

Agency360[®] Business Intelligence

Improve your agency performance with the only comprehensive database of GDS bookings.



GDS Bookings: A Growing Business Opportunity for Hotels

Hotels are competing for global distribution systems (GDS) bookings and with good reason. The channel continues to drive high average daily rate (ADR) and profitability with repeated bookings. To capitalize on this revenue opportunity, you need to acquire a comprehensive, 360-degree view of which agents are booking you and your competition.

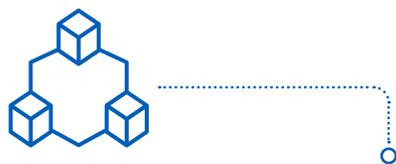
Claim Your Fair Share with Agency360

If knowledge is power, Agency360 is your powerhouse. Agency360 is the industry's only business intelligence solution that tracks 100% of travel agent bookings from all four major GDS providers: Sabre, Galileo, Worldspan, and Amadeus. With access to robust, forward-looking data and insights, you have the power to identify and capture revenue opportunities, constantly refining your strategies as the competitive landscape evolves. You can feel confident that you're making the most informed decisions possible.

With more than 80,000 agencies worldwide booking more than five million rooms each month, how can you understand — and gain — your fair share?

Key Benefits

- _ Insight into 100% of travel agent bookings across all major GDS platforms.
 - _ Comprehensive, actionable reporting.
 - _ Past, current, and future bookings, so you can track over time.
 - _ Filter by rate type to easily compare consortia, corporate, and non-negotiated rate performance.
 - _ Full agency profiles with detailed contact info.
 - _ Global coverage.
 - _ Single sign-on into Hotelligence360[®], an intuitive, integrated platform that displays all dashboards for each property in one place.
 - _ Full training with basic, intermediate, and advanced options.
 - _ Extensive support within the platform.
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Use Actionable Data from All Global Bookings

Make smart GDS pricing decisions from unprecedented insight into ADR and profitability from all past, present, and future competitive GDS bookings. With powerful insights at your fingertips, you can accelerate GDS performance and acquire a larger share of the market.

- From one source, gather data from 100% of 12-month historical and forward-looking bookings in all four major GDSs within your competitive set.
- Gain insight into more than 75 million GDS bookings each year from more than 80,000 agencies worldwide.
- Analyze price patterns to better understand which price points have the highest volume.
- Track results for GDS advertising campaigns, specific promotions, and even individual agency performance to make smarter decisions in the future.
- Filter and view by past and future dates, rate types, and even agencies at a pseudo city code (PCC) level for detailed insights.
- Generate actionable reports and alerts based on specific business needs and objectives.

Accelerate GDS performance and acquire a larger share of the market



Shift GDS Share from the Competition, to You

- Achieve your fair share in the GDS, perfecting your GDS strategy to improve revenue and profitability.
- Drive more bookings your way by locating agencies booking the most revenue into your competitive set, but not your hotel.
- Spot the best opportunities by analyzing revenue and room nights for you and your competitive set by PCC.
- Unlock a more comprehensive understanding of your market with up to three competitive set views.



Build Agent Relationships that Make an Impact

- Work smarter, not harder. Secure better business nurturing relationships with agents already booking into your competitive set.
- Learn who is booking your property versus the competitive set.
- Find new opportunities to pursue next RFP season with the Top Corporate Agencies Report.
- Pull comprehensive agency profiles with contact information to help you develop new relationships and prospects for new corporate accounts.
- Filter by day of the week to target agencies that are booking into your competitive set on shoulder nights.

Find out more

For further information, visit amadeus-hospitality.com or speak to your Amadeus Account Manager today.

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