

## 8 Demand based pricing

dynamic pricing development and implementation

- ✓ Develop pricing / Rate plans/planning
- ✓ Inventory management
- ✓ Business/Market segment pricing
- ✓ Seasonality/Tactical (net rate/breakeven rate)
- ✓ Rate fencing
- ✓ Distribution channels
- ✓ CRM

## 9 Reports / Tracking / Analysis

## 10 Technology and Property Management Systems

## 11 Digital Marketing

- ✓ Build a Database
- ✓ Engage with your customers

## 12 STR Regional Statistics

- ✓ Hotel Market Data
- ✓ Benchmarking

### Benefits

Hands on approach with practical take aways for immediate use:  
In attracting more direct business  
Filling low seasons  
Reducing commissions to OTA's  
Increasing rates & charging higher room rates  
Utilising technology to improve performance

### Who Should Attend

Owners & Operators of small lodgings (Inns, Hotels, Lodges, Motels).  
Owners of Bed & Breakfast accommodation, Villas, Chalets, Cabins, Cottages, Country Homes, Guest Houses and hosted accommodation.

### Contact

Winston on 0432 059 588 or email: [winston@tllco.com](mailto:winston@tllco.com)

Bookings are subject to capacity and terms & conditions.



## Sales, Marketing, Pricing & Digital Techniques to Optimise Direct Bookings

For Hosted Accommodation Establishments

SEMINAR: 03 November 2017 (8:30am – 4:00pm)

AT: Wagga Wagga City Council Meeting Room  
243 Baylis St, Wagga Wagga. NSW 2650

Fee: \$245.00+GST (incl. M/A Tea & Lunch)

OFFICIAL OPENING BY  
HON. MICHAEL McCORMACK M.P.  
FEDERAL MEMBER RIVERINA/MINISTER FOR SMALL BUSINESS

### SUPPORTED BY:



A systematic approach

Pricing and Rate integrity

Sales & Marketing techniques

Establish a greater distribution network

Digital Marketing Tips

Recognise total lifetime value of a guest

Understanding the Regional Hotel Market

### BOOKINGS:

P: 0432 059 588  
E: [winston@tllco.com](mailto:winston@tllco.com)

Unlock your Property's potential

## FACTS (\*TRA &amp; Australian Tourism Satellite Account of 2015-2016)

- \* Tourism has been identified as one of five super growth sectors that will drive new jobs and new growth in the economy over the next decade.
- \* Half of all Tourism expenditure goes into regional Australia.
- \* Tourism expenditure stands at \$130 billion - Among domestic travellers, 78% of expenditure was from overnight trips (\$74 billion).
- \* Overnight domestic trips, increased 6.8% to 88.9 million trips – equivalent to more than 4.5 trips for each Australian resident aged 15 and over.
- \* Interstate overnight trips using a self-drive vehicle increased by 11% for those aged 45 years or more, while for those aged under 45 years, it remained unchanged from the previous year.
- \* Transport - Domestic overnight travellers continued to use self-drive vehicles as their main form of transport (up 6.9% to 64.8 million trips).
- \* Accommodation - Domestic travellers nights spent in hotels, motels, guest houses and serviced apartments accounted for 26% of total nights (84.1 million nights), this represented the majority of nights spent in commercial accommodation (57% of commercial accommodation nights).
- \* The latest tourism forecasts indicate that over the next five years to 2020–21, domestic overnight trips could increase 3.5% per annum to reach 105.7 million trips. Over the same period, nights are expected to increase 3.0% per year to 380.5 million nights, while spend is forecast to increase 4.9% per year to reach \$74.9 billion.

## WHY ATTEND

Considering these figures, the tourism sector is a strong performer within the Wagga Wagga economy and in a broader sense the Riverina's economy. Therefore there exist many opportunities for those looking to take advantage of this potential growth.

This day program will provide simple practical insights on how to develop, implement and manage your sales, marketing, rates and pricing to increase your direct bookings. It will show you how to grow your digital business, AND provide you an understanding of the local hotel market performance in your region.



**WELCOME**  
Cr Dan Hayes  
Wagga Wagga City Council



**OFFICIAL OPENING**  
the Hon Michael McCormack MP,  
Minister for Small Business, Federal Member for Riverina

**1 Introduction**

challenges for independent hosted accommodation today

- ✓ attracting more direct business
- ✓ filling low seasons
- ✓ reducing the commissions to Online Travel Agents
- ✓ charging more (higher room rates)
- ✓ embracing new technology

**2 History of Revenue Management (RM)****3 How RM is utilised in many industries****4 Understanding Supply & Demand in relation to Pricing**

- ✓ Historical booking patterns
- ✓ Today's demand cycles

**5 Role of 3<sup>rd</sup> party's**

- ✓ OTA's, Aggregators, Reputation & Social Media

**6 Segmentation**

- ✓ Why? The benefits.

**7 SWOT**

- ✓ attributes & features