“The Billboard Effect”

Online Travel Agent Impact on Non-OTA Reservation Volume

Chris Anderson P.h.D., Cornell University & The Center For Hospitality Research, and
William Koo, Chief Marketing Strategist, Castle Resorts

Wed., July 27, 2011 • Sheraton Waikiki, Molokai Ballroom

The PATA-Hawai‘i Chapter & Cornell Hotel Society Hawai‘i Chapter are pleased to bring you
Chris Anderson, P.h.D. of Cornell University

Dr. Anderson’s report finds that hotels listed on third-party distributors’ websites, commonly known as online travel agents (OTA), gain a reservation benefit in addition to direct sales. That benefit, often called the “Billboard Effect”, involves a boost in reservations through the hotel’s own distribution channels (including its website), due to the hotel’s being listed on the OTA website.

Chris Anderson is an assistant professor at the Cornell School of Hotel Administration. His main research focus is on revenue management and service pricing. He actively works with industry, across numerous industry types, in the application and development of RM, having worked with a variety of hotels, airlines, rental car and tour companies as well as numerous consumer packaged good and financial services firms. Anderson’s research has been funded by numerous governmental agencies and industrial partners. He also serves on the editorial board of the Journal of Revenue and Pricing Management and is the regional editor for the International Journal of Revenue Management.

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* Sheraton Waikiki, Molokai Ballroom *

11:30 a.m. - 11:45 a.m.: Registration
11:45 a.m. - 1:30 p.m.: Lunch w/Presentations
Complimentary hosted parking with validation.

Contact information:
Phone: _______________________________
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Please RSVP by July 21 to: PATAHI@patahawaii.org
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RSVP by noon Thurs. July 21 to: PATAHI@patahawaii.org, or copy & paste this link: 
http://events.constantcontact.com/register/event?llr=gok6b6dab&oeidk=a07e48lxt6j94272728df

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