Demystifying Distribution

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Demystifying Distribution

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Demystifying Distribution
Marketing Outlook Forum

October 30, 2013

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The Hospitality Distribution Landscape
State of Hospitality Distribution

- More channel vendors coming with massive consumer power—Google, Apple, Facebook

- Distribution/business acquisition costs are the fastest rising expense item for hotels

- Hotel operators know profits are eroding but they don’t have visibility into why or how it is happening
Online Consumer Behavior

Graphic by Edelman PR
How are consumers changing the game in distribution?
Google Hotel Finder

Media Model based on % room revenue for prospective stay
Social is now Search

Facebook Graph Search
Unlocking your personal big data to power social discovery, awareness, and action.
The Merch Store

How long before YouTube has paid channels?

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Mobile Matters

Mobile Users > Desktop Internet Users
Within 5 Years


- Mobile Internet Users
- Desktop Internet Users

Source: Morgan Stanley Research

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Apple Introduces a Future iPhone App Called iTravel

Patently Apple
Not the End of the World

Just the end of the world as we know it... and a new era of opportunity
Everyone wants a piece of the action...shop, buy, arrive, eat, drink, stay, and pay
“Sara, have sales do that thing where profits go up.”
Hotel Business Acquisition Costs

Commissions and Transaction Fees

Sales and Marketing Expenses

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Customer acquisition costs are rising faster than revenue; it's not sustainable

Measure it and manage it.
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