

# amadeus

## Demand 360+<sup>®</sup>

Elevate your demand generation strategies with the most comprehensive historical and future-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 most profitable decisions for your business.**

**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.
- 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 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 41,000 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.

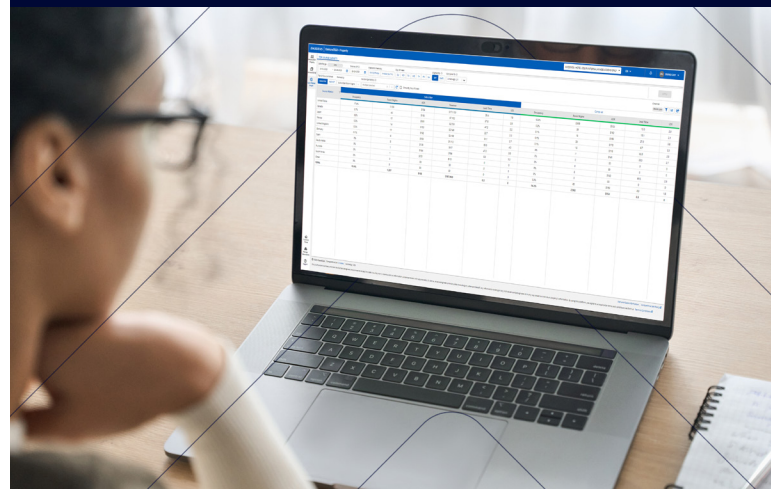
[www.amadeus-hospitality.com](http://www.amadeus-hospitality.com)



### 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.
- 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



## Maximize RevPAR and Outperform Competitors

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 shift 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 pricing and positioning 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 maximize your own mix.

- 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.
- Understand your competitive set's most successful segments and channels and create strategies to shift share in your direction.
- 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 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.

**Learn More  
about Demand360+**

For further information, visit  
[amadeus-hospitality.com](https://amadeus-hospitality.com)  
or speak to an Amadeus representative today.

