

Forecasting in the age of the Crystal Ball

Heidi Gempel, Managing Partner, HGE International and HSMAI Board Member



Heidi has worked for 15 years with hotels in the Maldives. For the past 10 years she has worked with independent hotels on building a robust digital distribution and revenue management strategy, so that they continue to compete in this challenging marketplace.

Heidi founded a consultancy for revenue management, distribution and digital strategy in 2010. HGE International also provides outsourced revenue management solutions for branded hotels and high-end resorts.

She is most passionate about enabling independent hoteliers to have opportunity and access to expertise in order to succeed in a world of mega-brands.

Booking momentum by country/region

Countries/Regions

Maldives × United Arab Emirates ×

Choose up to 8 to compare

Comparison year:

Last year 2 years ago



— Global — Maldives — United Arab Emirates

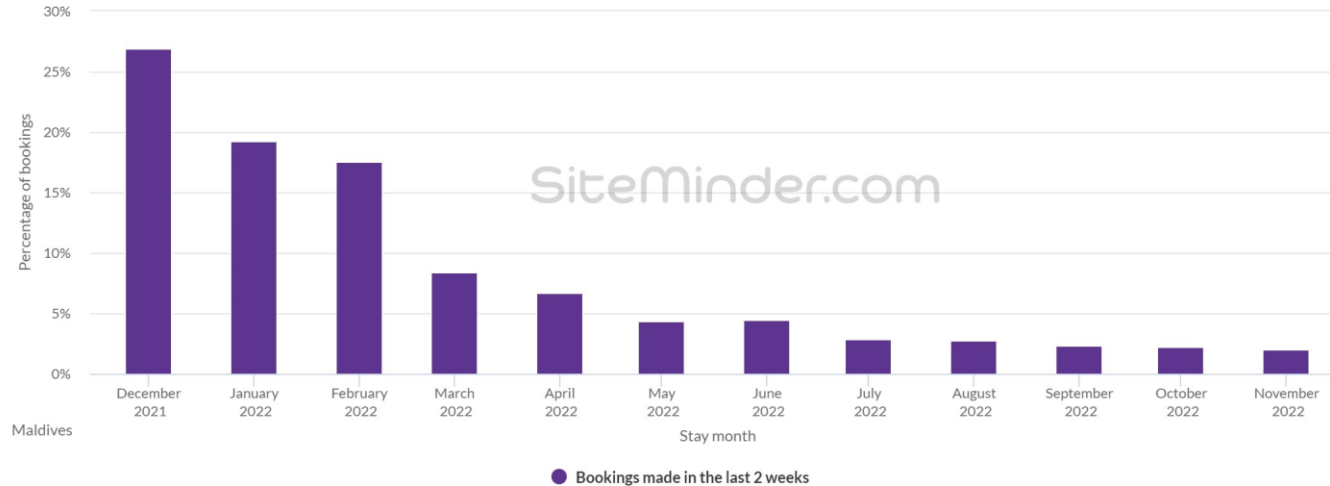
Forward Bookings

Countries/Regions

Maldives

Guest horizon by monthly arrivals for recent bookings

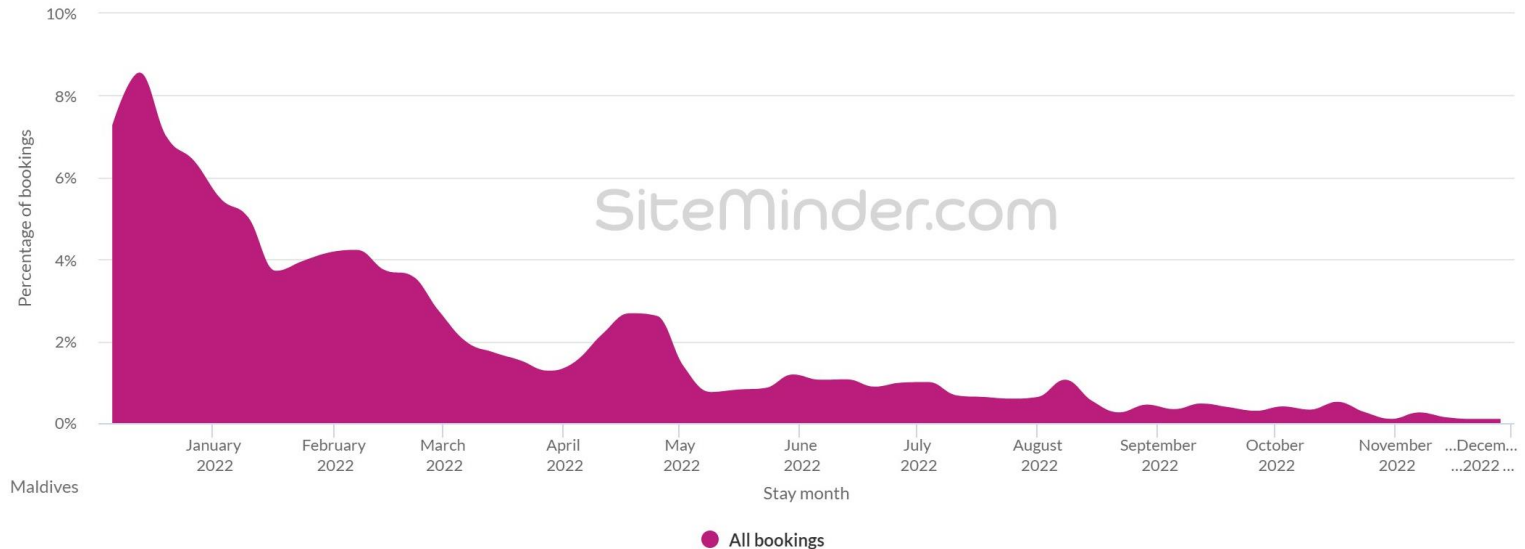
Displays the arrival dates of all bookings made within the last two weeks.



2022 Weekly arrivals

Guest horizon by weekly arrivals

Displays weekly arrivals over the coming months as a percentage of all bookings.



Future of RM

- **Demand generation vs Demand management**
- **Customer personas vs Market Segmentation**
- **Customer journey vs Distribution channels**

FOCUS

- Demand by Market Segment
- Demand by Geo Source
- Room Type pricing
- Spending behaviour on property
- Customer behaviour – before, during and after their visit

Breaking the Crystal Ball – Practical Steps

1

Build forecast models, with assumptions, monitor market movements and market segmentation

2

Be responsive to the new frequency of change.

3

Keep open communication channels with senior management

4

Engage with your Marketing teams on demand creation tactics

5

Increase Frequencies of engagement with channel partners, internal and external market information

Q & A