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REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



hsmai

SINGAPORE 8-9 May 2024

Maximising Revenue in 2024: Spotlighting APAC and China Region's Tourism Trends



REVENUE OPTIMIZATION CONFERENCE

Kuan Yii

Senior Business Development Manager
Lighthouse

SINGAPORE 8-9 May 2024



Meet your Speaker



Kuan Yii (Chan)

- Senior Business Development Manager APAC
- Based out of Singapore (since Dec 2019)
- 9 years of expertise in the hospitality sector
- Manage key accounts in Singapore, Malaysia and the Greater China Region



Lighthouse is the global leader in cloud-based rate & market intelligence, parity management and business intelligence for the travel & hospitality industry.



Trusted by 65,000+ hotels





Our product overview





Agenda:



Current Overview

2024 Industry Pulse

A Forward Glance

Demand Meets Future Trends

Illuminating The Paths

Revenue Optimisation

Summary

How do you stack up?



Current Overview:

2024 Industry Pulse





Year on Year Increase in Flight Searches

Global

31%

Increase in 2023

20%

Increase in 2024

APAC

92%

Increase in 2023

25%

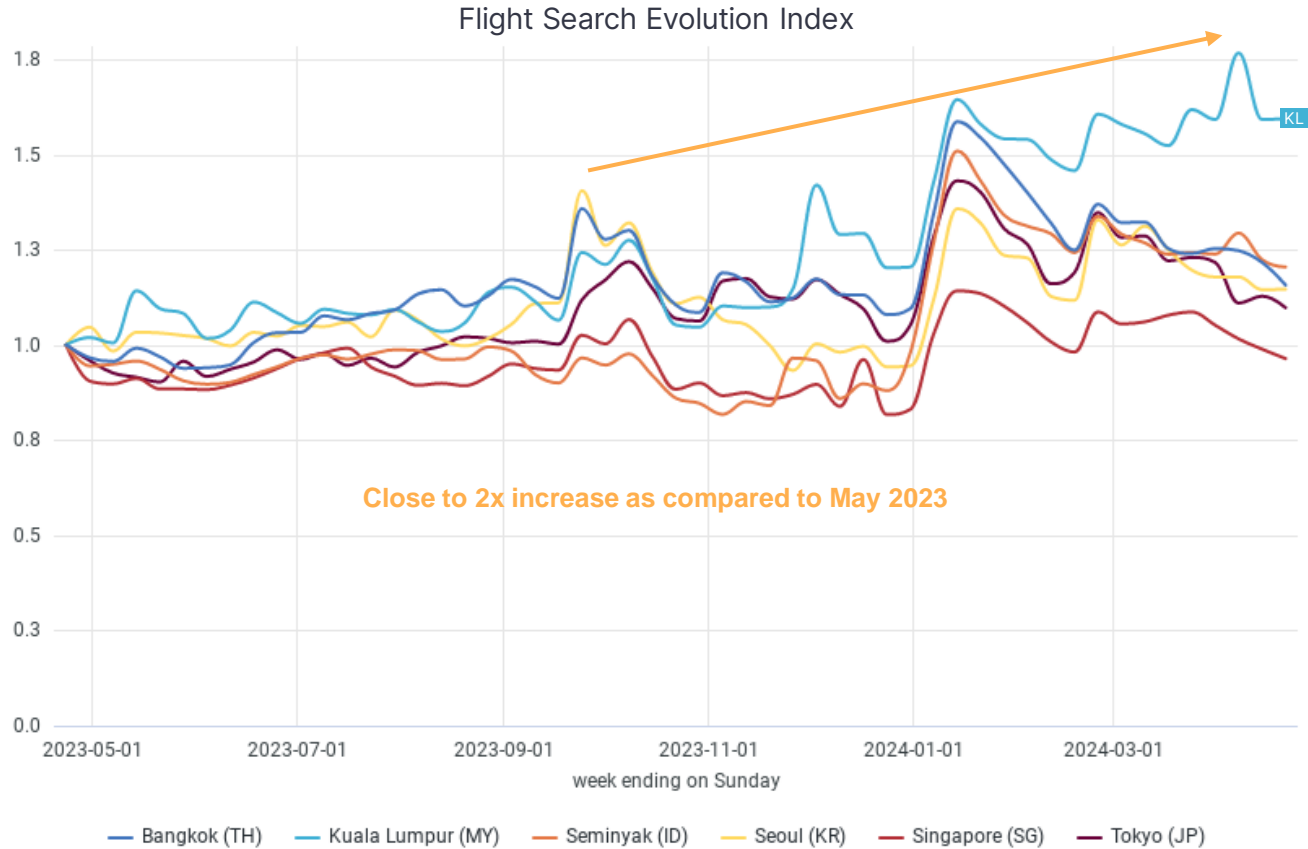
Increase in 2024

Source: Lighthouse



Flight Search Evolution

Key APAC Cities



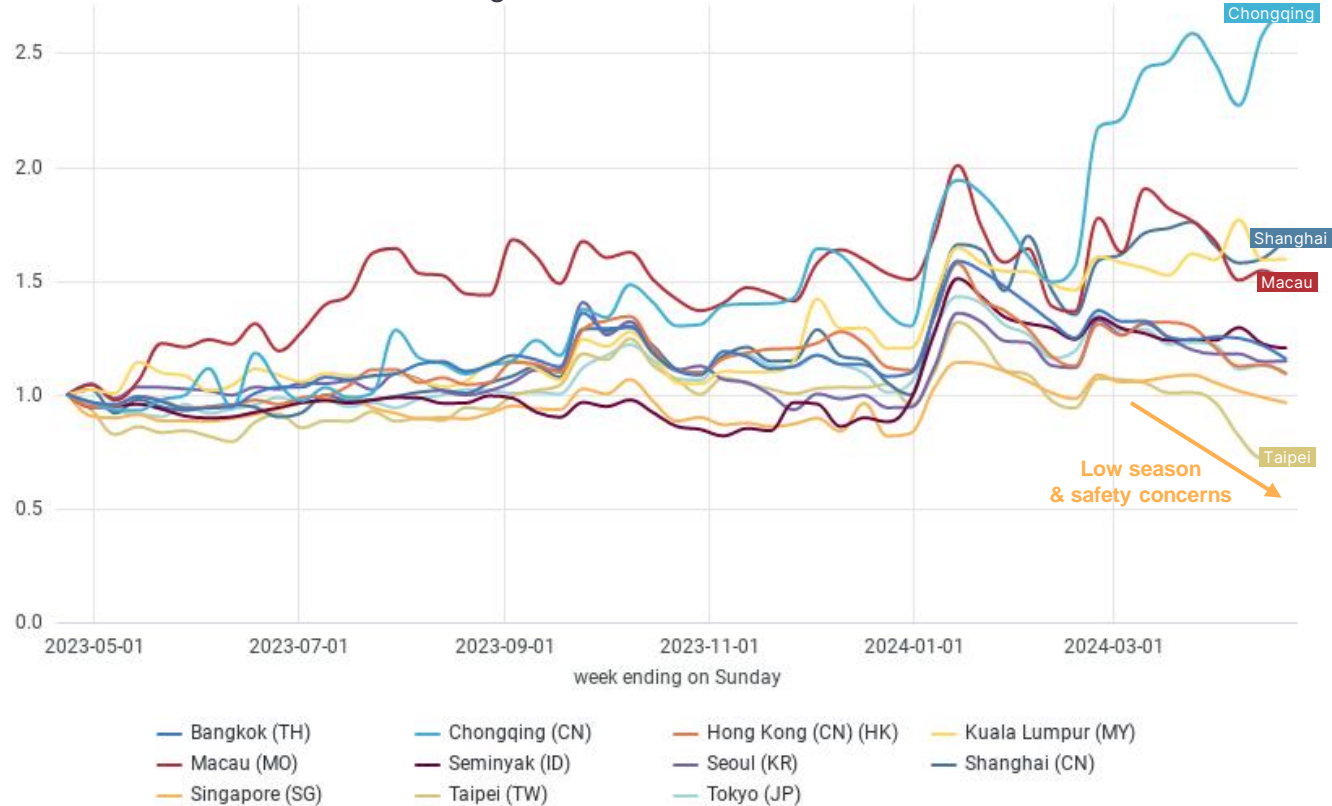
Source: Lighthouse



Flight Search Evolution

Incl. Greater China Region

Flight Search Evolution Index



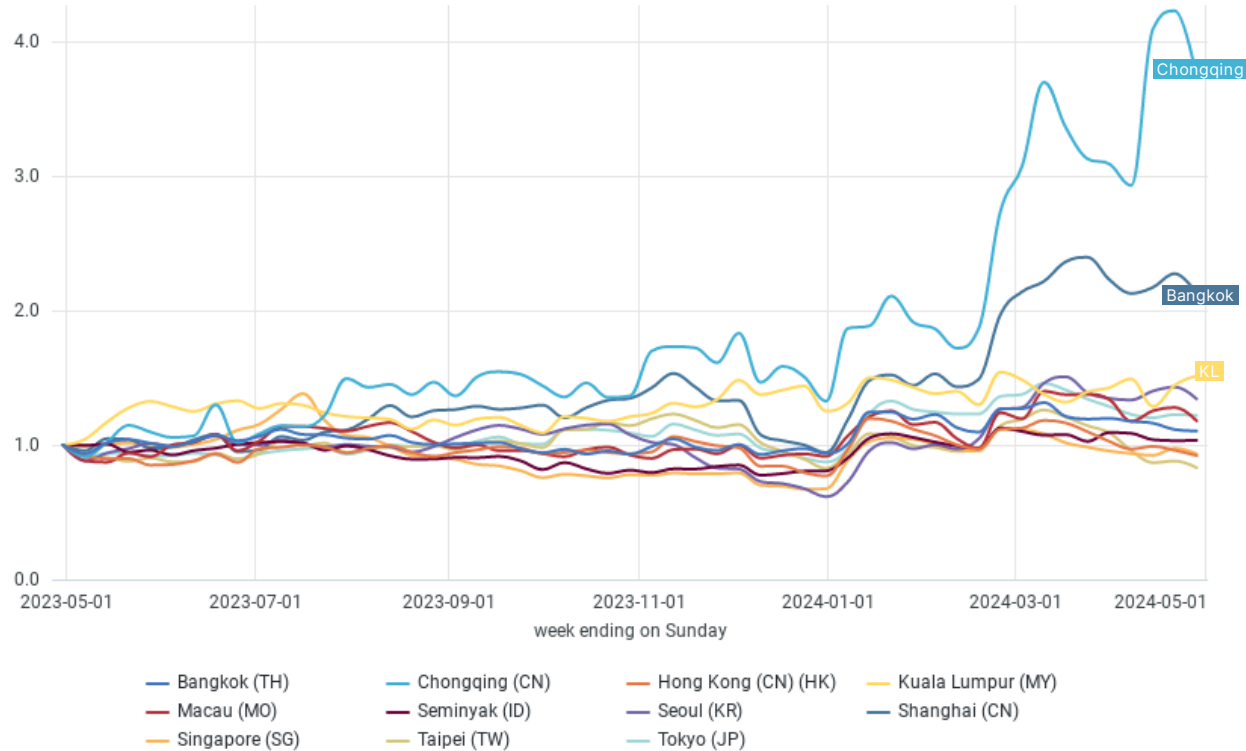
Source: Lighthouse



Meta/ OTA Hotel Search Evolution

Incl. Greater China
Region

Meta/OTA Hotel Search Evolution Index



Source: Lighthouse



China Market Summary

- Q1 2024 international departures from China is at **-32% versus 2019 levels**
- Outbound trip bookings for May holiday lagged 2019 levels by **only 13%** (Most booked/searched: JP)



CNY 2024 vs. 2019 was -57%, but 2.5x more trips than CNY 2023
Data: Ministry of Culture and Tourism



China Market Summary

- **Beijing** is the popular destination and a source of eager tourists
- 2023 Ctrip average trip length: **Asia 4D** (10-21D for the other regions)
- 2023 Ctrip booking lead time: **Flight 10D, Hotel 5D, Visa 24D, Group Tour 13D**
- Ctrip Most Searched Outbound Destinations: **JP, HK, TH, US, MO, MY, KR, FR, SG, VN**
- Ctrip Most Popular Outbound Destinations: **HK, MO, JP, TH, KR, SG, US, MY, UK, AU**



A Forward Glance:

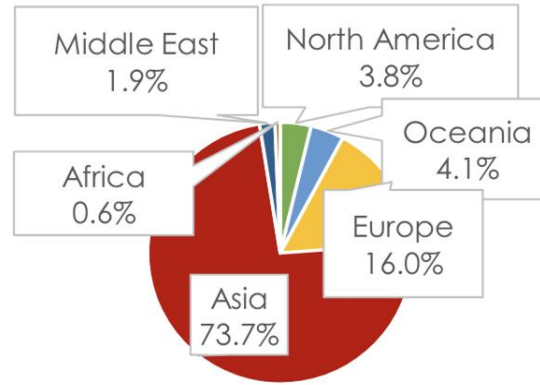
Market Demand Meets Future Trends



2024 Chinese Tourists

Booked Outbound
Destinations

Outbound travel regions
already booked

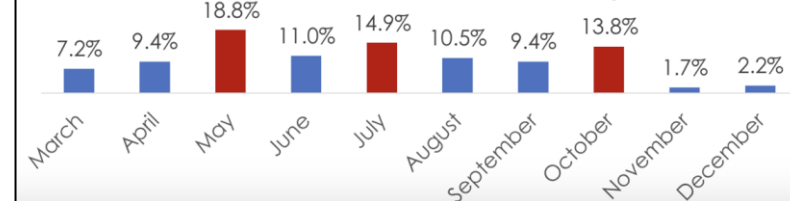


Desire for a longer
holidays (>a week)

Data: ILTM

	Destination	% of bookings	% Repeat visit
#1	Hong Kong	32.6%	10.2%
#2	Macau	19.9%	22.2%
#3	South Korea	15.5%	17.9%
#4	Japan	14.4%	15.4%
#5	Thailand	12.7%	17.4%
#6	Taiwan	8.8%	12.5%
#7	Malaysia	6.6%	8.3%
#8	Singapore	6.1%	18.2%
#9	Australia	5.5%	10.0%
#10	USA	4.4%	0.0%

Scheduled month of booked itinerary













Source: Dragon Trail



2024 Chinese Tourists

“Dreaming & Planning”
Outbound Destinations

	Destination		% Repeat Visit
#1	 South Korea	11.5%	7.9%
#2	 Thailand	9.7%	22.6%
#3	 Japan	7.7%	23.8%
#4	 Singapore	6.6%	11.1%
#5	 France	5.7%	6.5%
#6	 Iceland	4.4%	4.2%
#7	 Macau	4.2%	30.4%
#8	 Hong Kong	3.8%	14.3%
#9	 Australia	3.5%	0.0%
#10	 Malaysia	3.5%	15.8%

Source: Dragon Trail

2024 Chinese
Outbound trips will
reach 130M

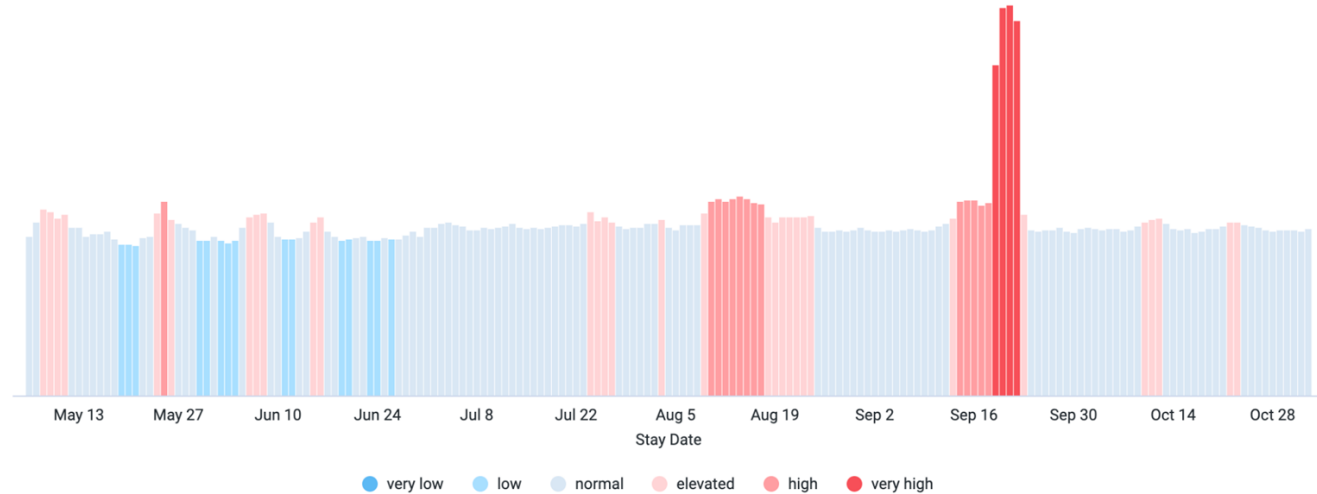
Data: China Tourism Academy



Assess Market Demand

Spotlighting
Singapore

Demand Level

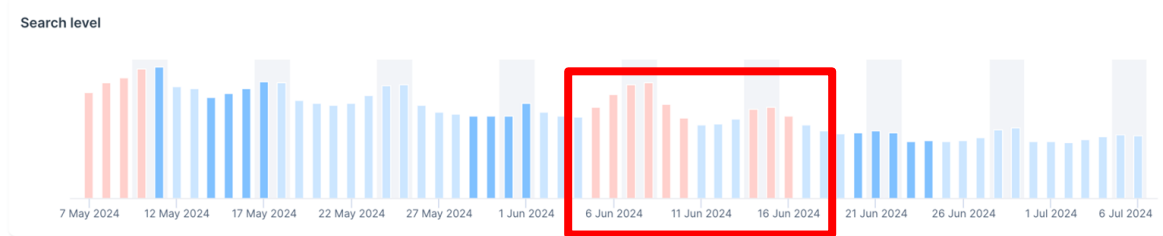


Source: Lighthouse



Know who is looking to book

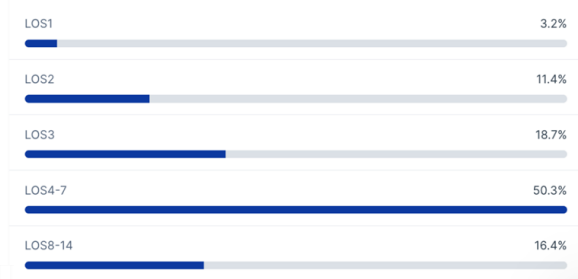
Flight search evolution for Singapore



Top searching countries

Countries		Avg. LOS
> India	21.1%	6.1
> South Korea	12.9%	4.2
> Australia	6.9%	6.3
> United Kingdom	6.3%	7.7
> Indonesia	4.9%	3.9
> Taiwan	4.8%	4.4
> Japan	4.4%	4.2
> Thailand	4.0%	3.4
> Philippines	3.7%	4.6
> Hong Kong	3.0%	4.2

Length-of-stay



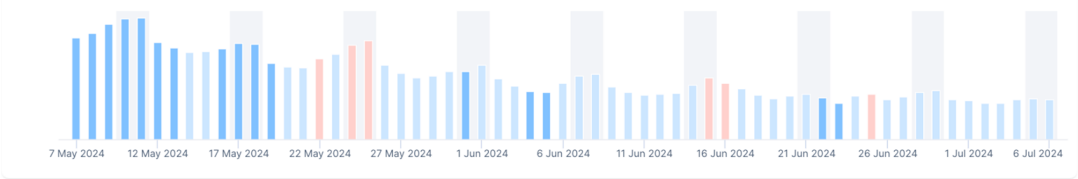
Source: Lighthouse



Know who is looking to book

Hotel search evolution for Singapore

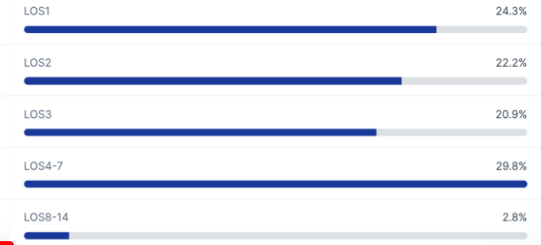
Search level



Top searching countries

Countries		Avg. LOS
India	22.8%	4.1
Indonesia	14.5%	2.5
Philippines	7.7%	3.3
Singapore	7.0%	2.6
China	5.7%	2.8
Thailand	4.1%	2.5
Vietnam	4.0%	3.0
Australia	3.9%	3.8
South Korea	3.6%	2.6
Malaysia	3.3%	2.1

Length-of-stay



Source: Lighthouse



Illuminating The Paths:

Revenue Optimisation



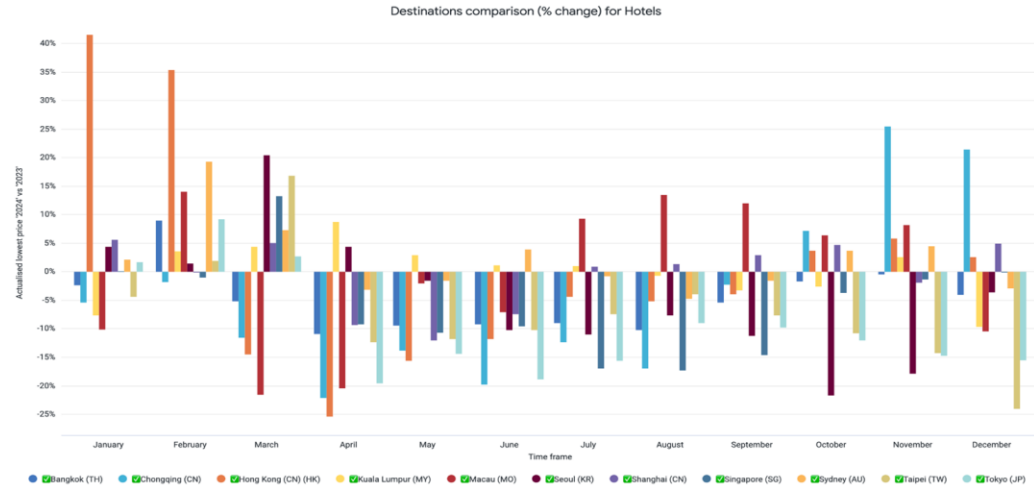
Pricing Recovery

APAC & GCR

2024 vs 2019



2024 vs 2023

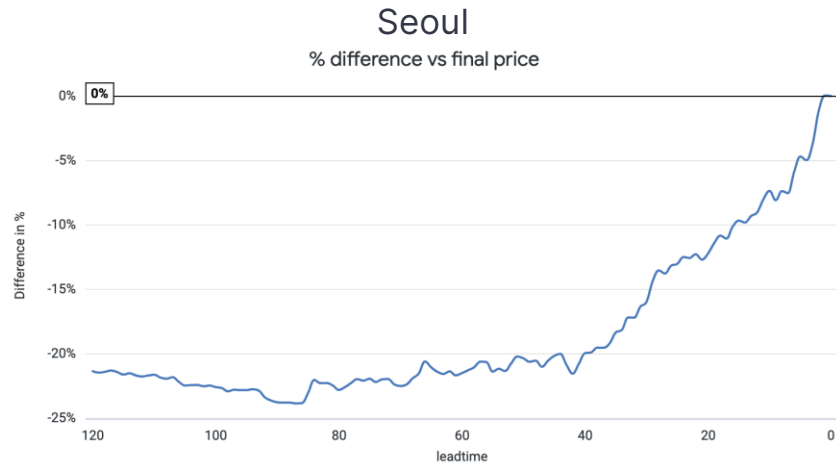
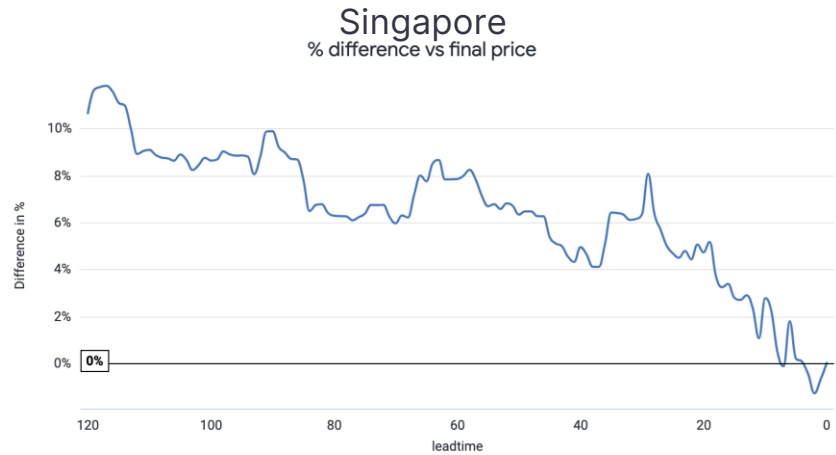


Source:
Lighthouse



Leadtime Pricing Trends

(arrival date 1st April)

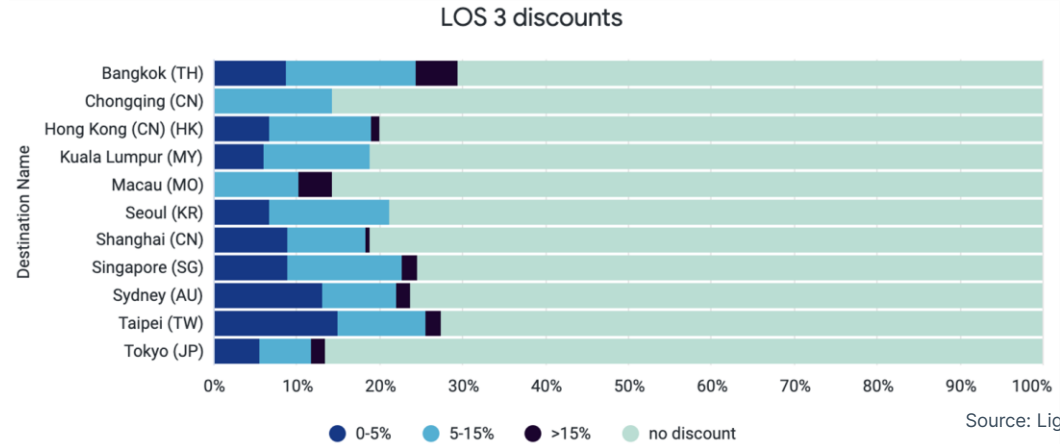
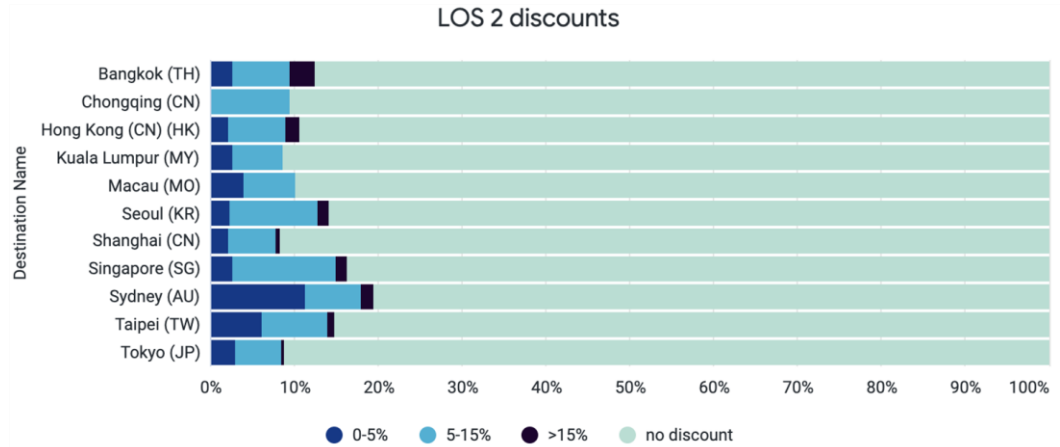


Source: Lighthouse



Optimise Prices

LOS Discounts



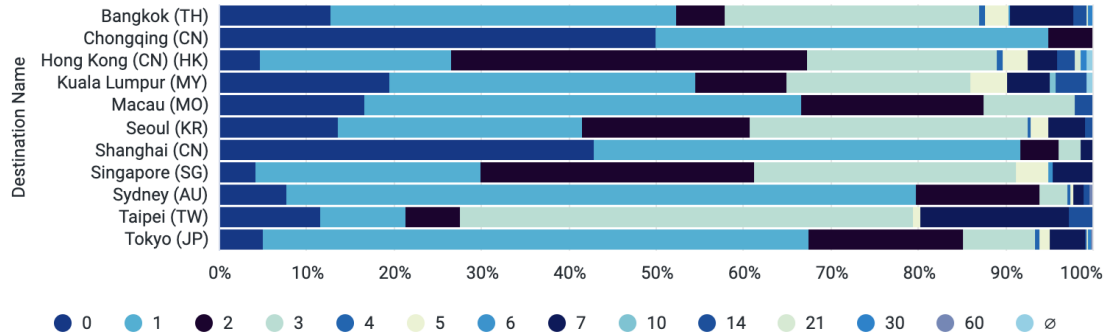
Source: Lighthouse



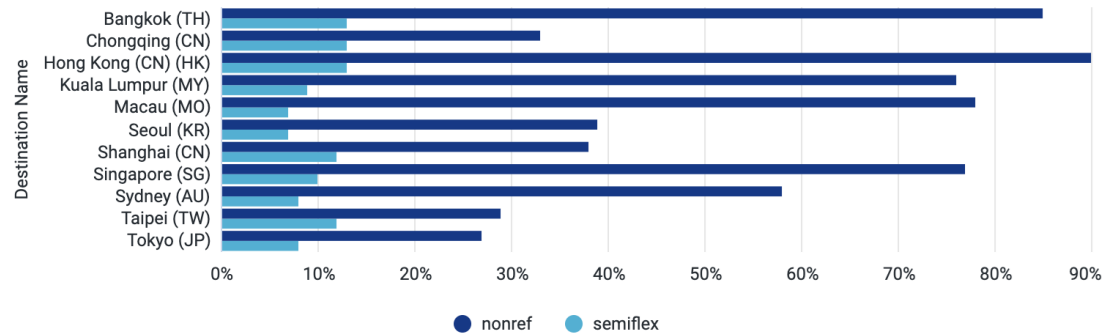
Optimise Prices

Cancellation & Rate Types

Cancellation days for BAR (days before arrival)



Hotel ratio offering non-ref and semi-flex



Source: Lighthouse



Big Picture Tips

- Focus on feeder markets.
- Constantly monitor length-of-stay-pricing, discounts and cancellation policies.
- Measure the impact of 'external' drivers on strategy (*such as conferences, sporting events, concerts, etc.*).
- KOL marketing on Douyin or Xiaohongshu has become one of the most successful ways to attract Chinese consumers (*in addition: Promotional videos, live streaming, reality TV shows*).
- Work as a team: Commercial strategies catering to the evolving consumer preferences.



Summary:

How do you stack up?



Benchmark against your market and your competitors

Spot trends in your performance compared to your market & competition



Overview Market Rates Revenue **Benchmark**

Own Hotel



< > Feb 6, 2024 - Mar 7, 2024 All segments vs. STLY Pickup vs. 7 d. ago

Sync in progress

Performance overview

View by Day





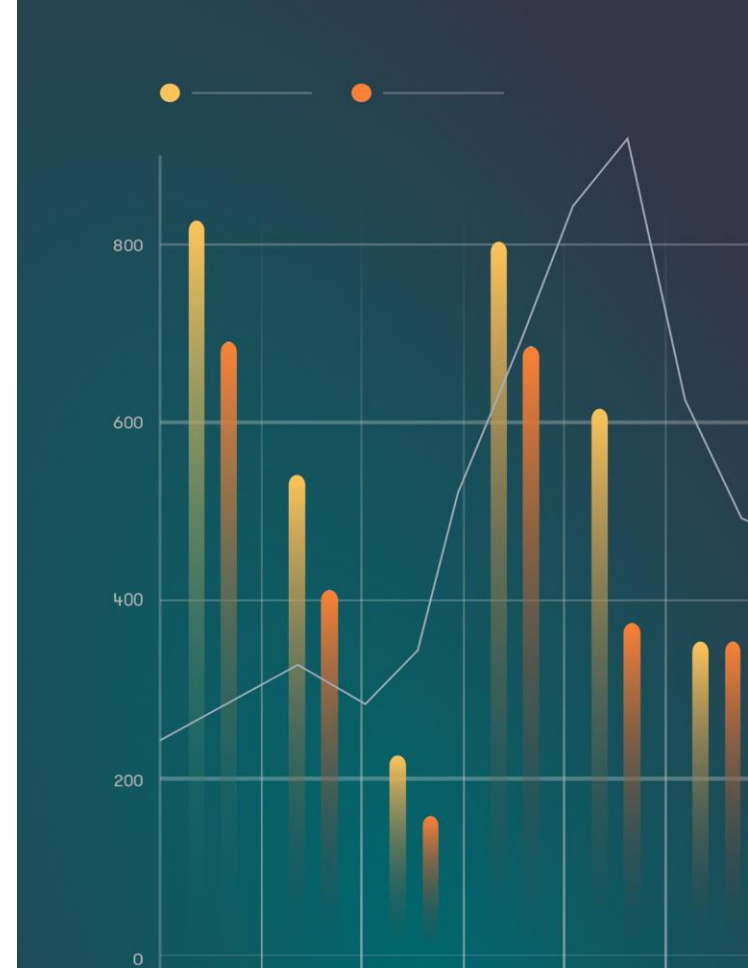
Technology is quickly evolving
and not all hotel benchmarking
solutions are keeping up.



The Problems

Pain points we hear from our customers

- ❌ Low Quality Data
- ❌ Data Overload
- ❌ Manual Reporting
- ❌ Not Enough Time





What makes Benchmark Insight unique



Actionable intelligence that drives decisions

Insights that tell you where to focus, what actions to take, and where opportunity exists.



The most diverse and trusted data set in the hospitality industry

Historical and forward-looking data spanning global chains, independent hotels, and short term rentals.



Lightning-fast with a simple and easy to use interface

Unparalleled user experience provides instant clarity on performance.



Flexible integrations with fast onboarding

Getting started is refreshingly simple and user-friendly, allowing you to spot trends and take action faster.

Meet us at Lighthouse Booth #5!

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