



## Glossary of Acronyms and Terms

RM Field Support



<b>Account Behavior</b>	Characteristics and grades for accounts displayed in the Special Corporate Tracking Tool to give guidance on how loyal the account is to Marriott and how much leverage Marriott has with pricing the account.
<b>Additional Demand</b>	The number of rooms that were not able to be booked because the property's inventory is either closed or restricted. This number is computed using a mathematical model and as such, the value for a given day may not be represented as a whole number.
<b>ARSO</b>	Area Reservation Sales Office.
<b>Attribute</b>	Optional room or rate characteristics that will be defined and maintained through the use of High Performance Pricing functionality after a property has launched ERS (Enhanced Reservation Solution).
<b>Availability Rules</b>	Parameters used to define when a Rate Entity can or cannot be sold (ex. Day of week availability, arrival rules, and length of stay, advance booking, and overrides for caps and restrictions).
<b>Benchmark Rate</b>	See "Retail Rate".
<b>Booking Fee</b>	Amount of money used to compensate sales for business that they helped direct to a hotel.
<b>Booking Pace</b>	The rate at which a property is booking opportunities for the future compared to the same time in previous years. <i>For example one could look at July 1, this year, and see how many group rooms are booked definite until the end of the year. Then compare that number with last year, July 1, and see how many group rooms were booked definite until the end of that year. If this year's # minus last year's # is positive – you are ahead of pace. If it is negative you are behind pace.</i>
<b>Booking Parameters</b>	Guidelines set by a property that define the conditions under which group and catering opportunities will be evaluated / determine if they should be booked. If an opportunity falls outside these guidelines, it doesn't support the strategy currently in place and could be further considered through the business evaluation process. The result may be booking the opportunity and / or adjusting the strategy.
<b>Booking Window</b>	The time frame prior to an arrival date that guests call to reserve a room or a function space.

<b>BT Pricing</b>	<p><b>MarRFP</b> facilitates the centralized business travel (BT) pricing process for all Marriott properties worldwide. This tool provides hotels the opportunity to submit BT RFP pricing centrally through the tool for Marriott's globally deployed top accounts.</p> <p><i>*see MarRFP</i></p>
<b>Bundled Travel</b>	<p>A room offered to a third-party at a discounted net rate that is packaged with other components (ex. airfare or rental car), then sold to the guest. The room rate is not disclosed to the guest – only the total price including the room and other components.</p>
<b>Business Opportunity</b>	<p>A lead or piece of business (group, catering event or room reservation) that represents potential revenue for a property.</p>
<b>Business Plan</b>	<p>A strategic document which outlines and describes a property's business strategies that will be put into place in order to meet their Budget goals. This usually refers to a one year time frame.</p>
<b>Budget</b>	<p>The financial goals for a property for a given year.</p>
<b>Cancel</b>	<p>Status of an opportunity/quote that has been cancelled by the contact after the contract has been signed. The opportunity moves from Definite to Cancel status when this occurs.</p>
<b>Catering Contribution per Group Room Night (CCPGRN)</b>	<p>The amount of revenue per group room night that is associated with the Food and Beverage and Audio Visual requirements of a group opportunity.</p> <p><i>(Calculated: catering revenue/group rooms)</i></p>
<b>Closed Fill-in Price</b>	<p>Substitute price used in the Retail Pricing Optimizer for future arrival dates when competitor or Marriott property has closed inventory - typically one of the higher rates being charged by the competitor or Marriott property and use of the fill-in price signals to the optimizer an opportunity to increase prices. It is determined using historical price points for a finite period of time. Weekdays and weekend are determined separately by season using the 95th percentile of the highest observed price.</p>
<b>CI*TY</b>	<p>Consolidated Inventory (CI) and Total Yield (TY) are installed at a property as a package as they are designed to work together to optimize total hotel revenue and enhance service to group customers. See: "Consolidated Inventory" and/or "Total Yield".</p>



<b>Competitive Retail Rate Rating</b>	A range-based rating which specifies the Marriott property price position relative to its average weighted competitor pricing used in the Retail Pricing Optimizer.
<b>Competitive Weights</b>	The relative importance to be assigned to the most relevant competitors when evaluating the competitive position of the Marriott property in the Retail Pricing Optimizer. It signifies how changes in the competitor rates affected Marriott demand patterns in calculating weighting factors. <i>Calculation is (% Specific Comp Correlation * 100) / % Total Comp Correlation.</i>
<b>Complex Opportunity</b>	A group or catering lead/ business opportunity which generally uses many guest rooms and multiple outlets/venues and/or a group or catering event that requires additional analysis or customization to book and service on property.
<b>Concession</b>	Complimentary amenity or reduction in price provided as an incentive to help capture business.
<b>Consolidated Inventory (CI)</b>	A web-based application that interfaces with MARSHA and serves as a comprehensive sales and service system for group and catering events. Included in CI is a centralized group sleeping room and function space inventory. This system replaces the applications previously used to manage function space such as SFAWeb, NGS and Delphi.
<b>Constrained Demand</b>	The number of rooms that a property can book based on their physical capacity.
<b>Core Deliverables</b>	A document that outlines by brand the core services that revenue management is committed to providing its stakeholders. Based on staffing levels and expertise – some of these core deliverables may be performed by others at the hotel.
<b>Corporate and Above Mix</b>	Percentage of transient room nights sold to Premium Retail, Standard Retail and eChannel Retail segments. <i>(Premium Retail Rooms + Standard Retail Rooms + eChannel Retail Rooms)/Total Transient Rooms (displayed as a percent)</i> <b>MGS Reference:</b> Global Good Data Standards
<b>Corporate Rate</b>	Retail rate specific to rate programs beginning with COR. See “Retail Rate”.
<b>Date Picker</b>	Calendar that will allow the user to select dates from for pricing seasons using point and click functionality in High Performance Pricing.

<b>Day Part</b>	A part(s) of the day - morning, afternoon or evening that a function space may be requested or sold; <i>(For exact hours of each day part for your property consult your RM, Events or Sales Leader).</i>
<b>Day Part Occupancy</b>	The percentage of function space occupied in a day part.
<b>Definite</b>	Status of an opportunity/quote used to indicate that the contact has a signed contract for sleeping rooms and/or function space.
<b>Demand</b>	A measurement of how many rooms the property could have sold, had there been an unlimited number of rooms to sell. To compute Demand you add the additional demand to the total number of rooms sold.
<b>Diary Audit</b>	The process of reviewing the function space that is blocked (reserved tentatively or definitely) on a regular basis. The goal is to create an accurate view of space availability and maximize our ability to book other business opportunities.
<b>Displacement</b>	The amount of revenue that would have been realized if a particular opportunity had been booked. (The opportunity could not be booked because another business opportunity was already booked); the amount of revenue that could be potentially lost by taking a particular business opportunity over more profitable one that called to book at a later date.
<b>Elite Rewards Member</b>	Silver, Gold, or Platinum Rewards Member (does not include basic members).
<b>EPIC</b>	A centralized database that collects stores and distributes property information for all Marriott hotels.
<b>ESOcc</b>	The percentage of rooms sold at length of stay of 5 or more room nights. <i>*ESOcc = total # of 5+ LOS rooms sold ÷ by total # of rooms available</i>
<b>Forecast</b>	The number of rooms, space and revenue that the hotel is anticipating for a timeframe in the future.
<b>Function Agenda</b>	The details for an group or catering opportunity's functions including sub functions
<b>Function Space Threshold</b>	Profit target for the amount of money needed per function space opportunity. See "Thresholds" for additional information.

<b>GDS</b>	<b>Global Distribution Systems</b> – a computer system used by travel agents that links to MARSHA. The largest GDS systems are SABRE, APOLLO, AMADEUS and WORLDSPAN. May also be referred to as CRS.
<b>Gold Key Information</b>	As a sales manager works with their customer they identify the customer’s top three Gold Keys. These are what the Event Management team needs to know to ensure success for the customer and their event.
<b>GRAM</b>	The functionality in MARSHA used to communicate group rates and strategies for hotels that do not utilize Marriott’s Group Price Optimizer. . Typically this function is used in smaller, non-complex hotels.
<b>Group Ceiling</b>	The number of group room nights that can be booked each day; A threshold that, if exceeded, may result in displacing more profitable opportunities.
<b>Group History Checklist</b>	Displays details about the past behavior of a group. Includes information on where a program was previously held, amount paid for a sleeping room rate, meeting room rental, etc.
<b>Group Pricing Optimizer (GPO)</b>	<b>GPO</b> functionality in One Yield is used to price group rooms for maximum hotel profitability. The system provides a recommended sleeping room rate for each group opportunity and a negotiating range based on the hotel's projected total rate, historical customer buying behavior, and the profitability of the opportunity.
<b>Group Rate Efficiency</b>	The gap between our transient retail and our group average rates. This measurement shows the amount that we have to discount our rates to secure group business. (Group ADR divided by Standard Retail ADR.)
<b>Group Rooms to Space Ratio</b>	A ratio of guest rooms to function space used by a group.
<b>GRPA-GRPZ</b>	Group Rate programs set up in MARSHA that Revenue Management uses to manage group rates and availability in GRAM.
<b>GSO</b>	<b>Global Sales Organization.</b>
<b>HDX+</b>	<b>Help Desk Express.</b>
<b>Historical Data</b>	Past information on group, transient and catering / function space bookings.

<b>Hold</b>	Status of an opportunity/quote indicating that inventory is temporarily on hold while awaiting a response from a customer. Opportunities or quotes should remain in this status for only a short period of time. The opportunity moves from Hold to T2 when the contact is showing signs of being 75% sure of wanting to move forward with a contract.
<b>Hotel Value-Add Package</b>	A room for sale that includes additional amenities, activities, items, or points.
<b>HPP</b>	<b>High Performance Pricing</b> is a tool that streamlines the process of setting up and maintaining transient rates through a web-based user interface which integrates with MARSHA.
<b>Inventory</b>	Guest rooms and function space that a property has for sale to customers.
<b>Inventory Effectiveness</b>	The amount of money you were able to make as a result of your pricing and inventory management strategies.
<b>IO</b>	<b>Inventory Optimization is a capability within One Yield that authorization</b> recommendations for each room pool, using real-time information.
<b>KDATE</b>	The last date a reservation can be booked in MARSHA. This is always 51 weeks from today. Every Sunday a new week rolls into MARSHA's inventory.
<b>Key Indicators</b>	The critical measurements that help guide our business decisions, determine how successful our revenue management strategies have been are assist us in focusing on future strategies. Occupancy, ADR, RevPAR, Market Share, and Mix changes are often used as key indicators for making these key decisions.
<b>Key Optimization Factor</b>	Rating used in Retail Pricing Optimizer that summarizes the values and inputs in the optimizer by using color codes, similar to those of a stoplight – red, yellow, and green. Considers Rate Responsive Occupancy at Current Rate, Competitive Retail Rate Rating, Rate Responsive Rating. <i>Red = Opportunity to decrease prices, increase demand, and thus drive revenue. Yellow = Hold. Green = Opportunity to increase prices and thus drive revenue.</i>
<b>Last Room Availability</b>	A negotiated rate that is not yieldable. As long as there are rooms available at the property, in the specific room category (i.e.: standard, deluxe) that a company has contracted with the hotel – a guest is able to book their negotiated rate.





<b>LNF</b>	<b>Look No Further (LNF)</b> Marriott's Look No Further Best Rate Guarantee states that the customer will receive the best publicly-available room rate by going direct to Marriott – whether calling our worldwide reservations center, visiting Marriott.com, or contacting a hotel directly. Should the customer find a lower rate elsewhere, he/she can file a Look No Further Best Rate Guarantee claim. Should the claim be valid, the hotel must then honor the lower rate, as well as take an additional 25% off the lower rate. Additionally, the hotel will be charged a \$200 claim processing fee for reach approved Look No Further claim.
<b>Local Catering Customer</b>	A group primarily interested in meeting space for which the peak sleeping rooms requested are less than 20% of the peak function attendees. For example, a meeting with 1,000 attendees at a gala dinner could include 199 sleeping rooms and still be considered local catering. <i>Note: The term “Local” does not mean the guest is from the local area. A local catering customer could be from another state or location not “local” to the property.</i>
<b>Lost</b>	Status of an opportunity or quote when a contact chooses not to pursue your property for an event. The opportunity must have been at least Prospect status in the system in order to move to Lost.
<b>MARSHA</b>	<b>Marriott’s Automated Reservations System for Hotel Accommodations (MARSHA)</b> is Marriott’s proprietary reservation system and known as one of the best in the world.
<b>MarRFP</b>	<b>MarRFP</b> is a web-based data collection tool for both Managed and Franchised properties. This tool houses Marriott’s BT Centralized Pricing Process, Special Corporate Pricing Tool (SCPT), Strategic Account Pricing Profile (SAPP), and Formatted Room/Rate Descriptions.
<b>Market Segmentation</b>	The grouping of different types of customers into similar categories based on their common objectives and needs.
<b>Market Share</b>	A performance measurement that shows the hotel’s ability to capture revenue versus its competitive set.
<b>Mix Management</b>	A strategy that aims to increase hotel revenue by adjusting segmentation; booking of the right mix of transient, group and catering/ function space to maximize your total hotel revenue and profit.
<b>MRDW</b>	<b>Marriott Reservations Data Warehouse</b> - This is a system that stores historical performance by capturing reservations data and providing online reports for analysis.





<b>Neg. Floor</b>	The Negotiating Floor represents the lowest rate that can be offered while still bringing in a profit for the property with an opportunity. A sales associate cannot offer a rate below the rate in the Neg. Floor without obtaining approval from Revenue Management through the business evaluation process.
<b>Negotiated Rates</b>	The rate that the property is offering the customer. This field is automatically populated by CI*TY when a quote is created, based on several factors that are taken into account and then analyzed to determine a rate that is both profitable for the property and acceptable to the customer. This field is updated by the sales manager with the contracted rate once the negotiation with the customer is complete.
<b>Non-complex Opportunity</b>	An opportunity that does not require a lot of set-up / management from the sales or events team.
<b>Non-Qualified Rates</b>	Transient rates that do not require the customer to be employed or affiliated with a company and/or organization. Market Code Prefix: 10/12/20/21/23/24/30/34/37/41
<b>Non-Qualified Mix</b>	<b>MGS Reference:</b> Global Good Data Standards Percentage of room nights sold to Premium Retail, Standard Retail, Weekend Retail/SFB, eChannel Retail, and Packages. <i>(Premium Retail Rooms + Standard Retail Rooms + Weekend Retail/SFB Rooms + eChannel Retail Rooms + Package Rooms)/Total Transient Rooms (displayed as a percent)</i> Market Code Prefix: 10/12/20/21/23/24/34
<b>Not All Revenue Is The Same</b>	Different business opportunities bring in different amounts of profit to the bottom line based on their program components (rooms, catering, function space, audio visual etc.), booking pattern, booking date (seasonality) etc.
<b>Occupancy</b>	The percent of a property's physical capacity that is booked. (Guest rooms or function space).
<b>One Yield</b>	A Revenue Management System used to monitor guestroom demand and assist in making revenue decisions. The system makes inventory restriction and retail pricing recommendations based on supply and demand data for future and past dates.
<b>OOO</b>	<b>Out of Order (OOO)</b> refers to rooms that are not available for sale to our guest's mainly due to maintenance issues. These are managed via a mini-hotel block in MARSHA and added to the Transient Revenue Planning Tab in One Yield.

<b>Opportunity Number</b>	A system generated combination of letters and numbers unique to an opportunity. Used to track and reference opportunities.
<b>Opportunity</b>	A sales contact's initial request regarding dates, room block, function agenda, budget and a list of potential properties – what the sales contact is requesting.
<b>Optimal Retail Rate</b>	Retail Rate recommended by Retail Pricing Optimizer.
<b>Optimized Pricing Type</b>	Determines how the Retail Pricing Optimizer recommends retail rates specific for each property. In the Preferences screen, users select one of the following three options for pricing type: Daily, Weekday/Weekend, or 7 Days a Week.
<b>OSCAR</b>	<b>Optical Storage Collection and Retrieval (OSCAR)</b> provides past guest history for MARSHA reservations.
<b>PAS</b>	<b>Pricing and Account Services (PAS)</b> , this team manages the centralized and non-centralized business transient process for EST, GSO and other sales segments that utilizes MarRFP.
<b>PDP</b>	<b>Property Diagnostic Process</b> – a PDP uses a variety of tools, graphs and market information to help a property determine where there are opportunities in its strategies and rate structure to drive additional revenue and profit.
<b>Post Event Critique</b>	An assessment of the profitability of complex groups. It includes a snapshot of the groups original and actual forecasted revenues and profit and includes a daily look at the groups function space usage and event needs. The goal of the critique is being able to assess if the group was profitable and was the best booking to maximize the hotel's profits over that specific timeframe.
<b>Premium Room</b>	A premium room is a room that offers an extra value that guests might pay more for – for example, a view or amenity.
<b>Preview / Publish</b>	Functionality within HPP that provides the capability to preview the Rate Offer relationships and attributes before publishing rates to MARSHA. Also provides alerts for the users that can be reviewed prior to publishing to MARSHA ( <i>e.g. rate exceeds a maximum or minimum rate threshold</i> ).
<b>Price Elasticity</b>	See “Rate Responsiveness”.
<b>Price Ratio</b>	The ratio of the Marriott rate divided by the weighted average of competitor rates used in RPO.

<b>Price Sensitivity</b>	The percentage of customers that are presented rates from the sell strategy and turn us down (do not book a room with us). To calculate: (price turndowns at the retail rate) / (price turndowns at the retail rate + room nights booked at the retail rate).
<b>Price Turndown – Group</b>	<p>A turndown resulting from a customer’s decision NOT to book a room or function space at the rate that was offered to them during the time of their inquiry.</p> <p><i>Note: This metric is used in the Sales &amp; Catering systems for reporting within the group segment. The sales manager reports a price turndown if the client notes that the main reason for choosing another location was due to price.</i></p>
<b>Pricing Rules</b>	Used in High Performance Pricing to establish price points for a rate offer’s rate entities by date range (includes gross/net, single/double, tiers, and ceiling rates).
<b>Projected Checkmark</b>	Used to indicate that the designated amount is being included in the forecast calculation.
<b>Projected Hotel Occupancy</b>	Used to indicate that the designated amount is being included in the forecast calculation.
<b>Projections</b>	A monthly/period detailed forecast completed for the group, transient and catering segments showing expected revenues and used for operations planning.
<b>Property Sales Strategy</b>	A property’s rates and inventory (rooms and function space) available to be sold to customer. The strategy includes conditions and guidelines that are in place in booking systems (i.e., MARSHA, GPO, sales systems)
<b>Prospect</b>	Status of an opportunity/quote when the lead first comes into the system. The opportunity moves from Prospect to Hold when the client requests that the rooms and space are held so that they have time to make a decision.
<b>PRP</b>	<b>Premium Room Pricing (PRP) is a capability within One Yield which provides</b> pricing recommendations for premium rooms through KDATE.
<b>Qualified Rates</b>	Transient rates that require the customer to be associated with or employed by a particular company or organization in order to book this special rate. Identification is required upon check-in.

<b>Qualify Checklist</b>	A means of communication between various teams working on an opportunity. Included are details regarding the decision making process, requested concessions and any competitors the customer is also considering.
<b>Quote</b>	The property specific details containing dates, room block, function agenda, function line items, availability and pricing – what the property can offer the sales contact.
<b>Quote number</b>	The number that corresponds to the quote level details.
<b>Rate Category</b>	A grouping of similar price points in MARSHA that help facilitate the inventory management process; The rates in each rate category (labeled A, B, C...Z) generally have the same value and as a result, the same restrictions.
<b>Rate Efficiency</b>	How successfully a hotel has been in selling their retail rate. The lower the rate efficiency – the more discounts the hotel had to offer. (Transient ADR divided by Standard Retail ADR)
<b>Rate Entity</b>	The means by which a sleeping room product is defined in High Performance Pricing. The defined characteristics of a rate entity include the room pool, rate program, market code, description and basic composition of the rules. The assigned rules determine the rate entity's pricing, availability, and terms and conditions. Property level rate entities would resolve to a single rate program, and are located inside Rate Offers.
<b>Rate Offer</b>	Grouping in High Performance Pricing that contains one or more Rate Entities (formerly rate programs) that will facilitate the “touch once, modify many” concept. See also “Touch Once, Modify Many”.
<b>Rate Parity</b>	Ensuring that the best publicly available rate, is offered for sale across all booking channels at the same time i.e. Marriott.com, Expedia, Priceline, Orbitz, Booking.com and other qualifying eChannel partners.
<b>Rate Responsiveness</b>	A measure of changes in retail demand resulting from changes in Marriott and competitor rates used in the Retail Pricing Optimizer. Calculation is % Change in Retail Demand / % Change in Price.
<b>Rational Pricing</b>	‘Rational’ means that there is a logical and easily understood reason for each rate offered. Pricing is driven by customer demand and rates are set locally in each market based on a hotel's quality (e.g., physical condition, level of service) relative to its competitor hotels.

<b>Restrictions</b>	<p>Constraints used to implement pricing and inventory strategies; Controls that are placed on group or transient room inventory that allow the property to only accept the most valuable reservations.</p> <p><i>Examples include: MS2, MX1 and a CTA. (Restrictions are typically used only when demand exceeds supply.)</i></p>
<b>Retail Rate</b>	<p>This is the hotel's main price point for transient business. It is a non-discounted, non-qualified rate that is always available when the hotel still has rooms to sell.</p> <p>*A market positioned, seasonally priced room rate.</p> <p>*The "fair" price for your rooms.</p>
<b>Revenue Estimate</b>	<p>Used to estimate function revenue in CI*TY if a full function agenda is not known or cannot be initially obtained from the sales contact. This does not include any sleeping room revenue.</p>
<b>Revenue Management</b>	<p>The discipline charged with pricing and inventory management decisions that maximize revenue drive profit and benefit the business. This is a combination of people and systems working together to bring the most valuable customers to the hotel</p>
<b>Revenue Priority</b>	<p>A ranking (High, Medium or Low) of the revenue opportunity available by accepting the optimized retail prices for each Arrival Date used in the Retail Pricing Optimizer. Calculation is Revenue Opportunity = <math>[(\text{Optimized Daily Retail Price} - \text{Current Retail Price}) * \text{Rooms Left to Sellout Capacity at the Optimized Price}] / \sqrt{\text{Days Out}}</math>.</p>
<b>RM Functions</b>	<p>The Revenue Management discipline is broken down into four responsibilities: Revenue Strategy, Revenue Analysis, Business Evaluation and Inventory Management.</p> <p><i>This does not mean that there is one person for each of the above responsibilities...staffing is based on a property or cluster's size and volume of business.</i></p>
<b>RevPAR (Index)</b>	<p>A measurement that takes a property's balance of occupancy and average rate (RevPAR) and compares it to their competitive set. How successful the property is in taking more than their share of the total revenue within a defined competitive set.</p>
<b>RevPAS</b>	<p>Revenue per available square foot or meter – A measurement of how much revenue is associated with the amount of function space.</p>

<b>ROM</b>	Revenue Opportunity Model - this model measures the effectiveness of a property's transient inventory management efforts. The model shows us three scenarios: what would happen if we booked everything first come, first serve (no control revenue), how we actually performed (actual revenue) and what we optimally could have done if we knew what opportunities were going to come in and when (optimal revenue). The ROM report is located in MRDW and in One Yield under the Analysis Tab.
<b>RPO</b>	<b>Retail Pricing Optimizer</b> provides a central location within One Yield to provide retail pricing recommendations.
<b>Room Block</b>	Day by day sleeping room requirements for an opportunity.
<b>Room Pool Classification</b>	Generic, high-level grouping of room pools in High Performance Pricing. The user will define these for each hotel and these will be utilized during the centralized set-up of rate offers (ex. "Standard Classification" would include the standard room pools as defined by the user for that property).
<b>Strategy Meeting</b>	A weekly gathering of the property leadership team to evaluate past pricing and inventory decisions as well as discuss and develop / adjust future pricing and inventory decisions across all segments (group, catering and function space).
<b>Seasons</b>	The times of the year when rates and/or strategies may change due to an increase or decrease in demand.
<b>Segmentation</b>	A breakdown of a property's mix of business in terms of actual stay room nights, by market segment. The Market Segmentation report can help a property to measure the success of sales strategy decisions by evaluating trends in mix changes over time.
<b>SFA Web</b>	The account, customer, and opportunity management system that supports sales, event and revenue management associates, managers, and leaders globally.
<b>Space Release</b>	A request for function space from a group that may be "holding" the space, or when a local catering function or meeting with no sleeping rooms requests function space outside the booking window, as defined by the property.
<b>Squatter</b>	Special Corporate Account that produces room nights under account specific rate codes loaded at non preferred hotels.

<b>STAR</b>	<b>STAR Market Share Reporting</b> is provided through a third party, industry vendor to help hotels access how well the hotel performed compared to its competitive set and the hotel's performance trends over previous years.
<b>Stay Pattern Grade</b>	Rating used in the Special Corporate Tracking Tool to compare the percentage of an account's room night production by day of week to the hotel's occupancy by day of week. This rating is used to compare the account's peak nights to the hotel's peak nights, which gives guidance on how aggressive the account could be priced (ex. if the account has the most room nights on the hotel's peak night, the account could potentially be priced higher than an account with production on non-peak nights).
<b>T1</b>	<b>Tentative 1</b> - status of an opportunity/quote indicates the contact has verbally expressed that the quote is definite; the contract has been created and sent to the contact. The opportunity moves from T1 to Definite when the contract has been returned with a signature from the client.
<b>T2</b>	<b>Tentative 2</b> - status of an opportunity/quote indicates the contact has signaled that there is a 75% chance of the quote going definite; contract has been created; inventory is held until the expiration date. The opportunity moves from T2 to T1 when the contract has been created and sent to the client.
<b>Target Rate</b>	Represents the desired group room rate to be booked for groups over a particular date or set of dates providing a guideline for making the most profitable opportunity decision.
<b>THROM</b>	<b>Total Hotel Revenue Opportunity Model</b> – measures the effectiveness of a property's total hotel (room plus function space) yield management efforts by comparing no control to actual and optimal. THROM is located in MRDW and One Yield.
<b>Thresholds</b>	Boundaries, borders or limits; Defined "Hurdles" that help filter out opportunities that may not be the most valuable for a certain time frame. <i>Business opportunities that do not fit inside the thresholds that a property/cluster has set require further evaluation (Business Evaluation) before proceeding.</i>
<b>Total Hotel</b>	The way Marriott does business – looking at all three segments together (Catering/Function Space, Group and Transient) in order to maximize Revenue and Profit.



<b>Total Yield (TY)</b>	Includes pricing, forecasting and revenue optimizations functionality for group and local catering business. TY builds upon One Yield and allows hotels to manage revenue across the total hotel.
<b>“Touch Once, Modify Many”</b>	There are two ways this concept applies in High Performance Pricing: 1) The ability to build a rule once in a Rate Offer that can then be applied to many Rate Entities within that offer, or 2) the process where an update to a characteristic within a Rate Entity results in an update to that characteristic for all other Rate Entities that mirror that entity.
<b>Transient Rate Efficiency</b>	A measurement indicating how much off the retail rate rooms needs to be discounted to be sold.
<b>Turndown</b>	Status of an opportunity/quote indicating it was turned down due to group strategy, property decision, or lack of available inventory. Only a Prospect booking move to Turndown status.
<b>Unconstrained Demand</b>	Total demand for rooms over a particular period. This includes the number of rooms turned away because of a lack of availability. “Additional Demand” is a measure of this type of demand which doesn’t consider the actual room count of the hotel.
<b>Value Ratio Relative to Volume Grade</b>	Ratio used in the Special Corporate Tracking Tool to indicate the value of an account as well as in determining the prices to offer the account. Considers the production relative to the discounted rate of the account.
<b>Visibility</b>	The level of data and information an individual can access and/or manipulate in an application, CI*TY for instance, based on the security settings associated the individual’s job role. The visibility settings are attached to their log in.
<b>Waitlist</b>	Status used only for single events - not a valid business block or catering status. Single events can be moved to Waitlist status if function space is currently not available.

Please direct questions about these definitions to [RMFieldSupport@Marriott.com](mailto:RMFieldSupport@Marriott.com)