Content Marketing | Strategy | Research | Training

h2c Research

Informed Decisions

Customized research is essential for defining the right business strategies, helping you gain competitive advantage. Yet, primary and secondary research is very time-consuming and often lacks internal resources. Outsourcing of market surveys has therefore become a viable solution. For the hospitality industry, h2c offers specialized independent research services including actionable recommendations. H2c research answers your specific questions, while maintaining a 360° view of today's competitive landscape, market trends and technologies.

Industry Insights

With more than two-thirds of hotel bookings still being made offline, the global hospitality market represents huge opportunities for technology providers, online travel agencies and hotels alike. As per h2c's latest study, 51% of European and Middle Eastern as well as 59% of Asian hotel chain room revenue is received via electronic channels (including GDS and Voice).[1] Although the majority of these bookings are routed via the chains' central reservation systems, around 8% are transmitted via online travel agencies (OTAs) that are not (yet) connected to the central system environment for various reasons. Thus, OTA connectivity continues to pose multiple opportunities for all stakeholders.

Mobile travel is one of the hottest research topics, but hard facts remain sparse within the hospitality sector. Even though the mobile booking share as a percentage of hotel room revenue is still low (European hotel chains reached about 1.2% in 2013), mobile search already averaged 23% of the hotels' total website traffic. As these trends continue to impact the whole customer journey, hotels and technology providers need to know them for informed decisions e.g., on personalized product and service offerings.

Research Areas

H2c's customized research covers the following business areas (excerpt)

- Hotel markets (by region, country, size, trends, etc.)
- Distribution channels (channel mix and trends)
- Hospitality distribution strategy
- Digital marketing (media, spend, etc.)
- Market perception analysis
- Benchmarking e.g.
  - Hotel fee structures
  - Hotel IT technology
- User experience testing (e.g., CRS, websites, etc.)
- Competitor analysis
- Destination marketing
- OTA market potential analysis (increasing the hotel's international marketing reach)
- Other hospitality and travel related projects upon request

Methodology

- Primary research
  - Expert/executive interviews
  - Access to global analyst network
  - Online surveys
- Secondary research
  - Desktop research
  - Comprehensive h2c database
- H2c's research uses proven methodologies and is always customized to the client's specific needs.
- Actionable recommendations/next steps are included in our reports.

[1] h2c Hospitality Distribution Channel Benchmark 2014

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