

The Distribution Puzzle



Agenda

- Introduction
- Wholesalers
- B2C tour operators and travel agents
- Self booking tools (SBT)
- Next steps

SAP Concur 

ORBITZ

hotelbeds

 TravelPerk

FINDHOTEL









Every rate a hotel distributes is connected to every other rate in multiple ways



priceline



WebBeds





agoda 

IBM



TripActions





TRAVELURO 

momondo

Trip.com

PREFERRED TRAVEL GROUP BELIEVE IN TRAVEL

The Major Wholesalers



Booking Holdings B2B Distribution



3 December 2021

Agoda announced the launch of Beds Network, its first foray into wholesale distribution, with the aim to help properties around the world distribute their wholesale rates more efficiently and effectively. Leveraging Booking Holdings' connection to over 10,000 affiliate partners network across various markets and verticals such as airline partners, offline travel agencies, credit card companies and more, Beds Network's partners will also access Agoda's advanced distribution technology to increase productivity of their inventory.

30 December 2021

Booking Holdings Inc. (NASDAQ: BKNG) today announced that it has successfully completed its previously announced plan to acquire Getaroom from Court Square Capital Partners for approximately \$1.2 billion. Getaroom is a B2B distributor of hotel rooms and will roll into Booking Holdings' Priceline brand to form a new Strategic Partnerships business unit with the Priceline Partner Network.



Expedia B2B Distribution



17 September 2019

In an industry first, Expedia Group will next month become the exclusive distributor of Marriott International wholesale and promotional room rates, availability, and content to bedbanks, and other redistributors when they don't have a direct connection with the hotel chain.

The bigger hotel bedbanks, such as Spain's HotelBeds, Australia's WebBeds, and Indonesia's MG Bedbank, will be directed by Marriott starting October 15 to establish ties with Expedia's business-to-business unit, Expedia Partner Solutions, if they want to continue to access Marriott's rates and availabilities from any of the chain's 7,000 properties in 132 countries and territories.

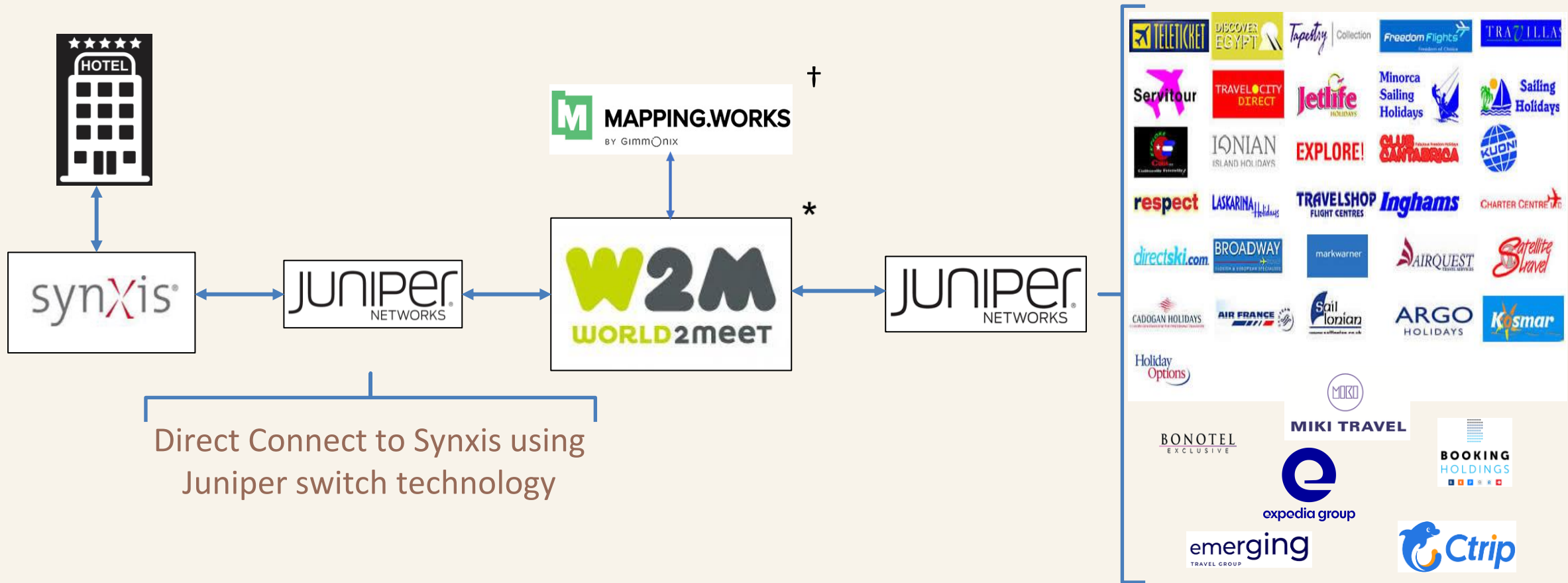
In 2020, Expedia Group expanded their exclusive distributor model to all large and medium sized lodging partners.



Managing The Wholesalers

- Never give a better offer or extra commission (compensation) just to one!
- Any promise that a 'special offer' will only be for their company is not true. Their B2B distribution model means these rates go EVERYWHERE!
- Any promise that a country or regional offer will have limited distribution is not true. These go EVERYWHERE!
- Expedia & Booking membership rates are re-distributed.
- Expedia & Booking Holdings will undercut parity when night time in hotel country and hotel revenue department is closed.

Typical Wholesaler Distribution Model



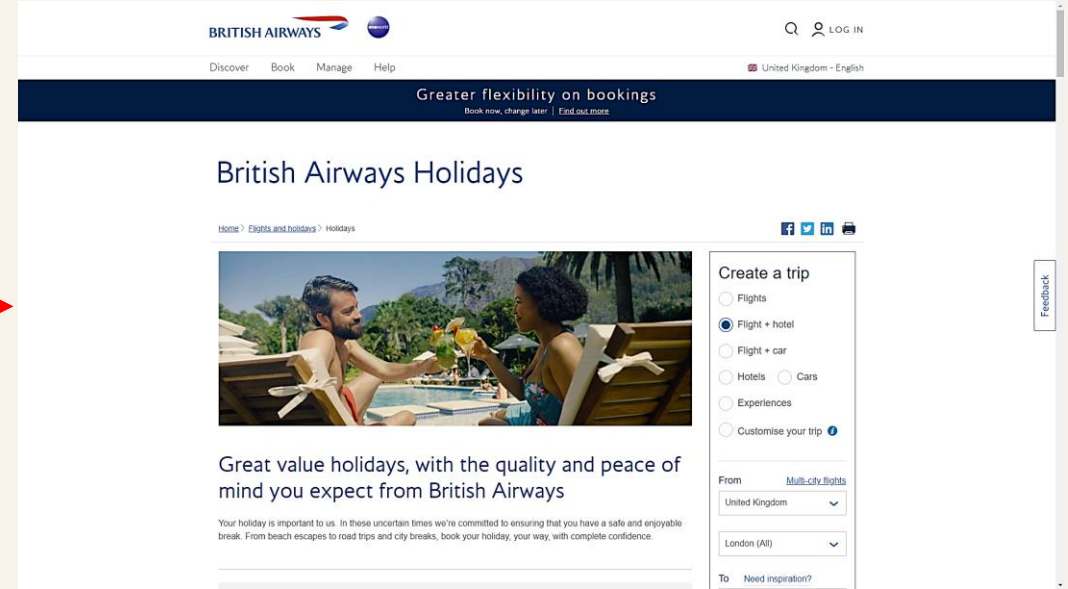
* World2Meet 100% owned by Iberostar Group

† Gimmonix technology to map rates to demand clients

British Airways Holidays Distribution Model



BA Holidays Direct Contract Rates




Lowest net rate is selected through OpenJaw – only rates used for that supplier for hotel and no other.

Managing B2C Relationships

- B2C agents and tour operators usually take feeds from more than one supplier.
- They want a direct relationship with hotels for:
 - Customer service relationship (next slide example)
 - Static content control (images & descriptions)
 - Environmental policy and health & safety information
 - Value add and special offers **THAT WILL NOT BE RE-DISTRIBUTED!**
- If an agent or tour operator has the same rate to sell in their direct contract as their other supplier feeds, then they will sell their direct contract rates.
- If another supplier's rates are cheaper (same policies), they will sell those rates and hotels will not know which company made the booking. The booking will come through with the name of the wholesaler only.


Trustpilot Reviews



Expedia.co.uk
Reviews 4,951 • Bad

★ ★ ★ ★ ★ 1.2 ⓘ

✓ VERIFIED COMPANY



Booking.com
Reviews 49,406 • Bad

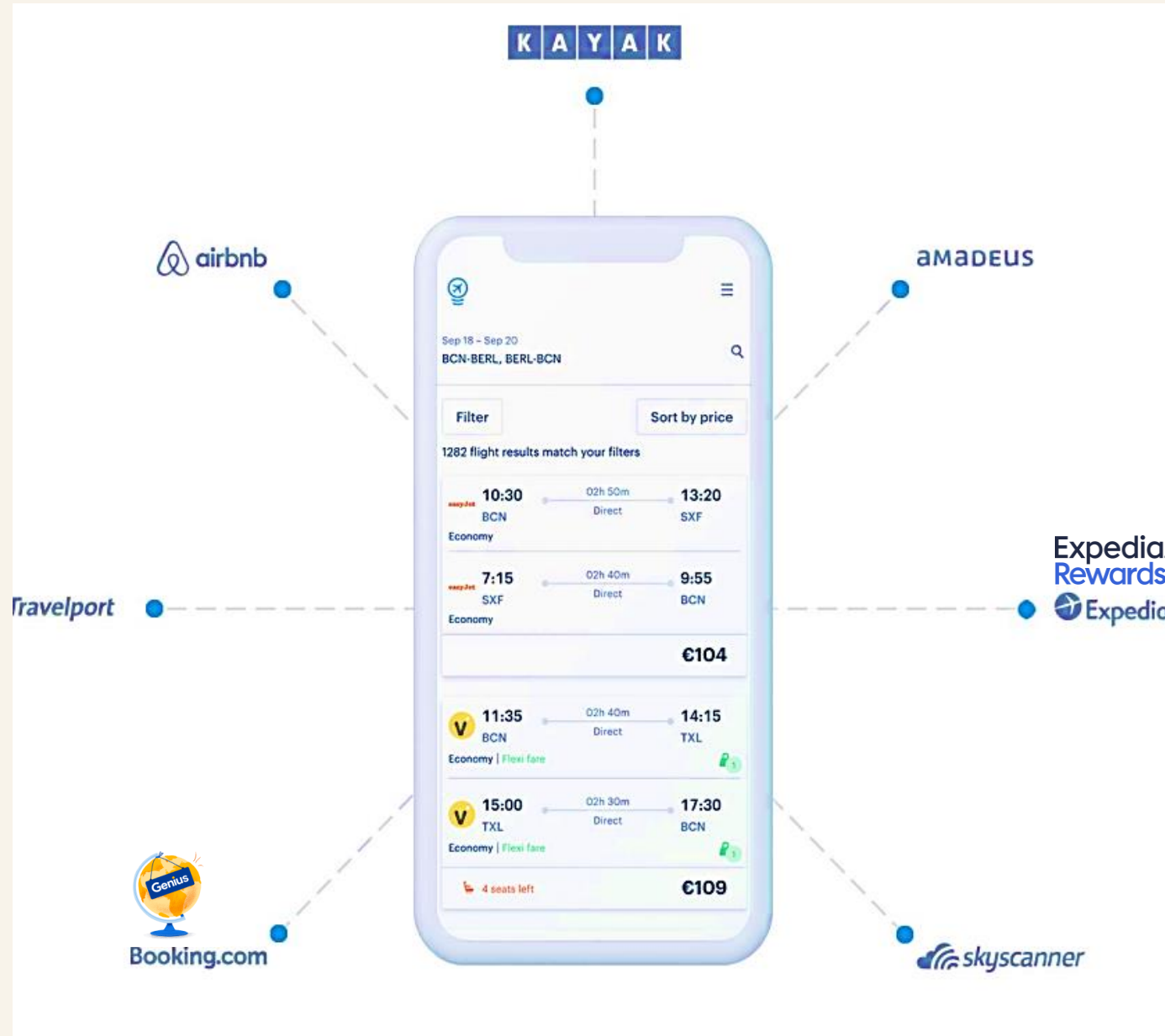
★ ★ ★ ★ ★ 1.2 ⓘ

✓ VERIFIED COMPANY

Self Booking Tools - SBT

- Also referred to as Corporate Booking Tools - CBT
- Used by TMCs, consortias, companies, tour operators and travel agents to aggregate rates for air, hotel & car rental bookings.
- Take multiple supplier rate feeds.
- Mandate a travel policy for health & safety, environmental and budget compliance.
- Tools supplied by specialist companies, GDS's and TMCs.
- Display setup controlled by the user, not the supplier feed.
- Can show all rate options or only the channel with the lowest rate.

SBT - TravelPerk



SBT – Sabre Red360 Content Services for Lodging – CSL

The screenshot displays the Sabre Red360 interface for a hotel search. The search criteria are for hotels near Paris, France (75006) from Monday, April 17, 2023, to Friday, April 21, 2023, for a 4-night stay. The results are sorted by price, showing seven hotels with their respective logos, addresses, distances, amenities, ratings, and average nightly rates.

Rank	Hotel Name	Address	Distance	Amenities	Rating	Source	Avg. Nightly Rate (GBP)
1	Hotel De Saint-Germain	7B 100602576 50 rue du Four, ORY, Paris, France, 75006	0.23 Kilometers NW	WiFi, Parking, Pet-friendly, etc.	★ 2.0	BOOKING.COM	99.13
2	De Fleurie	KY 100512624 328407 32 Rue Gregoire De Tours, ORY, PARIS, France	0.44 Kilometers NE	WiFi, Parking, Pet-friendly, etc.	★ 3.0	BOOKING.COM	106.02
3	Conde Chic Studio	7B 100588642 2 Rue Conde , PAR, Paris, France, 75006	0.47 Kilometers E	WiFi, Parking, Pet-friendly, etc.	★ No data	BOOKING.COM	128.83
4	La Perle Hotel	UI 100396236 54998 14 Rue Des Canettes, CDG, Paris, France, 75006	0.21 Kilometers NE	WiFi, Parking, Pet-friendly, etc.	★ 3.0	SABRE	133.04
5	Welcome Hotel	7B 100162394 66 Rue de Seine, ORY, Paris, France, 75006	0.45 Kilometers NE	WiFi, Parking, Pet-friendly, etc.	★ 2.0	BOOKING.COM	133.96
6	Le Relais Médicis	7B 100370240 5, place de l'Odéon, ORY, Paris, France, 75006	0.45 Kilometers E	WiFi, Parking, Pet-friendly, etc.	★ 4.0	BOOKING.COM	145.45
7	Hotel Odeon Saint-Germain	OI 100351674 46866 13 Rue Saint Sulpice, CDG, Paris, France, 75006	0.4 Kilometers E	WiFi, Parking, Pet-friendly, etc.	★ 4.0	BOOKING.COM	156.17

SBT – Amadeus Cytric

Hotels near Heidelberg, 24 June 2017

https://amadeus.cytric.net/ibs/?id=44474791%3B%3D&lang=166013-1558963963069-588_dpa_-NbwqLDpmf0NxDmFkFWybyLVbl-igLghApxwDXdcO30%3D

My Trips Management Bruce Wayne

AMADEUS






1 Start 2 Select hotel 3 Select room 4 Complete this booking 5 Confirmation

You are booking for: Wayne, Bruce (You)

Single room at Heidelberg for 1 night, Mon, 24. JUN - Tue, 25. JUN

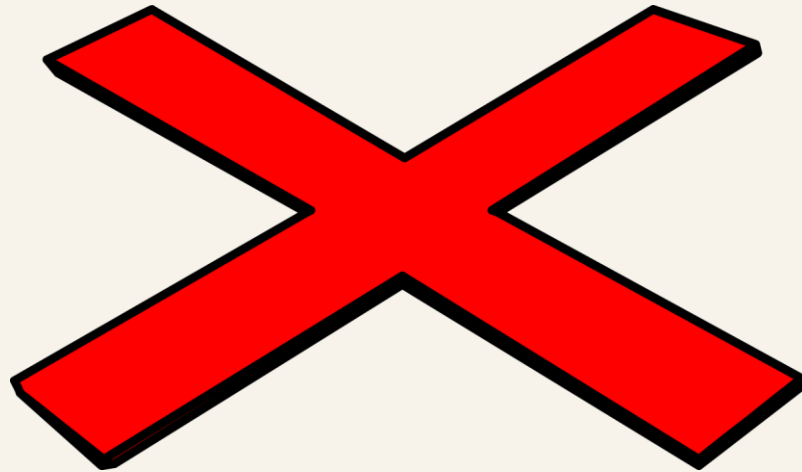
84 of 84 hotels according to your criteria. Showing hotels from category "Hotels", filtered within 15 km, having any stars

Select group: Hotels (32) | Sorted by: Price (asc) | 1 of 2

	4 stars hotelo Heidelberg Caasring 42-44, 69115 Heidelberg, BW, Germany Distance: 0.3 km	TripAdvisor 87 reviews Write a Review	54.00 € Breakfast not included
	3 stars ibis Heidelberg Hauptbahnhof ibis Hotels (Accor Group) Willy Brandt Platz 3, 69113 Heidelberg, BW, Germany Distance: 0.3 km	TripAdvisor 1362 reviews Write a Review	59.00 € Breakfast not included
	4 stars Hotel Scheid Talswiler 176, 69198 Seltzweiler, BW, Germany Distance: 8.2 km	TripAdvisor 66 reviews Write a Review	60.00 € Breakfast not included
	4 stars Hotel Baeren Bahnhofstrasse 20, 69181 Lohren, BW, Germany Distance: 5.9 km	TripAdvisor 28 reviews Write a Review	64.00 € Breakfast not included
	3 stars Hotel Heidelberger Tor Hauptbahnhof Str. 6, 69221 Dossenheim, Germany Distance: 5.2 km	TripAdvisor 5 reviews Write a Review	65.00 € Breakfast not included



Sales



Revenue Management

Work Together!



Sales AND Revenue Management!

Thank You!