

Quick Reference Guide

	Active in Market	Booking Window	Product Sold
DIRECT ONLINE			
Business own website and booking engine provider	Largest volume delivered is domestic sales. All booking engine providers offer international access, expertise by market dependant on the provider	Varies considerably by the source market, France was the lowest of the 4 markets for Dublin hotels with a booking window of 38 days, the highest was 66 for US guests	Bedroom and other hotel services via their Booking Engine technology
INDIRECT ONLINE			
Online Travel Agent (e.g. Booking.com; Expedia; Priceline)	All markets. Note: Some may perform better in certain markets, e.g. Priceline in the US and Bookings.com in Europe	Varies considerably by the source market, offer type and OTA model. Short term offers generate short booking windows anything from 72 hours to same day, while targeted seasonal offers can be booked 3 to 6 months in advance	Accommodation Only e.g. Hotel;B&Bs; Guesthouses. Expedia do sell a limited number of attractions
GDS - Global Distribution System (e.g. Galileo, Sabre; Amadeus; World Span)	All Markets	Average 21 days	Airlines & Hotels
OFFLINE			
Irish Tour Operator Association	All Markets	1 - 12 months - * Group Business has a booking window of 3 - 18 months and FIT business can book a week in advance of arrival	Every type and category of tourism product - Packaged Escorted Group, FIT (Independent Packaged Holidays, Incentive, Corporate Meetings and Events travel)
Overseas Operators (e.g. Der Tours, Sceptre)	Tend to be market specific e.g. Der Tour Germany and Vacances Transat France. Some do offer multi market presence	Anything from 1 to 12 month out - * Group Business has a booking window of 3 - 18 months and FIT business can book a week in advance of arrival	Every type and category of tourism product - Packaged Escorted Group, FIT (Independent Packaged Holidays, Incentive, Corporate Meetings and Events travel)
Consortia Groups (e.g. Virtuoso) / Members (e.g. Leading Hotels) / Independent agents	All markets. Although some brands perform better in certain markets. The consortia brands target high end clients e.g. Virtuoso Leading Hotels etc. and perform particularly well in the US	Varies considerably by source market, ranges from 3 to 6 months, can be longer	All Markets. Primarily accommodation when booking direct - use in-market preferred Tour Operators for packaged product - group and or FIT
META (Comparator/Review Sites)			
TripAdvisor	All Markets	Bookings are non transactional so they do not record bookings stats - properties can track through Google Analytics	Primary function is review features accommodation primarily all classes, also feature flights and restaurants
Trivago	All markets, very strong in Europe	Bookings are non transactional so they do not record bookings stats - properties can track through Google Analytics	Is a hotel comparator site

Minimum Requirements	Average Length of Stay	Cost of Sale	Additional Opportunities	Return on Investment
Optimised website, web provider 12 month contract with monthly fee	2 days for Dublin, 1.7 days for rest of Ireland	Booking engine commissions start at 2.5% and increase depending on the services a hotel requires	Booking engines offer a range of additional services including website design and management, marketing services and other technical supports.	The direct booking engine should be a hotels' most cost effective and profitable booking channel. Cost excluding wages but including PPC costs should not be more than 9% of the total booking price
Allocation of stock, best available rate, product details including images of all room types	1.5 days	Range e.g. Booking.com 15%; Expedia 23%; others in between and can negotiate	Broad range of options available e.g. Booking.com preferred partners programme 18% commission, or targeted sales activity to Expedia data base e.g. High end couples on East Coast of US	Sales can be delivered in the short, medium and long term. Level of sales is limited to stock provided and value offered. Partnership approach with all year round availability and analysis and management of performance will positively impact revenue delivered
Independent Hotels must work through an intermediary company to be loaded on this channel	2.1	Transactional cost circa \$9.00 dollars +agent commission	Media campaigns and targeted agency desktop marketing opportunities available - ability to take part in specific GDS promotional programmes as well	Complex channel to manage however given LOS and ARR achievement it is worthwhile but it's a long term plan
Provision of rates, terms and conditions 8 - 12 months in advance, discount to reflect volume - honouring of agreements - Product Updates on a regular basis	Groups - average 9 nights, FIT 4 Nights	Participation at ITOA workshop and or Meitheal. Rates discounted - Net B&B or D/B/B with Terms and Conditions that reflect the distribution channel timeline	Product inclusion / featured in Tour Operator promotional collateral - Special Offer campaigns to extend the season and build volume in Shoulder and Off Peak In-market joint sales promotions	Repeat volume business and opportunity to increase business when capacity exists. Potential to diversify into other types of business from the Tour Operators, i.e. combination of business including group, FIT, special event & Business Tourism
Provision of rates, terms and conditions 8 - 12 months in advance with discount to reflect volume - honouring of agreements - Product Updates on a regular basis	Groups - average 7.5 nights, FIT 4 Nights	Participation at Meitheal - Inmarket sales missions or trade fairs. Rates discounted - Net B&B or D/B/B with Terms and Conditions that reflect the distribution channel timeline	Product inclusion / featured in Tour Operator promotional collateral - Value added or Special Offer campaigns to extend the season and build volume in Shoulder and Off Peak In-Market Joint sales promotions	Repeat volume business and opportunity to increase business when capacity exists Potential to diversify into other types of business from the Tour Operators i.e. Combination of business including group, FIT, special event, & Business tourism
Availability and commissionable rates	7 nights	Annual membership fee; participation at consortia sales shows and in-Ireland Fam trips, independent agents 10-12% commission	Attend in market agent events, shared research, joint promotional activity	If managed well will deliver high value business. Need to keep front of mind so regular meaningful contact and in-market shoe leather required. Tight performance required to ensure ROI delivered.
Paid listing, managed reviews, description and images	Bookings are non transactional i.e. booking done via business site or other 3rd party so they do not record bookings stats	Listing cost min €400, priority listing additional cost can be €7,000 plus for large hotels to feature contact details i.e. email and phone, also offer pay per click and in 2015 will provide commission based sales	Special offer campaigns; campaigns on mobile site & app; exclusive additional features in the property dashboard; traveller engagement report; ability to purchase additional traffic on a CPC basis	TripAdvisor gets your business in front of the potential visitor and sales can be delivered in the short and medium term, sales volume not at OTA level as not seen by consumer as a booking site
Managed reviews, description and images	Bookings are non transactional i.e. booking done via business site or other 3rd party so they do not record bookings stats	No cost to provider to manage their listing, booking sites pay Trivago to appear within the search results and booking transaction is completed on the booking site	Hotel Manager is a content pool platform which allows hotel to manage their profile and manage their performance	No direct investment with Trivago but managing profile on Trivago can optimise sales from OTA's