

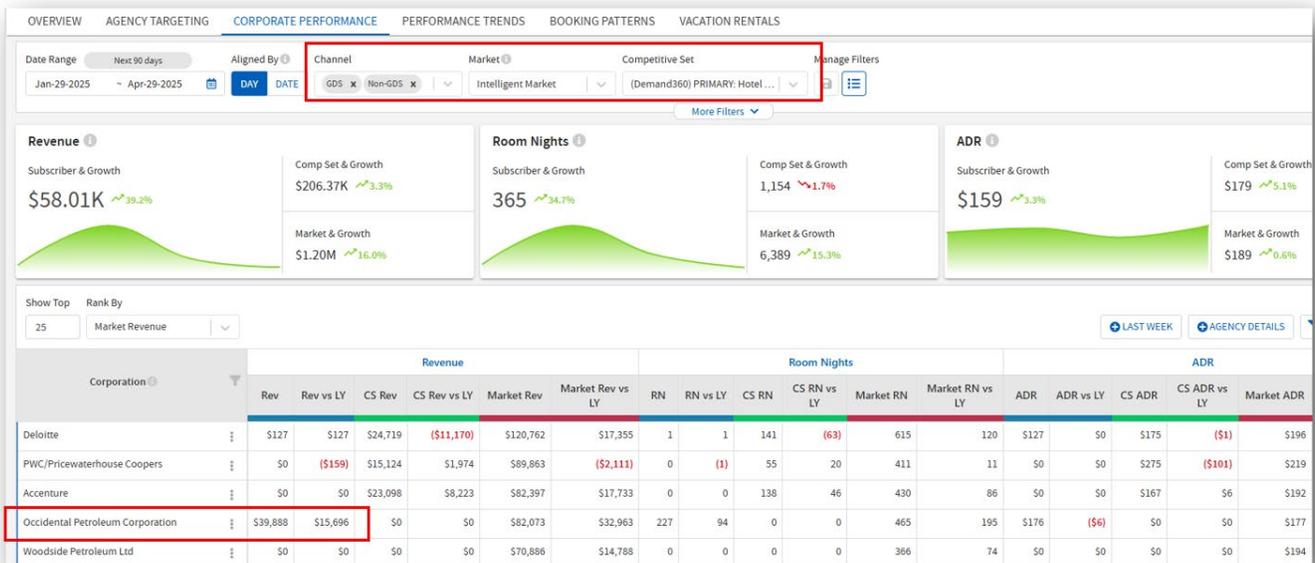
# Getting the most from Agency360®+

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®+

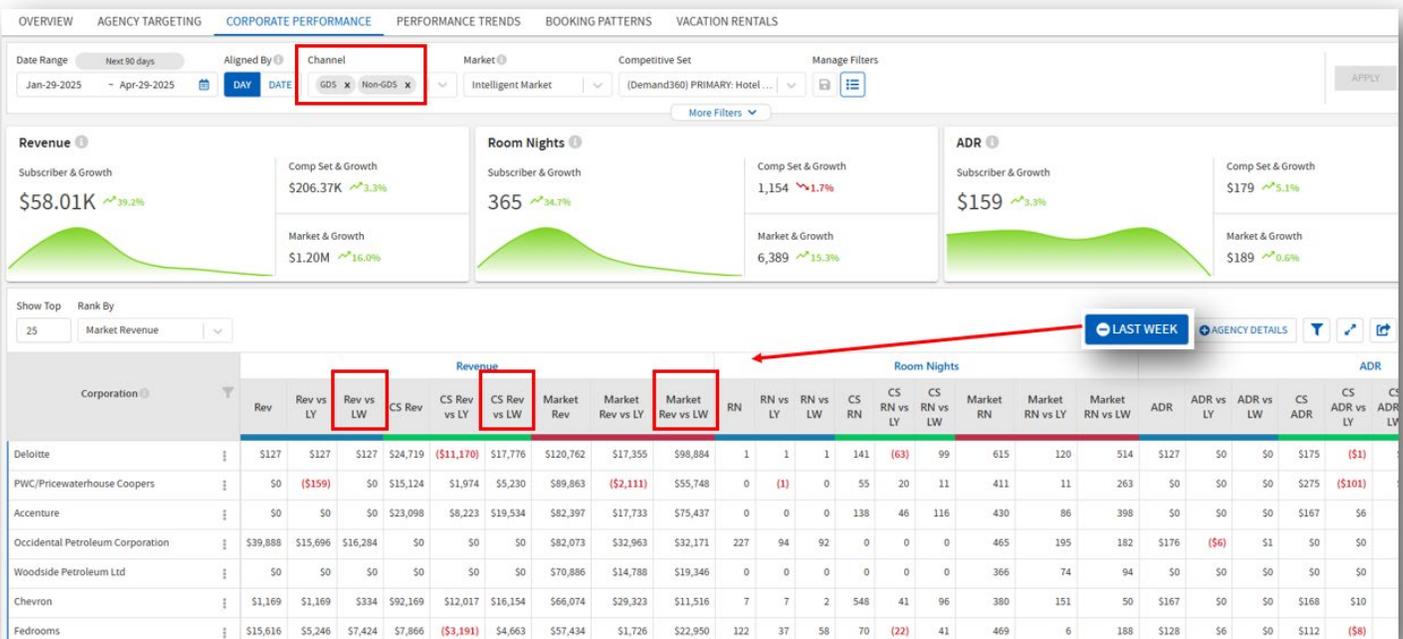
### Corporate Performance Dashboard

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

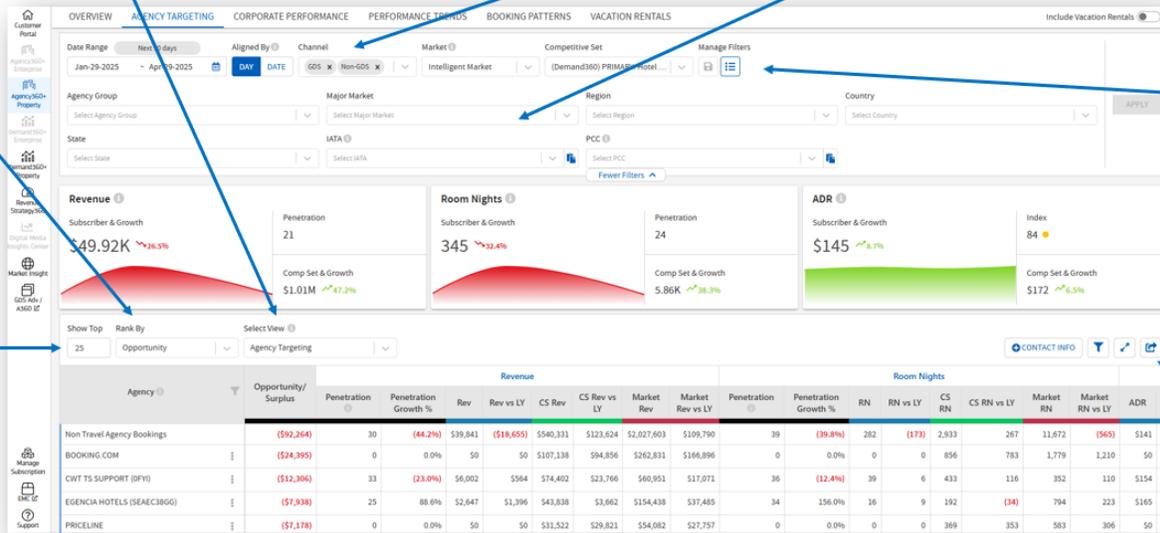
Select 'Channel' filters to include GDS / non-GDS metrics. Also, toggle 'Include OTA' to see OTA data in the broader data set.

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.

## 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	Penetration	Penetration Growth	Revenue				Market Rev	Market Rev vs LY-2	Penetration	Penetration Growth
				Rev	Rev vs LY-2	CS Rev	CS 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 (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	Opportunity/Surplus	Penetration	Penetration Growth	Revenue				Market Rev	Market Rev vs LY-2	Penetration	Penetration Growth
				Rev	Rev vs LY-2	CS Rev	CS 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: \$1.03M ↗26.2% | Room Nights: 6.48K ↗20.5% | ADR: \$159 ↗4.7%

Show Top: 25 Rank By: Market Revenue

LAST WEEK AGENCY DETAILS

Agency	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

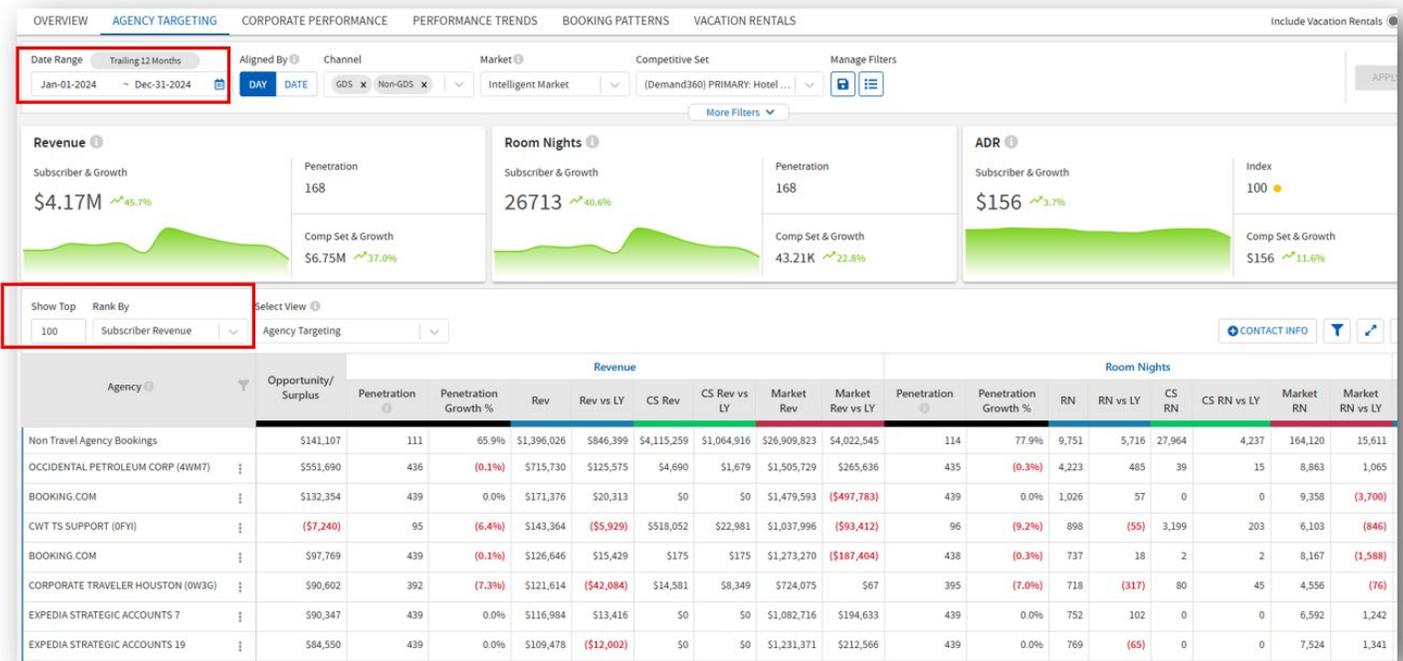
Identify agencies driving NEW + INCREASED business into your market with comparisons across the last historical year.

**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:

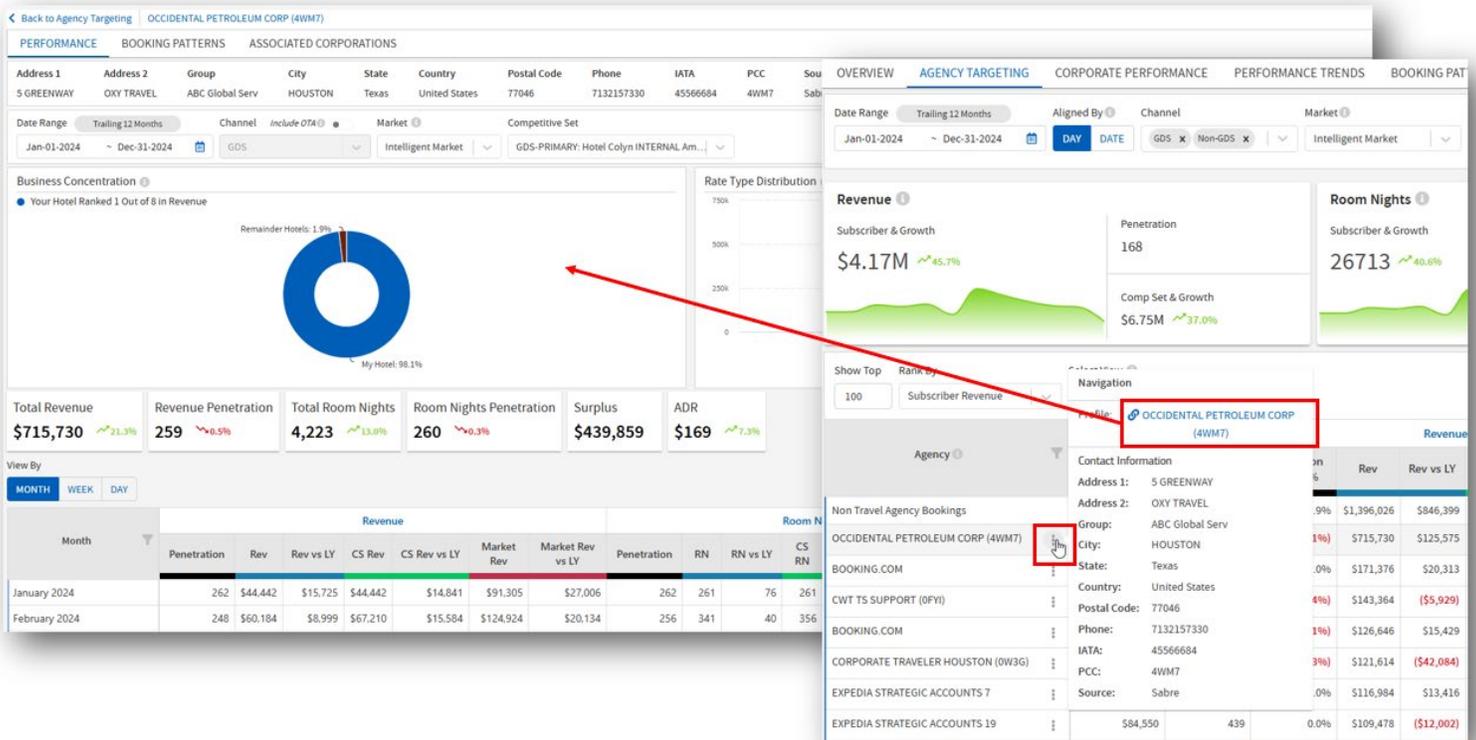
Who are my Best supporters?

- 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?

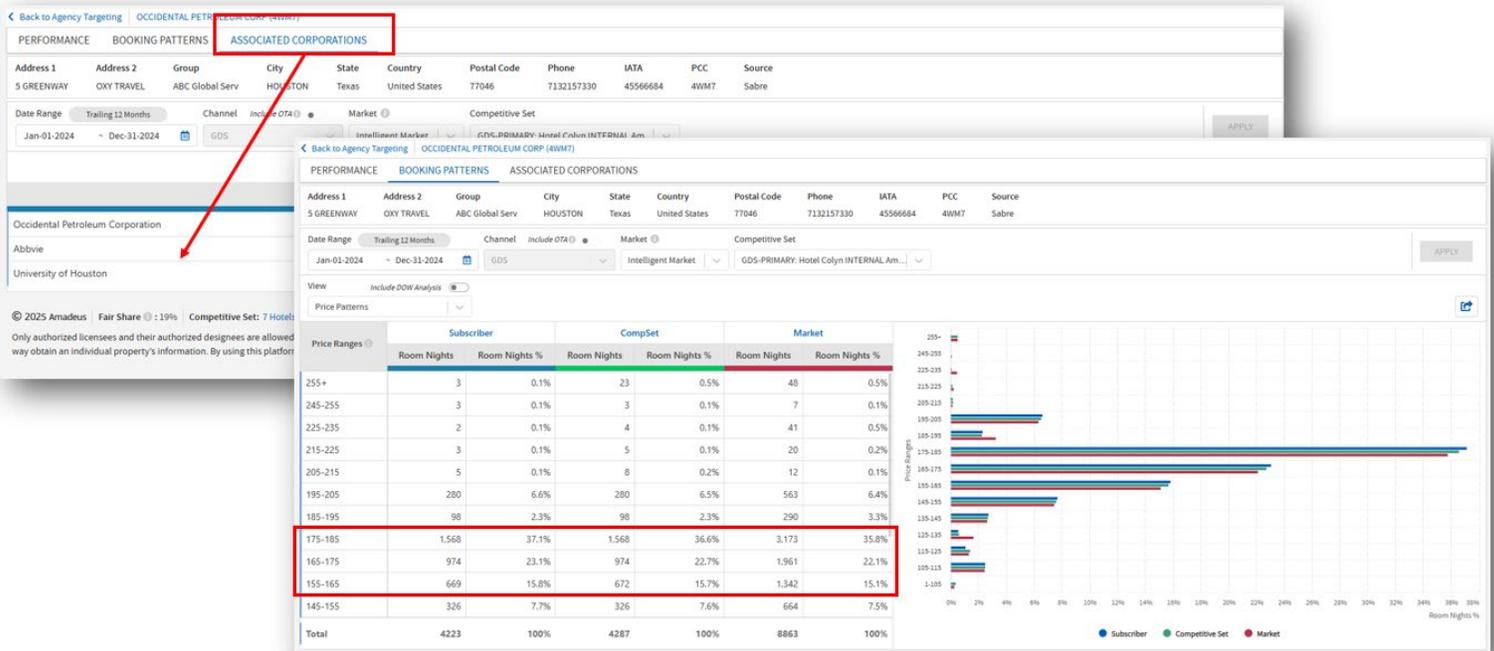


## Agency Profile

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.

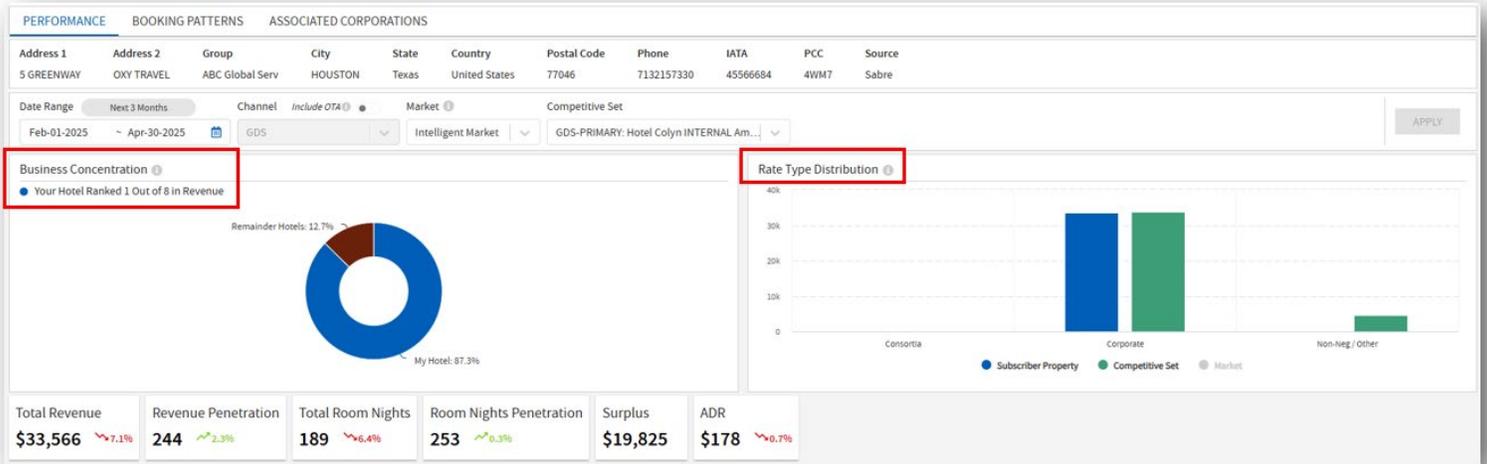


**Insight:** When viewing the 'Booking Patterns' tab, do you notice the competitive set or market is driving significant booking volume into a price bucket where you are lagging? Perhaps there is a corporation booking into your competitive set that you have yet to gain penetration.



**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.

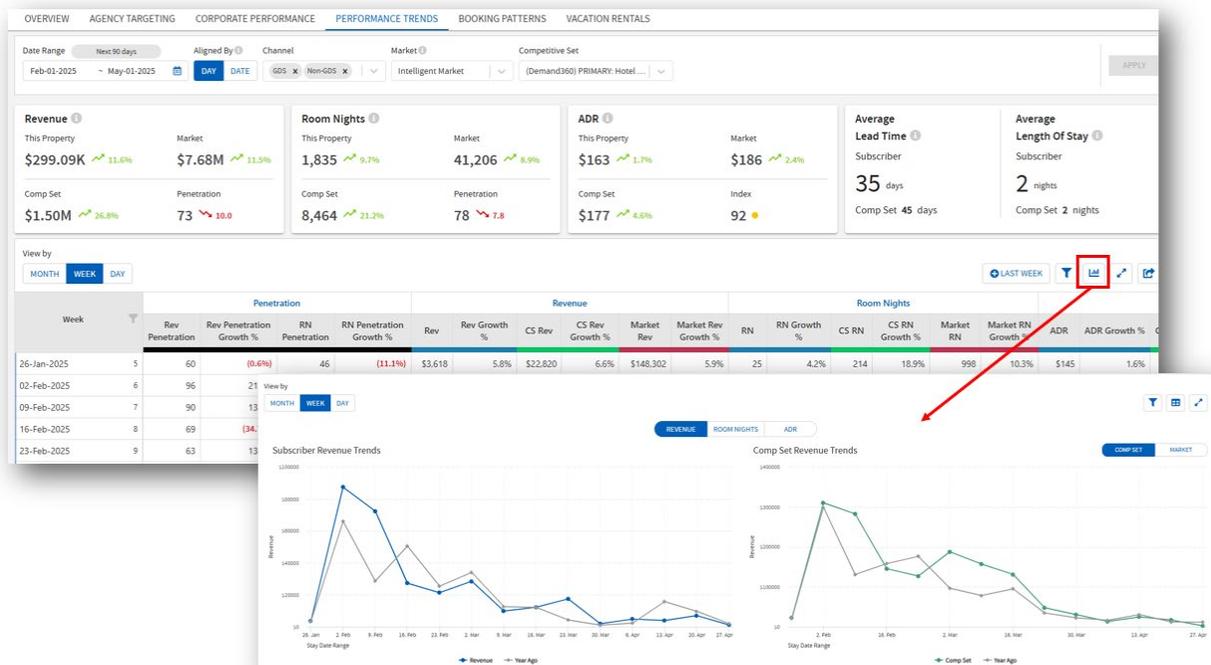
**Rate Type Distribution** highlights the rate type being booked into your hotel, competitive set, and market. Analyze whether your competitive set and market business composition falls into the same category. Perhaps you're receiving primarily corporate business while the competitive set is receiving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



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

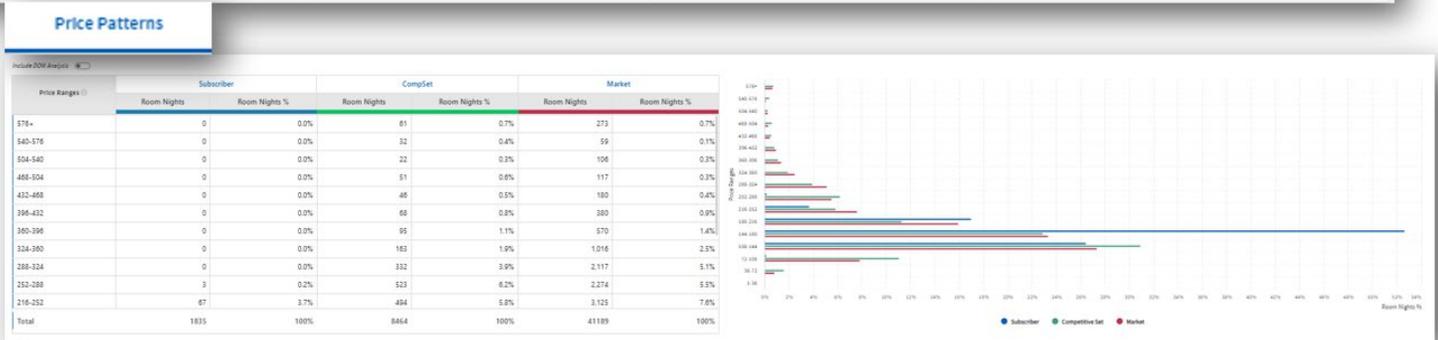
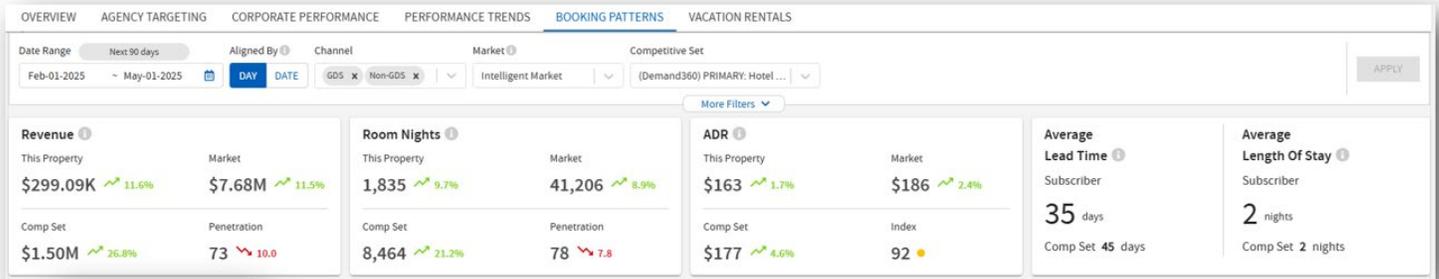
### Performance Trends Dashboard

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.

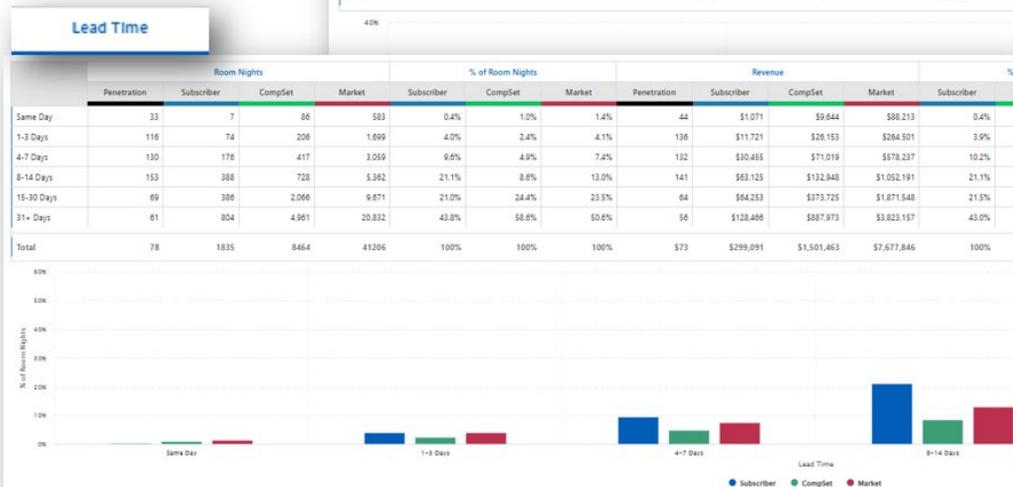
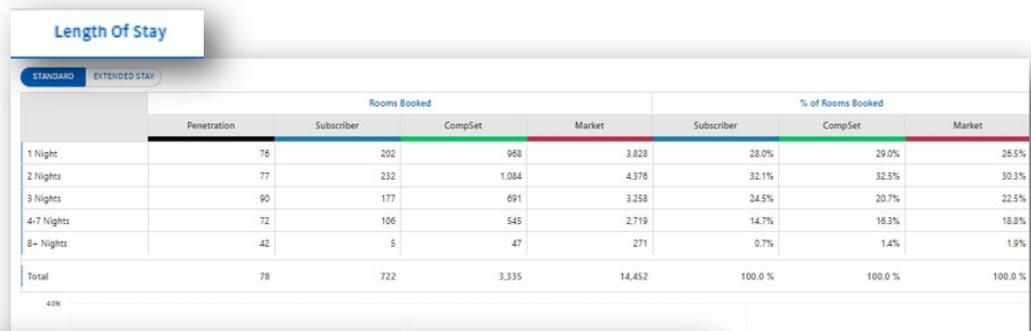


## Booking Patterns Dashboard

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.

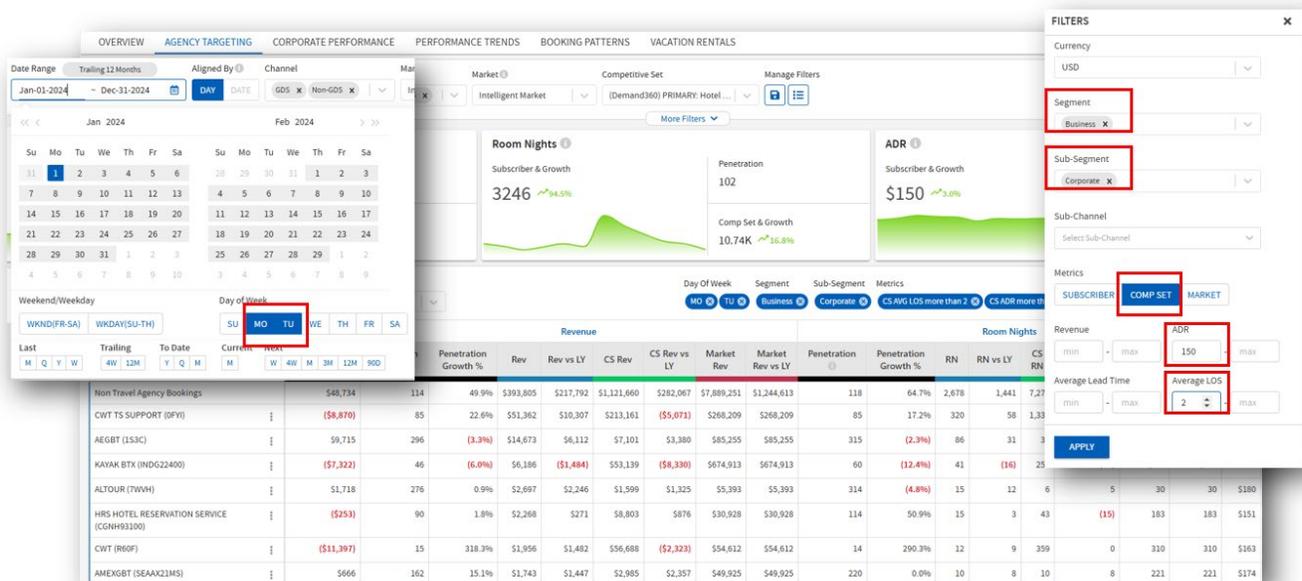
Use data page to answer the following questions:

- 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

The image displays three screenshots from a software interface. The top screenshot shows a 'Competitive Set' window with a 'Manage Filters' button. The middle screenshot shows a 'Manage Filters' dialog box with various filter settings. The bottom screenshot shows a 'Filters Saved' dialog box with a table of saved filters.

**Competitive Set**

(Demand360) PRIMARY: Hotel ...

Region: Select Region | Country: Select Country

PCC: OFAI x OFYI x R60F x

**Manage Filters**

Name Filter:

Default:

Relative Date: Next 90 days

Channel: GDS / Non-GDS

Market: Intelligent Market

PCC: OFAI / OFYI / R60F

Show Top: 25

Rank By: Opportunity

Select View: Agency Targeting

**Filters Saved**

Default	View Name	Last Updated	Actions
<input type="checkbox"/>	Target PCC	03-Feb-2025	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

CANCEL SAVE

## 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.

The screenshot displays the Amadeus Advisor chatbot interface. At the top, a blue header contains the text "Amadeus Advisor" and a close button (X). Below the header is a table with four rows of data:

US Embassy	5870360.37	17862	328.65
Applied Materials Inc	5308896.77	18012	294.74
Exxon Mobil	3582929.99	12531	285.93
Shell Oil	2599610.83	8604	302.14

Below the table are three buttons: "Negotiated room nights last year", "Agencies with ADR between 400 and 500 in next 5 months?", and "Room nights change for CS top corporations".

The chat history shows a user query: "what are my room nights and adr for Exxon Mobil next month". The chatbot response is: "For the period from February 1, 2025, to March 1, 2025, the room nights and ADR for Exxon Mobil are as follows:"

Corporation	Room Nights	ADR
Exxon Mobil	148	297.64

Below the response are three buttons: "Negotiated room nights last year", "Room nights last month", and "ADR for my top corporations next month".

The chat history continues with a user query: "top agencies next 90 days in the GDS Channel. Show all metrics".

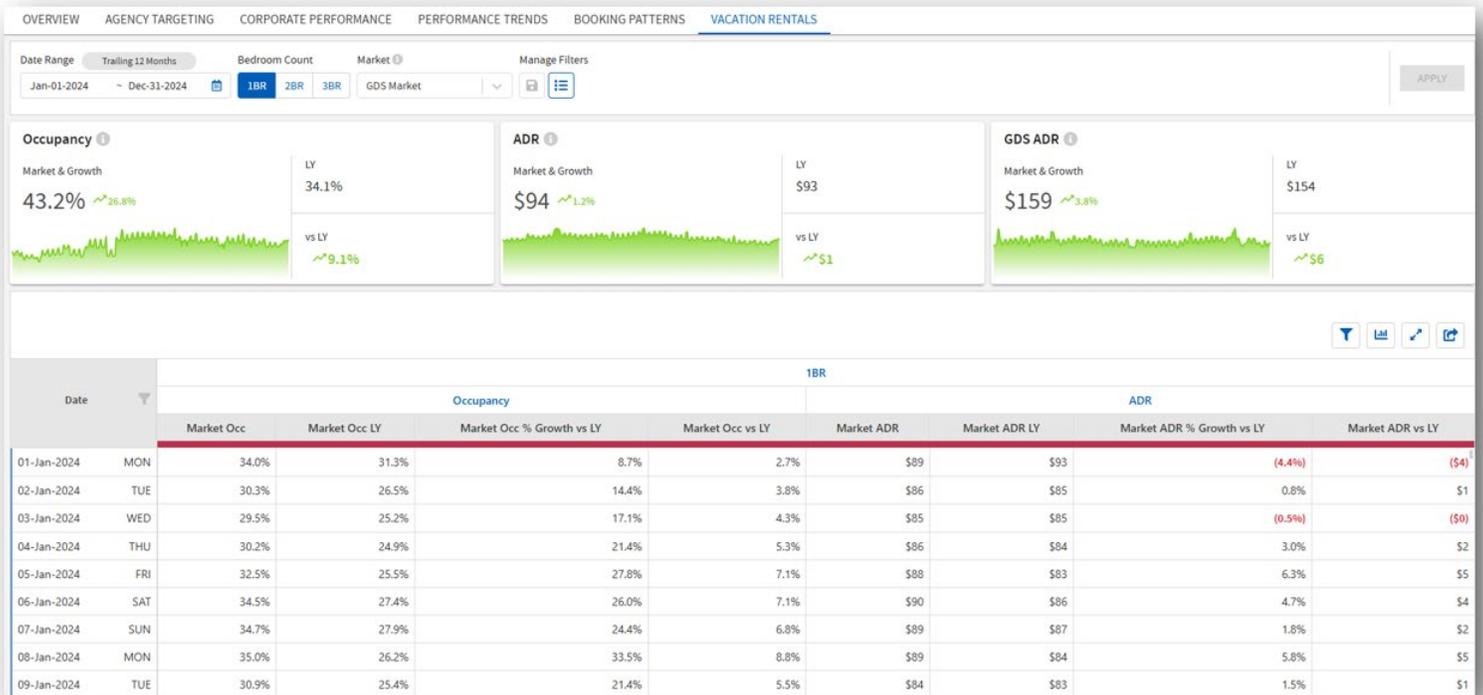
At the bottom, there is a text input field with the placeholder "Type a message", a "SEND" button with a paper plane icon, and a footer with the text "Please review AI-generated content for accuracy." and a link "View our Terms & Conditions".

### 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.

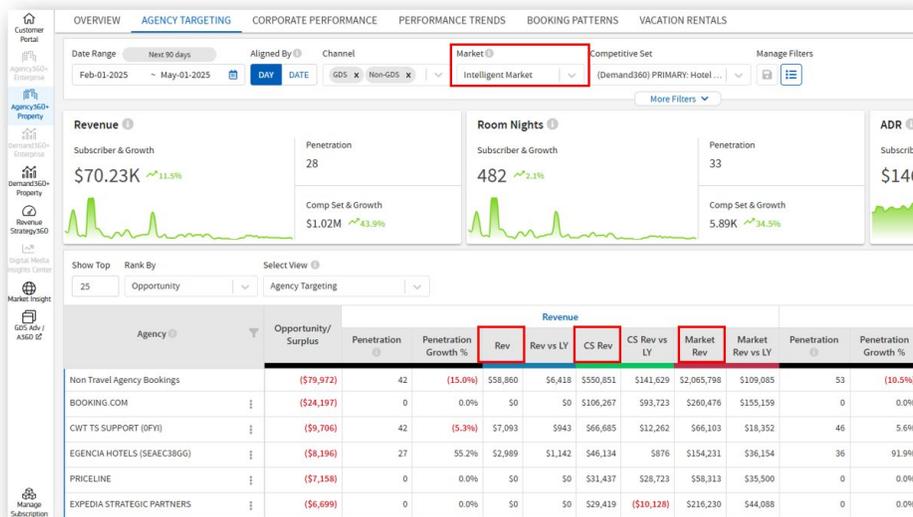


## Intelligent market

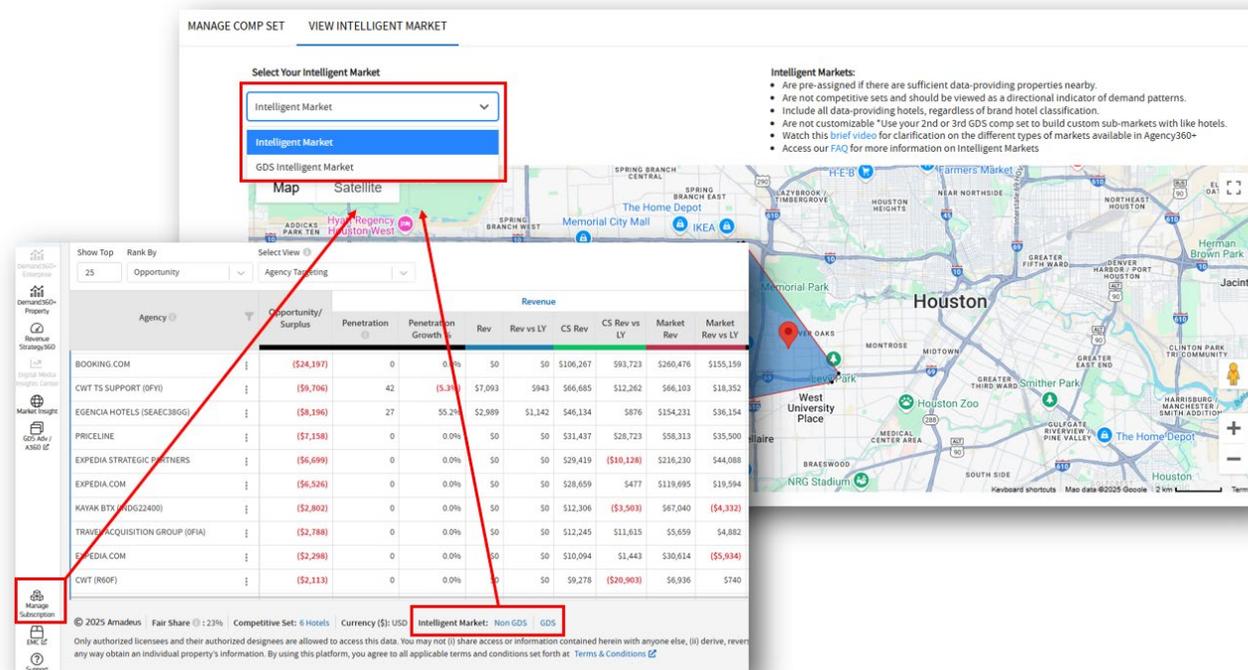
Our proprietary Intelligent market allows you to better understand the evolution of demand and which industries are returning. Intelligent markets are not a replacement for competitive sets, but a representation of demand that can be referenced when validating pricing, yielding, and strategy decisions.

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](https://training.travelclick.com/Demonstrations/BI/BI_Market_Types.mp4)

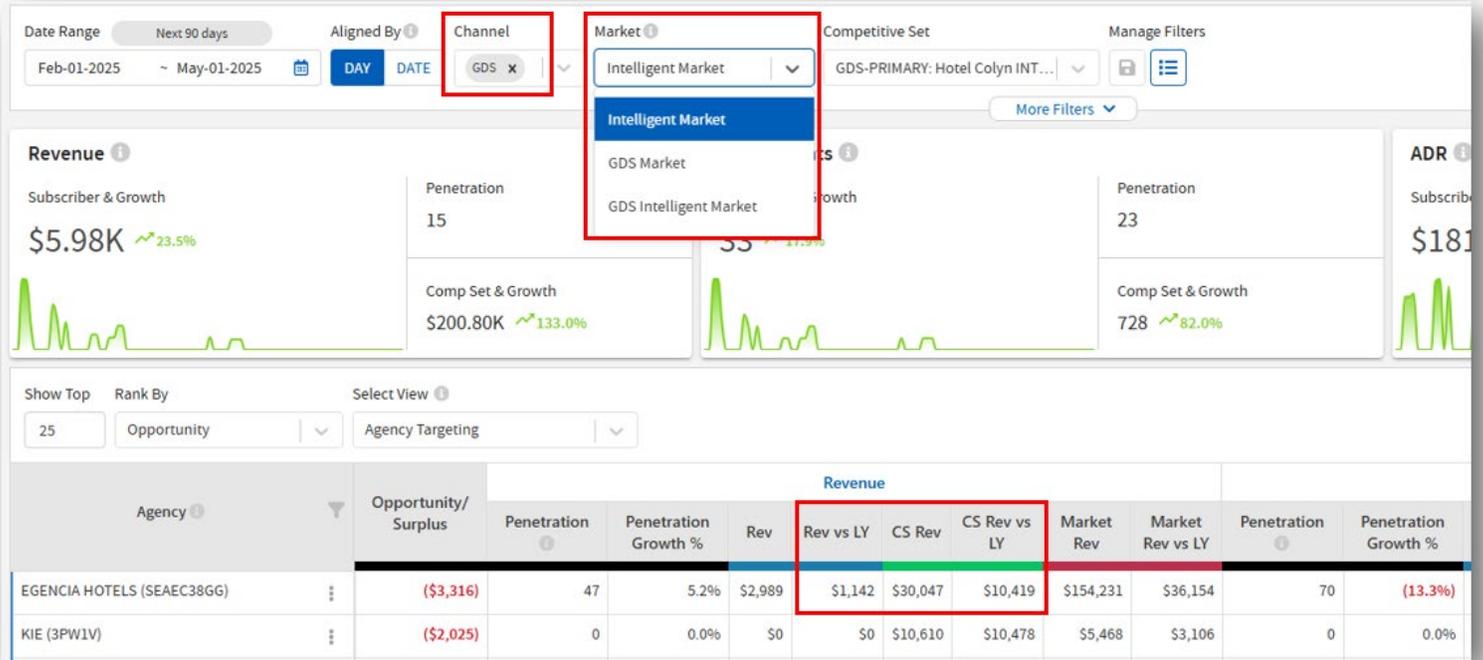


View your Intelligent Markets (GDS and Non-GDS) on a map to gain a better understanding of how your markets are defined in a geographic area. Ensure your target accounts are booking within the right regions to have confidence in your prospect strategies.



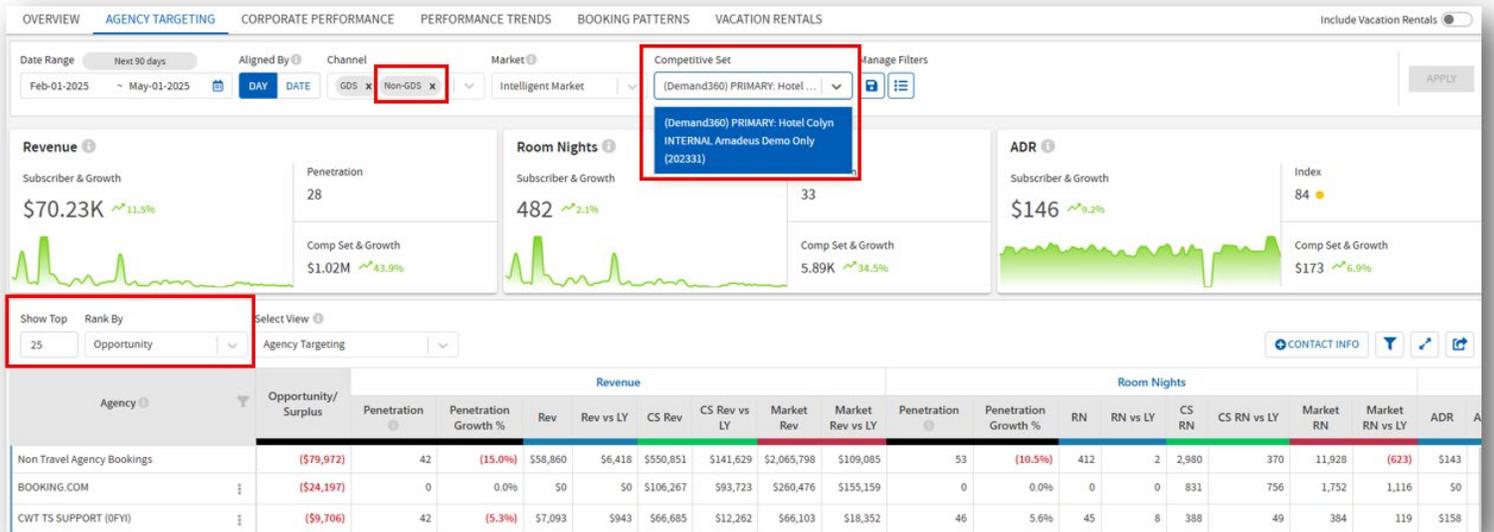
## GDS market

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.

The screenshot shows the Amadeus Agency360+ Property dashboard. At the top right, there is a search bar with a dropdown menu that has been opened, displaying the text 'AMDEMO3 - HOTEL COLYN INTERNAL AMADEUS DEMO ONLY'. The dashboard includes several performance metrics and charts:

- Revenue:** Subscriber & Growth: \$70.23K (↑11.5%), Penetration: 28, Comp Set & Growth: \$1.02M (↑43.9%)
- Room Nights:** Subscriber & Growth: 482 (↑2.1%), Penetration: 33, Comp Set & Growth: 5.89K (↑34.5%)
- ADR:** Subscriber & Growth: \$146 (↑9.2%), Index: 84, Comp S: \$173

Below the charts is a table with columns for Agency, Opportunity/Surplus, Revenue, and Room Nights. The table lists three agencies:

Agency	Opportunity/Surplus	Revenue						Room Nights								
		Penetration	Penetration Growth %	Rev	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
Non Travel Agency Bookings	(\$79,972)	42	(15.0%)	\$58,860	\$6,418	\$550,851	\$141,629	\$2,065,798	\$109,085	53	(10.5%)	412	2	2,980	370	11.5
BOOKING.COM	(\$24,197)	0	0.0%	\$0	\$0	\$106,267	\$93,723	\$260,476	\$155,159	0	0.0%	0	0	831	756	1.7
CWT TS SUPPORT (OFYI)	(\$9,706)	42	(5.3%)	\$7,093	\$943	\$66,685	\$12,262	\$66,103	\$18,352	46	5.6%	45	8	388	49	3.2