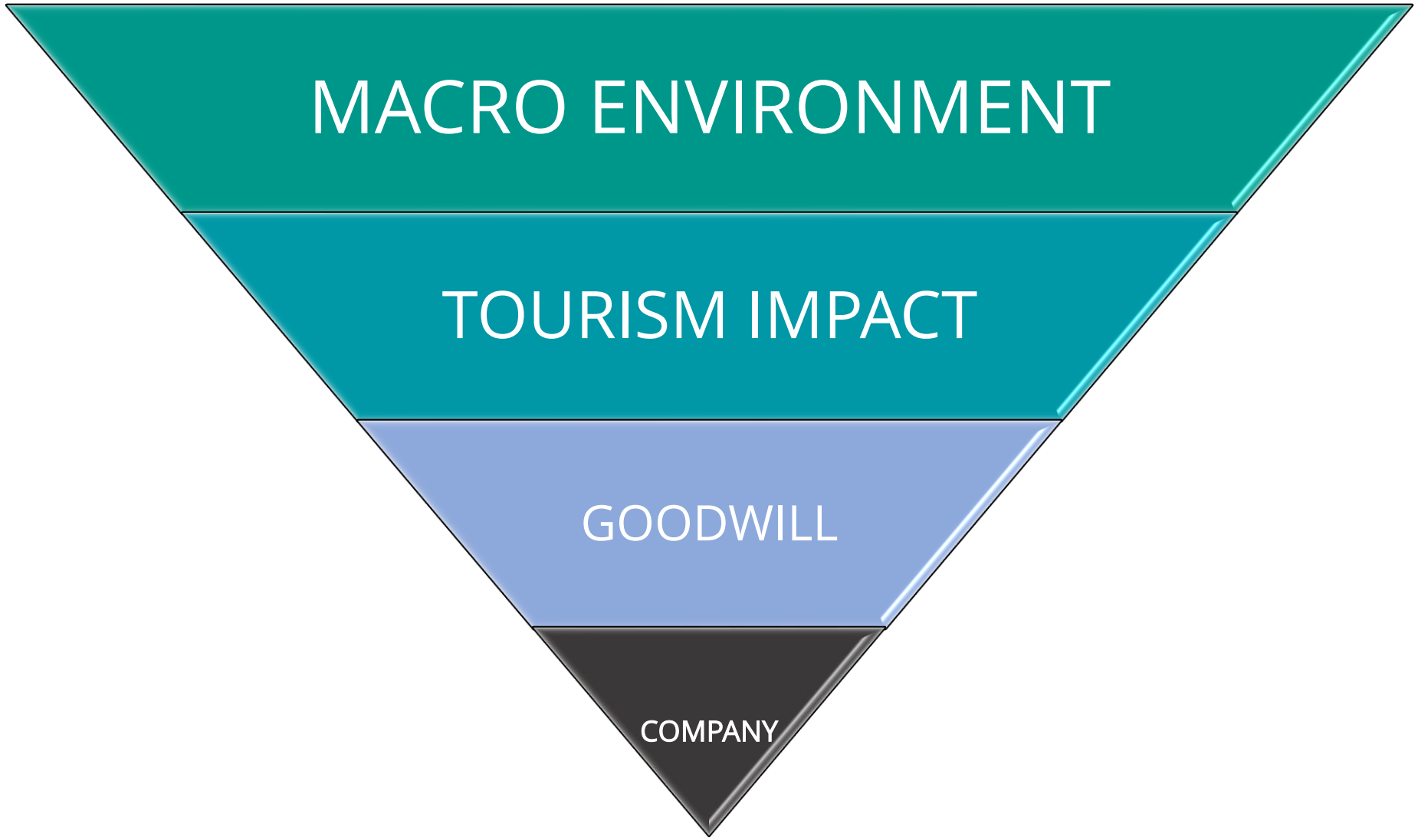
Curso de especialista en Comercialización y Distribución Turística

Jaume Monserrat UIB – Enero 2023

STATE OF THE ART ANALYSIS



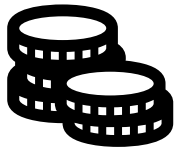
COMMON FACTORS

1-ENVIRONMENTAL

2-GEOPOLITICS

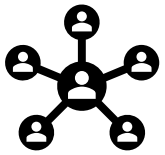
3 – GLOBALIZATION

4 – MACRO ECONOMY



5 – MARKET

6 – SOCIAL



7 – Laws and Regulations

8 – Technology

9-SOCIO ECONOMIC

Fuente: IESE Business School

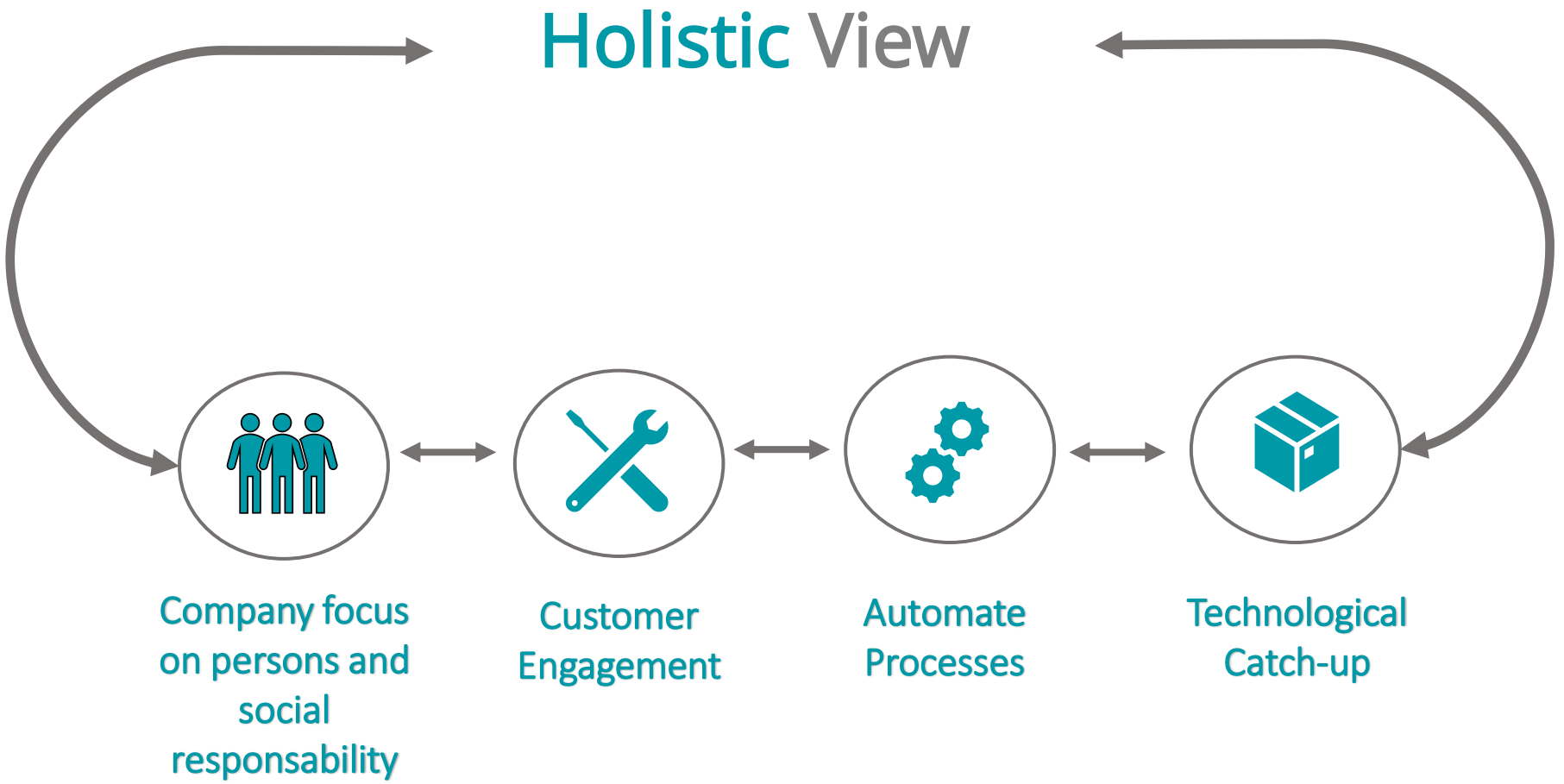
Industry Challenges

- Complexity in Distribution
- Dynamism in technology, solution and guest demands
- Impact of external events
- Tourism reconversion model
- Sustainable development goals

- Fragmented solutions
- Incomplete Digital transformation
- Contracting Demand during 2021
- Policies for reduction of operational costs

Dingus

Mindset digital



OPPORTUNITY FOR DIGITAL TRANSFORMATION

- Working process re engineering
- Expand and improve digital products
- Re defining customers relationship
- Develop and apply new business processes
- Human resources management changes to people management

NEW CONCEPTS TO ATTEND

- DEMOCRATISSATION
- COMSUMERIZATION
- DESIGN THINKING
- DIGITAL DENSITY
- CUSTOMER JOURNEY….

our Vision

System integration: willingness and capability to connect

Distribution process including payment and reservation management

Strong commitment to innovate

New products based on Cloud, BigData, AI, Machine Learning…

What do we offer?

1. Interoperability strategy
2. Services Business Platform
3. Focus on Data driven organisations

Dingus

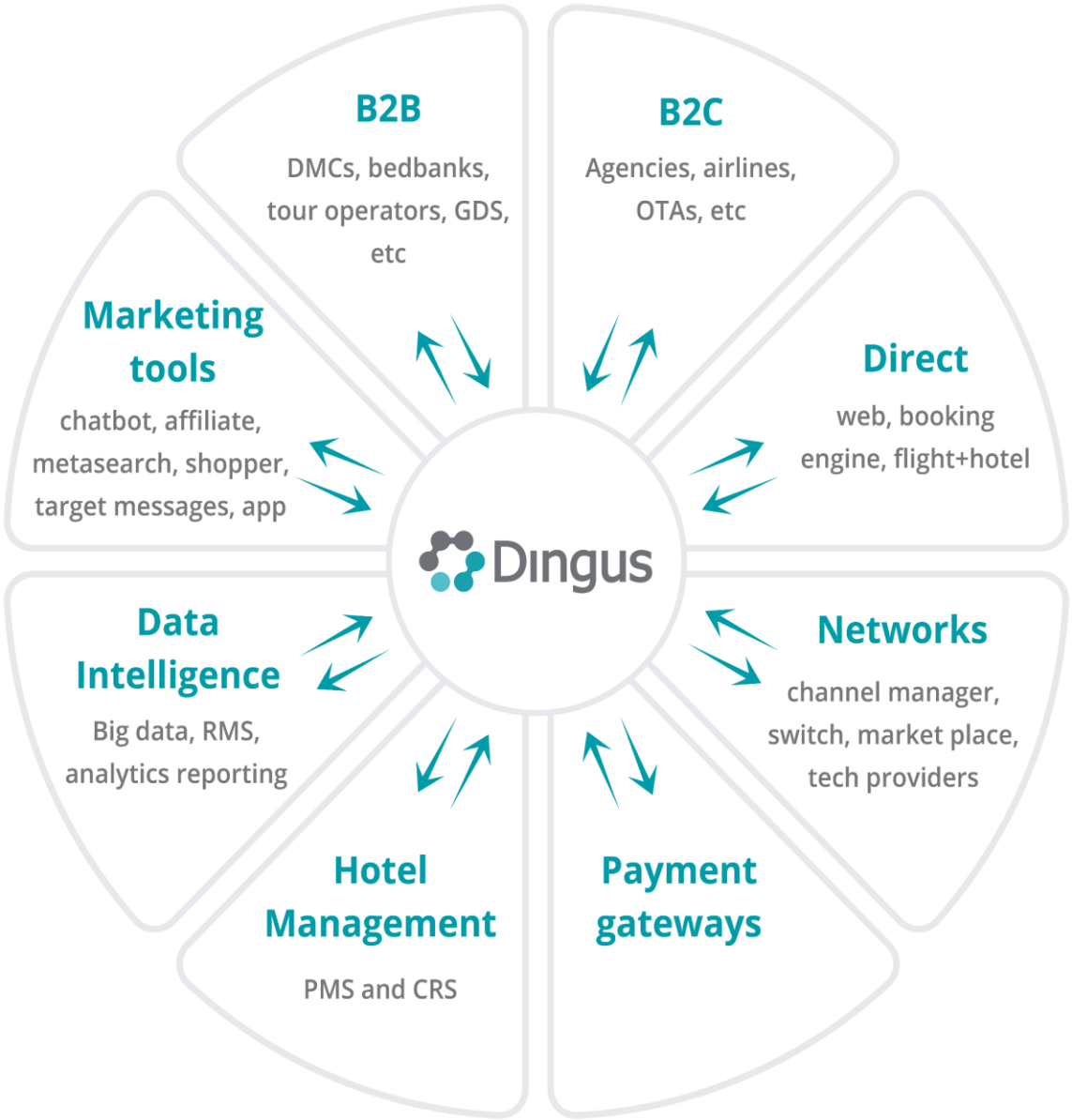
HOW TO MANAGE COVID-19 ?

- Implant a crisis commitee
- Assuring Jobs
- Focus on Cahs-Flow management
- Learn to manage daily uncertainty
- Re defining priorities

- Deciding what is working and what is not to eliminate
- Promote flexibility at work
- Keep on working team building
- Company ready for structural changes inside and outside

Integration Strategy

- Become a Service Platfom
- High Level of Interoperability
- High Level of Service scalability
- Open Innovation Basis
- Data as the basis for business decisions



Business Platform Architecture

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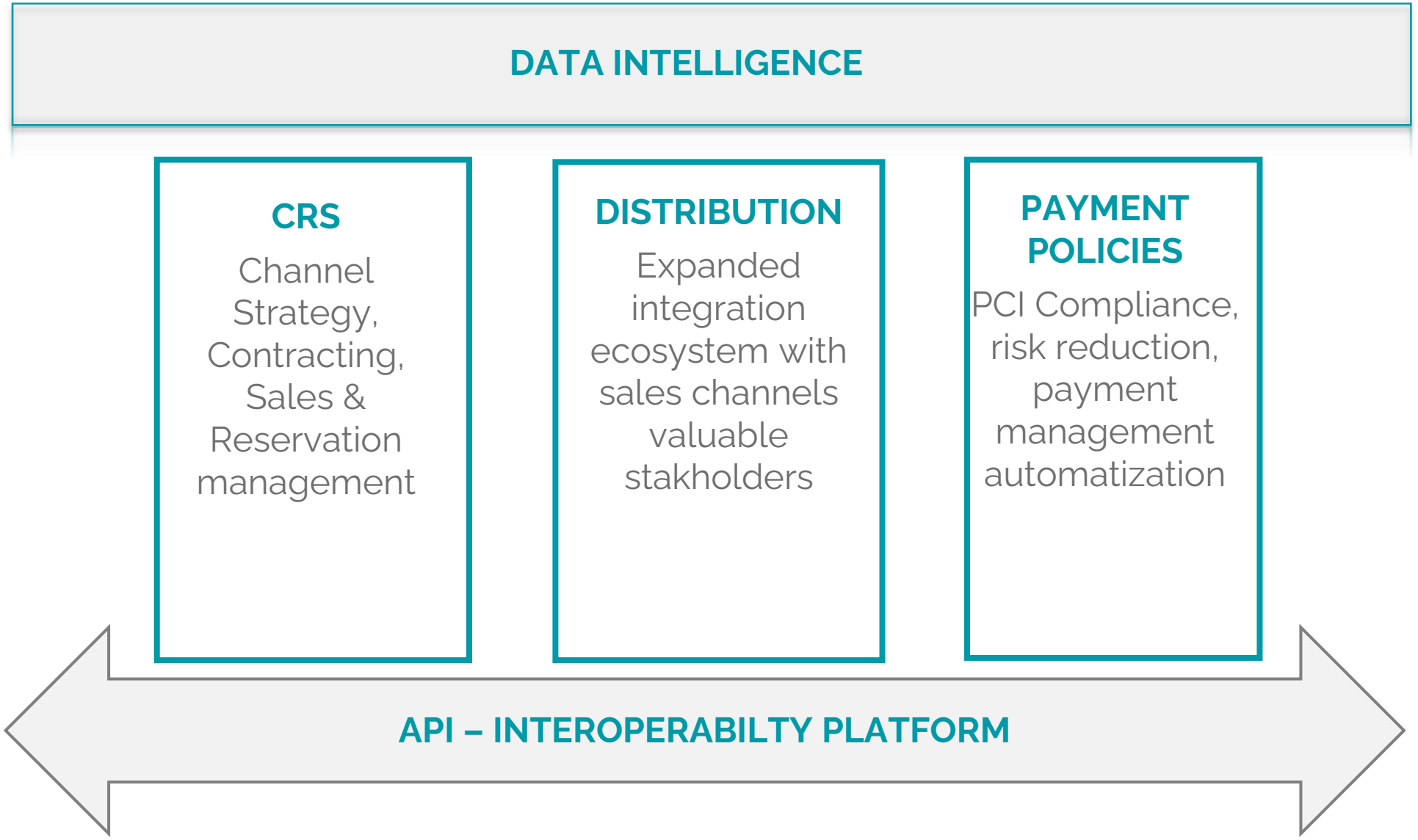
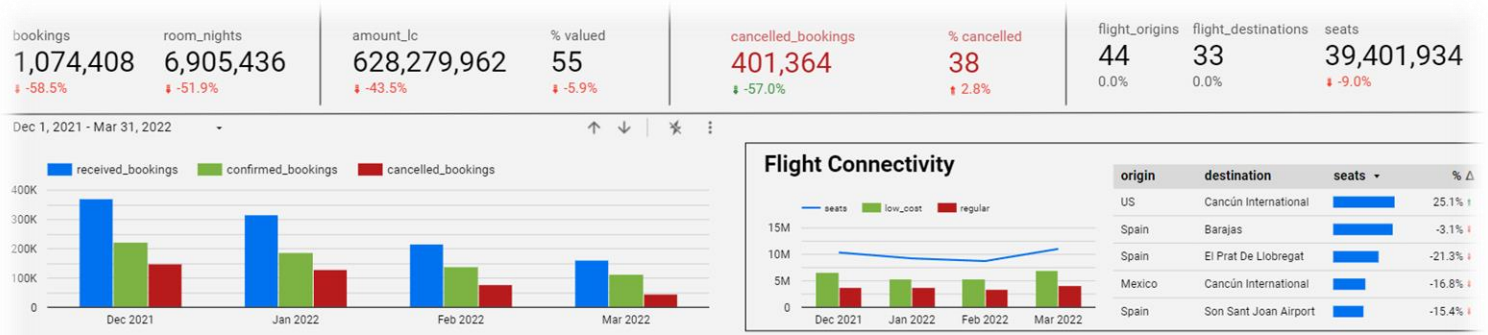
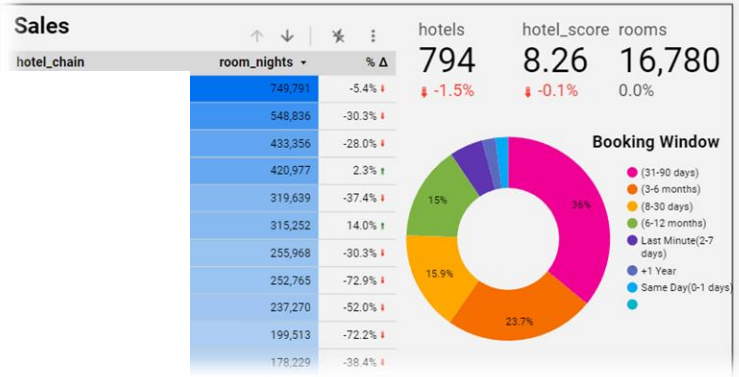
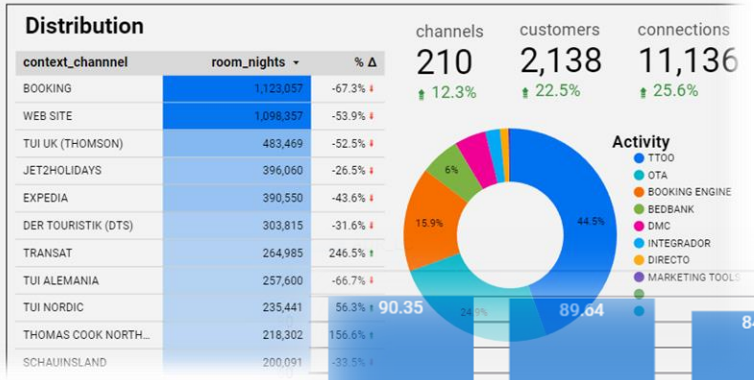
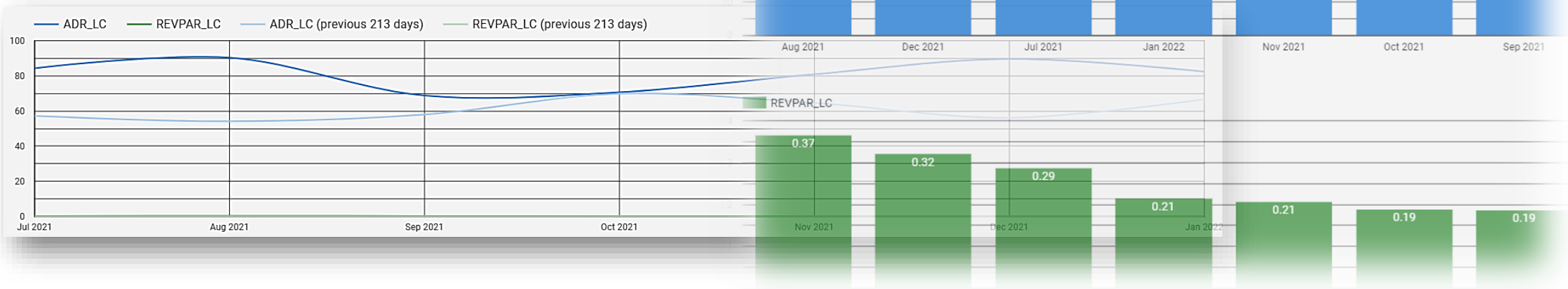


KPIs in tourism









KPIs in tourism

Performance achievement:

- Aligned with Company Strategy
- Defined on S.M.A.R.T basis

TAXONOMY

FINANCIALS & ECONOMICS

- ADR: Average Daily Rate
- REVPAR: Revenue Per Available Room
- GOPPAR: Gross Operating Profit Per Available Room
- TREVPAR: Total Revenue Per Available Room
- LOS: average Length Of Stay

TAXONOMY

CLIENTS

- Customer Satisfaction
- NPS: Net Promoter Score
- CAC: Customer Adquisition Cost
- B2C or B2B strategy, buyer life cycle measurement

TAXONOMY

BUSINESS SUSTAINABILITY

- Economics: turnover, working capital and needs, debt, liabilities, general liquidity, profitability, gross added value
- Social: volunteer actions, community programs, job creation, degree of employee satisfaction, social benefit programs for workers, initiatives to support families, etc.
- Environmental: use of equipment, amount of water, energy consumption, carbon footprint, materials used, reused and recycled, etc.

Thank you!

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