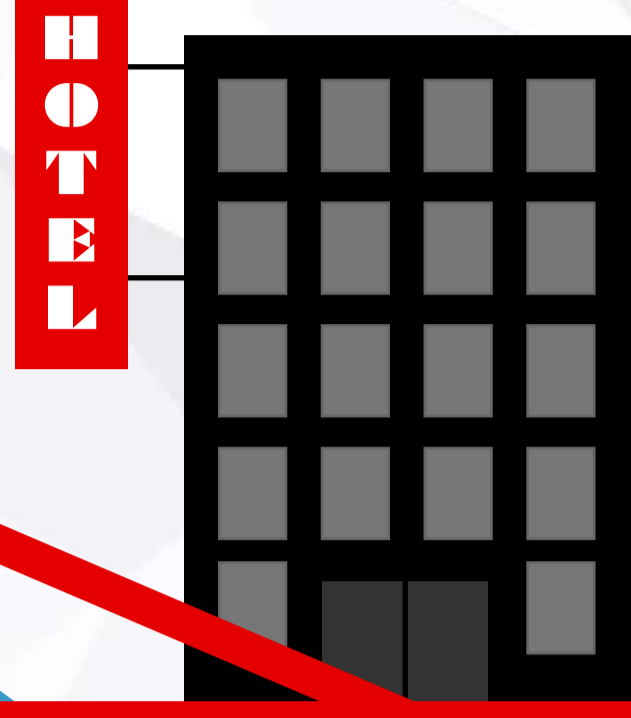


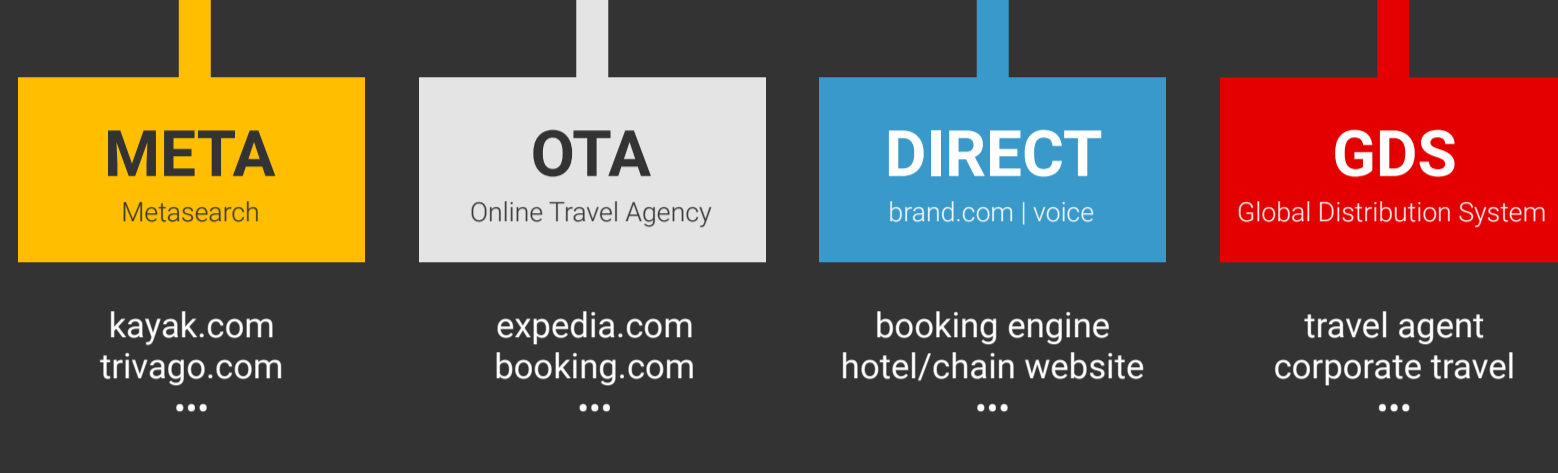
CHOOSING THE BEST DISTRIBUTION STRATEGY FOR YOUR HOTEL

Reach your guests where they shop

Technological advances have reshaped the hotel distribution landscape. Consumers have access to an unprecedented number of options to shop and book hotels.



↑↓↑ DISTRIBUTION CHANNELS ↑↓↑



Today's consumers have more choices—and control—over their travel decisions than ever. How can hotels adapt to effectively reach the right consumers at the right time, on the right device?

MOST POPULAR US HOTEL PURCHASE METHODS



To complicate things further, consumers frequently cross channels throughout their journey – researching on one (or many) channels, yet booking on another.

BOOKING WEBSITE VS. INSPIRATION POINT

| Site where research was initiated ↓ | Site where hotel was booked ↗ | | |
|-------------------------------------|-------------------------------|------|----------|
| | OTA | Meta | Supplier |
| OTA | 44% | 42% | 34% |
| Meta | 24% | 25% | 20% |
| Supplier | 33% | 33% | 46% |

Source: Channel Optimization in Hospitality, Phocuswright

Consider guest channel preferences when developing an optimization strategy

Prioritizing channels for optimization is a challenge, even for the most expertly managed properties. Each property is different, and even sister properties under a common brand may have very different experiences acquiring or converting traffic.

Success is possible by understanding:

- 1 the needs of your target customers
- 2 how effectively they are being engaged
- 3 the ROI of each channel

For more insights on creating the optimal distribution and marketing channel mix, **download the white paper today.**

Get the free white paper ↗