OTA HACKS





MICHELLE MARQUIS CHIEF REVENUE OFFICER



GET THE MOST FROM THE OTAS

Marine (1)

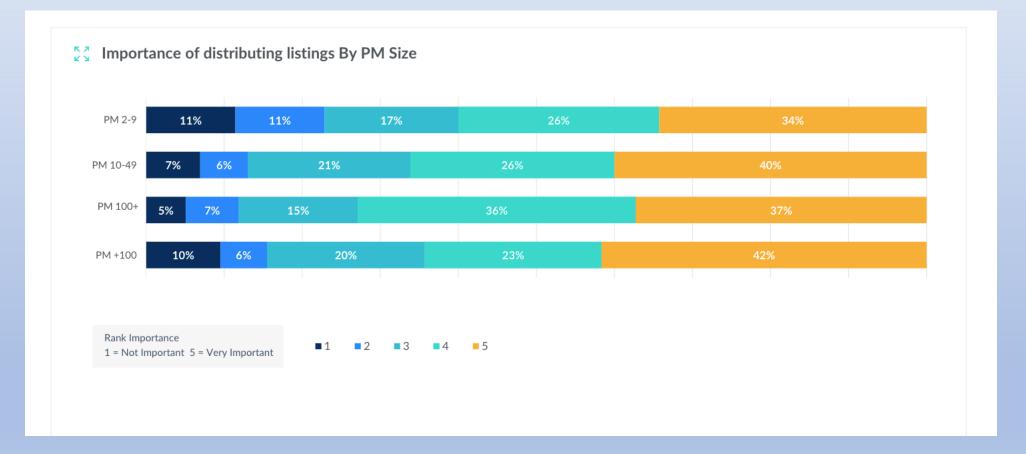








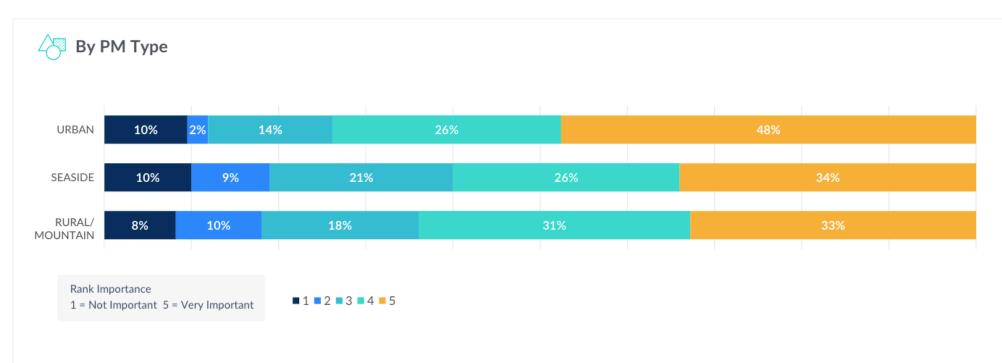




VRMA & Transparent



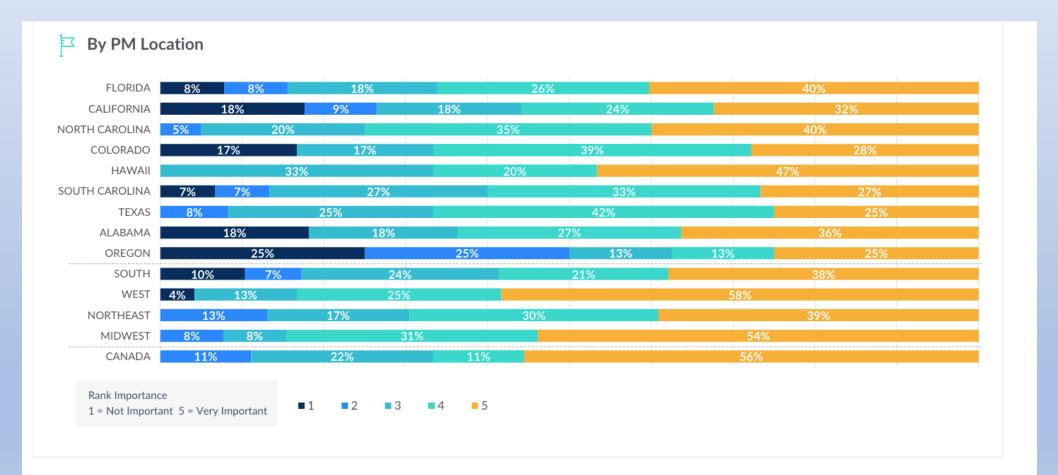




Many more Urban PMs rated distributing listings as important (74%) than Seaside and Rural / Mountain PMs (60% and 64%) respectively. As we will see in the next section, Urban PMs are more dependent on third party channels than Seaside or Rural / Mountain PMs. This is our best explanation for the importance Urban PMs palce on distributing listings.



VRMA & Transparent



LEXICON Travel Technologies

VRMA & Transparent

HOW DO THEY MAKE MONEY? HOW DO THEY INVOICE AND BILL?





Different models. Subscription (grandfathered in) and pay for performance.

8-12% negotiate based on revenue levels. Need to find out if this is on Room rate only??



HOW DO THEY MAKE MONEY? HOW DO THEY INVOICE AND BILL?

Booking.com



Typically charge commissions between 15-18%

Investment is geared toward *new* guests because these channels are converting hotel guests into vacation rental guests (these are the guests you're looking for).



HOW DO THEY MAKE MONEY? HOW DO THEY INVOICE AND BILL?



Shared Host Fee

- Host Fee 3% 10%
- Guest Service Fee 13%

Host Only Fee • 14% - 20% (plus 2%)



WHAT ABOUT GOOGLE?

What do we know for sure?

They will have Vacation Rental Industry They will not do integration for fewer than 10,000 or 15,000 units As of now, anyone wanting to distribute here will eventually need: A micro-site

What do we not know?

Is this a PPC Play Is it an advertising play for a web company or a distribution play for a Channel Manager. Will they charge, CPA or CPC



WHY USE THESE CHANNELS AT ALL?

- Increase costs of direct bookings
 - (Specifically, PPC)
 - More eyeballs with the Internet and behavior changes
- New demand with Hotel-stye OTAs
- Millennials and brand trust, ease of use (mobile)
- Revenue Management is Distribution Management, No Distribution Management is Revenue Management!

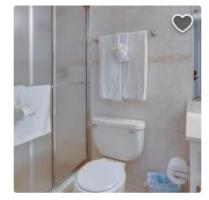


10 WAYS TO GET THE MOST OUT OF THESE PARTNERSHIPS



LISTINGS ARE ADS





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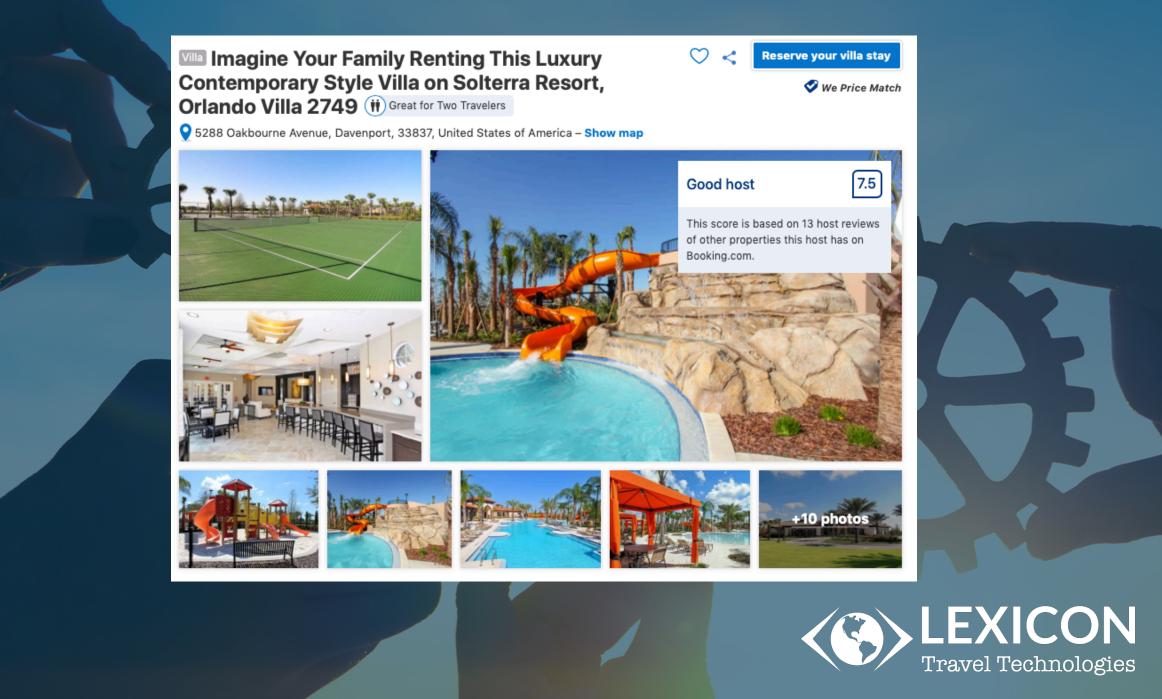
Vacation Home Saida Tower IV #4103 South Padre Island - Show on map - Beach Nearby

> You missed it! Your dates are popular – we've run out of rooms at this property! Check out more below.



Top-rated by Families





T			ſ
>	••• / Whalebone Cottages by Kees Vacations, Nags Head		
	Whalebon Vacations	e Cottages	by Kees
	4.2 / 5 Very Good	Н	4 reviews >
	Pool	÷	Free WiFi
	P Free Parking	•	Kitchen
			All amenities
	8201 S. O/ t Road, Nags Head, NC		
	What's nearb	у	

Mutiny Bay Adventure Golf Tace Bell P min walk D min dive D min walk D min dive D min walk D min dive D min walk D min walk D min walk D min dive D min dive D min walk D min dive D

9 Jennette's Pier

1/97 - Featured Image



DAL

Vacation Home Oceans 24 by KEES Vacations

2 1113 North Virginia Dare Trail, Kill Devil Hills, NC 27948, United States of America – Show map

Book your vacation home stay

Bookers love...

🕿 Barbecue

a Private pool

🔶 Free WiFi

P Free Private Parking Available On Site

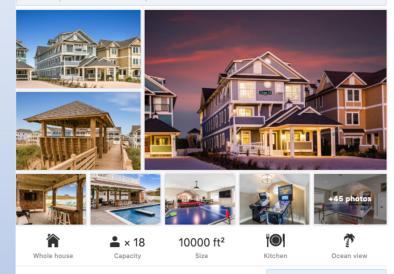
Reserve

Patio

Vacation homes with: Balcony, Ocean view

Not usually available – you're in luck!

Oceans 24 by KEES Vacations isn't usually available on our site. Reserve soon before it sells out!



Located in Kill Devil Hills in the North Carolina region, Oceans 24 by KEES Vacations features a patio and sea views. This property offers a private pool, free WiFi and free private parking.

The air-conditioned vacation home is composed of 20 separate bedrooms, a living room, a fully equipped kitchen with a dishwasher and microwave, and 1 bathroom.

The vacation home provides a grill.

We speak your language!

Oceans 24 by KEES Vacations has been welcoming Booking.com guests since Feb 27, 2018

Distance in property description is calculated using © OpenStreetMap

Missing some information? Yes / No

Most popular facilities

😹 Swimming pool 🛞 Non-smoking rooms 📘 Free parking

😤 Free WiFi କ Pet friendly 🙀 Family rooms

iii Limited supply in Kill Devil Hills for your dates: 116 vacation homes like this are already unavailable on our site

You will pay the property in the property's local currency (US\$). The displayed amount (in USD) is indicative and based on the exchange rate at the time of booking.

Managed by KEES Vacations



Manages 89 properties on Booking.com

9 years of experience on Booking.com

Company info

At KEES, we strive to make your Outer Banks vacation as relaxing as possible. We believe that you should plan your vacation around your schedule and we're here to help you do so: We're flexible! KEES FlexStay™ lets you choose your check in day with no seven night minimums. From condos to 24 bedroom homes, all our properties offer KEES FlexStay™ year round. (FlexStay availability may vary on select event homes and dates.) Check in's a breeze with KEES! All of our Outer Banks properties have digital door codes and we email you your's 24 hours before 4pm check in - no need to start your vacation at a rental office! Carefree and quality experiences are our standard! We provide all bed linens and bath towels, K-cups, paper products, dishwashing detergent and more to make moving in easy. Additionally, we provide daily light housekeeping for all homes with five or more bedrooms.

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Property info

Oceans 24 boasts luxury, class and leisure. Reunite family and friends for an escape lost in rejuvenation, high living and bliss. Oceans 24 features 24 master bedrooms and has a maximum occupancy of 60 based on bedding and an event capacity of 100. Oceans 24 stands tall and ideally located in central Kill Devil Hills across from the Wrights Brothers Memorial. Beach Nourishment is complete so there is a lot of beach to enjoy. Close to the Asheville Street public beach access, this 24-bedroom home welcomes events, weddings, corporate retreats and family reunions. Close proximity to dining, shopping, and venue sites. Experience your Outer Banks vacation on a grand new scale. As a brand-new and ultra-luxe oceanfront property, Oceans 24 is the ultimate blend of luxury, technology, breathtaking design and comfort. Exclusive amenities such as a 16-person theater room, multiple lounges, open-air spaces and a one-of-a-kind outdoor entertainment area blend seamlessly with whole-home smart technology and high-end designer furnishings to create an atmosphere of carefree living, unhurried fun and total comfort and relaxation.

Languages Spoken English

Area Info - Show map

Beaches in the Neighborhood

Kill Devil Hills Beach Golden sand Swimming, Water Sports

250 feet

* All distances are measured in straight lines. Actual travel distances may vary.

Are you missing any information about this area? Yes / No

Facilities of Oceans 24 by KEES Vacations

See availability

See availability





INVENTORY MANAGEMENT



GETTING PRICE RIGHT

LEXICON Travel Technologies



GET ON THE SAME PAGE WITH YOUR GUEST



TURN GUESTS INTO YOUR FANS

6



CAPITALIZE ON REVIEWS



Reviews

- 81% of people frequently or always read reviews before booking lodging.
- 52% of individuals would never book lodging that had zero reviews.
- Customers value guest ratings over a hotel's brand 72% of the time.
- 76% of consumers are willing to pay more for a property with higher review scores.
- 80% of people believe property managers that respond to guest reviews care more about their customers.
- 85% agree that a thoughtful response to a review will improve their impression of the property.





book via OTAs because they Source: Daily Travel News) INCREASE YOUR RENTAL INCOME

SLOANE OPEALTY

(LEXICON

Our Biggest Recommendation?

List Your Home on Booking.com and Expedia

The way we browse and book lodging is forever changed. Booking.com and Expedia invested billions to lead this shift, and we can't afford to sit on the sidelines. Sharp listings and sound revenue strategies are all it takes to get our foot in the door. And once we see how these platforms can attract new guests, we'll never want to go back to business as usual.

Largest audience of potential guests see your properties.

New Potential Guests – Expanding your home's guest base drives income.

Access to this substantially larger, high-quality audience costs more, but exposure is free!

BECKY SMITH | 910.579.6216, ext. 203 | becky@sloanerealty.com

DRIVE. VALUE. ALWAYS.

Booking Safety Net – More easily fill gaps and non-prime seasons.

COST SHARING

Cost Sharing / Educate

- 1. Educate your homeowners on the new costs and dynamics of what has changed with regards to distribution the STR industry
- 2. Offer two levels of Distribution.
 - a. Standard Distribution HomeAway and Vrbo
 - Include with your service
 - b. Premiere Distribution Expedia, Booking.com and Airbnb
 - Then pay on the net of every booking
- 3. Pay off the top Similar to offer above but is something you would do within your homeowner agreement and as a standard way of billing.
- 4. This is done with offline distribution and travel agents in many, many markets





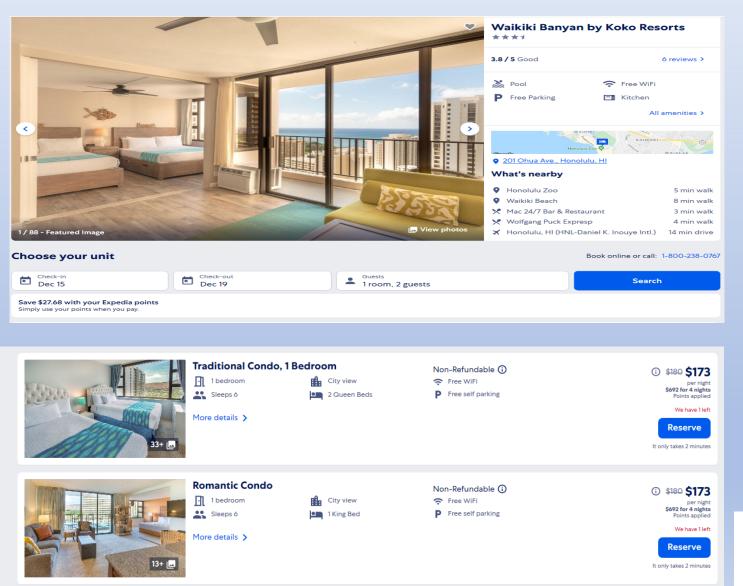
CLUSTER



CUSTOMIZED CLUSTERING OUTPERFORMS **KEY-LEVEL LISTINGS** 2 TO 1



CUSTOMIZED CLUSTERING EXAMPLE





Marketer USE A CHANNEL MANAGER

10



THE DIRECT CONNECT PROBLEM



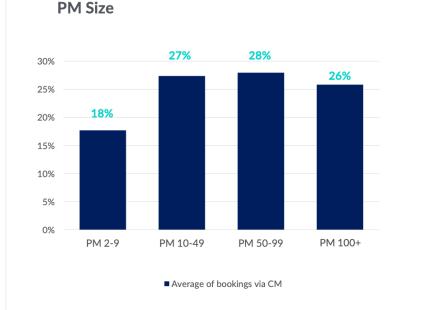
5. CHANNEL MANAGERS

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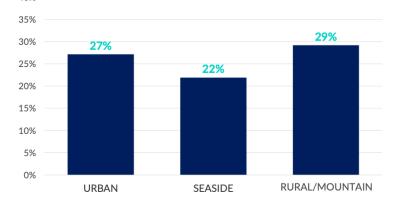
5.2 Channel managers bookings by size, location type

The bars represent the percentage of PMs within size cohort that report 0% bookings through a channel manager (CM). The average (light blue line) represents the mean of bookings booked through a channel manager.

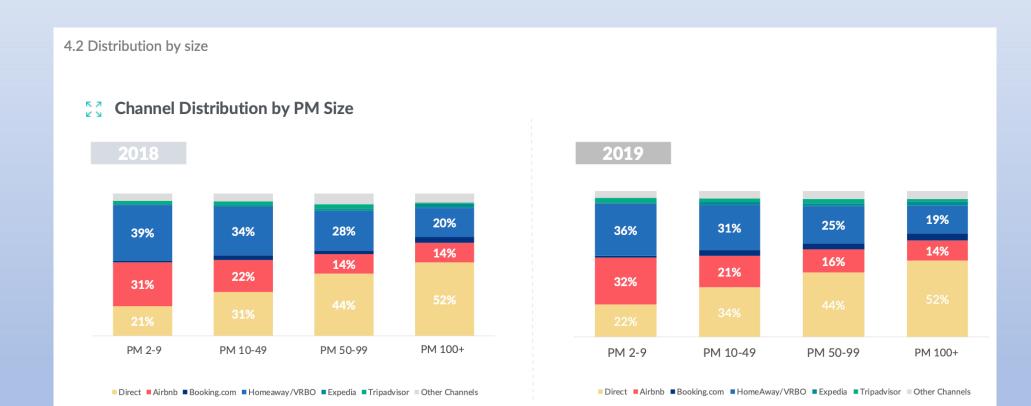


Percent of Bookings from Channel Manager by





Average of bookings via CM



Small PMs tend to depend on the Channels for their bookings, while larger PMs are able to generate more of their bookings directly. Looking forward, PMs with 2 to 49 properties expect modest increases direct bookings in 2019.

4. DISTRIBUTION & MARKETING

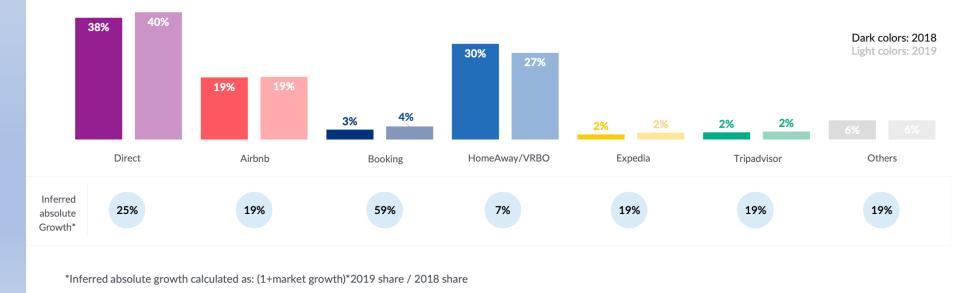
4.1 Distribution

Question • Comp

?

Compare the percentage of bookings (in dollars) your company made in 2018 vs. the ones you expect to make in 2019.

Among respondents, the direct channel generates the most bookings, and this trend is expected to increase in 2019. Most of the gain direct booking share appears to be coming at the expense of HomeAway / VRBOs share. Combined with the expected 19% YoY growth in bookings (see section 2.1), these numbers can be used to infer absolute growth rates for each channel.



10 Ways To Get The Most Out Of An OTA Partnership

- 1. Treat Listings like Ads
- 2. Brand for Billboard Effect Evaluate for overall COS
- 3. Pay attention to Inventory Management
- 4. Make sure you are priced right!
- 5. Get on the same age with your Guests
- 6. Turn OTA guests into your OWN Guest
- 7. Capitalize on Reviews
- 8. Look at sharing the costs
- 9. Cluster if you can
- 10. Use a Channel Manager-Marketer

DRIVE. VALUE. ALWAYS.



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