



Tomorrow Starts Today with HSMAI India

Helping Hotels restart
successfully

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Free Admission

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Hyatt Hotels & Resorts

LOOK AHEAD TO AVOID BEING LEFT BEHIND

Forward looking market data



Forward looking market occupancy data
– Demand AI (Rategain)/ Market
Insight(OTA Insight)/ Demand 360 &
Recovery Insight(Travelclick)/Forward STR

Flight search data – Top countries/cities
searching, Length of Stay

Google search trends to understand
market better

OTA Extranet data – Provide a lot of
information on booking window/
cancellation trends, Geo mix

COVID HAS COMPLETELY CHANGE
THE WAY BOOKINGS ARE MADE

How to forecast in very unstable environment

Forecast with proper assumptions, monitor market movements and market segmentation

Understand country/state rules concerning Covid – Flight restrictions/Banquet restriction etc

Dynamic pricing approach

Focus on demand by Geo Source (country as well as cities)

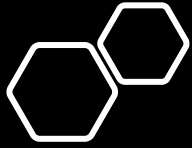
Booking lead time by channels

Cancellation ratio by channels

Historical data is of very little importance currently

Leisure and City hotels have different recovery curves and need to be managed based on market specific trends

Focus on total hotel revenue management and do not limit to only room revenue



Way Forward

- Demand generation would be key
- Understand and analyse the profile of the guests
- Digital marketing to play key role for demand generation – understand the customer journey
- Increase Frequencies of engagement with channel partners, internal and external market information
- Leverage you existing database
- **Adapt to change quickly**



Hsmai-india.org

Over to Sonnia Singh & Mr
Parveen Chander

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