# Getting the most from Agency360+®

This document will help guide you through Agency360+ to provide insights that will help you tell the story in your data and find the right business for your hotel.

If you have 10 Minutes, here is what you should look at in Agency360+

Corporate Performance Dashboard

Corporate performance provides production by corporation into a market (e.g. Occidental Petroleum business booking into your market). Use the date range filter to see historical or future bookings from these corporations, and view in ascending or descending order **across GDS and Non-GDS channels**.
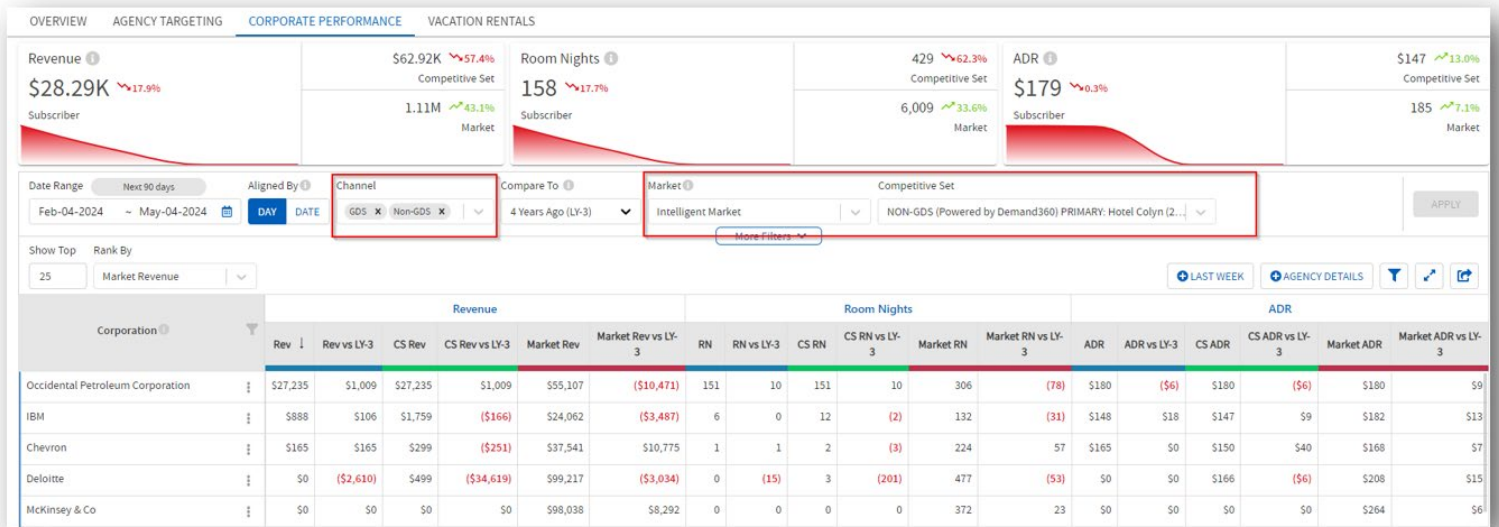
In this example, Occidental Petroleum is the largest revenue producer over the next 90 days and is increasing their business compared to 4 years ago

To see which corporations are picking up rooms for near future, click on "Last Week" button to see pick up. Unusually high pick up could indicate there is a new project or event you don't know about in the market.
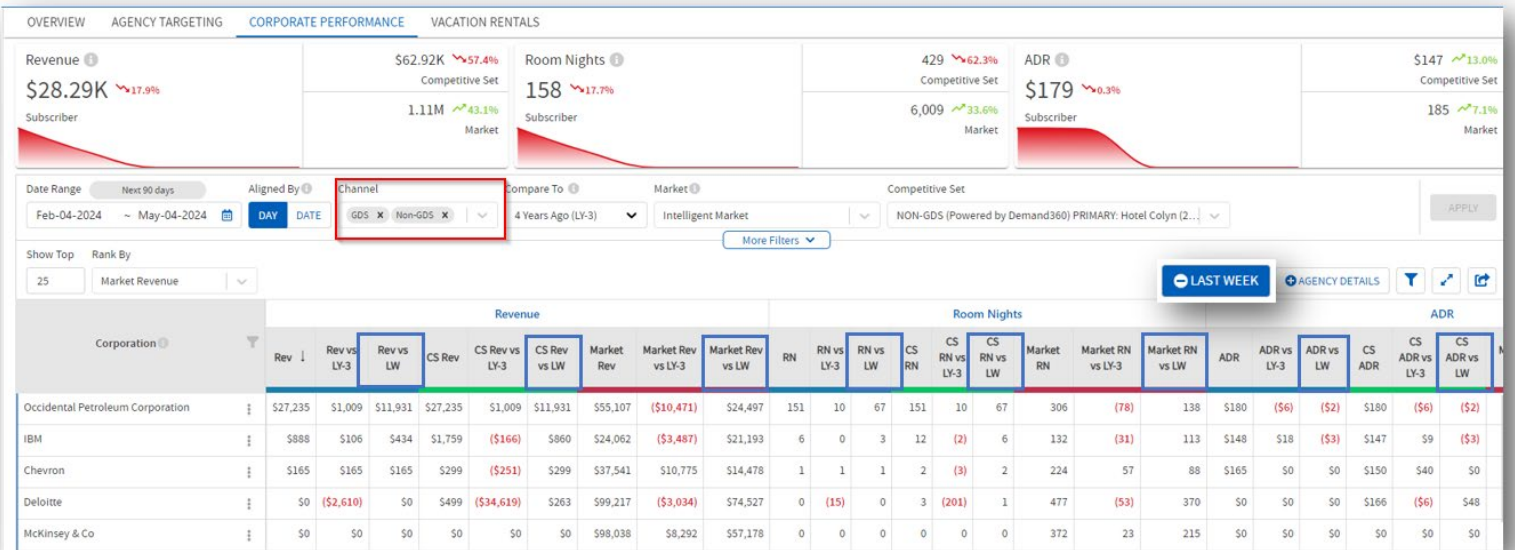
Agency Targeting Tab

This dashboard defaults to the top 25 agencies based on revenue opportunity. You can use the custom filters to display the top agencies based on selected subscriber, competitive set or the market metrics. Focus your selection by agency activity metrics, date range, GDS channel vs non-GDS channel and location.

The Opportunity/Surplus column in the data table 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 compares your revenue penetration for the selected time frame to the same period last year.

Revenue Penetration
Change the date range filter to 'Month to Date' and then 'Quarter to Date'.
- How do your revenue and ADR compare to the competition?
- Are the revenue strategies you implemented having the desired outcome?

Top Prospects
Using your filters, identify your top producing travel agencies and those producing the most opportunity in your competitive set. Analyze how they are performing, then focus on the agencies that can drive the most significant business to your hotel:
- Keep the date range filter on 'Month to Date', change the 'Rank By' filter to 'Subscriber Revenue' to see the top 5 producing agencies for your hotel.
- Change the 'Rank By' filter to 'Competitive Set Revenue' to identify the top 5 agencies with the most opportunity for your hotel.

The first table (Rank By: Subscriber Revenue):

Agency		Opportunity/ Surplus	Penetration	Penetration Growth	Rev	Rev vs LY-2	CS Rev	CS Rev vs LY-2	Market Rev	Market Rev vs LY-2	Penetration	Penetration Growth
								Revenue				
Occidental Petroleum Corp (4WM7)	⋮	$11,286	205	0.0%	$22,058	$4,411	$22,058	$4,411	$23,542	$2,395	205	0.0%
CORPORATE TRAVELER HOUSTON (0W3G)	⋮	$5,256	205	0.0%	$10,273	$10,273	$10,273	$10,273	$21,816	$21,387	205	0.0%
CWT TS SUPPORT (0FYI)	⋮	$3,253	185	0.0%	$7,071	$7,071	$8,565	$8,565	$59,470	$59,470	180	0.0%
CWT (PA4H)	⋮	$3,611	205	2.4%	$7,058	$2,241	$7,058	$2,006	$8,923	$370	205	3.3%
EGENCIA HOTELS (SEAEC38GG)	⋮	$1,349	161	123.0%	$3,560	$2,427	$5,495	$203	$58,189	$27,072	159	133.3%

The second table (Rank By: CS Revenue):

Agency		Opportunity/ Surplus	Penetration	Penetration Growth	Rev	Rev vs LY-2	CS Rev	CS Rev vs LY-2	Market Rev	Market Rev vs LY-2	Penetration	Penetration Growth
								Revenue				
Non Travel Agency Bookings		($15,044)	0	0.0%	$0	$0	$61,612	($69,385)	$1,213,604	($136,015)	0	0.0%
Occidental Petroleum Corp (4WM7)	⋮	$11,286	205	0.0%	$22,058	$4,411	$22,058	$4,411	$23,542	$2,395	205	0.0%
BOOKING.COM	⋮	($4,103)	0	0.0%	$0	$0	$16,803	($2,947)	$146,384	$77,594	0	0.0%
BOOKING.COM	⋮	($3,272)	0	0.0%	$0	$0	$13,399	($8,768)	$144,351	$49,260	0	0.0%
EXPEDIA.COM	⋮	($2,525)	0	0.0%	$0	$0	$10,340	$2,071	$253,206	$34,015	0	0.0%

If you have 20 Minutes, here is what you should look at in Agency360+

Agency Details in Corporate Performance

Use the 'Agency Details' toggle to expand the table and display individual agencies (PCCs) booking a specific corporation in your market. This function is useful when attempting to identify which unique agencies (PCCs) are booking business directly into your market, as well as expanded agency contact detail including: GDS Source, IATA, and location.

Year over Year Comparison & New Business

Identify agencies driving NEW + INCREASED business into your market with comparisons across the last four years (identified as LY, LY-1, LY-2, and LY-3).

Insight: When Market Revenue is the same across comparing timeframes, it means that the corporation has put new business in the market this year that wasn't present historically. This is a fantastic way to see companies booking new business in your market, providing low hanging fruit in your prospect targeting pool.

Supporters:
Who are my Best supporters?
- From the Agency Targeting Dashboard, adjust date range filter to trailing 12 months.
- Set filter to Subscriber Revenue and show top 100.
- Using this information to create a retention plan for top Agencies.
- Are these agencies booking me when I need the business? When did we have the most business from this account?
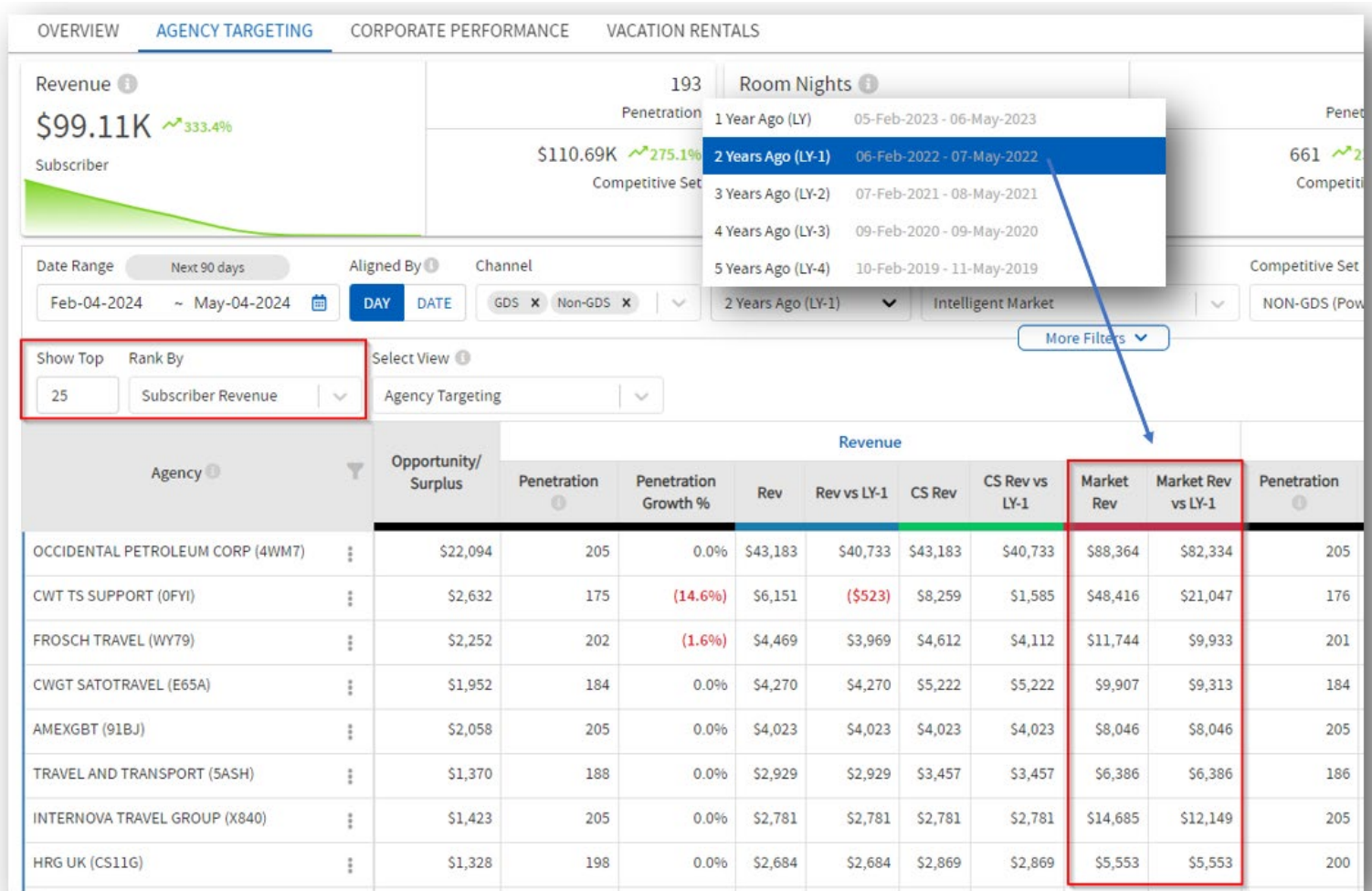
Agency Profile

For the selected agency, drill into the '**Performance Details**' tab for insights into booking activity across the trailing 12 months, next 13 weeks, or next 35 days. On the '**Booking Patterns**' tab, see which price buckets are driving the most production to

understand whether companies booking through this agency fall in line with your strategic ADR expectations. The **'Associated Corporations'** tab will identify corporations that have confirmed bookings through the targeted agency.
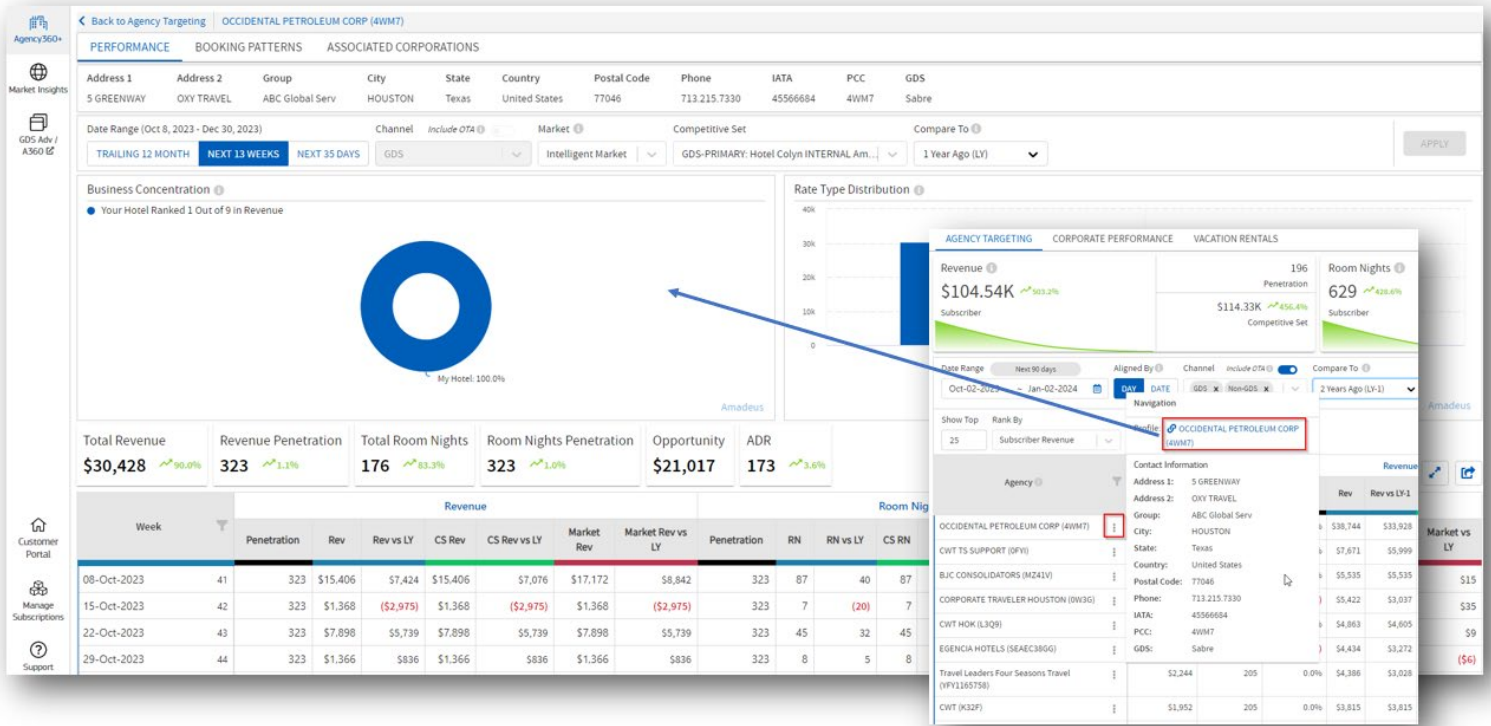

Insight: When viewing the 'Booking Patterns' tab, do you notice the competitive set or market is driving significant booking volume into a price bucket where you are lagging? Perhaps there is a corporation booking into your compset that you have yet gained penetration.
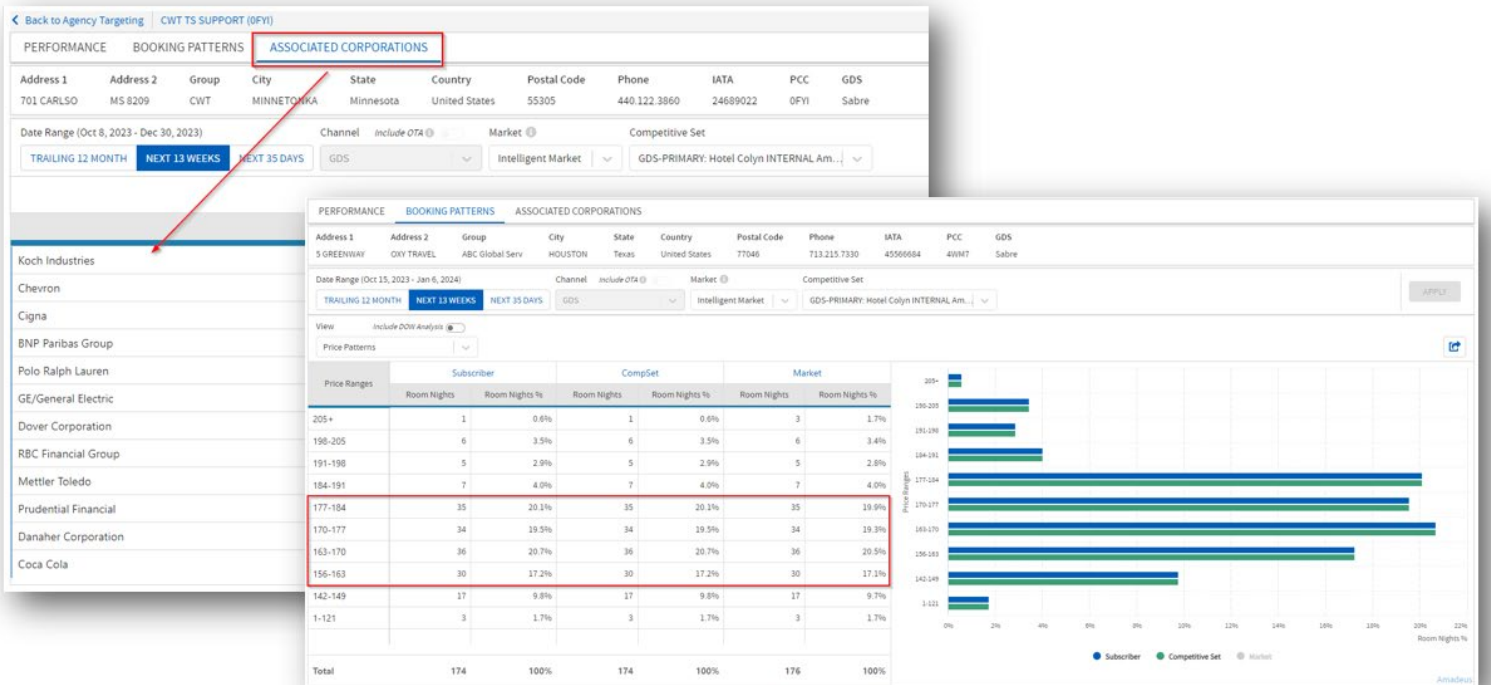
Business Concentration highlights your market performance in relation to this agency. Notice if a single hotel or competitor has most of the revenue share, or whether it's distributed among several hotels.

Rate Type Distribution highlights the rate type being booked into your hotel, competitive set, and market. Analyze whether your compset and market business composition falls into the same category. Perhaps you're receiving primarily corporate

business while the compset is receiving primarily consortia from the same agency. Use this data to refine strategies when looking to shift market share.
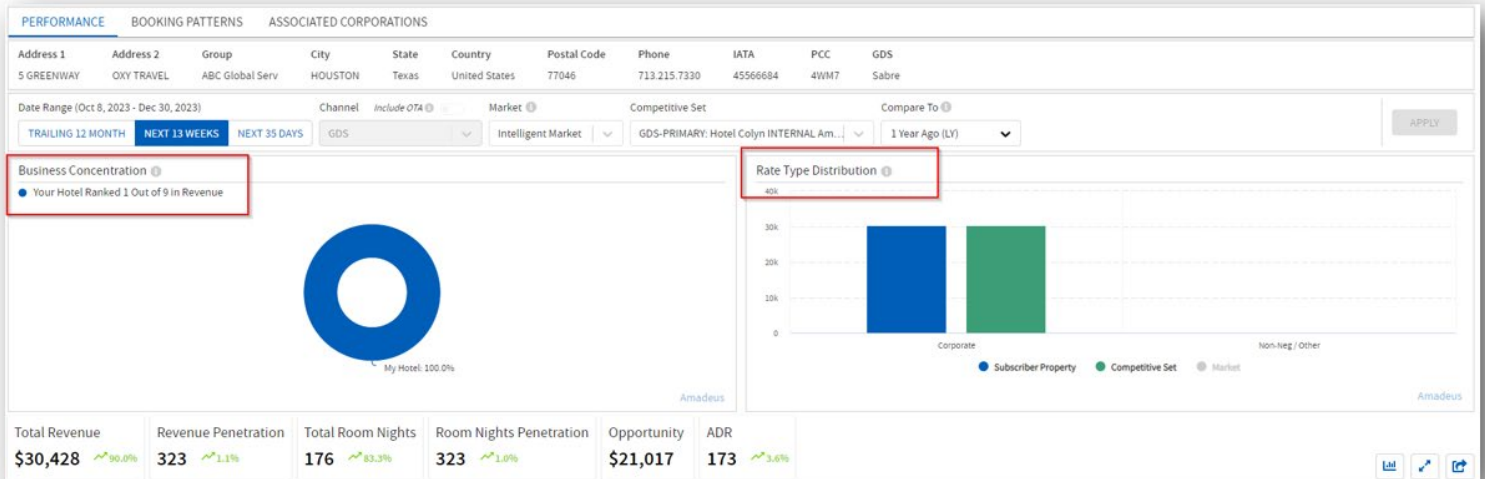
If you have 30 Minutes, here is what you should look at in Agency360+

RFP/Negotiations

From the Agency Targeting Dashboard, use the filter drawer on the right-hand side to filter on Sub-Segment "**Corporate**," view rank by Competitive Set Revenue and show the top 25 agencies booking corporate business into the competition.

Use data page to answer the following questions:

- What corporate RFPs should I pursue for next RFP season?
- For existing corporate accounts, is the business still valuable?
- Was there enough volume produced to justify the rate?
- Are my negotiated rates/RFP bids appropriately priced?

Click into the Agency Profile and review the Agency Activity for the Trailing 12 Months.

Creating Prospect Profiles

Strategically fill gaps for your property using Agency360+ to prospect in the market. Advanced filters let you go beyond the market to truly understand where your best opportunities to shift the 'right' business are hidden.
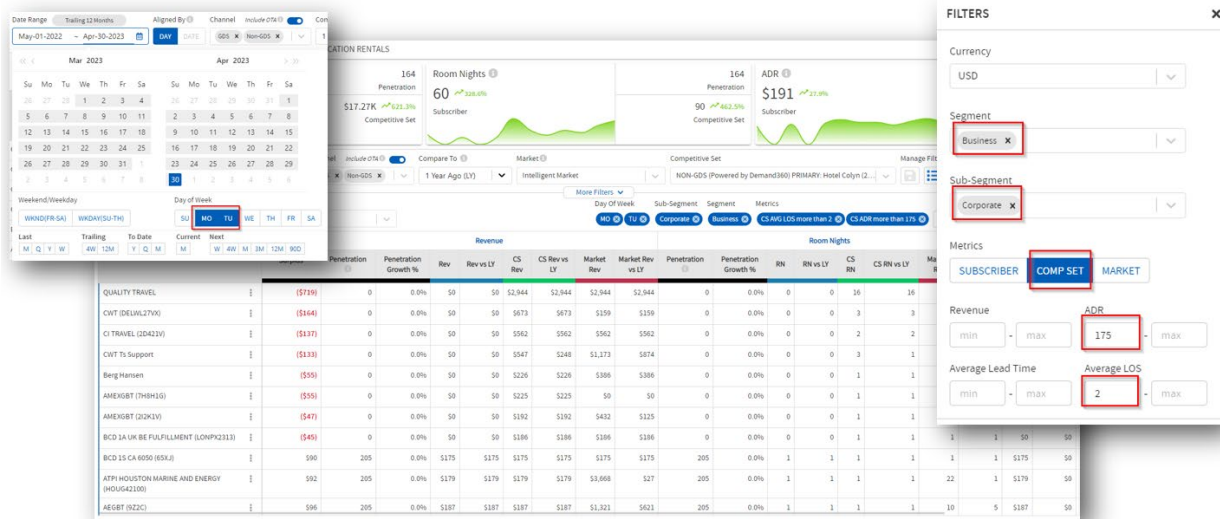
In this example, we know coming in that the ideal piece of business we should pursue in RFP Season is corporate driven in the 'business' segment, 2-night length of stay over Mondays & Tuesdays, and generating an ADR greater than $175. Using advanced filters, we can isolate agencies that fit that profile to prospect with intention.

Top Tip – Save Selection

Select a target list of PCCs or IATAs to enable the Save Selection functionality. Label your grouping and revisit your saved lists to quickly track trends and performance of your top agency prospects over custom timeframes

Identify Agency Group Performance

Use the 'Select View' filter to select **Agency Group Performance** and view aggregated booking performance by the agency groups maintained within Agency360+. These are the agency groups generating the greatest volume of revenue for your competitive set.

Vacation Rentals

Allows you to view current demand and historical trends for vacation rentals in your market. This enhancement provides insights into market demand for those customers staying in short-term accommodations such as AirBNB.

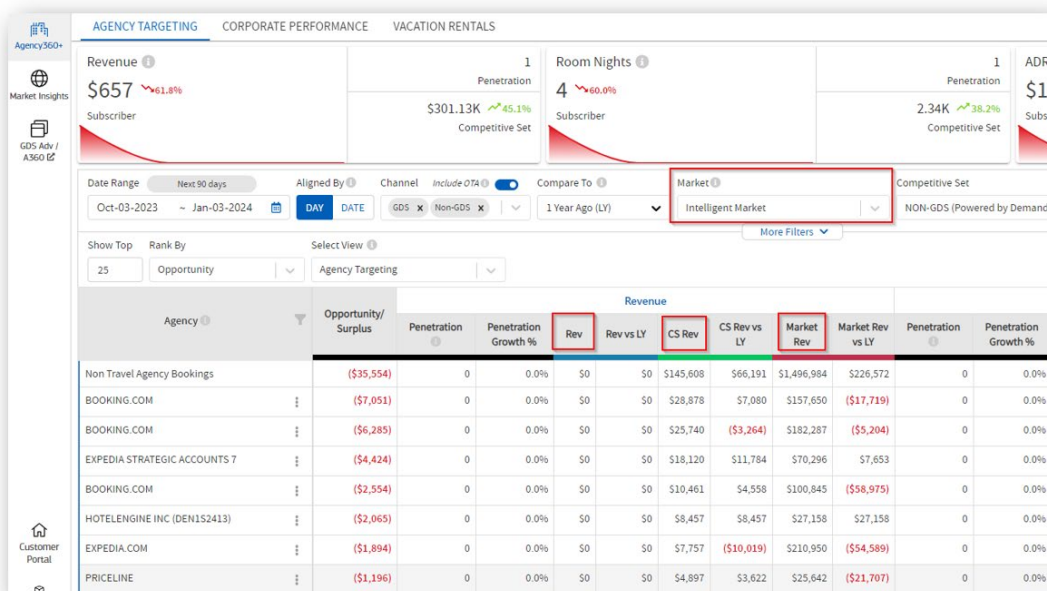| Date		Occupancy				ADR			
		Market Occ	Market Occ LY-1	Market Occ % Growth vs LY-1	Market Occ vs LY-1	Market ADR	Market ADR LY-1	Market ADR % Growth vs LY-1	Market ADR vs LY-1
04-Feb-2024	SUN	23.0%	40.6%	(43.4%)	(17.6%)	$97	$99	(2.2%)	($2)
05-Feb-2024	MON	21.6%	40.3%	(46.4%)	(18.7%)	$95	$99	(4.0%)	($4)
06-Feb-2024	TUE	21.1%	37.2%	(43.3%)	(16.1%)	$96	$97	(1.4%)	($1)
07-Feb-2024	WED	21.4%	34.7%	(38.4%)	(13.3%)	$97	$94	3.0%	$3
08-Feb-2024	THU	22.3%	34.7%	(35.9%)	(12.5%)	$97	$92	5.0%	$5
09-Feb-2024	FRI	24.8%	35.4%	(30.0%)	(10.6%)	$104	$90	16.1%	$14

Intelligent market

Our proprietary Intelligent market allows you to better understand the evolution of demand and which industries are returning. Intelligent markets are not a replacement for competitive sets, but a representation of demand that can be referenced when validating pricing, yielding, and strategy decisions.

Intelligent markets are formed by clustering properties based on their geographical location and the density of properties within that location. This model identifies unique markets and sub-markets within dense populations (typically larger cities) while also providing coverage to smaller markets with a lower density of participants.

For a deeper dive into Intelligent Market demonstrations: training.travelclick.com/Demonstrations/BI/BI_Market_Types.mp4

Agency		Opportunity/ Surplus	Penetration	Penetration Growth %	Rev	Rev vs LY	CS Rev	CS Rev vs LY	Market Rev	Market Rev vs LY	Penetration	Penetration Growth %
Non Travel Agency Bookings		($35,554)	0	0.0%	$0	$0	$145,608	$66,191	$1,496,984	$226,572	0	0.0%
BOOKING.COM		($7,051)	0	0.0%	$0	$0	$28,878	$7,080	$157,650	($17,719)	0	0.0%
BOOKING.COM		($6,285)	0	0.0%	$0	$0	$25,740	($3,264)	$182,287	($5,204)	0	0.0%
EXPEDIA STRATEGIC ACCOUNTS 7		($4,424)	0	0.0%	$0	$0	$18,120	$11,784	$70,296	$7,653	0	0.0%
BOOKING.COM		($2,554)	0	0.0%	$0	$0	$10,461	$4,558	$100,845	($58,975)	0	0.0%
HOTELENGINE INC (DEN1S2413)		($2,065)	0	0.0%	$0	$0	$8,457	$8,457	$27,158	$27,158	0	0.0%
EXPEDIA.COM		($1,894)	0	0.0%	$0	$0	$7,757	($10,019)	$210,950	($54,589)	0	0.0%
PRICELINE		($1,196)	0	0.0%	$0	$0	$4,897	$3,622	$25,642	($21,707)	0	0.0%

View your Intelligent Markets (GDS and Non-GDS) on a map to gain a better understanding of how your markets are defined in a geographic area. Ensure your target accounts are booking within the right regions to have confidence in your prospect strategies.

GDS market

GDS market includes hotels that are geocoded to this market and its major airports in GDS.

GDS + Non-GDS Channel Targets

Expand your reach beyond GDS channels, identify and target your top opportunities in the GDS and non-GDS channels to identify your most valuable customers.
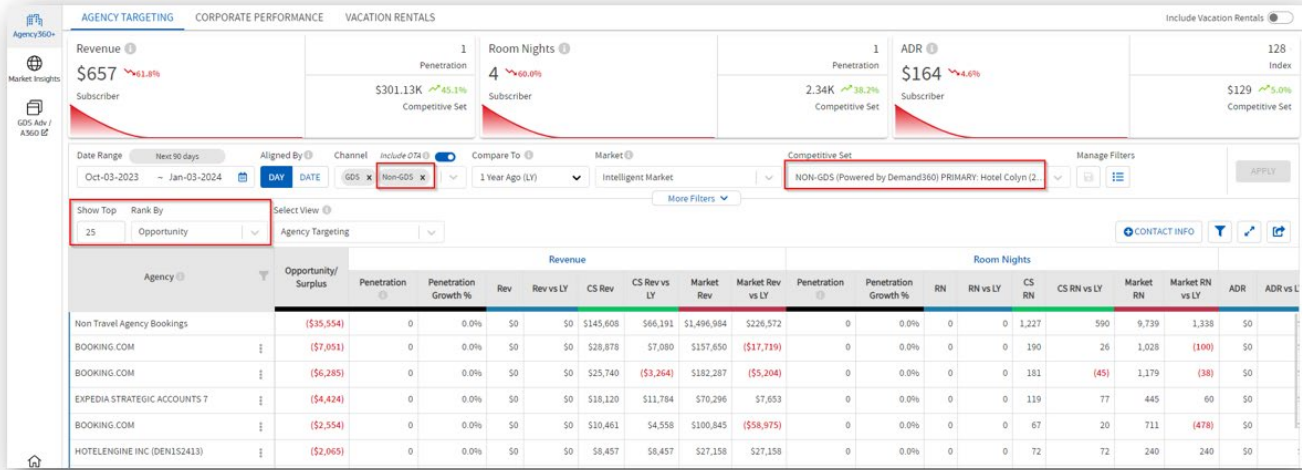
Tips for Multi-Property Users

Multi property users can toggle between properties, just as they can in RevenueStrategy360 and Demand360+ today.