ARE YOU USING YOUR DATA TO MAKE THE BEST DECISIONS?

# **HOTEL SMARTER NET GAIN PER CHANNEL**

1. USE DATA TO MAKE YOUR



### Instead of reviewing demand for each channel, analyse net gain. You only get a true sense of how much you get from a channel when you

understand how much you give to that channel. The past helps you plan for the future! Analyse

They let you see your likely demand levels

for the months ahead. Balance your own

pace reports with industry reports.

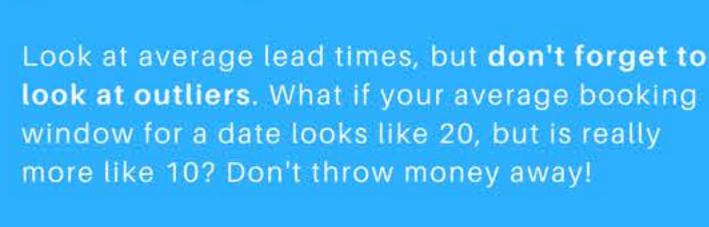
### costs and benefits. For example, do deal sites yield guests with a high lifetime value? Do long

by market, putting the year in context.

term gains outweigh short term pain?

the lifetime pattern of a channel to understand





WHEN DO PEOPLE

(ACTUALLY) BOOK?

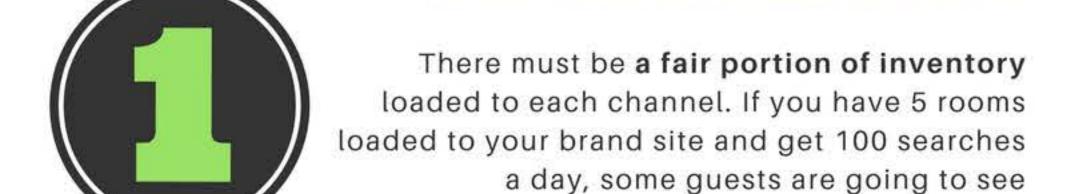
business. Don't let sentiment get in the way. Only give a channel or a market as much





importance as the data says it deserves!

Look at booking lead times for cancellations. someone months from arrival? Move on from



**ADDRESS CUSTOMER CONCERNS** 



online channels.

'No Availability' and you'll get fewer direct

bookings.

WHAT'S AVAILABLE TO BOOK?

 Is there rate disparity across the channels you're on? If the price is lower on other sites, driving direct bookings becomes much harder. WHAT ARE PEOPLE SAYING? Good reviews are vital - studies show it as the

number one factor influencing travel decisions

(accounting for location & amenities). What are

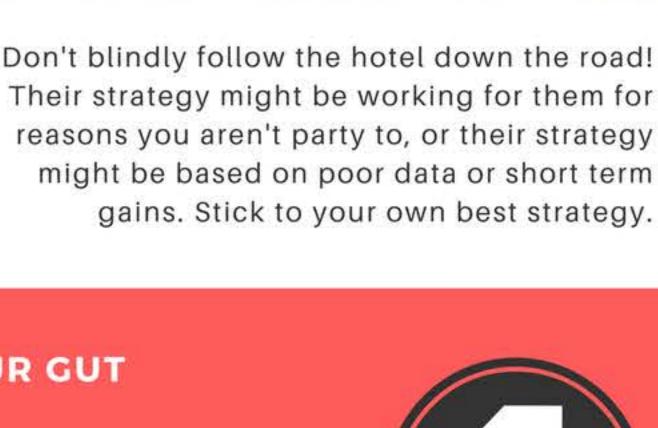
you doing to solicit positive reviews? Do you



### **BOOK DIRECT** There must be a unique benefit to booking direct - price and value are both important. These reasons might be: Something unique to your property - A free meal or item on arrival - Early or late check in, or a free upgrade 3. FACTORS THAT SKEW

**GIVE COMPELLING REASONS TO** 

## Your team might be perfectly in tune, or there might be miscommunication or hesitations that aren't so productive. When others have goals that differ from what the data shows is best, be strong! You've got to fight your corner if you feel your goals are worthwhile.



# **FOLLOWING YOUR GUT** There's a difference between your first impulse and experience based on facts. Make sure, even if you've been in the industry 20 years, that you're letting the

THE GRASS IS ALWAYS GREENER

different things. When things go wrong, look at how and when they went wrong and don't throw the baby out with the bathwater when you start over!



**OPERATIONAL REASONS** Don't put unnecessary pressure on guests when you can do the work yourself. For example, don't ask guests to give postal addresses upon booking



if your reception team can fill it in at check in. You'll depress bookings!

## THE PATH OF LEAST RESISTANCE When time is short, it's easy to default to a quick fix. However, short term benefits are just that-short. Unless it's an emergency, resist shortcuts and stick to what the data recommends! OTHER VOICES

DATA-BASED

**DECISION MAKING** 



Things change, and your guests want

**NEGATIVE APPROACH** 



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