

George Fassas

American College of Thessaloniki

Analytics For Hotel Reservations

4th Tourism Conference

Welcome



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How do hotels make money?

- Accommodation
- Food & Beverage
- Wellness
- Extra Services



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What is the main source of income?

- Accommodation ←
- Food & Beverage
- Wellness
- Extra Services



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How do they sell accommodation?

- Booking Engine
- OTAs
- Tour Operators
- Direct



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What do we track?

- Booking Engine ←
- OTAs
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How do you deal with the ROPO effect?



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We need to gather data.

- Property Management System (PMS)
- Web Analytics
- Google AdWords
- Facebook Insights
- Reservation Department



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The price of light is less than the cost of darkness - *Arthur C. Nielsen*



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Measure Failure, not Success

- E-Commerce Conversions are a small %.
Only a small percentage will book via the booking engine



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- Channel Attribution Not Accurate.
Guests will book after 4-5 visits on average



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Measure Failure, not Success

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- Channel Attribution Not Accurate.
Guests will book after 4-5 visits on average
- Engagement Rate: Bounce Rate on Steroids
You don't fail, you just find ways that won't work



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Excel is your friend

- Create a sheet for all campaigns based on cost per engagement



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Excel is your friend

- Create a sheet for all campaigns based on cost per engagement
- Pause the 50% that underperform



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John Wanamaker

“Half the money I spend on advertising is wasted;
the trouble is, I don't know which half.”



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Not Anymore

We Now Know Which Half of Advertising is Wasted



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Thank You

