

All Hotels needs to ensure all their Distribution systems are well connected, optimized and loadings are accurate to guarantee the best possible share capture on their market. A wrong Distribution set-up and all Sales and Revenue efforts are compromised.

Insights Middle East provides an independent, detailed audits per channels with recommendations.

We recommend you a full yearly audit to identify gaps and recommend best practices per channel, followed by review to ensure quality.

Yearly Audit – 3 days on property from 3000 USD

- ▶ **Channel performance review**
Statistics per Channel (room nights, total revenue, contribution)
- ▶ **CRS:** (SynXis /Trust, iHotelier, Idiso, Inlink, Myfidelio.net)
 1. Review CRS set-up as Hotel chain and integration with PMS, WBE
 2. Review property content (rates, images, descriptions and seamless descriptions)
 3. Review Room and Rate plan descriptions
- ▶ **WBE/MBE:** via CRS or standalone (Bookassist, Fast Booking)
 1. Review of WBE set-up and integration with CRS / PMS
 2. Review property content (rates, images, descriptions and seamless descriptions)
 3. Review Room and Rate plan descriptions
- ▶ **OTAs:** (Top 3 contracted ones- Booking.com, Agoda, Expedia/Hotels.com/Venere)
 1. Review interface with PMS/CRS/Channel Manager (RateGain, RateTiger, EzYield)
 2. Review OTA contracts
 3. Review inventory per OTAs
 4. Review of the search criteria, property and room descriptions, evaluation of photos
 5. Review / evaluation promotional rate plans
 6. Review OTA policies
- ▶ **PMS** (Opera, Protel, Prologic, Brilliant, IDS)
 1. Review PMS set-up / functionalities
 2. Review PMS tracking on source channels and origin
 3. Review existing Market segmentation
 4. Review Rate code structure implemented vs. CRS
 5. Review current PMS reports related to channel management and distribution
 6. Evaluation of the best PMS to cater the group moving forward considering expansion

Add On – Select any of the below for an extra 500 USD to 1000 USD

- ▶ **RFP Tool** (Lanyon, Nexus, Rate Finding, Sabre RFP)
 1. Review Property content
 2. Review Rates plans and room description

3. Review Consortia and Corporate RFPs
4. Solicitation process

▶ **OTAs** (5 additional channels to choose from the below list):

- | | |
|--------------------------|-----------------|
| 1. Revato/Hotelscombined | 5. Asia travel |
| 2. HRS | 6. Musafar |
| 3. Lastminute | 7. Hoojoozat |
| 4. Asia rooms/Late rooms | 8. Destinia.com |

▶ **Meta-search**

1. Review property content
2. Review property and room descriptions

▶ **Wholesale/ Bed Aggregator** (Dynamic Agreements only)

1. Review connectivity with channel manager or CRS
2. Review rates and availability

▶ **Sales & Catering** (Opera, Protel, Delphi)

1. Review S&C set-up / functionalities
2. Review existing Packages, Menus, Resources
3. Review S&C Blocks input standards
4. Review all templates (contracts, proposals, BEO)

Deliverables include a detailed audit report per channel which best practice and time lime for self-implementation. If the Hotel needs IME team to support that phase, separate offer will be provided depending on audit findings.

6 month follow up visit - one day on property from 1000 USD

Based on initial report, we suggest quarterly reviews to follow up on previous weak points.

- ▶ Review implementation as per initial report
- ▶ Quality check of all new Rate plans loaded in the last 6 months in all channels
- ▶ Update of the Channel analysis

For more information, Contact us:

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