



Continental Hotel ****Superior
Budapest

Kühtreiber Ádám
2012-11-21

Disztribúciós kihívások

**HOGYAN (NE) TARTSUK A
LÉPÉST AZ E-COMMERCE
FEJLŐDÉSÉVEL**

E-COMMERCE



+20% (2010 VS 2011)

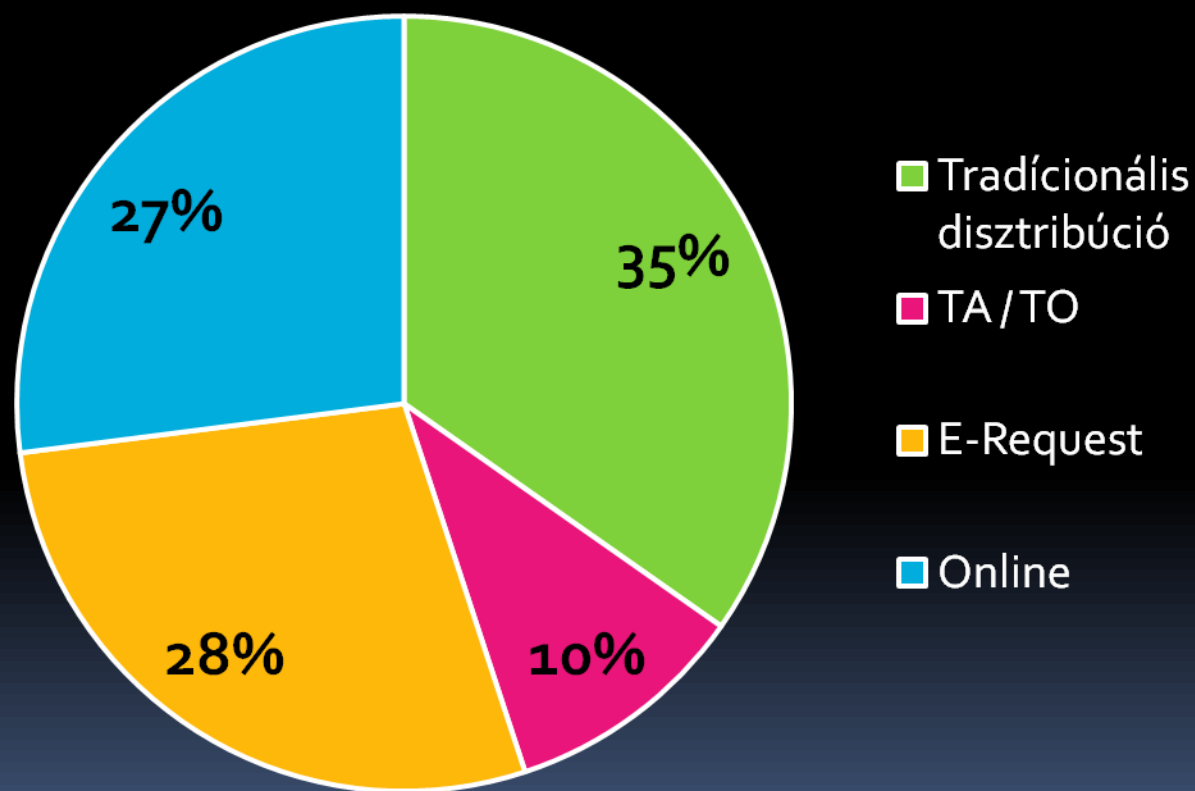
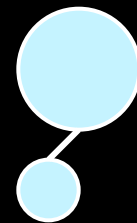
1. UK

2. DE

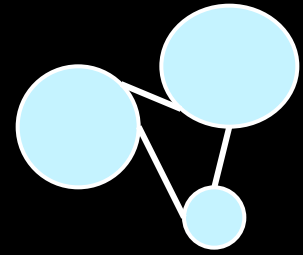
3. FR

**NÉMETORSZÁG: LUXUS – UTAZÁSI IRODA
OLCSÓ – ONLINE**

E-COMMERCE A SZÁLLODAIPARBAN



DISTRIBUTION MANAGEMENT



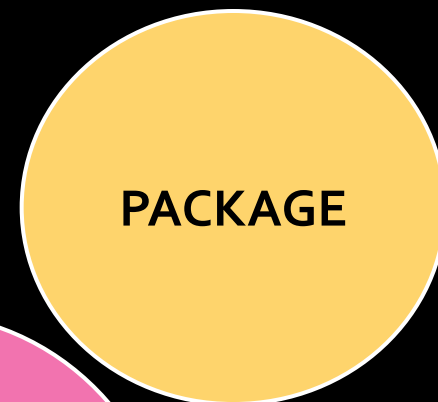
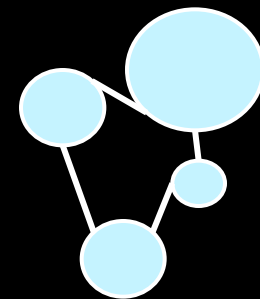
CHANNEL MANAGEMENT

CONTENT MANAGEMENT

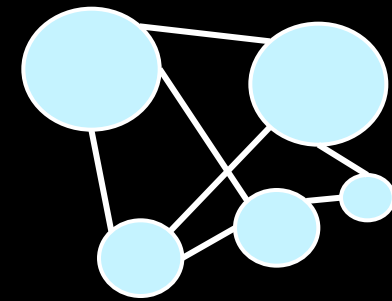
AVAILABILITY CONTROL

YIELD MANAGEMENT

EGÉSZSÉGES BUSINESS MIX



HATÁSAI



Példa: 100 Szobás szálloda

Szegmens	Forgalom	Ár
RACK	40%	60 EUR
TO/TA	25%	40 EUR
PKG	5%	55 EUR
CORP	10%	65 EUR
GROUP	20%	45 EUR



- Rack
- To/Ta
- PKG
- Corp
- Grp

**TOTAL:
5.225 EUR**

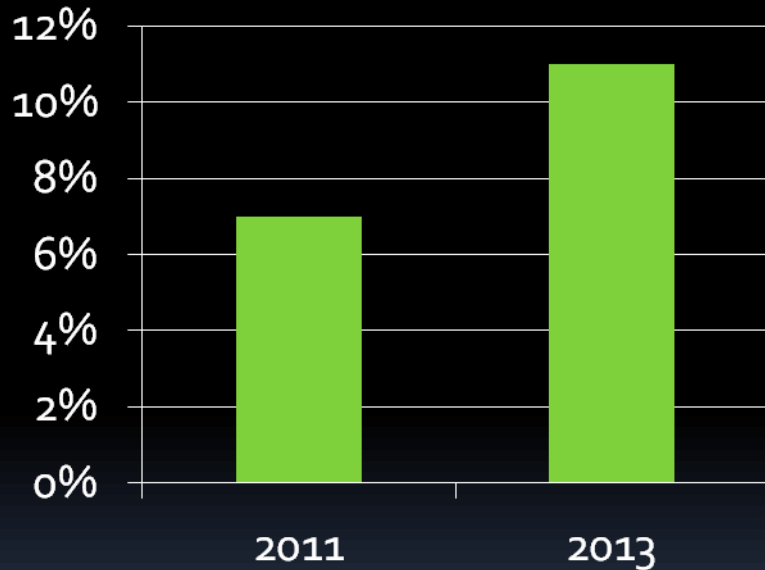
Szegmens	Forgalom	Ár
RACK	50%	55 EUR
TO/TA	30%	38 EUR
PKG	5%	55 EUR
CORP	7%	65 EUR
GROUP	8%	45 EUR



- Rack
- To/Ta
- PKG
- Corp
- Group

**TOTAL:
4.980 EUR**

OTA-K: 25% NÖVEKEDÉS ÉVENTE



■ Az összes foglalás részesedése

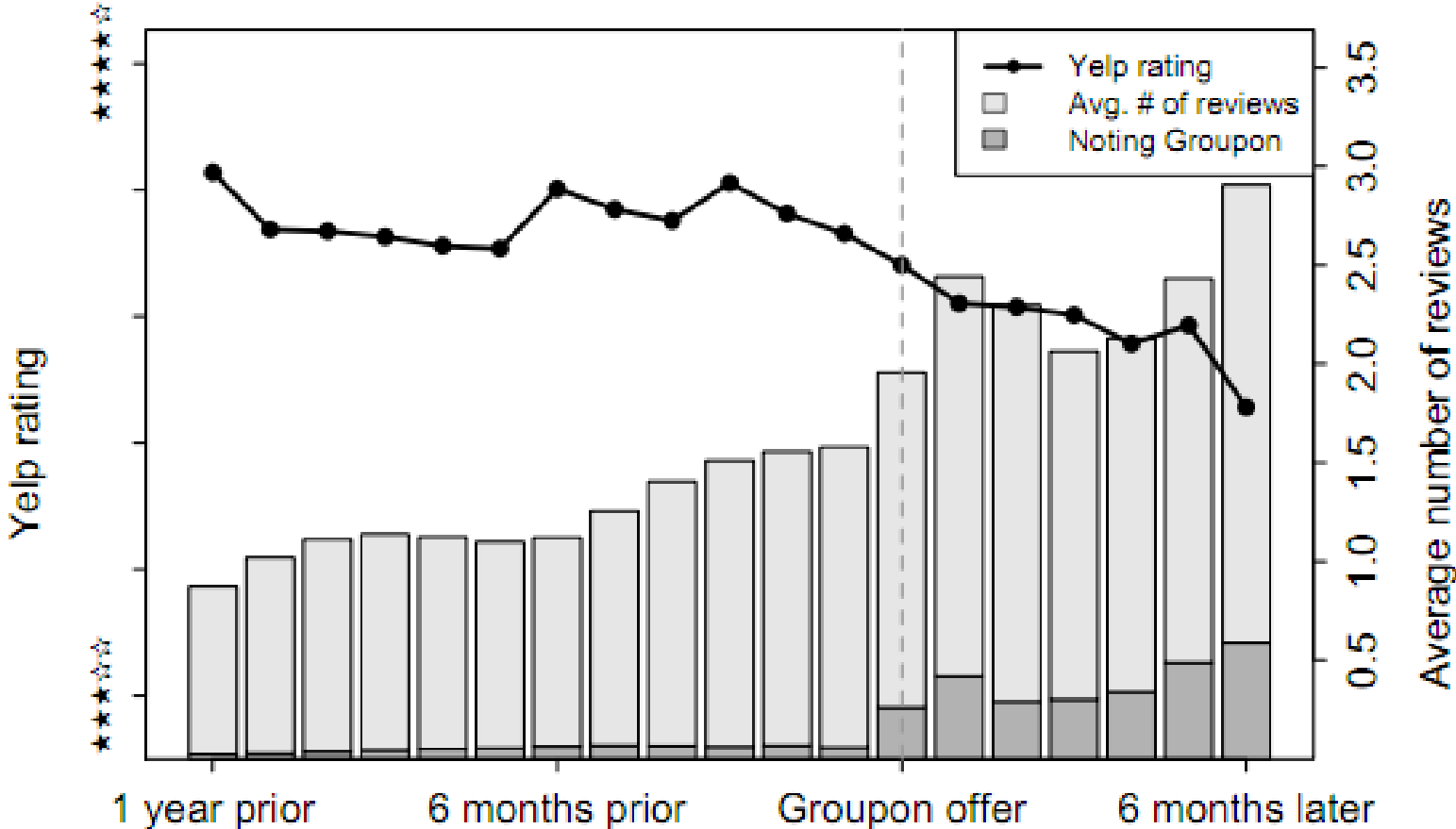
Booking.com

+

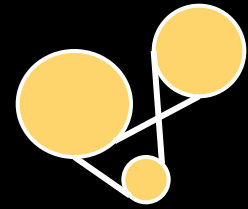
Expedia

= 55%

KUPON-OK



2013?



HRS-KARTELL PER EREDMÉNYE:
2012 DECEMBER/ 2013 1. ¼ ÉV

~~ÁRPARITÁS~~
~~KONTINGENSPARITÁS~~

KÖVETKEZMÉNYE?

NEW KIDS ON THE BLOCK I.



GET MONEY BACK AFTER YOU BOOK YOUR HOTEL



DO HOTELS REALLY DROP THEIR PRICES? YES!

Money Back here represents average potential savings based on data from Feb. 9, 2012, - Mar. 8, 2012

New York City: 218 hotels; avg. Money Back: \$46

Los Angeles: 105 hotels; avg. Money Back: \$35

Chicago: 87 hotels; avg. Money Back: \$37

Las Vegas: 135 hotels; avg. Money Back: \$26

Orlando: 189 hotels; avg. Money Back: \$25



RECENT MONEY BACK TOTALS

*Money Back here represents actual 1-night reservations made in Jan. and Feb. 2012

Phoenix, AZ hotel



Money Back:

\$45.91

Hilton Head, SC hotel



Money Back:

\$35.13

Washington, D.C. hotel



Money Back:

\$22.20

WHEN'S THE BEST TIME TO BOOK?

Money Back here represents average potential savings based on historical 2-night averages from Sep. 2011 - Jan. 2012



4 weeks from stay: 40% got Money Back. Average savings: \$53

3 weeks from stay: 36% got Money Back. Average savings: \$41

2 weeks from stay: 30% got Money Back. Average savings: \$36


1 week from stay: 15% got Money Back. Average savings: \$20

GET THE MOST MONEY BACK





1. Book early to maximize savings
2. Book a hotel with frequent price drops; look for the data on Tingo
3. Book a Money Back room; non-Money Back rooms offer \$0 savings
4. Book all hotel rooms on Tingo.com




NEW KIDS ON THE BLOCK II.



» Sell and Buy non-refundable Hotel Reservations Sign in Free registration My Account Support

Follow us on    Like 24 

HOME SELL BUY ALERT ME  Refer A Friend »

SELL IT

Country:

City:

Hotel name:

Check in: Check out:

BUY IT


Country:

City:


Hotel name:

Check in: Check out:


[Buyer protection](#)



Unable to travel?
Can't cancel your hotel reservation?
[Sell your reservation here!](#)



Looking for a good hotel deal?
[Buy your hotel reservation in a secure and fast way!](#)



[Save money and enjoy!](#)





Cancelon is the first worldwide marketplace where you can buy and sell unused hotel reservations.

Travelers who need to cancel their reservations for any reason and are unable to do so due to different providers' policies, can sell their reservations in Cancelon and turn their lost reservations into money.

Other users can buy the posted reservations and save money.

WHAT'S ON THE MARKET

Your transaction is secure

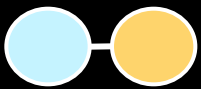
   

St Martins Lane Hotel >
London, United Kingdom
Jul 07-Jul 09
\$709
\$350 per night

Hilton > Rotterdam,
Netherlands
Jul 06-Jul 09
£496
£109 per night

Corus Hotel Hyde Park >
London, Great Britain
Jun 22-Jun 24
€408
€60 per night

Travelodge Farringdon >
London, United Kingdom
Jun 22-Jun 24
£49
£30 per night



DOMAIN/ DOMAINGRABBING

<http://www.iberostar-punta-cana.de/>

<http://www.iberostar.com/en/hotels/punta-cana/iberostar-punta-cana>

iberostar-punta-cana.de

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Hotelinfos | Angebote | Bewertungen | Urlaubsbilder | Kommentare | Ihre Buchung erfolgt mit freundlicher Unterstützung von ab-in-den-urlaub.de

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[Hotel Iberostar Punta Cana](#) Jetzt Hotel Iberostar Punta Cana zum absoluten Tiefpreis buchen! www.ab-in-den-urlaub.de/iberostar-Punta-Cana

[Iberostar Punta Cana : Billig](#) Hotel Iberostar Punta Cana Hier Hotels traumhaft günstig buchen! www.travel24.com/iberostar-Punta-Cana

[Hotel Iberostar Punta Cana](#) Jetzt Iberostar Punta Cana vergleichen, buchen, sparen! Hier www.Reisen.de/iberostar-Punta-Cana

Hotel Iberostar Punta Cana

Angebote und Verfügbarkeit zum Hotel Iberostar Punta Cana prüfen

Pauschalreisen Eigene Anreise Last Minute

Abflughafen: --beliebig-- | Reiseziel: **Iberostar Punta Cana, Osten (Punta)** | Früheste Anreise: 01.06.2013 | Späteste Abreise: 31.08.2013

Reisedauer: 1 Woche | Reisende: 2 Erwachsene | Kinder (Alter bei Reiseantritt): -- Kind 1 -- | -- Kind 2 -- | -- Kind 3 -- | Preis: --beliebig--

Suche nach Hotelnamen: **Iberostar Punta Cana** | Kategorie: --beliebig--

Verpflegung: --beliebig-- | Zimmertyp: --beliebig--

Speziell für Kinder
 Direkte Strandlage
 Unterkunft mit Meerblick
 Wellness-Fitness

Angebote finden!

Powered by: **ab-in-den-urlaub.de!**

2010 Preisvergleich.de Preis-Leistungs-Verhältnis **sehr gut (1,3)** ★★★★★


100% Geld Zurück Garantie

Compare Resorts • My Wish List | Search

Register, Login or [f Login](#)

Offers | My Iberostar

Punta Cana Overview



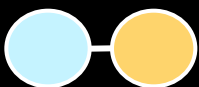
Iberostar Punta Cana ★★★★★

Eigene Anreise: 1 Tag ab **€ 85**

Pauschalreise: 7 Tage ab **€ 1299**

Ort: Punta Cana
Region: Dom. Rep. (Ostküste)
Land: Dominikanische Republik
Details: Direkt am langen Sandstrand der Playa Bavaro, inmitten einer

ENJOY! EXTRAS REVIEWS



PPC/ADWORDS



Google

w hotel paris



Keresés

Nagyjából 58 000 000 találat (0,49 másodperc)

Internet

Képek

Térkép

Videók

Hírek

Egyebek

Budapest

Hely módosítása

Web

Magyar nyelvű oldalak

Oldalak innen:

Magyarország

Lefordított idegen nyelvű
oldalak

Több eszköz

w hotel paris - kapcsolódó hirdetések ⓘ

[Párizs Hotel](#) - Foglaljon szállást itt: [Párizs](#) | [Booking.com](#)

[www.booking.com](#) > Franciaország > Ile de France

Foglalási díj nélkül, remek árakkal

970 178 személy +1-ezte vagy követi ezt: [Booking.com](#)

Legnépszerűbb szálláshelyek

Legjobb értékelést kapott

Zsebbarát szálláshelyek

Luxusszállodák

[Hotels In Paris - Paris](#) - Book Now | [HotelsCombined.com](#)

[www.hotelscombined.com/Paris](#)

Amazing Discounts – Up To 80% Off

212 995 személy +1-ezte vagy követi ezt: [HotelsCombined.com](#)

[Paris' Opéra Hotels](#) | [venere.com](#)

[www.venere.com/Paris/Opera](#)

132 Opéra Hotels from €35. Save up to 70%. Book Now!

423 személy +1-ezte vagy követi ezt: [Venere.com](#)

[W Paris - Opéra](#) | [Now Open](#) | [Official Website](#)

[www.wparisopera.com/](#) - Tárolt változat - Oldal lefordítása

Paris Opéra area is home to the city's newest insider escape. Hotel **W Paris** - Opéra

now open. ... **W PARIS** - OPERA, THE 1st **W HOTEL** IN FRANCE. Flying past ...

Pontszám: **24** / 30 - Google értékelés - Írja meg véleményét - 107 718 Ft ▼

4 Rue Meyerbeer 75009 Paris, Franciaország
01 77 48 94 94

Gallery - Sergi Arola - Video gallery - W Lounge

W Paris Opera



Hirdetések ⓘ

[Parizsi Szallas.hu](#)

[www.parizsiszallas.hu/](#)

Rövid távra kiadó apartmanok **Párizs**
szívében olcsón (19 €/fő/éjtől).

[Paris Hotels](#)

[westin-paris.galahotels.com/](#)

Best rate at **Paris** Hotels

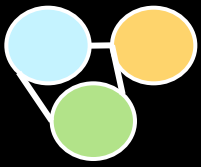
Book your room online now!

[Párizs Szállás](#)

[www.agoda.hu/Paris](#)

Gyors, könnyű, megfizethető
Foglaljon most, és spóroljon!

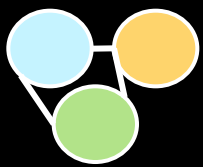
604 948 személy +1-ezte vagy követi
ezt: [agoda](#)



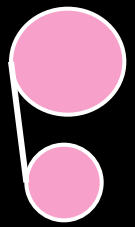
WHAT?

WHY? WHEN?

- BENCHMARKING
- YIELDING
 - ANALYSIS
 - COMPETITIVE
 - FORECAST
 - ACTUAL
 - BUDGET



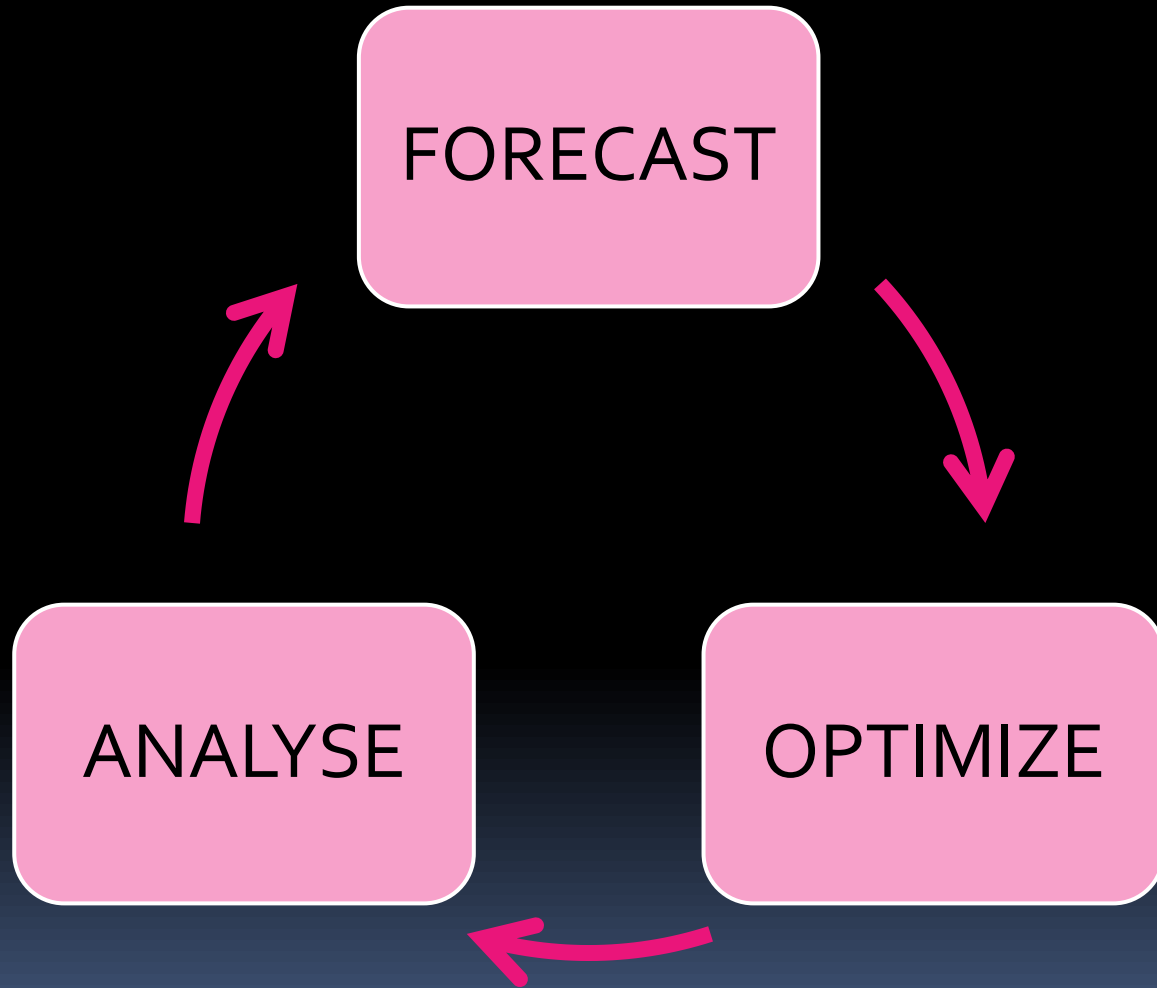
BENCHMARKING



HOTREC'S BENCHMARK OF FAIR PRACTICES

- KNOW-HOW
- KONDÍCIÓK
- CHECKLIST

YIELDING





● BUSINESS MIX

● OTA-K HELYZETE/ 2013?

● DIREKT POZÍCIÓ ERŐSÍTÉSE

● AGRESSIVE YIELDING!



Continental Hotel ****Superior
Budapest

Kühtreiber Ádám
2012-11-21

KÖSZÖNÖM A FIGYELMET!