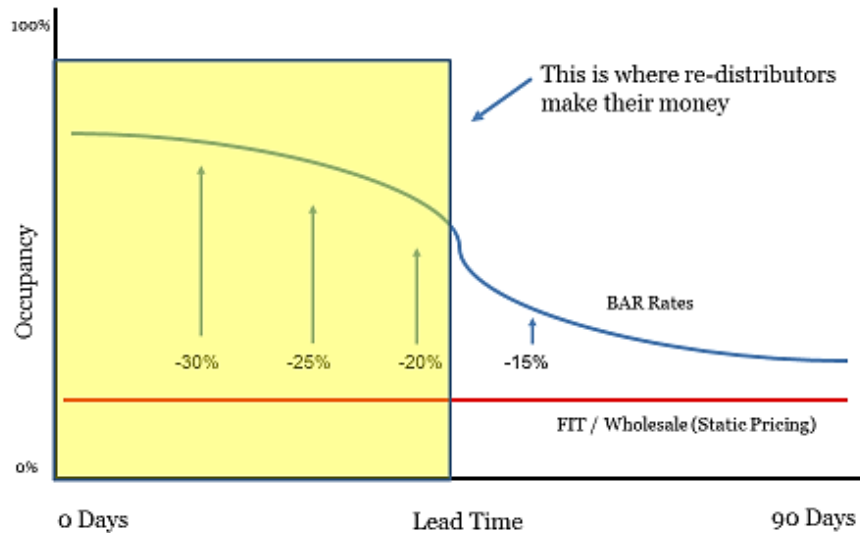


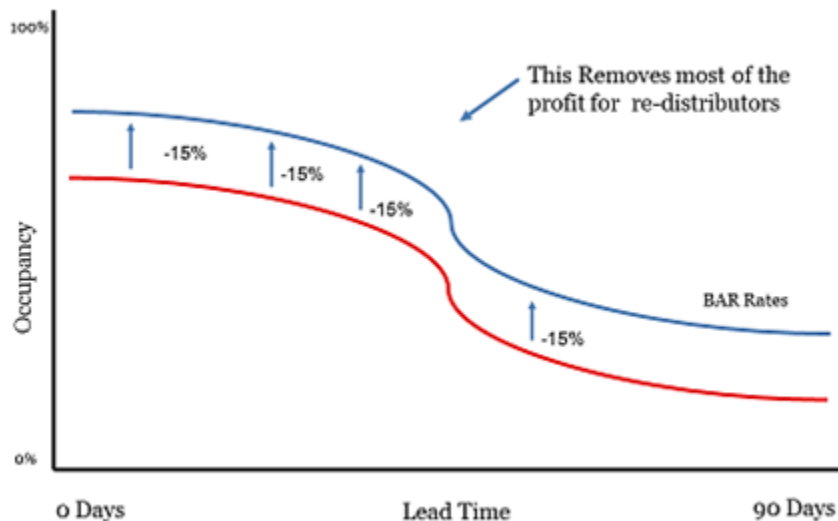
FENCING WHOLESALER DYNAMIC RATES

It is very important to manage your wholesaler dynamic rates differently to wholesaler static rates with allotments. Wholesaler dynamic rates should have less 'leakage' of discounted rates to secondary and tertiary OTA channels and thus undercutting your own public rates, but this situation can still occur.

Below is an example of why a static wholesaler contract is more likely to result in higher rate leakage, especially closer to arrival.



With a dynamic contract, there are no large margins for re-distributors to make money on.



Wholesalers dynamic rates within SynXis can have a variety of ‘fences’ (stay restrictions) setup, the main ones being minimum lead days and minimum length of stay. Others are no arrival on specific days of the week, or no departure on specific days of the week.

Look at the profile of your leisure traveller to find out the facts about how they book:

1. What is their average lead time – is it different between tour operators and OTAs that are not wholesaler fed?
2. What is their average length of stay?
3. Are there days of the week that they usually arrive on?

Once you know your leisure traveller profile, fence according to your profile. You can be flexible with the dates you apply the fencing to, for example, only during high season(s). Your fencing in itself can be dynamic!

Bookers comparing rates across multiple channels use metasearch sites which compare your website and the Preferred website with OTAs, so unfenced wholesaler dynamic rates will affect your own and brand website business if rate leakage occurs.

For further information, please contact your Preferred Revenue Optimization Director.