

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

- Flexible Stay Dates**
 - Users can select any stay date range inclusive of 365 days of future and historical data
- Data As Of 'Selection'**
 - View data "as-of" any date in the last year to see a reflection of the market at that point in time
- Customize Metrics**
 - Full flexibility to customize the view with any available demand metric including Rank
- Summary KPI's**
 - KPI tile data reflects dates and filters selected by the user
 - See a quick summary of performance when you only have 5 minutes to check in
- Toggle Between Subscriptions**
 - Seamless navigation between property subscriptions which maintains dashboard context and filtering when changing properties
- View Selection**
 - Allows user to quickly switch between segment and channel
- Source Markets**
 - Toggle between Top 10 Air & Hotel Source Markets, sorted by Country and Market booked through brand.com
- Export**
 - Export ALL data in seconds as it's been customized through filters and selections
- Full Set of Demand Filters**
 - Segment, Sub Segment, Channel, Sub Channel, Sub Segment Details

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.

Segment	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
Transient	43.5%	52.7%	49.4%	25.4%	21.9%	7.5%	82	2.9%
Retail	14.8%	16.8%	15.9%	(1.9%)	10.2%	(9.1%)	88	(11%)
Discount	12.7%	21.2%	17%	106.6%	38.9%	28.1%	60	48.7%
Negotiated	11.9%	8.5%	8.9%	27.4%	11%	4.8%	141	14.8%
Qualified	3.1%	4%	5.1%	94.1%	7.6%	1%	79	80.3%
Wholesale	1%	2.3%	2.4%	(60.9%)	62.1%	55.4%	43	(75.9%)
Group Sold	5.8%	6%	11.6%	(48.5%)	33.5%	3.7%	96	(61.4%)
Other	0.3%	0.2%	5.5%	(91.3%)	7,200%	(5.6%)	164	(99.9%)
Unsold Block	0%	0%	0%	0%	0%	0%	0	0%
Total	49.5%	58.9%	66.4%	0.6%	23.4%	5.7%	84	(18.5%)

*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.

Customize Metrics

- OCCUPANCY INDEX
 - Occ Index
 - Occ Index % Growth Vs. LY
 - Occ Index % Growth Vs. LW
 - Occ Index Change Vs. LY
 - Occ Index Change Vs. LW
- ADR INDEX

FILTERS

Currency: USD

Competitive Set: PRIMARY: Hotel Colyn INTERNAL Amadeus De...

Segment: **Group Sold**

Other

Transient

Unsold Block

Segment	Occupancy						ADR						RevPAR													
	Occ	CS Occ	Occ % Growth Vs. LY	CS Occ % Growth Vs. LY	Occ Index	Occ Index % Growth Vs. LY	ADR	ADR Diff Vs. CS	ADR % Growth Vs. LY	ADR % Growth Vs. LW	ADR Change Vs. LY	ADR Index	ADR Rank	ADR Rank Change Vs. LY	ADR Rank Change Vs. LW	RevPAR	CS RevPAR	RevPAR % Growth Vs. LY	RevPAR % Growth Vs. LW	% of RN						
Group Sold	12.5%	9.5%	18.6%	(10.2%)	132	32.0%	0.0%	32.1	0.0	\$148	\$185	(\$37)	(24.9%)	38.1%	(\$49)	\$51	80	5 of 7	-4	0	\$18	\$17	(11%)	24.1%	106	100.0%
Total	12.5%	9.5%	18.6%	(10.2%)	132	32.0%	0.0%	32.1	0.0	\$148	\$185	(\$37)	(24.9%)	38.1%	(\$49)	\$51	80	5 of 7	-4	0	\$18	\$17	(11%)	24.1%	106	100.0%

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.

SEGMENT/CHANNEL SUMMARY FUTURE & HISTORICAL PACE PERFORMANCE TRENDS GROUP OUTLOOK RATE RANGES BOOKING PATTERNS

View by: SEGMENT CHANNEL Multiple Selected

Segment	Occupancy							
	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
Transient	40%	33.2%	27.1%	(18.8%)	(20.2%)	(23%)	110	(9.0%)
Retail	5.2%	7.4%	8.4%	103.4%	(20.4%)	(4.4%)	70	127.1%
Discount	18.1%	13.9%	11.9%	(15.9%)	8.1%	(7.1%)	130	(8.1%)
Negotiated	14.2%	7%	4.9%	(13%)	(30.8%)	(32.2%)	204	25.8%
Qualified	0%	2.1%	0.8%	(90%)	(23.4%)	(45.3%)	1	(86.9%)
Wholesale	2.5%	3.1%	1.9%	46.2%	(1.1%)	(19.7%)	79	47.8%
Group Sold	0.1%	0%	1.4%	(12.8%)	(9.8%)	(1.2%)	1,178	1,178.2%
Complimentary	1.3%	0.9%	0.5%	(25.6%)	10.5%	(13.1%)	138	(32.7%)
Complimentary	1.3%	0.9%	0.5%	(25.6%)	10.5%	(13.1%)	138	(32.7%)
Complimentary	1.3%	0.9%	0.5%	(25.6%)	10.5%	(13.1%)	138	(32.7%)
Other	0%	0%	0%	0%	0%	(100%)	0	0%
Unsold Block	0%	0%	0%	0%	0%	0%	0	0%
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.

The screenshot shows the 'FUTURE & HISTORICAL PACE' dashboard. At the top, there are summary cards for Revenue (\$358.34K), Occupancy (19.9%), ADR (\$155), and RevPAR (\$31). Below these are line charts for each metric. The main table is filtered for 'Sub-Segment' and shows data for dates from 27-Jan-2025 to 01-Feb-2025. The filters sidebar on the right is open, showing 'Segment' set to 'Transient' and 'Group Sold' checked.

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

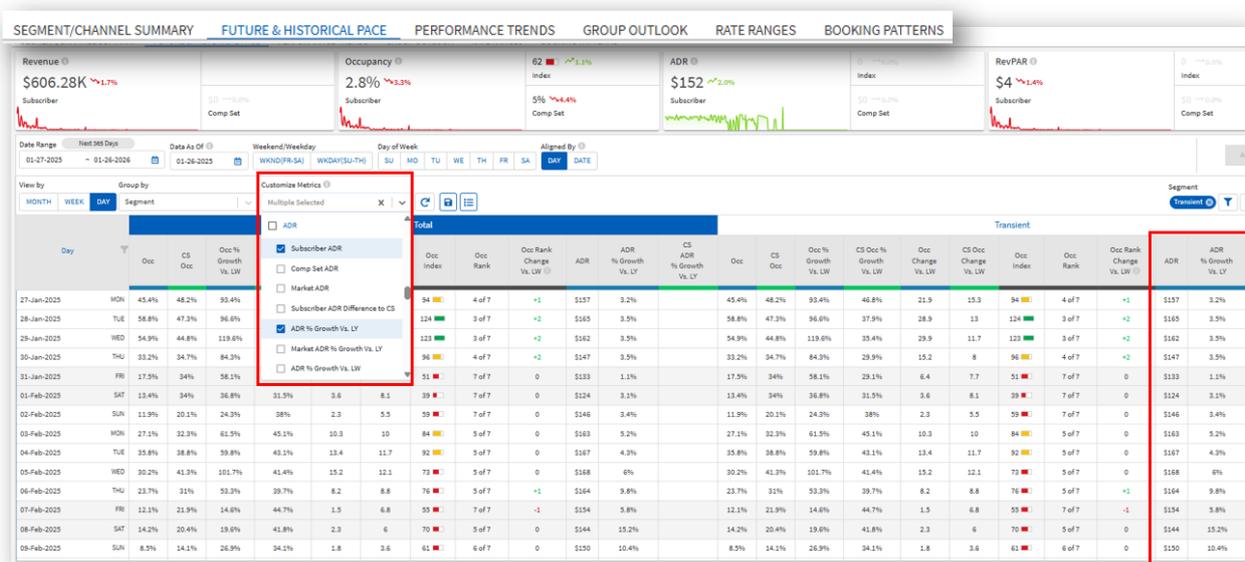
To validate your analysis, take a step back to view the table by Segment. Include ‘Vs. LW (Last Week)’ metrics to your table and see a high-level snapshot of your performance and variances in pickup vs the competitive set.

This screenshot shows the dashboard with a 'Market Metrics' sidebar on the left. The sidebar includes options for 'OCCUPANCY' (Market Occ, Market Occ % Growth Vs. LY, Market Occ % Growth Vs. LW, Market Occ Change Vs. LY, Market Occ Change Vs. LW) and 'ROOM NIGHTS' (Market RN). The main table is filtered for 'Group Sold' and includes columns for 'Occ % Growth Vs. LW', 'Market Occ % Growth Vs. LW', 'Occ Change Vs. LW', 'Market Occ Change Vs. LW', 'Occ Rank', and 'Occ Rank Change Vs. LW'. A red box highlights the table data for the dates 01-Feb-2025 to 09-Feb-2025.

Side Note : Market Metrics

- Add Market Metrics to your analysis to view a forecast of your Intelligent Market

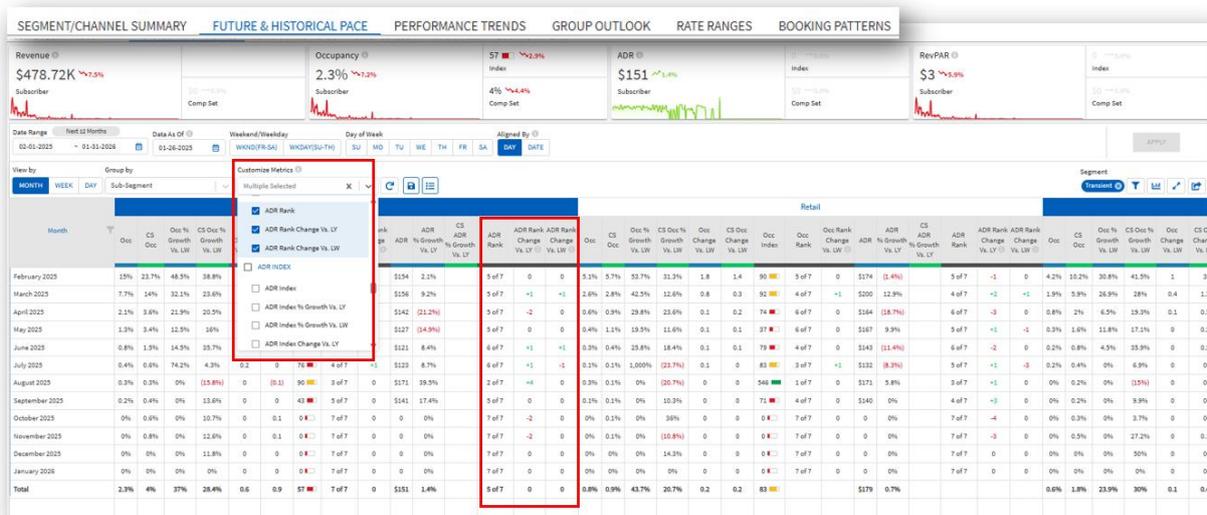
Best Practice: One of the most important strategies throughout the year is maximizing transient ADR on the most compressed nights (Concerts, games, events). Change 'Group By' to Segment isolating Transient segmentation and select desired ADR filters in 'Customize Metrics'. Filter by Year, Month, or Day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



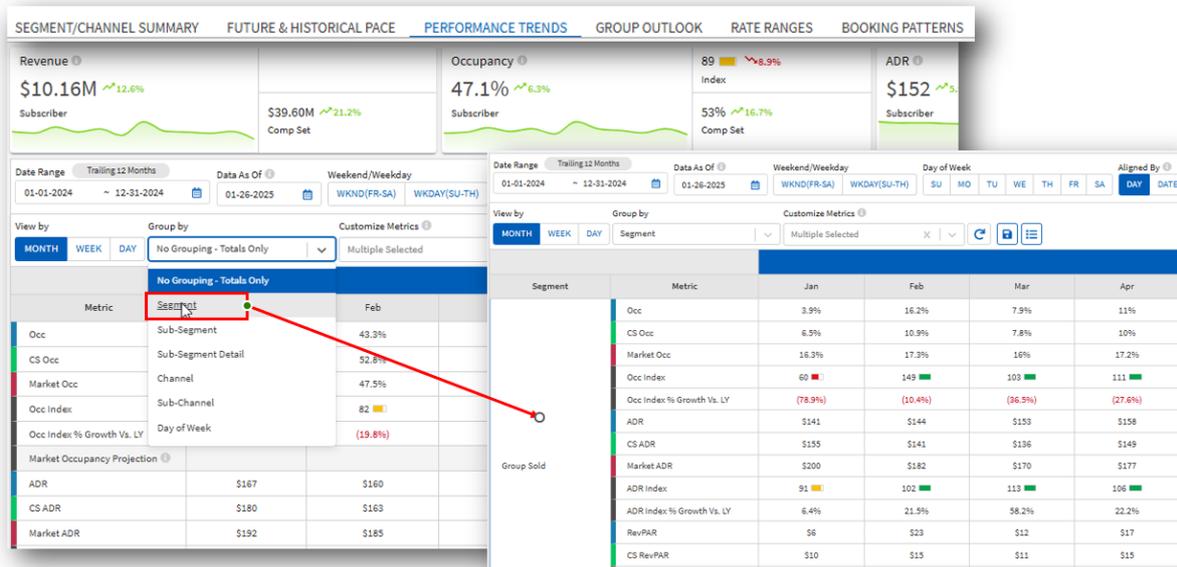
*Note that for historical data, Unsold Blocks are automatically washed. No ADR data for is shown for subscriber, and Competitive Set ADR is not shown for future dates.

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

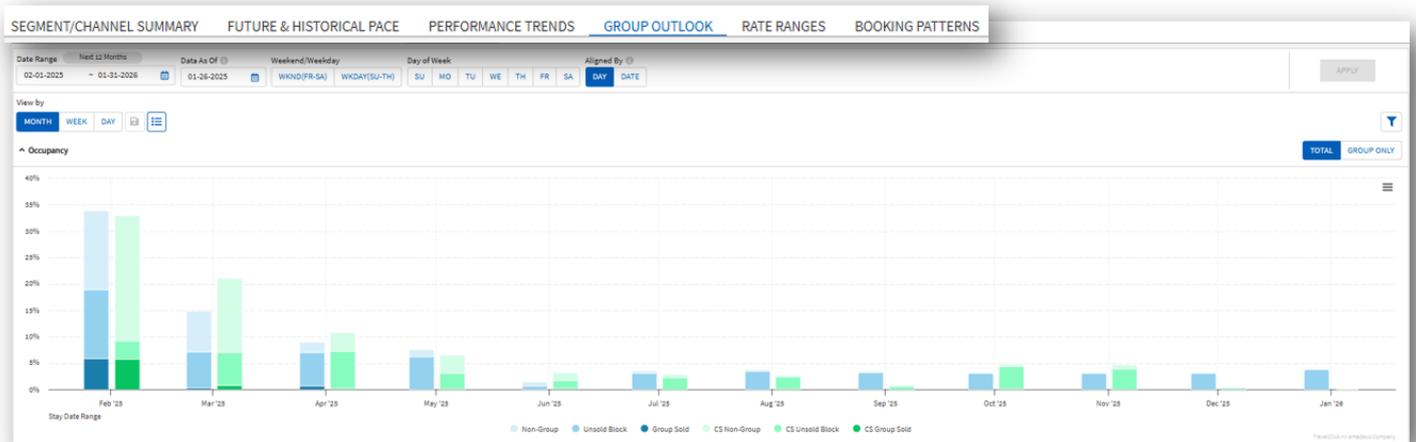
Future & Historical Pace dashboard – widen your view of performance by backing out to a monthly view. Include rank metrics to understand On The Books (OTB) pace, then compare against each Segment to validate the consistency of your strategies over longer timeframes.



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.



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.

Group & Block Detail

Customize Metrics (3)

Multiple Selected X

ALL METRICS

OCCUPANCY

- Subscriber Total Hotel Occ
- Comp Set Total Hotel Occ
- Subscriber Non-Group Occ
- Comp Set Non-Group Occ
- Subscriber Total Group Occ
- Comp Set Total Group Occ

Total ADR	Non-Group Occ	Total Group Occ	Unsold Block Occ	Group Sold Occ	Total Group Occ Change Vs LY	Final Group Sold Occ LY	CS Total Occ	CS Non-Group Occ	CS Total Group Occ	Unsold Block Occ	CS Group Sold Occ	CS Total Group Occ Change Vs LY	Final Group Sold Occ LY	Total Group Occ Index	Total Occ Index Change Vs LY	Total Group Occ Index Change Vs LY
\$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)
\$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)
\$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)
\$128	1.3%	6.3%	6.3%	0%	0.2	8.3%	6.5%	3.4%	3.2%	3%	0.2%	0.3	7.2%	159	(88.8)	(18.2)
\$121	0.8%	0.7%	0.7%	0%	0	12.2%	3.3%	1.5%	1.7%	1.6%	0.2%	0.1	9.5%	39	(4.2)	(1.3)
\$123	0.4%	3.1%	3.1%	0%	0	2.9%	2.9%	0.6%	2.3%	2.3%	0%	0	16.9%	133	(116.2)	0
August 2025	3.7%	0.3%	3.4%	3.4%	0.3	6.2%	2.7%	0.3%	2.4%	2.3%	0.1%	0	4%	144	(65.9)	14.6
September 2025	3.4%	0.2%	3.3%	3.3%	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	3.1%	3.1%	0	7.9%	4.9%	0.6%	4.3%	4.2%	0.1%	0	7.4%	71	(1,019.3)	0
November 2025	3.1%	0	3.1%	3.1%	0	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	3.1%	3.1%	0	2.7%	0.4%	0%	0.3%	0.3%	0%	0	4.5%	1,009	10.4	0
January 2026	3.8%	0	3.8%	3.8%	0.6	5.1%	0%	0%	0%	0%	0%	0	8.8%	959	959	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.

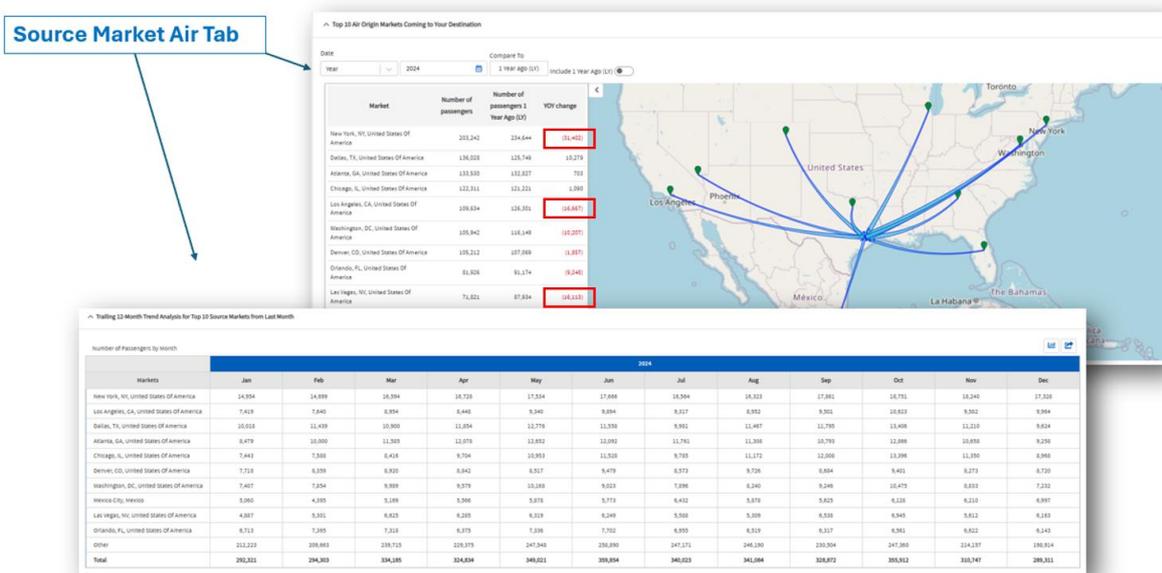
Source Market Air Tab

Demand360+ PE Segment / Channel Summary

Segment	Channel	Occupancy	ADR	RevPAR	Room Nights	Contribution %	Lead Time	LOS																													
Transient		26.3%	42.9%	39.5%	(34.2%)	(4.9%)	(9.8%)	65	(11.1%)	\$138	\$140	\$158	(18.8%)	(24.2%)	(18.9%)	99	7.3%	539	\$60	\$62	(46.5%)	(27.8%)	(26.5%)	65	(26.2%)	2,745	14,098	35,441	81%	84.3%	67.8%	7.9	10.9	12.1	1.9	1.9	2.1
Group Sold		5.6%	7.9%	12.9%	89.9%	51.7%	(11.7%)	71	35.1%	\$154	\$172	\$190	10.1%	20.1%	(4.9%)	90	(8.4%)	59	\$14	\$25	108.9%	82.3%	(16.1%)	63	14.6%	543	2,610	11,619	16%	15.6%	22.2%	11.6	23.9	39.1	1.8	3	2.6
Other		1%	0%	0%	(71.9%)	0%	(5.6%)	2,826	182.9%	0	\$139	\$113	(100%)	0%	(7.9%)	0	(100%)	0	\$0	\$7	(100%)	0%	(13%)	0	(100%)	0	0	0	0	0	0	0	0	0	0	0	0
Unsold Block		0%	0%	0%	0%	0%	0%	0	0%	0	0	0%	0	0	0	0	0	0	0	0	0%	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total		34.9%	50.8%	58.4%	(29.6%)	1.5%	(9.9%)	69	(30.6%)	\$137	\$145	\$160	(15.1%)	(18.6%)	(14.8%)	95	5.6%	548	\$74	\$94	(40.2%)	(18.4%)	(23.1%)	65	(26.7%)	3,308	16,720	52,434	100%	100%	100%	8.3	12.2	18.1	1.9	2	2.1

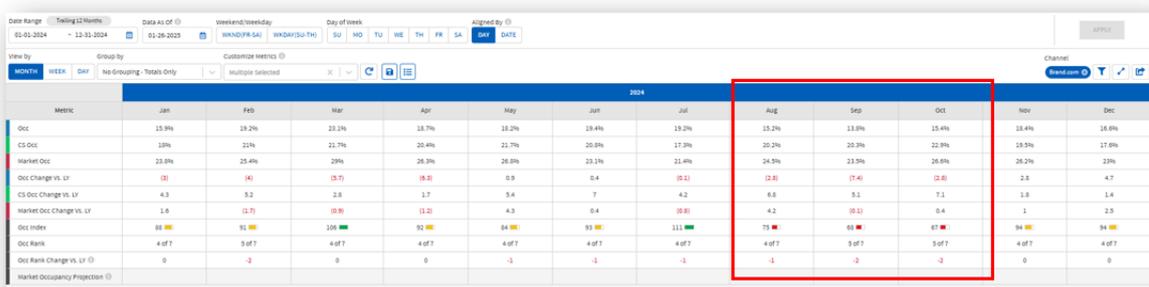
Use Case 2: Compare Historical Timeframes to Identify Need Periods

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.

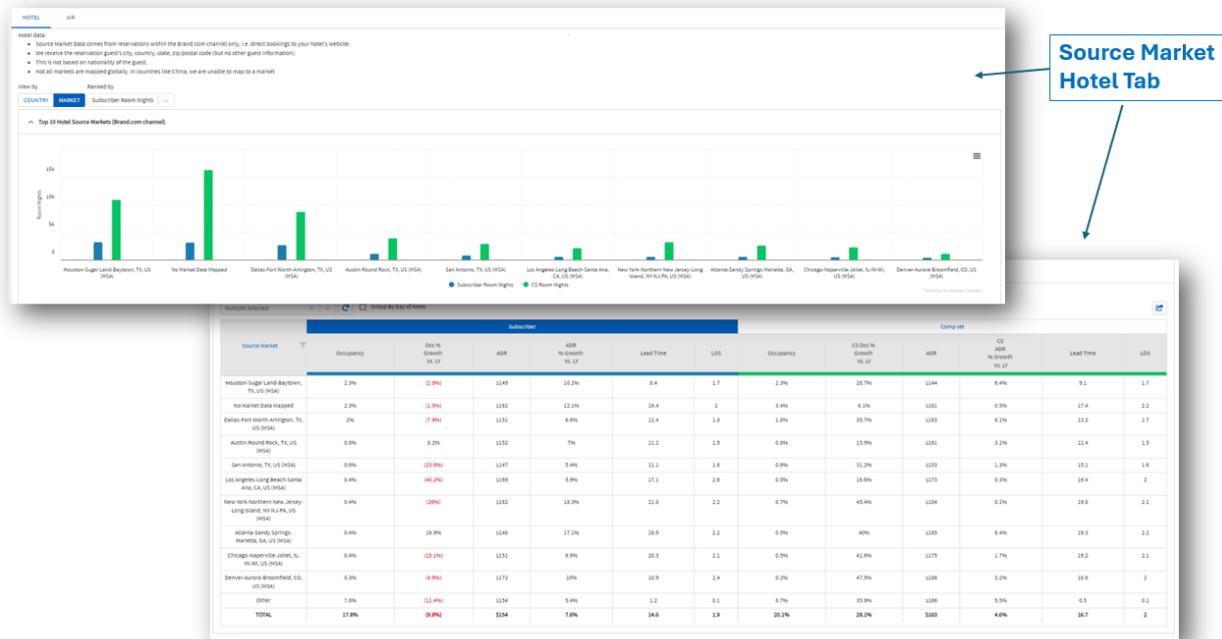
Demand360+ PE Performance Trends



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.

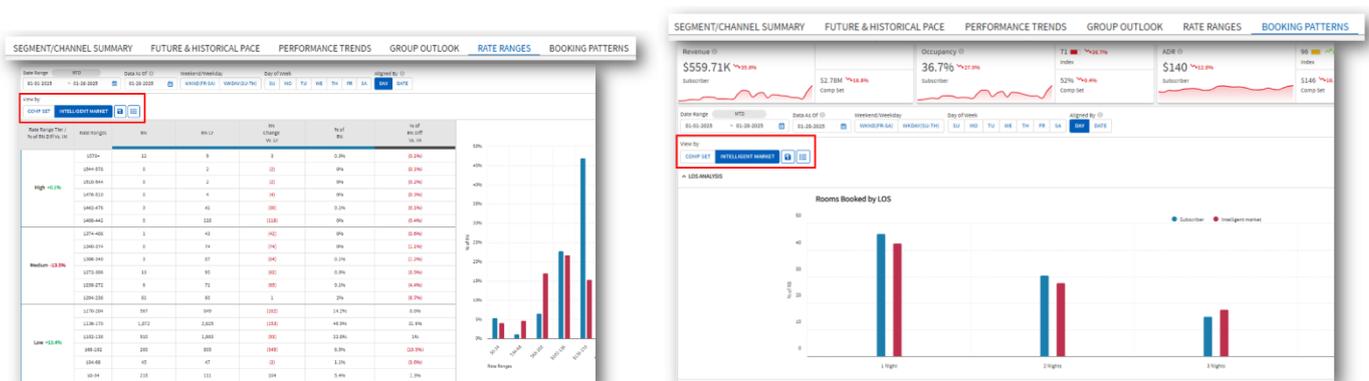


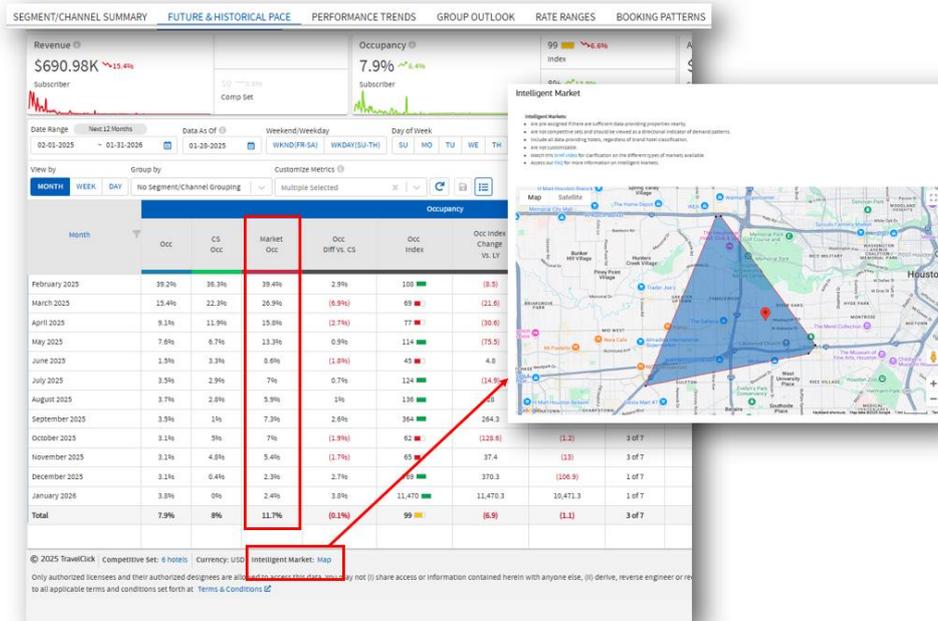
**Note – Hotel source market data reflects Brand.com bookings only*

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.





[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.

The 'Support' menu includes the following items:

- Welcome
- Demand360 release notes
- What's new?
- Amadeus Learning Universe
- Customer Portal
- Overview
- Segment Channel Summary
- Future & Historical Pace
- Performance Trends
- Group Outlook
- Rate Ranges
- Booking Patterns
- Source Market Insight
- Footer
- Manage Subscriptions
- Filter Drawer and Page Controls
- Market Segments and Channels
- Key Performance Indicators
- Quick videos
- Frequently Asked Questions
- Intelligent Market
- Glossary

The 'Training & Help Demand360' page features:

- Language selection: Select Language
- Powered by Google Translate
- 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.
 - How to access the Business Intelligence Customer Portal
- What's new?
 - New features in this release
 - Release notes
- Amadeus Learning Universe
 - Our product training can be found in our learning management system, Amadeus Learning Universe (ALU). It is your single source for our training offerings and tracking your learning activity.
 - Log in
 - Request an ALU login
 - How to access the Amadeus Learning Universe

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.

