

OTA's: Beyond the Bookings

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Date Month Year



Stephanie Smith, Market Manager

Market Manager for JET looking after Argyll and Bute, Oban, Isle of Skye and Loch Lomond

8+ year experience in Scottish tourism in hotels, tours and attractions



Maria Maceikianec, Market Associate

Market Associate for JET team supporting partners in Scottish Borders, Argyll and Islands

Prior to Expedia, Maria's experience is widely in hotels and corporate communication

Expedia Group in Scotland

The story so far



26

Growing team...

Have grown in size in the last 2 years in order to become more relevant and better serve our partners



37%

Growth in Room Nights

Compared to last year we have seen a significant growth in the bookings coming into Argyll, Oban and Loch Lomond



3

Significant Partnerships

A number of high profile partnerships to reinforce our message of becoming more locally relevant in Scotland

Market Trends

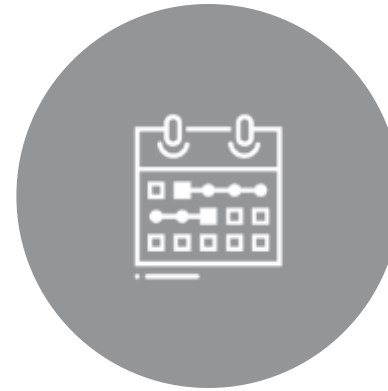
Argyll & Bute



**ADR (Average daily rate)
increase 2% to £106**



**Room nights booked
has grown 30%**



**Increase in average
booking window
to 40 days**



**Led by the USA,
40% of business is
international travelers**

Going beyond the bookings,
what else is there?

Beyond the bookings

Using OTA's to your advantage



**Saving money, time and
get direct bookings**



**Using their data
to inform decisions**



**Expertise – we want
you to succeed**



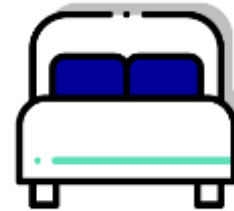
**Being part of the
bigger picture**

Saving money, time and
getting direct bookings



Billboard effect

65% of guests who book directly with a property visited an OTA prior to booking



The size of the shop window

Over 200 sites in 75 countries in 35 languages!



Keeping you competitive

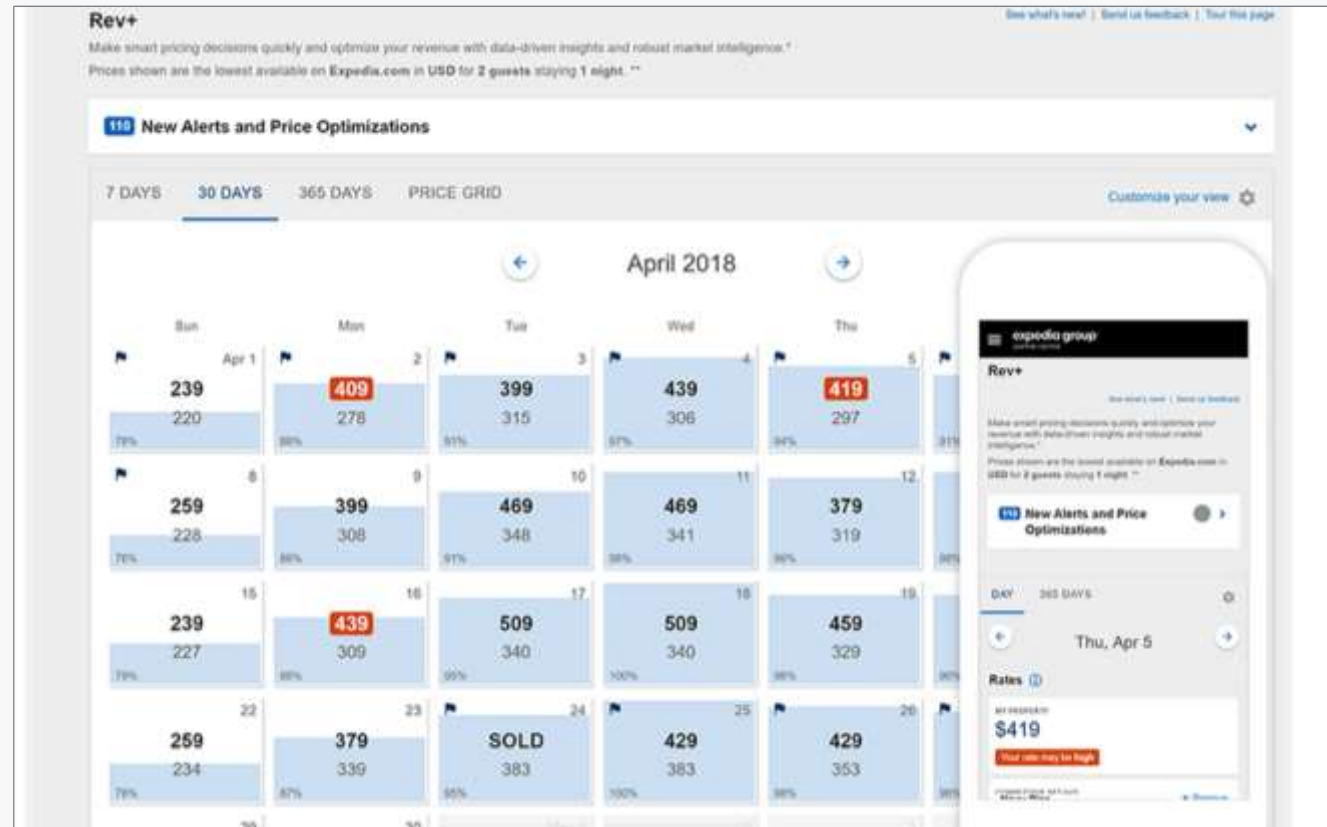
Free revenue management tools to keep you informed of your market

Rev +

Revenue Management through Expedia

Offering direction

Revenue management software allowing you to see what potential guests are seeing, rates for the market, saving you time and getting you accurate information



Using our information to make
informed decisions for your
property

Booking trends

Report detailing Expedia bookings

Where are your customers coming from in the world?

What POS are they using?

How far in advance are they booking?



Expertise – we want you to
succeed!

Being locally relevant

It's a full time job!



Every corner of Scotland

From Shetland and Orkney to Dumfries and Galloway we are listening to our partners and finding solutions for them



Front of the industry

Team Expedia is keen to share and present their market information, tips and tricks to all that will listen and want to succeed



Helping partners

Once you are with Expedia we want you to do well and are at the other end of the phone or an email to assist or point you in the right direction

Being part of the bigger
picture and our partnerships

Partnerships

Bringing Scotland within touch



North Coast 500

A new partnership just launched last month is looking to increase the quality bookings on NC500 and share further data on this particular route



Caledonian MacBrayne
Hebridean & Clyde Ferries

Caledonian MacBrayne

Making a big impact on Argyll and Bute and Oban, this new partnership aims at completing the joined up booking for the islands and increasing business onto the islands



Visit Scotland

This long term partnership is a very exciting development for both parties. Having a data share between the two partners in order to further tourism in Scotland.



Stephanie Smith
Market Manager at Expedia, Inc.
6d



Really excited about the new Expedia Group and Visit Scotland partnership to boost demand in Scotland! Great news for both teams! [#scotspirit](#) [#expediascotspirit](#) [#expediagroup](#) [#scotland](#)

<https://lnkd.in/g8H6EhP>



Expedia Group partners with VisitScotland to boost demand in Scotland
hospitalityandcateringnews.com

Visit Scotland

A new kind of partnership

A new partnership to include:

1. Drive travel demand through supporting the country's partners, particularly in low season
2. Expedia's data expertise to help VS review the visitor experience in Scotland
3. Sharing best practice and assisting in a regional spread of business

Thank you

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