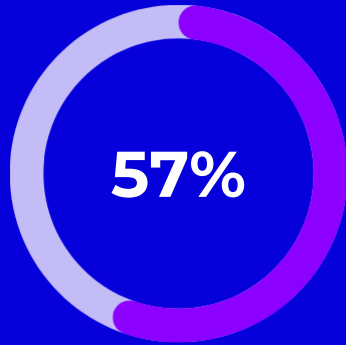
Large Hotel Chains

Mid-Size Hotel Chains

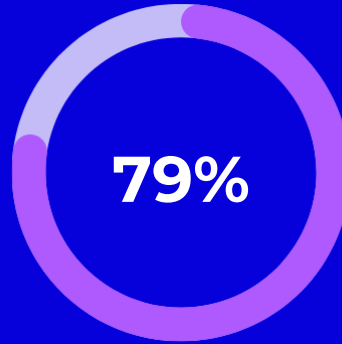
Independent Hotels



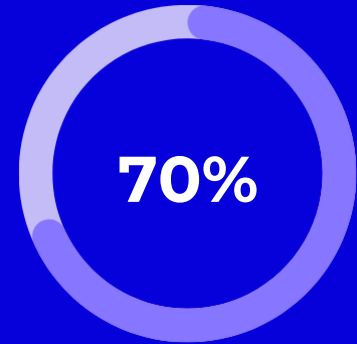
 The Biggest Factor for Deciding on a Solution



Ease of Implementation
for
Large Hotel Chains

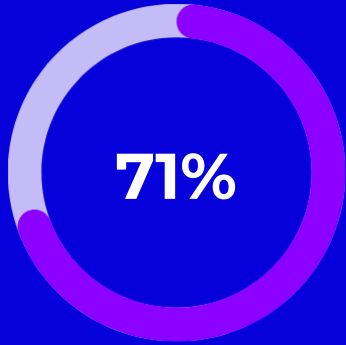


Scalability & Stability
for
Mid-Size Hotel Chains

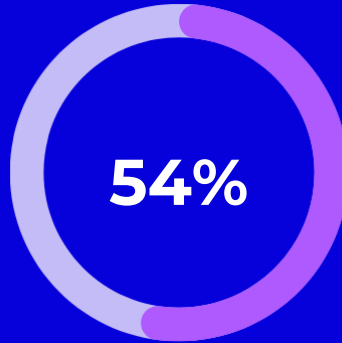


A Clear Return on Investment
for
Independent Hotels

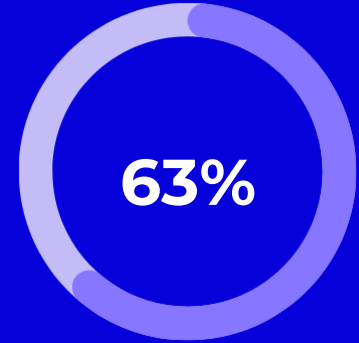
 Where are Hotels Investing the **Most Amount of Manual Efforts?**



**Monitoring
Rate Parity**
for
Large Hotel Chains



**Optimizing Paid
Campaigns**
for
Mid-Size Hotel Chains

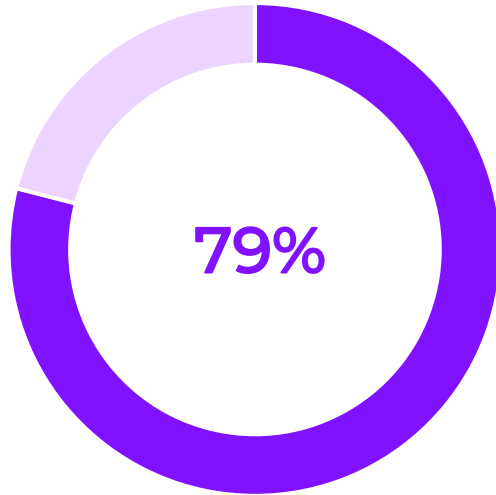


**Identifying New
Demand Channels**
for
Independent Hotels



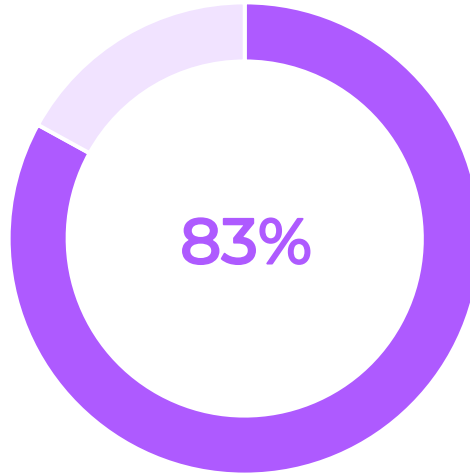
Where do they want to **Reduce Effort** Significantly:

Large Hotel Chains



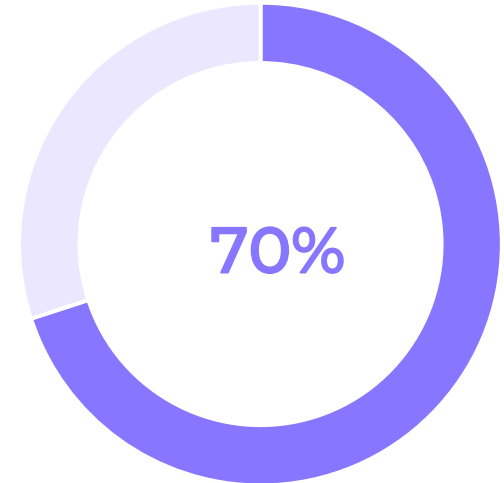
■ Updating and maintaining images and descriptions

Mid-Size Hotel Chains



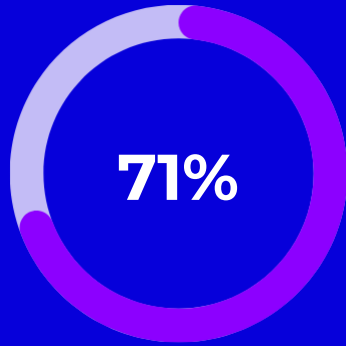
■ Managing Rate Parity

Independent Hotels

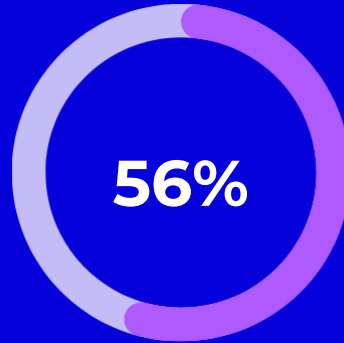


■ Creating and understanding reports

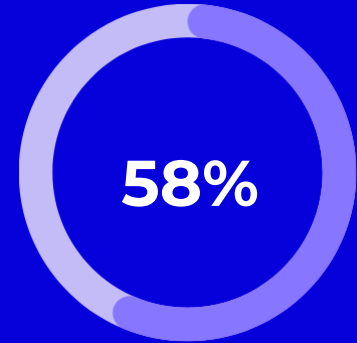
 **Sourcing the Right Talent** is the Highest Priority for All



**Large
Hotel Chains**



**Mid-Size
Hotel Chains**



**Independent
Hotels**

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