

MAXIMIZING REVENUE



TravelClick[®]

KNOW | ACQUIRE | CONVERT | RETAIN

Remington IBT Training

Jessica Purslow & Joan King

July 2019

Today's Objective?

To make you an **Agency360 Super User.**

- **About TravelClick & the Agency360 Tool**

- The GDS channel, explained
- GDS contribution for Remington Hotels

- **Top 5 Best Practices of a Super User**

- Back to Basics
- Tips & Tricks

- **Working Session**

- Test your knowledge!

Travelclick delivers global expertise and local knowledge to grow your revenue

30+ years of experience

50,000+ hotel customers

176 countries

1,100+ employees

14 global offices

Our dedicated field sales, account management, and service teams have deep knowledge of the communities where your hotels operate, and they draw from proven industry experience.



ATLANTA

BARCELONA

BUCHAREST

CHICAGO

DALLAS

DUBAI

HONG KONG

MELBOURNE

NEWYORK

ORLANDO

OTTAWA

PARIS

SHANGHAI

SINGAPORE

5 lines of integrated business solutions work together to drive revenue to your hotel



Web Solutions

- Responsive Websites
- Search Engine Optimization
- Social Media Optimization
- Video Solutions



Business Intelligence

- Rate360®
- Agency360®
- Demand360®
- Enterprise Solutions™



Reservations Solutions

- iHotelier® Central Reservation System™
- iHotelier® Web 4.0™
- iHotelier® Mobile™
- iHotelier® GDS & ODD
- TravelClick Channel Management™
- iHotelier® OTA Sync™
- iHotelier® VoicePro™
- iHotelier® Demand Services™
- iHotelier® PMS Integrations™



Guest Management Solutions

- Complete picture of guest behavior
- Targeted E-Mail Campaigns



Media Solutions

- Single Media Subscription
- Sabre Spotlight
- Travelport Featured Property
- GDS Media

TravelClick offers three industry leading Business Intelligence products

	Rate360®	Agency360®	Demand360®
Description	We gather over 10 billion monthly rates from hundreds of data sources	We have 100% of reservations made through the major GDS'	We receive daily Forward-looking demand data from major brands
Data Source	We gather rates from more than 358 sources: <ul style="list-style-type: none"> • 196 hotel brand.com sites • 160 online travel agencies • GDS 	We receive every booking from: <ul style="list-style-type: none"> • Sabre • Galileo • Worldspan • Amadeus 	We receive all reservations and group sales blocks from: <ul style="list-style-type: none"> • Marriott • Hilton • InterContinental • Four Seasons • FRHI • Shangri-La • Omni • Kimpton • Loews
Future Data	✓	✓	✓
Historical Data	✓	✓	✓
Data Refresh	Daily	Daily	Daily

What is the GDS And Why Should You Care?



What is the GDS?

- _ One stop Shop for Travel Agents – Air, Car, Hotel, Tour, Cruise
- _ Ability to create a single itinerary from one source
- _ Directly connected to many providers with dynamic inventory

- _ The preferred method of booking for seasoned travel agents
- _ Updated interfaces to make it friendly for new agents

How did we end up with the GDS channels?

It all started with a Lazy Susan!



- _ Think pre-Internet
- _ Customers had to go to travel agents, a booking office or call to book flights
- _ Travel Agents had to call the airlines and book everything by hand
- _ Airline staff retrieved an index card for that flight/date from a Lazy Susan and checked availability

A chance encounter on a coast-to-coast flight

_The president of American Airlines and a sales rep for IBM, met on an American Airlines flight from Los Angeles to New York

_Their conversation resulted in an idea for an electronic system that could manage reservations and provide inventory

_After many years of effort and a development cost of almost US \$40 million, Sabre was born



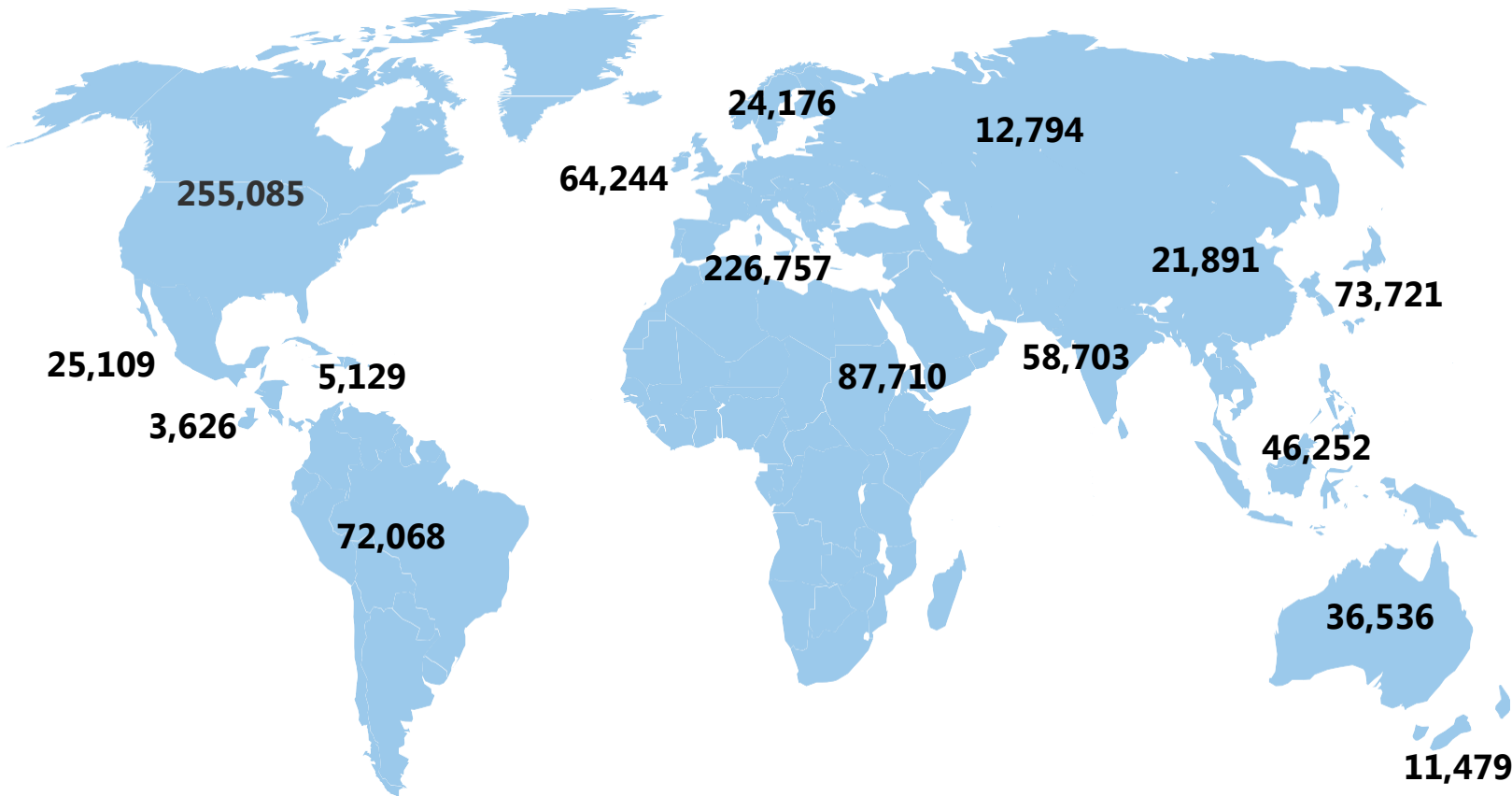
Hotel System Connection to the GDS



GDS CHANNEL HEALTH CHECK



Travel agents now book itineraries across a network of one million terminals at four major GDSs



amADEUS
Your technology partner

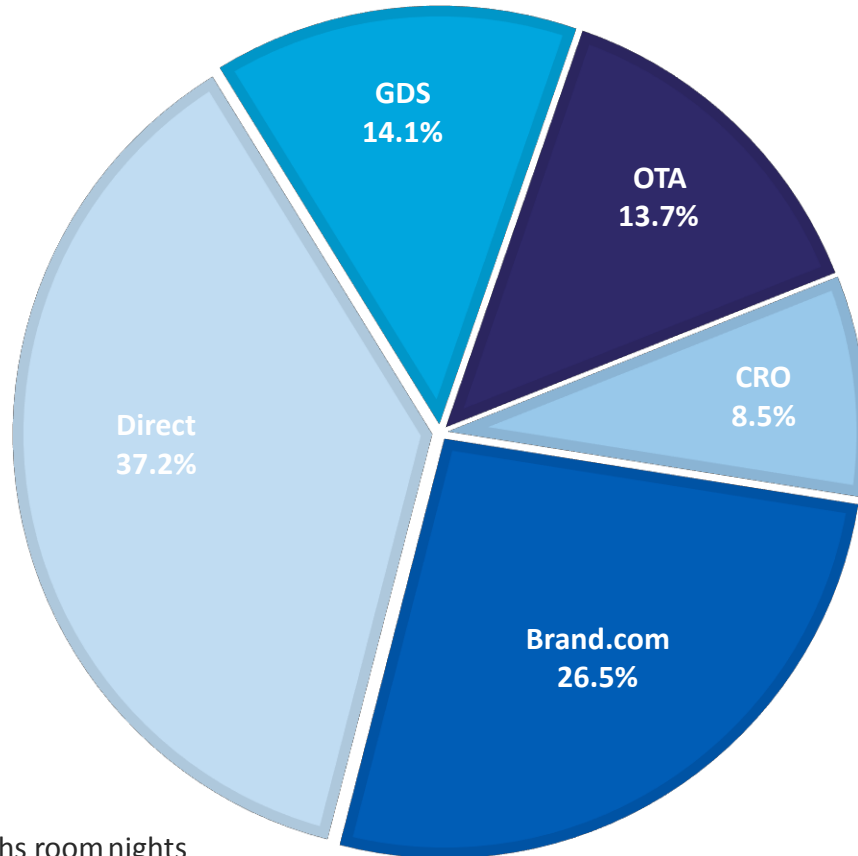
Sabre Hospitality Solutions.

Worldspan
by Travelport

Galileo
by Travelport

2018 Contribution By Booking Channel

UNITED STATES – ALL MARKETS

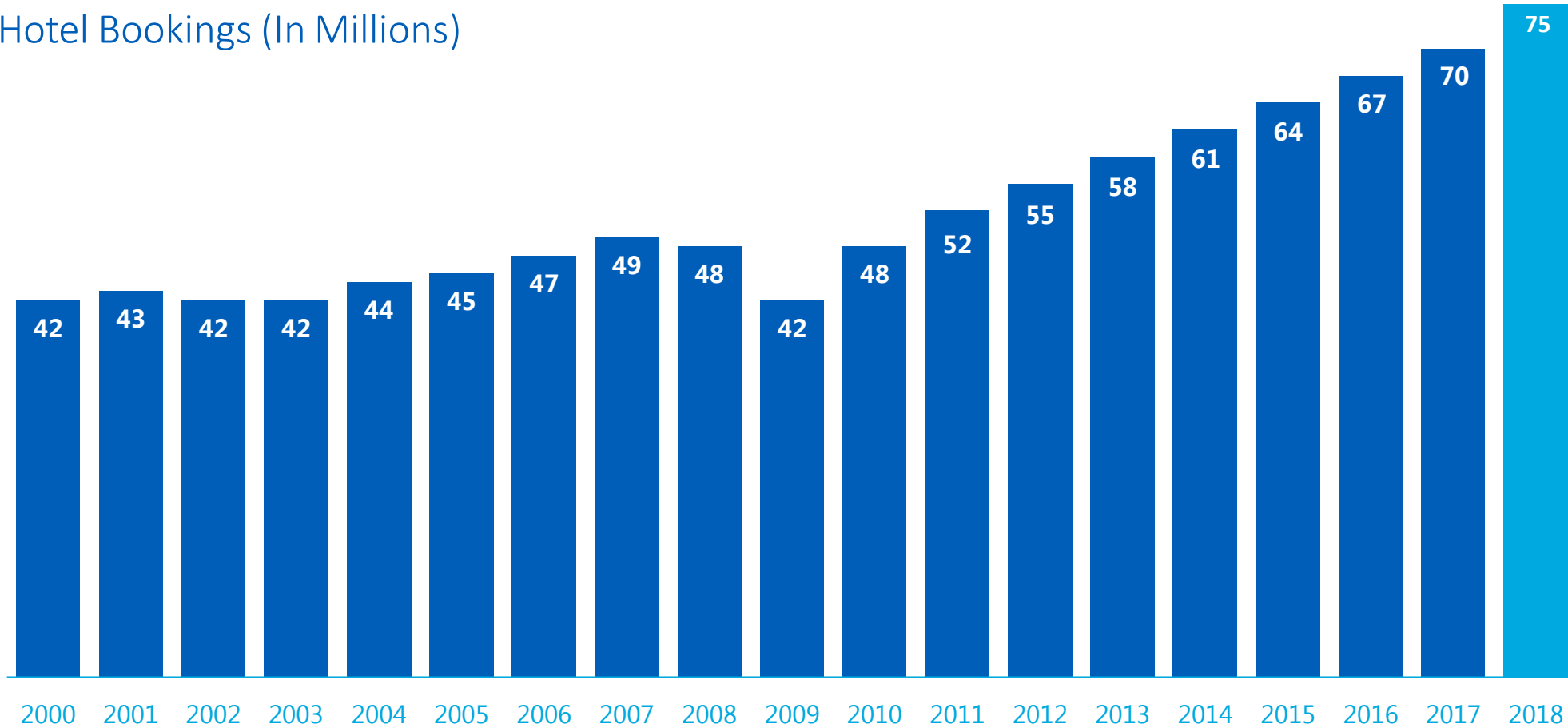


Trailing 3 months room nights

United States – All Markets YOY Variance	
Booking Channel	Percentage
Brand.com	+ 1.0%
Direct	- 0.4%
GDS	+ 0.7%
OTA	+ 0.2%
CRO	- 1.6%

GDS | Historical year over year performance

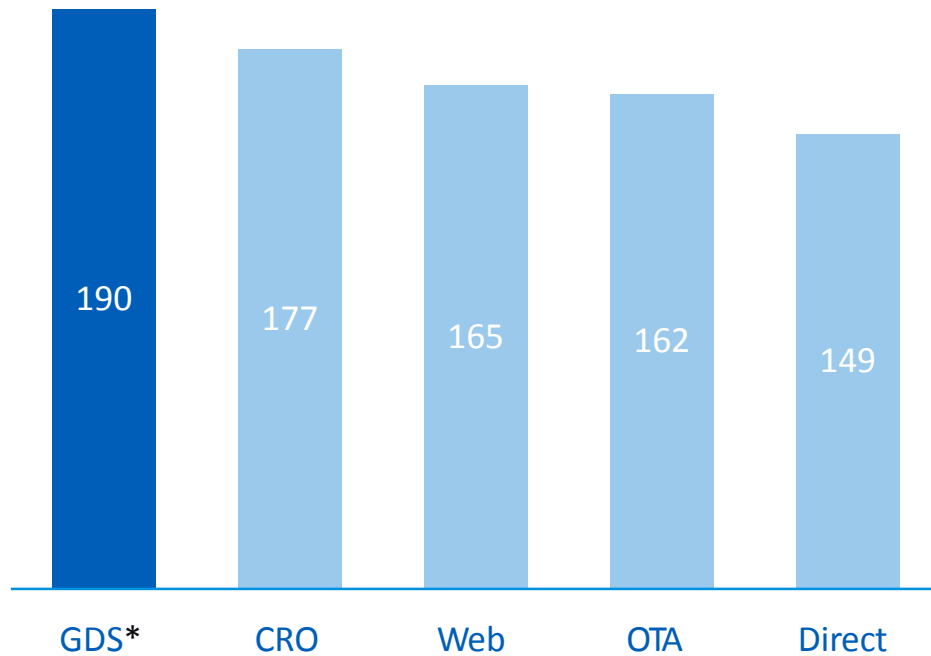
Hotel Bookings (In Millions)



Copyright © 2019, TravelClick, Inc. Proprietary

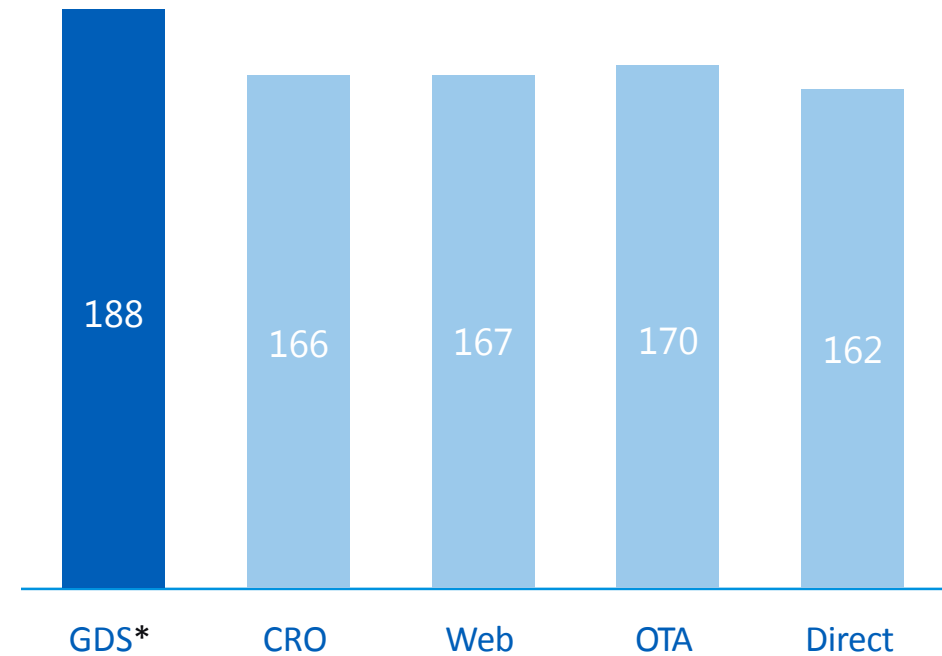
GDS delivers the highest value ADR of any channel

North America ADR (USD)



*Does not include additional GDS traveler ancillary spend at hotel (e.g. Room service, parking)

International (Non-North America) ADR (EUR)



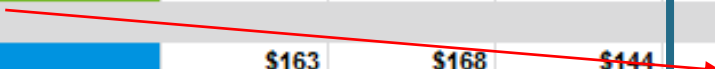
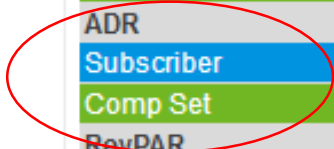
*Does not include additional GDS traveler ancillary spend at hotel (e.g. Room service, parking)

Remington GDS performance

GDS highest ADR segment

Channel Performance of Room Nights vs. the Comp Set (YTD through 06 Jul 2019)

	Brand.com	CRS	Direct	GDS	OTA	Other	Total
Occupancy							
Subscriber	24.5%	6.4%	21.8%	13.8%	10.3%	0.0%	76.8%
Comp Set	22.0%	6.6%	27.4%	11.8%	11.0%	0.0%	78.9%
Index	111	98	79	116	93	83	97
Occupancy Variance to LY							
Subscriber	1.7	(1.4)	(0.8)	0.4	0.7	0.0	0.5
Comp Set	1.7	(0.8)	(1.8)	0.2	(0.0)	(0.0)	(0.7)
ADR							
Subscriber	\$163	\$168	\$144	\$174	\$156	\$266	\$159
Comp Set	\$162	\$164	\$152	\$176	\$153	\$258	\$159
RevPAR							
Subscriber	\$40	\$11	\$31	\$24	\$16	\$0	\$122
Comp Set	\$36	\$11	\$42	\$21	\$17	\$0	\$126
RevPAR Index	112	100	76	115	96	85	97
% of Room Nights							
Subscriber	31.9%	8.4%	28.3%	17.9%	13.4%	0.0%	100.0%
Comp Set	27.9%	8.3%	34.7%	15.0%	14.0%	0.1%	100.0%
Lead Time							
Subscriber	25.2	29.3	21.5	14.8	19.2	37.3	22.0
Comp Set	25.2	28.0	20.9	14.4	19.5	34.8	21.7
Lead Time and LOS							
Subscriber	1.7	1.8	2.1	1.9	1.6	2.5	1.8
Comp Set	1.7	1.8	2.1	2.0	1.6	2.2	1.9



Market segmentation in GDS channel

	Group Sold	Retail	Discount	Negotiated	Qualified
Occupancy					
Subscriber	0.1%	2.9%	0.6%	8.5%	1.3%
Comp Set	0.1%	2.0%	0.4%	8.1%	1.0%
Index	102	145	156	105	122
Occupancy Variance to LY					
Subscriber	0.0	0.0	0.0	0.4	(0.1)
Comp Set	(0.0)	0.0	0.0	0.1	(0.1)
ADR					
Subscriber	\$174	\$231	\$193	\$187	\$181
Comp Set	\$174	\$222	\$205	\$184	\$173
RevPAR					
Subscriber	\$0	\$7	\$1	\$16	\$2
Comp Set	\$0	\$4	\$1	\$15	\$2
RevPAR Index	102	151	147	107	127
% of Room Nights					
Subscriber	0.4%	21.9%	4.5%	63.7%	9.5%
Comp Set	0.4%	17.3%	3.4%	69.6%	9.0%
Lead Time					
Subscriber	32.5	14.4	19.4	15.3	17.5
Comp Set	40.0	15.0	21.1	14.6	17.0
LOS					
Subscriber	3.0	1.4	1.9	2.0	1.9
Comp Set	2.9	1.6	1.9	2.1	2.2



What is Agency360?



Agency360 is the only tool that shows agencies bookings within your competition



_Grasp agency booking trends

TravelClick collects 100% of worldwide travel agent bookings via all four Global Distribution Systems

_Optimize GDS performance

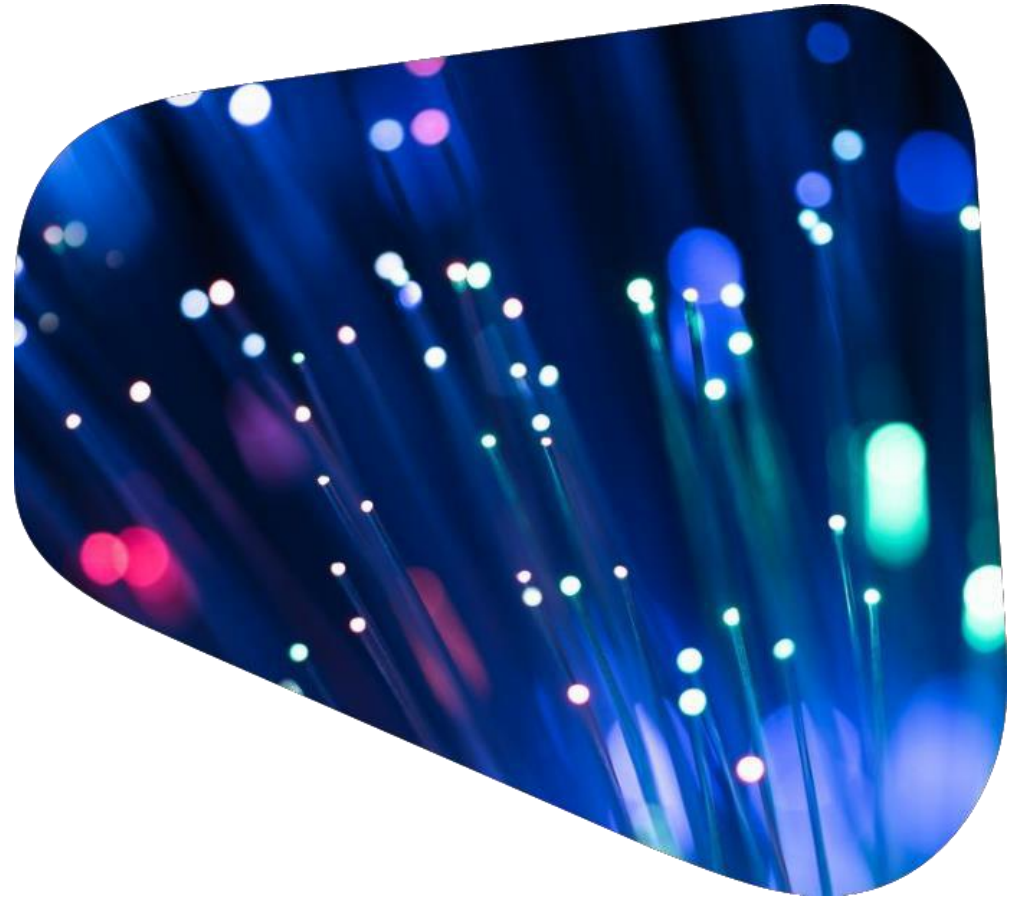
Filter by agency, consortia, and competitive set to enable you to develop effective travel agent strategies

_Track your growth

View past and forward-looking bookings for your hotel and competitive set to track your performance and trends over time

TravelClick gathers more than 5 million bookings a month from more than 80,000 agencies around the globe

- _ Data is aggregated across all 4 major GDS Channels: Sabre, Galileo, Worldspan and Amadeus
- _ Compare your Historical and Forward-looking performance against that of your competitors
- _ Ability to load up to 5 comp sets lets you identify agency revenue opportunities that may have previously gone unnoticed



Top 5 Best Practices of a Super User – *Agency360*



Top 5 Best Practices of a Super User: **Agency360**

1. Review the Basics

Review the Basics

- Load up to 3 Comp Sets
- Check for Accuracy
- STR set, Prospecting Set?

The screenshot shows the Agency360 interface for 'The Elegance New York'. The navigation bar includes Overview, Performance Trends, Pace, Booking Calendar, Agency Targeting, Competitor Intelligence, and Popular Reports. A 'Hide Filters' button is visible in the top right.

On the left, there are filters for '* Time Period' (set to MTD) and 'Other Month' (set to --Select Value--). Below these is the agency name 'The Elegance New York' and a note that booking data is updated as of Jun 13, 2018.

The main content area is divided into two sections: 'Your Revenue Penetration' and 'Your Performance for MTD Jun 2018 vs. MTD Jun 2017'. The 'Your Revenue Penetration' section shows 'MTD Jun 2018 Rank' as 7 of 16 and 'YTD 2018 Rank' as 9 of 16. The 'Your Performance' section features a table comparing current performance to last year's.

A dropdown menu for '* Competitive Set' is open, showing options: Primary (selected), Location Comp Set, Test Comp Set, and a search field. A blue arrow points from the 'Competitive Set' dropdown to a text overlay that reads: 'You have \$4,744,907 in Revenue for the Trailing 12 M...'. To the right of this text, another note says: '2 ad-enabled agencies where you are... Click here to learn how to capture y...'. A 'Hide Filters' button with a red 'X' icon is also visible in the top right of the dashboard.

	Revenue		
	Current	Last Year	Growth
Subscriber	\$1,280,555	\$1,189,464	7.7%
Competitive Set	\$11,377,491	\$11,028,904	3.2%
New York City	\$83,966,228	\$74,891,766	12.1%

Review the Basics- How to update your comp set

- Home Page -> Maintain Competitive Set
- Select the Comp Set to Edit
- Edit -> Add/ Delete

The Elegance New York
Data updated as of: Jun 13, 2018

Welcome to Hotellintelligence360

Agency360

- › [Overview](#)
- › [Performance Trends](#)
- › [Pace](#)
- › [Booking Calendar](#)
- › [Agency Targeting](#)
- › [Competitor Intelligence](#)
- › [Popular Reports](#)
- › [Source Markets](#)
- › [Top 150 Agencies](#)
- › [Maintain Competitive Set](#)

Expand a section to find answers to key business questions:

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

Two blue arrows point from the text on the left to the 'Maintain Competitive Set' link and the 'Competitive Set' dropdown menu in the screenshot.

Agency360

Logout - Help -

Competitive Set Editor

Subscription

Competitive Set

PRIMARY: Hilton /

Display

Create Competitive Set

Status: **ACTIVE**

Edit

Copy

Delete

Current Competitive Set

Property Name	Brand Group	Ownership Type	Chain	Address	City	State	Country	Market	Zip	Phone	Capacity	Capacity Percentage
	Hilton Hotels	Franchised	HH								262	14.33 %
	Embassy Suit...	Managed	ES								259	14.17 %
	Hilton Garde...	Franchised	GI								254	13.89 %
	Wyndham Ga...	Franchised	WY								210	11.49 %

Review the Basics

- Market conditions
- Overall performance
- Performance by Comp Set

Agency360

[Alerts!](#)
[Home](#)
[Alert Subscriptions](#)
[Favorites](#)
[Dashboards](#)
Signed

Overview
Performance Trends
Pace
Booking Calendar
Agency Targeting
Competitor Intelligence
Popular Reports

✕ Hide Filters

* Time Period

YTD ▼

Other Month

--Select Value-- ▼ Apply

* Competitive Set

Primary ▼

Constant Currency

No ▼

The Elegance New York

Booking data updated as of Jun 13, 2018

You have **\$4,744,907** in Revenue Opportunity with **4,312** ad-enabled agencies where you are currently below fair share for the Trailing 12 Months (Jun17 - May18). [Click here](#) to learn how to capture your fair share.

Your Revenue Penetration

YTD 2018 Rank

9 of 16

YTD 2018 Rank

9 of 16

Your Performance for YTD 2018 vs. YTD 2017

	Revenue			Room Nights			ADR		
	Current	Last Year	Growth	Current	Last Year	Growth	Current	Last Year	Growth
Subscriber	\$10,676,933	\$10,547,242	1.2%	35,802	36,538	(2.0%)	\$298	\$289	3.3%
Competitive Set	\$107,072,700	\$107,173,001	(0.1%)	343,316	357,362	(3.9%)	\$312	\$300	4.0%
New York City	\$801,893,703	\$751,255,622	6.7%	2,996,165	2,893,673	3.5%	\$268	\$260	3.1%




Top 5 Best Practices of a Super User: **Agency360**

1. Review the Basics
2. Set Yourself Up for Success

Set Yourself Up for Success

- Have you logged in lately? Passwords reset every 60 days.
- EMC.travelclick.com -> Enter Username (Email Address) & Password
- Access Agency360 ****Be sure to disable pop-up blockers and use Chrome or Firefox for best results.**



Home
Log In

Please enter your username and password below and click the "Enter" button.

Email:

Password:

Forgot your password? [Click here!](#)

Experiencing issues accessing? Click [here](#) to contact Customer Care!

Requesting a user account for EMC access? [Click here!](#)



Reservation Services

- Access iHotelier
- Access iManager

Competitive Intelligence

- View My Market
- Access My Reports
- Access HT360 - Agency360
- Access Demand360
- Access Rate360
- Access GuestView360
- Manage My Reports

Channel Management Solutions

- Access Channel Management

Media Solutions

- View My Media Reports
- View My Campaigns
- Request New Campaign
- View My Placement Products
- SMP Third Party Information

Customer Services

- Contact Us
- Training and Documentation

Las Vegas Embassy Suites

Your Electronic Marketing

No active electronic marketing campaigns are on file for Las Vegas Embassy Suites. Click [here](#) to request a new campaign.

Your Competitive Intelligence

- Access HT360 - Agency360
- Access Demand 360
- Access Rate360
- Access GuestView360

- > TravelCLICK Hotelligence Report - Dec 2010
- > TravelCLICK Hotelligence Report - Nov 2010
- > TravelCLICK Hotelligence Report - Oct 2010
- > TravelCLICK Hotelligence Report - Sep 2010

[More...](#)

Your GDS Market Analysis

For the 24-month period through May 2018, Las Vegas Embassy Suites derived business from GDSs as shown in the graph at the left. The chart to the right compares this against data from your overall market.

Amadeus

- Still having trouble? Call 847-585-5259, Option 1 or email cs@travelclick.com for tech support.

Set Yourself Up for Success

- Subscribe to Alerts- What agencies are shifting share out of your hotel?

The screenshot shows a web application interface with a navigation bar at the top. The navigation bar includes a 'Catalog' tab, a 'Home' link, and a menu with 'Alert Subscriptions' (circled in blue), 'Favorites', and 'Dashboards'. The user is signed in as 'Craig'. The main content area displays a list of alerts under the path '/Shared Folders/Agents/Agency360 Alerts'. The alerts are sorted by name (A-Z) and include details such as the alert name, last modified date, and owner. A context menu is open over the 'Top Revenue Opportunity' alert, with the 'Subscribe' option circled in blue. The context menu options are: Print, Delete, Copy, Create Shortcut, Properties, and Subscribe.

Alerts listed:

- @** This alert will run each time the data in Hotelligence360 is updated. It will notify you if your hotelos 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. Open | More details | More v
- @** **Rate Disparity (High Room Nights and Low ADR)** | Last Modified 1/11/2017 8:43:40 PM | Owner cgm
This alert will run each time the data in Hotelligence360 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. Open | More details | More v
- @** **Rate Disparity (Low Room Nights and High ADR)** | Last Modified 1/11/2017 8:43:50 PM | Owner cgm
This alert will run each time the data in Hotelligence360 is updated. It will Alert you if your property has any days during the next 13 weeks on which your Room Night Index is less than 80 and your ADR Index is greater than 120. Open | More details | More v
- @** **Room Night Penetration Decline > 5** | Last Modified 1/11/2017 1:37:36 PM | Owner cgm
This alert will run after the completion of each calendar month and will notify you if your hotelGs Room Night Penetration for the recently completed month dropped more than 5 points compared to the prior month Room Night Penetration. Open | More details | More v
- @** **Top 150 Next 13 Weeks** | Last Modified 1/12/2017 12:10:15 PM | Owner cgm
This alert will run on the first Sunday of each month and will provide you with a list of Top 150 Agencies by Revenue Opportunity for the next 13 weeks. Open | More details | More v
- @** **Top 150 YTD** | Last Modified 1/12/2017 12:10:19 PM | Owner cgm
This alert will run on the third Sunday of each month and will provide you with a list of Top 150 Agencies by Revenue Opportunity for YTD. Open | More details | More v
- @** **Top Agencies Shifting Revenue (Last Month)** | Last Modified 1/12/2017 6:25:32 PM | Owner cgm
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 comp set in the last completed month, and it will deliver to you a list of agencies that meet that criteria. Open | More details |
- @** **Top Agencies Shift** (ks) | Last Modified 1/12/2017 12:10:26 PM | Owner cgm
This alert will run each time the data in Hotelligence360 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 Comp Set during the next 4 week period, and will deliver a list of Agencies that meet t Open | More details |
- @** **Top Revenue Opportunity** | Last Modified 1/12/2017 6:25:01 PM | Owner cgm
This alert will run each time the data in Hotelligence360 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. Open | More details | More v



Top 5 Best Practices of a Super User: **Agency360**

1. Review the Basics
2. Set Yourself Up for Success
3. Go in with a Plan

Go in with a Plan- Don't let the defaults be your guide!

- Prospecting?
- Retention?
- Negotiation?

Agency360 Alerts! Home Alert Subscriptions Favorites Dashboards Signed In As TravelClick User

Overview Performance Trends Pace Booking Calendar **Agency Targeting** Competitor Intelligence Popular Reports

Show / Change Filters

The Elegance New York
Booking data updated as of Jun 13, 2018

? [Print] [Refresh]

Select View Agency Data Only

Top 25 Agencies By Comp Set Revenue for All Rate Types (YTD through 13 Jun 2018)
*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 AEGBT (FW4A)	(\$371,806)	14	(4)	\$61,106	(\$28,174)	227	(109)	\$269	\$4,771,269	(\$585,827)	14,996	(1,775)	\$318
2 BCD 1V US 2780 (4DT1V)	(\$332,064)	20	(7)	\$83,010	(\$28,773)	267	(123)	\$311	\$4,550,250	\$98,296	14,598	(349)	\$312
3 CWT Jpmc (9BL1V)	(\$99,204)	72	7	\$255,225	\$19,747	824	36	\$310	\$3,701,079	(\$127,552)	12,123	(785)	\$305
4 AEGBT (2PC7)	(\$175,509)	35	9	\$95,829	\$43,561	336	142	\$285	\$2,932,981	\$773,222	9,830	2,189	\$298
5 AEGBT (V899)	\$174,097	163	(11)	\$450,048	(\$57,953)	1,554	(198)	\$290	\$2,630,253	(\$126,943)	8,706	(444)	\$302
6 Carlson Wagonlit Travel (LK91G)	(\$16,063)	89	15	\$125,697	\$109,904	398	345	\$316	\$1,456,695	\$1,234,214	4,417	3,731	\$330
7 AEGBT (S7Q0)	(\$81,253)	37	5	\$48,577	\$15,262	158	50	\$307	\$1,400,655	\$285,175	4,638	891	\$302
8 Egencia Llc (E5Q1159476)	\$104,088	173	27	\$245,758	\$52,837	741	83	\$332	\$1,335,630	\$55,100	4,326	(163)	\$309
9 Carlson Wagonlit Travel (K32F)	(\$108,598)	6	(11)	\$6,431	(\$14,226)	23	(65)	\$280	\$1,277,580	(\$81,866)	4,461	(501)	\$286
10 HRG US (4KBC)	\$24,168	121	2	\$136,684	(\$6,330)	461	(59)	\$296	\$1,119,273	(\$76,489)	3,605	(432)	\$310
11 AMEXGBT (5UL1V)	(\$52,235)	47	22	\$46,027	\$12,622	146	32	\$315	\$1,050,827	(\$433,708)	3,665	(1,902)	\$287
12 AEGBT (V3QH)	(\$51,396)	46	(4)	\$43,064	\$1,399	151	1	\$285	\$1,011,338	\$118,142	3,281	411	\$308
13 Carlson Wagonlit Travel (5L4B)	\$82,893	178	12	\$188,932	\$22,400	637	7	\$297	\$994,728	\$43,399	3,371	126	\$295
14 BCD 1v Us 1920 (VU61V)	\$164,152	250	(93)	\$273,783	(\$58,788)	986	(237)	\$278	\$949,963	\$200,358	3,486	686	\$273
15 BCD WE NBCU (U6CG)	(\$71,326)	12	(7)	\$10,080	(\$5,740)	32	(17)	\$315	\$898,613	\$10,042	2,759	(112)	\$326
16 AEGBT (7QL1)	(\$54,751)	34	(3)	\$28,248	(\$4,190)	96	(11)	\$294	\$898,222	(\$52,714)	2,859	(104)	\$314
17 Carlson Wagonlit Travel (2BJ11V)	(\$23,233)	72	17	\$60,863	\$9,907	211	21	\$288	\$877,859	(\$92,201)	2,986	(445)	\$294
18 CWT Captal One (M947)	(\$30,732)	59	(39)	\$44,142	(\$57,668)	153	(173)	\$289	\$791,635	(\$270,711)	2,620	(869)	\$302
19 BCD WE NBCU (U6CG)	(\$13,233)	22	(17)	\$44,142	(\$57,668)	153	(173)	\$289	\$791,635	(\$270,711)	2,620	(869)	\$302

Other Agency Targeting Dashboards

- [Non-Corporate Agency Targeting](#)
- [Top Corporate Agencies](#)
- [Top Corporate Agencies \(Booking Comp Set Only\)](#)
- [Underperforming Corporate Agencies](#)
- [Top Consortia Agencies](#)
- [Top Agencies with Rate Type Mix](#)
- [Top Revenue Share Shift Agencies](#)
- [Top 150 Agencies](#)
- [Agency Group Performance](#)
- [Agency Group Performance with Flexible Month Filtering](#)
- [Agency Targeting with Flexible Month Filtering](#)
- [Agency Targeting by IATA](#)

Go in with a Plan- Prospecting

Agency Attributes

Agency Group: Region: Country: State:

Major Market: IATA: PCC:

Top_Agencies

Ranked By

The Elegance New York

Booking data updated as of Jun 13, 2018

Select View

Top 25 Agencies By Comp Set Revenue Variance for All Rate Types (YTD through 13 Jun 2018)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 Carlson Wagonlit Travel (LK91G)	(\$16,063)	89	15	\$125,697	\$109,904	398	345	\$316	\$1,456,695	\$1,234,214	4,417	3,731	\$330
2 AEGBT (2PC7)	(\$175,509)	35	9	\$95,829	\$43,561	336	142	\$285	\$2,932,981	\$773,222	9,830	2,189	\$298
3 AEGBT (S7Q0)	(\$81,253)	37	5	\$48,577	\$15,262	158	50	\$307	\$1,400,655	\$285,175	4,638	891	\$302
4 Tlc Large Market (FF3I)	(\$24,244)	33	12	\$11,864	\$8,205	30	19	\$395	\$391,195	\$201,033	1,204	685	\$325
5 BCD 1v Us 1920 (VU61V)	\$164,152	250	(93)	\$273,783	(\$58,788)	986	(237)	\$278	\$949,963	\$200,358	3,486	686	\$273
6 Best Travel (SO61V)	(\$22,537)	29	(83)	\$8,985	(\$8,923)	31	(27)	\$290	\$342,876	\$181,424	1,157	660	\$296
7 AEGBT (K1RF)	(\$23,272)	25	(36)	\$7,765	(\$1,594)	27	(10)	\$288	\$338,686	\$177,470	1,138	586	\$298
8 TRAVEL AND TRANSPORT (2G421V)	(\$30,006)	9	9	\$2,792	\$2,792	6	6	\$465	\$363,310	\$168,531	1,125	509	\$323
9 FCM Travel Solutions Boston (3ZGG)	\$40,614	265	(10)	\$65,188	\$48,269	205	159	\$318	\$209,124	\$157,388	706	549	\$296

Go in with a Plan- Retention

Agency360 Alerts! Home | A

Overview | Performance Trends | Pace | Booking Calendar | **Agency Targeting** | Competitor Intelligence | Popular Reports

Agency Attributes

Agency Group: Region: Country: State:

Major Market: IATA: PCC:

Top_Agencies:

Ranked By:

The Elegance New York
 Booking data updated as of Jun 13, 2018

Select View

Top 25 Agencies By Subscriber Revenue for All Rate Types (YTD through 13 Jun 2018)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 AEGBT (V899)	\$174,097	163	(11)	\$450,048	(\$57,953)	1,554	(198)	\$290	\$2,630,253	(\$126,943)	8,706	(444)	\$302
2 BCD METLIFE US (7VGH)	\$242,553	467	58	\$308,667	\$140,741	1,071	535	\$288	\$429,332	\$138,359	1,521	495	\$282
3 BCD 1v Us 1920 (VU61V)	\$164,152	250	(93)	\$273,783	(\$58,788)	986	(237)	\$278	\$949,963	\$200,358	3,486	686	\$273
4 CWT Jpmc (9BL1V)	(\$99,204)	72	7	\$255,225	\$19,747	824	36	\$310	\$3,701,079	(\$127,552)	12,123	(785)	\$305
5 Egencia Llc (E5Q1159476)	\$104,088	173	27	\$245,758	\$52,837	741	83	\$332	\$1,335,630	\$55,100	4,326	(163)	\$309
6 Carlson Wagonlit Travel (5L4B)	\$82,893	178	12	\$188,932	\$22,400	637	7	\$297	\$994,728	\$43,399	3,371	126	\$295
7 HRG US (4KBC)	\$24,168	121	2	\$136,684	(\$6,330)	461	(59)	\$296	\$1,119,273	(\$76,489)	3,605	(432)	\$310
8 Carlson Wagonlit Travel (LK91G)	(\$16,063)	89	15	\$125,697	\$109,904	398	345	\$316	\$1,456,695	\$1,234,214	4,417	3,731	\$330
9 Adelman Travel (8Z3A)	\$87,125	360	18	\$120,660	\$25,553	379	50	\$318	\$253,676	\$37,939	798	77	\$318
10 BCD Travel France Sg Online (PARHL288A)	\$75,399	439	29	\$97,671	\$8,358	325	8	\$301	\$150,934	(\$3,406)	488	(40)	\$309
11 AEGBT (2PC7)	(\$175,509)	35	9	\$95,829	\$43,561	336	142	\$285	\$2,932,981	\$773,222	9,830	2,189	\$298
12 FCM Travel Solutions (9CLH)	\$70,730	411	(9)	\$93,483	\$12,878	328	52	\$285	\$160,495	\$26,725	540	89	\$297
13 Carlson Wagonlit Travel (781Q1G)	\$64,343	335	20	\$91,763	\$13,099	306	48	\$300	\$214,306	\$13,660	702	77	\$305
14 Carlson Wagonlit Travel (9KEB)	\$44,540	200	26	\$88,966	\$33,940	200	100	\$307	\$406,036	\$81,073	1,444	267	\$283

Go in with a Plan- Win Back Business

Agency360 Alerts! Home A

Overview Performance Trends Pace Booking Calendar **Agency Targeting** Competitor Intelligence Popular Reports

Agency Attributes

Agency Group: Region: Country: State:

Major Market: IATA: PCC:

Top_Agencies:

Ranked By:

The Elegance New York

Booking data updated as of Jun 13, 2018

Select View

Top 25 Agencies By Subscriber Revenue Variance Decline for All Rate Types (YTD through 13 Jun 2018)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 Carlson Wagonlit T (C0X1G)	\$8,141	147	21	\$25,631	(\$139,599)	78	(487)	\$329	\$169,607	(\$1,130,845)	555	(3,499)	\$306
2 Charles Schwab Co Inc (I394)	\$0		(437)	\$0	(\$60,203)	0	(175)		\$0	(\$93,431)	0	(283)	
3 BCD 1v Us 1920 (VU61V)	\$164,152	250	(93)	\$273,783	(\$58,788)	986	(237)	\$278	\$949,963	\$200,358	3,486	686	\$273
4 AEGBT (V899)	\$174,097	163	(11)	\$450,048	(\$57,953)	1,554	(198)	\$290	\$2,630,253	(\$126,943)	8,706	(444)	\$302
5 CWT Captial One (M947)	(\$30,732)	59	(39)	\$44,142	(\$57,668)	153	(173)	\$289	\$791,635	(\$270,711)	2,620	(869)	\$302
6 Travelzoo (1WU51V)	(\$5,078)	0	(436)	\$0	(\$46,827)	0	(353)		\$56,679	(\$16,297)	358	(138)	\$158
7 Kie (J531V)	\$10,249	133	(46)	\$41,226	(\$43,724)	183	(131)	\$225	\$304,555	(\$140,507)	1,238	(680)	\$246
8 Carlson Wagonlit Travel (18IG)	\$11,828	304	(66)	\$17,628	(\$39,541)	64	(124)	\$275	\$47,124	(\$68,293)	166	(208)	\$284
9 CARLSON WAGONLIT TRAVEL (9KOC)	\$320	529	177	\$394	(\$37,302)	2	(116)	\$197	\$438	(\$81,418)	2	(265)	\$219
10 FCM Sirius (SINFB3112)	\$0		(234)	\$0	(\$37,159)	0	(152)		\$0	(\$140,237)	0	(430)	
11 BCD 1V US 2780 (4DT1V)	(\$332,064)	20	(7)	\$83,010	(\$28,773)	267	(123)	\$311	\$4,550,250	\$98,296	14,598	(349)	\$312
12 ATP International (5IA1G)	(\$566)	0	(458)	\$0	(\$28,374)	0	(101)		\$6,316	(\$34,534)	16	(131)	\$395
13 AEGBT (FW4A)	(\$371,806)	14	(4)	\$61,106	(\$28,174)	227	(109)	\$269	\$4,771,269	(\$585,827)	14,996	(1,775)	\$318



Top 5 Best Practices of a Super User: **Agency360**

1. Review the Basics
2. Set Yourself Up for Success
3. Go in with a Plan
4. Tell the Tool What You Want to See

Tell the Tool What You Want to See

- Filter EVERY time
- Build your view- Do you want to list by Comp Set Total Revenue *every* time? No way.

The screenshot displays the Agency360 web application interface, specifically the Agency Targeting section. The interface includes a navigation bar with tabs for Overview, Performance Trends, Pace, Booking Calendar, Agency Targeting (selected), Competitor Intelligence, and Popular Reports. A 'Hide Filters' button is visible at the top. The main content area is divided into several filter panels:

- Time Period:** * Time Period (YTD), Other Month (--Select Value--)
- Day of Week:** Day of Week Type (--Select Value--), Day of Week (--Select Value--), Apply
- Rate Type:** --Select Value--
- Competitive Set:** * Competitive Set (Primary)
- Constant Currency:** No
- Agency Comp Set Activity:** Subscriber Revenue Penetration, Comp Set Revenue, Comp Set ADR, Comp Set LOS, Comp Set Lead Time. Each has a 'Between' range input and an 'Apply' button.
- Agency Attributes:** Agency Group, Region, Country, State, Major Market, IATA, PCC. Each has a dropdown menu and an 'Apply' button.
- Top_Agencies:** 25
- Ranked By:** Comp Set Revenue, Apply
- GDS:** --Select Value--

Blue circles highlight the 'Agency Comp Set Activity' panel, the 'Competitive Set' dropdown, and the 'Top_Agencies' and 'Ranked By' sections.

Top 5 Best Practices of a Super User: **Agency360**

1. Review the Basics
2. Set Yourself Up for Success
3. Go in with a Plan
4. Tell the Tool What You Want to See
5. Dig into the Complete Picture

Dig Into the Complete Picture

BCDMWDT DELOITTE TOUCHE (4DT1V)

Address: 10301 Deerwood Park Blvd
 Address: Not Available
 City: Jacksonville
 State: Florida
 Postal Code: 32256
 Country: United States
 Phone: NA
 Group: BCD
 PCC: 4DT1V
 IATA: 10632300
 GDS: Galileo

This Agency's Metrics (Trailing 12 Months)

Revenue Penetration: 316
 Revenue Opportunity/Surplus: \$50,895
 Subscriber Revenue: \$74,413
 Subscriber ADR: \$144
 Subscriber Lead Time: 16.1

Comp Set Revenue: \$102,968
 Comp Set ADR: \$154
 Comp Set Lead Time: 18.4

Agency Activity in the Las Vegas Market (Trailing 12 Months)

Revenue: \$1,368,841
 ADR: \$215
 Lead Time: 21.5

Rank and Concentration of Business (Trailing 12 Months)

Your Hotel ranked 10 out of 16 in Revenue with this Agency

Top Hotel had \$2,256,148 in Revenue, 7,157 Room Nights at a \$315 ADR
 2nd Hotel had \$2,055,072 in Revenue, 5,371 Room Nights at a \$383 ADR
 Your Hotel had \$222,863 in Revenue, 663 Room Nights at a \$336 ADR

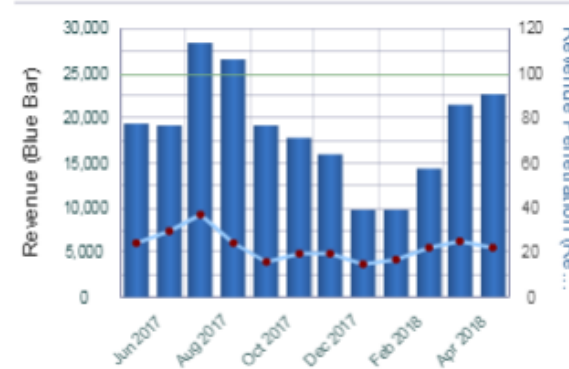
Top 5 hotels accounted for 77.2% of the revenue for this agency

- Contact Info & Concentration of Business
- Booking patterns
- Business characteristics

Trailing 12 Months

Chart Revenue ▼

Subscriber Revenue and Penetration



Comp Set Revenue



Next 13 Weeks

Week of	Subscriber					Comp Set					Penetration
	Revenue	Revenue Growth	Room Nights	Room Night Growth	ADR	Revenue	Revenue Growth	Room Nights	Room Night Growth	ADR	Revenue Penetration
10-Jun	\$319	(45.7%)	1	(50.0%)	\$319	\$34,268	(51.2%)	98	(51.0%)	\$350	10
17-Jun	\$626	(76.9%)	2	(75.0%)	\$313	\$146,392	(0.2%)	418	(2.3%)	\$350	5
24-Jun	\$3,457	(17.6%)	10	(28.6%)	\$346	\$123,470	50.1%	364	47.4%	\$339	30
01-Jul	\$0		0			\$4,211	(54.8%)	15	(57.1%)	\$281	0
08-Jul	\$0	(100.0%)	0	(100.0%)		\$39,241	7.6%	121	0.0%	\$324	0
15-Jul	\$344	(61.5%)	1	(66.7%)	\$344	\$34,555	35.5%	107	24.4%	\$323	11
22-Jul	\$0	(100.0%)	0	(100.0%)		\$19,476	(24.6%)	63	(31.5%)	\$309	0
29-Jul	\$0		0			\$9,780	(48.7%)	31	(53.7%)	\$315	0
05-Aug	\$0		0			\$9,705	(19.6%)	30	(28.6%)	\$324	0
12-Aug	\$0	(100.0%)	0	(100.0%)		\$8,954	(21.1%)	28	(28.2%)	\$320	0
19-Aug	\$0	(100.0%)	0	(100.0%)		\$8,939	10.9%	28	0.0%	\$319	0
26-Aug	\$0	(100.0%)	0	(100.0%)		\$5,741	(36.6%)	18	(41.9%)	\$319	0
02-Sep	\$0		0			\$6,050	(5.8%)	14	(6.7%)	\$432	0
09-Sep	\$0	(100.0%)	0	(100.0%)		\$5,153	43.0%	11	37.5%	\$468	0
Total	\$4,746	(63.9%)	14	(68.2%)	\$339	\$455,937	(2.1%)	1,346	(6.5%)	\$339	11

View Agency Contact Info & Production Simultaneously in Agency360

Agency360

Overview Performance Trends Pace Booking Calendar **Agency Targeting** Competitor Intelligence Popular Reports

Agency Attributes

Agency Group: --Select Value-- Region: --Select Value-- Country: --Select Value-- State: --Select Value--

Major Market: --Select Value-- IATA: --Select Value-- PCC: --Select Value--

Top_Agencies: 25

Ranked By: Comp Set Revenue

Select View: Agency Data Only
 Agency Data Only
 Agency Data and Contact Information

Top 25 Agencies By Comp Set Revenue for All Rate Types (YTD through 11 Jan 2017)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set					Travel Agency Contact Information									
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR	GDS Source	IATA	PCC	Address	Address 2	City	State	Postal Code	Phone	Country
1 AEGBT (K0FF)	(\$2,809)	7	(88)	\$224	(\$74)	1	(1)	\$224	\$22,654	\$20,597	46	41	\$492	Sabre	45695996	K0FF	8112 Woodland Center Blvd		Tampa	Florida	33614	800.344.8212	United States
2 Carlson Wagonlit Travel (TB51V)	\$54	102	78	\$2,379	\$2,159	13	11	\$183	\$15,158	\$8,492	41	23	\$370	Galileo	50650202	TB51V	202 Westlake Ave 5th Floor		Seattle	Washington	98109	PH: 206.285.2500	United States
3 AMEXGBT (2D7N1V)	(\$1,827)	0		\$0	\$0	0	0		\$13,777	\$13,777	23	23	\$599	Galileo	23543284	2D7N1V	3600 Giddings Road		Auburn Hills	Michigan	48326	PH: 248.475.2500	United States
4 Netjets (T2C9)	\$6,906	337	203	\$9,814	\$5,240	24	7	\$409	\$12,123	(\$8,953)	124	(23)	\$98	Sabre	36976903	T2C9	4111 Bridgeway Ave		Columbus	Ohio	43219	PH: 614.239.5500	United States
5 Nissan Travel Service (19Q51V)	(\$1,429)	0		\$0	\$0	0	0		\$10,780	\$7,067	26	19	\$415	Galileo	16314605	19Q51V	1 10 14 Shinkaw Chuo Ku		Tokyo	-	104-0033	03-3537-3585	Japan
6 AEGBT (J113)	(\$1,418)	0		\$0	\$0	0	0		\$10,697	\$10,697	18	18	\$594	Sabre	39541294	J113	8112 Woodland Center Blvd		Tampa	Florida	33614	PH: 610.391.8500	United States

- Export & Save Notes in Excel ->

Export

- PDF
- Excel >
 - Excel 2003
 - Excel 2007+
- Powerpoint >
 - Excel 2007+

Bank of America PCCs

Build out PCC level data and save selection to prepare for RFP

Remington Lodging and Hospitality (Worldwide)

Booking data updated as of Jul 08, 2019

Select View Agency Data Only

Top 15 Agencies By Comp Set Revenue for All Rate Types (YTD through 08 Jul 2019)

*A maximum of 300 Agencies will be retrieved.

Agency Name	Subscriber						Comp Set						Penetration		
	Revenue	Variance	Room Nights	Variance	ADR	Growth	Revenue	Variance	Room Nights	Variance	ADR	Growth	Revenue Penetration	Variance	Surplus / (Opportunity)
1 AEGBT (X0CC)	\$147,853	\$44,956	1,031	277	\$143	5.1%	\$1,347,837	(\$33,056)	8,098	(469)	\$166	3%	71	21	(\$60,571)
2 AEGBT (X0DC)															

Top 15 Properties/Agencies By Comp Set Revenue for All Rate Types (YTD through 08 Jul 2019)

Agency	Hotel	Penetration			Subscriber				Comp Set							
		Revenue Penetration	Variance	Surplus/(Opportunity)	Room Nights	Variance	Revenue	Variance	ADR	Growth	Room Nights	Variance	Revenue	Variance	ADR	Growth
1 AEGBT (X0DC)	Embassy Suites Midtown Manhattan	0		(\$5,760)	0	0	\$0	\$0			208	25	\$64,888	\$8,195	\$312	0.7%
2 AEGBT (X0DC)	Hilton Boston Back Bay	43	(43)	(\$1,168)	2	(1)	\$873	(\$4)	\$437	49.3%	82	31	\$26,643	\$13,769	\$325	28.7%
3 AEGBT (X0DC)	Hilton Garden Inn Jax Deerwood	144	34	\$962	26	2	\$3,172	\$292	\$122	1.7%	135	(46)	\$17,164	(\$4,257)	\$127	7.4%
4 AEGBT (X0DC)	Hilton Garden Inn Austin Downtown	0		(\$1,775)	0	0	\$0	\$0			70	31	\$11,665	\$5,802	\$167	10.9%
5 AEGBT (X0DC)	Melrose Washington	0		(\$1,369)	0	0	\$0	\$0			43	14	\$10,608	\$3,117	\$247	(4.5%)
6 AEGBT (X0DC)	Hilton Tampa Airport Westshore	18	(175)	(\$499)	1	(5)	\$111	(\$1,180)	\$111	(48.5%)	60	7	\$6,283	\$553	\$105	(3.1%)
7 AEGBT (X0DC)	One Ocean Resort Hotel and Spa	179	75	\$715	6	4	\$1,620	\$1,142	\$270	13.0%	28	(1)	\$6,056	\$2,644	\$216	83.8%
8 AEGBT (X0DC)	Embassy Suites Palm Beach Gardens	56	(50)	(\$285)	1	(2)	\$364	(\$653)	\$364	7.3%	36	(5)	\$5,671	(\$2,259)	\$158	(18.6%)
9 AEGBT (X0DC)	Embassy Suites Walnut Creek	76	5	(\$234)	4	0	\$738	(\$18)	\$185	(2.4%)	35	(9)	\$5,411	(\$594)	\$155	13.3%
10 AEGBT (X0DC)	Hotel Indigo Midtown Atlanta	99	99	(\$6)	8	8	\$920	\$920	\$115		39	18	\$5,290	\$2,301	\$136	(4.7%)
11 AEGBT (X0DC)	Hilton Orange County Costa Mesa	0	(19)	(\$879)	0	(1)	\$0	(\$251)		(100.0%)	30	(14)	\$5,163	(\$2,308)	\$172	1.4%
12 AEGBT (X0DC)	Residence Inn Phoenix Airport	0	(29)	(\$569)	0	(2)	\$0	(\$258)		(100.0%)	42	(11)	\$4,836	(\$2,543)	\$115	(17.3%)
13 AEGBT (X0DC)	Embassy Suites Near Dallas Gall	0	(329)	(\$258)	0	(4)	\$0	(\$653)		(100.0%)	36	15	\$4,307	\$1,638	\$120	(5.9%)
14 AEGBT (X0DC)	Embassy Suites Las Vegas NV	0		(\$209)	0	0	\$0	\$0			15	2	\$3,418	\$970	\$228	21.0%



Let's flex your
knowledge!

Agency360
Working Session

Q: In the **Top Corporate Agencies report**, which agency is showing the most growth?

Q: Identify the **Top 2 Corporate Agencies** booking the Comp Set exclusively, year-to-date.

Q: Based on YTD production,
which **Top 5 Negotiated
Accounts** will help us build
weekend occupancy?

Q: What were the **Top 5 Growth Agencies** for the Comp Set last quarter, on Sun/Thurs/Fri and Sat nights, with LOS between 5 and 30, booking Corporate rate type?

Q: Identify the **Top 2, lowest-rated**, Corporate agencies booking this hotel YTD.

Q: What are the **Top 3 Agencies** **YTD** with the highest negative variance for Subscriber, Corporate rate type.

Q: Digging into those accounts –
Is the Comp Set losing more or less
revenue compared to Subscriber
hotel?

Q: What is **the top room night producing agency** for Comp Set next 4 weeks, Corporate rate type?

Q: Digging into that agency, how many Comp Set room nights are booked? Comp set RN Variance? Comp Set ADR?

Q: Now take a look at the Agency Profile. What is the number of room nights booked at **top producing hotel and second highest producing hotel, and your hotel?**

Q: Identify the **Top 25 Agencies** with Positive Variance (growth) for Comp Set, YTD. What is the 5th agency's name?

Thank you!

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