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



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.

ev	enue 0							Occup	ancy 🖲			84	×18.5	6		ADR O		
\$2	.46M ~5.7%							49.5	%					0	ccupancy			
Subs	scriber	n	m	S	10.56M A	*30.6%		Subscrit	M, D	Segment IPAND	Occ	CS Occ	Market Occ	Occ % Growth Vs. LY	CS Occ % Growth Vs. LY	Market Occ % Growth Vs. LY	Occ Index	Occ Index % Growth Vs. LY
ate	Range Trailing 4 W 29-2024 ~ 01-2	eeks 5-2025	Dat	ta As Of ()		Weekend/W WKND(FR	/eekday I-SA) WKD/	(SU-TH)	Day o SU	Transient	43.5%	52.7%	49.4%	25.4%	21.9%	7.5%	82 💻	2.9%
Sec. 1	hu	Customias	Matrice						1.	Retail	14.8%	16.8%	15.9%	(1.996)	10.2%	(9.1%)	88 💻	(1196)
SEG	MENT CHANNEL	Multiple	Selected		x] ·	C				Discount	12.7%	21.2%	17%	106.6%	38.9%	28.1%	60 🔳	48.7%
										Negotiated	11.9%	8.5%	8.9%	27.4%	1196	4.8%	141 🚥	14.8%
					_	o pancy		-		Qualified	3.1%	4%	5.1%	94.196	7.6%	196	79 🔳	80.3%
	Segment	Occ	CS	Minket	Occ % Growth	CS Occ % Growth	Market Occ % Growth	Occ	Occ I 96 Gr	Wholesale	1%	2.396	2.4%	(60.9%)	62.1%	55.4%	43 🔳	(75.9%)
Đ	PAND	1	-	ULL	Vs. LY	Vs. LY	Vs. LY	INDEX	Vs.	Group Sold	5.8%	6%	11.6%	(48.5%)	33.5%	3.7%	96 💻	(61.4%)
Г	Transient	43.5%	52.7%	49.4%	25.4%	21.9%	7.5%	82	2.5"	Other	0.3%	0.296	5.5%	(91.3%)	7,200%	(5.6%)	164 🚥	(99.9%)
	Group Sold	5.8%	696	11.6%	(48.5%)	33.5%	3.7%	96 💻	(61.*	Unsold Block	096	0%	096	096	0%	0%	0	096
	Other	0.3%	0.2%	5.5%	(91.3%)	7,200%	(5.6%)	164 🚥	(99.	Total	49.5%	58.9%	66.4%	0.6%	23.4%	5.7%	84 -	(18.5%)
	Unsold Block	0%	0%	0%	096	0%	0%	0	096							-		
	Total	40 504	59 004	EE 496	0.6%	23 496	5 706	84	(18 596)	\$139 \$148 \$1	61 E	196	5.8%	296	94	(0.7%)	\$69	

*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.



Revenue Management: The ability to filter complimentary room segments allows for more accurate market demand assessment and performance benchmarking. This practice helps understand market positioning and compare revenue and profitability effectively while also providing valuable insights informing competitive strategies.

11245	54	Customize Met	rici ()							
SE	SMENT CHANNEL	Multiple Sele	cted	×I~	C 8 🗉)				
						Occupancy				
	Segment (PV)(D	Occ	CS Occ	Market Occ	Occ % Growth Vs. LY	CS Occ % Growth Vs. LY	Market Occ % Growth Vs. LY	Occ Index	Occ Index % Growth Vs. LY	
•	Thereigne	40%	33.5%	27.1%	(18.9%)	(10.2%)	(23%)	120	(9.5%)	
+	Retail	5.2%	7,4%	8.4%	103.4%	(10.4%)	(4,4%)	70 🛋	127.1%	
	Discound	18.198	1.3 999	11 546	(15 99)	8 35h	(27.1266)	130	(19 79)	
	Negotiaced	14.2%	785	4.9%	(13%)	(98E,06)	(32.2%)	204 🗰	25.8%	
•	Dualfied	0%	2.1%	0.8%	(90%)	(23.4%)	(45.3%)	2.	(36.9%)	
	Wholesale	2.5%	3.1%	1.9%	46.2%	(3,3%)	(19,7%)	79 🛋)	47.8%	
þ.	Group Sold	0 196	095	1.465	(12 848)	(94.59)	(14589)	4,128 🚥	7,129.295	
*	Complimentary	1.3%	0.9%6	6.55	(25.6%)	10.5%	(13.194)	138	(32.7%)	
	Complimentary	1.3%	0.9%	0.3%	(25.6%)	10.5%	(13.194)	138 🚥	(32.7%)	
	Compimentary	1.3%	0.959	0.5%	(25.6%)	10.5%	(13.3%)	138 💻	(32,7%)	
P	Other	CRs.	089	042	048	(245)	(1009)	0	048	
5	Unsold Block	0%	OH	Cite	016	65	Ofe	0	ółe	
	Total	42%	34.4%	30%	(23.6%)	(23.7%)	(32.4%)	122	0.1%	

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.

svenue 0 358.34K *** bscriber	1%			50 mm Comp Set	2		Occ 19 Subs	.9% riber	1.05			72 == Index 28% / Comp S	~2.7% et		A 07 0	DR 0 155 ~13 Josefiber	4%	_	~	index Comp	sat			RevPAR (\$31 ~ Subscriber	Currency USD	~
1-27-2025 - 02-2	5-2025		Data As 01-26-	of () 2025 ()	Weekerc WKND	(Weekday (FR-SA) WP	DAY(SU-T)	Day o	Week MO TU	WE T	H FR S	Align	ed By O V DATE]											Competitive Set PRIMARY: Hotel Colyn INTERNAL Amad	eus De 🗸
NTH WEEK DAT	Sub	s bv -Segmer	e.		Custor V Mult	nize Metrics (iple Selected) 	8	- C	a :=															Segment Transient x	~
Day	1	Occ	CS Occ	Occ Indes	ADR Rank	RevPAR Rank	Occ	CS Occ	Occ Index	ADR Rank	RevP3R Rank	Occ	CS Dos	Occ Index	ADR Rank	RevPSR Rank	Occ	CS Occ	Occ Index	ADR Rank	RevPAR Rank	Occ	CS Occ	Qualifier Occ. Indes	Group Sold	
Jan-2025 Jan-2025	MON 4	45.4% 58.8%	48.2% 47.3%	94 -	4 of 7 3 of 7	4 of 7 3 of 7	17.8% 26%	12.5% 12.3%	243 🚥	4 of 7 4 of 7	3 of 7 2 of 7	6.7% 7%	18.1% 17.4%	37 •	5 of 7 4 of 7	T of T T of T	18.9% 21.4%	12% 12.2%	166 •• 376 ••	5 of 7 5 of 7	3 of 7 3 of 7	1.5% 2.8%	3.4% 3%	45	Other Iransient	
in-2025 in-2025	THU 1	54.9%	44.8%	56	3 of 7 5 of 7	4 of 7 5 of 7	22,9%	7.3%	204	5 of 7 4 of 7	2 of 7 2 of 7	7.2% 6.7%	16.3%	4	4:087 8:087	7 of 7 7 of 7	20.4%	12.3% 6.7%	165	5 of 7 5 of 7	3 of 7 1 of 7	2.6%	3.4%	47	Unsold Block	
ab-2025	SAT 1	13.4%	34%	39	5 of 7	7 of 7	4.5%	6.2%	75	6 of 7	6 of 7	5.9%	21.5%	310	5 of 7	7 of 7	1.5%	2.3%	68 .	5 of 7	6 of 7	1.3%	2.2%	58 .	Channel	-
																									Sub-Channel	
																									Sub-Channel	1
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*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.

	SEGMENT/CHAN	NEL SUN	ATM/MIK		UTUR	c @ 1131	URICA	LIFACE	FE	REORMAI	NUE IR	END3	0	ROUP				INGES	000	TUNG FA
	Revenue © \$458.81K	₩12.9%							0cc 37	cupancy © 7.6% ~	11.2%				100 Index	1.4%	5%		ADR 0 \$153	~10.6%
		\sim			Cor	mp Set					~		\bigcap	\wedge	Comp Se	et		1		
Market Occ		v ~	\sim	\sim	_					\checkmark	•	~	J							
Market Occ % Growth Vs. LY	01-27-2025 ~	02-25-2005		Data 01-	As Of 10 26-2025		WKND(F	Weekday R-SA) W	KDAY(SU-T	H) SU	MO	TU WE	тн	FR S	Aligne	DATE				
Market Occ % Growth Vs. LW	View by	Gro	up by				Custom	ize Metrics	0											
Market Occ Change Vs. LY	MONTH WEEK	DAY S	ub-Segn	ient		~	Multip	le Selecteo		×	~ C		I≣							
Market Occ Change Vs. LW								Occ % Gro	wth Vs. LW		^					Group	Sold			
	Day	٣	Occ	CS Occ	Occ % Growth Vs. LW	CS Occ % Growth Vs. LW		Market Oo Occ Chan	c % Growt ge Vs. LY	h Vs. LW	Rank ange W O	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 Rank Change Vs. LW 🛞
Market RN V	27-Jan-2025	MON	53.9%	58.8%	64.6%	33%		Market Oo	c Change V	's. LY	0	8.5%	10.6%	(2.9%)	(1.4%)	(0.3)	(0.2)	80 💻	2 of 7	0
de Note : Market Metrics	28-Jan-2025	TUE	67.3%	69.6%	71.7%	25.5%	~	Occ Chan	ge Vs. LW		0	8.5%	20.7%	(2.9%)	096	(0.3)	0	41 🔳	4 of 7	-1
Add Market Metrics to your analysis	29-Jan-2025	WED	54.9%	66.7%	119.6%	25.2%		Market Oc	c Change V	s. LW	0	0%	20.4%	0%	1.1%	0	0.2	0	7 of 7	0
to view a forecast of your Intelligent	30-Jan-2025	THU	33.8%	53.6%	81.9%	17.5%	~	Occ Rank			•1	0%	19%	0%	0%	0	0	0	7 of 7	0
Market	31-Jan-2025	FRI	30.9%	37.6%	37.9%	29.6%		Occ Rank	Change Vs.	LY	o	3.1%	3.6%	200%	34.3%	2.1	0.9	87 💻	3 of 7	0
	01-Feb-2025	SAT	13.9%	34.7%	35%	32.2%	3.6	8.4	40 🔳	7 of 7	0	0%	0.7%	0%	80%	0	0.3	0	7 of 7	0
	02-Feb-2025	SUN	12.4%	22.3%	23.1%	39.5%	2.3	6.3	56 🔳	7 of 7	0	0%	2.1%	0%	180%	0	1.4	0	7 of 7	0
	03-Feb-2025	MON	27.1%	46.7%	61.5%	50.1%	10.3	15.6	58 🔳	5 of 7	0	0%	14.1%	0%	172.1%	0	8.9	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.

Revenue O						Occ	upancy 0			62 🔳	~1.1%		ADRO							RevPAR O				
\$606 28K ¥	\$1.7%					2	8% >3.3%			Index			\$152 ~	2.0%			Index			\$4 5145			Inc	dex
Subscriber						Sub	ucriber			5%	4%		Subscriber							Subscriber				
hul.				Comp Set		hu	L			Comp Set			mont	mult-	nıl		Comp Set		1	hul			Co	omp Set
Date Range Nett 1	365 Days		Data As Of	0 v	Yeekend/Weekda	y	Day of We	iek		Aligned	By O													
01-27-2025 ~ (01-26-2026	۵	01-26-20	25 📋	WKND(FR-SA)	WKDAY(SU-T	H) SU I	мо ти	VE TH FF	SA DAY	DATE													
/iew by	Gro	up by			Customize Met	rics 🛈																	Segme	ent
MONTH WEEK	DAY	agment		~	Multiple Sele	cted	× V	C 🖪	III														Trans	sient 🕲 🍸
					ADR		1	Total												Transient				
Day	Ŧ			Occ %	🔽 Subsc	riber ADR				Occ Rank		ADR	CS			Occ %	CS Occ %	Occ	CS Occ		0	Occ Rank		ADR
		Occ	Occ	Growth Vs. LW	Comp	Set ADR		Index	Rank	Change Vs. LW	ADR	% Growth Vs. LY	% Growth	Occ	Occ	Growth Vs. LW	Growth Vs. LW	Change Vs. LW	Change Vs. LW	Index	Rank	Change Vs. LW 🗇	ADR	% Growth Vs. LY
		_			Marke	t ADR							V8. U7	_						_			-	
27-Jan-2025	MON	45.4%	48.2%	93.4%	Subsc	riber ADR Diffe	rence to CS	94 💻	4 of 7	+1	\$157	3.2%		45.4%	48.2%	93.4%	46.8%	21.9	15.3	94 💻	4 of 7	+1	\$157	3.2%
8-Jan-2025	TUE	58.8%	47.3%	96.6%	ADR 9	6 Growth Vs. LY		124	3 of 7	+2	\$165	3.5%		58.8%	47.3%	96.6%	37.9%	28.9	13	124	3 of 7	+2	\$165	3.5%
29-Jan-2025	WED	54.9%	44.8%	119.6%	🗌 Marke	t ADR % Growt	h Va. LY	123	3 of 7	+2	\$162	3.5%		54.9%	44.8%	119.6%	35.4%	29.9	11.7	123	3 of 7	+2	\$162	3.5%
90-Jan-2025	INU	33.2%	34.7%	84.3%	ADR 9	6 Growth Vs. LW		36	4 of 7	*2	5147	3.5%		33.2%	34.7%	84.3%	29.9%	15.2	8	96	4 of 7	*2	5147	3.5%
s1-Jan-2025	F10	17.5%	34%	58.1%				51	7017	0	\$133	1.1%		17.5%	34%	58.1%	29.1%	0.4	7.7	51	7 01 7	0	5133	1.1%
72-Feb-2025	SUN	11 005	20.195	24.205	2825	2.0	5.5	39	7 of 7	0	0146	2,40		11.005	20.195	24 205	2806	2.2	0.4	59	7.017	0	0144	2,425
3-Feb-2025	MON	27.1%	32.3%	61.5%	45.1%	10.3	10	84	5 of 7	0	\$163	5.2%		27.1%	32.3%	61.5%	45.1%	10.3	10	84	5 of 7	0	\$163	5.2%
04-Feb-2025	TUE	35.8%	38.8%	59.8%	43.1%	13.4	11.7	92 -	5 of 7	0	\$167	4.3%		35.8%	38.8%	59.8%	43.1%	13.4	11.7	92 -	5 of 7	0	\$167	4.3%
05-Feb-2025	WED	30.2%	41.3%	101.7%	41.4%	15.2	12.1	73 🔳	5 of 7	0	\$168	6%		30.2%	41.3%	101.7%	41.4%	15.2	12.1	73 🔳	5 of 7	0	\$168	695
06-Feb-2025	THU	23.7%	31%	53.3%	39.7%	8.2	8.8	76 🔳	5 of 7	+1	\$164	9.8%		23.7%	31%	53.3%	39.7%	8.2	8.8	76 💻	5 of 7	+1	\$164	9.8%
07-Feb-2025	FRI	12.1%	21.9%	14.6%	44.7%	1.5	6.8	55 🔳	7 of 7	-1	\$154	5.8%		12.1%	21.9%	14.6%	44.7%	1.5	6.8	55 🛋	7 of 7	-4	\$154	5.8%
08-Feb-2025	SAT	14.2%	20.4%	19.6%	41.8%	2.3	6	70 🔳	5 of 7	0	\$144	15.2%		14.2%	20.4%	19.6%	41.8%	2.3	6	70 💻	5 of 7	0	\$144	15.2%
09-Feb-2025	SUN	8 595	14.1%	26.995	34 195	18	36	61	6 of 7	0	6150	10.495		8 505	14.105	70.005	24.105	1.0	24	e1 🗰	6 017		\$150	10.495

*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.

SEGMENT/CHAN	NEL S	UMM	ARY	FU	TURE	& HIS	TORIC	CAL PA	CE	PE	RFORMANCE	TREN	IDS	GRO	UPC	UTL	OOK	RA	TE RA	NGES	В	OOKII	NG PAT	TERN	IS										
Revenue © \$478.72K \			2				0 2 5	ccupanc 2.3% ~	y 0 ∿7.2%			57 Index 4%	- ¹ 2.9%			AE \$ su	R O 151 -	×1.4%				0	n (RevPAF \$3 ~ Subscrib	1 0 5.9%					0 −1.0 Index 50 −1.0			
Indu			Ce	imp Set			h	dun				Comp	Set			mbr	ward	WYNY	vil			Comp Se	t			hal					2	Comp Set			
Date Range Next 12 Months 02-01-2025 ~ 01-31-20	26	Dat 0	As of @	8	Weekend) WKND()	/Weekday FR-SA)	WKDAY(SL	Dag I-TH) S	r of Week	τυ	WE TH FR	Alig SA D	ned By () AY DATE																						
Nonth WEEK DAY	kroup by Sub-Seg	ment			Custor	nize Metric Iple Select	es O	×		C	a) ==]																				Seg	ment Insient 🕥	TE		Ľ
						ADR Rar	nk															Retai	1												
Month	Occ	CS Occ	Occ % Growth Vs. LW	CS Occ % Growth Vs. LW		ADR Rar	nk Change nk Change	VIL DY VIL DW	41 24 0	ADR	ADR CS ADR No Growth Vie. LY Vie. LY	ADR Rank	ADR Rank Change Vs. LY (1)	ADR Rank Change Vs. UV ()	Occ	CS Occ	Occ % Growth VX. LW	CS Occ % Growth Vs. LW	Occ Change Vii: LW	CS Occ Change Vs. LW	Occ Index	Occ Rank	Occ Rank Change Vs. LW	ADR N	ADR Growth Vii: LY	CS ADR % Growth Vs. LY	ADR Rank	ADR Rank Change Vs. LY ()	ADR Rank Change Vs. UW ()	Occ	CS Occ	Occ % Growth Va. LW	CS Occ % Growth Va. UW	Occ Change Va. LW	CS O Chan Vs. L
February 2025	15%	23.7%	48.5%	38.8%	T " '	ADR INDEX	x		1	\$154	2.1%	5 of 7	0	0	5.1%	5.7%	53.7%	31.3%	1.8	1.4	90 🞫	5 of 7	0	5174	(1.4%)		5 of 7	-1	0	4.2%	10.2%	30.815	41.5%	1	3
March 2025	7,7%	14%	32.1%	23.6%] ADR Ind	fex			\$156	9.2%	5 of 7	+1	+1	2.6%	2.8%	42.5%	12.6%	0.8	0.3	92 💻	4 of 7	+1	\$200	12.9%		4 of 7	+2	+1	1.9%	5.9%	26.9%	28%	0.4	1.3
April 2025	2.1%	3.6%	21.9%	20.5%] ADR Ind	fex % Grow	th Vs. LY		\$142	(21.2%)	5 of 7	-2	0	0.6%	0.9%	29.8%	23.6%	0.1	0.2	74 🔳	6 of 7	0	\$164	(18,7%)		6 of 7	-3	0	0.8%	296	6.5%	19.3%	0.1	0.3
May 2025	1.3%	3.4%	12.5%	16%] ADR Ind	fex % Grow	th Vs. LW		\$127	(14.9%)	5 of 7	0	0	0,4%	1.1%	19.5%	11.6%	0.1	0.1	37 🔳	6 of 7	0	\$167	9.9%		5 of 7	*1	-4	0.3%	1.6%	11.8%	17.1%	0	0.3
June 2025	0.8%	1.5%	14.5%	35.7%		ADR Ind	fex Change	Vs. LY	1	\$121	8.4%	6 of 7	+1	+1	0.3%	0.4%	25.8%	18.4%	0.1	0.1	79 🔳	4 of 7	0	\$143	(11.4%)		6 of 7	-2	0	0,2%	0.8%	4.5%	35.9%	٥	0.2
July 2025	0.4%	0.616	74.2%	4.3%	0.2	0	76 🔳)	4 of 7	*1	\$123	8.7%	6 of 7	+1	-1	0.2%	0.1%	1,000%	(23.7%)	0.1	0	83 💻	3 of 7	+1	5132	(8.3%)		5 of 7	+1	-3	0.2%	0.4%	0%	6.9%	0	0
August 2025	0.3%	0.3%	095	(15.8%)	0	(0.1)	90 📖	3 of 7	0	\$171	39.5%	2 of 7	+4	0	0.3%	0.1%	0%	(20.7%)	0	0	546 📖	1 of 7	0	\$171	5.8%		3 of 7	+1	0	0%	0.2%	0%	(1596)	0	0
September 2025	0.2%	0.4%	096	13.6%	0	0	43 🔳	5 of 7	0	\$141	17.4%	5 of 7	0	0	0.1%	0.1%	095	10.3%	0	0	71 🔳	4 of 7	0	\$140	096		4 of 7	+3	0	0%	0.2%	0%	9.9%	0	0
October 2025	0%	0.6%	0%	10.7%	0	0.1	0.	7 of 7	0	0	0%	7 of 7	-2	0	0%	0.1%	0%	3695	0	0	0	7 of 7	0	0	0%		7-of 7	4	0	0%	0.3%	0%	3.7%	0	0
November 2025	0%	0.8%	0%	12.6%	0	0.1	0	7 of 7	0	0	0%	7 of 7	-2	0	0%	0.1%	0%	(10.8%)	0	٥	0	7 of 7	0	0	0%		7 of 7	-3	0	0%	0.5%	0%	27,2%	٥	0.1
December 2025	0%	0%	0%	11.8%	0	0	0	7 of 7	0	0	0%	7 of 7	0	0	0%	0%	0%	14.3%	0	0	0	7 of 7	0	0	0%		7 of 7	0	0	0%	0%	0%	50%	0	0
January 2026	0%	016	0%	0%	0	0	0	7 of 7	0	0	0%	7 of 7	0	0	0%	0%	0%	0%	0	0	0	7 of 7	0	0	0%		7 of 7	0	0	0%	0%	0%	0%	0	0
Total	2.3%	4%	37%	28.4%	0.5	0.9	57 .	7 of 7		\$151	1.4%	Sof7	0	0	0.8%	0.9%	43 756	20.7%	0.2	0.2	07			\$170	0.7%					0.6%	1.0%	23.9%	30%	0.1	0.4

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.

SEGMENT/CHANNEL SU	JMMARY FUTU	JRE & HISTOR	RICAL PACE PE	RFORM/	ANCE TRENDS	GR		LOOK	RATE	RANGES B	OOKING P/	ATTERNS			
Revenue O				Occup	ancy 🖲			89	9 📻 🛰 dex	8.9%	ADR	0			
\$10.16M ~12.6%				47.1	<u>₩</u> 6.3%						\$1	52 ~ 5.			
Subscriber		\$39.60M 📈 Comp Set	21.2%	Subscrit	ber			- Co	3% ~16. omp Set	7%	Subsc	riber			
Date Range Trailing 12 Month	16				Date Range Trailin	g 12 Mont	ths	Data As O	f 0	Weekend/Weekday		Day of Wee	k		Aligned By 🕙
01-01-2024 ~ 12-31-20	024 📋 01-26-2	1025 📋	Weekend/Weekday WKND(FR-SA) WKD/	Y(SU-TH)	01-01-2024 ~	12-31-2	2024 📋	01-26-2	:025 🗮	WKND(FR-SA)	WKDAY(SU-TH)	SU M	O TU WE TH	FR SA	DAY DATE
					View by		Group by			Customize Metric	:0				
	sroup by	- L	Customize Metrics		MONTH WEEK	DAY	Segment			✓ Multiple Select	ed	x ~	ሮ 🖻 📰		
MONTH WEEK DAY	No Grouping - Totals Of	nty 🗸 🗸	Multiple Selected												
	No Grouping - Totals Or	nly			Segment			Metric		Jan		eb	Mar		Apr
Metric	Segment		Feb				Occ			3.9%	16	.296	7.9%		11%
Occ	Sub-Segment		43.3%				CS Occ			6.5%	10	.996	7.8%		10%
CS Occ	Sub-Segment Detail		52.8%				Market Oc	oc.		16.3%	17	.396	16%		17.2%
Market Occ	Channel		47.5%				Occ Index			60 💻	14	9 💻	103 🚥	1	11 💻
Occ Index	Sub-Channel		82				Occ Index	96 Growth \	/s. LY	(78.9%)	(10	.496)	(36.5%)	6	27.6%)
One lades N. Counth Vo. IV	Day of Week		(10.00)		- 0		ADR			\$141	s	144	\$153		\$158
occinities ve drowar vs. Er	0		(15.6%)				CS ADR			\$155	s	141	\$136		\$149
Market Occupancy Projectio	in U				Group Sold		Market AD	DR		\$200	s	182	\$170		\$177
ADR	\$167		\$160				ADR Index	c		91 💻	10	2	113 💻	1	.06 🚥
CS ADR	\$180		\$163				ADR Index	96 Growth	Vs. LY	6.4%	21		58.2%		22.2%
Market ADR	\$192		\$185				RevPAR			\$6	:	23	\$12		\$17
	_	-	_				CS RevPA	R		\$10	1	15	\$11		\$15

Group Outlook dashboard - efficiently analyze group volume to uncover hidden risks or opportunities against the competitive set. 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.

Customize Metrics ①																		
Multiple Selected	x v	C,																C
ALL METRICS	â						Total				cs			CS	cs		Total	Total
C OCCUPANCY		Total 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 Occ	CS Unsold Block Occ	Group Sold Occ	Occ Change	Final Group Sold Occ LY	Group Occ Index	Occ Index Change	Occ Index Change
Subscriber Total Hotel O	00						Vs. LW							Vs. LW			Vs. LY	Vs. UW
Comp Set Total Hotel Oc	c	\$152	15%	18.9%	13%	5.9%	0.8	16.9%	33%	23.8%	9.2%	3.5%	5.7%	1	11.6%	206	(1.6)	(14.9)
Subscriber Non-Group O	cc	\$156	7.7%	7.1%	6.8%	0.4%	1.4	7.8%	21.1%	14%	7.1%	6.3%	0.8%	1.5	7.6%	101	(36.3)	(1.5)
Comp Set Non-Group Oc	c	\$141	2.1%	7%	6.3%	0.7%	0	10.8%	10.9%	3.6%	7.3%	7.1%	0.2%	0.4	9.7%	96 💻	(130.1)	(6.2)
Subscriber Total Group C	Nec	\$128	1.3%	6.3%	6.3%	0%	0.2	8.3%	6.5%	3.4%	3.2%	396	0.2%	0.3	7.2%	199	(8.689)	(18.2)
Comp Set Total Group O		\$121	0.8%	0.7%	0.7%	0%	٥	12.2%	3.3%	1.5%	1.7%	1.6%	0.2%	0.1	9.5%	39 🔳	(4.2)	(1.3)
July 2025	0.556	\$123	0.4%	3.1%	3.1%	0%	0	2.9%	2.9%	0.6%	2.3%	2.3%	0%	0	16.9%	135	(116.2)	0
August 2025	3.7%	\$171	0.3%	3.4%	3.4%	0%	0.3	6.2%	2.7%	0.3%	2.4%	2.3%	0.1%	0	416	144 💼	(65.9)	14.6
September 2025	3.4%	\$141	0.2%	3.3%	3.3%	0%	0	4.8%	1%	0.4%	0.5%	0.5%	0%	0.1	5.8%	594 💼	311.3	(60.3)
October 2025	3.1%	0	0%	3.1%	3.1%	096	0	7.9%	4.9%	0.6%	4.3%	4.2%	0.1%	0	7.4%	71 🔳	(1,019.9)	0
November 2025	3.1%	0	0%	3.1%	3.1%	0%	٥	6.8%	4.7%	0.8%	3.9%	3.9%	0%	0.6	6.1%	80 🔳	34.7	(14.7)
December 2025	3.1%	0	0%	3.1%	3.1%	0%	0	2.7%	0.4%	0%	0.3%	0.3%	0%	0	4.5%	1,009 🚥	10.4	0
January 2026	3.8%	0	0%	3.8%	3.8%	0%	0.6	5.1%	0%	0%	0%	0%	0%	0	8.8%	999 💼	999	0

Getting the most from Source Markets in Demand360

Air data helps properties gain insights into where their guests are coming from by examining key source markets accessed through air travel. By leveraging this information, properties can refine their marketing strategies, plan efficiently for peak seasons, and optimize resources to enhance guest satisfaction.

Use Case 1: Air Booked versus Hotel Occupancy

Air Data can provide a useful correlation between air passengers booked in your Top 10 Source Markets versus hotel occupancy across multiple timeframes. In the following example, target the month of January 2025 to analyze flight demand into your market versus how your property performed across a segmented view. Notice that flight demand shows a clear negative YOY variance across most Top 10 source markets. Comparing to Demand360 PE this reflects impact across all segments in the market but is primarily affecting your property in the Transient segment.



Use Case 2: Compare Historical Timeframes to Identify Need Periods

Observing the Trailing 12-month trend analysis of Air passengers booked, it's evident New York, Los Angeles, and Las Vegas show the largest negative YOY variances respectively.



With this understanding, do you spot areas in Demand360 PE where this impacted your property over the last year? Analyze periods in time such as Summer Months or individual month comparisons on short, mid, or long-term timeframes. In this example August – September shows the greatest area of impact. Take it a step further and evaluate if hotel business on the books in those months is directly related to lagging air markets and implement proactive strategies in comparison with 12 months forward-looking air data.

and360+ PE rmance Trer	ids											
Date Range Tailing 12 Months 01-01-2024 ~ 12-31-2024	Data As Of (0) 01-26-2025	Weekend/Weekday	Day of Week (SU-TH) SU MO TU	WE TH FR SA	Aligned By () DAY DATE							APPLY
MONTH WEEK DAY No Gro	uping - Totals Only	→ Multiple Selected	x ~ C	8 🗉							Chain	el Laam O T 🖍 [
						21	324					
Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
000	15.9%	19.2%	23.1%	18.7%	18.2%	19.4%	19.2%	15.2%	13.8%	15.4%	18.4%	16.6%
CS Occ	1896	21%	22.7%	20.4%	21.796	20.8%	17.3%	20.2%	20.3%	22.990	29.5%	17.6%
Market Occ	23.8%	25.4%	29%	26.3%	26.8%	23.1%	21.4%	24.5%	23.5%	26.6%	26.2%	23%
Occ Change VS. LY	(3)	(4)	(5.7)	(6.3)	0.9	0.4	(0.2)	(2.8)	(7.4)	(2.0)	2.8	4.7
CS Occ Change Vs. LY	4.3	5.2	2.8	1.7	5.4	7	4.2	6.8	5.1	7.1	1.8	1.4
Market Occ Change Vs. LY	1.6	(1.7)	(0.9)	(1.2)	4.3	0.4	(0.8)	4.2	(0.1)	0.4	1	2.5
Occ Index	88 💻	91 💻	106 -	92 💻	64 -	93 💻	111 🚥	75 🛋	68 🛋	67 🛋	94 🞫	94 💻
Occ Rank	4 of 7	5 of 7	4 of 7	4 of 7	4 of 7	4 of 7	4 of 7	4 of 7	5 of 7	5 of 7	4 of 7	4 of 7
Occ Rank Change Vs. LY	0	-2	0	0	-4	-4	-4	4	- 4	-4	0	0
Market Occupancy Projection ①											_	

Use Case 3: Destination Marketing

Evaluating Hotel Source Market Data is a meaningful barometer for how the market is moving. Analyzing Subscriber versus Competitive Set room nights for the Top 10 Source Markets offers a strong visual to understand those trends. Ask yourself: Are there any surprises? Are there any destination target markets we should be targeting? Are there any destinations that justify sending sales?

In addition to spotting trends, this can also provide helpful analysis when setting up digital marketing campaigns, social media campaigns, and general marketing efforts.



*Note – Hotel source market data reflects Brand.com bookings only

Inclusion of Intelligent Markets

To provide a more well-rounded picture of your data, Intelligent Markets are now incorporated into Demand 360. For customers that also have Agency360, your Intelligent Markets will be correlated with each other to maintain consistency.

Integrations can be found throughout Demand360 data tables and visuals as well as an interactive map linked at the footer of each page.

/CHAN	REL SUMM	AARY FUT	JRE & HISTORICAL	PACE PERFO	RMANCE TRENDS	GROUP OUTLO	DOK RATE KANGES BOOKING PATTERNS	Revenue 0 \$550,71K ymm	Occupancy 0	71 🗰 26.7%	ADR 0	96 🚃 🗠 Index
N		Data As Of ()	meekend Weekday	Day of week		Alighed By ()		5559.71K	30.790	1770 Mar 19	3140	114
15 ~ 0	28-2025	00-20-2025	B BRIDTESA WADE	VSUTH SU NO T	A NE TH M SA	DAY DATE		Sussender S2. For Comp Set	Subscriber	Comp Set	500001081	Comp Set
_										/		
ST NTELL	ENT MARKET							Date Range MTD Data As Of () Weekend/Wee	ekday Day of Week	Aligned By ()		
inge Ther /	Factor Manders		85117	rn Change	Tool	No of EN ON		01-01-2025 • 01-20-2025 🗂 01-20-2025 🗂 WWND/FR-G	A) WKDAH(SU-TH) SU NO TU WE TH I	R SA DAY DATE		
DITYS. IM				VI. UT	IS .	V8.1M	12	View by				
	\$578-	12	9	1	0.3%	(0.3%)		COMP SET INTELLIGENT MARKET 🕞 🔠				
	\$544-578	0	2	(2)	0%	(0.1%)	429					
	1000-044	0	1	(2)	on	(2.2%)	474	~ LOS ANALYSIS				
	\$476-510		4	90	0%	(0.3%)		Rooms Booked by LOS	5			
	\$442-475		4	(94)	0.1%	(0.1%)	15%					
	\$400-442	0	110	(118)	0%	(0.486)	32%	5			Subscriber	
	\$374-406	1	41	(42)	0%	(0.6%)	4					
	5340-374	•	14	(14)	0%	(2.2%)	3.00					
-13.5%	5306-340	3	67	(04)	0.2%	(3.2%)	274					
	\$272-306	13	95	(83)	0.3%	(3.5%)						
	9298-272		71	(88)	0.3%	(4,4%)						
	\$294-238	81	80	1	29	(8.7%)	124	1				
	5170-204	567	649	(282)	14.2%	0.5%						
	\$136-170	1,872	2,825	(153)	45.9%	31.6%						
	\$332-136	900	1,003	(84)	22.8%	146						
	968-292	280	805	(545)	0.5%	(20.5%)	at an at at at at					
	\$34.48	45	a	20	1.1%	(3.6%)	Kota Kanpo	18	ight.	2 Nights	3 Nights	



Click here for more Information about Intelligent Markets

Training & Support Resources

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

Source Market	Segment	Occ	CS Occ	Market Occ % CS Occ % Growth Growth VS. LY VS. LY		
	> Translent	30.396	43.	📄 Weicome		
	 Group Sold 	5.596	8.2	Demand360 release notes		
	> Other	0.996	09	What's new?	Powerd by Coogle Translate	
	Unsold Block	096	09	Amadeus Learning Universe	transations of help content are available through Google Translate. Annabus cannot guarantee the accuracy or performance of this three party service.	
	Total	36.7%	51.7			
		/	,	Segment Channel Summary Future & Historical Pace Performance Trends Group Outlook Rate Ranges Booking Patterns Source Market Insight	Training & Help Demand360 What would you like to learn today? Select a topic from the table of contents to the left. Looking for something specific? Try the search box. Whow to access the Business Intelligence Customer Portal	What's new? New features in this release Release notes
Manage Subscription EMC L2 Support	© 2025 TorefUck / Compete Only defined licenses and only applicable terms and co	Itive Set I their au nditions	6 hc thori set fc	 Footer Manage Subscriptions Filter Drawer and Page Controls Market Segments and Channels Mery Performance Indicators Quick videos Frequently Asked Questions Intelligent Market Glossary 	Amadeus Learning Universe Image: Construct the second of the se	

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.

