



## Event Details

### The New Era Of Hotel Distribution And Why Guest Knowledge Is Power

Date	Time	Location
March 5, 2020	11:30 - 12:00	Hall 6.1, eTravel Stage

- Recognise the macro shift happening within the global hotel industry, from distribution guesswork to deep intelligence
- Learn why informed decision-making is critical to every hotel's online marketing and sales strategy
- Understand the role that factors such as pricing continue to play in every traveller's booking journey, and how hotels can gain greater success online
- Be among the first in the world to preview the latest evolution in SiteMinder's platform, which levels the playing field for hotels once more

### Tags

[Hospitality Distribution](#)

### Speaker:

[Clemens Fisch](#), Regional Director EMEA, SiteMinder

[Inga Latham](#), Chief Product Officer, SiteMinder