



# COMMERCIAL STRATEGY CONFERENCE

*Strategize, Optimize, Capitalize*



26 July 2024

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



# Ancillary Distribution Strategies For Hotels



**SAREL NAIR**

**Director of Revenue**

**Indian Hotels Company Limited (IHCL)**

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**DELHI** 26 July 2024

# IHCL

## ANCILLARY REVENUE DISTRIBUTION

SAREL NAIR



SELEQIONS

GATEWAY

VIVANTA

GINGER

amã  
STAYS & TRAILS

3min  
guaranteed quality cuisine









# Global Market



**\$ 80B**

**\$ 130B**

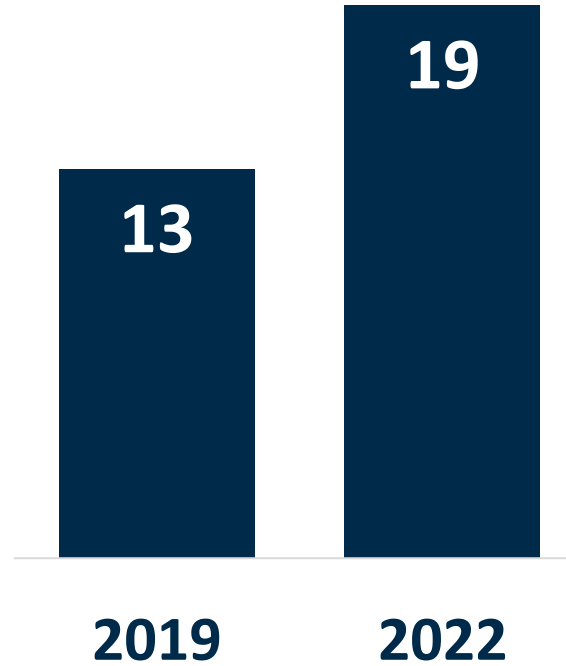
Source: STR



# US Market



\$ Billions



**10%**  
**CAGR**

Source: STR





THE TAJ MAHAL PALACE  
MUMBAI



SELEQTIONS

GATEWAY

VIVANTA

GINGER

amã  
STAYS & TRAILS

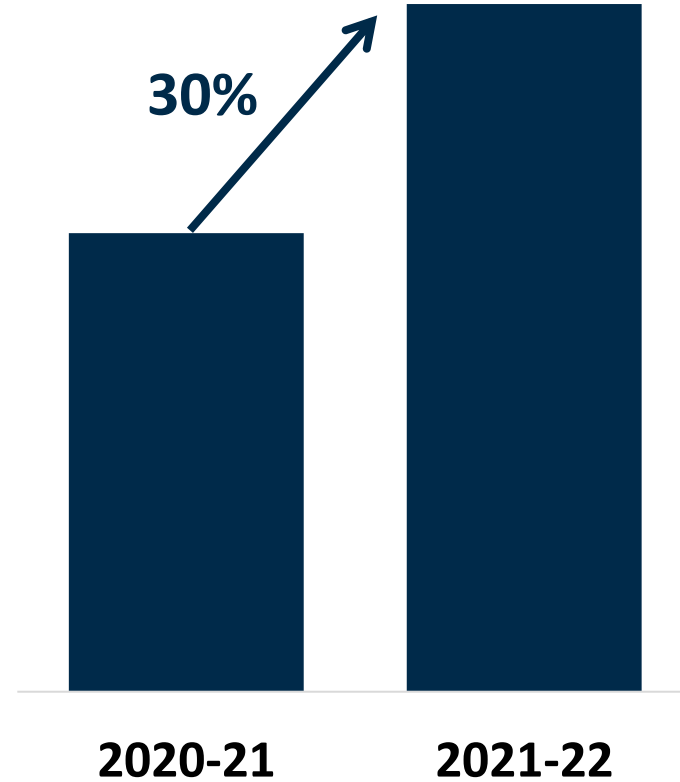
3min  
guaranteed quality cuisine



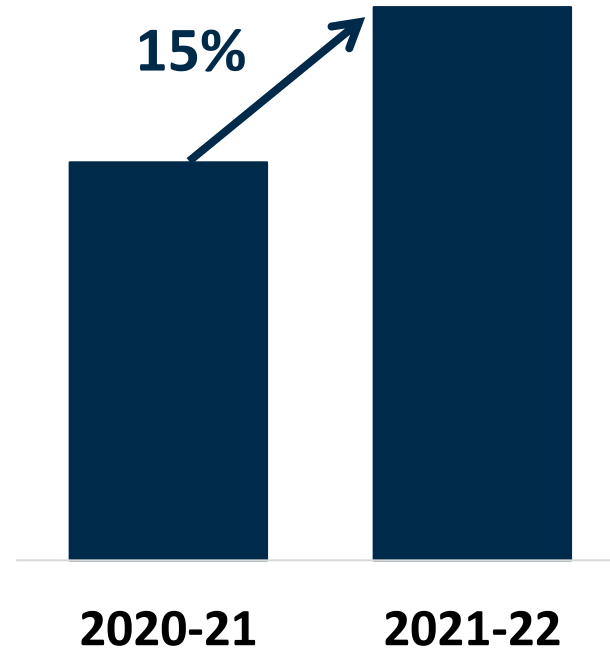
IHCL



# ABODE INDULGENCE

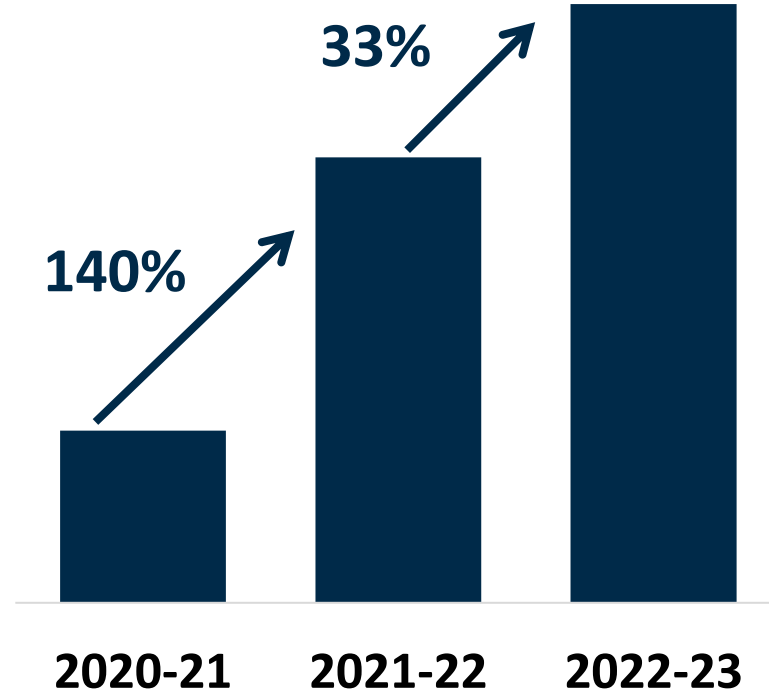


# VIRTUAL EVENTS

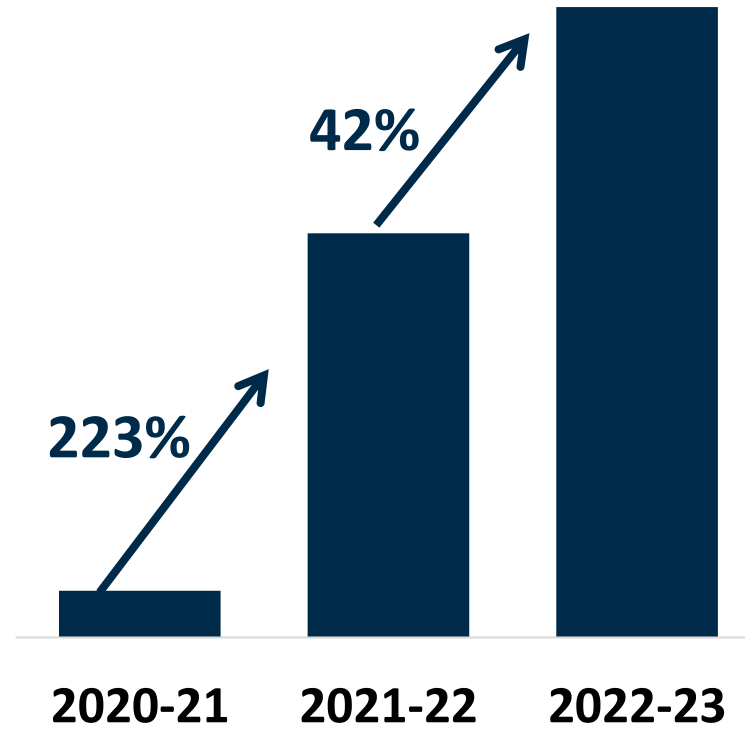




# GRAND PROPOSALS

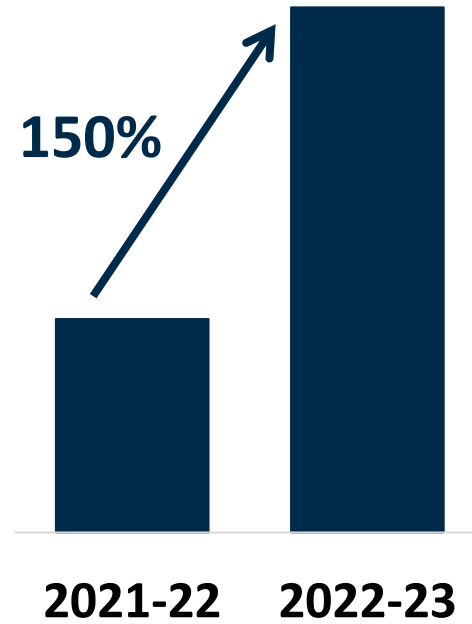


# SIGNATURE CELEBRATIONS





# ROYAL E-VICTORIA



# IDENTIFY OPPORTUNITIES

## GUEST SEGMENTATION



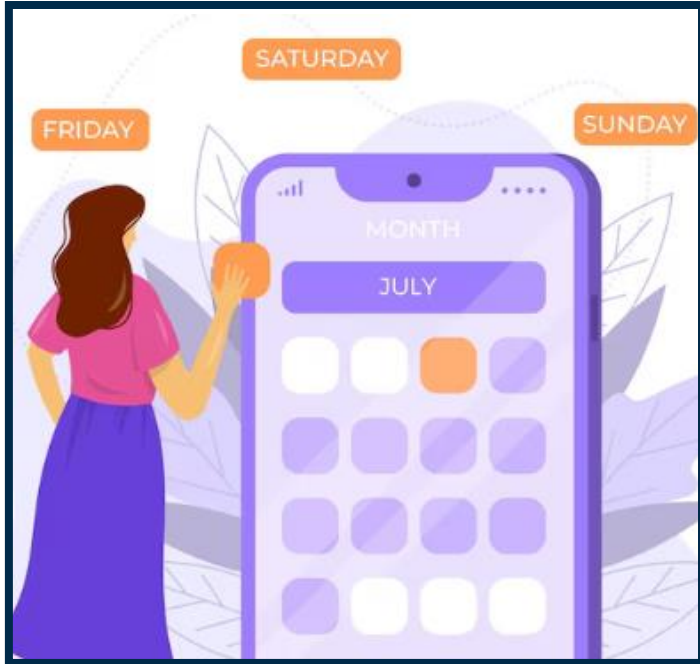
## DATA ANALYSIS





# DISTRIBUTION

## DIRECT



## PARTNERS



## ON SITE PROMOS



# ENHANCE GUEST EXPERIENCE

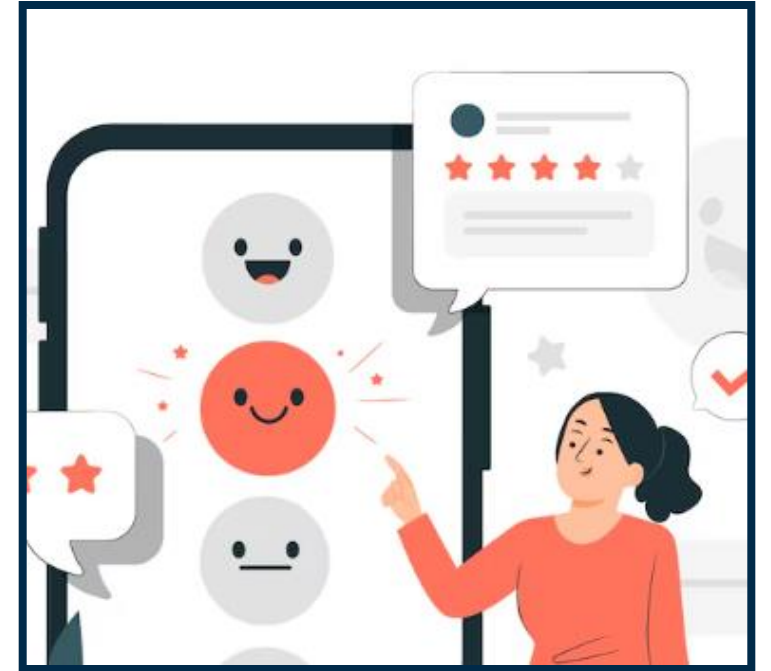
## INTEGRATION



## TRAINING



## FEEDBACK





# PRICING

## DYNAMIC PRICING



## TRAINING



# MEASURE SUCCESS



THANK YOU





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