

How to Spend Your Time in Demand360®

This document is designed to help guide you through Demand360® based on how much time you have and highlight examples that will help you better utilize the data available.

Introducing Demand360+

Source Markets

- Toggle between Top 10 Source Markets, sorted by Country and Market booked through brand.com

Flexible Stay Dates

- Users can select any stay date range inclusive of 365 days in the future and as far back as Jan 1, 2019

View Selection

- Allows user to quickly switch between segment and channel

Customize Metrics

- Full flexibility to customize the view with any available demand metric including Rank

'Data As Of' Selection

- View data "as-of" any date in the last year to see a reflection of the market at that point in time

Summary KPI's

- KPI tile data reflects dates and filters selected by the user
- See a quick summary of performance when you only have 5 minutes to check in

Compare Data Against Multiple Years from 2019 Onward

- Enables user to compare performance against the appropriate benchmark year

Toggle Between Subscriptions

- Seamless navigation between property subscriptions which maintains dashboard context and filtering when changing properties

Export

- Export ALL data in seconds as it's been customized through filters and selections

Full Set of Demand Filters

- Segment, Sub Segment, Channel, Sub Channel, Sub Segment Details

With 10 Minutes, here is what you should review in Demand360+

Segment/Channel Summary dashboard - quickly identify segments and channels that are over / under indexing and understand the detailed makeup of performance across selected stay dates. Click the arrow next to each segment to expand sub-segment metrics for instant drill-down analysis.

Segment	Occ	CS Occ	Occ % Growth Vs. LY	CS Occ % Growth Vs. LY	Occ Index	Occ % Gr Vs
Transient	45.5%	51.8%	(8.7%)	34.4%	88	(32.1%)
Retail	25.2%	18.6%	(3.4%)	52.9%	135	(36.8%)
Discount	7.4%	18.0%	(28.5%)	18.1%	41	(39.5%)
Negotiated	9.2%	8.6%	2.9%	27.4%	107	(19.2%)
Qualified	2.8%	4.7%	(3.8%)	33.5%	60	(27.9%)
Wholesale	0.9%	1.8%	(43%)	135.2%	48	(75.8%)
Group Sold	5.4%	7.5%	(45.6%)	1.7%	72	(46.5%)
Other	3.6%	0.2%	13.2%	6800.0%	1,897	(98.4%)
Unsold Block	0.0%	0.0%	0.0%	0.0%	0	0.0%
Total	54.5%	59.5%	(13.5%)	29.6%	92	(33.2%)

*In this example, change date to trailing 4 weeks, expand segments, and make any customized metrics filter selections. Notice indexes below 100, and notice index growth % in red meaning these are areas you're losing share

Use Segment and Channel advanced drop-down filters to view your pickup vs the competitive set, then add an Occupancy Index column to give your insights greater dimension on the fly.

The screenshot shows a dashboard interface with two filter windows and a data table. The 'Customize Metrics' window has 'Occupancy Index' checked, along with other metrics like 'Occ Index % Growth Vs. LY'. The 'Filters' window has 'Group Sold' selected under the 'Segment' filter. The data table below has columns for 'Occupancy', 'ADR', and 'RevPAR', with sub-columns for various metrics like 'Occ', 'CS', 'ADR Rank', and 'RevPAR Index'. The 'Group Sold' row is highlighted in blue.

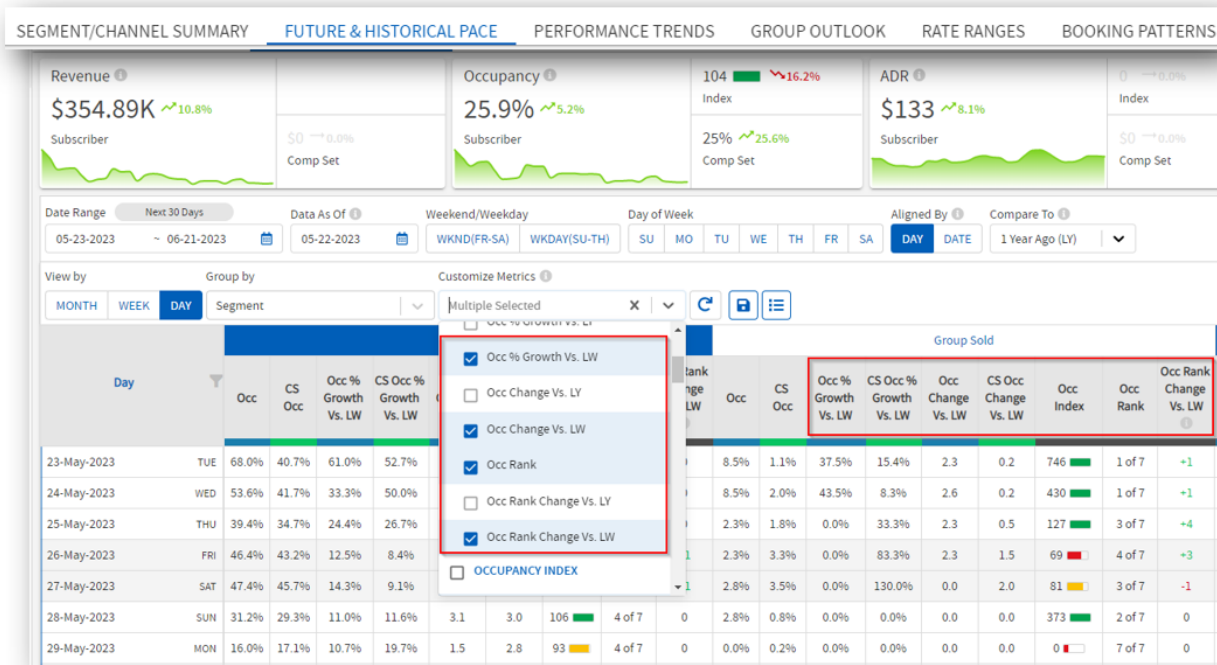
With 20 Minutes, review your pickup and pace for the next 30 days

Future & Historical Pace dashboard – click on the daily view and change date to the next 30 days. Change ‘Group By’ filter to ‘sub-segment detail’. Select desired metrics in ‘Customize Metrics’ filter. **Best Practice (tip):** Any time you look at the transient segments over future dates, select ADR and RevPAR rank to get an idea where you stand within the competitive set.

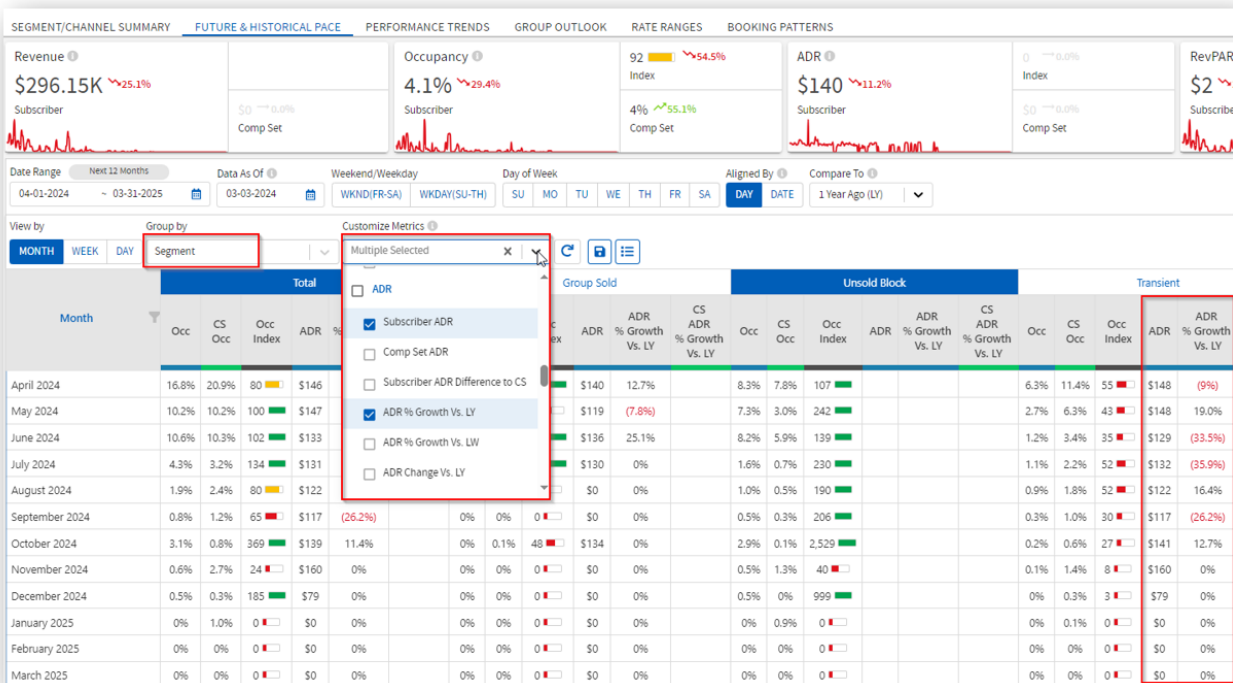
The screenshot displays the 'Future & Historical Pace' dashboard. At the top, there are summary cards for Revenue (\$287.83K), Occupancy (18.4%), and ADR (\$134). Below these are charts for Subscriber and Comp Set performance. The main data table is organized by 'Day' and 'Sub-Segment', with columns for Occ, CS, Occ Index, ADR Rank, and RevPAR Rank. A 'Filters' window is open on the right, with 'Transient' selected under the 'Segment' filter. The 'Date Range' is set to 05-30-2023 to 06-28-2023, and 'Group By' is set to 'Sub-Segment'.

**Note – competitive set ADR & RevPAR are not forward looking, ADR/RevPAR rank are forward looking*

To validate your analysis, take a step back to view the table by Segment. Include 'Vs. LW (Last Week)' metrics to your table and see a high-level snapshot of your performance and variances in pickup vs the competitive set.



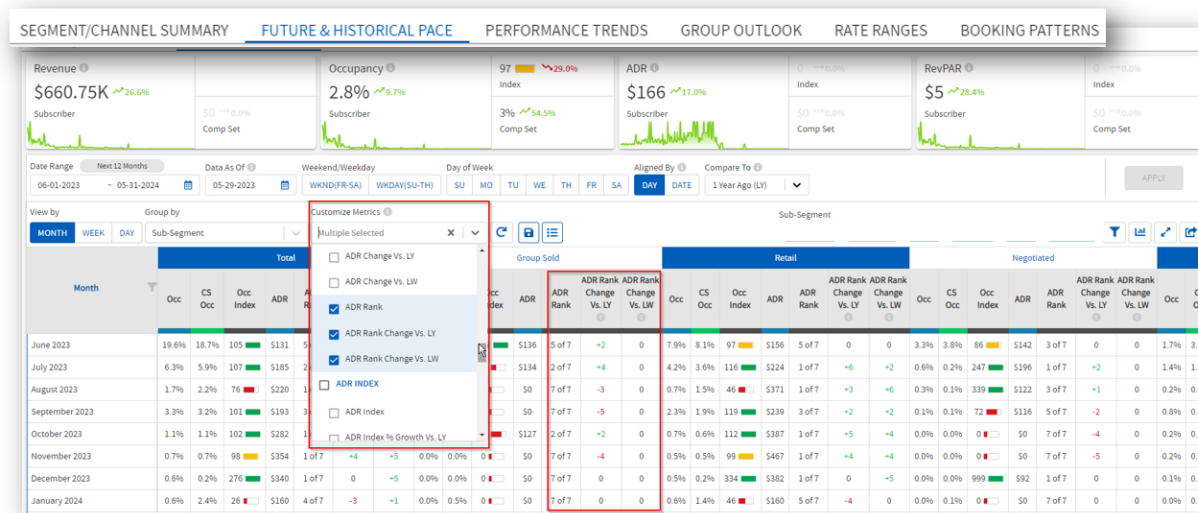
Best Practice: One of the most important strategies throughout the year is maximizing transient ADR on the most compressed nights (Concerts, games, events). Change 'Group By' to Segment isolating Transient segmentation and select desired ADR filters in 'Customize Metrics'. Filter by Year, Month, or Day to validate strategies over those compressed dates.



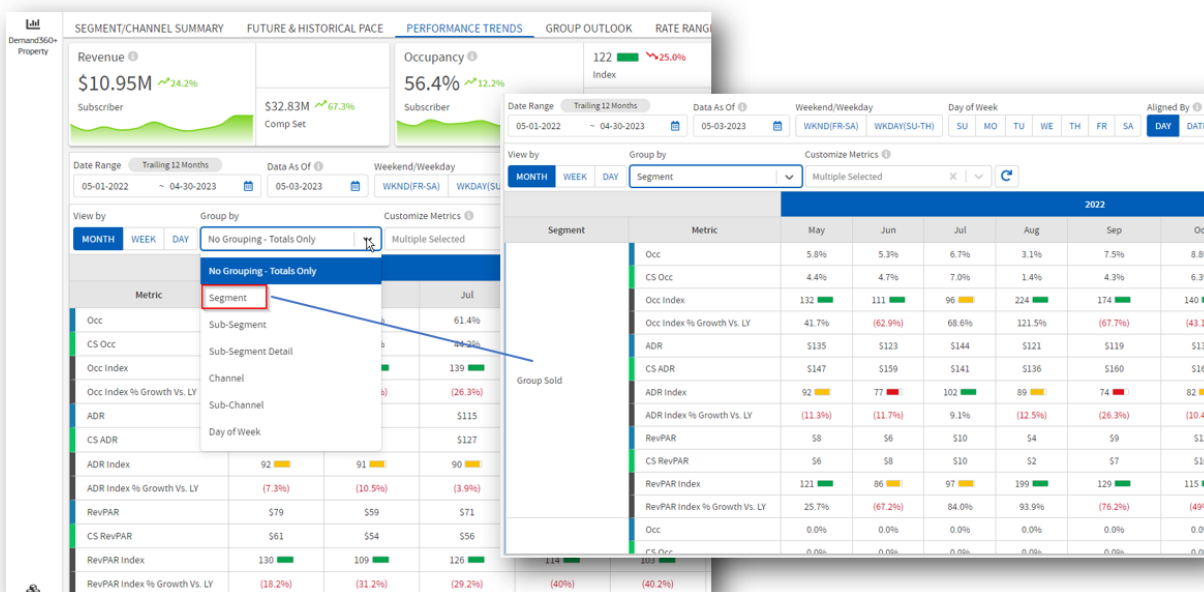
*Note that for historical data, Unsold Blocks are automatically washed. No ADR data for is shown for subscriber, and Competitive Set ADR is not shown for future dates

With 30 Minutes, see the bigger picture with a long-term approach

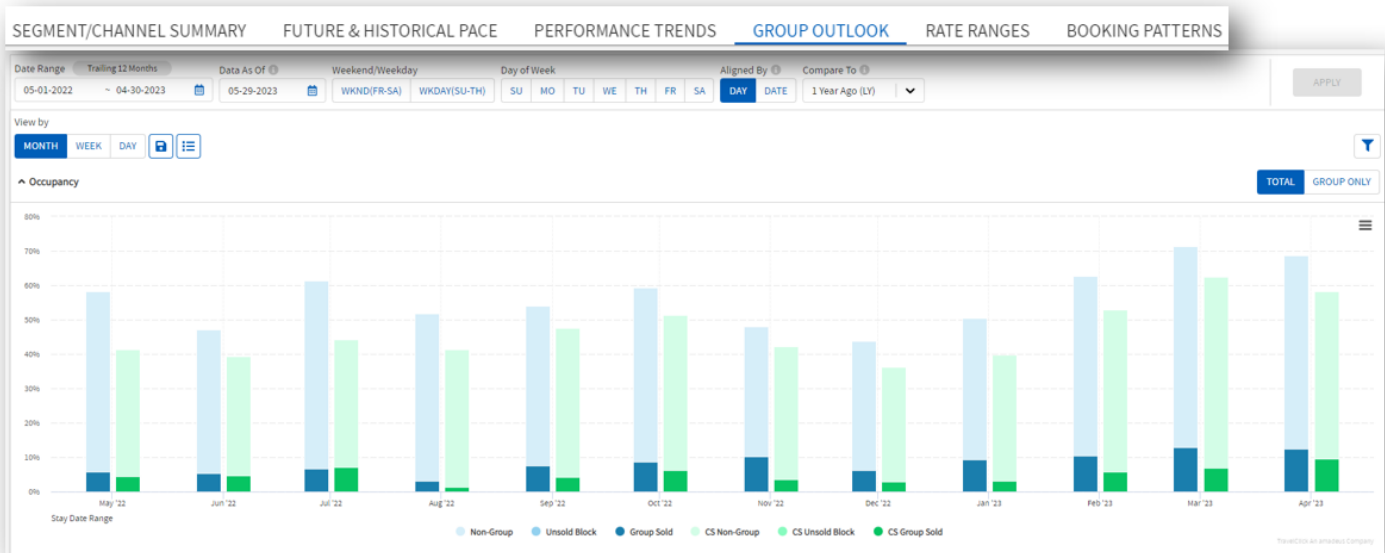
Future & Historical Pace dashboard – widen your view of performance by backing out to a monthly view. Include rank metrics to understand On The Books (OTB) pace, then compare against each Segment to validate the consistency of your strategies over longer timeframes.



In **Performance Trends dashboard** - visualize trends across future and historical timeframes with the capability to analyze by month, week, or day. Horizontal metric alignment and dynamic filtering capabilities allow you to analyze this popular view with greater ease. Utilize the 'Group By' filters to isolate segments and channels to easily identify areas of focus. As you spot areas of interest, drill down by further defining your Metrics filters, date ranges, and stay patterns to accurately pinpoint causality and confidently build proactive strategies. **Best Practice (tip):** Group data by 'Day of Week' and filter the table to the segment or channel you are interested in analyzing.



Group Outlook dashboard - efficiently analyze group volume to uncover hidden risks or opportunities against the competition. The default graphical view enables easy analysis of group sold room volume against unsold block with the capability to view by month, week, or day.



Scroll down to 'Group & Block Detail' and customize metrics for a deeper understanding of group volume. Notice 'Change Vs LW (Last Week)' metrics and YOY (year over year) variance to determine whether group strategies are yielding productive results over multiple time frames.

Group & Block Detail

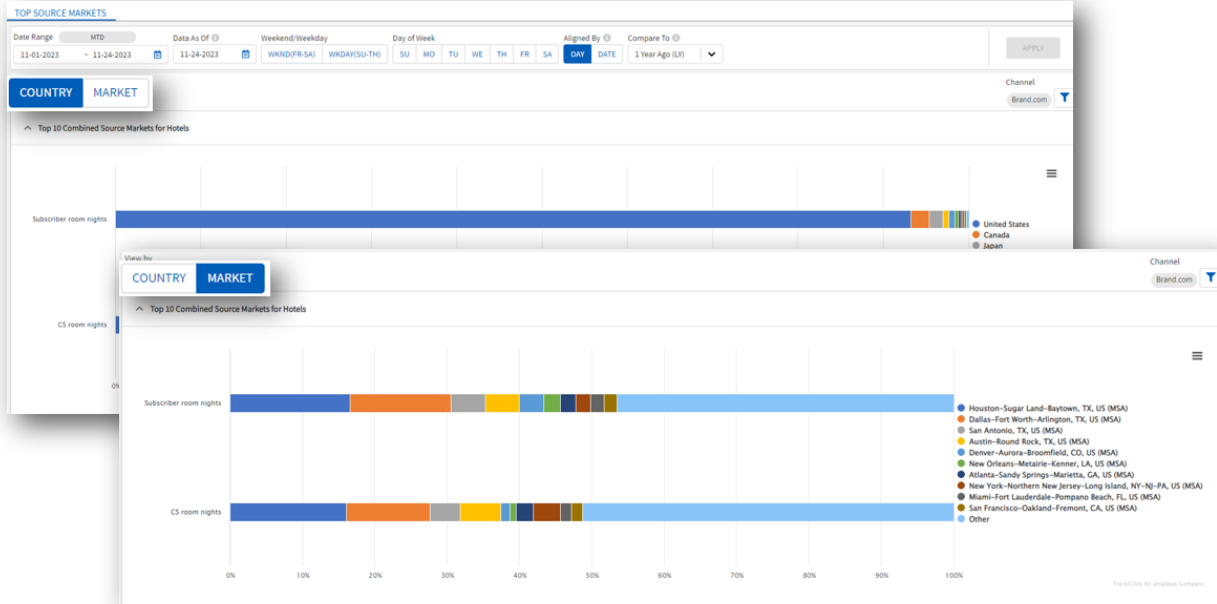
Customize Metrics

Multiple Selected

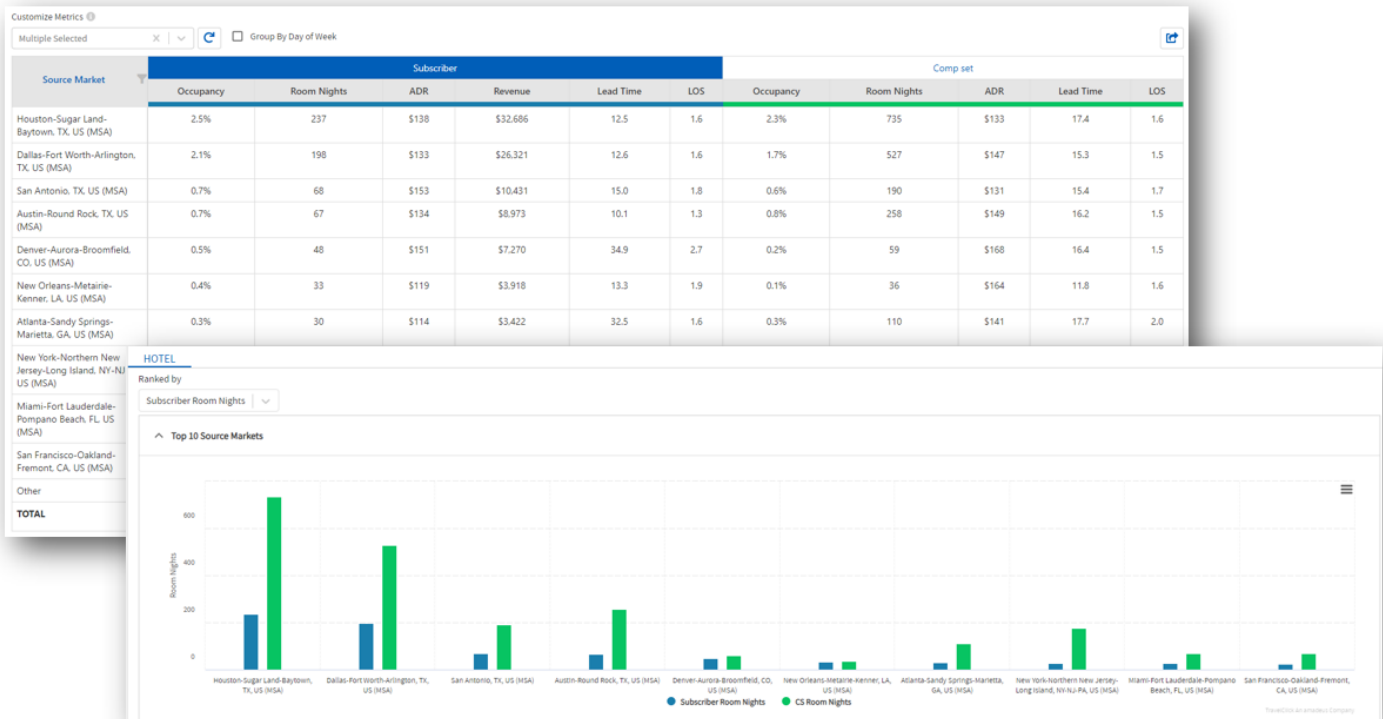
- ALL METRICS
- OCCUPANCY
 - Subscriber Total Hotel Occ
 - Comp Set Total Hotel Occ
 - Subscriber Non-Group Occ
 - Comp Set Non-Group Occ
 - Subscriber Total Group Occ

	Total ADR	Non-Group Occ	Total Group Occ	Unsold Block Occ	Group Sold Occ	Total Group Occ Change Vs. LW	Final Group Sold Occ LY	CS Total Occ	CS Non-Group Occ	CS Total Group Occ	CS Unsold Block Occ	CS Group Sold Occ	CS Total Group Occ Change Vs. LW	CS Final Group Sold Occ LY	Total Group Occ Index	Total Group Occ Index Change Vs. LY	Total Group Occ Index Change Vs. LW	
\$136	52.5%	5.8%	0.0%	5.8%	0.0	1.9%	41.2%	36.8%	4.4%	0.0%	4.4%	0.0	2.1%	132	38.7	0.0		
\$124	41.9%	5.3%	0.0%	5.3%	0.0	2.9%	39.2%	34.5%	4.7%	0.0%	4.7%	0.0	1.0%	111	(188.2)	0.0		
\$115	54.6%	6.7%	0.0%	6.7%	0.0	1.4%	44.2%	37.1%	7.0%	0.0%	7.0%	0.0	2.4%	96	38.9	0.0		
\$114	48.6%	3.1%	0.0%	3.1%	0.0	1.3%	41.3%	39.9%	1.4%	0.0%	1.4%	0.0	1.3%	224	122.8	0.0		
\$126	46.5%	7.5%	0.0%	7.5%	0.0	6.0%	47.5%	43.2%	4.3%	0.0%	4.3%	0.0	1.1%	174	(365.5)	0.0		
October 2022	59.4%	149	50.6%	8.8%	0.0%	8.8%	0.0	6.3%	51.3%	45.0%	6.3%	0.0%	6.3%	0.0	2.6%	140	(106)	0.0
November 2022	48.0%	\$145	37.9%	10.1%	0.0%	10.1%	0.0	5.8%	42.3%	38.7%	3.6%	0.0%	3.6%	0.0	3.0%	283	88.3	0.0
December 2022	43.8%	\$127	37.5%	6.3%	0.0%	6.3%	0.0	3.8%	36.2%	33.4%	2.8%	0.0%	2.8%	0.0	1.8%	225	10.4	0.0
January 2023	50.5%	\$126	41.2%	9.3%	0.0%	9.3%	0.0	3.0%	39.8%	36.6%	3.2%	0.0%	3.2%	0.0	2.1%	294	152.5	0.0
February 2023	62.6%	\$139	52.2%	10.4%	0.0%	10.4%	0.0	6.9%	52.8%	47.0%	5.8%	0.0%	5.8%	0.0	4.4%	179	23.5	0.0
March 2023	71.4%	\$157	58.6%	12.8%	0.0%	12.8%	0.0	12.1%	62.5%	55.7%	6.8%	0.0%	6.8%	0.0	5.5%	188	(32.4)	0.0
April 2023	68.6%	\$169	56.0%	12.5%	0.0%	12.5%	0.0	10.6%	58.3%	48.9%	9.5%	0.0%	9.5%	0.0	10.5%	132	32.1	0.0

The **Source Market Insights** dashboard displays the source market of your guests, allowing you to optimize your revenue and marketing strategies. Toggle between Country and Market to analyze occupancy, ADR, and revenue across your Top 10 source markets. Toggle on the interactive bar chart to view the Top 10 Countries or Markets to identify any blind spots in your strategies.

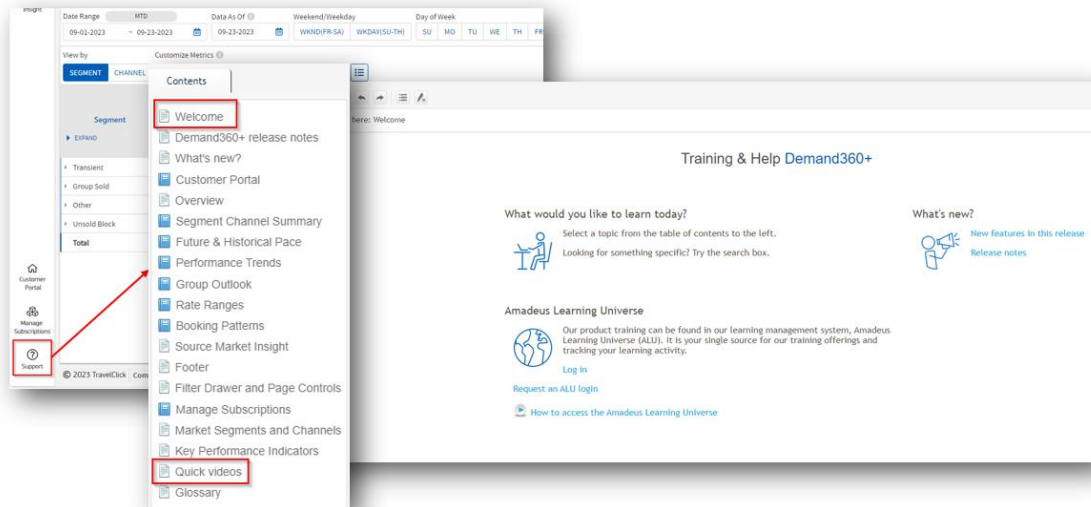


**Note – source market data reflects Brand.com bookings only*



Training & Support Resources

To access a full range of Support resources, navigate to the 'Support' toggle on the bottom left of your dashboard.



On the 'Welcome' tab you will find links to access:

- **New Features and Release Notes** designed to provide information on new features and enhancements being implemented in your Demand360+ dashboard
- **Amadeus Learning Universe** is a robust resource to access a full range of resources across All products

The remaining 'Content' tabs provide a detailed breakdown of the functionality in Demand360+ best used for self-exploration and quick reference of the platform.

[Training & Help - Quick Videos](#)

The 'Quick Videos' tab provides short, consumable visualizations of **Quick View / Demand360 Original** functionality and how Amadeus has migrated this logic into Demand360+ to provide a more seamless experience.

