



*Distribution, Reservation,  
Market Place Policy,  
Revenue Management:*

*Some consistent systems...*

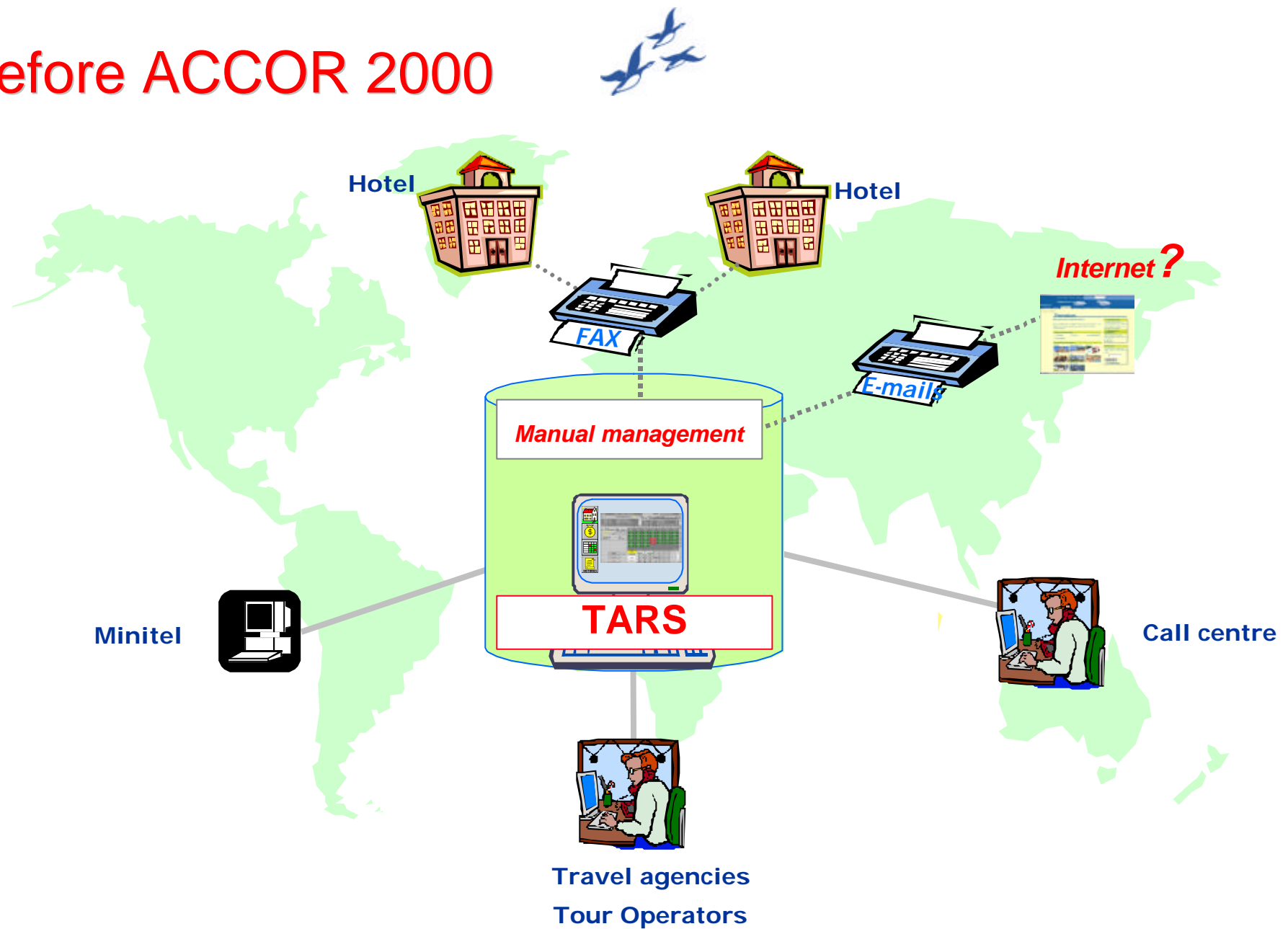
*April 2002, the 19th*



## To be in line with the new distribution methods

- ▶ **Electronic reservations are booming and multimarkets**
  - ▶ **Intermediaries and partners are more and more varied**
  - ▶ **New customer loyalty schemes are being developed**
  - ▶ **Contracts are now global**
  - ▶ **Permanent knowledge of rooms available within the network is mandatory**
- ➔ *ACCOR acquires modern and consistent sales systems*

# Before ACCOR 2000

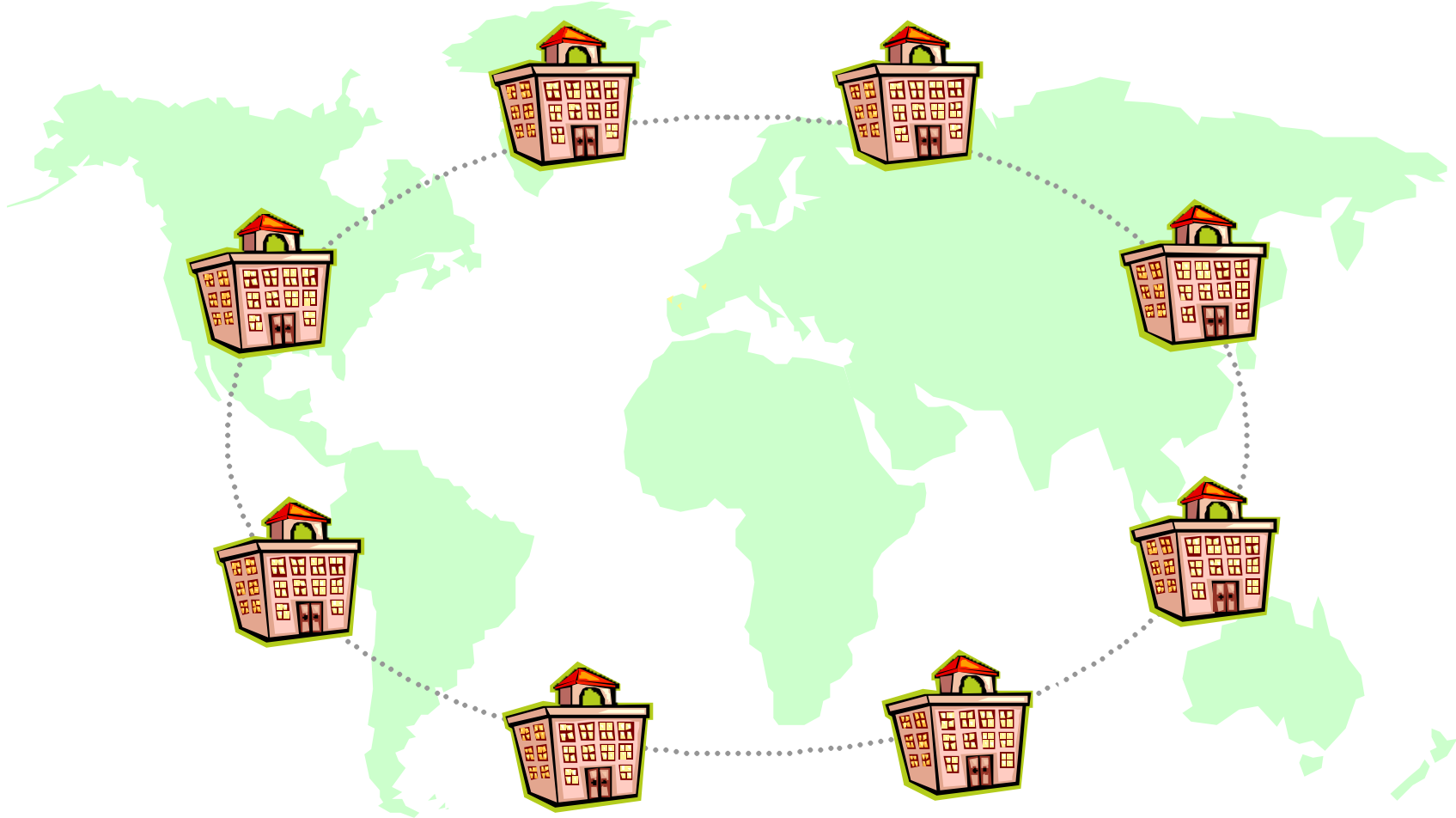


**TARS = Travel Accor Reservation System**

ACCOR 2000 - stage 1



ACCORTEL

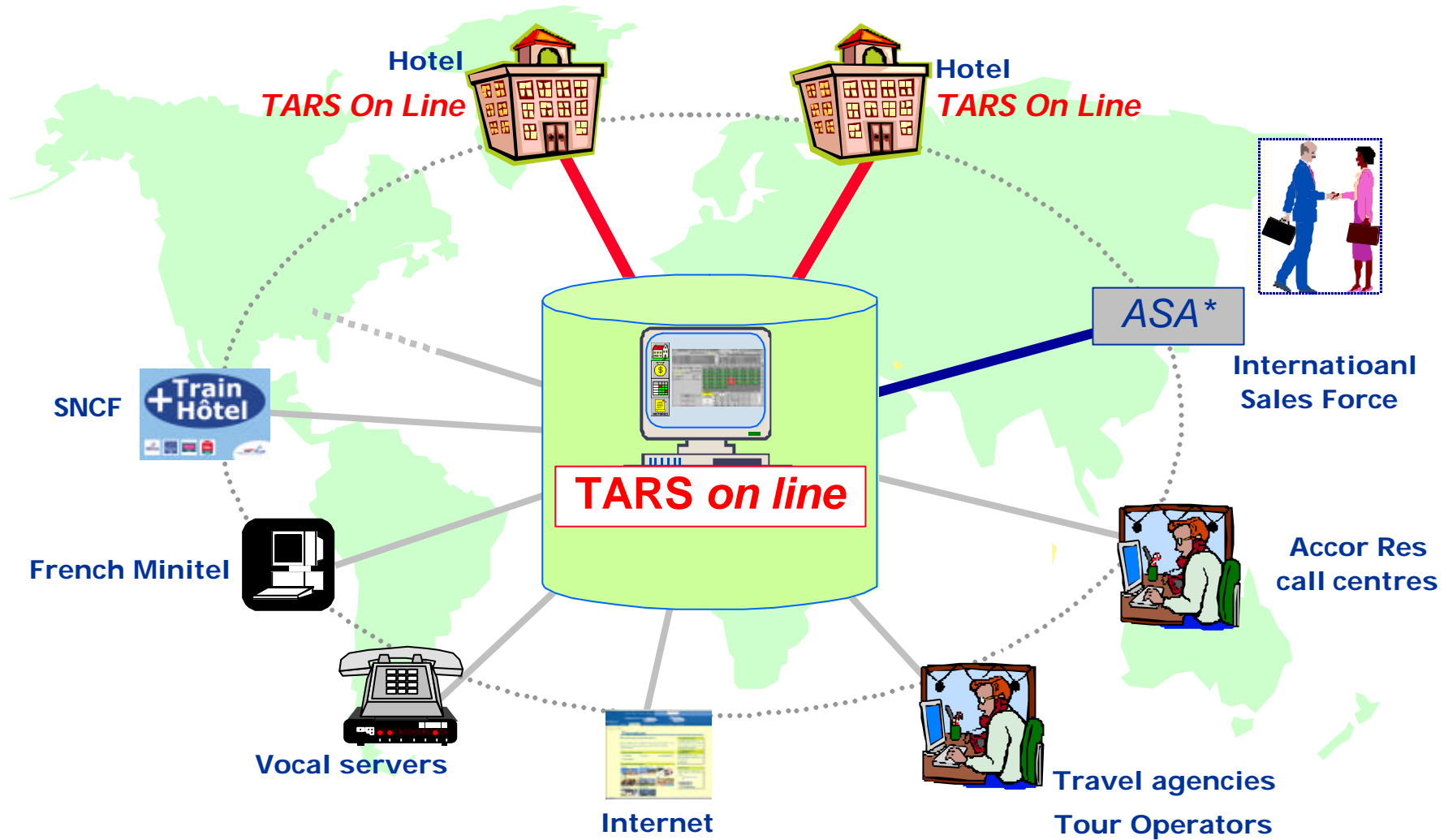


**ACCOR hotels are now interconnected via a world-wide telecommunication network**

# ACCOR 2000 - stage 2



# TARS on line

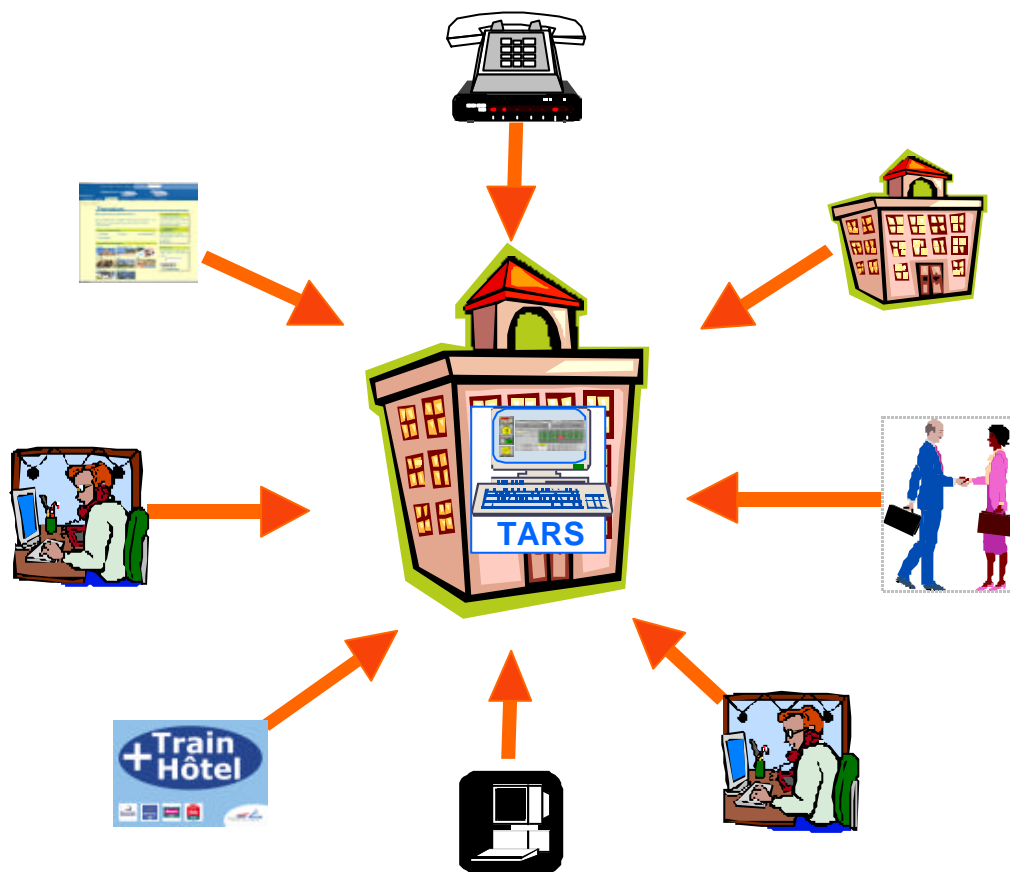


**Single-image inventory available via all reservation channels**

# First advantage



- ▶ The hotel is free to select his distribution channels

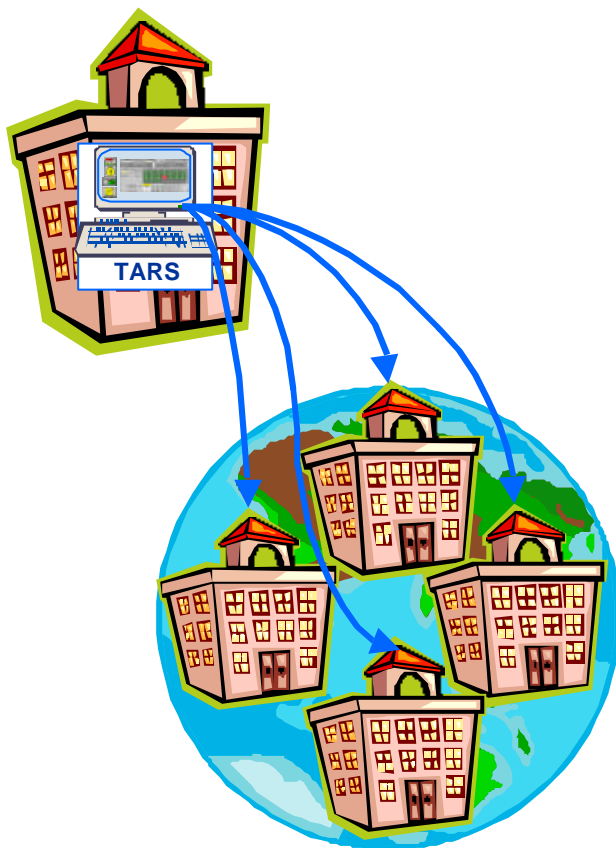


- ▶ Varied and world-wide sales points
- ▶ The last room can be sold anywhere at any time
- ▶ Control, Consistency and Reliability:
  - of commercial description
  - of prices

## Second advantage



- ▶ To sell the other Accor hotels

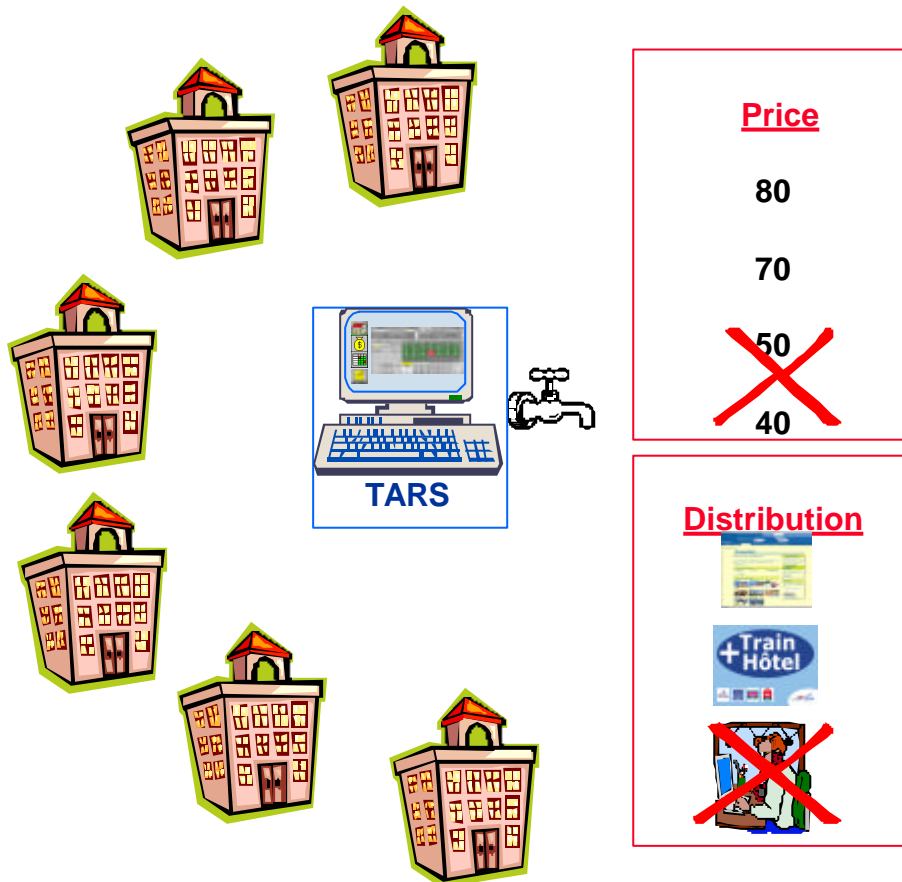


- ▶ Fully booked hotels can:
  - propose another solution to the client
  - confirm a reservation in the area
- ▶ Each hotel is part of the group's sales force

# Third advantage



- ▶ **Optimisation of the area which is beneficial to each hotel**

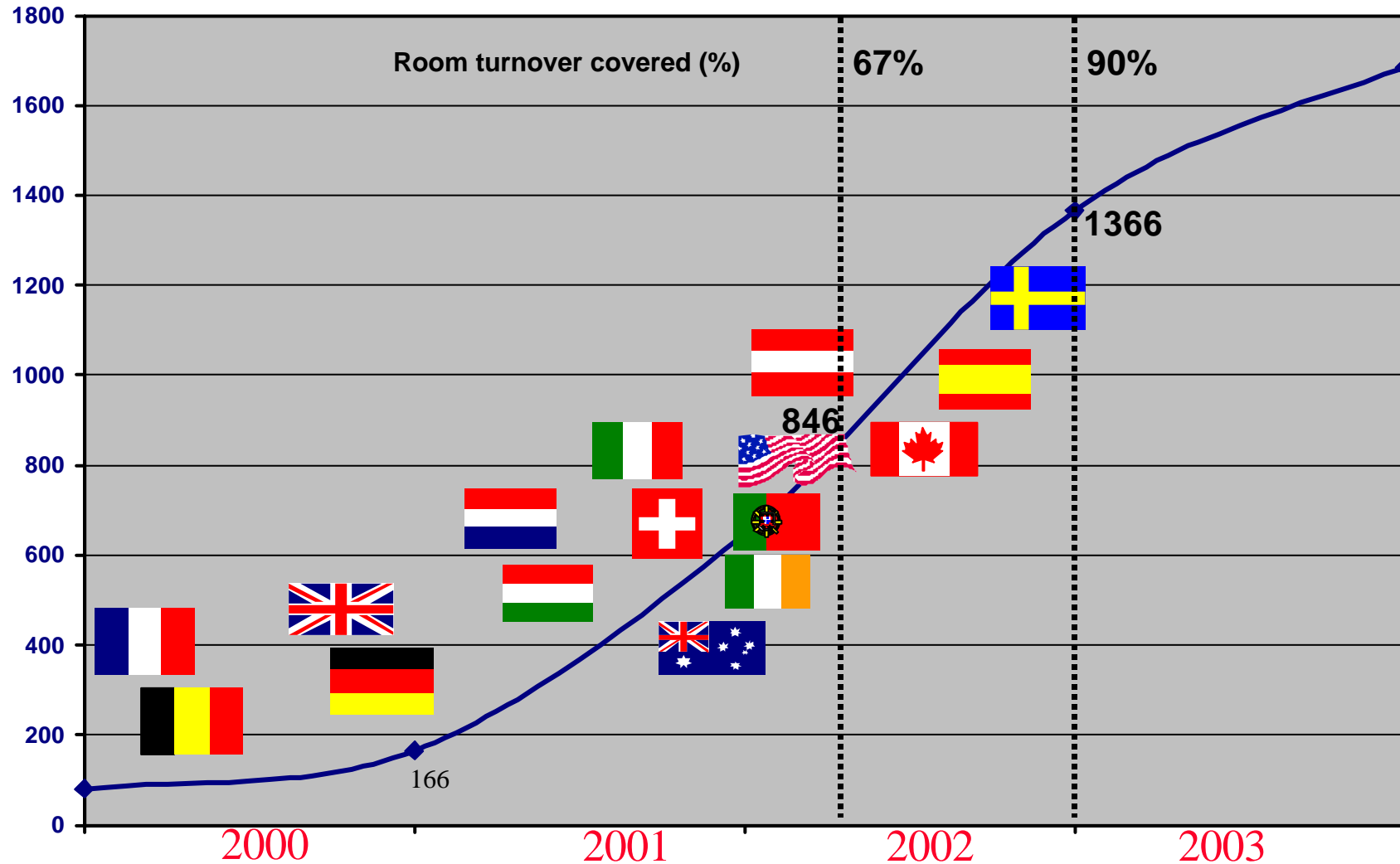


**Area strategy led by the Revenue Manager**

- ▶ **How to sell rooms:**
  - At a good price
  - At the right time
  - To the right client
  - In the right hotel
  
- ▶ **This is the Area Revenue Management, Accor's competitive advantage.**



## Objective: Most of the hotels Sofitel Novotel Mercure IBIS rolled-out by the end 2002





Groupes



Portfolio analysis



History analysis



Alerters

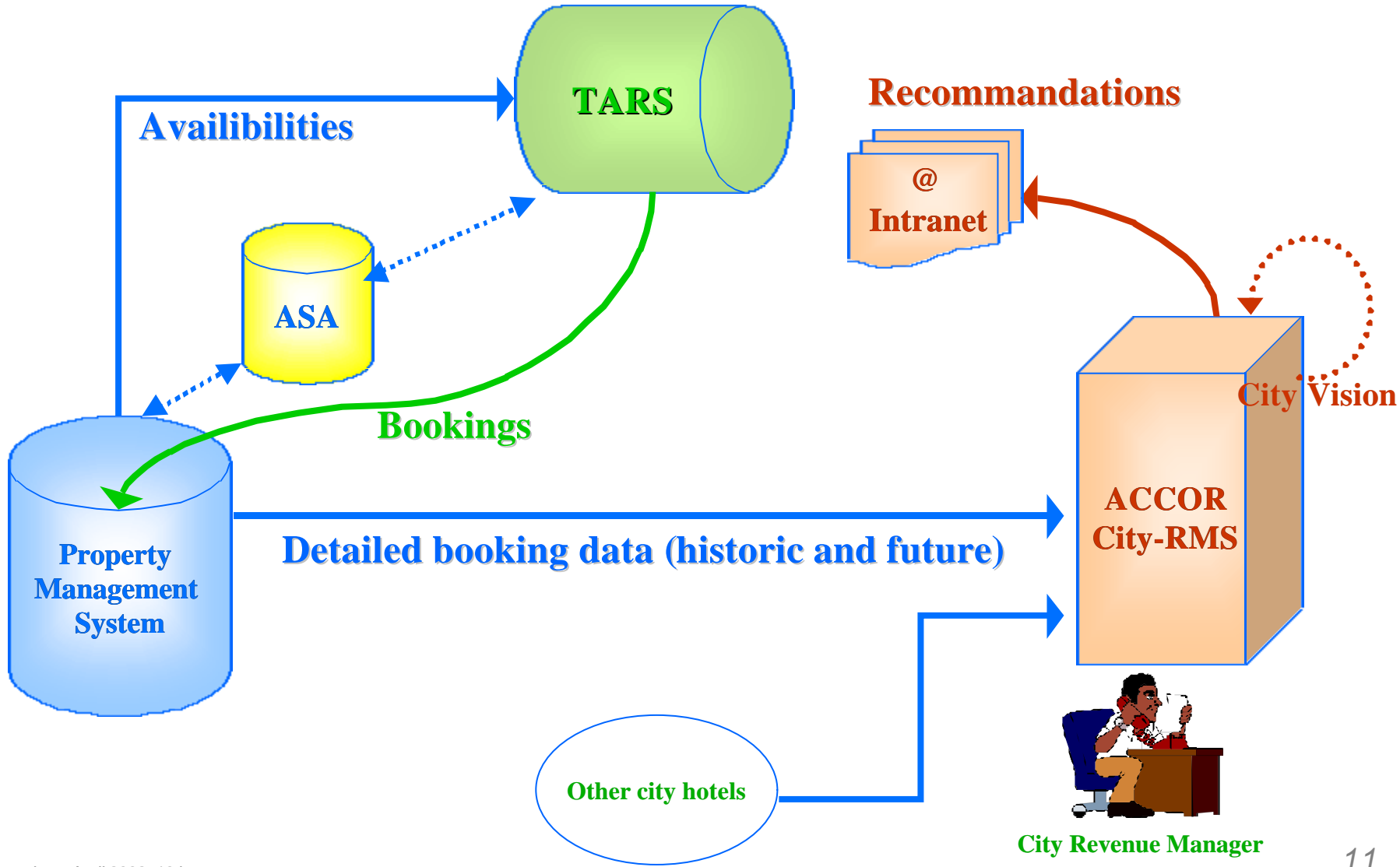
Aide

- HISTO / RML
- HISTO ARR / HOTEL
- HISTO WALK-IN
- HISTO DAY USE
- HISTO NO SHOWS
- HISTO DENIALS
- HISTO DENIALS
- HISTO BOOKOUT
- PICK UP / STATUS





# Integration and consistency of the reservations and sales systems

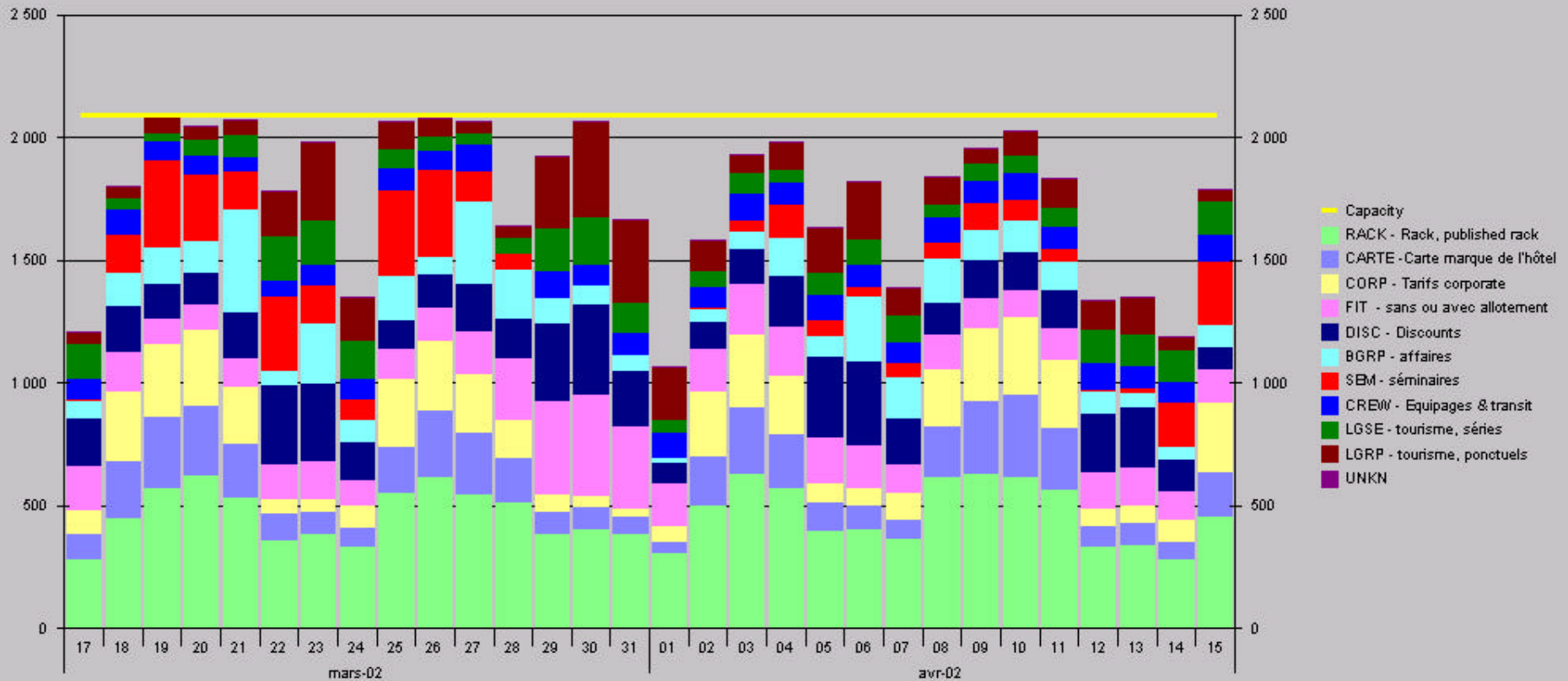




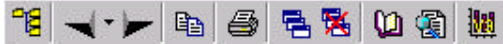
Yield class from 17-mars-2002 to 15-avr-2002 Nbr of Days: 30 Year-1 Year+1 M T W T F S S Event type All events types Day

PBGDL Room class TOTAL Room class Filter Axis Yield class TOTAL Yield class

Occupied rooms  
from 17-mars-2002 to 15-avr-2002



|           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |   |          |   |   |    |    |    |    |    |    |  |  |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|----------|---|---|----|----|----|----|----|----|--|--|
| 17        | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7        | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |  |  |
| S         | M  | T  | W  | T  | F  | S  | S  | M  | T  | W  | T  | F  | S  | S  | M | T | W | T | F | S | S        | M | T | W  | T  | F  | S  | S  | M  |  |  |
| mars-2002 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |   | avr-2002 |   |   |    |    |    |    |    |    |  |  |
|           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |   |          |   |   |    |    |    |    |    |    |  |  |

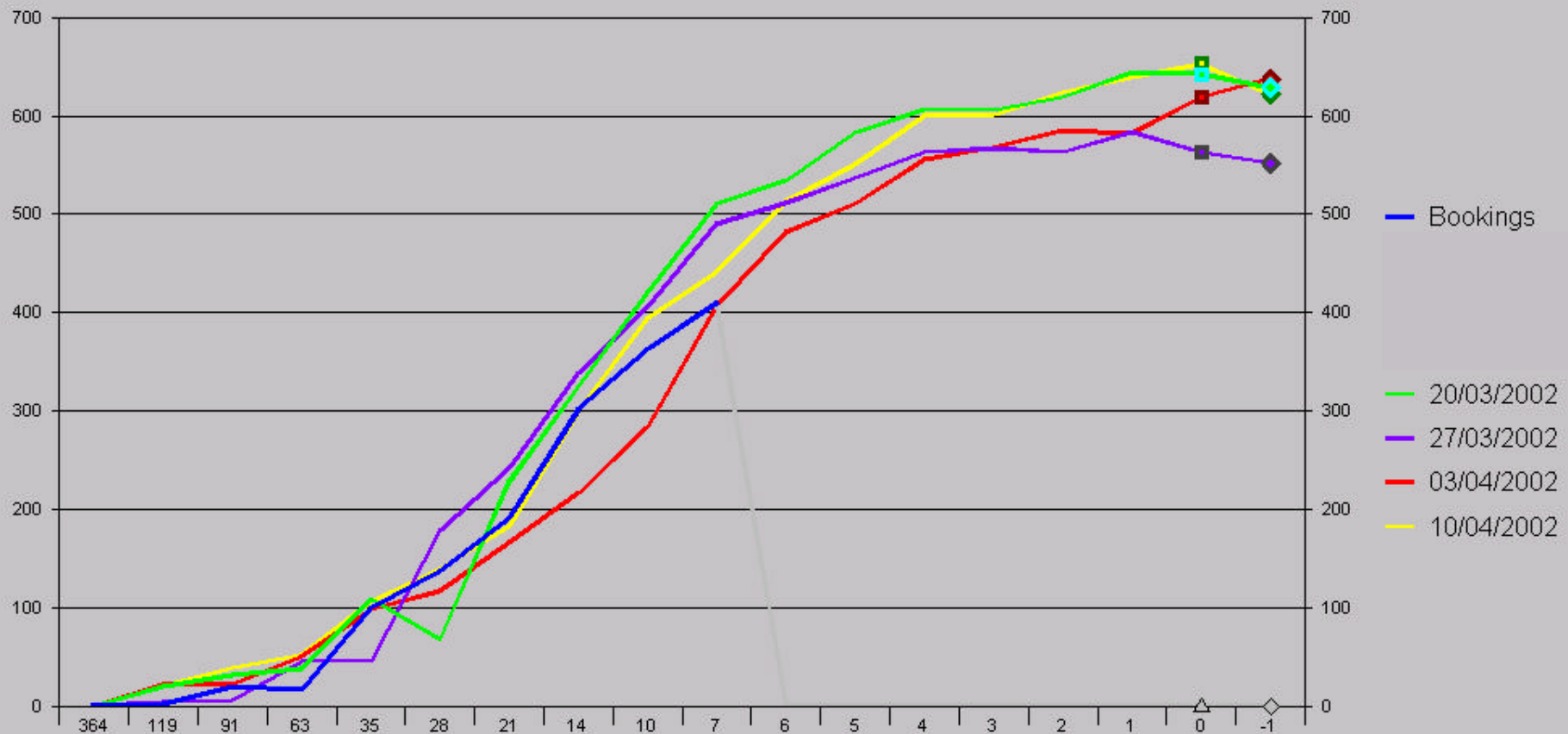


Wednesday, 24/04/2002

PBGDL Room class TOTAL Room class Filter Axis Yield class RACK - Rack, published rack

Events Seasons Wednesday, 10-avr-2002 Wednesday, 03-avr-2002 Wednesday, 27-mars-2002 Wednesday, 20-mars-2002 Constraint

Day Details  
mercredi, 24-avr-2002

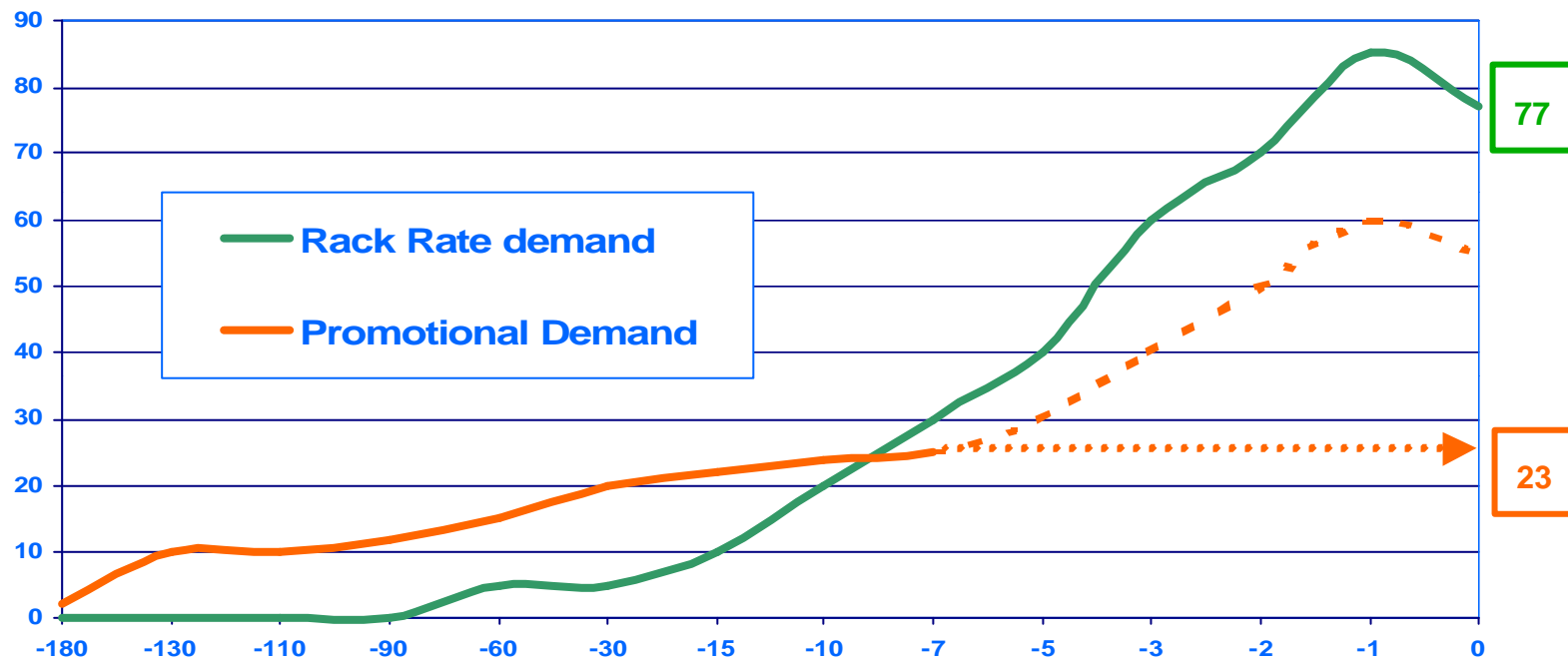


Some plot are not selected.

# Apply the strategies at the right moment to increase Occupancy Ratio and Average Room rate

Example of a one hundred bedrooms hotel which has a forecast in Rack rate bookers of 77 for a given date.

To increase its Revpar the hotel must open for sale a promotion for 23 rooms.



|           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rack rate | O | O | O | O | O | O | O | O | O | O | O | O | O | O |
| Promotion | O | O | O | O | O | O | C | C | C | C | C | C | C | C |



Cityreco V2

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## City-RMS Ouverture/Fermeture/Reste à prendre par RM Level

Direction Générale des Services de Réservation

From : 08 Apr 2002 au 21 Apr 2002

|   | <a href="#">Précédent</a> |      |      |      |      |      |      | <a href="#">Suivant</a> |      |      |      |      |      |      |
|---|---------------------------|------|------|------|------|------|------|-------------------------|------|------|------|------|------|------|
| Jour de Semaine                         | Lu                        | Ma   | Me   | Je   | Ve   | Sa   | Di   | Lu                      | Ma   | Me   | Je   | Ve   | Sa   | Di   |
| Date                                    | 8                         | 9    | 10   | 11   | 12   | 13   | 14   | 15                      | 16   | 17   | 18   | 19   | 20   | 21   |
| Jours Relatifs                          | 14                        | 15   | 16   | 17   | 18   | 19   | 20   | 21                      | 22   | 23   | 24   | 25   | 26   | 27   |
| Type de Jour                            | PEU                       | PEU  | PEU  | PEU  | PEU  | PEU  | PEU  | ORD                     | ORD  | ORD  | ORD  | ORD  | ORD  | ORD  |
| B - Tarif Carte de la marque de Hôtel   | 0                         | 0    | 0    | 0    | 0    | 0    | 0    | 0                       | 0    | 0    | 0    | 0    | 0    | 0    |
| A - Rack Rate, Ibis Rack Hotel          | 0                         | F    | 0    | 0    | 0    | 0    | 0    | 0                       | 0    | 0    | 0    | 0    | 0    | 0    |
| C - Tarifs individuels protégés         | 0                         | 0    | 0    | 0    | 0    | 0    | 0    | 0                       | 0    | 0    | 0    | 0    | 0    | 0    |
| D - Allotements, tarifs spécifique      | All                       | All  | All  | All  | All  | All  | All  | All                     | All  | All  | All  | All  | All  | All  |
| E - Tarif modifié                       | F                         | F    | F    | 0    | 0    | 0    | 0    | F                       | F    | 0    | 0    | 0    | F    | F    |
| I - Groupes Affaires & Séminaires       | -4                        | -4   | -3   | 15   | 51   | 50   | 49   | 3                       | 5    | 25   | 29   | 48   | 48   | -12  |
| F - Tarifs corporate, cartes            | F                         | F    | F    | 0    | 0    | 0    | 0    | F                       | F    | 0    | 0    | 0    | F    | F    |
| J - Groupes Tourisme & groupes Loisir   | -4                        | -4   | -3   | 10   | 50   | 50   | 49   | 3                       | 2    | 7    | 29   | 48   | 48   | -12  |
| G - Promotion individuelle, tarif Indiv | F                         | F    | F    | F    | F    | F    | F    | F                       | F    | F    | F    | F    | F    | F    |
| H - Equipages et transit sans allot     | F                         | F    | F    | F    | F    | F    | F    | F                       | F    | F    | F    | F    | F    | F    |
| K - Transferts                          | F                         | F    | F    | F    | F    | F    | F    | F                       | F    | F    | F    | F    | F    | F    |
| L - Discounts, membership miles, tar    | F                         | F    | F    | F    | F    | F    | F    | F                       | F    | F    | F    | F    | F    | F    |
| Portefeuille Total Hotel                | 74 %                      | 75 % | 73 % | 14 % | 2 %  | 0 %  | 1 %  | 6 %                     | 52 % | 12 % | 9 %  | 2 %  | 2 %  | 52 % |
| Portefeuille Total Place                | 74 %                      | 75 % | 73 % | 14 % | 2 %  | 0 %  | 1 %  | 6 %                     | 52 % | 12 % | 9 %  | 2 %  | 2 %  | 52 % |
| Pickup Hotel (7 dem Jours)              | 93 %                      | 94 % | 82 % | 39 % | 24 % | 14 % | 14 % | 33 %                    | 36 % | 35 % | 34 % | 23 % | 26 % | 44 % |
| Pickup Place (7 dem Jours)              | 93 %                      | 94 % | 82 % | 39 % | 24 % | 14 % | 14 % | 33 %                    | 36 % | 35 % | 34 % | 23 % | 26 % | 44 % |

edite pour : IBIS STRASBOURG Pal. des Congres le : 25 Mar 2002 à 11h48min

Hotel : **SXB/SCH IBIS STRASBOURG Pal. des Congres**

Mode B

Date

<< - 14

08 APR 2002

+ 14 >>

Review

|                      | Mon 08 | Tue 09 | Wed 10 | Thu 11 | Fri 12 | Sat 13 | Sun 14 | Mon 15 | Tue 16 | Wed 17 | Thu 18 | Fri 19 | Sat 20 | Sun 21 |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Hotel level :</b> | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   |
| RM LEVEL A           | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   |
| RM LEVEL B           | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   |
| RM LEVEL C           | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   |
| RM LEVEL D           | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   |
| RM LEVEL E           | CLOSE  | CLOSE  | CLOSE  | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | CLOSE  |
| RM LEVEL F           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | OPEN   | CLOSE  |
| RM LEVEL G           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  |
| RM LEVEL H           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  |
| RM LEVEL I           | CLOSE  | CLOSE  | CLOSE  | ?      | ?      | ?      | ?      | ?      | ?      | ?      | ?      | ?      | ?      | CLOSE  |
| RM LEVEL J           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | ?      | ?      | ?      | ?      | ?      | ?      | ?      | ?      | ?      | CLOSE  |
| RM LEVEL K           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  |
| RM LEVEL L           | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  | CLOSE  |

Other rates

Rate level (1) availability - RM level I - 11 APR 02

| Rate code | Rate level name    | Availability |
|-----------|--------------------|--------------|
| GL02      | Local group rate 2 | 15           |
|           |                    |              |
|           |                    |              |

Exit