

# Mythbusters take on Big Data

# *SOCAP\* defines BIG DATA as:*

“the productive use of data in units of measure that far exceed megabytes and gigabytes.”

While this is a broad definition, the idea behind Big Data is crystal clear: use the information that customers are already generating to provide them with better, more targeted – and ultimately more profitable – services and products.

\*Society of Consumer Affairs Professionals

# *SOCAP\* defines BIG DATA as:*

“the productive use of data in units of measure that far exceed megabytes and gigabytes.”

While this is a broad definition, the idea behind Big Data is crystal clear: use the **information that customers are already generating to provide them with better, more targeted** – and ultimately more profitable – services and products.

\*Society of Consumer Affairs Professionals

# *Do Hotels have Big Data???*

# *Disparate vs. Integrated*



# PMS -Information Overload

## GUEST



- Name
- Address
- Email
- Phone Number
- Membership
- CC Type

## CHANNEL



- Direct
- OTA
- Brand Site
- Wholesaler
- TA
- Walk-In

## SEGMENTS



- Corporate/Leisure
- FIT/Group/Mice
- Rate Code
- Room Type

## VISIT



- Reservation Date
- Arrival Date
- Departure Date
- Adults/Children
- Room Revenue
- F&B Revenue
- Other Revenue

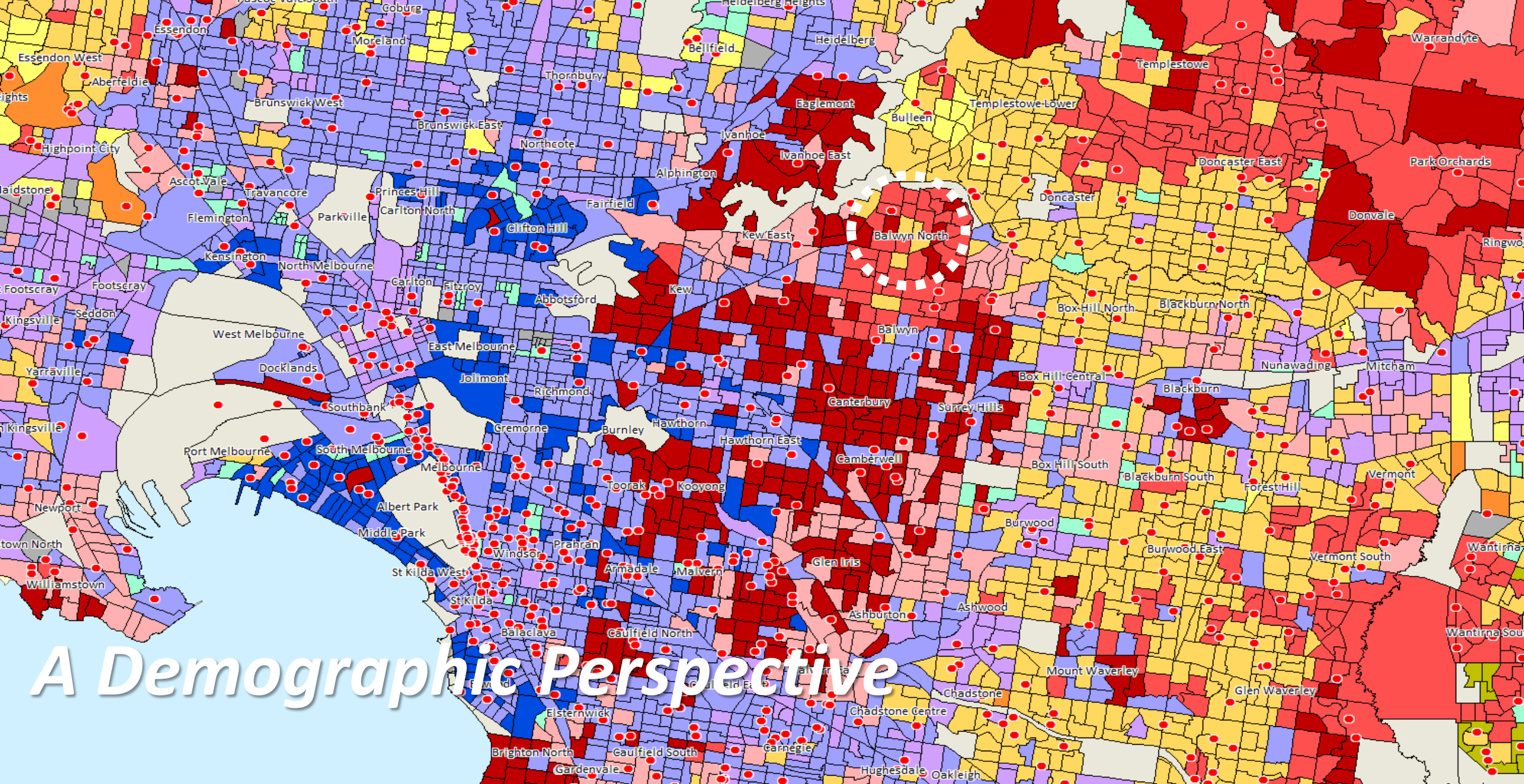
# Guest

- Name (Unconditional)
- Address
  - Contact via Direct Mail
  - Segment via location
    - State/Region/City/Suburb
  - Geocode to allocate XY
    - Plot on mapping
    - Demographic Profiling
- Email (no email – no contact)
- Phone Number
  - SMS Marketing
  - Telemarketing (esp. Loyalty)
  - Easy to contact in some circumstances
- Membership
  - Guest is FF?
    - Allocation of points
  - Guest is part of Loyalty Program
    - Allocation of points
    - Segment from non-members
- Credit Card Type (not number)
  - Segment

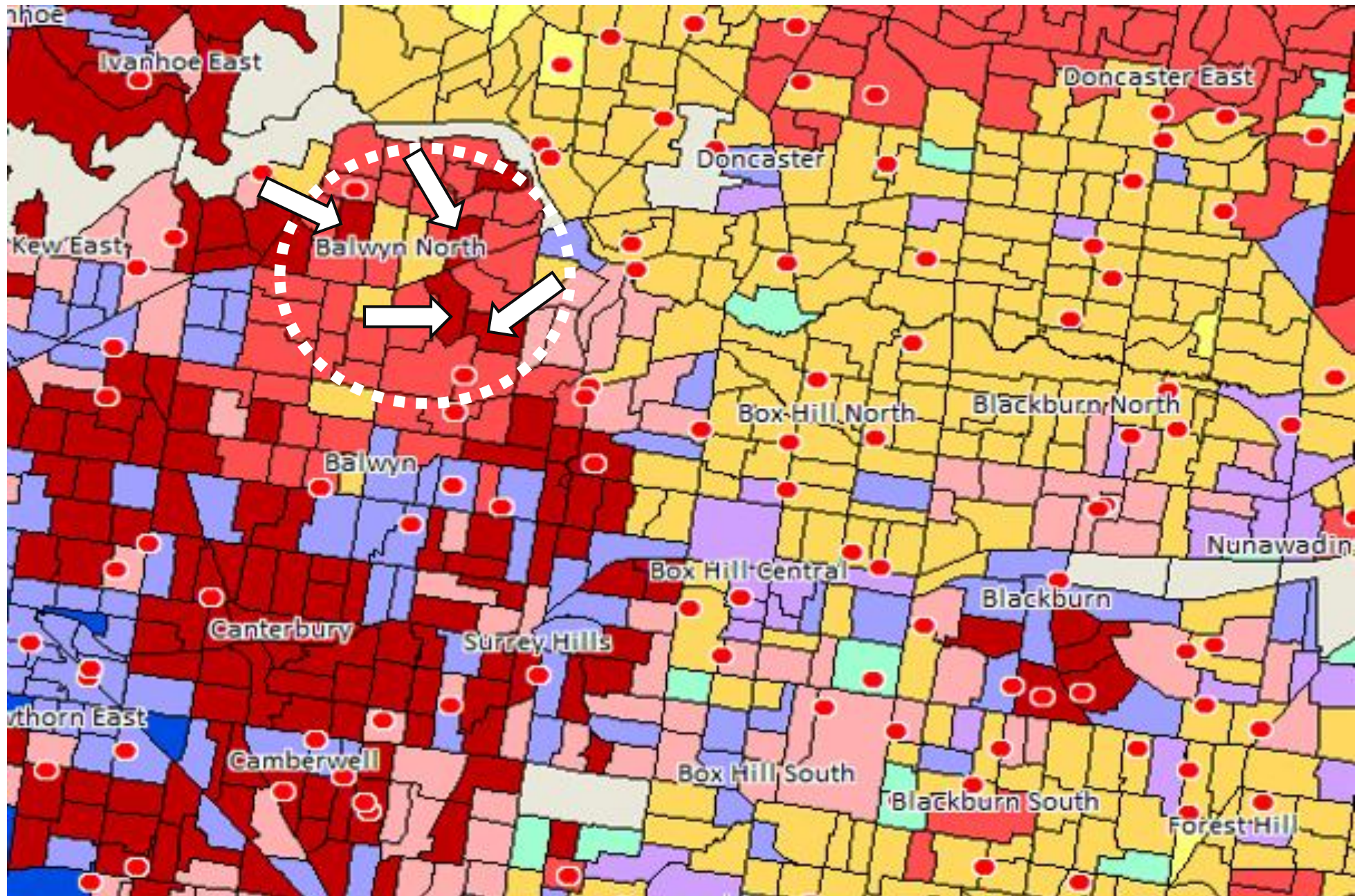
# Guest

- Resides
  - Certain Region(s)
  - Specific Demographic Profile
- Is a FF member (travels a lot?)
- Is NOT a Loyalty Club Member
- Uses VISA as payment method
- Has an email address





# A Demographic Perspective



# Guest

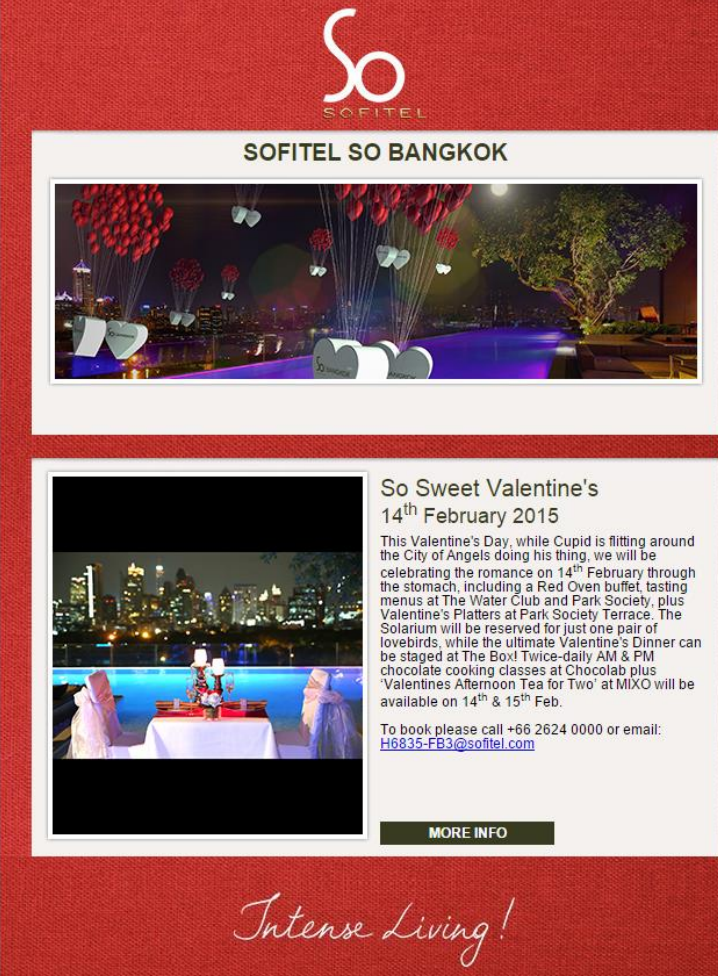
- Resides
  - Certain Region(s)
  - Specific Demographic Profile
- Is a FF member (travels a lot?)
- Is NOT a Loyalty Club Member
- Uses VISA as payment method
- Has an email address

# Visit

- Books via OTA
- Market Segment – Leisure
- Rate Code – BAR
- Room Type – King with View
- VIP – Level 1
- Reserves (x days in advance)
- Stayed – Wednesday night
- Occupancy – 2 Adults
- Frequency:
  - Nights
  - Visits
- Spend:
  - Room Rev
  - F&B Rev

# Hotel E-marketing often falls short – why?

- Too generic – WIFM??
  - Does not take into consideration segmentation
    - Channel
    - Market
    - Room Type
    - Lead Time
    - Location
- List often do not include *ACTUAL* guests!
  - Website collection
    - Lookers
    - Newsletter sign-ups
  - Other contact points



The image shows a screenshot of an email marketing campaign for Sofitel So Bangkok. The email has a red background and features the Sofitel logo at the top. Below the logo, the text reads "SOFITEL SO BANGKOK". The main content area is divided into two sections. The top section shows a photograph of a romantic outdoor setting at night, featuring a large tree, a pool, and heart-shaped balloons. The bottom section contains text about a Valentine's Day event on February 14th, 2015. The text describes the event as "So Sweet Valentine's" and lists various activities and dining options. A "MORE INFO" button is located at the bottom right of the text section. The email concludes with the tagline "Intense Living!" in a cursive font.

**SOFITEL SO BANGKOK**

**So Sweet Valentine's**  
14<sup>th</sup> February 2015

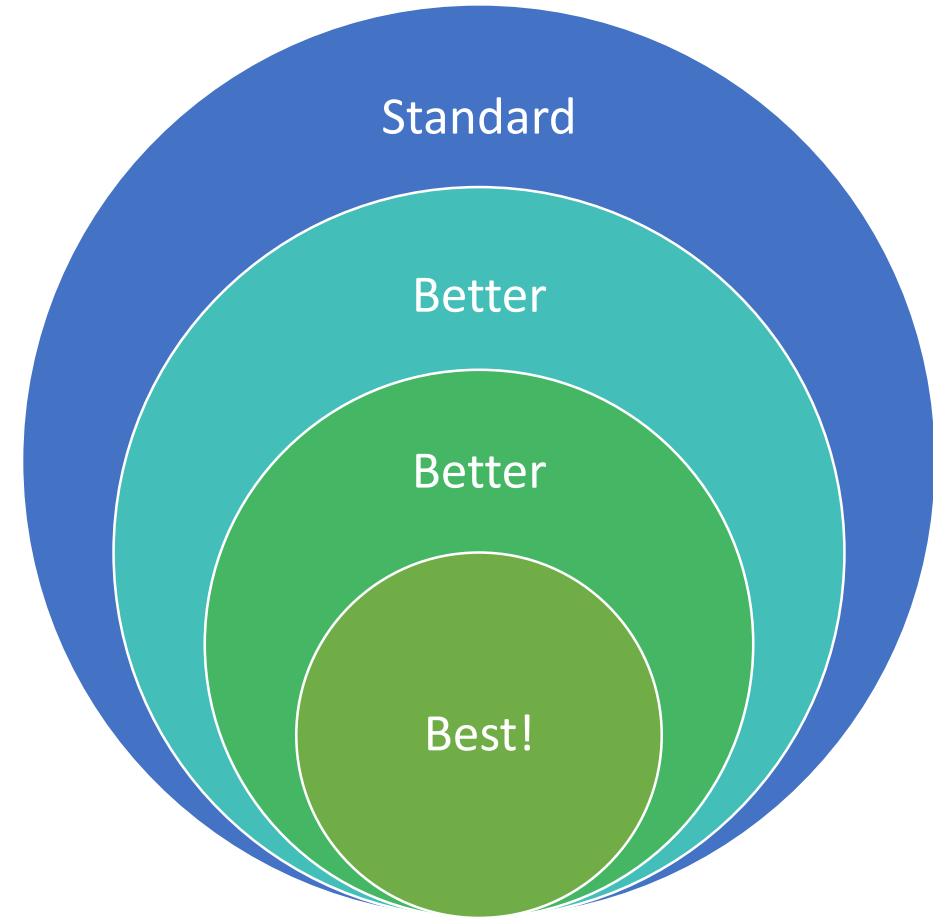
This Valentine's Day, while Cupid is flitting around the City of Angels doing his thing, we will be celebrating the romance on 14<sup>th</sup> February through the stomach, including a Red Oven buffet, tasting menus at The Water Club and Park Society, plus Valentine's Platters at Park Society Terrace. The Solarium will be reserved for just one pair of lovebirds, while the ultimate Valentine's Dinner can be staged at The Box! Twice-daily AM & PM chocolate cooking classes at Chocolab plus 'Valentines Afternoon Tea for Two' at MIXO will be available on 14<sup>th</sup> & 15<sup>th</sup> Feb.

To book please call +66 2624 0000 or email: [H6835-FB3@sofitel.com](mailto:H6835-FB3@sofitel.com)

**MORE INFO**

*Intense Living!*

# *Industry Standard vs Best Practice*

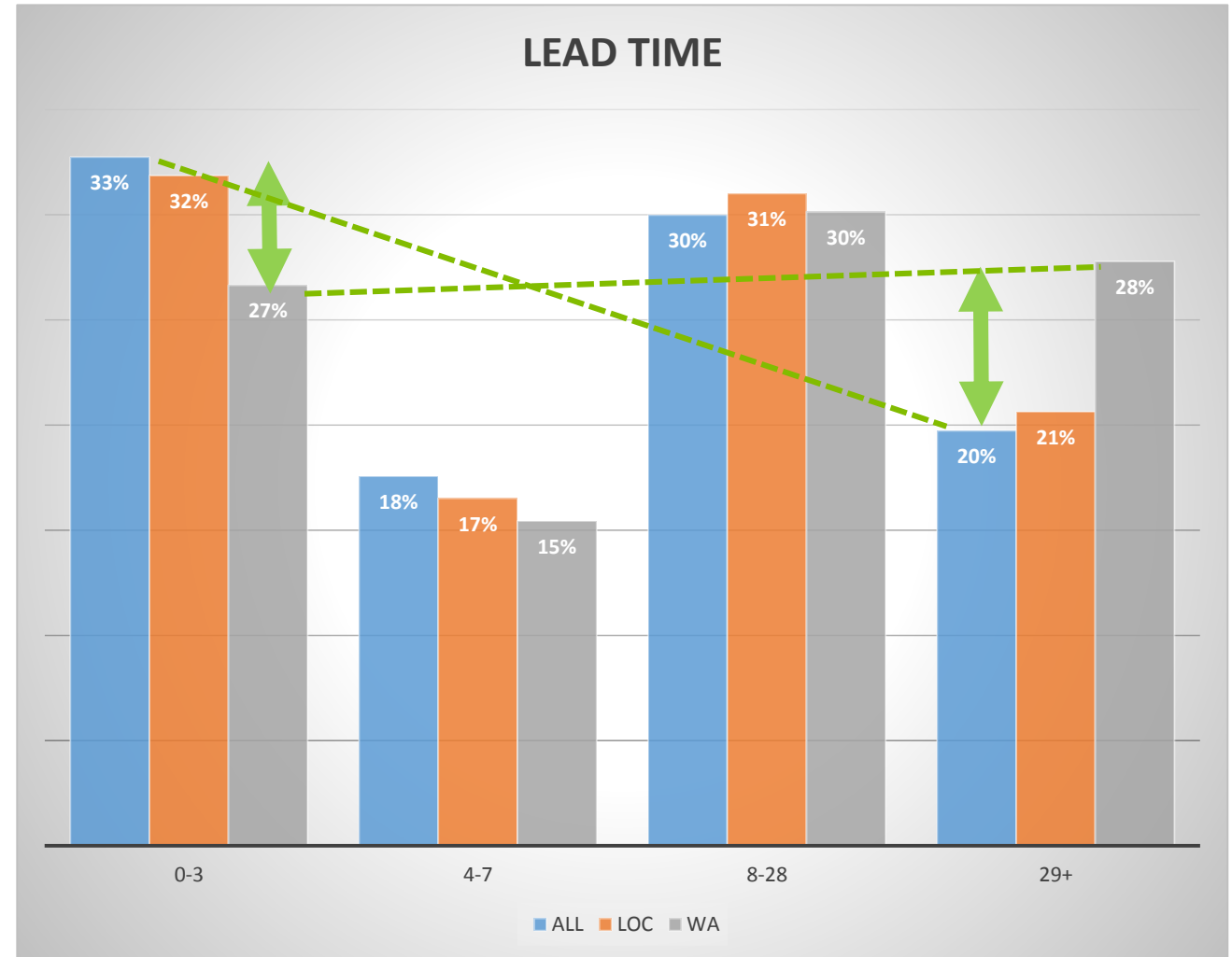


# Lead Time for Sydney Hotels

Comparing all guests (market) with:

1. Local Drive Market 100-350 Klm
  - On Par with Market
2. WA Guests
  - Gap in last minute is related to 29+ days more than 4-28 days

Should lead time be included in part of my strategy for communication?



# *Do Hotels have Big Data???*

# *Hotels have big data*

- Hotels already have big data – the PMS contains it!
- Hotels also have access to bigger data:
  - Internal by linking:
    - POS
    - MICE
    - SPA
  - External by linking:
    - Rate Shopping
    - Sentiment Analysis
    - Economic Data
    - Environmental Data

# *The Big Data Challenge*

- How do I do it?
- Can I do it internally or do I need external assistance?
- How will I fund it?
- How will I resource it?
  
- If I do nothing what will happen??

**THANK YOU FOR  
YOUR TIME!**