

1. Data
2. Revenue Management
3. The Equalizers
4. Opportunity
5. Challenges
6. Moving Forward

Let's Talk About Data...

Byte	One	1
Kilobyte	Thousand	1,000
Megabyte	Million	1,000,000
Gigabyte	Billion	1,000,000,000
Terabyte	Trillion	1,000,000,000,000

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Yottabyte	Septillion	1,000,000,000,000,000,000,000,000
Brontobyte	Octillion	1,000,000,000,000,000,000,000,000,000
Geopbyte	Nonillion	1,000,000,000,000,000,000,000,000,000,000
Saganbyte	Decillion	1,000,000,000,000,000,000,000,000,000,000,000
Pijabyte	Undecillion	1,000,000,000,000,000,000,000,000,000,000,000,000
Alphabyte	Duodecillion	1,000,000,000,000,000,000,000,000,000,000,000,000,000
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What Kinds of Data?

- Travel Data
- Geographic Data
- Pricing Data
- Trending Data
- Occupancy Data
- Time to Market Data
- Traveler Preferences Data
- Traveler Loyalty Data
- Historical/Predictive Data
- Integrated Travel Data
- Historical and Predictive Data
- Inference and Intelligence

Computers will do the heavy lifting for you

Welcome to High Technology



Yield Management

Human → Computer Tools → Data

- 1997: Dynamic Pricing
- Supply and Demand
- New Paradigm for Owners
- Summer Bookings and Weekends

Today

- Be curious
- Revenue Management/Performance
- Open minds

Equalizers

Leverage

- Win-Win with OTAs
- Back End Heavy Lifting
- Not a race to the bottom
- Partner Success

Learning

- Right Here, Right Now
- Prioritize your learning: Core competency
- Presenters, IPMs, Suppliers
- Tools and Automation: Trust & Choice



Your Opportunities

- Mindset of Abundance
- 20 = 7% ... Grow the pie!
- Learn, network, make new friends

“Success happens when preparation, hard work, caring for others, and learning from failure becomes who you are.”



Your Challenges

Fragmentation

- Oahu Tragedy
- Holes in the Boat
- No chorus

Negativism

- Disparagement
- Weakness
- Destruction



Entering Stage 3

- Come together
- Customer Advisory Boards
- Lift each other and collaborate
- You can set the pace and the direction



Enjoy the Journey

- Mindset
- Live with joy
- Share your success
- Great customer service
- Be the experience
- Work smart, show your heart