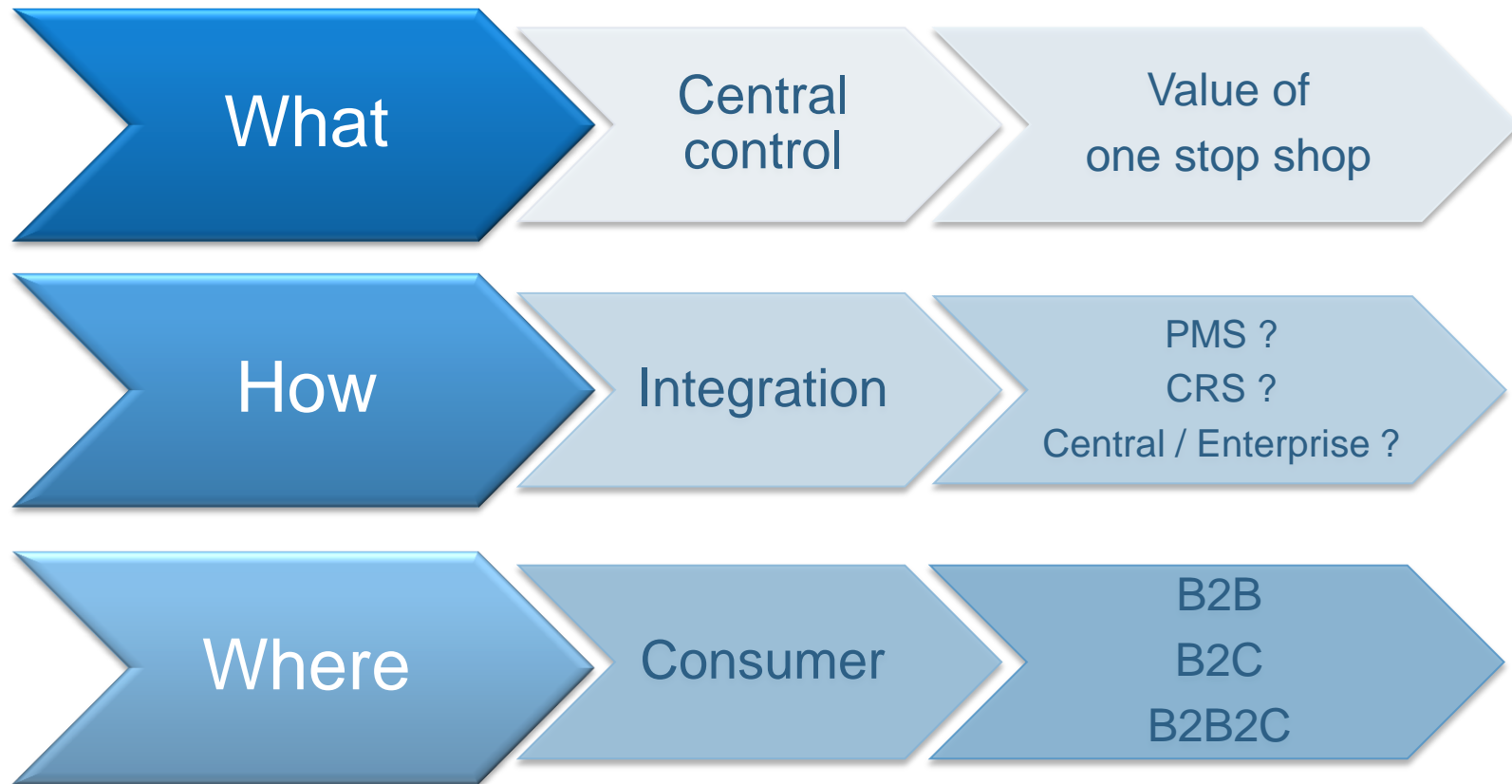


Paul Blahuta  
Strategic Sales Executive | Oracle  
HSMAI Asia Pacific | Roadshow  
Bangkok | 17<sup>th</sup> March, 2015





# Controlled, strategic, balanced;

I d e a l   d i s t r i b u t i o n   r e a c h



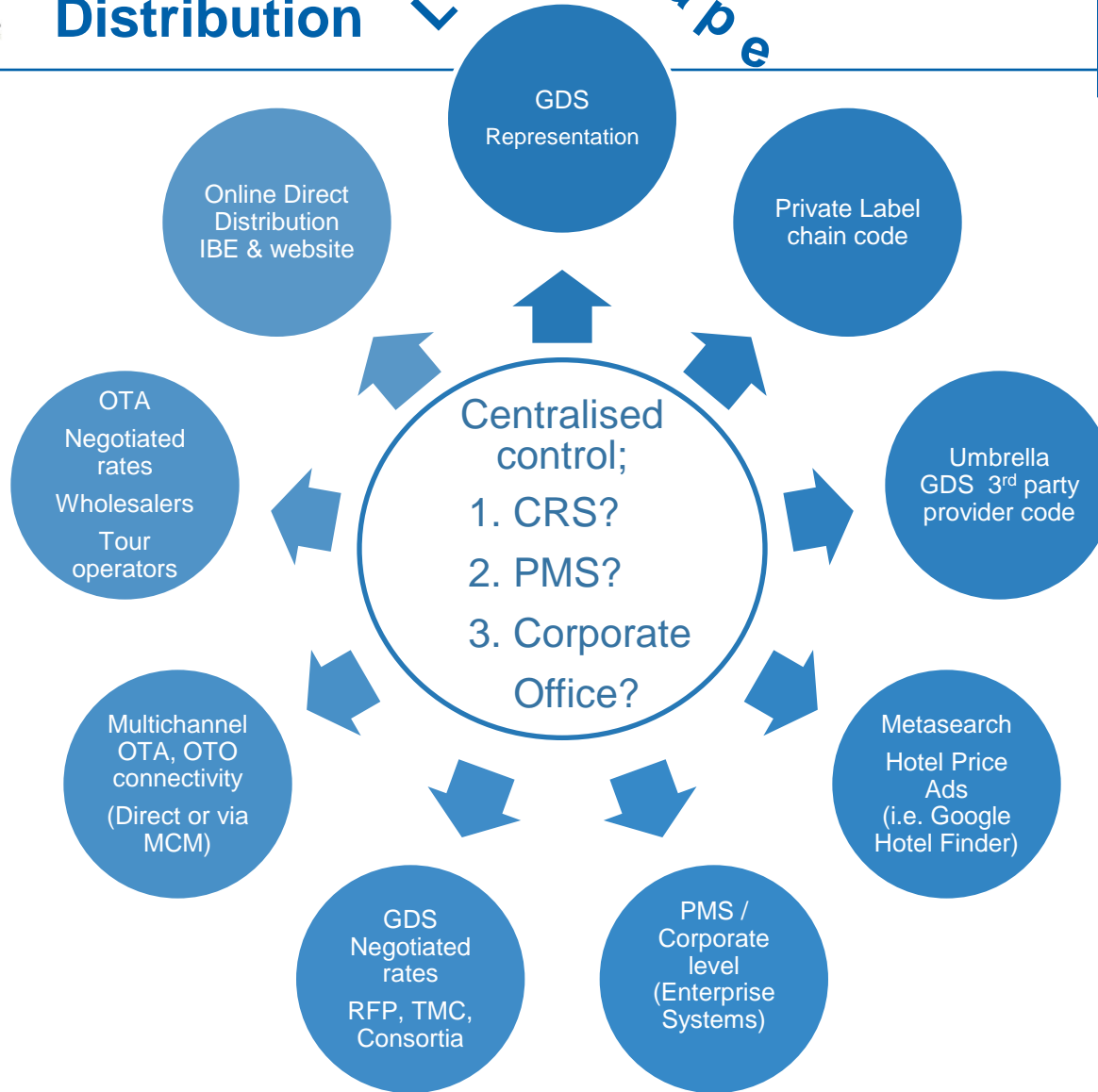
**Leisure  
Market  
Supply**

**Corporate  
Market  
Supply**

**Managing all  
channels**

**Sales &  
Marketing  
Rate Parity**











# Customers choice => Loyalty



OPERA Information System [4.0.04.00/10]      TEMPLATE - TEMPLATE PROPERTY      09/02/07

Rooms Rates Channels Rate Parity Availability Calendar Reservations Blocks Profiles Dashboard Users Property Configuration Help Exit

ROYP - Channel Rate Parity

Property: ROYP      Begin Date: 30/03/07      Length of Stay: 1

Room Type: KNG-STDR      Channel Type:      Rate Code:      Access Code:      Currency:      Availability: Best Available      Corp/IATA No:      Language:      Search

	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Channel	30/03/07	31/03/07	01/04/07	02/04/07	03/04/07	04/04/07	05/04/07
HOTEL WEBSITE	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR
AAV Tours L.L.C.	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
AMADEUS	229.00 AUD CPB	229.00 AUD CPB	229.00 AUD CPB	229.00 AUD CPB	229.00 AUD CPB	229.00 AUD CPB	229.00 AUD CPB
ASSETNEWMEDIA	No channel room found	No channel room found	No channel room found	No channel room found	No channel room found	No channel room found	No channel room found
Accommodation Search	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
Advance Res. Systems	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
Air New Zealand	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
AllianceReservations	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
BOKA	200.00 AUD WKD	200.00 AUD WKD	200.00 AUD WKD	200.00 AUD WKD	200.00 AUD WKD	200.00 AUD WKD	200.00 AUD WKD
Classic Travel	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK
DER	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK

Ensuring control of multiple rate tiers for all channels!

start    12 Internet Expl...    Amadeus Vista    Search Results    Property Map View...    Inbox - Microsoft ...    2:45 PM

- FLIGHT CENTRE
- FCm TRAVEL Solutions
- Carlson WagonLit



- American Express Travel
- ABC Global Services
- Harvey World Travel
- Hogg Robinson (HRG)



- Radius Travel
- Star Travel



OPERA Information System [4.0.04.00/10]      TEMPLATE - TEMPLATE PROPERTY      09/02/07

Rooms Rates Channels Rate Parity Availability Calendar Reservations Blocks Profiles Dashboard Users Property Configuration Help Exit

ROYP - Channel Rate Parity

Property: ROYP      Begin Date: 30/03/07      Length of Stay: 1

Room Type: KNG-STDR      Channel Type:      Rate Code:      Availability: Best Available

No. of Adults: 1      Currency:      Corp/IATA No:      Language:      Access Code:      Search

	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Channel	30/03/07	31/03/07	01/04/07	02/04/07	03/04/07	04/04/07	05/04/07
HOTEL WEBSITE	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR	209.00 AUD COR
AV Tours L.L.C.	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK	495.00 AUD RACK

100% pooled inventory all availability can be passed to the OTA's they are displaying simultaneously

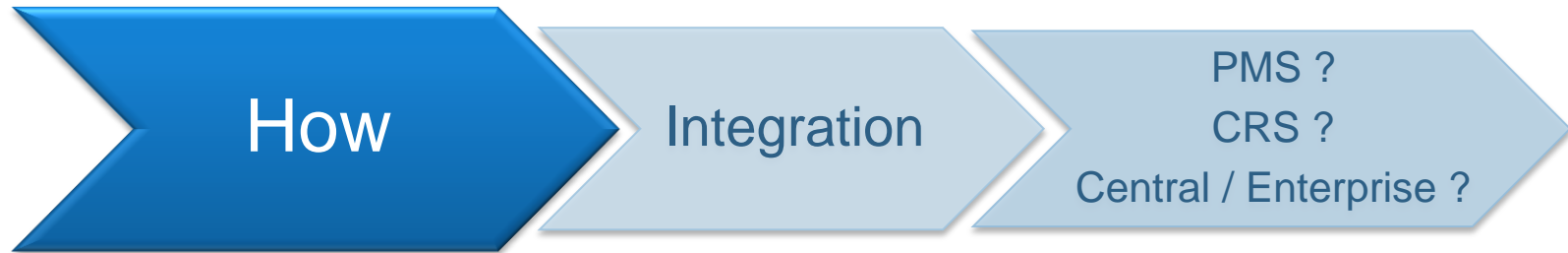
**Resulting in;**

Priority property placement

3. MICROS Channel Manager  
150 rooms

- agoda 150 rooms
- Expedia 150 rooms
- Booking.com 150 rooms
- wotif.com 150 rooms
- travelocity 150 rooms

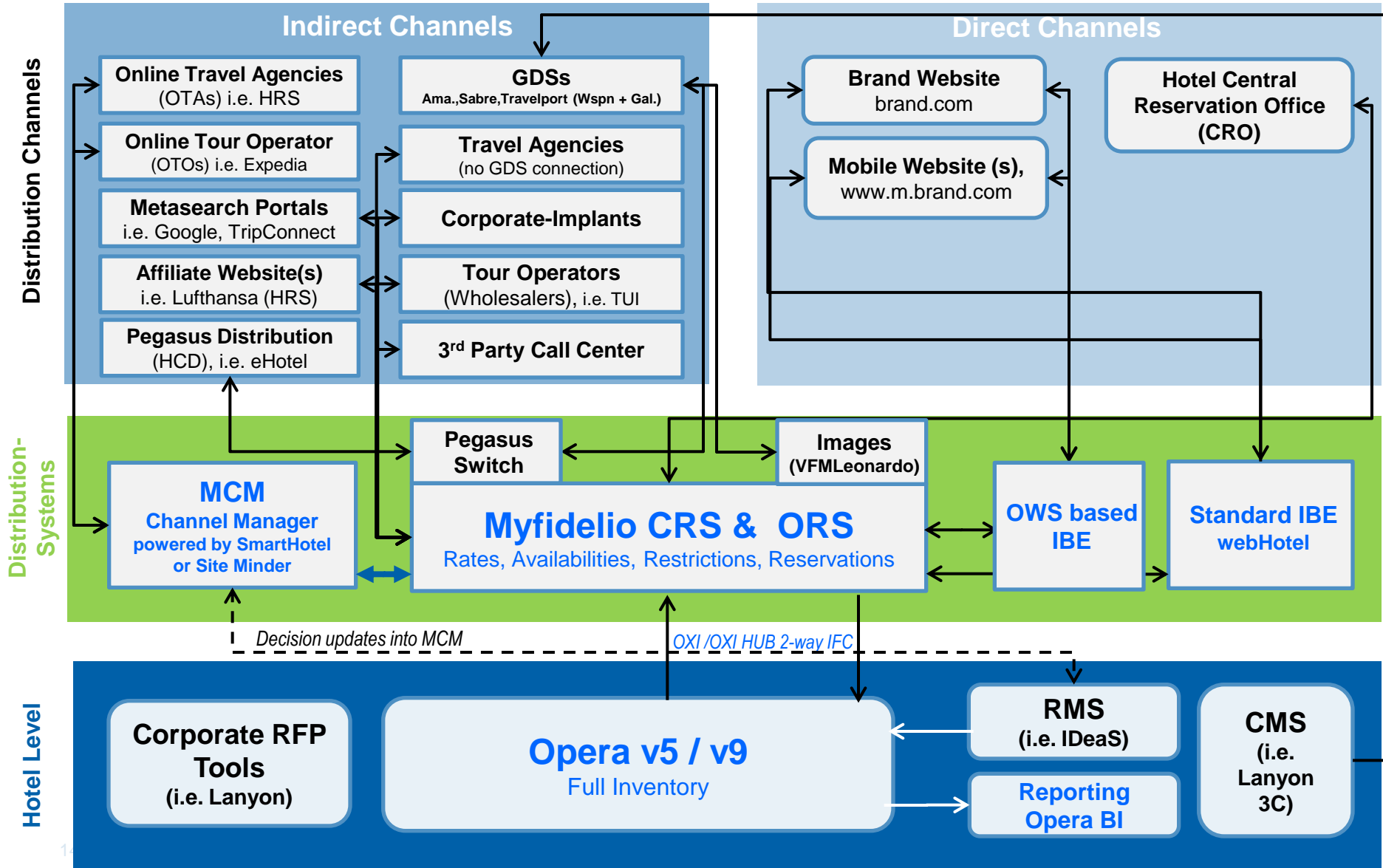
Property Map View...      Inbox - Microsoft ...      2:45 PM

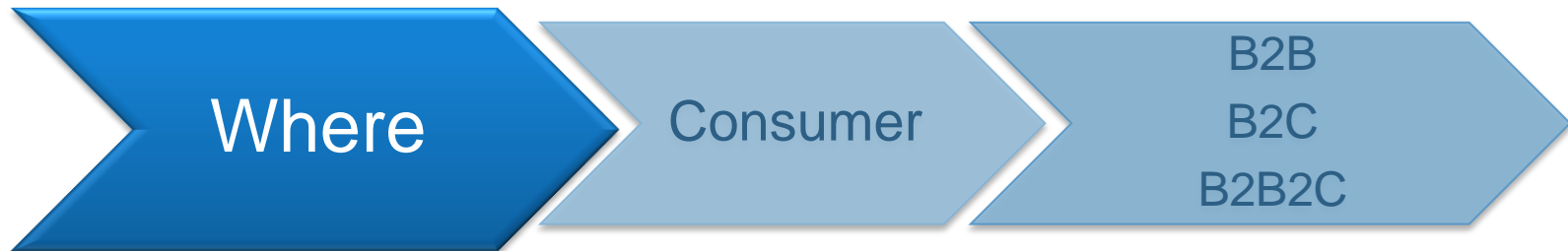




- Dedicated interfacing & license costs
- Installation \$
- System outages
- System upgrades impacting on existing interfaces
- Multiple 3<sup>rd</sup> party providers / multiple platforms
- Financial stability of providers!
- Dangers of **non-awareness of interfacing versus integration**

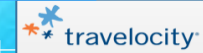








# Search & Distribution Landscape



OTAs

GDS



Multi channel managers



Hotel website



Mobile



Non transactional websites



Social Media



Search engines



Meta Search



Trip planning and review



# Effective Distribution Strategy =

