How to Spend Your Time in Demand360[®]

This document is designed to help guide you through Demand360[®] based on how much time you have and highlight examples that will help you better utilize the data available .

Introducing Demand360+

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With 10 Minutes, here is what you should review in Demand360+

Segment/Channel Summary dashboard - quickly identify segments and channels that are over / under indexing and understand the detailed makeup of performance across selected stay dates. Click the arrow next to each segment to expand sub-segment metrics for instant drill-down analysis.

Revenue 0	_		-		Occup	ancy O		92 💻 🛰	33.2%		ADR O		
\$904.37K ~4.8	196				54.5	%~	13.5%	Index			\$153 ~	10.0	
Subscriber		\$3	41M ~37	.296	Subscrib	er		60% 29 Comp Set	.6%		Subscriber		
	\sim	-									Occupancy		
Date Range Trailing 4 We 04-23-2023 ~ 05-20	eeks D-2023	Da	ta As Of 🕕	We	ekend/Week /KND(FR-SA)	day WKD	Segment	Occ	CS Occ	Occ % Growth Vs. LY	CS Occ % Growth Vs. LY	Occ Index	Occ Index % Growth Vs. LY
View by	Customize	Metrics (
SEGMENT CHANNEL	Multiple	Selected		× v	C D		* Transient	45.5%	51.8%	(8.7%)	34.4%	88 💻	(32.1%)
)	Occupancy			Retail	25.2%	18.6%	(3.4%)	52.9%	135 💻	(36.8%)
Segment			Occas	CS Occ %		Occi	▶ Discount	7.4%	18.0%	(28.5%)	18.1%	41 💶	(39.5%)
EXPANO	Occ	CS	Growth	Growth	Occ Index	% Gr	Negotiated	9.2%	8.6%	2.9%	27.4%	107 💼	(19.2%)
P CAPAGO	/		VS. LY	VS. LY		VS.	Qualified	2.8%	4.7%	(3.8%)	33.5%	60 🔳	(27.9%)
Transient	45.5%	51.8%	(8.7%)	34.4%	88 💻	(32,	▶ Wholesale	0.9%	1.8%	(43%)	135.2%	48 🔳	(75.8%)
Group Sold	5.4%	7.5%	(45.6%)	1.7%	72 💼	(46,	Group Sold	5.4%	7.5%	(45.6%)	1.7%	72 💻	(46.5%)
• Other	3.6%	0.2%	13.2%	6800.0%	1.897 💼	(98.	> Other	3.6%	0.2%	13.2%	6800.0%	1,897 💼	(98.4%)
Unsold Block	0.0%	0.0%	0.0%	0.0%	0	0.1	Unsold Block	0.0%	0.0%	0.0%	0.0%	0	0.0%
Total	54.5%	59.5%	(13.5%)	29.6%	92 -	(33.	Total	54.5%	59.5%	(13.5%)	29.6%	92 -	(33.2%)

*In this example, change date to trailing 4 weeks, expand segments, and make any customized metrics filter selections. Notice indexes below 100, and notice index growth % in red meaning these are areas you're losing share

Use Segment and Channel advanced drop-down filters to view your pickup vs the competitive set, then add an Occupancy Index column to give your insights greater dimension on the fly.



With 20 Minutes, review your pickup and pace for the next 30 days

Future & Historical Pace dashboard – click on the daily view and change date to the next 30 days. Change 'Group By' filter to 'sub-segment detail'. Select desired metrics in 'Customize Metrics' filter. **Best Practice (tip):** Any time you look at the transient segments over future dates, select ADR and RevPAR rank to get an idea where you stand within the competitive set.

\$287.83K ~ Subscriber	29.3%		\$0 Comp	* 0.0% Set		Occ 18 Sub	scriber	y O ~28.8	%	~	79 Index 23% ^ Comp Se	79.5%	296	AD \$1 sut	R 0 134 ~ scriber	0.3%			0 → Index S0 → Comp S	0.0% 0.0% Set		Re \$ su	bscriber	0 →80%
te Range 05-30-2023 ~ 06 ew by MONTH WEEK D	5-28-2023 Group Sub-	🗎 by -Segme	Data / 05-:	As Of () 29-2023		Weekend/V WKND(FF Customiz Multipl	Veekday R-SA) V ze Metrics le Selecte	wkDAY(S G d	Da U-TH)	y of Week	TU C'	WE T	H FR	SA A	ligned By (DAY D	Com	pare To lear Ago	(LY)	~					USD Competitive Set PRIMARY: Hotel Colyn INTERNAL Amadeus De
Day	T	Occ	CS Occ	Total Occ Index	ADR Rank	RevPAR Rank	Occ	CS Occ	Occ Index	ADR Rank	RevPAR Rank	Occ	CS Occ	Occ Index	ADR Rank	RevPAR Rank	Occ	CS Occ	Occ Index	ADR Rank	RevPAR Rank	Occ	CS Occ	Transient X
-May-2023	TUE 2	6.3%	29.9%	88 💻	3 of 7	4 of 7	13.4%	11.2%	119	6 of 7	4 of 7	4,996	8.1%	60 💼	2 of 7	5 of 7	6.7%	7.296	93 💻	2 of 7	3 of 7	1.0%	2.4% 4	Group Sold
May-2023	WED 2	7.8%	31.4%	89 💻	4 of 7	3 of 7	12.6%	12.0%	105 💼	5 of 7	4 of 7	5.2%	8.396	62 💻	3 of 7	5 of 7	7.296	6.5%	110	4 of 7	3 of 7	2.1%	3.2% 6	Cother
Jun-2023	THU 2	6.095	29.1%	89 💻	4 of 7	4 of 7	11.9%	11.196	107 💼	5 of 7	4 of 7	6.496	9.0%	72 💻	6 of 7	6 of 7	5.796	5.196	111	5 of 7	3 of 7	1.8%	2.8% 6	Z Transient
Jun-2023	FRI 2	8.196	32.296	87	5 of 7	5 of 7	11.1%	12.296	91	5 of 7	4 of 7	11.396	12.996	88	6 of 7	6 of 7	1.896	2.196	88	4 of 7	4 of 7	3.496	3.996 8	
-Jun-2023	SUN 1	6.8%	29.6%	57	4 of 7	6 of 7	6.4%	9.3%	70	5 of 7	4 of 7	4.696	9.296	50	5 of 7	6 of 7	3.496	6.6%	51	4 of 7	5 of 7	2.196	3.896 5	
						-			_							-			-				-	Channel
																								Sub-Channel

*Note – competitive set ADR & RevPAR are not forward looking, ADR/RevPAR rank are forward looking

To validate your analysis, take a step back to view the table by Segment. Include 'Vs. LW (Last Week)' metrics to your table and see a high-level snapshot of your performance and variances in pickup vs the competitive set.

MENT/CHANNEL	SUMM	ARY	FUT	URE & F	HISTORIC	AL PAC	E F	PERFORM	MANCE	TREND	S (GROUP	OUTLO	OK	RATE R	ANGES	BOOF	(ING PA	TTERN
Revenue 0 \$354.89K ^	10.8%					00	cupancy	€ € 0			104 Index	№16 .	2%	ADR C	3 ~*8.1	96		0 – Index	
Subscriber		Sub	scriber	~			25% 🐣 Comp Set	25.6%		Subscri	ber			\$0 — Comp	'0.0% Set				
Date Range Next 05-23-2023 ~ (30 Days 06-21-2023	3	Data 05-	As Of 🔞 22-2023	W	/eekend/V WKND(FF	Veekday R-SA) W	KDAY(SU-TI	Day o H) SU	f Week MO	TU V	VE TH	FR	Align SA DAY	ed By 🕚 Z DATE	Compar 1 Year	e To 🚯 Ago (LY)	~	
MONTH WEEK	Gro DAY S	oup by egment			~	Customi: Multip	e Metrics Selected	0 	×	~ (I≡							
Day	T	Occ	CS Occ	Occ % Growth Vs. LW	CS Occ % Growth Vs. LW		Occ % Gro Occ Chanı Occ Chanı	with Vs. LW ge Vs. LY ge Vs. LW		tani nge LW	k Occ	CS Occ	Occ % Growth Vs. LW	CS Occ % Growth Vs. LW	Occ Change Vs. LW	CS Occ Change Vs. LW	Occ Index	Occ Rank	Occ Ran Change Vs. LW
23-May-2023	TUE	68.0%	40.7%	61.0%	52.7%		Occ Rank				8.5%	1.1%	37.5%	15.4%	2.3	0.2	746	1 of 7	+1
24-May-2023	WED	53.6%	41.7%	33.396	50.0%		Occ Rank	Change Vs.	LY		8.5%	2.0%	43.5%	8.3%	2.6	0.2	430	1 of 7	+1
25-May-2023	THU	39.4%	34.7%	24.4%	26.7%		Occ Rank	Change Vs	IW	1.1	2.3%	1.896	0.096	33.3%	2.3	0.5	127	3 of 7	+4
26-May-2023	FRI	46.4%	43.2%	12.596	8.496	Occ Rank Change Vs. LW					2.396	3.396	0.096	83.3%	2.3	1.5	69 💻	4 of 7	+3
27-May-2023	SAT	47.4%	45.7%	14.396	9.1%	0	CCOPANCI	INDEX		- 1	2.8%	3.5%	0.096	130.0%	0.0	2.0	81 💻	3 of 7	-1
28-May-2023	SUN	31.2%	29.3%	11.096	11.6%	3.1	3.0	106 💼	4 of 7	0	2.8%	0.896	0.0%	0.0%	0.0	0.0	373 📩	2 of 7	0
29-May-2023	MON	16.0%	17.1%	10.7%	19.7%	1.5	2.8	93	4 of 7	0	0.0%	0.2%	0.096	0.0%	0.0	0.0	0	7 of 7	0

Best Practice: One of the most important strategies throughout the year is maximizing transient ADR on the most compressed nights (Concerts, games, events). Change 'Group By' to Segment isolating Transient segmentation and select desired ADR filters in 'Customize Metrics'. Filter by Year, Month, or Day to validate strategies over those compressed dates.

SEGMENT/CHANNEL SUMMA	RY <u>F</u>	UTURE	& HISTOR	ICAL PAC	E PEF	FORMANCE T	REND	s GF	ROUPO	UTLOOK	RATE R	ANGES	воокім	IG PATT	FERNS								
Revenue 🕕						Occupan	icy 🛈				92	\$\$54.5%		A	DR 🔍								RevPAR
\$296.15K <u>*25.1%</u>						4.1%	∽ 29.	4%			Index			_	\$140 ``	11.2%			Index				\$2 🛰
Subscriber						Subscriber					4% ~~	55.1%		s	ubscriber								Subscriber
Muchan			Comp Set			Mulul	Mar	ساس			Comp Se	et		~	Ingen	• ^^ n			Comp	Set			Mone
Date Range Next 12 Months		Data	As Of 🕕		Weekend/W	leekday		Day o	of Week			,	ligned E	y O	Compare T	0							
04-01-2024 ~ 03-31-202	5 🛗	03-	03-2024	ė	WKND(FR	-SA) WKDAY	(SU-TH	SU	МО	TU	WE TH	FR SA	DAY	DATE	1 Year Ag	o (LY)	~						
View by Gro	oup by		_		Customiz	e Metrics 🕕			_														
MONTH WEEK DAY S	egment			~	Multipl	e Selected		×	Y,	C 🖪]≡												
			_	Total		R			^	Group So	ld				Uns	iold Blo	ck				Т	Transient	t
Month	Occ	CS Occ	Occ Index	ADR	% ☑	Subscriber ADR			c	ADR	ADR % Growth	CS ADR % Growth	Occ	CS Occ	Occ Index	ADR	ADR % Growth	CS ADR % Growth	Occ	CS Occ	Occ Index	ADR	ADR % Growth
			mach			Comp Set ADR					Vs. LY	Vs. LY			mach		Vs. LY	Vs. LY			Index		Vs. LY
April 2024	16.8%	20.9%	80 💻	\$146		Subscriber ADR	Differe	nce to CS		\$140	12.7%		8.3%	7.8%	107				6.3%	11.4%	55 💻	\$148	(996)
May 2024	10.2%	10.2%	100	\$147		ADR % Growth \	/s. LY			\$119	(7.8%)		7.3%	3.0%	242				2.7%	6.3%	43 💻	\$148	19.0%
June 2024	10.6%	10.3%	102	\$133		ADR % Growth \	/s. LW			\$136	25.1%		8.2%	5.9%	139				1.2%	3.4%	35 💻	\$129	(33.5%)
July 2024	4.3%	3.2%	134 💻	\$131		ADR Change Vs.	LY			\$130	0%		1.6%	0.7%	230 💻				1.1%	2.2%	52 💻	\$132	(35.9%)
August 2024	1.9%	2.4%	80 💻	\$122		-			-	\$0	096		1.0%	0.5%	190 💻				0.996	1.8%	52 💻	\$122	16.4%
September 2024	0.8%	1.2%	65 💻	\$117	(26.2%)		0%	096	0	\$0	0%		0.5%	0.3%	206 💻				0.3%	1.0%	30 💶	\$117	(26.2%)
October 2024	3.1%	0.8%	369 💻	\$139	11.4%		0%	0.1%	48 💻	\$134	0%		2.9%	0.1%	2,529 💻				0.2%	0.6%	27 💶	\$141	12.7%
November 2024	0.6%	2.7%	24	\$160	0%		0%	096	0	\$0	096		0.5%	1.3%	40 💻				0.1%	1.4%	8 🗖	\$160	0%
December 2024	0.5%	0.3%	185 💻	\$79	096		096	096	0	\$0	096		0.5%	0%	999 🚥				096	0.3%	3 🗖	\$79	0%
January 2025	096	1.0%	0	\$0	096		096	096	0	\$0	096		096	0.9%	0				096	0.1%	0 💶	\$0	0%
February 2025	0%	0%	0	\$0	096		0%	0%	0	\$0	096		0%	0%	0				0%	096	0	\$0	0%
March 2025	0%	0%	0	\$0	0%		0%	0%	0	\$0	0%		0%	0%	0				0%	096	0	\$0	0%

*Note that for historical data, Unsold Blocks are automatically washed. No ADR data for is shown for subscriber, and Competitive Set ADR is not shown for future dates

With 30 Minutes, see the bigger picture with a long-term approach

Future & Historical Pace dashboard – widen your view of performance by backing out to a monthly view. Include rank metrics to understand On The Books (OTB) pace, then compare against each Segment to validate the consistency of your strategies over longer timeframes.

Revenue 0						Occupan	cy 🖲			97 In	7 📩 ' dex	∿ 29.0%		ADR 0					0 →0 Index			Re	/PAR (0			0			
\$660.75K ~26.6%						2.8%	~9.7%			20	16 M 64	504		\$166) ~11	.096						\$	·~20	8.496						
Mhammhan I		Com	o Set		K	Munut	h			Co	omp Set	310			hulu	A/A			Comp S	et		h	scriber	L			Comp	Set		
Date Range Next 12 Months 06-01-2023 ~ 05-31-202	4 6	Data	As Of 📵 -29-2023		Weeke WKN	nd/Weekday D(FR-SA)	WKDAY(S	U-TH)	Day of V SU	Veek MO	TU W	тн	FR S	Aligne A DAY	By 📵 DATI	Con	npare To 🕃 Year Ago (L) x)	~									APF		
New by Gr	Group by Customize Metrics Sub-Segment						v I v			.=						Sub	o-Segmen	t										pet-		
NOATH WEEK DAT	oup-segn	ren c		Total	194	ADR Ch	ange Vs. Li		~ *	-	Group	Sold						Reta	i						Negoti	iated				
Month T	Occ	CS Occ	Occ Index	ADR	A Ri	ADR Ch	ange Vs. Li nk	N		icc idex	ADR	ADR Rank	ADR Rank Change Vs. LY	ADR Rank Change Vs. LW	Occ	CS Occ	Occ Index	ADR	ADR Rank	ADR Rank Change Vs. LY	ADR Rank Change Vs. LW	Occ	CS Occ	Occ Index	ADR	ADR Rank	ADR Rank Change Vs. LY	ADR Rank Change Vs. LW	Occ	
June 2023	19.6%	18.7%	105	\$131	5	ADR Ra	nk Change	VS. LY			\$136	5 of 7	+2	0	7.996	8.1%	97 🚃	\$156	5 of 7	0	0	3.3%	3.896	86 💻	\$142	3 of 7	0	0	1.7%	3
iuly 2023	6.3%	5.9%	107	\$185	2	ADR Ra	nk Change	Vs. LW		•••	\$134	2 of 7	+4	0	4.296	3.6%	116	\$224	1 of 7	+6	+2	0.6%	0.296	247	\$196	1 of 7	+2	0	1.4%	1
kugust 2023	1.796	2.296	76 💼	\$220	1	ADR INDE	x			Þ	\$0	7 of 7	-3	0	0.796	1.5%	46 🔳	\$371	1 of 7	+3	+6	0.3%	0.196	339	\$122	3 of 7	+1	0	0.2%	¢
ieptember 2023	3.396	3.296	101	\$193	3	ADR Inc	lex				\$0	7 of 7	-5	0	2.396	1.9%	119	\$239	3 of 7	+2	+2	0.196	0.1%	72 💻	\$116	5 of 7	-2	0	0.8%	0
October 2023	1.1%	1.196	102 💼	\$282	1	ADR Inc	lex % Grov	vth Vs. LY		- =	\$127	2 of 7	+2	0	0.796	0.6%	112	\$387	1 of 7	+5	+4	0.0%	0.096	0	\$0	7 of 7	-4	0	0.2%	0
lovember 2023	0.796	0.796	98 💻	\$354	1 of 7	+4	+5	0.096	0.096	0	\$0	7 of 7	-4	0	0.596	0.5%	99 🚃	\$467	1 of 7	+4	+4	0.096	0.096	0	\$0	7 of 7	-5	0	0.296	ŀ
Jecember 2023	0.6%	0.2%	276 📩	\$340	1 of 7	0	+5	0.096	0.096	0	\$0	7 of 7	0	0	0.5%	0.296	334 💻	\$382	1 of 7	0	+5	0.096	0.096	999 📩	\$92	1 of 7	0	0	0.196	ŀ
January 2024	0.6%	2.4%	26	\$160	4 of 7	-3	+1	0.095	0.596	0	50	7 of 7	0	0	0.6%	1.495	46	\$160	5 of 7	-4	0	0.096	0.1%	0	50	7 of 7	0	0	0.0%	

In **Performance Trends dashboard** - visualize trends across future and historical timeframes with the capability to analyze by month, week, or day. Horizontal metric alignment and dynamic filtering capabilities allow you to analyze this popular view with greater ease. Utilize the 'Group By' filters to isolate segments and channels to easily identify areas of focus. As you spot areas of interest, drill down by further defining your Metrics filters, date ranges, and stay patterns to accurately pinpoint causality and confidently build proactive strategies. **Best Practice (tip):** Group data by 'Day of Week' and filter the table to the segment or channel you are interested in analyzing.

60+	EGMENT/CHANNEL SUM	IARY FU	JTURE & HISTO	ORICAL PACE	PERFORMANCE TRE	GROUP OU	TLOOK RATE	RANGI							
	Revenue				Occupancy 🔍	1	22 📩 🍾 25.0	6							
	\$10.95M ~24.2%				56,4% ~12.29	16 In	idex								
	Subscriber		\$32.83M ~	67.3%	Subscriber	Date Range Trailing	12 Months	Data As Of 🕕	Wee	ekend/Wee	kday	Day of Wee	k		Aligned By
			Comp Set			05-01-2022 ~	04-30-2023	05-03-2023	i w	VKND(FR-SA	WKDAY(SU-T	H) SU M	O TU WE	TH FR SA	DAY
	ate Range Trailing 12 Mont	hs	Dura de Of O	We	akan d Alfa ali day.	View by	Group by		c	Customize N	letrics 🕕				
	05-01-2022 ~ 04-30-2	023 🛗	05-03-2023	e ve	KND(FR-SA) WKDAV(SI	MONTH WEEK	DAY Segment		~	Multiple S	elected	$\times \mid \cdot \!$	C		
														2022	
V	lew by	Group by			Sustomize Metrics 🕕	Segment		Metric		Мау	Jun	Jul	Aug	Sep	
	MONTH WEEK DAY	No Groupin	g - Totals Only	5	Multiple Selected		011			5.8%	5 396	6.7%	3 196	7 596	
		No Groupin	g - Totals Only				C5.0rc			4 496	4 796	7.096	1.4%	4 396	
	Metric Segmen				Jul		Occ Inde	x	13	2 💻	111	96	224	174	1
1	Occ	Sub-Segme	ent		61.4%		Occ Inde	x % Growth Vs. LY	4	1.796	(62.9%)	68.6%	121.5%	(67.7%)	
	CS Occ	Sub-Segme	int Detail	b	44,225		ADR		s	\$135	\$123	\$144	\$121	\$119	
1	Occ Index	Channel			139		CS ADR		s	\$147	\$159	\$141	\$136	\$160	
1	Occ Index % Growth Vs. LY	Channet		b)	(26.3%)	Group Sold	ADR Inde	x	92	2 💻	77 💻	102	89 💻	74 💻	8
1	ADR	Sub-Chann	el		\$115		ADR Inde	x % Growth Vs. LY	(1	1.396)	(11.796)	9.1%	(12.5%)	(26.3%)	0
- 1	CS ADR	Day of Wee	k		\$127		RevPAR			\$8	\$6	\$10	\$4	\$9	
1	ADR Index		92 💻	91 🚃	90 -		CS RevP	R		\$6	\$8	\$10	\$2	\$7	
-II	ADR Index % Growth Vs. LY		(7.3%)	(10.5%)	(3.996)		RevPAR	ndex	12	1	86 💻	97 💻	199 🚥	129	1
	RevPAR		\$79	\$59	\$71		RevPAR	ndex % Growth Vs. L	Y 2	5.796	(67.296)	84.096	93.9%	(76.2%)	
	CS RevPAR		\$61	\$54	\$56	-	Occ		0	0.096	0.0%	0.0%	0.096	0.0%	
	RevPAR Index		130	109	126	114	103	_		0.096	0.095	0.095	0.095	0.095	
18	DevD1D Index % Creweb Vic	114	(10.006)	(23, 204)	(20.224)										

Group Outlook dashboard - efficiently analyze group volume to uncover hidden risks or opportunities against the competition. The default graphical view enables easy analysis of group sold room volume against unsold block with the capability to view by month, week, or day.



Scroll down to 'Group & Block Detail' and customize metrics for a deeper understanding of group volume. Notice 'Change Vs LW (Last Week)' metrics and YOY (year over year) variance to determine whether group strategies are yielding productive results over multiple time frames.

 Group & Block Detail 																		
Customize Metrics 🕕		1																
Multiple Selected	x v	C																C
ALL METRICS							Total	Final	CS	CS	cs	65	C5	CS Total Group	CS	Total	Total	Total
		fotal ADR	Non-Group Occ	Total Group Occ	Unsold Block Occ	Group Sold Occ	Occ Change	Group Sold Occ LY	Total Occ	Non-Group Occ	Total Group	Unsold Block Occ	Group Sold Occ	Occ Change	Final Group Sold	Group Occ Index	Occ Index Change	Occ Index Change
Subscriber Total Hotel C	Dec						Vs. LW				000			Vs. LW	OCC EI		Vs. LY	Vs. LW
Comp Set Total Hotel O	cc	\$136	52.5%	5.8%	0.096	5.8%	0.0	1.996	41.296	36.8%	4.496	0.0%	4.496	0.0	2.196	132	38.7	0.0
Subscriber Non-Group (Dcc	\$124	41.996	5.3%	0.096	5.3%	0.0	2.996	39.296	34.5%	4.796	0.0%	4.796	0.0	1.0%	111	(188.2)	0.0
Come Carline Carro O		\$115	54.6%	6.7%	0.096	6.7%	0.0	1.496	44.296	37.1%	7.096	0.0%	7.0%	0.0	2.4%	96	38.9	0.0
Comp Set Non-Group G	cc	\$114	48.6%	3.1%	0.0%	3.196	0.0	1.3%	41.3%	39.9%	1.496	0.0%	1.496	0.0	1.3%	224	122.8	0.0
Subscriber Total Group	Occ	\$126	46.5%	7.5%	0.0%	7.5%	0.0	6.0%	47.5%	43.2%	4.3%	0.0%	4.3%	0.0	1.196	174	(365.5)	0.0
October 2022	59.4%	\$149	50.6%	8.8%	0.0%	8.8%	0.0	6.3%	51.3%	45.0%	6.3%	0.0%	6.3%	0.0	2.6%	140	(106)	0.0
November 2022	48.096	\$145	37.9%	10.1%	0.096	10.1%	0.0	5.8%	42.396	38.7%	3.696	0.0%	3.6%	0.0	3.0%	283 💼	88.3	0.0
December 2022	43.896	\$127	37.5%	6.3%	0.0%	6.3%	0.0	3.8%	36.296	33.4%	2.896	0.0%	2.8%	0.0	1.8%	225	10.4	0.0
January 2023	50.5%	\$126	41.2%	9.3%	0.0%	9.3%	0.0	3.0%	39.896	36.6%	3.296	0.0%	3.2%	0.0	2.1%	294	152.5	0.0
February 2023	62.6%	\$139	52.2%	10.4%	0.0%	10.4%	0.0	6.9%	52.896	47.0%	5.8%	0.0%	5.8%	0.0	4.4%	179 💼	23.5	0.0
March 2023	71.496	\$157	58.6%	12.896	0.0%	12.8%	0.0	12.1%	62.5%	55.7%	6.8%	0.0%	6.8%	0.0	5.5%	188 🚥	(32.4)	0.0
April 2023	68.696	\$169	56.0%	12.5%	0.096	12.5%	0.0	10.6%	58.396	48.9%	9.5%	0.0%	9.5%	0.0	10.5%	132 💻	32.1	0.0

The **Source Market Insights** dashboard displays the source market of your guests, allowing you to optimize your revenue and marketing strategies. Toggle between Country and Market to analyze occupancy, ADR, and revenue across your Top 10 source markets. Toggle on the interactive bar chart to view the Top 10 Countries or Markets to identify any blind spots in your strategies.



*Note - source market data reflects Brand.com bookings only



Training & Support Resources

To access a full range of Support resources, navigate to the 'Support' toggle on the bottom left of your dashboard.



On the 'Welcome' tab you will find links to access:

- New Features and Release Notes designed to provide information on new features and enhancements being implemented in your Demand360+ dashboard
- Amadeus Learning Universe is a robust resource to access a full range of resources across All products

The remaining **'Content'** tabs provide a detailed breakdown of the functionality in Demand360+ best used for self-exploration and quick reference of the platform.

Training & Help - Quick Videos

The 'Quick Videos' tab provides short, consumable visualizations of Quick View / Demand360 Original functionality and how Amadeus has migrated this logic into Demand360+ to provide a more seamless experience.

