

Why Red Sea Hotels Need to Move from Distribution to Commercial Intelligence?



BLASTNESS
GROWING YOUR BUSINESS

For over 20 years
we provide systems,
services and consulting
to the hospitality industry

BLASTNESS
GROUP



Who is Blastness

+20 years of experience

+4 countries with a local presence

Italy · Portugal · UAE · UK

+230 team specialists

+2,000 hotels in our portfolio

#1 RMS in Italy

with over 500 installations

#1 CRS provider in Italy

for 5 star hotels for over 15 years

+300 hotel websites

every year

€2 billion

through our systems in 2025

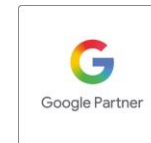
+12,000 search / metasearch

search campaigns

over 500,000 keywords managed 24 /7

Partnerships

Google, Microsoft and Tripadvisor



The world's #1 hotel reservations software

Our **CRS** was named

Best Hotel Reservations Software in the World

among more than 200 international technology solutions at the **HotelTechAwards 2026**, organised by HotelTechReport, **the world's leading marketplace for hotel software.**

AIBE – AI Booking Engine – and our **RMS** also ranked among the **Top 10 worldwide** in their respective categories.



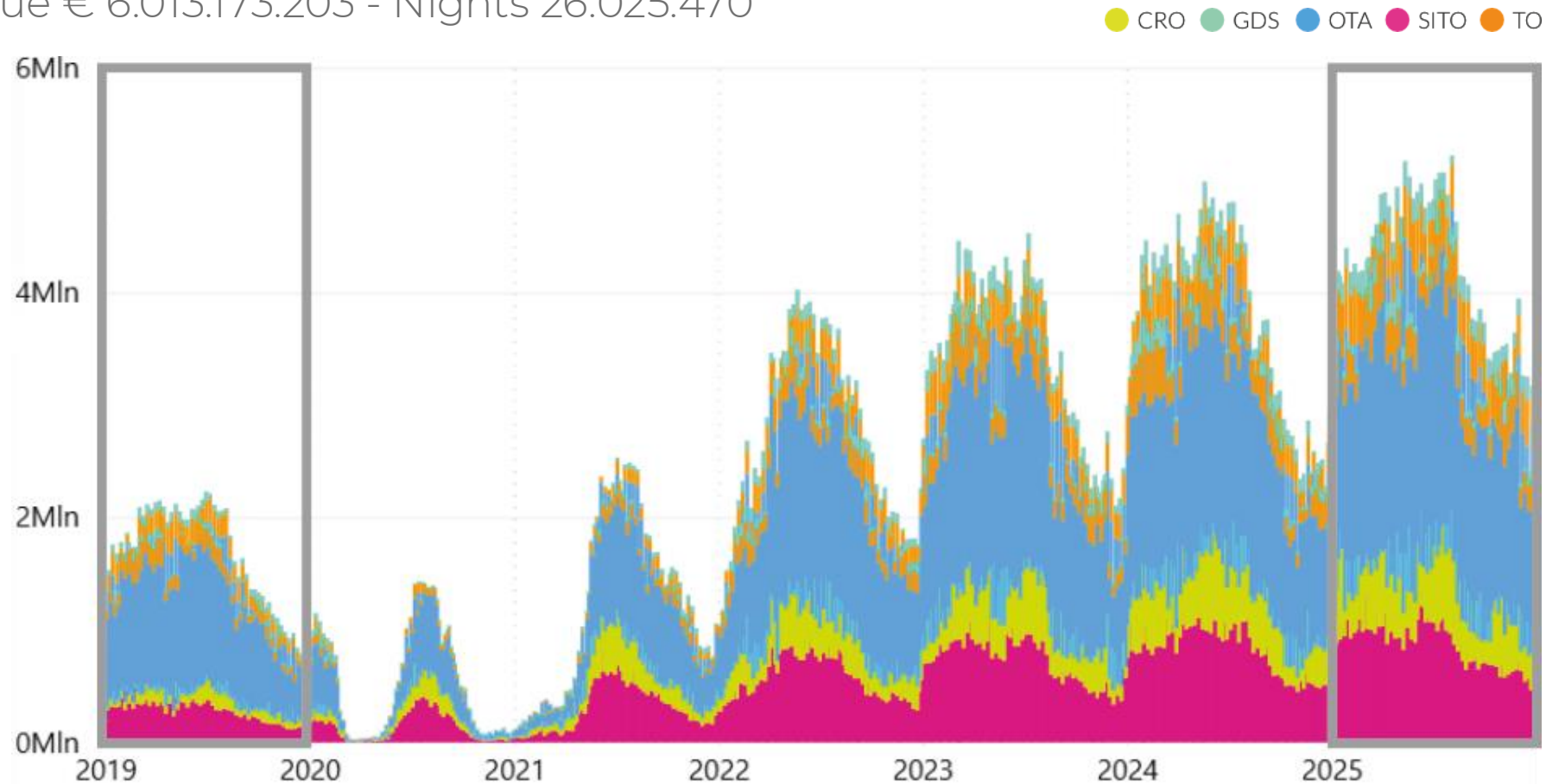
The **two** major opportunities of digital markets



Data trends panel of digitally-advanced hotels

Online distribution jan/dec 2025 vs 2019

Revenue € 6.013.173.203 - Nights 26.025.470



Average growth of online distribution

Total **+69%** Official website **+94%** OTAs **+37%**

A major milestone

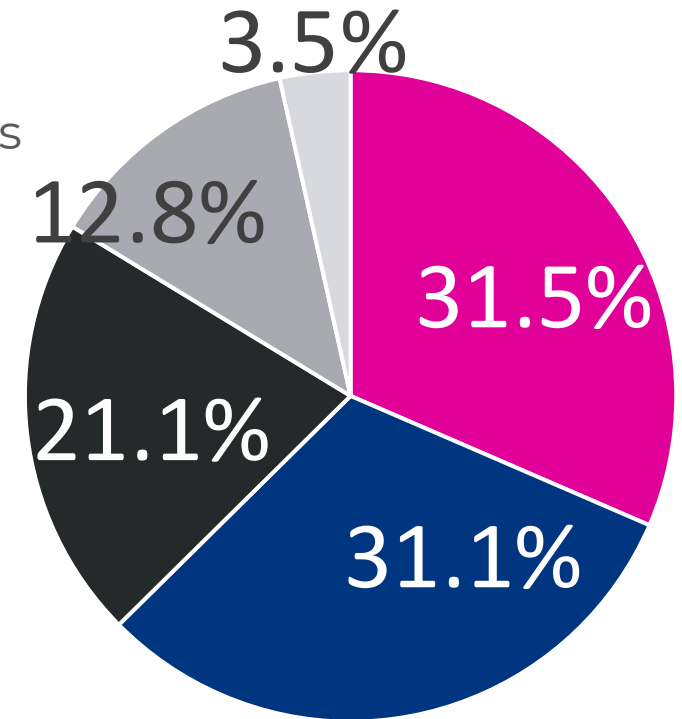
Summer 2026

Our clients' websites

Direct Bookings Become a Leading Distribution Channel

Over 1,700 Hotels
Over €1 billion in transactions

- Official websites
- Booking.com
- Other OTAs
- Tour Operators
- GDS



ADR Booking.com
222,97 €

+50%

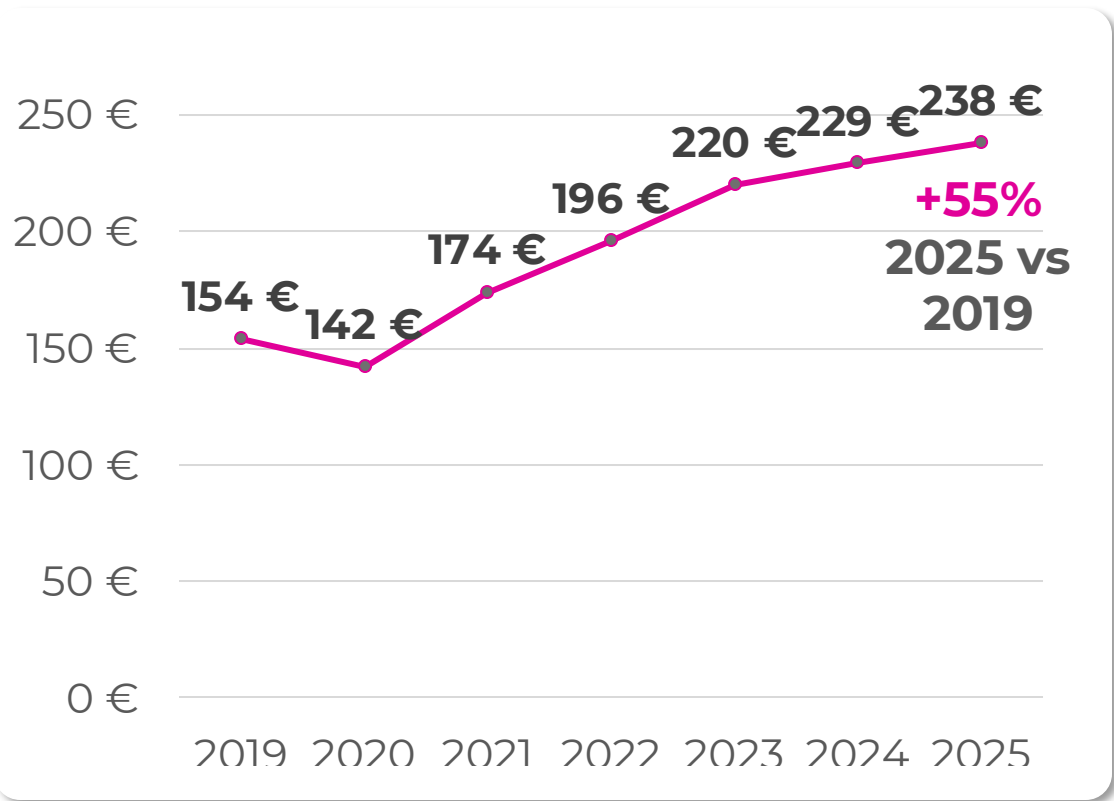
ADR Website
335,54 €

Trend data from a digitally advanced hotel panel

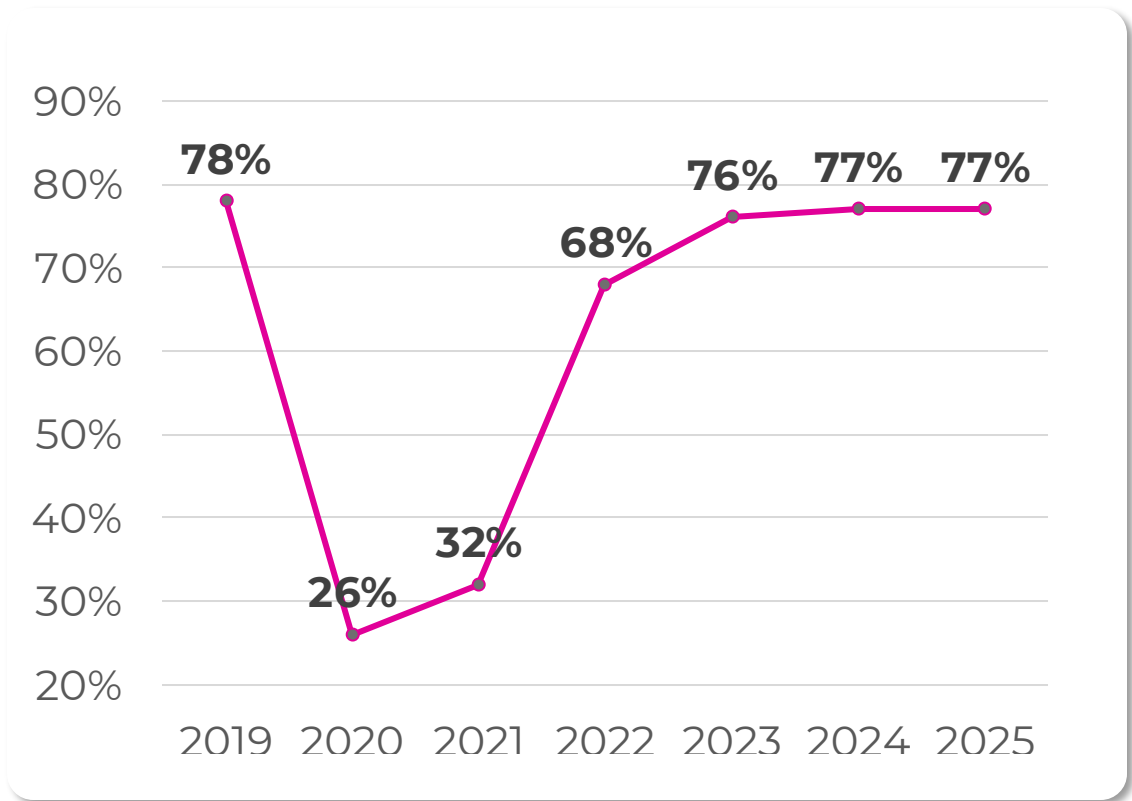
ADR (Average Revenue per Room Sold) and Occupancy 2019-2025

183 hotels, 12,450 rooms

ADR



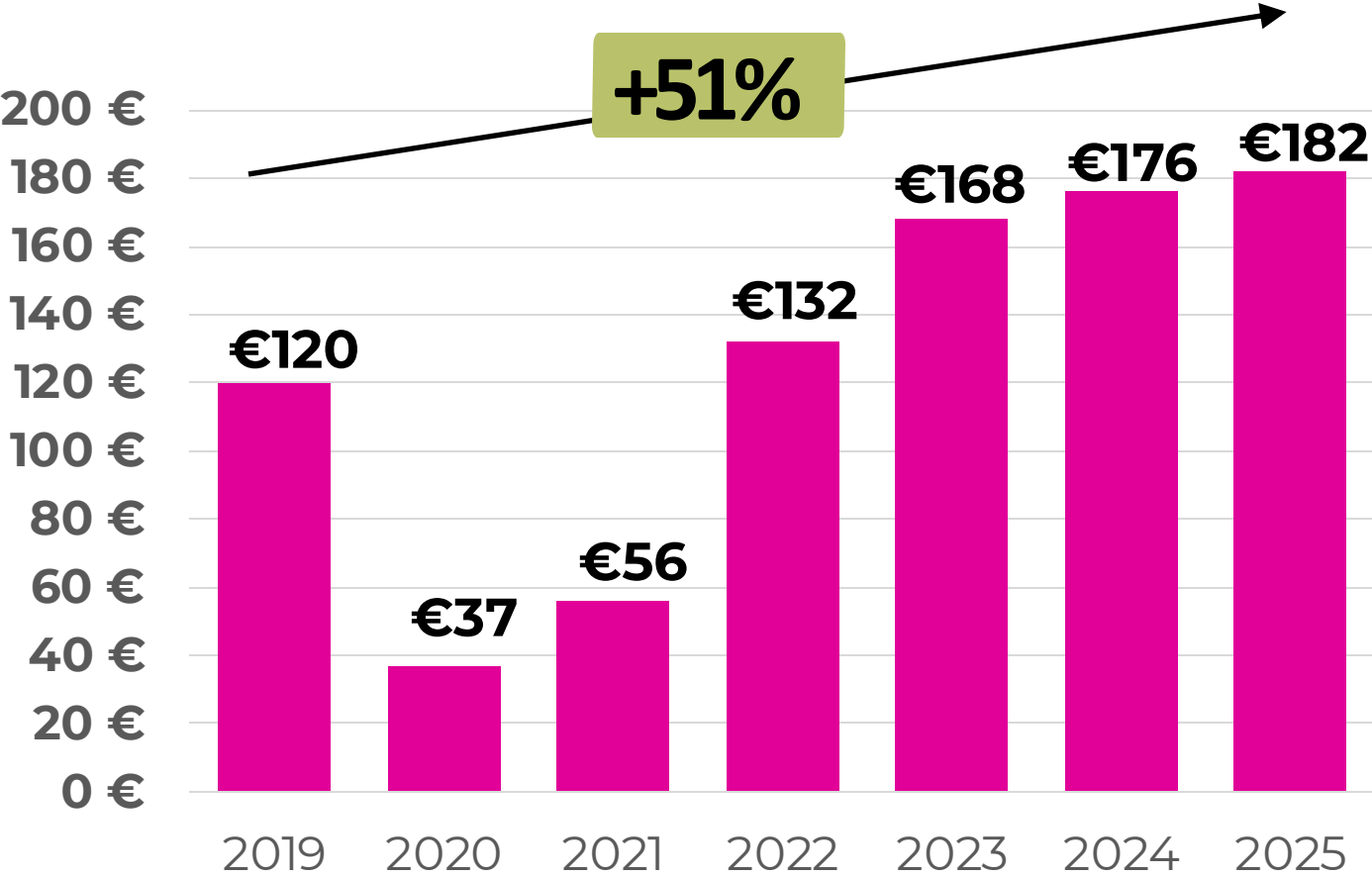
Occupancy



Trend data from a digitally advanced hotel panel

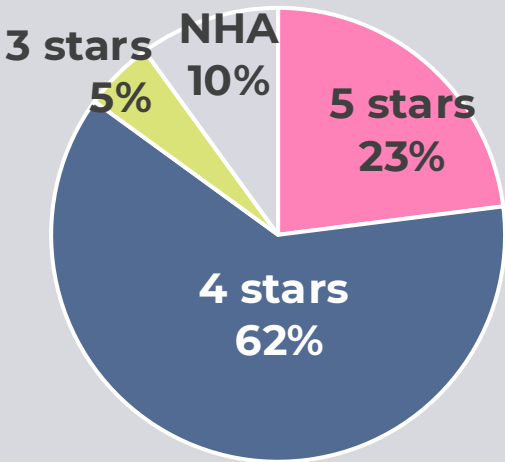
RevPar (Average Revenue per Available Room) 2019-2025

183 hotels, 12,450 rooms



PMS native Data

183 hotels
12,450 rooms
13,045,273 room nights
2,622,281,872 total revenue



The winning formula for maximizing revenue and marginality

A

One-stop-shop

A complete range of systems and excellent services for electronic distribution and revenue management

B

Blastness Suite

Integrated panels and interactive for an overview and immediate, more efficient and more effective actions

C

Consulting and know-how

multidisciplinary

One-stop shop

Direct Bookings & Distribution

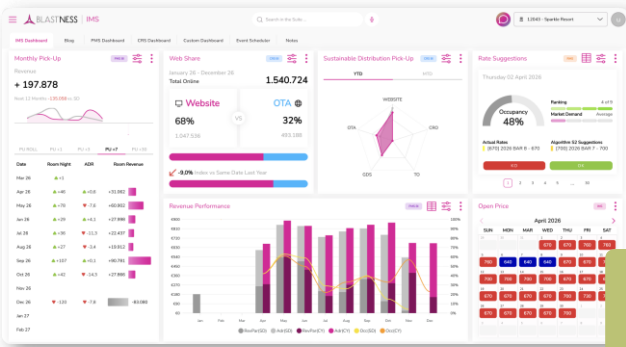
- Booking Engine
- AI Booking Engine **NEW**
- Channel Manager
- CRS - Central Reservation System
- CRM - Customer Relationship Management
- AI Chatbot
- Direct Revenue Tools
- GDS Distribution
- Connectivity

Revenue & Intelligence

- RMS - Revenue Management System
- IMS - Integrate Management System
- Market Intelligence
- Rate Shopper + Parity Check
- Business Intelligence

Web & Digital Marketing

- Search & Metasearch Advertising
- BMS - Bid Management System
- Websites
 - CMS - Content Management System
- SEO - Search Engine Optimisation
- Social Media Marketing
- Branding



Blastness Suite

Connected data and systems to act quickly and effectively



Consulting

Tailored strategies to achieve revenue goals

Why Red Sea Hotels Need to Move from Distribution to Commercial Intelligence?



BLASTNESS
GROWING YOUR BUSINESS

A Provocative Opening Question

If you knew that a guest was willing to pay €300 for your room, but you sold that same room for €220 through an intermediary...

Would you consider that a successful booking?

Most hotels know exactly where their bookings come from. Far fewer know if they were the best business to take.

The Core Thesis & Mindset Shift

DISTRIBUTION

- Tells you WHERE the booking came from.
- Backward-looking historical logbook.
- Reacting to what already happened in the market.

COMMERCIAL INTELLIGENCE

- Tells you WHETHER YOU SHOULD TAKE IT.
- Forward-looking real-time cockpit.
- Engineering your profit margins dynamically.

The Hurghada Distribution Mismatch

Current Market Mix Reality:

Tour Operators & Wholesale command 50%, OTAs control 35%.

Distribution Mix:

Direct Channels represent only 5% of the total volume, with Offline/Other Direct at 10%.

The Intermediation Tax:

~75% to 85% of total room revenue is generated through third-party intermediated channels.

The Strategic Wake-Up Call:

The question isn't whether Tour Operators are important. The question is: Does a 5% direct share reflect where modern digital demand is heading?

Unlocking the Direct Channel allows hotels to:

Reduce distribution fees, maximize direct revenue, and own the guest relationship.

Hurghada's Evolving Demand Infrastructure

Massive growing scheduled air connectivity network:

107 non-stop destinations, 30 countries, 40 airlines.

EU Europe represents the core high-yield source market:

Germany (12+ direct airports), UK, France, Italy, Switzerland, Central & Northern Europe.

Network increasingly includes major scheduled and low-cost carriers:

Air Cairo, easyJet, Wizz Air, Eurowings, Condor, Jet2, and Norwegian.

Growing FIT segment:

Modern travelers are buying flights online independently.

If they book flights directly, they are ready to book rooms directly.

107
non-stop
destinations

30
countries

40
airlines

Beyond Europe: Accessing Global Long-Haul Markets

Middle East regional lines expanding heavily:

Saudi Arabia (Jeddah, Riyadh, Medina), Türkiye (Istanbul, Antalya), Kuwait, Iraq.

Cairo's global hub connectivity significantly to:

expand the addressable long-haul footprint for the Red Sea.

The Core Commercial Opportunity:

Combine Hurghada's strong direct European connectivity with Cairo's global international long-haul network.

Shifting the framework from basic visibility to strategic target marketing:

Visibility → Data Analysis → Customer Engagement → Conversion.

How to move from Distribution to Commercial Intelligence?



Visibilty

Data
Analysis

Customer
Engagement

Conversion

AI-Powered Search

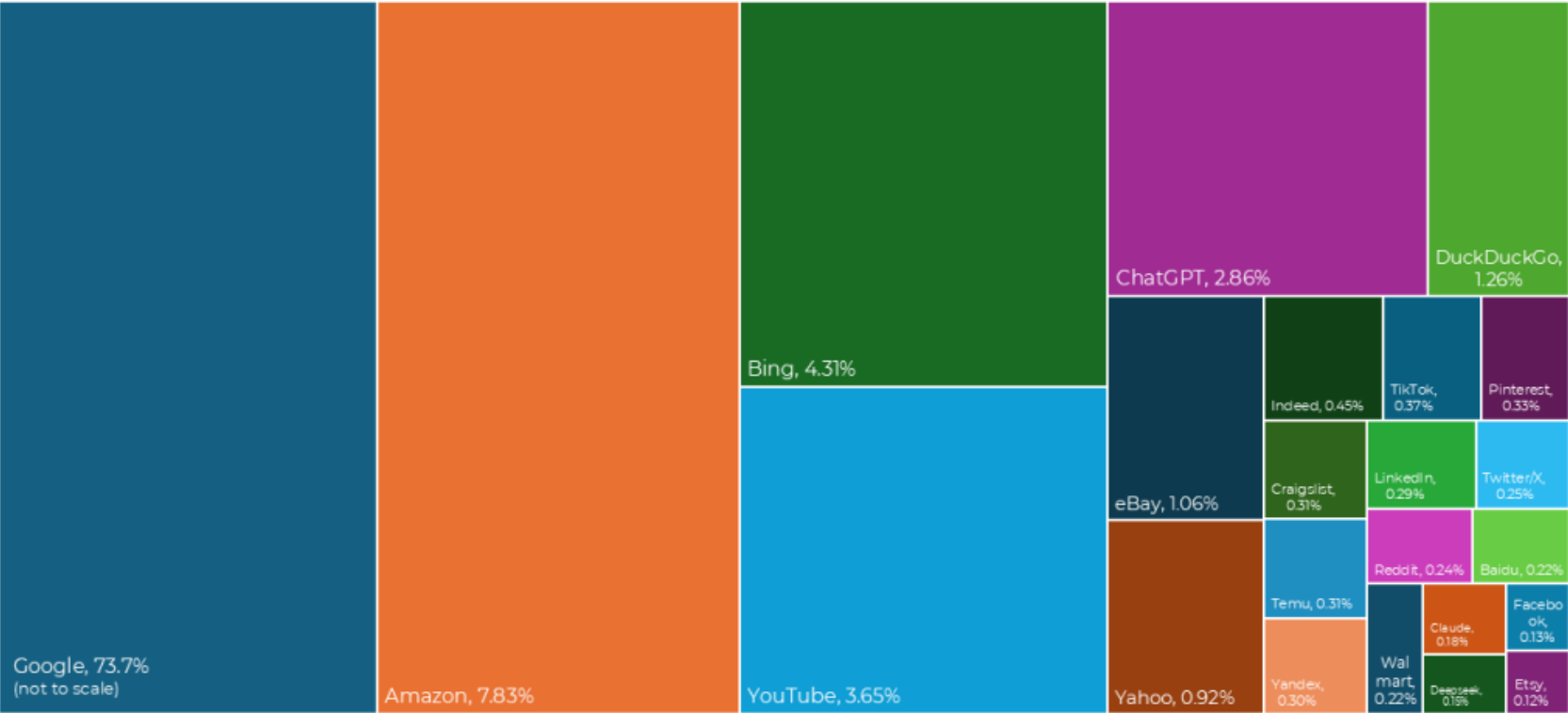
The Hype

- Lowering digital mobility
- Decreasing touchpoint
- All-in-one info collection
- GEO
- AI-powered visibility

AI-Powered Search

The Truth

Q4 2025 Share of Search Across 41 Major Sites (USA)

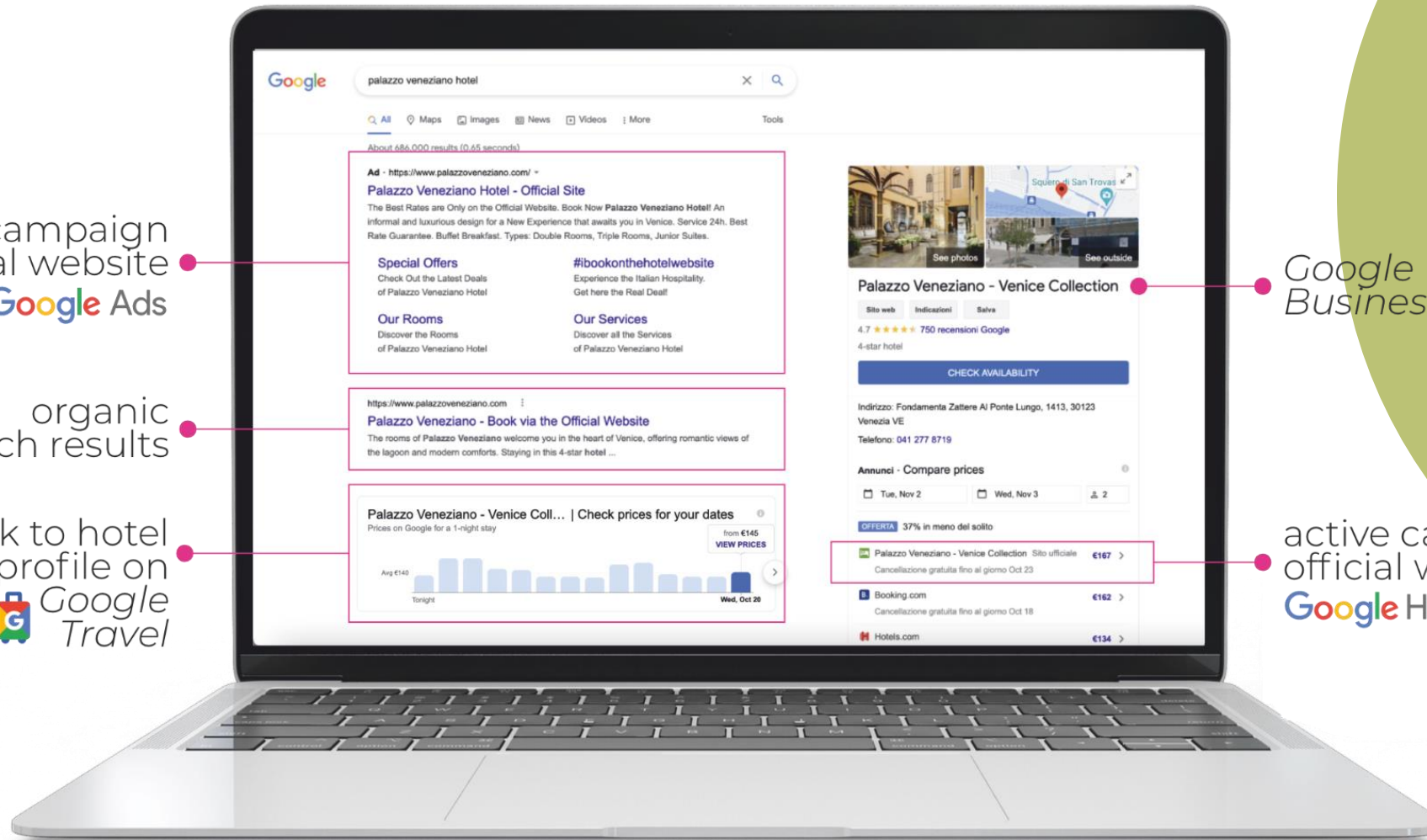


The Web Real Estate is crucial

active campaign
official website
Google Ads

organic
search results

link to hotel
profile on
Google
Travel



Google
Business Profile

active campaign
official website
Google Hotel Ads

The Web Real Estate how to get there

1

High performing
website

2

AI-driven
SEO & GEO

3

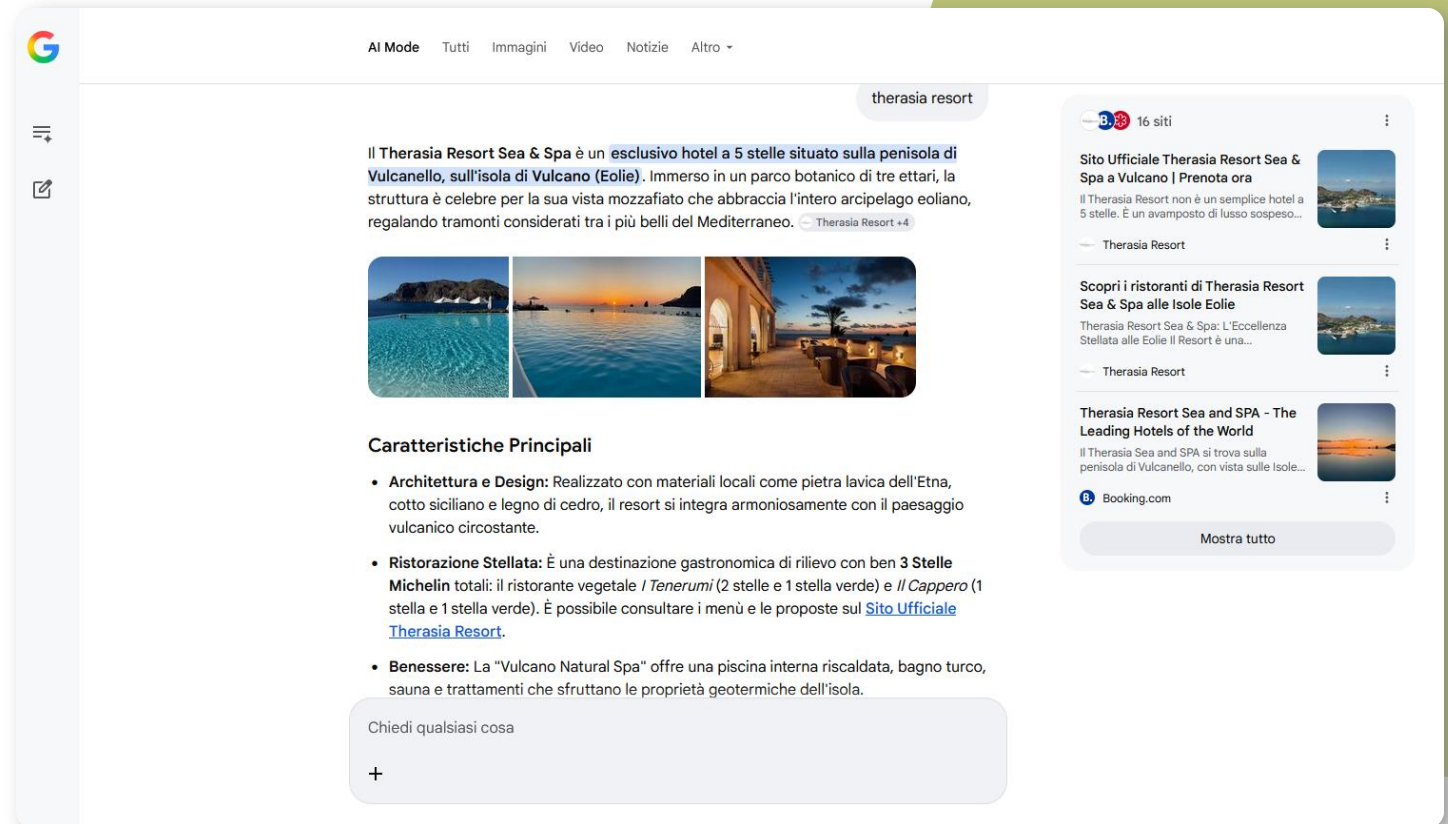
AI-powered
& Data-driven PPC

AI-driven SEO & GEO

Data-driven
keywords set

Automatic **Schema**
Markup

LLM-based
copywriting tool



PPC Reservation Oriented

Constant monitoring of **search engines and metasearch engines** to advertise the direct channel and its official rates

24/7 always-on ads in over 200 countries and in 7 languages to ensure maximum exposure and reach global audiences

Google Ads Google Hotel Ads



Microsoft Advertising

Tripadvisor

trivago

Hotel Splendide Royal Paris

★★★★★ 175 reviews | #61 of 1,832 hotels in Paris
18, Rue Du Cirque, 75008 Paris France
Write a review

€1,082 [View deal](#)
Booking.com

Traveler (112)
Room & Suite (62)
Dining (12)

View prices for your travel dates

Check In	Check Out	Guests
Fri, Aug 30	Sat, Aug 31	1 room, 2 adults, 0 children

Provider	Features	Price	Action
Booking.com	✓ Fully refundable before Mon, Aug 26 ✓ Breakfast included	€1,082	View deal
Expedia	✓ Breakfast included ✓ Earn rewards for every stay	Only 4 left at: €935	View deal
Trip.com		€753	View deal
Hotels.com	✓ Fully refundable before Tue, Aug 27 ✓ No prepayment needed	€1,082 €687	View deal

From Distribution to Commercial Intelligence



Visibilty

Data
Analysis

Customer
Engagement

Conversion

Your key KPIs in a single system

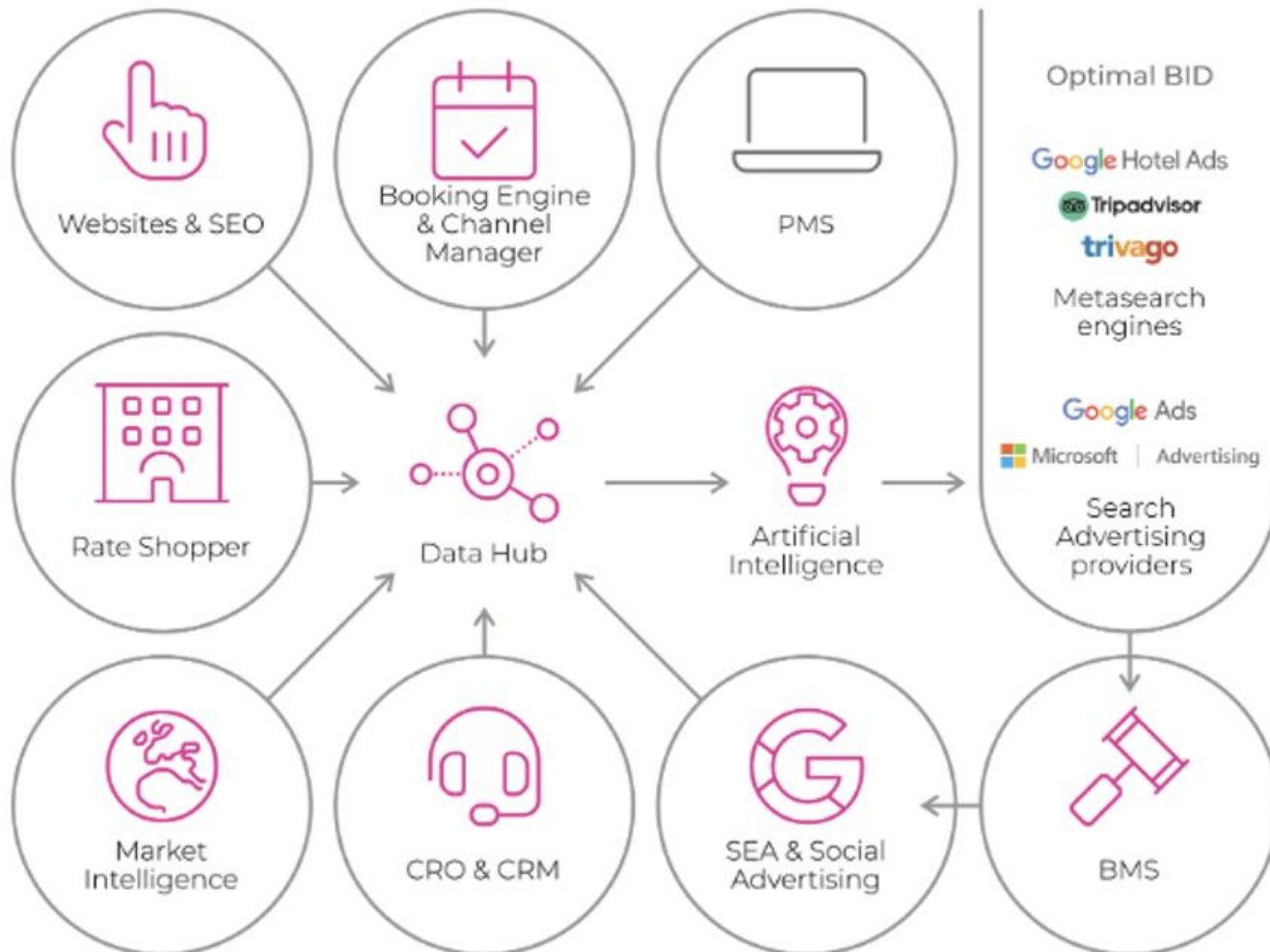
Centralized
platform for real-
time analysis of
internal and
external data

Timely monitoring
of progress for
targeted strategic
interventions

Optimization of
performance in
marketing and
revenue

What it is still crucial today

Integration & Automation -> Visibility



Simplify Operations.
Maximize Profitability

Avoid information fragmentation and transform complex data into clear, actionable **insights by enabling you to act on disparate systems from a single platform.**

Cockpit for immediate action

Availability, restrictions and rates in a **single section synchronized in real time with the PMS and other systems**, to ensure quick actions consistent with the strategy.

The screenshot displays the BLASTNESS IMS Cockpit interface. At the top, there's a navigation bar with the BLASTNESS logo, 'IMS' label, a search bar 'Search in the Suite...', and a user profile icon. Below this is a 'Combo' tab and a date range selector set to 'Jan 2025 - May 2025'. A 'SAVE' button is visible on the right. The main area is a table with columns for Date, Occupancy, Rev, ADR, RevPar, Rate Grid, Avail CRS, and various room types: SNG, CLS, SUP, DLX, FAMILY, ROYAL, SPA SUITE, and SUP_VIRT. The table shows data for 'Tue 20 May 2025'. The 'Rate Grid' column for 'BAR 17 - 530' is highlighted with a green bar. The 'Avail CRS' column shows '19'. The room type columns show availability counts and 'Open' buttons. A red box highlights the 'SNG' room type in the bottom row.

Date	Occupancy	Rev	ADR	RevPar	Rate Grid	Avail CRS	SNG	CLS	SUP	DLX	FAMILY	ROYAL	SPA SUITE	SUP_VIRT
Tue 20 May 2025	33 % (59 at 177)	29,648	503	168	BAR 17 - 530	19	0 350 Open	3 530 Open	2 550 Open	8 570 Open	4 590 Open	1 630 Open	1 610 Open	2 0 Open
							Open	Open	Open	Open	Open	Open	Open	Open
							Open	Open	Open	Open	Open	Open	Open	Open
							Open	Open	Open	Open	Open	Open	Open	Open
							Open	Open	Open	Open	Open	Open	Open	Open
							Open	Open	Open	Open	Open	Open	Open	Open

From Distribution to Commercial Intelligence



Visibilty

Data
Analysis

Customer
Engagement

Conversion

Conversational selling AI Chatbot

Technology that turns conversations into sales

Conversational selling is the ability to **sell rooms through personalized digital interactions using technological tools** that make it possible to understand the customer's needs in real time. By building trust and creating value, it guides the conversation so that the software is perceived as the natural solution to the expressed needs

CONVERSATIONAL SELLING BENEFITS



Personalized
Customer
Experience



Improved
Customer
Engagement



Higher Sales
Conversion
Rates



Enhanced
Customer
Loyalty



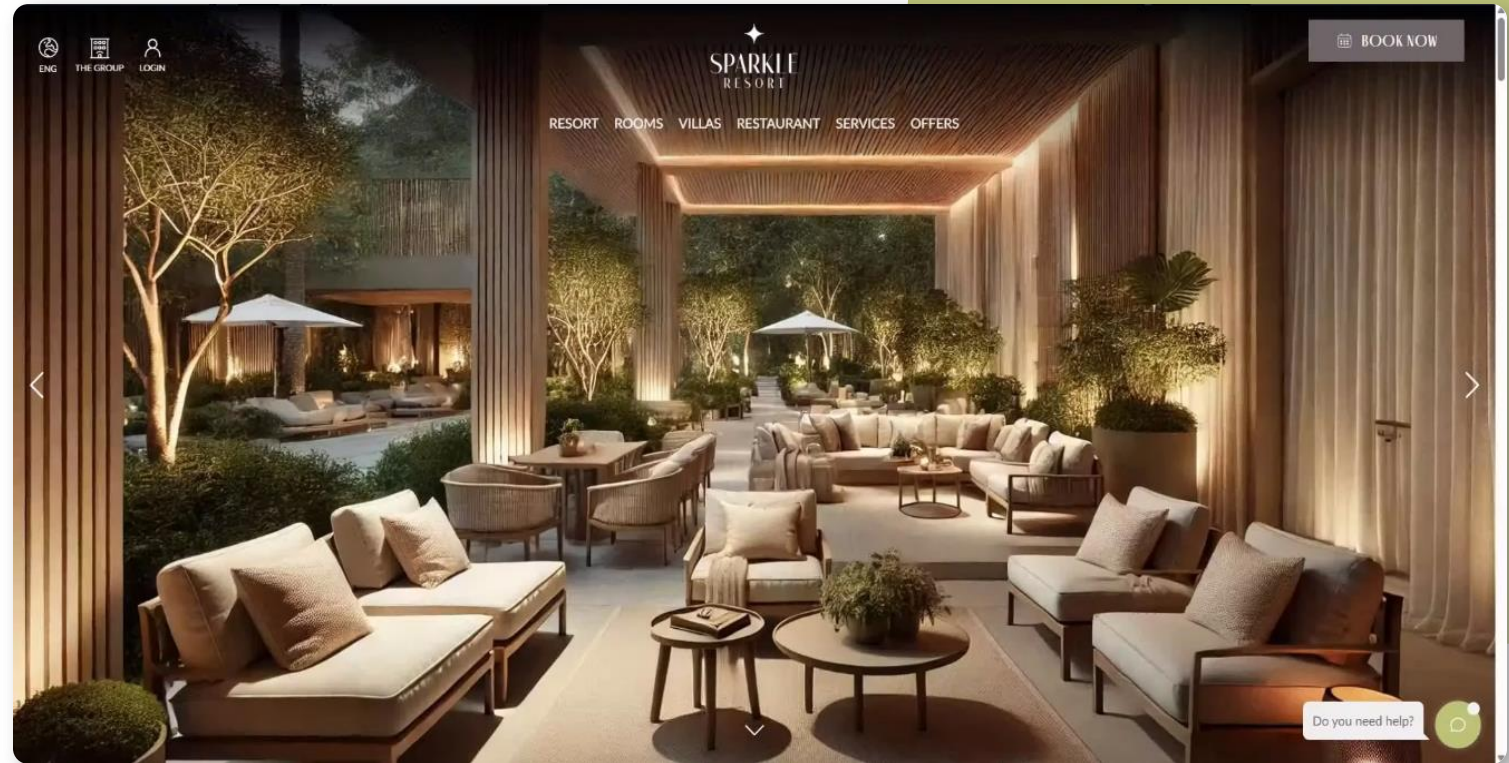
Efficient
Lead
Qualification

Conversational selling AI Chatbot

Hybrid Direct Reservation: a strategic balance between direct channel and OTAs

AI Chatbot, based on Conversational Selling, leverages LLM to provide **real-time responses and handle multilingual request**

It needs to be a **cross booking engine/website** and it can use the CMS and booking engine information as the starting point

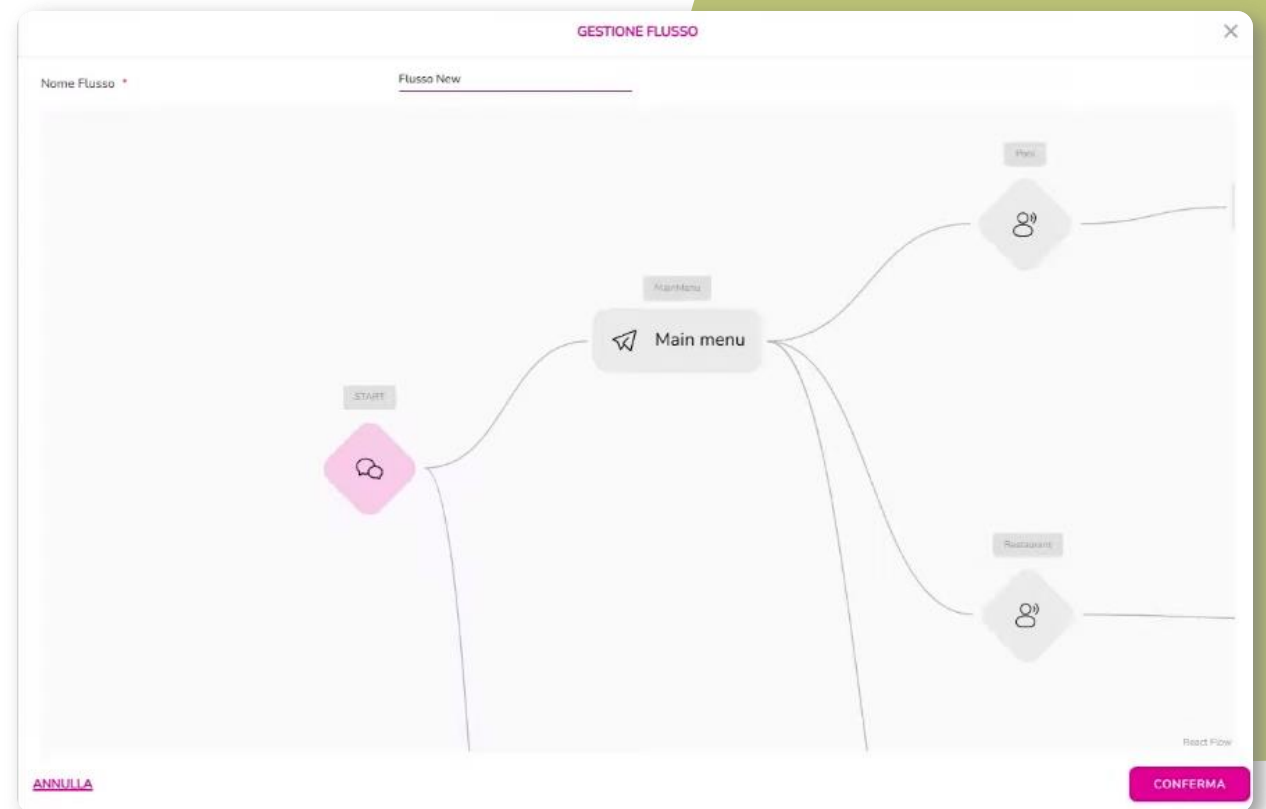


Conversational selling AI Chatbot

Dynamic Q&A: guest experience tailor made

AI Chatbot need to have **an advanced Q&A engine** that allows each hotel to create unique conversational flows, tailored to its communication style and to the topics most relevant to its guests.

In this specific case, we can see how, through a branching structure, the AI Chatbot is able to guide a customer who is looking for information related to the pool and the restaurant.



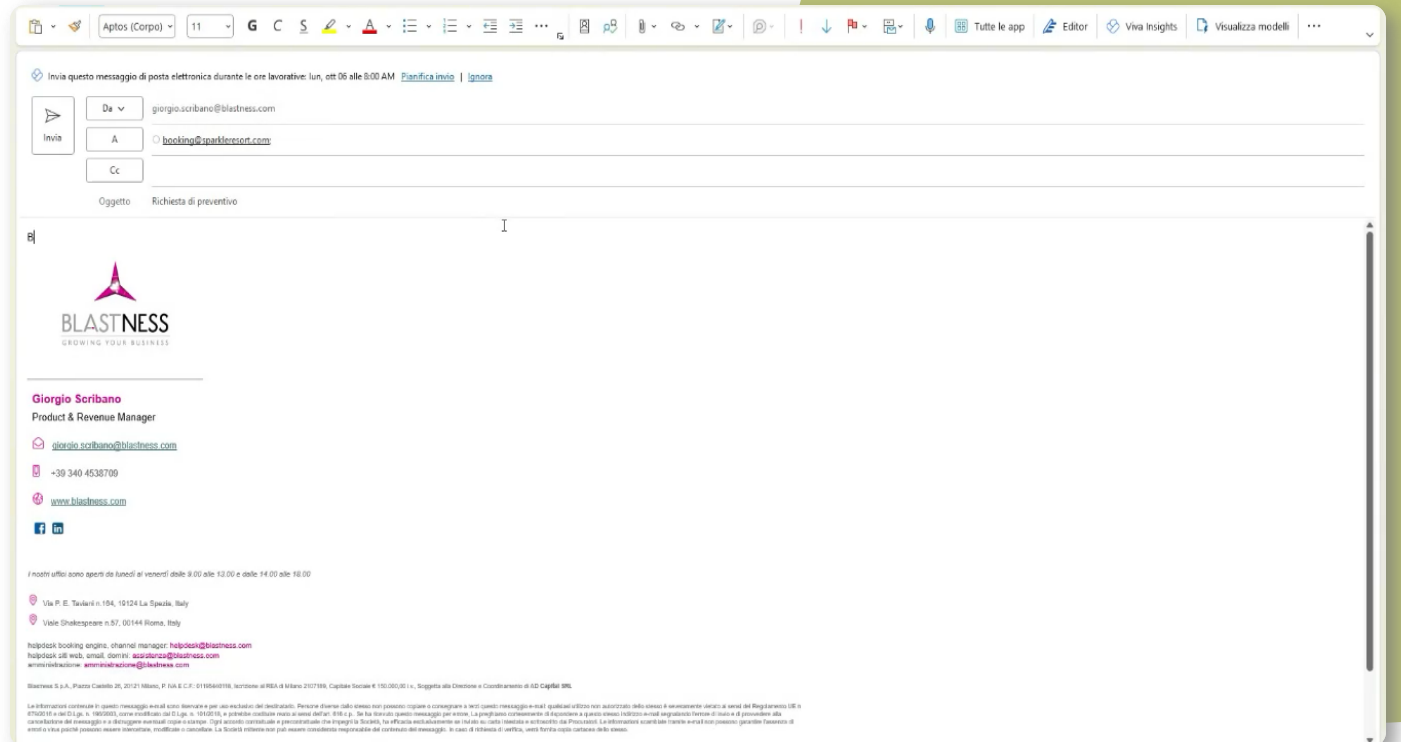
AI-powered CRO

Direct Reservation Co-Agent

AI-Powered CRM and LLM models to optimize and make the customer interaction process data-driven

Automatic analysis of request email and identification of customer needs

Multichannel: requests received via email are automatically generated within the CRM



From Distribution to Commercial Intelligence



Visibility

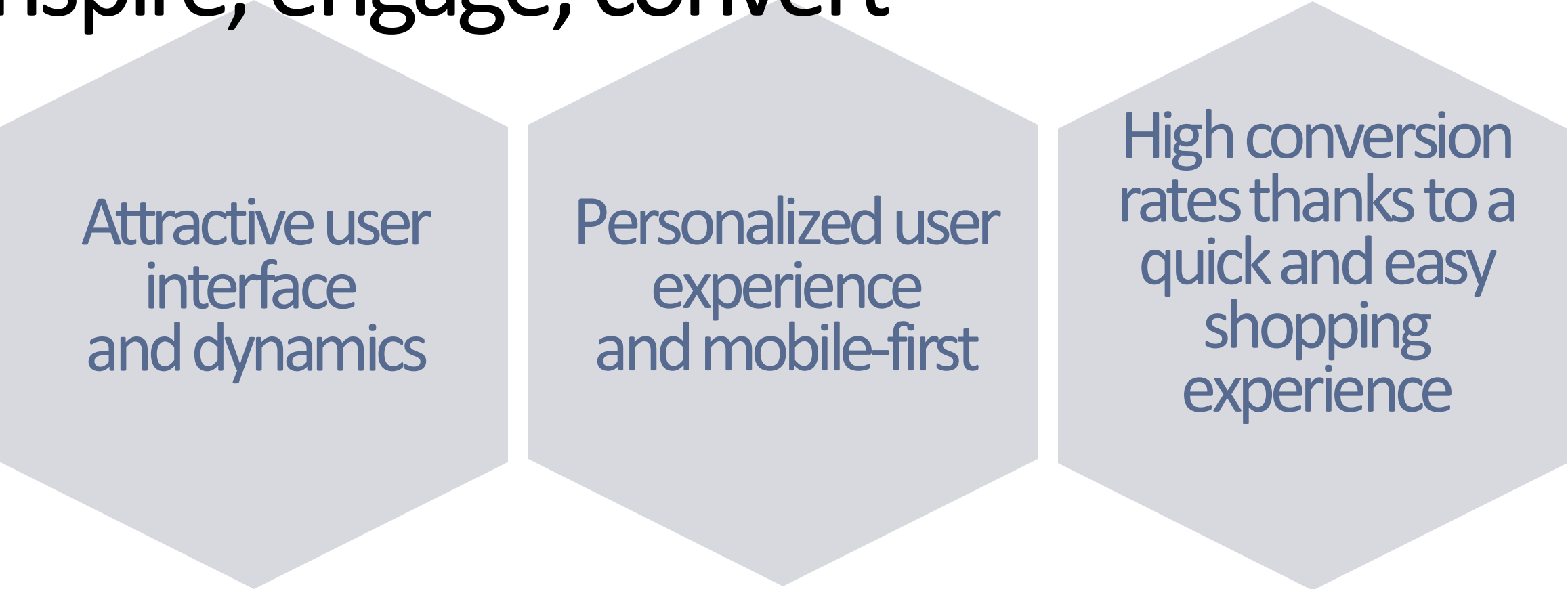
Data
Analysis

Customer
Engagement

Conversion

AIBE – AI Booking Engine

Inspire, engage, convert



Attractive user
interface
and dynamics

Personalized user
experience
and mobile-first

High conversion
rates thanks to a
quick and easy
shopping
experience

AIBE – AI Booking Engine

Hyper personalisation

An AI-BE can customize the the booking process and optimizes conversions by **automatically adjusting images based on the user's search**, whether it's a special period like Christmas or a family stay, offering a personalized and more engaging visual experience that enhances engagement and conversions

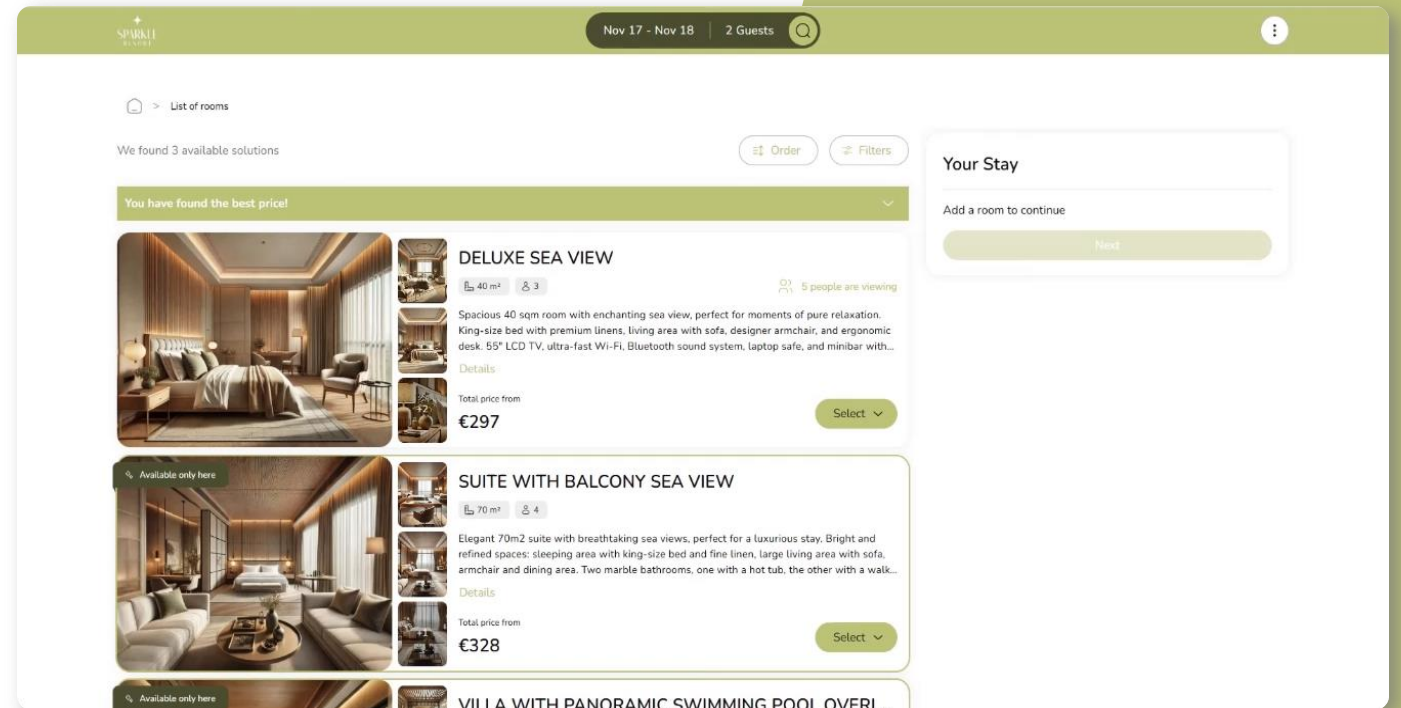


AIBE – AI Booking Engine

Hyperpersonalisation

With the integration of AI, the Booking Engine **smartly sorts the rooms**, highlighting those with the highest probability of conversion

The hotel promotes strategic rooms types and rates, reduces decision-making time, and increases direct sales, **while the guest enjoys a faster, smoother, and more personalized experience**

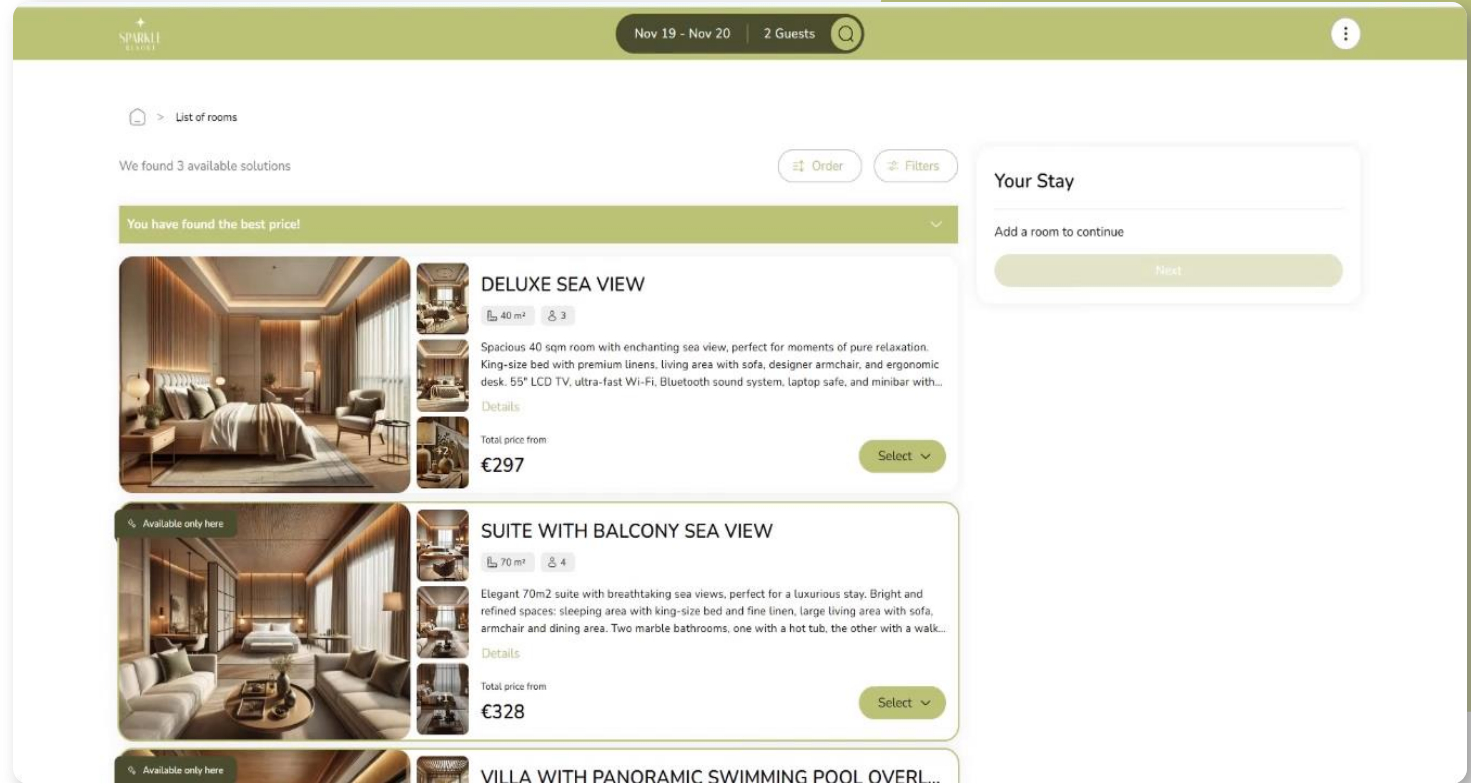


AIBE – AI Booking Engine

Hospitality e-commerce: dynamic shopping cart and multi-date booking

With a **dynamic shopping cart**, the booking experience is **Amazon-like**: the guest can select multiple rooms, modify them, and confirm them in a simple, intuitive and engaging way.

The **multi-date** feature also allows booking rooms for different dates in a single reservation, ideal for groups, corporate stays and complex itineraries

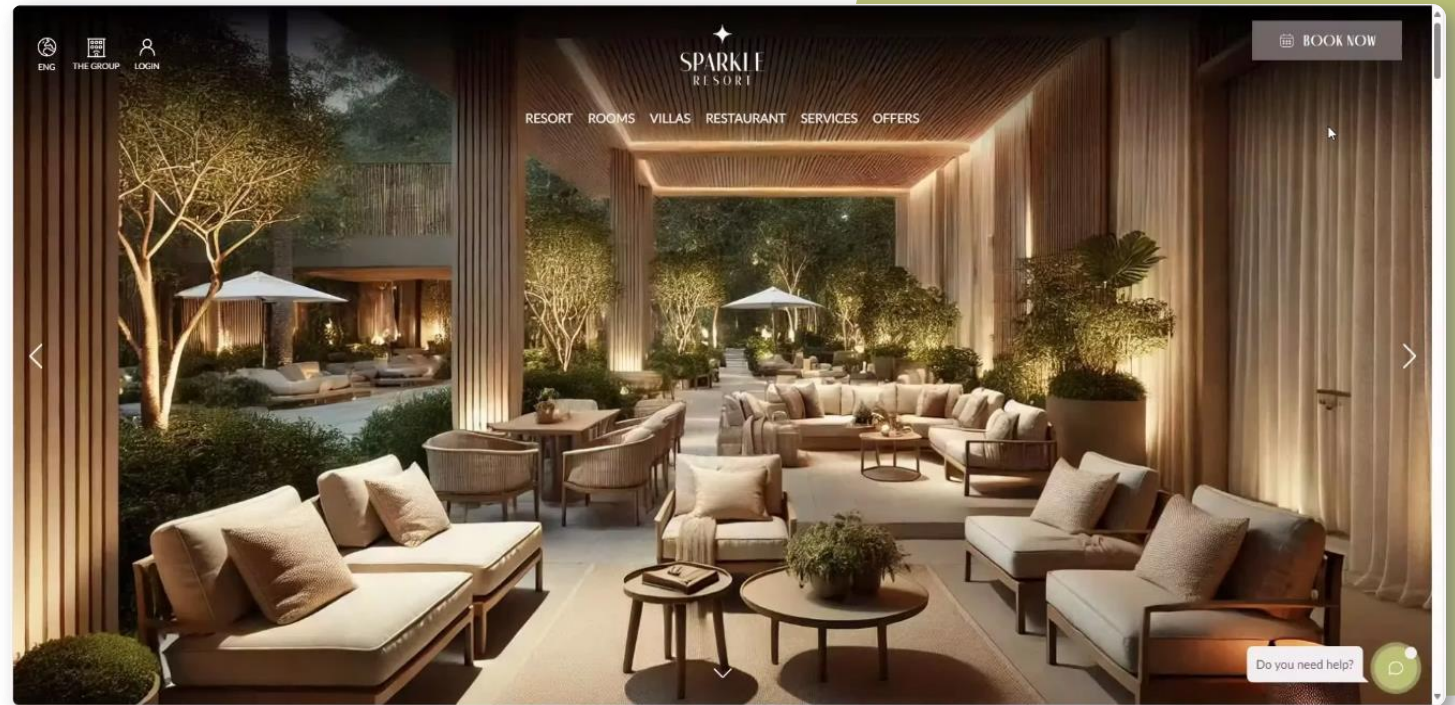


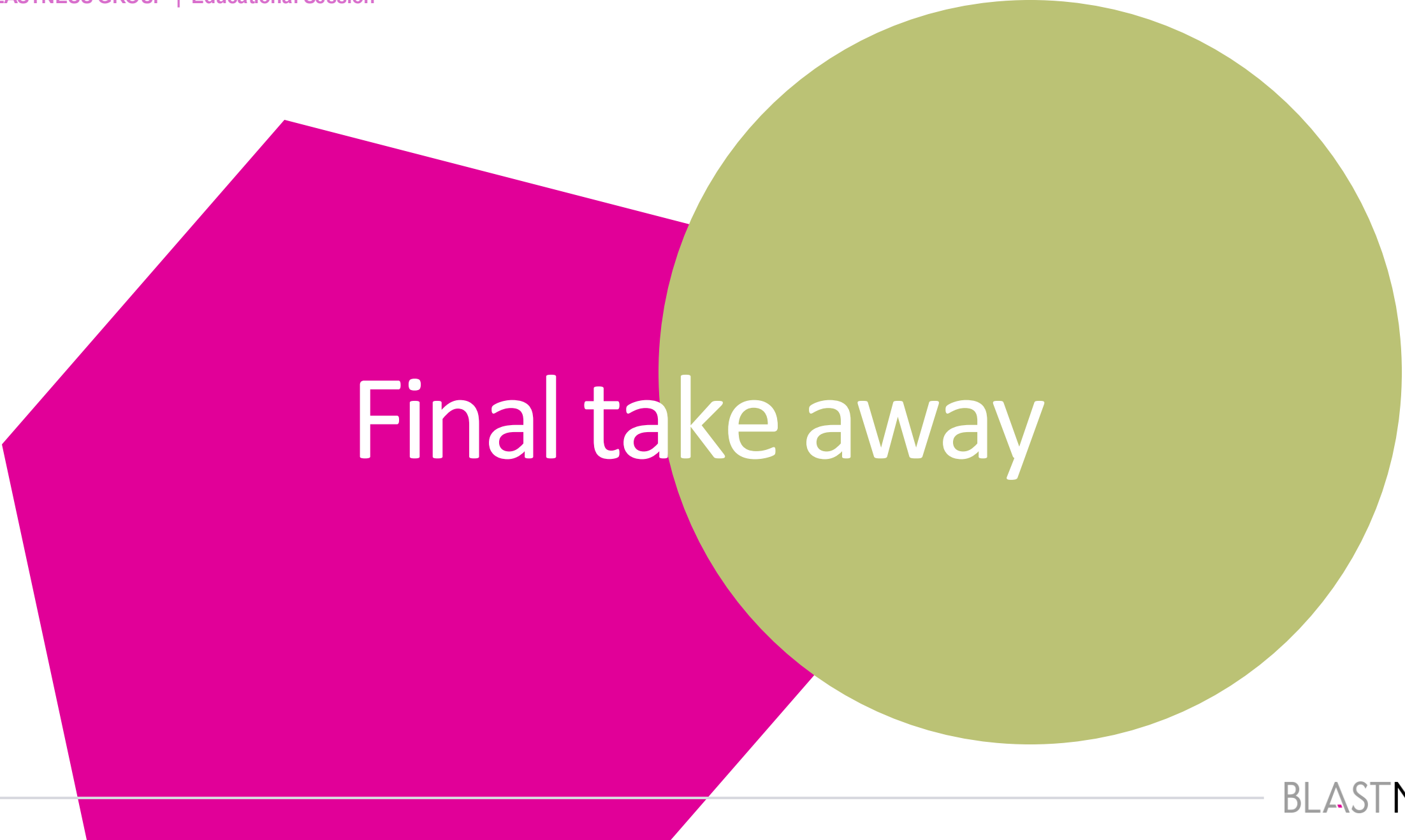
AIBE – AI Booking Engine

Loyalty: retain customers and sell more, frictionless

The Loyalty features with **integrated instant rewards** turns every booking into a loyalty opportunity: the user signs up seamlessly, using the data already provided, while the hotel increases booking and customer value

The **integration with metasearches engines** further boost the direct channel, generating qualified lead ready to convert into new bookings



An abstract graphic featuring a large, bright pink polygon on the left and a large, olive green circle on the right. The two shapes overlap in the center. The text "Final take away" is written in white, sans-serif font across the intersection of the two shapes.

Final take away

6 golden actions to maximize Direct sales and revenue:

1. Implementation of an **RMS** with **pricing, forecasting and demand predictions**, rate autopilot and **Dual Revenue Management**
2. Website Creation Mobile First with a **Google Speed Test** score > 90%
3. Development of Advertising campaigns on search and metasearch in a **Always-On Mode** with **Dynamic Advertising Budgeting** managed through a **BMS**
4. Implementation of a Chatbot focused on **Conversational Selling**
5. Optimization of customer interaction through an **AI-powered CRM**
6. Integration of a Booking Engine that leverages **AI to INSPIRE, ENGAGE AND CONVERT** direct customers

We're at a Crossroad:

OPTION A

Continue relying heavily on intermediaries, letting third parties dictate your inventory mix, customer relationships, and net ADR margins.

OPTION B

Unify your operational data, take total control of your distribution, and engineer a forward-looking commercial intelligence.

Thank You

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