



Building A Diversified

DISTRIBUTION STRATEGY FOR THE MODERN HOTEL



TABLE OF CONTENTS

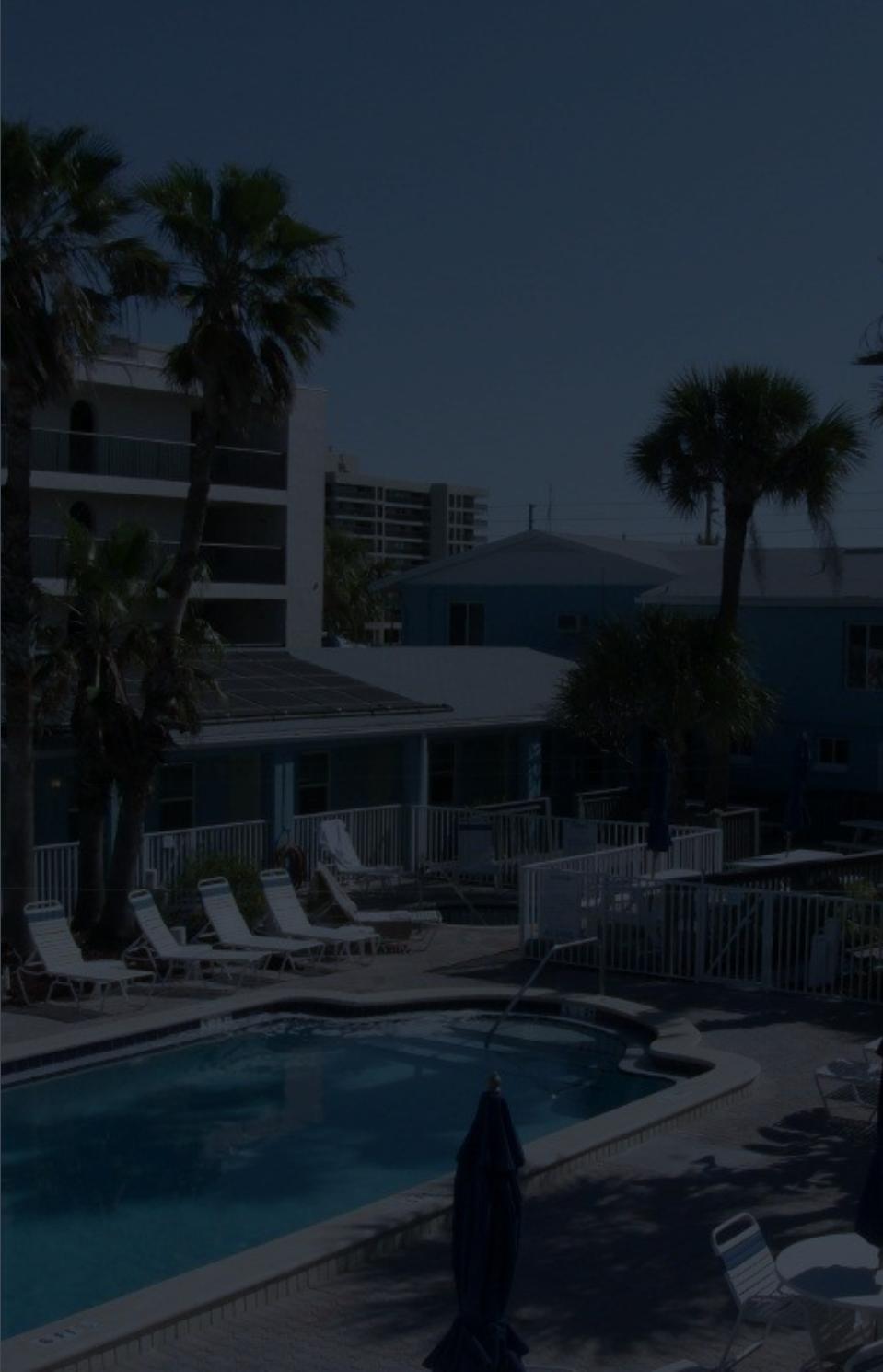
Introduction	3
1. The Best Hospitality-Relevant Trends to Adopt for Your Hotel	5
<i>Explore All Possible Offline and Online Channels</i>	6
<i>Prioritize Visibility In all Your Hotel`s Revenue Channels</i>	8
<i>Always Begin with Market Research</i>	9
Conclusion	10
About mycloud HOSPITALITY	11

INTRODUCTION

In this modern time and age, the hotel industry has heavily adopted the use of the internet for its day to day operations. In regards to this, one of the key areas for internet use in the hotel marketplace is in the implementation of cutting-edge distribution strategies. Given that the larger percentage of hotel bookings are done online, the hotels that shy away from the internet platform hardly make significant profits.

The secret to thriving in the hospitality world today is ensuring that you've utilized all the channels at your disposal to come up with a paradigm-shifting distribution strategy. Hoteliers ought to not only acquire a good number of channels for them to attract huge crowds of customers. They should instead also learn how to blend them to come up with a proper and diversified distribution strategy. Finding the perfect cocktail of offline and online bookings is essential for getting financial breakthroughs.

However, this requires hotels to concurrently maximize their distribution on search platforms and engines, OTAs and wholesalers among many other channels. We know this could sound like rocket science but luckily for you, we have narrowed things down to the essentials that hoteliers need to concentrate on to diversify their distribution strategies for modern hotels.



First and foremost the customer service is awesome. they are all so nice and very helpful. they strive hard to answer the questions in a timely manner. sometimes there is a whole team working on my issue so its done faster. The program itself is simple and really easy to understand (once you have done it a couple times). It has saved me loads of time as i am able to load items all at once instead of one at a time. Its very fast and syncs within seconds for real time availability.

The emails sent by the channel manager are spot on and very quickly sent from actual booking time to email transmission. this helps in keeping my real time availability up to date. I manage/maintain 8 properties on this channel manager and its a breeze. Admin is a piece of cake as well, i also love that you can add as many users as you want, customize their capabilities and send notifications to as many emails as you want as well. All in all the program is wonderful and so affordable. Its perfect for a big corporation or the smallest of properties. A++ in my book.

TRISH L.

Reservation Manager

Liberte Management Group - Hotel Chain Property, Florida
<http://www.libertemanagement.com/>



THE BEST HOSPITALITY- RELEVANT TRENDS TO ADOPT FOR YOUR HOTEL



1] EXPLORE ALL POSSIBLE OFFLINE AND ONLINE CHANNELS

a) The Use of Global Distribution Systems (GDS)

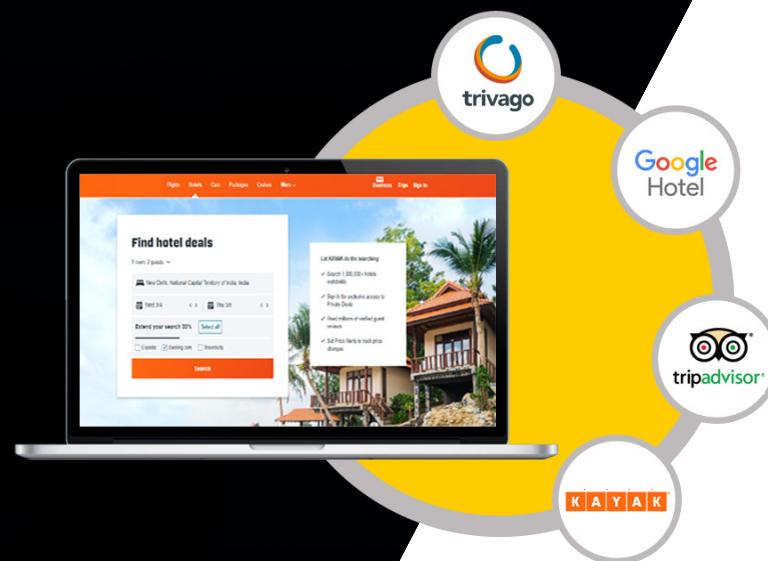
GDS is one of the oldest systems of bookings and was primarily set up for the airline industry to book seats but has now been modified for use in hotels and many other services. Currently, there are few major GDS companies like Sabre, Amadeus, Worldspan, Travelport, and Galileo. GDS is often used to tap into the corporate travel market because it has the ability to present hotels, flights, and car rentals in one simple interface. Hotels generate more revenue through a GDS because it places the hotel's information, availability and rates in prominent locations where it is easy for travel agents to find.

Hoteliers can use GDS to diversify their distribution strategies via providing regional travel agents with inventories that allow them to book accommodation and flights among other things on behalf of their clients. In addition to the above, hotels can improve their inventory distribution by using GDS to link them up with vast arrays of agency channels.

b) Online Travel Agencies (OTA)

OTAs have revolutionized the process of hotel booking by concentrating more on consumers, hence making it one of the most palatable platforms. Although the rates of accessing their services may be high, they give hotels value for their money due to the exceptional global visibility that they offer.

The first step hoteliers should take when it comes to enhancing their inventory distribution via OTAs is getting hold of the top-notch OTA companies. By doing this, hoteliers are guaranteed to have better online exposure thus bettering the chances of their hotels being recognized by new guests. In addition to this, it is crucial for hotels to acquire the services of a hotel cloud PMS, preferably one that has channel managers. This, in turn, will make the distribution of the hotel inventory easier by ensuring that hotel rooms and their rates have real-time updates across every OTA.



c) Meta-Search Engines

These are irreplaceable marketing tools especially when it comes to building diversified distribution strategies. They fetch data from myriads of sources such as OTAs, process the information and showcase it in an orderly fashion. This, in turn, helps guests to easily view the available options, compare their prices and alleviate the need of visiting numerous websites to decide on the hotel to book.

Improve your hotel's inventory distribution today by listing it on proven metasearch engines. After you have listed your property, your inventory distribution will be taken a level higher as your hotel/property's rates will be updated in the metasearch engines as they appear on your website, hence increasing your brand's visibility. You can also cut down on your inventory distribution costs by using the pay-per-click option in your meta-search engine.



d) Social Media

Social media platforms are regarded as one of the best tools that hotels can use to distribute their inventory as they connect millions of travelers and fit them into a single global village. In light of this, having a loud voice in the top social media sites is almost compulsory for any hotel that wants to excel in its distribution strategy. So, how can you make the best out of social media in this regard?

Among the first things that hoteliers should use social media for is gaining the undying trust of both new and returning guests. This can be achieved by creating an image of being a brand that has its guests' interests at heart via ensuring that all their reviews and questions in any of your hotel's social media pages have been responded to. Of note is that you should be careful not to ignore the bad comments or reviews. As a matter of fact, you should be more industrious when responding to them.

In addition to the above, improve your distribution strategy by tailoring your social media pages to offer "out-of-the-box" information such as giving traveling advice in your region or promoting events being held in your hotel's vicinity. Finally, you can use your social media pages to improve the booking process for your guests by including links or buttons that will direct them to the booking platform on your hotel's website.



e) Brand Site

Your hotel`s website is one of the greatest tools for the distribution of its inventory as well for sourcing for direct bookings. With this in mind, it is no surprise that brand sites are the most straightforward and cost-friendly distribution channels. Read on to find out how you can use your brand site to forge a better-diversified distribution strategy.

To begin with, your brand website should contain all the crucial data concerning your hotel and should also have a booking engine that is not complicated to use. On top of this, it is prudent to have multiple languages in your brand`s site so as to avoid locking out foreign guests. You can try and edge out your contemporaries by including a virtual tour of your hotel in the brand site while also allowing payments to be made in the form of foreign currency as well as cryptocurrency.

Finally, it `s wise to see to it that your brand site has been optimized for mobile usage as a greater percentage of people use their smartphones for making hotel reservations.

2) PRIORITIZE VISIBILITY IN ALL YOUR HOTEL`S REVENUE CHANNELS

Another major way for hoteliers to diversify their distribution strategies is through optimizing their channels while also analyzing their effectiveness. This is because it enables them to acquire knowledge on where to reduce expenditure, what operations to concentrate on more and generally how to maximize their resources. As a hotelier, pleasing everyone is quite the uphill task hence making it prudent for hoteliers to concentrate on increasing visibility to their target audience and segments.

With this in mind, the question arises. Is it possible to reach out to the larger bit of your target market in an inexpensive manner while concurrently turning guests` general interest into booking your hotel? Yes, it is possible. The best place to begin is by first analyzing how far you have reached in terms of fulfilling your goals. This can be best evaluated through the use of feedback received from market intelligence which will even further analyze and inform you on how to better connect to your target regions via channels such as OTAs.

3) ALWAYS BEGIN WITH MARKET RESEARCH

There is always room for using the trial and error approach in business. However, if you are dreaming of playing in the big hotel leagues, then it's best for you to only have eyes for channels that make sense theoretically.

For this, you can use programs to help you in estimating the possible sales success you can get from using certain channels. Once you've pinpointed the channels that will help you attain or surpass your KPIs, then you can shunt all your attention to them. In addition to this, you can research possible distribution breakthroughs through establishing links in fast-growing markets in countries such as Russia, Mexico, Nigeria and Brazil among many others.

Once you've identified a potential region that would suit your hotel, you can create a rapport with the local OTAs and hopefully, your hotel will be at the heart of providing global services within the next few years.

Conclusion

CONCLUSION

The hotel industry can be one of the most lucrative businesses for one person and still be the biggest source of frustration for another. The primary difference-maker in what experiences you'll get in this industry lies in the quality of a hotel's distribution strategy. As we've seen above, there are some fundamental principles that when ignored could lead to the falling behind a hotel's success rates. From using both offline and online channels to doing proper market research, above is the perfect guide on how to hit the ground running when it comes to building diversified distribution strategies. We hope that this piece will be of assistance to your hotel operations.



I am able to attract and improve revenues because of complete automation and integrated e-distribution. The system is able to create accurate forecasts which result in us being able to better manage guest expectations. I strongly recommend my-cloud to hotels that work across different platforms and multiple locations



ALEX
MOSES BARNABAS GENERAL MANAGER | XVA ART HOTEL



ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer. We provide you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

mycloud Hospitality provides cutting-edge integrated solutions for all aspects of hotel management, including revenue management solutions. Our services are reliable as well as cost-friendly.

Contact us today to find out how to boost your hotel business through cloud technology solutions!

Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)