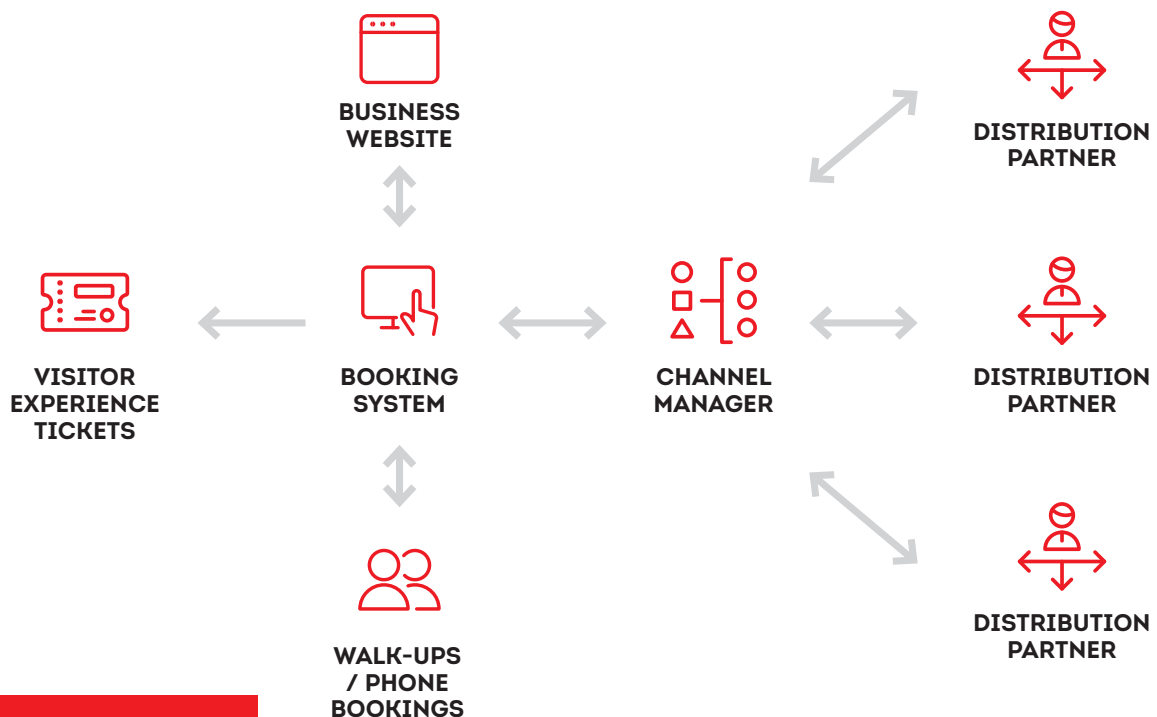


# CHANNEL MANAGEMENT

A channel manager is a tool which helps you to manage your sales channels. If you are working in the travel distribution system, you may have started selling your product through a variety of channels (e.g. directly, through your own booking system, and indirectly through multiple travel distribution partners), creating a new challenge - keeping your inventory (e.g. available seats/rooms) up to date across all platforms.

## CHANNEL MANAGEMENT FUNCTIONALITY

A channel manager (or "booking manager") is a tool that can link your online booking functionality, and live inventory, to your distribution partner's online system. This centralised software drastically reduces the potential for double-bookings and is easier for you to manage when compared to manually updating each site/partner that your product is listed with. This means that if you receive a booking, the seat/room is instantly removed from your available inventory, and therefore no online customers nor distribution partners will have the option to book that specific seat/room for that day/timeslot. The same occurs when a cancellation is made, and a new seat/room instantly becomes available in your inventory.



## HOW TO CHOOSE A CHANNEL MANAGEMENT PLATFORM

Before deciding on which option is right for you, you will need to undertake research to determine which channel managers connect with your preferred distribution partner(s). Channel management software typically connects to hundreds of distribution partner sites, however you may need to ask if there are some specific partners you are wanting to connect with (e.g. RedBalloon, Expedia, Wotif, Visitor Information Centres, Viva Holidays, etc.)

Like online booking systems, channel managers are all set-up differently. Some offer both channel management and online booking functionality. You will need to research which channel managers are best suited to your business.

### Some examples of channel managers include:

- **Accommodation:** TXA, Siteminder, Resonline, EzyYield, D-Edge, Little Hotelier, My Allocator, Hotellogix
- **Attractions & Tours:** Rezdy Marketplace, Trekksoft, Rezgo, TXA, Fareharbor, Experience Bank, Galaxy Connect

### When looking into a channel manager, don't be afraid to ask questions:

- Does it enable bookings through my preferred distribution partner(s)?
- Is it compatible with my existing software?
- What is the pricing structure (e.g. flat monthly rate or percentage fee per reservation)?
- Does it make it easier for me to manage my inventory?

Talk to likeminded operators to see which channel manager they are using and whether they have any useful feedback.

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