

# WYNDHAM

HOTEL GROUP

## **REVENUE MANAGEMENT TODAY**

**DENIZ DORBEK**

**DIRECTOR OF REVENUE MANAGEMENT, EMEA**



**REVENUE MANAGEMENT TODAY**



# OLD SCHOOL MOTTO

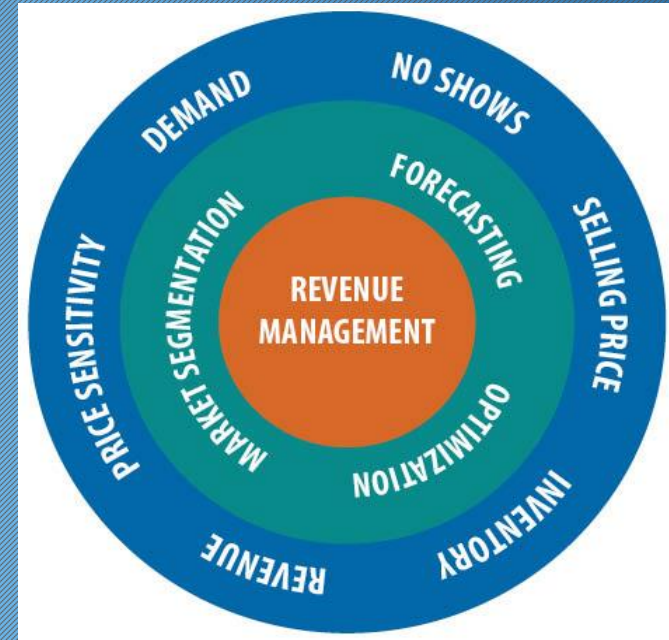
Selling the right **PRODUCT**

At the right **TIME**

To the right **CUSTOMER**

At the right **PRICE**

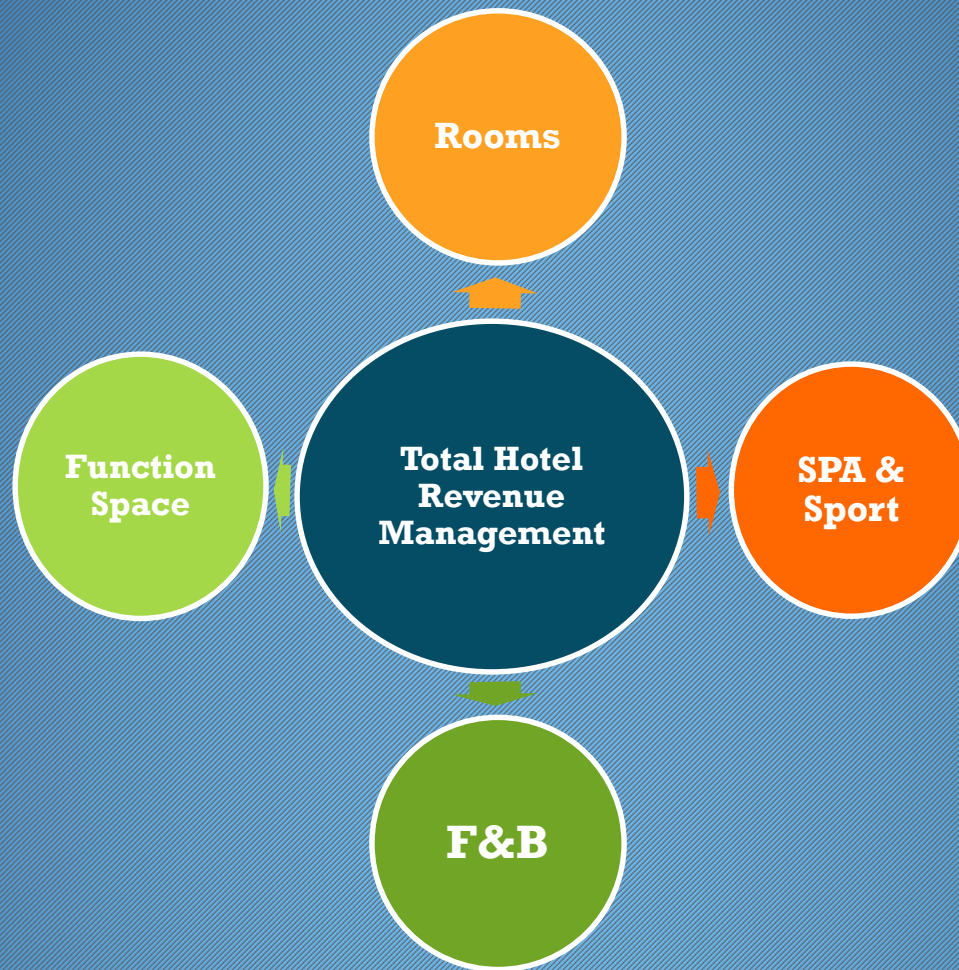
To achieve the best **PROFIT**



*in the application of disciplined analytics that predict consumer behaviour at the micro-market level and optimize product availability and price to maximize revenue growth.*



# NEW TRENDS IN REVENUE MANAGEMENT



# NEW TRENDS IN REVENUE MANAGEMENT



Advances  
in  
economics



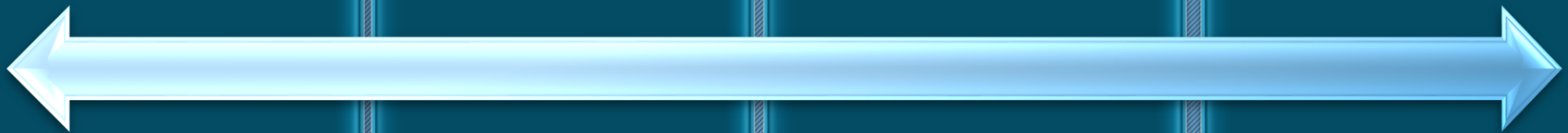
Advances  
in  
technology



New  
Hospitality  
KPIs



Customer  
Analytics





## GLOBAL HOTEL INDUSTRY REVENUE, 2008 TO 2016



Note: Revenue in billions of U.S. dollars.

### KEY INSIGHTS»

The global hotel industry revenue was **\$457 billion** dollars in **2011**.

It is predicted to reach **\$550 billion** dollars in **2016**.

Source: Focus Economics

## PREDICTED HOTEL BUSINESS TRENDS FOR 2016



### BUSINESS TRAVEL BECOMES MORE EXPENSIVE IN THE USA

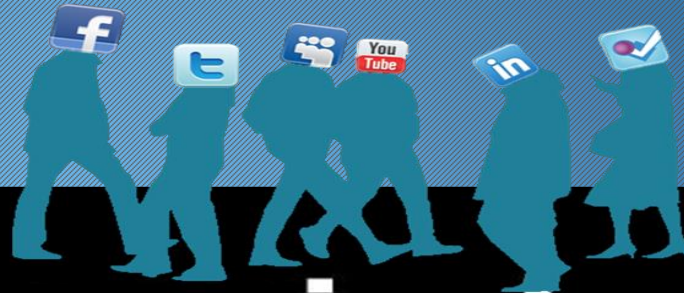
**Business travellers** in the **USA** will see the largest **hotel rates** increase in a decade in 2016. Rates are **forecast to rise** from 6.5% to **7.5%**.

### MILLENNIALS RISE UP AS THE NEW GLOBAL TRAVELLERS

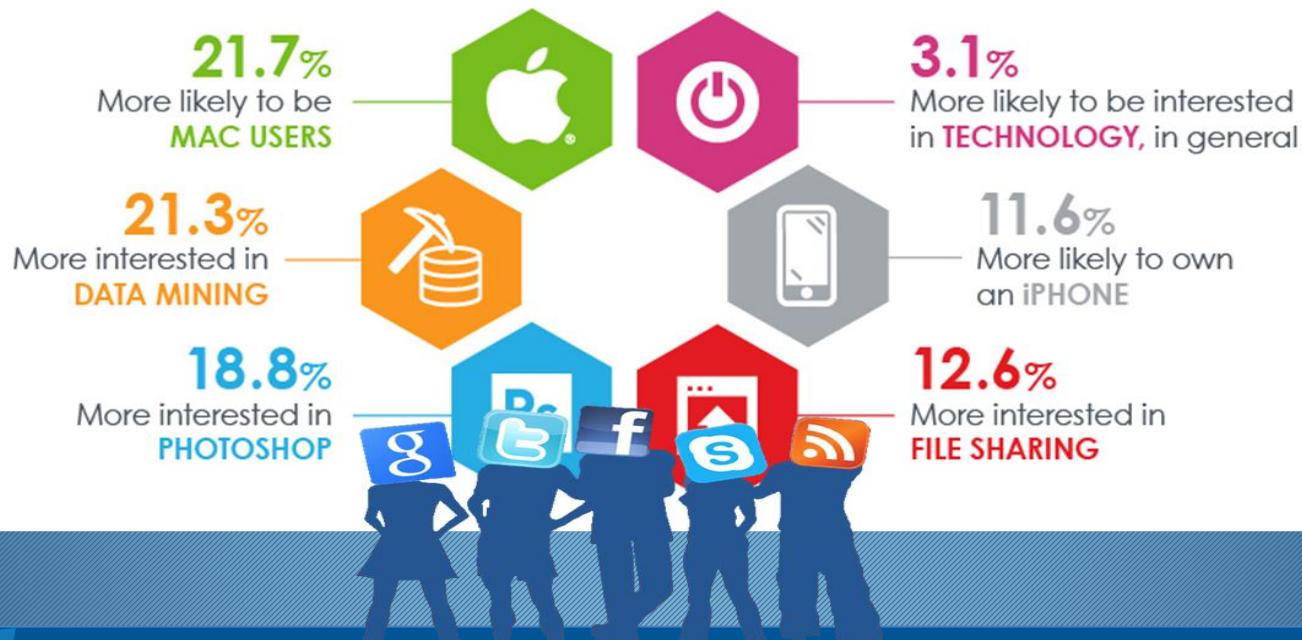
It is predicted that the **millennial generation** (those between 20-35 years of age) will **replace the baby boomers** as the **dominant consumer** group by 2017.



# Today Millennials Driving Loyalty!



## The Millennials





## PREDICTED HOTEL MARKETING TRENDS FOR 2016

### DYNAMIC RATE MARKETING IN REAL TIME WILL BE STRONGER THAN EVER



More than **50% of hotel bookings** take place **online**.



Increasing a hotel's budget to **chase customers via online channels** can **increase conversions & boost ROI**.



**Dynamic rate marketing** is commonplace in the world of hotel booking.



This involves **displaying real time pricing & room availability** across a **mix of online marketing channels**.



These channels include **display advertising, meta-search, retargeting, Google AdWords, email marketing & Google Business Listings**.



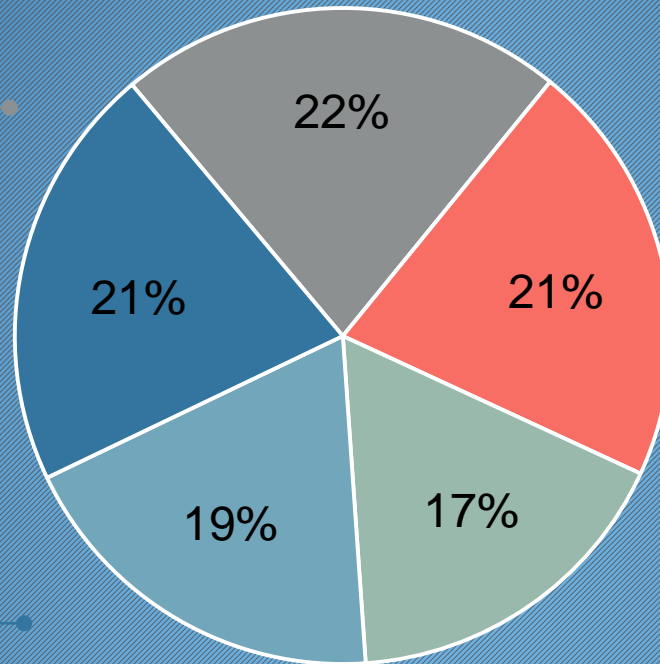
# CUSTOMER BEHAVIOUR INSIGHT

## Experience Seekers

- Less frequent travelers who seek new experiences over brand relationships
- "I love to discover new places through others' experiences"

## Practical Planners

- Least enthusiastic about travel and about luxury in general
- "I would be as happy to stay home rather than travel"



## Social Architects

- Luxury found more through relationships than objects
- "Experience defines excellence"

## Luxury Lovers

- Love luxury brands and what they convey to self and to others
- "Brand defines excellence"

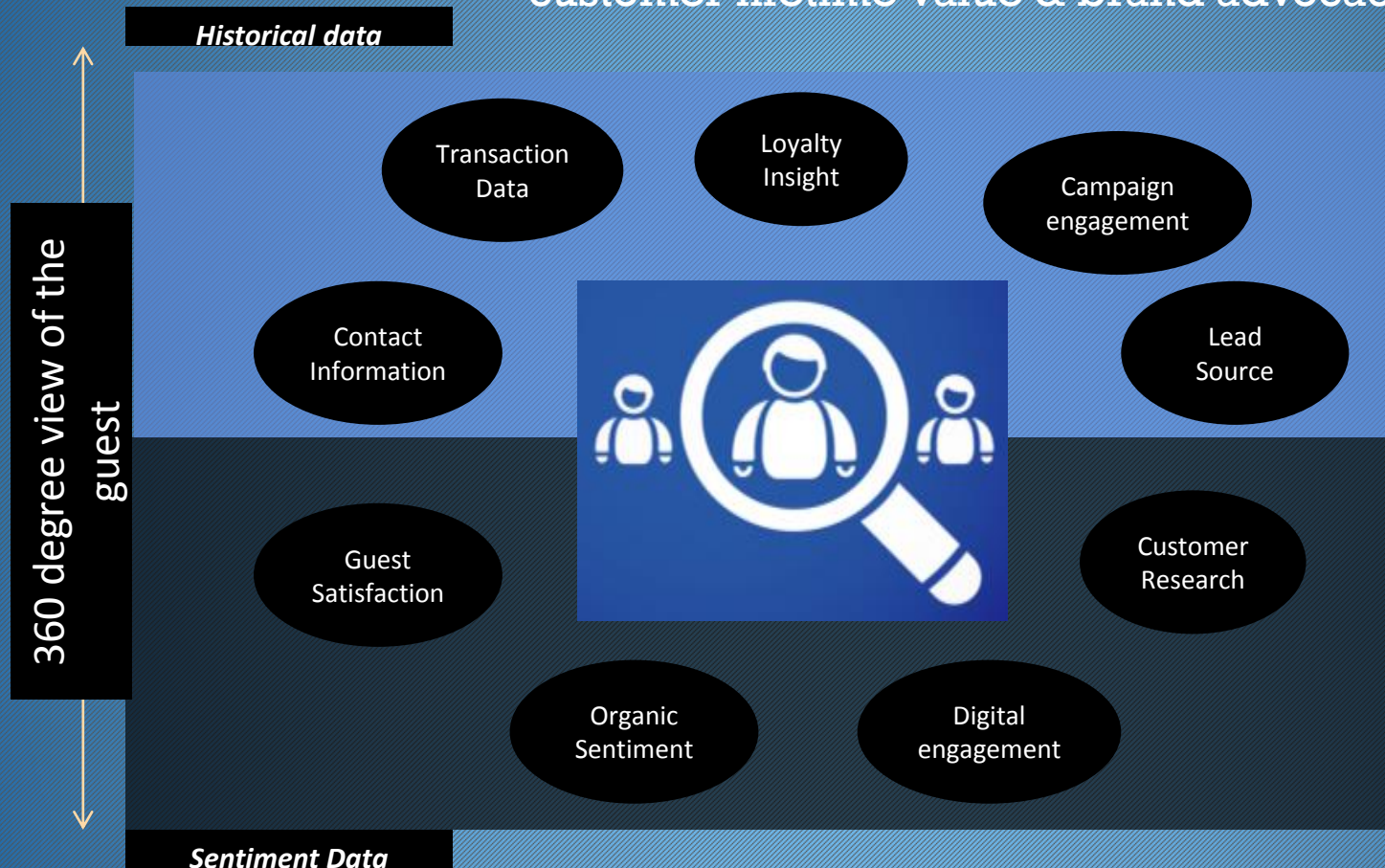
## Information Gurus

- Trust self to select winners. Brand contributing/not defining factor
- "I decide where I will find excellence"



# VOICE OF CUSTOMERS

Maximize guest satisfaction to increase customer lifetime value & brand advocacy



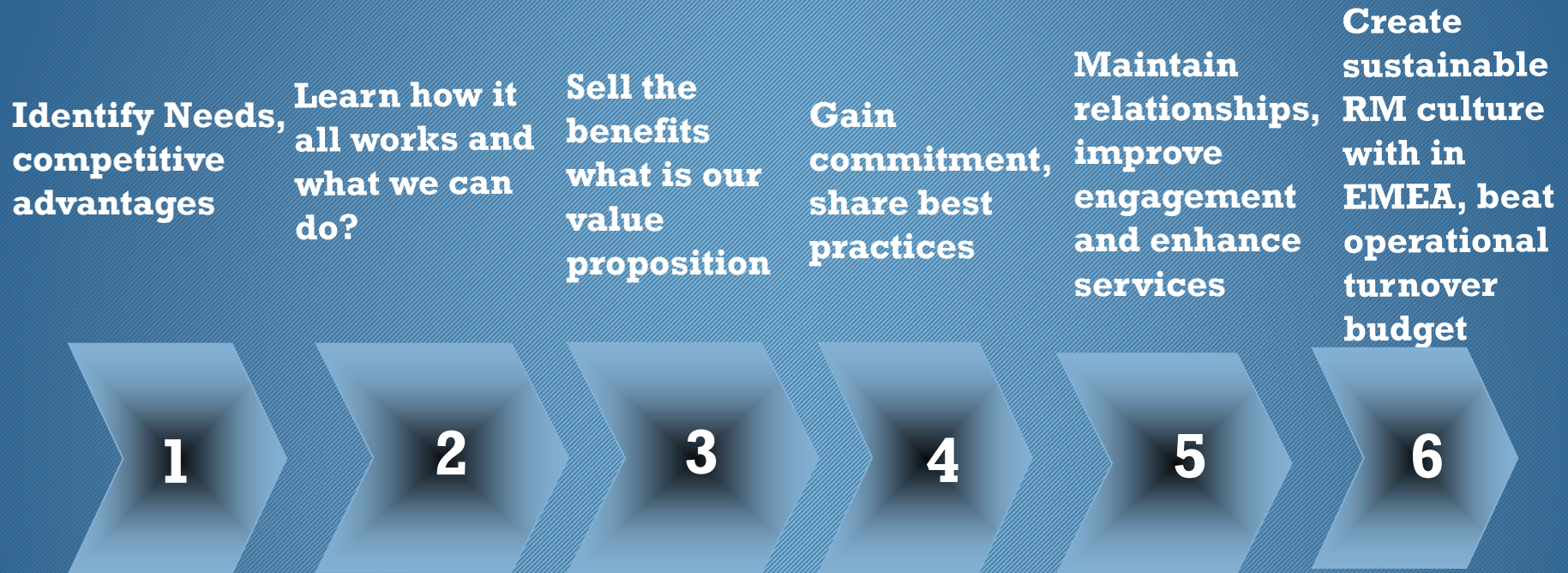




# **REVENUE MANAGEMENT ROADMAP**

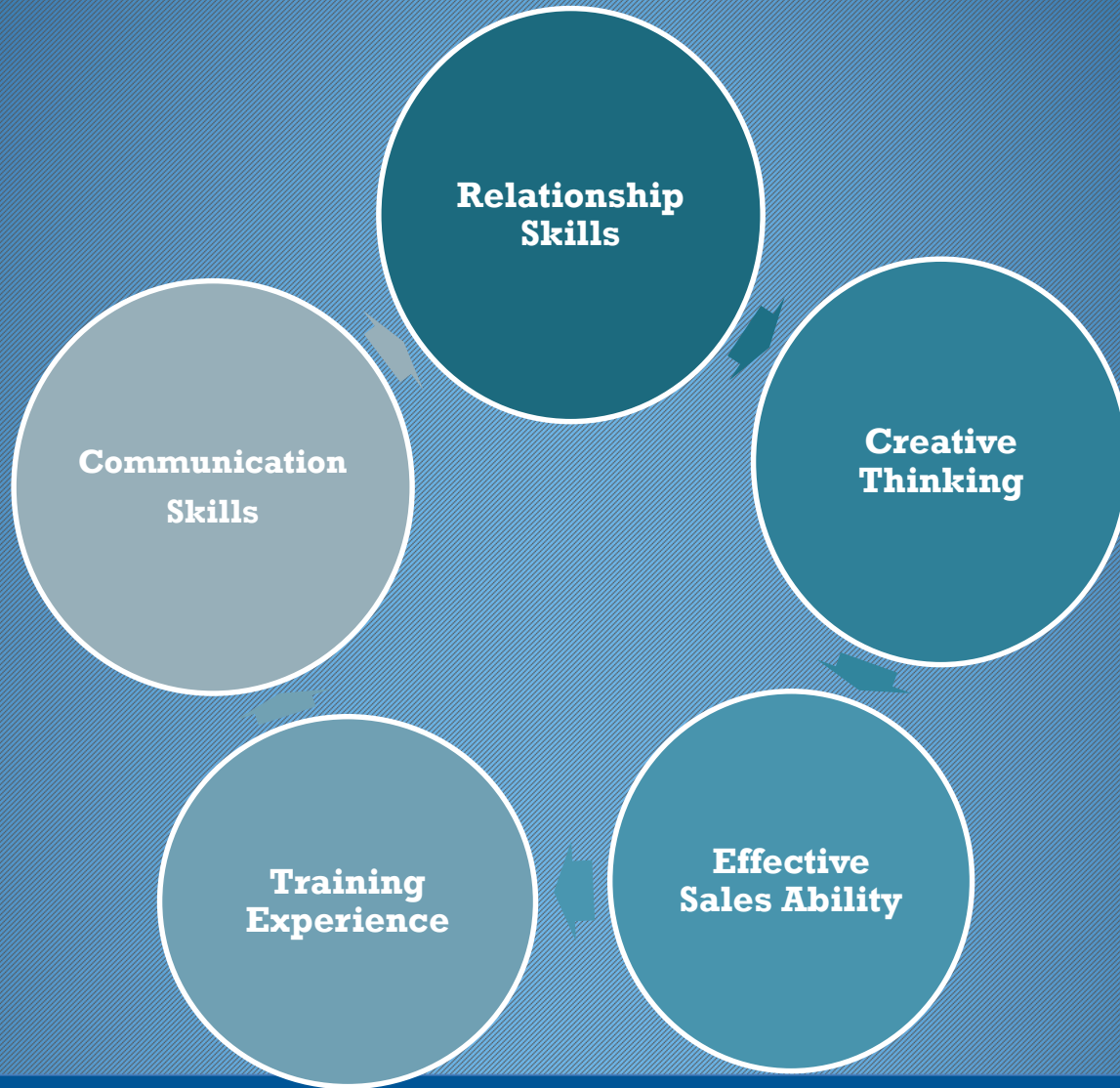


# REVENUE MANAGEMENT SERVICES ROADMAP





# NEW ERA REVENUE MANAGER SKILLSET





# NATIONAL REVENUE MANAGEMENT SERVICES







If opportunity doesn't knock,  
**BUILD A DOOR.**

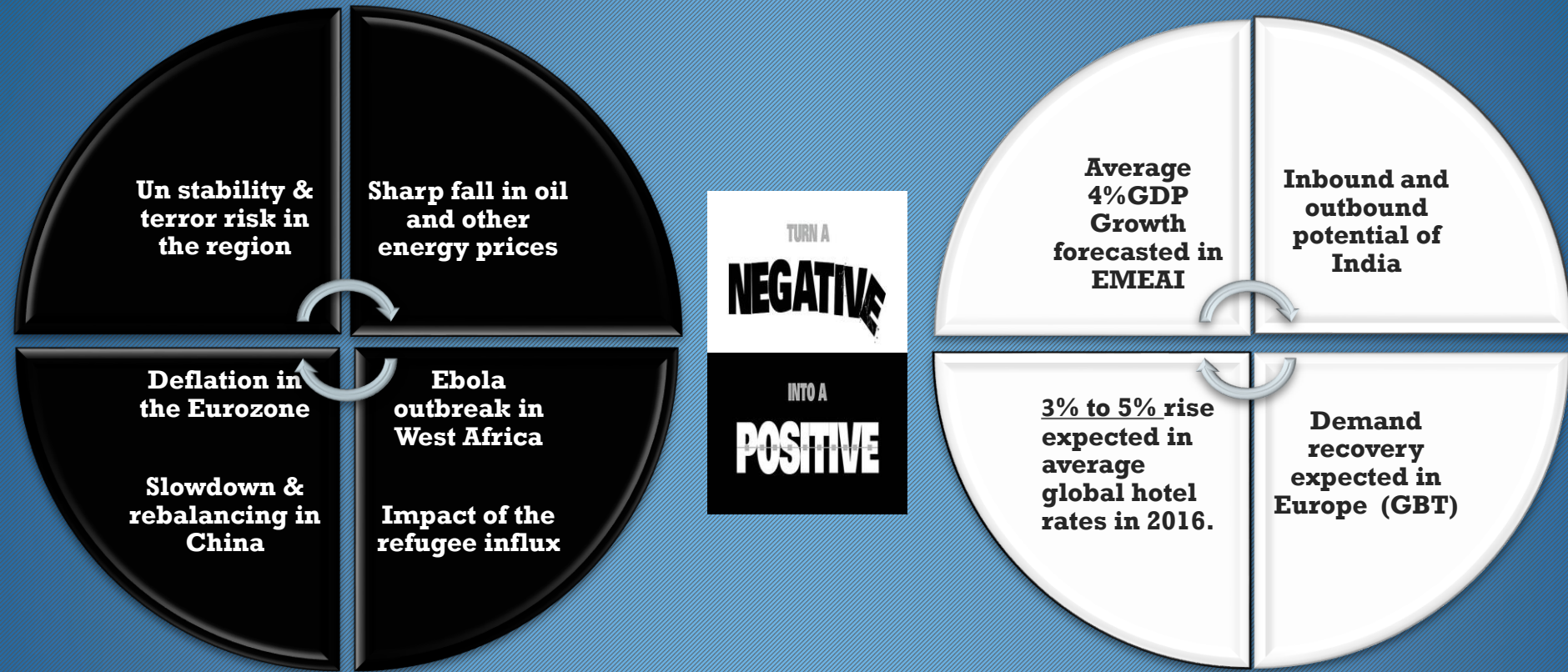
**Milton Berle**

SYMPHONY OF LOVE  
Photo by JayManti

**2016 OPPORTUNITIES & RISKS**



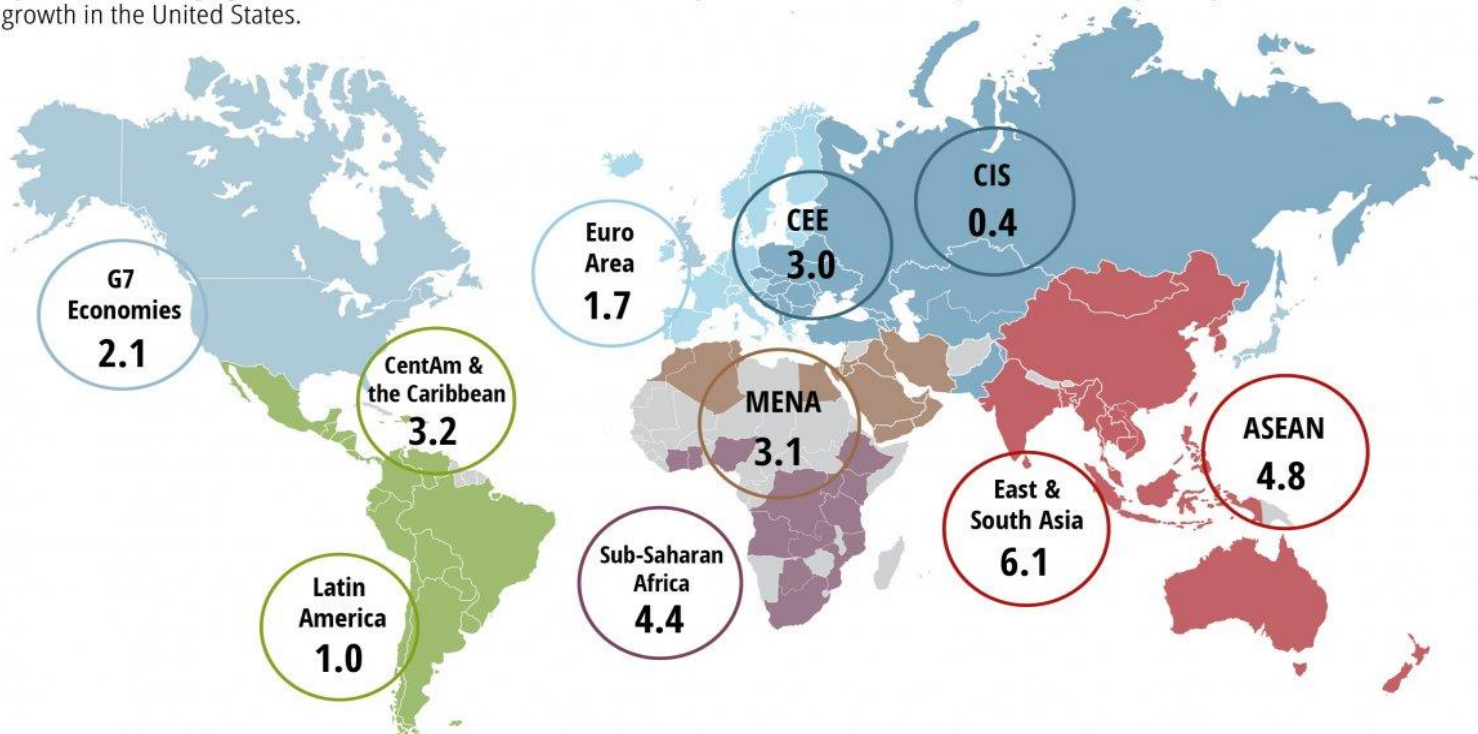
# EMEA 2016 OUTLOOK



Source: imf.org  
fortune.com, pwc.com

# GLOBAL GROWTH FORECASTS FOR 2016 (%)

The global economy is expected to expand 3.1% in 2016. Next year's performance will be mostly driven by strengthening dynamics in emerging-market nations, healthier economic activity in the Eurozone and Japan, as well as by steady growth in the United States.



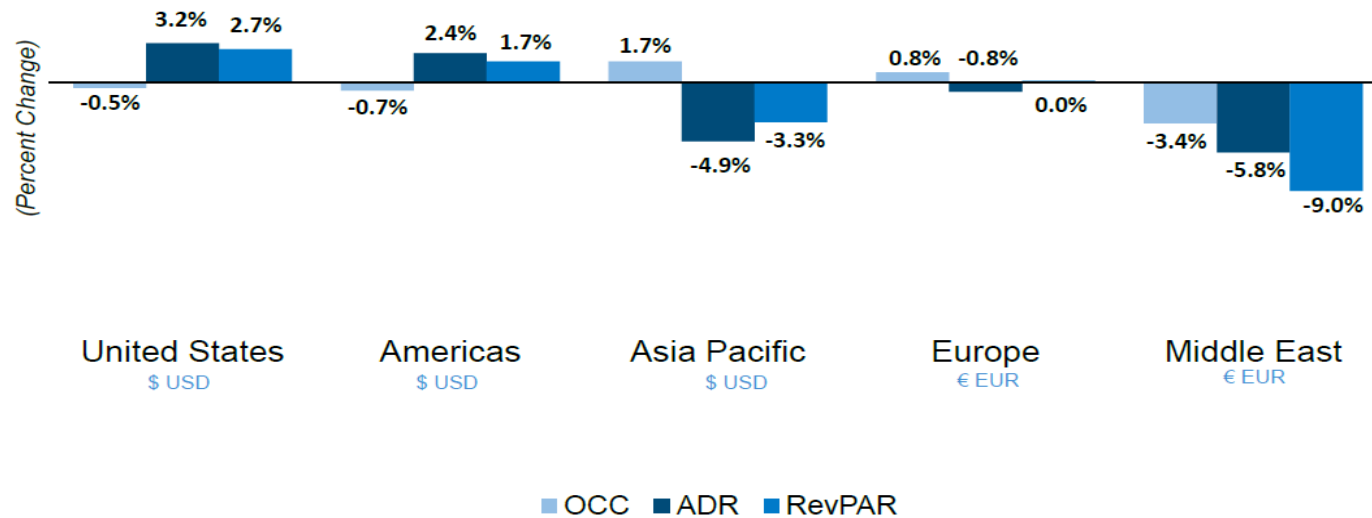
Source: Focus Economics





# **GLOBAL PERFORMANCE SUMMARY**

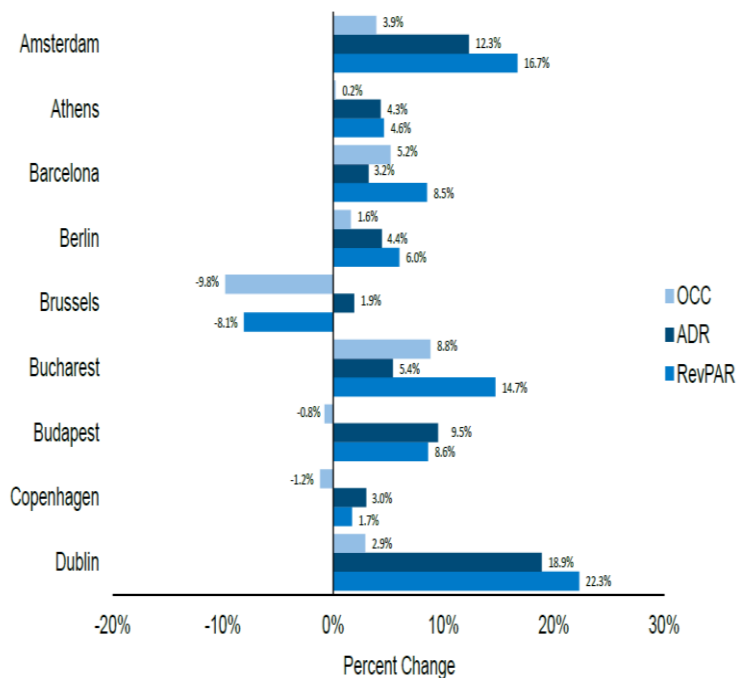
## At-A-Glance | 2016 Q1 Global Trends



Source: Smith Travel Research. 2016 Q1.

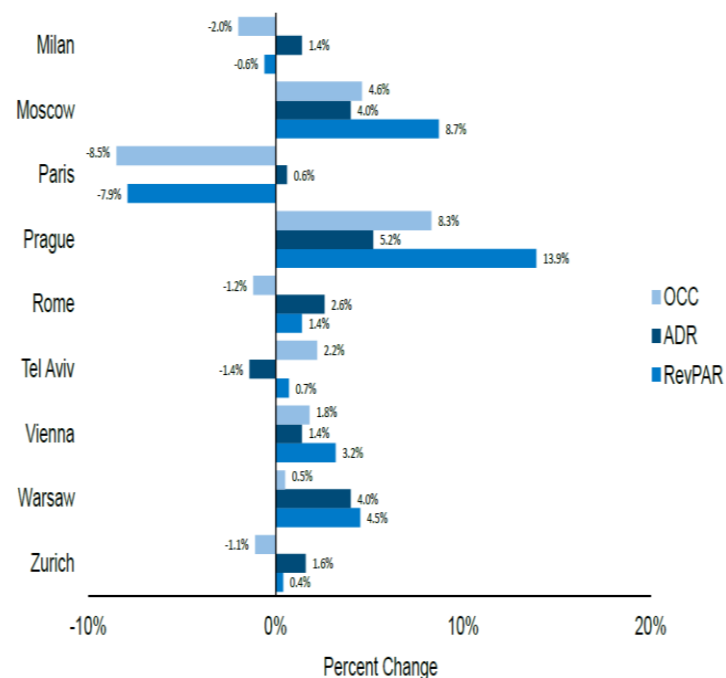


## Global Trends 2016 Q1 | Europe



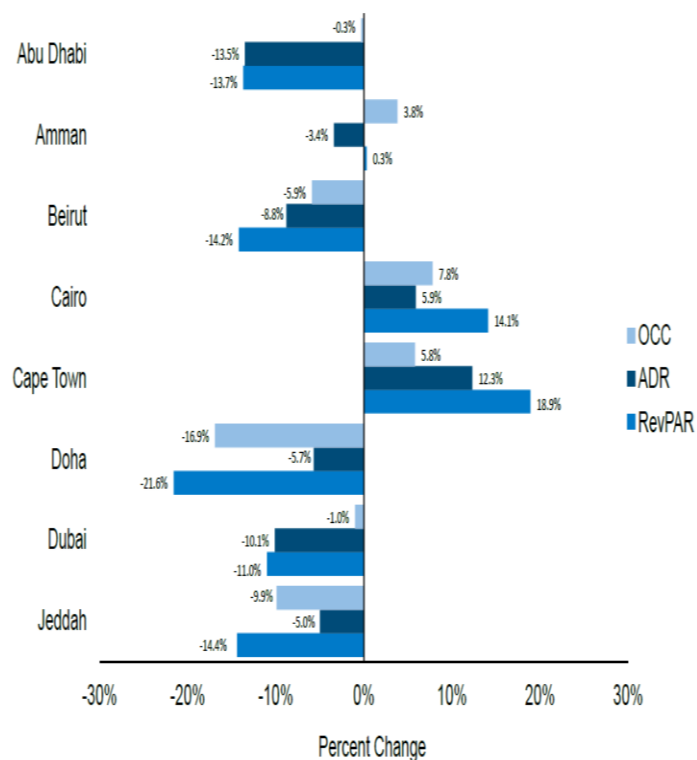
ADR are in Local Currency. Source: Smith Travel Research, 2016 Q1.

## Global Trends 2016 Q1 | Europe cont.



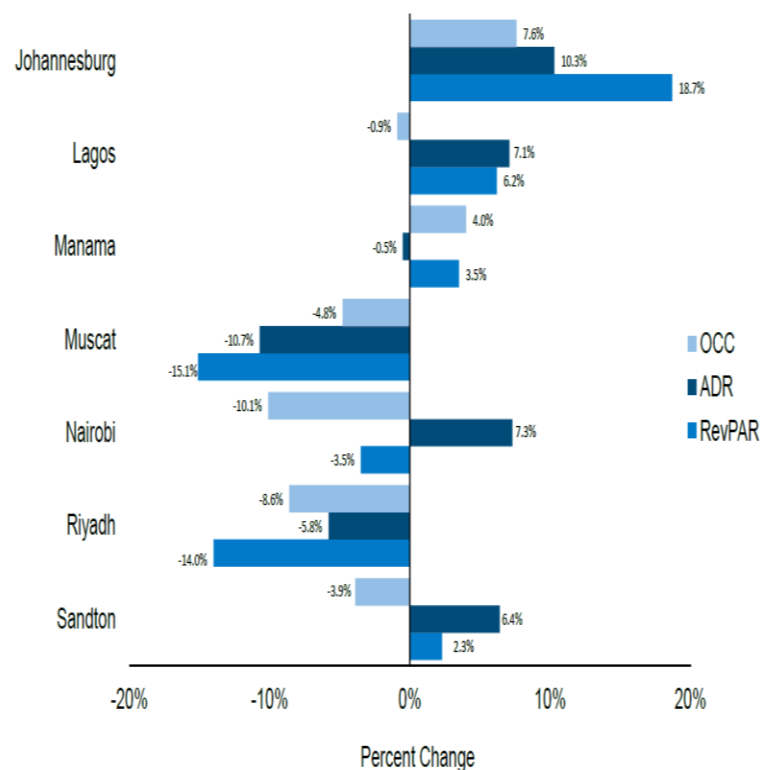
ADR are in Local Currency. Source: Smith Travel Research, 2016 Q1.

## Global Trends 2016 Q1 | Middle East/Africa



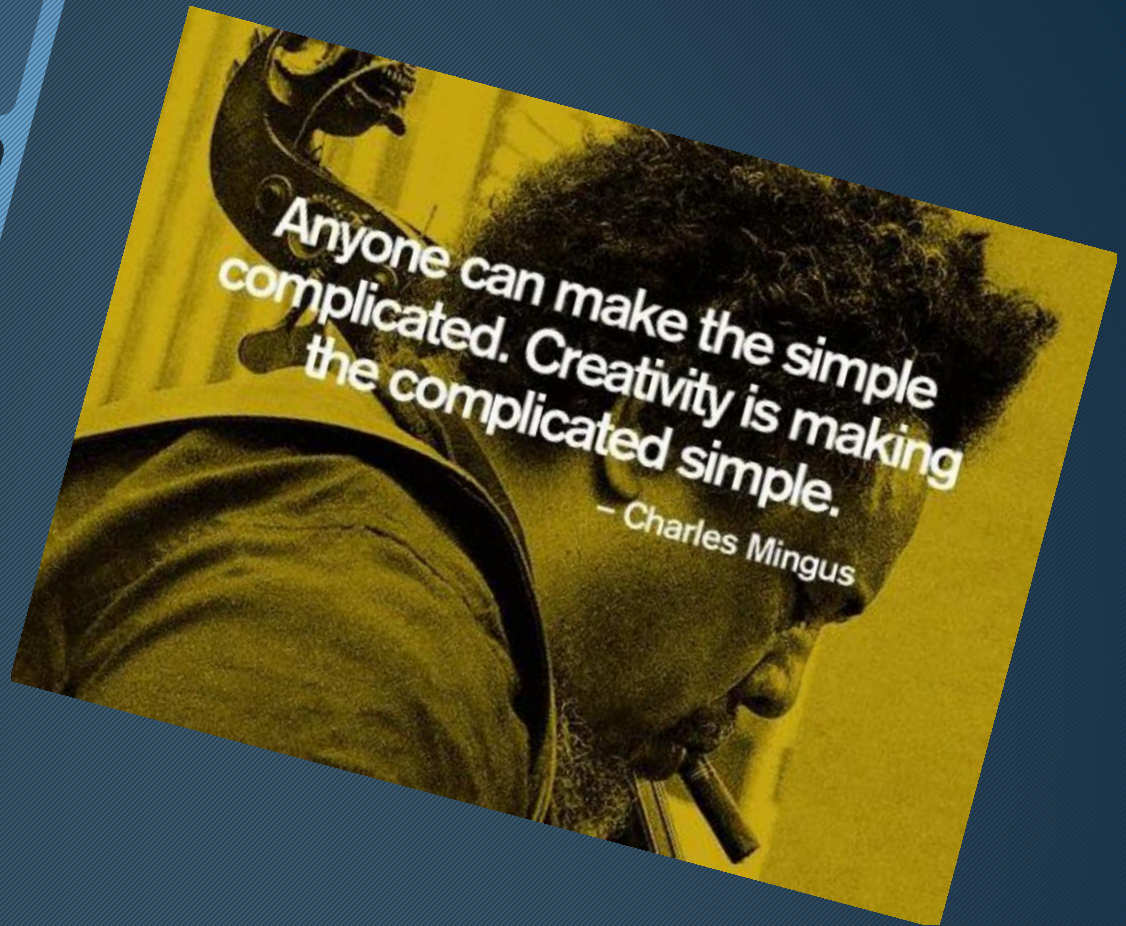
ADR are in Local Currency. Source: Smith Travel Research. 2016 Q1.

## Global Trends 2016 Q1 | Middle East/Africa cont.



ADR are in Local Currency. Source: Smith Travel Research. 2016 Q1.





## **THE POWER OF THE SIMPLE SOLUTIONS**



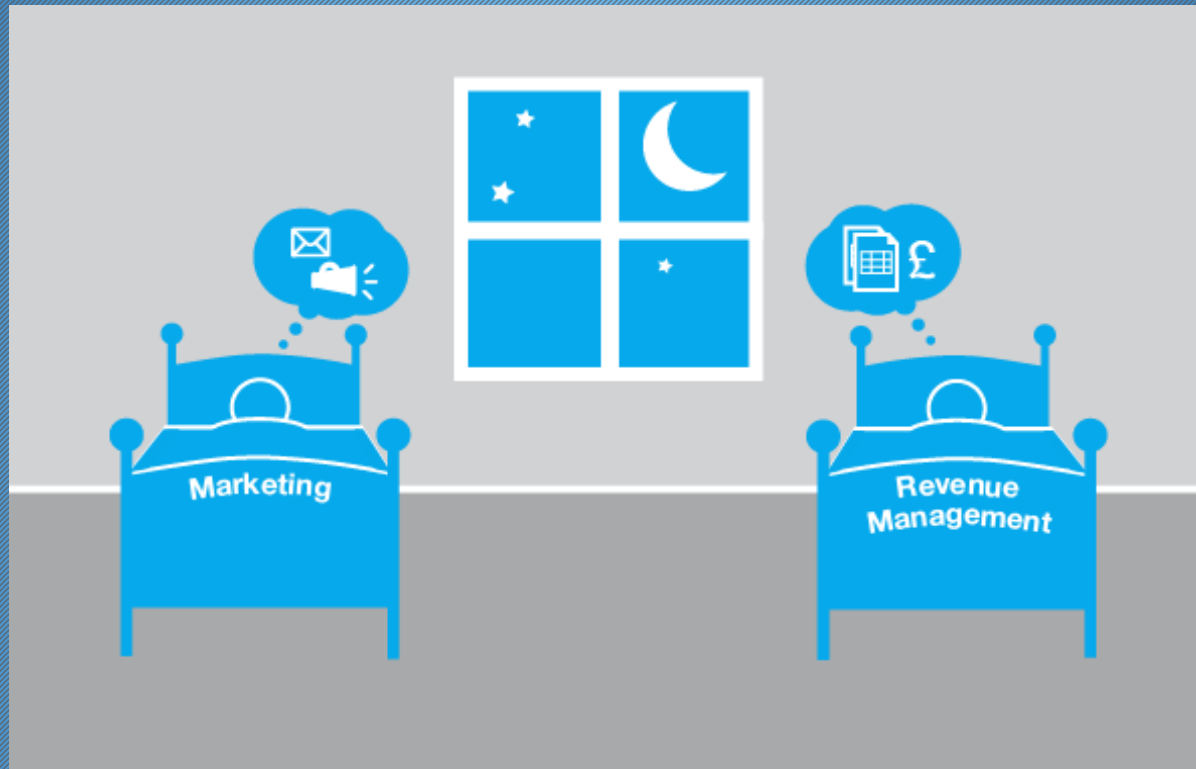
# COMMUNICATION



**BRIDGE THE GAP  
BETWEEN  
SALES  
AND  
REVENUE  
MANAGEMENT  
FOR  
THE MAXIMUM  
REVENUE GROWTH!**



# MARKETING vs REVENUE MANAGEMENT



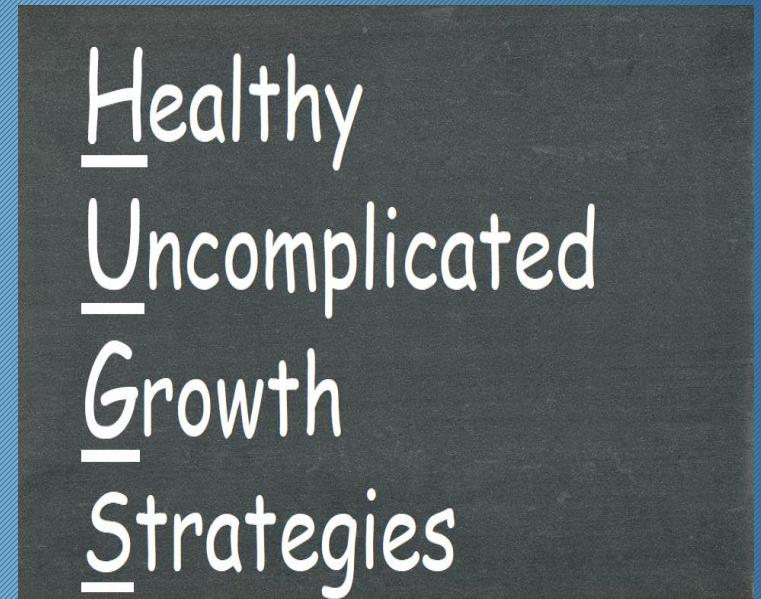


# PROPERTY HEALTH CHECK

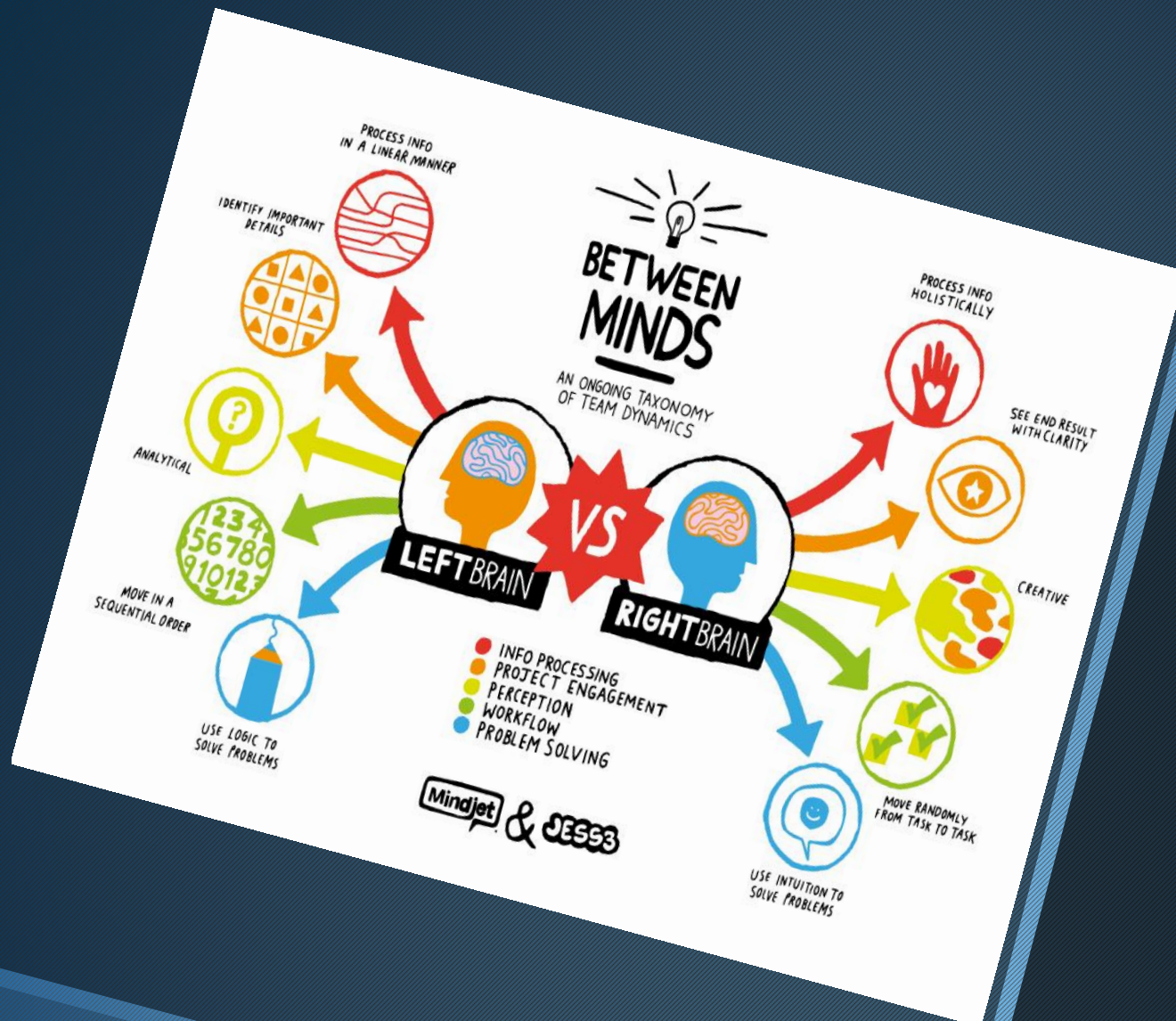




# KISS & HUGS







**Revenue Management is not a rocket science!**  
**It's a good combination of analytics, creativity, logic and clarity!**

**NEW MOTTO! 😊**



# THANK YOU!

## WYNDHAM HOTEL GROUP

DOLCE  
HOTELS & RESORTS

WYNDHAM GRAND  
HOTELS AND RESORTS

WYNDHAM  
HOTELS AND RESORTS

WYNDHAM  
GARDEN HOTELS

TRYP

WINGATE  
BY WYNDHAM

HAWTHORN  
SUITES BY WYNDHAM

MICROTEL  
BY WYNDHAM

RAMADA  
WORLDWIDE

ENCORE

BAYMONT  
INN & SUITES

Days Inn

Super 8

Howard Johnson

Travelodge

Knight  
Inn

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