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Business Intelligence Solutions

Property User Guide



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About Agency360

Hotelligence360™ is a suite of guided-analytic applications. These world class analytic applications provide unrivaled ease of use as well as the performance, scalability, and reliability necessary to deliver mission-critical business intelligence solutions on vast amounts of data. For example, you can display a list of top source markets, identify those in which you are underperforming relative to the competition, and click on one of those top markets to identify the top producing agencies in that market. A click on the top producing agency displays an address, phone number, and comprehensive performance analysis for your property and your competitive set. Just the information you need to take decisive action to procure that business.

A market-leading data warehouse stands behind Agency360. It houses massive amounts of data aggregated from various data sources, processed, and transformed into valuable insights and intelligence for the benefit of subscribers. Data sources may include, but are not limited to, the Global Distribution Systems (GDS), online travel agencies (OTA), hotel or brand property management systems (PMS) or central reservations systems (CRS), customer data warehouses, map or geo-coordinate vendors, and other miscellaneous third-party providers of data. TravelClick® has specific rights to distribute and otherwise make this information available to the subscriber.

Bookings or reservations related data includes bookings, room nights, reservations, revenue, average daily rates, as well as booking characteristics such as length of stay, lead time, and day of week. Both historical and future data are available.

Agency360 combines historical performance and future pacing in one interactive tool designed to help increase your GDS revenue. Using the performance data gathered from all major GDS and GDS-powered Internet sites, you can measure booking performance, market penetration, and distribution within the GDS channel for your property and your competitive set. By providing historical and future competitive booking trend data, Agency360 provides the basis for proactive decisions regarding GDS pricing, availability, and marketing. It compiles and analyzes data specifically for you and your competition, then presents actionable performance, distribution, and revenue management information.

Rate360 seamlessly provides you with an up-to-date, accurate, comprehensive, and forward-looking snapshot of rates and availability from more than 130 major travel websites, brand sites and Global Distribution Systems (GDS) . Use Rate360 to audit your own rates in electronic channels to verify that you are priced competitively. It allows you to research restrictions associated with your competitor's rates. An extensive array of filters enable you to define the criteria for your reports, giving you the flexibility to customize your reports – instantly!

Demand360 allows you to access forward-looking group and transient demand to produce an accurate view of market share, index and booking pace for historical and future arrival dates compared to your competitive set. Demand360 allows existing Agency360 and/or Rate360 subscribers the benefit of a single Hotelligence platform across all Business Intelligence products. This enables you to unlock additional value across business decisions through simplifying ramp up, adoption, and training. While the application provides a historical view, Demand360 focuses on demand performance for future dates, while you still have time to impact results. Use Demand360 to better manage rates and availability, optimize rate rules and restrictions, allocate inventory, optimize channel mix, and fine-tune sales and marketing strategies - to maximize occupancy and RevPAR.

If you need to know how to perform an action and cannot find the assistance you need within the online help files or associated links, please contact TravelClick Customer Care - the fastest way to get a response to your question. Click [here](#) to see the contact information for your local Customer Care Center.

Key Concepts and Terms

The following concepts and terms are used throughout Agency360:

Fair Share – Fair share represents the percentage of inventory in the local marketplace based on room count. Your Fair Share is the percentage of return you should be getting from the local marketplace. Throughout Agency360, your actual performance is compared to your Fair Share, facilitating comparison against properties of any size.

Market Share – Market Share is the percentage of room nights and revenue that you have captured during a specified period of time. It is a measure of what your property is getting out of the local marketplace. While Fair Share identifies the business you should be receiving, Market Share identifies the amount of business you actually did receive for the specified period. Your Market Share in any given period should be at least your Fair Share.

Penetration – Penetration is the comparison between Fair Share and Market Share, displayed as a percentage. It is the degree to which you have achieved your fair share. Conceptually, you should receive at least 100% of your fair share of business. Therefore, the benchmark (or goal) for market penetration is 100%, and anything less is an indication that the competition may be receiving a portion of your business.

Competitive Set – Property subscribers can define both a standard and aspirational competitive set. Express subscribers can define a standard competitive set but not an aspirational set.

- The standard competitive set is used on a regular basis for performance analysis and trending. It should include properties that are similarly priced, offer similar amenities, and have a similar business mix.
- The aspirational competitive set would include properties that you would like to compete against, but would not include in your standard competitive set due to differences in quality, services, and/or product class.

When making decisions as to the composition of your competitive sets, ask yourself the following questions:

- Can I reasonably expect to divert business from this property?
- Does this property consider me a competitor?
- Do my customers consider this property as well as my own when making booking decisions?

Your competitive set helps your property define its place in the market and ultimately benchmark itself in a way that displays how it is performing within the market. This is important in spite of the strength of the market.

In rising markets, a well defined competitive set enables your property to ensure it is growing at the same pace or better than the market. In declining markets, it assists your property in capitalizing on all available opportunities.

Agency360 Technical Requirements

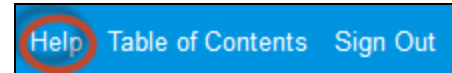
Click the link to view the [Agency360 Technical Requirements](#).

If you have any technical issues that are not outlined in the PDF, contact TravelClick[®] directly at the [Customer Care](#) office nearest you.



Using Online Help

You can access Help from the following links in Hotelligence360 product:

- Click the **Help** link at the top-right of the dashboard page. This link displays the Using Online Help topic. To access help topics for the specific Hotelligence360 product, use the links within the product pages.



To access context-specific Help for each Hotelligence360 application from the pages within the application:

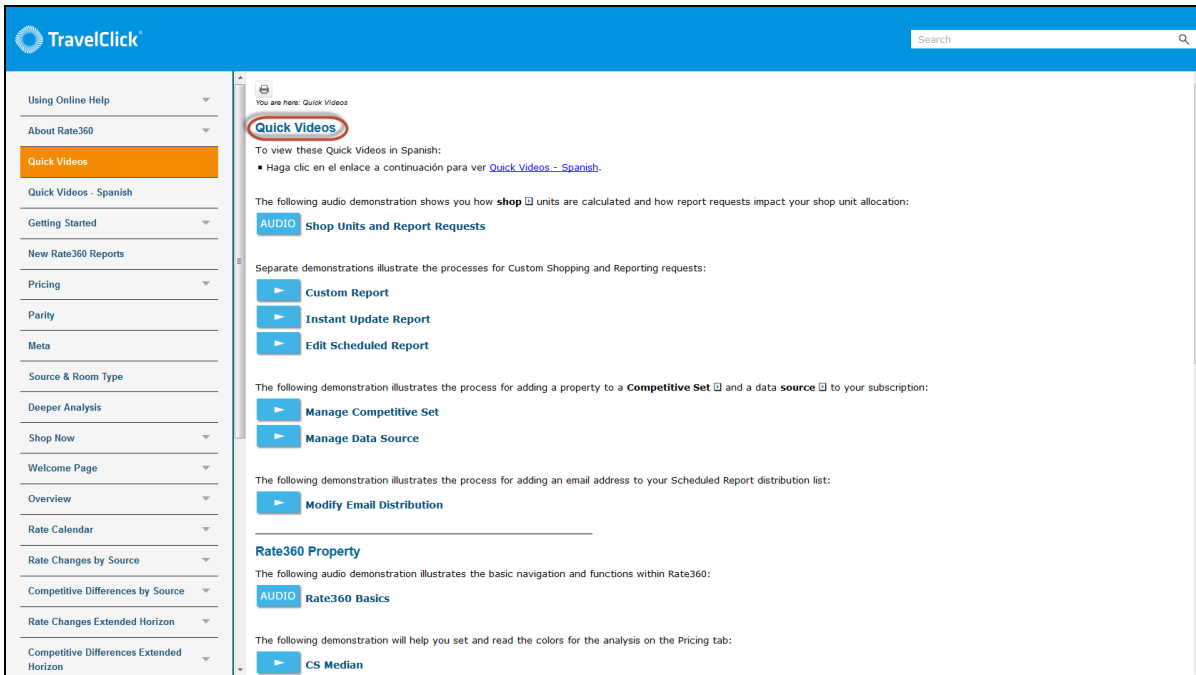
- Click the Help icon  typically at the top-right of a dashboard or page. This link displays the help content for the page. 



Online help accommodates three mediums: Web, tablet, and mobile. For Web output, each topic is designed to open in a window at your browser default size. The tablet and mobile settings are set at a recommended size to best fit all devices of each type. Depending on your browser settings, online help topics may open as a tab in your default browser. You may need to adjust your browser settings based on your display preferences.

Use the following options to display the specific topic you wish to review:

- Click the help icon on the page you are viewing to open the topic for that page.
- Use **Search** to identify topics that contain a specific term, from all topics in Agency360.
- Locate the topic in the navigation panel. The topic order in the panel mimics the structure of the product, with the exception of **Overview** and **How to ...** topics, which add additional valuable content. As you hover over a topic in the panel, the background will change to dark gray. When you select a topic, the background color will change to orange. Many topics contain links at the bottom to access related subtopics.




The **Search** field displays above the topic.



Type a full or partial entry in the **Search** field and click the search button to see the results in the topic area. Click a topic result to open that topic.

If your search matches a glossary term, the glossary term will be listed first.

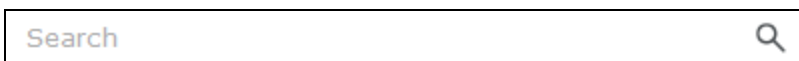
To print the topic, click the print icon  at the top of the page.



Online Help Demonstration

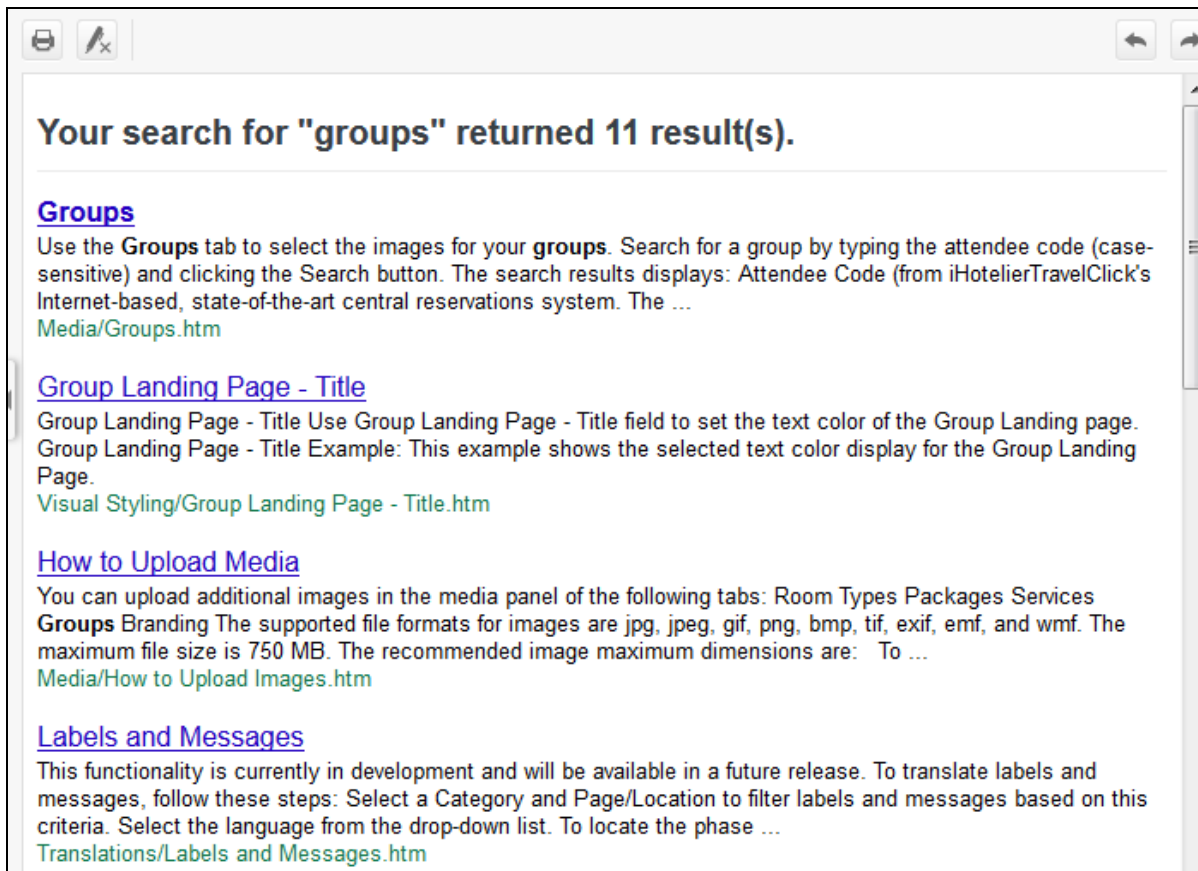
Using Search

Type a full or partial entry in the **Search** field and click the search button to see the results in the topic area.



If your search matches a glossary term, the glossary term will be listed first.

Other search results include the first few sentences for the related topic. Exact matches on the search term are shown in bold:



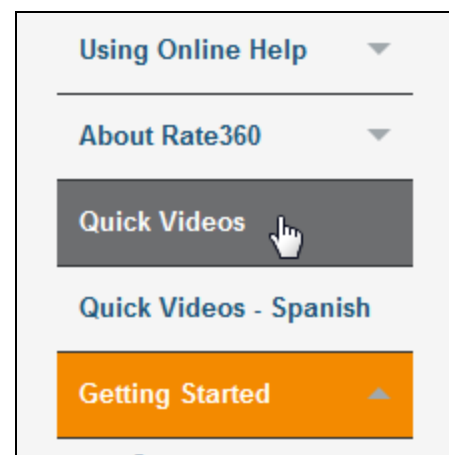
Click a search result to open that topic.

Navigating Topics and Links

The most direct access point for a topic is the navigation pane, typically on the left but on the right for tablets and mobile devices.

To access a topic:

- Hover over a topic to show a gray background.
- Click the topic select it for display it in the topic area. The background changes to orange.
- Click the ▼ to the right of a topic to show subtopics.
- Click the ▲ to hide subtopics.



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Links to sub-topics display at the end of the topic. Some topics have many sub-topics, while others do not have any.

You can link to additional online topics directly from this topic, using the links below. Click a bolded link to view online help for a dashboard section. Click a non-bolded link to view online help for a sub-topic within a section:

[Lowest Rate Available for Arrival Date](#)
[30 Day Rate History for Arrival Date](#)

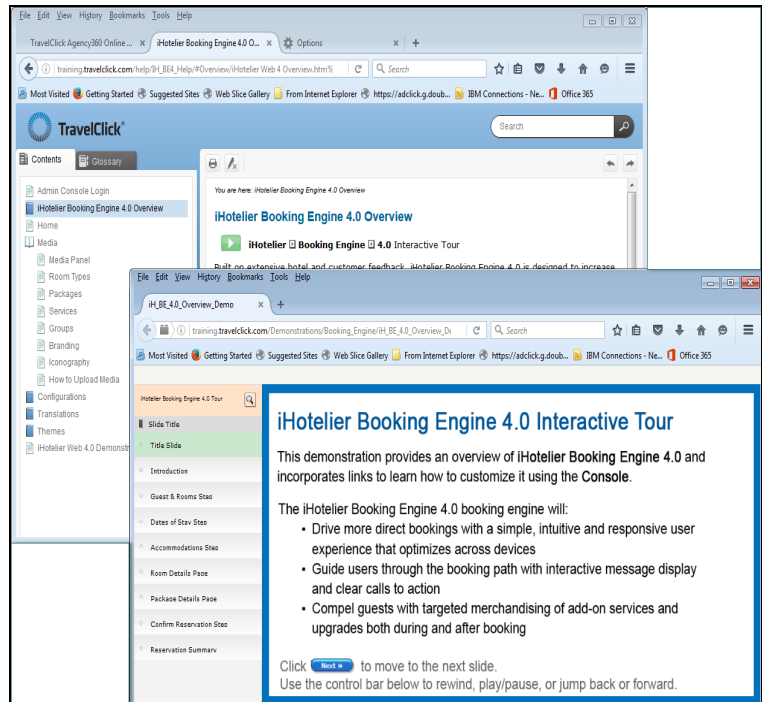
Click a link to open the associated topic in the topic area, replacing the displayed topic.

As you navigate topics through topics, the URL in the address bar changes with the topic.

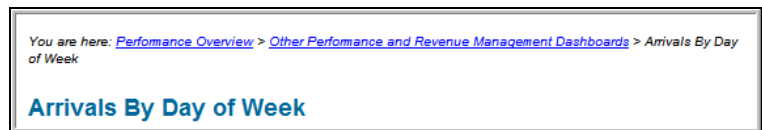
Portable Document Files (PDFs) and quick videos open in new windows or tabs. Be careful to close the window or tab, not the browser, to return to the online help topic.

Note: If necessary, resize the PDF or Quick Tour window for best viewing.

Controls to print or save PDFs are available in the new window.




When you are viewing a subtopic, a topic path – a series of links showing the related topics and sub-topics – displays at the top of the right pane. Click a link to display the named topic.

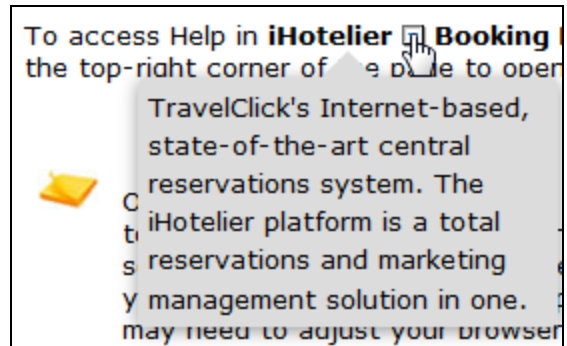


Finding Glossary Definitions for Terms

To view a full glossary of term, use one of these options:

- Enter "glossary" in the **Search** field in the header.
- Find the Glossary topic in the navigation pane.

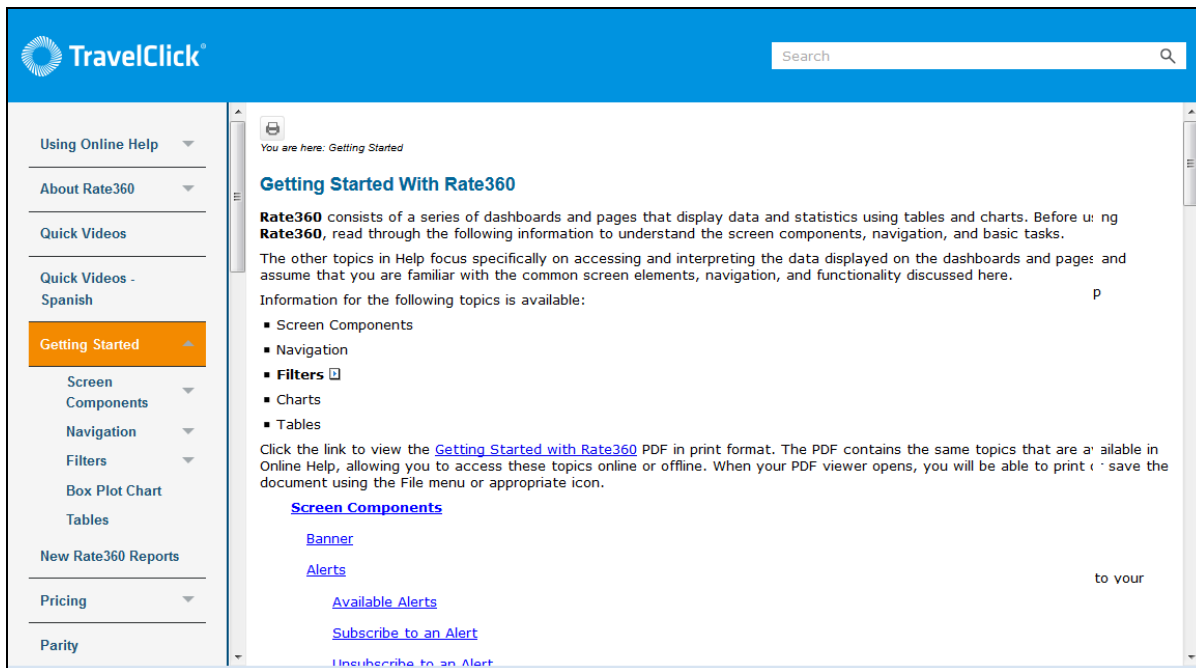
Within a help topic, hover over the button  following a term to display the definition for the term. When you move away, the definition closes.



Web, Tablet, or Mobile Output

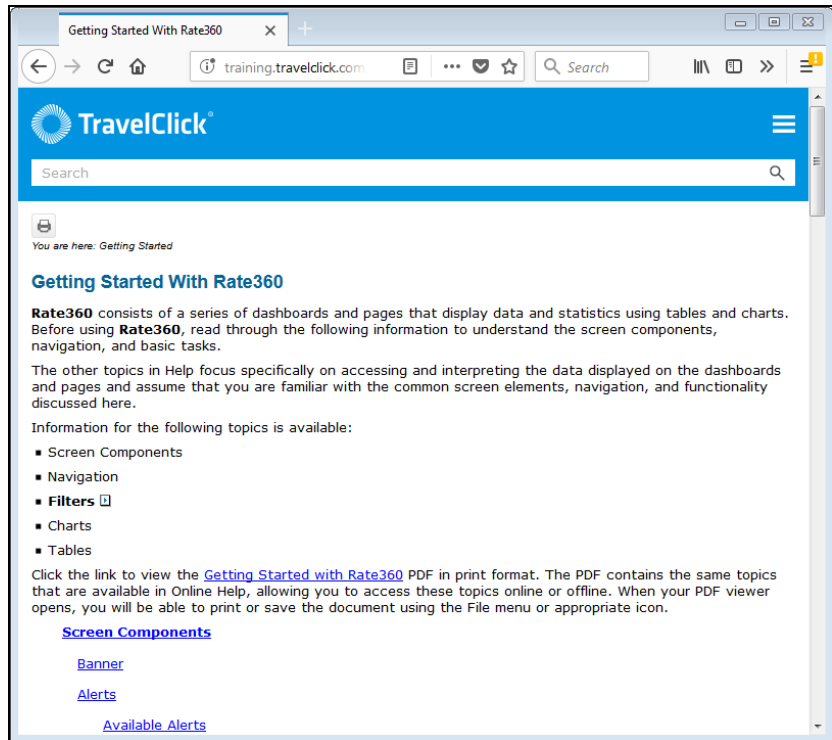
This online help can be viewed on full size computers, tablets, and mobile devices. As you view it on smaller devices, some items move to better fit the device.

On full size computers (desktops and laptops), the **Search** field displays above the topic area.



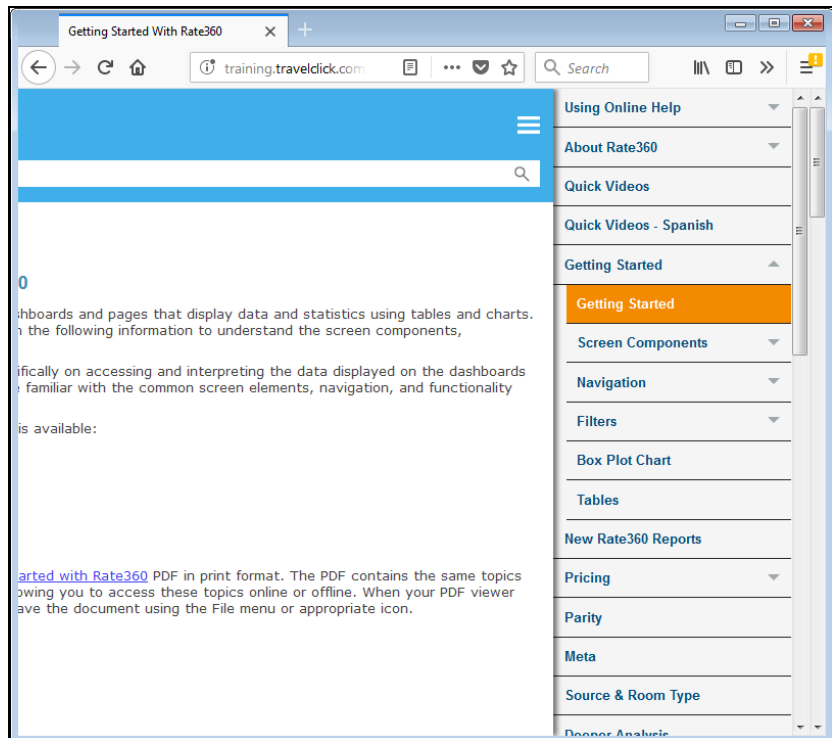
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On tablets and mobile devices, a menu icon (often referred to as a hamburger icon) displays in the upper right above the topic area, and the **Search** field stretches across the header.



When you click the menu icon, the topic area shifts to the left to display the right panel containing the navigation selections.

Use the panel to find the topic you need. When you select the topic, the panel closes to reveal the topic area more fully.



Getting Started with Agency360

Agency360 consists of a series of dashboards and pages that display data and statistics using tables and charts. Before using Agency360, please read the Agency360 Getting Started topics to understand the screen components and navigation.

Note: The other topics in Help focus specifically on accessing and interpreting the data displayed on the dashboards and pages. TravelClick recommends that you first become familiar with the common screen elements, navigation, and functionality discussed here.

The Getting Started topics contain detailed information on:

- **Welcome Page**
- Screen Components (including **Alerts**, **Page Options**, **Help** links, **Footnotes**, and **Export** Links)
- Navigation (including how to use links and tabs)
- Filters (all types, option selections, and best practices)
- Charts (Bar Charts, Line Charts, Combo Charts, Pie Charts, and Scatter Charts)
- Tables (Static Tables and Dynamic Tables)

Click the link to view the [Getting Started with Agency360 PDF](#) in print format. The PDF contains the same topics that are available in Online Help, allowing you to access these topics online or offline. When your PDF viewer opens, you will be able to print or save the document using the **File** menu or appropriate icon.

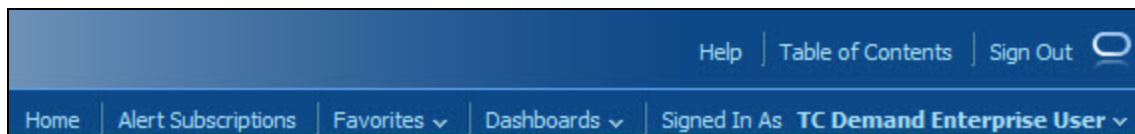
Screen Components

The following screen components display on each **Agency360** dashboard or page:

- Banner
- Alerts
- Page Options Button
- Dashboard Tabs
- Content Area
- Help Links
- Export Link
- Dashboard Footnote
- Other Dashboard Icons

Banner

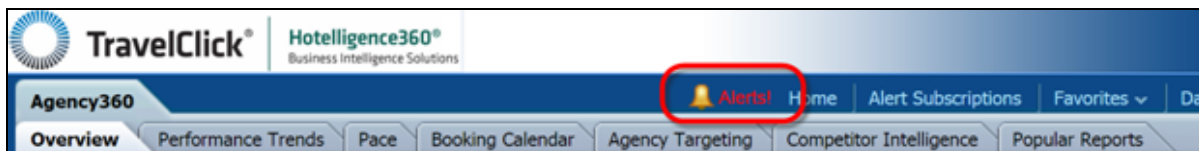
The banner at the top of the page displays links to the **Home** page, **Alert Subscriptions**, **Favorites**, **Dashboards**, and the **Table of Contents** for the application. It also shows your sign in name (with access to **My Account** and provides a **Sign Out** link.



Depending on your subscriptions and authorizations, you may not see all the links shown in the example.

Alerts

Alerts notify you if certain thresholds or conditions are met each time the **Agency360** data loads. You choose the alerts that are most relevant for you and “subscribe” to them. You will then be notified by the **Alerts!** indicator that displays on your Hotelligence360 toolbar when an alert has been triggered. In addition to this indicator you may also choose to have an email delivered to your email Inbox each time an alert is triggered.



While most alerts are “event-driven” (triggered by a specific occurrence), some are delivered as a “push report” and are not dependent on any condition being met. Push report alerts trigger the **Alerts!** indicator and email notification on a regularly scheduled basis. To activate the Alerts function, you must complete a one-time setup that consists of subscribing to one or more alerts. If you choose, you can also configure your email delivery preferences.

The **Alert Subscriptions** link appears to the right, just under the banner and above the dashboard tabs.

Available Alerts

The following alerts are available for you to “subscribe” to them. You will then be notified by the **Alerts!** indicator that displays on your Hotelligence360 toolbar when an alert has been triggered. To see a description of an alert, the email subject line, and an image, click the triangle to the left of the name.
Ad Enabled Push Alert

This alert will run on the second Sunday of each month and will notify you of any revenue opportunity or surplus with ad-enabled agencies booking Non-Neg/Other Rate Types into you or a member of your competitive set for stays during the preceding month.

Email Subject: Ad Enabled Agencies Non-Neg Report

The Elegance New York
Booking data updated as of Mar 18, 2015

You have \$133,668 in Revenue Opportunity with 941 ad-enabled agencies where you are currently below fair share for the Last Completed Month.

Ad-Enabled Agency Performance for Non-Neg/Other Rate Types for Last Closed Month
Note: The Number of Agencies shown includes any ad-enabled agency that has booked at least one room night to either the subscriber or comp set.

# of Ad-Enabled Agencies (Subscriber + Comp Set)	Ad-Enabled Agency Revenue (Subscriber + Comp Set)	Your Revenue Penetration vs. Top Property in Comp Set - All Ad Enabled Agencies	Your Revenue Penetration Rank - All Ad-Enabled Agencies
2,041	\$3,033,047	Subscriber: 84 Highest in Comp Set: 338	9 of 16

Ad-Enabled Agency Performance for Non-Neg/Other Rate Types for ALL Ad-Enabled Agencies for Last Completed Month

Rate Type	Subscriber Room Nights	Subscriber Revenue	Comp Set Room Nights	Comp Set Revenue	Revenue Penetration	Revenue Penetration Rank	(Opportunity) / Surplus
Non-Neg / Other	1,023	\$223,969	11,129	\$2,809,078	84	9 out of 16	(\$42,097)

Currency: USD constant exchange rate as of Wednesday Mar 18, 2015 **Primary Competitive Set (15)**
 Your Fair Share (v. Comp Set): 8.8% 22 Premier Suites, Elite Hotel Downtown, Manhattan Hotel Royal, Sapphire Luxury Hotel, The 777 Metropolitan Hotel, The Century Diamond Hotel, The Emerald Suites, The Luxury New York, The Luxury Palace Hotel, The Nortsider Premier Towers, The Platinum Luxury Downtown, The Premier Hotel, The Ruby Marquis, The Sapphire Hotel Times Square, The Westside Upscale Hotel
 Your Share MTD Mar 2015 (v. Comp Set): 9.3%
 Market: New York City

Filters Applied:
 GDS: All GDS Channels
 Day of Week Type: - -
 Rate Type: All Rate Types

Includes data from GDS billing systems for actual hotel stays through Feb 28, 2015, with pending and future reservation data from GDS reservation systems updated as of Mar 18, 2015.

Pace – Revenue Penetration Rank Decline Alert

This alert will run each time the data in Agency360 is updated. It will notify you if your hotel’s revenue penetration rank, for any of the next three months, has declined compared to your rank the prior week. It will show you the specific months that meet this criteria.

Email Subject: Revenue Penetration Rank Declined For One or More of the Next Three Months



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Revenue Penetration Rank Declined vs. Last Week for the Following Months For The Elegance New York, as of December 05, 2015

Feb 2016	
Booked Revenue	
Current	7,559
Week Ago	7,559
Growth	0.0%
Room Night Pickup	0
Revenue Penetration	
Penetration	28
Penetration Week Ago	35
Penetration Variance WoW	(7)
Rank	9
Week Ago Rank	8

Rate Disparity (High Room Nights and Low ADR) Alert

This alert will run each time the data in Agency360 is updated. It will alert you if your property has any days during the next 13 weeks in which your ADR Index is less than 80 and your Room Night Index is greater than 120.

Email Subject: Booking and Rate Disparity Alert - Future Dates with High Bookings and Low Relative ADR

Future Dates with High Booking Performance and Low ADR Compared to the Comp Set For The Elegance New York, as of December 05, 2015

Your ADR index is trailing the Comp Set (ADR Index < 80) and your Room Night Index is leading the Comp Set (Room Night Index > 120) on the following days

Date	Subscriber			Comp Set			Relative Performance		
	Revenue	Room Nights	ADR	Room Nights	ADR	Room Night Index	ADR Index	ADR Difference	
Sat, Jan 2, 2016	\$804	4	\$201	29	\$278	123	72	(\$77)	
Fri, Jan 8, 2016	\$971	5	\$194	37	\$272	121	71	(\$78)	

Rate Disparity (Low Room Nights and High ADR) Alert

This alert will run each time the data in Agency360 is updated. It will alert you if your property has any days during the next 13 weeks in which your Room Night Index is less than 80 and your ADR Index is greater than 120.

Email Subject: Booking and Rate Disparity Alert - Future Dates with Low Bookings and High Relative ADR

Future Dates with Low Booking Performance and High ADR Compared to the Comp Set For The Elegance New York, as of December 05, 2015

Your room night index is trailing the Comp Set (Room Night Index < 80) and your ADR Index is leading the Comp Set (ADR Index > 120) on the following days

Date	Subscriber			Comp Set			Relative Performance		
	Revenue	Room Nights	ADR	Room Nights	ADR	Room Night Index	ADR Index	ADR Difference	
Sun, Feb 7, 2016	\$254	1	\$254	24	\$206	41	123	\$48	

Room Night Penetration Decline > 5 Alert

This alert will run after the completion of each calendar month and will notify you if your hotel's Room Night Penetration for the recently completed month dropped more than 5 points compared to the prior month Room Night Penetration.

Email Subject: Room Night Penetration in [MONTH] Declined by More Than 5 Points from the Prior Month

**Room Night Penetration Declined More Than 5% in Oct 2015 Compared to The Prior Month
 For The Elegance New York, as of December 05, 2015**

Month	Room Night Penetration		
	Current Month	Prior Month	Drop
Oct 2015	54	76	22.1 ↓

Top 150 Next 13 Weeks Alert

This alert will run on the first Sunday of each month and will provide you with a list of Top 150 by Revenue Opportunity for the next 13 weeks.

Email Subject: Top 150 Agencies by Revenue Opportunity (Next 13 Weeks)

This email alert contains an Excel file that is an export of the Top 150 Agencies Report, sorted by Revenue Opportunity and for the Next 13 Weeks Time Period.

Booking data updated as of Dec 02, 2015																			
Top 150 By Revenue Opportunity for All Rate Types (03 Dec15 - 02 Mar16)																			
Agency	Penetration			Subscriber				Comp Set				Travel Agency Contact Informal							
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR	GDS Source	IATA	PC			
1 AEGBT (PX1A)	(\$52,659)	5	3	\$2,500	\$1,970	9	7	\$278	\$557,442	\$77,754	1,118	122	\$499	Sabre	10551413	PX1A			
2 AEGBT (M31C)	(\$30,769)	0	(5)	\$0	(\$956)	0	(4)		\$312,352	\$123,699	622	194	\$502	Sabre	91272731	M31C			
3 AEGBT (2KWA)	(\$17,056)	11	3	\$2,190	\$1,328	10	7	\$219	\$193,184	\$89,439	493	219	\$392	Sabre	10551413	2KWA			
4 AMEXGBT (SULLIV)	(\$15,311)	0		\$0	\$0	0	0		\$155,425	\$106,285	622	436	\$250	Galleo	10559146	SUL1V			
5 AMERICAN EXPRESS (2880)	(\$13,295)	0	(1)	\$0	(\$207)	0	(1)		\$134,965	(\$177,711)	228	(334)	\$592	Sabre	03531500	2880			
6 AEGBT (PW4A)	(\$12,990)	0	(8)	\$0	(\$1,077)	0	(3)		\$131,868	(\$1,148)	432	(42)	\$305	Sabre	10589213	PW4A			
7 AEGBT (WJ1A)	(\$11,953)	27	21	\$4,425	\$3,431	16	12	\$277	\$161,835	(\$5,306)	329	(53)	\$492	Sabre	07593740	WJ1A			
8 AMEXGBT GS ONLINE (JN8D)	(\$10,847)	0		\$0	\$0	0	0		\$110,113	\$110,113	217	217	\$507	Sabre	13305224	JN8D			
9 BCD Ea WBSTI Deloitte (4DT1V)	(\$9,666)	52	38	\$10,463	\$8,359	35	29	\$299	\$193,878	\$43,918	588	140	\$330	Galleo	10632300	4DT1V			
10 CVT 3pmc (9BL1V)	(\$9,643)	0		\$0	\$0	0	0		\$97,894	\$33,667	326	97	\$300	Galleo	14531812	9BL1V			
11 AEGBT (380C)	(\$8,204)	0	(2)	\$0	(\$255)	0	(1)		\$83,279	(\$49,094)	177	(126)	\$471	Sabre	91272731	380C			
12 Oakwood Corporate Housing (TV6A)	(\$7,689)	0		\$0	\$0	0	0		\$78,049	\$78,049	388	388	\$201	Sabre	03731626	TV6A			
13 Carlson Wagonlit Travel (2B11V)	(\$6,338)	0	(22)	\$0	(\$2,296)	0	(8)		\$64,336	(\$39,564)	191	(122)	\$337	Galleo	14570942	2B11V			
14 American Express Nta (10551V)	(\$6,338)	0		\$0	\$0	0	0		\$64,336	(\$17,661)	134	(79)	\$480	Galleo	16302731	10551V			
15 AMERICAN EXPRESS TLS (2C1A1V)	(\$5,990)	0		\$0	\$0	0	0		\$60,810	\$60,210	113	112	\$538	Galleo	03531500	2C1A1V			
16 American Express (LH72)	(\$5,725)	0		\$0	\$0	0	0		\$58,112	\$34,017	120	74	\$484	Sabre	03531500	LH72			
17 ADTRAV (EE3H)	(\$5,700)	0		\$0	\$0	0	0		\$57,867	\$57,867	201	201	\$288	Sabre	01736851	EE3H			
18 AMEXGBT GS HK (7S38)	(\$5,636)	0		\$0	\$0	0	0		\$57,217	\$57,217	113	113	\$506	Sabre	13305224	7S38			
19 AMEXGBT (CV61V)	(\$5,474)	0		\$0	\$0	0	0		\$55,565	(\$22,262)	205	(51)	\$271	Galleo	10551413	CV61V			
20 World Travel Inc (C6W1V)	(\$4,071)	14	3	\$678	\$356	2	1	\$339	\$47,527	\$17,872	155	51	\$307	Galleo	99575675	C6W1V			
21 Ovaton Travel Group (1Q5B)	(\$3,966)	0		\$0	\$0	0	0		\$40,264	\$348	107	13	\$376	Sabre	03551070	1Q5B			
22 BCD Travel Formerly TQ3 Phoen (3K65)	(\$3,920)	0	(48)	\$0	(\$718)	0	(2)		\$39,795	\$25,426	109	72	\$365	Sabre	91226693	3K65			
23 AEGBT (7NQA)	(\$3,664)	0		\$0	\$0	0	0		\$37,198	\$22,475	98	58	\$380	Sabre	91225536	7NQA			
24 HRG US (4BC)	(\$3,501)	0	(18)	\$0	(\$384)	0	(1)		\$35,536	\$14,194	102	45	\$348	Sabre	94599994	4BC			
25 BCD EA UBS WEALTH MANAGEMENT (6DFF)	(\$3,426)	0		\$0	\$0	0	0		\$34,776	\$8,858	161	30	\$216	Sabre	03554441	6DFF			

Top 150 YTD Alert

This alert will run on the third Sunday of each month and will provide you with a list of Top 150 by Revenue Opportunity for YTD.

Email Subject: Top 150 Agencies by Revenue Opportunity (YTD)

This email alert contains an Excel file that is an export of the Top 150 Agencies Report, sorted by revenue opportunity for the YTD Time Period.



Property User Guide

		Penetration				Subscriber				Comp Set				Travel Agency Contact			
Agency	Surplus / (Opportunity)	Revenue	Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR	GDS Source	IATA	
1 AEBGT (PX1A)	(\$482,362)	\$74,566	\$48,910	13	8	\$74,566	\$48,910	279	184	\$267	\$5,579,049	\$1,117,109	12,846	2,000	\$434	Sabre	10551413
2 AEBGT (M31C)	(\$263,781)	\$2,600	\$1,401	1	0	\$2,600	\$1,401	9	4	\$289	\$2,701,550	\$750,583	6,133	1,537	\$440	Sabre	11272731
3 AEBGT (2KWA)	(\$237,894)	\$9,274	\$4,362	4	2	\$9,274	\$4,362	31	13	\$299	\$2,499,729	(\$108,949)	6,800	(995)	\$368	Sabre	10551413
4 AEBGT (FW4A)	(\$194,175)	\$15,697	\$8,696	7	4	\$15,697	\$8,696	55	35	\$285	\$2,114,799	(\$52,640)	7,384	(443)	\$286	Sabre	10589213
5 AMEXGBT EXPRESS (Z880)	(\$143,520)	\$2,382	(\$5,520)	2	(3)	\$2,382	(\$5,520)	9	(20)	\$265	\$1,478,733	(\$112,785)	2,927	(424)	\$505	Sabre	03531500
6 AMEXGBT (SUL1V)	(\$134,404)	\$6,145	(\$409)	4	(4)	\$6,145	(\$409)	20	(7)	\$307	\$1,420,624	\$595,695	5,468	1,897	\$260	Galleo	10559146
7 AEBGT (WJ1A)	(\$128,812)	\$56,152	\$24,471	30	11	\$56,152	\$24,471	204	85	\$275	\$1,821,499	\$170,614	4,362	291	\$418	Sabre	07593740
8 CVT 3mc (9BL1V)	(\$123,842)	\$11,064	\$8,334	8	7	\$11,064	\$8,334	36	26	\$307	\$1,358,433	(\$318,015)	5,222	(961)	\$260	Galleo	14531812
9 AEBGT (J80C)	(\$117,200)	\$275	(\$785)	0	(1)	\$275	(\$785)	1	(3)	\$275	\$1,192,266	\$55,168	2,761	57	\$432	Sabre	91272731
10 BCD Ea WtBTI Deloitte (4DT1V)	(\$103,935)	\$189,026	\$34,751	65	(3)	\$189,026	\$34,751	616	87	\$307	\$2,784,946	\$629,448	8,512	1,821	\$327	Galleo	10632300
11 Carlson Wagonlit Travel (2B311V)	(\$98,713)	\$2,929	(\$4,071)	3	(5)	\$2,929	(\$4,071)	11	(14)	\$266	\$1,028,880	\$176,982	3,383	599	\$304	Galleo	14570942
12 ADTRAV (EE3H)	(\$61,033)	\$394	\$394	1		\$394	\$394	1	1	\$394	\$623,181	\$623,181	1,707	1,707	\$365	Sabre	01736851
13 AMEXGBT (CV61V)	(\$60,488)	\$7,855	\$2,094	11	5	\$7,855	\$2,094	22	2	\$357	\$685,921	(\$270,653)	2,516	(689)	\$273	Galleo	10551413
14 World Travel Inc (C6W1V)	(\$54,950)	\$14,374	\$4,045	21	5	\$14,374	\$4,045	46	13	\$312	\$689,362	\$52,733	2,412	117	\$286	Galleo	39575675
15 Ovaton Travel Group (1Q5B)	(\$53,589)	\$1,292	\$272	2	0	\$1,292	\$272	4	1	\$323	\$555,832	(\$155)	1,488	75	\$374	Sabre	33551070
16 AMEXGBT GS HK (7538)	(\$46,432)	\$0	(\$2,385)	0	(7)	\$0	(\$2,385)	0	(9)	\$0	\$471,353	\$113,909	1,046	201	\$451	Sabre	13305224
17 AEBGT (ZPC7)	(\$46,311)	\$12,548	\$469	21	(7)	\$12,548	\$469	40	(1)	\$314	\$584,950	\$159,189	1,737	342	\$337	Sabre	10647711
18 AMEXGBT GS ONLINE (JN8D)	(\$43,991)	\$0	(\$5,500)	0	(11)	\$0	(\$5,500)	0	(20)	\$0	\$445,655	(\$20,717)	1,009	(117)	\$442	Sabre	13305224
19 AMERICAN EXPRESS TLS (2C1A1V)	(\$42,457)	\$0	\$0	0		\$0	\$0	0	0	\$0	\$431,000	\$431,000	847	847	\$509	Galleo	03531500
20 BCD Ea Wtbt Willis Corroon (Q3N5)	(\$41,806)	\$5,843	(\$6,597)	12	(12)	\$5,843	(\$6,597)	17	(22)	\$344	\$477,863	(\$36,682)	1,407	(71)	\$340	Sabre	44603705
21 American Express Nta (10S51V)	(\$40,382)	\$0	\$0	0		\$0	\$0	0	0	\$0	\$409,930	\$86,087	936	154	\$438	Galleo	16302731
22 AMEXGBT (76J41G)	(\$40,035)	\$230,500	\$21,015	85	(23)	\$230,500	\$21,015	808	76	\$285	\$2,515,819	\$760,808	5,887	1,497	\$427	Galleo	14356241
23 Carlson Wagonlit Travel (K3ZF)	(\$39,881)	\$10,958	(\$5,378)	22	(1)	\$10,958	(\$5,378)	36	(24)	\$304	\$505,134	(\$228,579)	1,879	(799)	\$269	Sabre	14534483
24 Yusen Travel Usa Inc (10481V)	(\$36,823)	\$0	(\$21,336)	0	(232)	\$0	(\$21,336)	0	(74)	\$0	\$373,802	\$301,864	1,924	1,595	\$194	Galleo	33949193
25 AEBGT (7NQA)	(\$34,905)	\$5,147	(\$4,177)	13	(16)	\$5,147	(\$4,177)	18	(12)	\$286	\$401,435	\$80,435	1,117	236	\$359	Sabre	91225536

Top Agencies Shifting Revenue (Last Month) Alert

This alert will run at the completion of each calendar month and will notify you if any of your top 20 highest revenue producing agencies for the last year shifted revenue share away from your hotel to the competitive set in the last completed month, and it will deliver to you a list of agencies that meet that criteria.

Email Subject: Top Producing Agencies Shifted Revenue Away from Your Hotel to the Comp Set in [MONTH]

Top Agency Producers Shifting Revenue to the Comp Set in Feb 2015												
For The Elegance New York, As Of March 18, 2015												
Agency	Subscriber				Comp Set				Penetration			
	Revenue	Variance	Growth / Decline	ADR	Revenue	Variance	Growth / Decline	ADR	Revenue	Penetration	% Change	Surplus / (Opportunity)
1 Egencia Llc (E5Q1159476)	\$14,791	(\$36,586)	(71%)	\$214	\$216,716	\$36,484	20%	\$246	73	(71%)	(\$5,518)	
2 BCD Ea WtBTI Deloitte (4DT1V)	\$17,343	(\$10,976)	(39%)	\$220	\$522,291	\$127,524	32%	\$233	37	(52%)	(\$29,995)	
3 Magellan Vacations (8O7B)	\$18,728	(\$5,964)	(24%)	\$191	\$109,816	\$5,604	5%	\$287	166	(24%)	\$7,452	

Of the top 20 revenue producing agencies for your hotel in the trailing 12 months, the above agencies are moving significant revenue from your hotel to the Comp Set (Revenue Penetration dropped more than 20%) for Feb 2015
(Excludes Agencies where you are still getting a disproportionately high share of business).

Top Agencies Shifting Revenue (Next 4 Weeks) Alert

This alert will run each time the data in Agency360 is updated. It will notify you if any of your top 20 revenue producing agencies for the last year shifted revenue share away from your hotel to the competitive set during the next 4 week period, and will deliver a list of agencies that meet this criteria.

Email Subject: Top Agency Producers Have Shifted Revenue To The Comp Set During the Next 4 Weeks [DATES]

Top Agency Producers Shifting Revenue to the Comp Set (03 Dec15 - 30 Dec15)
 For The Elegance New York, as of December 05, 2015

Agency	Subscriber				Comp Set				Penetration		
	Revenue	Variance	Growth / Decline	ADR	Revenue	Variance	Growth / Decline	ADR	Revenue Penetration	Penetration % Change	Surplus / (Opportunity)
HRG Alg Us (ZE2D1V)	\$4,609	(\$15,184)	(77%)	\$307	\$46,103	(\$14,685)	(24%)	\$339	92	(63%)	(\$386)
AEGBT (X0CC)	\$3,703	(\$7,009)	(65%)	\$285	\$67,853	(\$29,844)	(31%)	\$365	53	(48%)	(\$3,346)
ATP International (CE1G)	\$0	(\$5,607)	(100%)		\$1,197	(\$1,659)	(58%)	\$799	0	(100%)	(\$118)
Montrose Travel (15141V)	\$690	(\$1,041)	(60%)	\$345	\$25,462	(\$4,201)	(14%)	\$265	27	(52%)	(\$1,886)
AMEXGBT (1TUS1V)	\$4,900	\$1,039	27%	\$350	\$52,944	\$22,736	75%	\$351	86	(25%)	(\$798)

Of the top 20 revenue producing agencies, 2 months, the above agencies are moving significant revenue from your hotel to the Comp Set (Revenue Penetration dropped more than 20%) for 03 Dec15 - 30 Dec15.
 (Excludes Agencies where you are still getting a disproportionately high share of business).

Top Revenue Opportunity Future Booking Dates Alert

This alert will run each time the data in Agency360 is updated. It will notify you of the top 10 future dates during the next 13 weeks that offer the largest revenue opportunity for your hotel.

Email Subject: Future Booking Dates with the Largest Revenue Opportunity

Days in Which Your Booking Performance is Significantly Trailing Behind the Comp Set
 For The Elegance New York, as of December 05, 2015

Date	Subscriber		Comp Set		Relative Performance		
	Revenue	% Growth / Decline	Revenue	% Growth / Decline	Relative Growth	Revenue Penetration	Revenue Opportunity
Wed, Dec 16, 2015	\$29,074	11%	\$384,642	19%	(8%)	71	(4) (\$11,681)
Tue, Dec 15, 2015	\$34,049	30%	\$425,376	13%	17%	75	9 (\$11,208)
Mon, Jan 25, 2016	\$2,842	12%	\$132,419	347%	(335%)	21	(59) (\$10,482)
Tue, Jan 26, 2016	\$3,955	173%	\$135,566	318%	(145%)	29	(15) (\$9,789)
Wed, Jan 13, 2016	\$4,727	19%	\$136,030	72%	(53%)	34	(14) (\$9,138)
Tue, Jan 12, 2016	\$4,996	(28%)	\$137,181	57%	(85%)	36	(39) (\$9,009)
Mon, Jan 11, 2016	\$4,393	(17%)	\$130,522	55%	(71%)	33	(27) (\$8,897)
Sun, Dec 13, 2015	\$11,812	(19%)	\$191,139	20%	(40%)	59	(27) (\$8,180)
Wed, Jan 27, 2016	\$4,240	291%	\$111,808	247%	44%	37	4 (\$7,192)
Thu, Jan 14, 2016	\$1,558	(35%)	\$87,008	96%	(131%)	18	(34) (\$7,166)

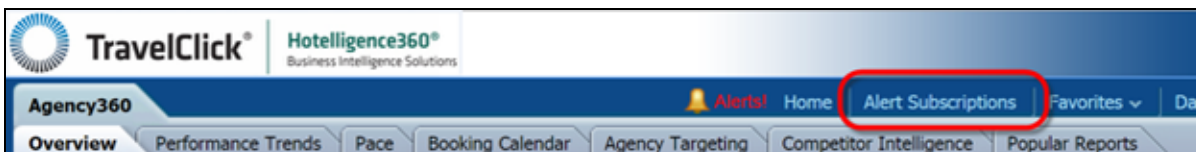
The above table shows the top 10 (or fewer) days during the Next 13 Weeks on which your hotel has the largest revenue opportunity. Dates on which your hotel has a revenue surplus or a very small / immaterial revenue opportunity relative to the size of your hotel are excluded.

The following alerts are available as push reports in your application:

- **Ad-Enabled Push Alert** – This alert runs on the second Sunday of each month and notifies you of any revenue opportunity or surplus with ad-enabled agencies booking non-negotiated/other rate types into your property or into your competitive set.
- **Top 150 Next 13 Weeks** - This alert runs on the first Sunday of each month and provides a list of the top 150 travel agencies by revenue opportunity for the next 13 weeks.
- **Top 150 YTD** - This alert runs on the first Sunday of each month and provides a list of the top 150 travel agencies by revenue opportunity for year-to-date.

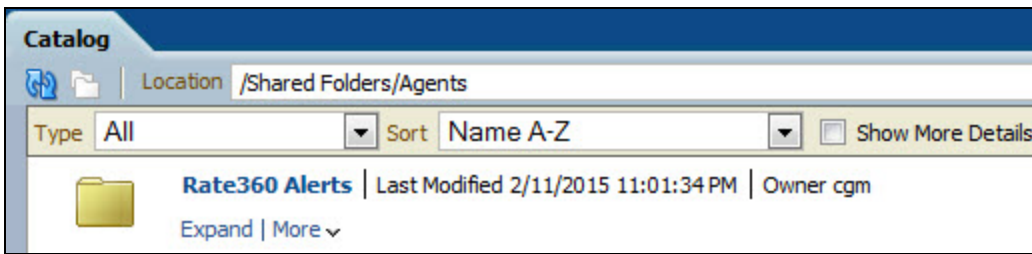
Subscribe to an Alert

To subscribe to an alert, click **Alert Subscriptions** in the banner just above the dashboard tabs.

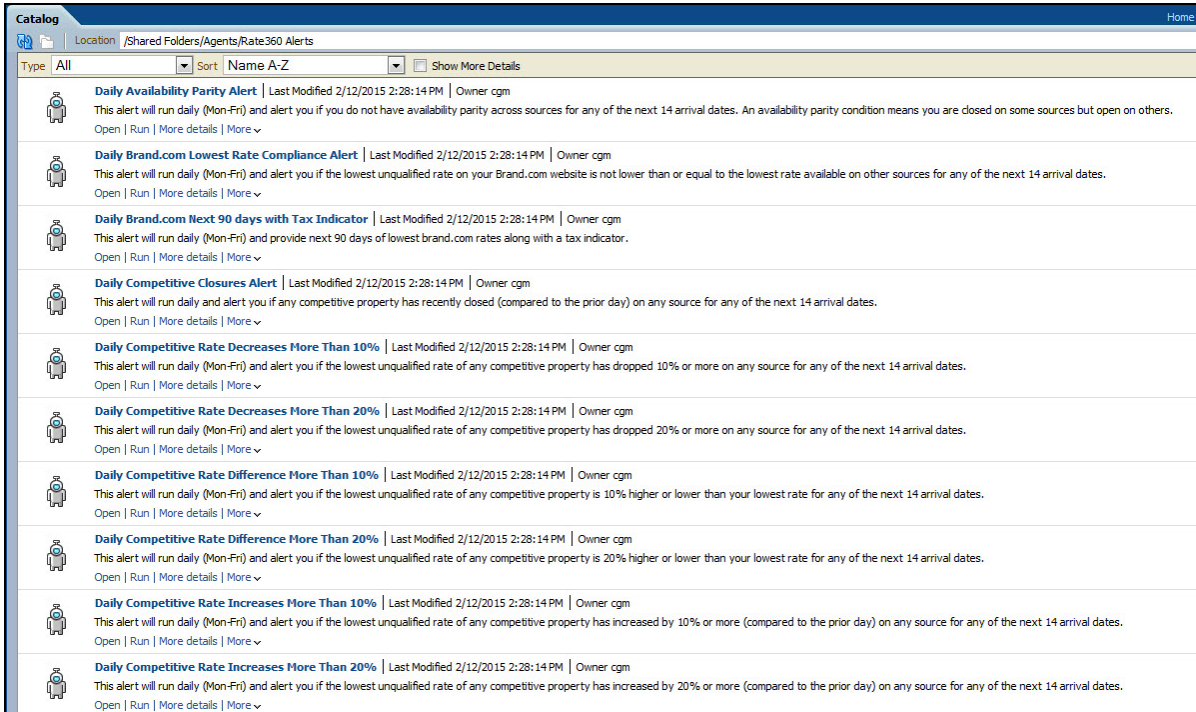


One or more folders (containing lists of alerts for this application) display. Click **Expand** to open a folder.

Property User Guide

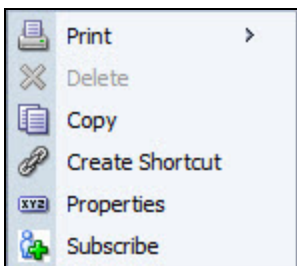


The Alerts Catalog pop-up displays:



Read the description of each alert. If you will find this notification helpful to you, subscribe to the alert:

- Click the **More** link.
- Click **Subscribe** from the selections.

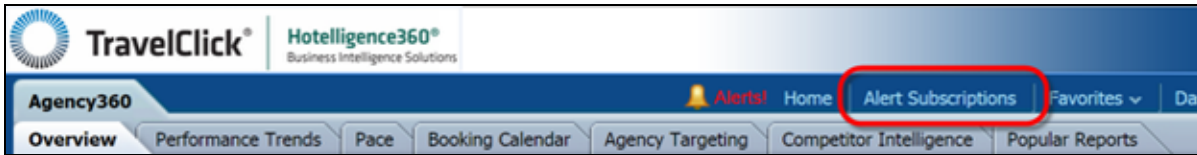


If the conditions that trigger the alert are met the next time the Agency360 data loads, the **Alert!** indicator displays in the banner just above the dashboard tabs. If you configured an email delivery address, the alert is also sent to you. There is no additional cost to subscribe to alerts.

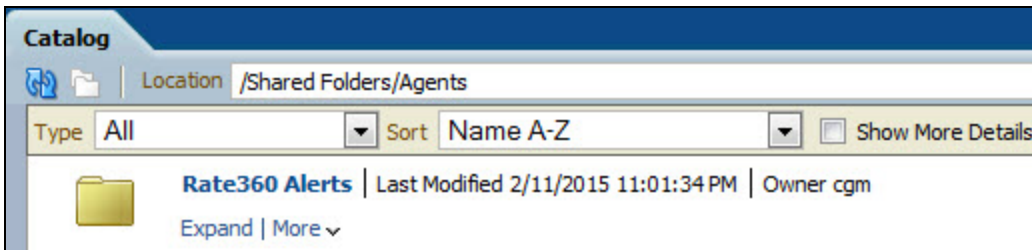
To exit the Alert Subscriptions area, click **Dashboards** and select your most recent dashboard location.

Unsubscribe to an Alert

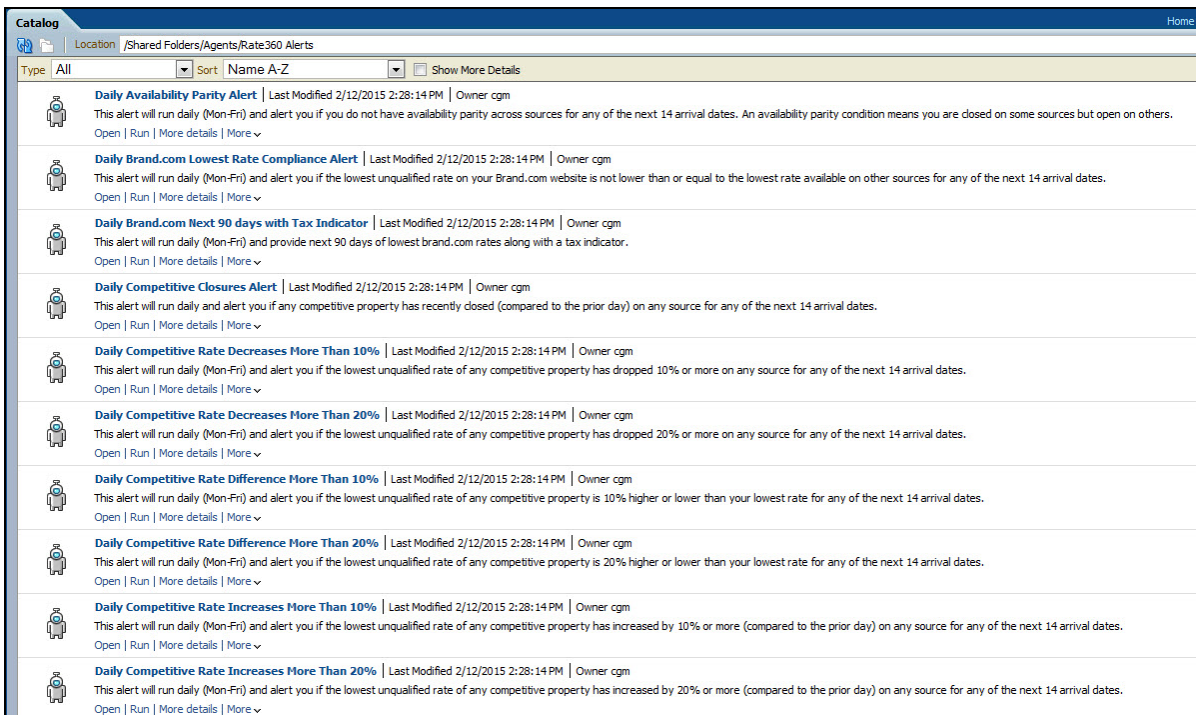
To unsubscribe to an alert, click **Alert Subscriptions** in the banner just above the dashboard tabs.



One or more folders (containing lists of alerts for this application) display. Click **Expand** to open a folder.



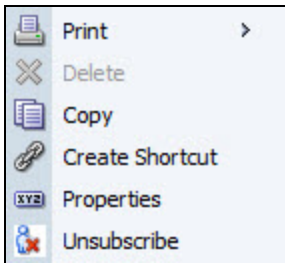
The Alerts Catalog pop-up displays:



Find the alert you want to unsubscribe to:

- Click the **More** link.
- Click **Unsubscribe** from the selections.


Property User Guide




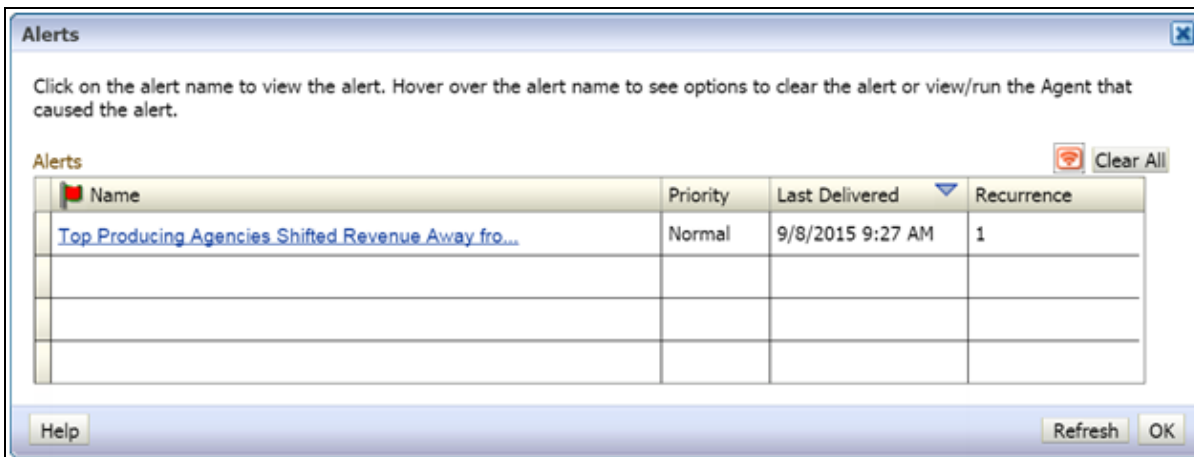
If the **Subscribe** option appears in the pop-up instead of **Unsubscribe**, you are not currently subscribed to that alert.

To exit the Alert Subscriptions area, click **Dashboards** and select your most recent dashboard location.

Reviewing Alerts


Whenever the  indicator is displayed on the blue toolbar or when you receive an alerts notification via email, you should review the alerts and determine if any action should be taken.

To review detailed information for an alert, click the  indicator. An alerts list displays:



Alerts


Click on the alert name to view the alert. Hover over the alert name to see options to clear the alert or view/run the Agent that caused the alert.

Alerts 

Name	Priority	Last Delivered	Recurrence
Top Producing Agencies Shifted Revenue Away fro...	Normal	9/8/2015 9:27 AM	1

Help Refresh OK

Click an alert name to view supporting information for the alert. The information show is specific to the alert.

 **Alert**

Top Producing Agencies Shifted Revenue Away fro...

Top Agency Producers Shifting Revenue to the Comp Set in Feb 2015
For The Elegance New York, As Of March 18, 2015

Agency	Subscriber				Comp Set		
	Revenue	Variance	Growth / Decline	ADR	Revenue	Variance	Growth / Decline
1 Egencia Llc (E5Q1159476)	\$14,791	(\$36,586)	(71%)	\$214	\$216,716	\$36,484	20%
2 BCD Ea WtBTI Deloitte (4DT1V)	\$17,343	(\$10,976)	(39%)	\$220	\$522,291	\$127,524	32%
3 Magellan Vacations (8O7B)	\$18,728	(\$5,964)	(24%)	\$191	\$109,816	\$5,604	5%


Of the top 20 revenue producing agencies for your hotel in the trailing 12 months, the above agencies are moving significant (Revenue Penetration dropped more than 20%) for **Feb 2015**
(Excludes Agencies where you are still getting a disproportionately high share of business).

Help
Clear Alert
OK

Click **Clear Alert** to reset the alert and remove it from the listing. The alert will be triggered again the next time the same conditions are met.

Important: When an alert is triggered and you receive notification by either the **Alerts!** indicator or email, do not ignore it! This is your opportunity to review the situation and take appropriate action.

Configure Email Delivery

If the alerts you subscribed to are triggered, the  indicator is displayed on the blue toolbar. You may also configure your account to generate alert notifications by email.

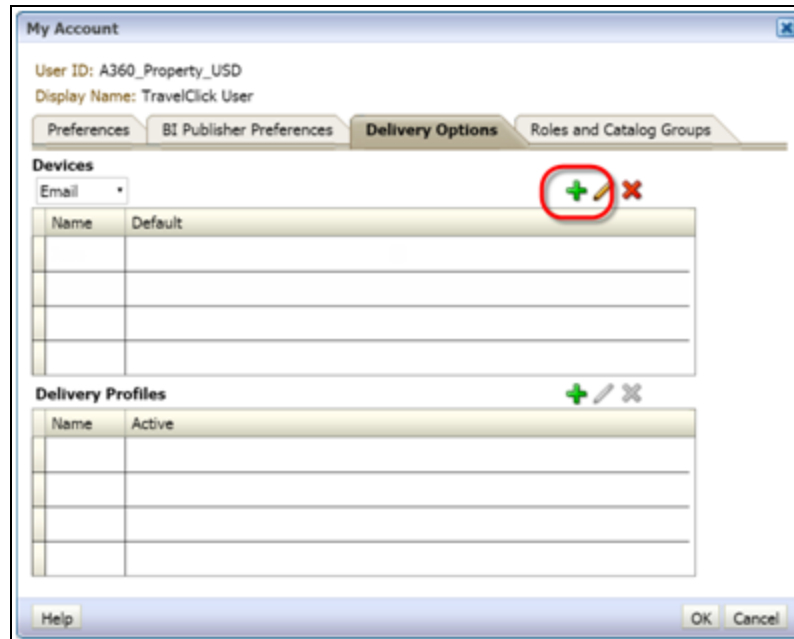
To define the email delivery method, place your cursor on your user ID in the blue toolbar, then click **My Account**.



Property User Guide

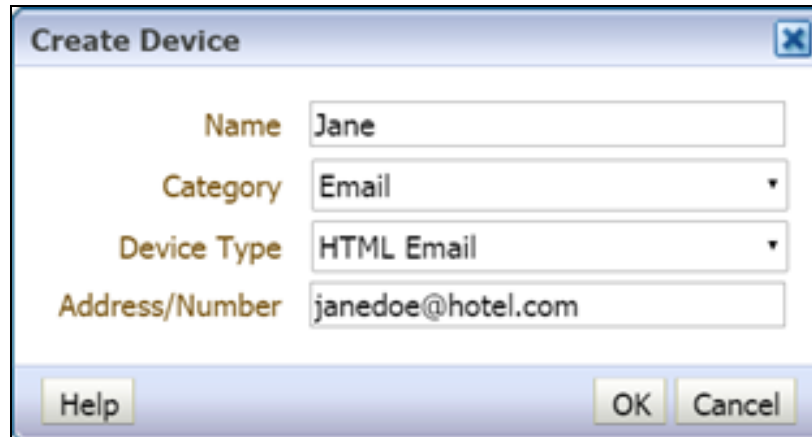
In the **My Account** pop-up window, select the **Delivery Options** tab (ignore all other tabs):

- Select **Email** as the device type from the **Devices** drop-down listing. Note: Email is the only supported device.
- Click the **+** above the top table to create a device (Email).



The **Create Device** pop-up displays.

- Enter a **Name** (such as your name, "Work", etc.).
- Select Email for **Category** (the only supported device).
- Select a device type (HTML or Plaintext) from the **Device Type** field.
- Enter the email address in the **Address/Number** field.
- Click **OK**.

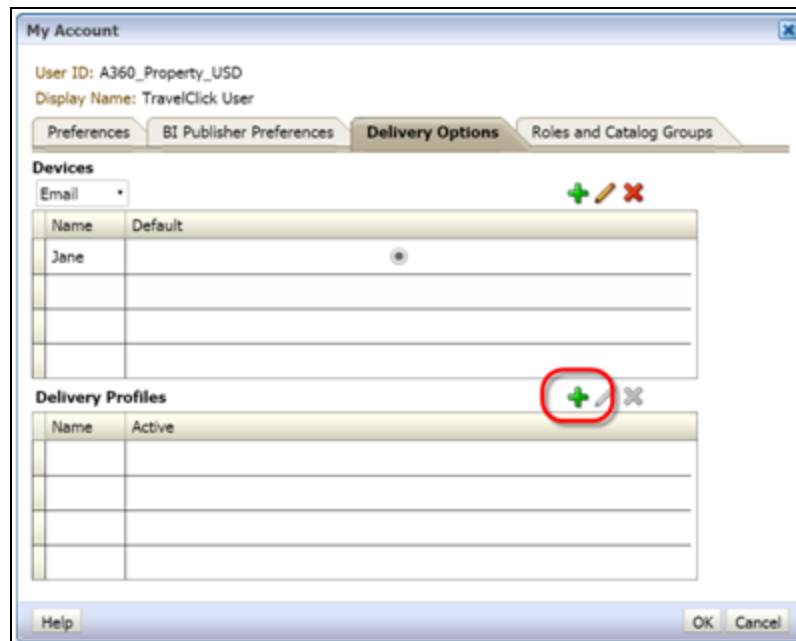


Repeat these procedures for additional email addresses.

Create Delivery Profile

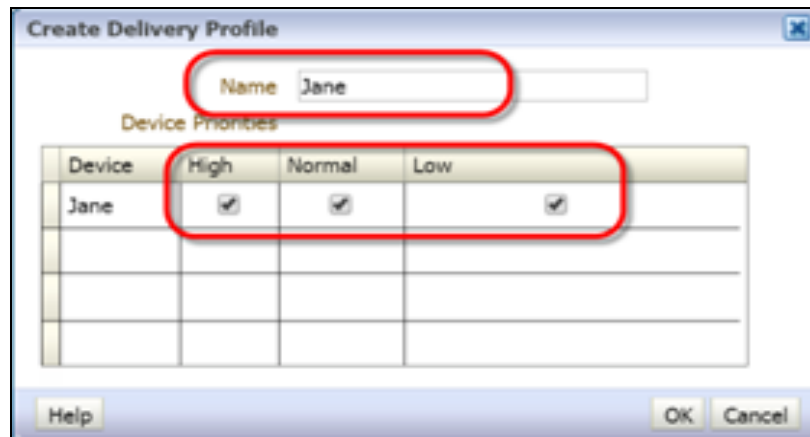
For each email address, you must create an equivalent delivery profile.

- Click the **+** above the bottom table to create a delivery profile.



The **Create Delivery Profile** pop-up displays.

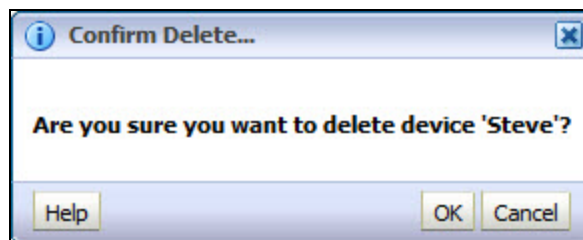
- Enter a **Name** (such as your name, "Work", etc.).
- Select all three delivery priorities (high, Normal, and Low) to ensure email delivery. The priority functionality is not activated in Hotelligence360.
- Click **OK**.



Repeat these procedures for additional email addresses.

To delete a device (email address), select the row and click the **X** above the table.


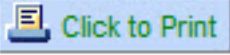
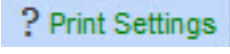

Click **OK** to confirm deletion.

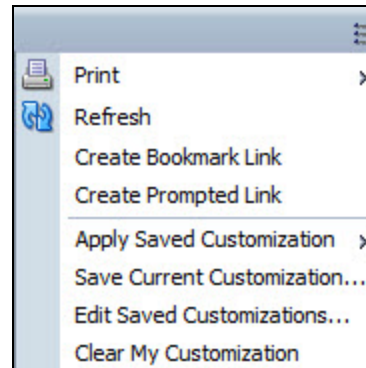


Click **OK** to exit the **My Account** window.

Page Options Button

The **Page Options** icon displays to the right of the dashboard tabs. Use this button to:

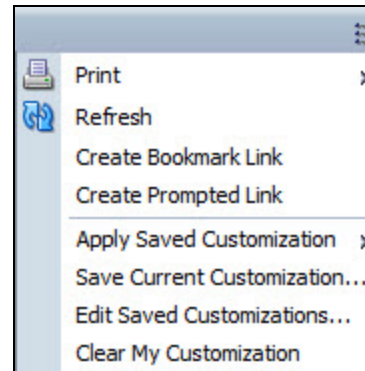
- **Print**  – Sends the selected page to a new window, showing how it will appear when printed.
 - Click **Click to Print**  to print the displayed information. Click **Print** to print using the application default settings.
 - Click **Print Settings**  to view recommended printer settings for the displayed information.
- **Refresh**  – Reloads the current page. Use this button if the page is not loading or elements appear to be incomplete after loading the page.
- **Create Bookmark Link** - Creates a bookmark link that shows in the address bar, suitable for saving or sharing. The link can be shared with other users who have the same permissions as you and have access to the page.
- **Create Prompted Link** - Creates a prompted link that shows in the address bar. The prompted link shows the prompts and values of the page. These values can be manually or programmatically manipulated using Oracle syntax, for further analysis.
- **Apply Saved Customization** – apply a previously saved selection for the current dashboard.
- **Save Current Customization** – save the current filter settings or edit previously saved settings and defaults for the current dashboard.
- **Edit Saved Customizations** – opens a pop-up box that lists all of your current customizations. Select a customization and edit it in place.
- **Clear My Customization** – remove any filter settings and return to the default settings.



Save Current Customization

To save the filter settings you have set for a dashboard:

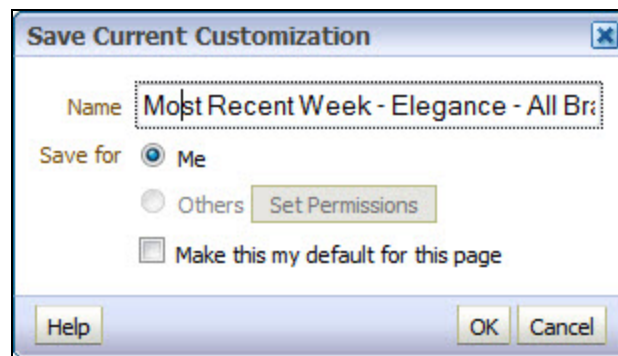
- Click the Page Options icon.
- Click **Save Current Customizations**.



- Click **For Me...**

In the **Save Current Customization** pop-up:

- Type the name in the **Name** field.
- Select **Me** in the **Save for** field.
- Optionally, check the **Make this my default for this page** to save your filter settings for this page.

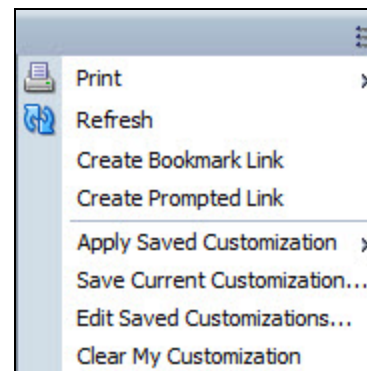


- Click **OK** to save your selection for the displayed page.

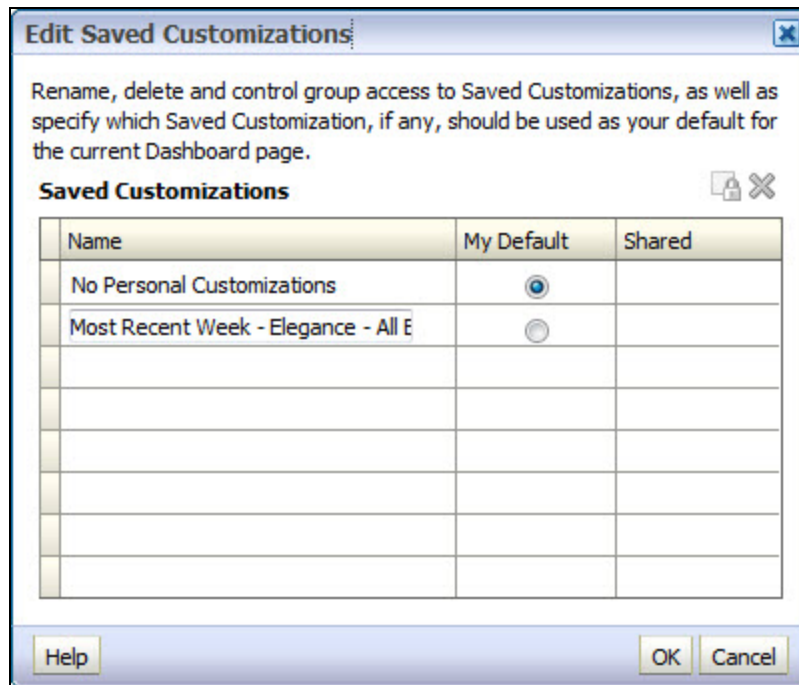
Edit Saved Customizations

To edit a saved filter selection:


- Click the Page Options icon.
- Click **Edit Saved Customizations**.



The **Edit Saved Customizations** pop-up displays:



In the **Edit Saved Customizations** pop-up:

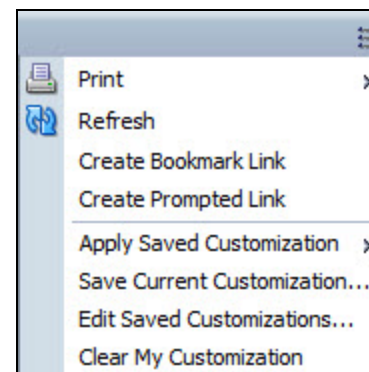
- Select a saved setting from the list.
- Click the name to rename the setting, if desired.
- Select a customization and click the  to delete the saved setting.

Click **OK** to save your changes.

Apply Saved Customization

To apply a saved filter selection:

- Click the Page Options icon.
- Click **Apply Saved Customization**.



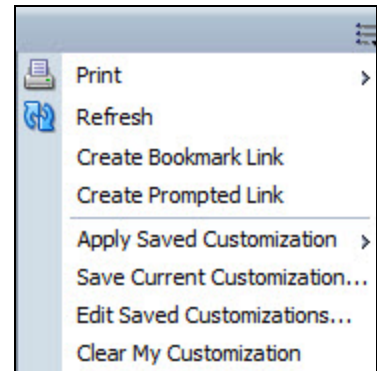
Your saved selections display to the left. If you have no saved customizations, a message displays to the left saying "No saved customizations available".

Clear My Customization


Filters set on one dashboard carry over to all dashboards until the customization is cleared. To clear the filter settings you have set on a dashboard or page:


- Click the Page Options option.
- Select **Clear My Customization**.

The dashboard filters are set to the default settings.




Reviewing Alerts

Whenever the  indicator is displayed on the blue toolbar or when you receive an alerts notification via email, you should review the alerts and determine if any action should be taken.

To review detailed information for an alert, click the  indicator. An alerts list displays:


Alerts

Click on the alert name to view the alert. Hover over the alert name to see options to clear the alert or view/run the Agent that caused the alert.

Alerts  Clear All

Name	Priority	Last Delivered	Recurrence
Top Producing Agencies Shifted Revenue Away fro...	Normal	9/8/2015 9:27 AM	1

Click an alert name to view supporting information for the alert. The information show is specific to the alert.

 **Alert**

Top Producing Agencies Shifted Revenue Away fro...

Top Agency Producers Shifting Revenue to the Comp Set in Feb 2015
For The Elegance New York, As Of March 18, 2015

Agency	Subscriber				Comp Set		
	Revenue	Variance	Growth / Decline	ADR	Revenue	Variance	Growth / Decline
1 Egencia Llc (E5Q1159476)	\$14,791	(\$36,586)	(71%)	\$214	\$216,716	\$36,484	20%
2 BCD Ea WtBTI Deloitte (4DT1V)	\$17,343	(\$10,976)	(39%)	\$220	\$522,291	\$127,524	32%
3 Magellan Vacations (807B)	\$18,728	(\$5,964)	(24%)	\$191	\$109,816	\$5,604	5%

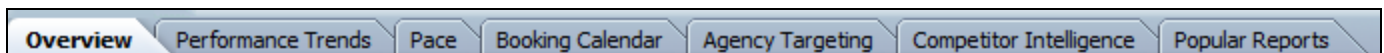
Of the top 20 revenue producing agencies for your hotel in the trailing 12 months, the above agencies are moving significant (Revenue Penetration dropped more than 20%) for **Feb 2015**
(Excludes Agencies where you are still getting a disproportionately high share of business).

Click **Clear Alert** to reset the alert and remove it from the listing. The alert will be triggered again the next time the same conditions are met.

Important: When an alert is triggered and you receive notification by either the **Alerts!** indicator or email, do not ignore it! This is your opportunity to review the situation and take appropriate action.

Dashboard Tabs

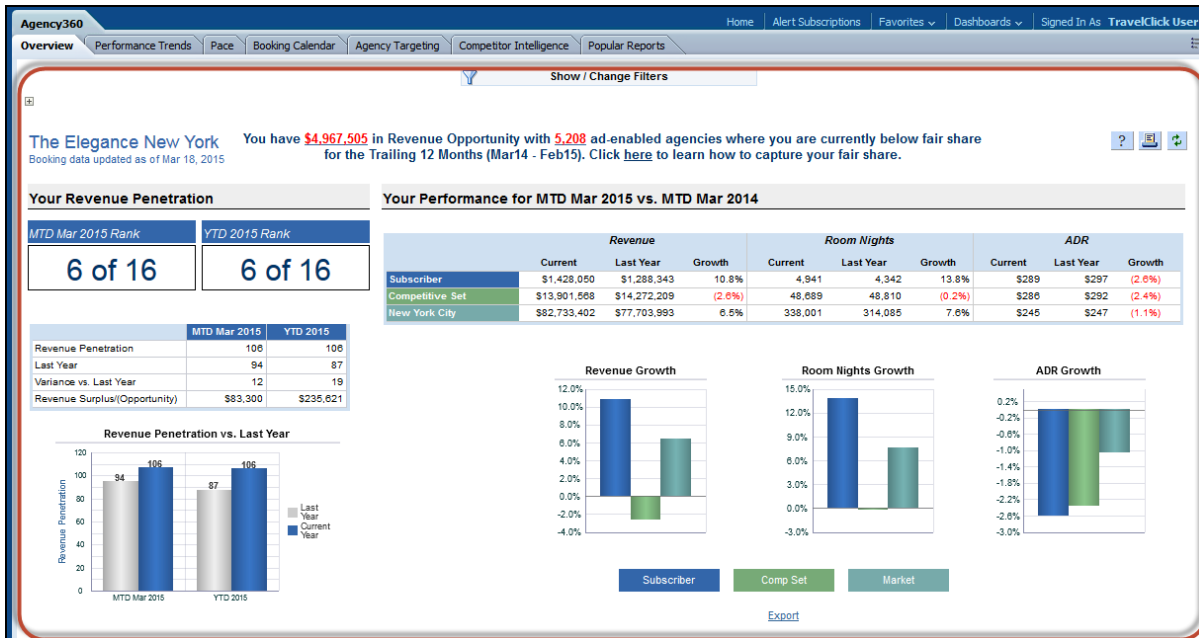
Your **Hotelligence360** product is organized by dashboards of related information. At the top of each dashboard is a tab labeled with the dashboard name. Click any tab to easily navigate between dashboards. The tab identifying the selected dashboard is highlighted.



The tabs do not display on related detail pages accessed via a link on the dashboard.

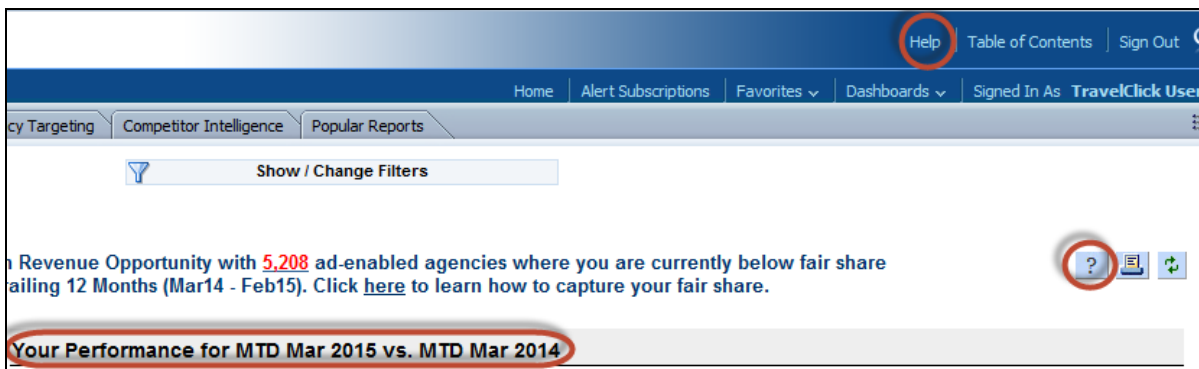
Content Area

The content area is below the dashboard tabs and displays filter(s), tables, charts, calendars, alerts and warnings, links, and any other information related to the selected dashboard.




Help Links

Hotelligence360 provides three ways to access Help.



Click the:

- **Help** link above the **Dashboards** selector to open the Help window and display general information about using the online Help topic.
- **Help** icon  at the top-right of a dashboard or page to display the Help topic for that specific page with links to related topics.
- Section title to display the Help topic for that section.

Dashboard Footer

A dashboard footnote, listing information specific to your organization, displays at the bottom of each dashboard. The information in the footnote varies depending on the Agency360 application displayed.



Property User Guide

The dashboard footer on Agency360 Property pages lists information specific to your organization and displays at the bottom of each dashboard. The following information appears in the footer:

Currency: USD Your Fair Share (v. Comp Set): 28.0% Your Share MTD Jan 2011 (v. Comp Set): 9.0% Market: Buffalo NY	Primary Competitive Set (6) Comfort Suites Downtown Buffalo, NY, Doubletree Club Buffalo, Hampton Stes Buffalo Dwtn Ny, Holiday Inn Downtown Buffalo, NY, Hyatt Regency Buffalo Hotel Conference Center, Millennium Hotel Buffalo <small>Includes data from GDS billing systems for actual hotel stays through Dec 31, 2010, with pending and future reservation data from GDS reservation systems updated as of Jan 31, 2011.</small>
--	---

- **Currency** identifies the currency used in the charts and tables. This is defined for your organization when you set up your subscription.
- **Your Fair Share (vs. Comp Set)** displays your fair share percentage based on the number of available rooms for your property and for your competitive set.
- **Your Share MTD [Date] (v. Comp Set)** displays your actual market share compared to your competitive set for the listed month.
- **Market** displays your market based on the location of your property.
- The name, number of properties, and a list of the properties included in the selected competitive set.
- Date of the last billing and booking data update.
- Any consideration or warnings affecting the data.

The footer shown on Agency360 Enterprise pages include the following information.

For your Portfolio Group, Hyatt Regency, the Enterprise Primary Competitive Set consists of hotels with the following brands - Hilton Hotels, Westin Hotels, Renaissance Hotels and Resorts, Sheraton Hotels, Marriott Hotels and Resorts, InterContinental Hotels; . Your Portfolio Group, Hyatt Regency, has <u>122</u> hotels and the Enterprise Primary Competitive Set has <u>2020</u> hotels. Currency: USD Billing data updated as of Jul 31, 2009. Booking data updated as of Aug 08, 2009. <small>Note: Data for Jul 31 - Aug 8 2008 and Jul 31 - Aug 8 2009 does not include Worldspan bookings.</small>
--

Note: The values displayed in the footnote change dynamically based on the filters applied.

- The competitive set name and composition for the selected portfolio group. If the selected portfolio group is a “parent” group made up of several “child” portfolio groups, the competitive set information for each of the individual portfolio groups are listed. Links are available to display listings of the hotels included in the portfolio group and the selected competitive set.
- **Currency** identifies the currency used in the charts and tables. This is defined for your organization when you set up your subscription.
- Date of the last billing and booking data update.
- Any consideration or warnings affecting the data.

The footer shown on Industry Overview dashboards and pages include the following information:

Currency: USD Billing data updated as of Jul 31, 2009. Booking data updated as of Aug 08, 2009. <small>Note: Data for Jul 31 - Aug 8 2008 and Jul 31 - Aug 8 2009 does not include Worldspan bookings.</small>
--

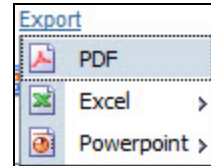
- **Currency** identifies the currency used in the charts and tables. This is defined for your organization when you set up your subscription.

- Date of the last billing and booking data update.
- Any notes or warnings affecting the data.

Export Link

Click the **Export** link beneath a table, chart, or page to download the table and/or chart data in a format compatible with the selected program.

Select one of the following options:

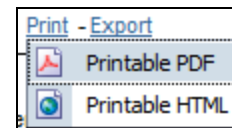


- **PDF**
- **Excel** - As you select, you will be prompted to select Excel 2003 or Excel 2007+
- **Powerpoint** - As you select, you will be prompted to select Powerpoint 2003 or Powerpoint 2007+

Print Link

Click the **Print** link to print the table and/or chart data in a format compatible with the selected program.



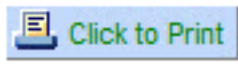
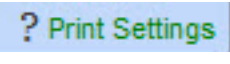
Select one of the following options:



- **Printable PDF** - To create a PDF using your PDF maker.
- **Printable HTML** - To create an HTML page in your browser that can be printed.

Other Dashboard Buttons

The following dashboard buttons display at the upper right corner on most Agency360 pages.

- **Refresh**  - Reloads the current page. Use this button if the page is not loading or elements appear to be incomplete after loading the page.
- **Print**  - Sends the dashboard to your printer using the application default settings. A new window opens showing the selected data.
 - Click **Click to Print**  to print the displayed information
 - Click **Print Settings**  to view recommended printer settings for the displayed information.


Navigation

To facilitate optimal access to the relevant information, **Hotelligence360** is organized as a series of dashboards focused on a specific interpretation of the available data. Each dashboard includes selected representations of the data through tables and/or charts. Many of the tables and charts include links to



Property User Guide

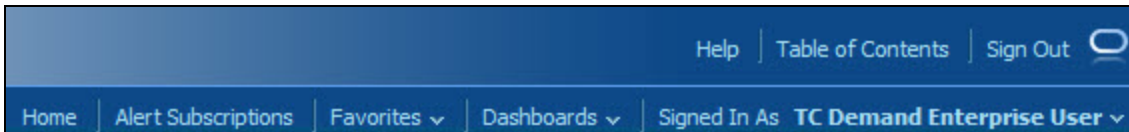
other dashboards or detail pages providing supporting information or a different perspective of the data presented on the dashboard. In some instances the tables or charts on these secondary pages may also link to pages that provide another level of detail.

Whenever there is a navigation link in **Hotelligence360**, your mouse pointer changes to a pointing finger . **Hotelligence360** uses the following navigation mechanisms:

- **Hotelligence360** Application Links
- Table of Contents Links
- Dashboard Tabs
- Label Links
- Date Links
- Links to Specific Pages
- Breadcrumb Links

Application Links

To access the other Hotelligence360 applications available to you, click the **Dashboards** drop-down arrow. Which links you see depends on the **Hotelligence360** applications purchased and your authorization.



- **Agency360** goes to your default dashboard within the Agency360 application from anywhere within Hotelligence360.
- **Rate360** goes to your default dashboard within the Rate360 application from anywhere within Hotelligence360.
- **Demand360** goes to your default dashboard within the Demand360 application from anywhere within Hotelligence360

Use these banner links within each application:

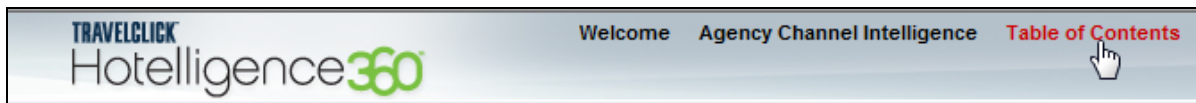
- **Home** goes to the Home pages for the application you are within.
- **Table of Contents** goes to a list of dashboard links and descriptions for the application you are within. Click the **Dashboards** drop-down arrow to go to another applications to view the Table of Contents page for that application. Use the Table of Contents to review the information available on each dashboard and to navigate to the dashboard.

Enterprise users will see tabs on the left side of the banner. Use these tabs to switch between Enterprise and Property editions:



Table of Contents Links

Click the **Table of Contents** link to display a list of dashboard descriptions to quickly navigate to the dashboard you need.



Click a link to go to the appropriate dashboard.

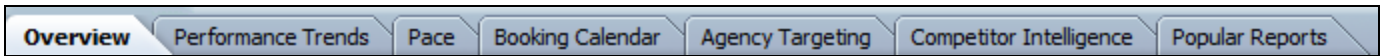
Table of Contents Welcome, John Q. Public Dashboards -- Alert Subscriptions -- My Account -- Log Out -- Help

[Page Options](#) ▼

<p>Overview</p> <p>(Open)</p> <p>This entry point to Hotelligence360 provides a quick, high-level report card on your GDS performance, including past performance, future bookings, and actionable agency information. Use it to identify revenue management and sales opportunities. Includes the following:</p> <ul style="list-style-type: none"> Your Revenue Penetration Ranking Your Performance Growth vs. Your Competitor Set Key Alerts and Warnings Forward Bookings Revenue Penetration and Change from Last Week Forward Bookings Revenue and Revenue Penetration vs. Last Year Top 5 Agency Revenue Opportunities Top 5 Agency Supporters Top 5 Agency Supporters Top 5 Agencies Booking into your Market <p>Use the links to access a wealth of other information, including the following reports:</p> <ul style="list-style-type: none"> Booking Activity Room Nights and Revenue Performance Characteristics (ADR, Length of Stay, GDS RevPAR, etc.) Lead Time Analysis Length of Stay Analysis Forward Bookings Revenue and Revenue Penetration vs. Last Year Day of Week Analysis Price Patterns Demand by Price Range and Day of Week Month End Summary <p>Performance Trends</p> <p>(Open)</p> <p>Identify and monitor penetration, ADR, RevPAR, and contribution to room nights trends year-over-year to quantify impact of decisions on key performance metrics. Assess variances to prior year or to your competitive set, and combine with local market knowledge to forecast demand in the GDS channel. Includes the following reports:</p> <ul style="list-style-type: none"> Monthly Performance Trends by Revenue, Room Nights, ADR, GDS RevPAR and/or GDS Occupancy <p>Use the links or drill downs in the charts or tables to access the following information:</p> <ul style="list-style-type: none"> Weekly or Daily Performance Trends <p>Pace</p> <p>(Open)</p> <p>Use future demand data to proactively focus on periods offering booking opportunities by monitoring booking performance for 13 future stay week periods, with drill downs to individual stay dates, buildup of revenue and room night volume on a daily or weekly basis. Includes the following reports:</p> <ul style="list-style-type: none"> Future Bookings for Next 13 Weeks <p>Drill down on any Stay Week in the table to access:</p> <ul style="list-style-type: none"> Performance by Day for the Stay Week <p>Drill down on Stay Date to access:</p> <ul style="list-style-type: none"> Weekly Buildup of Revenue / Room Nights for the Stay Date Daily Buildup of Revenue / Room Nights for the Stay Date Weekly Buildup of Revenue / Room Nights for the Stay Week Daily Buildup of Revenue / Room Nights for the Stay Week Top Agencies Booking the Comp Set for the Stay Week <p>Use the links to access a wealth of other pacing information, including the following reports:</p> <ul style="list-style-type: none"> Pace Monthly Pace Weekly Pace Daily 	<p>Agency Targeting</p> <p>(Open)</p> <p>Quickly identify agencies that are booking for your competitive set that may represent revenue opportunity for your hotel. Use advanced filtering to identify agents in a specific geographic location or those that are booking a specific type of business (i.e. in an ADR range, for a particular length of stay or for Corporate or Consortia business). Click on a specific agency name to obtain a detailed agency profile. Includes the following reports:</p> <ul style="list-style-type: none"> Top Agencies by Competitive Set Revenue, Your Revenue, Growth or Opportunity Quick-Link Reports: <ul style="list-style-type: none"> Non-Corporate Agency Targeting Top Corporate Agencies <ul style="list-style-type: none"> Top Corporate Agencies (Booking Comp Set Only) Underperforming Corporate Agencies Top Consortia Agencies Agency Group Performance Top Agencies with Rate Type Mix Top Revenue Share Shift Agencies Top 100 Agencies <p>Use the links or drill downs in the charts or tables to access the following information:</p> <ul style="list-style-type: none"> Detailed Agency Profile <ul style="list-style-type: none"> Contact information Agency Room Night Distribution by Price Range Trailing 12 month and next 13 week booking trends for your hotel and your competitive set Agency Weekend Weekday Profile Length of Stay Profile More Agency Information <p>Source Markets</p> <p>(Open)</p> <p>Information on markets and countries providing the most booked room nights for your property and your competitive set are used to prioritize sales and marketing resources to focus where top performing travel agencies are booking into your property and your competitive set. Includes the following reports:</p> <ul style="list-style-type: none"> Distribution Summary Source Cities Distribution Summary Source Countries <p>Use the links or drill downs in the charts or tables to access the following information:</p> <ul style="list-style-type: none"> Top N Opportunities Among Agencies Located in... Top N Agency Supporters Located in... Top N Agencies Located in...with Bookings into Your Market Agency Weekend Weekday Profile Length of Stay Profile <p>Price Patterns</p> <p>(Open)</p> <p>Evaluate revenue distribution across price points and identify pricing opportunities in terms of rate strategy and your target RevPAR. Improve forecasting accuracy by evaluating future demand levels and address unfavorable year over year variances. Includes the following reports:</p> <ul style="list-style-type: none"> Revenue or Room Nights Volume by Price Range Market Demand by Price Point and Weekday <p>Use the links or drill downs in the charts or tables to access the following information:</p> <ul style="list-style-type: none"> Market Demand by Price Point and Weekday Detail <p>Alerts</p>
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Dashboard Tabs

Your **Hotelligence360** product is organized by dashboards of related information. At the top of each dashboard is a tab labeled with the dashboard name. Click any tab to easily navigate between dashboards. The tab identifying the selected dashboard is highlighted.

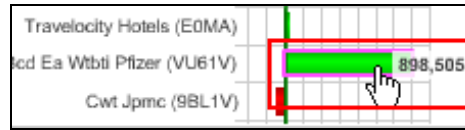


The tabs do not display on related detail pages accessed via a link on the dashboard.

Chart Links

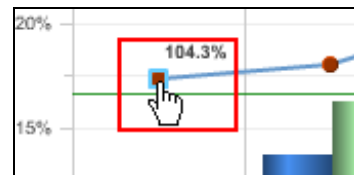
In bar charts, place your mouse pointer over a bar to display the associated value.

- If the bar is also a link to another page, an outline displays around the bar.
- Click the bar to open the page of related information. This information is often the supporting detail for the value represented by the bar.



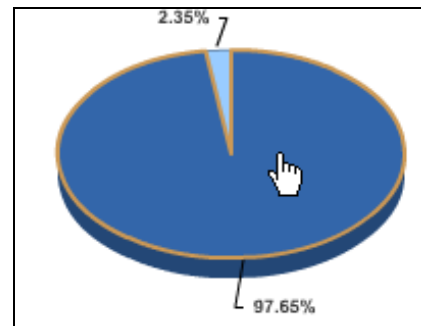
In combination charts, place your mouse pointer over a dot to display the associated value.

- If the dot is also a link, a box displays around the dot.
- Click the dot to open the page of related information. This information is often the supporting detail for the value represented by the bar.



In pie charts, place your mouse pointer over a segment to display the associated value.

- If the segment is also a link, a border displays around the segment.
- Click the segment to open the page of related information. This information is often the supporting detail for the value represented by the segment.



If a chart label changes color when you place your mouse pointer over it, the label is linked to another page. These links can display on either axis of the chart.



Label Links

If the mouse pointer changes to a pointing hand when you point to a column header you can sort the table by that column. Click the column header to sort the table by the values in that column. Once you sort a column, an indicator displays near the column header indicating the sort order.

Before

After

Revenue	Revenue Last Year
8,909	10,281
35,208	13,243

Revenue ^	Revenue Last Year
8,909	10,281
24,885	1,633,348

A row label or column header may be a link to another page. If an underline displays when you place your mouse pointer over a label or column heading, the text is a link.

Click the label to display the detail page.

Before	After
1 Travelocity Hotels (E0MA)	1 Travelocity Hotels (E0MA)
2 Bod Ea Wtbt Pfizer (VU61V)	2 <u>Bod Ea Wtbt Pfizer (VU61V)</u>
3 Cwt Jpmc (9BL1V)	3 Cwt Jpmc (9BL1V)
4 American Express (V899)	4 American Express (V899)
5 American Express (5UL1V)	5 American Express (5UL1V)

Date Links

A date is a link if it shows an underline when you place your mouse pointer over the date.

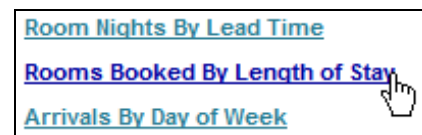
Click the date and select one of the following options from the pop-up menu associated with that date.



- **Rate History** to go to the **30 Day Rate History for Arrival on [day date]** page
- **Compare Rates by Source** to go to the **Lowest Available Rate by Source with Differences (+/-) from Subscriber Rate for Arrival Date [date]** page
- **Compare Rates by Rate Type** to go to the **Lowest Rate by Rate Type with Differences (+/-) from Subscriber Rate for Arrival on [date]** page
- **Compare Rates and Inclusions** to go to the **Rate Comparison for Arrival Date [date]** page

Links to Specific Pages

Click any underlined link to display the referenced page or dashboard. These links access dashboards or pages that provide additional detail or information relevant to the data shown in the section.



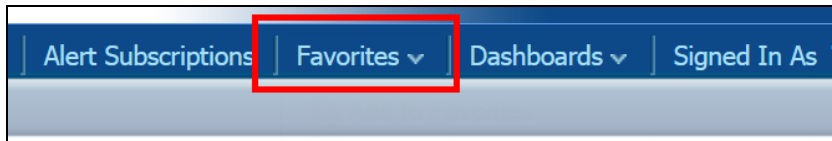
Favorites

Use Favorites to store the Hotelligence360 pages you use most frequently.

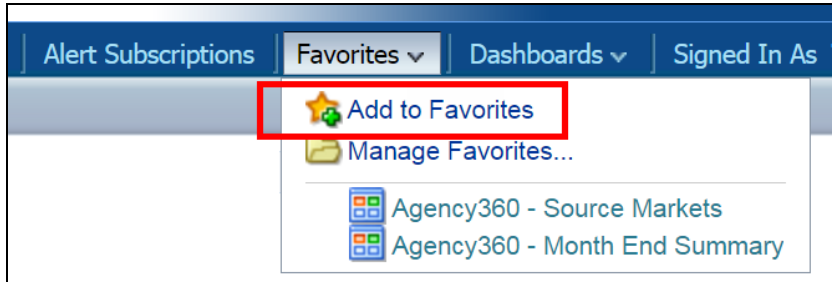
Add to Favorites

Property User Guide

1. Access the page or report you want to store. Select **Favorites** from the toolbar.



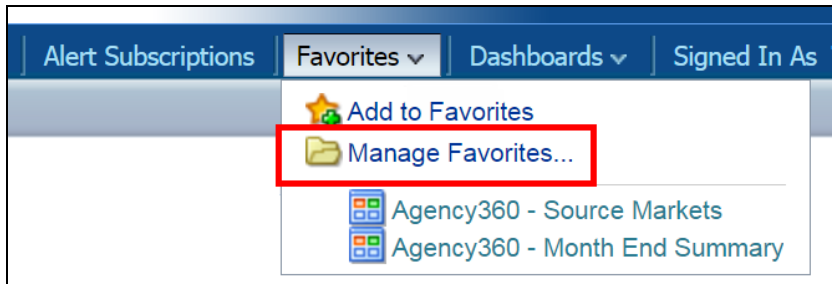
2. Click **Add to Favorites**.



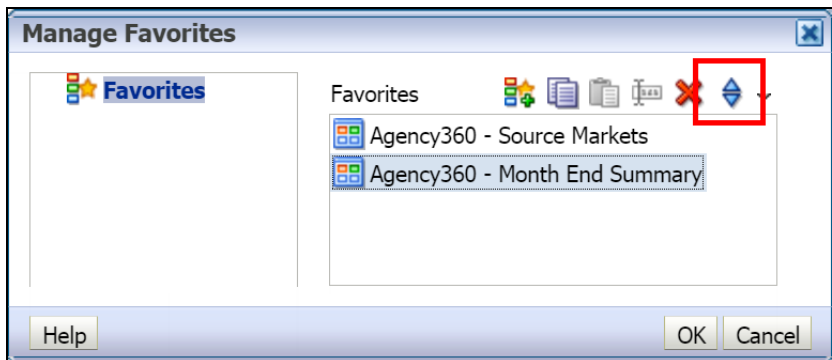
Note: A link is created in the **Favorites** list. You can then access it directly from this drop-list and add as many pages and reports as you wish to your **Favorites** list.

Manage Favorites

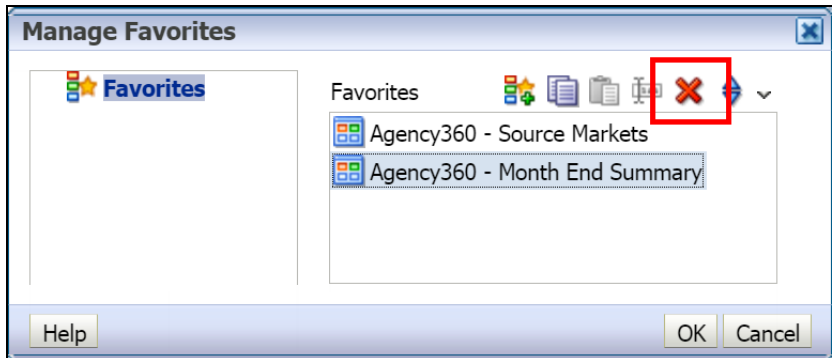
3. From the **Favorites** tab, select **Manage Favorites**.



4. Select a page or report.
5. Use the arrow buttons to move the item higher or lower on your list.
6. Click **OK** to save.



7. Select a page or report.
8. Click the **X** to delete the item from the list.
9. Click **OK** to save.





Best Practice: Hotelligence360 has many levels. The **Favorites** function is most useful for frequently-viewed reports from the **Popular Reports** tab and for drill-down detail reports.

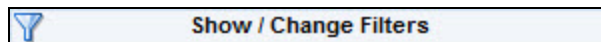
Filters

Dashboards and other pages include one or more filters you can set to refine or select the data displayed in the page elements. In most cases, the filter area is hidden when you first display the dashboard.

Change/Show Filters displays at the upper center just below the dashboard navigation tabs. When you click it, the filters display and the label changes to **Hide Filters**.

You can also expand and collapse the filters by using the + signs to the left of the filter area. On select dashboards and pages, you may see multiple + signs, designating that there are multiple filter areas.

Click **Change/Show Filters** to display the filters.



Click **Hide Filters** to hide the filter display.



There are three types of filters. Auto-run filters do not include an **Apply** button:

- Single-choice filters (auto-run)
- Radio-button filters (auto-run)
- Multi-choice filters, with **Apply** buttons

Filters marked with an asterisk (*) are required.

Use single choice filters to make one selection that will be applied for the dashboard.

This filter types does not use an **Apply** button.



Radio button filters allow you to choose one option from two or more radio-button selections.

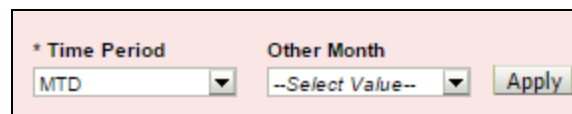
This filter type does not use an **Apply** button.



Multi-choice filters include more than one selection field.

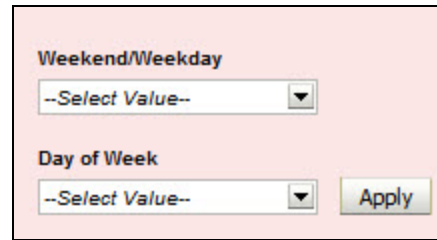
Complete only those fields that you want to filter by.

To apply the filter, select values for the applicable fields and click **Apply**.



Property User Guide

Some filters work in groups and are constrained based on selections made in adjacent filters. In the following example, if you select **Weekend** in the **Weekend/Weekday** field, only the days that are considered a weekend (**Fri, Sat or All Column Values**) display in the selection list for the **Day of Week** field.



The screenshot shows two filter panels. The top panel is titled "Weekend/Weekday" and contains a dropdown menu with "--Select Value--". The bottom panel is titled "Day of Week" and contains a dropdown menu with "--Select Value--" and an "Apply" button to its right.

Filters set on one dashboard carry over to all dashboards until the filter is cleared. To clear a filter, click the **Page Options** icon in the upper right corner and select **Clear My Customization**.

The **Search** feature at the bottom of each filter opens a Select-Values window. This window is designed for instances where there are more values than what can be presented easily within the drop-down list of values. In most cases, the Select-Values window will present the same values that are already displayed in the drop-down list.

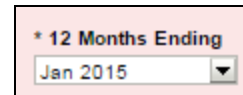
If there is more than one filter for the dashboard, you must make a selection and, when applicable, click **Apply** to apply each individual filter.



The diagram shows a sequence of five filter panels connected by red arrows pointing from left to right. The panels are: 1. "Arrival Dates Starting" with a date dropdown and "Apply" button. 2. "Weekend/Weekday" with a dropdown and "Apply" button. 3. "Source" with a dropdown and "Apply" button. 4. "Qualified" and "Restricted" dropdowns, "LOS" and "Guests" input fields, and an "Apply" button. 5. "Competitive Set" with a dropdown, "Includes Tax/VAT" and "Max. Shop Age" input fields, and an "Apply" button.

12 Months Ending Filter

In the **12 Months Ending** field, select the last month of the 12 month period you wish to display



The screenshot shows a dropdown menu with the text "* 12 Months Ending" above it and "Jan 2015" selected in the dropdown list.

Click the **12 Months Ending** drop-down arrow to display the options.
 Select the last month to include in the 12 month period to analyze.
 Click **Go** to update the dashboard display.

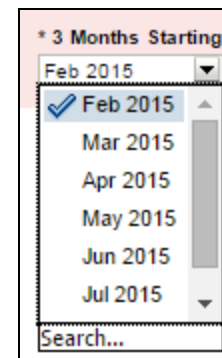
The dashboard refreshes and displays charts for the month selected and the previous 11 months with associated statistics. The selected date displays in the element labels and section title.



3 Months Starting Filter

Use the **3 Months Starting** filter to identify the three-month time frame to display.

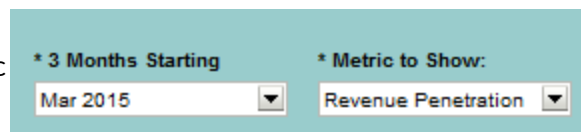
Select the first month of the three-month period by selecting it from the **3 Month Starting** drop-down list.



The dashboard displays data for the selected timeframe.

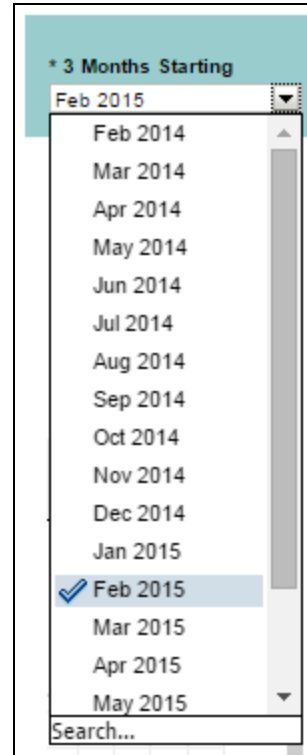
3 Months Starting and Metric to Show Filter

The **3 Months Starting and Metric to Show** filter identifies the three month time frame and metric to display.



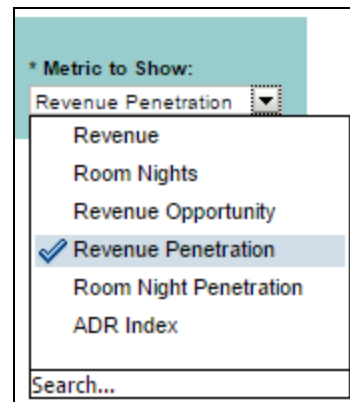
Property User Guide

Click the **3 Month Starting** drop-down arrow to display the options.
 Select the first month of the three month period you wish to display.



Click the **Metric to Show** drop-down arrow to display the options.
 Choose one of the metrics from the list.

Metrics include **Revenue**, **Room Nights**, **Revenue Penetration**, **Room Night Penetration**, and **ADR Index**.

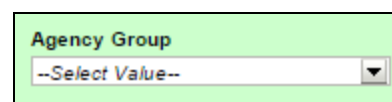


The dashboard refreshes and displays calendars for the month selected and the subsequent two months with statistics for the metric selected. The selected metric displays in the section title.

Note: On the Booking Calendar, if you select the **Revenue**, **Room Nights**, or **Revenue Opportunity** metric, the threshold options for the penetration indicators are not available in the **Thresholds for Red / Green Highlighting** filter.

Agency Group Filter

Use the **Agency Group** filter to limit the display to data associated with the selected agency group. In Agency360, an agency (PCC) is associated with only one agency group (i.e. Travel Management Company (TMC) or Consortia program). If



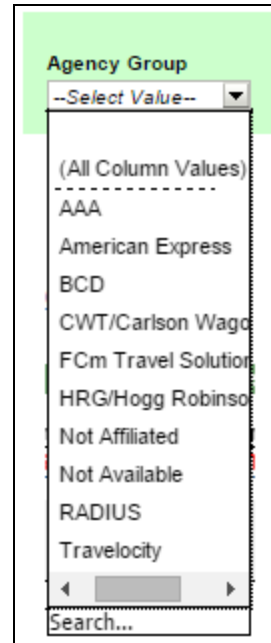
an agency is a member of more than one Consortia group, TravelClick associates the agency with the group it appears to leverage the most. Agencies that are not part of any of the identified agency groups are included in the Not Affiliated category.

Click the **Agency Group** drop-down arrow to display the options.

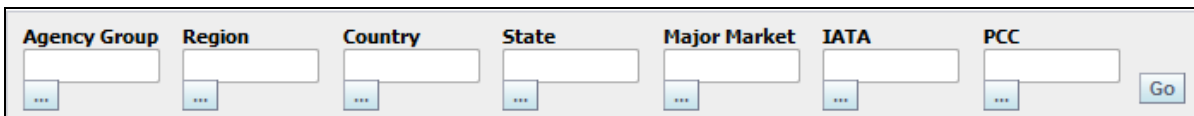
Select **All Column Values**, **Not Affiliated** or a specific agency group to display.

The dashboard refreshes and displays only the data associated with the specific agency group or generic classification selected.

There is no indication in the section titles or element labels that you applied this filter.




Agency Group, Region, Country, State, Major Market, IATA, and PCC Filter

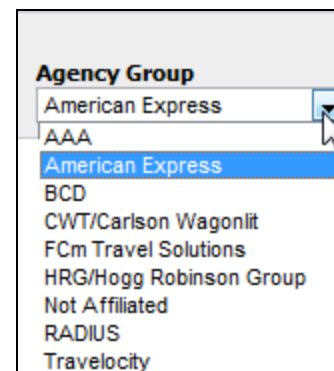


Use this filter to focus on a specific geographic designation for an agency group.

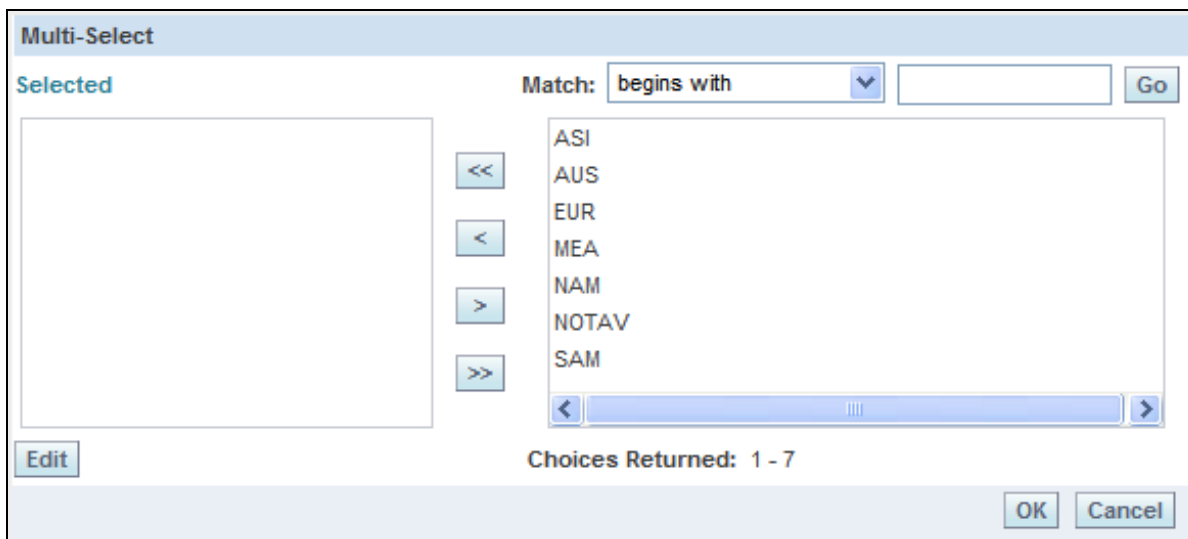
To limit the display to a specific agency group, select an agency group from the drop down list.

The filters apply left to right. You will notice that the list of options is limited by your selection in the field(s) to the left – select United States in the **Country** field and only US markets display in the selection list for the **Major Market** field, etc. You do not need to select a value for every field.






Click the ellipsis  button and select one or more values from any of the following drop-down lists – **Region**, **Country**, **State**, **Major Market**, **IATA** (International Air Transport Association), and/or **PCC** (Pseudo City Code).



When you click an ellipsis button for any of the fields, a **Multi-Select** pop-up window displays.




In the **Multi-Select** pop-up window:

- If more than 256 choices are included in the list, click **More** to load the complete list.
- Select a match type from the **Match** drop-down list, type one or more characters in the text field and click **Go** to limit the list to those entries that match your selection criteria.
- Click **Move All**  to move all entries to the **Selected** field.
- Select one entry and click **Move**  to move the entry to the **Selected** field. To move multiple entries, click one entry, hold down the CTRL key and click other entries. Click **Move**  to move the entries to the **Selected** field.
- Select one or more entries in the **Selected** field and click **Remove**  to move the entries back to the selection list.
- Click **Remove All**  to move all the entries from the **Selected** field to the selection list.
- Click **Edit** to manually edit the entries in the **Selected** field.
- Click **OK** to save your selection.

When you complete your selections, click **Go**.

The dashboard refreshes and the data is limited to the agency groups and the geographic parameters selected. The agency group is identified in the section title. There is no indication of the selected geographic limitations in the section titles or element labels.

To limit the agencies considered, select an Agency Group from the drop down list. Click the ellipsis  button and select one or more values from any of the following drop-down lists – **Region, Country, State, Major Market, IATA** (International Air Transport Association), and/or **PCC** (Pseudo City Code).

The filters apply left to right. You will notice that the list of options is limited by your selection in the field (s) to the left – select United States in the **Country** field and only US cities display in the selection list for the **City** field, etc.

Bookings As Of Filter

Before you select a value for this filter, note the value selected in the **Stay Month** filter to the left.



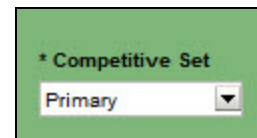
Select a date in the **Bookings As Of** drop-down list to show the bookings for the selected stay month as of that date.

The dashboard refreshes and displays information for the selected stay month, booked on, or prior to, the date you selected. The date selected displays in the section titles.

Note: If you select any date later than the selected stay month, the booking data is historical.

Competitive Set Filter

If you defined more than one competitive set, select a value in the **Competitive Set** drop-down list.



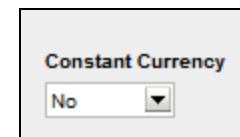
The dashboard refreshes.

If you have more than one competitive set, the filter displays on all dashboards.

If you have only one competitive set, the filter does not display.

Constant Currency Filter

Use this filter to limit the display to make period-over-period comparisons using the same currency conversion factor, to mitigate currency exchange fluctuations by applying the conversion factor in place for the "as of" date to all stay dates being compared.



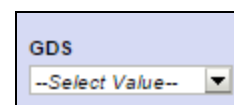
Select **Yes** to enable constant currency. Select **No** to disable constant currency.

This filter is available from the expandable filter area at the top of the dashboards. The filter appears on all Property dashboards and all Enterprise dashboards, except for Comp Set Builder.

On the Agency Targeting dashboards, the constant currency filter only applies to USD, EUR and GBP currencies. All other currencies are displayed as if **Constant Currency = Yes** (regardless of filter setting).

GDS Filter

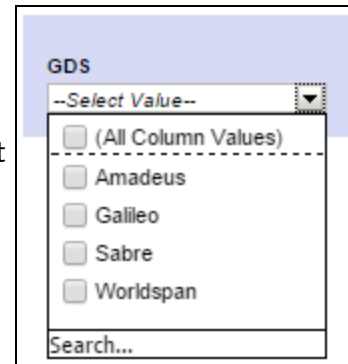
Use this filter to limit the displayed data to a specific GDS.



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Select **(All Column Values)** one or more GDS channels from the drop-down list.

The dashboard refreshes. Only data for the selected GDS channel displays. There is no indication in the section titles or element labels that you applied this filter.



Hotel Type Filter

Use the radio buttons to select the hotel type. Your selection limits the display to a specific hotel type, either **Standard** or **Extended Stay/Resort**.



The column settings change based on your selection:

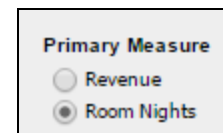
- For **Room Nights by Lead Time**:
 - **Standard/Business** – Same Day through **31+ Days**.
 - **Resort/Long Lead** – from Same Day through **91+ Days**.
- For **Room Booked by Length of Stay**:
 - **Standard/Business** – from **1 Night** through **8+ Nights**.
 - **Extended Stay/Resort** – from **1-3 Night** through **14+ Nights**.

The dashboard refreshes. Only data for the selected hotel type displays. Your selection determines the column labels. There is no other indication in the section titles or element labels that you applied this filter.

Primary Measure Filter

Use the **Primary Measure** filter to determine the data displayed in the tables and charts.

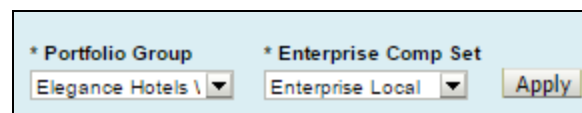
Select **Revenue** or **Room Nights** from the drop-down list.



The dashboard refreshes. Data for the selected measure displays. The measure description displays in the section title and element labels.

Portfolio Group and Enterprise Comp Set Filter

Use this filter to switch to a new portfolio group and/or to choose another competitive set to compare to the portfolio group.



Select a **Portfolio Group** from the drop down list.

Optionally, select a different **Enterprise Comp Set** from those defined for the selected **Portfolio Group**.

Click **Apply**.

The dashboard or page refreshes. The tables and charts display information for the selected portfolio group. The selected portfolio group name displays in the section titles. The composition of the selected **Enterprise Comp Set** displays in the footnote at the bottom of the screen.

Portfolio Group, Enterprise Comp Set, Region, Country, and Market Filter

Use this filter to limit the geographic area for the selected portfolio group or groups. You can also choose another competitive set to compare to the portfolio group.

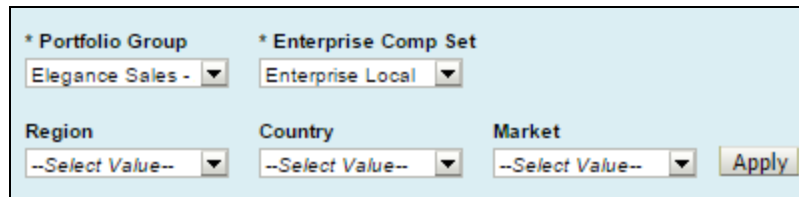
Select one or more groups from the **Portfolio Group** drop-down list by checking the boxes.

Choose a different **Enterprise Comp Set** from those defined for the selected **Portfolio Group**.

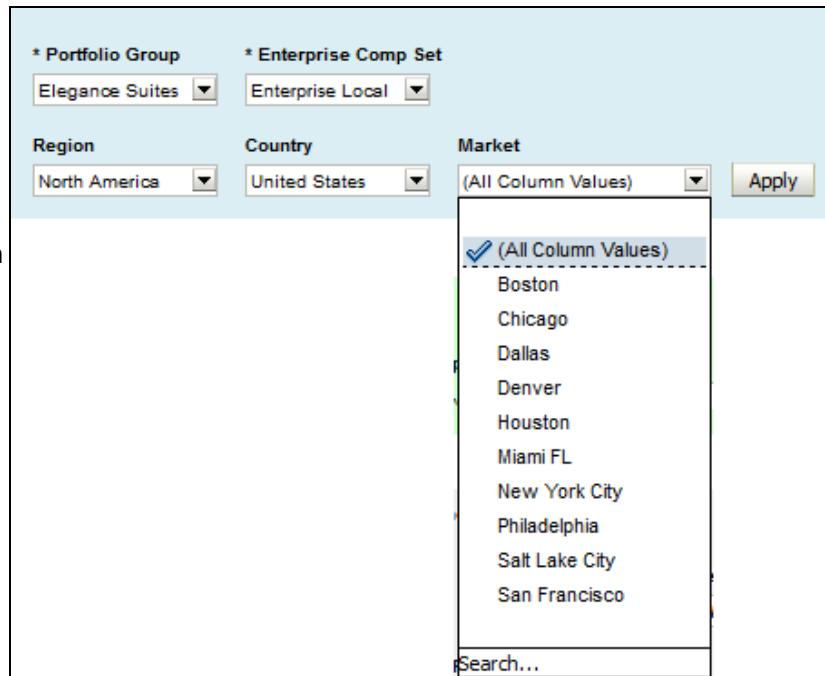
Optionally, choose a **Region**, **Country**, and/or **Market** to limit the data selected.

The filters apply left to right. You will notice that the list of options is limited by your selection in the field(s) to the left – select United States in the **Country** field and only United States markets display in the selection list for the **Market** field, etc. You do not need to select a value for each drop down.

Click **Apply**.



* Portfolio Group: Elegance Sales -
 * Enterprise Comp Set: Enterprise Local
 Region: --Select Value--
 Country: --Select Value--
 Market: --Select Value--
 Apply



* Portfolio Group: Elegance Suites
 * Enterprise Comp Set: Enterprise Local
 Region: North America
 Country: United States
 Market: (All Column Values)
 (All Column Values)
 Boston
 Chicago
 Dallas
 Denver
 Houston
 Miami FL
 New York City
 Philadelphia
 Salt Lake City
 San Francisco
 Search...

The dashboard or page refreshes. The tables and charts display information for only the selected portfolio groups, region, market, and country. The selected portfolio group name displays in the section titles. The composition of the selected Enterprise Comp Set is available in the footnote at the bottom of the screen.

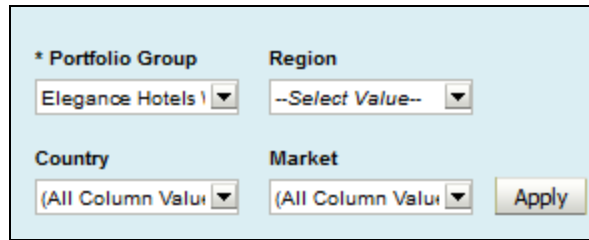
Portfolio Group, Region, Country, and Market Filter

Use this filter to limit the geographic area for the selected portfolio group.

Property User Guide

Select one or more groups from the **Portfolio Group** drop-down list by checking the boxes.

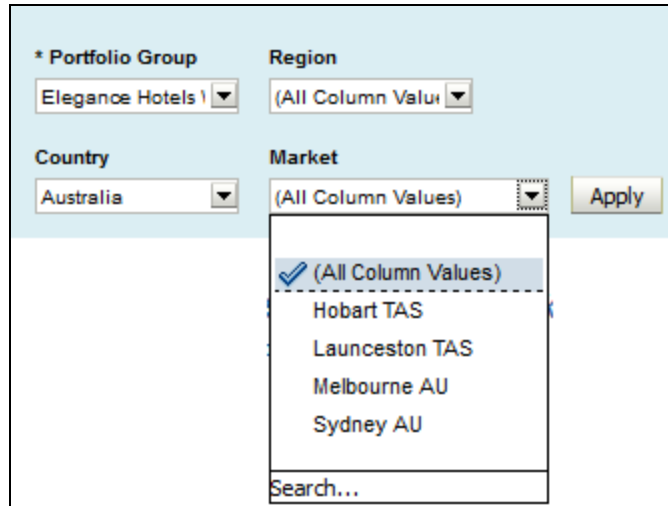
Optionally, choose a **Region**, **Country**, and/or **Market** to limit the data selected.



A screenshot of a filter panel with a light blue background. It contains four dropdown menus: '* Portfolio Group' (set to 'Elegance Hotels'), 'Region' (set to '--Select Value--'), 'Country' (set to '(All Column Values)'), and 'Market' (set to '(All Column Values)'). An 'Apply' button is located to the right of the Market dropdown.

The filters apply left to right. You will notice that the list of options is limited by your selection in the field(s) to the left – select Australia in the **Country** field and only Australian markets display in the selection list for the **Market** field, etc. You do not need to select a value for each drop down.

Click **Apply**.

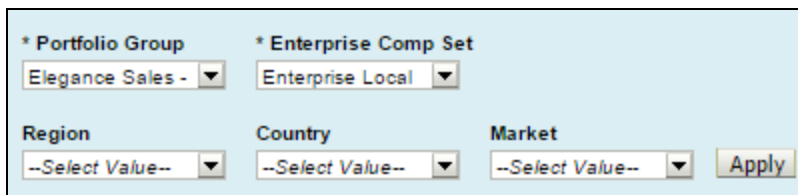


A screenshot of the same filter panel as above, but with the 'Market' dropdown menu open. The menu shows '(All Column Values)' as the selected option, with other options listed below: 'Hobart TAS', 'Launceston TAS', 'Melbourne AU', and 'Sydney AU'. There is a search bar at the bottom of the dropdown menu.

The dashboard or page refreshes. The tables and charts display information for only the selected portfolio group, region, country, and market. The selected portfolio group name displays in the section titles.

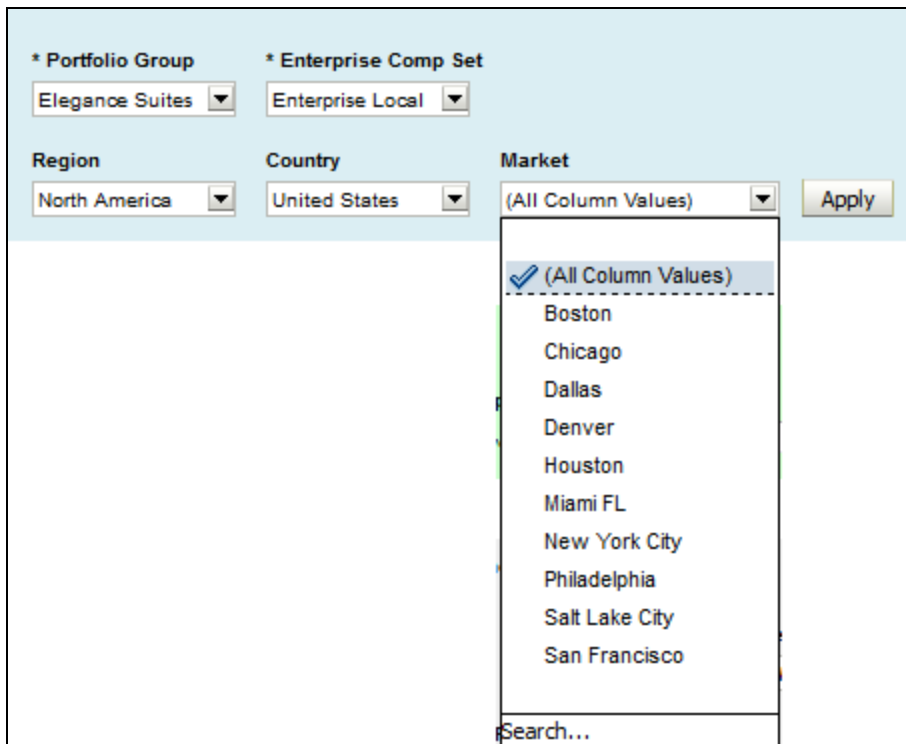
Portfolio Group, Region, Country, Market, and Enterprise Comp Set Filter

Use this filter to limit the geographic area for the selected portfolio group. You can also choose another competitive set to compare to the portfolio group.



A screenshot of a filter panel with a light blue background. It includes two dropdown menus at the top: '* Portfolio Group' (set to 'Elegance Sales -') and '* Enterprise Comp Set' (set to 'Enterprise Local'). Below these are three more dropdown menus: 'Region' (set to '--Select Value--'), 'Country' (set to '--Select Value--'), and 'Market' (set to '--Select Value--'). An 'Apply' button is located to the right of the Market dropdown.

Select the **Portfolio Group**, **Region**, **Country**, and/or **Market** from the drop-down lists. Complete the filter from left to right. You do not need to select a value for each field, but a selection in any field will limit the options available for the selection fields that follow to the right.



The screenshot shows a filter interface with the following elements:

- * Portfolio Group:** Elegance Suites
- * Enterprise Comp Set:** Enterprise Local
- Region:** North America
- Country:** United States
- Market:** (All Column Values) - This dropdown is open, showing a list of cities: Boston, Chicago, Dallas, Denver, Houston, Miami FL, New York City, Philadelphia, Salt Lake City, and San Francisco. The "(All Column Values)" option is selected and has a checkmark.
- Apply:** A button to the right of the Market dropdown.
- Search...:** A search input field at the bottom of the Market dropdown list.

The filters apply left to right. You will notice that the list of options is limited by your selection in the field (s) to the left – select United States in the **Country** field and only United States markets display in the selection list for the **Market** field, etc. You do not need to select a value for each drop down.

Optionally, select an **Enterprise Comp Set** to use for the comparisons.

Click **Apply**.

The dashboard refreshes. The tables and charts display information for only the selected portfolio group, region, country, and market. The selected portfolio group name displays in the section titles. The composition of the selected Enterprise competitive set is available in the footnote at the bottom of the screen.

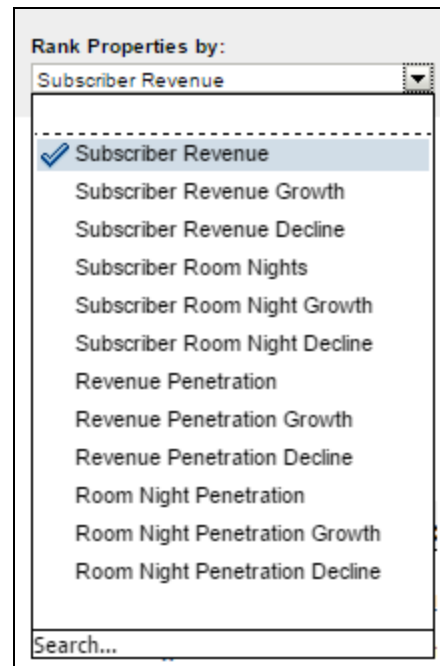


Rank Properties By Filter

Use the **Rank Properties By** filter to select the measure used to determine the selection and display order.

Select a measure in the drop-down list to identify the measure used to sort the agencies.

The dashboard refreshes. The information for the top entities within the measure selected displays.



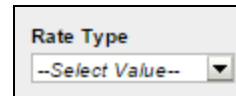
Available measures include:

- **Subscriber Revenue** – Identify the travel agencies that produced the highest revenue for your property.
- **Subscriber Revenue Growth** – Identify the travel agencies that produced the highest revenue growth for your property.
- **Subscriber Revenue Decline** – Identify the travel agencies that declined the most in revenue for your property.
- **Subscriber Room Nights** – Identify the travel agencies that produced the highest room nights for your property.
- **Subscriber Room Nights Growth** – Identify the travel agencies that produced the highest room night growth for your property.
- **Subscriber Room Nights Decline** – Identify the travel agencies that declined the most in room nights for your property.
- **Revenue Penetration** – Identify the travel agencies that provided the highest revenue penetration for your property.
- **Revenue Penetration Growth** – Identify the travel agencies that provided the highest revenue penetration growth for your property.
- **Revenue Penetration Decline** – Identify the travel agencies that declined the most in revenue penetration for your property.
- **Room Night Penetration** – Identify the travel agencies that provided the highest room night penetration for your property.

- **Room Night Penetration Growth** – Identify the travel agencies that provided the highest room night penetration growth for your property.
- **Room Night Penetration Decline** – Identify the travel agencies that declined the most in room night penetration for your property.

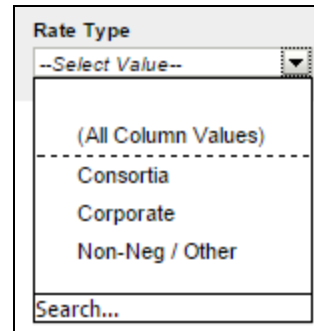
Rate Type Filter

Use this filter to limit the display to booking using the selected rate type- **All Column Values**, **Consortia**, **Corporate**, or **Non-Neg/Other**.



Select a value in the **Rate Type** drop-down list and click **Go**.

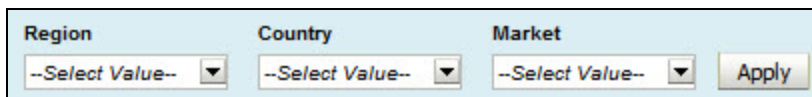
- **Corporate** represents bookings associated with negotiated/contracted corporate rates (IBM, Goldman Sachs, Sony, etc.) Note: Agency360 is not designed to identify the specific company or corporate account booked. This filter selection allows you to monitor the volume of such activity booked into your market and whether or not you are receiving your share of it.
- **Consortia** represents bookings associated with any of several Consortia programs (AMEX, CWT, THOR, Radius, etc.)
- **Non-Neg/Other** represents bookings that are not classified as either Corporate or Consortia. This might include leisure and unmanaged business travelers.



The dashboard refreshes and displays only the data associated with the selected rate type. The selected rate type appears in the section titles and/or element labels.

Region, Country, and Market Filter

Use this filter to limit the geographic information displayed.



Choose a **Region**, **Country**, and/or **Market** to limit the data selected. Click **Apply**.

The filters apply left to right. You will notice that the list of options is limited by your selection in the field (s) to the left – select Samoa in the **Country** field and only Samoan markets display in the selection list for the **Market** field, etc. You do not need to select a value for every field.

The dashboard or page refreshes. The tables and charts display information for only the selected region, market, and country. The selection does not display in the section titles or dashboard elements.

Subscriber Measures Filter

Use this filter to limit the properties considered in the selection.



Property User Guide

Identify a range for one or more of the listed measures to limit the properties considered in the selection. If you define the selection range by entering a value for the identified metric in:

- Both fields, the selection criteria includes both of the entered values and all values between the two numbers.
- Only the first field of a range, the selection criteria includes the entered value and anything greater than that value
- Only the last field of a range, the selection criteria includes the entered value and anything less than that value

Define the **Revenue** selection range (currency)

Define the **Room Nights Growth** selection range (%)

Define the **Room Nights** selection range (days)

Define the **Revenue Growth** selection range (%)

Define the **ADR** selection range (currency)

Define the **ADR Growth** selection range (%)

Click **Apply**.

The dashboard refreshes. Only properties that match all the selection criteria display. There is no indication in the section titles or element labels that you applied this filter.

Same Store Filter

Use this filter to select only those properties in your competitive set with a comparable history for comparison.

Select the **Yes** or **No** radio button to determine the **Comp Set** properties used in the comparison.

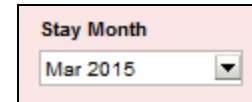
If you select **Yes**, only properties that were part of your enterprise for the entire selected and compare periods are included in the data. For example, YTD would exclude hotels not part of the enterprise during the current YTD period and the year ago YTD comparison period.

If you select **No**, data for all properties in the **Comp Set** are included.

Stay Month Filter

Use this filter to define the stay month in which the bookings occurred.

Select a month from the drop-down list.



The dashboard refreshes. Data for the selected month displays. The selected month displays in the section title and determines the labels in the bar charts.

Stay Period Beginning Filter

Use this filter to define the weekly stay period in which the bookings occurred.

Select a starting date for the one week stay period from the drop-down list.



The dashboard refreshes. Data for the selected period displays. The selected period determines the column labels in the tables.

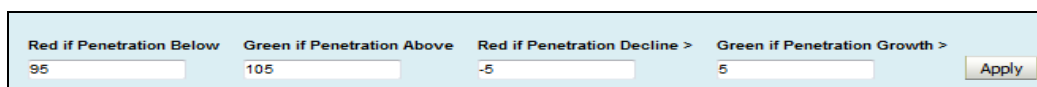
Thresholds for Red / Green Highlighting Filter

This filter is available on the Property: **Booking Calendar** dashboard (Content Area).

- The larger filter displays if you select the **Revenue Penetration, Room Night Penetration, or ADR Index** option as the measure in the **3 Months Starting and Measure** filter.
- The smaller filter displays if you select the **Revenue, Room Nights, or Revenue Opportunity** option as the measure in the **3 Months Starting and Measure** filter.

Note: The thresholds you set on the **Booking Calendar** dashboard also impact the calendar in the **Bookings - Revenue Penetration and Change from Last Week** section of the **Overview** dashboard.

For the large filter:



- In the **Red if Penetration Below** field, type the penetration percentage you wish to identify as the minimum acceptable penetration.
- In the **Green if Penetration Above** field, type the penetration percentage that is beyond the penetration you would normally expect.
- In the **Red If Penetration Decline >** field, type the percentage of negative change from the prior week at which you wish to be alerted.
- In the **Green If Penetration Growth >** field, type the percentage of positive change from the prior week at which you wish to be alerted.
- Click **Apply**.



Property User Guide

The dashboard refreshes. The color of the penetration percentages shown in each date box of the calendar reflect the thresholds set in the **Red If Penetration Below** and **Green If Penetration Above** fields. Results between the two values display in black.

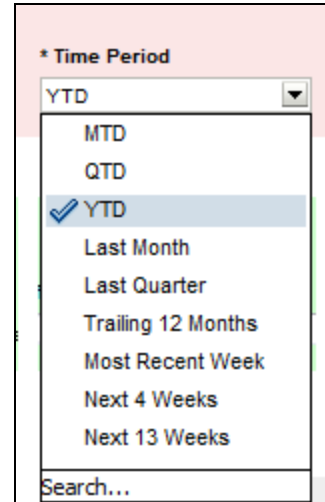
A red indicator ▼ displays in the upper right of the date box if the penetration percentage decreased by at least the value entered in the **Red If Penetration Decline** field. A green indicator ▲ displays if penetration increase was equal to or greater than the value entered in the **Green If Penetration Growth** field.

Time Period Filter

Use this filter to define the time period for which to display information.

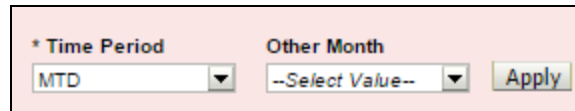
Select a time period from the **Time Period** drop-down list.

The dashboard refreshes. Data for the selected period displays. The selected period displays in the section titles.



Time Period and Other Month Filter

Use this filter to define the time period for which to display information.



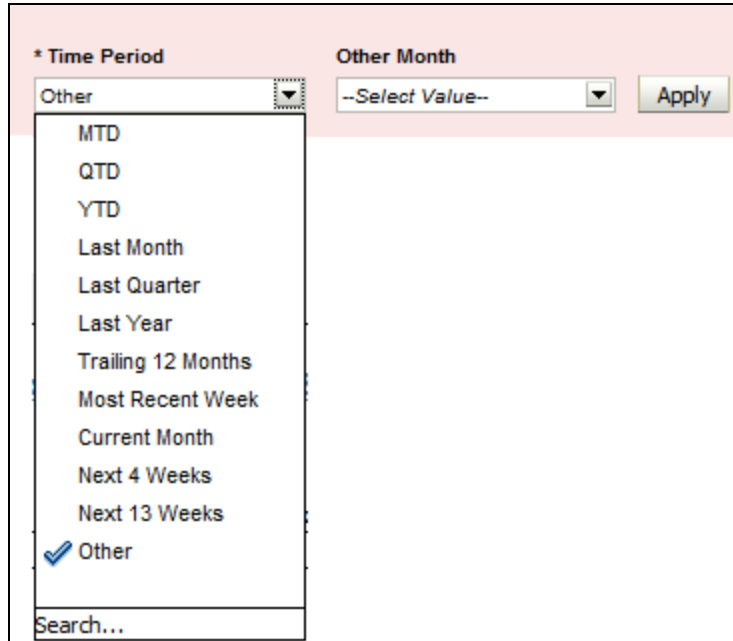
To select a time period, click the **Time Period** drop-down arrow to display the options.

Select a time period or **Other** from the **Time Period** drop-down list.

If you selected **Other** from the list, select a month from the **Other Month** drop-down list.

Click **Apply**.

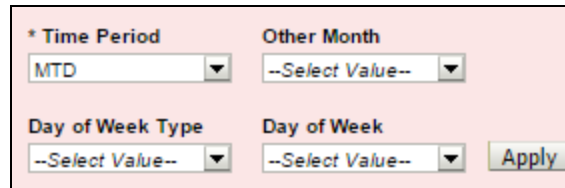
The dashboard refreshes. Data for the selected period displays. The selected period displays in the section titles.



Time Period, Other Month, Day of Week Type, and Day of Week Filter

Use this filter to define the time frame and optionally the day(s) for which data is displayed.

Select a time period or **Other** from the **Time Period** drop-down list.

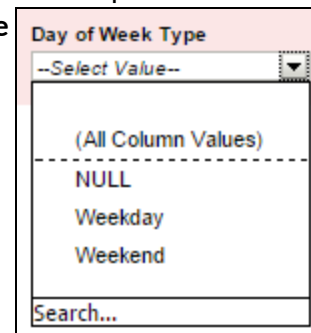


If you selected **Other** from the list, select a month from the **Other Month** drop-down list.

Optionally, select weekend or weekday from the **Day of Week Type** drop-down list.

Optionally, select a day from the **Day of Week** drop-down list. You can select a value in either the **Day of Week Type** or **Day of Week** without selecting a value in the other day field.

Click **Apply**.



The dashboard refreshes. Data for the selected period displays. The selected period displays in the section title. There is no indication in the section titles or element labels that you applied the **Day of Week Type** and/or **Day of Week** filter.



Top Filter

Use this filter to identify the number of records to display.

Type a number up to 150 in the **Top** field to identify the number of records to display.

A screenshot of a web form titled "Top:". It contains a text input field with the number "15" and a button labeled "Apply".

Click **Apply**.

The dashboard refreshes. The data for the top agencies display. The number of agencies displays in the section title.

Top Agencies Ranked By Filter

Use this filter to identify the number of agencies to display and to select the measure used to determine the selection and display order.

Type a number in the **Top_Agencies** field to identify the number of records to display.

A screenshot of a web form titled "Top __ Agencies". It has a text input field with "25", a dropdown menu labeled "Ranked By" with "Comp Set Revenue" selected, and an "Apply" button.

Select a metric in the **Ranked By** drop-down list to identify the metric used to sort the records.

Click **Apply**.

The dashboard refreshes. The data for the top entities within the metric selected display. The number of records and the metric display in the section title.

Weekend / Weekday Filter

Use this filter to select all, only weekend, or only weekday bookings to display.

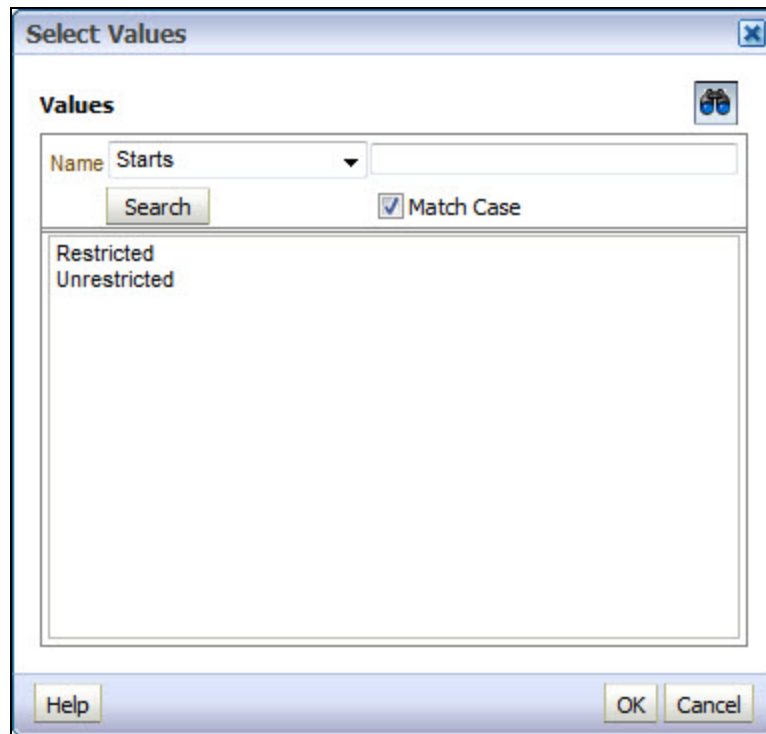
Select **All Column Values**, **Weekend**, or **Weekday** from the **Weekend / Weekday** drop-down list.

The dashboard refreshes. Data for the selected day of week type displays. The selected day of week type displays in the section title.

A screenshot of a dropdown menu titled "Weekend / Weekday". The menu is open, showing options: "--Select Value--", "(All Column Valu", "Weekday", and "Weekend". There is a search bar at the bottom with the text "Search..." and navigation arrows.

Using a Select-Values Pop-Up Window

When you click **Search** at the bottom of a filter, a **Select Values** pop-up window displays.



In the **Multi-Select** pop-up window:

- Select a match type from the **Name** drop-down list, type one or more characters in the text field and click **Search** to limit the list to those entries that match your selection criteria.
- To match only be exact case usage, check **Match Case**.
- If desired, click **Help** to get Oracle information on selecting values.
- Click **Cancel** to close the window and select your choices from the filter drop-down list.
- Click **OK** to save your selection.

Charts

The charts used throughout Hotelligence360 provide a graphic representation of the displayed data. The charts used include:

- Box Plot
- Bar Chart
- Line Chart

Bar Chart

A bar chart is often used to represent actual data or a derivative of the data in an associated table.

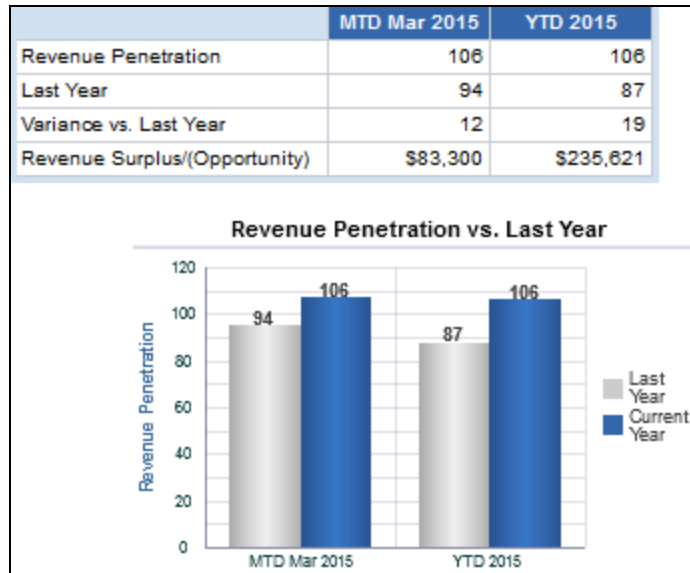


Property User Guide

The bar charts may compare your information to your competitive set or market, or compare different time frames. The legend identifies the value associated with a color. The bars can display horizontally or vertically.

This horizontal bar chart is simply a visual representation of selected data from the preceding table. The scale to the left matches the row label of the represented data. Both sets of bars use the same scale. The legend along the bottom matches the column labels

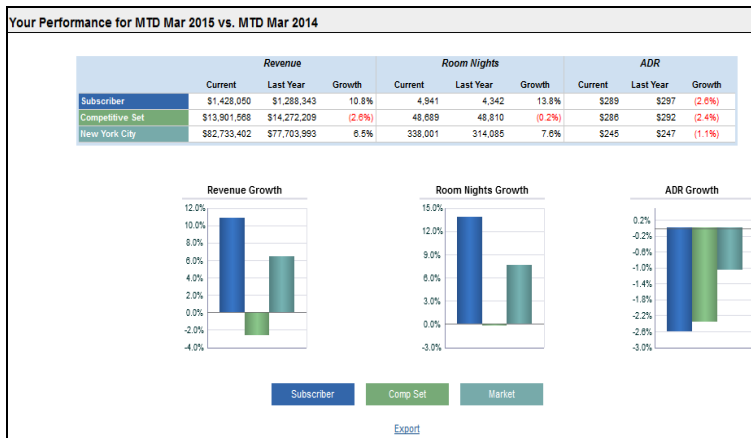
The legend on the right side of the chart identifies the meaning of the colors used in the chart.



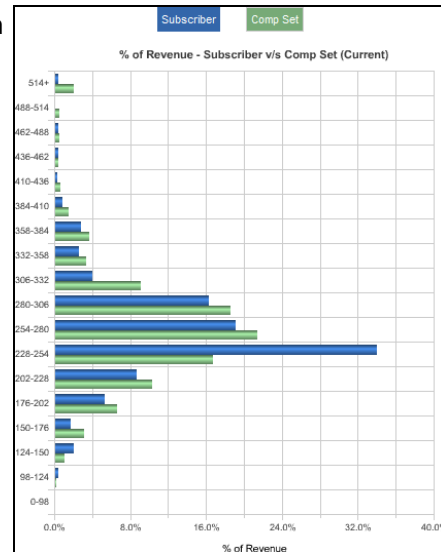
Be aware of the scale used when you compare multiple charts.

In this example, the data represented in the chart is derived from the data in the associated table.

Though the charts look very similar the scale at the left of each chart is different. Even though a bar may appear to be same as a bar in an adjacent chart, they do not represent the same value unless they use the same scale.

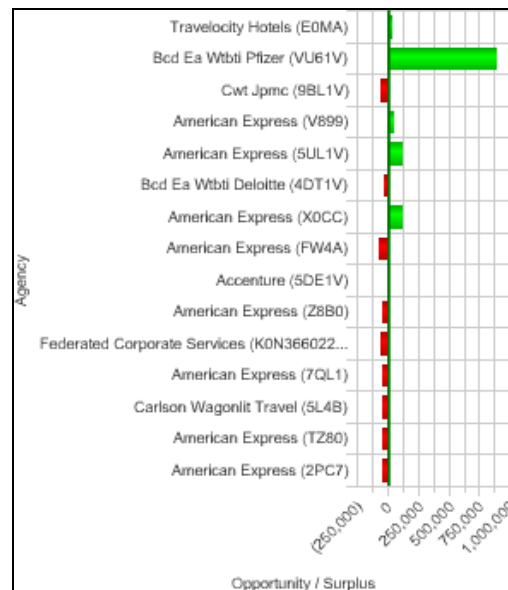
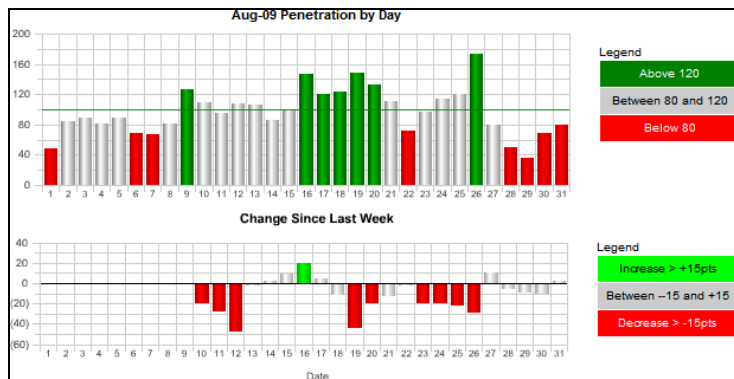


This horizontal bar chart compares the percent of revenue for a property and the competitive set for each price range. The scale to the left identifies the price ranges. The scale at the bottom of the chart identifies the percentage of revenue realized for the price range.



A bar chart may show both positive and negative values in the same chart. Often a line identifies the zero point between the positive and negative values.

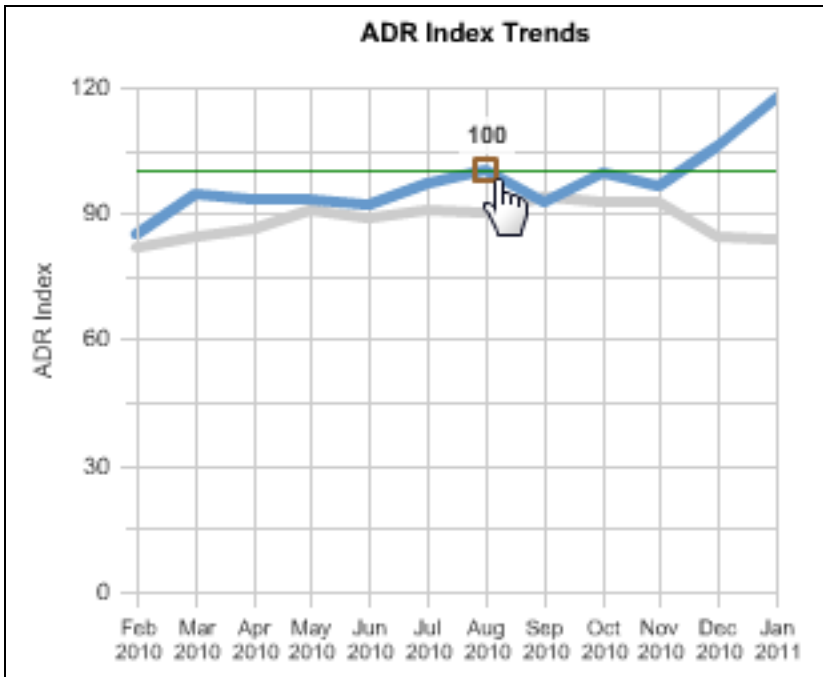
Both of the sample vertical and horizontal bar charts shown display both positive and negative values with the separation point indicated by a solid line.



Line Chart

The line chart plots a number of comparable items as points connected by lines. Line charts often plot a progression over a period of time. Position your cursor over a point in the chart to display the actual value.

This chart plots the lowest available rate by arrival date for the identified properties. The legend indicates the color used to represent each property.



Combination Line/Bar Chart

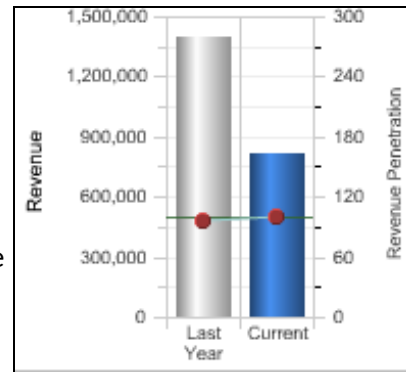
The combination line/bar chart combines a bar chart with a line chart to display two related values:

This chart displays two charts in one. The legend at the bottom of the chart identifies the various components of the chart.

The bar chart plots revenue for last year against the current year using the labels on the left side of the chart.

The horizontal line represents booked revenue for last year.

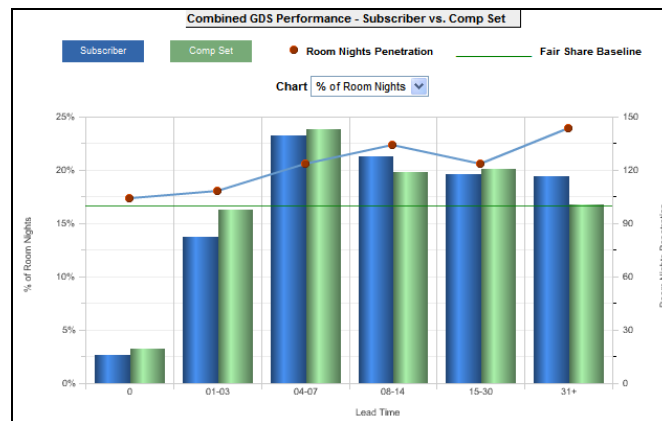
The line chart plots revenue penetration using the labels on the right.



This combo chart displays the percent of room nights and room night penetration for each of the lead time ranges.

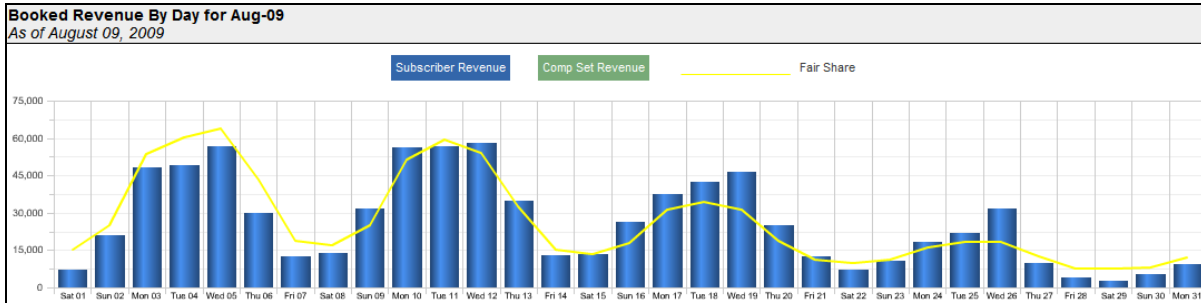
- The left labels and the bars identify the percent of room nights.
- The labels on the right and the line represent the room night penetration.
- The horizontal line represents the fair share baseline.

The line chart representing penetration is



related to this fair share line and the scale on the right, but the bar chart is not.

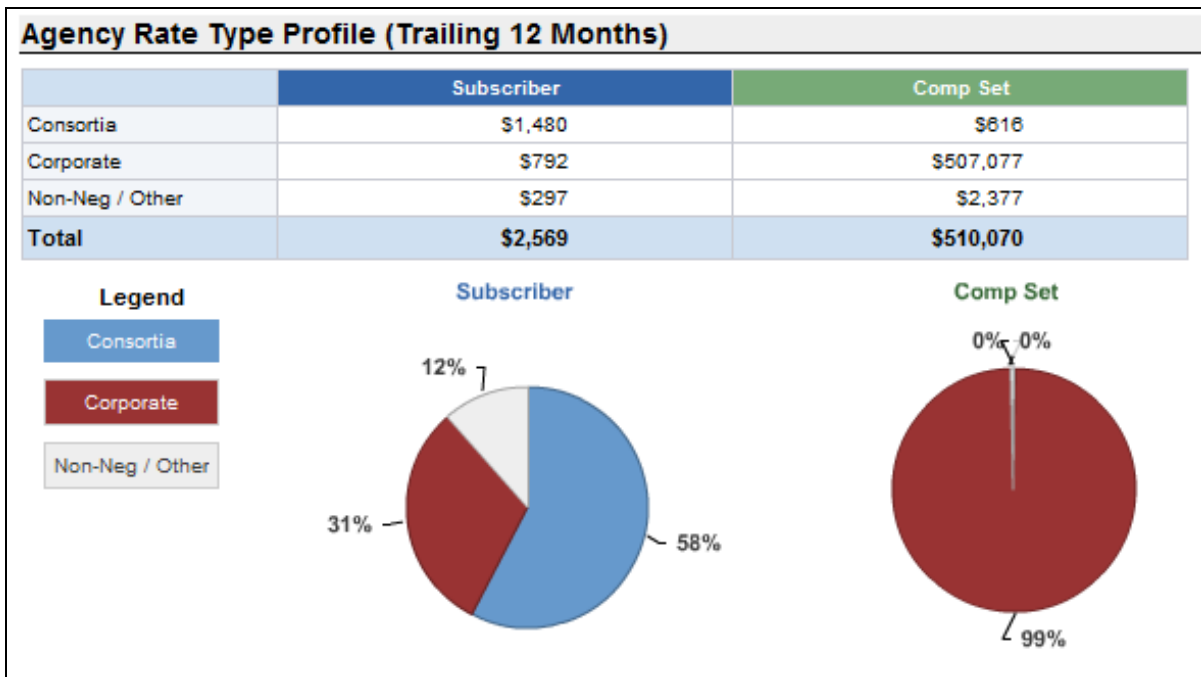
This combo chart displays your booked revenue by day. The line signifies the fair share. Both charts use the same scale on the left.



Pie Chart

A pie chart is a visual representation of proportional segments of a whole. Pie charts only display one set of values.

A pie chart provides a quick visual of which items have the most or least portion of the whole chart. In the charts below it is easy to see which rate types the property and Comp Set secures from this agency.



Scatter Chart

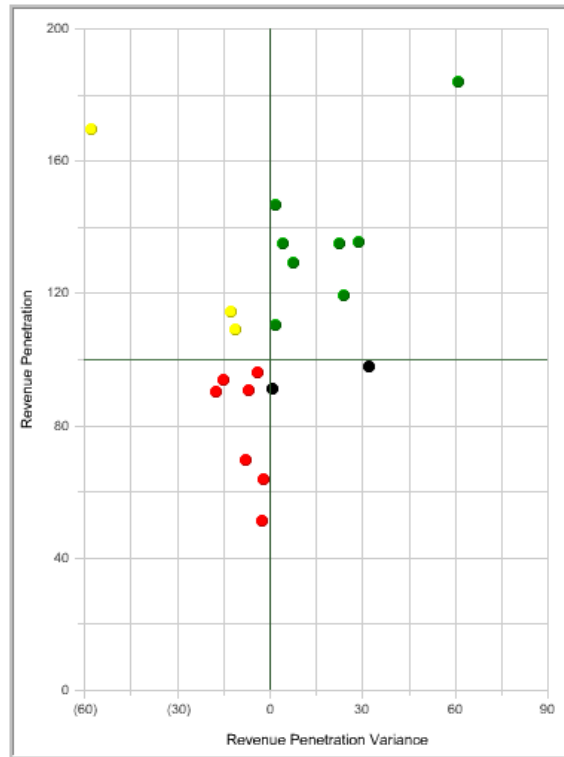
The **Top Properties** – Enterprise dashboard uses a scatter chart to depict the relative performance of the selected properties for a selected measure.



Property User Guide

Properties shown in the:

- Upper left quadrant are **Decliners**. They are achieving more than their fair share, but penetration is declining.
- Upper right quadrant are **Leaders**. They are achieving more than their fair share and penetration is increasing.
- Lower left quadrant are **Laggards**. They are achieving less than their fair share and penetration is decreasing.
- Lower right quadrant are **Growers**. They are achieving less than their fair share, but penetration is increasing.



Tables

Agency360 uses two different types of tables:

- Static Tables
- Dynamic Tables

Static Tables

Static tables only display information without any links to other pages.

Place your mouse pointer over any data in the table. If your mouse pointer does not change to a pointing finger, the table does not contain any links.

	MTD Mar 2015	YTD 2015
Revenue Penetration	108	108
Last Year	94	87
Variance vs. Last Year	12	19
Revenue Surplus/(Opportunity)	\$83,300	\$235,621

Dynamic Tables

Dynamic tables let you manipulate the displayed data by either sorting the table data or moving to a linked page.

Most tables allow you to sort by column in ascending and descending order. To sort by column, place your cursor over a column header to see the sorting arrows, . The up arrow sorts in ascending order while the down arrow sorts in descending order.

- An up arrow ▲ displays to show the list has been sorted in ascending order by that column.
- Click the arrow again to sort in descending order.
- A down arrow ▼ displays to show the list has been sorted in descending order by that column.

Agency Name ▲	Penetration
American Express (FW4A)	4
American Express (TZ80)	9
American Express (Z8B0)	38

Agency Name ▼	Penetration
Macy S Travel Services (K0N3660226)	4
Cwt Jpmc (9BL1V)	47
American Express (Z8B0)	38

Note –To sort by multiple columns, sort the most important column last.

If an underline displays when you place your mouse pointer over a row or column label or a data item, click the link to display a related page or dashboard.

Agency Name	Penetration
<u>Cwt Jpmc (9BL1V)</u>	47
Macy S Travel Services (K0N3660226)	4
American Express (Z8B0)	38







Note: Clicking the **Agency Name** in this table displays the detail page for that agency.

If more than one link is available, an underline displays at the link location. Right click the location and an **Action links** indicator displays. When your cursor is placed over the indicator, a list of options displays.

Click one of the available links to display the detail page.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 106	2 110	3 113	4 115	5 108	6 122	7 124
8 116	9 101	10 85	11 91	12 102	13 96	14 99
15 94	16 111	17 116	18 12	19 102	20 96	21 99
22 103	23 98	24 102	25 102	26 96	27 96	28 99
29 110	30 112	31 124				

Action links >

-  Weekly Revenue Buildup
-  Daily Revenue Buildup
-  Weekly Room Night Buildup
-  Daily Room Night Buildup
-  Revenue Projection
-  Room Nights Projection



Welcome Page

The Welcome page displays when you first link to **Agency360**. It shows your property name and the last date that your **Agency360** data was updated. The Welcome page looks different depending on your edition of **Agency360**.

The **Additional Resources** section at the bottom of the page provides the following links:

- **Training** opens a Training Information PDF that provides links to the latest release information, the Getting Started with **Agency360** PDF and the **TravelClick** self-paced and instructor-led training.
- **Contact Us** brings you to a page where you can find Customer Care numbers for each global region.
- **Competitive Set Policy** brings you to a page where you can view **TravelClick's** definitions, rules, and requirements for creating competitive sets.

Dashboard Links - Property Edition

The left side of the **Welcome** page labeled **Agency Channel Intelligence** provides active links to each major dashboard and your top 150 agencies. Before you click a link in this section, you can place your cursor over a dashboard name to see the dashboard's purpose.

- **Overview**
- **Performance Trends**
- **Pace**
- **Booking Calendar**
- **Agency Targeting**
- **Top Source Markets**
- **Competitor Intelligence**
- **Top 150 Agencies**
- **Maintain Competitive Set**

Key Business Questions

The right side of the **Welcome** page, labeled **Find answers to key business questions**, provides access to business questions selectable by these business purposes:

- **Revenue Analysis**
- **Performance Benchmarking**
- **Shifting Share/Lead Generation**
- **Marketing Strategy**
- **RFPs/Negotiations**

Click a business-purpose button to reveal the related business questions. Then click a business question to be directed to the dashboard that answers the question.

Click the link below to view business sample demonstrations for any of these questions.

Business Sample Demonstrations

The right side of the **Welcome** page, labeled **Expand a section to find answers to key business questions**, provides navigation to the dashboards for key business questions. This page provides links to view business sample demonstrations for each key business question.

Click the button to the left of a business-purpose button to reveal the related business questions. When you click a business question, you will be directed to the demonstration for that question.

Performance Benchmarking

- [How am I performing in the GDS versus the competition? Am I moving share or simply growing with a buoyant market?](#)
- [How does my property rank compared to my competition?](#)
- [Which agencies are my best supporters?](#)
- [Which agencies can we influence? How much of their business is negotiated versus non-negotiated?](#)
- [Am I looking at the right competitors in my competitive sets?](#)

Shifting Share/Lead Generation

- [Which of my top agencies have been or are shifting share to my competitors?](#)
- [Which agencies are booking my competitors? What business am I getting from these agencies?](#)

Revenue Analysis

- [Am I aware of upcoming high demand dates for me and my competitors?](#)
- [Are my strategies working for future high demand dates 6 to 9 months in the future?](#)
- [Are there any specific "trouble" periods over the next few weeks that need attention?](#)
- [Is my pickup keeping pace with my competitors?](#)
- [Which rate ranges are providing the most business to me and my competitors?](#)

Marketing Strategy

- [Are my investments in Consortia Marketing programs paying off?](#)
- [Did my GDS campaign shift business from the competition?](#)
- [Should I consider marketing in other cities or countries?](#)

RFPs/Negotiations

- [Which of my competitor's corporate RFPs should I pursue for next RFP season?](#)
- [Are my current corporate accounts still valuable?](#)
- [Review this report to determine if rates/RFP bids are appropriately priced](#)



Overview

The **Overview** dashboard provides a quick, high-level report card on your GDS performance. This performance snapshot includes information on past performance, future performance projections, and actionable agency information. This dashboard is the entry point to the guided analytics provided through **Agency360**. Use it to identify revenue management and sales opportunities in the distribution channels.

Comparisons to last year are date aligned when an aggregated time period is selected (such as MTD, YTD, Last Quarter, Trailing 12 Months, Next 4 Weeks, etc.). Comparisons to last year are day aligned when Most Recent Week is selected; the week is compared to the comparable week last year (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Use the message at the top of the screen to see your revenue opportunities with ad-enabled agencies. Click either currency link within the message to view the Performance and Opportunity with Ad-Enabled Agencies purpose-built dashboard. Within the same message, click the [here](#) link to open the GDS Media Inquiry form, to inquire about TravelClick GDS media plans.

The **Overview** tab contains three major sections - top, middle, and bottom - that provide the following key metrics and performance information for the subscriber hotel:

- Revenue penetration and change vs. last year and revenue, room night, and ADR performance and growth for the subscriber, comp set and market
- Future booking performance for the current month and next two months, including Revenue Penetration by day, change in revenue penetration vs. last week
- Future booking performance for the next three months compared to last year performance, including revenue booked for each of the next three months, revenue booked last year for the same months (as of the same date last year), revenue penetration this year and last year, and revenue penetration rank for this year and last year
- Agency reports that show the largest revenue supporters and opportunities

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period and Other Month Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Your Revenue Penetration

This section highlights the property rank within the defined competitive set for market penetration in terms of revenue for the selected time frame and year-to-date.

The revenue penetration information includes:

- **Time Period Rank** – Your revenue penetration rank within the defined competitive set for the selected time frame.
- **YTD Rank** – Your year-to-date revenue penetration rank within the defined competitive set for the current year.
- A table listing the revenue penetration, variance, and the associated revenue opportunity or surplus versus last year.
- A chart illustrating your revenue penetration for the selected time frame and year-to-date compared to the prior year.

Comparisons to last year are date aligned when an aggregated time period is selected (such as MTD, YTD, Last Quarter, Trailing 12 Months, Next 4 Weeks, etc.). Comparisons to last year are day aligned when Most Recent Week is selected; the week is compared to the comparable week last year (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Use the revenue penetration information to analyze improvement in key performance measures for the current month and year-to-date. Revenue opportunity/surplus indicates how much revenue your property achieved above or below the identified fair share. You can consider positive amounts as a premium, while negative amounts indicate the cost of not receiving your fair share of business.

Your Performance for Selected Time Period vs. Last Year

Based on your filter selections for the dashboard, the **Your Performance for Selected Time Period vs. Last Year** table displays revenue, room nights, and ADR for the time period vs. last year for your property, your competitive set, and the market. For each, the table displays growth year over year as a percentage with underperformance in red.

The bar charts below the table provide visual displays for each table section. In the bar chart, place your mouse pointer over a bar to display the associated value.

Comparisons to last year are date aligned when an aggregated time period is selected (such as MTD, YTD, Last Quarter, Trailing 12 Months, Next 4 Weeks, etc.). Comparisons to last year are day aligned when Most Recent Week is selected; the week is compared to the comparable week last year (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Use this information to monitor your performance against your competitive set and measure performance within the designated market.

Bookings – Revenue Penetration and Change from Last Week

This calendar provides a snapshot of the revenue penetration for each date and identifies changes since the previous week. You can display the information for the current and subsequent two months.

The thresholds listed below the calendar are set on the **Booking Calendar** dashboard and determine the color of the revenue penetration percentage and the change indicators shown for the individual dates.

Use this information to identify your acceptable market penetration levels and the point at which a gain or loss from the previous week is significant and requires further investigation and analysis.



Property User Guide

Note: A penetration of zero (0) indicates that you have no room nights and/or revenue on the books, yet your competitive set does. When it is blank, neither you or your competitive set has room nights and/or revenue on the books.

Select a month from the drop-down list to change the month displayed.

Weekly Buildup of Bookings for Stay Date

You can access the **Weekly Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Weekly Buildup of Bookings for this Stay Date** from the pop-up menu.
- **Booking Performance by Day** page > Click any stay date in the table and select **Weekly Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Weekly Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for this Stay Date** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each week against revenue or room nights for the same week in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Penetration** combo chart plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each week. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each week. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration, subscriber revenue pickup, and ADR performance for the weeks building up to this stay week.

Clicking the **Return** link at the bottom of the page returns you to the previously viewed page.

Daily Buildup of Bookings for this Stay Date

You can access the **Daily Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Daily Buildup of Bookings for this Stay Date** from the pop-up menu.
- **Booking Performance by Day** page > Click any stay date in the table and select **Daily Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Daily Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for This Date** compare subscriber revenue or room nights booked (blue line)

and competitive set revenue or room nights booked (green line) for each date against revenue or room nights for the same date in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Revenue Penetration** chart is a combo chart that plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each date. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each date. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration and ADR performance for the weeks building up to this stay date.

Clicking the **Return** link at the bottom of the previously viewed page.

Pacing Revenue Projection for Arrival Date

You can access the **Pacing Revenue Projection for Arrival Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week**. > Select **Projected Revenue for this Stay Date** from the pop-up menu.
- **Booking Calendar** dashboard > Click any penetration number in the calendar, any bar in the chart, or chart day label. > Click **Revenue Projection** from the pop-up menu.

The **Pacing Revenue Projection for Arrival Date** chart compares the current pacing revenue for a specified arrival date with revenue for the same date in the prior year. Pacing revenue is projected for dates after the reporting date using last year's values as reference. These values appear as plus signs (+) in the trend line.

The **Revenue Penetration** for chart displays revenue penetration relative to the defined thresholds as of the current date. The horizontal line represents your fair share of 100% penetration. The chart legend identifies colors for **Above**, **Between**, and **Below** thresholds.

Dates where your hotel lost share beyond the thresholds you identified require attention to prevent further loss of share. Review these opportunity dates for pricing or additional marketing.

Click the:

- **Target Agency Opportunities** link to go to the **Agency Targeting** dashboard.
- **Analyze Pricing** link to go to the **Price Patterns** dashboard.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Constant Currency Filter**



Top 5 Agency Revenue Opportunities

Two tables display **Top 5 Agency Revenue Opportunities** information.

- The upper chart displays information for the trailing twelve months, based on the time period selected for the **Overview** dashboard.
- The lower chart displays revenue opportunities for the time period selected for the **Overview** dashboard.

This section displays the top performing agencies in your competitive set that are low performers for your property. The tables display the ADR booked by these agencies and revenue generated for your property and your competitive set based on the trailing 12 months and your selected time frame.

The reported **Revenue Penetration – Surplus Opportunity** is the variance between your actual revenue and your fair share (expected revenue) from that source. Negative amounts identify what you are leaving on the table by not receiving your fair share from that agency. The information provided is an actionable account list you can use to address potential business opportunities.

Click:

- A column header to sort the data by that column.
- An arrow in the sorted column to reverse the sort order.
- An agency name to go to the **Agency Profile** page.

Bookings – Revenue & Revenue Penetration

This series of charts compares GDS revenue for the current and subsequent two months to the same month in the prior year. Overlaid on the same chart is a year-over comparison of revenue penetration.

- The rank displayed above the chart identifies your ranking within your competitive set for the associated reporting period.
- The bars represent revenue and use the scale at the left of the chart.
- The dots represent revenue penetration and use the scale to the right.
- The horizontal line across the two bars represents the **Fair Share Baseline**.

Note: The scales on each chart vary depending on the range of the reported data. The scale may be different, and the bars may represent significantly different values, on each chart.

Use this information to assess the revenue trends for your property based on the trends indicated for the competitive set and the market as a whole.

Click a month link at the top of a chart to go to the **Booking Calendar** dashboard for that month.

Top 5 Agency Supporters

This table displays the top booking agencies for your property during the selected time period, with the revenue contribution and ADR for each agency.

Comparison to last year (Variance) is date aligned when an aggregated time period is selected (such as MTD, YTD, Last Quarter, Trailing 12 Months, Next 4 Weeks, etc.). Comparison to last year is day aligned when Most Recent Week is selected; the week is compared to the comparable week last year (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Use this information to help your sales team identify your top agencies and manage the accounts for continued growth.

Click any:

- Column heading to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** for the selected agency.



Performance Trends

Use the **Performance Trends** dashboard to identify and monitor revenue, room nights, ADR, and GDS occupancy trends. Using the data shown, you can quantify the impact of your decisions on key performance metrics and refine your future strategies.

The dashboard displays metrics month-to-date for the current month and for a 12-month period ending with the month selected for the **12 Months Ending** filter. Areas of underperformance display in red in the table. Use this information to review performance trends and identify scenarios and/or strategies that may have caused performance variances, compared to the identified twelve-month period, or to your competition.

Comparisons to last year ("Growth" or "Variance") are date aligned (for example, the month of July 2015 compared to July 2014). However, when filtering to weekly or daily grain, the comparison is day aligned (for example, the first week or the first Tuesday in March 2015 is compared to the first week or the first Tuesday in March 2014, regardless of the actual dates.)

Use the data displayed on the dashboard to complement other reporting tools used at your property. For example, use this information in conjunction with local market knowledge to forecast demand levels within the GDS channel.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **12 Months Ending Filter**
- **Agency Group Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Subscriber and Comp Set Performance

For your property and your competitive set, the **Subscriber and Comp Set Performance** table displays revenue, room nights, and ADR for the month-to-date period. Areas of underperformance display in red in the table.

Comparisons to last year ("Growth" or "Variance") are date aligned (for example, the month of July 2015 compared to July 2014). However, when filtering to weekly or daily grain, the comparison is day aligned (for example, the first week or the first Tuesday in March 2015 is compared to the first week or the first Tuesday in March 2014, regardless of the actual dates.)

Use this information to review performance trends and identify scenarios and/or strategies that may have caused performance variances, compared to the identified twelve month period, or to your competition.

Trailing 12 Months Trend

The **Trailing 12 Months** Trend section displays charts and tables that provide an in-depth view of performance trends for the twelve month period ending with the month selected in the **12 Months Ending** filter for your property and your competitive set.

Select a measure from the **Chart Measure** drop-down list to determine the measure to be charted. The following measures are available:

- Revenue
- Room Nights
- ADR
- GDS Occupancy

Subscriber Trends chart – Charts the subscriber data for the selected measure and time frame against the same period in the prior year.

Comp Set Trends chart – Charts the selected competitive set's data for the selected measure and time frame against the same period in the prior year.

Penetration/Index Trends chart – Charts your penetration for the selected measure and time frame against the same period in the prior year. The horizontal line identifies your **Fair Share Baseline** for the selected measure.

The table below the charts displays all the measures - **Revenue, Room Nights, ADR, GDS Occupancy** – for your property and your competitive set for the twelve month period ending with the month selected in the **12 Months Ending** filter. For each of these measures, the chart also displays growth compared to the same period in the prior year. The **Penetration** section of the chart shows **Revenue Penetration** and **Room Night Penetration**, and a variance from the same period in the prior year. The information is shown for each month and for the time frame as a whole. Figures in red indicate a loss as compared to the same period in the prior year.

Subscriber vs. Comp Set chart – Charts your performance for the selected measure and identified twelve month time frame against your competitive set.

Comparisons to last year (**Growth** or **Variance**) are date aligned (for example, the month of July 2015 compared to July 2014). However, when filtering to weekly or daily grain, the comparison is day aligned (for example, the first week or the first Tuesday in March 2015 is compared to the first week or the first Tuesday in March 2014, regardless of the actual dates.)

Use the charts and table to compare penetration for room nights and revenue to determine if they correspond. Do they indicate you may be sacrificing revenue for occupancy? Evaluate the ADR trends for your property and your competitive set to fine tune your pricing strategies and attain your target penetration goals.

You may be able to link specific occurrences that affected your performance during the periods where you did not achieve your benchmark penetration. Altered rate strategies, promotions, marketing efforts, group movements, or inventory changes could all be factors impacting your penetration.



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Penetration is based on the percentage of subscriber share compared to competitive share. Low penetration figures are not impacted by conditions or occurrences that affect all properties, such as weather, city-wide events, etc. Whether the overall incoming business for the market is progressing or losing ground, you should be achieving at least your fair share of the incoming business.

Even if your business mix and pricing strategy is not intended to result in 100% penetration, you can use this data to verify the impact of your pricing and promotional strategies. Specifically, you can look at:

- **ADR** – Monitor your ADR to determine if the ADR is linked to your penetration. Was your ADR a factor for instances where your penetration declined?
- **GDS Occupancy** – Displays your GDS room nights as a percentage of available room nights. Considering your occupancy level for the month, you can determine the impact your GDS bookings had on your overall business.

Click any bar on any of the charts, or a month label on the table, to go to the Daily Performance Trends page for the selected month.

Performance By Day

You can access the **Performance By Day** page from:

- **Performance Trends** dashboard > Click any bar, dot, or date label for the month.

The table displays all the measures - **Revenue**, **Room Nights**, **ADR**, **GDS Occupancy** – for your property and your competitive set for the selected month. For each of these measures, the chart also displays growth compared to the same month in the prior year. The **Penetration** columns show **Revenue Penetration** and **Room Night Penetration**, and a variance from the same period in the prior year. Figures in red indicate a loss as compared to the same period in the prior year.

Use the table to compare penetration for room nights and revenue to determine if they correspond. Do they indicate you may be sacrificing revenue for occupancy? Evaluate the ADR trends for your property and your competitive set to fine tune your pricing strategies and attain your target penetration goals.

You may be able to link specific occurrences that affected your performance during the periods where you did not achieve your benchmark penetration. Altered rate strategies, promotions, marketing efforts, group movements, or inventory changes could all be factors impacting your penetration.

Penetration is based on the percentage of subscriber share compared to competitive share. Low penetration figures are not impacted by conditions or occurrences that affect all properties, such as weather, city-wide events, etc. Whether the overall incoming business for the market is progressing or losing ground, you should be achieving at least your fair share of the incoming business.

Even if your business mix and pricing strategy is not intended to result in 100% penetration, you can use this data to verify the impact of your pricing and promotional strategies. Specifically, you can look at:

- **ADR** – Monitor your ADR to determine if the ADR is linked to your penetration. Was your ADR a factor for instances where your penetration declined?
- **GDS Occupancy** – Displays your GDS room nights as a percentage of available room nights. Considering your occupancy level for the day, you can determine the impact your GDS bookings had on your overall business.

Pace

The **Pace** dashboard displays revenue or room nights (selectable by **Measure**) performance figures from the previous week and for the next 13 weeks. Section titles and displays change based on the **Measure** selection. For each measure, the dashboard shows % Growth vs. Last Year, Relative Growth vs. Comp Set, and Pickup since last week.

Comparisons to last year are day aligned.

Use this dashboard to drill down to see the revenue or room night opportunity/surplus for a single specific stay week or date within a stay week either by specific date (up to 30 days earlier) or week (up to 10 weeks). Use this information to identify problem stay weeks or dates.

Using the revenue opportunity/surplus information, you can review specific stay dates to see if any sales/marketing activity has increased your business vs. the competitive set. You can then use the drill down pages available through this dashboard to review your pricing strategy relative to your competitive set using an ADR difference metric, which measures the subscriber's ADR against the competitive set's ADR for each time period shown.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Weekend / Weekday Filter**
- **Bookings As Of and Stay Period Beginning Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Future Booking Performance

The **Future Booking Performance** table allows you to view the revenue or room nights performance (selectable by **Measure**) you expect to realize from your GDS bookings for arrivals during the indicated week. This data allows you to quickly understand the impact of your management practices as booking builds over the next 13 weeks. You can easily identify the week(s) not providing the pickup you anticipated as a result of your pricing and marketing strategies.

The table is presented by stay week, looking forward for 13 weeks from the selected week. Stay weeks are tagged as high performing weeks when Subscriber Revenue Growth > 0%, Relative Growth vs. Comp Set > 0%, and Penetration > 100. Stay weeks are tagged as low performing weeks when Subscriber Revenue Growth < 0%, Relative Growth vs. Comp Set < 0%, and Penetration < 80.

The table is divided into three sections:

- **Subscriber-** Displays **Booked Revenue** or **Booked Room Nights** and **% Growth vs. Last Year**. Green upward arrows and positive percentage figures show surplus while red downward arrows and negative percentage figures (in red) show opportunity.



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- **Relative Growth - Relative Growth v Comp Set, Penetration and (Opportunity) / Surplus** compare your market share of GDS revenue or room nights to your fair share. Penetration below 80% is displayed in red. Penetration between 80% and 100% is displayed in yellow, showing an opportunity for increased business. Penetration above 100% is displayed in green, as a surplus. The revenue or room nights figures show the surplus (in black) or opportunity (in red).
- **Pickup - Pickup Since Last Week, % Increase Since Last Week, and Relative Increase v. Comp Set** - provide your increase or decline in performance for the selected measure since last week (based on your filter selection for **Bookings As Of**).

Comparisons to last year are day aligned.

Use this information to monitor your penetration and evaluate your results compared to your competitive set. Are you getting your fair share of bookings in your local marketplace? What actions can you take to change your current pace? How has your pace changed over the past four weeks? Do you need to change your rate strategies or invest in marketing plans?

Click a stay week shown in the first column and select one of the following from the pop-up menu:

- **Performance By Day For this Stay Week** to go to the **Booking Performance by Day** page.
- **Weekly Buildup of Bookings for this Stay Week** to go to the **Weekly Buildup of Bookings** page.
- **Daily Buildup of Bookings for this Stay Week** to go to the **Daily Buildup of Bookings** page.
- **Top Agencies Booking the Comp Set for this Stay Week** to go to the **Top Agencies Booking the Comp Set for this Stay Week** page.

Performance by Day for this Stay Week

The **Booking Performance by Day for Stay Week** table allows you to view the revenue or room nights performance (selectable by **Measure**) you expect to realize from your GDS bookings for arrivals for each stay date within the selected week. You can easily identify the date(s) not providing the pickup you anticipated as a result of your pricing and marketing strategies.

The table is presented by stay date within the selected week. Stay dates are tagged as high performing weeks when Subscriber Revenue Growth > 0%, Relative Growth vs. Comp Set > 0%, and Penetration > 100. Stay dates are tagged as low performing weeks when Subscriber Revenue Growth < 0%, Relative Growth vs. Comp Set < 0%, and Penetration < 80.

The table is divided into three sections:

- **Subscriber-** Displays **Booked Revenue** or **Booked Room Nights** and **% Growth vs. Last Year**. Green upward arrows and positive percentage figures (in black) show surplus while red downward arrows and negative percentage figures (in red) show opportunity.
- **Relative Growth and Penetration - Relative Growth v Comp Set, Penetration and (Opportunity) / Surplus** compare your market share of GDS revenue or room nights to your fair share. Penetration below 80% is displayed in red. Penetration between 80% and 100% is displayed in yellow, showing an opportunity for increased business. Penetration above 100% is displayed in green, as a surplus. The revenue or room nights figures show the surplus (in black) or opportunity (in red).

- **Pickup Since Last Week - Subscriber [Measure] Picked Up, % Increase, and Relative Increase v. Comp Set** - provide your increase or decline in performance for the selected measure since last week (based on your filter selection for **Bookings As Of**).

The **Revenue (Opportunity) / Surplus** chart to the right provides a graphical presentation of your revenue opportunities and surplus for each date within the selected week.

Click a stay date shown in the first column and select one of the following from the pop-up menu:

- **Weekly Buildup of Bookings for this Stay Date** to go to the **Weekly Buildup of Bookings for Stay Date** page.
- **Daily Buildup of Bookings for this Stay Date** to go to the **Daily Buildup of Bookings for Stay Date** page.

Weekly Buildup of Bookings for Stay Date

You can access the **Weekly Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Weekly Buildup of Bookings for this Stay Date** from the pop-up menu.
- **Booking Performance by Day** page > Click any stay date in the table and select **Weekly Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Weekly Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for this Stay Date** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each week against revenue or room nights for the same week in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Penetration** combo chart plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each week. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each week. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration, subscriber revenue pickup, and ADR performance for the weeks building up to this stay week.

Clicking the **Return** link at the bottom of the page returns you to the previously viewed page.

Daily Buildup of Bookings for this Stay Date

You can access the **Daily Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Daily Buildup of Bookings for this Stay Date** from the pop-up menu.



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- **Booking Performance by Day** page > Click any stay date in the table and select **Daily Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Daily Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for This Date** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each date against revenue or room nights for the same date in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Revenue Penetration** chart is a combo chart that plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each date. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each date. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration and ADR performance for the weeks building up to this stay date.

Clicking the **Return** link at the bottom of the previously viewed page.


Top Agencies by...

This section displays the top travel agencies that meet the criteria of your search using your selected filter settings.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify potential consortia and Requests for Proposal (RFP) opportunities and identify where best to spend your marketing budgets.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

To sort this table by column, place your cursor over a column header to see the sorting arrows, . The up arrow sorts in ascending order while the down arrow sorts in descending order.

Click an agency name to display the **Agency Profile** page.

The number and ranking of the agencies in the results table is based on your selection in the **Top Agencies Ranked By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The Comp Set figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Select the **Agency Data and Contact Information** view as your final step, after you have adjusted your filter settings. **Agency Data and Contact Information** displays additional identifying and contact information for each agency.

Use this page to target specific top-producing agencies for marketing initiatives.

Weekly Buildup of Bookings for This Stay Week

You can access the **Weekly Buildup of Bookings for This Stay Week** page from:

Future Booking Performance page > Click any stay week in the table and select **Weekly Buildup of Bookings for this Stay Week** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for Stay Week** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each date against revenue or room nights for the same date in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Revenue Penetration** chart is a combo chart that plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each week. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each week. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration, subscriber revenue pickup, and ADR performance for the weeks building up to this stay week.

Clicking the **Return** link at the bottom of the page returns you to **Future Booking Performance**.

Daily Buildup of Bookings for this Stay Week

You can access the **Daily Buildup of Bookings for This Stay Week** page from:



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Future Booking Performance page > Click any stay week in the table and select **Daily Buildup of Bookings for this Stay Week** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Daily Buildup of Bookings for Stay Week** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each date against revenue or room nights for the same date in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Penetration** combo chart plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each week. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your penetration for each date. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration and ADR performance for the dates building up to this stay date.

Clicking the **Return** link at the bottom of the page returns you to **Future Booking Performance**.


Top Agencies by...

This section displays the top travel agencies that meet the criteria of your search using your selected filter settings.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify potential consortia and Requests for Proposal (RFP) opportunities and identify where best to spend your marketing budgets.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

To sort this table by column, place your cursor over a column header to see the sorting arrows, . The up arrow sorts in ascending order while the down arrow sorts in descending order.

Click an agency name to display the **Agency Profile** page.

The number and ranking of the agencies in the results table is based on your selection in the **Top Agencies Ranked By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The Comp Set figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Select the **Agency Data and Contact Information** view as your final step, after you have adjusted your filter settings. **Agency Data and Contact Information** displays additional identifying and contact information for each agency.

Use this page to target specific top-producing agencies for marketing initiatives.

Other Pacing Dashboards

This section provides links to other time-period pace dashboards. Click:

- **Pace Monthly** to go to the **Pace Monthly** dashboard.
- **Pace Weekly** to go to the **Pace Weekly** dashboard.
- **Pace Daily** to go to the **Pace Daily** dashboard.

Pace Daily

Use the **Pace Daily** dashboard to display total revenue demand for each day in the selected month, identify your fair share for each date, and review the detail behind the revenue demand. Use the information to determine if your strategies are realizing the desired results relative to your competition. You can quickly address any deficiencies through refined or new strategies or marketing initiatives to effectively counter competition.

Use this dashboard to monitor growth and penetration simultaneously to compare your pacing to your competition. Are your high revenue dates in line with theirs? Are you missing out on any key dates that seem to be booking well for the competition?

If your booked revenue is less than your fair share, your revenue penetration displays as a negative number and is considered a revenue opportunity for that date. This is the cost of not achieving your fair share of the GDS revenue. If your booked revenue exceeds your fair share, the difference displays as a positive number and is considered a surplus for that date.

Note: When revenue and/or room night counts are zero (0) for both you and your competitive set, the date is omitted from the chart. When revenue and/or room night counts are zero (0) for you and > 0 for your competitive set, the associated penetration calculation is 0.



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The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Stay Month Filter**
- **Bookings As Of Filter**
- **Rate Type Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Booked Revenue, Room Nights, and ADR By Day

This section compares booking revenue, room nights, and ADR for the current period against last week. Use the **Chart** drop-down list to display by any of the following measures:

- **Revenue**
- **Room Nights**
- **ADR Difference vs. Room Night Penetration**
- **Revenue, Room Nights, and ADR Index**

For charts that compare measures, use the key above the chart to determine the coding.

The table displays three sets of information:

Revenue – Compares your booked GDS revenue to your expected fair share for the date. For all measures except ADR, the straight line across the chart indicates your fair share.

Room Nights – Displays the daily GDS revenue produced for you and your competitive set. Contrast this chart to the **Subscriber Revenue** chart to evaluate your performance against your competitive set.

ADR – Displays the average daily rate for you and your competitive set. It also displays **ADR Difference** and **ADR Index** to evaluate your performance against your competitive set.

Week Ago Variance table – The figures in the top portion of the table are compared to the corresponding figures from one week ago. The variance displays in the lower portion of the table. Review the variance to monitor growth and evaluate pacing. Are you seeing pickup where expected based on your pricing and marketing strategies? Pay particular attention when your revenue penetration decreases from the previous week. This indicates share is shifting to your competition.

Pace Weekly

The **Pace Weekly** dashboard provides a snapshot of future demand for the selected time frame as it builds over a four week period. Use this information to refine current pricing and inventory management policies and proactively explore marketing initiatives to address potential performance shortfalls for your property and your competitive set.

Revenue, room nights, and ADR, and the associated penetration and rank, display for a six week period. You determine the starting week by selecting a value in the **Stay Period Beginning** filter. In addition to viewing your current metrics for the selected six weeks, you also see how the metrics have changed over the previous four weeks.

Use this dashboard to monitor week-to-week pacing. Identify which price points are providing bookings to evaluate your booking performance compared to your fair share

Note: When revenue and/or room night counts are zero (0) for both you and your competitive set, the week is omitted from the chart. When revenue and/or room night counts are zero (0) for you and > 0 for your competitive set, the associated penetration calculation and rank are blank.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Stay Period Beginning Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Future Bookings (Revenue)

Future booking revenue is the amount you expect to realize from your GDS bookings for arrivals during the indicated week. This data allows you to quickly understand the impact of your management practices on revenue as it builds over the prior four weeks. You can easily identify the week not providing the pickup you anticipated as a result of your pricing and marketing strategies.

Your **Revenue Penetration** and **Rank** compares your market share of GDS revenue to your fair share. If your penetration is below 100%, it is displayed in red. The rank lets you know where your penetration level places amongst the properties included in your competitive set.

Use this information to monitor your revenue penetration and evaluate your results compared to your competitive set. Are you getting your fair share of bookings in your local marketplace? What actions can you take to change your current pace? How has your pace changed over the past four weeks? Do you need to change your rate strategies or invest in marketing plans?

Click a week shown in the column headers and select one of the following from the pop-up menu:

- **Future Booking Revenue By Day For This Week** to go to the **Future Bookings Revenue By Day** page.
- **Future Booking Revenue By Day of Week For Entire Month** to go to the **Future Bookings Revenue By Day of Week** page.

Future Bookings Revenue By Day

You can access the **Future Bookings Revenue By Day** page from:



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Pace Weekly dashboard > Click a week shown in the column headers of the **Future Bookings (Revenue)** table. > Select **Future Booking Revenue By Day For This Week** from the pop-up menu.

The **Future Bookings Revenue By Day** page displays the daily booked **Revenue, Revenue Penetration,** and **Rank** for your property for the selected week. Revenue for your competitive set also displays for each date within the displayed week. The chart lists bookings for the selected time frame as of the listed date in the first column.

Use this information to monitor your booked revenue trending during the past four weeks for the arrival dates selected. Notice during which time frame your bookings increased or decreased. Note how your pricing and marketing strategies have impacted arrivals for the targeted week. Readjust your strategies if they are not seeing the pickup where you expect it.

Click a week in the first column of the table to go to the **Future Booking Revenue By Day** page for the identified week only.

Future Bookings Revenue By Day of Week

You can access the **Future Bookings Revenue By Day of Week** page from:

Pace Weekly dashboard > Click a week shown in the column headers of the **Future Bookings (Revenue)** table. > Select **Future Booking Revenue By Day of Week For Entire Month** from the pop-up menu.

The **Future Bookings Revenue By Day of Week** page displays the booked **Revenue, Revenue Penetration,** and **Rank** for your property by day of the week for the selected month. Revenue for your competitive set also displays for each day of week within the displayed month. Compare your current bookings for the selected month to what was on the books in each of the previous four weeks.

Use this information to analyze which days of the week are performing well and which are under performing versus your competitive set. Monitor the trending of your booked revenue during the past four weeks for the month selected. Note how your pricing and marketing strategies have impacted the targeted arrival days for the month. Readjust your strategies if they are not seeing the pickup where you expect it.

Click any Day column header to go to the **Future Bookings Revenue By Day of Week** page for the selected day throughout the month.

Future Bookings (Room Nights)

The **Future Bookings (Room Nights)** table displays the number of room nights resulting from your GDS bookings for arrivals during the week indicated. This information allows you to measure competitive positioning for future room nights, highlights deficiencies relative to fair share, and identifies opportunities to capture a bigger share of future demand.

Your **Room Nights Penetration** and **Rank** compares your market share of GDS room nights to your fair share. If your penetration is below 100%, it is displayed in red. The rank lets you know where your penetration level places amongst the properties included in the analysis.

Use this information to monitor your room night pacing, as room nights affect your RevPAR. Use the **Day of Week** detail to analyze which days of the week are performing well and which are under performing.

By monitoring your room night penetration and using your actionable insights from the pacing results, you can increase RevPAR and the overall revenue produced by your property.

Click a week shown in the column headers and select one of the following from the pop-up menu:

- **Future Booking Room Nights By Day For This Week** to go to the **Future Booking Room Nights By Day** page.
- **Future Booking Room Nights by Day of Week For Entire Month** to go to the **Future Booking Room Nights By Day of Week** page.

Future Booking Room Nights By Day

You can access the **Future Bookings Room Nights By Day** page from:

Pace Weekly dashboard > Click a week shown in the column headers of the **Future Bookings (Room Nights)** table. > Select **Future Booking Room Nights By Day For This Week** from the pop-up menu.

The **Future Bookings Room Nights By Day** page displays the daily booked **Room Nights**, **Room Night Penetration**, and **Rank** for your property for the selected week. Room nights for your competitive set also displays for each date within the displayed week. Your current bookings for the selected time frame can be compared to what was on the books in the preceding weeks.

Use the **Future Bookings Room Nights By Day** page to monitor trending of your booked room nights during the past four weeks for the arrival dates selected. Note how your pricing and marketing strategies have impacted the targeted week's arrivals. Readjust your strategies if they are not seeing the pickup where you expect it.

Click a week row header in the first column of the table to go to the **Future Booking Room Nights By Day** page for the identified week only.

Future Booking Room Nights By Day of Week

You can access the **Future Bookings Room Nights By Day of Week** page from:

Pace Weekly dashboard > Click a week shown in the column headers of the **Future Bookings (Room Nights)** table. > Select **Future Booking Room Nights By Day of Week For Entire Month** from the pop-up menu.

The **Future Bookings Room Nights By Day of Week** page displays the booked **Room Nights**, **Room Night Penetration**, and **Rank** for your property by day of week for the selected month. Room nights for your competitive set also displays for each day of week within the displayed month. The display of your current bookings for the selected month may be compared to what was on the books in the prior weeks.

Use this information to analyze which days of the week are performing well and which are under performing compared to your competitive set. Monitor the trending of your booked room nights during the past four weeks for the month selected. Note how your pricing and marketing strategies have impacted the targeted arrival days for the month. Readjust your strategies if you are not seeing the pickup where you expect it.

Click any Day column header to go to the **Future Bookings Room Nights By Day of Week** page for the selected day throughout the month.



Pacing Analysis ADR

The **Pacing Analysis (ADR)** page displays your GDS ADR for arrivals during the week indicated. The ADR is calculated by dividing the GDS revenue by the number of room nights. Use this information to gauge the effectiveness of pricing practices in encouraging a buildup of future demand and in capturing your desired share of business.

Your **ADR Index** and **Rank** compares your ADR for the week to your competitive set. The **ADR Index** is calculated as a percentage. If your ADR Index is below 100%, it is displayed in red. The rank lets you know where your ADR Index places amongst the properties included in the analysis. Use this information to monitor your pricing strategies for the next four weeks. Monitor your previous adjustments and compare to your competition. Analyze your ADR Index to ensure you have the optimum pricing in place.

Click a week shown in the column headers and select one of the following from the pop-up menu:

- **Future Booking ADR By Day For This Week** to go to the **Future Booking ADR By Day** page.
- **Future Booking ADR by Day of Week For Entire Month** to go to the **Future Bookings ADR By Day of Week** page.

Future Booking ADR By Day

You can access the **Future Bookings ADR By Day** page from:

Pace Weekly dashboard > Click a week shown in the column headers of the **Pacing Analysis (ADR)** table. > Select **Future Booking ADR By Day For This Week** from the pop-up menu.

The **Future Bookings ADR By Day** page displays the daily **ADR**, **ADR Index**, and **Rank** for your property for the each day of the selected week. The ADR for your competitive set also displays for each day. Use this information to monitor your pricing strategies for the week. Monitor your previous adjustments and compare to your competition. Analyze your ADR Index to ensure you have the optimum pricing in place to attract bookings.

Future Booking ADR By Day of Week

You can access the **Future Bookings ADR By Day of Week** page from:

Pace Weekly dashboard > Click a week shown in the column headers of the **Pacing Analysis (ADR)** table. > Select **Future Booking ADR By Day of Week For Entire Month** from the pop-up menu.

The **Future Bookings ADR By Day of Week** page displays the daily booked **ADR**, **ADR Index**, and **Rank** for your property for the selected week. ADR for your competitive set also displays for each date within the selected week. The display of your current bookings for the selected time frame may be compared to what was on the books in the prior weeks.

Use the **Future Bookings ADR By Day of Week** page to monitor ADR trending during the past four weeks for the arrival dates selected. Note how your pricing and marketing strategies have impacted the targeted week's arrivals. Readjust your strategies if you are not seeing the pickup where you expect it.

Click any Day column header to go to the **Future Bookings ADR By Day of Week** page for the selected day throughout the month.

Pace Monthly

Pace Monthly Quick Tour

English



Español



The **Pace Monthly** dashboard provides insight into future demand. Use this data to proactively focus your strategies and marketing initiatives on the periods offering booking opportunities.

Use this dashboard to monitor volume, growth, and penetration simultaneously. The charts and graphs on the dashboard compare booked Global Distribution System (GDS) revenue for a three month period against the previous week and the previous year. Overlaid on the same chart is a comparison of revenue penetration for the identified time frame.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **3 Months Starting Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Bookings - Revenue & Revenue Penetration (vs. Last Week)

For the selected three month period, the table and related charts compare the current booked revenue and revenue penetration to the previous week. Use this information to monitor your booking revenue trends and analyze the success of your rate strategies and marketing endeavors over the past week.

The table lists the revenue and revenue penetration statistics illustrated in the associated charts. The **Booked Revenue** for last week (**Week Ago**) and the **Current** week display for each month. The **Revenue Pickup** is the change in the booked revenue for the time frame. **Growth** represents the change as a percentage. For **Revenue Penetration**, the percentage of penetration displays for the current week (**Penetration**) and the prior week (**Week Ago**) along with the **Variance** between the two values. Your rank within your competitive set for the current week (**Rank**) and the prior week (**Week Ago Rank**) also display.

A separate chart displays for each month. The scales for each chart vary depending on the values represented. A bar on one chart may not represent the same value as a similarly sized bar on an adjacent chart.

Your rank within your competitive set for the prior week and the current week displays above each chart. The number of properties included in the selected competitive set determines the base comparison number for the ranking. This information displays in the footer at the bottom of the dashboard.

The bars in the chart represent **Revenue**, using the chart labels on the left, and compare bookings as of last week against the current booked revenue. A horizontal line across the bars shows your **Fair Share Baseline**. Use this information to monitor your booking revenue trends and analyze the success of your rate strategies and marketing endeavors for the past week.



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Overlaid on the same chart, the line graph illustrates revenue penetration, using the chart labels on the right, and compares revenue penetration as of the prior week against the **Current** revenue penetration. Use this information to monitor your revenue penetration trends. Are you meeting the 100% benchmark? What strategies need to be adjusted in order to achieve your fair share?

Click any date to go to the **Booking Calendar** dashboard for that month.

Bookings - Revenue & Revenue Penetration (vs. Same Period Last Year)

For the selected three month period, the table and related charts compare the current booked revenue and revenue penetration to the prior year. Use this information to monitor your booking revenue trends and analyze the success of your rate strategies and marketing endeavors year over year.

Comparisons to last year (**Variance**) are date aligned; a month in the current year is compared to the same month in the previous year.

The table lists the revenue and revenue penetration statistics illustrated in the associated charts. The **Booked Revenue** for the **Current** year and the prior year (**Year Ago**) display for each month. **Growth** represents the change in the booked revenue for the time frame as a percentage. For **Revenue Penetration**, the percentage of penetration displays for the current year (**Penetration**) and the prior year (**Year Ago**) along with the **Variance** between the two values. Your rank within your competitive set for the current year (**Rank**) and the prior year (**Year Ago Rank**) also display.

A separate chart displays for each month. The scales for each chart vary depending on the values represented. A bar on one chart may not represent the same value as a similarly sized bar on an adjacent chart.

Your rank within your competitive set for the prior year and the current year displays above each chart. The number of properties included in the selected competitive set determines the base comparison number for the ranking. This information displays in the footer at the bottom of the dashboard.

The bars in the chart represent **Revenue**, using the chart labels on the left, and compare **Last Year** against the **Current** booked revenue. A horizontal line across the bars shows your **Fair Share Baseline**. Use this information to monitor your booking revenue trends and analyze the success of your rate strategies and marketing endeavors compared to the prior year.

Overlaid on the same chart, the line graph illustrates revenue penetration, using the chart labels on the right, and compares **Last Year** against the **Current** revenue penetration. Use this information to monitor your revenue penetration trends. Are you meeting the 100% benchmark? What strategies need to be adjusted in order to achieve your fair share?

Click any date to go to the **Booking Calendar** dashboard for that month.

Booking Calendar

The Booking Calendar is a day-by-day view of a selected measure for any three month period. Use these key metrics to customize forward-looking intelligence and to support decision making for pricing, inventory management, and investment in marketing initiatives.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **GDS Filter**
- **Competitive Set Filter**
- **3 Months Starting and Metric to Show Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

The values you select in the **3 Month Starting and Measure** filter determines the time frame shown and the metric displayed. The metrics available from the **Measure** drop-down list include **Revenue, Room Nights, Revenue Opportunity, Revenue Penetration, Room Night Penetration, and ADR Index**.

Indicators on the calendar draw your attention to dates where you are underperforming compared to your competition or not capturing your fair share. Set the values in the **Thresholds for Red/Green Highlighting** selection box to customize the penetration alerts and week over week change indicators.

- The values in the **Red if Penetration Below** and **Green if Penetration Above** fields determine the color of the penetration value shown for a future date.
 - Green indicates penetration for the selected measure is above the threshold you defined.
 - Black indicates penetration for the selected measure is within the acceptable range.
 - Red indicates penetration for the selected measure is below the threshold you defined.
- The values in the **Red if Penetration Decline >** and **Green if Penetration Growth>** fields determine the color of the week over week change indicators.
 - A green upward arrow indicates a gain since the previous week that exceeded the threshold you defined.
 - No arrow indicates that any variance since the previous week was between the thresholds you defined.
 - A red downward arrow indicates a decline since the previous week that exceeded the threshold you defined.

Note: The indicators only appear for future dates. Past dates display actual values.

Dates where your property lost share beyond the thresholds you identified require attention to prevent further loss of share. Review these opportunity dates for pricing or additional marketing. In some cases low penetration levels may be due to demand from other segments. Group bookings may leave little inventory for you to offer through the GDS channel and make your target GDS penetration unattainable.



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If there is low inventory on a date, review your pricing to see if there is an opportunity to increase rates due to demand. Use the **ADR Index** measure to evaluate your position compared to your competition.

Poor economic times, when travelers wait until the last minute to make their travel plans, can produce a shorter booking window. Monitor your booking pace to verify your booking window is in line with your competition.

Booked Revenue Penetration and Changes from Last Week

This section displays calendars for three months and charts for **Penetration by Day** and **Change Since Last Week** for each month.

Calendar – The calendar displays the daily penetration value for the measure selected in the **3 Months Starting** and **Measure** filter. The color of the number indicates whether the penetration for that selected measure is below, above, or within the range set in the **Thresholds for Red/Green Highlighting** selection box. The indicators highlight variances outside the accepted range for week-over-week penetration changes. The calendar legend identifies indicators and colors for **Penetration Above**, **Penetration Below**, and **Change Since Last Week** thresholds. Monitor those dates below either minimum to determine why your share is shifting to your competition.

Note: A penetration of zero (0) indicates that you have no room nights and/or revenue on the books, yet your competitive set does. When it is blank, neither you or your competitive set has room nights and/or revenue on the books.

Penetration by Day chart – The chart provides a visual representation of your daily penetration levels. Your revenue penetration for each date plotted as a bar chart. The horizontal line represents your fair share of 100%. The chart legend identifies colors for **Above**, **Between**, and **Below** thresholds.

Change Since Last Week chart – The chart displays changes to your daily penetration since last week, shown as a percentage. The chart legend identifies colors for **Increase**, **Between**, and **Decrease** thresholds.

Click any value in the calendar or bar or day label in the charts to display a pop-up menu. Select:

- **Weekly Revenue Buildup** to display the **Weekly Buildup of Bookings for Stay Date (Revenue)** page.
- **Daily Revenue Buildup** to display the **Daily Buildup of Bookings for Stay Date (Revenue)** page.
- **Weekly Room Night Buildup** to display the **Weekly Buildup of Bookings for Stay Date (Room Nights)** page.
- **Daily Room Night Buildup** to display the **Daily of Bookings for Stay Date (Room Nights)** page.
- **Revenue Projection** to display the **Pacing Revenue Projection for Arrival Date** page.
- **Room Nights Projection** to display the **Pacing Room Nights Projection for Arrival Date** page.

Weekly Buildup of Bookings for Stay Date

You can access the **Weekly Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Weekly Buildup of Bookings for this Stay Date** from the pop-up menu.

- **Booking Performance by Day** page > Click any stay date in the table and select **Weekly Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Weekly Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for this Stay Date** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each week against revenue or room nights for the same week in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Penetration** combo chart plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each week. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each week. Using the same scale on the right, the green horizontal line represents your fair share.

The tables below the charts summarize total revenue and penetration, subscriber revenue pickup, and ADR performance for the weeks building up to this stay week.

Clicking the **Return** link at the bottom of the page returns you to the previously viewed page.

Daily Buildup of Bookings for this Stay Date

You can access the **Daily Buildup of Bookings for Stay Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week** and select **Daily Buildup of Bookings for this Stay Date** from the pop-up menu.
- **Booking Performance by Day** page > Click any stay date in the table and select **Daily Buildup of Bookings for this Stay Date** or click any bar in **(Opportunity) / Surplus** and select **Daily Buildup** from the pop-up menu.

Dependent on the measure selected on the **Future Booking Performance** page, the two top charts within **Weekly Buildup of Bookings for This Date** compare subscriber revenue or room nights booked (blue line) and competitive set revenue or room nights booked (green line) for each date against revenue or room nights for the same date in the prior year (gray lines).

The **% Occupancy Contribution for Subscriber and Comp Set** chart compares your occupancy contribution (blue line) to your competitive set (green line).

The **ADR Difference and Revenue Penetration** chart is a combo chart that plots **Difference in ADR** and **Revenue Penetration** or **Room Nights Penetration** for each date. Using the scale on the left of the chart, **Difference in ADR** is displayed as a green bar when your ADR is higher and a red bar when your ADR is lower than the ADR of your competitive set.

Using the scale on the right, The blue line plots your **Revenue Penetration** or **Room Nights Penetration** for each date. Using the same scale on the right, the green horizontal line represents your fair share.



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The tables below the charts summarize total revenue and penetration and ADR performance for the weeks building up to this stay date.

Clicking the **Return** link at the bottom of the previously viewed page.

Pacing Revenue Projection for Arrival Date

You can access the **Pacing Revenue Projection for Arrival Date** page from:

- **Overview** dashboard > Click any date in the calendar within **Bookings - Revenue Penetration and Change from Last Week**. > Select **Projected Revenue for this Stay Date** from the pop-up menu.
- **Booking Calendar** dashboard > Click any penetration number in the calendar, any bar in the chart, or chart day label. > Click **Revenue Projection** from the pop-up menu.

The **Pacing Revenue Projection for Arrival Date** chart compares the current pacing revenue for a specified arrival date with revenue for the same date in the prior year. Pacing revenue is projected for dates after the reporting date using last year's values as reference. These values appear as plus signs (+) in the trend line.

The **Revenue Penetration for** chart displays revenue penetration relative to the defined thresholds as of the current date. The horizontal line represents your fair share of 100% penetration. The chart legend identifies colors for **Above**, **Between**, and **Below** thresholds.

Dates where your hotel lost share beyond the thresholds you identified require attention to prevent further loss of share. Review these opportunity dates for pricing or additional marketing.

Click the:

- **Target Agency Opportunities** link to go to the **Agency Targeting** dashboard.
- **Analyze Pricing** link to go to the **Price Patterns** dashboard.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Constant Currency Filter**

Pacing Room Nights Projection for Arrival Date

You can access the **Pacing Room Nights Projection for Arrival Date** page from:

Booking Calendar dashboard > Click any penetration number in the calendar, any bar in the chart, or chart day label. > Click **Room Nights Projection** from the pop-up menu.

The **Pacing Room Nights Projection for Arrival Date** chart compares the current pacing room nights for a specified arrival date with room nights for the same date in the prior year. Pacing room nights is projected for dates after the reporting date using last year's values as reference. These values appear as plus signs (+) in the trend line.

The **Room Night Penetration for** chart displays room nights penetration relative to the defined thresholds as of the current date. The horizontal line represents your fair share of 100% penetration. The chart legend identifies colors for **Above**, **Between**, and **Below** thresholds.

Dates where your hotel lost share beyond the thresholds you identified require attention to prevent further loss of share. Review these opportunity dates for pricing or additional marketing.

Click the:

- **Target Agency Opportunities** link to display the **Agency Targeting** dashboard.
- **Analyze Pricing** link to display the **Price Patterns** dashboard.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Constant Currency Filter**



Agency Targeting

The **Agency Targeting** dashboard provides unprecedented, actionable intelligence about the travel agency bookings for your property and your competitive set. Use this information to refine and implement targeted strategies to maintain and grow your share of travel agency business.

The dashboard displays the top performing agencies based on key performance metrics. Use the custom filters to display the top agencies based on their competitive set revenue, competitive set growth, subscriber revenue, or revenue opportunity. Focus your selection by agency activity metrics, time period, GDS channel, and location.

Monitor year-over-year agency performance for your property and your competitive set. Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use this dashboard to identify your biggest supporters, opportunities, and to target specific agencies for marketing initiatives.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- Top Set of Filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Rate Type Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second Set of Filters:
 - **Agency Comp Set Activity Filter**
- Third Set of Filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Use the links within the **Other Agency Targeting Dashboards** section to view purpose-built Agency reports.

Best Practices:

- Select the **Agency Data and Contact Information** view as your final step, after you have adjusted your filter settings. **Agency Data and Contact Information** displays additional contact information for each agency.
- Use the **Page Options** button and **Clear My Selections** to restore all filter selections to their default settings.


Top Agencies by...

This section displays the top travel agencies that meet the criteria of your search using your selected filter settings.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify potential consortia and Requests for Proposal (RFP) opportunities and identify where best to spend your marketing budgets.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

To sort this table by column, place your cursor over a column header to see the sorting arrows, . The up arrow sorts in ascending order while the down arrow sorts in descending order.

Click an agency name to display the **Agency Profile** page.

The number and ranking of the agencies in the results table is based on your selection in the **Top Agencies Ranked By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The Comp Set figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.



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Select the **Agency Data and Contact Information** view as your final step, after you have adjusted your filter settings. **Agency Data and Contact Information** displays additional identifying and contact information for each agency.

Use this page to target specific top-producing agencies for marketing initiatives.

Agency Profile

You can access the **Agency Profile** page from:

- **Overview** dashboard > **Top 5 Agency** tables > Click an agency name.
- **Agency Targeting** dashboard > Click an agency name in the table.
- **Agency Targeting** dashboard > **Agency Targeting by IATA** purpose-built dashboard > Click an agency name in the table.

For the selected agency, the **Agency Profile** page displays contact information and performance metrics over the trailing twelve months and the next 13 weeks for your property, your competitive set, and your market.

Section titles and displays change based upon filter selections.

The identifying and contact information provided by the agency through the listed GDS channel displays in the left column.

Agency Activity for the Trailing 12 months – contains metrics for agency revenue and room nights for the trailing 12 months and the next 13 weeks based on the selected rate type.

Agency Room Nights by Price Range (Trailing 12 Months) – lists the actual room nights in addition to the percentages shown in the chart. The chart illustrates the percentage of bookings from this agency for you and the competitive set grouped by room rate for the trailing 12 months.

Agency Rate Type Profile (Trailing 12 Months) – displays the revenue you and your competitive set received for the last 12 months for each rate type.

Agency Weekend/Weekday Profile (Trailing 12 months) - shows the percentage of revenue attributed to weekday versus weekend arrivals booked by the agency, for you and your competitive set. It also shows length of stay (LoS) and lead time figures for comparison.

Use this information to compare the agency's performance for your property and the competitive set to identify booking opportunities through the agency. Review the average lead times and rates to identify the agency's booking patterns for your property.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Mega Agency, Country, City, IATA, PCC and Name Filter**
- **Competitive Set Filter**

Agency Activity for the Trailing 12 Months and Next 13 Weeks

This section contains metrics for agency revenue and room nights for the trailing 12 months and the next 13 weeks based on the selected rate type.

Select a rate type from the **Rate Type** drop-down list:

- **Consortia** – Consortia negotiated business
- **Corporate** – Corporate negotiated business
- **Non-Neg/Other** – Other non-negotiated business

Growth figures are day aligned (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Trailing 12 Months

For the trailing 12 months section, select either **Room Nights** or **Revenue** from the **Chart** drop-down list to determine the information displayed in the charts. The bars on the chart to the left illustrate the agency's contribution to rooms nights or revenue for your property related to the selected Rate Type. The dots show the associated penetration for the displayed metric. Your **Fair Share Baseline** appears as a green line. The chart to the right shows the agency's contribution to room nights or revenue for your competitive set.

The table that follows the charts provides the details supporting the information displayed in the charts. Monthly room night and revenue actuals, growth percentages, and penetration display for the property and the competitive set.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.

Comparisons to last year ("Growth" or "Variance") are date aligned (for example, the month of July 2015 compared to July 2014). However, when filtering to weekly or daily grain, the comparison is day aligned (for example, the first week or the first Tuesday in March 2015 is compared to the first week or the first Tuesday in March 2014, regardless of the actual dates.)

Use these charts and the table to monitor agency past performance and to identify growth opportunities through each agency. Evaluate penetration differences between revenue and room nights to identify instances where you may have been sacrificing ADR in order to increase room nights from this agency. Use the data to identify correlations between ADR and volume between reporting periods and against the competitive set.

Next 13 Weeks

For the next 13 weeks section, select either **Room Nights** or **Revenue** from the **Chart** drop-down list to determine the information displayed in the charts. The bars on the chart to the left illustrate the agency's booked room nights or revenue for your property related to the selected **Rate Type** for the next 13 weeks. The dots show the associated penetration for the displayed metric. Your **Fair Share Baseline** appears as a



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green line. The chart to the right shows the agency's booked room nights or revenue for your competitive set for the next 13 weeks.

The table following the charts provides the details supporting the information displayed in the charts. Monthly room night and revenue actuals, growth percentages, and penetration display for the property and the competitive set.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.

Use these charts and the table to monitor agency performance and to identify specific agency sources providing bookings in the coming weeks. Any instance where your penetration is less than 100 identifies an opportunity to increase your share. Monitor your historically top-producing agencies and verify their support for upcoming need periods. By identifying agencies that are bypassing your property in favor of your competitive set, you can launch marketing initiatives now to capture a share of that future business.

Agency Room Nights by Price Range

The chart illustrates the percentage of bookings from this agency for you and the competitive set grouped by room rate for the trailing 12 months. The table that follows lists the actual room nights in addition to the percentages shown in the chart.

Use this information to evaluate opportunities for rate adjustments and the subsequent impact on revenue.

Click the:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.

Agency Rate Type Profile (Trailing 12 Months)

The table and related charts display the revenue you and your competitive set received for the last 12 months for each rate type.

The **Total** row compares your total revenue to the combined total revenue of your competitive set.

Agency Weekend/Weekday Profile (Trailing 12 Months)

The table shows the percentage of revenue attributed to weekday versus weekend arrivals booked by the agency, for you and your competitive set. It also shows length of stay (LoS) and lead time figures for comparison.

Use the revenue detail to determine if the agency provides similar volume on your key dates as your other agencies. Determine whether the agency's high volume dates with your property match the activity in your competitive set.

Use the LoS and Lead Time information to identify patterns in the length of stay and lead time booked by this agency compared to all agencies booking for your property. "This Agency" displays production only for the agency detailed in this profile. "All Agencies" displays the average of all travel agencies who made GDS

bookings in the past 12 months. Evaluate whether the length of stays and lead time booked by this agency compliments your business model.

Other Agency Targeting Dashboards

This section provides links to other performance related pages/dashboards. Click:

- **Non-Corporate Agency Targeting** to go to the **Top Agencies By Non-Corporate Comp Set Revenue** dashboard.
- **Top Corporate Agencies** to go to the **Top Agencies Based on Comp Set Corporate Rate Type Revenue** dashboard.
 - **Top Corporate Agencies (Booking Comp Set Only)** to go to the **Top Agencies Booking Corporate Rate Type Revenue Exclusively to the Comp Set** dashboard.
 - **Underperforming Corporate Agencies** to go to the **Top Underperforming Corporate Agencies** dashboard.
- **Top Consortia Agencies** to go to the **Top Agencies Based on Comp Set Consortia Rate Type Revenue** dashboard.
- **Top Agencies with Rate Type Mix** to go to the **Top Agencies Booking Corporate Rate Type Revenue Exclusively to the Comp Set** dashboard.
- **Top Revenue Share Shift Agencies** to go to the **Top Agencies By Revenue Opportunity with Mix of Business by Rate Type** dashboard.
- **Top 150 Agencies** to go to the **Top 150 By Comp Set Revenue for Rate Types** dashboard.
- **Agency Group Performance** to go to the **Agency Group Performance for Rate Types** dashboard.
- **Agency Targeting by IATA** to go to the **Top IATA Agencies by Comp Set Revenue for Rate Types** dashboard.

Non-Corporate Agency Targeting

This report displays the top travel agencies booking non-corporate business into your market. All figures in the table represent bookings made with Consortia, non-negotiated, or other types of rates. All booking activity associated with negotiated corporate rates has been filtered out from the results table.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify whether or not you are achieving your fair share of the non-corporate business coming into your market.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Click any:



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- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The sorting order of the agencies in the results table is based on your selection in the **By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Click **More Agency Information** (located below the table name and below the table itself) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Comp Set Activity Filter**
- Third set of filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Top Corporate Agencies

This report displays the top travel agencies booking corporate business into your market. All figures in the table represent only those bookings made with a negotiated/contracted corporate rate. All booking activity associated with Consortia, non-negotiated, or other types of rates have been filtered out from the results table.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify whether or not you are achieving your fair share of corporate business coming into your market. Identify and target the best corporate negotiated revenue opportunities as well as your own top supporting corporate agencies. Use the comparisons between corporate and non-corporate ADRs to help you in setting and maintaining your overall pricing strategies.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Note: Agency360 is not designed to identify the specific companies or corporate accounts booked into your market. This report allows you to monitor the volume of such activity booked into your market, and whether or not you are receiving your share of it.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns:

- **Corporate Revenue** - total revenue booked for the time period selected, using only negotiated/contracted corporate rates.
- **% of Subscriber/Comp Set Revenue** - the percentage of total GDS revenue booked, using only negotiated/contracted corporate rates.
- **Corporate Variance** - compares to the corporate revenue booked for the same time period last year. Watch for agencies showing year-over-year decreases in the competitive set as this could mean an opportunity for you. Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st - July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st - June 30th) could result in different numbers of weekdays, specific days of the week, etc.



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- **Corporate Room Nights** – total room nights booked for the time period selected, using only negotiated/contracted corporate rates.
- **Corporate ADR** – the average of all negotiated/contracted corporate rates booked for the time period selected. It may or may not be inclusive of taxes/VAT. Agency360 does not calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.
- **Non-Corporate ADR** – the average of all rates booked for the time period selected, not using negotiated/contracted corporate rates.

The **Total Corporate Business and Penetration** section summarizes each agency's total performance from bookings made with negotiated/contracted corporate rate codes. The revenue and room nights figures reflect totals of negotiated corporate activity for your property and your competitive set combined. The ADR figure is the negotiated corporate rate average between your property and your competitive set. **Corporate Penetration** helps you understand whether or not you are receiving your fair share of corporate revenue from each agency, for the time period selected. **Corporate Opportunity/Surplus** reflects the difference between your actual corporate revenue and your fair share. A positive number is a surplus. A negative number is an opportunity.

Click **More Agency Information** (located below the table name) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Attributes Filter**
 - **Top Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Top Corporate Agencies (Booking Comp Set Only)

This report displays the top travel agencies booking corporate business into your market. All figures in the table represent only those bookings made with a negotiated/contracted corporate rate. All booking activity associated with Consortia, non-negotiated, or other types of rates have been filtered out from the results table.

Use the resulting figures to compare your performance with your competitive set's performance for the listed agencies. Identify whether or not you are achieving your fair share of corporate business coming into your market. Identify and target the best corporate negotiated revenue opportunities as well as your own top supporting corporate agencies. Use the comparisons between corporate and non-corporate ADRs to help you in setting and maintaining your overall pricing strategies.

Note: Agency360 is not designed to identify the specific companies or corporate accounts booked into your market. This report allows you to monitor the volume of such activity booked into your market, and whether or not you are receiving your share of it.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns:

- **Corporate Revenue** – total revenue booked for the time period selected, using only negotiated/contracted corporate rates.
- **% of Subscriber/Comp Set Revenue** – the percentage of total GDS revenue booked using only negotiated/contracted corporate rates.
- **Corporate Variance** – compares to the corporate revenue booked for the same time period last year. Watch for agencies showing year-over-year decreases in the competitive set as this could mean an opportunity for you. Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.
- **Corporate Room Nights** – total room nights booked for the time period selected, using only negotiated/contracted corporate rates.
- **Corporate ADR** – the average of all negotiated/contracted corporate rates booked for the time period selected. It may or may not be inclusive of taxes/VAT. Agency360 does not calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.
- **Non-Corporate ADR** – the average of all rates booked for the time period selected, not using negotiated/contracted corporate rates.

The **Total Corporate Business and Penetration** section summarizes each agency's total performance from bookings made with negotiated/contracted corporate rate codes. The revenue and room nights figures reflect totals of negotiated corporate activity for your property and your competitive set combined. The



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ADR figure is the negotiated corporate rate average between your property and your competitive set. **Corporate Penetration** helps you understand whether or not you are receiving your fair share of corporate revenue from each agency, for the time period selected. **Corporate Opportunity/Surplus** reflects the difference between your actual corporate revenue and your fair share. A positive number is a surplus. A negative number is an opportunity.

Click **More Agency Information** (located below the table name) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the Return link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Attributes Filter**
 - **Top Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Underperforming Corporate Agencies

This report displays the top travel agencies booking corporate business into your market where you have the highest value corporate revenue opportunities. All figures in the table represent only those bookings made with a negotiated/contracted corporate rate. All booking activity associated with Consortia, non-negotiated, or other types of rates have been filtered out from the results table.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Use the comparisons between corporate and non-corporate ADRs to help you set and maintain your overall pricing strategies.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Note: Agency360 is not designed to identify the specific companies or corporate accounts booked into your market. This report allows you to monitor the volume of such activity booked into your market, and whether or not you are receiving your share of it.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns:

- **Corporate Revenue** – total revenue booked for the time period selected, using only negotiated/contracted corporate rates.
- **% of Subscriber/Comp Set Revenue** – the percentage of total GDS revenue booked using only negotiated/contracted corporate rates.
- **Corporate Variance** – compares to the corporate revenue booked for the same time period last year. Watch for agencies showing year-over-year decreases in the competitive set as this could mean an opportunity for you. Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.
- **Corporate Room Nights** – total room nights booked for the time period selected, using only negotiated/contracted corporate rates.
- **Corporate ADR** – the average of all negotiated/contracted corporate rates booked for the time period selected. It may or may not be inclusive of taxes/VAT. Agency360 does not calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.
- **Non-Corporate ADR** – the average of all rates booked for the time period selected, not using negotiated/contracted corporate rates.

The **Total Corporate Business and Penetration** section summarizes each agency's total performance from bookings made with negotiated/contracted corporate rate codes. The revenue and room nights figures reflect totals of negotiated corporate activity for your property and your competitive set combined. The ADR figure is the negotiated corporate rate average between your property and your competitive set. The **Corporate Opportunity/Surplus** column identifies your highest value corporate opportunities. The negative numbers reflect the difference between your actual corporate revenue and your fair share from each agency.

Click **More Agency Information** (located below the table name) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.



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- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Attributes Filter**
 - **Top Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Top Consortia Agencies

This report displays the top travel agencies booking Consortia rates into your market. All figures in the table represent only those bookings made with a contracted Consortia rate. All booking activity associated with corporate, non-negotiated, or other types of rates have been filtered out from the results table.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify whether or not you are achieving your fair share of Consortia business coming into your market. Identify and target the best Consortia revenue opportunities as well as your own top supporting Consortia agencies. This table helps you measure your return on investment as a contracted member of the travel agency Consortia.

Use the comparisons between Consortia and non-Consortia ADRs to help you set and maintain your overall pricing strategies.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns:

- **Consortia Revenue** – total revenue booked for the time period selected, using only Consortia rates.
- **% of Subscriber/Comp Set Revenue** – the percentage of total GDS revenue booked using only Consortia rates.
- **Consortia Variance** – compares to the Consortia revenue booked for the same time period last year. Watch for agencies showing year-over-year decreases in the competitive set as this could mean an opportunity for you. Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.
- **Consortia Room Nights** – total room nights booked for the time period selected, using only Consortia rates.
- **Consortia ADR** – the average of all Consortia rates booked for the time period selected. It may or may not be inclusive of taxes/VAT. Agency360 does not calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.
- **Non-Consortia ADR** – the average of all rates booked for the time period selected, not using Consortia rates.

The **Total Consortia Business and Penetration** section summarizes each agency’s total performance from bookings made with Consortia rate codes. The revenue and room nights figures reflect totals of Consortia activity for your property and your competitive set combined. The ADR figure is the Consortia rate average between your property and your competitive set. **Consortia Penetration** helps you understand whether or not you are receiving your fair share of Consortia revenue from each agency, for the time period selected. **Consortia Opportunity/Surplus** reflects the difference between your actual Consortia revenue and your fair share. A positive number is a surplus. A negative number is an opportunity.

Click **More Agency Information** (located below the table name) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:



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- **Agency Attributes Filter**
- **Top Filter**
- **GDS Filter**

Section titles and displays change based upon filter selections.

Top Agencies with Rate Type Mix

This report displays the top travel agencies where you have the greatest shortfall from your fair share of GDS revenue. The table identifies the percentage of each agency's business booked across each rate type, enabling you to monitor and search for agencies that book your desired balance of corporate, Consortia, and other business.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Monitor year-over-year growth/loss in revenue.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The sorting order of the agencies in the results table is based on your selection in the **By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

These sections consist of these columns:

- **Revenue** – total revenue booked for the time period selected.
- **% Corporate** – the percentage of total GDS revenue booked using only corporate rates.
- **% Consortia** – the percentage of total GDS revenue booked using only Consortia rates.
- **% Non-Neg/Other** – the percentage of total GDS revenue booked using only rates that are neither corporate nor Consortia.
- **Variance** – compares to the Consortia revenue booked for the same time period last year. Watch for agencies showing year-over-year decreases in the competitive set as this could mean an opportunity for you. Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The

scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Click **More Agency Information** (located below the table name and below the table itself) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Top Revenue Share Shift Agencies

This report displays the agencies in which your property is losing the greatest amount of revenue share to the competitive set for the time period selected, compared to the same time period last year.

Use the resulting figures to identify the agencies whose business you are losing to your competition and to help devise strategies for recovering the lost business.

Use the **Select View** drop-down list to select:

- **Agency Data Only** - displays the top performing agencies for the selected metric
- **Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of



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these columns: **Revenue**, **Variance**, and **ADR**. The **Growth/Decline** column displays the percentage of year-over-year loss in revenue from each agency.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns : **Revenue Penetration**, **Variance**, and **Surplus/(Opportunity)**. The **%Change** column displays the percentage of year-over-year loss in penetration from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Click **More Agency Information** (located below the table name and below the table itself) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Rate Type Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Attributes Filter**
 - **Top Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Top 150 Agencies

This report displays the 150 travel agencies booking the greatest amount of GDS revenue into your competitive set. The filters may be used to adjust the criteria to determine the agencies listed in the results table. Contact information for each agency is provided so that you can reach out to agency prospects. Note: While agencies sometimes include a corporate account or company name within the agency name itself, or in the second address field seen in the contact area, Agency 360 is not designed to identify the specific corporate account that the agency is booking into your market.

Monitor this report regularly to compare your performance and your competitive set's performance for the listed agencies. Watch for agencies that are new to the market (positive variance figure for your competitive set, "0" revenue for your property) and agencies that are shifting revenue share to your competition (negative variance for your property, positive variance for your competitive set.)

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The sorting order of the agencies in the results table is based on your selection in the **By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

The **Travel Agency Contact Information** section displays:

- **GDS Source** – the GDS used at this agency location for hotel bookings.
- **IATA** – the identification number given the agency by the International Air Transport Association. This is the hotel ID number used by most hotel reservation systems. Some agency branch locations emulate their home office IATA number when making hotel bookings; it is not uncommon to identify multiple agency locations using the same IATA number.
- **PCC** – the Pseudo City Code (identification) assigned to the agency by the GDS to which they subscribe. Unlike the IATA number, PCCs cannot be used by more than one agency location.
- **Address and Phone information** – this information comes directly from the agency's profile in the GDS. Agencies are responsible for maintaining contact information in their GDS profile.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:



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- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Rate Type Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**
- Second set of filters:
 - **Subscriber Measures Filter**
- Third set of filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Agency Group Performance

This report compares in performance all agencies affiliated with specific groups or Consortia between your property and your competitive set. The agency groups are sorted according to the amount of revenue booked into the competitive set for the time period selected.

Use the resulting figures to identify agency groups that are shifting revenue share to your competition (negative variance for your property, positive variance for your competitive set) and to help devise strategies for recovering lost revenue and room nights from those groups. If you participate in any of these agency Consortia, use the **Rate Type** filter to monitor your performance with that Consortia - are you receiving the amount of revenue and the room nights you expected? Is your participation in that Consortia paying off for you?

Please note:

- The group labeled “Not Affiliated” is the aggregate of GDS booking activity from all agencies that are not affiliated with any of the other named agency groups or Consortia.
- In the Agency360 database a travel agency is affiliated to no more than one group. If an agency is affiliated to more than one group, all of that agency’s activity is attributed to the group in which most of the agency’s revenue is booked.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency group’s performance for your property for the time period selected. The **Comp Set** section displays each agency group’s performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property.

These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

The **Penetration** section identifies the agency groups that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Revenue Penetration**, **Variance**, and **Surplus/(Opportunity)**. Revenue penetration below 80% is displayed in red. Revenue penetration between 80% and 100% is displayed in yellow, showing an opportunity for increased business. Revenue penetration above 100% is displayed in green, as a surplus.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Rate Type Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Agency Group Performance with Flexible Month Filtering

Like the **Agency Group Performance** report, this report compares in performance all agencies affiliated with specific groups or Consortia between your property and your competitive set, but with the ability to combine multiple months for analysis. The agency groups are sorted according to the amount of revenue booked into the competitive set for the time period selected.

Use the resulting figures to identify agency groups that are shifting revenue share to your competition (negative variance for your property, positive variance for your competitive set) and to help devise strategies for recovering lost revenue and room nights from those groups. If you participate in any of these agency Consortia, use the **Rate Type** filter to monitor your performance with that Consortia - are you receiving the amount of revenue and the room nights you expected? Is your participation in that Consortia paying off for you?

Please note:

- The group labeled “Not Affiliated” is the aggregate of GDS booking activity from all agencies that are not affiliated with any of the other named agency groups or Consortia.



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- In the Agency360 database a travel agency is affiliated to no more than one group. If an agency is affiliated to more than one group, all of that agency's activity is attributed to the group in which most of the agency's revenue is booked.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The **Subscriber** section displays each agency group's performance for your property for the time period selected. The **Comp Set** section displays each agency group's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

The **Penetration** section identifies the agency groups that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Revenue Penetration**, **Variance**, and **Surplus/(Opportunity)**. Revenue penetration below 80% is displayed in red. Revenue penetration between 80% and 100% is displayed in yellow, showing an opportunity for increased business. Revenue penetration above 100% is displayed in green, as a surplus.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Flexible Month Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Rate Type Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Agency Targeting with Flexible Month Filtering

The **Agency Targeting with Flexible Month Filtering** dashboard provides the same unprecedented, actionable intelligence about the travel agency bookings for your property and your competitive set as the

Agency Targeting dashboard, but with the ability to combine multiple months for analysis. Use this information to refine and implement targeted strategies to maintain and grow your share of travel agency business.

The dashboard displays the top performing agencies based on key performance metrics. Use the custom filters to display the top agencies based on their competitive set revenue, competitive set growth, subscriber revenue, or revenue opportunity. Focus your selection by agency activity metrics, time period, GDS channel, and location.

Monitor year-over-year agency performance for your property and your competitive set. Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use this dashboard to identify your biggest supporters, opportunities, and to target specific agencies for marketing initiatives.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- Top Set of Filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Flexible Month Filter**
 - **Rate Type Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second Set of Filters:
 - **Agency Comp Set Activity Filter**
- Third Set of Filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.

Use the links within the **Other Agency Targeting Dashboards** section to view purpose-built Agency reports.

Best Practices:

- Select the **Agency Data and Contact Information** view as your final step, after you have adjusted your filter settings. **Agency Data and Contact Information** displays additional contact information for each



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agency.

- Use the **Page Options** button and **Clear My Selections** to restore all filter selections to their default settings.

Agency Targeting by IATA

This report displays the top travel agency IATAs that meet the criteria of your search using your selected filter settings.

Use the resulting figures to compare your performance and your competitive set's performance for the listed agencies. Identify potential Consortia and Requests for Proposal (RFP) opportunities and identify where best to spend your marketing budgets.

Use the **Select View** drop-down list to select:

- **IATA Agency Data Only** - displays the top performing agencies for the selected metric
- **IATA Agency Data and Contact Information** - in addition to the performance related data, this view displays the contact information for the agencies

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to display the **Agency Profile** page.

The sorting order of the agencies in the results table is based on your selection in the **By** filter.

The **Penetration** section identifies the agencies that are providing more than your fair share of revenue (positive numbers in black) versus those that are booking less than your fair share (negative numbers in red). The variance figure compares your revenue penetration for the selected time period this year to the same period last year. This section consists of these columns: **Surplus/(Opportunity)**, **Revenue Penetration**, and **Variance**.

The **Subscriber** section displays each agency's performance for your property for the time period selected. The **Comp Set** section displays each agency's performance for the properties in your selected competitive set for the same time period. The **Comp Set** figures do not include your property. These sections consist of these columns: **Revenue**, **Room Nights**, **Variance**, and **ADR**. The variance figures display year-over-year growth or loss in revenue or rooms nights from each agency.

Comparisons to last year (**Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a "hybrid" of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Click the **More Agency Information** (located below the table name and below the table itself) to display additional contact information for each agency. Click this link as your final step, after you have adjusted your filter settings. Click the **Return** link to exit **More Agency Information** and return to this page.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- First set of filters:
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Rate Type Filter**
 - **Competitive Set Filter**
 - **Constant Currency Filter**
- Second set of filters:
 - **Agency Comp Set Activity Filter**
- Third set of filters:
 - **Agency Attributes Filter**
 - **Top Agencies Ranked By Filter**
 - **GDS Filter**

Section titles and displays change based upon filter selections.



Competitor Intelligence

Throughout Agency360, your performance in the GDS channels is compared and contrasted to a selected competitive set. A competitive set (comp set) includes those properties against which you wish to monitor comparative performance.

A primary competitive set must be defined before you can use Agency360. A good primary competitive set is composed of properties that are similarly priced, offer similar amenities, and possess a similar business mix. Your TravelClick Implementation Manager helped you create this primary competitive set during the initial installation.

Property Edition competitive set requirements:

1. Any competitive set must contain at least four (4) hotels or properties.
2. Any competitive set may contain a maximum of twenty (20) hotels or properties.
3. At least three (3) hotels or properties in the competitive set must be "non-affiliated" hotels or properties. This means the hotels or properties may not be part of the same Parent Brand or, where the Agency360 subscription is purchased by an ownership group, the hotels or properties may not be owned by the same owner.
4. The addition of a new competitive set, or a change to an existing competitive set, must include at least two (2) hotels or properties that distinguish the competitive set from any existing or previous competitive set for the same Agency360 user.

You may also define additional competitive sets for alternative comparisons. Some reasons for additional competitive sets include:

- If your property is thinking of adding amenities or making improvements, you may wish to define a competitive set consisting of properties that offer comparable facilities to evaluate the market trends and the market share available through the GDS.
- You may want to compare yourself to other properties in your chain located in different regions or with properties of a higher star rating.
- You may want to compare your property to similar properties in other regions, e.g. golf resorts, beach resorts, or properties with conference facilities, even if they are located in other geographical locations.

For more information on creating additional competitive sets, click the link to contact TravelClick [Customer Care](#).

The **Comp Set** dashboard lets you view the properties in your various comp sets while comparing various comp set metrics to your property.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period and Other Month Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Competitive Set Details

This section displays related data to your selected competitive set. **Key Indicators** compares:

Your performance to your selected competitive set for month to date. Items include **Hotels in Comp Set**, **Revenue Penetration**, **Revenue Penetration Rank**, **Room Night Penetration**, **Room Night Penetration Rank**, and **Fair Share**. Use the **Time Period** filter to view the competitive set under different time periods.

Comparison of Subscriber Performance vs. Selected Comp Set

Comparison of Subscriber Performance vs. Selected Comp Set table and chart – Displays **ADR**, **Lead Time**, **Length of Stay**, **Revenue**, **Revenue Growth**, and **Room Night Growth** for your property and compares it to the selected competitive set for the selected time period. Charts display for **ADR**, **Length of Stay**, **Lead Time**, and **Revenue Growth**.

Comparisons to last year are date aligned when an aggregated time period is selected (such as MTD, YTD, Last Quarter, Trailing 12 Months, Next 4 Weeks, etc.). Comparisons to last year are day aligned when Most Recent Week is selected; the week is compared to the comparable week last year (for example, the first week in March 2015 is compared to the first week in March 2014, regardless of the actual dates.)

Hotels in Comp Set

The **Hotels in Comp Set** table displays the properties in the selected competitive set and includes information on: **Name**, **Rooms**, **Market**, **Miles to My Hotel**, and **Fair Share**.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.

Mapping of Hotels in Comp Set and Your Hotel

Mapping of Hotels in Comp Set and Your Hotel map – The defined competitive sets are plotted on a map that shows the location and proximity of the selected competitive set to your property. Comp set properties can be viewed on a map providing you with specific location information. Click any push-pin to display contact information for the selected property. Click **Satellite** to see a real view of the area from above. For **Satellite**, choose to include **Labels** by checking the box. Click **Map** to display the above view with a road map overlay. For **Map**, choose to include **Terrain** by checking the box. Use the navigation buttons in the upper left corner to move and resize the map.

Note: Map plotting is based on geo-coordinates obtained from Google Maps. Google deems some geographic areas as “sensitive” - these areas of the map do not display streets and other details.



Popular Reports

Click the **Popular Reports** tab to display the **Popular Agency360 Reports** page that contains links to the following purpose-built reports:

- Revenue and Room Night Performance by GDS
- ADR, LOS, GDS RevPAR and Contribution by GDS
- Room Nights By Lead Time
- Rooms Booked By Length of Stay
- Arrivals by Day of Week
- Price Patterns
- Demand by Price Range and Day of Week
- Month End Summary
- Top Source Markets for Ad-Enabled Agencies
- Performance and Opportunity with Ad-Enabled Agencies
- Performance with Ad-Enabled Agencies by Rate Type
- Top Source Markets for Ad-Enabled Agencies

Popular Agency360 Reports

This section provides links to other performance related pages/dashboards. Click:

- **Revenue and Room Night Performance by GDS** to go to the **Revenue and Room Nights by GDS** dashboard.
- **ADR, LOS, GDS RevPAR and Contribution by GDS** to go to the **ADR, Length of Stay, GDS RevPAR and Contribution to Room Nights by GDS** dashboard.
- **Room Nights By Lead Time** to go to the **Room Nights By Lead Time** dashboard.
- **Rooms Booked By Length of Stay** to go to the **Rooms Booked By Length of Stay** dashboard.
- **Arrivals by Day of Week** to go to the **Arrivals by Day of Week** dashboard.
- **Price Patterns** to go to the **Business Volume by Price Range** dashboard.
- **Demand by Price Range and Day of Week** to go to the **Market Demand by Price Point and Weekday** dashboard.
- **Month End Summary** to go to the **End of Month Performance Summary** dashboard.

Revenue and Room Night Performance by GDS

Click the **Popular Reports** tab and then click the **Revenue and Room Night Performance by GDS** link on the **Popular Agency360 Reports** page to display the **Revenue and Room Nights by GDS** dashboard.

The - **Revenue and Room Nights by GDS** dashboard provides a quick view of room night and revenue performance and contribution attributable to each Global Distribution System (GDS). Use this information to identify missed opportunities based on data for to the prior year and your competitive set.

Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use the message at the top of the screen to see your revenue opportunities with ad-enabled agencies. Click either currency link within the message to view the Performance and Opportunity with Ad-Enabled Agencies purpose-built dashboard. Within the same message, click the [here](#) link to open the GDS Media Inquiry form, to inquire about TravelClick GDS media plans.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Agency Group Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Revenue and Room Nights by GDS

This section displays two parallel sets of tables and charts. The section to the left focuses on bookings and room nights, while the section on the right focuses on revenue.

Room Nights – The data displayed includes the actual statistics for the period, growth rate over the prior year, penetration, and market share. Summary data for all GDS channels appear in the top-most table. The bottom table displays information by individual GDS channel.

Note: Bookings are based on arrival date and do not include GDS bookings that were canceled or any booking activity that occurred outside the GDS, such as early/late check-out, no-shows recorded at the property, etc.

The charts at the bottom of the section display the relative percentage of room nights attributable to each GDS channel. Information specific to your property appears in the chart to the left while the chart toward the right displays the percentages for your competitive set.

Revenue – The series of tables and charts to the right of the dashboard use the same organization and display the same statistics and performance metrics as those shown for the room nights, but focus on revenue.

Use the information in these tables to monitor the areas where your property has experienced a decrease versus the prior period.



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Analyze the booking volume of each GDS channel to evaluate the contribution and impact of each channel, understand the impact of your GDS strategy and past marketing initiatives, and plan future promotions.

Monitor the values in the growth columns to evaluate performance in current period to the same period last year, for your property and the competitive set for specific GDS channels.

Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Contrast your room night growth to the comparable revenue growth to evaluate whether an increase in room nights actually resulted in increased revenue.

Evaluate both the rank and penetration. Penetration compares your market share to your fair share to indicate how close you came to your expected share of room nights. Based on your penetration level, the rank indicates your position relative to the properties included in the analysis.

Compare the charts that display the percentage of total GDS room nights and revenue from each of the GDS channels, and contrast your results against that of your competitive set.

ADR, LOS, GDS RevPAR and Contribution by GDS

Click the **Popular Reports** tab and then click the **ADR, LOS, GDS RevPAR and Contribution by GDS** link on the **Popular Agency360 Reports** page to display the **ADR, Length of Stay, GDS RevPAR and Contribution to Room Nights by GDS** dashboard.

The **ADR, LOS, GDS RevPAR and Contribution by GDS** dashboard identifies the impact and potential for each Global Distribution System (GDS) channel relative to the prior period and/or your competition. Use this performance snapshot to formulate strategies and marketing initiatives to influence future GDS business.

Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use the message at the top of the screen to see your revenue opportunities with ad-enabled agencies. Click either currency link within the message to view the Performance and Opportunity with Ad-Enabled Agencies purpose-built dashboard. Within the same message, click the [here](#) link to open the GDS Media Inquiry form, to inquire about TravelClick GDS media plans.

Use the detailed metrics to refine your analysis of your performance compared to your competition, pinpoint areas for improvement, and monitor fluctuations since the same period last year. When reviewing comparisons between the GDS channels, be aware that differences may also be due to negotiated rates with agencies through a particular GDS channel.

Analyze the booking contributions to evaluate the contribution and impact of each channel. Use this data to understand the impact of your GDS strategy and past marketing initiatives and to plan future promotions.

The variances by channel identify where your property is out-performing or under-performing relative to the competition. Review the associated details in the Agency Targeting dashboard to determine if the variance is a result of specific agency performance and also to develop strategies targeting specific agencies to grow your share of their business.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Agency Group Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

ADR, LOS, GDS RevPAR, and Contribution to Room Nights by GDS

The displayed charts and tables provide at-a-glance intelligence to quickly hone in on key booking characteristics supported by year-over-year variances, and relative rank against your competitive set.

Four charts contrast **ADR**, **Length of Stay**, **GDS RevPAR**, and **Contribution to Room Nights** for your property and your competitive set. Each of the charts provides a quick side-by-side comparison of the measure as achieved through each GDS channel.

Additional details and a comparison to performance for the same period in the prior year appear in the tables that follow. The first table provides a summary for all GDS. The subsequent tables show the same metrics for each individual GDS with negative growth rates highlighted.

Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

ADR – The information in the **ADR** chart is supported by the detailed information in the **ADR** column of the second table. The GDS ADR is calculated as GDS revenue divided by the number of room nights for a given time period. The rank identifies where your ADR places you among your competitive set. The **ADR Growth** compares the current ADR for this period to the same period in the prior year.

Analyze the booking contribution of each GDS to determine the contribution and impact of each channel. Monitor this information closely if your strategy focuses on growing length of stay at your property and/or increasing your ADR.

Length of Stay – The information in the **Length of Stay** chart is supported by the detailed information in the **Length of Stay** column of the second table. **LoS Growth** compares the current average length of stay



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for this period to the same period in the prior year. The **LoS Rank** identifies where your length of stay places you among your competitive set.

For an extended stay property or a property focusing on leisure travelers, this chart and supporting information can help you understand the type of business coming from each GDS channel. Use this information to determine pricing and marketing strategies specific to the characteristics of each GDS channel.

GDS RevPAR – The information in the **GDS RevPAR** chart is supported by the **GDS RevPAR** column of the second table. The **GDS RevPAR Rank** indicates where your GDS RevPAR places among the properties included in the analysis. The **GDS RevPAR Growth** compares GDS RevPAR for this period to the same period in the prior year.

RevPAR is calculated as GDS revenue divided by the number of rooms available for the time period. Since RevPAR considers both ADR and room nights, this metric comparison highlights the overall value of each GDS channel for your property and your competition. Many hoteliers consider RevPAR to be a better gauge of business than ADR since it better represents true revenue. If you are too aggressive in pricing, a higher ADR may result in fewer room nights and lower GDS RevPAR.

Note: RevPAR, as indicated in Agency360, is based solely on revenue received from bookings in the GDS and GDS powered websites. It does not include non-GDS revenue streams.

Contribution to Room Nights – The information in the **Contribution to Room Nights** chart is supported by the **Contribution to Room Nights** column of the second table. The **Contribution Rank**, calculated by dividing the GDS room nights by the number of available room nights, indicates where your GDS contribution to room nights places amongst the properties included in the analysis. **Contribution Growth** compares current contribution to room nights for this period to the same period in the prior year.

Contribution to Room Nights is the percentage of your available inventory that is attributable to the GDS channel. Do not confuse contribution to room nights with occupancy or percentage of occupancy.

If your GDS contribution is declining and your competition's GDS contribution is increasing, but you realized a higher ADR from the GDS channel, reassess your GDS pricing strategy to reverse the trend.

Room Nights By Lead Time

Click the **Popular Reports** tab and then click the **Room Nights By Lead Time** link on the **Popular Agency360 Reports** page to display the **Room Nights By Lead Time** dashboard.

The **Room Nights By Lead Time** dashboard displays the number of room nights and the average rate in various booking windows. The dashboard highlights booking patterns and the resulting revenue impact. The information on this dashboard, combined with the forward-looking insights in the Pace dashboards, provides a sound foundation for refining and implementing marketing initiatives to influence future Global Distribution System (GDS) business. By reviewing performance contrasted against the competitive set, you can identify successful strategies to attract business and isolate instances where you missed revenue opportunities.

The intelligence on this dashboard is an effective tool for designing advertising campaigns and for determining how far in advance these campaigns should be launched. For example, if you are below your

fair share of room nights penetration for reservations booked 15 to 30 days prior to arrival, you may decide to promote a special rate plan requiring a 21-day advance reservation.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Agency Group Filter**
- **Hotel Type Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Room Nights by Lead Time ([time period])

This section displays the total for all GDS channels in the first table. The subsequent tables identify details for each GDS channel. Each table classifies booked room nights into one of six categories. The column headers reflect the interval between the booking date and date of arrival. The value you select in the **Hotel Type** filter determines the intervals displayed.

Use this information to identify and compare booking patterns for your property against that of your competitive set for **Room Nights, Penetration, % of Room Nights, ADR, and Length of Stay**.

Combined GDS Performance - Subscriber vs. Comp Set chart – The default chart displays **% of Room Nights**. Use the **Choose Measure to Chart** drop-down list to change the chart display from **% of Room Nights** to **Length of Stay** or **ADR**. Review the bars, using the scale to the left, to compare the selected measure for your property and your competitive set. Review the line and dots, using the scale to the right, to examine room night penetration.

Analyze the data to identify booking patterns for each GDS channel to determine the optimal timing for your rate changes and appropriate restrictions on the availability of those rates. Review the chart to better understand the type of business generated through the GDS channel and also to identify the variations in your customer booking habits. Using this information, you can create pricing variations based on booking lead time and target the business appropriate for your property.

Monitor your **ADR** in each **Lead Time** column to identify any inconsistencies in your expected rate. Monitor your room night penetration levels and identify under-producing price points. Use this information to review pricing and to investigate key travel agencies contributing at that price point on the **Agency Targeting** dashboard.

Subscriber Performance By GDS chart – Compares your percentage of room nights booked for each GDS. The default chart displays **% of Room Nights**. Use the **Choose Measure to Chart** drop-down list to change to **Room Nights Penetration, Length of Stay, or ADR**.

Use this information to identify the relationship between lead time and length of stay. Are your longer stays booked further in advance? Do your last-minute bookings generally result in shorter stays? Can length of stay be impacted by lead time and by rate?



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This data enables you to identify potential rate structure inefficiencies and identify areas where your property could attract additional business based on historical demand levels within the market. Identify areas of high potential and analyze how these opportunities integrate into your overall rate strategy and your target RevPAR. Keep your business mix in mind as you define your marketing tactics.

% of Subscriber Room Nights By GDS chart – Displays percentage of room nights for your property by GDS channel.

% of Comp Set Room Nights By GDS chart – Displays percentage of room nights for your competitive set by GDS channel.

Rooms Booked By Length of Stay

Click the **Popular Reports** tab and then click the **Rooms Booked By Length of Stay** link on the **Popular Agency360 Reports** page to display the **Rooms Booked By Length of Stay** dashboard.

Use the **Rooms Booked By Length of Stay** dashboard to determine if you are achieving your rate structure goals, analyze length of stay patterns, and identify competitive positioning and opportunities to influence stay patterns and increase revenue.

The dashboard displays the number of room nights and the average rate booked for the identified lengths of stay. Use this information to determine the correlation between rate, revenue, and length of stay.

By evaluating and understanding stay patterns you can refine marketing promotions offered through the GDS. For example, if you are below your fair share of market penetration for 3+ night stays, you may decide to promote a special rate plan designed to attract longer stay customers.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Agency Group Filter**
- **Hotel Type Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Rooms Booked By Length of Stay ([time period])

This section displays the total for all GDS channels in the first table. The subsequent tables identify individual GDS channel details. Each table classifies your booked room nights into one of five categories. The column headers reflect the interval of time between date of booking and date of arrival. Your selection in the **Hotel Type** filter determines the intervals shown.

Use this data to identify the stay patterns generated by each GDS channel. Improve your forecasting accuracy by reviewing your historical Agency360 data to project future demand levels. You can achieve a better understanding of the type of business generated through the GDS channel and detect variations in

your customer stay habits. Use this information to identify potential rate structure inefficiencies, create pricing variations based on length of stays that specifically target the business appropriate for your property. Keep your business mix in mind as you define these types of marketing tactics.

Combined GDS Performance - Subscriber vs. Comp Set chart – The default chart displays **% of Rooms Booked**. Use the **Choose Measure to Chart** drop-down list to change to **Lead Time** or **ADR**. Review the bars, using the scale to the left, to evaluate your performance in the selected measure against that of your competitive set. Review the lines and dots, using the scale to the right, to evaluate rooms booked penetration for your property and your competitive set.

Use this information to determine your penetration levels for each length of stay category. Analyze your rate strategies to capitalize on your growth opportunities. For example, if your property has very few bookings for stays longer than two nights, determine whether you have extended stay rates available on the GDS. Do you have weekly and monthly rate plans loaded? Are your extended stay rate plans open for sale? Are your restrictions set too high? Combine the data on this dashboard with information on the **Agency Targeting** dashboard to determine which agencies are booking extended stay reservations and market to them.

Subscriber Performance By GDS chart – Compares your percentage of the selected measure for each GDS channel. The default chart displays **% of Rooms Booked**. Use the **Choose Measure to Chart** drop-down list to change to **Rooms Booked Penetration**, **Length of Stay**, or **ADR**.

Use this information to determine which GDS channel is producing the longest stays and the best opportunities for growth.

% of Subscriber Rooms Booked by GDS chart – Displays percentage of room nights booked for the property by GDS channel.

% of Comp Set Rooms Booked by GDS chart – Displays percentage of room nights booked for your competitive set by GDS channel.

Arrivals by Day of Week

Click the **Popular Reports** tab and then click the **Arrivals by Day of Week** link on the **Popular Agency360 Reports** page to display the **Arrivals by Day of Week** dashboard.

Use the **Arrivals by Day of Week** dashboard to examine the revenue mix and share across days of week, and refine your revenue management practices based on distribution and competitive share of arrivals.

The dashboard displays the number of arrivals, the average rate booked, and the average length of stay by day of week. You can determine the prime arrival days and price your product accordingly. Examine your performance within each GDS channel and the GDS as a whole to identify booking and stay patterns for the guests and accounts attributed to each GDS channel.

Analyze arrival patterns to plan marketing promotions to offer through the GDS channels. Gear promotions to drive business on the days where you want to increase arrivals. For example, if you are below your fair share of market penetration for Friday arrivals, adjust Friday arrival pricing strategies to attract more customers.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.



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- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Agency Group Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Arrivals by Day of Week ([time period])

This section displays the total for all GDS channels in the first table. The subsequent tables identify individual GDS channel details. Each table classifies booked room nights by the day of the week based on the day of arrival.

Use the **Arrivals by Day of Week** page to verify your pricing strategy. Are you pushing rate on your heaviest arrival days? Are you capitalizing on rate for those days by closing out lower-priced tiers? How does the ADR on those arrival days impact the length of stay? How does your ADR change from one arrival day to another?

Are your heaviest arrival days in synch with your competition? Or do they see a different pattern of arrival activity? If you identify days where the competition has a greater share of arrivals at a better rate and length of stay, how will you adjust your strategy to shift share to your property? If you are looking for incremental revenue, are increased weekend arrivals a possibility? Does your competition support this business? Pricing and revenue management strategies can be developed based on day of week trends.

Combined GDS Performance - Subscriber vs. Comp Set chart – The default chart displays **% of Arrivals**. Use the **Chart** drop-down list to change to **Length of Stay** or **ADR**. Review the bars, using the scale to the left, to evaluate your performance in the selected measure against that of your competitive set. Review the lines and dots, using the scale to the right to evaluate arrival penetration for your property.

Use this information to monitor your performance against your competitive set for each day of the week. Are your rate strategies meeting your expectations? Are your price adjustments making a difference in your production? Lower rates do not guarantee more bookings. Ensure your offerings are competitively priced and show value to the guest.

Subscriber Performance By GDS chart – Compares the subscriber's percent of arrivals by day for each GDS channel. The default chart displays **% of Arrivals**. Use the **Choose Measure** drop-down list to change to **Arrival Penetration**, **Length of Stay**, or **ADR**.

Use this information to monitor GDS performance for each day of the week. Identify the top producing GDS channel by ADR. On the **Agency Targeting** dashboard, display the agencies that provide the highest rates and identify any under-performing price points to target.

% of Subscriber Arrivals by GDS chart – Displays the percentage of arrivals for the property by GDS channel.

% Comp Set Arrivals by GDS chart – Displays the percentage of arrivals for your competitive set by GDS channel.

Price Patterns

Click the **Popular Reports** tab and then click the **Price Patterns** link on the **Popular Agency360 Reports** page to display the **Price Patterns** dashboard.

The **Price Patterns** dashboard displays either revenue or room nights (the default measure), categorized by price, for your property and your competitive set for a selected time frame and the same time frame in the prior year.

Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Using this data you can determine if your pricing strategies are resulting in the desired revenue distribution across price points. Evaluate market demand by price point to determine if your property is priced according to strategy and identify potential rate structure inefficiencies.

You can also identify pricing opportunities and evaluate how those opportunities fit into your overall rate strategy and your target RevPAR. Keeping your business mix in mind, use this information to time your rate changes and place appropriate restrictions on rate availability to attract additional business and capture share from the competition.

You can improve your forecasting accuracy by evaluating historical data to project future demand levels and refine your strategies to address unfavorable year over year variances. A review of the historical data can also improve your understanding of the type of business generated through the GDS and detect variations in your customer stay habits.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Primary Measure Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Business Volume ([measure]) By Price Range ([time period])

The table displays business volume by price range for either revenue or room nights for your property and your competitive set for a selected time frame and the same time frame in the prior year.

Note: The default measure displayed is **Revenue**. Select **Room Nights** from the **Measure** filter to change the data displayed.



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Comparisons to last year are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and ending of the time period (for example, month: July 1st – July 31st), but adding “day of week” to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use this information to identify specific price points with a growth opportunity. Look for price ranges where your competition is out pacing your property. For example, if the competitive set is receiving a large number of bookings in the \$350-\$375 price range while your property has no bookings in this range, this could be an indication your suites are not available in the GDS channel or that they are not competitively priced.

% of [measure] – Subscriber v/s Comp Set (Current) chart – Displays the percentage of total revenue or room nights for each price range for the current time frame for your property and your competitive set. The two bars shown for each price range represent the percentage of revenue or room nights achieved by your property and your competitive set.

This chart is a visual representation of the data in the table to the left. Use the chart to identify the price ranges where you are excelling and the ranges that offer the greatest growth opportunity.

Subscriber % of [measure] vs. Year Ago chart – Compares your current revenue or room night performance for each price range to the same time period last year.

Use this information to analyze your revenue trends across price tiers in comparison to the previous year. Watch for ranges that dropped considerably over the last year. Analyze how your rate strategies are affecting your revenue.

Comp Set % of [measure]- Current vs. Year Ago chart – Compares your competitive set revenue or room night performance for each price point range versus the same time period last year.

Compare this chart to the **Subscriber % of [measure] vs. Year Ago** chart to the left. Use this information to identify the competitive set pricing trends and evaluate the impact on your property. Watch for ranges that improved for the competitive set but dropped for your property. Review your pricing strategies and room availability for a possible cause. Identify price points where the competitive set lost share and determine if this is a pricing opportunity for your property.

To display the **Market Demand by Price Point and Weekday** page for the selected measure and time period, click one of the following:

- **Price Ranges** column header
- Any of the **Price Ranges** labels
- **Go To Market Demand by Day of Week** link at the bottom of the page

Demand by Price Range and Day of Week

Click the **Popular Reports** tab and then access the Demand by Price Range and Day of Week page from the:

- Popular Agency360 Reports page > Demand by Price Range and Day of Week link
- Popular Agency360 Reports page > Price Patterns link > In the Business Volume (Revenue/Room Nights) By Price Range chart, click the Price Ranges column header or any of the Price Ranges labels.
- Popular Agency360 Reports page > Price Patterns link > Click the View Market Demand by Day of Week link.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- Region, Country, Market, Portfolio Group, and Hotel Filter (Enterprise Edition Only)
- Time Period and Other Month Filter
- GDS Filter
- Competitive Set Filter
- Constant Currency Filter

Section titles and displays change based upon filter selections.

Table data changes based upon the measure selection.

Market Demand by Price Point and Weekday ([time period])

The **Market Demand by Price Point and Weekday** page displays the selected measure by price point for your property and your competitive set for the day of the week.

Use the **Show** drop-down list to change from the default **Bookings** to **% of Arrivals**, **Arrivals**, or **% of Bookings**:

- Booking – a transaction / reservation, for one or more rooms for a "one or more night" length of stay.
- Arrival – a transaction / reservation for a single room for a "one or more night" length of stay.

Cells in the table are blank for any day/rate range where no booking occurred for either your property or for your competitive set:

Use the **Market Demand by Price Point and Weekday** page to identify correlations between price points and days of the week for the selected measure. You can also identify business opportunities by comparing your performance per price point and day of the week to that of your competitive set. If you are below your fair share of market penetration for Friday arrivals, you may decide to adjust Friday arrival pricing strategies to attract more customers.

Subscriber and Comp Set Arrivals by Price Range chart – Displays the percentage of arrivals for the selected price range by day of week for your property and your competitive set. Use the **Price Ranges** drop down list to select a price range to display.

Use the table to identify price points where your competition is capturing larger shares of arrivals. Which arrival days provide your competition higher percentages of arrivals? Use the chart to examine key rate ranges in more detail. Use the **Agency Targeting** dashboard to search for agencies specifically booking in these key rate ranges.



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Subscriber and Comp Set Arrivals by Day of Week chart – Displays the percentage of arrivals by price range for the selected day of the week. Use the **Day of Week** drop down list to select the day of the week to display. Use this information to monitor price points by arrival day. In which rate ranges is your competition seeing greater percentages of arrivals? Analyze your pricing strategies to ensure maximum revenue on each day of the week.

Click any column header in the **Market Demand by Price Point and Weekday** table to go to the **Market Demand by Price Point and Weekday Detail** page.

Demand by Price Range and Day of Week

Click the **Popular Reports** tab and then access the Demand by Price Range and Day of Week page from the:

- **Popular Agency360 Reports** page > **Demand by Price Range and Day of Week** link
- **Popular Agency360 Reports** page > **Price Patterns** link > In the **Business Volume (Revenue/Room Nights) By Price Range** chart, click the **Price Ranges** column header or any of the **Price Ranges** labels.
- **Popular Agency360 Reports** page > **Price Patterns** link > Click the **View Market Demand by Day of Week** link.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period and Other Month Filter**
- **GDS Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Table data changes based upon the measure selection.

Market Demand by Price Point and Weekday ([time period])

The **Market Demand by Price Point and Weekday** page displays the selected measure by price point for your property and your competitive set for the day of the week.

Use the **Show** drop-down list to change from the default **Bookings** to **% of Arrivals**, **Arrivals**, or **% of Bookings**:

- **Booking** – a transaction / reservation, for one or more rooms for a "one or more night" length of stay.
- **Arrival** – a transaction / reservation for a single room for a "one or more night" length of stay.

Cells in the table are blank for any day/rate range where no booking occurred for either your property or for your competitive set:

Use the **Market Demand by Price Point and Weekday** page to identify correlations between price points and days of the week for the selected measure. You can also identify business opportunities by comparing

your performance per price point and day of the week to that of your competitive set. If you are below your fair share of market penetration for Friday arrivals, you may decide to adjust Friday arrival pricing strategies to attract more customers.

Subscriber and Comp Set Arrivals by Price Range chart – Displays the percentage of arrivals for the selected price range by day of week for your property and your competitive set. Use the **Price Ranges** drop down list to select a price range to display.

Use the table to identify price points where your competition is capturing larger shares of arrivals. Which arrival days provide your competition higher percentages of arrivals? Use the chart to examine key rate ranges in more detail. Use the **Agency Targeting** dashboard to search for agencies specifically booking in these key rate ranges.

Subscriber and Comp Set Arrivals by Day of Week chart – Displays the percentage of arrivals by price range for the selected day of the week. Use the **Day of Week** drop down list to select the day of the week to display. Use this information to monitor price points by arrival day. In which rate ranges is your competition seeing greater percentages of arrivals? Analyze your pricing strategies to ensure maximum revenue on each day of the week.

Click any column header in the **Market Demand by Price Point and Weekday** table to go to the **Market Demand by Price Point and Weekday Detail** page.

Month End Summary

Click the **Popular Reports** tab and then click **Month End Summary** on the **Popular Agency360 Reports** page to view a subset of the information provided on the **Overview** dashboard "as of" the end of a selected month. This performance snapshot includes information on past performance and actionable agency information. Use it to identify revenue management and sales opportunities in the distribution channels. It provides the following key metrics and performance information:

- Revenue penetration and change vs. last year for the selected month and year to date
- Revenue, room night, and ADR performance and growth for the subscriber, comp set and market for the selected month
- Revenue, revenue growth, room nights, room night growth, ADR, ADR growth, GDS occupancy, Revenue Penetration, and Penetration Variance for each month of the year
- Agency reports that show the largest revenue supporters and opportunities

Comparisons to last year ("Variance" or "Growth") are date aligned; a month or YTD in the current year is compared to the same month or YTD in the previous year.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Month Filter**
- **GDS Filter**
- **Agency Group Filter**



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- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Revenue Penetration

This section highlights the property rank within the defined competitive set for market penetration in terms of revenue for the month and year-to-date.

The revenue penetration information includes:

- **Monthly Rank** – Your revenue penetration rank within the defined competitive set for the selected time frame.
- **YTD Rank** – Your year-to-date revenue penetration rank within the defined competitive set for the current year.
- A table listing the revenue penetration, variance, and the associated revenue opportunity or surplus versus last year.
- A chart illustrating your revenue penetration for the month and year-to-date compared to the prior year.

Comparisons to last year (“Variance”) are date aligned; a month or YTD in the current year is compared to the same month or YTD in the previous year.

Use the revenue penetration information to analyze improvement in key performance measures for the current month and year-to-date. Revenue opportunity/surplus indicates how much revenue your property achieved above or below the identified fair share. You can consider positive amounts as a premium, while negative amounts indicate the cost of not receiving your fair share of business.

Performance for [Month] vs. Prior Year

This table and series of charts display highlights of critical metrics for the month and the same period in the prior year for the following categories:

- **Subscriber** – your property
- **Competitive Set** – the selected competitive set
- **Market** – all properties within your defined market

For each category, the chart lists the revenue, room nights, and ADR for the current period and previous year. The charts display gains or losses in revenue growth, room nights growth, and ADR growth percentages for your property, your competitive set, and market.

Comparisons to last year (**Growth**) are date aligned; a month in the current year is compared to the same month in the previous year.

Use this information to monitor your performance against your competitive set and designated market.

Monthly and YTD Performance

For your property and your competitive set, the **Monthly and YTD Performance** table displays revenue, room nights, ADR, and GDS Occupancy for each month. Areas of underperformance display in red in the table. The table also displays revenue penetration figures and variance. Totals are provided for YTD performance.

Comparisons to last year (**Growth** or **Variance**) are date aligned; a month in the current year is compared to the same month in the previous year.

Use this information to review performance trends and identify scenarios and/or strategies that may have caused performance variances, compared to the identified period or to your competition.

Click:

- A column header to sort the data by that column.
- An arrow in the sorted column to reverse the sort order.

Top 5 Agency Revenue Opportunities

Two tables display **Top 5 Agency Revenue Opportunities** information.

- The upper chart displays information for the month selected for the **Month End Overview** dashboard.
- The lower chart displays revenue opportunities year-to-date through the month selected for the **Month End Summary** dashboard.

This section displays the top performing agencies in your competitive set that are low performers for your property. The tables display the ADR booked by these agencies and revenue generated for your property and your competitive set for the selected month and year-to-date through the end of the selected month.

The reported **Revenue Penetration – Surplus Opportunity** is the variance between your actual revenue and your fair share (expected revenue) from that source. Negative amounts identify what you are leaving on the table by not receiving your fair share from that agency. The information provided is an actionable account list you can use to address potential business opportunities.

Click:

- A column header to sort the data by that column.
- An arrow in the sorted column to reverse the sort order.
- An agency name to go to the **Agency Profile** page.

Top 5 Agency Supporters

This table displays the top booking agencies for your property during the month, with the revenue contribution and ADR for each agency.

Comparisons to last year (**Variance**) are date aligned; a month in the current year is compared to the same month in the previous year.

Use this information to help your sales team identify your top agencies and manage the accounts for continued growth.



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Click any:

- Column heading to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** for the selected agency.

Month End Top 5 Agencies Booking into the Market

This table displays the total GDS revenue booked by the agency for the month and the year-over-year growth rate for your market and for your property.

Comparisons to last year (**Revenue Growth**) are date aligned; a month in the current year is compared to the same month in the previous year.

The top agencies for your competitive marketplace may or may not be the top agencies identified for your property. This list can identify shifting market share you can tap into for your property through direct contact with these agencies. The ADR booked by each agency helps you to evaluate the value of that source.

Click any:

- Column heading to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** for the selected agency.

Top Source Markets

Click the **Popular Reports** tab and then click **Top Source Markets** on the **Popular Agency360 Reports** page to view The **Top Source Markets** dashboard. This dashboard provides unprecedented intelligence about your business sources. Use the details in this dashboard in conjunction with the information available through the **Agency Targeting** dashboard to identify and evaluate the agencies contributing to your business from a specific market or country. This dashboard also provides the must-have information you need to design targeted GDS marketing campaigns to increase volume from your established sources and redirect your desired business from your competition.

The dashboard lists the markets and countries that provide the greatest volume of booked room nights for your property and for your competitive set. Use this information to prioritize sales resources and investments in marketing initiatives to target agencies in locations that can provide the volume and type of GDS business you wish to attract. You can also focus on those markets and/or countries where the top performing travel agencies booking into your property and the competitive set are located to be sure you retain your share of available bookings.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **GDS Filter**

- **Competitive Set Filter**
- **Constant Currency Filter**
- **Top Agencies Ranked By Filter**

Section titles and displays change based upon filter selections.

Set the number of agencies to display in the **Top** selection box of the **Top** and **By** filter. Select either **Subscriber Room Nights** or **Comp Set Room Nights** from the **By** drop-down list to determine which locations are selected and the order in which the selected locations display. Note: Charts will be hidden when more than 20 Cities/Countries are displayed.

Distribution Summary (Source Cities)

The **Distribution Summary (Source Cities)** section displays the top cities by booked room nights. The table presents a comparison between the metrics for your property and your competitive set for each major market city, sorted by the Subscriber Room Nights or Competitive Set Room Nights. Red numbers represent areas of underperformance and possible opportunity.

Comparisons to last year (**Growth, Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Use this information to quickly hone in on those cities where you wish to protect your share, and highlight the cities where you wish to focus sales initiatives to grow your share and redirect share from your competition. Use this information in conjunction with the **Agency Targeting** dashboard to identify specific agencies booking from source cities you wish to target.

The associated chart is a visual representation of the top producing locations based on the selected qualifier. Select a value from the drop-down list to chart that metric. Charts are available for each column in the associated table except **Variance**.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- City name in the **Major Market** column of the table or a bar in the chart to display a pop-up menu.

Select:

- **Top Agency Opportunities** to go to the **Top 15 Opportunities Among Agencies Located in ...** page for the selected city.
- **Top Agency Supporters** to go to the **Top 15 Agency Supporters Located in ...** page for the selected city.
- **Agency Market Leaders** to go to the **Top 15 Agencies Located in ... with bookings into the ... Market** page for the selected city.



Distribution Summary (Source Countries)

The **Distribution Summary (Source Countries)** section displays the top countries by booked room nights. The table presents a comparison of the metrics for your property and your competitive set for each source country. Red numbers represent areas of underperformance and possible opportunity.

Comparisons to last year (**Growth, Variance**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Using this information, you can quickly hone in on the geographical distribution of GDS business at a source country level. You can determine where you wish to protect your share, and highlight the countries where you wish to focus geo-targeted marketing campaigns to grow your share or redirect share from your competition. Use this information in conjunction with the **Agency Targeting** dashboard to identify specific agencies booking from the source countries you wish to target.

The associated chart is a visual representation of the top producing locations based on the selected qualifier. Select a value from the drop-down list to chart that metric. Charts are available for each column in the associated table except **Variance**.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Country name in the **Country** column of the table or a bar in the chart to display a pop-up menu. Select:
 - **Top Agency Opportunities** to go to the **Top 15 Opportunities Among Agencies Located in ...** page for the selected country.
 - **Top Agency Supporters** to go to the **Top 15 Agency Supporters Located in ...** page for the selected country.
 - **Agency Market Leaders** to go to the **Top 15 Agencies Located in ... with bookings into the ... Market** page for the selected country.

Top 15 Opportunities Among Agencies Located in ...

You can access the **Top Opportunities Among Agencies Located in...** page from:

- **Top Source Markets** dashboard > Click a location name in any table or chart, or a bar in any chart. > Select **Top Agency Opportunities** from the pop-up menu.

For the market you selected, the table displays the top 15 agencies that offer you the largest revenue opportunities. For each agency, the table lists the revenue penetration and the associated surplus/opportunity available to you for the selected time frame. The table also lists the revenue and ADR for your property and your competitive set realized through the agency.

Though the listed agencies are located in the selected market, this does not necessarily mean the bookings you received were for guests residing in that market. These agencies may be reservation centers that make bookings for travelers beyond this market. Knowing where these agencies are located helps you devise marketing strategies and plan sales calls.

By viewing the top agencies from the selected market that bring business into your market, you can identify agencies that may not typically book your property. Yet, these agencies may be prime targets for incremental revenue. Use this table to isolate agencies that are booking beyond your property and your competitive set. Take note of the revenue behind these agencies. What would it mean to your bottom line if you were to capture a share of this untapped business? Consider marketing directly to these agencies and start capturing a share of this known business.

The following filters are available for this dashboard:

- **Region, Country, Market, Portfolio Group, and Hotel** (Enterprise Edition Only)
- **Top**
- **Time Period, Other Month, Day of Week Type, and Day of Week**

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** page.

Top 15 Agency Supporters Located in...

You can access the **Top Agency Supporters Located in...** page from:

- **Top Source Markets** dashboard > Click a location name in any table or chart, or a bar in any chart. > Select **Top Agency Supporters** from the pop-up menu.

For the market you selected, the table displays the top 15 agencies that book into your market. For each agency, the table lists the revenue and ADR for your property and your competitive set realized through the agency for the selected time frame. The table also lists the revenue penetration and the associated surplus/opportunity available to you.

Identifying the top supporters of your property in this market provides you the opportunity to maintain a strong relationship with these key agencies. You should take whatever steps necessary to maintain and grow that relationship. Take note of any agency with which you have no personal relationship, and take this opportunity to reach out to them, establish a relationship, and stimulate their loyalty.

Use the comparative pricing shown to analyze ADR differentials between your property and your competitive set. Are your price variances justified or should you make adjustments in order to retain the agency's support?

The following filters are available for this dashboard:

- **Region, Country, Market, Portfolio Group, and Hotel** (Enterprise Edition Only)
- **Top**
- **Time Period, Other Month, Day of Week Type, and Day of Week**



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Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** page.

Top 15 Agencies Located in [Market]

You can access the **Top Agencies Located in** page from:

- **Top Source Markets** dashboard > Click any location name from the table, location name label from the chart, or any bar in any chart. Click **Agency Market Leaders** from the pop-up menu.

For the market you selected, the table displays the top 15 agencies that book into your market. For each agency, the table lists revenue and revenue growth for the selected location, your property, and your competitive set for the selected time frame.

Comparisons to last year (**Growth**) are date aligned based on the time period selected. However, when filtering to weekday, weekend, or day of week, the comparison is a “hybrid” of day/date alignment. The scope of the comparison is bound by the beginning and end of the time period (for example, month: July 1st – July 31st), but adding day of week to the comparison may result in comparing 4 Saturdays this year to 5 Saturdays last year. Year-over-year comparison of quarters (for example, March 1st – June 30th) could result in different numbers of weekdays, specific days of the week, etc.

Using this listing, you can identify agencies that do not typically book your property but may be prime targets for incremental revenue. Take note of the revenue behind these agencies. What would it mean to your bottom line if you were to capture a share of this untapped business?

Though the listed agencies are located in the selected market, this does not necessarily mean the bookings you received were for guests residing in that location. These agencies may be reservation centers that make bookings for travelers beyond this location. Knowing where these agencies are located helps you devise marketing strategies and plan sales calls.

The following filters are available for this dashboard:

- **Region, Country, Market, Portfolio Group, and Hotel** (Enterprise Edition Only)
- **Top**
- **Time Period, Other Month, Day of Week Type, and Day of Week**

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.
- Agency name to go to the **Agency Profile** page.

Performance and Opportunity with Ad-Enabled Agencies

Click the **Popular Reports** tab and then click **Performance and Opportunity with Ad-Enabled Agencies** on the **Popular Agency360 Reports** page to view **The Performance and Opportunity with Ad-Enabled**

Agencies dashboard.

The **Performance and Opportunity with Ad-Enabled Agencies** dashboard consists of two sections:

The **Ad-Enabled Agency Performance for all Rate Types** section displays your ad-enabled agency performance for all rate types, showing the number of ad-enabled agencies for your property and the competitive set, the revenue generated through these agencies, your revenue penetration vs. the top property in the competitive set, and your ranking vs. the competitive set. It also highlights in red the number of ad-enabled agencies below fair share and your opportunity with below fair share agencies. Click the [here](#) link in the instruction below the red boxes to open the GDS Media Inquiry form, to request a TravelClick media plan.

The **Your Performance vs. Comp Set with ALL Ad-Enabled Agencies and with ALL Ad-Enabled Agencies BELOW FAIR SHARE of Revenue** section displays a table showing ad-enabled agency performance for all ad-enabled agencies and for ad-enabled agencies below fair share, including:

- Number of Agencies
- Competitive Set Room Nights and Revenue
- Subscriber Room Nights and Revenue
- Room night penetration and opportunity/surplus (opportunity in red)
- Revenue penetration and opportunity/surplus (opportunity in red with brackets)

The charts below the table provide visual images for the table data.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Competitive Set Filter**
- **Rate Type Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Ad-Enabled Agency Performance for all Rate Types (with Opportunity)

This section of the Performance and Opportunity with Ad-Enabled Agencies dashboard displays your ad-enabled agency performance for all rate types. The boxes in this section provide:

- The number of ad-enabled agencies for your property and the competitive set
- The revenue generated through these agencies
- Your revenue penetration vs. the top property in the competitive set
- Your ranking vs. the competitive set
- The number of ad-enabled agencies below fair share (opportunity in red)
- Your opportunity with below fair share agencies (opportunity in red with brackets)



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Click the [here](#) link in the instruction below the red boxes to open the GDS Media Inquiry form, to inquire about TravelClick media plans.

Use the information provided in this section to monitor your performance with ad-enabled agencies vs. your competitive set.

Your Performance vs. Comp Set with ALL Ad-Enabled Agencies

The bottom section of the Performance and Opportunity with Ad-Enabled Agencies purpose-built dashboard displays a table and charts that compare your ad-enabled agency performance for all ad-enabled agencies and ad-enabled agencies below fair share, including:

- Number of Agencies
- Competitive Set Room Nights and Revenue
- Subscriber Room Nights and Revenue
- Room Night penetration and opportunity/surplus
- Revenue penetration and opportunity/surplus

Pay particular attention to your opportunities (**shown in red with brackets**) in the **(Opportunity) / Surplus** column. This is revenue that could be yours by working more closely with these agencies.

The bar charts below the table provide visual images to compare all ad-enabled agencies to ad-enabled agencies below fair share for:

- # of Ad-Enabled Agencies
- Ad-Enabled Agency Room Nights vs. Comp Set
- Ad-Enabled Agency Revenue vs. Comp Set

Note the numbers from the table are carried over to the chart and presented above each bar in the bar charts.

Use the legend below the bar charts for color codes.

Performance with Ad-Enabled Agencies by Rate Type

Click the **Popular Reports** tab and then click **Performance with Ad-Enabled Agencies by Rate Type** on the **Popular Agency360 Reports** page to view The **Performance with Ad-Enabled Agencies by Rate Type** dashboard.

The Performance with Ad-Enabled Agencies by Rate Type dashboard consists of two sections:

The **Ad-Enabled Agency Performance for all Rate Types** section displays your ad-enabled agency performance for all rate types, showing the number of ad-enabled agencies for your property and the competitive set, the revenue generated through these agencies, your revenue penetrations vs. the top property in the competitive set, and your ranking vs. the competitive set.

The **Ad-Enabled Agency Performance by Rate Type for ALL Ad-Enabled Agencies** section displays a table showing ad-enabled agency performance by rate type for all ad-enabled agencies, including:

- Subscriber Room Nights and Revenue
- Competitive Set Room Nights and Revenue
- Revenue penetration, revenue penetration rank, and opportunity/surplus (opportunity in red with brackets)

The charts below the table provide visual images for the table data.

You can access the Performance with Ad-Enabled Agencies by Rate Type purpose-built dashboard from:

- **Overview** dashboard > Click the **Performance with Ad-Enabled Agencies by Rate Type** link.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
- **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
- **Competitive Set Filter**
- **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Ad-Enabled Agency Performance for all Rate Types

This section of the Performance with Ad-Enabled Agencies by Rate Type dashboard displays your ad-enabled agency performance for all rate types and reports:

- The number of ad-enabled agencies for your property and the competitive set
- The revenue generated through these agencies
- Your revenue penetration vs. the top property in the competitive set
- Your ranking vs. the competitive set

Use the information provided in this section to monitor your performance with ad-enabled agencies vs. your competitive set.

Ad-Enabled Agency Performance by Rate Type for ALL Ad-Enabled Agencies

The bottom section displays a table and charts showing ad-enabled agency performance by rate type for all ad-enabled agencies, including:

- Rate Type (click a rate type name to see the same table and chart for the specific rate type.)
- Subscriber Room Nights and Revenue
- Competitive Set Room Nights and Revenue
- Revenue penetration, revenue penetration rank, and opportunity/surplus

Pay particular attention to your opportunities (shown in red with brackets) in the (Opportunity) / Surplus column. This is revenue that could be yours by working more closely with these agencies.

The charts below the table provide visual images for the table data:



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- The **Comp Set Revenue by Rate Type** pie chart displays percentages for each rate type.
- The **Revenue by Rate Type (all Ad-Enabled Agencies)** bar chart compares your revenue for each rate type to your competitive set.

Use the legends below each chart for color coding.

Top Source Markets for Ad-Enabled Agencies

Click the **Popular Reports** tab and then click **Top Source Markets for Ad-Enabled Agencies** on the **Popular Agency360 Reports** page to view The **Top Source Markets for Ad-Enabled Agencies** dashboard.

The **Top Source Markets for Ad-Enabled Agencies** dashboard provides unprecedented intelligence about your ad-enabled agency markets. Use the details in this dashboard in conjunction with the information available through the **Agency Targeting** dashboard to identify and evaluate the ad-enabled agencies contributing to your business from a specific market or country. This dashboard also provides the must-have information you need to design targeted GDS marketing campaigns to increase volume from your established sources and redirect your desired business from your competition.

The dashboard lists the markets and countries that provide the greatest volume of booked room nights for your property and for your competitive set. Use this information to prioritize sales resources and investments in marketing initiatives to target ad-enabled agencies in locations that can provide the volume and type of GDS business you wish to attract. You can also focus on those markets and/or countries where the top performing ad-enabled travel agencies booking into your property and the competitive set are located to be sure you retain your share of available bookings.

The following filters are available for this dashboard. Click a filter name to jump to that filter topic in the Getting Started section of this document.

- Under **Expand to Refine Filters**
 - **Region, Country, Market, Portfolio Group, and Hotel Filter** (Enterprise Edition Only)
 - **Time Period, Other Month, Day of Week Type, and Day of Week Filter**
 - **Competitive Set Filter**
 - **Top Filter**
 - **Constant Currency Filter**

Section titles and displays change based upon filter selections.

Top Ad-Enabled Agency Markets for All Rate Types

The top section of the **Top Source Markets for Ad-Enabled Agencies** purpose-built dashboard displays the top cities for all rate types, by total revenue. The table presents a comparison between the metrics (room nights, growth, revenue, and ADR) for your property and your competitive set for each major market city, along with figures for your penetration into each market. Red numbers in parentheses represent areas of underperformance and possible opportunity.

Use this information to quickly hone in on those cities where you wish to protect your share, and highlight the cities where you wish to focus sales initiatives to grow your share and redirect share from your

competition. Use this information in conjunction with the **Agency Targeting** dashboard to identify specific ad-enabled agencies booking from source cities you wish to target.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.

Top Ad-Enabled Agency Markets for Non-Corporate Rate Types

The bottom section of the Top Source Markets for Ad-Enabled Agencies purpose-built dashboard displays the top cities for non-corporate rate types, by total revenue. The table presents a comparison between the metrics (room nights, growth, revenue, and ADR) for your property and your competitive set for each major market city, along with figures for your penetration into each market. Red numbers in parentheses represent areas of underperformance and possible opportunity.

Use this information to quickly hone in on those cities where you wish to protect your share, and highlight the cities where you wish to focus sales initiatives to grow your share and redirect share from your competition. Use this information in conjunction with the **Agency Targeting** dashboard to identify specific ad-enabled agencies booking from source cities you wish to target.

Click any:

- Column header to sort the data by that column.
- Arrow in the sorted column to reverse the sort order.



Maintain Competitive Set

The Maintain Competitive Set functionality applies to the property editions of Agency360, Demand360, and Rate360.

As a subscriber, you selected your competitive set(s) during implementation. Thereafter, you can adjust your competitive sets individually as needed using **Maintain Competitive Set**.

IMPORTANT: You must follow the [TravelClick Hotelligence360 Competitive Set Policy](#) when making changes.

NOTE: If you make a change to an Agency360 competitive set, such as adding hotels, deleting hotels, etc., you may not make another change to a competitive set until 30 days after that change.

On the Agency360 Home page, click **Maintain Competitive Set**.

When you reach the **Competitive Set Editor** page for the property:

Select the **Subscription** and the **Competitive Set** and click **Display**.

The selected competitive set displays.

Here you are able to:

1. Create Competitive Set* - If your property has subscribed for multiple competitive sets, you can create additional competitive sets.
2. Edit - You can edit the competitive set by adding or removing properties.
3. Copy - If your property has subscribed for multiple competitive sets, you can copy an existing competitive set and edit as needed.
4. Delete - You can delete a competitive set, except for the Primary comp set.
5. View the current competitive set – You can view the list of properties in the competitive set.

TravelClick Hotelligence360 Competitive Set Policy

TravelClick provides definitions, rules, and requirements for Property Edition and Enterprise Edition competitive sets.

Click the link to view the [TravelClick Hotelligence360 Competitive Set Policy](#). You may want to print the policy to have as a reference when making changes to your competitive sets.

Tips for Navigating Competitive Set Violations

If your violation indicates the following:

Competitive Set must contain a minimum of 4 properties, Subscribing Property plus 3 competitors

This means that you do not have a minimum of 3 competitors (plus your property) showing in the comp set you are requesting. You will need to add additional competitors to the comp set in order to ensure that you have the right amount of properties included.

A minimum of two changes to the Competitive Set are required

This means that you have only made one change to the competitive set in question, likely a removal or addition of a singular property. You must make at least two changes to the same competitive set at a time. Below are some options for what qualifies as a minimum of two changes.

- One Property Addition plus One Property Removal
- Two or More Property Additions
- Two or More Property Removals

Each Competitive Set must have at least 2 differentiating properties

This means that the Competitive Set you have changed is too similar to another one of your Competitive Sets. Each set must be different from the others by at least 2 properties. Below are examples of what is allowed and what is not allowed.

Allowed:

Comp Set #1	Comp Set #2	Comp Set #3
Westin Small Town	Westin Small Town	Westin Small Town
Hilton Small Town	Hilton Small Town	Hilton Small Town
Hyatt Small Town	Hyatt Small Town	Hyatt Small Town
Sheraton Small Town	Best Western Small Town	Intercontinental Small Town
Marriott Small Town	Hilton Garden Inn Small Town	Days Inn Small Town

Not Allowed:

Comp Set #1	Comp Set #2	Comp Set #3
Westin Small Town	Westin Small Town	Westin Small Town
Hilton Small Town	Intercontinental Small Town	Hampton Inn Small Town
Hyatt Small Town	Hyatt Small Town	Hyatt Small Town
Sheraton Small Town	Sheraton Small Town	Sheraton Small Town
Marriott Small Town	Marriott Small Town	Marriott Small Town

Property must be in the same geographical region as Subscribing Property

This means that the property you selected for your comp set is more than 100 miles away from the Subscribing Property. Properties are considered to be in the same geographic region if they are within a 100 mile radius from the Subscribing Property. To fix this, remove the property that is too far away and replace it with something closer.

No single property may represent 40% or more of the Competitive Set's total room capacity.



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This means that the property indicated has a room count that makes up more than 40% of the total comp set room count. One or more properties will need to be added to bring the property that is in violation down to 40% or less. When adding properties, be cautious not to add one with more rooms than the one currently in violation otherwise the issue will just transfer to that property or both may end up in violation of the policy.

For example:

Primary Comp Set

Westin Small Town	100 Rooms	100/1045= 10%
Hilton Small Town	200 Rooms	200/1045= 19%
Hyatt Small Town	130 Rooms	130/1045= 12%
Sheraton Small Town	165 Rooms	165/1045= 16%
Marriott Small Town	<u>450 Rooms</u>	450/1045= 43%
	1045 Rooms Total	

So in this example, in order to bring the Marriott down to 40% at least one or more properties would need to be added to the comp set to bring the Competitive Set's total rooms to 1125. This would then bring the percentage for the Marriott down to 40% (450/1125=40%).

Edit a Competitive Set

You can edit the competitive set by adding or removing properties.

When you reach the **Competitive Set Editor** page for the property:

Select the **Subscription** and the **Competitive Set** and click **Display**.

The current competitive set displays.

Click **Edit** at the top right of the screen. The editor page displays.

Here you are able to:

1. Search for properties to add. You can search by:
 - Property - type or select identifying criteria for the property you want to add - property name, brand/chain, or market code.
 - Address - type or select identifying criteria for the property you want to add - property name, brand/chain, property address, city, country, state/province, or zip/postal code.
 - Distance - select a distance from your property within a radius of your choice of 0.5, 5, 10 or 20 and select **Miles** or **Kilometers**. You can limit the results by brand/chain.
2. Remove properties from the current competitive set.

Search for Competitive Set Properties

You can search by property, address, or distance.

To search by property:

1. Select **Search by Property**.
2. Type or select one or multiple search criteria:
 - Property Name - must have at least 3 characters
 - Brand/Chain
 - Market Code
3. Click **Search**.

To search by address:

1. Select **Search by Address**.
2. Type or select one or multiple search criteria:
 - Property Name - must have at least 3 characters
 - Brand/Chain
 - Property Address
 - City
 - Country
 - State/Province
 - Zip/Postal Code
3. Click **Search**.

To search by distance:

1. Select **Search by Distance**.
2. Select one or multiple search criteria:
 - Radius
 - Miles or Kilometers
 - Brand/Chain
3. Click **Search**.

Properties that meet the selected criteria display in the **Available Properties**.

- **List View** - displays the property name, brand group, chain, address, city, state, country, market, zip, phone, and capacity. Click any column header to sort the properties by that column.
- **Map View** - displays the properties on a map, along with the property name, address, city, state, country, zip, phone, and distance from your property.

You can also [edit the property details](#) or [add missing properties](#) in the **Available Properties**.



Edit Property Details

When searching for available properties, you may find the property details of an available property needs to be updated. Click the property name in the **Available Properties** to open the **Update Property Details** form.

Edit the form as needed.

The following fields are required:

- Property Name
- Phone Number
- Address1
- Country
- City
- Zip/Postal Code

Verify your email address and optionally type your name. When you click **Submit**, a TravelClick Customer Care case will be opened in your name. You will receive a confirmation email, and Customer Care will notify you by email with the case progress.

Add Missing Property to Competitive Set

If your search attempts do not return the property that you want to add to your competitive set, click the **Can't find a property?** link to open the **Add Missing Property to Competitive Set** form.

Complete the form as much as possible, making sure that all required fields are complete.

The following fields are required:

- Property Name
- Phone Number
- Address1
- Country
- City
- Zip/Postal Code

Verify your email address and optionally type your name. When you click **Submit**, a TravelClick Customer Care case will be opened in your name. You will receive a confirmation email, and Customer Care will notify you by email with the case progress.

The competitive set status is set to **PENDING** and modifications are not permitted until Customer Care reviews your request.

Add Property to Competitive Set

The procedure to add a property to a comp set is the same when editing an existing or creating a new competitive set.

1. Search for the property(s) you want to add to the competitive set.
2. In the **Available Properties**:
 - **List View** - select (check) the property(s) you want to add to the competitive set. Click **Add Selected to Competitive Set**.
 - **Map View** - on the property list, place your cursor over the property and click **Add** or on the map, click the property marker and click **Add**.

The properties are added to the **Selected Properties** section below and display in red font.

3. To search for another property or if the **Available Properties** does not contain the property you want to add, click the **Reset** button.
4. Enter new filter information and click **Search** again.
5. Repeat steps 2-4 as needed.
6. When all properties you want to add are in the **Selected Properties** list, click **Validate** to check if the changes you made are valid and to save the changes.*
7. A confirmation message displays.* Click:
 - **Continue Editing** to make additional changes.
 - **Implement Changes** to finalize and save the changes.

An error message displays if you did not follow the competitive set guidelines when you modified the competitive set. The changes that were not in compliance with the rules are listed in the error message. You must revise your changes in order to continue.

Delete Property from Competitive Set

The procedure to delete a property from a comp set is the same when editing or copying* an existing competitive set.

1. Click **Edit** or **Copy** on the Competitive Set Editor page. The search criteria page displays.
2. Scroll down to the **Selected Properties** section and locate the property you want to delete from the competitive set.
3. Under the **Action** column, click the **Remove** icon for the property. If you selected a property you did not want to delete, click the **Undo** icon.
4. When you have selected the properties that you want to delete, click **Validate** to check if the changes you made are valid and to save the changes.*
5. A confirmation message displays.* Click:

Property User Guide

- **Continue Editing** to make additional changes.
- **Implement Changes** to finalize and save the changes.

An error message displays if you did not follow the competitive set guidelines when you modified the competitive set. The changes that were not in compliance with the rules are listed in the error message. You must revise your changes in order to continue.

Create a Competitive Set

If your property has subscribed for multiple competitive sets, you can create additional competitive sets by:

- Creating a new competitive set - use this if you need a different set of properties. You can create a new competitive set when displaying any competitive set.
- Copying an existing competitive set - use this if you need a similar competitive set and only need to add or remove a few properties. Display the competitive set you want to copy

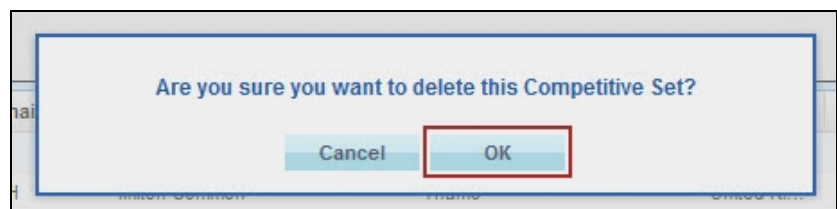
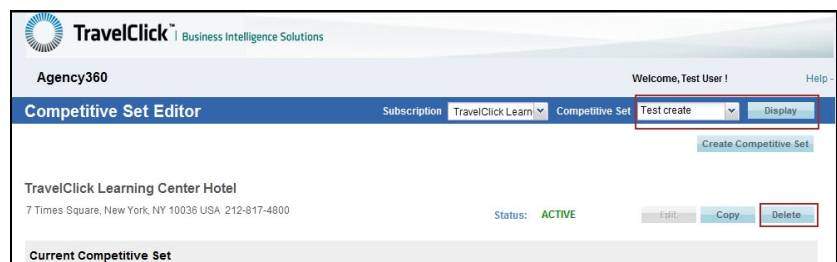
1. Click **Create Competitive Set** or **Copy**.
2. Type the new Competitive Set Name.
3. Click **Continue**.
4. [Add](#) or [remove](#) properties as needed.
5. Implement the changes.

The changes are submitted and the competitive set will be available within the Agency360 application once the competitive set is validated and the data is refreshed.

Delete a Competitive Set

You can delete a competitive set, except the Primary, by following these steps:

1. Select and display the competitive set.
2. Click **Delete**.
3. A warning message displays. Click **OK** to delete the competitive set. Click **Cancel** to exit the delete.



The competitive set is removed from the Competitive Set list.

Agency360 Best Practices - Competitive Sets

What types of competitive sets should I consider creating?

Competitive sets are valuable resources in understanding your property, your marketplace, and your property's place in the market. By defining a proper competitive set, watching it, and adjusting to it as needed, your hotel can achieve a stronger performance against the competitive set regardless of the marketplace - leading ultimately to long-term growth and success.

Consider the following types of competitive sets you may wish to define for your property.

- **Direct Competitors** – Select those properties that offer similar service or products at a comparable rate to the same potential clients in the same basic geographic region or reasonably similar geographic markets.
For example, hotels that are in the same city or neighborhood of a city compete in the “same basic geographic market” and hotels compete in “reasonably similar geographic markets” if a vacation traveler would consider other locations or cities in addition to the Customer's hotel, than those other locations or cities are in reasonably similar geographic markets (e.g., a vacation traveler may consider Fort Lauderdale, Miami and other locations along the East coast of Florida).
- **By Business Mix** – You may find you need multiple competitive sets based on your business mix.
- **Aspirational** – Select those properties you would like to compete against, but don't, generally for reasons of quality, services, or product class. Be realistic in your selection, focusing on those properties where there is a possibility of attracting their business to your property.
- **Prospecting/Fishing** – Properties, possibly outside your market, that attract your target clientele. These might be located near attractions or facilities similar to those available in your market, where the guest's decision to choose the property is not totally dependent on geographic location.

What factors should I consider when defining my competitive sets?

Typically, the two main criteria for comp set selection are geography and price. Most properties tend to select competitors that are both closest to them and those that have a similar pricing structure. While this seems obvious and rational, it may not be the most productive way to go.

Determine whom you truly compete against. As you think about your property, ask yourself the following questions about the properties you are considering including in your competitive set:

- Can I reasonably expect to steal business from this hotel?
- Does this hotel consider me a competitor?
- Do my customers consider this hotel, as well as my hotel, when making a booking decision?

If you can answer yes to all three of these questions, that property may be a candidate for your competitive set.

To pick a truly competitive set of properties, especially from a consumer decision making standpoint, you should also consider such factors as mix of business, quality of product, day of week patterns, brand loyalty programs and consumer preferences.



Property User Guide

To do this, involve your entire executive team. Visit the hotels you are considering for your competitive set as well as other hotels that offer comparable services or products. You may also find that you need to have multiple competitive sets based on your business mix. You should review your competitive set selections at least annually and in some markets more frequently.

Agency360 Best Practices

TravelClick has established some best practices to help you expedite your use of Agency360. Some practices apply to all users; others are role-based by:

- General Manager
- Marketing
- Sales
- Revenue Management

The role-based best practices are presented in a frequently-asked questions (FAQ) format. Each dashboard reference links to a specific dashboard overview topic in the online help files. When you click the link, the dashboard overview opens in a separate window. Closing the window returns you to the best practices topic.

Agency360 Best Practices - Competitive Sets

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Property User Guide

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Best Practice Tips - All Roles

Competitive Sets – TravelClick recommends you set up three competitive sets, based on your major competitive factors.

Key Alerts & Warnings (Alert Subscriptions) – Subscribe to those alerts that are meaningful to you.

Filters (Page Options) – Customize and save the filters that best fit your needs. Filters and page options are explained in the Getting Started PDF.

Drill Down Guided Analytics – Drill down to more detail within the application by clicking the links within a page.

Download Data – Use the **Export** links within the application to export the data to Excel, PowerPoint, or Web pages.

Print – Use the **print** links to print pages without extensive page formatting.

Click the **Top 150 Agencies** link to see address and phone number information for an agency.

Note: Data is refreshed Sunday afternoons, Tuesday evenings, and Thursday evenings with data through the previous day (United States Central Time).

Here's how to get quick help for Agency360:

- Online Help
- Quick Tours
- Contact TravelClick Customer Care at 847.585.5259 or customerservice@travelclick.com.

Best Practices - General Manager

Am I looking at the right competitors in my competitive sets?

Go to the **Comp Set** dashboard and set the **Competitive Set** filter accordingly. To see your main competitive set, select Primary.

How am I performing in the GDS versus the competition for a selected time period? Are we shifting share or simply growing with a buoyant market?

Go to the **Overview** dashboard and set the filter to your selected time period.

How does our property rank compared to our competitors?

Go to the **Overview** dashboard and view **Your Revenue Penetration**.

Which competitor(s) is performing best in my GDS market?

Go to the **Comp Set** dashboard. Make sure that the **Competitive Set** filter is set correctly.

Are my investments in Consortia Marketing programs paying off?

Go to the **Agency Targeting** dashboard and click **Agency Group Performance** in the **Other Agency Targeting Dashboards** section.

Note: Not all business is booked at the Consortia rate. However, since you are in the Consortia program, your property is highlighted as a participant in the program.

What agencies can we influence? How much of their business is negotiated versus non-negotiated?

Go to the **Agency Targeting** dashboard and click **Top Agencies with Rate Type Mix** in the **Other Agency Targeting Dashboards** section.

Are there any specific “trouble” periods over the next few weeks that I need my staff to focus on?

Go to the **Pace** dashboard and look for red flags in the **Stay Week** column.

Best Practices - Marketing

Did my GDS campaign shift business from the competition?

Go to the **Overview** dashboard and click **Revenue and Room Night Performance by GDS** in the **Other Performance and Revenue Management Dashboards** section. Set the filter to the time period you want to measure.

Should I consider marketing in other cities/countries of origin?

Review the **Top Source Markets** dashboard to see where your business originates.

Are my investments in Consortia Marketing programs paying off?

Go to the **Agency Targeting** dashboard and click **Agency Group Performance** in the **Other Performance and Revenue Management Dashboards** section.

Note: Not all business is booked at the Consortia rate. However, since you are in the Consortia program, your property is highlighted as a participant in the program.

Best Practices - Sales

The sales questions in this topic are more general. Additional best-practice sales questions are available for these sales topics:



Property User Guide

- Share Shifting
- My Supporters
- RFPs and Negotiations

Am I getting my fair share of business and is my business growing or declining?

Go to the **Overview** dashboard.

How can I get a printed list of agencies for offline follow up?

Go to **Agency Targeting** and click **Top 150 Agencies** in the **Other Agency Targeting Dashboards** section. Use the **Export** link at the bottom of the page to download to Excel. On the Excel spreadsheet, adjust the print settings as appropriate for your printer/paper size.

Best Practices - Share Shifting

I made a sales call to an agency last month – how is my account with that agency performing now?

Go to the **Agency Targeting** dashboard. Set the filter to the appropriate IATA or PCC. Click an agency name to see the **Agency Profile** and view the **Agency Activity for the Next 13 Weeks**.

Which of my top agencies have been or are increasing business with my competitors at my expense?

Click the **Alert Subscriptions** link at the top of the page and subscribe to **Top Agencies Shifting Revenue (Last Month)** and **Top Agencies Shifting Revenue (Next 4 Weeks)**.

What are the top agencies booking my competitors for a selected time period? Am I getting any business from these agencies?

Go to the **Agency Targeting** dashboard and click **Top 150 Agencies** within the **Other Agency Targeting Dashboards** section.

Is the business limited to a subset of my competitors? Is the bulk of the business going to a single competitor or is it evenly distributed?

Go to the **Agency Targeting** dashboard. Click an agency name to see the **Agency Profile** and view **Rank and Concentration of Business** within the general information.

Best Practices - My Supporters

Who are my Best supporters?

Go to the **Agency Targeting** dashboard and click **Top 150 Agencies** in the **Other Agency Targeting Dashboards** section. Set the **By** filter in **Expand to narrow search...** to **Subscriber Revenue**.

Are these agencies booking me when I need the business? When did we have the most business from this account?

Go to the **Agency Targeting** dashboard. Click an agency name to see the **Agency Profile** and view the **Agency Activity for the Trailing 12 Months**.

Am I getting the bulk of this business, or is it evenly distributed?

Go to the **Agency Targeting** dashboard. Click an agency name to see the **Agency Profile** and view **Rank and Concentration of Business** within the general information.

Best Practices - RFPs and Negotiations

What corporate RFPs should I pursue for the next RFP season?

Go to the **Agency Targeting** dashboard and click **Top Corporate Agencies** within the **Other Agency Targeting Dashboards** section. Sort the **Subscriber** table by **Corporate Room Nights** and the **Comp** table by **Corporate Room Nights**. Review the agencies that will allow you to shift business your way.

For existing corporate accounts, is the business still valuable? Was there enough volume produced to justify the rate and was it at the right times?

Go to the **Agency Targeting** dashboard. Click an agency name to see the **Agency Profile** and view **Agency Activity for the Trailing 12 Months** and **Agency Weekend/Weekday Profile**.

Are my negotiated rates/RFP bids appropriately priced?

Go to the **Agency Targeting** dashboard. Click an agency name to see the **Agency Profile** and view **Agency Activity for the Trailing 12 Months** and **Agency Room Night Distribution by Price Range**.

Best Practices - General Manager

What rate ranges are providing the most business to me and my competitors?

Go to the **Price Patterns** dashboard.

Is my pickup keeping pace with my competitors?

Go to the **Pace** dashboard.

Am I aware of upcoming high demand dates for me and my competitors to leverage my revenue?

Go to the **Pace Daily** dashboard. Set the **Measure** filter to Room Nights.

Are my strategies working for future ultra high demand dates – e.g. trade fairs, holidays, special events 6 to 9 months in the future?

Go to the **Pace Daily** dashboard. Set the **Stay Period Beginning** filter to the appropriate stay period beginning date.

What has been the impact of the tactics I implemented within the past 30 days? Have I increased share? Grown Revenue and Room Nights?

Go to the **Pace** dashboard. Adjust the **Measure** above the table for Revenue and Room Nights.

How much demand do we have in our market?

Go to the **Pace Daily** dashboard. Compare your results against forecast to check forecast accuracy.

What corporate RFPs should I pursue for next RFP season?

Go to the **Agency Targeting** dashboard and click **Top Corporate Agencies** within the **Other Agency Targeting Dashboards** section. Sort the **Subscriber** table by **Corporate Room Nights** and the **Comp** table by **Corporate Room Nights**. Review the agencies that will allow you to shift business your way.



General Information

System requirements, navigation and functionality, downloading and printing options, competitive sets.

System Requirements

Q: Some of the links or filter selections in the application do not work. Why?

A: This could be due to the version of your operating system or browser. Click the link to view the [Hotelligence360 Technical Requirements](#).

Q: Which browsers and operating systems are required on my computer to run Agency360?

A: Click the link to view the [Hotelligence360 Technical Requirements](#). If you have any technical issues that are not outlined in the PDF, contact TravelClick directly at the [Customer Care](#) office nearest you. You may also access the application on some mobile devices, though they are not optimized for use.

Navigation and Functionality

Q: Can I save preferred dashboard settings and views?

A: Yes, you may save any combination of filter selections using the **Page Options** button. Name the saved selections and use the selections any time you wish to quickly apply your preferred settings. Choose any one of your preferred combinations as your default for each dashboard.

Q: Is there a limit to the number of filter selection combinations that I save for each dashboard?

A: There is no limit to the number of filter combinations you can create and save.

Q: Can other users at my property use my saved filter selections?

A: Saved selections are tied to a User ID. Each user at your property must create and save their own filter selections.

Q: Why doesn't an alternate view display when I select from the drop-down menu?

A: Occasionally, a dashboard may get "hung-up" on a display. To force the dashboard to proceed to the next display, click the "Refresh" button.

Q: I have access to multiple property subscriptions. How do I switch from one subscription to another?

A: In common with other applications in the Hotelligence360 environment, there is no "direct switch" from one subscription to another. It is necessary to log out from one subscription, switch to another property in the EMC, and then access that property's Agency360.

Export and Print Functions

Q: Can I download any of the application's information onto my computer?

A: Yes, you may easily download tables from Agency360 onto your own computer. Export links are displayed just below any table where the functionality exists.

Q: What are my options for downloading?

A: There are three options for downloading and printing from the application. Choose the one that best accommodates your current printing need:

- Adobe PDF – exports into a PDF file to facilitate easy emailing or printing.
- Excel (versions 2003 or 2007) – downloads tables into a spreadsheet format. Use Excel's formatting tools to set up the spreadsheet for export to other files or for printing.
- PowerPoint (versions 2003 or 2007) – downloads tables onto a single slide.

Q: Can I download all dashboards in Agency360 into one report?

A: No. Each dashboard is a “snapshot” of information pulled from the database, based on your current filter selections. All dashboards enable live interaction with the data; the Agency360 application does not display static “reports”. Once you have displayed your desired information it may then be downloaded.

Q: Is there a way to print an entire dashboard on one page?

A: Use the Print icon to facilitate printing using your browser's print functions.

Q: Is there a way to print the information from all dashboards in one step?

A: Not currently. Since each dashboard may be customized individually and consists of live data (not static), it makes sense to print them individually.

Competitive Sets**Q: How do I know that all participants in my competitive set have submitted current data?**

A: The “As of” date seen on dashboards is restricted to the date of the least current submission of data from the participants in your competitive set. This protects you from ever seeing reports containing incomplete data. If you are uncertain about any of the data, contact your TravelClick account manager, who will investigate.

Q: Can I change my current Competitive Set?

A: As a subscriber, you selected your competitive set(s) during implementation. Thereafter, you can adjust your competitive sets individually as needed using the **Competitive Set Editor**, which you can access by clicking the **Maintain Competitive Set** link on the **Welcome** page. You must follow the [TravelClick Hotelligence360 Competitive Set Policy](#) when making changes. If you make a change to a competitive set, such as adding hotels, deleting hotels, etc., you may not make another change to a competitive set until 30 days after that change.

Q: What are the rules for competitive sets?

A: For complete rules for competitive sets, refer to [TravelClick Hotelligence360 Competitive Set Policy](#).

Dashboards

Displays and defaults, filters, alerts

Displays**Q: Can holidays be compared against each other, even though they fall on different day's year-over year?**



Property User Guide

A: Yes, by utilizing specific dates for comparison. In general, year-over-year comparisons are day aligned (1st Friday in July this year versus 1st Friday in July last year) and not date aligned (July 5 this year versus July 5 last year.)

Q: How can I check on the effectiveness of a promotion?

A: Compare your booking trends against your competition and against your previous week/year before and after the promotion was run.

Filters

Q: What is the horizon for future bookings?

A: The horizon in the GDS is 330 days.

Q: How far back does Agency360 data go?

A: Agency360 data typically is available for the last two full calendar years plus the next 12 months.

Agency360 Data

Q: Where does TravelClick get the data that is displayed in Agency360?

A: All data in Agency360 comes directly from the GDS. Any changes to GDS reservations made outside the GDS are not reflected in Agency360. For example, no-shows, guests who check out early, or those who extend their stay at the front desk are not reflected in the results.

Q: How often is the data updated in Agency360?

A: **Future** booking data is refreshed with new data feeds from our GDS partners three times each week—one feed on the weekend, and two during the week (usually Tuesday and Thursday, though this can vary). The data feed contains all reservations currently on the books for stays during the next 330 days. **Historic** data is refreshed on or about the 11th of each month in conjunction with the closest regularly scheduled data refresh (Tuesday, Thursday, or Sunday) and contains final realized bookings through the end of the most recent month. For example, the refresh on the 11th of April updates all historic bookings through the end of March.

The application displays the data refresh date on the **Welcome** page and at the top of every dashboard and the footer where the competitive set and currency are indicated.

Q: Does Agency360 include Priceline and Travelocity data?

A: No.

Q: Sometimes agency information shows as not available and the PCC is TCRLXXXX. What does this mean and why are there no agency details (names, address, phone, etc.)?

A: We are not allowed to display information from certain travel agencies due to contractual obligations with our GDS partners. This pattern of information usually indicates one of those agencies. It often represents a “robotic” GDS terminal that processes hotel bookings, with no live agent actually at the terminal.

Q: Where can I find the name of the account for which a particular agency/PCC is booking?

A: Agency360 is not designed to identify the specific companies or corporate accounts booked into your market. This report allows you to monitor the volume of such activity booked into your market and whether or not you are receiving your share of it. However, this information can sometimes be found within the agency name or address line 1 or 2. You may also refer to your rate loading instructions from your RFP acceptance notices. If you prefer, you can use the agency phone number to call the agency. Another best practice is to use the future booking information to find upcoming reservations and then place messages in your PMS for the check in agent to ask guests about their affiliation. If your hotel is part of a group, you may wish to share access amongst your group to create a shared list.

Q: How is the Rate Type Category assigned?

A: The assignment of a rate type is based on an algorithm TravelClick developed, which uses over 65,000 rules to evaluate the booking code by chain. The algorithm is based on years of industry experience, integration of data from various sources, and hundreds of hours of analysis. The process, which is a mixture of art and science, has been shown to be highly sound and provides a basis to assess the mix of business from specific agencies into their competitive set.

Q: Do the ADR and revenue figures shown in Agency360 include tax?

A: Average Daily Rate, as shown throughout Agency360, is the average of the rate shown to and booked by the travel agency. It may or may not be inclusive of taxes/VAT. Agency360 is not meant to calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.

Q: Why do Agency360 reports not match reports produced by my CRS or other reporting?

A: Agency360 was not designed to match any report produced by a hotel, its corporate office or your GDS provider. But this does not mean that one report or the other is any less accurate! It is important to remember how TravelClick collects and compiles the data that is included in the product:

- That data comes directly from our GDS partners' billing and booking databases. The GDSs will not reflect occurrences that take place solely in the hotel's PMS or CRS such as no-shows, early check-outs, direct cancels, and call center, walk-in and Internet (merchant) activity.
- In addition to these differences, your internal report may record bookings based on arrival date, departure date, booking date, and split bookings that cross over months.

Agency360 is a consistent gauge that measures all hotels exactly the same way!

Q: How are multiple LOS bookings reflected in terms of revenue or room nights on Agency360 dashboards?

A: All revenue and room nights data displayed is based on stays. Each reservation, regardless of arrival day of week or length of stay, is treated as individual stay dates. For example, a five-night stay is treated as five separate stay dates. A reservation arriving on a Thursday is counted as three weekday room nights (Thursday, Sunday, and Monday) and two weekend room nights (Friday and Saturday). The revenue is similarly split.

Q: What about bookings that cross over into the next month?

A: Only those room nights within the selected time frame are included in Agency360 displays. For example, a report that displays data through March 31 and includes a five-night reservation arriving March 29 is reported as follows: three nights (March 29 - 31) are included in the report, but the remaining nights



(April 1 – 2) are not. A historic report looking back on that booking would count three room nights (and the associated revenue) for the month of March and two room nights (and the associated revenue) for the month of April.

GDS Media and Ad-Enabled Agencies

Q: What should I expect from the GDS Media ROI report?

A: The New and Increasing GDS Media ROI report includes all rate types for all relevant GDS and revenue from both new and increasing PCCs. You can request a split by rate type, GDS, revenue from new PCCs only, and revenue from increasing PCCs only.

Q: Why does Revenue from the GDS Media ROI report not match Agency360 Revenue?

A: The revenue reported in Agency360 incorporates all GDS revenue, including GDS-powered OTAs. Revenue in the ROI report does not include revenue from GDS-powered OTAs, nor does it include revenue from agencies that are not ad-enabled.

Q: Why is the ADR from the GDS Media ROI report higher than the ADR in Agency360?

A: The ADR in the GDS Media ROI report does not include revenue from GDS-powered OTAs. As ADRs for GDS-powered OTAs tend to be lower than ADRs from traditional travel agencies, the ADR on the GDS Media ROI report may be higher.

Q: How does a GDS know if an agency is advertising - enabled?

A: Each GDS controls delivery of advertising with an on/off switch. If the switch is on, ads are served. If the switch is off, no ads are served.

Q: What steps are taken to ensure the ad-enabled agency can actually view advertisements?

A: Each GDS uses various techniques to ensure delivery of ads to human agents using their systems. These techniques include measuring transaction speed to detect robotics. The GDS turns off the ad switch for web services and APIs when the user interface is not controlled by the GDS and they cannot ensure ads will appear.

Q: Does the advertising enabled agency list regularly change?

A: Each GDS updates their ad-enabled agency list and provides the updates to TravelClick on a regular basis. There should not be much change in the list from month to month.

Q: Will TravelClick automatically include the advertising enabled agencies appearing within my Agency360 subscription when I purchase GDS media?

A: TravelClick will include advertising enabled agencies in your GDS media. The data includes information from all four GDS channels.

Q: Can I selectively target a subset of Agency360 advertising enabled agencies when I purchase GDS advertising?

A: Yes, Media Planning will design the optimal campaign for your needs.

Q: How does Agency360 calculate Revenue Opportunity?

A: We use the standard Agency360 calculation at the individual agency location (PCC level) and look only at bookings into a client and the client's competitive set. A client's fair share is equal to their share of available rooms, and the revenue opportunity is the difference between actual share and fair share. For this analysis, we only include ad-enabled agencies.

Q: Why doesn't Agency360 identify individual ad-enabled agencies?

A: As a condition for getting this information, we can only display it at an aggregate level. TravelClick has a list of these agencies and we can target campaigns at an individual agency level.

Q: Can I use Travel Agent Screen Preferencing to target these agencies?

A: No. Travel Agent Screen Preferencing applies to all hotel searches for your market and is designed to target specific agencies.

Q: Can Agency360 run a report that advises Ad-Enabled Revenue Opportunity or Surplus?

A: Yes. Subscribe to the Ad-Enabled Agencies Push alert. This report runs on the second Sunday of each month and notifies of any Revenue Opportunity or Surplus with Ad-Enabled Agencies booking Non-Neg/Other Rate Types during the preceding month. Click the link to view [Getting Started with Agency360 >Screen Components > Alerts > Subscribe to Alerts](#) for instructions for subscribing to alerts.



Agency360 Quick Videos

To view the Quick Views in Spanish:

- Haga clic en el enlace a continuación para ver [Agency360 Quick Videos en español](#).

Each Quick Tour or demonstration opens in a separate window, which may need to be resized, based on your display settings. To return to this page, close the Quick Tour window.

For a demonstration of adding and deleting properties from a competitive set, click the play button below:



Modify Competitive Set

An audio demonstration is available that provides an explanation of Fair Share and Market Share, and how the two are used to calculate revenue penetration levels. Whether you are new to Agency360 or a seasoned user who needs a refresher, click the **Audio** button below to view this demo.



Revenue Penetration Explanations

A Quick Tour demonstration is available for each Agency360 Property dashboard. Click a button below to view a demonstration for a specific Property dashboard in text (no sound) format.



Overview



Agency Targeting



Agency Profile



Month End Summary

Although it is not a quick video (as it is 15 minutes long), use this audio demonstration to learn how to import a GDS Media report into Agency360:



Import GDS Media Report into Agency360

Click a **Text** button below to view a specific Hotelligence360 Getting Started demonstration in "text" format, with no sound:



Alerts Subscriptions



For demonstrations based on the Business Questions that display on the Welcome page, click the link to view the Business Sample Demonstrations.

Quick Tours

Cada Quick Tour está disponible con texto en español, sin sonido. El Quick Tour se abre en una ventana emergente, que puede ser necesario cambiar de tamaño según la configuración de la pantalla. Para regresar a esta página, cierre la ventana emergente del Quick Tour.

Un Quick Tour está disponible para cada panel de Agency360 Edición Propiedad. Haga clic en el enlace para ver una demostración de ese panel en particular.

Overview	play
Month End Summary	play
Agency Profile	play
Revenue and Room Night Performance by GDS	play
ADR, LOS, GDS RevPAR and Contribution by GDS	play
Room Nights By Lead Time	play
Rooms Booked By Length of Stay	play
Arrivals by Day of Week	play
Performance Trends	play
Booking Calendar	play
Pace	play
Pace Monthly	play
Pace Daily	play
Pace Weekly	play
Agency Targeting	play
Top Source Markets	play
Competitor Intelligence	play



Glossary

%

% of Rooms Booked

The percentage of your total booked rooms that were booked for the length of stay shown in the column header.

% of Total

The percentage of your total revenue/room nights booked in each price range.

% of Total Last Year

The percentage of your total revenue/room nights booked in each price range in the prior year.

A

ad-enabled agency

An agency that allows ads to be displayed on its GDS screens. In traditional advertising terminology, ad-enabled is equivalent to “addressable audience” and speaks to how much of the total travel agent population one can “reach” via advertising.

ADR

Average Daily Rate, as shown throughout Agency360, is the average of the rate shown to and booked by the travel agency. It may or may not be inclusive of taxes/VAT. Agency360 is not meant to calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.

ADR chart

Compares the average daily rate (ADR) for your property and your competitive set for each GDS.

ADR Growth

A comparison between your Average Daily Rate (ADR) for a specified current time period versus the same time period one year ago. Calculated as: (ADR of current period) - (ADR for same period one year ago)

ADR Index

A comparison of your average daily rate (ADR) against your competitive set. The baseline index of a 100 means your ADR is the same as your competitive set.

ADR trends

Compares the average daily rate (ADR) for your property (Subscriber) and your competitive set over the last 12 months.

ADR/Rank

Your ranking within your competitive set based on your average daily room rate.

Agency Comp Set Revenue

The competitive set revenue generated by the identified agency.

Agency Group

A large, prominent group of affiliated agencies, such as AMEX, CWT, BCD, HRG, Travelocity RADIUS, Flight Centre, AAA as well as others smaller agency groups.

Agency Subscriber Revenue

The subscriber revenue generated by the identified agency.

Alert Subscriptions

A link displayed in the top banner of a Hotelligence360 application, which allows you to subscribe or unsubscribe to system alerts.

Alerts

A Hotelligence360 tool that notifies you in the event that a certain threshold or condition has been met. The “Alerts!” indicator is displayed on your toolbar if and when triggered by such an event.

ALoS

The average number of nights a guest stays at a property. Average length of stay is calculated by determining the LoS for individual bookings in a given reporting period and taking the average over that reporting period.

Arrival Penetration

Your percentage of arrivals relative to your expected share. A baseline penetration of 100 indicates you are achieving your fair share. Penetration above 100 indicates you are surpassing your fair share and below 100 indicates you are falling short of your fair share.

arrivals

Number of stays with arrivals on the indicated day.

Average Daily Rate (ADR)

A standard measure used to compare property revenue between properties and/or within a property across a specified time period. It is sometimes referred to as ARR (Average Room Rate). Calculated as: (Total Revenue for Period) / (Total Room Nights for Period)

B

booked revenue

Anticipated revenue based on current bookings.

booking

Net bookings based on arrival date. It does not include GDS bookings that were cancelled, or any activity outside the GDS such as early/late check-out, no-shows, etc.

Bookings As Of

Selected date from the Bookings As Of drop-down list determines the time frame displayed. Choose the current date or any previous one week interval. Switch between current and past dates to review volume pacing for each arrival date.

Brand

A chain or family of related chains.

bubble chart

Displays top agency opportunities and successes. The size of the bubble represents the revenue booked by this agency.



buildup

The cumulative amount of daily or weekly bookings for stays for a selected stay week or selected stay date.

business intelligence

An umbrella term popularly used across industries, business intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. The most common tools used for generating BI are simple query and reporting, online analytical processing, statistical analysis, forecasting and data mining.

business intelligence application

Application that enables intelligent customer interaction with third-party data to provide rich business insights used for decision support.

By filter

Your selection from the drop-down list determines the metric used to select and sort the data in the tables and charts.

C

calendar

A day-by-day view of a selected measure for the three month period selected in the 3 Months Starting filter or the individual month selected from the date selection drop down list.

changes since last week

Compares your current penetration to that of a week ago. A green upward arrow displays for dates where penetration increased beyond your defined threshold. A red downward arrow displays for dates penetration decreased below your defined threshold.

Cloud computing

A new delivery model for IT application services which, based on the Internet, provides for the provision of dynamically scalable and often virtualized resources as a service over the Internet. Typical cloud computing providers deliver common business applications accessed through a web browser with software and data stored on servers.

Comp Set

A competitive set consists of selected properties that are similarly priced, offer similar amenities, and have a similar business mix as your property. The averaged, aggregated, or mean metrics for these properties are compared to your property's metrics throughout the application for performance analysis and trending. A listing of the properties included in the selected competitive set appears displays in the footnote at the bottom of the dashboard or page.

Comp Set Revenue

Aggregated Revenue generated by the properties in your selected competitive set from GDS bookings.

competitive set

A competitive set consists of selected properties that are similarly priced, offer similar amenities, and have a similar business mix as your property. The averaged, aggregated, or mean metrics for these properties are compared to your property's metrics throughout the application for performance analysis and trending. A listing

of the properties included in the selected competitive set appears displays in the footnote at the bottom of the dashboard or page.

Competitive Set filter

Select a competitive set from the drop-down list to use as the basis of the competitive set metrics displayed on the dashboard.

Consortia rate

A rate or rate plan contracted between a property and a group of travel agencies.

Consortia rate type

Bookings associated with an array of consortia programs (e.g., AMEX, CWT, THOR, Radius, ABC, etc.). While properties can be connected to more than one consortia, Agency360 only recognizes the agency's most productive consortia.

contribution

Total room nights contributed through the Agency360 sources, as a percentage of total room nights for the period. Calculated as: $\text{Room Nights} / (\text{Total Rooms} \times \text{number of days in the period})$

Contribution Growth

Comparison between your room nights contribution for a specified current time period compared to the same time period one year ago.

Contribution Rank

Your relative position based on your contribution to room nights compared to that of properties in your competitive set.

Contribution to Room Nights

The percentage of your available room nights consumed by your GDS business. Calculated as: $(\text{Total Room Nights for a Period}) / [(\text{Total Rooms}) \times (\text{Total Number of days in Period})]$

corporate rate type

Bookings associated with a corporate negotiated program (e.g., IBM, Goldman Sachs, Ford Motors, etc.). Note: Agency360 is not designed to identify the specific company or corporate account booked. This filter selection allows you to monitor the volume of such activity booked into your market, and whether or not you are receiving your share of it.

currency

The type of currency selected by the property to populate the Hotelligence360 application reports.

current

Reporting period selected in the Time Period field of the filter on the dashboard or page.

D

dashboard

A presentation of data in an online environment that helps surface the most relevant pieces of information for an end user. Click a tab to change to the identified dashboard.

**date aligned**

In date aligned comparisons, the current performance is compared to the exact same dates last year. For example, the MTD period of 1 Jan – 13 Jan 2014 is compared to the period of 1 Jan – 13 Jan 2013, regardless of days of the week. "calendar aligned" comparisons refer to same month, year over year. For example, March 2015 is compared to March 2014. Generally, any dashboard, table, or chart that reports at a monthly grain or an aggregate period (such as MTD, YTD, Last Quarter, Trailing 12 Months, etc.) is date aligned.

day aligned

In day aligned comparisons, the current performance is compared to the same day or set of days last year, which is typically 364 days prior to the current period/date. For example, the first Friday in January of this year is compared to the comparable Friday last year, regardless of the actual date. Generally, any dashboard, table, or chart that reports at a stay date or stay week grain (e.g. 7 Day Stay Period) is day aligned.

decliner

Properties that achieved more than their fair share but are losing penetration.

Download

Click the Download link to download the table and/or chart data in a format compatible with the selected program. Select Download Excel, Download PowerPoint, Download Excel 2000, Download Data, or Download Web Page (MHTML).

dynamic competitive set

Temporary competitive set used to evaluate the composition of the competitive set being built.

E

electronic RevPAR

The total room revenue contributed through the GDS per available rooms in the property. Electronic refers to the revenue from the GDS and Internet Channels covered by Agency360 and is used to differentiate this calculation from RevPAR for the entire property - $GDS \text{ Room Revenue} / (\text{Total Rooms} \times \text{Number of Days in the period})$

Ellipsis

Click this button to display a Multi-Select dialog box for a filter.

Enterprise Comp Set

A competitive set of properties used for performance analysis and trending. Each portfolio group must have a defined Enterprise Primary competitive set. Each portfolio group will also have an Enterprise Local competitive set consisting of an aggregate of all the property competitive sets. You may also define additional competitive sets based on trait or other factors using the Enterprise Comp Set Builder.

Enterprise Competitive Set

A competitive set consisting of chains and/or brands competing for the same business as the enterprise.

Enterprise Local Competitive Set

A competitive set consisting of an aggregate of individual property competitive sets that are part of a given portfolio group.

Enterprise Primary Competitive Set

A competitive set identified at an enterprise level for each portfolio group, typically comprised of chains and/or brands or a list of individual properties that the portfolio group competes with.

F

fair share

The percentage of your property's supply of rooms relative to the competitive set. Calculated as: (Total Rooms for Property) / (Total Rooms for Property + Sum of Total Rooms for all properties in the Comp Set)

fair share baseline

100% of your fair share of GDS bookings.

filter

Each dashboard includes one or more filters you can be set to refine the data displayed in the dashboard elements.

footer

Display at the bottom of most Hotelligence360 application pages that shows your currency, fair share, market, and various information about your competitive set.

G

GDS

Reservation networks that provide travel agencies access to worldwide travel inventories through direct linkage with the reservation systems of hotel, airline, car rental, and travel agencies. The premier GDS are Amadeus, Galileo, Sabre, and Worldspan.

GDS filter

Limits the display to a specific GDS.

GDS Occupancy

Your GDS room nights as a percentage of available room nights.

GDS RevPAR

The GDS revenue generated for every room in your property, for each night of the period. Calculated as: (Total Revenue for Period) / (Total Room Nights Available for guests for Period)

GDS RevPAR chart

Compares the GDS RevPAR for your property and the competitive set for each GDS.

GDS RevPAR Growth

A comparison between your GDS RevPAR for a specified current time period versus the same time period one year ago.

GDS RevPAR Rank

Your relative position based on your GDS RevPAR compared to the properties in your competitive set.



Global Distribution System

Reservation networks that provide travel agencies access to worldwide travel inventories through direct linkage with the reservation systems of hotel, airline, car rental, and travel agencies. The premier GDS are Amadeus, Galileo, Sabre, and Worldspan.

growers

Properties that achieved less than their fair share but are still growing their penetration.

growth

A comparison between a metric for a specified current time period versus the same time period a year ago or a week ago.

Growth Relative to Comp Set

Growth of the subscriber properties for the specified metric compared to the growth for the competitive set.

Growth Relative to Market

Growth of the subscriber properties for the specified metric compared to the growth for all properties in the market.

Growth Relative to Region

Growth of the subscriber properties for the specified metric compared to the growth for all properties in the region.

guided analytics

Guiding to the proper data, for users who might not know how to find the data otherwise. In effect, it takes the expertise of the best analysts and provides everyone in the organization with similar capabilities.

H

hybrid

Displays a "sky" view with a street name overlay and the locations of your competitive set and your property within the Comp Set dashboard.

I

IATA

International Association of Travel Agents – the organization that certifies travel agencies and assigns an eight-digit numeric ID. Travel agents use IATA numbers to identify reservations made through them, so that properties can pay commissions accordingly. This ID number is also often referred as the "ARC" number (Airline Reporting Corporation) for travel agencies in the United States.

K

Key Alerts and Warnings

Key Alerts and Warnings flag conditions that can impact your GDS business. Click the alert link to review supporting information for the alert.

L

lagging

Properties that did not achieve their fair share and are losing penetration.

last week

Current measure compared to the same time period a week ago.

last year

Represents a specific time period one year ago, defined in the filters on a dashboard or page.

lead time

Lead time is the number of days between the date a reservation is booked and the date the guest arrives at the hotel.

leader

Properties that achieved more than their fair share and are growing their penetration.

Length of Stay

The number of nights a guest stays at a property. Calculated as: Departure date - Arrival date

Length of Stay (LoS)/Rank

Your relative position based on your length of stay (LoS) compared to the properties in your competitive set.

LOS

The number of nights a guest stays at a property. Calculated as: Departure date - Arrival date

LoS Growth

A comparison between your average length of stay for a specified current time period compared to the same time period one year or one week ago. Calculated as: (ALoS of current period) - (ALoS for same period one year ago)

M

map

Displays a street map with the locations of your competitive set and your property within the Comp Set dashboard.

market

The aggregation to major market areas typically based on airport/city codes. Some codes are aggregates of multiple airports. For example, NYC includes LaGuardia, Kennedy, and Newark.

market penetration

Your performance relative to your expected share. The baseline of 100 means you are achieving your fair share. Calculated as: (Market Share of Subscriber) / (Fair Share of Subscriber)

market share

Your actual percentage of GDS business booked by your hotel and the competitive set. Calculated as: (Measure of Subscriber) / [(Measure of Subscriber) + (Sum of Measures for Competitive Set)]



Market Share Rank

The rank of your market share compared to that of the properties in your competitive set.

measure

Your selection from the drop-down list determines the metric used to select and/or sort the data in the tables and charts.

MTD Rank

Your revenue penetration, measured from the first date of the current month through the date of the data capture, compared to that of the properties in your competitive set.

multi-select

An option which allows you to select multiple items from a list to include in a filter.

N

non-negotiated

Bookings that are not classified as either Corporate or Consortia. These include rack, association (e.g., AAA, BAA), military, and government rates in addition to bookings that cannot be specifically identified as corporate or Consortia.

Not Affiliated

Refers to travel agencies that are not affiliated with any of the agency groups and consortia identified in Agency360.

O

opportunity

Surplus identifies the revenue your property captured above your fair share. Opportunity identifies the revenue your property lost by not achieving your fair share.

other rate type

Bookings that are not classified as either Corporate or Consortia. These include rack, association (e.g., AAA, BAA), military, and government rates in addition to bookings that cannot be specifically identified as corporate or Consortia.

P

page options

Selections at the top right corner of a Hotelligence360 application page - use them to clear, save, rename, delete, or clear filters.

parent brand

Umbrella brand for a group of chains or brands.

PCC

Pseudo-City Code – a GDS identifier that distinguishes one travel agency location from another. A pseudo-city code is generally a three- to five-character code (alpha, numeric, or combination), depending upon the GDS.

Pseudo-city codes are necessary for negotiated rates, as these rates can be defined or secured to an agency using their pseudo-city code.

penetration

Your performance relative to your expected share. The baseline for penetration of 100 means you are achieving your fair share.

penetration above

Determines the threshold at which the color of the penetration value shows as green.

penetration below

Determines the threshold at which the color of the penetration value shows as red.

Penetration Difference vs. Comp Set

The difference between the revenue penetration for your property and the revenue penetration of the competitive set for a given agency.

penetration rank

The rank of your penetration compared to that of the properties in the competitive set.

Penetration Variance

A comparison between your penetration for a specified current time period versus the same time period one year ago.

percent growing penetration

Percentage of the listed properties that increased penetration within the selected time frame.

percent growing revenue

Percentage of the listed properties that increased revenue within the selected time frame.

percent of arrivals

For the identified week, the percentage of your GDS arrivals booked for the identified arrival day.

percent of room nights

The percentage of your total room nights booked within the time range, shown in the column header.

Pickup

The variance between room nights (or revenue) for the current time period versus the same period last week (or last year).

point change

The variance, displayed in percentage points, between your current % of Total for this period and the same period one year ago.

portfolio group

A logical grouping of properties based on a common trait or attribute such as corporate structure, product type, revenue management clusters, sales divisions, etc. used for analysis and reporting.

price range

A range (bucket) of room rates.



push alert

An alert available in the Alert Subscription menu that runs on a regular, scheduled basis. Configure an email address with the My Account link, to have the report automatically emailed on each report date.

push report

An alert available in the Alert Subscription menu that runs on a regular, scheduled basis. Configure an email address with the My Account link, to have the report automatically emailed on each report date.

R

rank

Your performance compared to that of properties in your competitive set determines your rank.

rank and concentration of business

Performance figures that are part of every Agency Profile page, comparing your performance with the profiled agency to the top two properties from the competitive set.

rate range

A range (bucket) of room rates.

rate type

A filter giving you the ability to view agency sold through Consortia, corporate, or non-negotiated/other categories.

region

World regions: Asia, Europe, Middle East/Africa, North America, South America, South Pacific. All Choices and Not Available may also appear display in the selection list.

relative growth

The difference between the subscriber's growth rate and that of their competitive set. For example, if the subscriber's growth rate is 15% and the competitive set's growth rate is 10%, the subscriber's relative growth is 5%.

revenue

Revenue generated by your GDS bookings.

Revenue Development Index

The percentage of your overall revenue received from a specific agency compared to the percentage of your competitive set's revenue from that same agency. An index of 100 indicates you received the same percentage as your competition.

revenue growth

A comparison between your revenue for a specified current time period compared to the same time period one year ago. Calculated as: $[(\text{Revenue this year} - \text{Revenue last year}) \times 100] / \text{Revenue last year}$

revenue last year

Revenue generated by your GDS bookings from last year for the time period selected in the filter.

revenue opportunity

The difference between your actual revenue and your fair share of revenue. A positive number indicates a surplus i.e. your hotel earned more than its fair share of revenue. A negative number is an opportunity.

Calculated as: $(\text{Revenue of subscriber}) - [(\text{Fair Share of Subscriber}) * ((\text{Revenue of Subscriber}) + (\text{Sum of Revenue for Competitive Set}))]$

revenue penetration

Your revenue relative to your expected or fair share. The baseline of 100 means you are achieving your fair share. Calculated by: $(\text{Revenue Share of Subscriber}) / (\text{Fair Share of Subscriber})$

Revenue Penetration Variance

The difference between revenue penetration for the selected time frame and for the same period one year ago.

revenue pickup

The change in the booked revenue for the time frame.

revenue surplus

The difference between your actual revenue and your fair share of revenue. A positive number indicates a surplus i.e. your hotel earned more than its fair share of revenue. A negative number is an opportunity.

Calculated as: $(\text{Revenue of subscriber}) - [(\text{Fair Share of Subscriber}) * ((\text{Revenue of Subscriber}) + (\text{Sum of Revenue for Competitive Set}))]$

room nights

The number of room nights resulting from your GDS bookings during the time frame defined on the dashboard. Room nights data displayed is based on stays. Each reservation, regardless of arrival day of week or length of stay, is treated as individual stay dates.

Room Nights %

The percentage of total room nights booked within the identified price range.

room nights growth

A comparison of room nights for a specified current time period versus the same time period one year ago.

Calculated as: $[(\text{Room Nights this year} - \text{Room Nights last year}) \times 100] / \text{Room nights last year}$.

room nights penetration

Your room nights relative to your fair or expected share. The baseline of 100 means you are achieving your fair share. Penetration above 100 indicates you are surpassing your fair share and below 100 indicates you are falling short of your fair share. Calculated by: $(\text{Room Nights Share of Subscriber}) / (\text{Fair Share of Subscriber})$

rooms booked

Net bookings based on arrival date. This figure does not include bookings made then cancelled in the GDS, or any activity that occurred outside the GDS, such as early/late check-out, no-shows, etc.

S**satellite**

Displays “sky” view with the locations of your competitive set and your property within the Comp Set dashboard.



share shift

The agency revenue your property is gaining from or losing to the competitive set compared to prior year performance.

stay week

Any booking where the arrival date occurs during that week

subscriber

Your property.

Subscriber Revenue

GDS revenue generated by bookings for each arrival date.

Subscriber Revenue Penetration Index

Your revenue relative to your expected or fair share. The baseline of 100 means you are achieving your fair share. Calculated as: $(\text{Revenue Share of Subscriber}) / (\text{Fair Share of Subscriber})$

suite

A collection of applications, often sharing a similar user interface and the ability to smoothly exchange and otherwise allow for the interaction of data with each other.

surplus

Surplus identifies the revenue your property captured above your fair share. Opportunity identifies the revenue your property lost by not achieving your fair share.

Surplus / (Opportunity)

Surplus—a positive number in black—identifies the revenue your property captured above your fair share.

Opportunity—a negative number in red—identifies the revenue your property lost by not achieving your fair share.

T

threshold

Set the values in the Threshold for Red/Green Highlighting selection boxes to customize the penetration alerts and week-over-week change indicators.

V

variance

For a metric, the difference between a specified current time period versus the same time period one year ago.

W

weekend stay

A Friday and/or Saturday night stay.

Y

year ago

The value of the selected metric for the identified time frame one year ago.

YTD rank

Your revenue penetration measured from the first date of the current year through the reporting date. Your penetration is compared to your competitive set to determine your rank.

Release Information

Find the latest release information with the following link:

- [Agency360 3.1 Property Client Release Information](#)

Agency360 Training

TravelClick designs learning experiences to meet your business and learning needs, in two formal learning styles – self-paced and instructor-led:

- Self-paced courses allow you to control the pace and direction of your learning experiences. These courses are available online, 24 hours a day. Login in required.
- Instructor-led sessions are led by our certified training specialists. These sessions are conducted online and offered by schedule.

To see what courses TravelClick offers and how to register for a course, visit the TravelClick Learning Services website for more information!

<https://www.travelclick.com/learning-agency360.html>



Contact Customer Care

To contact Customer Care, visit <https://www.travelclick.com/customer-portal.html> and complete the short form that will direct your concern to the correct Customer Care representative. On this same page, you will also find a list of Customer Care telephone numbers for each language and region.

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Property User Guide

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