

# SiteMinder– The Ever Changing World of Online Distribution

Bernhard Ballin  
Senior BDM EMEA



# What is Channel Management?

Internet based software that allows accommodation providers to manage availability and rates across a multitude of online channels from a single easy to use web page.

*“With ever increasing distribution options available to hotels, channel management has never been a more important tool than in today's current distribution landscape”*



# SITEMINDER

## Company Overview

# SiteMinder



- Over 5,000 clients in more than 90 countries
- Offices in Sydney, London and Cape Town (Singapore coming 2012)
- Worldwide Clients include - Accor, Best Western, Hyatt, Rydges, Rocco Forte, De Vere and Pan Pacific
- Operate a no contract, flat fee - commission free model.

# Current Distribution Landscape Why is this important?

# Online Distribution... the current landscape

2003 – 9 % of all hotel bookings worldwide are made from the online world

1 in 3

The number of the worlds travel sales predicted to be booked online by the end of 2012

– PhoCusWright Global Online Travel Overview 2011

# Growth, Growth and more Growth

- With European online travelers continuing to shift to online channels, European online travel penetration will soon overtake that of the U.S.
- By 2013, Europe's online travel market will comprise 41% of the total travel market, versus 40% in the U.S.
- The European online travel market is expected to grow 13% in 2011
- The European online leisure/unmanaged business travel market will maintain double-digit growth through 2012.
- The online market's gains are driven largely by online travel agencies (OTAs), which are projected to grow 19% in 2011.

[PhoCusWright's European Online Travel Overview Seventh Edition](#)

**2011 – over 45% of all hotel bookings are via the internet  
(HeBs Digital Research)**

# Growth Growth and more Growth

- <http://distribution-solutionz.blogspot.com>
  - 2005 – 16,260,000 Unique Visitors
  - 2011 – 19,066,141 Unique Visitors
  - 17% increase
- *Monthly Unique Visitors average 28 million*



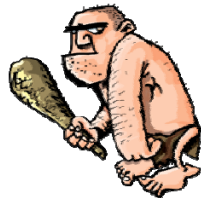
# Current Landscape and Evolution

2% of visitors to hotels websites come from mobile devices

Eyefortravel –  
**34%** of consumers  
research their travel  
plans via mobile. A  
statistic that's set to grow  
exponentially in 2012.



# Evolution of the Online World & how SiteMinder fits in?



2001

**Channel Management  
Dark Ages**  
One Way Manual  
Updates (Typical Of  
Early Offerings Out  
Of United States, UK)



2005

**New Breeds**  
Local Channel Managers  
lead the way with pooled  
inventory/automatic  
inventory adjustment



2012 and beyond

**2-Way Seamless  
Integration** with  
Property  
Management/CRS  
systems

# Anatomy of the SiteMinder Channel Manager

**Inventory**  
Easy to manage inventory tabs for simple rates and availability updates

**Reporting**  
Gain an in-depth insight into your channel performance

**PMS/CRS**  
Manage and maintain the link between your PMS/CRS and the channels, for total inventory control

**Multi-property**  
Easily manage multiple properties from one login

**Channels**  
The SiteMinder wizard allows you to self-map rooms and manage your channels & setup

**System Health**  
A quick summary of the overall operating health of the entire system

**Setup**  
Manage your accounts and users with ease, as well as configure your rate and inventory automation rules

**Channel Status**  
A continuous view of the health of each channel and early detection of any channel connectivity issues

**Reservations**  
A snapshot into your hotel's performance

**Dashboard**

**System Health**

**Channel Problems**

1	DISABLED CHANNELS	0	DISABLED ROOMS	2	SLOW UPDATES	0	SERVICE INTERRUPTED
---	-------------------	---	----------------	---	--------------	---	---------------------

**Unread Messages**

1	HIGH PRIORITY	4	NORMAL PRIORITY
---	---------------	---	-----------------

**Channel Status**

**Current Status**

Channel	Status
Agoda	Normal Updates
Booking.com	Normal Updates
BookingButton	Normal Updates
CentralR	Slow Updates
Expedia	Normal Updates
HRG - Hotel Reservation Service	Normal Updates
Hotel.de	Channel Disabled
Lastminute.com	Slow Updates
Laterooms	Normal Updates

**Reservations**

**Summary**

2	NEW TODAY	0	LAST 30 DAYS	27	TOTAL
---	-----------	---	--------------	----	-------

**Last 30 Days**

Channel	Reservations
Agoda	348
Booking.com	228
BookingButton	121
CentralR	119
Expedia	190
HRG	65
Hotel.de	87
Lastminute.com	75
Laterooms	69

# 7Seasons Apartments

- Inventory
- Reporting
- Messages
- Channels
- Setup

You have 18 urgent and 0 normal priority unread messages, please click [here](#) to read them.

## Update Availability

	Thu 28	Fri 29	Sat 30	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11
One-bedroom Apartment (2 people) Default Rate	15	13	13	13	14	19	17	14	15	14	20	21	23	23
Two-bedroom Apartment (4 people)	7	5	4	2	6	7	5	5	4	4	7	11	11	11
Two-bedroom Apartment (6 people)	4	3	3	1	3	4	4	4	3	3	3	6	6	6
One-bedroom Apartment (4 people)	7	7	8	8	12	15	14	15	15	14	15	15	15	15
One-bedroom Apartment (single)	15	13	13	13	14	19	17	14	15	14	20	21	23	23
Two-bedroom Superior Apartment (4 people)	4	4	4	4	4	4	5	4	3	2	3	4	4	3

Save

## Update Pricing

### Master Rates

	Thu 28	Fri 29	Sat 30	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11
One-bedroom Apartment (single)	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Two-bedroom Apartment (6 people)	155	155	155	155	155	155	155	155	155	155	155	155	155	155

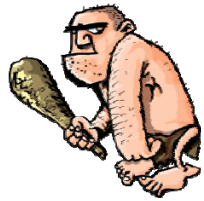
Save

### Agoda

	Thu 28	Fri 29	Sat 30	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11
One-bedroom Apartment (2 people) Default Rate	80	80	80	80	80	80	80	80	80	80	80	80	80	80

Save

# Evolution of the Online World & how SiteMinder fits in?



2001

**Channel Management  
Dark Ages**  
One Way Manual  
Updates (Typical Of  
Early Offerings Out  
Of United States, UK)



2005

**New Breeds**  
Local Channel Managers  
lead the way with pooled  
inventory/automatic  
inventory adjustment

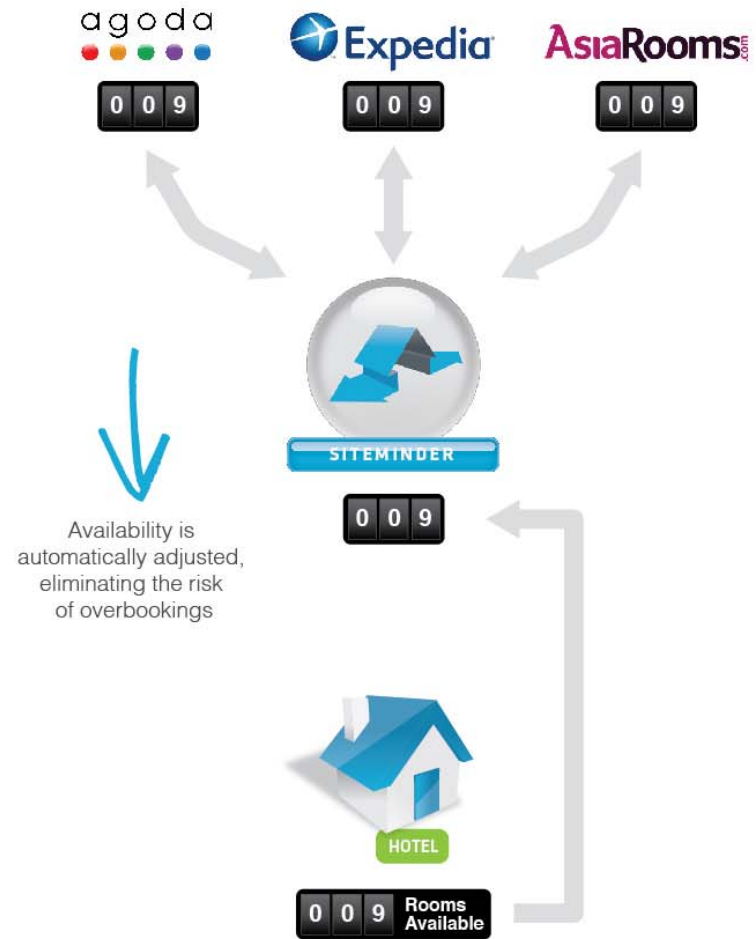
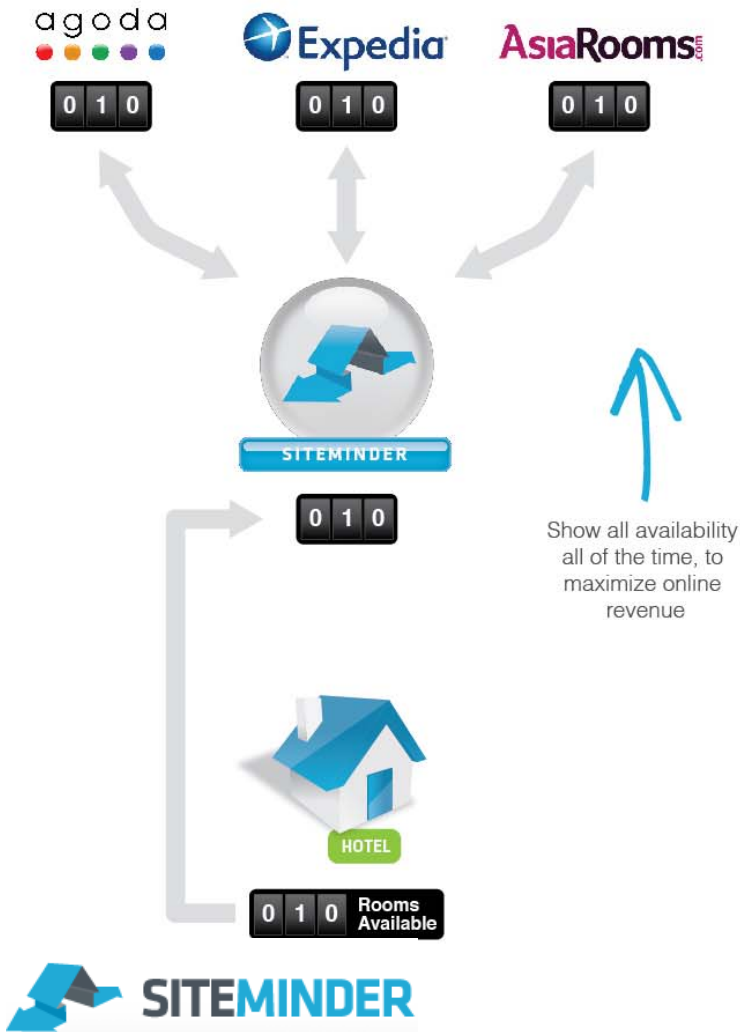


2012 and beyond

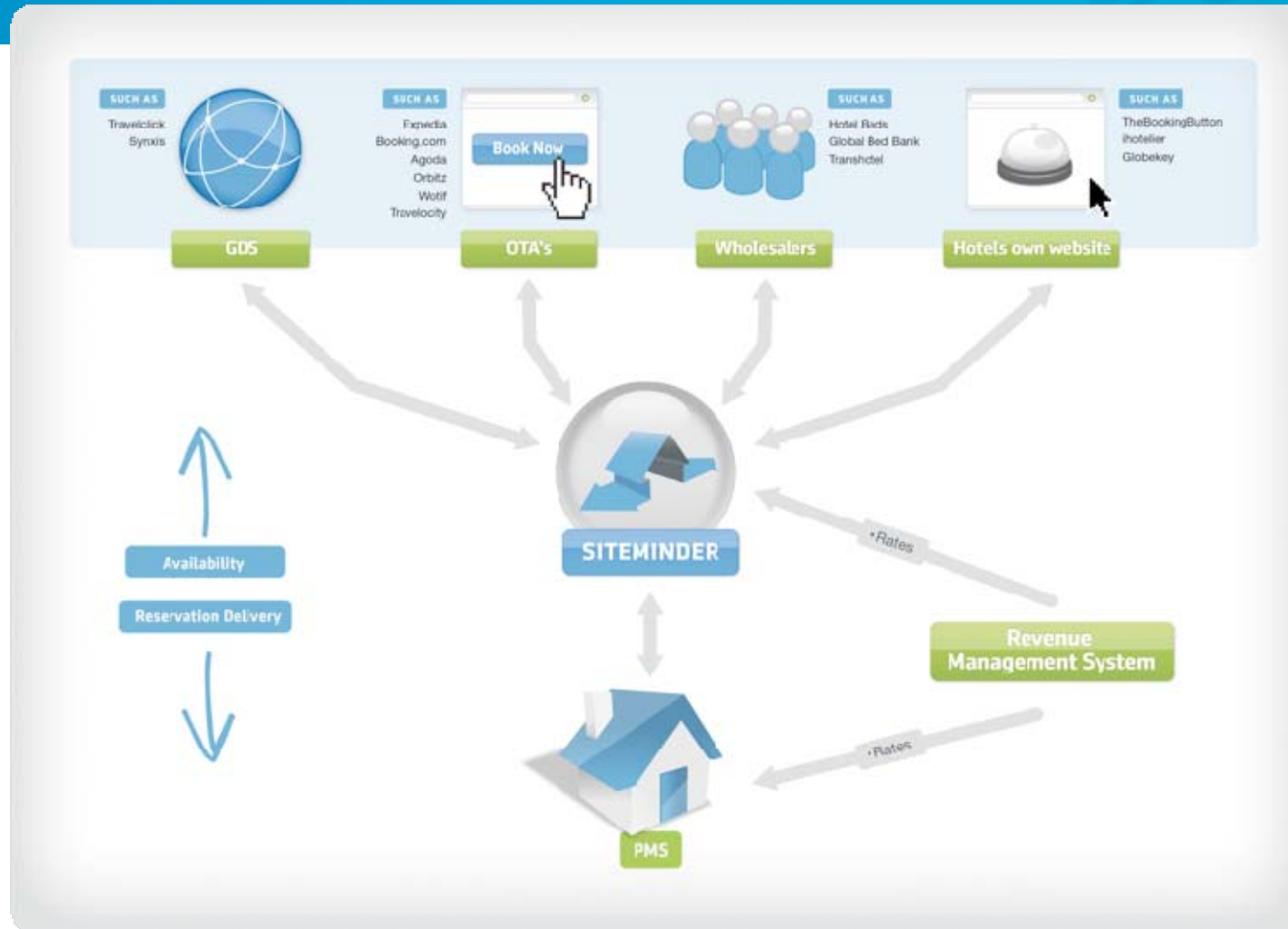
**2-Way Seamless  
Integration** with  
Property  
Management/CRS  
systems

# The Changing face of 'Channel management'

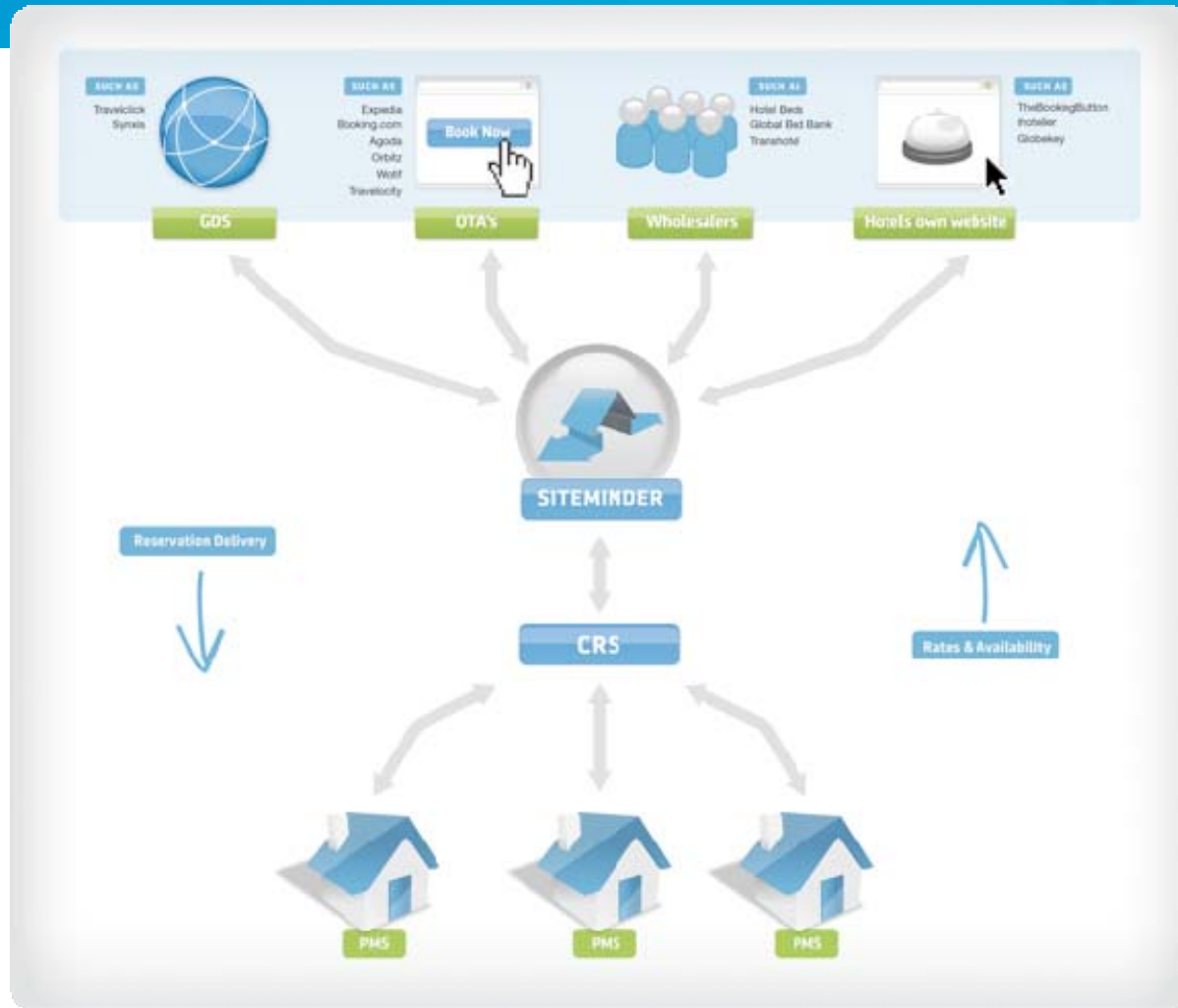
# PMS Integrations



# More systems integrated than ever before



# Complete 2-way Integration Flow



# Why is this in such demand?



Streamlining of the distribution process

- Automatic updates



Improving business efficiencies

- Human Error - Strategy



Drive down cost of acquisition

# Driving down the cost of acquisition

*Flat monthly rate*

**£279 per month – all inc.**

- 200 room property with a full 2 way integration

*Per reservation delivery charge*

**350 OTA reservations p/m @ £1.50 per reservation = £525  
...with danger of going higher**

- 200 rooms x 30 days = 6000 rooms per month  $350/6000 = 5.8\%$

# Interesting Shift from Big Chains

- Direct Connects with the 'Big' players
- Turning to channel managers to supplement regional booking site connectivity
- Cost effective solution
- Thinking outside the box.....

*Robert Patterson*

– De Vere Hotels



Go to [www.siteminder.com](http://www.siteminder.com) or more information  
or email [info@siteminder.com](mailto:info@siteminder.com)