

Demand360[®] Business Intelligence

Build a winning strategy with the industry's only comprehensive forward-looking demand data.



Develop Data-Driven Strategies to Thrive in an Increasingly Competitive Market

Hoteliers are competing harder than ever to win and retain loyal customers. Leading hoteliers are embracing new solutions and data to create actionable insights so they can make the most profitable and strategic revenue decisions. To do that, they need a solution that both consolidates data and provides intuitive tools that allow them to make sense of all the information.

Create Smarter Strategies for Tomorrow

Demand360 empowers hoteliers to create the most profitable revenue strategies. With access to detailed insight into forward-looking demand data for both your property and your competitive set, you can create unique strategies to out-perform your competition, attract the right business mix for your property, and quote group business with confidence.



*Easily leverage the entire **Hotelligence**[®] platform including **Agency360**[®] and **Rate360**[®] by using single-sign on and one intuitive interface.*

With increased competition, how can you make the most profitable decisions for your business?



Get the Full Picture of Demand with Forward-Looking Data

With an ever-changing market you can no longer just look back on historical data. You need to look ahead to identify opportunities where you can make an impact on future results. Demand360 provides the complete picture you need, with detailed demand data for the past, present, and future.

- _ Leverage forward-looking property and competitive data to assess your pace and create strategies that will help you optimize performance.
- _ Gain access to one year of forward-looking occupancy data from the world's leading hospitality brands, aggregated into personalized competitive sets.
- _ Access data from more than 30,000 participating data providers, including major chains, small groups, and independents, plus an additional 27 million short-term rentals.
- _ Track forward-looking availability of alternative accommodation listings week-over-week relative to your occupancy.

Demand360 provides detailed and intuitive dashboards that empower your teams.

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 maximize your revenue.
- _ Prepare for weekly benchmarking meetings with detailed results of the previous week before other reports are published.
- _ Integrate with your RMS and PMS. Our automated two-way integration streamlines your process and eliminates the need to re-enter data.



Refine Your View by Segment and Channel for Targeted Takeaways

There's potential for increased profitability lurking in your underperforming segments — and Demand360 helps uncover it. Discover the channels and segments that are driving business to your competitive set and use that information to maximize your own mix. Demand360 provides detailed and intuitive dashboards that empower your teams to analyze pricing and positioning for every segment and spot hidden opportunities.

- _ Analyze pick-up and demand for your underperforming segments and channels to help you maximize your revenue and profitability.
- _ Get updated data five days a week, giving you confidence that you're always making decisions using the latest information.
- _ Filter data by segment, sub-segment, channel, and sub-channel trends to get precise and actionable insights.



Maximize RevPAR and Outperform Competitors

Make smarter decisions based on pick-up and real bookings in your competitive set and optimize your pricing and marketing strategies. Demand360 helps by delivering unique insight with a metric no other platform provides: your RevPAR rank compared to your competitive set.

With multiple reports and alerts, Demand360 plugs you into what's happening with your competitive set so you can proactively shift your strategy based on need periods and compression dates.

- _ View forward-looking occupancy by property and across your competitive set, including business on the books this year versus same time last year.
- _ Understand your competitive set's most successful segments and channels and create strategies to shift share in your direction.
- _ Get unique insight into your forward-looking ADR and RevPAR rank compared to your competitive set.
- _ Take action with customized alerts about critical market changes delivered directly to your inbox.

Demand360 helps by delivering unique insight with a metric no other platform provides:



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 corrective 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 future group performance data when planning.



Understand Demand Beyond the Traditional Market

You're not just competing against other hotels but also short-term rentals. You need the big picture to analyze the alternative accommodation competition, optimize your occupancy, and surpass all competitors.

- _ Understand the alternative accommodation market in your area, the characteristics and distribution of listings, and identify trends over time with access to 27 million listings globally across the most popular short-term rental sites.
- _ Review the forward-looking pick up of local alternative accommodations to make even better-informed decisions to adjust your distribution mix and marketing spend.

Find out more

For further information, visit amadeus-hospitality.com or speak to your Amadeus Account Manager today.

Find Us On:

