

Hospitality Recovery



21 September 2021

Innovation in Hospitality Marketing and
Distribution: Positive changes from COVID

Thank you for attending the 11th Edition of Agoda's Hospitality Recovery Series Webinar!

With more than 600 participants dialing-in from all over the world, we had an exciting time with our Agoda Experts discussing how marketing and distribution has changed during and were affected by COVID and the positive aspects from those changes.

We are happy to share with you some details on opportunities for hotel partners to strengthen our relationship and improve your business with our solutions.

If you have missed the event, you still have the chance to look at recording [HERE](#) (VIDEO link)

We look forward to meet you again during the next webinar! Keep an eye on your inbox and book your slot to stay always up to date on the travel industry trends and Agoda news!

Enjoy your read, and we wish you a good day!

Partner Programs Team



Timothy Hughes

VP of Corporate Development

Speaker & Host



Kris Suebjaklap

Director,
Marketing

Guest Speaker & Agoda Expert



Tomoko Ito

Associate Director,
Beds Network

Guest Speaker & Agoda Expert

COVID Ecommerce Marketing – Speed, frequency and push

The Marketing Landscape has been transformed: digitization of Asia has driven more campaign stimulation, evident in e-commerce.

1 Flash sales

Multiple rounds of flash deals for a limited time



2 Monthly campaigns

Deep discounts on a dedicated shopping festival each month



3 Everyday best deals

See now, buy now with up to 50% off

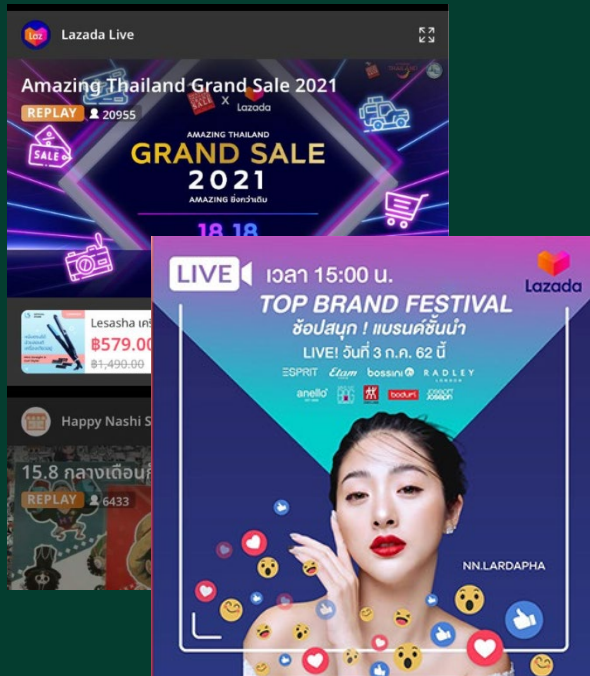


Travel – New marketing channels

Travel's channels in response to factors driving customer demand: Flexibility, Safety, Price

1 Livestreaming

Live and on-demand browse of best deals



2 Influencers

Digital word of mouth from customers' trusted figures



3 Social Media

Relevant travel news, deals inspirations on customers' feed



4 Group Buy

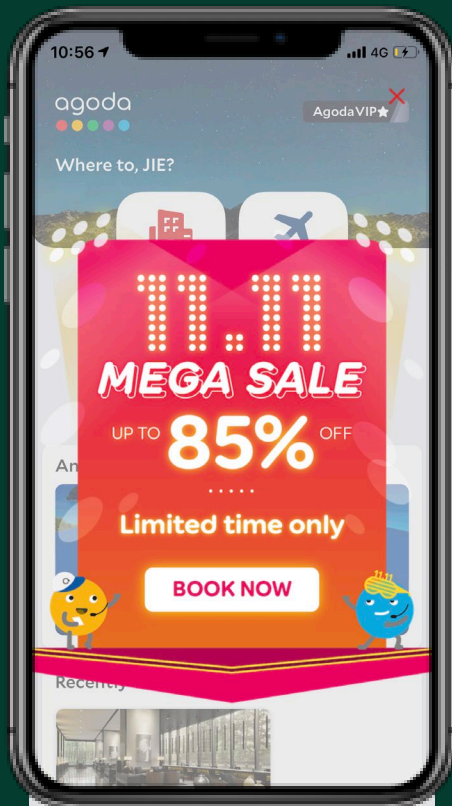
Reduced prices when minimum no of buyers is reached



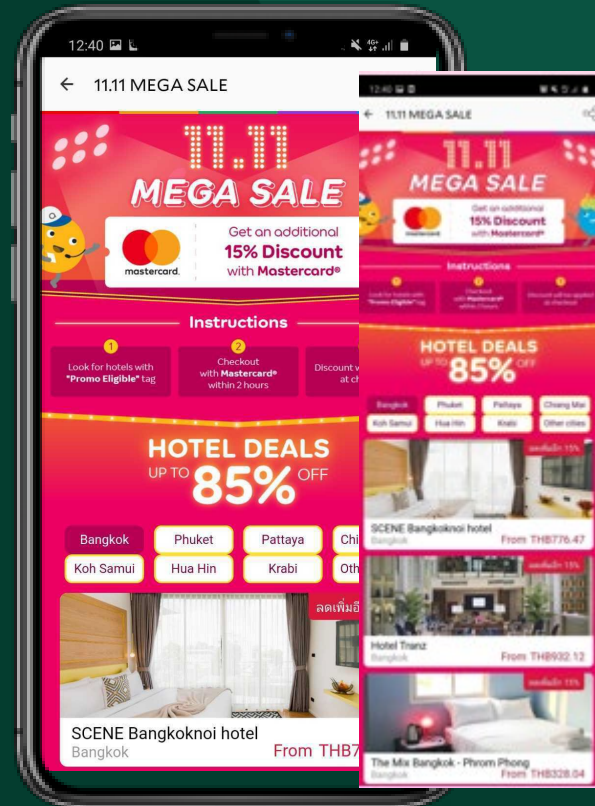
Pulse Marketing – Stimulating demand via Agoda

As an Agoda partner, this is how you can respond to this marketing trend.

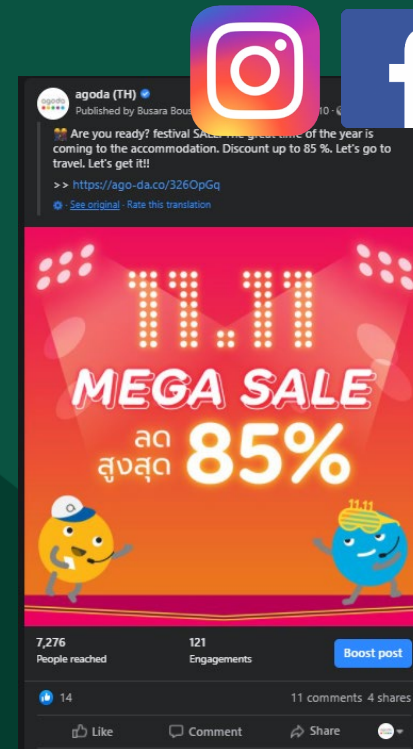
We leverage our full suite of marketing tools to bring customers to your hotel from the moment they open up the Agoda app...



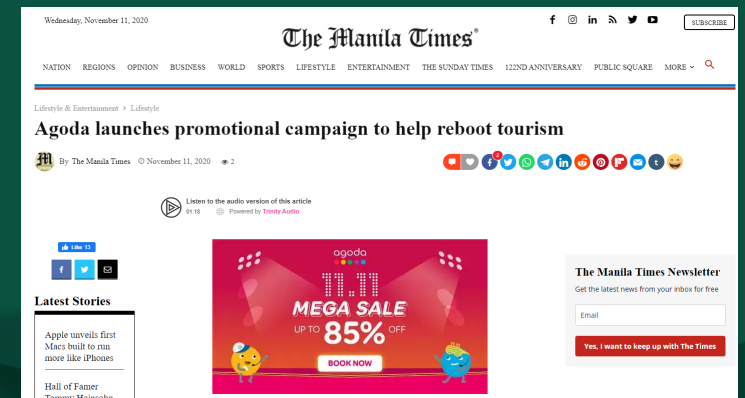
App Homepage Pop-up



Campaign landing page



Social posts



Press Release

Did you know about Agoda campaigns?

These are our merchandised sales events – They aren't your normal promotions!

Global Campaigns: Scalable, fixed theme



SuperWed

- 20% Stackable discount
- 1 day flash Sale



Payday

- 20% stackable discount
- 5 days flash sale



Seasonal Sale

- 15% stackable discount
- >20 days



Double Days

- 15% stackable discount
- 10 days sale

Local Campaigns:

Localized, market-specific campaigns



Japan

- Mega Sale



India

- Colorful Holi Sale



Taiwan

- Mid autumn Festival Sale



South Korea

- Special Summer holiday

Strategic Products: Long term offerings



 **GoLocal**

 **GoLocal Tonight**



Agoda Special Offers

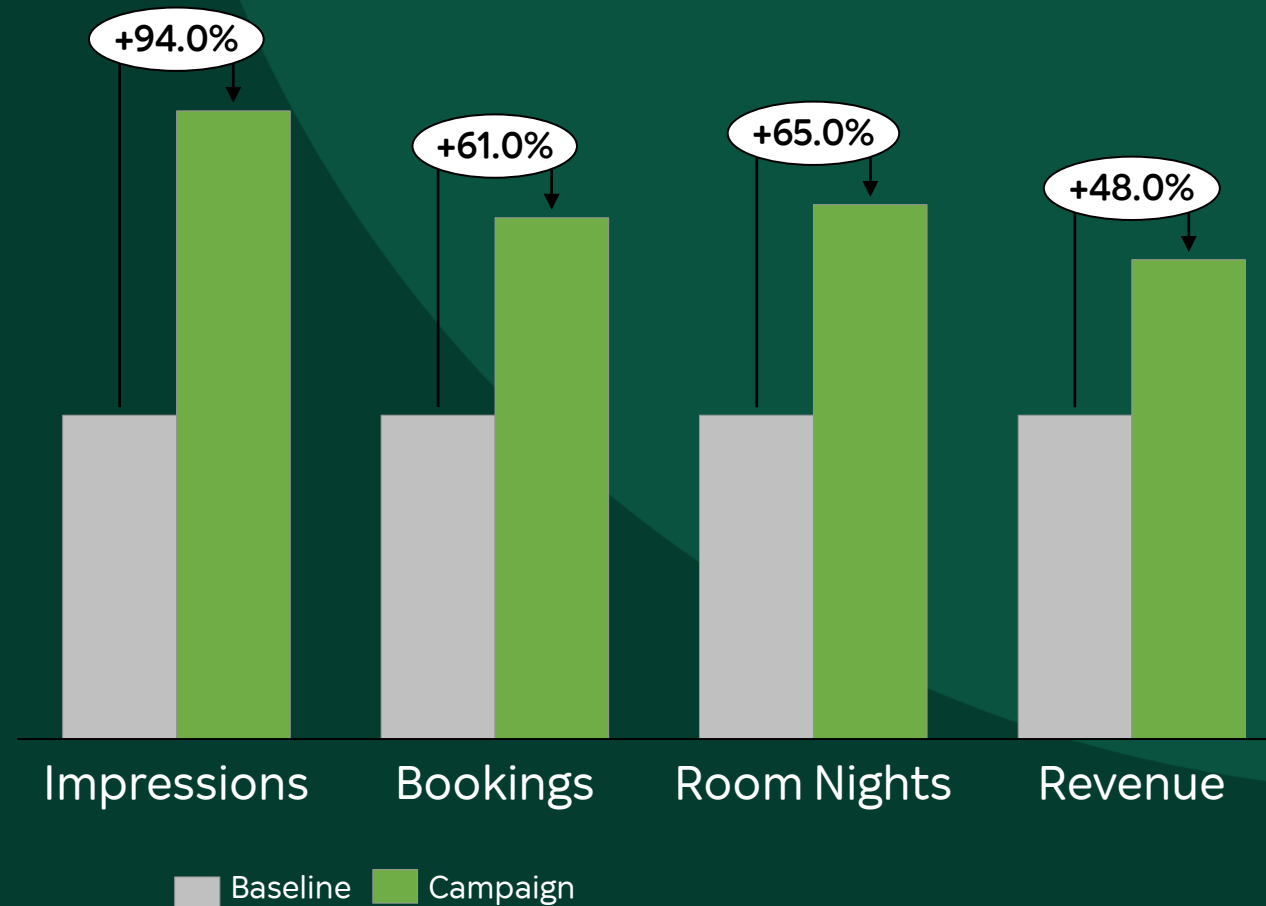


Welcome Back

..... and many more countries!

Since beginning of year, Agoda campaigns have boosted hotel traffic by over 90% and lifted all hotel metrics by over ~50%

Double traffic with increased marketing exposure:



Q4'21 Global Campaigns – opportunities to join up to year end!

Global calendar (Q4)

October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

Global Campaign details

SUPER WEDNESDAY

Every Wednesday until end of year
(excl. Oct 27, Dec 29)

SEASONAL CAMPAIGNS



Christmas sale (Dec 16 – Dec 31)

PAYDAY SALE

- October Pay Day Sale (Oct 27 – Oct 31)
- November Pay Day Sale (Nov 26 – Nov 30)
- December Pay Day Sale (Dec 27 – Dec 31)

Double Day Mega Sale



- 10.10 Mega Sale (Oct 1 – Oct 10)



- 11.11 Mega Sale (Nov 1 – Nov 11)



- 12.12 Mega Sale (Dec 2 – Dec 12)

Sign up via YCS or contact your Agoda representative if you have any additional questions

Q4'21 Market-specific campaigns – opportunities to join up to year end!

Market-specific campaigns

North Asia	
Japan – Mega Sale	Oct 11 – Nov 14
S.Korea – Autumn Super Sale	Oct 18 – Oct 31
S.Korea – Christmas & New Year Sale	Dec 20 – Dec 31

Europe, Australia	
Australia – Vaxxed to Go	Recurring Fri/Sat
Europe – Black Friday	Nov 22 – Nov 29

North Southeast Asia	
Thailand – Long Weekend Sale	Oct 21 – 27
Thailand – Agoda Happy Hour	Nov 12 – 25
India – The Good Agoda Sale	Oct 8 – 17
India & Maldives – Grand Diwali Sale	Oct 29 – Nov 14
India – Big Brand Sale	Nov 27 – Dec 12
Vietnam – Vaxxed to Go	Oct 16 – 31
Vietnam – Year End Retreat Sale	Nov 12 – 25
Myanmar – Thadingyut Festival	Oct 18 – 24
Myanmar – Tazaungdine Light	Nov 15 – 21
Laos – Boat Racing Festival	Oct 15 – 22
Laos – National Day Sale	Nov 29 – Dec 6

South Southeast Asia	
Indonesia – Weekend Happy Hour	Recurring Fri/Sat
Indonesia – Vaxxed to Go	Oct 16 – 31
Singapore – Year End Sale	Oct 10 – 24
Singapore – Double Mega Sale	Nov 1 – 11 Dec 2 – 12
Philippines – Balik Ka Na Sale	Oct 16 – 31
Philippines – Safe Stay Deal	Recurring Sat/Sun
Malaysia – Deepavali Sale	Oct 12 – 26
Malaysia – Agoda Online Travel Fair	Nov 13 – 22

Sign up via YCS or contact your Agoda representative if you have any additional questions

Sign up to a campaign today through email or YCS in 4 easy steps and watch your traffic and revenue grow!

Steps:

- 1 Login to YCS
- 2 Go to the “Manage” tab and click on “Promotions”
- 3 Select your campaign of choice and click “Activate Promotion”
- 4 Confirm campaign details and create!

The screenshot illustrates the YCS interface for creating a promotion. It is divided into four numbered steps:

- Step 1:** The user is logged into the YCS dashboard. The 'Manage' tab is selected in the top navigation bar.
- Step 2:** The 'Promotions' option is highlighted in the 'Manage' dropdown menu.
- Step 3:** The 'Promotion / Create Promotion' page is shown. It features a carousel of featured promotions: 'Agoda Mega Sale', 'Double Day Mega Sale', and 'Christmas Sale'. The 'Double Day Mega Sale' is selected, and the 'ACTIVATE PROMOTION' button is highlighted.
- Step 4:** The 'Promotion / Double Day Mega Sale' configuration page is shown. The user can enter a promotion name (e.g., 'Double Day Mega Sale') and toggle the 'Stackable promotion' option. The 'Create Promotion' button is highlighted.

Below the configuration page, a confirmation message states: 'Promotion created. Your promotion has been created. You can view and update your promotion details on the promotion page.'

Please contact your Agoda representative if you have any additional questions

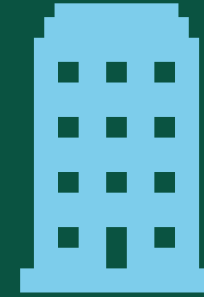
Drive incremental growth in B2B Travel Distribution with **Beds Network, a Booking Holdings team**



Maximized
reach



Increased
Revenue



Reduced B2B
operational work



Frequently Asked Questions



Q: How do I activate Beds Network?

A: Very easy! Please scan the QR code and share your contact information. Beds Network manager will be in touch with you shortly to set it up. There is no paperwork or cost required to sign up!

Q: How are Beds Network rates set?

A: We have 2 options: static & dynamic.

- **Static:** Beds Network (payout) rate is the rate you provide to Agoda which will be distributed through Beds Network channels. No additional promotions or discounts will be applied, and you will receive Beds Network (pay out) rate per room night sold.
- **Dynamic:** Beds Network rate will be set with % discount from your best available rates on Agoda.

Q: How will Agoda calculate sell rates with Beds Network?

A: Agoda operates on a commission model, and Agoda's system automatically calculates a "Reference Sell Rate" to the bookers/guest from the Beds Network rates you provide. The Reference Sell Rate is the rate on which Agoda's commission% according to your GTC/APPA is based and invoiced to you.

Q: Will I have the flexibility to set prices after I sign up?

A: Yes, please contact your Beds Network manager, and he/she will be happy to assist.

Q: Can I monitor my Beds Network performance?

A: Yes, please contact your Beds Network manager, and he/she will be happy to assist. We are building a performance monitoring dashboard that you will be able to access via YCS. Stay tuned!

3 easy steps to join Beds Network



1

Share Your Contact Information

Share your contact information by scanning the QR code, and your local Beds Network Business Development Manager (BDM) will contact you shortly.

2

Activate Beds Network

Your designated BDM will discuss details with you & activate on your behalf.

3

Monitor Your Performance

Sit back and relax! We are excited to see how Beds Network can contribute to your growth. Reach out to your BDM if you have any questions.



Let's grow your business together!

Opportunities to explore

2 ways to find out more..

agoda



Growth Program

agoda



Sponsored Listing

agoda



Sponsored Banner

 GoLocal

 GoLocal Tonight

Agoda Mobile App Channel



★ VIP Gold

AgodaVIP ★ Deal

Contact your Market Manager
assigned in YCS!



Visit Agoda Partner Hub!



Programs

Channels

Thank you!

We're always looking for ways to improve our webinars for you!

Please Scan this QR code to complete a short survey.

Your answers will directly help us improve the next editions.



MORE INFO: <http://partnerhub.agoda.com/>
QUESTIONS & INQUIRIES: events@agoda.com