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Digital Revolution and Benchmarking

*40th Annual Hotel Conference
February 2018*

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pwc



We are in the **age of digital disruption** where innovation can change an industry overnight.

“..... ένας τουριστικός προορισμός χωρίς ανταγωνιστική ψηφιακή στρατηγική, μέσω της οποίας να παρέχει υπηρεσίες στους τουρίστες πριν, κατά τη διάρκεια και μετά το ταξίδι, δημιουργώντας δεσμούς με τους πελάτες του, θα μείνει εκτός αγοράς τα επόμενα 8-10 χρόνια”

Where should the Cyprus tourism industry head to?

«Η προσφορά αξέχαστων τουριστικών εμπειριών στους τουρίστες και η βελτίωση της ποιότητας της ζωής των Κυπρίων»

ΑΠΟΣΤΟΛΗ 2030, ΕΘΝΙΚΗ ΣΤΡΑΤΗΓΙΚΗ ΤΟΥΡΙΣΜΟΥ

«Μετατροπή της Κύπρου σε ένα «premium» ολόχρονο τουριστικό προορισμό,»

ΓΕΝΙΚΕΣ ΚΑΤΕΥΘΥΝΤΗΡΙΕΣ ΓΡΑΜΜΕΣ, ΕΘΝΙΚΗ ΣΤΡΑΤΗΓΙΚΗ ΤΟΥΡΙΣΜΟΥ

How do we get there?

National Tourism Strategy

“Πωλήσεις εμπειριών και υπηρεσιών ηλεκτρονικά, επικοινωνία με πελάτες ηλεκτρονικά και μέσα από κανάλια κοινωνικής δικτύωσης,”

«Συλλογή και ανάλυση πληροφοριών σε τρεις τομείς (i) Δείκτες απόδοσης τομέα (ii) δείκτες εμπορίας (iii) δείκτης ανταγωνιστικής θέσης»

«Ανάπτυξη πλατφόρμας για επεξεργασία και ανάλυση πληροφοριών.....για στοιχεία αγοράς, έρευνες, στοιχεία για αναπτύξεις κλπ.»

Digital Transformation is sweeping across all industries

Digital is about more than just using emerging technologies. It's about new ways of **solving** problems, **creating** unique experiences and **accelerating** business performance.

Digital is...



**Adopting technology
innovation**



**Being data-driven
in every decision**



**Designing
experiences**

How can the digital revolution benefit hotels?



Disruption



“A generation of DIY travelers”



Operations



“Data-driven insights”



Experience



“Personalized tourist experience”

Digital Transformation is Key

Our benchmarking solution



Identify Key
Performance
Indicators
(KPIs)



Define Data
Collection
Process



Collect Data



Compare and
Analyze

In order to...



Adapt to best
practices



Improve
Performance

Benchmarking platform

1

Daily/ Monthly/Quarterly customized reports showing hotel's performance against industry or chosen cluster.

2

Secure online dashboard with visualization **-your data is only visible to you.**

3

Market-based indices (MPI, ARI, RGI) and industry-standard benchmarks (ADR, RevPAR, GOP, etc.)

4

Tailored to the Cyprus market and **exclusive** to data providers.

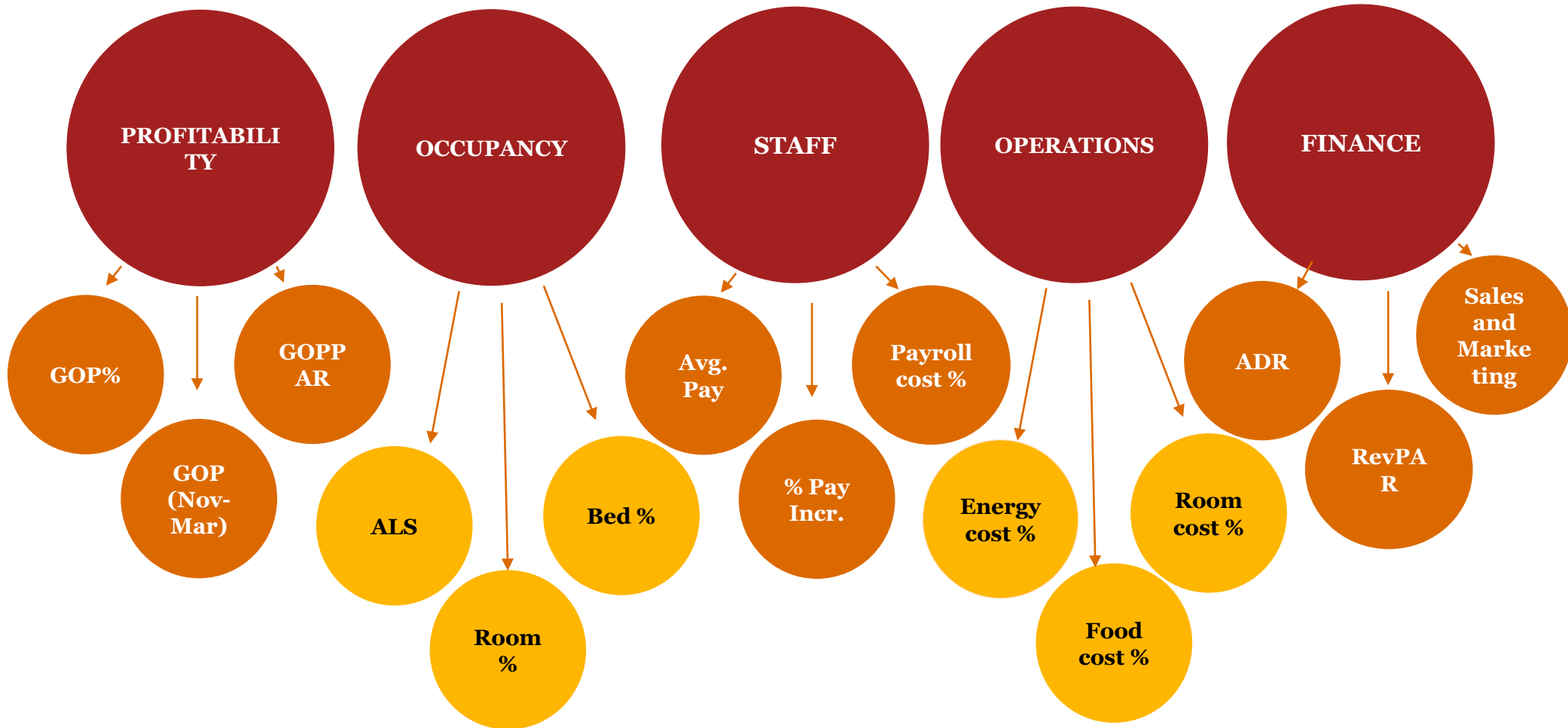
5

Includes **comprehensive customer experience analytics** module.

MPI: Market Penetration Index
ARI: Average Rate Index
RGI: Revenue Generation Index

ADR: Average Daily Rate
RevPAR: Revenue Per Available Room
GOP: Gross Operating Profit

30+ KPIs with categorization



Key Performance Indicators

€ 3.00M

GOP

83.29%

Bed Occupancy

€ 1.27M

Operating Cost

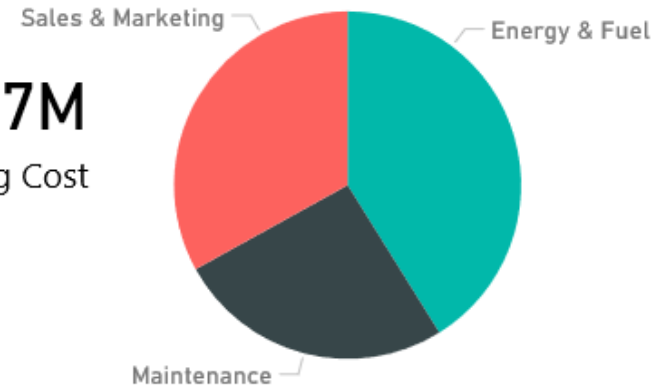
€ 24.08K

RevPAR

Top 3

Month My Hotel

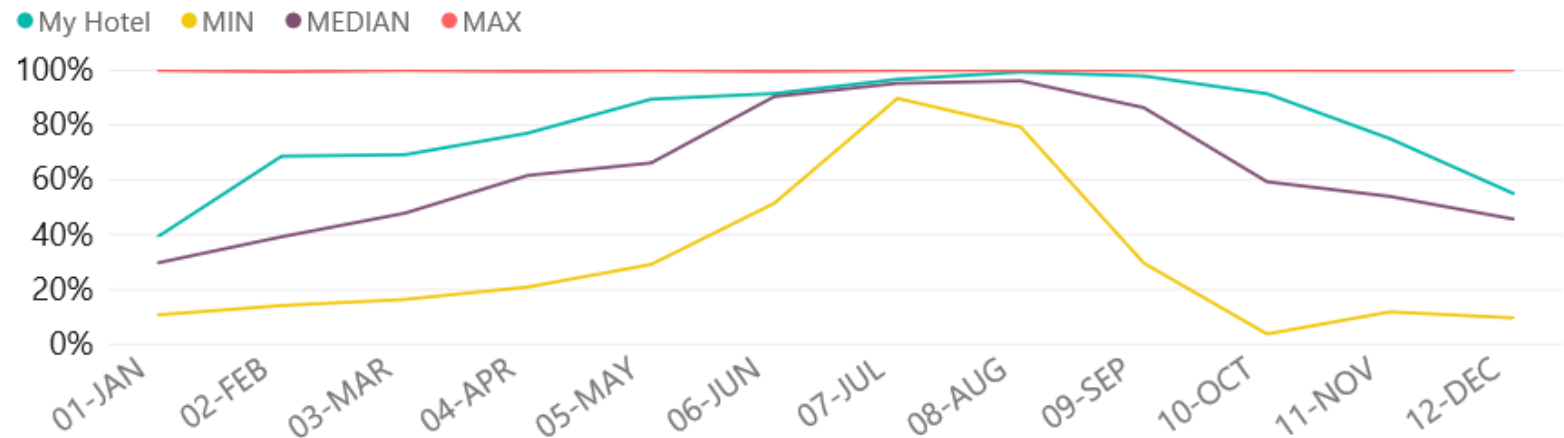
07-JUL	96.75 %
09-SEP	97.93 %
08-AUG	99.38 %



Month

- Select All
- 01-JAN
- 02-FEB
- 03-MAR
- 04-APR
- 05-MAY
- 06-JUN
- 07-JUL
- 08-AUG
- 09-SEP
- 10-OCT
- 11-NOV
- 12-DEC

YEARLY TREND IN % OCCUPANCY



Key Performance Indicators

€ 3.00M

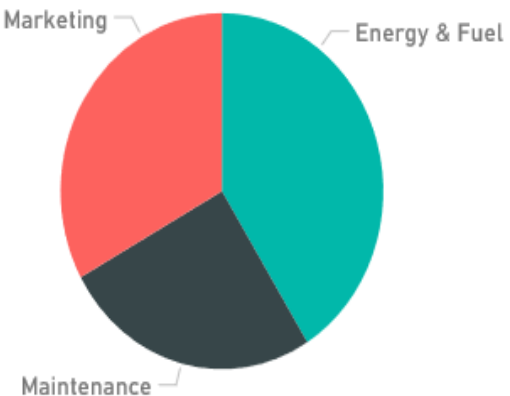
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97.34%

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Operating Cost



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RevPAR

Top 3

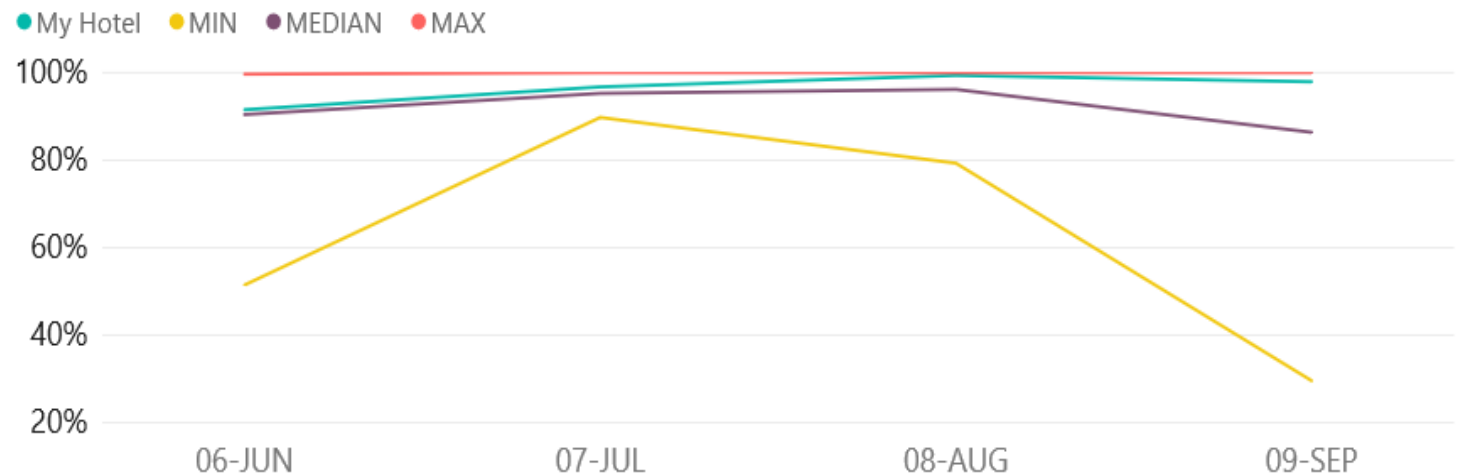
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- 10-OCT
- 11-NOV
- 12-DEC

YEARLY TREND IN % OCCUPANCY



Benchmarking Dashboard

District

- Select All
- Ayia Napa
- Larnaca
- Limassol
- Paphos

Stars

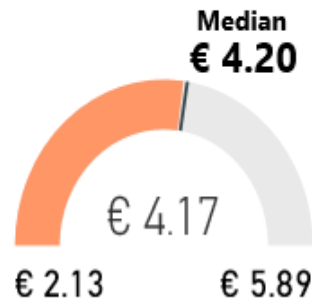
- Select All
- 4
- 5

Room Range

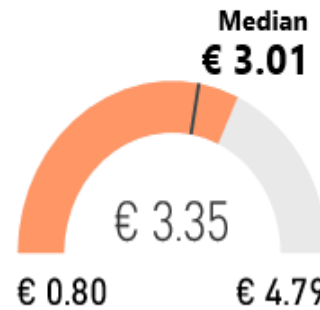
- Select All
- 100-200
- 200-300
- 400-500

OPERATING COSTS (Per Guest Night)

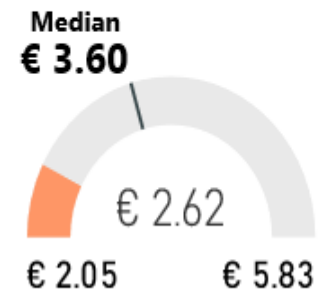
Energy & Fuel



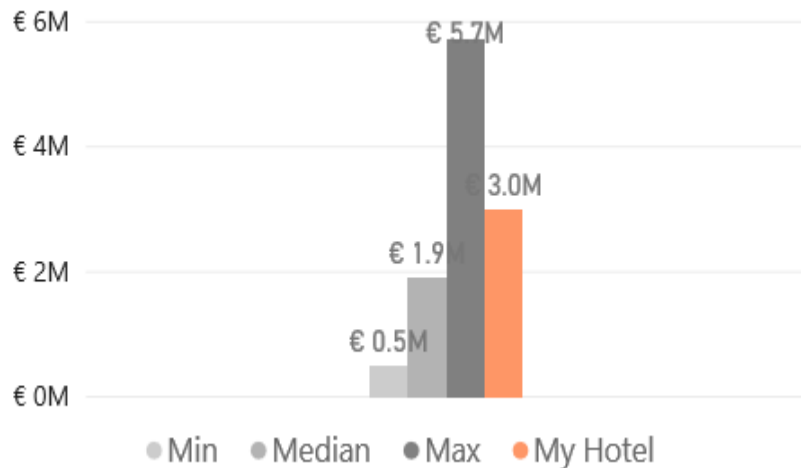
Sales & Marketing



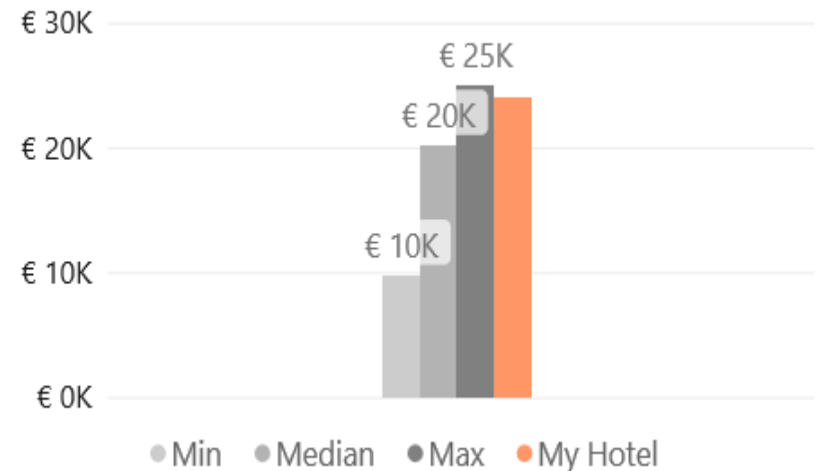
Maintenance



GROSS OPERATING PROFIT (GOP)



REVENUE PER AVAILABLE ROOM(RevPar)



Benchmarking Dashboard

District

- Select All
- Ayia Napa
- Larnaca
- Limassol
- Paphos

Stars

- Select All
- 5

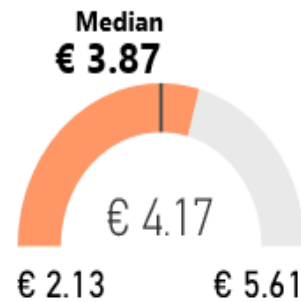
Room

Range

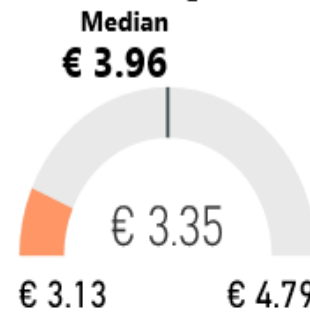
- Select All
- 200-300

OPERATING COSTS (Per Guest Night)

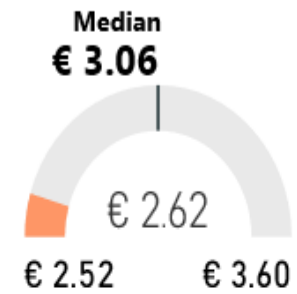
Energy & Fuel



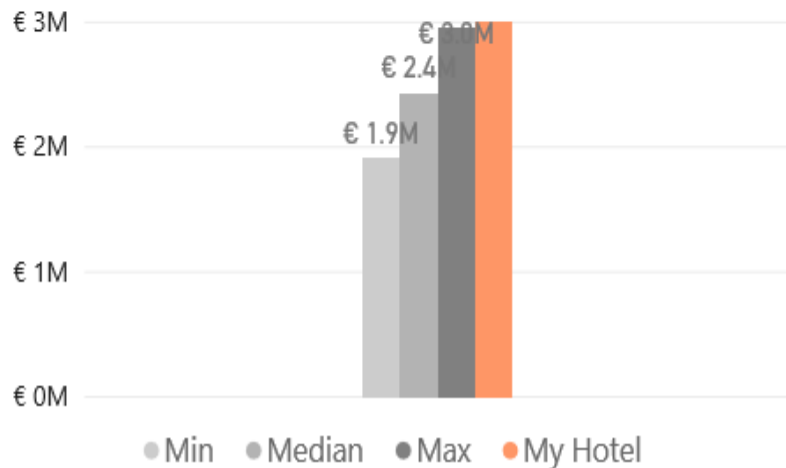
Sales & Marketing



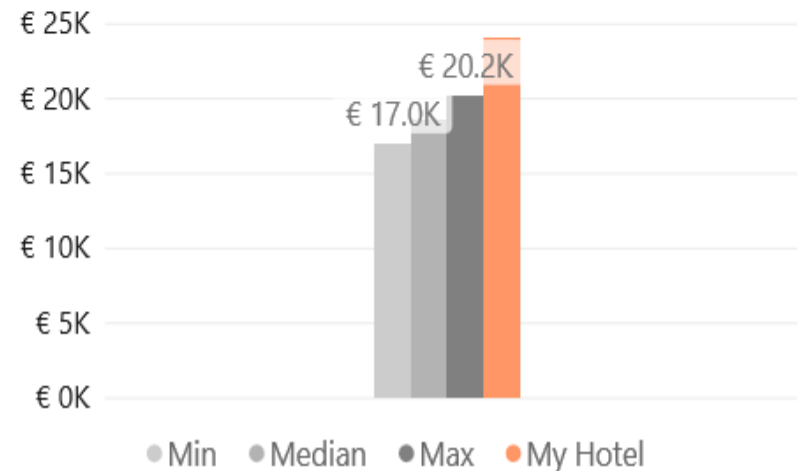
Maintenance



GROSS OPERATING PROFIT (GOP)



REVENUE PER AVAILABLE ROOM(RevPar)



Customer Experience Analytics Module



VS



By bringing together customer experience insights from all channels in a unified, visual dashboard we help maximize insight and guide action.

End-to-end view of customer journey

My Hotel



Surrounding Area



Delivering a digital tourist experience

Building on our solution, will be the foundation for digital apps for delivering digital tourist experience, prior during and after their visit.



Aligned with the Cyprus Tourism Strategy 2030 agenda of *increasing the customer journey's value*

...for the tourist

- *Enhanced tourist experience*
- *Opportunity to benefit from offers*
- *Personalized recommendations improve travel experience*
- *Direct communication channel with the hotel*
- *Social networking capabilities*

...for YOU!!

- *Access to customer behavior data*
- *Increased revenue*
- *Increase in customer feedback*
- *Direct communication channel with customers*
- *Inclusion in an exclusive brand*
- *Linked to benchmarking platform for customized reporting*



Looking ahead

“The next few years will see travelers requiring an increasingly personalized service, with companies able to suggest them customized products on the basis of their profiles and past behavior”

*Angelo Rossini, Online Travel Global Research Analyst,
Euromonitor International.*

Thank you

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