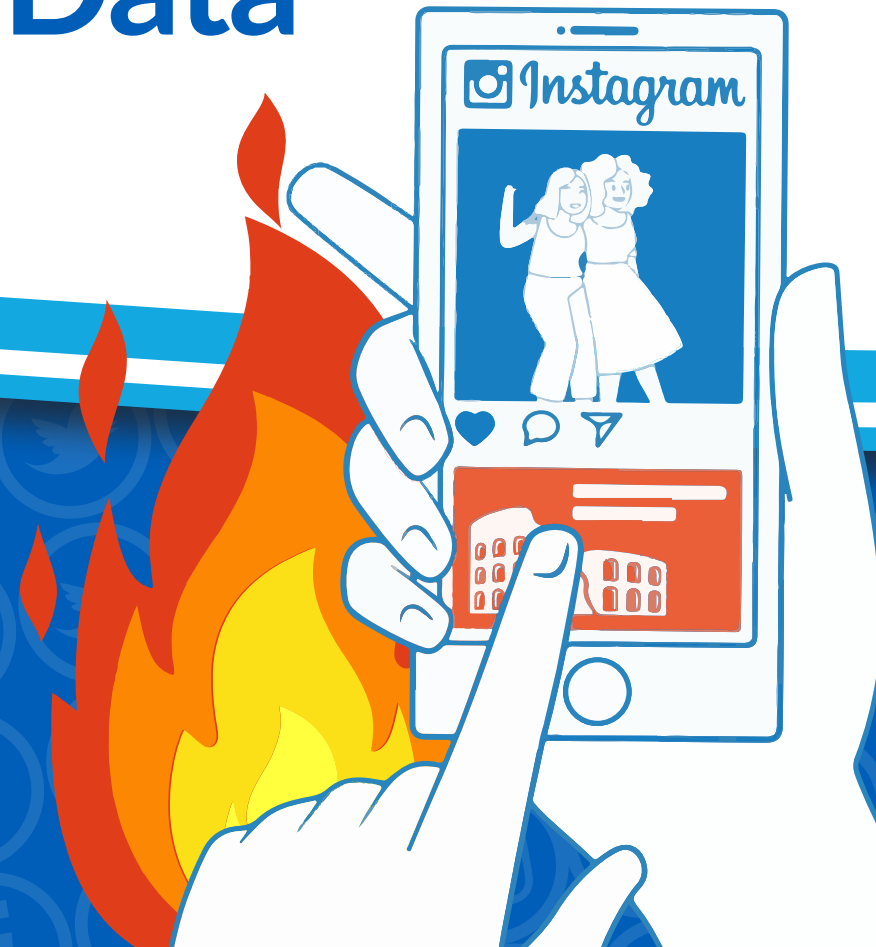
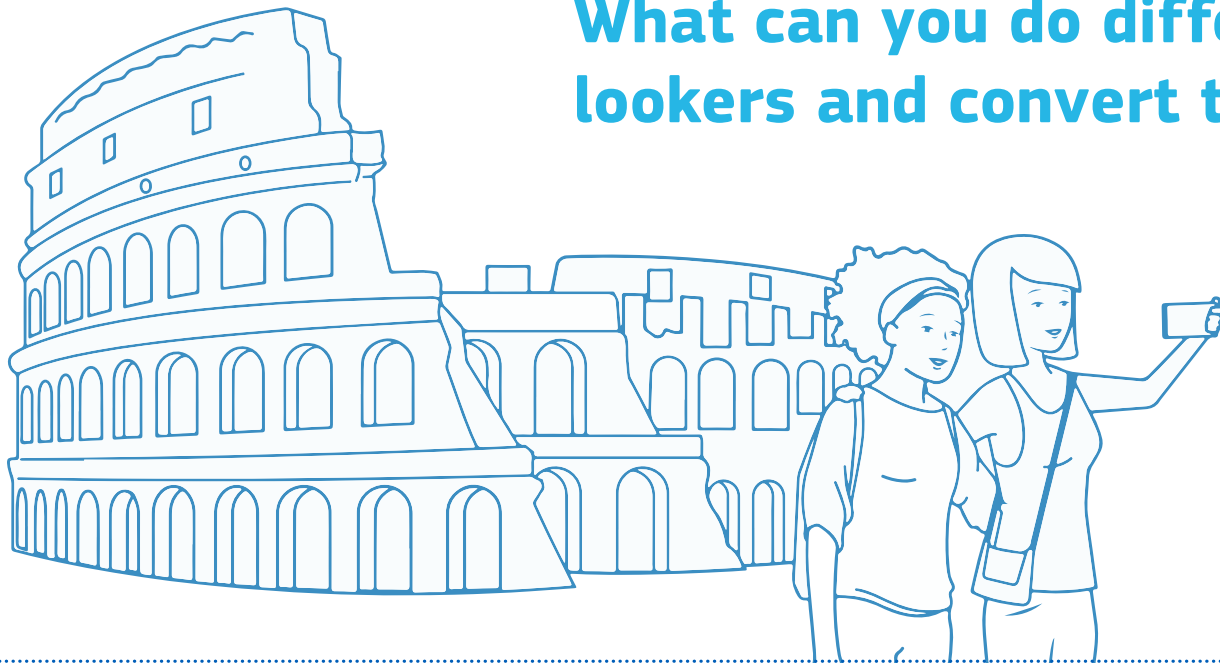


How to Fuel Your Media Strategy with 360-Degree Data



Consumers' paths from dreaming of travel to booking their accommodations are long and winding: It typically takes **36 days from the first impression** and includes **45 touchpoints across several electronic devices**. Getting the attention of travel agents is equally daunting with many options facing them and limited time to sift through them all. This can make it difficult for properties to get their voices heard and claim their fair share of bookings.

What can you do differently to attract lookers and convert them into bookers?

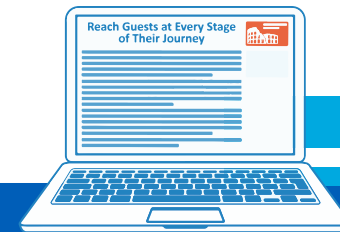


Implement a savvy media strategy informed by the right data.

The most successful hotel marketers rely on accurate, real-time data to gain a 360-degree view of their properties and competitive sets yesterday, today, and in the future. Carefully curating the right data set empowers hoteliers to establish and optimize media strategies that bolster bottom-line goals.

This guide will highlight the types of data you should activate in your media strategy so you can:

- Maximize return while running concurrent B2C digital media and B2B global distribution system (GDS) campaigns to reach both audiences.
- Be omnipresent - whether consumers are dreaming of travel, seriously considering it, actively researching, or ready to book.
- Find data-driven optimization opportunities that keep you one step ahead of the competition.
- Increase your flexibility and responsiveness to changes in your market.
- Speak leadership's language during budget or promotion proposals to reaffirm the value your marketing team delivers to the broader organizational goals.



**DIGITAL MEDIA PLUS QUALITY
BUSINESS INTELLIGENCE CAN YIELD UP
TO 77% HIGHER
CONVERSION RATES
FOR DIGITAL MEDIA.
AMADEUS CUSTOMER STUDY**

Solid, actionable, hotel-specific data allows you to:

- Take stock of your position in the market and within your competitive set
- Establish a baseline for efforts
- Build your media strategy
- Optimize your campaigns



What is “good” data?

Before gathering intelligence to build a media strategy, marketers need to know that not all data is created equal.

Make sure you’re building your strategy and informed decisions regarding optimizations based on a high-quality foundation with data that is:

- _ **Accurate:** Is the information correct in every detail?
- _ **Complete:** How comprehensive is the information?
- _ **Reliable:** Does the information contradict other trusted resources?
- _ **Relevant:** Do you really need this information?
- _ **Timely:** How recent is the information? Can it be used for real-time reporting? Is it forward-looking?



Assessing your market position

To stand tall against the competition, you must understand your current footing. Gather solid data to give you insights on your competitive sets and how your hotel stacks up in terms of unique value propositions, offerings, rates, and occupancy.

To evaluate your stance and your competitive landscape, glean data from the following sources:

- **Forward-looking demand reports** for your properties and those of your competitive set:
 - » Occupancy for future dates, up to 12 months out.
 - » How bookings are spread across distribution channels.
 - » How the distribution channels are contributing to your bottom line.
- **Rate shopping tool:**
 - » How your hotel is priced versus your competitive set. Are your rates higher or lower?
 - » If your rates are in parity across distribution channels.
 - » If your Brand.com is indeed the most competitive channel.
 - » What inclusions you are offering versus the competitive set.

- **Central Reservations System (CRS):**
 - » Which geographies are key booking generators for various times of the year and the key booking windows for different parts of the year.
 - » Which room types are the most popular.
 - » Which rate types or packages are the most popular.
 - » How an uptick in searches (dates searched on your booking engine) translates to an uptick in actual bookings.
 - » How OTA production compares to your Brand.com, in terms of booking value and acquisition cost.
- **Property Management System (PMS):**
 - » A true sense of revenue per booking for the different distribution channels, including on-property spend.





HOW DO MY SHARE OF VOICE, OFFERS, AND ADS COMPARE WITH THAT OF THE COMPETITION?

– Competing properties' websites:

- » Qualitative data, including share of voice and unique value propositions.
- » Historical demand reports, while not as meaningful as in years past, can tell you:
- » If you historically received your fair share of travel agent bookings in GDSs.
- » Which channels and segments historically drove demand for you versus your competitive sets.

Get input from Revenue

Management to determine:

- Which key performance indicators (KPIs) you are using for this function.
- How your hotel is performing currently in terms of revenue.

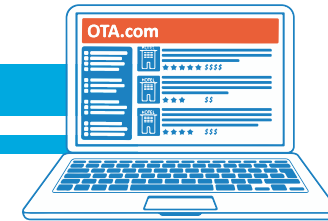
Also, when assessing your market position in preparation for building a media strategy, get answers to these key questions:

- Do I need to re-evaluate my competitive sets? If so, how often?
- What is happening with alternative accommodations in my market?
- Has my competitive set made changes due to modifications in hotel operations?
- How do my share of voice, offers, and ads compare with that of the competition?



A NOTE ABOUT GOALS

Your goals should vary and call for different strategies depending on the current state of your industry or market. For example, high return on ad spend (ROAS) may be a good focus during times of high demand, while measuring total incremental revenue against fixed cost is best practice during lean times created by severe economic downturns. This best practice enables advertising to reach the highest value audience and generate greatly needed incremental revenue above fixed monthly operating expense.

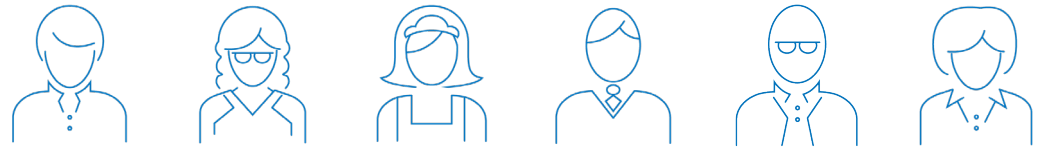


Building your media strategy

Solid data on your audience, distribution channels, future need periods, and rate parity will help you create an effective media strategy to attract and lock in the right customers at the right time and at the right rate.



Creating data-driven guest personas



Who is staying at your hotel now?

Find out by diving into the data available in your:

CRS and booking engine, which will tell you:

- _ Demographics broken down by most valuable guests, including:
 - » Room type
 - » Average length of stay (ALOS)
 - » Average daily rate (ADR)
- _ Lead times
- _ Average bookings value
- _ On-property spend
- _ Estimated lifetime value

Customer Relationship Management (CRM):

- _ Age
- _ Gender
- _ Income
- _ Recency, frequency, monetary (RFM) score

Global Distribution Systems:

- _ Top source markets
- _ Top pseudo city codes

Service optimization software to discover:

- _ Requests
- _ In-room preferences

Search engine and social analytics:

- _ Age
- _ Gender
- _ Location
- _ Industry
- _ Education
- _ Income
- _ Interests
- _ Device used

Website analytics:

- _ Age
- _ Gender
- _ Location
- _ Income
- _ Interests
- _ Device used
- _ Conversion rates

Email automation:

- _ Use demographics from first-party information to create lookalike segments and customer maps to target on digital media.



Use this intelligence to build personas for your most valuable audience and create messaging that appeals to them while allocating spend to the media outlets they frequent.



Understanding distribution channel value and opportunity

Work with Revenue Management to identify the highest-margin channels and shift media spend accordingly.

**Where can you get the most bang for your buck?
Gather data from your:**

Booking engine:

- _ Bookings
- _ Booking patterns
- _ Lead times
- _ Room nights
- _ ADR
- _ ALOS
- _ Lead times

Global Distribution Systems:

- _ Bookings
- _ Booking patterns
- _ Lead times
- _ ADR
- _ ALOS

Market demand reports:

- _ Revenue by channel compared to the competitive set
- _ Market share

PRO TIP:
**CHECK THIS DATA EVERY
MONTH AND TRACK
CHANGES.**

Use this data to create a paid media channel plan. Be sure to consider:

- _ Each distribution channel has different costs of acquisition. For example, direct bookings on Brand.com are the least expensive while online travel agencies (OTAs) could charge up to 25% commission per booking.
- _ When you increase ad spend, be mindful that you will likely increase volume accordingly. If you want to grow volume, you need to be willing to accept a lower return on investment.
- _ Make sure to focus on the scale of conversions at an acceptable return.



PRO TIP:
CHECK THIS DATA EVERY MONTH AND TRACK CHANGES.



Identifying your need periods

Knowing your future need periods and identifying how you are pacing versus your competitive set will help you strategize your ads and messaging to support revenue and boost occupancy.

Get data from:

Forward-looking demand reports:

- _ Your occupancy by day along with your most significant need dates up to 12 months out.
- _ Your competitive set's occupancy during your need periods.
- _ What agencies or agents are booking into your competitive set during your need periods.

Rate shopping tool:

- _ Your rates compared to the competition's during your need periods.

CRS and Booking Engine:

- _ Where your current bookings are coming from during this period.
- _ How the distribution channels are contributing to your bottom line.

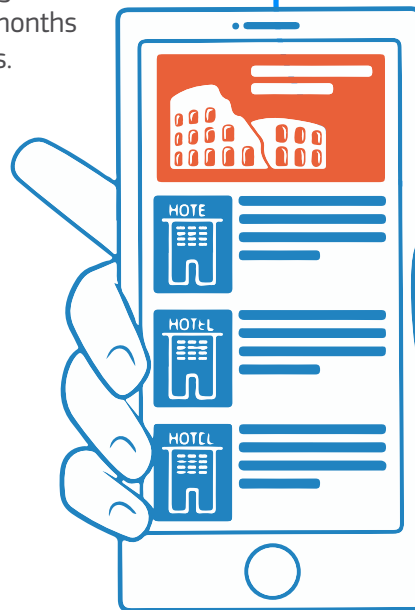
This data will help you understand the ebbs and flows in demand. In high-demand periods, you may not need to invest as much in marketing and advertising to boost conversions. Save those resources for times of decreased demand and find creative ways to generate sales.

Ensuring rate and content parity

Shoppers often determine their hotel consideration set by price and perceived value. Therefore, driving bookings means maintaining parity within your competitive set and among distribution channels in terms of rates and amenities. For example, travel agents will actively avoid booking a property for months if they see different prices across channels.

Get data from:

- _ Rate shopping tools with both historical and forward-looking, real-time rates for your property and competitive set.
- _ Revenue Management



PRO TIP:
REVIEW THIS HISTORICAL AND FORWARD-LOOKING DATA AT LEAST WEEKLY. IT'S SMART TO ESTABLISH ALERTS THAT WILL TELL YOU WHEN YOU ARE OUT OF PARITY SO YOU CAN TAKE ACTION IMMEDIATELY.



At a Glance: Questions and Answer Sources for Building an Effective Media Strategy

	Audience	Distribution Channels	Need Periods
Key Questions	<ul style="list-style-type: none"> _ What are my top source markets by volume, booking value, and conversion rate? _ Who are my most valuable guests? _ What is my addressable audience? How often should I reach out to them? _ What are their demographics and psychographics? _ Where are they shopping now? 	<ul style="list-style-type: none"> _ Are we getting our fair share on key channels? _ Are we emphasizing higher-margin channels (ex. share of direct v. OTAs)? _ How much incremental net revenue are we realizing for each channel? _ What channel delivers the highest production? _ What channels deliver the highest ADR? _ Are my rates consistent across channels (OTA, metasearch, GDS, direct, etc.)? 	<ul style="list-style-type: none"> _ What specific periods/dates (now and in the future) do we need to fill rooms? _ What are our stay patterns? _ What are our seasonality and occupancy and rate trends during peak and low periods? _ Is there a trend we can leverage during need periods?
Data Sources	<ul style="list-style-type: none"> _ CRM _ CRS _ Global Distribution Systems _ Search and Social Audiences _ Web analytics 	<ul style="list-style-type: none"> _ Media performance reporting _ Booking engine _ Global Distribution Systems _ Market demand report _ Rate shopping tools with both historical and forward-looking, real-time rates for your property and competitive set. _ Revenue management 	<ul style="list-style-type: none"> _ CRS and booking engine _ Forward-looking demand report



Evolving your strategy and optimizing campaigns over time

The strategy you create is not static. It's a living, iterative plan that should be reviewed, updated, and optimized regularly, so it can evolve with your hotel, your market, and your guests' expectations.

As you build a media strategy, first identify your baseline to best gauge results. Build a dashboard to track engagement and performance, along with business intelligence infused with hospitality-specific production data. This will give you the high-level view you need of overall performance while still letting you drill down into your campaigns—identifying those that are successful and those to optimize.



Review your Media performance to assess:

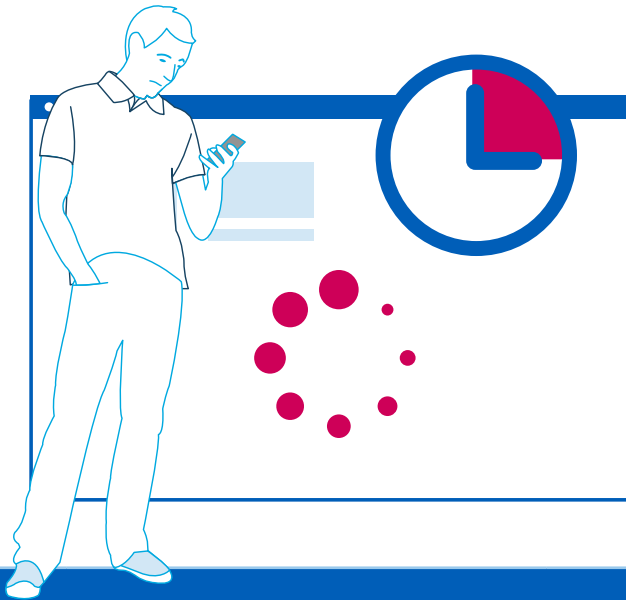
- _ Engagement, including:
 - » Impressions
 - » Clicks
 - » Click-through rate (CTR)
 - » Cost per click (CPC)
 - » Overall cost, ensuring the campaign maximizes the number of direct bookings while maintaining a healthy ROAS
- _ Performance, including:
 - » Conversions
 - » Conversion rate
 - » ROAS
 - » Cost of sale
- _ Production, including:
 - » Bookings
 - » Net revenue (revenue minus cost)
 - » Average daily rate (ADR)
 - » Average booking value (ABV)
 - » Average length of stay (ALS)

Using this data you will build a comprehensive and flexible media strategy that addresses needs today and into the future.

ANALYTICS ACROSS DIFFERENT MEDIA CHANNELS

Keep in mind that not all of the analytics below are available on every channel. Make sure you are familiar with engagement and conversion metrics available for different types of media so you can measure the effectiveness of each one.





PRO TIP:
REVIEW THIS DATA BY CHANNEL (INCLUDING SEARCH, DISPLAY, SOCIAL, AND GDS) AND CAMPAIGN EVERY MONTH, AND MAKE SURE YOU TRACK CHANGES

At a Glance: Data Sources for Optimizing a Media Strategy

	Engagement	Performance	Production
Key Questions	<ul style="list-style-type: none"> _ How many impressions are we getting? _ How many clicks? _ What is our click-through rate (CTR)? _ What is our cost per click (CPC)? _ What is our overall cost? 	<ul style="list-style-type: none"> _ How many conversions did our strategy or campaign produce? _ What is our conversion rate? _ What is our ROAS? _ What is our cost of sale? 	<ul style="list-style-type: none"> _ Where are my bookings coming from? _ What is my net revenue (defined as revenue minus costs)? _ What is my ADR? _ What is my ABV? _ What is my ALS? _ Where are bookings coming from? Search, display, social, or GDS? _ Which campaign is meeting or exceeding goals? Which is not?



Now more than ever, a data-driven media strategy is essential to help hotels stand out in the market, attract travelers, and achieve your goals.

The good news? Most of the data you need is already at your fingertips.

Pulling the information from disparate platforms and into one integrated solution or a comprehensive document takes the guesswork out of planning media spend that supports your property's pricing and distribution strategy.



You can make smart investments that account for exact need periods and lead times while reaching the audiences most likely to book your hotel—when and where they are looking for information.



Creating a comprehensive data-driven marketing strategy is no small feat

That's why we built this guide – to empower you to confidently tackle building a data-rich strategy for your property, one step at a time.

Looking for more personalized assistance?

Our experts create competitive cross-channel media strategies that maximize RevPAR and occupancy, backed by proprietary travel data from our leading Business Intelligence solutions and our preferential partnerships with Google, Facebook, Travelport, and Sabre.

Contact us to learn more about how we can help build a media strategy for you.

Let's
shape the future
of hospitality

For further information, visit
amadeus-hospitality.com/crisis-management-resources/
or speak to an Amadeus representative today.

Find Us On:

