

Duff on Hospitality Law

## OTA & Travel Distribution Update - Oct. 6th, 2017

By Greg Duff on 10.13.17 | Posted in OTA Update

This week's short OTA Update for the week ending Friday, October 6 is below. Distribution, loyalty and short-term rentals are featured in this week's Update.

### **[Airbnb Continues Its Push for Business Travelers with Partnership with WeWork \[SHORT-TERM RENTALS\]](#)**

*("Airbnb Aims for Business Travelers with its New WeWork Partnership," Fortune Magazine, October 6, 2017)*

Fortune Magazine reported last week on plans by Airbnb to partner with WeWork to provide Airbnb users the ability to book nearby workspace or meeting room facilities. While details of the confirmed partnership have yet to be released, the two platforms apparently began testing the partnership this past week in several key US cities, including Chicago, New York, Los Angeles and Washington D.C. Look for additional details on this intriguing partnership in future Updates.

### **[Wyndham Loyalty Program Provides the Greatest Return on Investment \[LOYALTY\]](#)**

*("Wyndham Rewards Loyalty Program Provides the Most Payback on Guest Spending," Skift Travel News, October 5, 2017)*

For the second consecutive year, Wyndham's loyalty program, Wyndham Rewards, topped IdeaWorks Company's annual Hotel Reward Payback Survey. According to the Survey, Wyndham Rewards' members receive a 16.7% return on every dollar spent with Wyndham for lodging. Other major loyalty programs evaluated in this year's Survey included Marriott Rewards (8.8% ROI), Hilton Honors (7.5%ROI), Best West Rewards (7.4%ROI), IHG Rewards Club (6.7%(ROI) and Starwood Preferred Guest (which was evaluated separately from Marriott Rewards, at 5.4%ROI). Wyndham's loyalty program's rise to the top was no accident. In 2015, Wyndham overhauled its loyalty program to make it simpler and easier for "everyday" travelers to obtain and redeem points.

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Other news:

**Sabre outlines strategy to innovate next level of travel distribution and retailing**

*eTurboNews, October 3, 2017*

Sean Menke, president and CEO of Sabre Corporation, told senior executives gathered at an industry conference today in Dallas that the continued growth of low cost carriers (LCCs) and downward pressure on airline pricing are driving factors of the new technology landscape.

Menke emphasized that Sabre is committed to leading...

**TripAdvisor's Stumbles and Strengths in 4 Charts**

*Fox Business - Latest News, September 29, 2017*

As the online travel company's core hotel business continues to struggle, how is 2017 shaping up?