

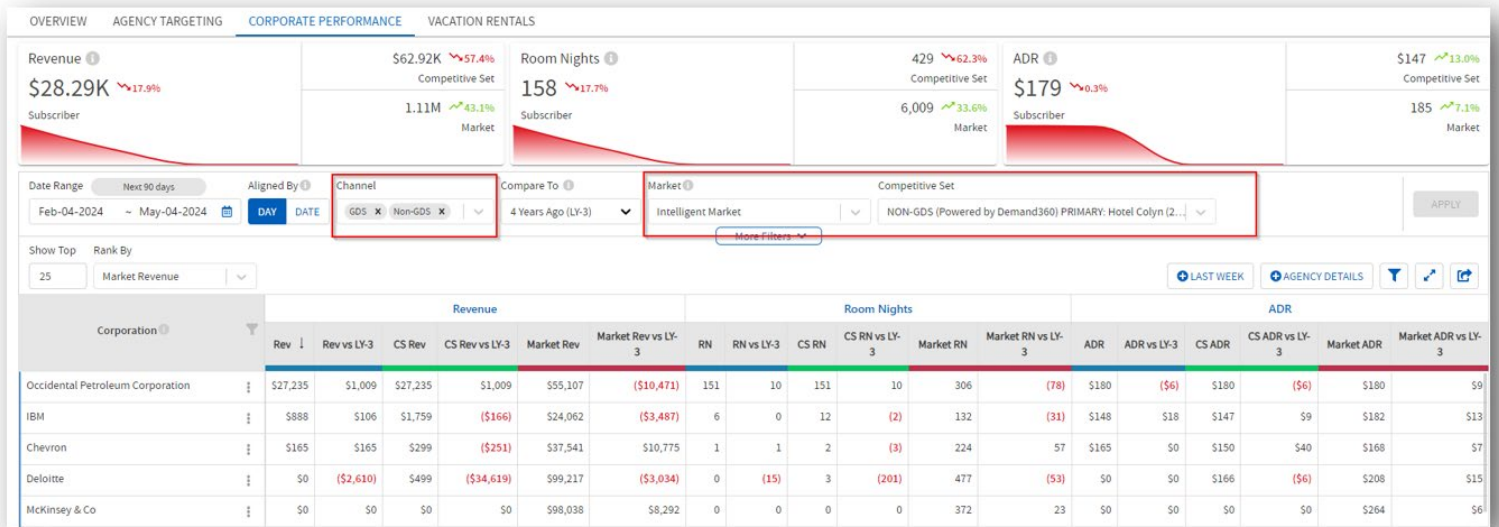
Getting the most from Agency360+®

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+

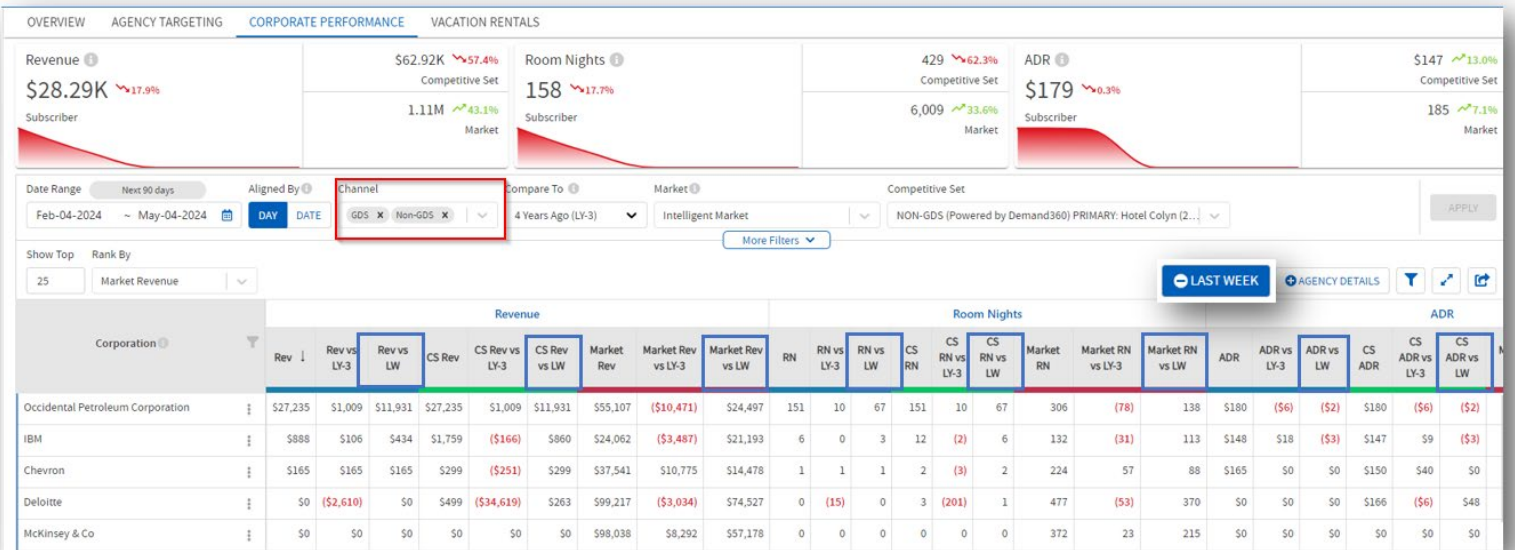
Corporate Performance Dashboard

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.

The screenshot shows the Agency Targeting dashboard with several key components and annotations:

- Annotations:**
 - "Instantly customize your view to highlight top agency segments, mimicking popular reports" points to the 'Rank By' dropdown.
 - "Select 'Channel' filters to include GDS / non-GDS metrics. Also, toggle 'Include OTA' to see OTA data in the broader data set." points to the 'Channel' filter dropdown.
 - "Refine your focus by selecting a specific set of PCC/IATAs for targeted analysis" points to the 'IATA' and 'PCC' filter dropdowns.
 - "Adjust 'Rank By' filters to customize table view between subscriber / competitive set metrics" points to the 'Rank By' dropdown.
 - "Manually adjust the number of agencies displayed, up to 150" points to the 'Show Top' dropdown.
 - "Save selection filters allow you to save IATA & PCC groupings for quick recall" points to the 'Manage Filters' button.
 - "Based on customizations, instantly export all data to excel." points to the export icon.
- Dashboard Elements:**
 - Summary cards for Revenue (\$947), Penetration (\$332.59K), Room Nights (6), and ADR (\$158).
 - Filters for Date Range, Aligned By, Channel, Compare To, Market, Competitive Set, Agency Group, Major Market, Region, Country, IATA, and PCC.
 - Table with columns: Agency, Opportunity/Surplus, Penetration, Penetration Growth %, Revenue (Rev vs LY, CS Rev, CS Rev vs LY, Market Rev, Market Rev vs LY), Penetration (Penetration Growth %, RN, RN vs LY, CS RN, CS RN vs LY, Market RN, Market RN vs LY), and ADR (ADR vs LY).

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.

Rank By: Subscriber Revenue

Show Top: 25 Rank By: Subscriber Revenue Select View: Agency Targeting

Agency	Revenue											
	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	
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%	

Rank By: CS Revenue

Show Top: 25 Rank By: CS Revenue Select View: Agency Targeting

Agency	Revenue											
	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	
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.

OVERVIEW AGENCY TARGETING CORPORATE PERFORMANCE VACATION RENTALS

Revenue: \$73.92K (Subscriber) vs \$85.43K (Competitive Set) (+25.8%)

Room Nights: 486 (Subscriber) vs 227.14K (Market) (+27.2%)

ADR: \$152 (Subscriber) vs \$151 (Market) (+2.1%)

Date Range: Feb-01-2023 to Jan-31-2024

Channel: DAY DATE

Compare To: 1 Year Ago (LY)

Market: Intelligent Market

Competitive Set: NON-GDS (Powered by Demand360) PRIMARY: Hotel Colyn (2...)

Show Top: 25 Rank By: Market Revenue

AGENCY DETAILS

Corporation	Revenue				Room Nights				ADR				Agency Details							
	CS Rev	CS Rev vs LY	Market Rev	Market Rev vs LY	RN	RN vs LY	CS RN	CS RN vs LY	Market RN	Market RN vs LY	ADR	ADR vs LY	CS ADR	CS ADR vs LY	Market ADR	Market ADR vs LY	Agency	Source	PCC	IATA
Koch Industries	\$34,193	(\$22,223)	\$95,836	(\$42,211)	219	(158)	225	(158)	644	(\$29)	\$152	\$5	\$152	\$5	\$149	\$5	CWT TS SUPPORT (0FYI)	Sabre	0FYI	24689022
	\$32,961	(\$2,275)	\$90,941	(\$349)	216	(7)	216	(17)	626	13	\$153	\$0	\$153	\$1	\$145	(\$4)	CWT (PA4H)	Sabre	PA4H	26565840
	\$4,693	\$1,142	\$14,836	\$8,460	0	0	32	9	89	45	\$0	\$0	\$147	(\$8)	\$167	\$22	Non Travel Agency Bookings	NON-GDS	N/A	N/A
	\$1,854	(\$670)	\$3,707	(\$1,341)	12	(6)	12	(6)	24	(12)	\$154	\$14	\$154	\$14	\$154	\$14	CWT GSC (ZRHWL21GC)	Amadeus	ZRHWL21GC	81207630
	\$1,280	\$1,280	\$3,511	\$3,511	8	8	8	8	22	22	\$160	\$0	\$160	\$0	\$160	\$0	CWT (PA3H)	Sabre	PA3H	67843263
	\$1,527	\$1,527	\$3,055	\$3,055	9	9	9	9	18	18	\$170	\$0	\$170	\$0	\$170	\$0	CWT HH (BHXLW28HA)	Amadeus	BHXLW28HA	91244016
	\$1,001	(\$2,878)	\$2,816	(\$6,214)	7	(19)	7	(19)	17	(40)	\$143	(\$6)	\$143	(\$6)	\$166	\$7	CWT GSC (MANWL21GC)	Amadeus	MANWL21GC	91244016
	\$2,433	(\$1,259)	\$2,433	(\$1,259)	0	0	17	(8)	17	(8)	\$0	\$0	\$143	(\$5)	\$143	(\$5)	CWT Beheeremaatschappij BV	NON-GDS	N/A	81207630

Year over Year Comparison & New Business

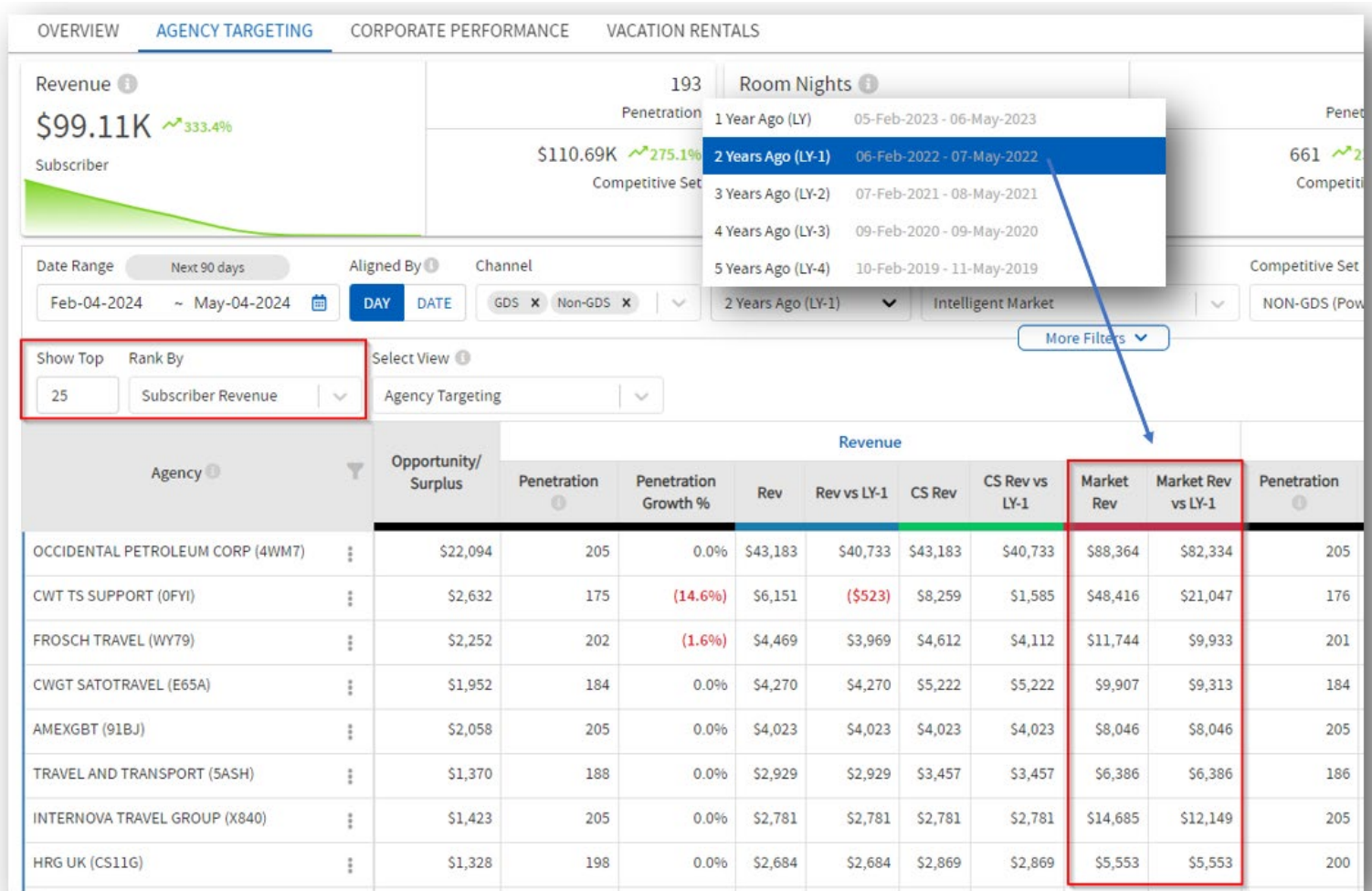
Identify agencies driving NEW + INCREASED business into your market with comparisons across the last four years (identified as LY, LY-1, LY-2, and LY-3).

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?

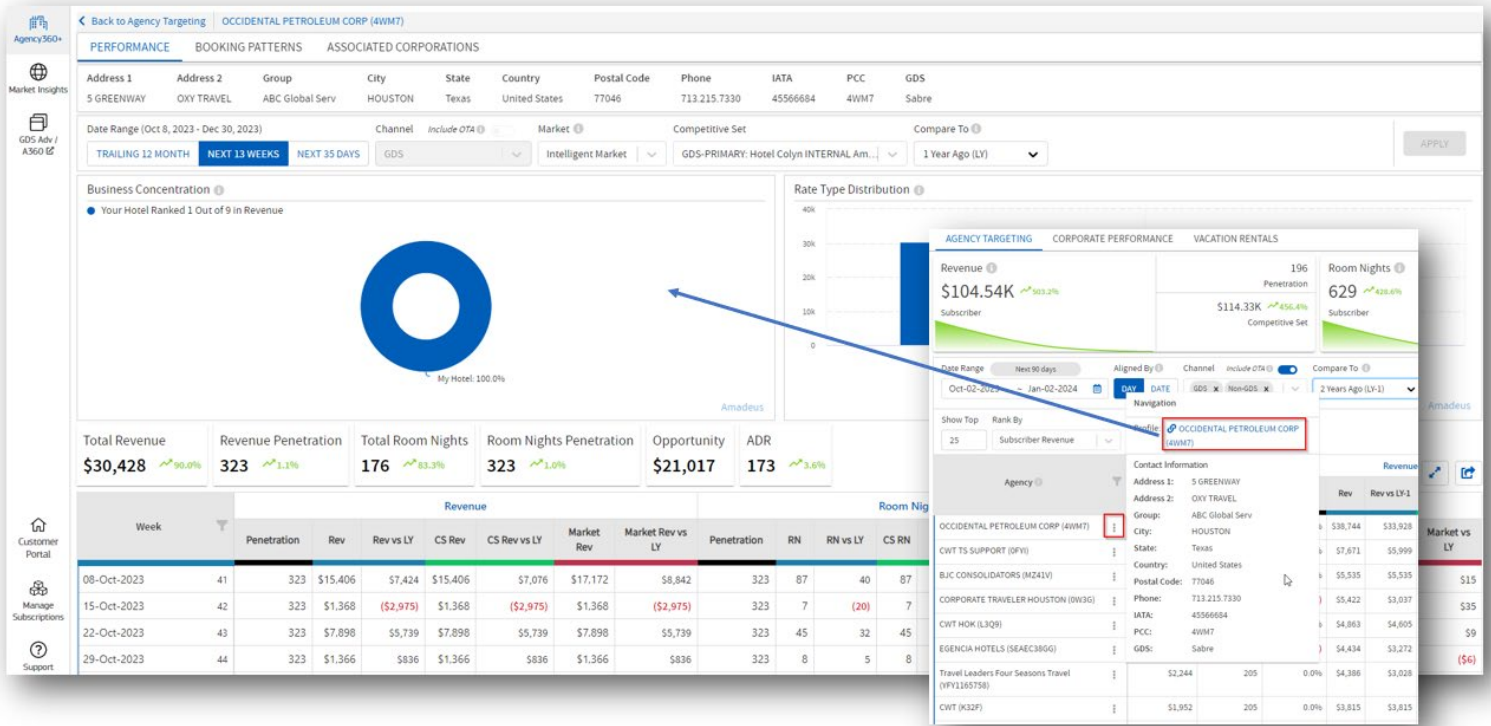
- From the Agency Targeting Dashboard, adjust date range filter to trailing 12 months.
- Set filter to Subscriber Revenue and show top 100.
- Using this information to create a retention plan for top Agencies.
- Are these agencies booking me when I need the business? When did we have the most business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



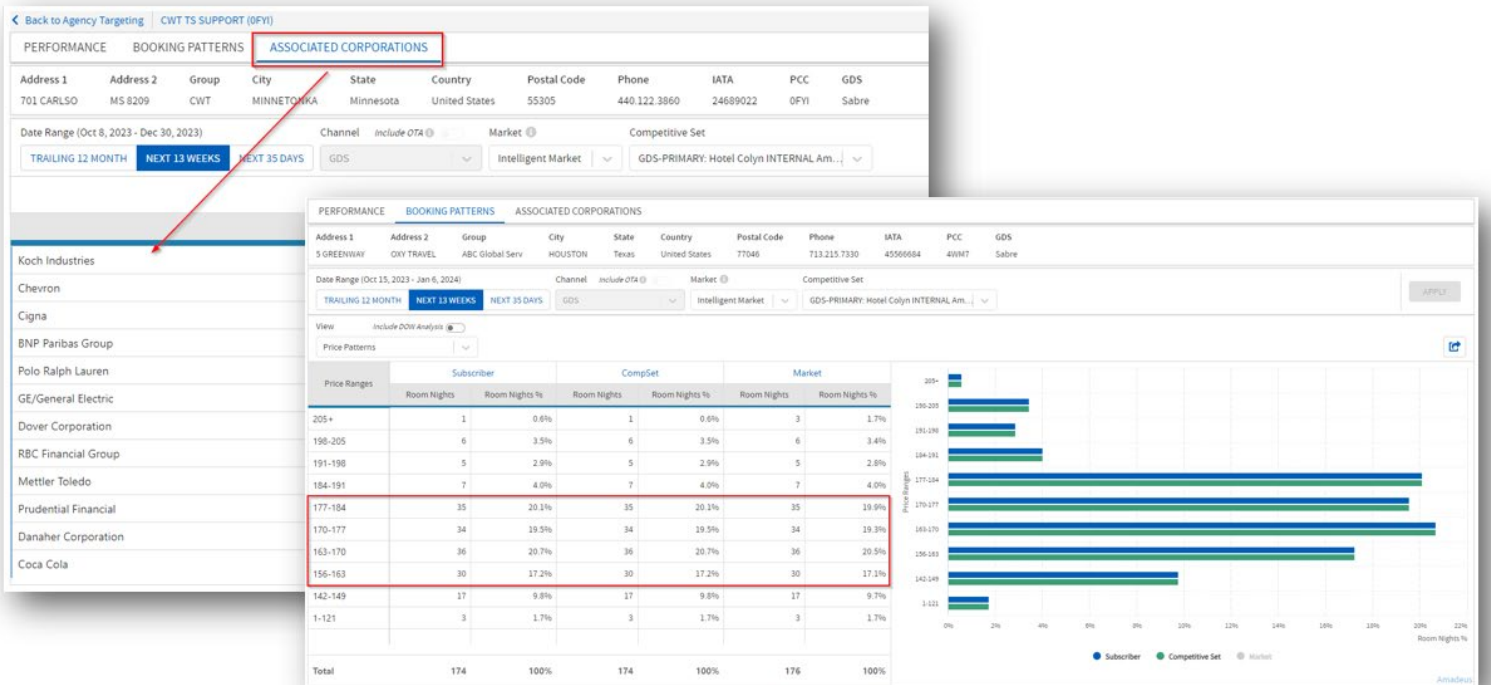
Agency Profile

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.



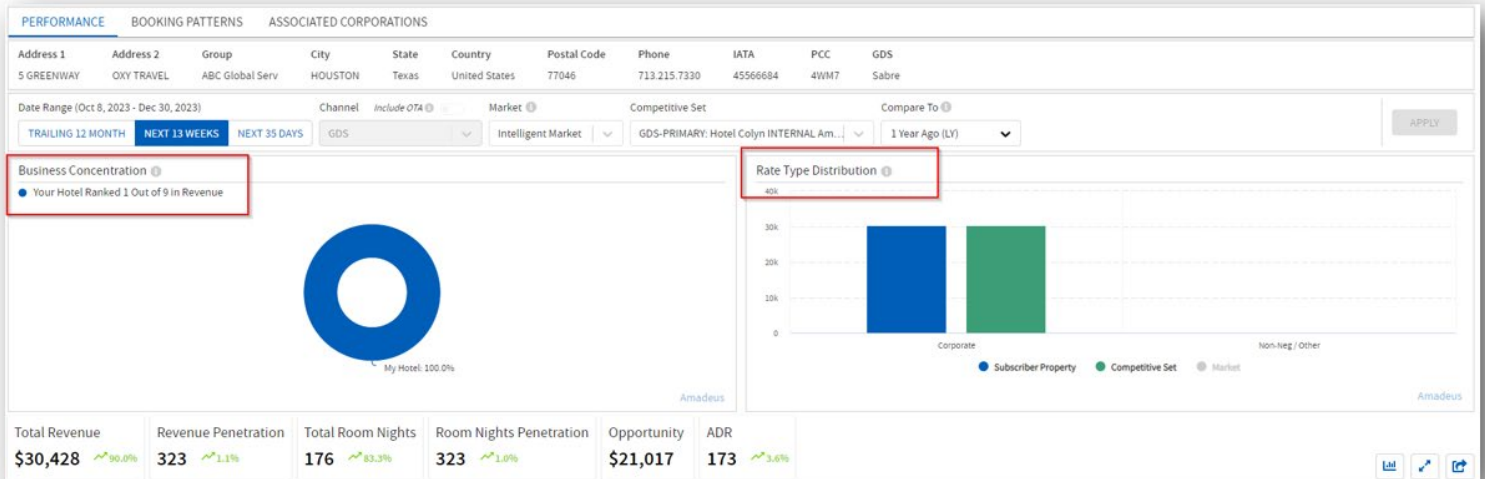
Insight: When viewing the 'Booking Patterns' tab, do you notice the competitive set or market is driving significant booking volume into a price bucket where you are lagging? Perhaps there is a corporation booking into your compset that you have yet gained penetration.



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.

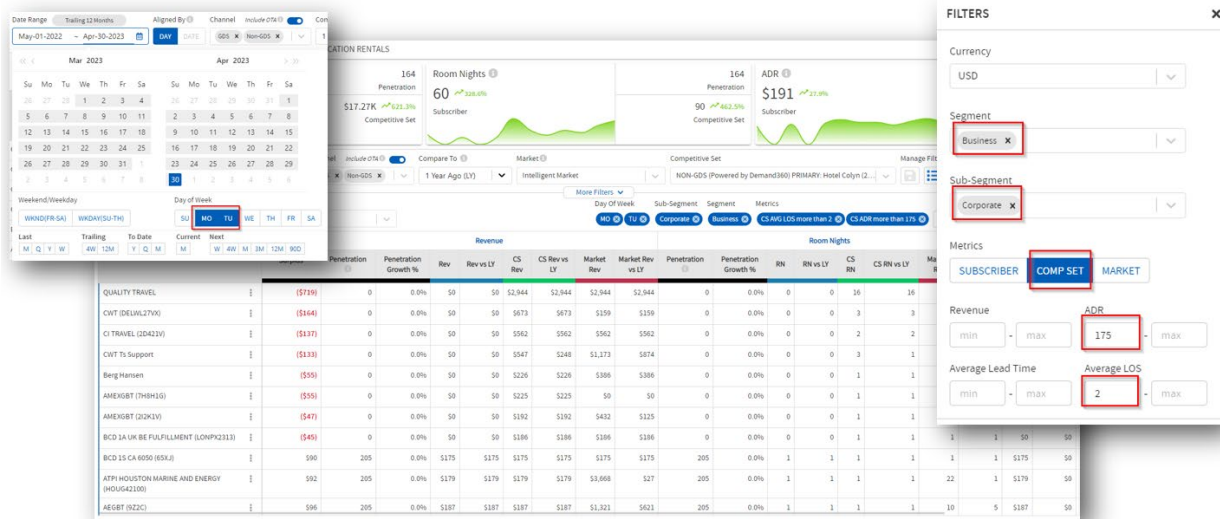
Use data page to answer the following questions:

- 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

The 'Manage Filters' interface includes the following components:

- Competitive Set:** GDS-PRIMARY: Hotel Colyn INTERNAL Amadeus Demo Only (...)
- Region:** Select Region
- Country:** Select Country
- PCC List:** 0FYI, 0W3G, 4WM7, 5BRK, 7UVF, MCOIX3, PA4H, SEAEC38GG, SYDAB2738, WY79
- Manage Filters Panel:**
 - Name Filter: []
 - Default:
 - PCC: 0FYI,0W3G,4WM7,5BRK,7UVF,MCOIX3,100,PA4H,SEAEC38GG,SYDAB2738,WY79
 - SAVE FILTERS
- Filters Saved Panel:**

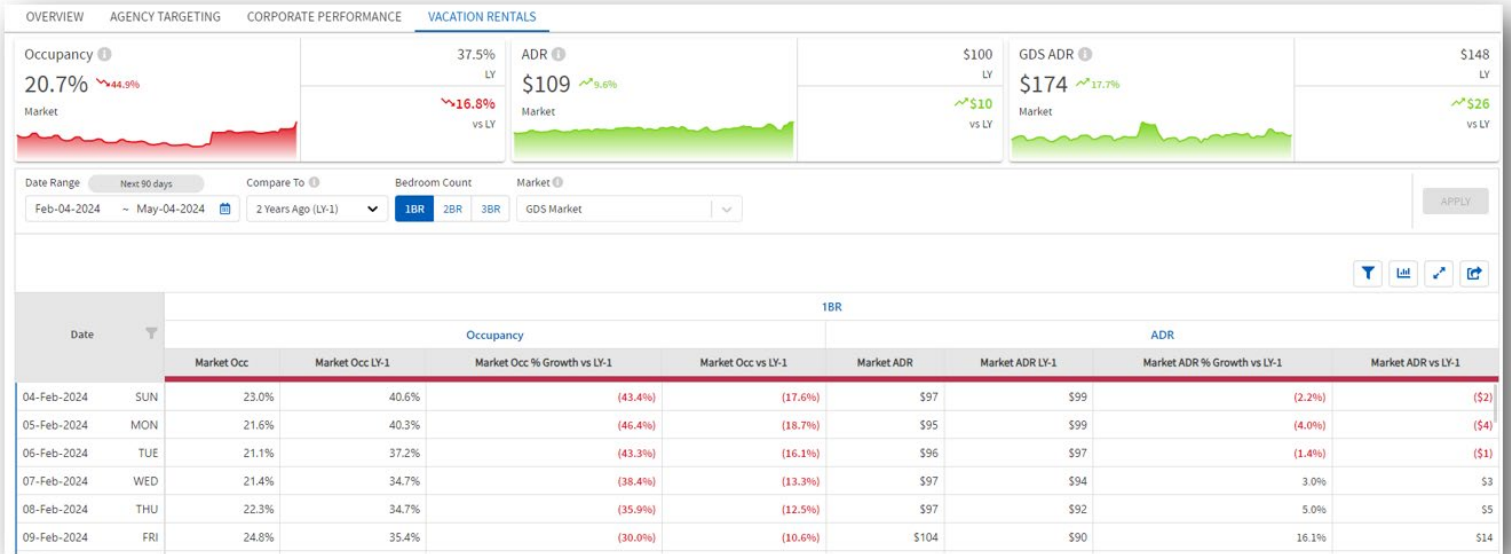
Default	View Name	Last Updated	Actions
<input type="checkbox"/>	Agencies	12-Apr-2023	<input checked="" type="checkbox"/> <input type="edit"/> <input type="delete"/>
<input type="checkbox"/>	Deni's target accounts	04-May-2023	<input checked="" type="checkbox"/> <input type="edit"/> <input type="delete"/>
<input type="checkbox"/>	Koch Ind	09-May-2023	<input checked="" type="checkbox"/> <input type="edit"/> <input type="delete"/>

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.

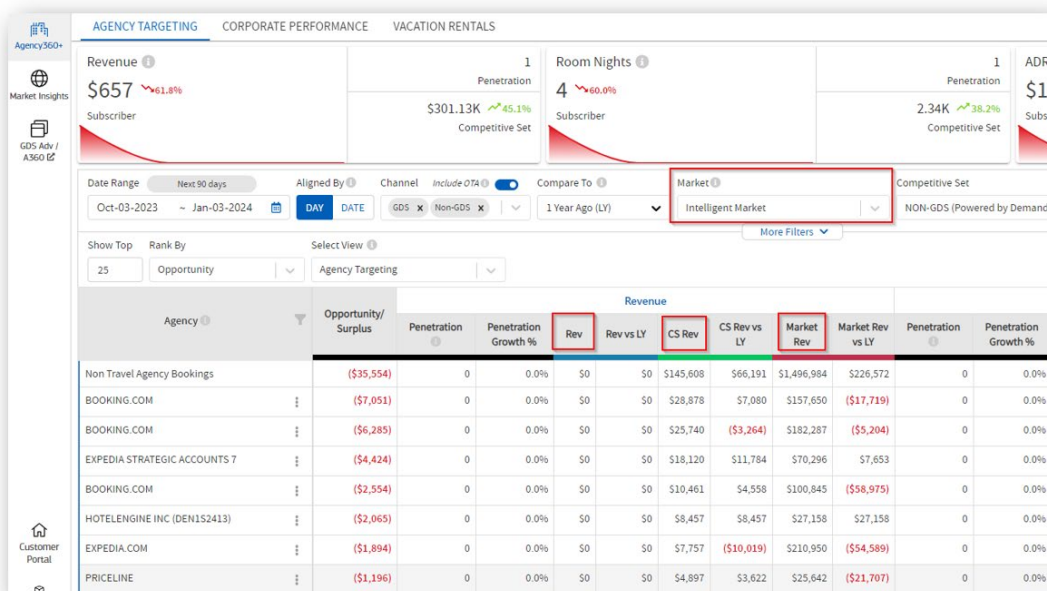


Intelligent market

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



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.

The screenshot displays the 'MANAGE INTELLIGENT MARKET' interface. At the top, there are tabs for 'MANAGE COMP SET' and 'MANAGE INTELLIGENT MARKET'. A dropdown menu is open, showing 'Intelligent Market' selected. Below the map, a table lists various agencies and their performance metrics. A red box highlights the 'Manage Subscriptions' button in the bottom left corner.

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	(\$34,784)	0	0.0%	\$0	\$0	\$142,432	\$64,270	\$1,591,991	\$298,190	0	0.0%
BOOKING.COM	(\$7,092)	0	0.0%	\$0	\$0	\$29,046	\$5,919	\$161,904	(\$14,934)	0	0.0%
BOOKING.COM	(\$6,721)	0	0.0%	\$0	\$0	\$27,524	\$1,073	\$184,782	(\$4,367)	0	0.0%
EXPEDIA STRATEGIC ACCOUNTS 7	(\$4,432)	0	0.0%	\$0	\$0	\$18,149	\$11,278	\$80,961	\$15,950	0	0.0%
BOOKING.COM	(\$3,030)	0	0.0%	\$0	\$0	\$11,410	\$4,202	\$99,588	(\$62,036)	0	0.0%
EXPEDIA.COM	(\$2,301)	0	0.0%	\$0	\$0	\$9,425	(\$9,674)	\$222,395	(\$56,661)	0	0.0%
TRAVELER BUSINESS (10LF)	(\$2,244)	0	0.0%	\$0	\$0	\$9,189	\$9,189	\$9,467	\$9,467	0	0.0%
BCD JA NL MARINE ROTTERDAM (RTM) Q71104	(\$1,606)	0	0.0%	\$0	\$0	\$6,579	\$6,282	\$12,887	\$12,590	0	0.0%
BCD JA NL Concur Dd	(\$1,606)	0	0.0%	\$0	\$0	\$6,579	\$6,579	\$1,115	\$1,115	0	0.0%
HOTELENGINE INC (DEN152413)	(\$1,586)	0	0.0%	\$0	\$0	\$6,497	\$6,497	\$23,362	\$23,362	0	0.0%

GDS market

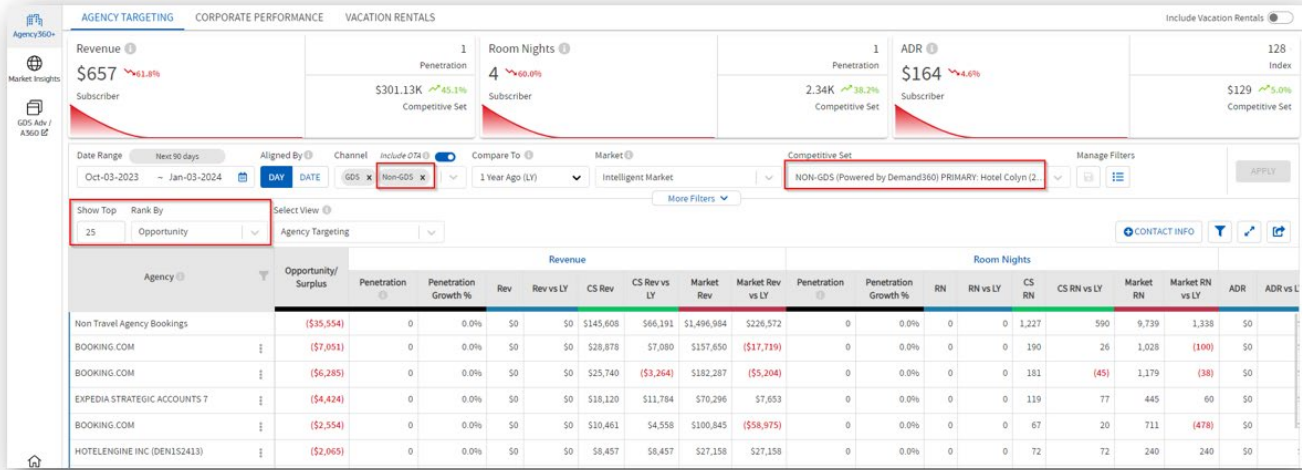
GDS market includes hotels that are geocoded to this market and its major airports in GDS.

The screenshot displays the 'MANAGE INTELLIGENT MARKET' interface. At the top, there are tabs for 'MANAGE COMP SET' and 'MANAGE INTELLIGENT MARKET'. A dropdown menu is open, showing 'Intelligent Market' selected. Below the map, a table lists various agencies and their performance metrics. A red box highlights the 'GDS x' button in the 'Channel' dropdown.

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 %	RN
OCCIDENTAL PETROLEUM CORP (4WM7)	\$22,156	205	0.0%	\$43,303	\$16,670	\$43,303	\$16,670	\$45,687	\$18,248	205	0.0%	249
CWT TS SUPPORT (0FYI)	\$3,768	195	21.6%	\$7,726	(\$2,444)	\$8,485	(\$7,296)	\$44,326	(\$22,971)	194	27.1%	47

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.

