

Jeroen Hurkmans



Jeroen.Hurkmans@Advito.com



<https://www.linkedin.com/in/jeroen-hurkmans/>



@JHurkmans



<https://www.advito.com/insights/outfront-blog/>

Advito Vice President of EMEA & APAC

2018



Industry Forecast

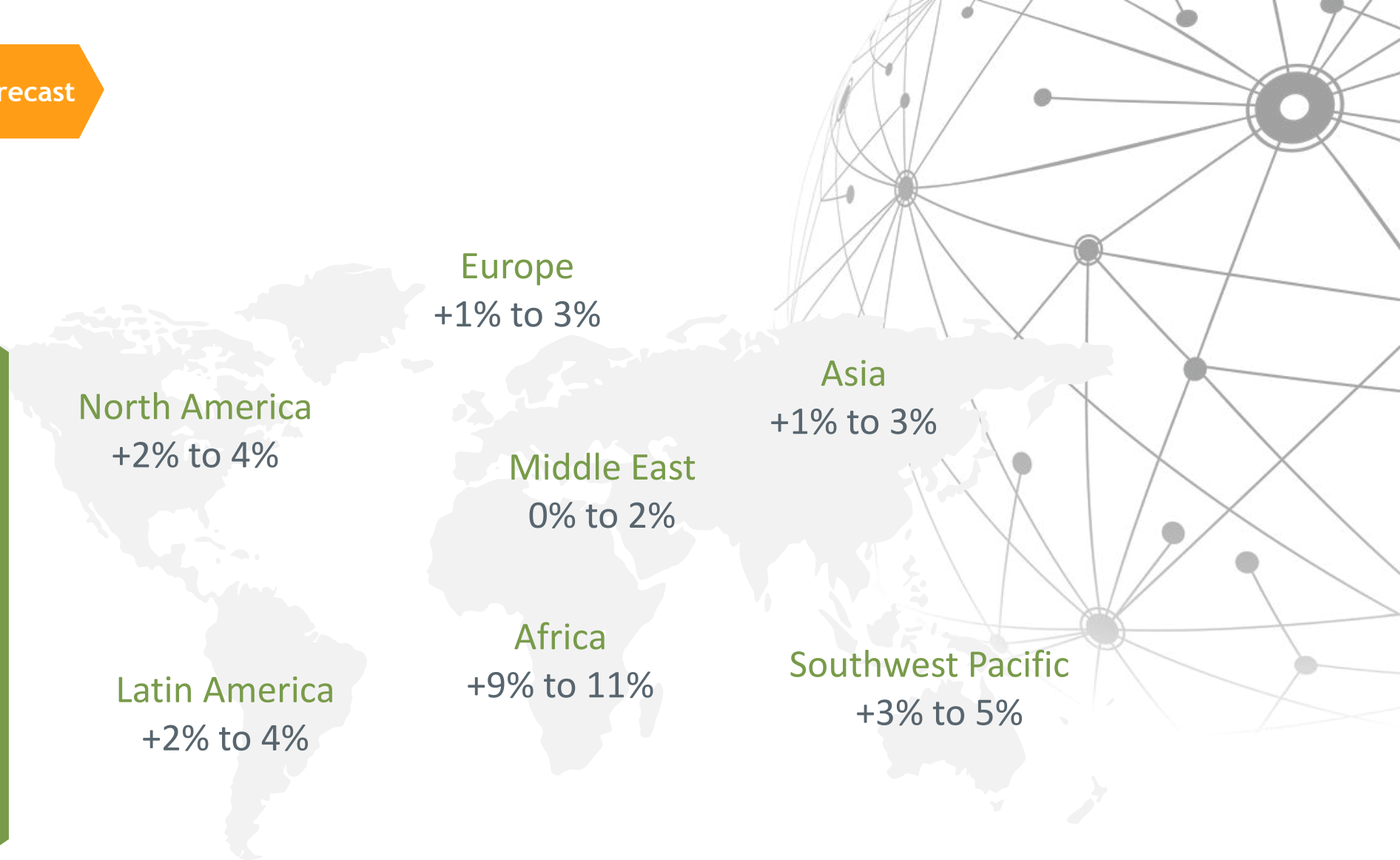




Hotel

Global hotel rates will increase by 2% to 4% in 2018, as demand continues to outpace supply in many markets. A healthy pipeline of new supply will help moderate the extent of these increases in some emerging markets. And there are signs that the pricing power enjoyed for several years by hotels in North America and Europe may soon pass its peak.

Global
+2% to 4%



Hotel rate availability

More sophisticated yield management by hotels is profoundly changing their relationships with corporate clients.

Business travelers are increasingly unable to find and book rooms at their preferred rates:

- Hotels are manipulating inventory and room availability.
- They restrict availability of preferred rates when demand is high.

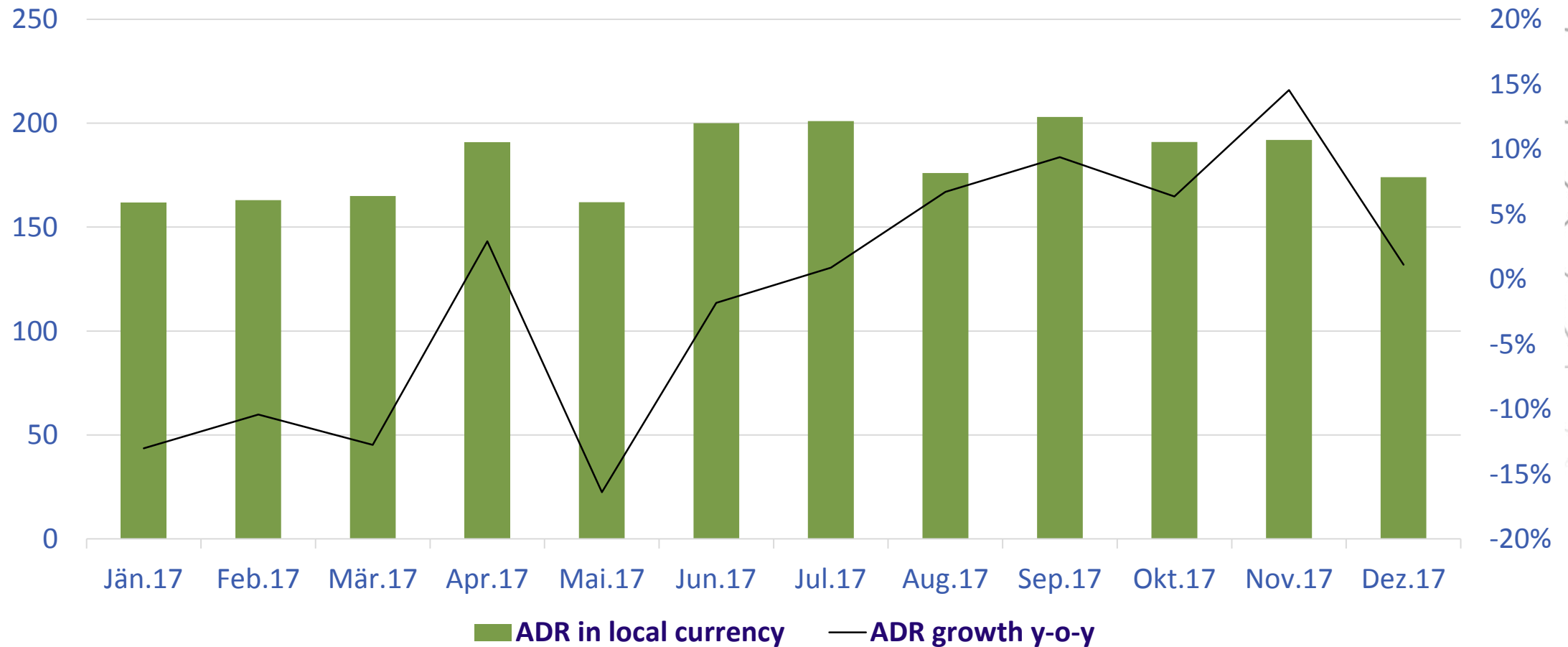
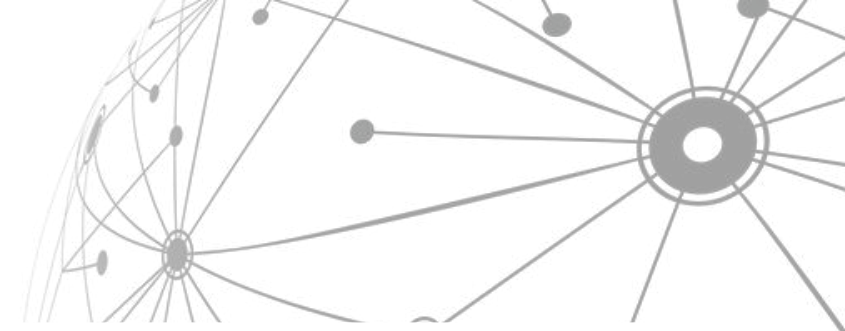
How travel buyers can respond:

- Monitor preferred rate availability. Consultancies like Advito can help.
- Challenge hotels that withhold preferred rates.
- Tighten the wording of hotel contracts.
- Introduce a rate assurance program.

To maximize savings and program effectiveness, negotiated rates should sit alongside chain-wide deals, best-price-on-day purchasing and dynamic pricing.

Hotel rate development

United Kingdom



Hotel tier distribution

Key markets

