



amadeus

Amadeus Travel Intelligence for Hotels

Turn hotel data into smarter decisions and optimized revenue

Hoteliers face daily challenges—balancing occupancy, optimizing rates, and tracking booking trends. Without the right insights, decisions become reactive rather than strategic.

Amadeus Travel Intelligence helps hotels make smarter, data-driven choices. Our solutions provide clear visibility into **demand trends, agency and corporate bookings, and rate insights** — allowing you to act with confidence and optimize revenue.

Demand360 – Forecast market trends & capture demand

Forward-looking, on-the-books data helps you anticipate demand shifts, adjust rate strategies, and optimize marketing efforts. With access to one year of forward-looking and historical booking data, hotels can make data-backed decisions that drive occupancy and revenue.

- ✓ See forward-looking demand trends to plan marketing and pricing strategies.
- ✓ Identify emerging traveler trends to capitalize on market shifts.
- ✓ Optimize group and transient segments with forecasting insights.

🖱️ Discover Demand360

Agency360 – Know who's booking your hotel & strengthen relationships

Gain visibility into travel agency and corporate bookings to optimize distribution and drive revenue opportunities. With data from all three major GDSs, you can identify which agencies and companies drive the most business and uncover new opportunities.

- ✓ Understand booking patterns across agency and corporate segments.
- ✓ Track shifts in agency performance to strengthen key partnerships.
- ✓ Identify new revenue opportunities and refine distribution strategies.
- ✓ Powered by Amadeus Advisor Chatbot (Generative AI)
Instantly analyze booking trends, agency activity, and corporate performance with AI-driven insights—reducing manual analysis and helping you make decisions faster.

👁️ [See Agency360 in Action](#)


RevenueStrategy360 – Optimize pricing & maximize revenue

Gain a competitive edge with on the books occupancy, rates, and market intelligence. Our solution gives you access to rates across 600+ sources, including OTAs, metasearch, and GDSs.

- ✓ Monitor on-the-books occupancy* vs. the market to spot revenue opportunities.
- ✓ Track rate competitiveness and adjust strategies accordingly.
- ✓ Receive parity alerts to ensure rate consistency across channels.

👁️ [Learn More About RevenueStrategy360](#)

Get Started Today

 **Want a snapshot of your market?** Request a complimentary data report to see how your hotel is performing and identify key opportunities.

 **Interested in a hands-on experience?** Try RevenueStrategy360™ for free and take control of your rate strategy today.

With **Amadeus Travel Intelligence**, hotels can make confident, data-driven decisions—leading to optimized revenue, smarter distribution, and better business performance.

For further information about us, visit
amadeus-hospitality.com/business-intelligence-contact-us
or speak to an Amadeus representative today.

Find us on:



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