



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Catalysts for Change: Building the Hospitality Ecosystem of the Future



REVENUE OPTIMIZATION CONFERENCE

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Vice President Asia
Amadeus Hospitality

SINGAPORE 8-9 May 2024

**As a traveler, what is
important to you?**

The future of travel

SEAMLESS END TO END EXPERIENCE

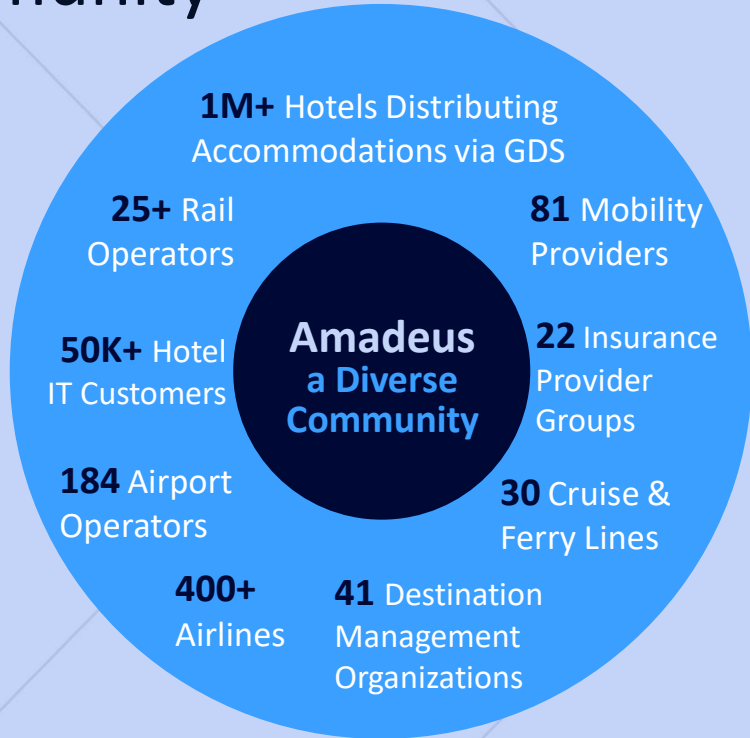
PERSONALIZED EXPERIENCES

DIGITAL FIRST

PEACE OF MIND

SUSTAINABLE

Serving all areas of the travel community



1300+ Hospitality Partnerships

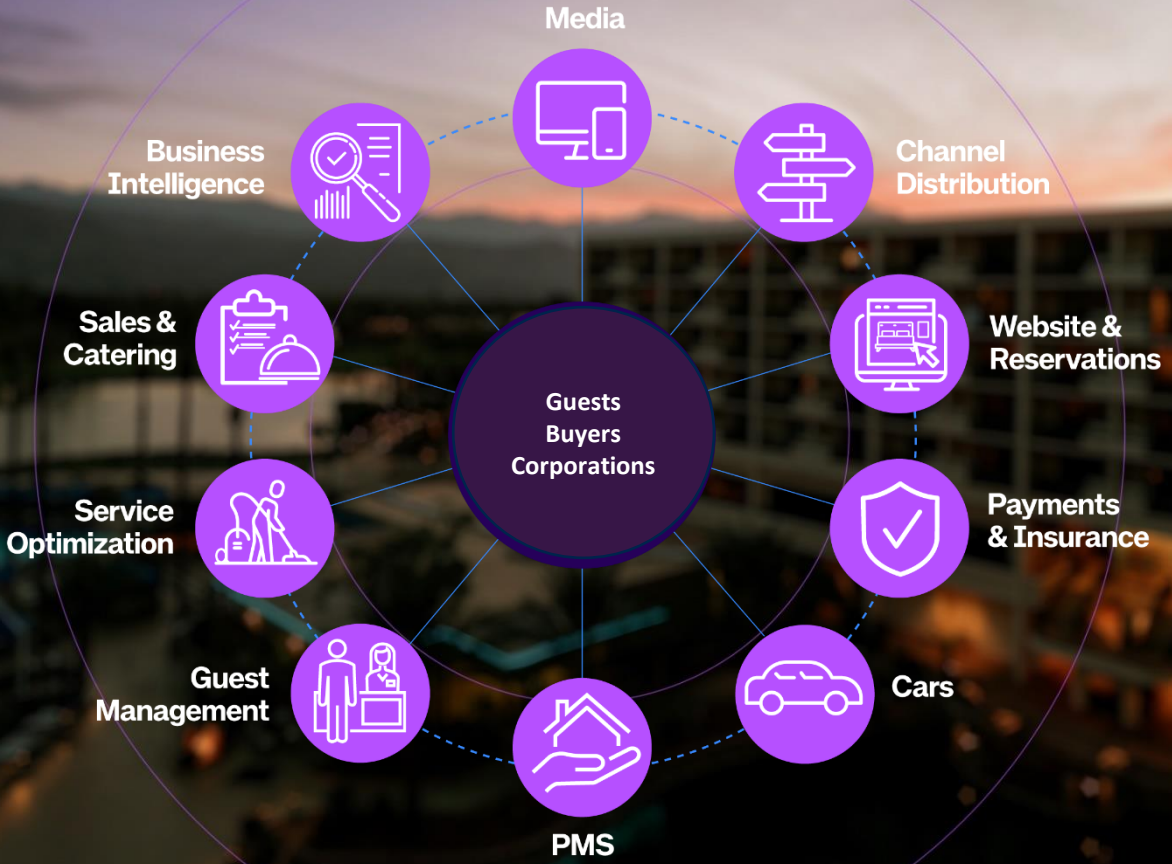


Amadeus. It's how travel works.



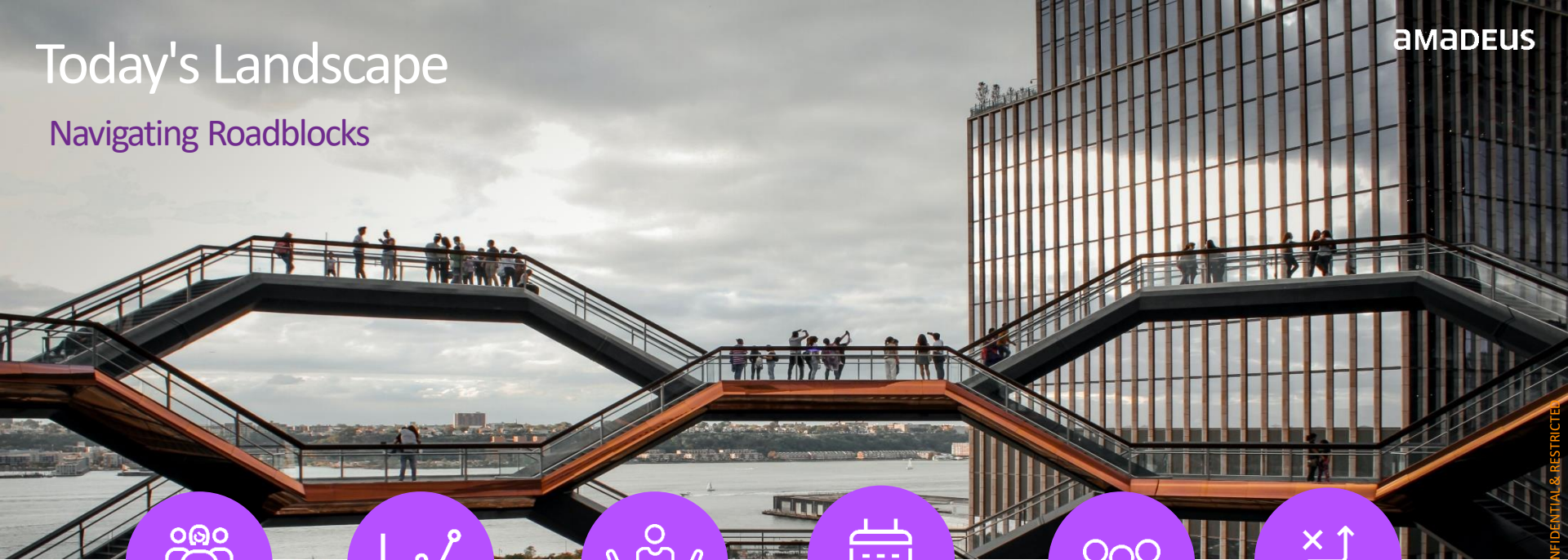
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Connecting the Hospitality Ecosystem



Today's Landscape

Navigating Roadblocks



Lean teams must do more with less



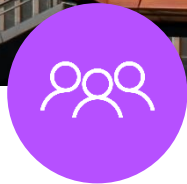
Increased customer expectations



Maintaining customer relationships



Smaller contracted booking windows



Fundamental shifts in group travel



Increase focus on sustainability

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With these priorities in mind our **TIPS FOR HOTELIERS**



TIPS FOR HOTELIERS

Digital experiences
gained renewed prominence
during the pandemic, with
travelers now expecting them
as standard



TIPS FOR HOTELIERS

Effective use of **business intelligence insights** and **media campaigns** to build a comprehensive multi-channel distribution strategy is vital for demand generation

TIPS FOR HOTELIERS

Embracing technology is a must to **optimise hotel operations**, manage critical events, and **elevate guest satisfaction**. Don't be afraid to innovate!

TIPS FOR HOTELIERS

FOCUS ON PERSONALIZATION to reflect individual Travelers requirements and be committed to **preserving and regenerating** the environment and leaving a positive, enduring impact on our local community.



Catalyst for Change

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From Insights to Driving Profitable Demand

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For Leisure

- Travel Region: Everywhere
- Frequency: Bleisure, annual trips with friends and family respectively



For Business

- Travel Region: APAC
- Frequency: every 2 months

Hannah
35 years old
Business Development Manager for
an IT Firm



For Leisure

Google Meta



Word of mouth



For Business



Travel Sellers

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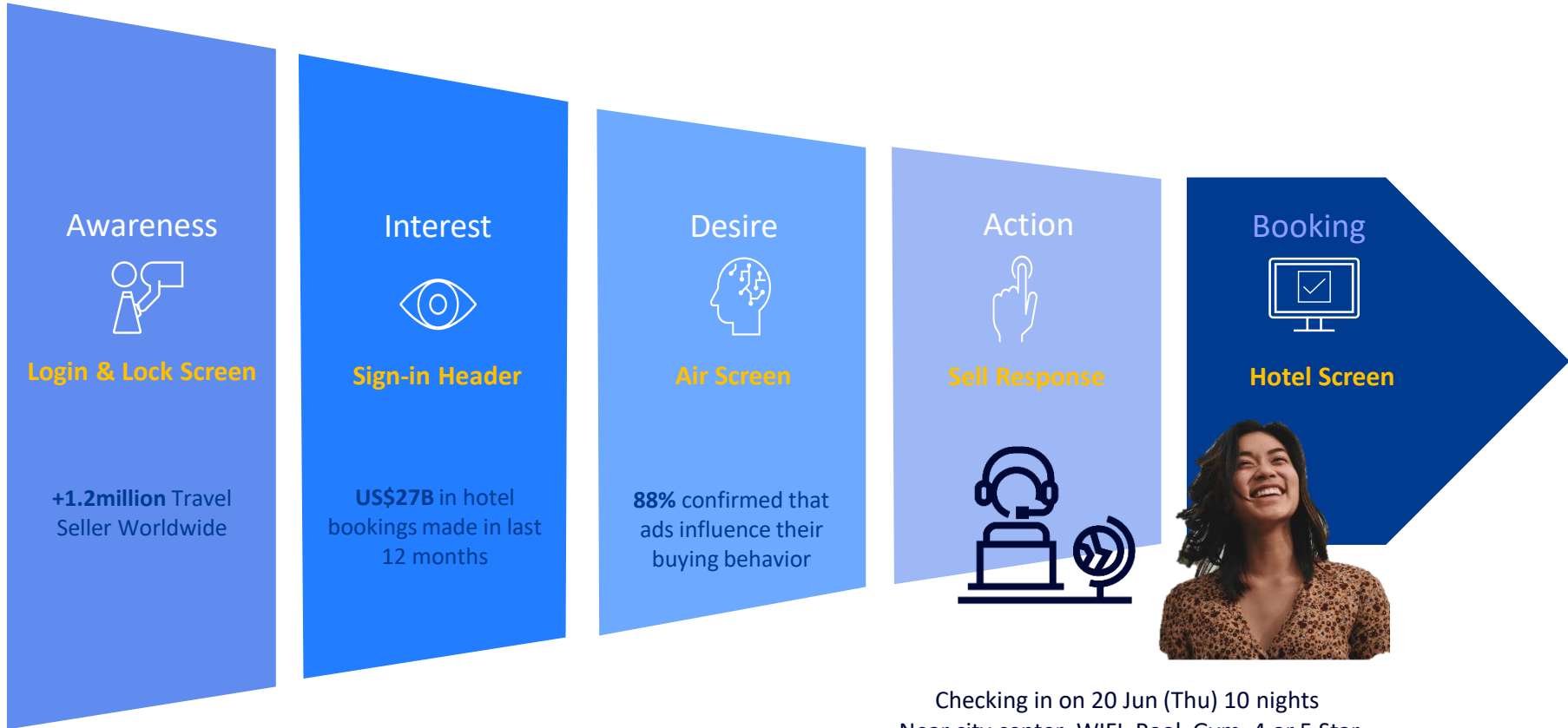
Sabre



TRAVELPORT

Is your hotel visible to Hannah for her upcoming business trip?

Why hotels need to increase visibility to influence travel sellers



Checking in on 20 Jun (Thu) 10 nights
 Near city center, WIFI, Pool, Gym, 4 or 5 Star
 Budget: US\$200

New command page

Enter an action (example: "Retrieve" or "Launch Smart Flow")



5-STAR LUXURY HOTEL

Booking file 1

Owned by CHITC8102

Customer view Off

1 Search

2 Browse

3 Booking

4 Confirmation

1752 hotels in Kuala Lumpur

Thursday, June 20, 2024 - Sunday, June 30, 2024 | 1 x Adult

Modify search

Return to previous version

Sort by Default

Meal plan

Payment

Hotel rating

Clear all hotel ratings

- & ★★
- ★★★
- ★★★★
- ★★★★★

Providers

Hotel name

Search

Amenities & accessibility

Clear all amenities

Search or select up to 6

- Internet Ace...
- Air conditioni...



The Ruma Hotel And Residences ★★★★★

HOTEL 📶 🛏 🚿 🚶 +5 more

📍 0.3km from city center

[Multiple sources](#)

From **USD 124.74** Per night [View rates](#)



PARKROYAL COLLECTION Kuala Lumpur ★★★★★

HOTEL 📶 🛏 🚿 🚶 +1 more

📍 0.7km from city center

Hrs

From **MYR 723.60 (USD 151.54)** Per night [View rates](#)



Renaissance Kuala Lumpur Hotel and Convention Centre First class

HOTEL 📶 🛏 🚿 🚶 +6 more

📍 1.2km from city center

[Multiple sources](#)

From **MYR 503.99 (USD 105.55)** Per night [View rates](#)



Sheraton Imperial Kuala Lumpur Hotel First class

HOTEL 📶 🛏 🚿 🚶 +7 more

📍 1.7km from city center

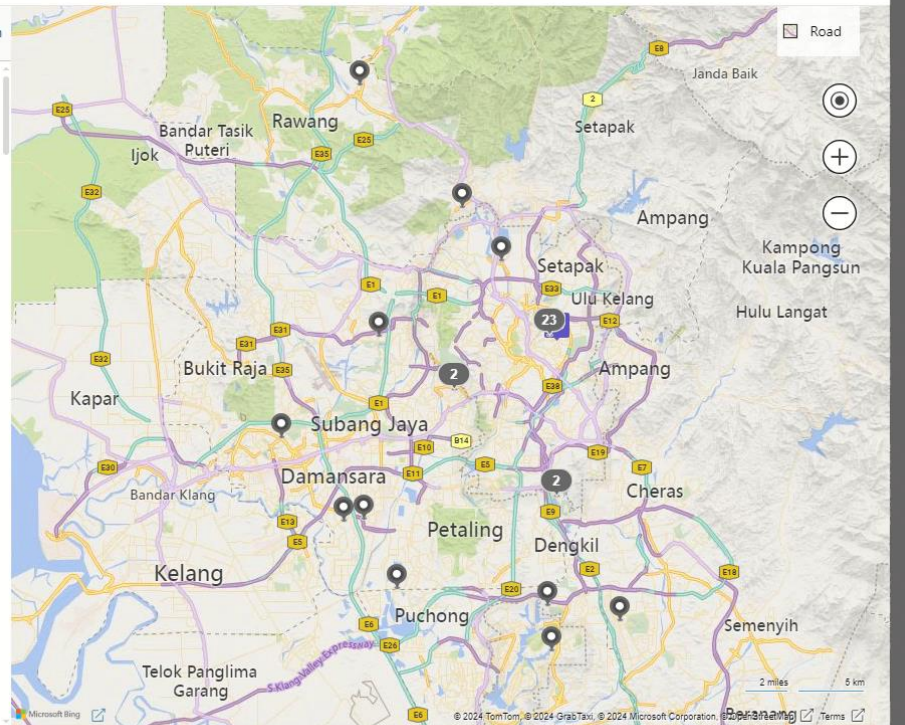
[Multiple sources](#)

From **MYR 491.71 (USD 102.98)** Per night [View rates](#)



Traders Hotel Kuala Lumpur ★★★★★

HOTEL 📶 🛏 🚿 🚶 +1 more



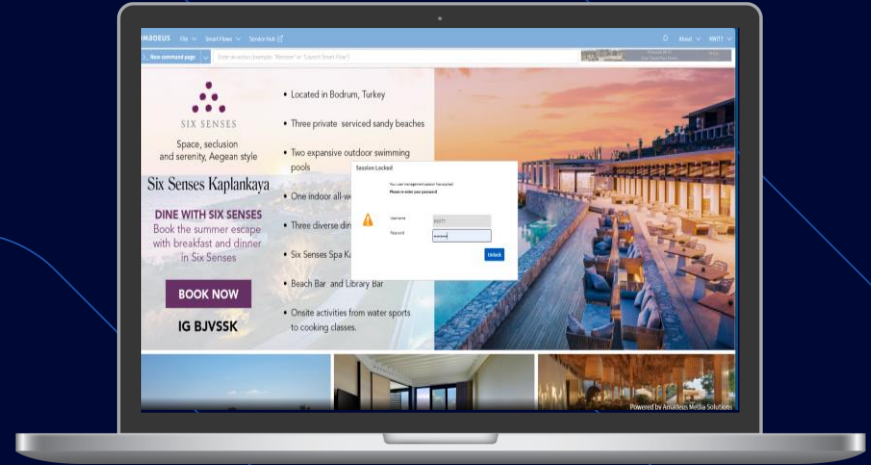
Best practices for a successful campaign

Must have requirements

1. Minimum recommended campaign length: **3 months**
2. **Hotel rates and hotel description pages up to date**
3. Ensure presence across **all GDS platforms**
4. **Commissionable**
5. **Available to all agents**
6. Establish & Publish **Relevant Ratings**
7. Maintain **rate parity**

Design Effective Ad Copy

1. Captivating images and clear message
2. Value-add component or offer
3. Differentiating selling points
4. Loyalty/rewards program
5. Include Brand or master chain code
6. Call-to-action



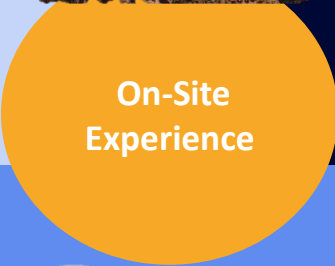
How to win Hannah over as a loyal guest for her future trips?



For Leisure



For Business



**On-Site
Experience**



Reception



Housekeeping



Facilities



Food &
Beverage



ESG



WIFI

Incorporate technology to maximise guest satisfaction



Reception

Contactless Services

- Digital check-in & check-out
- Pre-arrival communication
- On-site communication



Housekeeping



Food & Beverage

In-Room Technologies

- Voice
- Smart room technology
- Digital menus, QR code
- Robot



ESG



Facilities

Automated back-of-house system

- Scheduled preventive maintenance
- Housekeeping automation
- Staff management



WIFI

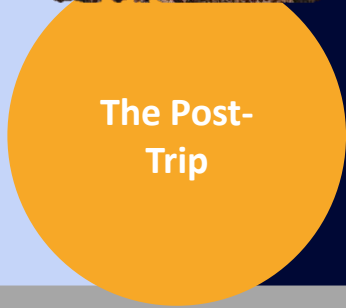




For Leisure



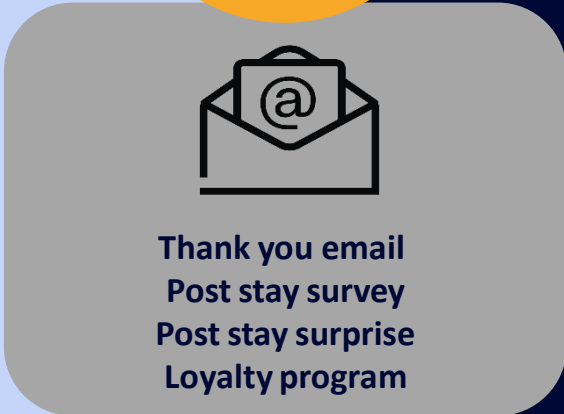
For Business



The Post-Trip



Claims & Expenses



- Thank you email
- Post stay survey
- Post stay surprise
- Loyalty program



Loyalty or Recognition Program

Hannah has begun planning her trip with her friends.....

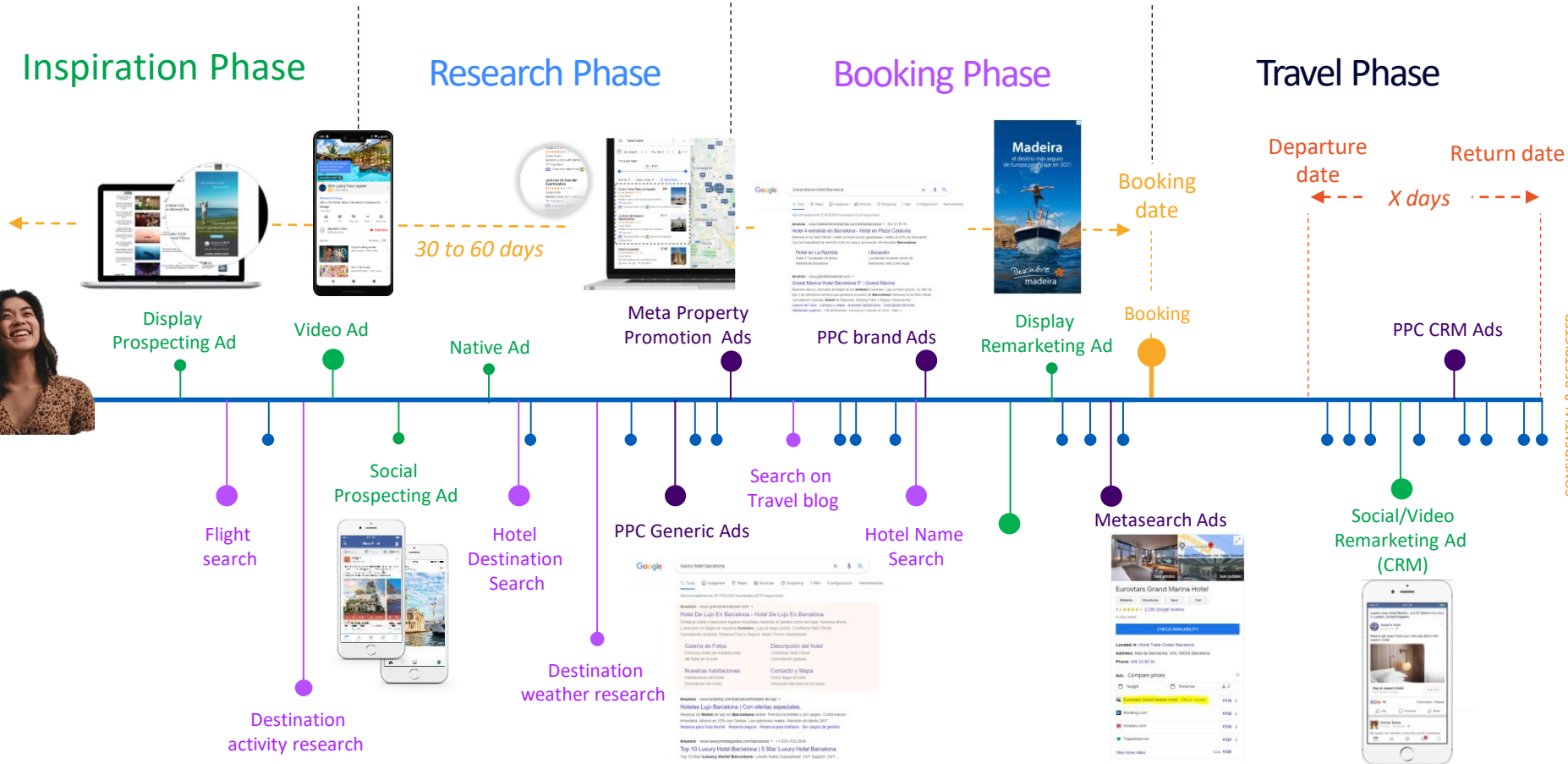
Reach the customer at every stage of the purchase funnel

Inspiration Phase

Research Phase

Booking Phase

Travel Phase



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In the transition to a cookieless world, it is important to know

**What is your
opt-in average
for consent?**

**How can you
increase your first
party data
collection?**

**Is your media
agency able to
support you
post cookieless
world?**

**Is your website optimized to adapt to the
change?**



CONGRATS!

All your hard work has paid off and you've created a loyal customer!

PROFITABILITY CHECKLIST

A foundational guide on KPIs you need to analyze to achieve your business objectives.

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MARKET INSIGHTS

Your hotel VS. market

- Comp set contribution
- Market occupancy, booking window and ALOS
- Market brand.com vs. OTA share

Demand Generation indicators:

1) User travel intent behavior

- Demand by accommodation search interest
- Demand by flight search interest
- Air demand data

2) Local events in region / city

CHANNEL MIX

Your channels' profitability

- Your brand.com vs. OTA share
- Top distribution channels by revenue
- Net Revenue share vs. cost by brand.com vs. OTA

Your profitability based on:

1) Guest profiles

- Average booking value by business vs. leisure travelers
- Average upsell value by guest profile
- Average lifetime value and booking value by loyalty tier

MARKETING MIX

Your digital channels' profitability

- Top digital marketing channels by net revenue ROAS
- Total loyalty members & potential guests converting vs. cost by channel

Demand Generation conversion:

1) Website production

- Overall website conversion vs. industry
- Top digital channels contribution to net revenue

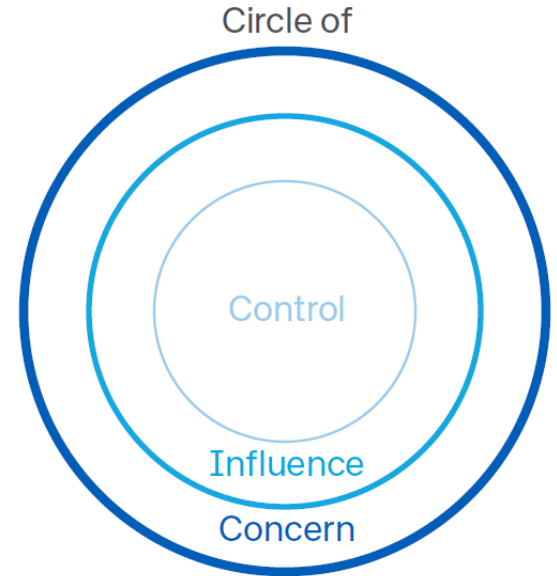
You're thinking about investing in technology.

Pause a moment and take a deep breath.

With today's hospitality industry constantly evolving, it's more important than ever to make informed decisions. As market performance fluctuates and traveler preferences may seem to shift practically overnight, it's easy to feel overwhelmed. Your brain's immediate response when faced with too many decisions is to either run and avoid the decision entirely or act impulsively.

In this guide, we'll help you rethink how you approach purchasing technology so you can ensure you are opting for what's right **now and in the future.**

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