

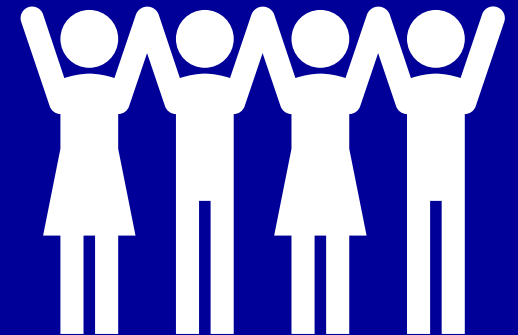
How to make the most of your partnerships with OTAs?

Alex Dugdale, Alessandra Paduos & Solene Anglaret

 Expedia for Properties  @ExpediaLPS  Expedia for Properties  @expediaforproperties

19 June 2019

Welcome!



Today

- **A bit of History...**
- **Where We Are Today**
 - OTAs Value Proposition
 - OTAs Beyond Distribution
 - OTAs Technology & Tools
- **What's Next?**

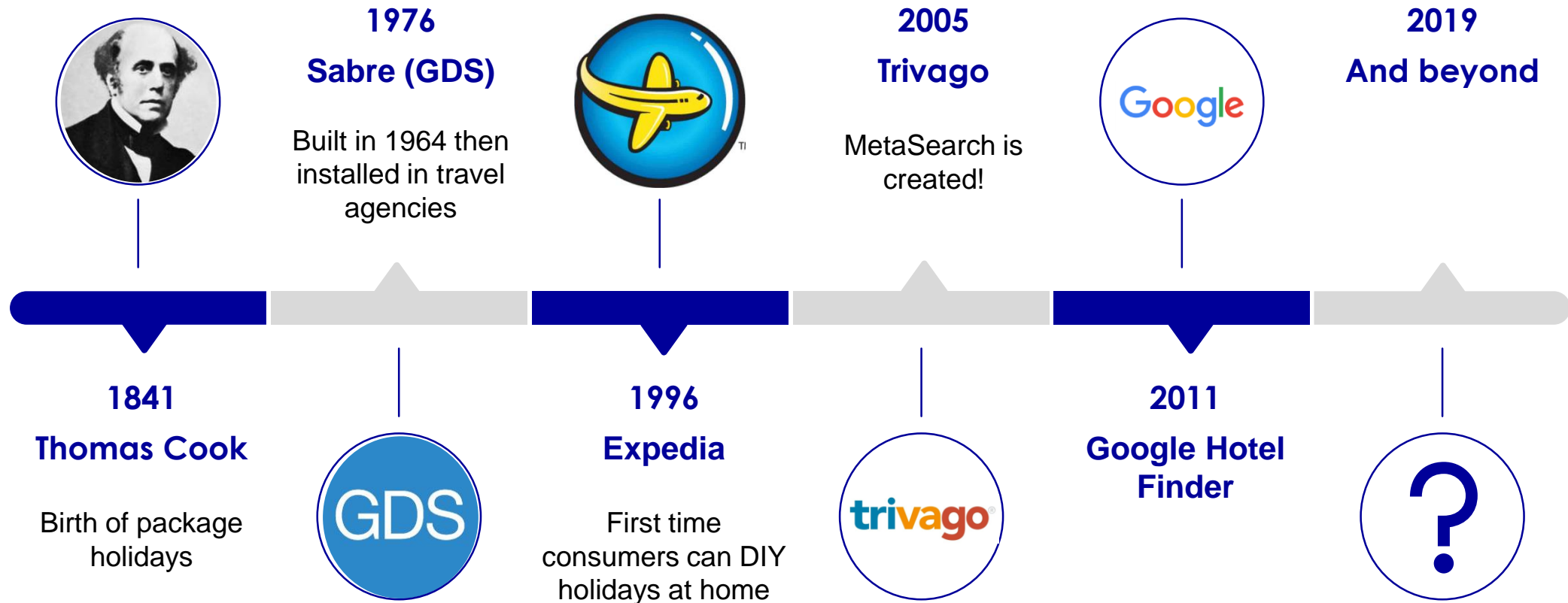
Do you remember when ... ?

From an offline to an online world



A bit of History...

The Travel Industry



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TRAVEL INDUSTRY IN 2018

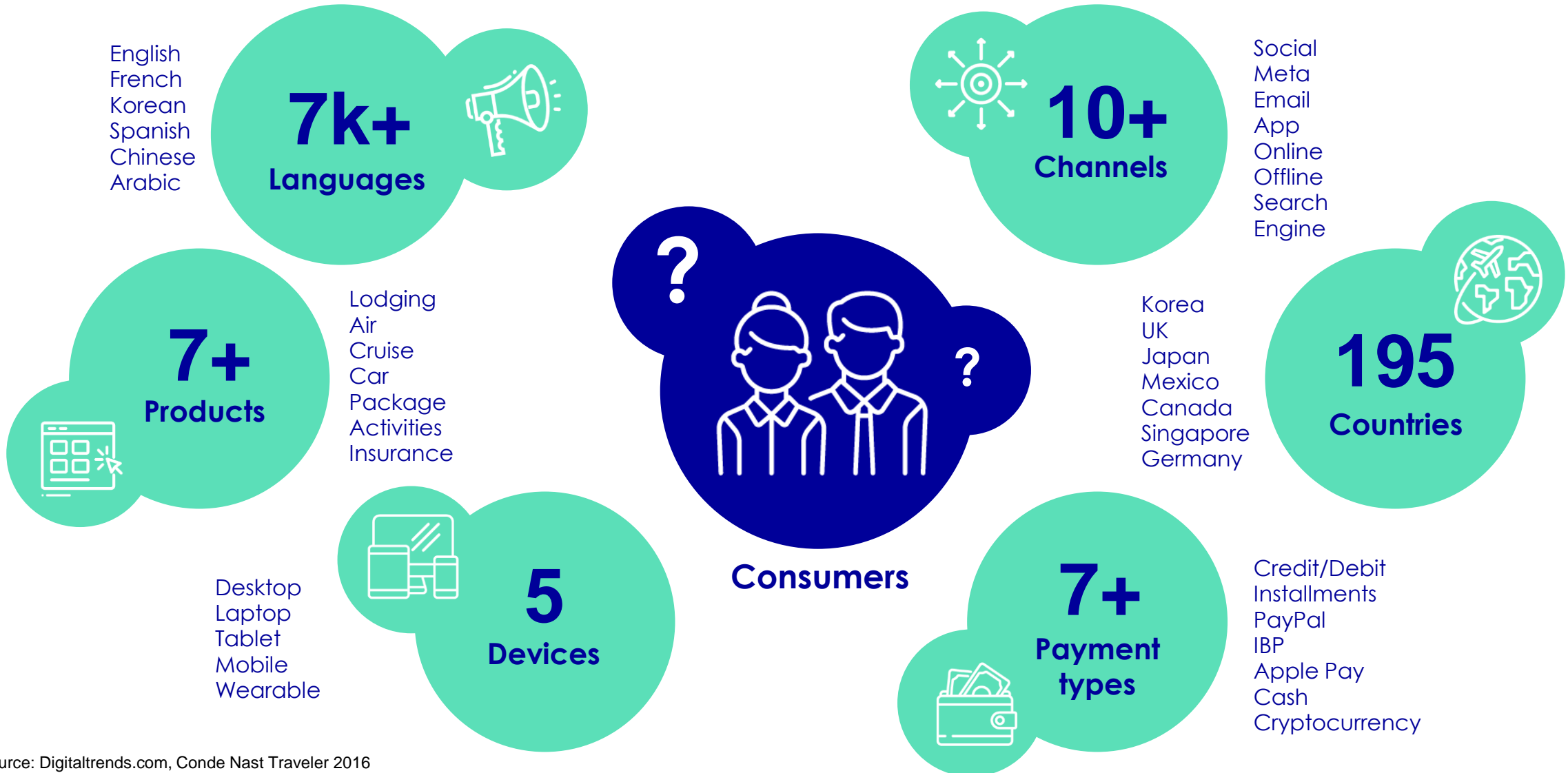


\$1.6 TRILLION



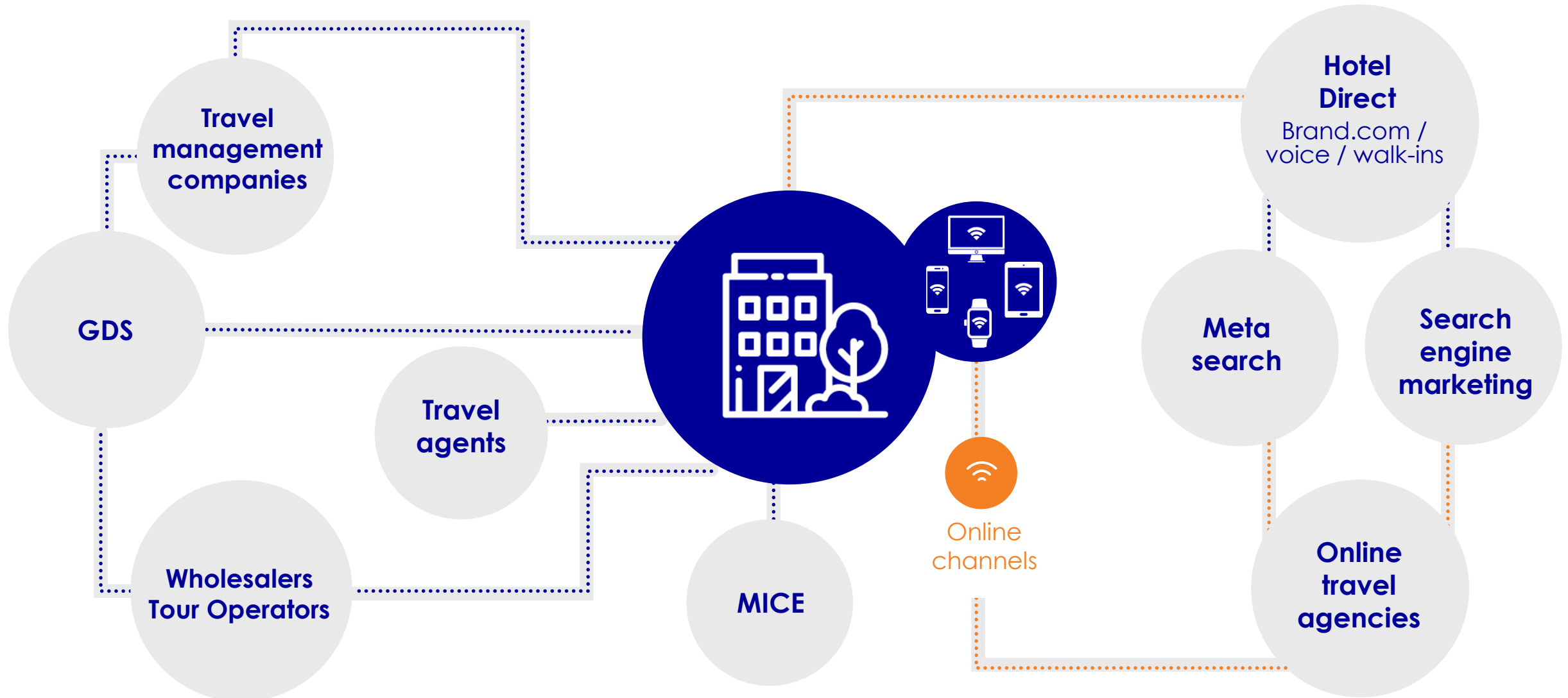
Consumers are more advanced than ever

Leading to millions of combinations



Distribution has become more complex

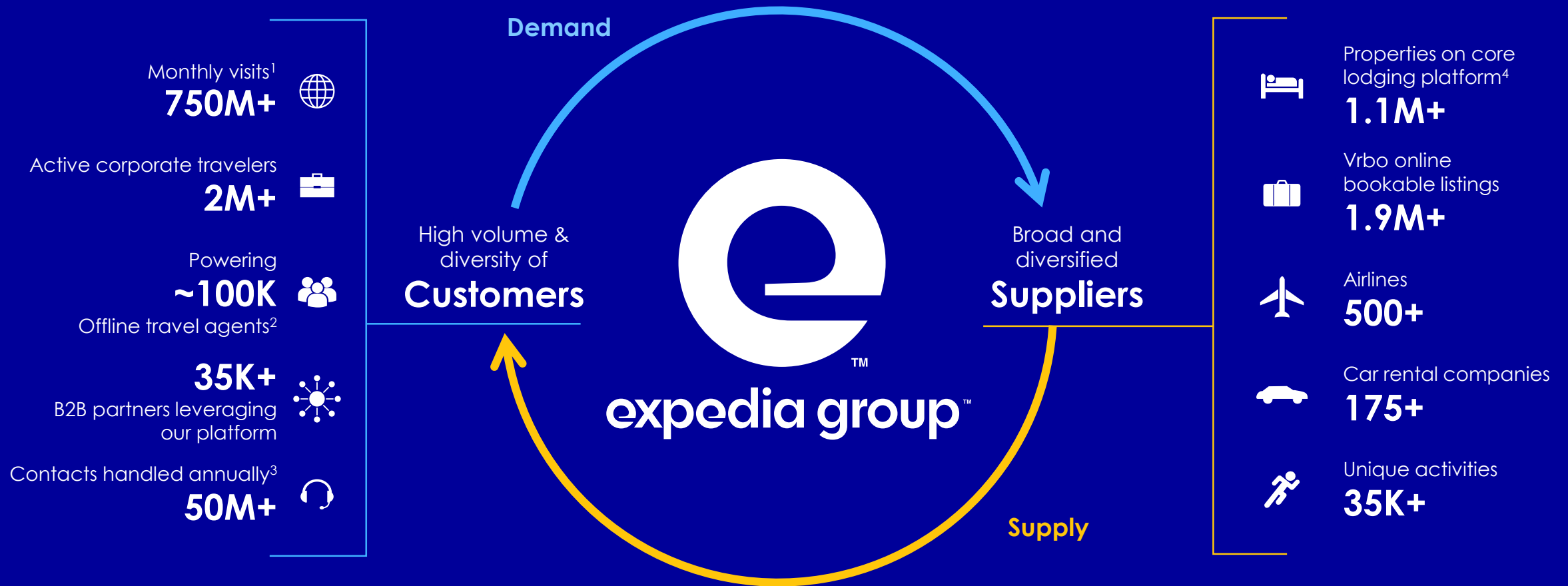
Challenging to navigate



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World's travel platform

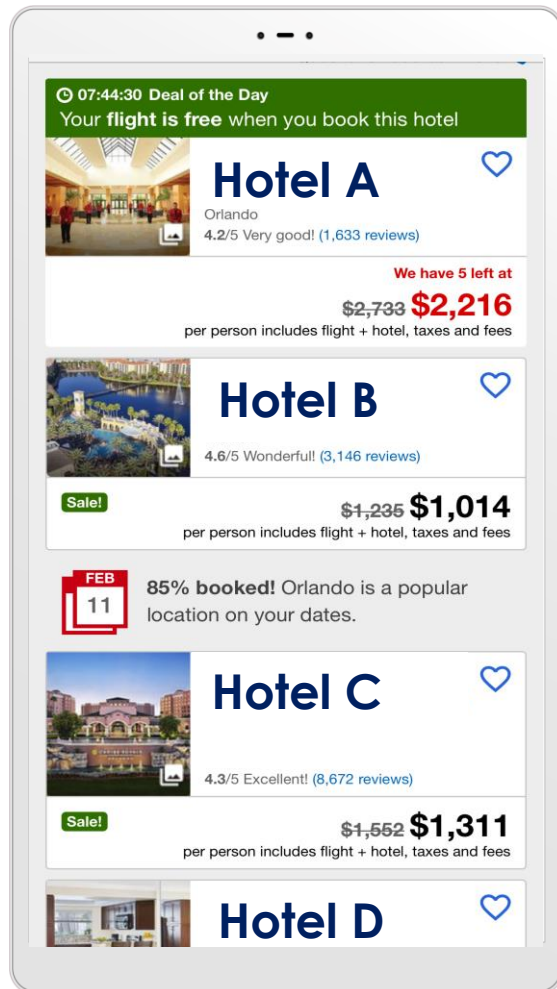


Notes: Expedia Group data shown as of 12/31/18, unless otherwise noted. ¹Monthly visits based on data for Brand Expedia, Hotels.com, Orbitz, Travelocity, Wotif, Vrbo, trivago and Hotwire combined during 2018.

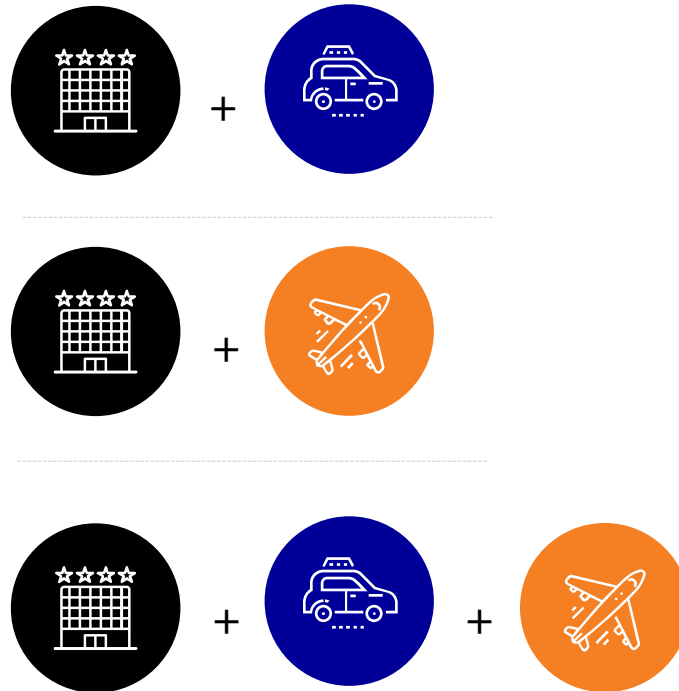
²Offline travel agents based on number of sales agents in Global Customer Operations, Expedia Partner Solutions (EPS), Vrbo, Classic Vacations, CruiseShipCenters, Travel Agent Affiliate Program (TAAP).

³Contacts handled annually include calls, emails, chats and social media. ⁴Includes more than 370,000 integrated Vrbo listings.

Connecting all of you



Bundle your rooms with other travel products



3X

More likely
from international
origins

40%

More trips

1.4X

Party size

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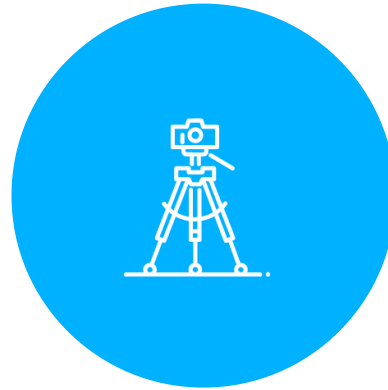
OTAs Beyond Distribution

More than just channels



Market Knowledge

Globally Relevant on a
Local Basis



Consumer Insights

Understanding the Traveler
Journey

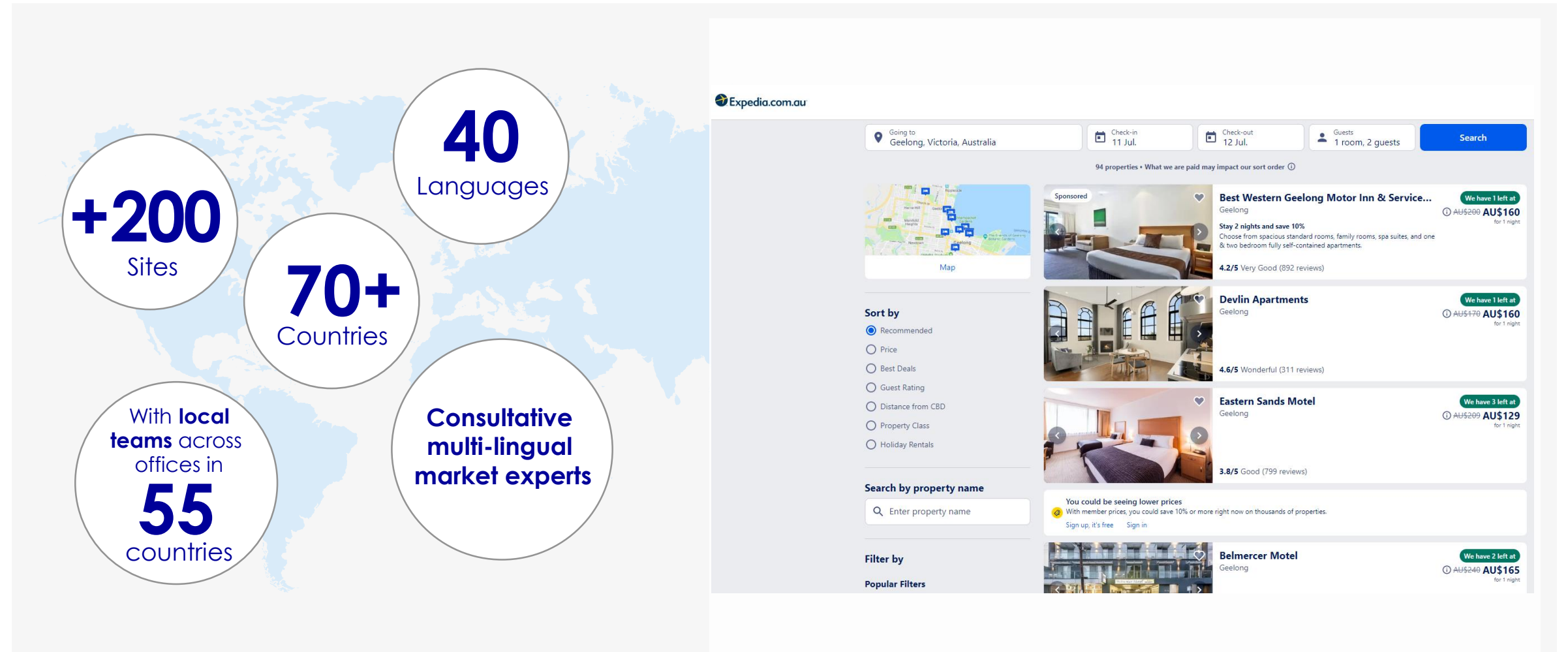


Marketing

Enabling partners to reach wider
audiences than ever before

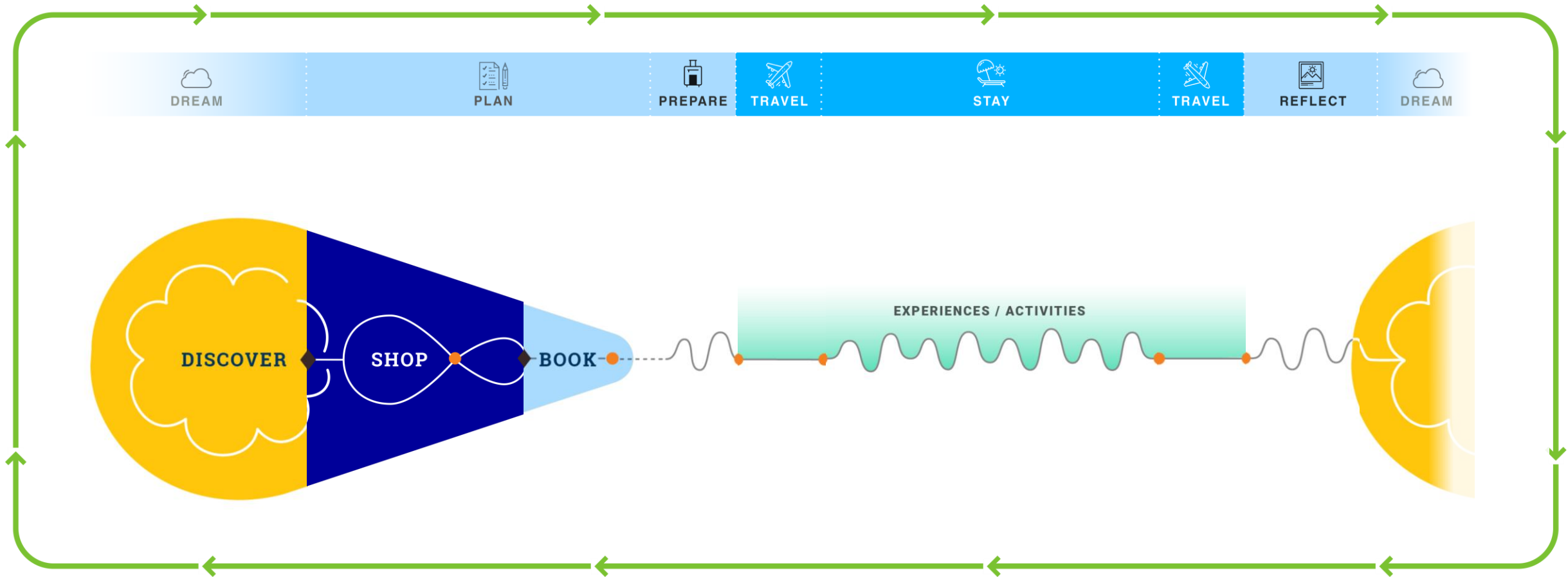
Market Knowledge

Globally Relevant on a Local Basis



Consumer Insights

Understanding the Traveler Journey



Decision Drivers

- Traveler(s)**
Who?
- Time**
When & How long?
- Trip goal**
Why?
- Budget**
How much?

Marketing

An example



The Wotif Next Big Thing

The Big Melon:
Chinchilla, QLD



200m+

People reached through earned media (that's 8x the Australian population).

65,000+

Social engagements comprising 39,000+ reactions, 16,000+ comments, 8,000+ shares.

2000

Media articles spanning major national and international outlets.

7

Point lift in prompted brand awareness and 5 point lift in consideration MoM



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OTAs Technology & Tools

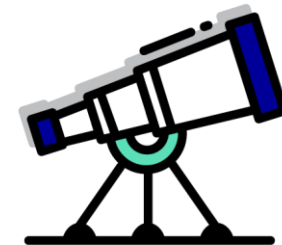
Keys to maximizing your exposure



Be Ready



Be Unique



Be Noticed

OTAs Technology & Tools

Keys to maximizing your exposure

- Competitive Rates
- Good inventory
- API Connectivity

Be Ready

OTAs Technology & Tools

Keys to maximizing your exposure

- Photos
- Content
- Points of Interest

Be Unique

Complete content = discoverability

Filters = choice reduction

Going to
Geelong, Victoria, Australia

Check-in
12 Nov.

Check-out
14 Nov.

Guests
1 room, 1 guest

Search

7 properties • What we are paid may impact our sort order ⓘ
AU\$664 in Expedia points applied. [Remove points](#)

Apartment × Free parking × Pool ×

Map

Sort by

- ☒ Recommended
- ☐ Price
- ☐ Best Deals
- ☐ Guest Rating
- ☐ Distance from CBD
- ☐ Property Class
- ☐ Holiday Rentals

Waterfront By Gold Star Stays
Geelong

Member price

We have 1 left at 10% off at
AU\$434 **AU\$384**
for 2 nights

3.4/5 (26 reviews)
[Reserve now, pay later](#)

Edgewater 207
Geelong

AU\$346 **AU\$340**
for 2 nights

4.2/5 Very Good (13 reviews)

Edgewater Penthouse
Geelong

AU\$1,128 **AU\$1,122**
for 2 nights



Apartment



Free parking



Pool

OTAs Technology & Tools

Keys to maximizing your exposure

- Promotions
- Package
- Guest Relations

Be Noticed

Travelers read at least
6-12 reviews before making
their decision.

83%

“usually” or “always” reference
reviews before deciding to book

65%

more likely to book a property that
responds to traveler reviews, versus
one that does not

OTAs Technology & Tools

Keys to maximizing your exposure



Be Ready

Competitive rates

Plenty of inventory

API connected

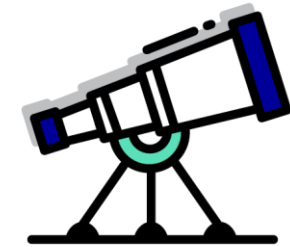


Be Unique

Photos

Content

Points of interest



Be Noticed

Promotions

Package

Guest Relations

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OTAs continue to innovate and evolve



Continuous Innovation

20,000+

lodging platform enhancements

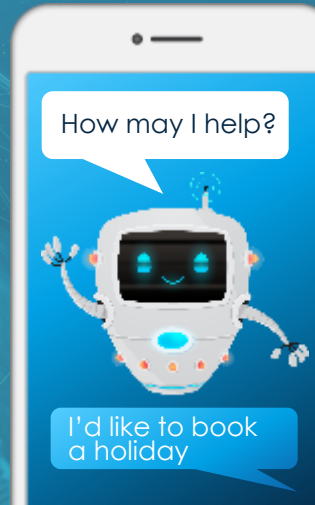
Looking to the future



MOBILE



VOICE



CHATBOTS



MACHINE
LEARNING A.I.

Key Takeaways

- OTAs have **evolved** into more than distribution channels
- OTAs offer a platform for your business that allows you to **reach** more potential customers than ever before
- OTAs provide technology and tools that – when optimized – will enable you to **convert** customers into guests
- OTAs continuously **innovate** so watch this space!

Key Contacts

- Hotel Partners:
assistanceanz@expedia.com
- New Hotels:
<http://join.expediapartnercentral.com>
- Existing Activities/Tours:
lxcam@expedia.com
- New Activities/Tours:
lxsignup@expedia.com
<http://Join.localexpertpartnercentral.com>

Thank you!



vicTOURISM CONFERENCE **2019**

17 - 18 July 2019
Geelong

vtic
VICTORIA TOURISM INDUSTRY COUNCIL