

Tuesday, November 24, 2020 1:00 – 2:15 P.M. EST (2:00 – 3:15 P.M. AST)



CARIBBEAN HOTEL & TOURISM ASSOCIATION

Rethink Travel:

Drive More Bookings via Your Direct Channel



Manny Melendez Amadeus amadeus



Please post your questions via the Q&A box. Questions will be addressed at the end of the session.



The on-demand video recording of today's presentation will be distributed within 48 hours of the webinar. A copy of the presentation and any support materials can be found in the Members' Only portal.



This session is scheduled through 2:15PM ET (3:15PM AT).











CHTA Strategic Partners

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#CHTALive



CARIBBEAN HOTEL & TOURISM ASSOCIATION

Marketing Tools to Build Customer Trust



Step I:	Register your Hospitality Facility for CARPHA's Tourism & Health Information System (THiS) http://this.carpha.org/
Step 2:	Hospitality Facility to report on THiS for at least 1 month. Reporting also includes zero cases for each week
Step 3:	10% of all Hospitality Facility staff (including senior management) to register, attend, and receive Certificate of Participation for 'COVID-19 Essential Health Guidelines for Hospitality Sector' Training
Step 4:	CARPHA to review, approve, and provide the Hospitality Facility the Caribbean Travellers Health

Assurance Stamp & listing on Mobile App

Open to CHTA Members & Non-Members

www.caribbeanhotelandtourism.com



Marketing Tools to Build Customer Trust

CARIBBEAN TOURISM HEALTH SAFETY TRAINING SERIES

COVID-19 Essential Health Guidelines for Hospitality Sector

Wednesday Dec. 2 & Dec. 9

2:00 - 4:00PM EST (3:00 - 5:00PM AST)

Same session for each date, please register for the date that works best for your schedule







CARIBBEAN Hotel & Tourism Association





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CARIBBEAN HOTEL & TOURISM ASSOCIATION

Marketing Tools to Build Customer Trust



Step 5: Upon receipt of CARPHA's Caribbean Travellers Health Assurance Stamp – you can apply to receive:



As a Safe Travels Ambassador, CHTA is authorized to issue this globally recognized stamp to Caribbean businesses CARIBBEAN HOTEL & TOURISM ASSOCIATION HEALTH SAFETY COMMITMENT 2020-2021 Insert Your Logo Here

Exclusive to CHTA members,

including listings in websites and resources to travel advisors and consumers

*Non-members can apply for a processing fee of \$50.00



www.caribbeanhotelandtourism.com



Member Exclusive Travel Protection Plan Administered by Trip Mate

MEMBER EXCLUSIVE TRAVEL PROTECTION PLAN ADMINISTERED BY TRIP MATE



www.caribbeanhotelandtourism.com



CARIBBEAN HOTEL & TOURISM ASSOCIATION

CHTA Membership





Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community! Membership@CaribbeanHotelandTourism.com www.caribbeanhotelandtourism.com



















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Prior to the pandemic, what percentage of your business was generated from the following:

ANSWER CHOICES	RESPONSES
Direct Bookings	19.30%
Online Tour Operators	18.42%
Tour Operators	16.67%
Membership Organizations(i.e. Interval Int'l, Travelzoo)	11.40%
Affiliated Brand	8.77%
Travel Advisors (i.e. Virtuoso)	7.89%
Travel Agents	11.40%
Other	6.14%



Looking ahead to 2021 and beyond, what percentage of your business do you anticipate will be generated from the following:

ANSWER CHOICES	RESPONSES
Direct Bookings	21.83%
Online Tour Operators	16.90%
Tour Operators	16.90%
Membership Organizations(i.e. Interval Int'l, Travelzoo)	9.86%
Affiliated Brand	8.45%
Travel Advisors (i.e. Virtuoso)	9.15%
Travel Agents	11.27%
Other	5.63%



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CHTA

Rethink Travel: Drive More Bookings via Your Direct Channel

Why do customers choose to partner with us as their complete eCommerce provider?,

The only **end-to-end** eCommerce experience to maximize direct conversion and revenue per guest Smooth and intuitive journey from looking to booking that is personalized and recognizes guests

Industry-leading partnerships and strong connections provide unrivaled access to programs that drive demand Centralized content, data portal and support team make running your business easy and efficient

We are the trusted eCommerce solution of choice for premiere hotel partners worldwide



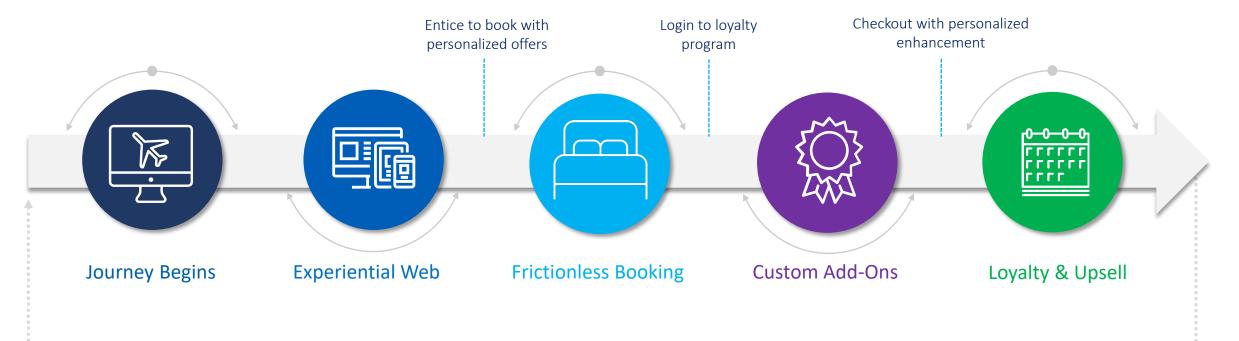
Our integrated eCommerce Suite creates end-to-end value across the complete guest booking



Reward & Redeem Loyalty for repeat direct bookings

Do you have videos of your hotel on your website?

Our integrated eCommerce Suite creates end-to-end value across the complete guest booking



Reward & Redeem Loyalty for repeat direct bookings



It starts on the search engines

Meta sites compete on their ability to simplify the shopping process and source the best price

TripAdvisor

Arenal Kioro ••••• <u>1,928 reviews</u> • Carretera Al Volcan de	#14 of 62	Hotels in La Fortuna d
COVID-19 update: See t	he added hea	Ith and safety measure
遙 2 people o	are viewing th	is hotel
Check In	Ch	eck Out
Guests 1 room, 2 adults, 0 cl	hildren	
☆ SAVE \$20 ◇ ARENAL SLORQ ✓ Reserve now, pay at stay	\$ <u>227</u> \$207	View Deal
Trip.com	\$227	View Deal
Hotels.com	\$227	View Deal
eDreams 7\$2 Travelocity 7\$2 Prices are the average nig	227 View all 12	

Google

Hotel Arenal Kioro Suites & Spa
Website Directions Save
4.7 ★★★★ 523 Google reviews 5-star hotel
CHECK AVAILABILITY
Address: 11 KM NW FROM LA FORTUNA DOWNTOWN, Alajuela Province, La Fortuna, 21007, Costa Rica Phone: +506 2479 1700 Ads · Compare prices Image: Tue, Nov 24 Image: Wed, Nov 25 DEAL 17% less than usual
 Hotel Arenal Kioro Suites & Spa Official site DEAL \$209 5% off
Image: Second system Image: Second system Image: Second system Ima
Hotels.com \$209 > Free cancellation until Nov 21

Do you currently have a way to get a direct booking for the google listing section we just reviewed?



Meta sites compete on their ability to simplify the shopping process and source the best price

TripAdvisor

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☆ SAVE \$20 ◇ ARENAL SLORQ ✓ Reserve now, pay at stay	\$ <u>227</u> \$207	View Deal
Trip.com	\$227	View Deal
Hotels.com	\$227	View Deal
eDreams 7\$2 Travelocity 7\$2 Prices are the average nig	227 View all 12	

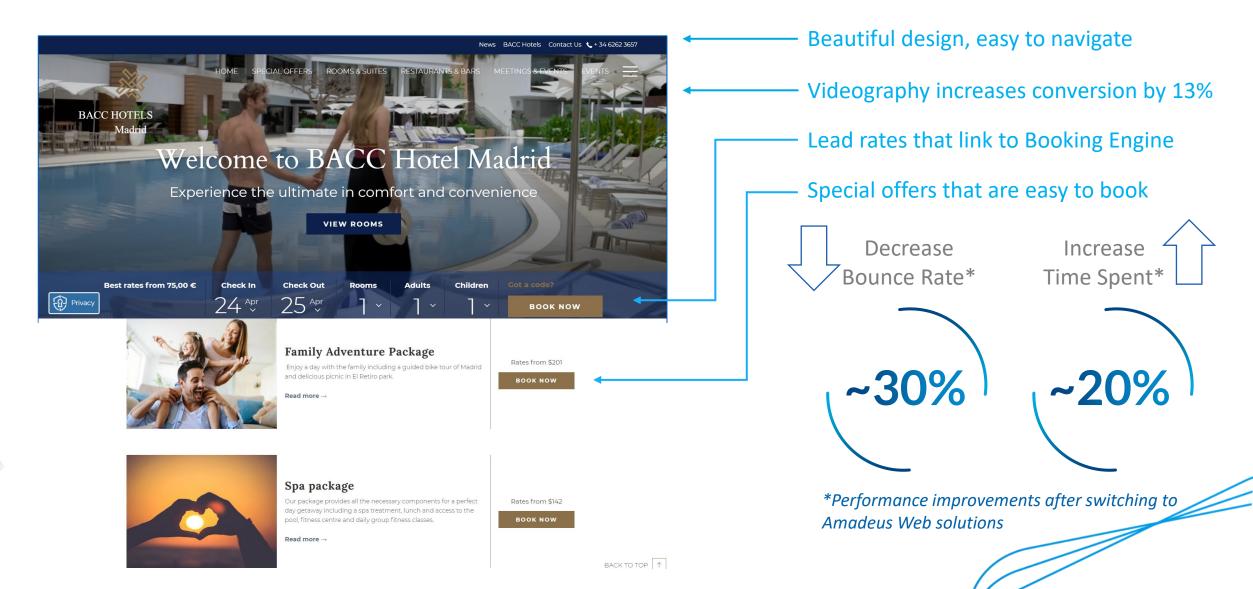
Google

Hotel Arenal Kioro Suites & Spa							
Website Directions Save							
4.7 ★★★★★ 523 Google reviews 5-star hotel							
CHECK AVAILABILITY							
Address: 11 KM NW FROM LA FORTUNA DOWNTOWN, Alajuela Province, La Fortuna, 21007, Costa Rica Phone: +506 2479 1700 Ads · Compare prices Tue, Nov 24 Wed, Nov 25 2							
DEAL 17% less than usual ♦ Hotel Arenal Kioro Suites & Spa Official site \$198 > DEAL \$209 5% off							
Source \$209 > Free cancellation until Nov 21							
Hotels.com \$209 > Free cancellation until Nov 21							

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Guests land on a high-converting and beautiful web experience





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Quickly and easily create promos

2020 Calendar

September						October									
s	м	T	TW	w	w	т	F	s	s	м	Т	w	т	F	S
		1	2	3	4	5					1	2	3		
6	7	8	9	10	11	12	4	5	6	7	8	Z	0'		
13	14	15	16	17	18	19	11	12	13						
20	21	22	23	24	25	26	18	19	20	2 Day Promo					
27	28	29	30				25	26	27			~y i			

PROMO: 10% Off

When: October 2nd and 3rd Only

Must book today September 28th

Email Blast Flash Sale

Today

CARIBBEAN HOTEL & TOL ASSOCIATION

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Your guest at the center of everything you do

Today's guests expect personalized communications and treatment just for them.

Holistic 360 degree guest view

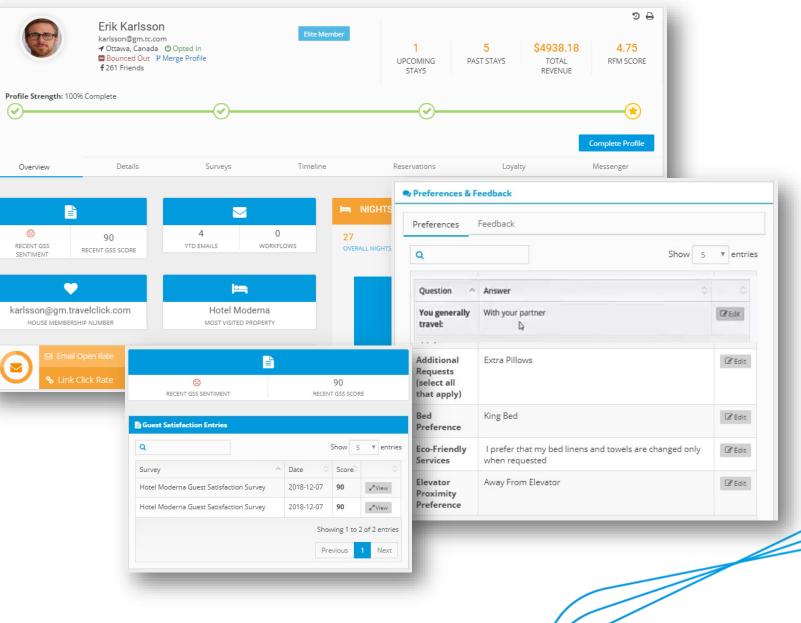
Rich Guest Profiles

GMS consolidates all data sources into unique guest profiles. In our Address Book, you can:

Opt a guest in or out of communications Merge similar profiles

View numerous profile statistics such as:

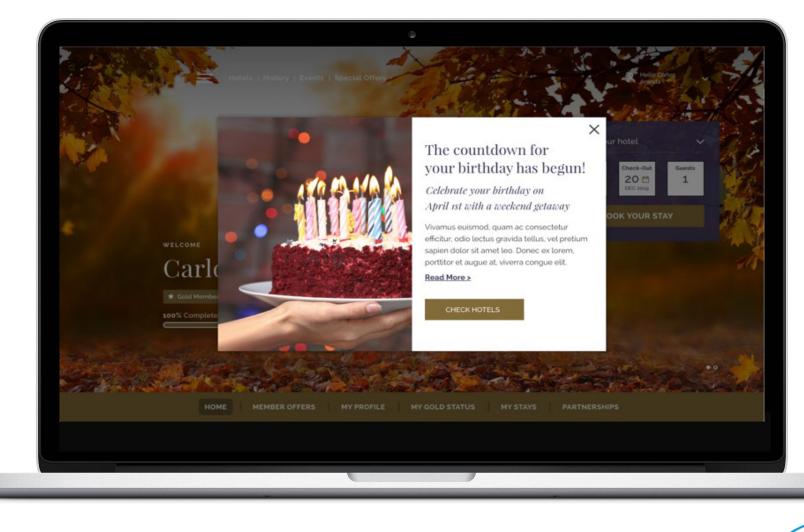
- RFM score
- Total revenue
- Guest satisfaction score
- Subscribed tags, emails & workflows
- Present & future value
- Open & click rate
- Upcoming, past stays & room nights
- Custom built fields



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Guests receive personalized messaging based on guest data



29



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Personalize customer profiles with clickstream data

Holistic 360 degree guest view

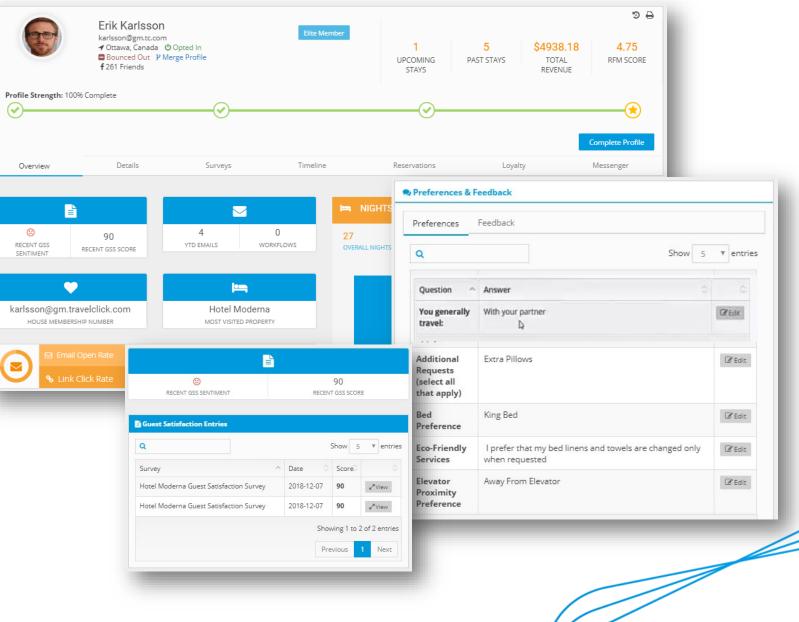
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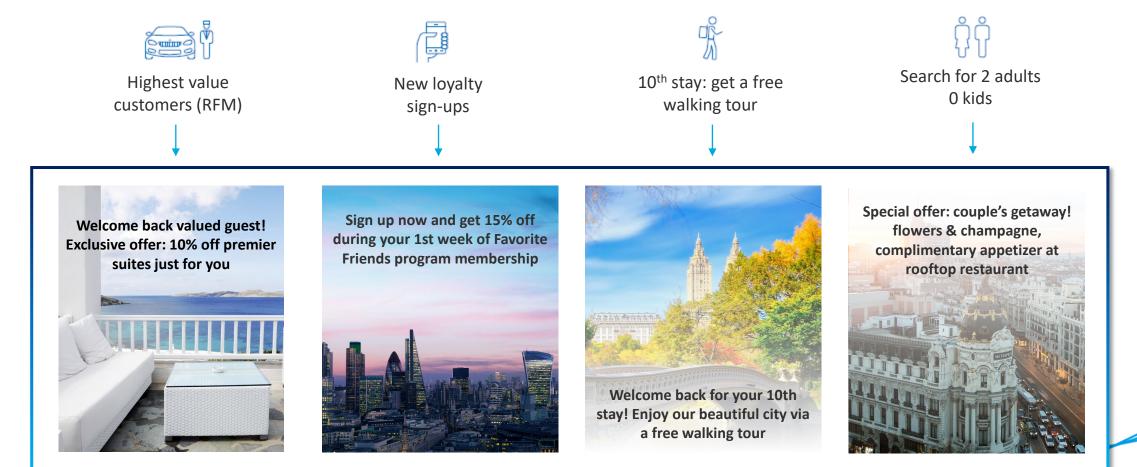
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CARIBBEAN HOTEL & TOUR ASSOCIATION



We have the only eCommerce experience that can personalize offers based on profile data



Holistic 360 degree guest view

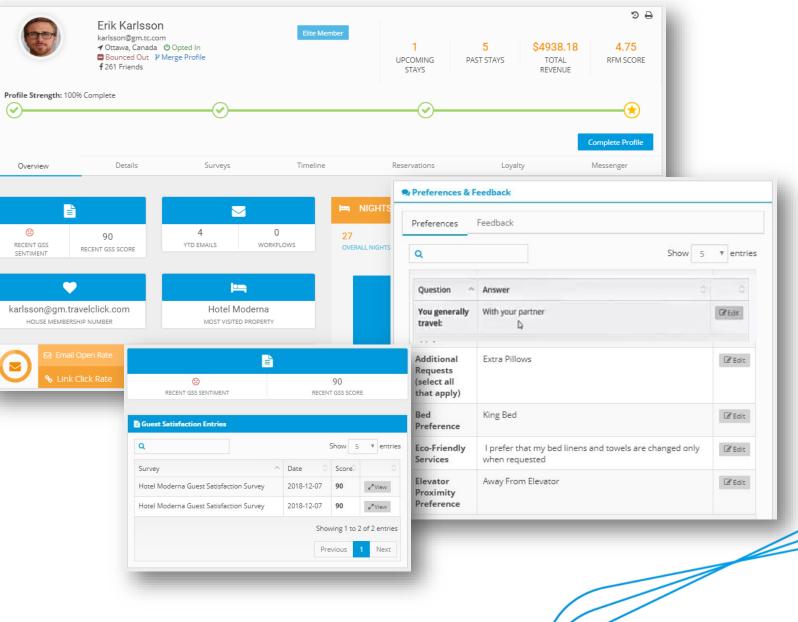
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CARIBBEAN HOTEL & TOUR ASSOCIATION

Customer profiles across all platforms

Unlock revenue generating opportunities

Collecting Click-Stream Data



Room Upgrade





UPGRADE YOUR STAY IN A PREMIUM SUITE WITH BALCONY & CITY VIEWS

EXCEPTEUR SINT OCCAECAT CUPIDATAT

Sunt in culpa qui officia deserunt. Mollit anim id est laborum. Sed ut perspiciatis unde omni. Eaque ipsa quae ab illo inventore veritatis et quasi beatae vitae dicta sunt explicabo.

UPGRADE NOW

BETA RESULTS: EMAIL SEND TIME OPTIMIZER

11-property group in North America used the email send time optimizer and saw better results in 6 of 7 campaigns from the prior year*:



Reward & Redeem Loyalty on BE4

The Originals Club

Points Balance: 21000

A minimum of 8000 points must be applied to redeem points for this reservation

PAY 26,25 € WITH POINTS

Enter custom points amount

Cart Abandonment



Hello Larry, you need a break

We noticed you started your booking, but haven't finished yet. We'd still love to give you the holiday you deserve. Your Moderna holiday is now just <u>one click away</u>.

Here's a package we think would be perfect for you during your selected stay dates. Dates of Stay: September 14, 2017 - September 19, 2017

Website Special Rate



Premier King Room Prosented in richly loned fabrics and warm limbers, guest rooms are the utilimate in luxury. Marble bathrooms, deep soaking bath with lelevision and soparatie shower, walk-in dressing room, personal safe, 42° plasma television, two telephone lines and complimentary wireless linternet.

Stay Total: \$948.64



Upsells and enhancements increase cart value and maximize lifetime value of the guest

Improve guest satisfaction & revenue with **Z** experiential enhancements and personalized

upsells

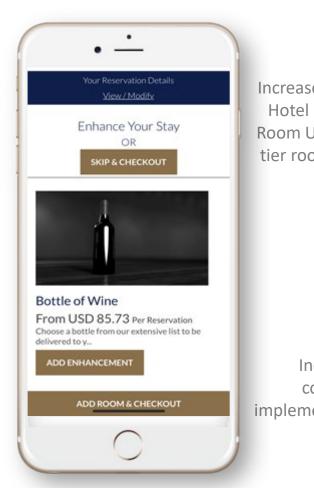


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by offering guests the opportunity to book upsells and enhancements during booking, at reservation confirmation, or pre-stay



Lovalty & Upsell **ADR**

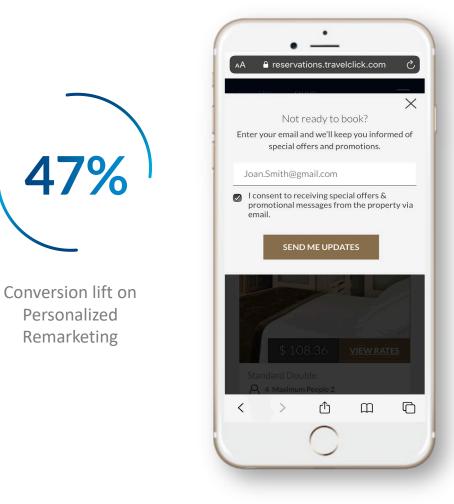
Increase for Waikiki Resort Hotel after implementing Room Upsell. Their highest tier room is now also their most popular.



Increase in YoY direct conversion rate after implementing packages for SEPAQ hotels.



Abandonment recapture tools boost guest conversion rates



Serve up what the guest is most likely to purchase with content, rates, and availability pulled **directly from your CRS**.

Recover potential lost revenue

Personalized abandonment emails recapture guests and hold their place in the booking process, removing barriers to booking

Allow guests to pick up where they left off

Room hold functionality enables guests to book at a more convenient time

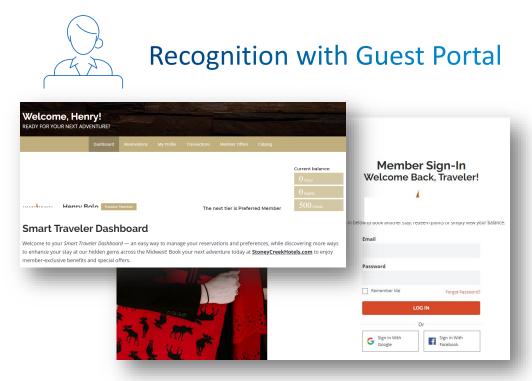
Display enticing options to guests

Leverage behavioral guest data to display targeted and personalized offers and remarketing advertisements

Personalized Remarketing



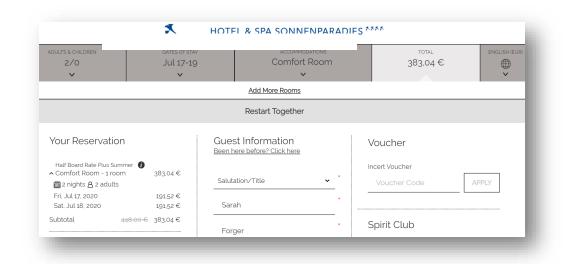
Just like the big brands but without the tech build – customized for you and your guests.



Loyalty program

_ Guests can login to access special offers, update preferences, and manage upcoming stays





Customize earn and burn programs with points or cash
 Surprise and delight with a points-less program

80

Booking using points

Guest messenger with chatbot

2021 and beyond



Increased personalization

Guest data will be used across more aspects of the booking journey including digital media and logged out experiences to provide custom flows and offers



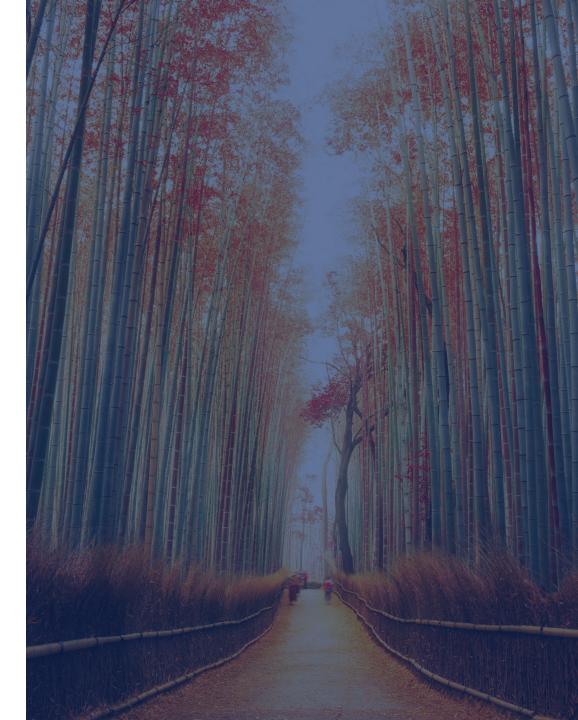
Integrated shopping experience

Website and booking engine unite to bring guests a completely frictionless booking path and a shopping experience that guests can tailor their way

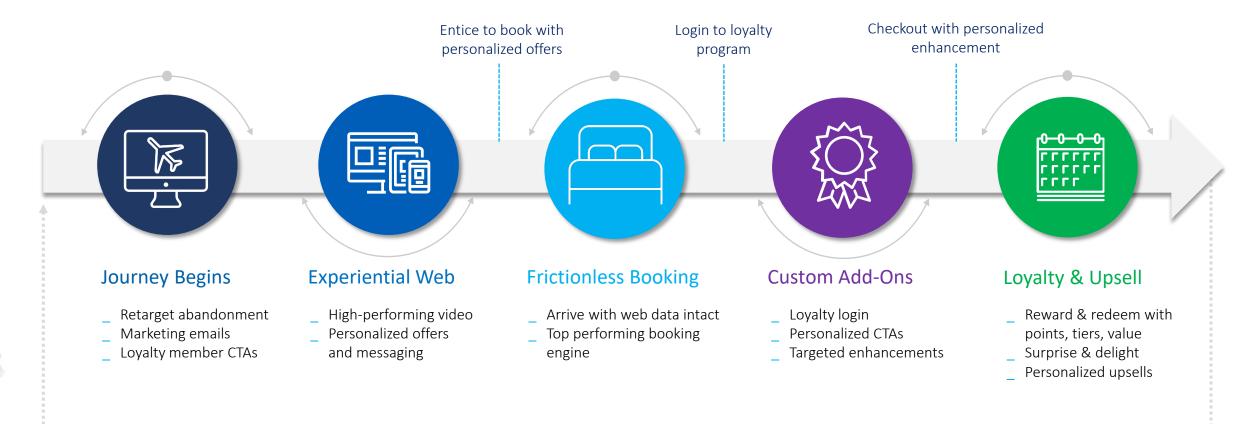


The only end to end eCommerce conversion analytics dashboard

Centralized analytics across the entire web, booking and guest engagement journey allow you to track performance like never before



Our integrated eCommerce Suite creates value for you and your customers throughout their journey, driving repeat direct bookings



Reward & Redeem Loyalty for repeat direct bookings

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Thank You! amadeus

Presenter:

Manny Melendez Director of Sales, LATAM & the Caribbean, Amadeus Integrated Booking Suit Manny.Melendez@amadeus.com

Please feel free to contact Robin Herrebrugh or Yesenia Mora - They will be happy to connect with you for any information on Amadeus' hospitality solutions and services.

Contact Details Below:

- Yesenia Mora, Director of Sales of Southern Caribbean: yesenia.mora@amadeus.com
- Robin Herrebrugh, Director of Sales of Eastern Caribbean: robin.herrebrugh@amadeus.com



www.amadeus-hospitality.com

CARIBBEAN TOURISM HEALTH SAFETY TRAINING SERIES

COVID-19 Essential Health Guidelines for Hospitality Sector

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Thank You for Attending!

Get in Touch!

membership@caribbeanhotelandtourism.com



@CHTAFeeds



@CaribbeanHotelandTourismAssociation



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