aMaDEUS

Demand 360®

Elevate your demand generation strategies with the most comprehensive historical and forward-looking occupancy and rate data available today.

With an ever-changing market you need to look ahead to identify the right opportunities and make the impactful decisions for your business.

Demand360 provides the comprehensive picture you need, with detailed demand data.

- Leverage forward-looking property and competitive set data to assess your pace and create strategies that will help you optimize performance.
- Easily track performance of all properties for multiple property portfolios via one platform and one login.
- Gain access to one full year of forward-looking occupancy data direct from the world's leading hospitality brands, aggregated into personalized competitive sets.
- View what business looked like for a selected stay date "as-of" any date in the past year to allow for prescriptive analysis and comparison.
- Access data from more than 44,000 participating data providers, including major chains, small groups, and independents.
- Make decisions based on actual Air booking data with access to bookings by origin and destination by country or city (business vs. leisure)- sourced from the 3 major GDS's,
- Track forward-looking availability of alternative accommodation listings week-over-week relative to your occupancy.

Key Benefits

- Access 12 months of forward-looking occupancy data across your property and competitive set.
- Easily identify upcoming need periods and compression dates to increase your revenue.
- Customize reporting by extracting and manipulating only the data you need.
- Prepare for weekly benchmarking meetings with detailed results from the previous week before other reports are published.
- Integrate with your RMS and PMS through automated two-way integrations that streamline your processes and eliminate the need to re-enter data.

NEW! Understand the source markets of bookings into your market, property, and competitive set - now with air booking data!
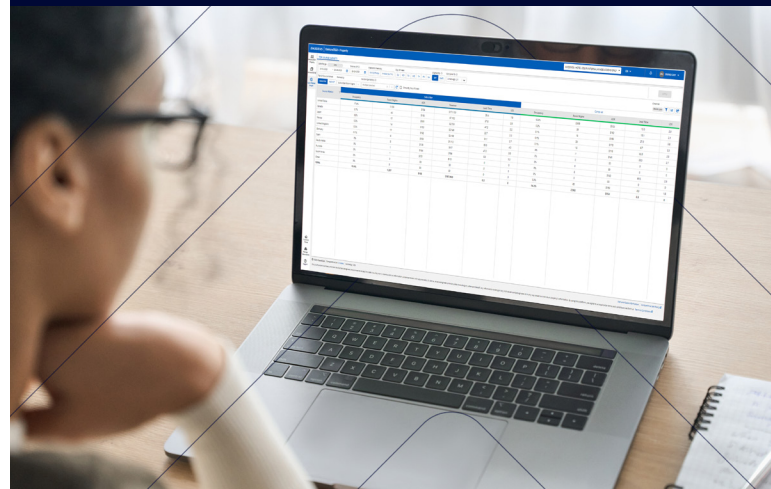
Increase Revenue and Maintain a Competitive Edge

Demand360 provides a metric no other platform delivers: your RevPAR rank compared to your competitive set. And with multiple reports and alerts, Demand360 plugs you into what's happening with your competitive set so you can proactively adjust your strategy based on need periods and compression dates.

- View forward-looking ADR and RevPAR rank compared to your competitive set.
- View forward-looking occupancy by property and across your competitive set, including business on the books this year versus same time last year.
- Assess the source markets of travelers into your property, market, and competitive set to inform demand generation and marketing strategies with traveler insights.
- Take immediate action with customized alerts about critical market changes delivered directly to your inbox.

Refine Your View by Segment and Channel for Targeted Takeaways

Leverage detailed and intuitive dashboards that empower your teams to analyze your position for every segment and spot hidden opportunities. Discover the channels and segments that are driving business to your competitive set and use that information to optimize your own mix.

- Analyze pick-up and demand for your under performing segments and channels to help you increase revenue.
- Get updated data five days a week, giving you confidence that you're always making decisions using the latest information.
- Understand your competitive set's most successful segments and channels and create strategies to ensure proportionate share.
- Filter data by segment, sub-segment, channel, and sub-channel trends to get precise and actionable insights.

Understand Compression and Confidently Quote Groups

Use forward-looking data to easily craft your group strategy by looking at compression and business on the books.

- Gain insight into the group business your competitive set has on the books by understanding group block and pick-up by day.
- View soft months and make decisions well in advance by viewing the longer lead-time for groups and optimizing your group quotes.
- Make smarter decisions by leveraging the only source of forward-looking group performance data when planning.

Learn More about Demand360

For further information, visit
amadeus-hospitality.com
or speak to an Amadeus representative today.

Find us on: