

Top 10 Distribution & Channel Optimization Strategies in Recovery Planning

As hotels prepare to open their doors again and welcome guests back to enjoy their hospitality, there are a few basic steps every hotelier should take. Below are Sabre's top 10 recommended strategies to focus on as we work together to build our business back.

 Ensure your property is OPEN and available on all channels of distribution


01

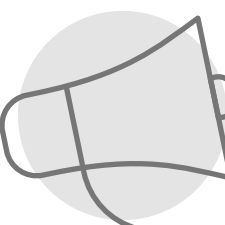
Besides making sure your team is ready to OPEN your doors, you need to ensure your channels are OPEN. Check to make sure your availability is accurate, and reservations can be made through each channel.

If during the pandemic you added any content to channels with temporary closure notices, remove these notices immediately. Make sure your brand.com and other distribution channels reflect your OPEN FOR BUSINESS status.

02

Update all content information and remove any closure information



 Review your media plan


03

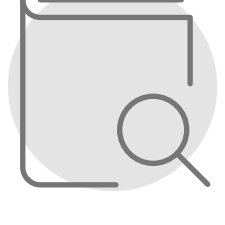
A lot of brands and hotels put their media activities on hold. Re-evaluate your media plan and adjust according to new travel trends such as travelers choosing to stay closer to home, opting to drive versus flying. If you don't already have a media plan for online digital and GDS promotions, contact a Sabre Media Specialist at mediabdm@sabre.com for recommendations specific to your market.

Watch your competition for their rates, promotions, policies, and product offerings. The changes in travel trends and demand patterns may have even changed your comp set. Adapt your competitive offerings to the new market conditions. Remember: don't just drop rate; consider ways to offer value and differentiate your hotel.

04

Re-evaluate rate and product offering strategies



 Review cancellation policies based on your competitive marketplace


05


In addition to rates, you should review your cancellation policies to match up to your competitors and align with consumer requirements. As travel continues to be shrouded by uncertainties, customers are more likely to book for the future if they can book rates with flexible cancellation policies.

Review your top accounts, and key OTA and meta partners to ensure their rates are accurately updated and bookable on respective channels.

06

Check to ensure your top account and partner rates are available



 Update property content with health & safety procedures


07


Audit content across all channels, including brand.com, to communicate the health and safety measures put in place at your properties. Several GDS and OTAs offer safety indicators for this. Users of SynXis CR can update their content here: "Setup > Channels > GDS > Marketing Messages" and "Setup > Data Management > Descriptions > Property Description Typical". Also, train your staff to emphasize safety measures at your properties in their guest conversations to build trust.

With so much uncertainty in the industry today, it is more important than ever to leverage data and insights to drive decisions and help prepare for recovery. Take advantage of industry-wide data as well as relevant market-level information from trusted partners like STR, HEDNA, Phocuswright, and your Sabre account management team.

08

Analyze and understand available market data



 Reach out to your OTA partners, consortia, and travel agencies

09

Communicate information to your distribution partners (OTAs, consortia, and agencies) about: cleaning practices for guestrooms, elevators and public areas, updated check-in procedures, luggage handling, touchless transactions, updated policies, extensions of loyalty status, any enhanced commissions or special rate offers

Evaluate all channels and their importance in your recovery, challenging your long-held beliefs and preferences for distribution. Understand the evolving needs of customers in each channel. Include your booking engine in this evaluation and re-prioritization, as we have seen 100% growth in active users on this channel.

10

Reevaluate overall distribution strategy

