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Jeannette Ho

Vice President Revenue Strategy & Customer Analytics

LEVERAGING REVENUE & DIGITAL ANALYTICS

RAFFLES Fairmont swissôtel



HOTELS & RESORTS

STRATEGIC USE OF DATA AND ANALYTICS



1. REVENUE MANAGEMENT :
Driving Business Profitability



2. MARKETING ANALYTICS :
Maximising Marketing Impact



4. CONSUMER & MARKET ANALYTICS :
Insights for Brand Strategy



3. GUEST ANALYTICS :
Driving Guest Experience

TYPES OF MARKETING CAMPAIGNS

GLOBAL

REGIONAL

HOTEL

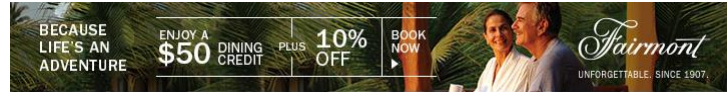
NEED
PERIOD

SEASONAL

BRAND

PREMIUM

PARTNERS



ROLE OF REVENUE MANAGEMEN & ANALYTICS IN MARKETING CAMPAIGNS

No. of Campaign Waves

- advance leisure guests
 - loyalty members
 - premium late bookers
 - last minute deal seekers
- (Segmentation, Lead time, Price Sensitivity)

Package and Promo Offer

- Roomtype
- Discount %, Value-add
- Fences : MLOS, Book by, Stay Period
- Loyalty add-ons
- Brand.com / Direct Booking add-ons

Predictive Modelling

- for Audience Selection
- for Pre-arrival Upsell + Ancillary Sell
- Arrival Upsell

Guest
Demographics

Reservation & Stay
History

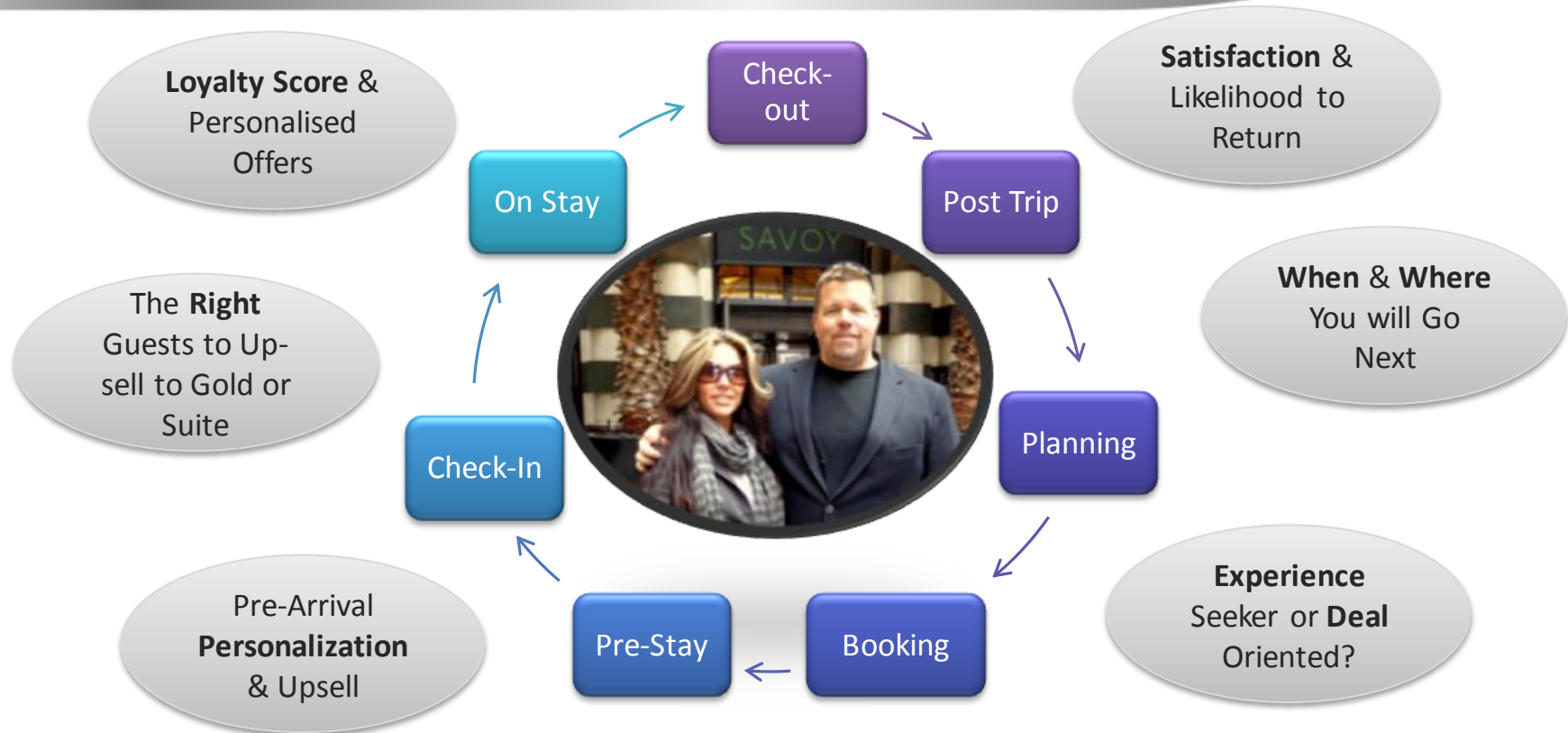
Loyalty Score

Marketing Activity
History

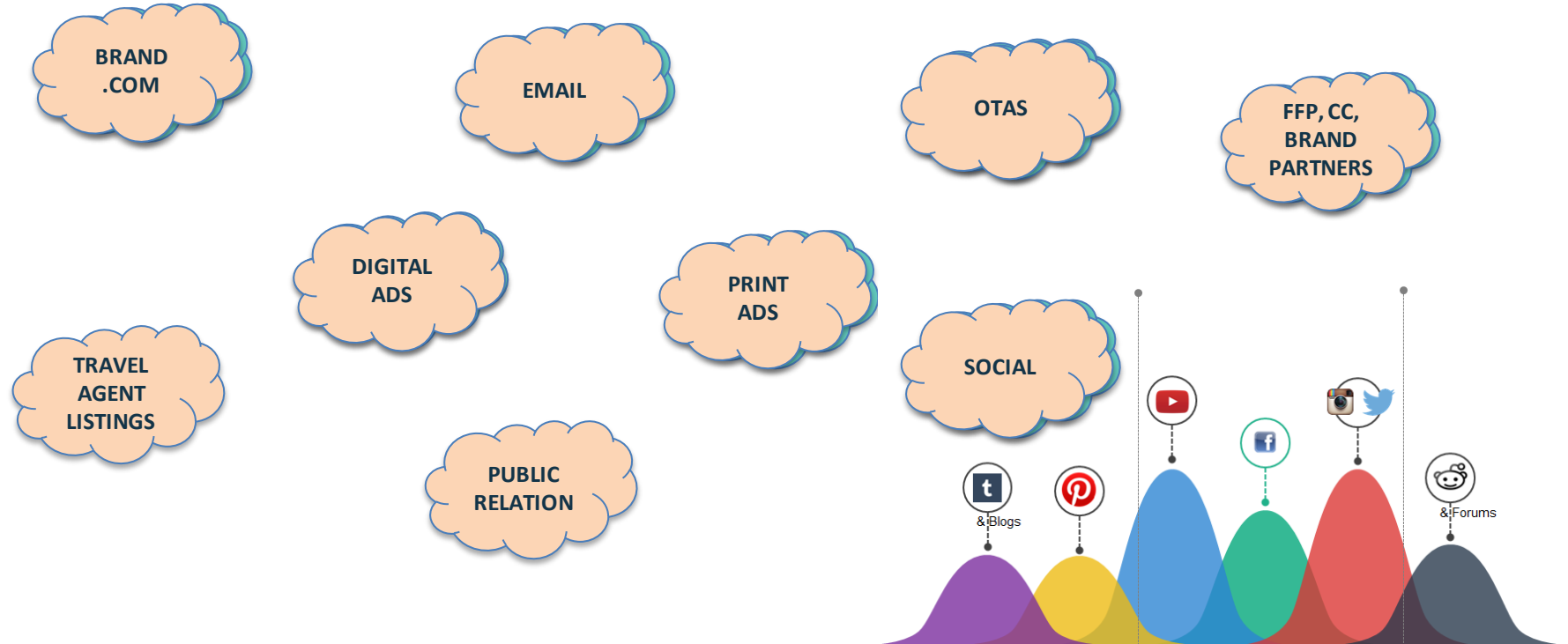
Guest Preferences

WORTH or DEAL
Oriented

PREDICTIVE ANALYTICS CAN DRIVE PROFITS AT EVERY STEP OF OUR GUEST JOURNEY



INTEGRATED MARKETING CAMPAIGNS



Thank You

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