

# Balancing Inbound Operator's Needs with Hotel Revenue Strategies: Unlocking International Business Potential

## Summit 2025



# Opening Remarks



ALON

**Jennifer Ackerson**  
Alon Tourism Solutions



# Today's Panelists



**Steven Combs**  
Grand America Hotels & Resorts



**Gisa Hanson**  
AlliedNewWorld



**Roie Zuk**  
Amadeo Travel Solutions



**Shanon Jones**  
BWH Hotels

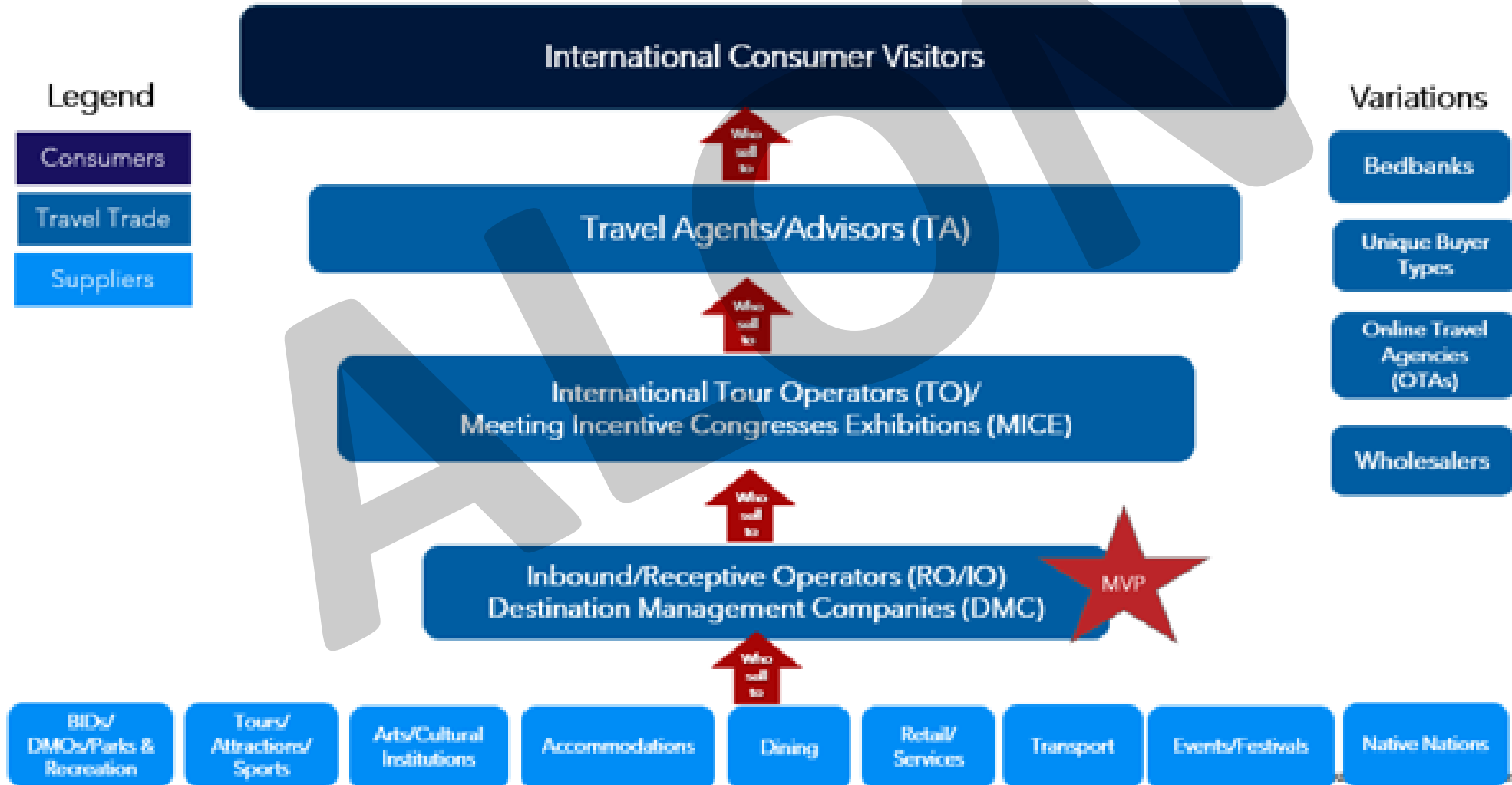
# Goal Of The Session



**Focus on alignment priorities, streamlining booking processes, and optimizing inventory and pricing to drive international inbound business growth.**



# Travel Trade Distribution Channel





# ACCOMMODATION PRODUCT SELLING

Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
<b>2025 April</b>					
4/1/2025	4/30/2025	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2025	4/30/2025	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2025	4/30/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2025	4/30/2025	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2025 May</b>					
5/1/2025	5/31/2025	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2025	5/31/2025	Fri-Sat	Deluxe	\$xxx	\$xxx
5/1/2025	5/31/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2025	5/31/2025	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2025 June - August</b>					
6/1/2025	8/31/2025	Sun-Thurs	Deluxe	\$xxx	\$xxx
6/1/2025	8/31/2025	Fri-Sat	Deluxe	\$xxx	\$xxx
6/1/2025	8/31/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2025	8/31/2025	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2025 September - November 15</b>					
9/1/2025	11/15/2025	Sun-Thurs	Deluxe	\$xxx	\$xxx
9/1/2025	11/15/2025	Fri-Sat	Deluxe	\$xxx	\$xxx
9/1/2025	11/15/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
9/1/2025	11/15/2025	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2025 November 16 - December</b>					
11/16/2025	12/31/2025	Sun-Thurs	Deluxe	\$xxx	\$xxx
11/16/2025	12/31/2025	Fri-Sat	Deluxe	\$xxx	\$xxx
11/16/2025	12/31/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
11/16/2025	12/31/2025	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2026 January - March</b>					
1/1/2026	3/31/2026	Sun-Thurs	Deluxe	\$xxx	\$xxx
1/1/2026	3/31/2026	Fri-Sat	Deluxe	\$xxx	\$xxx
1/1/2026	3/31/2026	Sun-Thurs	Executive Suite	\$xxx	\$xxx
1/1/2026	3/31/2026	Fri-Sat	Executive Suite	\$xxx	\$xxx

Days of Week	
De	Sun-Thurs
De	Fri-Sat
Ex	Sun-Thurs
Ex	Fri-Sat

2025 September - N	
9/1/2025	11/15/2025
9/1/2025	11/15/2025
9/1/2025	11/15/2025



# Product Creativity – Accommodation Selling

- ✓ Booking period/season, day of week, room type, other variables
- ✓ Stop sells on dates that close out
- ✓ Cutoff dates that work for you
- ✓ High demand rates preferred
- ✓ Consider room allotments and free sell
- ✓ Upgrades; never downgrade
- ✓ Upgrades the travel trade can sell
- ✓ Static rates and product/inventory to sell in advance
- ✓ Bookings management (email, API, channel managers, etc.)

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6/1/2025	8/31/2025	Sun-Thurs	Executive Suite	\$xxx	\$xxx
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**\*Calendar Year = April 1 – March 31**



# PRICING YOUR ACCOMMODATIONS



Static/Hybrid Rates

Dynamic Rates

**BOTH!**

PROS:

PROS:



**in the way you work –  
It is not practical to  
think all your  
business  
comes from just  
one type of business  
or  
at full retail rate!**

**“Dynamic rates respond to demand, but static rates create demand.”**

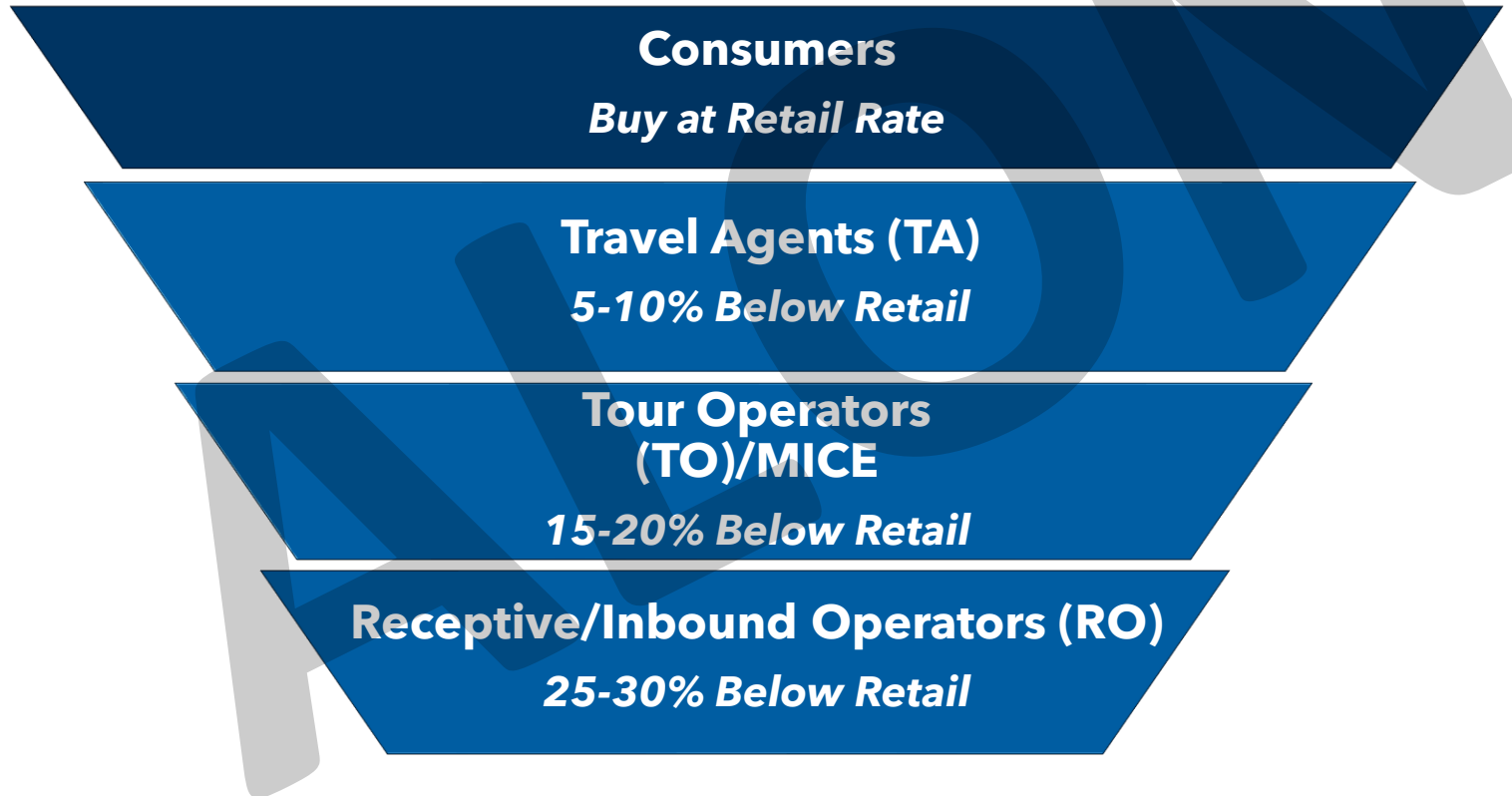
*- Peter van Berkel, Travalco*





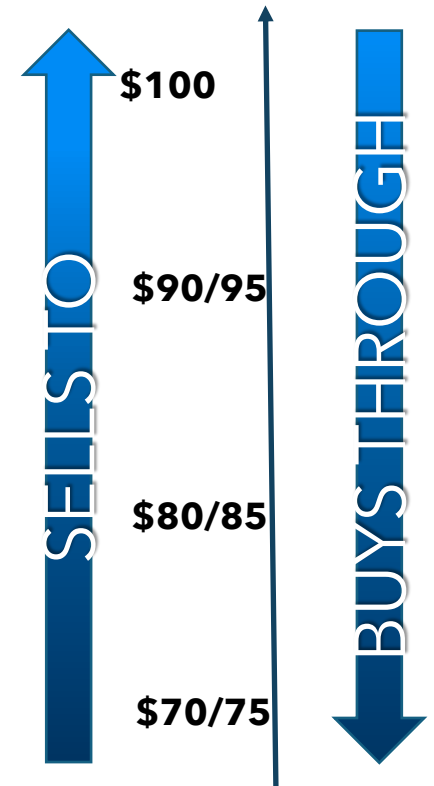
# TIERED/CONFIDENTIAL NET RATES

**Not discounts! Think in terms of marketing dollars like google ad words, loyalty marketing, etc.**



**(\$100 Retail)**

**Example:**



**Pricing your products/services for reselling through the distribution network**  
**Each level of the travel trade sells to the level above with the end consumer buying products and services at retail rates**



# Question For The Audience



**Q&A**

**Ready to unlock your revenue potential?  
Let's dive into your questions and explore strategies for success!**

*Thank you!*

**Alon Tourism Solutions**

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