The Power of Internet Distribution Systems (IDS)

Results of an Online Survey on Hotel Distribution in Germany, Austria and Switzerland for 2011

Roland Schegg & Michael Fux
roland.schegg@hevs.ch / michael.fux@hevs.ch

Institute of Tourism, University of Applied Sciences of Western Switzerland Valais Sierre, March 2012
Table of Contents

- Executive Summary
- Background of the Study
- Booking Channels
- IDS (Internet Distribution Systems)
- Costs of Distribution
- Selection Criteria for IDS
- New Forms of Distribution
- Channel Manager
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRS</td>
<td>Central Reservation System</td>
</tr>
<tr>
<td>D-A-CH</td>
<td>Germany, Austria and Switzerland</td>
</tr>
<tr>
<td>DMO</td>
<td>Destination Management Organisation</td>
</tr>
<tr>
<td>DMS</td>
<td>Destination Management Systems such as TOMAS or Deskline from Feratel</td>
</tr>
<tr>
<td>GDS</td>
<td>Global Distribution Systems (e.g. Amadeus or Sabre)</td>
</tr>
<tr>
<td>hs</td>
<td>hotelleriesuisse (Swiss Hotel Association)</td>
</tr>
<tr>
<td>HRS</td>
<td>Hotel Reservation Service (<a href="http://www.hrs.de/">http://www.hrs.de/</a>)</td>
</tr>
<tr>
<td>IDS</td>
<td>Internet Distribution System (online booking platforms)</td>
</tr>
<tr>
<td>IHA</td>
<td>German Hotel Association</td>
</tr>
<tr>
<td>LT</td>
<td>Supplier</td>
</tr>
<tr>
<td>LTO</td>
<td>Local Tourism Organisation</td>
</tr>
<tr>
<td>NTO</td>
<td>National Tourism Organisation</td>
</tr>
<tr>
<td>OTA</td>
<td>Online Travel Agency</td>
</tr>
<tr>
<td>ÖHV</td>
<td>Austrian Hotel Association</td>
</tr>
<tr>
<td>PMS</td>
<td>Property Management System (hotel software, Front Office System)</td>
</tr>
<tr>
<td>RTO</td>
<td>Regional Tourism Organisation (e.g. Valais Tourism)</td>
</tr>
<tr>
<td>SEM</td>
<td>Search Engine Marketing (e.g. Google Adwords)</td>
</tr>
<tr>
<td>SEO</td>
<td>Search Engine Optimisation</td>
</tr>
<tr>
<td>STC</td>
<td>Switzerland Travel Centre (national booking system in Switzerland)</td>
</tr>
</tbody>
</table>
Executive Summary: Direct Distribution still Important

- **Direct bookings** (telephone, fax, walk-ins, e-mail, Web form) without intermediaries are still the dominant channels for the hotels in Germany, Austria and Switzerland, even though their proportion in the distribution mix is steadily decreasing since a couple of years.
  - In 2011, 67% of the bookings in Switzerland, 68% in Germany and 71% in Austria were generated via direct sales channels.

- **Traditional booking** channels as telephone, letter or fax, as well as sales through **tourism partners** (travel agencies, tourism boards) are declining. The losses through these channels have been more than 30% over the last 10 years.
Executive Summary: Growing Shares of Electronic Distribution Channels

- Overall more than **one out of four bookings** is generated through **online channels**. Internet Distribution Systems (IDS/OTA) are clearly dominant (D-A-CH: 18.9%, D: 20.8%, A: 12.6%, CH: 16.4%) in this context.

- The proportion of **real-time bookings** on the own website of the hotel only reaches 5.5% (individual hotels in Germany: 4.9%, hotel chains in Germany: up to 8.2%).
Executive Summary: The Power of Internet Distribution Systems (I)

• **One out of four enterprises** in our study generates **more than 30% of all sales through IDS**. 18% of the hotels show a proportion of IDS in the distribution mix between 20 and 30% which underlines the importance of these portals as well as the dependence of many hotels on these players.

• According to our extrapolations, **online booking channels** (GDS, IDS/OTA, real-time booking on hotel website, CRS) generated a turnover of 7.6 Billion Euros in the three countries.

• The total amount of **commissions paid to intermediaries** by the hotels totals almost 1.3 Billion Euros. Just under **800 Million Euros were spent for commission to the online channels**.

• With **estimated 594 Million Euros**, most of the commission payments have gone to **IDS** such as HRS, hotel.de or booking.com.
Executive Summary : The Power of Internet Distribution Systems (II)

- **Booking.com, Hotel Reservation Service (HRS) and hotel.de** are the most frequently used IDS in Germany, Austria and Switzerland.

- **Booking.com** with 43% in **Austria** and 53% in **Switzerland** is the dominant platform in these countries.

- In **Germany**, **HRS** with a market share of 34.4% is the clear leader. If you add the booking shares of hotel.de (15.8.5%) and Tiscover (0.4%) to it, HRS reaches 50.6% of the bookings realized through online booking channels in Germany, followed by booking.com with 28.5%.

- **Expedia** is another significant player, especially for business hotels, for 4-5 star hotels and for hotel chains.
Executive Summary: Distribution Trends

• One out of five hotels use **deal offers** such as DailyDeal or Groupon today, amongst them especially big hotels, 5 star hotels and hotel chains.

• About 30% of the questioned hoteliers use a **channel manager** in order to update the availabilities in the multiple distribution channels. However, more than 60% of the enterprises still update rates and availabilities manually in the different channels. The remaining hotels use their hotel software respectively reservation systems or cooperate with agencies.

• Just under one third of the enterprises make use **mobile forms of distribution**, more frequently in the form of a website adapted to mobile internet, rather than a specific app.

• The hotels investing in these new possibilities of distribution are especially 4-5 star hotels, hotel chains and big hotels.
Table of Contents

• Executive Summary

• **Background of the Study**

• Booking Channels

• IDS (Internet Distribution Systems)

• Costs of the Distribution

• Selection Criteria for IDS

• New Forms of Distribution

• Channel Manager
Background of the Study

• To get an insight into the distribution trends in the hospitality sector on an European level, the German Hotel Association (IHA), the Austrian Hotel Association (ÖHV) and the Swiss Hotel Association (hotelleriesuisse) in collaboration with the Institute of Tourism of the University of Applied Sciences Western Switzerland Valais (HES-SO Valais) in Sierre have teamed up to conduct a common survey.

• The online survey for the reference year 2011 was conducted between December 2011 and January 2012, terminated on 18 January. Because of the importance of the hotel chains in Germany a separate survey was conducted (responses of 28 chains involving more than 400 hotels).

• The present results are based on the responses of 1406 hotels in Germany, Austria and Switzerland (D-A-CH), which corresponds to a response rate of about 10% (9.7% in Austria, 10% in Switzerland and 12.8% in Germany).
## Survey Details

<table>
<thead>
<tr>
<th>Response survey</th>
<th>Switzerland</th>
<th>Austria</th>
<th>Germany</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response survey</td>
<td>201</td>
<td>119</td>
<td>686</td>
<td>1406</td>
</tr>
<tr>
<td>Population</td>
<td>2035</td>
<td>1216</td>
<td>About 8,500 hotels participating in the German Hotel Classification and IHA members</td>
<td></td>
</tr>
<tr>
<td>Response rate</td>
<td>10%</td>
<td>9.7%</td>
<td>12.8%</td>
<td></td>
</tr>
</tbody>
</table>
Table of Contents

• Executive Summary
• Background of the Study

• **Booking Channels**
• IDS (Internet Distribution Systems)
• Costs of the Distribution
• Selection Criteria for IDS
• New Forms of Distribution
• Channel Manager
Booking Channels (D-A-CH)

- Telephone: 24.1%
- E-mail: 19.7%
- Internet distribution systems (IDS): 18.9%
- Booking form on hotel website: 8.4%
- Walk-ins: 5.7%
- Real-time booking on hotel website: 5.5%
- Tour operators / travel agencies: 4.9%
- Letters / fax: 4.3%
- Local and regional tourism organizations: 2.7%
- Global distribution systems (GDS): 1.6%
- Event & conference organizers: 1.5%
- Other channels: 1.1%
- Hotel chains & affiliations with CRS: 0.9%
- National tourism organizations: 0.6%
- Social media: 0.2%
Aggregated Booking Channels (D-A-CH)

- **34.7%** Traditional distribution (telephone, fax, letters, walk-ins, others)
- **28.0%** Electronic requests (e-mail, booking form own website)
- **27.0%** Real-time online booking (GDS, IDS, booking engine on hotel website, hotel chains with CRS, social media)
- **10.2%** Tourism partners (tour operators, DMO national-local, conference/event organizers, others)
Direct versus Indirect Booking (D-A-CH)

- Direct distribution (hotel-customer): 68.2%
- Indirect distribution (hotel-intermediary-customer): 31.8%
<table>
<thead>
<tr>
<th>Booking Types</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal (walk-ins, others, subdivided)</td>
<td>6.3%</td>
</tr>
<tr>
<td>Written (fax, letters, e-mails, booking form on website)</td>
<td>32.4%</td>
</tr>
<tr>
<td>By phone (telephone, Call Centre)</td>
<td>24.1%</td>
</tr>
<tr>
<td>Electronic (IDS, real-time bookings on website, GDS, CRS, social media)</td>
<td>27.1%</td>
</tr>
<tr>
<td>Tourism partners (tour operators, travel agencies, tourism organisations,</td>
<td>10.3%</td>
</tr>
<tr>
<td>conference &amp; event organizers, others subdivided)</td>
<td></td>
</tr>
</tbody>
</table>
Profiling of Booking Channels by Enterprise Characteristics (1)

- The **traditional direct distribution channels** (telephone, letter, etc.) are considerably less important in hotel chains and in the classical leisure hotels than in small, urban hotels which address business travellers.

- **Real-time bookings on the own hotel website** are noticeably more frequent in urban hotels and hotel chains than in other hotel types.

- **Online sales (IDS/OTA, GDS)** are clearly more important in urban and in business hotels than in leisure hotels. It is interesting to observe, that for big 4-5 stars hotels the IDS/OTA have comparably low market shares, simultaneously the bookings generated through GDS are above-average though.
Above-average sales through **travel agencies** and **tour operators** are realized by hotel chains in holiday resorts. In this context, big 4 star hotels (> 50 rooms) play an important role.

**Local and regional tourism organizations** are clearly more important for hotels positioned in the leisure segment than for other types of enterprises such as big 4-5 star hotels or hotel chains.

- In **business hotels** traditional booking channels such as telephone and letter/fax on the one hand and online channels such as IDS/OTA or GDS on the other hand are comparably more important than in other types of enterprises.

- In **leisure hotels** requests via electronic channels such as e-mail and website form as well as bookings through tourism partners (travel agencies/tour operators and tourism organizations) are clearly more used than in other types of enterprises.
Germany
Booking Channels of the Hotels in Germany 2011
Share of total Bookings

- Telephone: 25.0%
- Internet distribution systems (IDS): 19.5%
- E-mail: 17.1%
- Booking form on hotel website: 6.2%
- Real-time booking on hotel website: 5.9%
- Tour operators / travel agencies: 5.9%
- Walk-ins: 5.3%
- Letters / fax: 4.9%
- Global distribution systems (GDS): 2.7%
- Local and regional tourism organizations / associations: 2.3%
- Conference & event organizers: 1.9%
- Hotel chains & affiliations with CRS: 1.8%
- Other distribution channels: 0.9%
- National tourism organizations: 0.5%
- Social media: 0.2%

The values for Germany represent weighted means between the values of the individual and the chain hotels.
## Booking Types for the Hotels in Germany 2011

<table>
<thead>
<tr>
<th>Booking Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal (walk-ins, others subdivided)</td>
<td>5.7%</td>
</tr>
<tr>
<td>Written (fax, letters, e-mails, booking form on website)</td>
<td>28.2%</td>
</tr>
<tr>
<td>By phone (telephone, Call Centre)</td>
<td>25.0%</td>
</tr>
<tr>
<td>Electronic (IDS, real-time bookings on website, GDS, CRS, social media)</td>
<td>30.1%</td>
</tr>
<tr>
<td>Tourism partners (tour operators, travel agencies, tourism organizations, conference &amp; event organizers, others subdivided)</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

The values for Germany represent weighted means between the values of the individual and the chain hotels.
The values for Germany represent weighted means between the values of the individual and the chain hotels.
### Subdivision of electronic Bookings in Germany 2011

<table>
<thead>
<tr>
<th>Distribution System</th>
<th>Share of Total Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet distribution systems (IDS)</td>
<td>19.5%</td>
</tr>
<tr>
<td>Real-time bookings on own website</td>
<td>5.9%</td>
</tr>
<tr>
<td>Global distribution systems (GDS)</td>
<td>2.7%</td>
</tr>
<tr>
<td>Hotel chains and affiliations with CRS</td>
<td>1.8%</td>
</tr>
<tr>
<td>Social media</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Share of total bookings</strong></td>
<td><strong>30.1%</strong></td>
</tr>
</tbody>
</table>

*The values for Germany represent weighted means between the values of the individual and the chain hotels.*
Austria
Booking Channels in Austria 2011

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>27.6%</td>
</tr>
<tr>
<td>Telephone</td>
<td>15.3%</td>
</tr>
<tr>
<td>Booking form on hotel website</td>
<td>14.2%</td>
</tr>
<tr>
<td>Internet distribution systems (IDS)</td>
<td>12.6%</td>
</tr>
<tr>
<td>Tour operators / travel agencies</td>
<td>9.6%</td>
</tr>
<tr>
<td>Real-time booking on hotel website</td>
<td>6.6%</td>
</tr>
<tr>
<td>Walk-ins</td>
<td>4.0%</td>
</tr>
<tr>
<td>Letters / fax</td>
<td>3.1%</td>
</tr>
<tr>
<td>Local and regional tourism organizations / associations</td>
<td>2.3%</td>
</tr>
<tr>
<td>Event &amp; conference organizers</td>
<td>1.5%</td>
</tr>
<tr>
<td>Global distribution systems (GDS)</td>
<td>1.2%</td>
</tr>
<tr>
<td>Other distribution channels</td>
<td>1.0%</td>
</tr>
<tr>
<td>Hotel chains and affiliations with CRS</td>
<td>0.6%</td>
</tr>
<tr>
<td>Social media</td>
<td>0.4%</td>
</tr>
<tr>
<td>National tourism organizations</td>
<td>0.2%</td>
</tr>
<tr>
<td>Booking Type</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Personal (walk-ins, others subdivided)</td>
<td>4.5%</td>
</tr>
<tr>
<td>Written (fax, letters, e-mails, booking form on website)</td>
<td>44.9%</td>
</tr>
<tr>
<td>By phone (telephone, Call Centre)</td>
<td>15.3%</td>
</tr>
<tr>
<td>Electronic (IDS, real-time bookings on website, GDS, CRS, social media)</td>
<td>21.4%</td>
</tr>
<tr>
<td>Tourism partners (tour operators, travel agencies, tourism organizations,</td>
<td>14.1%</td>
</tr>
<tr>
<td>conference &amp; event organizers, others subdivided)</td>
<td></td>
</tr>
</tbody>
</table>
Booking Types for the Hotels in Austria 2011

- **Personal (walk-ins, others subdivided)**: 4.5%
- **Written (fax, letters, e-mails, booking form on website)**: 44.9%
- **By phone (telephone, call centre)**: 15.3%
- **Electronic (IDS, real-time bookings on website, GDS, CRS, social media)**: 21.4%
- **Tourism partners (tour operators, travel agencies, tourism organizations, conference & event organizers, others subdivided)**: 14.1%
Switzerland
Booking Channels in Switzerland 2011

- **E-mail**: 23.4%
- **Telephone**: 20.6%
- **Internet distribution systems (IDS)**: 16.4%
- **Booking form on hotel website**: 7.5%
- **Real-time booking on own hotel website**: 6.3%
- **Walk-ins**: 5.9%
- **Tour operators / travel agencies**: 4.7%
- **Letters / fax**: 3.1%
- **Local and regional tourism organizations / associations**: 3.1%
- **Conference & event organizers**: 2.2%
- **Global distribution systems (GDS)**: 2.1%
- **National tourism organizations**: 1.8%
- **Hotel chains & affiliations with CRS (e.g. Accor, Maritim...)**: 1.5%
- **Other distribution channels**: 1.4%
- **Social media**: 0.1%
## Booking Types for Hotels in Switzerland 2011

<table>
<thead>
<tr>
<th>Booking Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal (walk-ins, others subdivided)</td>
<td>6.6%</td>
</tr>
<tr>
<td>Written (fax, letters, e-mails, booking form on website)</td>
<td>34.0%</td>
</tr>
<tr>
<td>By phone (telephone, Call Centre)</td>
<td>20.6%</td>
</tr>
<tr>
<td>Electronic (IDS, real-time bookings on website, GDS, CRS, social media)</td>
<td>26.4%</td>
</tr>
<tr>
<td>Tourism partners (tour operators, travel agencies, tourism organizations, conference &amp; event organizers, others subdivided)</td>
<td>12.5%</td>
</tr>
</tbody>
</table>
Booking Types for the Hotels in Switzerland 2011

- Personal (walk-ins, others subdivided): 6.6%
- Written (fax, letters, e-mails, booking form on website): 34.0%
- By phone (telephone, call centre): 20.6%
- Electronic (IDS, real-time bookings on website, GDS, CRS, social media): 26.4%
- Tourism partners (tour operators, travel agencies, tourism organizations, conference & event organizers, others subdivided): 12.5%
Evolution of Booking Channels in Swiss Hotels 2002-2011

<table>
<thead>
<tr>
<th>Channel</th>
<th>2002 (n=202)</th>
<th>2005 (n=94)</th>
<th>2006 (n=100)</th>
<th>2008 (n=184)</th>
<th>2009 (n=198)</th>
<th>2010 (n=211)</th>
<th>2011 (n=196)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional distribution (telephone, fax, letters, walk-ins)</td>
<td>29.6%</td>
<td>23.4%</td>
<td>16.4%</td>
<td>13.8%</td>
<td>4.9%</td>
<td>4.7%</td>
<td>2.2%</td>
</tr>
<tr>
<td>E-mail</td>
<td>16.4%</td>
<td>13.8%</td>
<td>10.0%</td>
<td>6.2%</td>
<td>5.0%</td>
<td>4.5%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Internet distribution systems (IDS)</td>
<td>13.8%</td>
<td>11.2%</td>
<td>8.0%</td>
<td>6.0%</td>
<td>4.0%</td>
<td>4.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Booking form &amp; real-time booking on hotel website</td>
<td>10.0%</td>
<td>9.0%</td>
<td>7.0%</td>
<td>5.5%</td>
<td>5.0%</td>
<td>5.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Tourism organizations</td>
<td>4.9%</td>
<td>4.2%</td>
<td>3.0%</td>
<td>2.3%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Tour operators &amp; travel agencies</td>
<td>4.7%</td>
<td>4.2%</td>
<td>3.0%</td>
<td>2.3%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Conference &amp; event organizers</td>
<td>2.2%</td>
<td>2.0%</td>
<td>1.5%</td>
<td>1.2%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Global distribution systems (GDS)</td>
<td>2.1%</td>
<td>1.8%</td>
<td>1.5%</td>
<td>1.2%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Hotel chains with CRS</td>
<td>1.5%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other channels</td>
<td>1.4%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Social media</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>
Evolution of Booking Channels in Swiss Hotels 2006-2011

Traditional distribution (telephone, fax, letters, walk-ins)
E-mail
Internet Distribution Systems (IDS)
Reservation form (Website hotel)
Real-time booking (Website hotel)
Tourism organisations
Tour operators / travel agencies
Event & conference organizers
Global distribution systems (GDS)
Hotel chains with CRS
Other channels
Social media

2006 (n=100)
2008 (n=184)
2009 (n=198)
2010 (n=211)
2011 (n=196)
Distribution Trends in the Swiss Hospitality Sector 2002-2011

- Traditional distribution (telephone, fax, letters, walk-ins, others)
- Electronic request (e-mail, booking form)
- Online booking (GDS, IDS/OTA, direct booking on hotel website, hotel chains with CRS, social media)
- Tourism partners (tour operators, DMO national-local, event & conference organizers, others)
Distribution Trends in the Swiss Hospitality Sector 2002-2011

- Direct distribution (hotel-customer)
- Indirect distribution (hotel-intermediary-customer)
Synthesis D-A-CH
Synthesis D-A-CH: Booking Channels

The values for Germany represent weighted means between the values of the individual and the chain hotels.
Synthesis D-A-CH: Types of Booking

- Personal (walk-ins, others subdivided)
- Written (fax, letters, e-mails, booking form on website)
- By phone (telephone, call centre)
- Electronic (IDS, real-time bookings on website, GDS, CRS, social media)
- Tourism partners (tour operators, travel agencies, tourism organizations, conference & event organizers, others subdivided)

The values for Germany represent weighted means between the values of the individual and the chain hotels.
Observations on Booking Channels D-A-CH (1)

- **Direct booking channels** (telephone, fax, walk-ins, e-mail, form or booking engine on own website) are still the dominant sales tools for the hotels (67.7%) in Germany, Austria and Switzerland (D-A-CH), although their proportion in the distribution mix has been steadily decreasing in the last years. 10 years ago their proportion was about three quarters of all bookings.

- The trends towards **online booking channels** is unbroken. The channel with the highest growth rates are the Internet Distribution Systems (IDS) which could multiply their market share within the last 5 years.

- On average **18.9% of the bookings** in the D-A-CH region are realized through **IDS**. The proportion in Germany (19.5%) exceeds those of Switzerland (16.4%) and Austria (12.6%).

- About **one quarter of all enterprises generate more than 30% of all sales through IDS** whereas 18% of the hotels get between 20 and 30% of the bookings through this channel.
The market share of the tourism organizations has been stagnant resp. slightly declining over the last years and is currently fluctuating at 3.3% of all bookings. In Switzerland the market share of the DMO is clearly higher with an average of 4.9%, but the overall trend is also negative (in 2006 for example 6.5% of all bookings in Swiss hotels were realized through DMO).
Table of Contents

• Executive Summary
• Background of the Study
• Booking Channels
• **IDS (Internet Distribution Systems)**
• Costs of the Distribution
• Selection Criteria for IDS
• New Forms of Distribution
• Channel Manager
D-A-CH: Market Shares of Internet Distribution Systems (OTA)

- Booking.com: 35%
- HRS: 28%
- Hotel.de: 13%
- other platforms: 12%
- Expedia: 3%
- Venere: 2%
- Tiscover: 1%
- Hotels.com: 1%
- Bergfex: 1%
- Unister (ab-in-den-urlaub.de, hotelreservierung.de, reise.de, etc.): 1%
- GHIX (Global Hotel Index): 1%
- eBay: 1%
- lastminute.com: 1%
- eBookers: 1%
- Hotel.ch: 0%
Comparison of the Market Shares of Internet Distribution Systems (OTA) by Countries

The values for Germany represent weighted means between the values of the individual and the chain hotels.
Comparison of the Market Shares of Internet Distribution Systems in Germany 2011

The values for Germany represent weighted means between the values of the individual and the chain hotels.
Comparison of the Market Shares of Internet Distribution Systems in Switzerland 2011

- HRS: 9.4%
- Hotel.de: 3.9%
- Tiscover: 0.4%
- Booking.com: 52.3%
- Expedia: 4.9%
- Venere: 2.5%
- Hotels.com: 1.1%
- Bergfex: 1.3%
- GHIX (Global Hotel Index): 3.3%
- eBookers: 1.3%
- Hotel.ch: 0.7%
- Other platforms: 19.0%

13.7%: HRS
52.3%: Booking.com
8.5%: Expedia
1.3%: eBookers
0.7%: Hotel.ch
Observations on Internet Distribution Systems (IDS)

• **Booking.com**, **HRS and hotel.de** are the most frequently used IDS in Germany, Austria and Switzerland.

• **Booking.com** is dominant in **Austria** with 43% as well as in **Switzerland** with 53%.

• In Germany, **HRS** with a market share of 34.4% is the clear leader. If you add the booking shares of hotel.de (15.8.5%) and Tiscover (0.4%) to it, HRS reaches 50.6% of the bookings realized through online booking platforms in Germany, followed by booking.com with 28.5%.

• **Expedia** is a further important player, especially for business hotels, for 4-5 star hotels and for hotel chains.

• The market share of **booking.com** is bigger in the **leisure hotels** (44%) than in the business hotels (28%), whereas for **HRS** it is quite the contrary (business hotels: 37% and leisure hotels: 18%)
Table of Contents

• Executive Summary
• Background of the Study
• Booking Channels
• IDS (Internet Distribution Systems)
• **Costs of the Distribution**
• Selection Criteria for IDS
• New Forms of Distribution
• Channel Manager
The estimations on the following slides are based on different hypotheses:

- The calculations use the lodging revenues of the hospitality sector as well as on the hypothesis that the booking turnover can be distributed proportionally to the market shares of the survey channels.
- The transposition of the figures of the sample to the hospitality sector is only valid to a certain extent.
- A full cost calculation should also take into consideration the fixed costs of particular channels (staff), in addition to clearing costs or the costs of the PMS interface.

- The presented data/estimations show therefore only an order of magnitude!
• In 2011 online booking channels (GDS, IDS, real-time booking on hotel website) generated a turnover of 7.6 billion Euros in the hospitality sector of the three countries.

• The total amount of commissions paid to intermediaries by the hotels is almost 1.3 billion euros, thereof just under 800 million Euros for online booking channels.

• The online travel agencies (OTAs) with estimated 594 million Euros seem to profit most.
• In 2011 online booking channels (GDS, IDS, real-time booking on hotel website) generated a turnover of more than 5 billion Euros in the German hospitality sector.

• The total amount of commissions paid to intermediaries by the hotels is more than 900 million Euros, thereof 575 million Euros for online booking channels.

• The online travel agencies (OTAs) with estimated 421 million Euros seem to profit most.
Austria: Estimation of Revenues and Commission Costs per Channel

- In 2011 online booking channels (GDS, IDS, real-time bookings on hotel website) in the Austrian hospitality sector generated a turnover of just under 1.3 billion Euros.

- The total amount of commissions paid to intermediaries by the hotels is about 251 million Euros, thereof 134 million Euros for online booking channels.

- The online travel agencies (OTAs) with estimated 101 million Euros seem to profit most.
Switzerland: Estimation of Revenues and Commission Costs per Channel

• In 2011 online booking channels (GDS, IDS, real-time bookings on hotel website) in the Swiss hospitality sector generated a turnover of more than one billion Swiss francs (1’061 millions).

• The total amount of commissions paid to intermediaries by the hotels is almost 178 million Swiss francs, thereof just under 110 million Swiss francs for online booking channels.

• The online travel agencies (OTAs) with estimated 85 million Swiss francs seem to profit most.
Table of Contents

- Executive Summary
- Background of the Study
- Booking Channels
- IDS (Internet Distribution Systems)
- Costs of the Distribution
- Selection Criteria for IDS
- New Forms of Distribution
- Channel Manager
### Selection Criteria for Online Travel Agencies (OTA) resp. Internet Distribution Systems (IDS)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Not Important</th>
<th>Not at All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance of IDS as sales channel (booking volume)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing power of IDS / market presence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevance of IDS for targeted customer segments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costs (charges and commissions)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel presentation and information (pictures, videos, texts, maps)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data administration / user-friendliness of extranet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booking technology and features</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional benefit for the guest (e.g. traveller reviews)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative aspects (e.g. p. ex. accounting)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User support (e.g. hotline, statistical analysis, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic exchange of data with hotel software</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other selection criteria</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Additional Notes
- **Automatic exchange of data with hotel software**
- **User support** (e.g., hotline, statistical analysis, etc.)
- **Administrative aspects** (e.g., p. ex. accounting)
- **Marketing power of IDS / market presence**
- **Relevance of IDS for targeted customer segments**
- **Costs (charges and commissions)**
- **Hotel presentation and information** (pictures, videos, texts, maps)
- **Data administration / user-friendliness of extranet**
- **Booking technology and features**
- **Additional benefit for the guest** (e.g., traveller reviews)
- **Administrative aspects** (e.g., p. ex. accounting)
- **User support** (e.g., hotline, statistical analysis, etc.)
- **Automatic exchange of data with hotel software**
Selection Criteria for Internet Distribution Systems (IDS)

• The main criteria for choosing an adequate Internet distribution system are its sales strength, that means the hotels are looking for players with high booking volumes, strong marketing activities and which are popular for the customers in the target markets (important to very important for 90%).

• The costs are also relevant (important to very important for about 80%), but not decisive for the decision-making process.

• Other relevant criteria are connected to the data administration and the possibilities of presentation of the hotel, as well as to the quality of the booking technology of the IDS.
Table of Contents

- Executive Summary
- Background of the Study
- Booking Channels
- IDS (Internet Distribution Systems)
- Costs of the Distribution
- Selection Criteria for IDS
- **New Forms of Distribution**
- Channel Manager
The experiences of current users of *deal offers* mostly proved to be positive. For hotels not using such offers currently respectively having used them in the past their experiences rather proved to be negative.
New Forms of Distribution: Important Providers of Deal Offers

<table>
<thead>
<tr>
<th>Provider</th>
<th>Anz</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRS &quot;Hot Deal&quot;</td>
<td>104</td>
</tr>
<tr>
<td>booking.com</td>
<td>41</td>
</tr>
<tr>
<td>Groupon</td>
<td>25</td>
</tr>
<tr>
<td>Hotel.de</td>
<td>19</td>
</tr>
<tr>
<td>HolidayCheck</td>
<td>15</td>
</tr>
<tr>
<td>Dein Deal</td>
<td>9</td>
</tr>
<tr>
<td>DailyDeal</td>
<td>5</td>
</tr>
<tr>
<td>Venere</td>
<td>4</td>
</tr>
<tr>
<td>eboutic.ch</td>
<td>3</td>
</tr>
<tr>
<td>Expedia</td>
<td>3</td>
</tr>
</tbody>
</table>

All in all 37 different providers of deal offers were mentioned. The corresponding offers of the leading internet distribution systems such as HRS and booking.com are mostly used.
New Forms of Distribution: Do you use mobile Distribution Channels?

[Bar chart showing the use of mobile distribution channels.]

- No: 696
- Yes, a mobile hotel website: 214
- Yes, our own mobile booking app: 81
D-A-CH: Use of new Media (ICT)*

*information and communication technology
Use of new Forms of Distribution

- New distribution forms such as the deal offers of the internet distribution systems are only used by a minority of the hotels (<20%). The experiences of current users mostly proved to be positive, whereas the non-users were considerably sceptical.

- The market leader of the deal offers are HRS and booking.com, which can be explained by their strong position in the online market. Further frequently mentioned offers are: DailyDeal, Groupon

- Just under one third of the enterprises uses mobile forms of distribution. More frequently they use websites, which are adapted to mobile end devices (e.g. iPhone), than a specific app.

- Hotels, having invested in those new possibilities of distribution, have the following characteristics: 4-5 star hotels, hotel chains, big hotels.
Table of Contents

- Executive Summary
- Background of the Study
- Booking Channels
- IDS (Internet Distribution Systems)
- Costs of the Distribution
- Selection Criteria for IDS
- New Forms of Distribution
- **Channel Manager**
How do you manage your rates and availabilities on the internet booking platforms?

- Manually on the corresponding online platform
- With a software solution, simultaneously for several platforms (Channel Manager)
- With the hotel software or the booking system (CRS interface)
- Through an agency
- Others
• Two third of the questioned hotels managed their rates and availabilities manually on the internet booking platform.

• There is an above-average use of channel managers in 4-5 star hotels, hotel chains, business hotels as well as urban hotels.
Roland Schegg & Michael Fux
University of Applied Sciences of Western Switzerland Valais (HES-SO Valais)
Institute of Tourism (ITO)

Professors at the Swiss School of Tourism, Sierre

TechnoPôle 3
CH-3960 Sierre
Switzerland
Tel. 0041 (0)27 606 90 04

roland.schegg@hevs.ch / michael.fux@hevs.ch
www.hevs.ch / www.etourism-monitor.ch

Bachelor of Science HES-SO in Tourism at the Swiss School of Tourism in Sierre (http://tourismus.hevs.ch)