

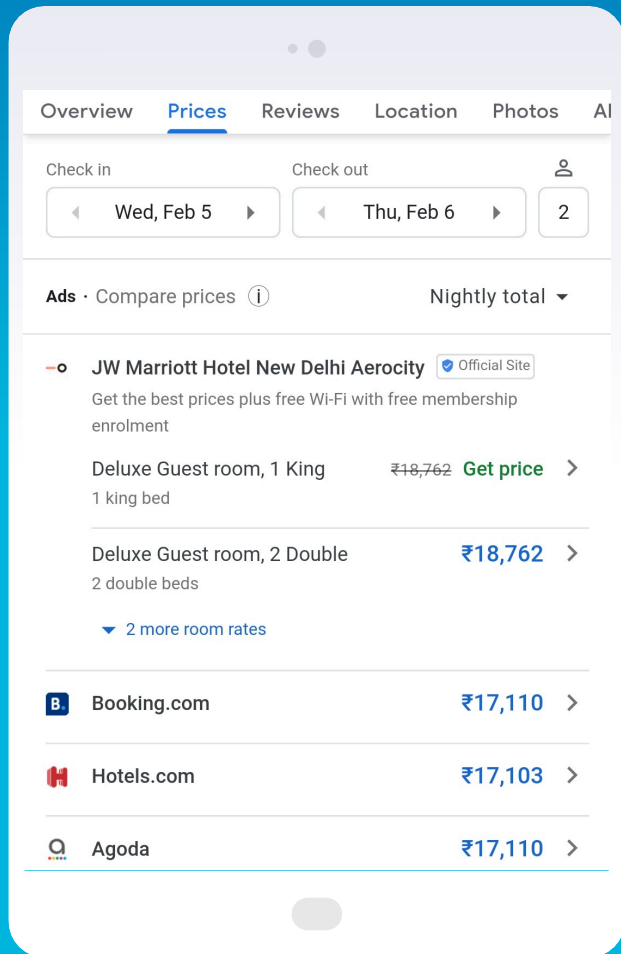
# GO-MMT Internship Project



# Project 01

*Increase GOMMT occupancy share in bad  
hyper-location - Aerocity.*





*Identify why Aerocity is a bad hyper location for GOMMT and How to increase share in total bookings.*

Out of the 38% Occupancy share of RNs by OTAs, only 16% is captured by GOMMT.



# Why is Aerocity a bad HL for GO-MMT?



## 1. International hotel chains are not very keen on couponing-

All international chains do not allow couponing on their rates. This deprives MMT of an opportunity to provide a cheaper price and attracting more clients.

## 2. International Clientele in Aerocity-

International clients are a massive contributor to the total clientele. These include both leisure as well as business travellers. Since the marketing mix of MMT is mainly domestic and Booking.com being an established OTA internationally, has an edge over MMT in Aerocity.

## 3. Very strong [brand.com](#) loyalty programmes-

Almost all hotel chains except Pride and Lemon tree hotels have very strong and attractive loyalty programmes which makes booking from their own website a more viable option.

#### 4. Other OTAs offer better prices-

For most of the hotels in Aerocity, the prices offered by other OTAs are better than MMT. In the collage below, there are rates offered by different OTAs, neither MMT nor Goibibo offer the best price. Moreover, MMT is not listed for a few hotels on websites like Trivago. Making GoMMT lose OTA based customers.

Andaz Delhi - A Concept by Hyatt					Hotel Pride Plaza Aerocity New De...					Lemon Tree Premier Delhi Airport				
8.9 Excellent • 5-star Hotel					7.9 Good • 5-star Hotel					7.7 Good • 5-star Hotel				
Photos	Deals	Info	Reviews		Photos	Deals	Info	Reviews		Photos	Deals	Info	Reviews	
third parties.					third parties.					third parties.				
Booking.com	Andaz King Room - ... Breakfast not included	from ₹12,001	>		H Hotels.com	Premium Room Free breakfast	from ₹11,791	>		H Hotels.com	Business Double Ro... Breakfast not included	from ₹12,825	>	
H Hotels.com	Room, 1 King Bed Breakfast not included	from ₹14,151	>		Egencia.co.in	Premium Room Free breakfast	from ₹11,793	>		Egencia.co.in	Business Double Ro... Breakfast not included	from ₹12,827	>	
goibibo	Andaz Twin Breakfast not included	₹14,160	>		goibibo	Premium Room with... Free breakfast	₹12,388	>		DESTINIA	Superior Room Breakfast not included	from ₹13,653	>	
HOTEL	STANDARD RATE 1... Breakfast not included	from ₹14,160	>		make my trip	Premium Room Free breakfast	₹12,389	>		goibibo	Superior Room Breakfast not included	₹15,153	>	
Egencia.co.in	Room, 1 King Bed Breakfast not included	from ₹14,171	>		Booking.com	Premium King with ... Free breakfast	from ₹12,399	>		Booking.com	Superior Queen Ro... Breakfast not included	from ₹15,446	>	
Location					Location					Location				
5-A, Hospitality District, Aerocity,, 110037, Delhi, India					5-A, Hospitality District, Aerocity,, 110037, Delhi, India					5-A, Hospitality District, Aerocity,, 110037, Delhi, India				
Hotel Novotel New Delhi Aerocity					Pullman New Delhi Aerocity					ibis New Delhi Aerocity				
8.0 Very good • 5-star Hotel					8.5 Excellent • 5-star Hotel					7.2 • 3-star Hotel				
Photos	Deals	Info	Reviews		Photos	Deals	Info	Reviews		Photos	Deals	Info	Reviews	
Egencia.co.in	Standard King Roo... Breakfast not included	from ₹10,592	>		ibis hotels	FLEX RATE BED A... Free breakfast - Pay a...	from ₹12,899	>		ibis hotels	FLEXIBLE RATE ST... Free cancellation - Pa...	from ₹8,399	>	
Booking.com	Standard King Roo... Breakfast not included	from ₹10,619	>		Egencia.co.in	Deluxe Room Free breakfast	from ₹15,211	>		Egencia.co.in	Standard Room Free cancellation - Bre...	from ₹9,906	>	
make my trip	STANDARD KING ... Breakfast not included	₹10,619	>		goibibo	DELUXE TWIN RO... Free breakfast	₹15,220	>		goibibo	STANDARD QUEE... Breakfast not included	₹9,910	>	
H Hotels.com	Standard King Roo... Breakfast not included	from ₹10,628	>		Booking.com	Deluxe King Room ... Free breakfast	from ₹15,221	>		Booking.com	Standard Queen Ro... Free cancellation - Pa...	from ₹9,911	>	
NOVOTEL	FLEXIBLE RATE S... Pay at the hotel - Brea...	from ₹10,999	>		H Hotels.com	Deluxe Room Free breakfast	from ₹15,233	>		H Hotels.com	Standard Room Free cancellation - Bre...	from ₹9,911	>	
goibibo	SUPERIOR TWIN R... Breakfast not included	₹12,978	>		Location					cleartrip	STANDARD TWIN ... Breakfast not included	₹10,855	>	
cleartrip	SUPERIOR TWIN R... Breakfast not included	₹12,979	>		Asset No 2 Aerocity Hospitality District, 110037, Delhi, India					Location				

Rates of a few hotels in Aerocity across different OTAs on 5th of February, 2020

# How can we increase GO-MMT share in occupancy?



## 1. Push forward MyBiz-

Since a lot of the occupancy share of RNs in Aerocity is corporate bookings, promoting MyBiz will help MMT grow at an even faster rate in Aerocity.

## 2. Airline Crews-

Airline crews are a major contributor to the occupancy in Aerocity. MMT should try and route their business through them.

## 3. Targeting Defence Sector-


Defence is a very big segment in Aerocity, So in order to attract bookings online, MMT should come up with a special rate code to encourage them to book from their platform.

#### 4. Bundled Offers-

MMT should tie up with famous restaurants, pubs and even clubs to float bundled offers which include offers on meals or drinks in their rates.


#### 5. Powering on Airline Websites-✈️

MMT should power the hotel booking sites on airline websites and get their business. MMT should attack this segment as it will be an easy conversion.

< ≡ **IndiGo** 

🔍 👤

**Avail these current offers to avail benefits**



**NOVOTEL** PHUKET  
HOTELS & RESORTS SURIN BEACH RESORT

Fly with us to Phuket and get 2 nights' complimentary stay in Novotel Phuket Surin Beach Resort.

**Book Now**

# Project 02

*Benchmark [brand.com](https://brand.com) for gaps WRT GO-MMT*





# The Taj

## Inner-circle programme-

- 1) Signature loyalty program by Taj Hotels
- 2) Experience More services
- 3) Book Direct & Save - Upto 10% - Instead of MMT provided couponing.
- 4) Stay a Bit Longer service
- 5) Suite Surprises
- 6) Spa discounts and offers
- 7) Taj Khazana

## Epicure Membership programme-

- 1) Complimentary Nights
- 2) Earn 25% as points on dining and spa
- 3) Happy hours
- 4) Taj InnerCircle Silver tier
- 5) Vouchers
- 6) No point expiry

### Membership Benefits

A feast for the senses awaits you upon signing up for the Epicure Plan of Taj InnerCircle. Whether you're dining with a special someone or celebrating an occasion with friends and family, earn Taj InnerCircle points with memorable meals at our superlative restaurants and bars, as well as wellness and beauty treatments at our award winning Spas. From luxe thalis inspired by royal Indian heritage to contemporary global cuisine and smashing cocktails that launch stellar parties, your TIC points stack up as rapidly as your palate travels across a world of flavours.



#### Earn 25% as points on dining and spa

Valid across participating restaurants, bars and spas



#### Get a complimentary night

Applicable at hotels in India participating in the [Epicure complimentary night offer](#). Blackout dates apply (23rd December to 15th January)



#### Happy hours

From 6pm – 8pm at participating bars; up to a group size of 10 people



#### Vouchers

2 Room upgrade vouchers and your first 3 dining transactions earn 50% as TIC points



#### Taj InnerCircle Silver tier

Directly attain Silver tier status

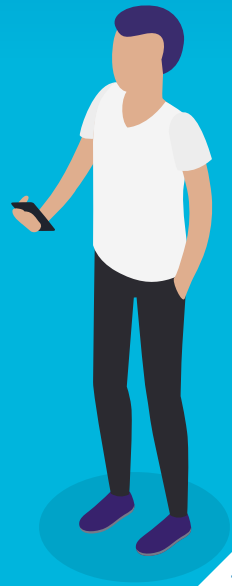
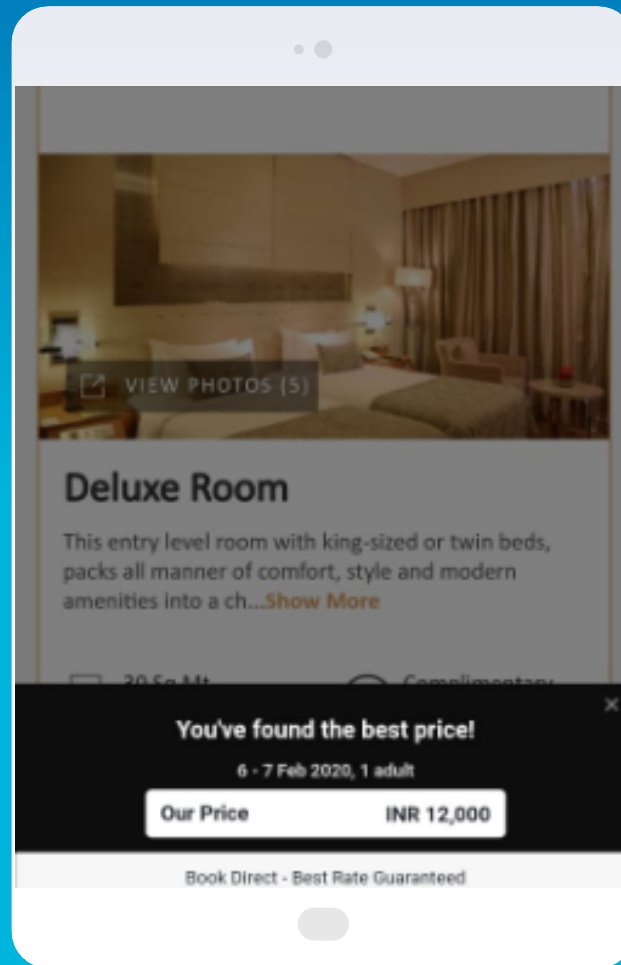


#### No point expiry

Points don't expire for an Active Member\*

# Real Life Example

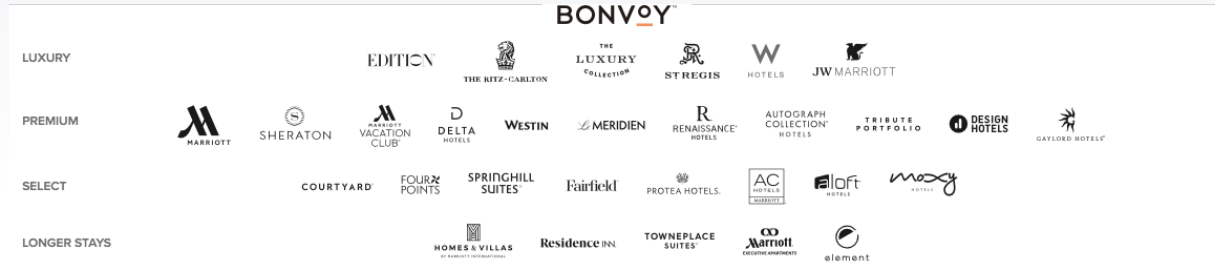
This screenshot shows how [brand.com](#) websites try to convince customers to book from them directly. In this screenshot, the Taj website compares prices between all OTAs and show the customer how price offered by them is the best. The rate offered on the brand website was better than MMT taking the example of Taj City Centre, Gurgaon.



# The Marriot

## BONVoY-

- 1) Discounts and best services
- 2) Free wifi
- 3) Phone check in
- 4) Free nights and stays
- 5) Spa offers
- 6) Pet allowance
- 7) Local attractions



### Best Rates Guaranteed at Marriott.com



Best Rate Guarantee



Free Wi-Fi



Mobile Check-in



Enjoy Free Nights

[SEE DETAILS >](#)

# Radisson

## REZERVED Programme-

1. Applicable for Radisson blu, Park plaza, Park inn, Country inn and suites
2. 50% off on dining bills with other guest
3. Complimentary buffet meals for 2
4. Free birthday cakes
5. Complimentary room nights

### Rezerved

**REZERVED is the exciting dining loyalty program for participating hotels of Radisson Blu®, Radisson®, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson in India. As a member of REZERVED, enjoy benefits including special recognition, exclusive REZERVED offers and attractive everyday discounts on dining and accommodation.**

# Lemon Tree Hotels

## Smiles Programme-

1. Free room nights
2. Check in offers
3. Gift offers
4. Free wifi
5. Priority Help desk assistance



Exclusive preview of  
offers



Surprise check-in  
offers



Redeem free room  
nights



Redeem shopping  
vouchers



Redeem and Gift



Free 24x7 WiFi

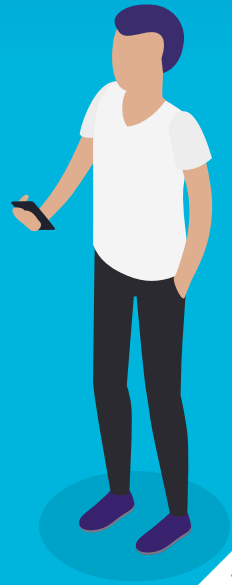
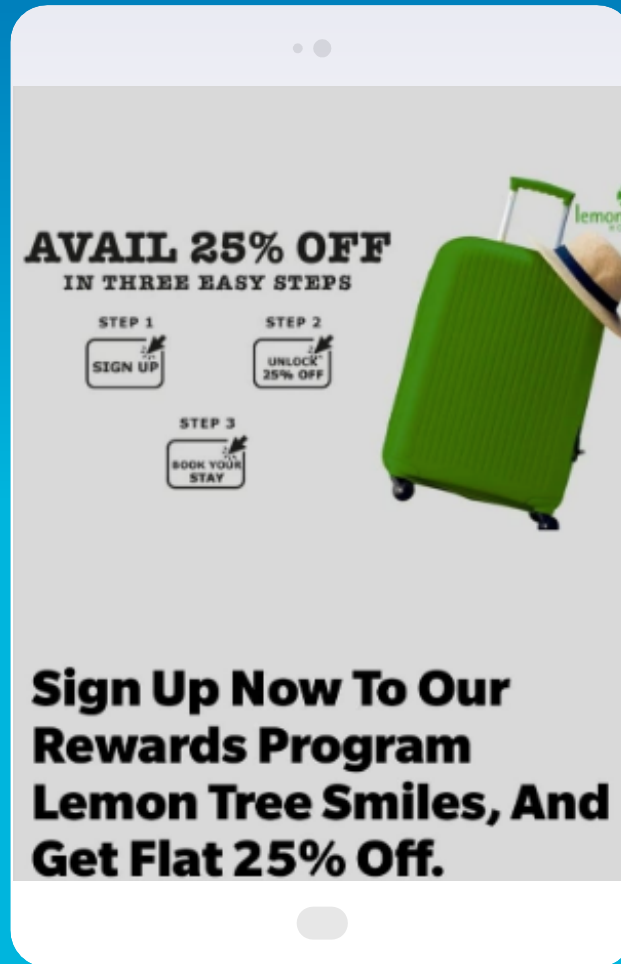


Dedicated Customer  
Help Desk



# Advertisement

[brand.com](https://brand.com) also use advertisements to ensure customers to use their website. This is a screenshot of the AD Lemon Tree puts on Instagram stories.



# Royal Orchid

## Royal Club Membership-

1. Applicable with participating Royal orchid hotels in India
2. Discount offers
3. Free room nights
4. Free meals Royal Club membership

Royal Rewards

Royal Orchid Smiles

Royal Club

The Royal Club membership welcomes you to the pleasures of fine dining experiences with a wide choice of cuisines from across the world at the Royal Orchid & Regenta Hotels. Enjoy attractive savings when you dine or stay with us, using the membership, at participating hotels and restaurants. Earn discounts on dining, complimentary meals, room upgrades and many more exciting offerings. To know more click on the button below.

Royal Club Gold>>

Royal Club Silver>>

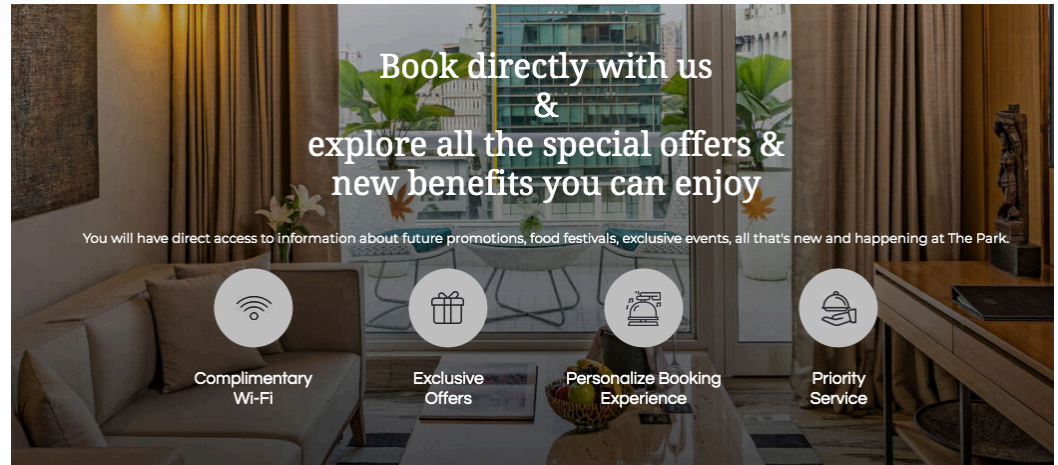
Participating Hotels>>

Terms & Conditions>>

# The Park

## The Park Preferred Programme-

1. Free wifi
2. Priority service
3. 10% Off on all prices when booked online
4. FNB points
5. Priority check-in

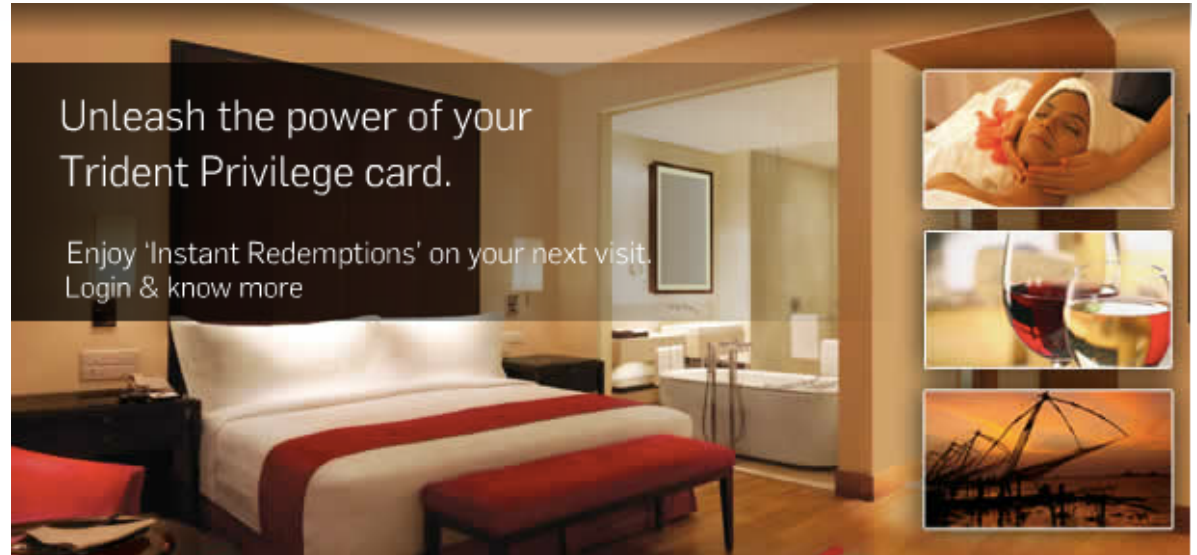




# Trident

## Trident Privileges Programme-

1. 10% off on all bookings made year-round on the trident website
2. Express check-in and check-out
3. Points earned on stays and dining
4. Complimentary breakfast
5. 72 hours room available guarantee
6. Access to club lounge



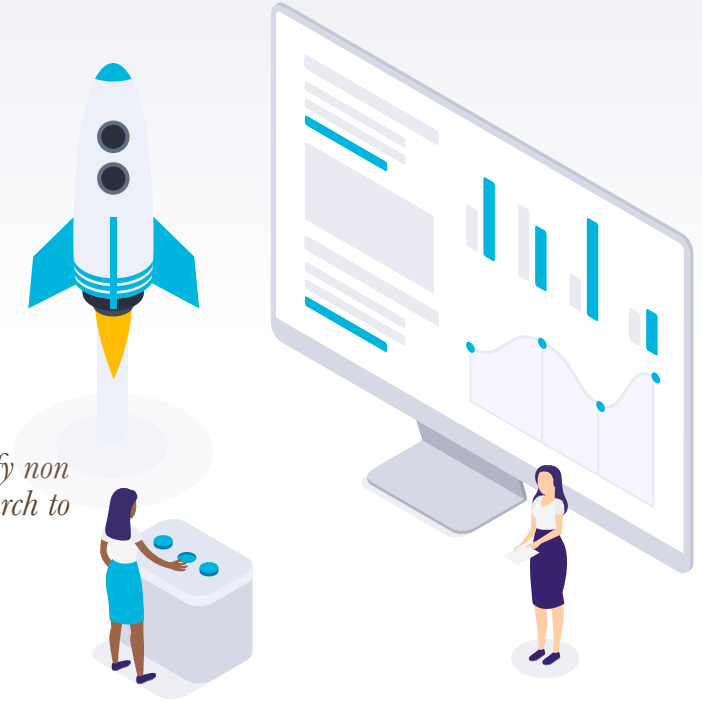
# Suggestions

1. No hotel loyalty programme facilitates burning of points on white goods. MMT should differentiate by enabling this just like credit card companies do.
2. MMT should introduce a “bookers loyalty programme” and reward the person influencing the stay along with rewarding the guest.
3. Longer validity of points as most loyalty programmes are moving toward “points don’t expire” policies.
4. Dedicated helpline for Premium customers to solve their queries instantly
5. Earn and burning of points across all services on the MMT platform i.e flights, bus, restaurants etc...



# Project 03

*Understand reasons for booking a particular hotel on OTAs and identify non pricing levers to drive conversion. Conduct primary and secondary research to establish these reasons.*



# Questionnaire

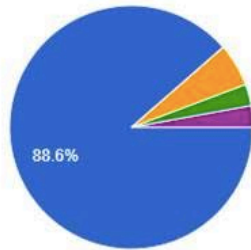
Here is the link to the Questionnaire we created to understand the reasons for booking a particular hotel on a OTA-

<https://forms.gle/bL1c79waKmR2wwpH8>



What is your preferred mode of hotel booking?

35 responses

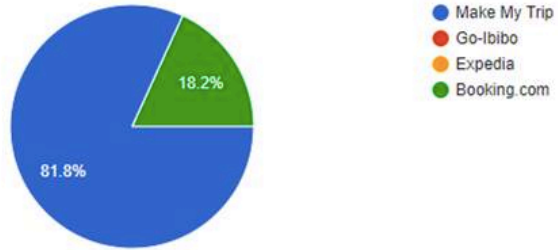


- Online apps/sites - Make My Trip/ Expedia etc
- Travel Agent
- Walk - In/ On the spot booking
- Corporate Tie-ups/ Company Travel Agent
- Through friends or relatives



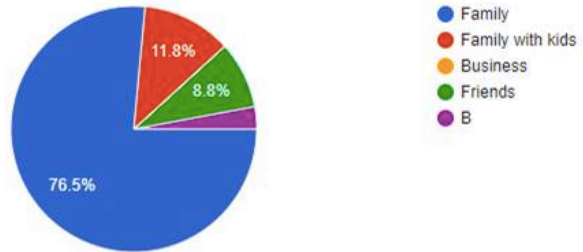
If the answer to the above question is Online, which app do you prefer?

33 responses



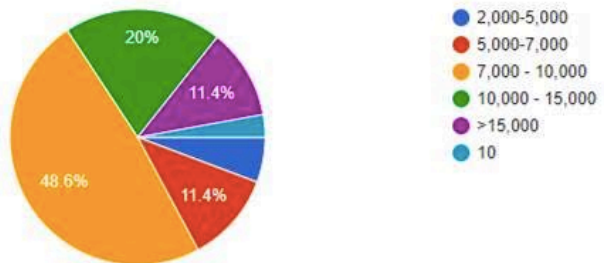
Whom do you usually travel with

34 responses



What is the price range of hotel room which you usually opt for

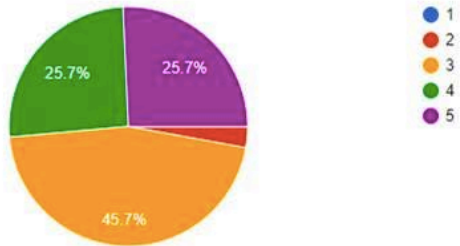
35 responses





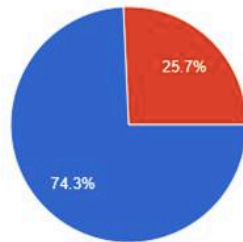
Rank nearness of the hotel from the airport/tourist attractions as a determining factor on a scale of 1 to 5 (1 being the lowest)

35 responses



Do you prefer to stay in a hotel with free cancellation?

35 responses

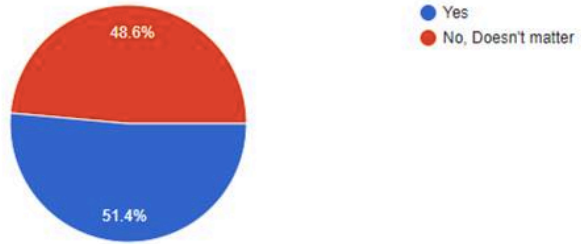


● Yes, usually  
● Doesn't matter



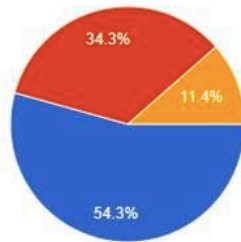
Do you prefer to stay in a hotel with Pay at Hotel / Book Now Pay Later option?

35 responses



Do you prefer to book a hotel with offers such as "Discount on F&B" 'Complimentary Breakfast' 'Free Access to Gym/Club' 'Complimentary Spa'?

35 responses

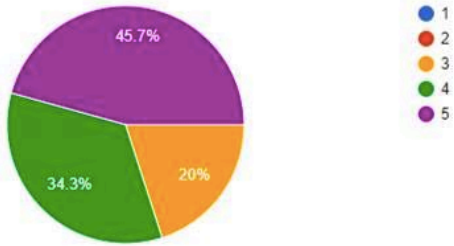


- Yes, I always look for them
- I don't look for them, but it is an added advantage if present
- Doesn't matter



How would you rank the importance of customer reviews for a hotel on a scale of 1 to 5?

35 responses



## “ ▶ Our learnings-

1. Everything that goes on Behind the scenes in hotel bookings.
2. Problem solving- In terms of Price disparities, Issue with content, Problems with re- views and ratings.
3. What a consumer considers before booking a hotel- Prices, amenities, etc
4. Time management- Doing so many meetings in a single day and being able to manage time even in case of delays.
5. Competitive selling- Couponing, MMT Black, Meeting or beating the price.



# THANKS!

## Any questions?

### Special Thanks to:

Ritwick sir and VG sir for making this internship happen

Tarun Sir, Ankit Sir, Pratik Sir and Anu Ma'am for Hotel visits

Vaishali Ma'am For continuous guidance

