

Market Manager, India

Job ID #: 8210

Company: Expedia Asia Pacific

Location: INDIA -Bangalore

Functional Area: Sales

Division: Partner Services Group (Paul Brown)

Employment Type: Full-Time Regular

Education Required: Not Indicated

Experience Required: Not Indicated

Relocation Provided: To be determined

Position Description

The objective of the Market Manager role is to identify key markets and types of hotel products that would compliment Expedia's product offerings and revenue growth. This will be achieved by maintaining accounts, giving sales presentations and attending travel industry related functions.

Key Areas of Responsibility

- Identify key markets and the types of hotel products that would compliment Expedia's current product offerings and revenue growth.
- Grow net revenue in the market by producing business plans to achieve revenue goals, ensuring inventory levels exceed demand throughout the market, ensuring rate competitiveness, participating in weekly 'market review' meetings, maintaining 9 month running inventory and rates, following up on all expiring contracts, analyzing weekly reports, negotiating and securing market deals and merchandising all deals on Expedia sites.
- Maintain key accounts (e.g. Hotel Chains, Hotel Management Companies etc.) by conducting weekly competitive analysis for key markets, report findings and make adjustments; monitor, evaluate and report on individual accounts and markets progress toward weekly, monthly and annual targets, provide educational seminars, take advantage of merchandising/advertising opportunities, identify opportunities for growth, initiate annual contract renewal process for larger accounts.
- Establish and maintain supplier relationships, train partner hotels on Expedia's extranet and the wholesale business, review monthly production reports and provide feedback to top producing hotels, plan and execute market site visits as agreed with Regional Management meeting trip objectives and guidelines.
- Initiate contract agreements and credit arrangements with suppliers.
- Oversee coordination of contracts between Market Management and suppliers.
- Work with internal and external partners on major lodging development initiatives such as direct connect, report server, corporate travel etc.
- Communicate progress and changes related to development to the lodging team.
- Establish initial relationships with local tourism agency/organizations.
- Attend supplier related travel shows.

- Host supplier presentations for destinations, Hotel Chain/Management Company Clusters and destination tourism agencies/organizations.
- Conduct presentations and represent Expedia at destinations tourism sponsored events, marketing partner sponsored events and industry related events.
- Identify competitors in each destination and gain an understanding of their volume into the market, advertising methods, origination of customers, core product, pricing techniques, competitive advantages and disadvantages, and technology capabilities both from consumer and suppliers points of view.
- Implement extranet rate and inventory revisions, ensuring suppliers understand the extranet and increase supplier usage of the extranet.

Skills and Experience

- Minimum of 3-4 years sales and or revenue management experience in travel industry.
- University or Hotel Management School degree.
- Strong knowledge of travel distribution and pricing.
- Deep understanding of online travel experience.
- Experience with day-to-day management of business operations.
- Strong interpersonal and communication skills.
- Strong statistical and analytical skills.
- Strong understanding of sales and service strategies, including a working knowledge of account and inventory/revenue management.
- Able to work and thrive in a multi-tasked fast paced environment.
- Professional work ethic.
- High proficiency in MS Office tools (i.e. Word, Excel, PowerPoint and Outlook).