

## Marriott International Expands Partnership with Amadeus to recommend Demand360<sup>®</sup>, Agency360<sup>®</sup>, and GDS Media Solutions for Marriott Properties Worldwide

We are pleased to announce Marriott International has expanded its long-standing relationship with Amadeus, a leading provider of hotel Business Intelligence and GDS Media Solutions.

As part of the partnership, a centrally negotiated discount is available to Marriott properties worldwide for the following solutions, which may inform strategic business decisions:

- Demand360<sup>®</sup>: Leverage 12 months of forward-looking, on-the-books occupancy data for your region, market, and competitive set to quickly identify and adjust pricing strategies to attract the most profitable business mix with confidence.
- Agency360<sup>®</sup>: A source of 100% of travel agent bookings from all four GDS systems, Agency360<sup>®</sup> can help your hotel understand its share of business, identify growth opportunities, compare performance to your competitive set for the top performing agencies in your market, and identify agencies where there are opportunities to grow revenue and market share.
- GDS Media Solutions: Amadeus' GDS Media products enable hotels to drive awareness messaging and placement to travel agents at the point of sale. Amadeus' key differentiator is that it allows hotels to execute and optimize campaigns across all four GDS platforms.

### Our Recommendation:

Properties that are considering activating any of these products should collaborate with stakeholders such as Area Sales and Revenue Management teams to prioritize your goals and identify your property's unique opportunities. These opportunities should be evaluated based on your property's brand, location, hotel type, segment mix and channel mix. The Amadeus team is available to discuss your needs and support you in identifying the ideal solutions to help support your business goals.

### To Learn More:

For hotels interested in Demand360, Agency360, or GDS Media, please visit <https://www.amadeus-hospitality.com/marriott-business-intelligence/> or contact Amadeus at [Marriott@Amadeus.com](mailto:Marriott@Amadeus.com).

Sincerely,



Mark Martens  
SVP, Global and U.S.& Canada Revenue Strategy  
Marriott International