

IHG Continues to Exclusively Endorse Amadeus' [Demand360<sup>®</sup>](#), [Agency360<sup>®</sup>](#), and [Rate360<sup>®</sup> \(replaced with RevenueStrategy360<sup>™</sup>\)](#)

We are excited to announce that we renewed our longstanding relationship with Amadeus and are continuing to exclusively endorse their [Demand360<sup>®</sup>](#), [Agency360<sup>®</sup>](#), and [Rate360<sup>®</sup> \(which has been replaced with RevenueStrategy360<sup>™</sup>\)](#) products. For properties that subscribe to them, these products will provide insights to help increase revenue and support strong strategic decision-making. It is important, especially today, that properties have insight into their competitive sets and their markets generally, to make effective strategic and tactical decisions as they adapt to rapidly changing market conditions.

Today, many IHG properties around the world are using at least one of these products to inform their revenue management and business strategies.

Please see the below descriptions that Amadeus has provided for each of these products.

- Demand360: With more than 30,000 hotels around the world participating, Demand360 is the only comprehensive market intelligence product available to the hospitality industry that provides forward-looking reservation metrics and competitive share by segment and channel. IHG hotels can develop a deep understanding of in-market trends and identify specific strategies to capitalize on future revenue opportunities.
- Rate360<sup>®</sup> (which has been replaced with RevenueStrategy360): Unlocks access to forward-looking, on-the-books market data that comes directly from hotels and brand partners. Gathering over 10 billion rates per month from more than 600 sources, ensuring that you can rely on rate data to maximize revenue. RevenueStrategy360 is the upgraded version of Rate360/Price Position, and integrates with IHG's Revenue Management System. .
- Agency360: The only source of travel agent bookings from all four GDS systems. Agency360 helps you understand your share of corporate business and identify specific opportunities for growth. See how you compare versus your competitive set for the top performing agencies in your market and identify agencies where you are receiving less than your fair share.

If you currently are not subscribed to any of these products, but would like to subscribe, please contact [IHG@amadeus.com](mailto:IHG@amadeus.com) to learn more about the value they could bring to your property.

Sincerely,



Jeff Garber

*Vice President, Global Revenue Analytics and Data Strategy*

