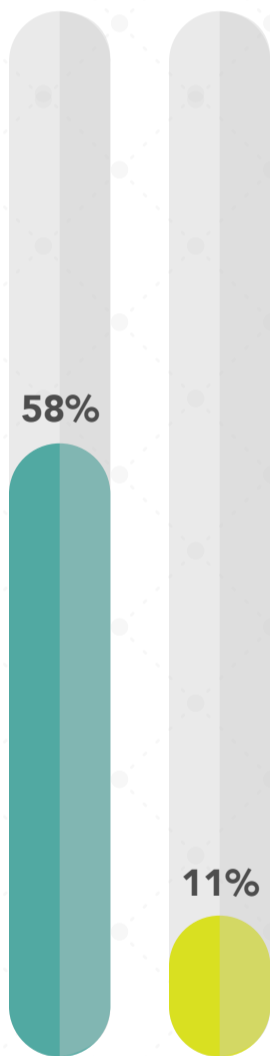


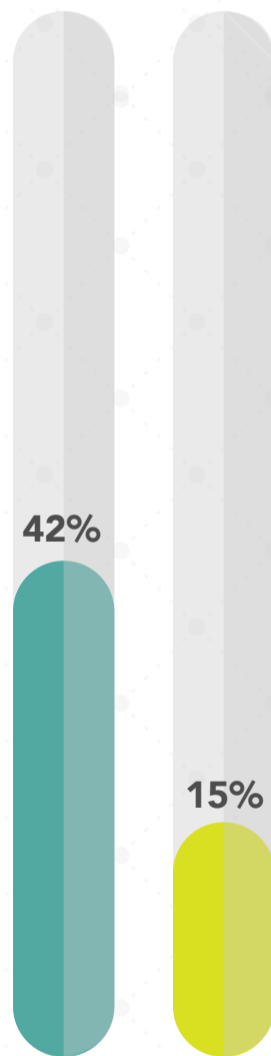
HOW INDIES PLAN TO USE DISTRIBUTION CHANNELS

Phocuswright surveyed independent hoteliers to find out which distribution channels they want to gain more bookings from in the next two years.



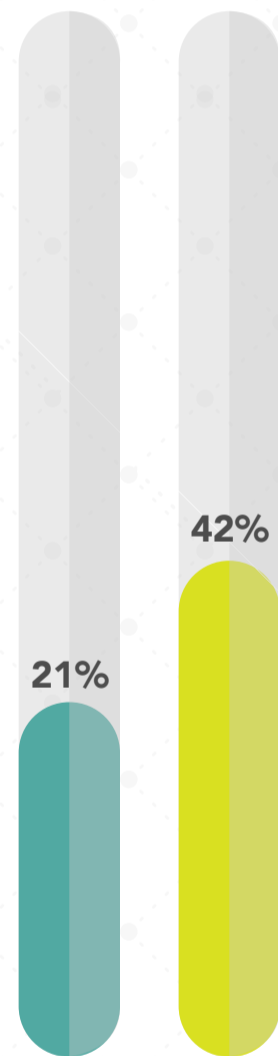
DIRECT WEBSITES

58% of respondents want to use direct websites more to generate bookings while 11% will use it less or not at all.



METASEARCH

42% want to gain more bookings via metasearch while 15% will use it less or don't have plans for future use.



OTAS

21% want to use OTAs more to get bookings while 42% want fewer bookings from the channel or have no plans for future use.