Your data
our expertise

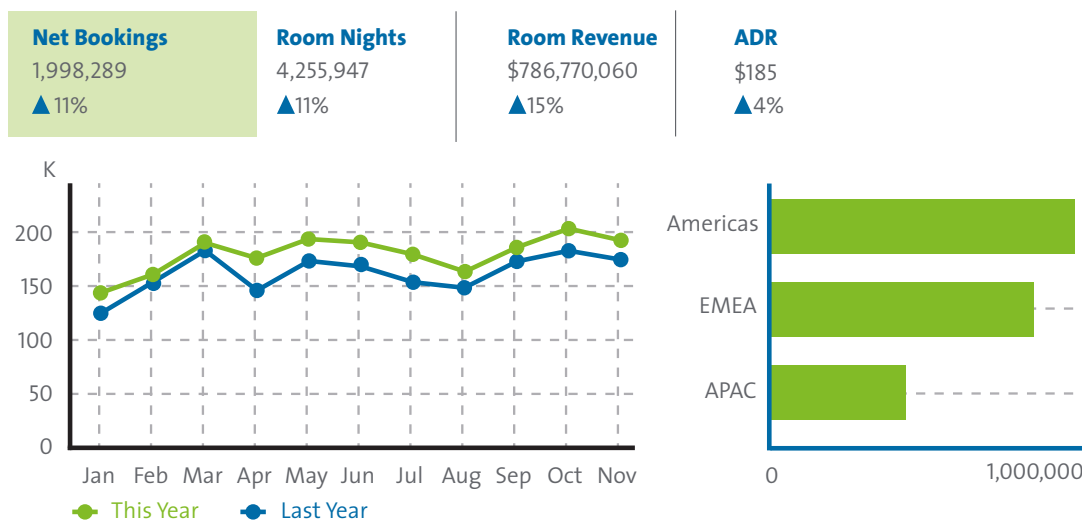**Travelport**
Redefining travel commerce

How Travelport Hospitality Business Development Managers and Travelport's data analytics tools help travel agencies maximize hotel and car sales

For agencies working in the hospitality sector, success depends on understanding trends, opportunities and performance, and making smarter strategic decisions. "Our dedicated Hospitality Business Development Managers (BDMs) can help you drive insight from your agency's data and maximize your success," says Travelport's Tracie Carillo, Head of Hospitality Sales.

At Travelport, our team of speciality Business Development Managers (BDMs) works with customers locally in 23 countries around the world to help them succeed. With extensive industry experience and in-depth knowledge of the Travelport technology portfolio, these professionals focus on helping agencies optimize their processes, maximize sales opportunities, and meet their year-on-year growth targets.

To help BDMs deliver the greatest possible value for our customers, they have access to a myriad of data analytics tools and reports that are specific to your agency. Using insight from these reports, BDMs can gain a clear picture of trending information and make recommendations of how you can enhance your business processes. The BDMs can even look at sales figures for individual agents and suggest how you could implement training programs to improve their performance.

Year to date: Jan - Nov 2013

Net Bookings	**Room Nights**	**Room Revenue**	**ADR**
1,998,289	4,255,947	$786,770,060	$185
▲ 11%	▲11%	▲15%	▲4%

With the ability to 'drill down' into many aspects of a hospitality business quickly and easily, the BDMs can help you identify and act on new opportunities, increase efficiency, and make the best strategic decisions.

Insight for business success

Often, the best way for a hospitality agency to increase revenues and grow the business is to exploit untapped opportunities. This is exactly what our BDMs, and the systems that support them, help you to achieve. Here are just some of the ways BDMs can help your business succeed:

Reducing 'passive' bookings

Not only can the BDMs access analytics tools to help you understand how many hotel bookings are made outside the Travelport GDS and by whom, they can also shed some light on the reasons why passive bookings happen in the first place.

Passives
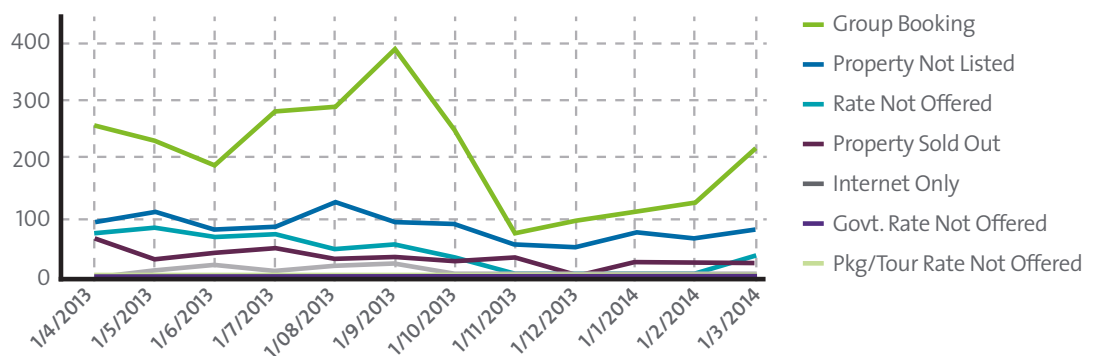
With the emphasis on the reason codes, you can easily identify opportunities to implement corporate guidelines to turn passives into active bookings. Increasing the number of hotel bookings made through the GDS has a number of benefits, from saving your agents' time, to improving the accuracy of accounting processes and financial reporting. Reducing passive bookings also reduces the risk of agents forgetting to register the IATA number during phone bookings, helping you maximize commissionable rates.

Providing a clear view of the 'true attachment rate'

Using Travelport tools for data analytics, BDMs can also help you understand the true attachment rate across all your bookings – enabling you to identify overnight air bookings with no hotels or cars associated with them. This supports targeted selling to customers who have already booked air travel and helps to increase revenues from cross- and upselling by orders of magnitude.
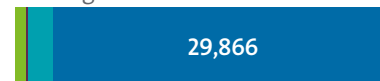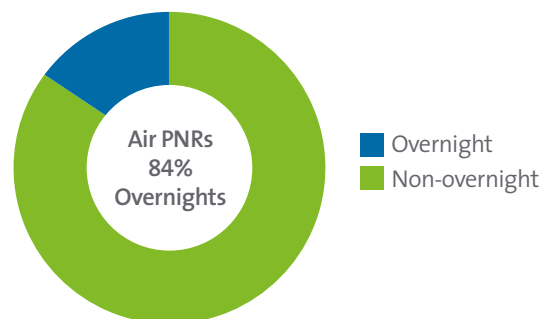
Closing skills gaps

For many agencies, skills gaps are a limiting factor in terms of the quality of service delivered to end customers. There are cases, for example, where agents only offer customers a limited range of hotels or where agents prefer to book hotels outside the GDS because they are unsure how to use the GDS.

With access to data down to the agent level, our BDMs can help you understand the performance of individual agents based on user sign-on information. Using this insight, BDMs can advise you where tailored training may benefit individuals and improve overall sales performance. Understanding the reasons for agent behavior is pivotal to the success for change management.

Tracking results

With greater insight into challenges and opportunities, our BDMs can help you determine the best course of action for your business. The BDM can also track the impact of changes you have made over months and years to quantify revenue benefits for the agency and help you identify any further training or changes required.

Increasing focus on core tasks

Data analytics isn't a core activity for most agencies and even the largest organizations can struggle to gain a clear view of true attachment rates or passive bookings using their own systems. By working with your hospitality BDM, you can now gain a much clearer understanding of emerging trends, challenges and opportunities, helping you convert operational data into insight and make better strategic decisions.

If you want to find out more about the capabilities of Travelport BDMs and the systems that support their work, contact your Travelport account manager. They will speak to your local BDM and arrange a time that's convenient for both of you to talk on the phone.

We hope you'll take the opportunity and let Travelport be part of your success.

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