

Using data to help accommodation providers benchmark and maximise performance

Expedia Scotland

Synden Grieve

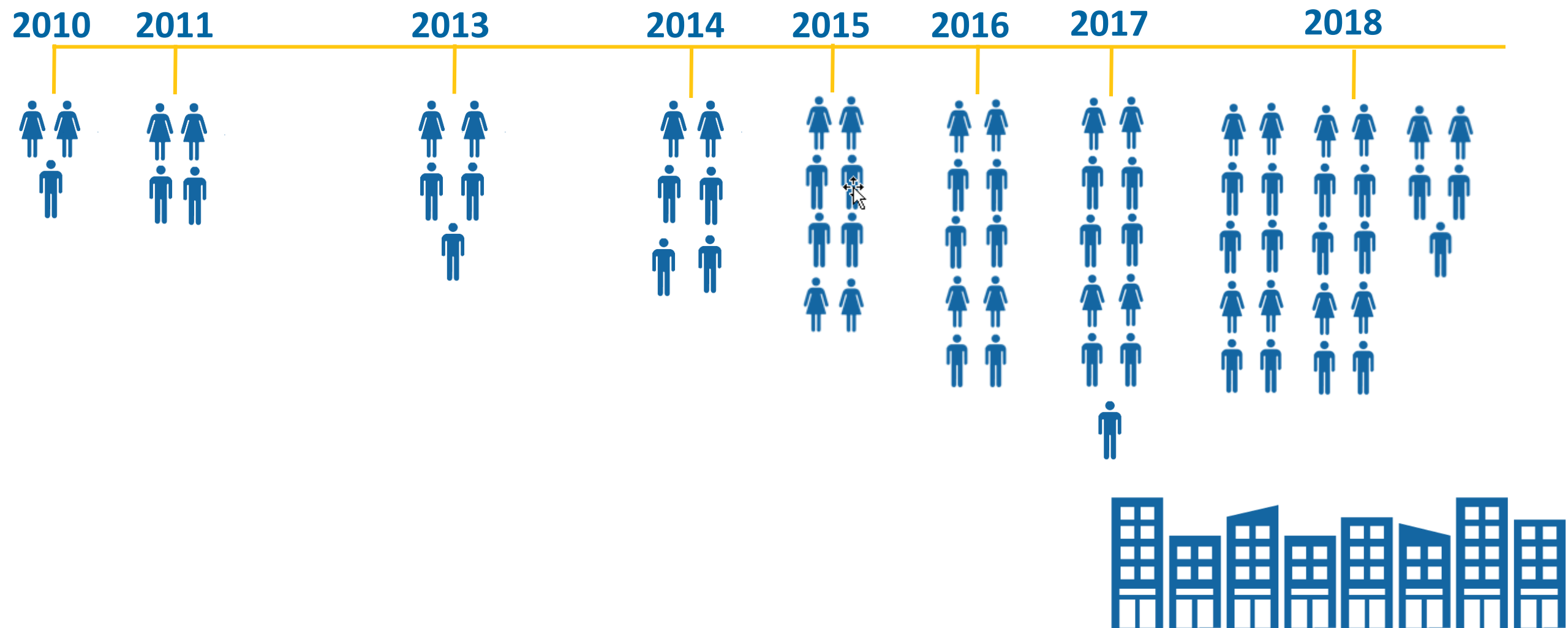
Market Manager – Glasgow and Central Scotland

expedia®
PartnerCentral

Agenda

- ✓ Expedia in Scotland
- ✓ An introduction to Expedia
- ✓ Leveraging the power of Data

Expedia Edinburgh office



2 Teams





**Consultative
Approach**



**Most Visible OTA in
Scotland**



**Local Market
Expert**



Introduction to Expedia



Who is the Expedia Group?



**The World's Largest Travel
Company**



**Technology-First
Company**

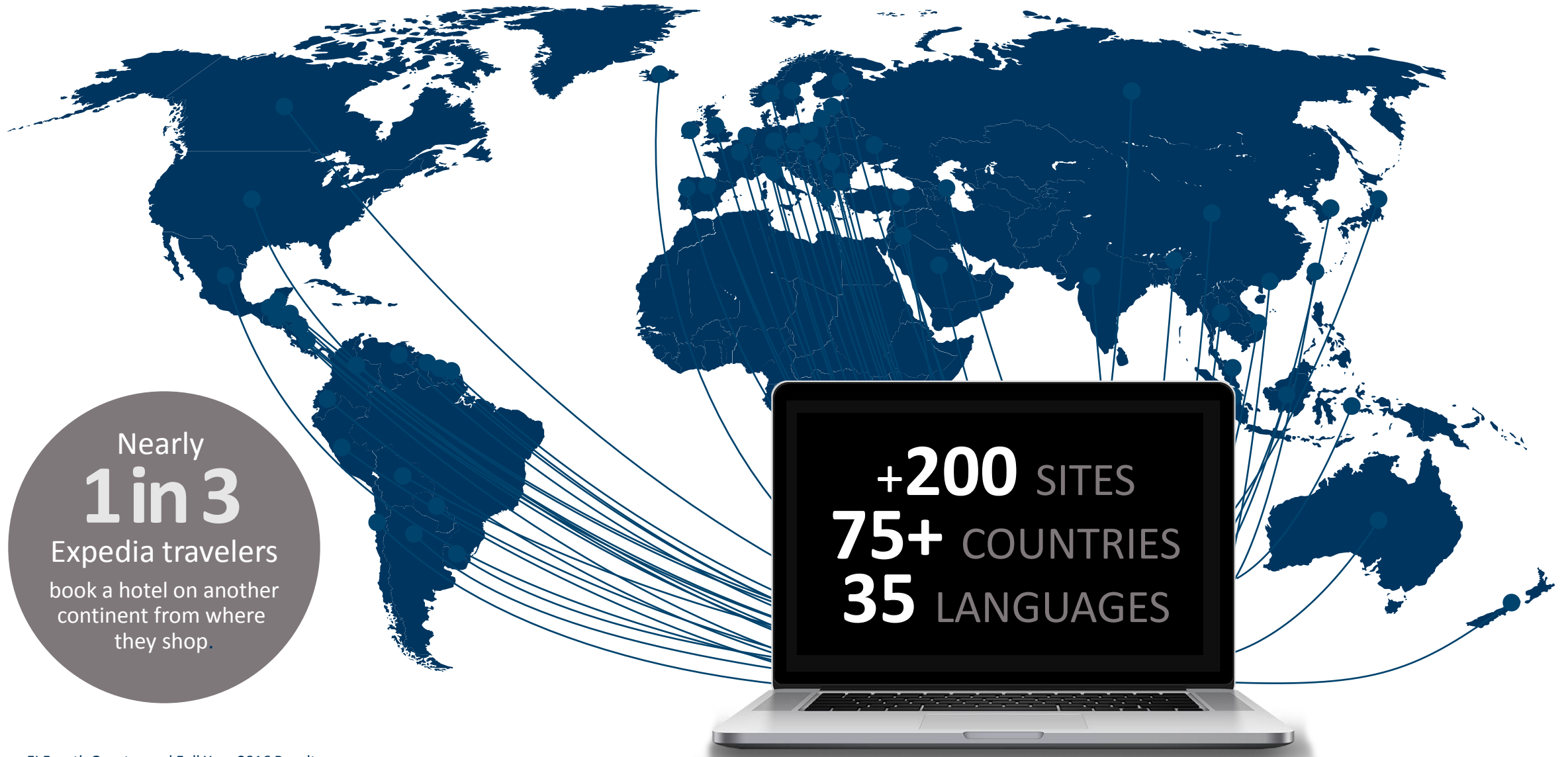


**Broad and
Diverse Partnerships**

Dynamic Portfolio of the World's Leading Travel Brands



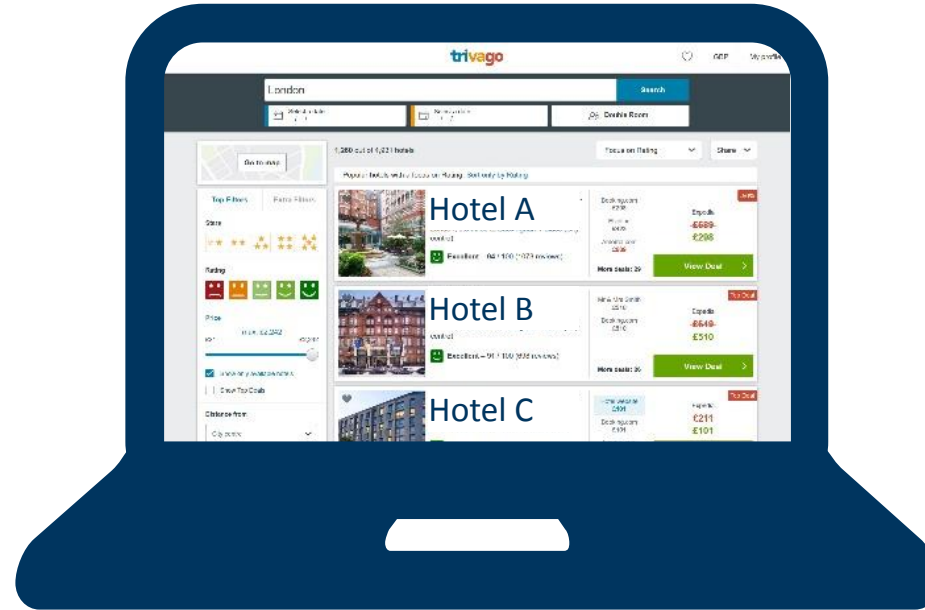
Our Brands Generate Global Demand



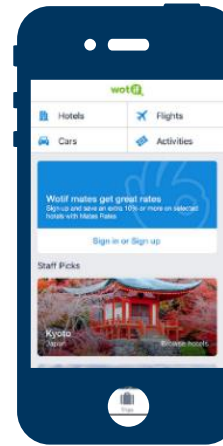
Source: EI Fourth Quarter and Full Year 2016 Results

Vast Marketing Increases Property Visibility


600m+
monthly site visits




55m+
loyalty members



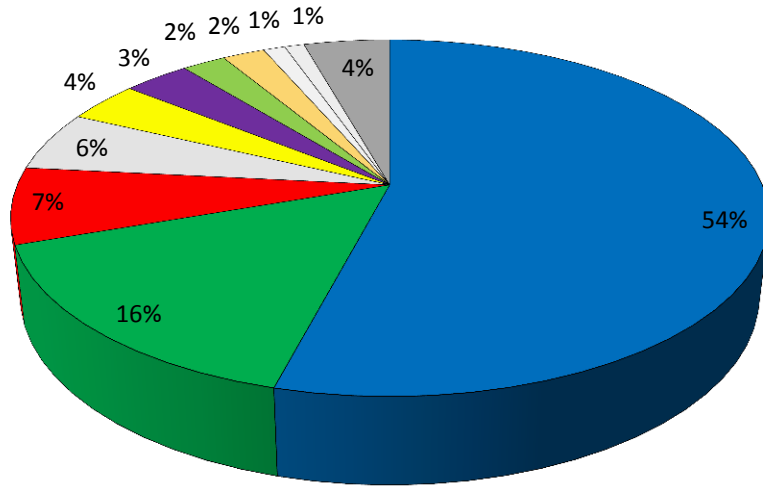
Leveraging the Power of Data for Your Business

A photograph of a vast lavender field with rows of purple flowers curving across rolling hills. The sky is a deep blue with wispy clouds, suggesting dusk or dawn. A small figure of a person is visible in the distance on the left side of the field.

Market data is critical

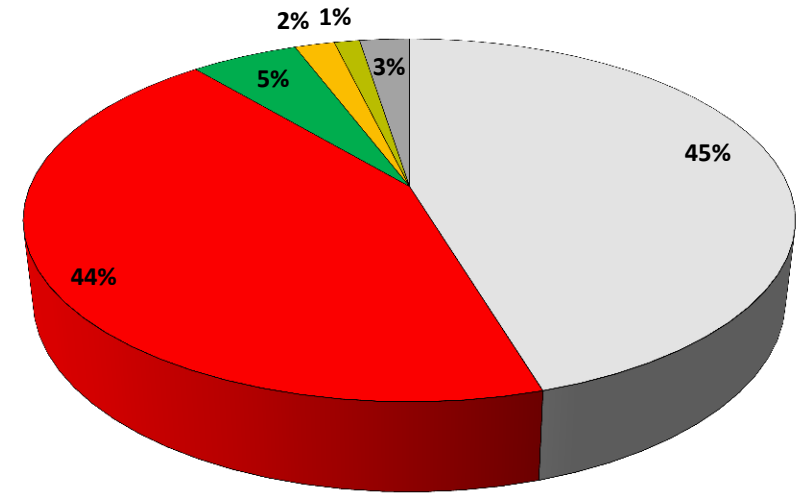
Loch Lomond Market

Where visitors are coming from



United Kingdom (yoy -35%)	United States of America (yoy -25%)
Germany (yoy 64%)	Australia (yoy 10%)
Netherlands (yoy 29%)	Canada (yoy 39%)
Italy (yoy 264%)	France (yoy -3%)
Hong Kong (yoy 186%)	Denmark (yoy -25%)
Others (yoy -67%)	

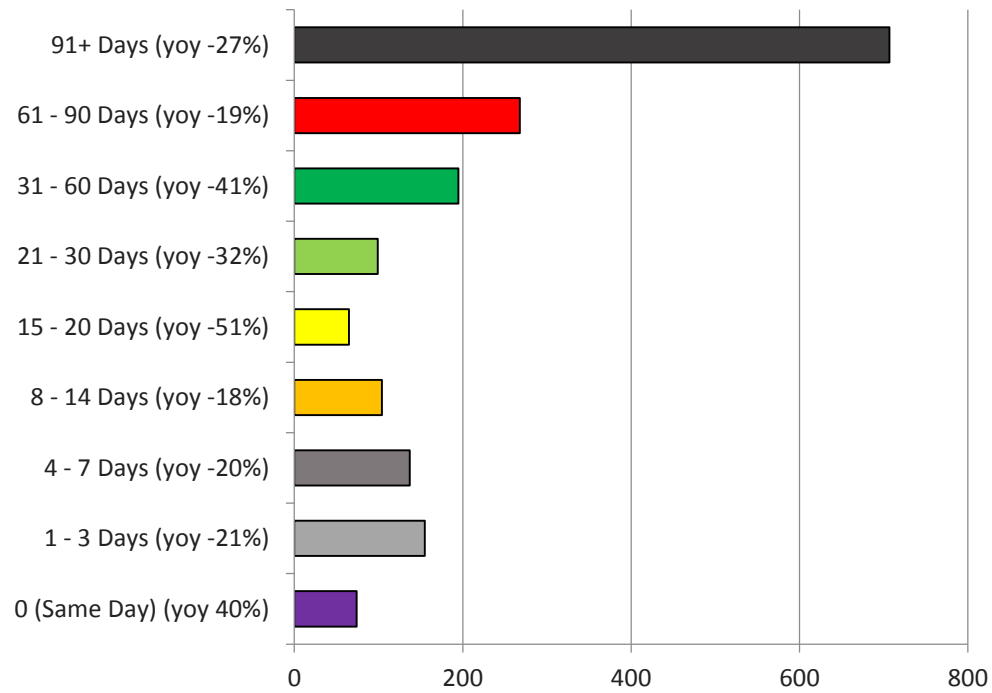
Expedia Brands Breakdown – Point of Sale



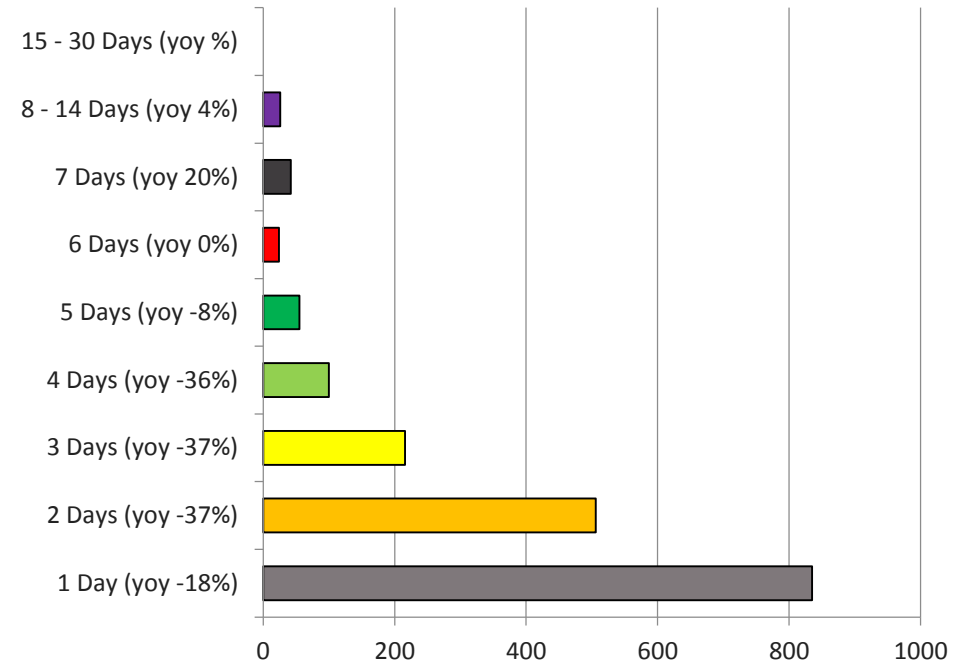
Expedia (yoy -32%)	Hotels (yoy -23%)	EAN (yoy -8%)
ebookers (yoy -51%)	Travelocity (yoy 64%)	Other (yoy 20%)

Loch Lomond Market

Booking Window



Length of Stay





1 out of 3

Expedia partners
look at some form of **analytics reporting**
on a **daily** basis

What if

there was a
simple analytics
solution to help
you?

- ✓ Self-diagnose your performance
- ✓ Identify opportunities for improvement
- ✓ Recommend next steps
- ✓ Save you time
- ✓ Help you make smarter decisions
- ✓ Optimize your revenue



There is

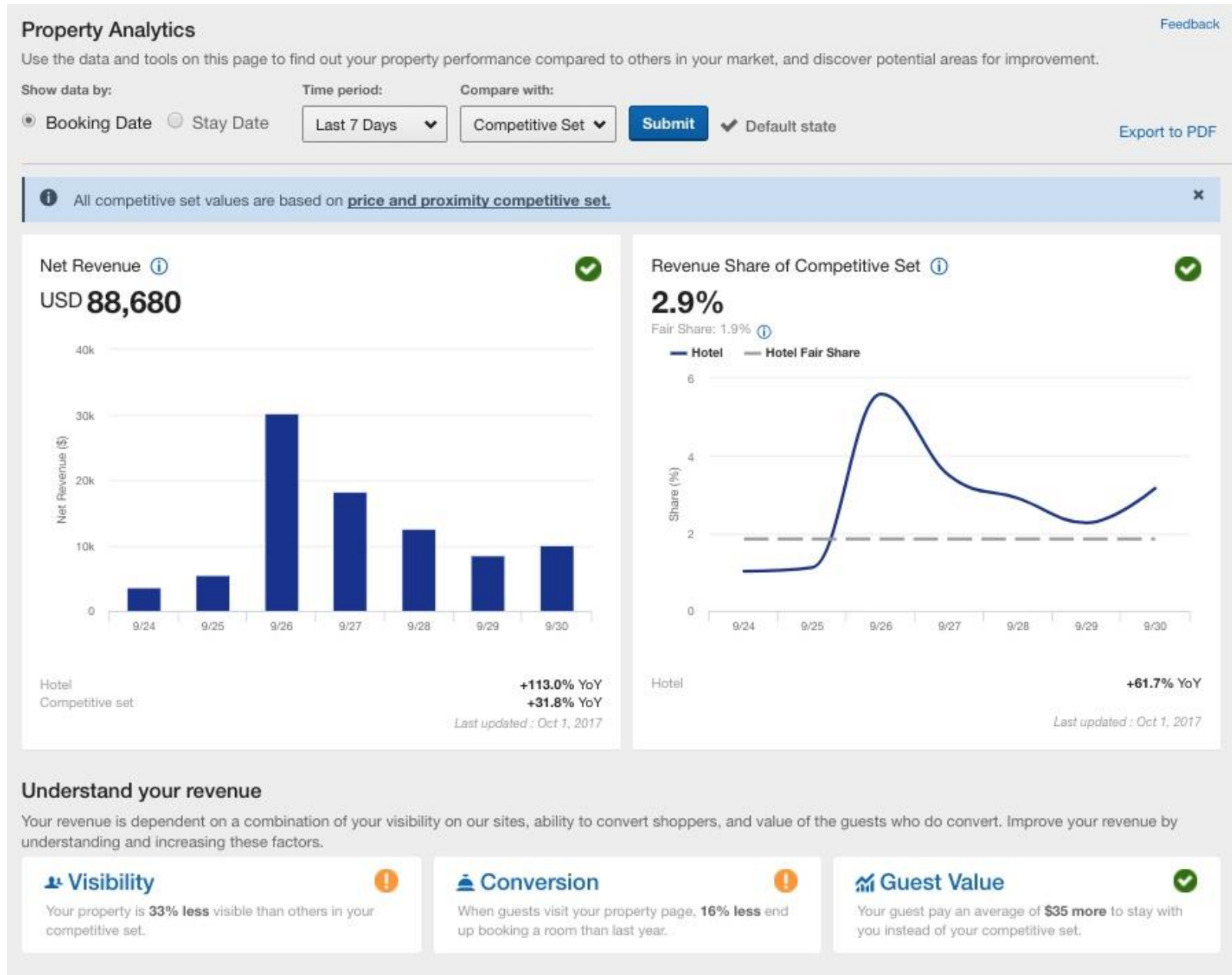
Partner Central

[Expedia Partner Central](#)

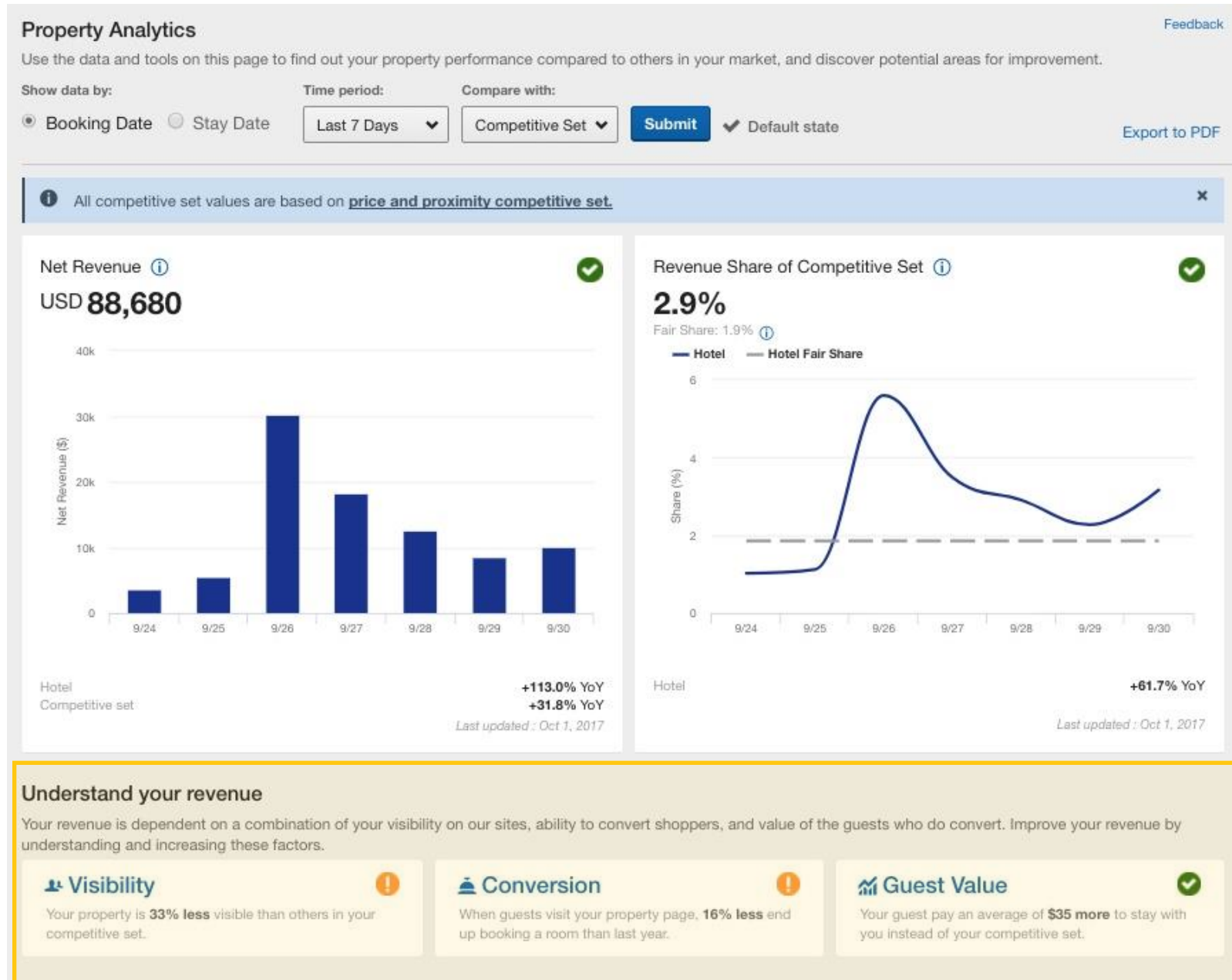
expedia®
PartnerCentral

Property Analytics

provides consistent monitoring of your performance and comparison among your competitive set.



See how your property performs in the marketplace and use suggested tools to help improve performance.



Monthly Stays

helps you track
your
performance
across the year

Monthly Stays

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18
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Revenue

2018 (Actual & OTB)	17,489	25,958	42,215	36,836	20,659	14,002	2,485
YoY(Actual & OTB)	-29%	-16.7%	+8.45%	-21.6%	-27.1%	+21.2%	-48.3%
2017 (Complete year)	24,645	31,151	38,924	46,967	34,673	30,939	26,518

Room Nights

Hotel Only	223	291	404	340	210	103	26
Package	8	17	12	22	11	1	0
Total	231	308	416	362	221	104	26
YoY Hotel Only	-23.4%	-9.91%	-0.25%	-12.4%	-22.2%	+17%	-51.9%
YoY Package	-20%	+183%	-47.8%	-61.4%	+1k%	-80%	-
Total	-23.3%	-6.38%	-2.8%	-18.7%	-18.5%	+11.8%	-51.9%

ADR

Hotel ADR	95	106	127	127	117	169	118
YoY ADR	-5.09%	-8.46%	+13.5%	-2.99%	-9.4%	+10%	+8.33%

Booking Trends provides consistent analysis of the trends for your business.

Bookings

Room Night Share

Last 28 Days			
Hotel CY	Hotel LY	Compset CY	Compset LY

Traveler Origination *

United Kingdom	68.6%	74.9%	58.7%	58.2%
United States of America	11.4%	3.24%	15.4%	10.3%
Norway	1.43%	0.88%	2.69%	2.58%
Ireland	1.07%	0.29%	2.31%	0.73%
Sweden	4.29%	2.65%	1.66%	1.14%

El Brand

Hotels	50.7%	56.9%	42.1%	47.3%
Expedia	31.8%	25.4%	30.2%	30.4%
EAN	8.93%	6.49%	15.2%	9.43%
Egencia EU	6.43%	-	7.84%	0.03%
ebookers	-	0.88%	1.64%	1.33%
Air Asia	1.07%	-	1.36%	0.19%
BEX - Hotwire	-	-	0.02%	-

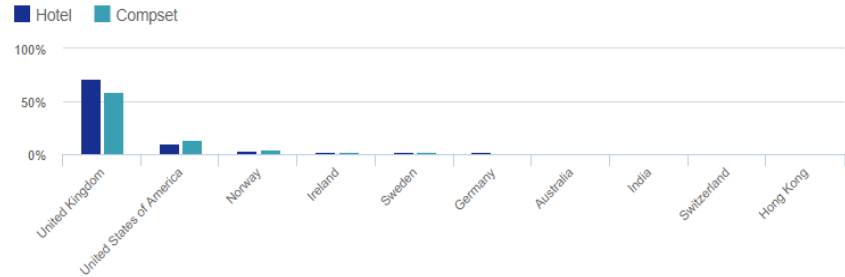
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Booking Type									
Package Lodging Ref. Price	4.64%	2.95%	10.4%	5.22%	4.47%	5.17%	8.48%	5.81%	
Standalone Lodging Ref. Price	95.4%	97.1%	89.6%	94.8%	95.5%	94.8%	91.5%	94.2%	
Mobile **	24.3%	29.5%	24%	24.1%	27.6%	24.8%	26.3%	23.5%	
Day Of Week									
Weekend	30.7%	29.5%	32.7%	32%	36%	32.4%	35.5%	33.3%	
Weekday	69.3%	70.5%	67.3%	68%	64%	67.6%	64.5%	66.7%	
Merchandising									
Promotion Booking	0%	0%	37.1%	23.5%	0%	0%	43.3%	28.8%	
Non Promotion	100%	100%	62.9%	76.5%	100%	100%	56.7%	71.2%	

* Travel Origination data is applicable to Expedia and Hotels brands.
** Mobile data is applicable to stand alone hotel for Expedia and Hotels brands.

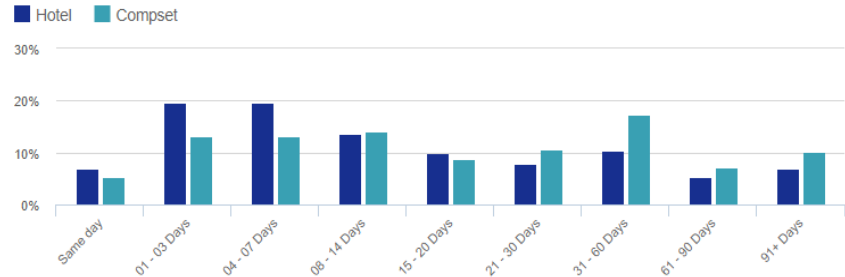
Production by Point of Sale Country/Region (Expedia and Hotels brands only)

Bookings in the last 90 days vs. Compset



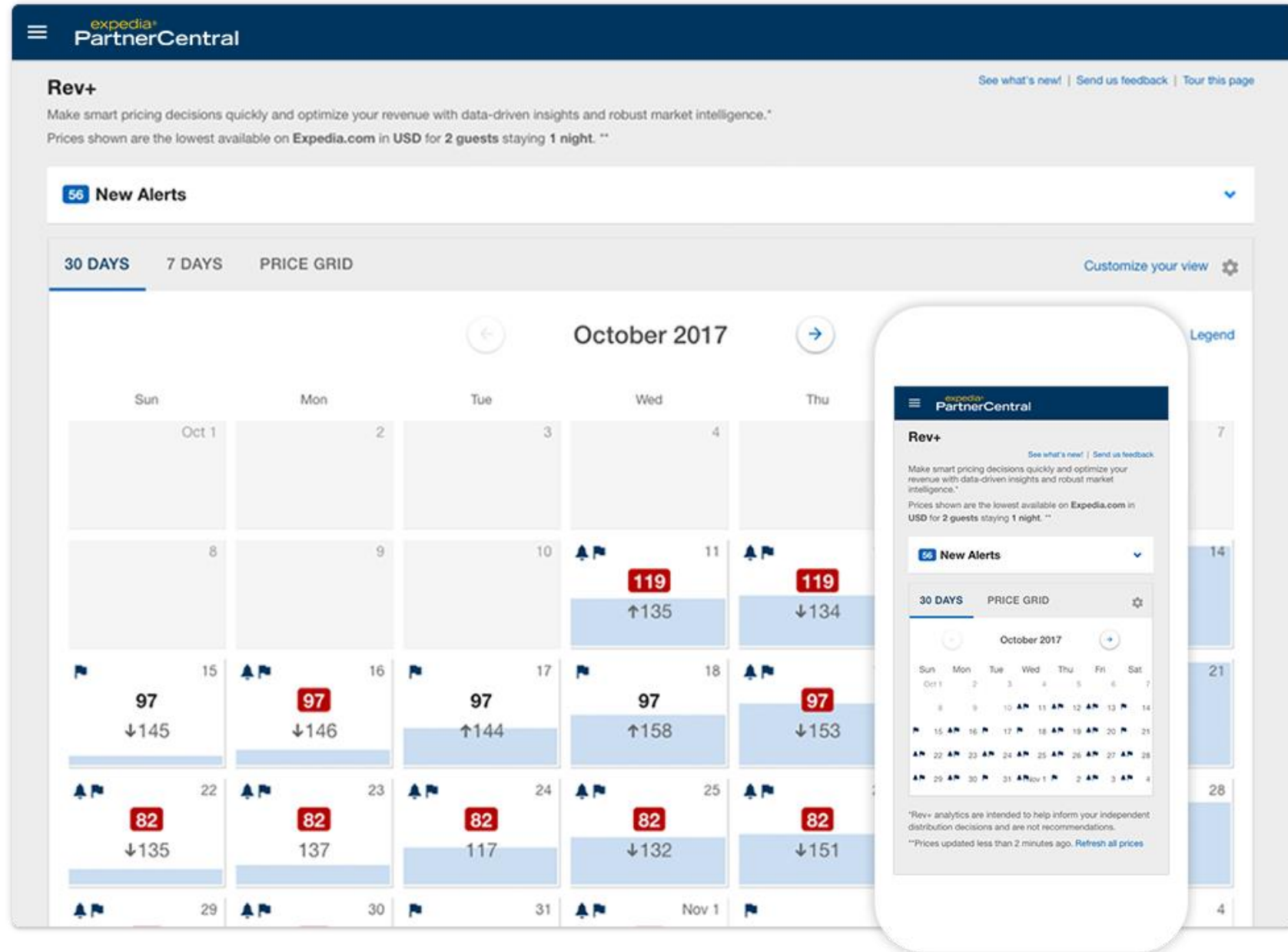
Production by Booking Window Buckets

Bookings in the last 90 days vs. Compset



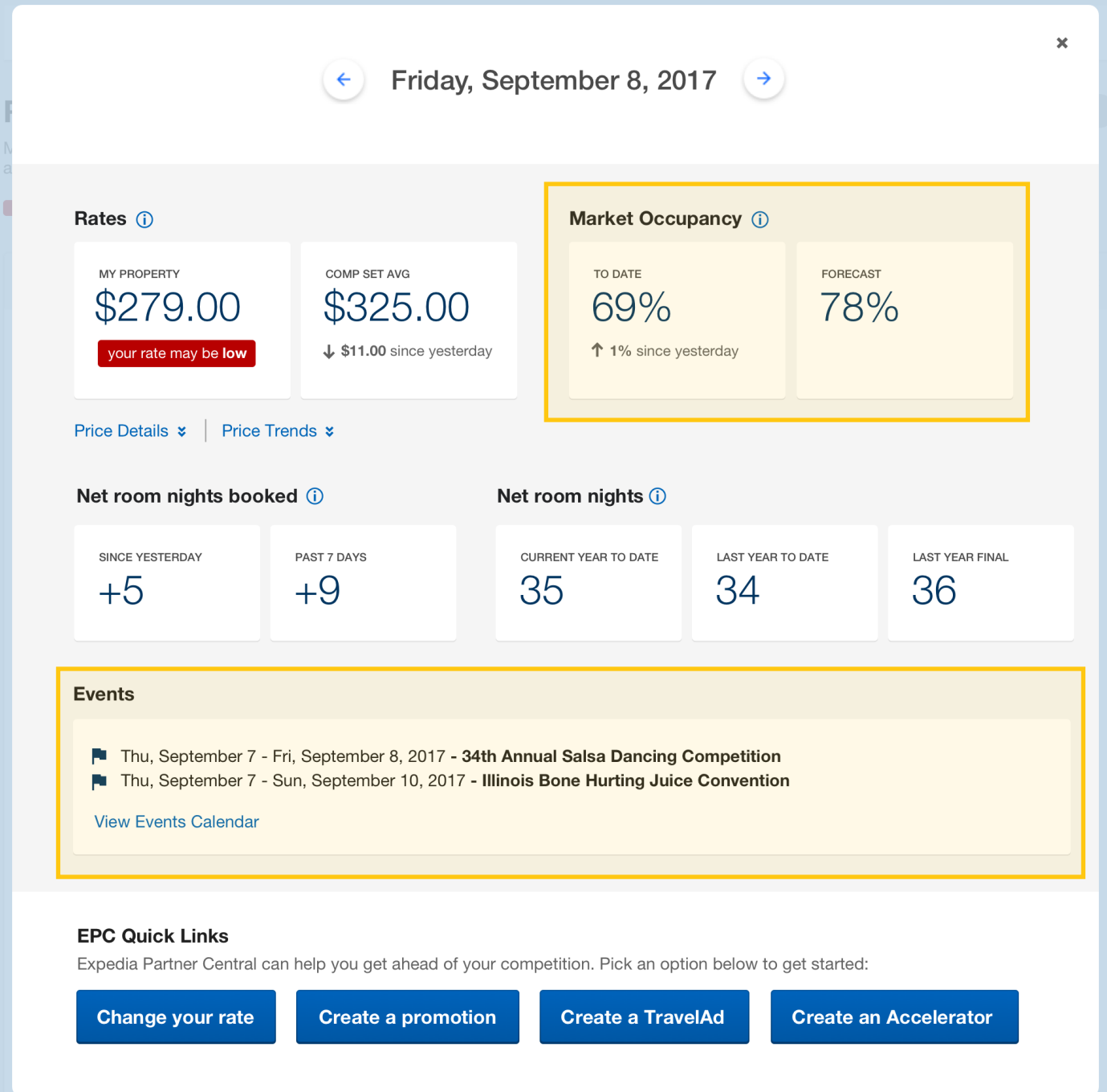
Rev+

Expedia®
PartnerCentral's
free revenue
management
tool



Prepare for the Future

The *Daily Snapshot* view provides details on daily events, as well as forecasted demand for a each day, all the data in one place.



What our Partners are Saying



It's definitely valuable that I can see the trends within the competitive set in order to, on a go forward basis, try and fall more in line with the market rather than being on an island.

GALEN C.

Area Revenue Analyst
Two Roads Hospitality

A photograph of a row of trees with yellow leaves, likely in a cemetery, with the text 'Thank You' overlaid in the center.

Thank You