

1. It is all about ProfPAR



2. Do not under-estimate the power of packages



3. Hold your rate

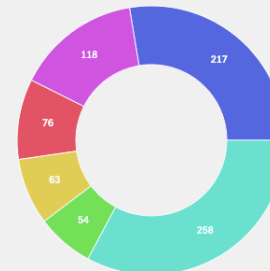


4. Now is the time to win the OTA battle



5. Data is key

Rate type



Rate type	Rooms	Revenue	ADR	RevPAR	Occupancy
ADBBW	217	£21,573	£99.41	£16.36	16%
A2B1D	118	£9,599	£81.35	£7.28	9%
RACK	76	£12,547	£165.09	£9.51	6%
BARM	63	£10,610	£168.41	£8.04	5%
WED1	54	£9,027	£167.16	£6.84	4%
Others	258	£26,480	£102.64	£20.08	20%
Total	786	£89,835	£114.29	£88.11	60%

Tracking online performance and a great tool as you can drill down by site and country:

<https://www.d-edge.com/hospitality-recovery-tracker/>

SiteMinders tool for tracking hotel recovery:

<https://www.siteminder.com/world-hotel-index/data/>

Bank Holiday tracking so that new feeder markets and their buying behavior may be understood:

<https://www.feiertagskalender.ch/index.php?geo=3441&jahr=2020&klasse=5&hl=en>

TradeShow recovery tracker:

[https://www.eventseye.com/fairs/cd1\\_trade-shows\\_uk-united-kingdom\\_october\\_0.html](https://www.eventseye.com/fairs/cd1_trade-shows_uk-united-kingdom_october_0.html)

Air passenger recovery tracker:

<https://public.tableau.com/profile/the.boston.consulting.group#!/vizhome/BCGsTravelRecoveryInsightsPortal/PortalHome>



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