

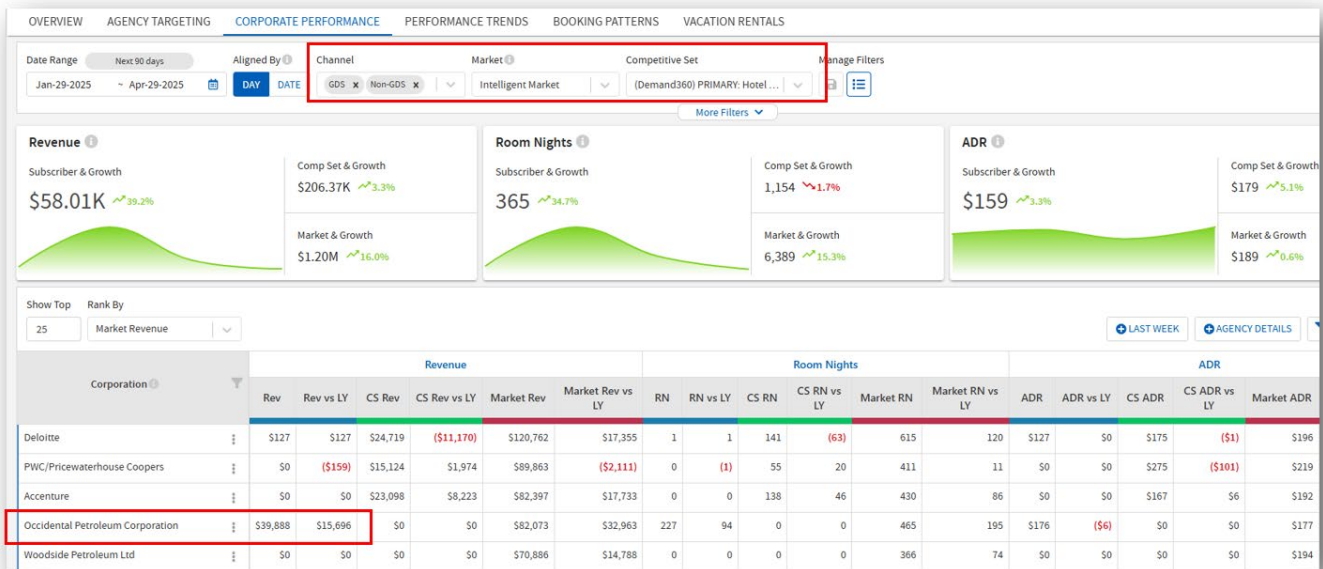
Getting the most from Agency360®+

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®+

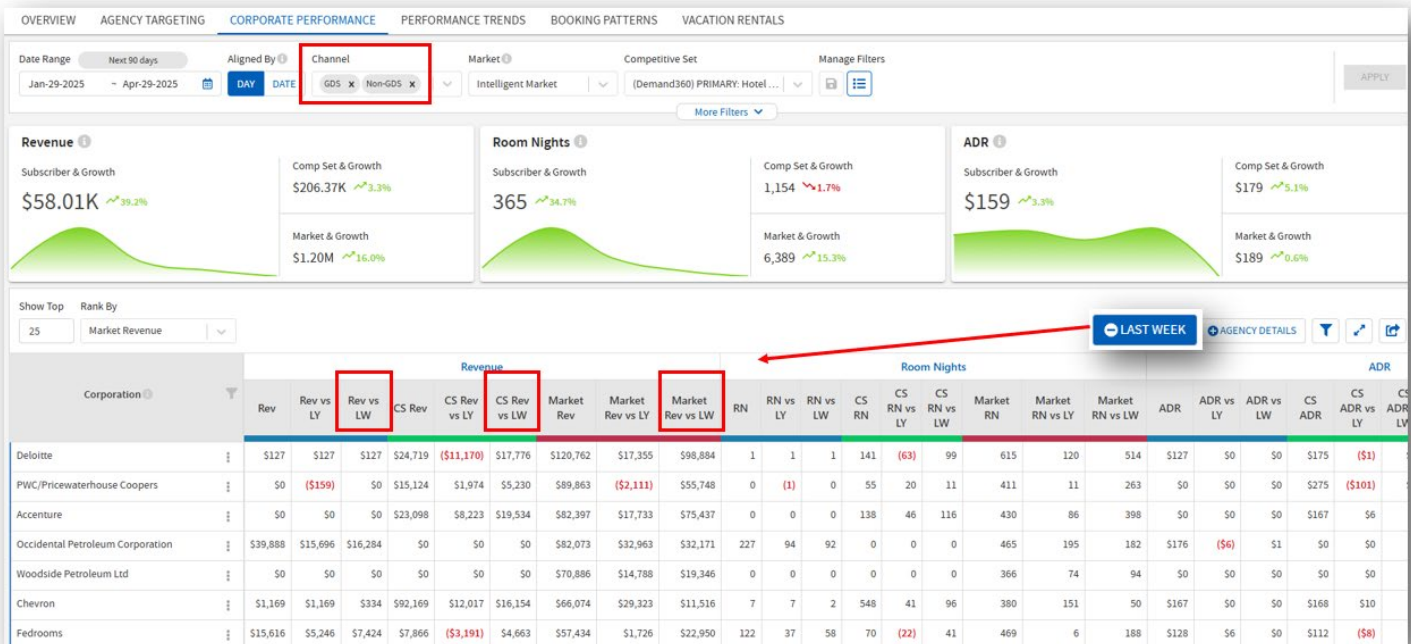
Corporate Performance Dashboard

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 forward-looking 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 at the subscriber property over the next 90 days and is increasing their business Year over year.*

To see which corporations are picking up rooms in the short term, click on "Last Week" button to see pick up. An 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 custom filters to display the top agencies based on selected Subscriber, Competitive Set or Market metrics. Focus your selection by agency activity, 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 proportionate share of revenue (positive numbers in black) versus those that are booking less than your proportionate share (negative numbers in red). The variance compares your revenue penetration for the selected time frame to the same period last year.

Instantly customize your view to highlight top agency segments, mimicking popular reports

Select 'Channel' filters to include GDS / non-GDS metrics. Also, toggle 'Include OTA' to see OTA data in the broader data set.

Refine your focus by selecting a specific set of PCC/IATAs for targeted analysis

Adjust 'Rank By' filters to customize table view between subscriber / competitive set metrics

Manually adjust the number of agencies displayed, up to 150

Save selection filters allow you to save IATA & PCC groupings for quick recall

Based on customizations, instantly export all data to excel.

The dashboard displays a table of agency performance metrics. The table includes columns for Agency, Opportunity/Surplus, Penetration, Revenue, and Room Nights. The Opportunity/Surplus column shows values in parentheses, indicating positive or negative variance. The Revenue and Room Nights columns show various metrics including Subscriber & Growth, Penetration, and Competitive Set & Growth.

Agency	Opportunity/Surplus	Penetration	Revenue	Room Nights
Non Travel Agency Bookings	(\$92,264)	30	(44.2%)	\$39,841
BOOKING.COM	(\$24,395)	0	0.0%	\$0
CWT TS SUPPORT (IPV)	(\$12,304)	33	(23.0%)	\$6,002
EGENCIA HOTELS (SEAC38GG)	(\$7,938)	25	88.0%	\$2,847
PRICELINE	(\$7,178)	0	0.0%	\$0

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 competitive set?
- 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	Opportunity/ Surplus	Revenue								Penetration	Penetration Growth
		Penetration	Penetration Growth	Rev	Rev vs LY-2	CS Rev	CS Rev vs LY-2	Market Rev	Market Rev vs LY-2		
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 (SEAC38GG)	\$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	Opportunity/ Surplus	Revenue								Penetration	Penetration Growth
		Penetration	Penetration Growth	Rev	Rev vs LY-2	CS Rev	CS Rev vs LY-2	Market Rev	Market Rev vs LY-2		
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 trying 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** PERFORMANCE TRENDS BOOKING PATTERNS VACATION RENTALS

Revenue ⓘ

Subscriber & Growth

\$1.03M ↗26.2%



Comp Set & Growth

\$2.13M ↗22.4%


Market & Growth

\$16.65M ↗20.7%

Room Nights ⓘ

Subscriber & Growth

6.48K ↗20.5%



Comp Set & Growth

13,828 ↗19.2%


Market & Growth

93,424 ↗17.3%

ADR ⓘ

Subscriber & Growth

\$159 ↗4.7%



Comp Set & Growth

\$154 ↗2.6%

Market & Growth

\$178 ↗2.9%

Show Top

Rank By

25

Market Revenue

▼

LAST WEEK

AGENCY DETAILS

🔼

📈

🔄

Revenue

Room Nights

ADR

Rev

Rev vs LY

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

▼ PWC/Pricewaterhouse Coopers ⓘ

\$11,827

(\$2,924)

\$98,901

(\$15,532)

\$1,196,673

\$135,622

78

(30)

470

(107)

\$286

\$286

\$44,733

\$33,364

\$305,029

\$21,999

2

2

254

180

\$443

\$443

\$0

\$0

\$6,018

\$3,510

3

3

0

0

\$615

\$480

\$127

\$127

\$3,747

(\$5,508)

4

3

1

1

\$0

\$0

\$7,905

\$7,527

\$3,051

(\$23)

0

0

38

36

\$0

\$0

\$0

\$0

\$2,574

(\$6,991)

0

0

0

0

\$0

\$0

\$0

\$0

\$1,946

\$1,605

0

0

0

0

\$0

(\$432)

\$0

\$0

\$1,724

(\$17,946)

0

(4)

0

0

Agency

▼

Source

▼

PCC

▼

IATA

▼

Address 1

KAYAK BTX (INDG22400) ⓘ

Amadeus

INDG22400

14610713

304 W KIRKWOOD AVE SUITE 101

Non Travel Agency Bookings ⓘ

NON-GDS

N/A

N/A

N/A

AEGBT (R50B) ⓘ

Sabre

R50B

69501025

800 RENE L

KAYAK BTX ⓘ

NON-GDS

N/A

14610713

304 W KIRKWOOD AVE APT 101

AEGBT (836X1G) ⓘ

Travelport

836X1G

91212656

5 CHURCHILL PLACE CANARY WHARF

FCM TRAVEL (KV9I) ⓘ

Sabre

KV9I

02363804

4 60 MILLE

AEGBT (O4L2) ⓘ

Sabre

O4L2

86812353

MARIANO ES

Year over Year Comparison & New Business

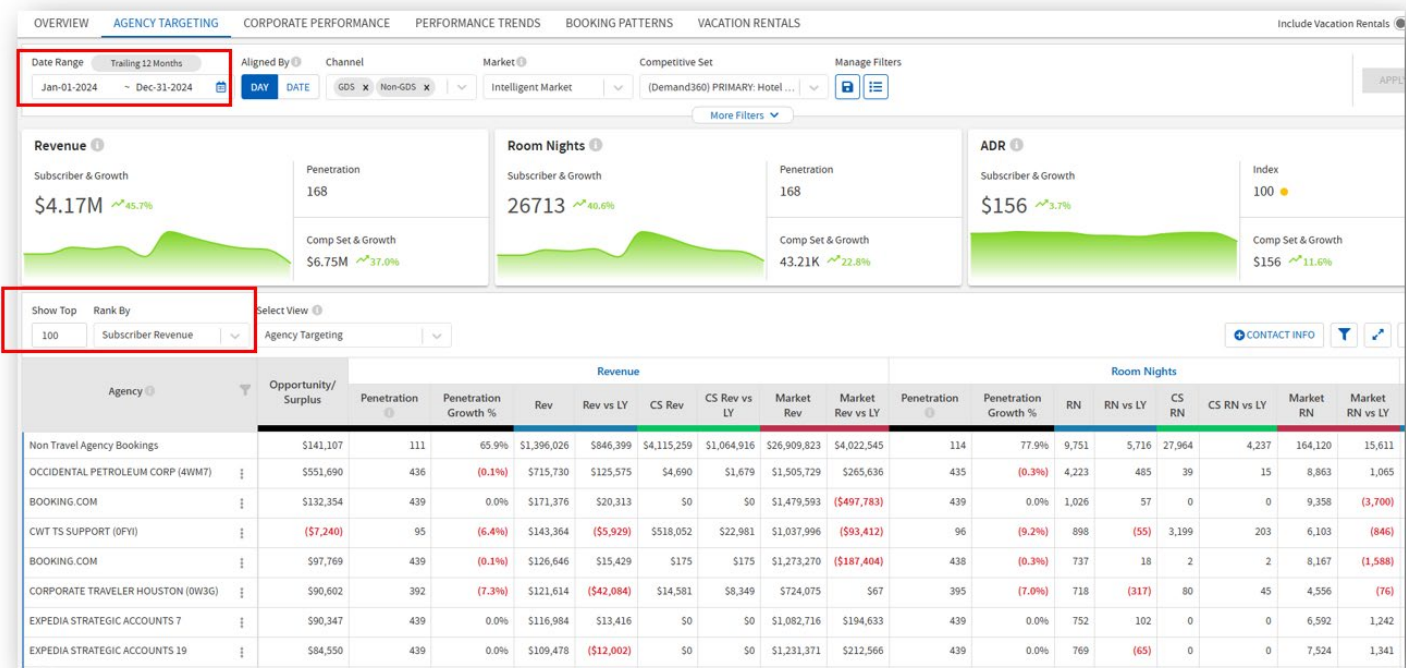
Identify agencies driving NEW + INCREASED business into your market with comparisons across the last historical year.

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:

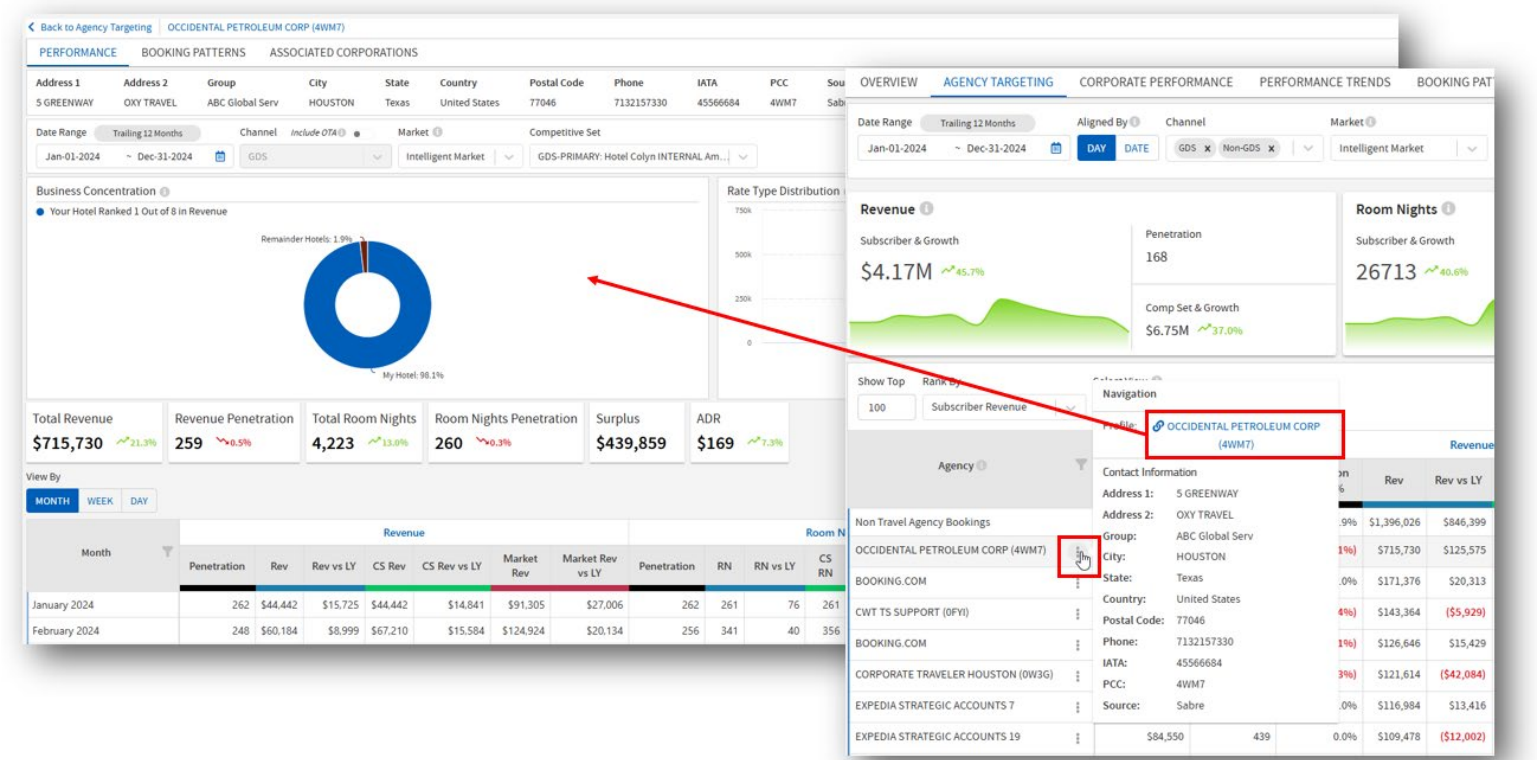
Who are my Best supporters?

- 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?

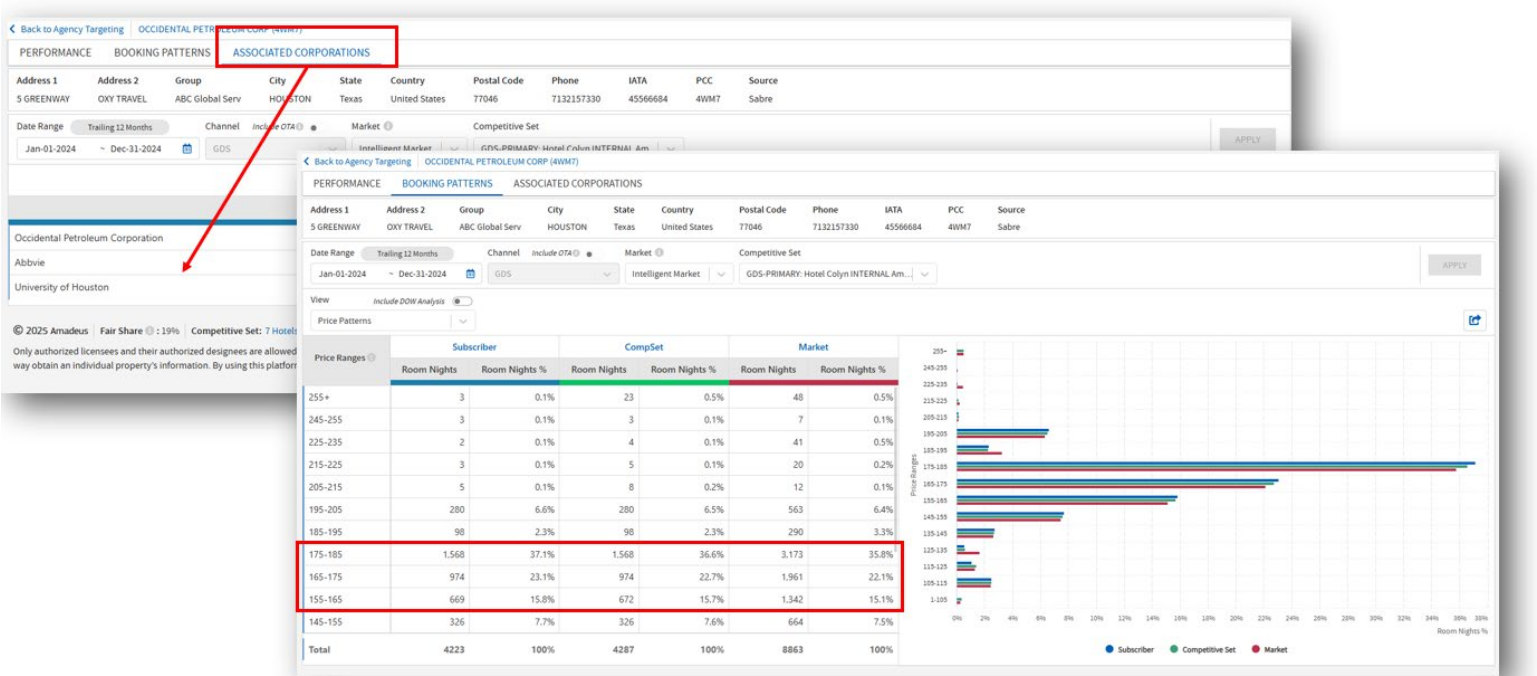


Agency Profile

For the selected agency, drill into the **‘Performance Details’** tab for insights into booking activity across the trailing 12 months, next 90 days, or next 1 month. 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.



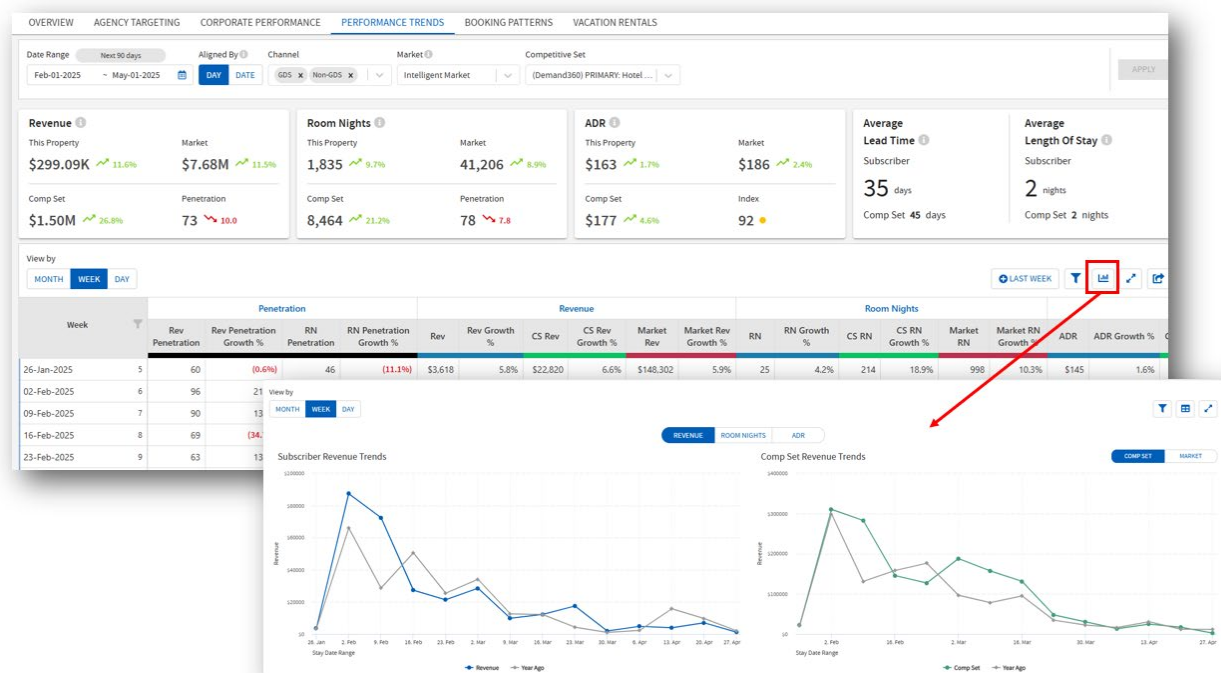
Insight: When viewing the ‘Booking Patterns’ tab, do you notice the competitive set or market is driving significant booking volume into a price bucket where you are lagging? Perhaps there is a corporation booking into your competitive set that you have yet to gain penetration.



Rate Type Distribution highlights the rate type being booked into your hotel, competitive set, and market. Analyze whether your competitive set and market business composition falls into the same category. Perhaps you're receiving primarily corporate business while the competitive set is receiving primarily consortia from the same agency. Use this data to refine strategies.



This dashboard presents data by month, week, or day within any chosen date range and applies your preferred filters, providing properties with an insight into both historical and upcoming trends. The dashboard is essential for hospitality businesses to learn from past outcomes and enhance performance, gaining a significant competitive edge through data-driven decision-making within the GDS channel. Toggle to the Table View for deeper analytic detail, or toggle to Chart View to visualize revenue, room nights, and ADR trends across 3 interactive line charts.



Booking Patterns Dashboard

A valuable feature that displays standard Key Performance Indicators (KPIs). Properties can filter available historical or forward-looking time periods, as well as segments or channels to support planning sales, prospecting, and marketing strategies based on their unique booking patterns. Drill down into specifics when analyzing the booking patterns of prospective corporate or agent profiles.



Use Length of Stay reports to examine and compare the performance of your property, competitive set and market-based Standard and Extended Stay booking patterns. Regularly review your lead time booking patterns across different ranges, focusing on those with significant high or low room night and revenue penetration.

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 competitive set.

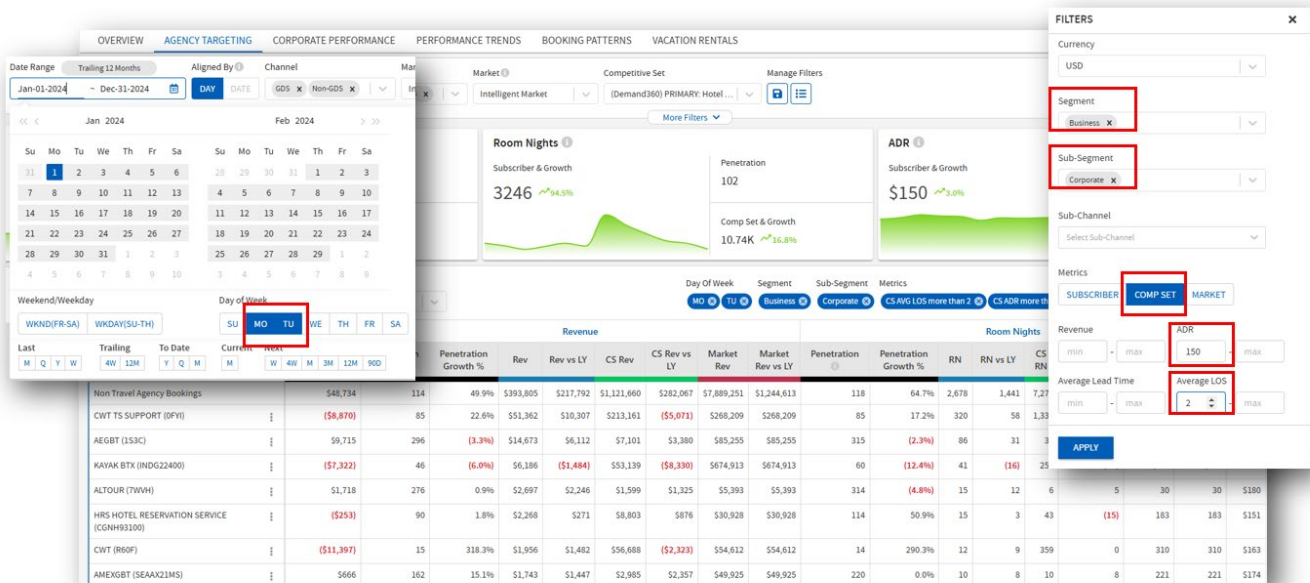
Use data page to answer the following questions:

- 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

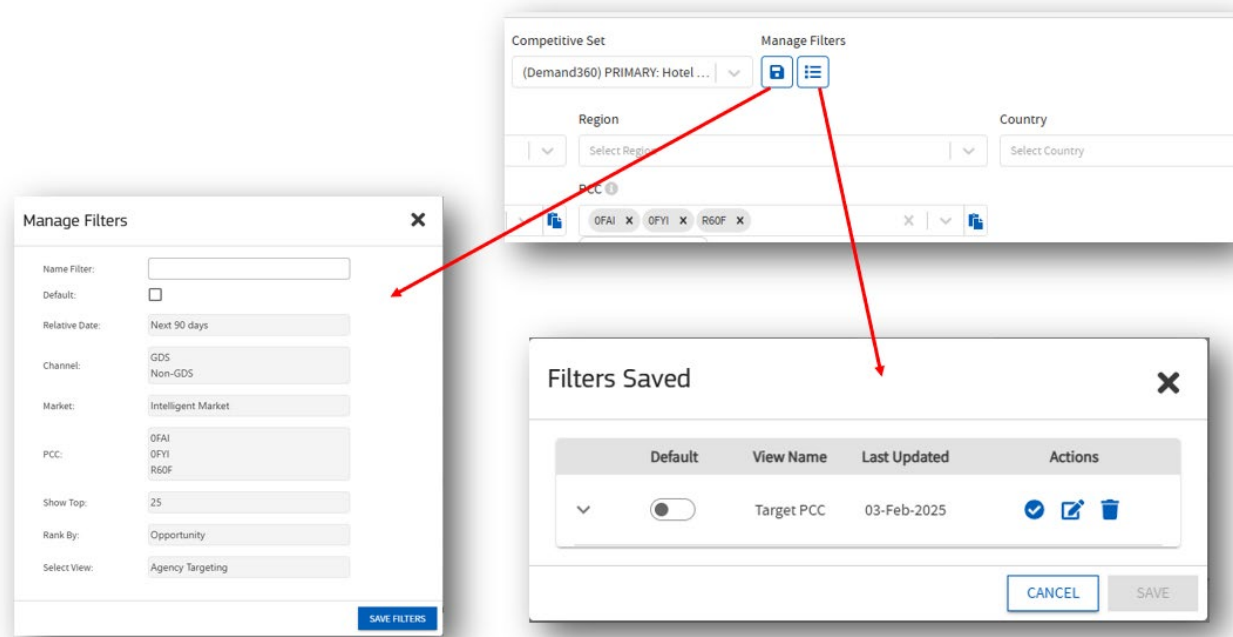
Strategically fill gaps for your property using Agency360 to prospect in the market. Advanced filters let you go beyond the market to truly understand where your best opportunities are hidden.



**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 \$150. 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



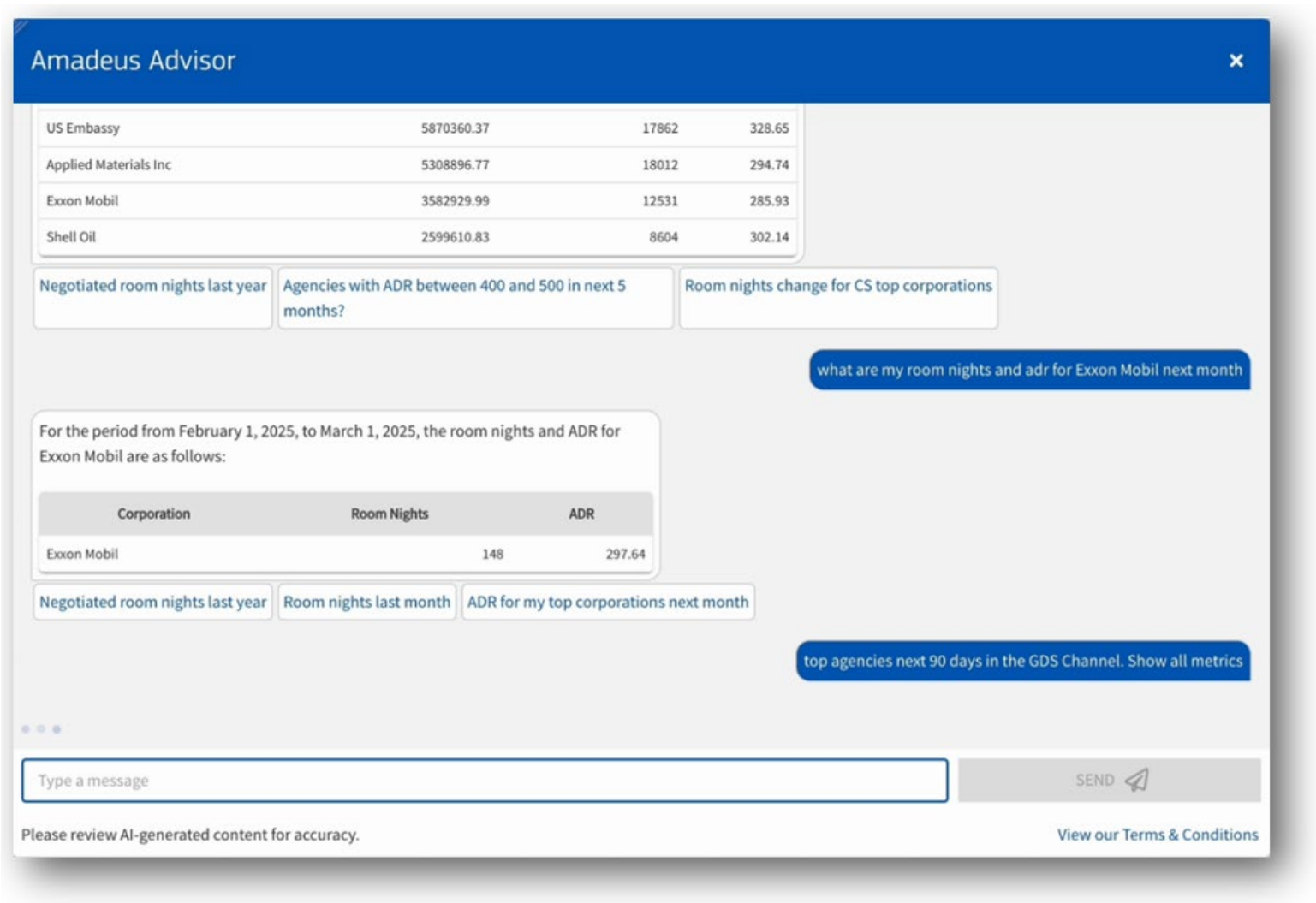
Identify Agency Group Performance

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.

Appendix

Amadeus Advisor: AI-powered Chatbot

Amadeus Advisor is designed to revolutionize the way customers interact with our comprehensive data, providing quick and insightful responses to their queries. This innovative tool will empower customers to make more informed decisions and streamline operations like never before.

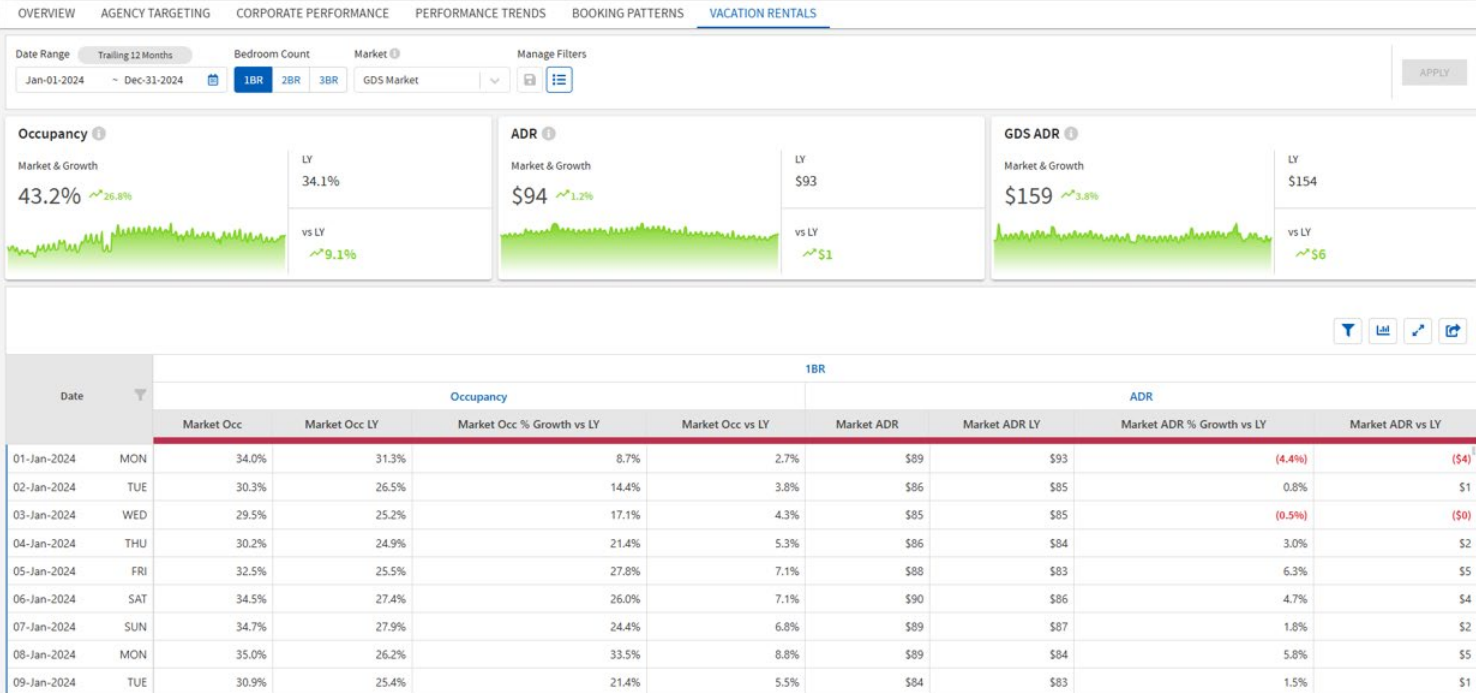


Best Practices

- Keep phrases simple and be direct with questions that avoid extra language. Examples:
 - My top Agencies next 90 days
 - Top Agencies by revenue
 - How is my hotel performing in February 2025
 - What are the top negotiated agencies in my comp set for the next 90 days
 - Show me top negotiated agencies in comp set next 90 days

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 lodging such as Airbnb.

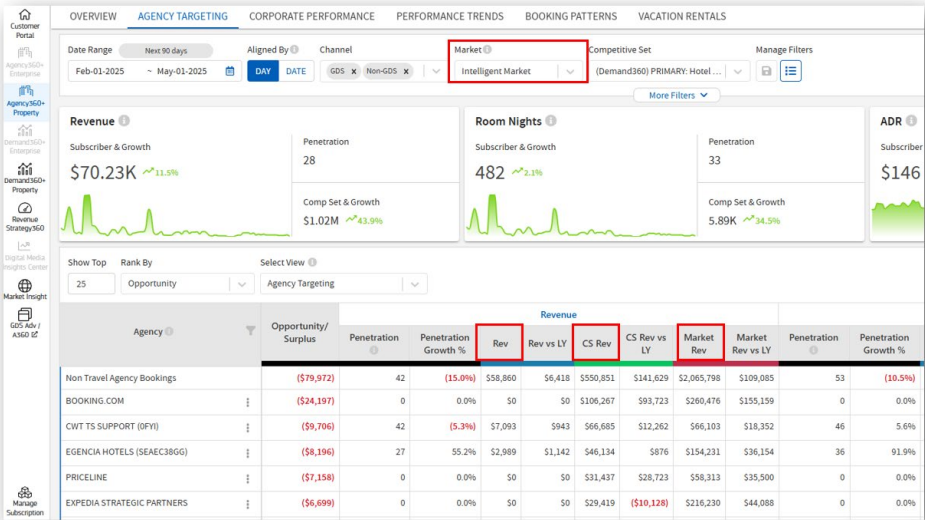


Intelligent market

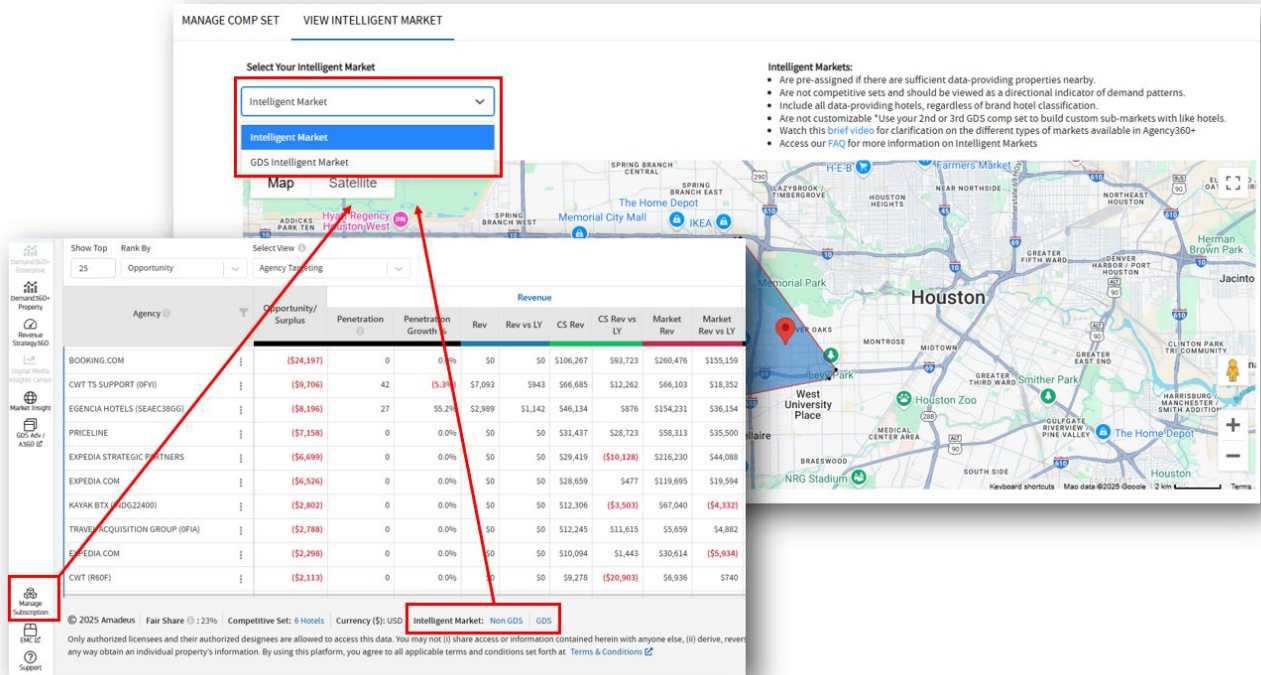
Our proprietary Intelligent market allows you to better understand the evolution of demand and which industries are returning. Intelligent markets are not a replacement for competitive sets, but a representation of demand that can be referenced when validating pricing, yielding, and strategy decisions.

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

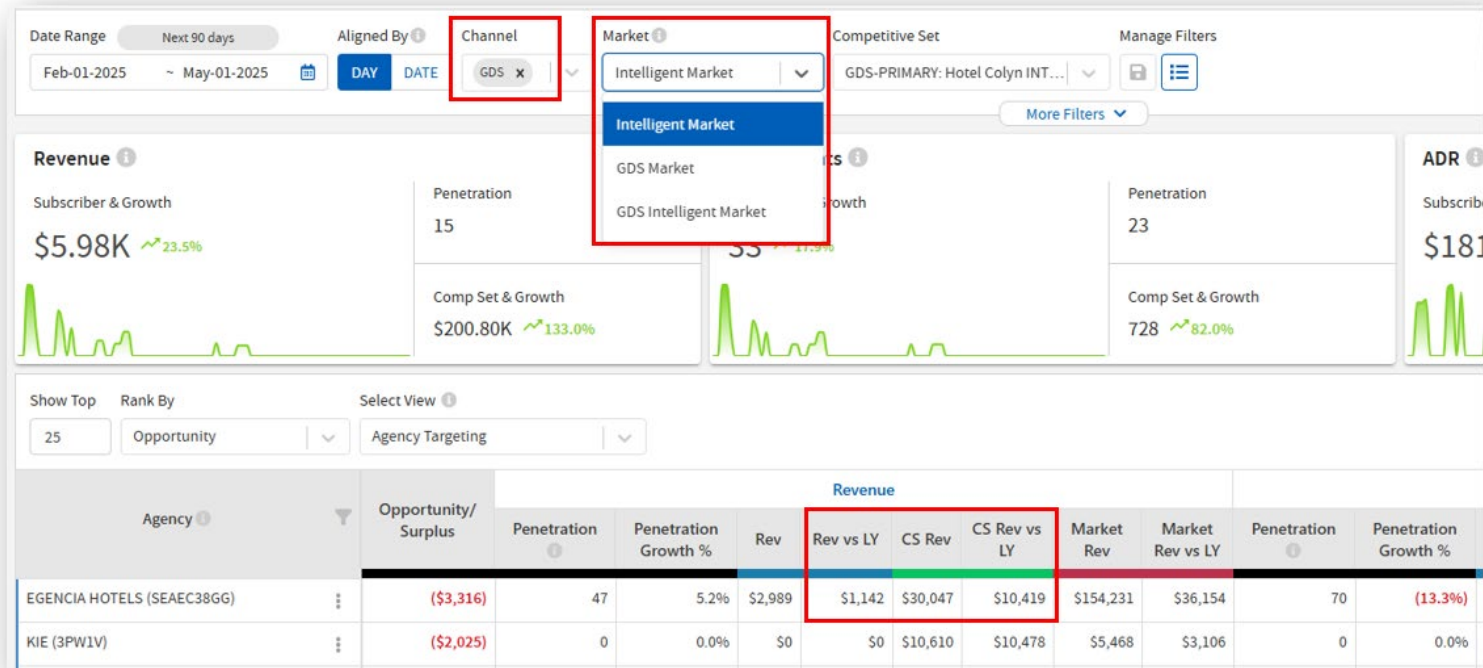


View your Intelligent Markets (GDS and Non-GDS) on a map to gain a better understanding of how your markets are defined in a geographic area. Ensure your target accounts are booking within the right regions to have confidence in your prospect strategies.



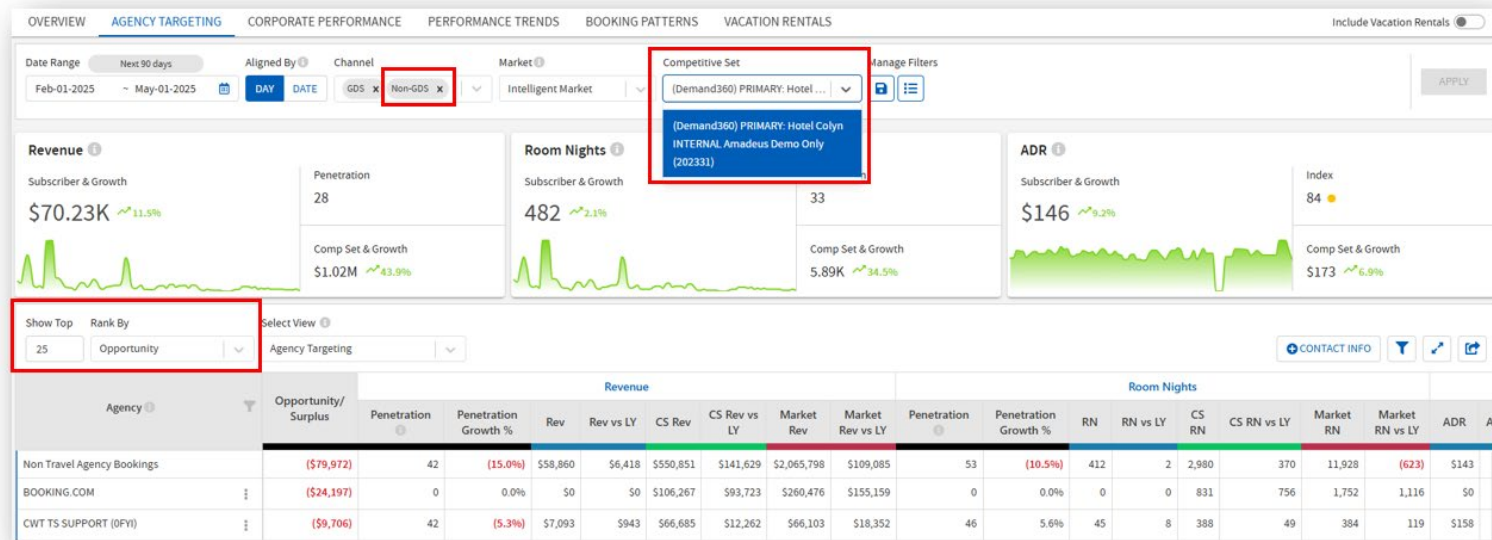
GDS market

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.

