

DISTRIBUTION

Once you have your forecast, segmentation, and pricing strategy squared away, the last step is developing a distribution strategy. Hotels have the option to sell rooms through a variety of channels. These channels, both direct and indirect, continue to evolve. Most successful hotels maintain diversity in their channel mix. Channels include everything from the hotel's website to online travel agents (OTAs) and even Global Distribution Systems (GDS).

Distribution is not just about control. It should be about giving more exposure to your hotel on multiple channels. More visibility with consumers is the key to increasing your rates and driving higher profits. Distribution strategy should be a hard focus area for independent hotels, who can use their flexibility and nimbleness to work with multiple distribution partners whenever possible.

OPTIMIZE EVERYTHING

It is tempting to think that your guest follows a linear path to you. That is simply not the case, with the average guest doing 10+ searches before deciding where to stay. Visibility of your product is very important. Searchers have choices, and there is always someone ready to convert them into a hotel reservation.

Leverage everything to drive volume and exposure. Your website, OTA listings, GDS listings, and wholesale strategy all need to be optimized. Every single channel has its quirks, which you should optimize for.

CONCLUSION

Revenue optimization strategy is not limited to big box and brand hotels. At any size, a hotel can implement basic strategies and start learning. Get comfortable with forecasting, segmentation, pricing and distribution strategies. The more you practice, the more you will be able to grow your market share and profit.

