

# Working with your Market Managers in a post- hurricane market



# Partnership = Success



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Associate Market Manager

## Fort Myers Market Management Team

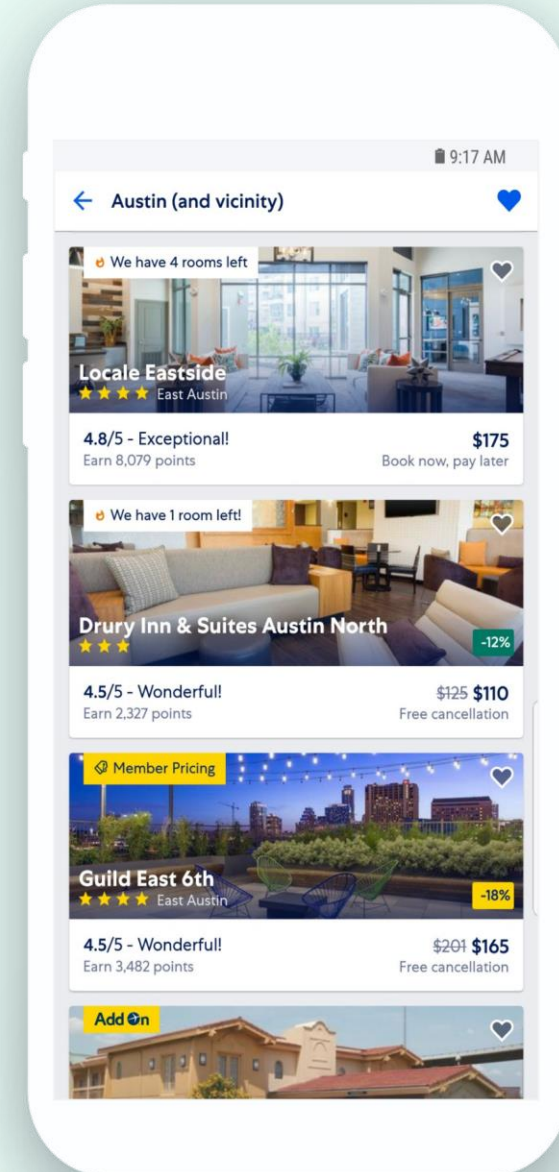


# Travelers booking today

Travelers engage with content from different sources, shop online, and demand the most up-to-date information **so they can book the best deal.**

**Price** is the most important factor for travelers when evaluating property listings.\*

Source: Expedia Group, What travelers want in 2021, May 2021



# Staying competitive and attractive to travelers

in a constantly evolving market is difficult, time-consuming, and expensive



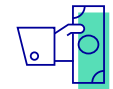
Challenges integrating and connecting data sources



Fragmented data from multiple sources



Insufficient time to train on complex technology and analysis



Revenue management solutions are very expensive



Stale, irrelevant information



Lack of data transparency



# Rev+ aggregates relevant, real-time data in one place



## Optimize your revenue performance

Use **actionable insights and pricing opportunities alerts** to help make your property **more attractive to travelers** and increase your revenue and performance.



## Make better informed decisions

Access **real-time insights and trends** to understand your position in the market and compare yourself with similar properties **to help you define your pricing strategy**.



## Be more efficient and save time

Easily view pricing, occupancy, and traveler searches insights and data in our **easy-to-use** and intuitive tool — available in Partner Central at **no additional cost**.



# Rev+ in numbers



**Rev+ has helped lodging partners drive over \$360 million in total incremental revenue**



**50% of 2021 price optimization alerts in Rev+ suggested property price increase**

View real-time  
pricing data in  
one place

## Revenue management - Rev+

Maximize revenue opportunities with optimized rates and availability based on real-time market data.

Overview **10**

At a glance **Next 28 days**

Hide charts

Revenue ⓘ

USD 116,277

Revenue fair share: 169,742

Average rate ⓘ

USD 251 -17%

Competitive set: 303

Traveller search demand ⓘ

+378%

Previous year: 7,896



Lowest available rate for

France - Expedia.fr (EUR) Non member

All rooms

1 night

2 adults

Fully refundable

Breakfast included

Price Grid

Calendar

Grid view

Chart view

Legend

Export

FEBRUARY 2022

< >

Mon 21

Tue 22

Wed 23

Thu 24

Fri 25

Sat 26

Sun 27

Mon 28

Tue 1

Wed 2

My property

138

138

138

138

148

148

138

148

138

138

Competitive set average rates  
[Change competitors](#)

92

112

97

95

112

91

91

97

97

97

Property 1

●

275

155

155

155

155

155

155

155

155

Property 2

81

73

73

69

108

69

69

73

77

77

Property 3

91

91

85

85

●

78

72

85

85

85

Property 4

107

107

107

107

107

107

107

107

107

107

# Customize your competitive set

Lowest available rate for

France - Expedia.fr (EUR) ▾ Non member ▾

All rooms ▾ 1 night ▾ 2 adults ▾ Fully refundable Breakfast included

Price Grid Calendar

Grid view Chart view Legend Export ▾


APRIL 2022 ▾	<	>	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11
My property			🔴 138	🔴 138	138	138	138	138	138	138	138	138
Competitive set average rates <a href="#">Change competitors</a>			132	126	127	120	106	105	98	98	95	100
Property 1												
Property 2												
Property 3												

Analytics > Competitive set

**Competitive set**

Select up to 19 properties that you compete with for guests. We'll use this list to share insights that can help you improve your performance.

Search for competitors:  Filter map 📍



Recommended

- ★★★★★ New York (0.05 mi) 97% match

YOUR LIST

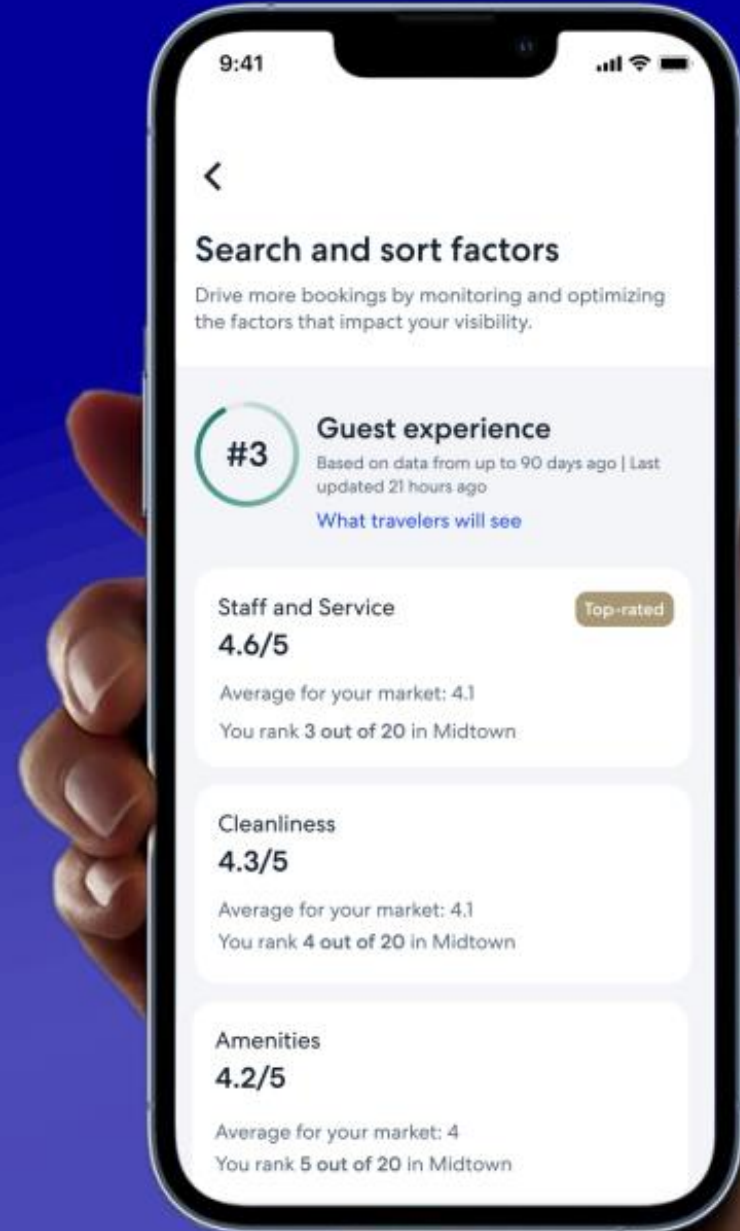
- ★★★★★ New York (0.08 mi) 95% match
- ★★★★★ New York (0.23 mi) 95% match
- ★★★★★ Times Square New York (0.19 mi) 95% match
- ★★★★★ New York (0.07 mi) 92% match
- ★★★★★ New York (0.23 mi)



# Guest experience factors

- Relocations
- Refunds
- Staff and service
- Cleanliness
- Amenities
- Property conditions and facilities
- And many more to come!

\* Guest experience factors are live in Partner Central today.  
All features shown in image are planned to be added throughout H2 2022



## Introducing search and sort factors

We've created a more guest-centric way to define where you appear in search, with greater transparency so you can understand and optimize your sort order.

**41**

### Your guest experience

Guest reviews, relocations, refunds, and more

**2 factors need attention**

**92**

### Your offer strength

Rates, availability, and content completeness

**1 factor needs attention**

## Guest experience

Indicators of great guest experiences collected from guest reviews and more

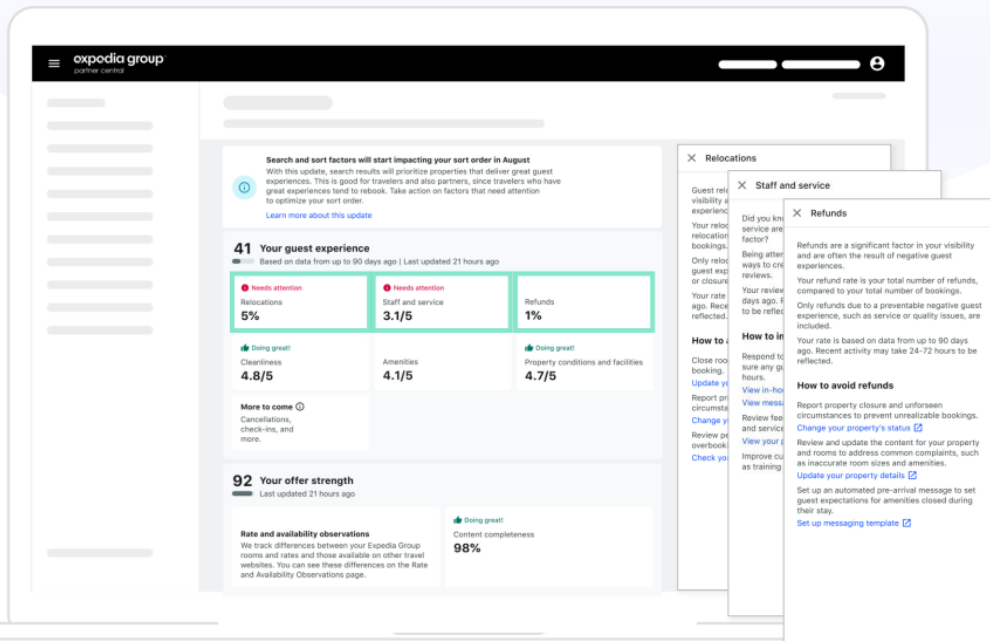
## Offer strength

Indicators of competitiveness, attractiveness, and value

**Live Now**

### The tools you need

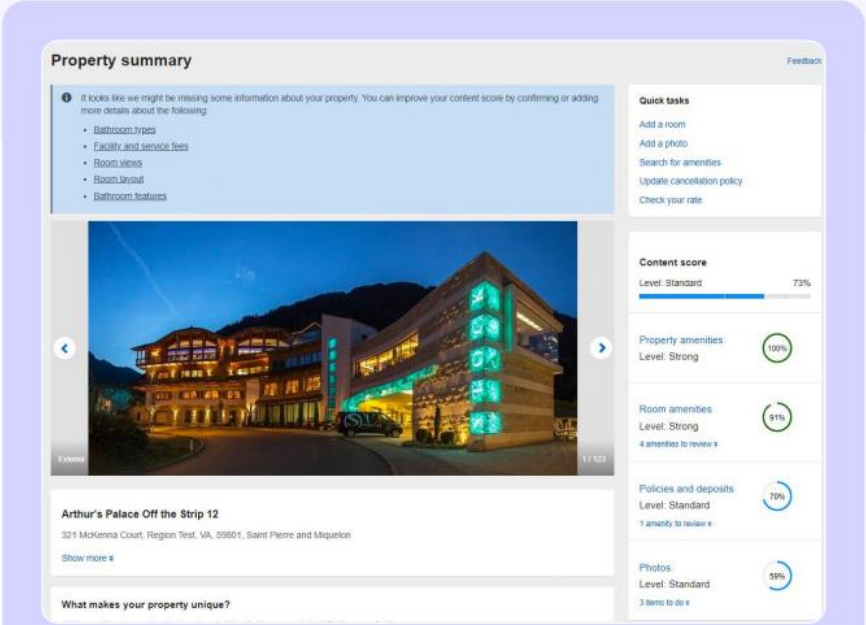
- Explore detailed info on your score for each area.
- Connect to tips and resources that can help you improve.
- **Take action on flagged items** and see how your scores climb over time.



Reimagining our marketplace Driving shared success for travelers, partners, and Expedia Group • Transparent • Traveler-focused • Supported by committed, high quality partners • Rich with tools that help you succeed

Ensure you offer comprehensive and up-to-date information

- 1. **Check the blue banner** on the property summary page for tips on information that may be missing about your property.
- 2. Improve your content score by **confirming or adding the details suggested**
- 3. Verify the content score dashboard on the right-hand side to reach a **score of 100%**



Identify changes that can help you compete

Rate **2**   Availability   Price comparison sites **1**

**Early Payment Benefit**

It looks like Expedia Group travelers are seeing higher rates than shoppers on other sites because you've been opted into promotional programs on those sites, for example Booking.com's Early Payment Benefit program. Providing promotional rates to Expedia Group travelers can help to boost your visibility and drive more bookings. Please consider creating a promotion especially for Expedia Group travelers.

Checked 21 hours ago

Create a Promotion

View observation dates

A non-refundable rate plan is unavailable

Your Double Room (Village) has a non-refundable rate plan but it is not available for travelers to book.

Make a non-refundable rate plan available

View observation dates

Rate **1**   Availability **1**   Price comparison sites **1**

Automatic rate match is currently matching your rates to those found on other travel websites. However, we do not automatically create missing room types, rate plans, or update your inventory. Make sure your property is visible to travelers by updating these discrepancies.

**Other availability issues**

This might be due to a missing room, restrictions on certain dates, or sold out inventory.

Checked 3 days ago

View observation dates

Rate **1**   Availability **1**   Price comparison sites **1**

**RATES OBSERVATIONS ON METASEARCH SITES**

This report shows you how metasearch sites (price comparison sites) change your rates to compete in the market. In most instances, we reduced our own margin (not your rates) to stay competitive.

Agoda.com	14
Discrepancies Observed	
Full report	

**AVAILABILITY OBSERVATIONS ON METASEARCH SITES**

This report shows you how metasearch sites (price comparison sites) change your rates to compete in the market. In most instances, we reduced our own margin (not your rates) to stay competitive.

Booking.com	Agoda.com
2	4
Discrepancies Observed	Discrepancies Observed
Full report	Full report

We track differences between your EG rooms and rates and those available on other travel websites.

Every improvement you make can help increase your visibility and performance

## Messages

[Feedback](#)INBOX TEMPLATES

Save time and easily engage with guests by using templates for the messages you send most.

[+ Create new template](#)Smart templates **New** [i](#)

Post-stay review requests

Custom templates [i](#)

Renovations 2020.

No Beach access on October 4th 2022

Early arrival

Ocean Front downgrades

Deposit Policy Explanation

Package Storage

Pool Deck Closure on 09/06/22

Welcome - Pre-Arrival

Dispute Deposit

Template Name

Pool Deck Closure on 09/06/22

(Guests won't see this)

Your message

Dear [guest-name],

We are looking forward to your upcoming visit and are thrilled to offer suggestions and assistance in planning your upcoming stay with us.

We are excited to share with you as part of our continued commitment to enhance our property and service that we are undergoing an exterior modernization project. Some amenities may be reduced or unavailable during your stay BUT don't worry because our beautiful beachfront resort offers an array of incredible activities!

Insert custom information:

Select [v](#)[Attachment](#)

No attachments selected

**New** Send on a schedule

Schedule this message to go out automatically to the guests you want to reach, when you want to reach them.

When do you want to send this message?

0

days

After booking [v](#)

To send on the same day, enter 0.

☒ Starting immediately (no end date)☐ During a specific date range[Save](#)[Preview](#)[Delete](#)

How can we  
make sure guests  
are aware of  
renovations,  
limited amenities  
or work being  
done at the  
hotel?





# How to stand out to travelers?

## How Campaigns work

Expedia Group routinely engages with travelers, enticing them to plan their next trip by promoting amazing locations, travel at specific times of year and last-minute getaways. We connect through promotional events, regular communication and media campaigns that involve social media, print and television advertising.

You can benefit from the demand we create by joining a campaign. Signing up is easy and the requirements are straightforward – agree to offer a pre-set minimum discount during specific travel/reservation dates. In no time, you'll attract the travelers who are starting to plan their next adventure.

The screenshot shows the 'Create Your Own' campaign setup interface. It includes sections for Audience (Limit to mobile device users, Limit to specific referring channels), Offer (10% discount, Applies to all rooms and rates), Booking Dates (Guests can book: Anytime, From: 05/01/2020 00:00 am, To: 05/31/2020 11:59 pm), Travel Dates, and Promotion Name. There are 'Next Section', 'Create', and 'Cancel' buttons.

Member Price 10% off

Silver unlocked 15% off

Gold unlocked 20% off

Gold unlocked 25% off

~~\$309~~ **\$230**  
\$300 total  
includes taxes & fees

**10% off**

~~\$209~~ **\$188**  
\$484 total  
includes taxes & fees



ID: 19795424



Search reservations

Change Property

Property Admin



Market Manager



Jessica Quiroz

Contact Expedia Support



How can I  
contact my  
Market Manager?

Set up a call with  
us to review your  
hotel and review  
area statistics

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