

Duff on Hospitality Law

## **OTA & Travel Distribution Update - Industry stakeholders in Australia embrace new distribution model; Hyatt's new loyalty alliance; HotelTonight gamifies travel booking**

By Greg Duff on 8.10.18 | Posted in OTA Update

### **Corporate Travel Sector Eyes a New Distribution Model Down Under**

*Skift Travel News on Aug 2, 2018*

Qantas, Serko, and Corporate Travel Management are leading the charge towards new distribution capability adoption in Australia, promising better access to rich content. They will have to overcome plenty of confusion in the market, however, before the new distribution channels are fully accepted. Global airlines have moved slowly to adopt new technology that allows them to more effectively merchandise their products and connect directly with the companies that sell their flights.

### **Hyatt's New Alliance Hints at the Future of Hotel Loyalty Programs**

*Skift Travel News on Aug 1, 2018*

If independent hotel collections like Small Luxury Hotels of the World and its peers want to thrive, pursuing more loyalty tie-ins seems likely, but they have to be careful to stress the additional value they can bring for independent hotels. Otherwise, what's stopping independents from flocking to the hotel soft brands? Chicago-based Hyatt Hotels Corporation, which has a global portfolio of more than 700 hotels, announced Wednesday a new loyalty alliance with London-based Small Luxury Hotels of the World (SLH) — a collection of more than 500 independent luxury hotels from around the world. By the end of this year, World of Hyatt loyalty members can earn and redeem points for stays at participating SLH hotels when they book those stays through Hyatt channels.

### **HotelTonight wants to wow more millennials by gamifying travel booking**

*Fast Company News on Jul 31, 2018*

The startup announced a new feature called Daily Drop, which promises a guaranteed 30% off online travel agency room rates. HotelTonight, the mobile app that lets you book last-minute discounted hotel rooms, is making a bigger play for millennial stays. On Tuesday, the startup announced a new feature called Daily Drop, which promises a guaranteed 30% off online travel agency room rates.

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**Airbnb Is Quietly Borrowing Ideas From the Hotel Industry to Build Up Its Inventory**

*Skift Travel News on Aug 3, 2018*

While many in the travel industry might view Airbnb as simply a homesharing platform, or just another online travel agency like Booking and Expedia, the San Francisco-based company is realizing it has to be more than just a marketplace. A case in point: the Airbnb Friendly Buildings Program, and the new tools for landlords and property managers that it plans to unveil. These tools will let apartment landlords and building managers have more control over how their residents homeshare, such as setting caps on how often a unit might be rented or including building rules in Airbnb listings.