Hotel Distribution
A Gordian Knot?

Luis del Olmo, President Balears.t
Chairman Idiso - Hotel Distribution
Pre internet model
Internet the new model
The information tsunami
Online Travel Agencies

New business model with internet
New business model with internet
Peer to Peer

New Business Model with Internet
Multiple Paths to the Customer
Hotel Distribution: A Gordian Knot
Los nuevos consumidores presentan unos rasgos comunes que de por sí suponen un reto para las organizaciones.

...esperan más
...confían en sus colegas
...están informados
...tienen opciones
...tienen voz

The new consumer
Web 2.0: More Power to the customer
Entering the "Always-On" Stage
The future ...
Elementary My Dear Watson
Thomas J. Watson

“All the problems of the world could be settled easily if men were only willing to think.”
Where Watson differs

Watson Analyzed

- 64,521,708 reviews
- 15,880,332 forums & blogs
- 6,941 travel guides
- 1,291 air carrier sites
- And more…

Watson Considered

- Joe wants a 4 star beach resort in January
- Traveling with wife and 2 kids
- Wants spa, kids activities and good restaurants
- And more…
IBM WATSON-Wayblazer: Cognitive Intelligence for travel
JOIN THE 360° DISTRIBUTION REVOLUTION

TECHNOLOGY

- PMS
  - Opera
  - Protel
  - QuoHotel
  - Silo & more
  - add your PMS

GDS
- Amadeus, Sabre, Galileo & Worldspan

CONNECTIVITY
- Direct Integrations
  - Travel Agencies, TTO & OTAS
- Metasearchers
- Channel Manager
- PMS

REVENUE MANAGEMENT
- 360° Sales
- Auditing
- Outsourcing
- Training
- Upselling
- Idiso Checker

CUSTOMER INTELLIGENCE
- CRM
- Reputation Online
- Loyalty
- Multichannel
- Segmentation

WEB & MOBILE
- Design
- A/B Testing
- Web Analytics

MARKETING
- SEO
- SEM
- E-mailing Marketing
- SMM
- Video Marketing
- Affiliates

BOOKING ENGINE
- Booking engine Web
- Booking engine Mobile

INTERACTIVE CENTER
- Call Center

DIRECT CHANNELS
- Idiso Extranet
- Idiso Analytics
- Campus Idiso

CRS

KNOW HOW