

“ The results speak for themselves. Room revenue grew 55% year-on-year using Fornova’s solution ”

Compass Hospitality

Essential insights hotel distribution managers can't live without

FornovaDI (Distribution Intelligence) allows hotel chains to proactively monitor, benchmark and optimize their distribution to improve revenue, occupancy and boost direct booking.

Common hotel distribution challenges

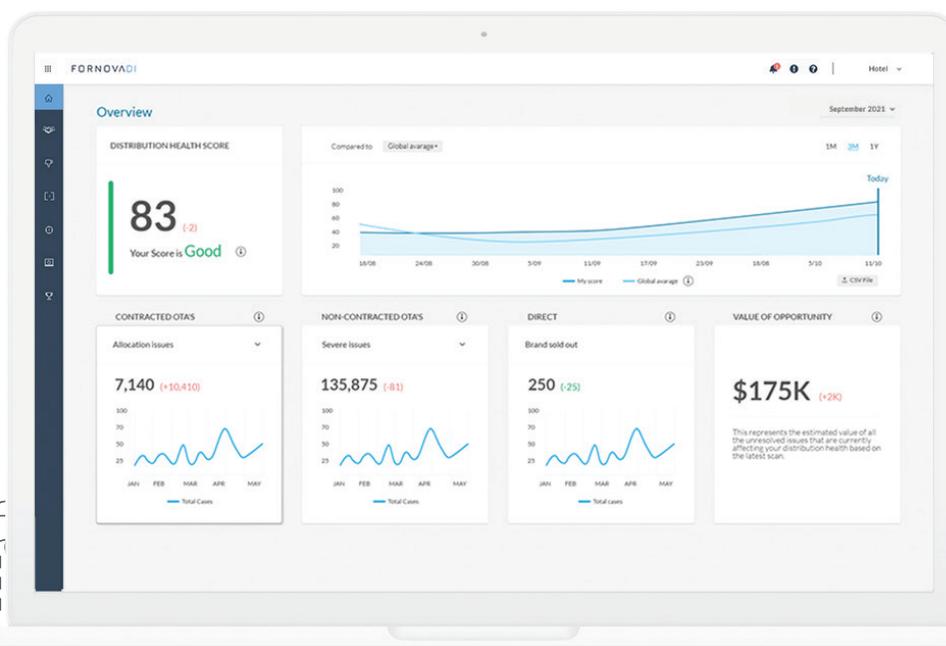
1. OTAs & wholesalers exploit hotel chains' poor visibility and oversight of online distribution to exercise control and grab revenue at every step.
2. Inconsistent pricing strategy & rate disparity across channels weakens hotel brand value & reduces direct bookings.
3. Guests are increasingly searching & booking stays on mobile apps, where prices are often different to those listed on desktop and mobile web while also being impossible for rate parity data providers to access.
4. Not maintaining parity may result in a hotel dropping in ranking with the major OTAs, which reduces visibility and occupancy.
5. When hotels are losing direct bookings on Google and the other metasearch sites to OTAs, the brand.com conversion suffers threefold.
6. Hoteliers find it difficult to identify which wholesaler is leaking their inventory, esp. to non-contracted OTAs.

Fornova has the solution

We continuously collect pricing data from 70+ countries (Points of Sale) at an unprecedented scale by deploying our AI-based patented scanning & data aggregation technology to emulate human site visitors, bypass most bot-blocking technologies & analyze images. Fornova's Intelligence enables data-driven hospitality teams to make better decisions faster.

FornovaDI users are reporting these benefits

- 2-3x times boost on metasearch conversion & direct bookings.
- Google organic search results improve due to better conversion.
- Reduce the risk of Booking.com partner offers (Booking basic).
- Increase in NetRevPar as a result of healthier distribution mix.
- Effortlessly monitor and benchmark performance across all levels (property, cluster, region, chain-wide) in real time.
- Understand how inventory appears across all channels.
- Reduce wholesaler leakage without increasing overheads.
- Validate rate integrity (on OTAs, metasearch, Google).
- Optimize availability on Brand.com.
- Identify metasearch and OTA connectivity issues.
- Reduce BRG / PRG claims.
- Know which issues are caused by distribution partners and which occur due to hotels' non-compliance with corporate guidelines.



FORNOVADI

Distribution Intelligence

Distribution health score

- Live score based on distribution mix performance.
- Dashboards for individual property, cluster, region and chain level views.
- Pricing data from 70+ countries (Points of Sale)
- Only Fornova can access mobile app rates, which differ from mobile web pricing.



Value of opportunity

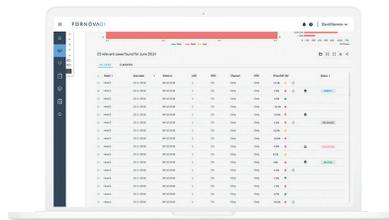
- Chain's full earning potential calculated and any shortfall highlighted.
- Focus your team on the revenue increase that's possible if full parity with distribution channels is achieved.

Booking.com and Expedia extranet integration

- Monitor which hotels are participating in OTA loyalty programs & promotions.
- Track promotion performance easily.

Root cause analysis

- Automatically classify each parity issue, such as caching, OTA undercutting and wholesaler leakage.
- Define additional root causes (e.g. allocation error), add them, group them and even open tickets for them.



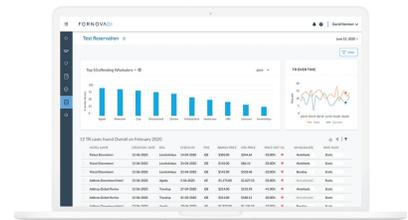
Metasearch performance tracking

- Identify any Brand.com & metasearch bid price mismatch.
- Know when you are not competitive vs OTAs bid rates.
- Spot connectivity issues.

Test reservation

- Proven to be the most reliable in the market.
- Crucial for identifying any wholesalers leaking inventory.
- Manual test reservations upload functionality - monitor both yours & ours.

- Aggregated test reservation results shared between all our clients.
- Time-stamped screenshots to use as evidence.



Integrated parity workflow management

- Multiple enterprise workflows that enhance communication between all chain levels and any external partner the hotel is working with.
- Built-in integrated ticketing system to manage reprimands and KPIs for the individual hotels.
- Built-in integrated ticketing and reporting system to manage test reservation follow-up action through email notification.
- BRG claims tracking, analyzing and communicating - incl. on-demand validation.

Enterprise-ready out of the box

Single sign-on (SSO) for all Fornova solutions for hotels

24/7 customer success team support



BI solutions market leader with the most comprehensive global data set in travel and hospitality



We are the preferred partner to over 20,000 hotels worldwide & the biggest global OTAs



We empower the industry to optimize distribution and maximize revenue



We track 100,000 hotel brand.com, OTA, metasearch & car rental websites every day, using patented technology



We monitor 1.25 Billion rates from over 70 different countries (Points of Sale) every month



Our patented AI rate data gathering technology simulates multi-platform (desktop, mobile) real user behavior