

OTA & Travel Distribution Update – May 19th, 2017

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Our weekly OTA & Travel Distribution Update for the week ending May 21, 2017 is below. Nothing earth shattering this week...

- **Accor Launches Dynamic Packaging [DIRECT BOOKING].** Joining the ranks of Marriott and other large hotel brands, Accor rolled out last week its previously announced dynamic packaging that allows users of Accor's website the opportunity to book both hotels and flights. Through its partnership with MisterFly, Accor is now able to offer packages consisting of rooms at over 200 Accor properties and flights with a variety of network and low-cost carriers. Dynamic packaging is just one more example of Accor's ongoing efforts to provide its customers one-stop shopping for their entire travel experience. Unique to Accor's package offering, Accor loyalty program members can earn loyalty program points based on the value of the entire package - both hotel and air.

[AccorHotels' New Flight and Hotel Packages Target Loyalty Members First](#)

Skift Travel News, May 15, 2017

In its attempt to own more of the traveler experience from start to finish, AccorHotels is leveraging the power of its loyalty program - something its peers, no doubt, will also want to do going forward. – Deanna Ting

- **William Shatner and Now Bill Nye ... [OTA].** Long-time celebrity scientist (and Seattle resident as well), Bill Nye, the Science Guy, has joined the ranks of celebrities selected to promote the virtues of OTAs. In a series of short videos, Bill details how Expedia's use of technology (e.g. algorithms, data analysis) makes travel simpler. I cannot wait to see who becomes the next OTA spokesperson...

[Bill Nye busts out big numbers to promote Expedia's travel-booking tech in three new videos](#)

GeekWire, May 17, 2017

In order to "Save the World," as his new show promises he's out to do, science and TV personality Bill Nye will probably have to do a good deal of traveling around it. So, it makes sense that he'd be chosen as a pitchman for a series of new videos...

Hotels vs. OTAs - The Battle Heats Up [OTA]. Douglas Quinby, of Phocuswright fame, wrote an interesting article last week detailing recent events in the online travel distribution industry and explaining why those events have translated into ever escalating rhetoric between hoteliers and OTAs. While I don't necessarily agree with all of Douglas' conclusions (e.g. OTAs have no control over retail pricing - really?),

Douglas' summary provides a good overview of the mounting pressures faced by hoteliers when dealing with OTAs. Airlines appear next in line to tackle their escalating distribution costs.

Hotels vs. the (OTA) World

Hospitality Net – Latest Industry News, May 15, 2017

Seven years ago, airlines - one in particular - were coming to blows with the OTAs. American pulled out of Orbitz and Expedia rallied behind its competitor and booted the carrier. I wrote our take on what was going on and where it was headed: Airlines vs. the World.

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