

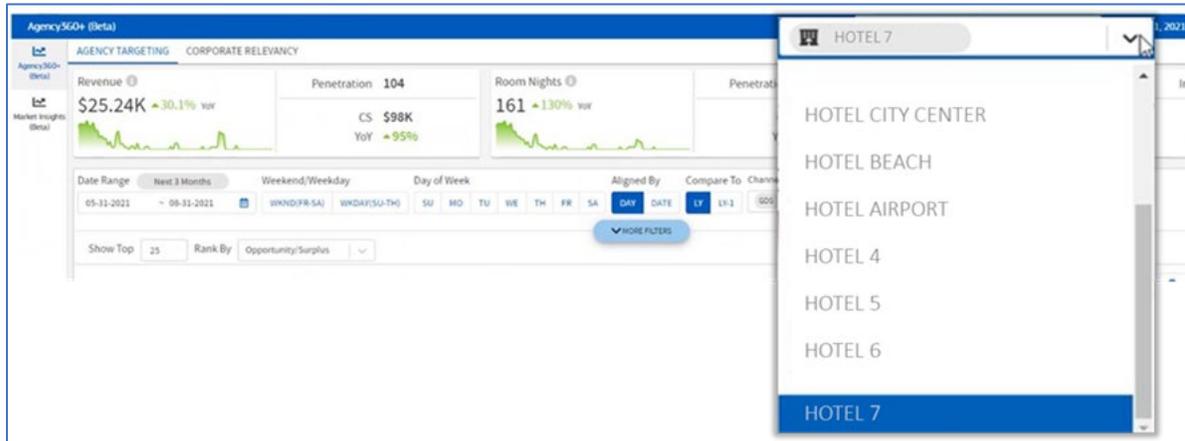
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Getting the most from your Agency360+ subscription

This document is designed to help guide you through Agency360+ based on how much time you have and highlight certain examples that may help you better utilize the data available to you.

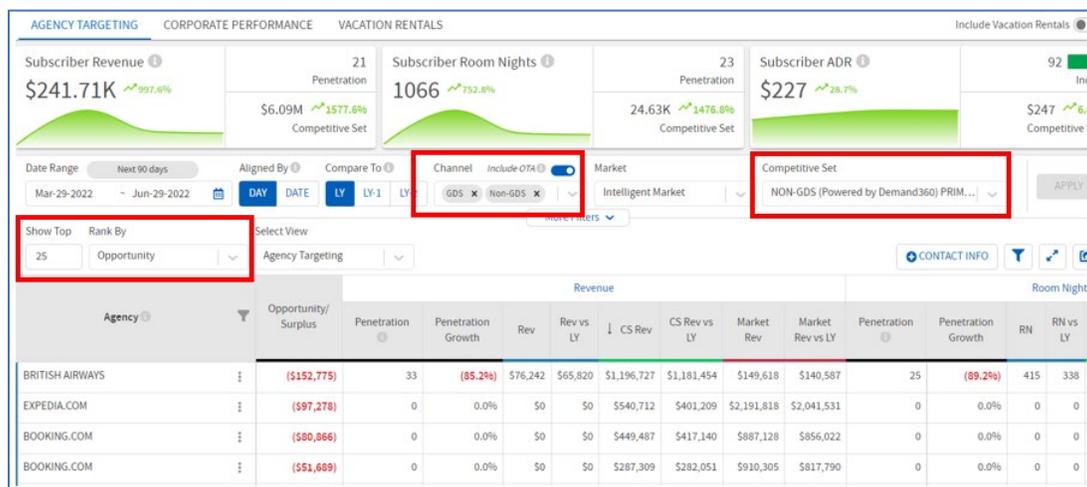
You have 10 Minutes, here is what you should look at in Agency360+

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



GDS + Non-GDS Channel Targets - Agency Targeting

Expand your reach beyond GDS channels, identify and target your top opportunities on GDS and non-GDS channels, and nurture your most valuable customers.



Revenue Penetration

Change the date range filter to Month to date and/or Quarter to date.

- How does your revenue and ADR compare to the competition?

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- Are the revenue strategies you implemented having the desired outcome?

Top Prospects

Identify your top supporters and prospects, 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, show rank by subscriber revenue to get your top 5 supporters.
- Change ranking to competitive set revenue to see your top 5 prospects.

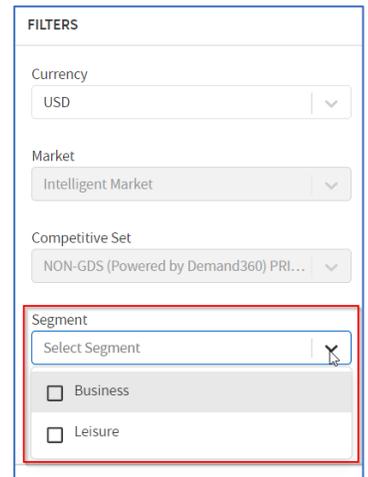
Non-GDS (Demand360) channel

Includes bookings made outside of GDS channel:

- By travel agency with IATA (incl. OTAs (Online Travel Agencies)) and/or
- For one of these sub-segments in Demand360
 - Corporate
 - Consortia
 - Government

Filter data by Business or Leisure travel

- Business segment
 - Bookings made into one of these segments:
 - Corporate
 - Consortia
 - Government
- Leisure segment
 - All other rate types and segments potentially booked by travel agencies.



Compare yourself to your market

Choose from traditional GDS market or Amadeus proprietary Intelligent markets.

Date Range		Aligned By	Compare To	Channel	Include OTA	Market					
Mar-29-2022 ~ Jun-29-2022		DAY DATE LY LY-1 LY-2		GDS x Non-GDS x	ON	Intelligent Market	More Filters				
Show Top	Rank By	Select View									
25	Surplus	Agency Targeting									
Agency	Opportunity/Surplus	Revenue									
		Penetration	Penetration Growth	Rev	Rev vs LY	CS Rev	CS Rev vs LY	Market Rev	Market Rev vs LY		
EXPEDIA STRATEGIC ACCOUNTS 7	\$28,900	217	49.6%	\$53,623	\$45,623	\$34,291	\$22,668	\$116,616	\$91,422		
EXPEDIA STRATEGIC ACCOUNTS 8	\$15,637	178	13.8%	\$35,802	\$15,590	\$35,904	\$10,029	\$83,220	\$21,338		
GETAROOM.COM	\$5,837	149	1,189.7%	\$17,640	\$17,370	\$24,332	\$16,317	\$52,545	\$41,967		
Hrs Hotel Reservation Service	\$5,625	243	150.7%	\$9,564	\$9,206	\$4,441	\$3,485	\$15,569	\$14,255		
AEGBT (VLSG)	\$4,958	319	0.0%	\$7,217	\$7,217	\$817	\$817	\$8,777	\$8,777		

Intelligent market

Our proprietary Intelligent market allow you to better understand the evolution of demand and which industries are returning. Are these bookings going into extended stay hotels or non-competitor set hotels that you normally do not have your eye on? It may not be the business for you, but it ensures all business is on your radar. Intelligent markets are not a replacement for competitive sets, but a representation of demand that can be referenced when implementing and/or 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. The model identifies sub-markets within dense populations (typically larger cities) while also providing coverage to smaller markets with a lower density of participants. Markets are unique and do not overlap.

The screenshot shows a dashboard for 'Intelligent Market'. At the top right, there is a dropdown menu labeled 'Intelligent Market'. Below it, there are filters for 'Show Top' (set to 25), 'Rank By' (set to Surplus), and 'Select View' (set to Agency Targeting). The main table displays performance metrics for three agencies: HOTELS.COM, ABREU KDS LAV, and GETAROOM.COM. The table columns include Agency, Opportunity/Surplus, Penetration, Penetration Growth, Rev, Rev vs LY, CS Rev, CS Rev vs LY, Market Rev, and Market Rev vs LY. The 'Rev' column for GETAROOM.COM is highlighted in red and shows a decrease of 70.8%.

Agency	Opportunity/Surplus	Penetration	Penetration Growth	Revenue					
				Rev	Rev vs LY	CS Rev	CS Rev vs LY	Market Rev	Market Rev vs LY
HOTELS.COM	\$117,664	390	77.1%	\$158,197	\$157,433	\$67,102	\$65,940	\$129,191	\$125,955
ABREU KDS LAV	\$17,065	556	0.0%	\$20,809	\$20,809	\$0	\$0	\$1,047	\$1,047
GETAROOM.COM	\$8,171	162	(70.8%)	\$21,310	\$20,751	\$51,720	\$51,720	\$34,771	\$34,407

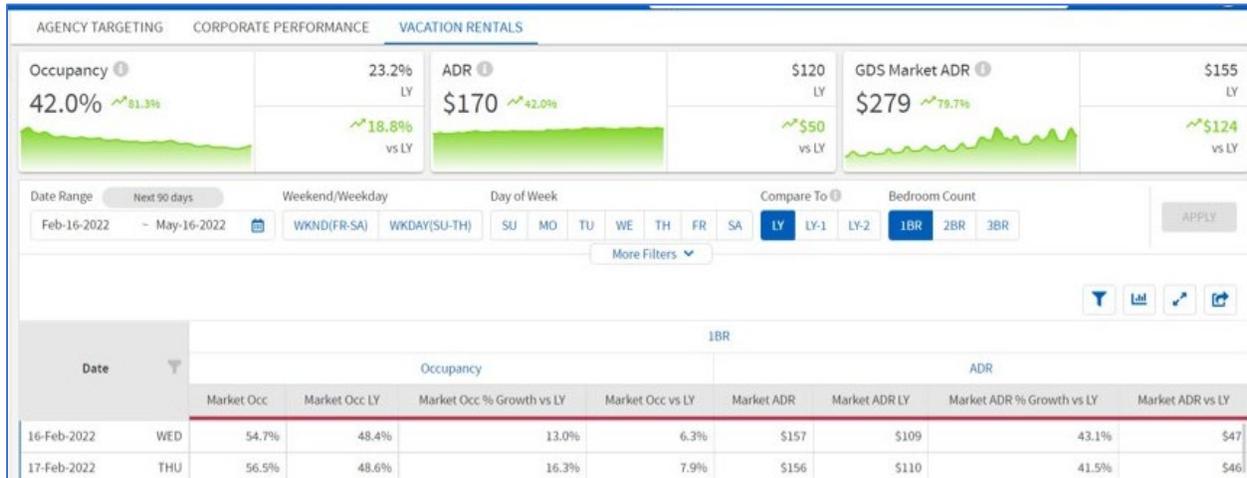
GDS market

Includes hotels selling in GDS - Example: All hotels geo-coded to JFK, LGA and EWR airports, and NYC in GDS are included in New York City market.

The screenshot shows a dashboard for 'GDS market'. At the top, there are two main metrics: 'Subscriber Revenue' at \$139.49K (up 233.8%) and 'Subscriber Room Nights' at 957 (up 164.4%). Below these are two line charts showing trends. The dashboard includes filters for 'Date Range' (Mar-29-2022 to Jun-29-2022), 'Aligned By' (DAY, DATE, LY, LY-1, LY-2), 'Channel' (GDS), and 'Market' (Intelligent Market). At the bottom, there are additional filters for 'Show Top' (25), 'Rank By' (Opportunity), and 'Select View' (Agency Targeting). A dropdown menu for 'Market' is open, showing options for 'Intelligent Market', 'GDS Market', and 'GDS Intelligent Market'.

Vacation rental data

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 accommodations other than hotels.



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

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 the competitive set revenue/room nights or the market revenue or room nights. Focus your selection by agency activity metrics, time, GDS channel vs non-GDS channel and location.

Use this dashboard to identify your biggest supporters, opportunities, and to target specific agencies for marketing initiatives.

- Set Filter to appropriate IATA or PCC.
- Choose the Agency Profile.
- Review Agency Activity over the trailing 12 months/next 13 weeks/next 35 days.

The Opportunity/Surplus column section 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 figure compares your revenue penetration for the selected time this year to the same period last year.

Agency Detail:

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For the selected agency, drill into the agency profile for details on booking activity for the trailing 12 months, next 13 weeks, or next 35 days. There are new algorithms in place to help you uncover whether a corporation is potentially relevant to your hotel, your competitive set, or market. If a corporation is booking the competitive set or market but not your hotel, this could be a new target for you.

Concentration of business is available to show your performance against the top hotels and the rate distribution shows the rate type being booked into your hotel, competitive set, and market.

Use this information to compare the agency's performance for your property and the competitive set, to identify booking opportunities through the agency.

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 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?

Review the Agency Activity for the Trailing 12 Months.

- Review profitability.
- Loyalty and patterns
- Am I retaining the bulk of this business, or is it evenly distributed?

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.

Change the sub-segment filter to "**Consortia**" to find out if your investments in Consortia marketing programs are paying off. Is Penetration for participating programs maintaining or increasing?

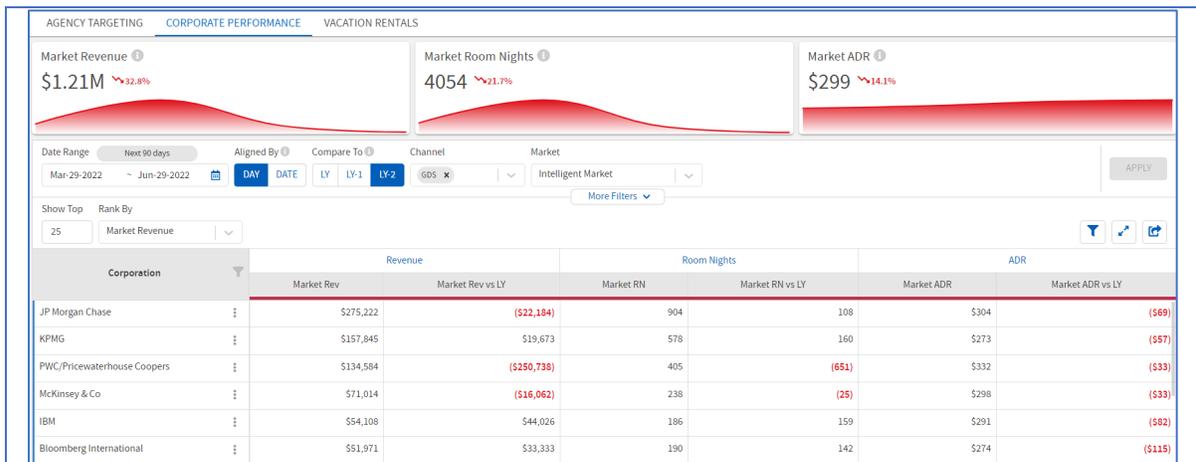
Reach out to Consortia partners to improve performance. Utilize the rate type filter to view Non-Neg & Other rate types.

If you have 30 Minutes, here is what you should look at in Agency360+

Corporate Performance Dashboard

Corporate performance provides production by corporation into a market (e.g. IBM business booking into your market). This is a powerful enhancement powered by an algorithm with over 1.5MM lines of code. Use the date range filter to see historical or future bookings from these corporations, and view in ascending or descending order.

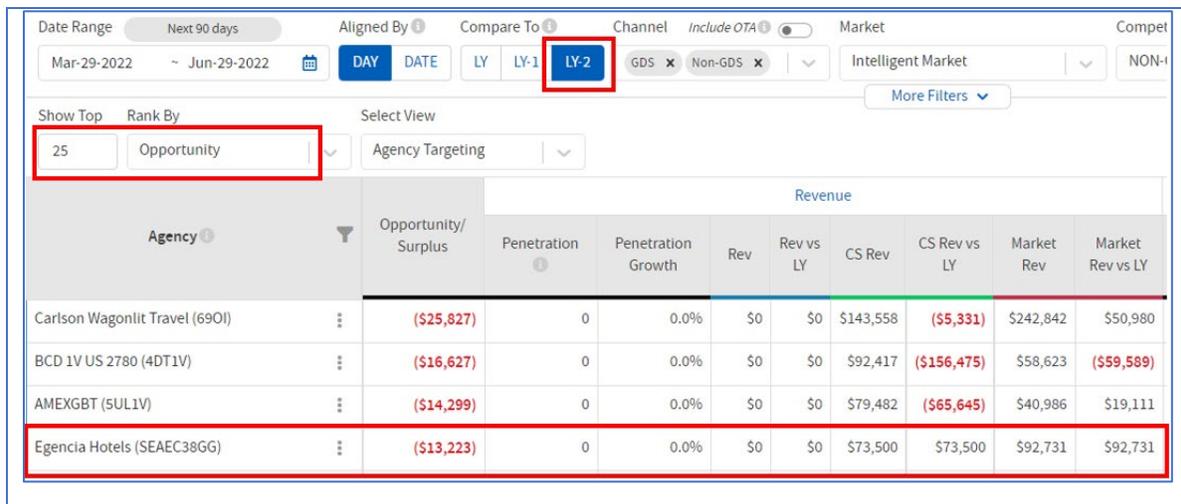
AGENCY TARGETING **CORPORATE PERFORMANCE** VACATION RENTALS



In this example, JP Morgan is the largest Revenue producer next quarter, whilst KPMG in second position, is increasing their business compared to three years ago. ADR info will help you evaluating how interesting their business is to you.

Year over Year Comparison & new business

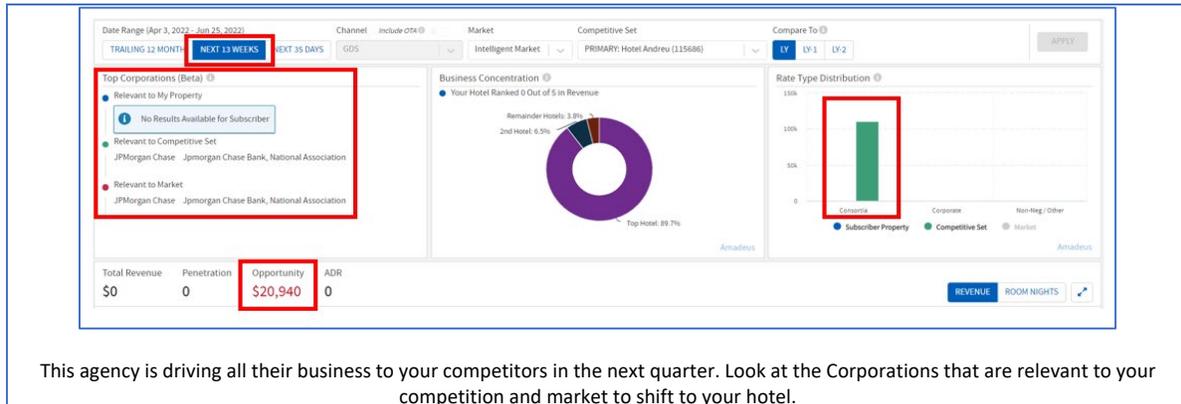
Identify agencies driving NEW + INCREASED business into your market against pre-Covid periods (compared to Last Year, Last Year-1, and Last Year-2).



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In this example, looking at opportunities next quarter and comparing to LY-2, Egencia is bringing new business into the competition and Intelligent market, an opportunity for your hotel

Look at a Travel Agency profile to identify potentially relevant Corporations to your hotel, your competition, your market and go after those that are not yet doing business with you. Do you have business from any of these companies?



When Market Revenue matches Market Revenue last year, it means that the corporation did not have business on-the-books last year as it grew by the same number. This is a fantastic way to see new companies booking in your market. If you do not have any of these companies staying with you then they could be a target.

If you get an RFP for a company like IBM, expand the filter then filter on company name to see if there are any revenues from them in your market. If you have business from them, then remember to subtract your revenue from the market revenue to be able to see the true revenue potential.



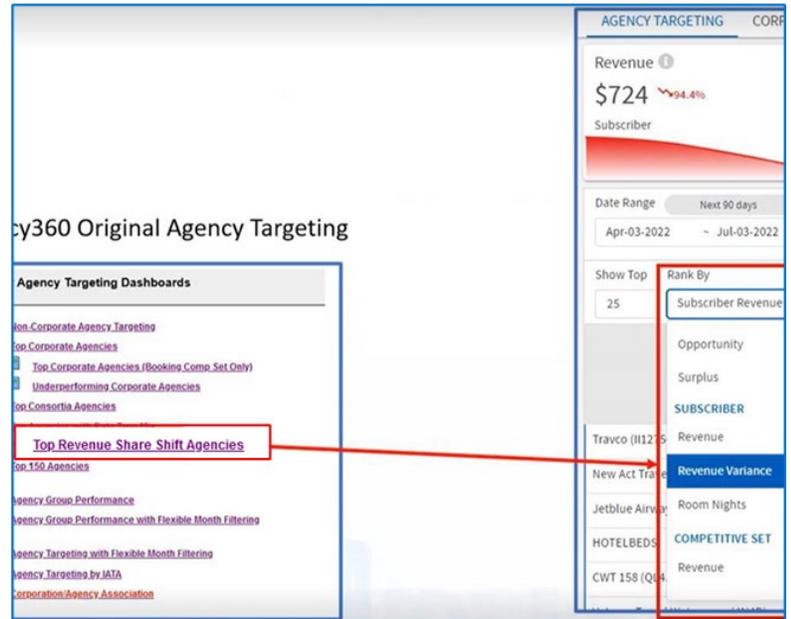
Three of our most popular reports in Agency Original are now available in Agency360+

Agency360 Original Top Share Shift Agencies:

Set the “Rank By” filter setting to “Subscriber Revenue Variance” to replicate functionality from Agency360 Original Top Share Shift Agencies report and rank by revenue decline filter setting.

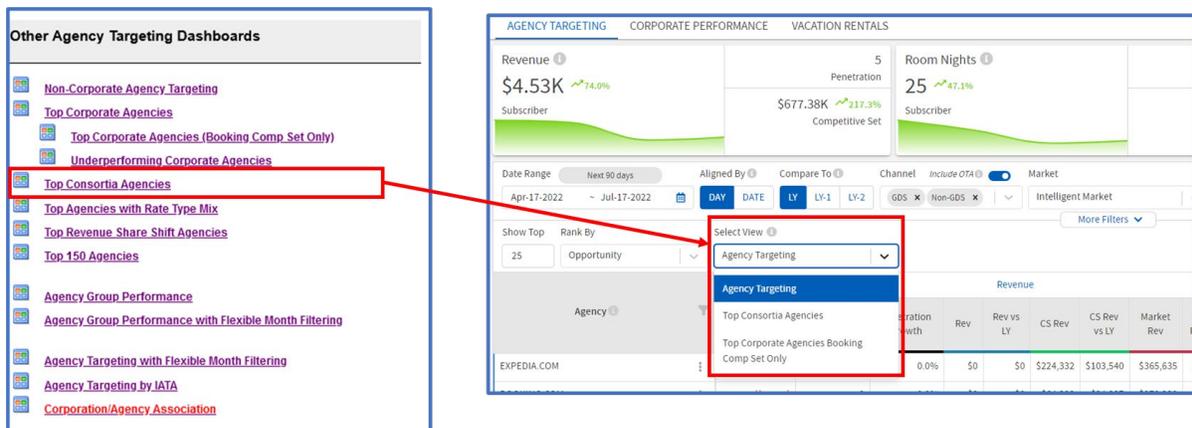
Use this filter view to identify agencies from whom your business has declined the most year-over-year.

- Does this agency book mostly corporate business where I lost the RFP for the relevant company?
- Does this agency still exist or did the pandemic or another variable result in this agency’s closure?
- Review the agency profile to confirm that this is still the business that you want.



Agency360 Top Consortia Agencies:

Use the View Selector to select Top Consortia Agencies to see agencies booking Consortia Rate Types. This report is sorted by Comp Set Revenue in descending order. Use this view to evaluate current and potential future participation in consortia programs.



Agency360 Top Corporate Agencies (Booking Comp Set Only):

Use the View Selector to select Top Corporate Agencies Booking Comp Set Only to see agencies booking Corporate rate types into your competitive set. This report is sorted by Comp Set Revenue in descending order.

Use this view to investigate and identify agencies that may be booking corporate accounts that you wish to target.

The image shows a screenshot of the Agency360 dashboard. On the left, a sidebar titled "Other Agency Targeting Dashboards" lists various views. The view "Top Corporate Agencies (Booking Comp Set Only)" is highlighted with a red box. A red arrow points from this box to a "Select View" dropdown menu in the main dashboard area, which also has a red box around it. The dropdown menu shows "Agency Targeting" as the selected view, with "Top Corporate Agencies Booking Comp Set Only" as an available option. The main dashboard displays performance metrics for "Revenue" (\$4.53K, +74.0%) and "Room Nights" (25, +47.1%), along with a table of agency performance data.

Agency	Rev	Rev vs LY	CS Rev	CS Rev vs LY	Market Rev
EXPEDIA.COM	0.0%	\$0	\$0	\$224,332	\$103,540