

# Amadeus Business Intelligence

Increase revenue and profitability with the industry's most comprehensive business intelligence suite for hospitality.



## Smart and Actionable Data for Sustained Growth

Hoteliers today need to make smart, quick decisions that resonate with consumers and outsmart the competition. That means they need fast, seamless access to powerful insights that lead to maximum revenue and profitability.

## Forward-looking data to make quick, informed decisions

Amadeus Business Intelligence solutions deliver the world's most comprehensive data suite for hospitality. Get a complete, 360-degree view of your rates, occupancy, and distribution with both forward-looking and historical data, as well as data from your competitive set. With all the pertinent information captured and available on the Hotelligence360® platform, you can feel confident that you're making highly informed decisions for optimal performance.

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## Key Benefits

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- \_ Multiple competitive sets allow you to view the market in a variety of ways.
  - \_ Insight into past, current, and future bookings allowing you to take informed actions.
  - \_ Full training with basic, intermediate, and advanced options.
  - \_ Extensive support within the platform.
  - \_ Single-sign on into Hotelligence360®, one intuitive platform that displays all dashboards for each property in one place.
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*The industry's most comprehensive source of forward-looking data, updated consistently and frequently.*

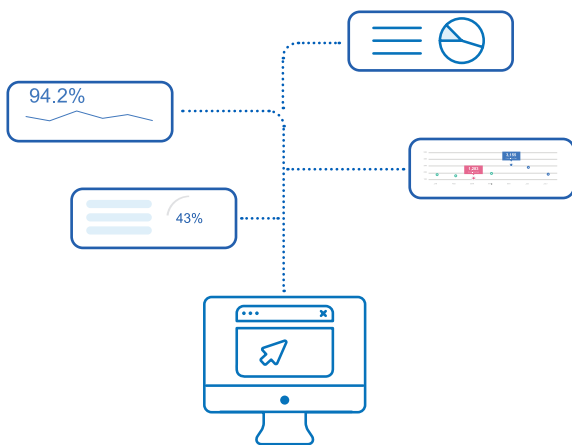
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## Demand360®

Understand and out-perform your competitors, today and tomorrow.

Craft the most profitable revenue strategies using detailed, actionable insight from Demand360®, the industry's most comprehensive source of forward-looking demand data for both your property and your competitive set.

- View comprehensive forward-looking and historical data for your property and your competitive set to create strategies, evaluate progress, and optimize for the future.
- Analyze pick-up and demand for underperforming segments and channels to understand your competitive set's business mix to help you maximize revenue and profitability.
- Make smarter decisions based on pick-up and real business on the books in your competitive set. Then optimize your pricing and marketing strategies to shift share from the competition.
- Gain insight into the group business your competitive set has on the books by understanding group blocks and pick-up by day.
- Track forward-looking availability of alternative accommodation listings week-over-week relative to your occupancy.



## RevenueStrategy360

Intelligently set prices with real-time visibility to more than 10 billion rates monthly.

Make the most profitable rate decisions across all segments and channels. Insights from real-time rates for your property and competitive set can help you maintain strong rate integrity.

- Establish your pricing strategy with always up-to-date, sanctioned shopping rate data, so you can identify compression and opportunities to maximize your ADR.
- Monitor your competitors' performance for past, present, and forward-looking dates to confirm your rates are always competitive.
- With integration to Amadeus' Demand360® solution, you see the only holistic view in the industry of future rates and future occupancy side-by-side.
- Compare the forward-looking pricing for your property and your competitive set against the average rates in the alternative accommodation market.

## Agency360®

Capture a larger share of the growing GDS market.

Shift share from the competition with Agency360, the industry's only business intelligence solution that tracks 100% of historical and future travel agent bookings from all three major Global Distribution Systems (GDS): Amadeus, Travelport, and Sabre.

- Gain insight into more than 76 million GDS bookings each year from over 80,000 agencies worldwide and view agency price patterns and volume.
- Achieve your fair share in the GDS and improve revenue and profitability.
- Identify your most loyal agents and reward them.
- Optimize your strategy to shift share.

Contact **Amadeus** to get started