

TravelCLICK Releases Survey Results

TravelCLICK, Inc., provider of eMarketing solutions to the hotel industry, has released survey results that show travel agents continuing to increase their dependence on GDS promotions for hotel bookings.

Conducted for TravelCLICK by Phoenix Marketing International, the online, bi-annual survey included 500 travel agents from 30 countries, representing the four major GDS. The research finds that 41 percent of global travel agents are using their GDS platform more often than ever, while 30 percent are using the GDS shopping displays with more frequency.

In terms of awareness of GDS promotional messages, 55 percent of travel agents recalled seeing promotional messages in the past three months, and of these, over half had made a booking at a hotel shown in the promotional message seen, while 68 percent

requested more information via the attached click-through screen. Over 70 percent looked in the GDS systems for more information.

The survey also highlights the effectiveness of display ad content. Participants ranked the details in promotional messages that are most likely to lead them to book a particular hotel:

- 43 percent want to see rates they can actually book for the dates searched
- 16 percent want to see only the destination they are searching for
- 14 percent want to see the hotel's GDS property ID
- 14 percent want messages to be competitive, offering a value greater than the hotel's standard available rates
- 13 percent want messages to include information on amenities, travel agent

incentives and other add-ons apart from price

'Driving over 30 percent of overall hotel bookings, GDS purchase decisions are beginning to mirror the behavior of shoppers on the Internet. Relevant, targeted promotions help shoppers make informed decisions faster and with confidence,' said John Hach, VP of eMarketing Solutions at TravelCLICK. 'As a result, we are seeing higher performance from hotel GDS promotional messages as agent adoption increases.'

The survey also demonstrates that most travel agents think that GDS systems should offer rate parity: 89 percent of US travel agents and 76 percent of international travel agents said it was very important to see the same rates available on all platforms.

PhocusWright Sees Agency Channels Grow

A recent study by PhoCusWright, involving interviews with 1,900 agents, discovered that despite a sure increase in online travel sales, the travel agency distribution channel is still a big part of the industry, representing 41 percent of all travel booked in the US, or nearly \$110 billion in sales.

PhoCusWright claims the study offers the first definitive sizing and analysis of the agency channel. 'Facing significant upheaval in their industry, many in the agency community have responded strategically, tactically and - most of all - aggressively to adapt, survive and

succeed,' says the report. 'The GDS, for example, has long been a mainstay of the typical travel agency, but key segments of the agency community are turning away from the GDS to supplier websites and other online tools to research and book products.'

Amadeus' Blueprint For The Future

Amadeus recently launched a new report, entitled A Blueprint for the Future of the Hospitality Industry, destined to identify the trends which set to affect the hospitality industry in the future, and the technology implications for hotels.

Various senior hotel executives, consultants, academics and researchers were interviewed. The three key drivers they discovered were: globalization, a new breed of customer, and new technologies.

The report identifies globalization as a key

driver for the future. Emerging markets offer opportunities, but cannot be treated as a homogenous whole. Brand integrity is crucial, and hotels will need to supply consistent service in a global environment, while adapting to new cultural backgrounds of their customers, and