

Demand Market Insight

Nevada

October 13, 2020

Presented by

Marcus Wirth, Director of Sales

Chris Vavrek, Manager of GDS Products – North America

Eric Szymanski, Business Intelligence Specialist

Your Amadeus Team



Marcus Wirth
Director of Sales,
M: 302 981-4844
Marcus.wirth@Amadeus.com



Eric Szymanski
Business Intelligence Specialist
M: 720 878-8188
Eric.szymanski@amadeus.com



Chris Vavrek
Manager of GDS Products
M: 954 805- 4503
Christopher.vavrek@amadeus.com

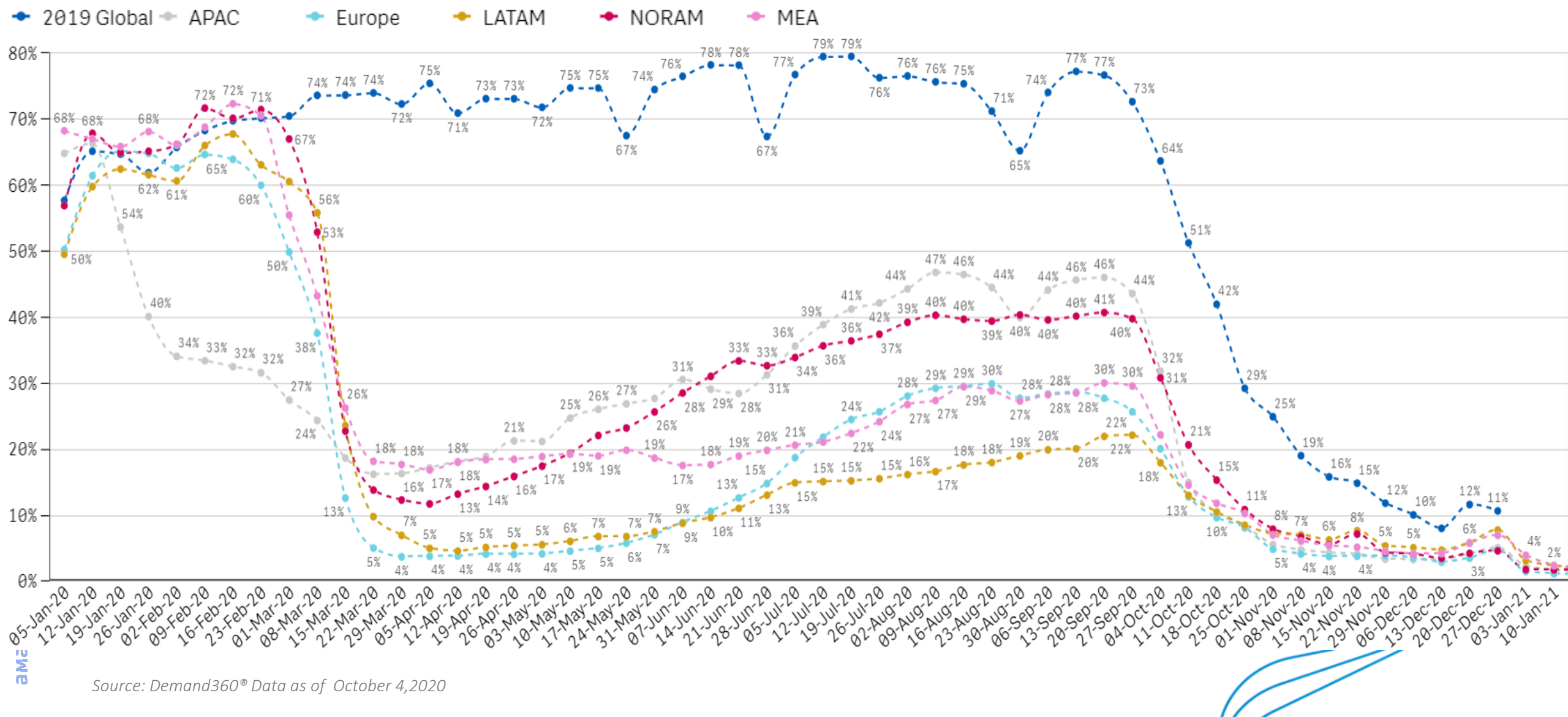
Agenda

- US Travel Industry Assessment & Recovery Indicators
- Business Intelligence Best Practices
 - Demand 360
 - Agency 360
 - Revenue
- Nevada Performance and Outlook
 - Las Vegas
 - Reno
- Additional Resources
- Q & A



Travel Industry Assessment & Recovery Indicators

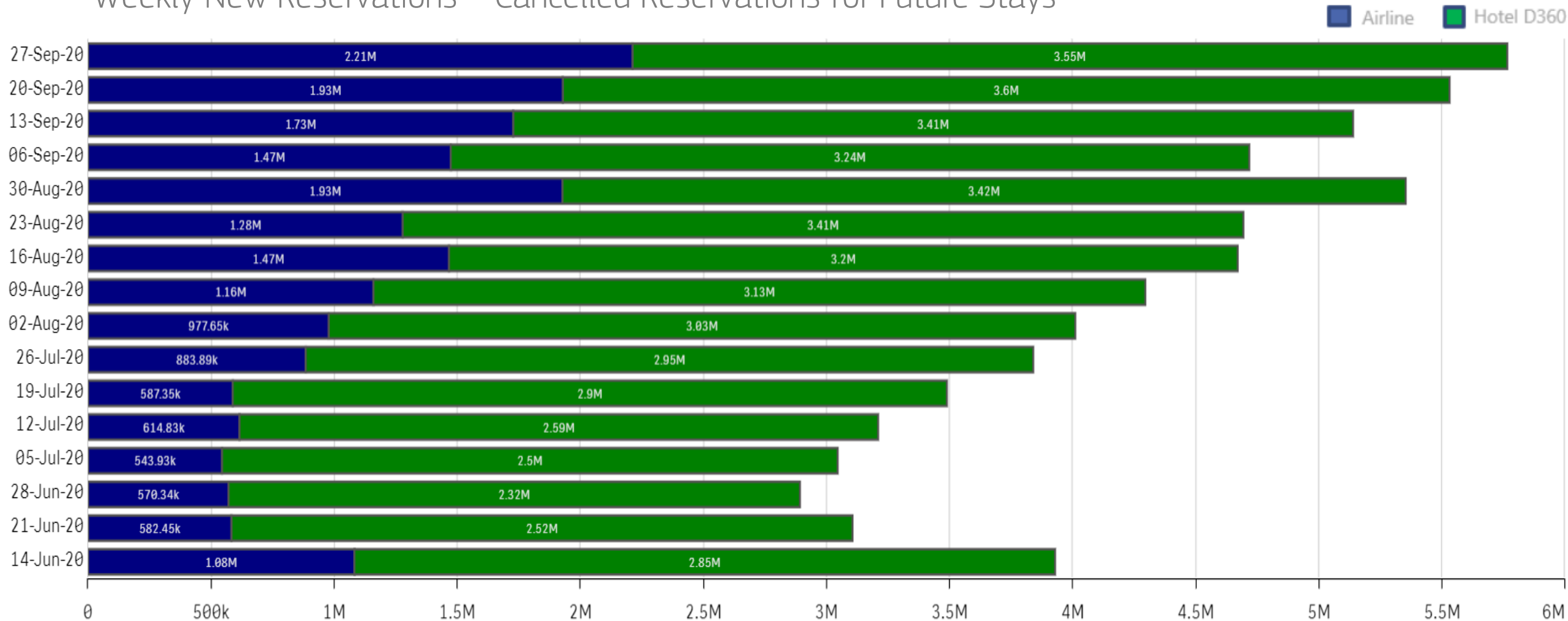
Global Occupancy by Region



Source: Demand360® Data as of October 4, 2020

US 2020 Weekly Net Booking Activity through September 27th

Weekly New Reservations – Cancelled Reservations for Future Stays

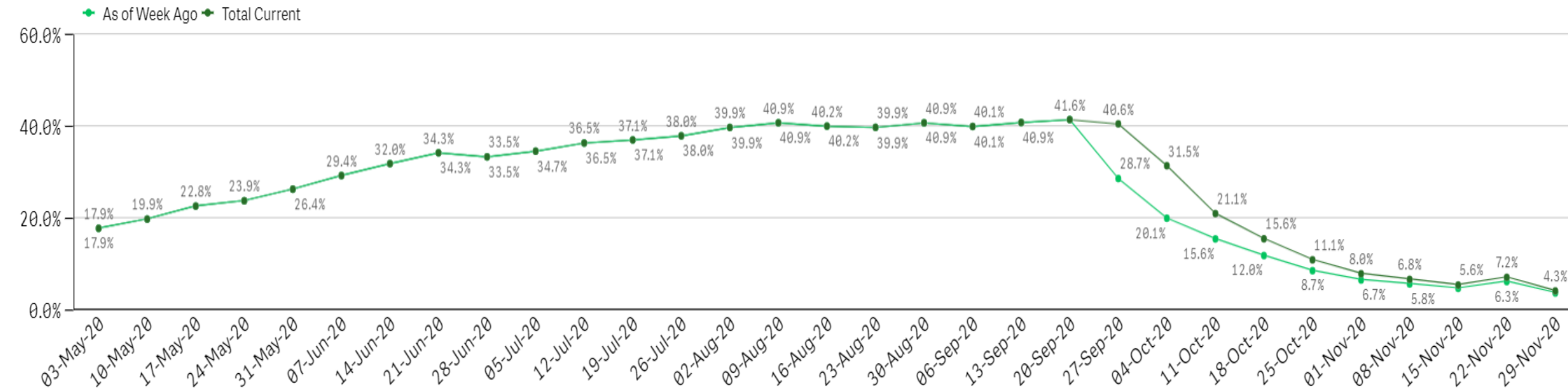


Source: Demand360® Data and GDS Airline Booking Data (MIDT)

US Past, Present, and Forward-Looking Occupancy

Occupancy - As of a Week Ago vs Current

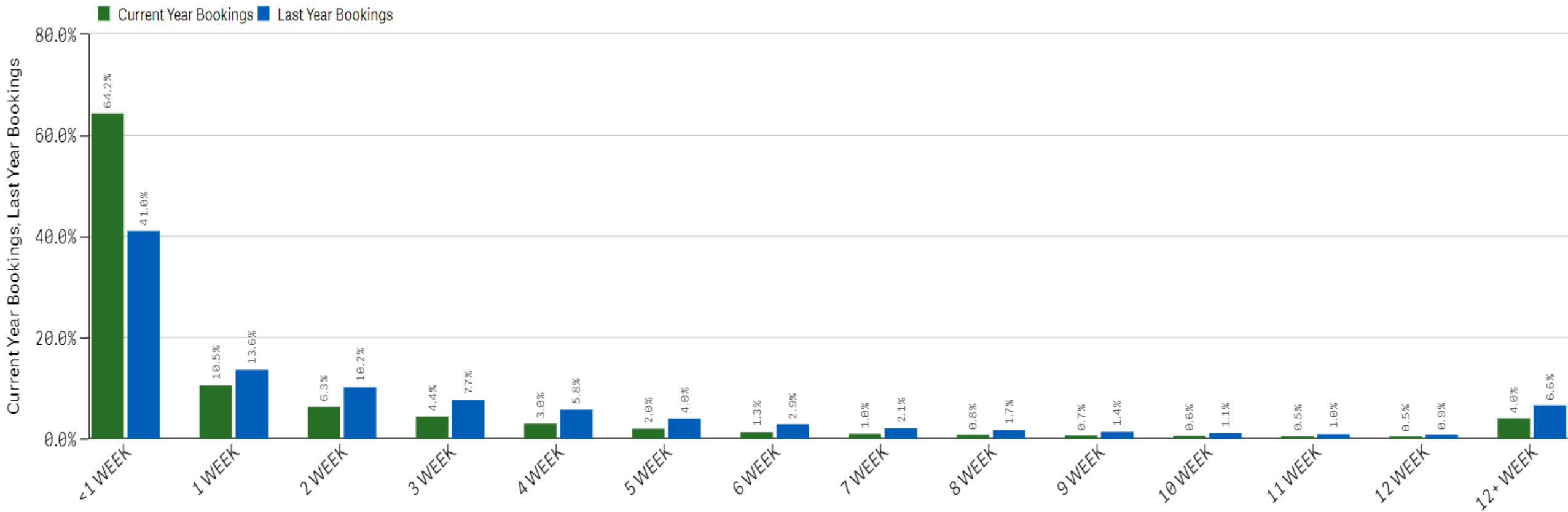
Market: United States



Source: Demand360® Data as of October 4, 2020

US Transient Booking Lead Time & YOY Comparison

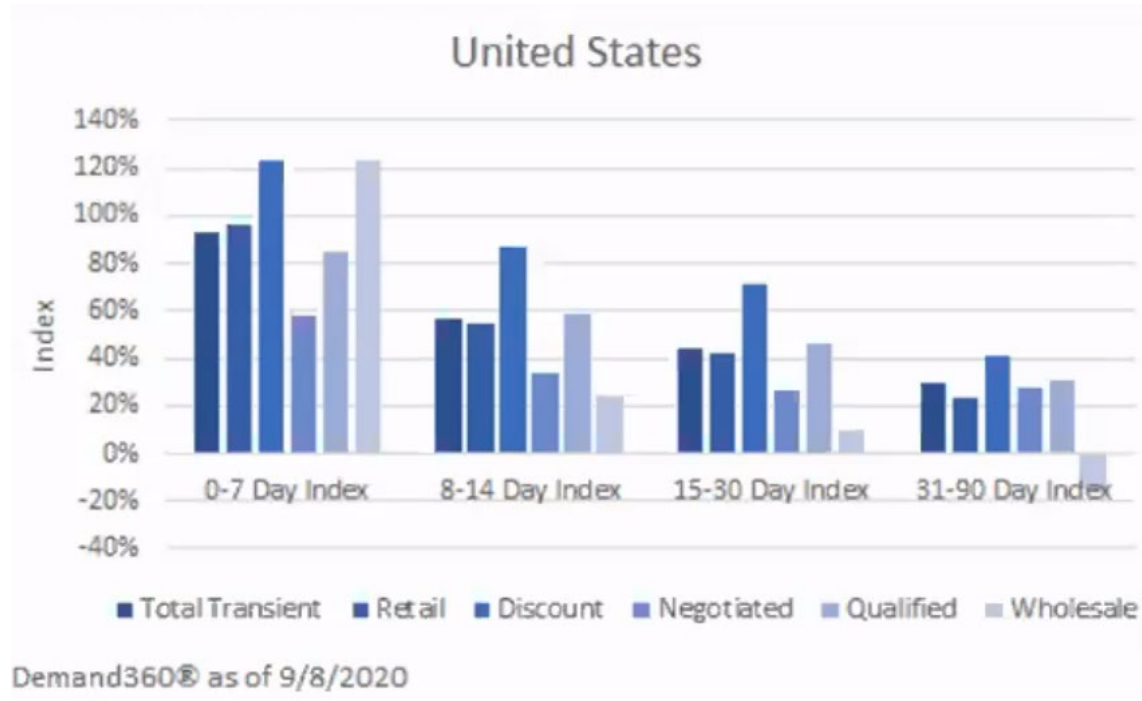
Weeks of August 30th – September 27th



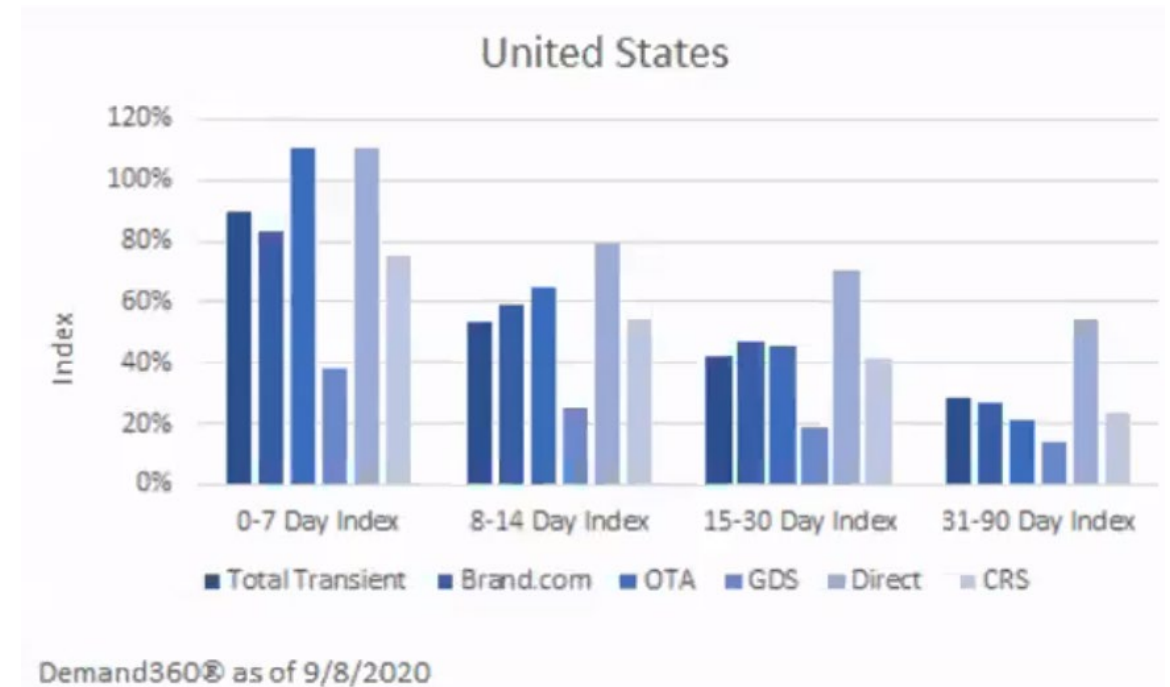
Source: Demand360® Data as of September 27, 2020

US Booking Lead Time by Segment and Channel

Segmentation



Channel



Transient Occupancy With WOW & YOY Differences

Weeks of May 3rd – November 29th

Country	Q	Capacity	Transient Occupancy	WoW Transient Difference	YoY Transient Difference
United States		488,070,597	24.9%	1.1%	-26.5%

State	Q	Capacity	Transient Occupancy	WoW Transient Difference	YoY Transient Difference
Nevada		3,926,832	26.8%	1.2%	-27.3%

Market	Q	Capacity	Transient Occupancy	WoW Transient Difference	YoY Transient Difference
Las Vegas		3,131,527	21.9%	0.9%	-30.8%
Reno		736,498	44.5%	2.1%	-14.3%

2020 TSA Three-Day Trend Up 6.5%

Weekend of: 9/11 – 9/13
Total: 2,154,906

Week of: 9/18 – 9/20
Total: 2,298,757



Finding Key Recovery Indicators

Demand360®



Strategically Use Your Comp Sets to View Local and Market Data

You have can see 3 competitive sets on Demand360. First two are included in the subscriptions.

In times of uncertainty, use your secondary or tertiary to keep track of your entire market performance, pick up, and especially progress by segments and channels.

Stay out of the noise and into facts.

Hotel Elegance Welcome.

Data updated As of Date: Fri 31-Jan-2020

Demand360 Quick View	Demand360 Original
<ul style="list-style-type: none">▶ Scorecard▶ Pace▶ Segment & Channel▶ Group▶ Booking & Price▶ Historical	<ul style="list-style-type: none">▶ Overview▶ Pace▶ Booking Calendar▶ Daily Segment Mix▶ Daily Channel Mix▶ Group Outlook▶ Performance Trends▶ Pace & Agencies▶ Popular Reports▶ Manage Subscription

Additional Resources

- ▶ Training
- ▶ Contact Us
- ▶ Comp Set Policy

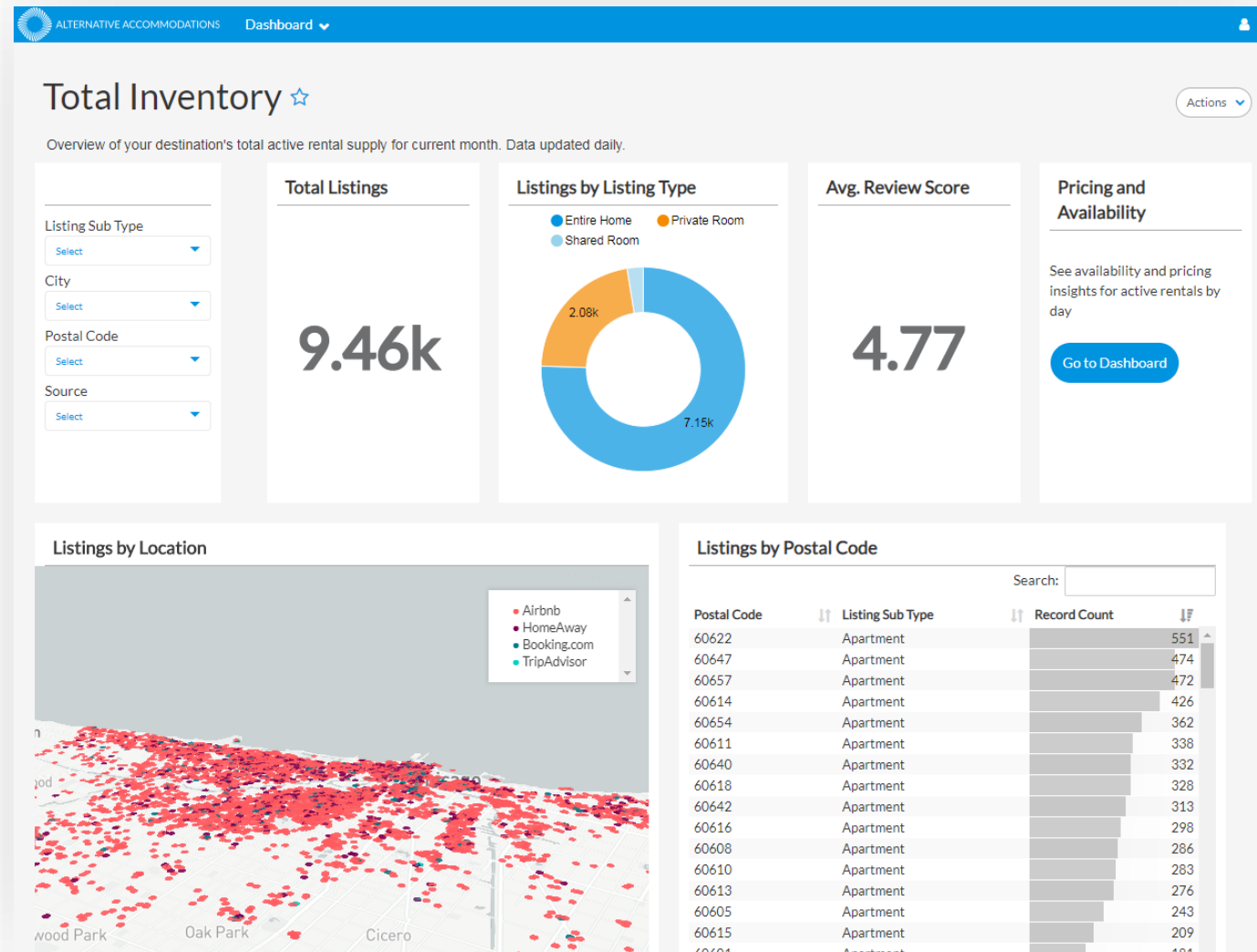
NOTE: In Demand360® & Agency360® you may have up to 3 comp sets

Competition is Changing: Analyze the Short-Term Rental Market

Optimize your occupancy and rates to compete with short-term rentals

Analyze breakdown of total inventory (listing searchable on sites) by type and average review score

Explore concentration of listings by platform across your local market

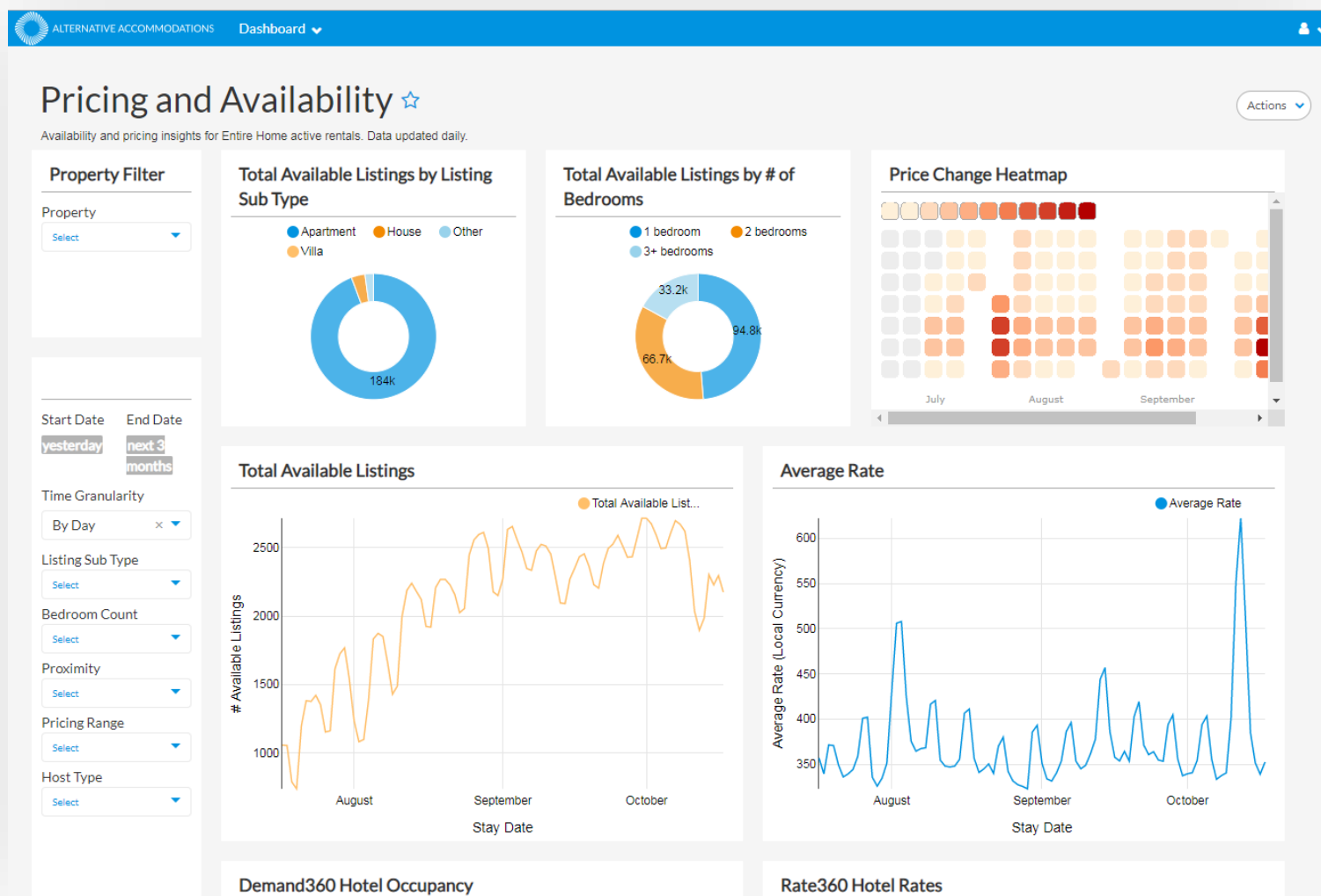


Quickly switch to Pricing & Availability dashboard

Analyze breakdown of listings by postal code

Competition is Changing: Analyze the Short-Term Rental Market

Optimize your occupancy and rates to compete with short-term rentals



Analyze breakdown of available listings (can be booked) by sub type & bedroom count

Understand trends of available listings over time

Quickly identify periods with higher or lower-than-average rate

Analyze pricing trends of available listings over time

*Airbnb data only

Forward-Looking Pace (Weekly)

Start with a weekly view to quickly scan your business next quarter (vs. direct competitors and/or marketplace)

Scorecard **Pace** Segment & Channel Group Booking & Price Historical Pricing Parity Meta Source & Room Type Alternative Accommodations

Switch to Demand360 Original

Filter Reports

View

☐ Daily (w Rate360)

☒ Weekly

☐ Monthly

Stay Dates

Between

01/26/2020

04/26/2020

Booking Performance for Room Nights

Week Starting		Demand360			Demand360			Demand360			Demand360			ADR	ADR Rank	RevPAR	RevPAR Rank
		Occ	CS Occ	Index	Occ Rank	RN Growth vs LY	CS RN Growth vs LY	Occ Index Var vs LY	RN Pickup Since LW	RN Change Since LW	CS RN Pickup Since LW	CS RN Change Since LW	Occ Index Change Since LW				
26-Jan-2020	Sun	66.8%	63.3%	105	2 of 5	(0.4%) ↓	(8.8%)	8	390	8.0%	561	2.7%	5	196	4 of 5	131	3 of 5
02-Feb-2020	Sun	64.9%	73.1%	89	5 of 5	(23.1%) ↓	10.7%	(39)	42	0.8%	922	3.8%	(3)	195	4 of 5	127	5 of 5
09-Feb-2020	Sun	64.2%	74.5%	86	4 of 5	(22.9%) ↓	31.1%	(61)	479	10.5%	909	3.7%	5	185	5 of 5	119	4 of 5
16-Feb-2020	Sun	51.5%	79.8%	65	5 of 5	5.8% ↑	44.1%	(23)	76	1.9%	382	1.4%	1	196	5 of 5	97	4 of 5
23-Feb-2020	Sun	83.4%	84.3%	99	3 of 5	10.6% ↑	(4.2%)	13	107	1.7%	357	1.3%	1	175	5 of 5	107	1 of 5

Color coded **index** to see how you are pacing versus competitors/market

View YoY gaps along with your competition/market

Understanding **week on week pick up** is critical. Shift between competitors and market

High lever review to understand if your strategy is aligned with competition

Pro Tip: Sort each column's order to list worst/best performing weeks

Forward-Looking Pace (Daily)

A daily view, especially in conjunction with Rate360 is key to understand performance and pick up, especially over next weeks

Scorecard

Pace

Segment & Channel

Group

Booking & Price

Historical

Pricing

Parity

Meta

Source & Room Type

Alternative Accommodations

Switch to Demand360 Original

Manage Subscription

?

Filter Reports

Booking Performance for Room Nights

View

☒ Daily (w Rate360)

☐ Weekly

☐ Monthly

Rate360:

☒ Show

☐ Hide

Stay Dates

Between

01/26/2020

04/26/2020

Stay Date	Demand360											Rate360			Demand360				
	Occ	CS Occ	Index	RN Growth vs LY	CS RN Growth vs LY	Occ Index Var vs LY	RN Pickup Since LW	RN Change Since LW	CS RN Pickup Since LW	CS RN Change Since LW	Occ Index Change Since LW	ADR	RevPAR	Sub Lowest Rate	CS Lowest Rate Min	CS Lowest Rate Max	Occ Rank	ADR Rank	RevPAR Rank
26-Jan-2020 Sun	23.2%	52.1%	45	(24.4%) ↓	(0.2%)	(14)	11	4.4%	(39)	(1.5%)	3	150	35	129	139	199	5 of 5	5 of 5	5 of 5
27-Jan-2020 Mon	81.7%	89.6%	91	5.8% ↑	(8.5%)	12	49	5.7%	(32)	(0.7%)	5	210	171	144	129	399	5 of 5	3 of 5	4 of 5
28-Jan-2020 Tue	99.5%	98.6%	101	1.2% ↑	(0.5%)	2	(4)	(0.4%)	160	3.5%	(4)	223	222	159	129	299	2 of 5	3 of 5	3 of 5
29-Jan-2020 Wed	97.5%	78.1%	125	0.6% ↑	(8.1%)	11	31	2.9%	29	0.8%	3	219	214	109	129	289	2 of 5	3 of 5	1 of 5
30-Jan-2020 Thu	32.2%	40.7%	79	(49.3%) ↓	(51.1%)	3	(15)	(4.0%)	51	2.6%	(6)	178	57	144	129	169	3 of 5	3 of 5	3 of 5
31-Jan-2020 Fri	59.1%	35.9%	165	(0.5%) ↓	(27.1%)	44	75	12.8%	224	14.7%	(3)	165	98	119	85	149	1 of 5	2 of 5	2 of 5

Narrow to the period you need to focus on or expand up to 360 days out

Sort by most critical days and prioritize

Review in details your pricing strategy in any given day up to one year in the future.
Click for details, including progress of occupancy and rates for that given date

Market and Channel Segmentation

Understand and look for upcoming opportunities on all segments and channels

Scorecard Pace **Segment & Channel** Group Booking & Price Historical Pricing Parity Meta Source & Room Type Alternative Accommodations

Hotel Elegance As of Date: Fri 31-Jan-2020 [Switch to Demand360 Original](#) [Manage Subscription](#) ?

Filter Reports

View

- ☐ Segment
- ☒ Sub-Segment
- ☐ Channel
- ☐ Sub-Channel

* Stay Dates

Between 01/26/2020 04/24/2020

Weekend/Weekday --Select Value--

Day of Week --Select Value--

Segment --Select Value--

Sub-Segment --Select Value--

Channel --Select Value--

Sub-Channel --Select Value--

Set Name Primary

Subscriber Occupancy Index and Occupancy vs. Comp Set

Subscriber Occupancy Index, Occupancy and Pickup vs. Comp Set

Stay Date	Occ	CS Occ	Occ Index	Group Sold			Unsold Block			Retail			Discount			Negotiated			Top Agencies Booking into the Comp Set			Other					
				Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index						
26-Jan-2020 Sun	23.2%	52.1%	45	9.3%	39.2%	24	0.0%	0.0%		3.9%	1.5%	255	3.1%	0.6%	507	1.6%	4.6%	35	1.3%	1.2%	116	0.0%	0.3%	0	3.9%	4.8%	83
27-Jan-2020 Mon	81.7%	89.6%	91	64.6%	65.2%	99	0.0%	0.0%		4.3%	3.1%	140	2.9%	0.8%	366	2.9%	13.3%	22	1.2%	2.0%	58	0.1%	0.4%	22	5.7%	4.7%	121
28-Jan-2020 Tue	99.5%	98.6%	101	88.3%	66.0%	134	0.0%	0.0%		2.7%	5.4%	49	1.2%	1.3%	87	2.1%	18.0%	12	0.4%	2.5%	14	0.0%	0.7%	0	4.8%	4.5%	107
29-Jan-2020 Wed	97.5%	78.1%	125	82.1%	52.6%	156	0.0%	0.0%		4.6%	3.4%	133	1.8%	1.1%	167	2.1%	13.9%	15	0.7%	2.2%	33	0.0%	0.4%	0	6.2%	4.5%	137
30-Jan-2020 Thu	97.5%	78.1%	125	82.1%	52.6%	156	0.0%	0.0%		2.8%	2.5%	112	1.6%	0.9%	178	2.6%	5.7%	45	0.4%	1.6%	28	0.0%	0.3%	0	6.0%	5.0%	121

Narrow to the period you need to focus on, or expand up to 360 days out

Applying a channel to find opportunities on all segments by channel or visa versa

Shift competitive sets and expand on opportunities to understand market performance

Integrated with Agency360, one click to pull up all Travel Agencies driving corporate business into your competition during the selected period of time

Top 25 Agencies By Comp Set Revenue

Rate Type: Corporate, Dates: 26 January 2020 and 24 April 2020
*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber				Comp Set					
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
AEGBT (2PC7)	(\$22,062)	20		\$5,470	\$5,470	35	35	\$156	\$161,123	(\$18,895)	842	(127)	\$191
AEGBT (45YH)	(\$5,332)	0		\$0	\$0	0	0		\$32,265	\$32,265	135	135	\$239
AEGBT (FW4A)	(\$27,744)	19	12	\$6,701	\$3,908	39	25	\$172	\$201,721	(\$13,691)	920	(90)	\$219
AEGBT (M5X2)	(\$4,655)	0		\$0	\$0	0	0		\$28,168	\$19,413	124	90	\$227
AEGBT (PX1A)	(\$3,596)	0		\$0	\$0	0	0		\$21,761	\$15,580	133	96	\$164

Sub-Segmentation to Better Identify Your Opportunity

Demand360 - Quick View

Home

Alerts

Favorites

My Subscriptions

Sign Out

TC Demand Premium User

Scorecard

Pace

Segment & Channel

Group

Booking & Price

Historical

Pricing

Parity

Meta

Source & Room Type

Hotel Elegance

As of Date: Wed 10-Apr-2019

Switch to Demand360 Original

Manage Subscription

Filter Reports

Subscriber Occupancy Index and Occupancy vs. Comp Set

View

Segment

Sub-Segment

Sub-Segment Detail

Channel

Sub-Channel

* Stay Dates

Between

04/07/2019

07/05/2019

Weekend/Weekday

--Select Value--

Day of Week

--Select Value--

Segment

--Select Value--

Sub-Segment

--Select Value--

Sub-Segment Detail

--Select Value--

Channel

--Select Value--

Sub-Channel

--Select Value--

Set Name

Primary

Subscriber Occupancy Index and Occupancy vs. Comp Set

Stay Date	Occ	CS Occ	Occ Index	Group Sold			Unsold Block			Retail			General Discount			Advance Purchase			OTA Opaque			Package-Promotion				
				Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index		
07-Apr-2019 Sun	97.4%	72.3%	135	77.2%	56.8%	136	0.0%	0.0%		4.2%	2.0%	210	7.1%	2.8%	252	1.3%	2.6%	52	1.3%	2.2%	62	0.0%	0.4%	0	6.2%	5.6%
08-Apr-2019 Mon	100.1%	91.9%	109	78.4%	74.9%	105	0.0%	0.0%		3.9%	2.5%	154	6.3%	2.9%	213	4.4%	4.7%	93	1.6%	2.6%	61	0.0%	0.5%	0	5.5%	3.7%
09-Apr-2019 Tue	100.7%	99.8%	101	87.1%	83.5%	104	0.0%	0.0%		3.8%	2.6%	149	3.0%	2.0%	149	2.4%	4.8%	51	0.9%	1.9%	47	0.0%	0.5%	0	3.4%	4.5%
10-Apr-2019 Wed	99.8%	94.5%	106	65.3%	66.9%	98	0.0%	0.0%		9.5%	4.5%	209	9.6%	4.5%	210	7.1%	8.9%	79	2.6%	3.1%	83	0.0%	0.3%	0	5.9%	6.1%
11-Apr-2019 Thu	97.1%	77.7%	125	71.1%	48.7%	146	0.0%	5.7%	0	7.6%	4.1%	187	7.1%	4.0%	175	5.7%	6.1%	94	2.1%	2.4%	85	0.0%	0.5%	0	3.7%	6.2%
12-Apr-2019 Fri	99.6%	72.6%	137	81.8%	52.7%	155	0.0%	1.2%	0	5.4%	2.4%	228	7.1%	4.9%	145	1.3%	2.1%	60	0.6%	2.3%	27	0.0%	1.0%	0	3.5%	6.2%
13-Apr-2019 Sat	95.3%	76.6%	124	57.7%	51.9%	111	0.0%	1.0%	0	9.1%	4.7%	194	18.8%	7.1%	264	0.9%	1.5%	58	2.6%	3.2%	81	0.0%	1.0%	0	6.2%	6.1%
14-Apr-2019 Sun	55.9%	76.8%	73	35.4%	55.4%	64	0.0%	1.8%	0	4.1%	3.4%	120	6.9%	4.4%	158	1.5%	3.6%	42	1.3%	1.9%	65	0.0%	0.1%	0	6.8%	6.1%
15-Apr-2019 Mon	84.8%	77.4%	110	65.9%	54.5%	121	0.0%	1.1%	0	3.7%	2.2%	170	4.2%	2.1%	198	3.4%	10.3%	33	1.4%	1.0%	145	0.0%	0.1%	0	6.3%	6.1%
16-Apr-2019 Tue	89.6%	80.2%	112	68.2%	54.3%	126	0.0%	1.8%	0	4.4%	2.4%	183	5.0%	2.2%	223	4.4%	12.2%	36	1.7%	1.0%	162	0.0%	0.1%	0	5.9%	6.1%
17-Apr-2019 Wed	72.5%	63.2%	115	53.6%	37.9%	142	0.0%	2.5%	0	3.4%	2.5%	136	4.3%	2.2%	191	3.5%	10.4%	33	1.6%	1.2%	135	0.0%	0.2%	0	6.2%	6.3%
18-Apr-2019 Thu	58.8%	56.0%	105	40.9%	36.8%	111	0.0%	1.6%	0	3.4%	2.5%	133	5.7%	2.9%	197	1.6%	3.7%	44	1.9%	2.2%	86	0.0%	0.1%	0	5.4%	6.1%
19-Apr-2019 Fri	79.8%	73.9%	108	58.4%	55.2%	106	0.0%	1.4%	0	2.5%	3.7%	68	9.8%	3.6%	274	0.8%	1.3%	64	2.9%	2.4%	120	0.0%	0.3%	0	5.4%	6.1%
20-Apr-2019 Sat	50.8%	63.5%	80	25.8%	45.1%	57	0.0%	1.4%	0	2.6%	3.5%	74	12.8%	3.4%	372	0.5%	1.1%	49	2.9%	2.5%	117	0.1%	0.2%	36	6.1%	6.1%
21-Apr-2019 Sun	13.7%	15.0%	91	3.9%	3.1%	128	0.0%	3.2%	0	0.6%	0.5%	122	2.3%	0.8%	289	0.2%	1.6%	11	0.7%	0.7%	96	0.1%	0.1%	87	5.8%	5.0%
22-Apr-2019 Mon	35.2%	28.4%	124	22.3%	8.6%	258	0.0%	4.0%	0	2.1%	1.4%	151	2.3%	1.5%	157	1.1%	6.0%	18	0.5%	1.0%	51	0.1%	0.0%	217	6.7%	5.8%
23-Apr-2019 Tue	49.1%	47.1%	104	41.3%	24.8%	166	0.0%	2.9%	0	3.5%	1.8%	192	2.1%	2.5%	86	1.8%	7.4%	24	0.4%	1.2%	29	0.0%	0.2%	0	0.0%	6.1%
24-Apr-2019 Wed	58.4%	56.0%	104	52.1%	29.6%	176	0.0%	7.0%	0	2.9%	1.7%	165	1.5%	3.3%	46	1.5%	7.0%	22	0.4%	1.3%	27	0.0%	0.3%	0	0.0%	5.8%
25-Apr-2019 Thu	100.8%	71.4%	141	99.8%	44.6%	224	0.0%	8.4%	0	0.4%	2.9%	12	0.4%	4.3%	10	0.1%	3.7%	2	0.1%	1.9%	5	0.0%	0.3%	0	0.0%	5.2%
26-Apr-2019 Fri	98.9%	74.5%	133	96.1%	47.4%	203	0.0%	12.1%	0	0.9%	3.8%	23	0.6%	3.8%	17	0.2%	1.6%	11	1.2%	2.4%	49	0.0%	0.3%	0	0.0%	3.1%
27-Apr-2019 Sat	98.4%	81.7%	120	92.0%	55.5%	166	0.0%	9.8%	0	2.1%	3.5%	58	2.9%	4.6%	64	0.4%	1.8%	25	1.0%	2.4%	40	0.0%	1.0%	0	0.0%	3.0%
28-Apr-2019 Sun	97.0%	75.6%	128	92.4%	44.1%	210	0.0%	21.0%	0	1.2%	1.5%	80	1.4%	1.8%	81	1.4%	2.6%	55	0.5%	1.0%	55	0.0%	0.7%	0	0.0%	3.0%

Dig into Transient Segmentation in Strategy Meetings

“Most Recent Week” coincides with other benchmarking data for a more granular view WoW

Scorecard [Face](#) [Segment & C](#)

View

☐ Future

☒ Historical

Market Segment Performance vs. Comp Set (13 - 19 Sep20)

Segment	Occupancy			ADR			RevPAR		
	Sub	Comp Set	Index	Sub	Comp Set	Index	Sub	Comp Set	Index
Group Sold	2.6%	2.1%	125	\$260	\$246	106	\$7	\$5	132
Unsold Block	0.0%	0.0%							
Retail	4.2%	10.1%	42	\$487	\$301	162	\$21	\$30	68
Discount	8.9%	9.9%	90	\$415	\$223	186	\$37	\$22	167
negotiated View	1.6%	1.4%	116	\$301	\$271	111	\$5	\$4	129
Qualified	0.2%	2.9%	7	\$191	\$218	87	\$0	\$1	6
Wholesale	0.1%	0.9%	7	\$278	\$182	152	\$0	\$2	11
Other	0.0%	0.1%	0		\$218			\$0	
Total	17.6%	27.3%	65	\$396	\$254	156	\$70	\$69	100

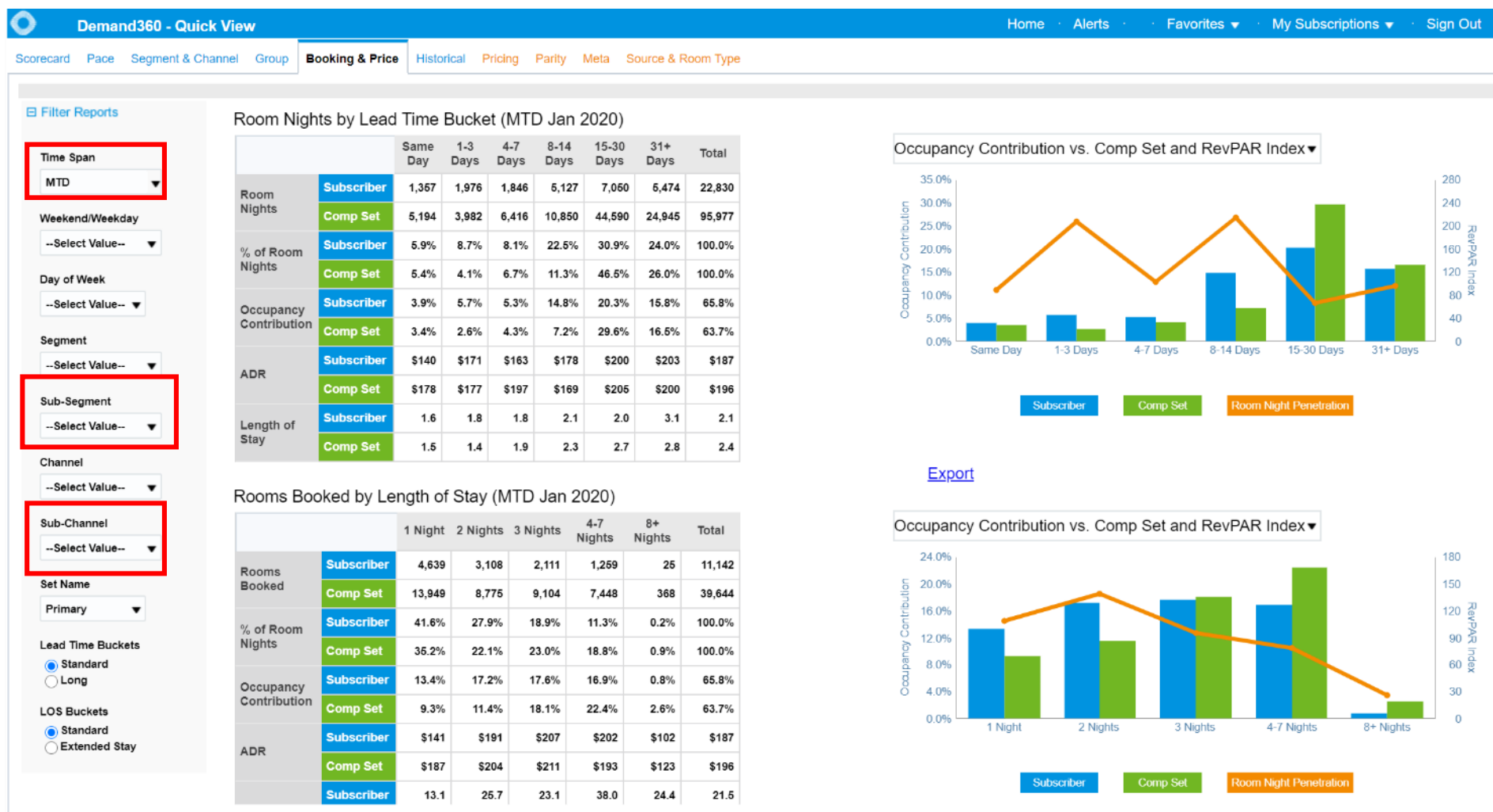
See Occ, ADR, & RevPAR with Segmentation % contribution for the past week Sun-Sat

* Time Span **Most Recent Week** ▼

Identify Opportunity in Segment and Channel Booking Patterns

Review Booking Lead times, Length of Stay, and relative price positioning here

Understand the booking window and Length of Stay for each of your segments and channels



Business Volume (Room Nights) By Price Range

Forward-Looking Day of Week Patterns vs. Competition

Filter by segment and channel

Filter Reports

Market Segment (e.g. Group,Transient)

(All Column Val)

Sub-Segment

(All Column Val)

Channel (e.g. Brand, OTA)

(All Column Val)

Sub-Channel

(All Column Val)

Occupancy Performance by Day of Week, Weekend, and Weekday for Next 12 Months

Occupancy and Occupancy Index

		Weekday					Weekend		Weekday Total	Weekend Total	Total
		S	M	T	W	T	F	S			
Sep 2020	Occ	28.5%	27.6%	28.2%	25.8%	30.2%	31.8%	32.0%	27.9%	31.9%	29.0%
	CS Occ	32.7%	25.4%	24.9%	24.3%	32.8%	43.1%	44.5%	27.7%	43.8%	32.0%
	Occ Index	87	109	113	106	92	74	72	101	73	91
Oct 2020	Occ	24.0%	24.2%	23.6%	23.9%	24.5%	25.5%	24.2%	24.0%	24.8%	24.3%
	CS Occ	11.4%	10.1%	9.8%	11.6%	13.8%	16.5%	14.1%	11.5%	15.3%	12.7%
	Occ Index	210	238	240	206	177	154	172	210	162	191
Nov 2020	Occ	22.8%	22.8%	23.0%	23.0%	24.4%	25.8%	25.5%	23.1%	25.6%	23.8%
	CS Occ	9.1%	8.1%	7.9%	8.1%	8.5%	10.7%	7.9%	8.3%	9.3%	8.6%
	Occ Index	252	280	292	285	286	240	321	277	274	276

Key Action Items in Your Business Mix and Revenue Strategy



- Update your Comp Sets to reflect the demand in your market
- Optimize your Pricing & Availability against the Short-Term Rental Market
- Review Your Pace vs. Comp Sets (Weekly & Daily)
- Analyze Historical & Forward-Looking segmentation and channel performance
- Identify Opportunity in Booking Patterns

- Utilize these Popular Reports to evolve your strategy
 - Pace Tab
 - Segment and Channel
 - Booking & Price
 - Future Monthly Bookings by Day of Week

Finding Key Recovery Indicators

Agency360®

Real-Time Forward-Looking Data Gives Insights to Inform Recovery Plan

Look forward at next 4-13 weeks in any tab to hunt for business opportunities booked through the GDS channel

The screenshot displays the 'Agency Targeting' tab in the Amadeus interface. A blue callout box labeled 'Look to the future' points to the 'Time Period' dropdown, which is set to 'Next 13 Weeks'. Other filters include 'Rate Type' (set to '--Select Value--'), 'Competitive Set' (set to 'Primary'), and 'Ranked By' (set to 'Comp Set Revenue'). The 'Agency Attributes' section includes dropdowns for Agency Group, Region, Country, State, Major Market, IATA, and PCC. The 'Top__Agencies' section shows a value of 100. An 'Apply' button is visible at the bottom right of the Agency Attributes section.

Overview Performance Trends Pace Booking Calendar **Agency Targeting** Competitor Intelligence Popular Reports GDS Advertising

Show / Change Filters

*** Time Period**
Next 13 Weeks

Other Month
(All Column Values)

Day of Week Type
--Select Value--

Day of Week
--Select Value--

Apply

Rate Type
--Select Value--

*** Competitive Set**
Primary

Agency Attributes

Agency Group
--Select Value--

Region
--Select Value--

Country
--Select Value--

State
--Select Value--

Major Market
--Select Value--

IATA
--Select Value--

PCC
--Select Value--

Apply

Top__Agencies
100

Ranked By
Comp Set Revenue

Apply

- Can view data next 4 weeks and 13 weeks forward
- Use the filters to save time and narrow down top opportunities
- Use Rate type filter to better understand the type of business demand coming into your comp set

Identify Corporations Booking You / Your Comp Set for New Targets

Agency360 Home

Overview Performance Trends Pace Booking Calendar **Agency Targeting** Competitor Intelligence Popular Reports GDS Advertising

The Elegance New York
Data updated as of Aug 22, 2020

NEW! Click [here](#) to see Corporation/Agency Association

Please review the Frequently Asked Questions [here](#)

Don't see a corporation/agency association? Click [here](#) to submit a suggested association.

Corporation/Agency Association (23 Aug20 - 21 Nov20) **Look to the future**

Corporation/Agency Association			Travel Agency Contact Information								
Corporation	Corporation URL	Agency	GDS Source	PCC	Address	Address 2	City	State	Postal Code	Phone	Country
3M	3m.com	Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France
ABA/American Bar Association	americanbar.org	Egencia Hotels (SEAEC38GG)	Amadeus	SEAEC38GG	333 108th Ave Ne		Bellevue	Washington	98004	702.939.2530	United States
ABB Group	abb.com	Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France
		Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France
ABN Amro	abnamro.com	Egencia Hotels (SEAEC38GG)	Amadeus	SEAEC38GG	333 108th Ave Ne		Bellevue	Washington	98004	702.939.2530	United States
		Egencia Norge Hotels (OSLEC38GG)	Amadeus	OSLEC38GG	30 Cort Adelers Gate		Oslo	-	0251	(0)534 291000	Norway
ACTION Holding	action.com	BCD 1a Ni Btc Rotterdam (RTMQT3103)	Amadeus	RTMQT3103	38 Conradstraat	Ingang D Kamer 226	Rotterdam	-	3013 AP	PH# +31 20 560 3701	Netherlands
ADOT/Arizona Dept of Trans	azdot.gov	Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France
AECOM	aecom.com	Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France
AKKA Technologies	akka-technologies.com	Egencia (PAREC38GG)	Amadeus	PAREC38GG	11 Allée De L'Arche	TOUR EGEE	Courbevoie	-	92400	0173010101	France

- Use the New Corporation/Agency Affiliation to identify corporations booked by specific agencies as you drill down through data
- Save your Business Travel Sales Managers/sales staff's time
- See detailed insight into which corporations are booking with you vs. competitive sets

Go to Agency Profile to Drill into Booking Behavior and Company Name

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 CWT (5L4B)	\$5,290	218	17	\$9,789	(\$9,962)	47	(42)	\$208	\$40,283	(\$49,468)	168	(199)	\$240
2 BCD METLIFE US (7VGH)	\$4,992	371	(81)	\$6,838	(\$8,398)	33	(39)	\$207	\$13,697	(\$8,627)	65	(36)	\$211
3 BCD 1v Us 1920 (VU61V)	\$13,432	280	(95)	\$20,912	(\$7,867)	101	(33)	\$207	\$62,329	\$5,585	313	43	\$199
4 QBT Pty Ltd (SYDQB28AG)	\$0		(546)	\$0	(\$6,214)	0	(26)		\$0	(\$6,459)	0	(31)	
5 AEGBT (\$7Q0)	\$331	124	45	\$1,722	(\$4,844)	9	(23)	\$191	\$13,766	(\$72,720)	65	(332)	\$212

The Elegance New York
Booking data updated as of Apr 15, 2020

Carlson Wagonlit Travel (69OI)

Address: 1430 Branding Ln
Address: SUITE 200 JP MORGAN CHASE
City: Downers Grove
State: Illinois
Postal Code: 60515
Country: United States
Phone: 800294462
Group: CWT/Carlson Wagonlit
PCC: 69OI
IATA: 14531812
GDS: Sabre

This Agency's Metrics (Trailing 12 Months)

Revenue Penetration: 73
Revenue Opportunity/Surplus: (\$158,430)
Subscriber Revenue: \$420,358
Subscriber ADR: \$331

NEW! Click [here](#) for corporations associated with this agency

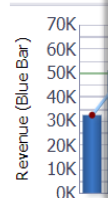
Agency Activity for the Trailing 12 Months

Rate Type

--Select Value

Trailing 12 M

Subscriber



Carlson Wagonlit Travel (69OI)

Address: 1430 Branding Ln
Address: SUITE 200 JP MORGAN CHASE
City: Downers Grove
State: Illinois
Postal Code: 60515
Country: United States
Phone: 800294462
Group: CWT/Carlson Wagonlit
PCC: 69OI
IATA: 14531812
GDS: Sabre

Associated Corporations

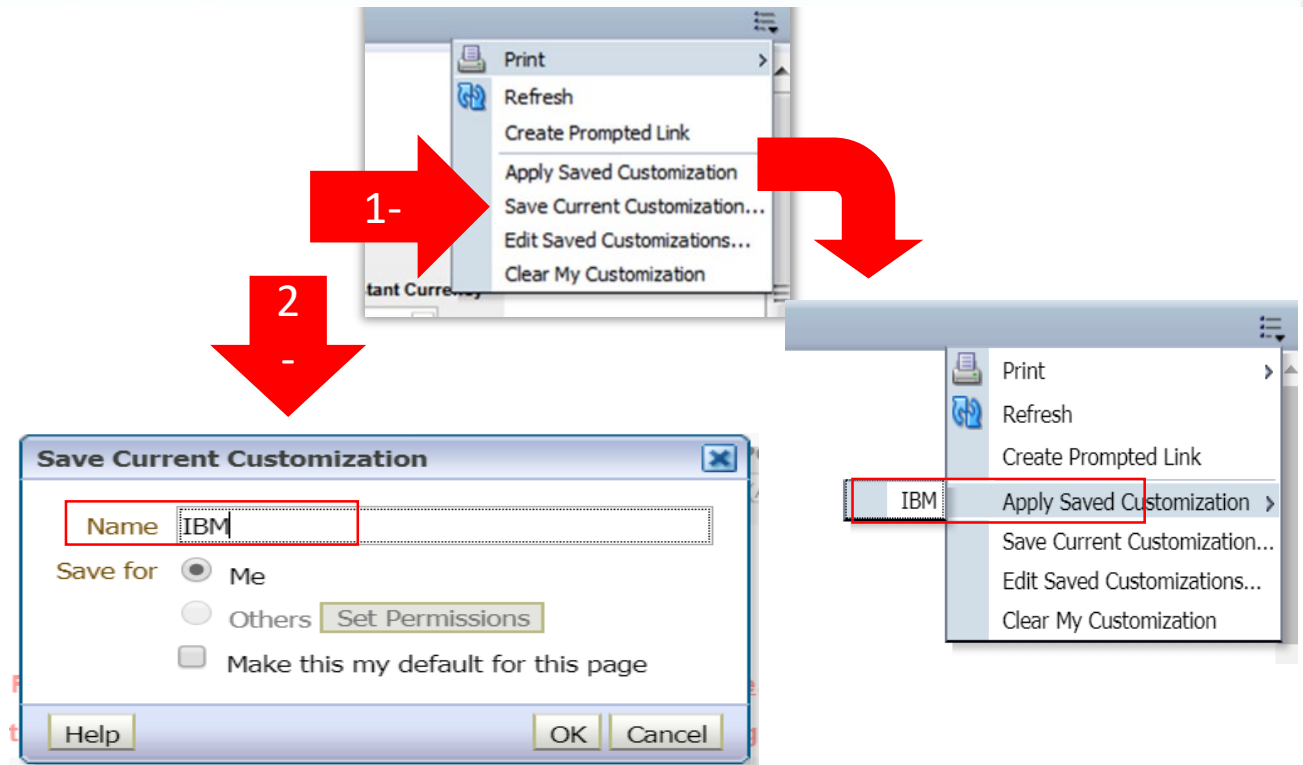
Corporation Name	Corporation URL
JP Morgan Chase	jpmorganchase.com

Use Filters to Narrow Top Opportunities, then Save for Custom Views

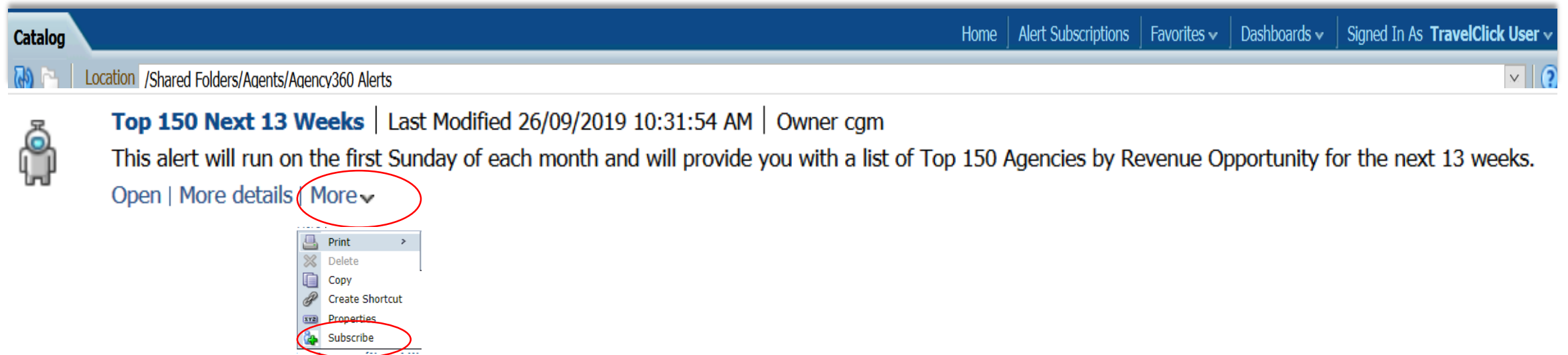
Once you have your desired view on any tab, you can save that customized view, and even make it your default page in two steps.

- 1 - Click on Save Current Customization;
- 2- Choose a title for your report (you may also make it your default page);

Next time on the tab, go to Apply Saved Customization, pull your customized view from the list (depending on your filters this report may update automatically with fresh data if you do MTD or next 4/13 weeks).



Set Alerts: The Top 150 Next 13 Weeks Can Save You Time and Ensure You Understand Which Business is Returning



The screenshot displays the Amadeus IT Group interface. At the top, a navigation bar includes 'Catalog' and links for 'Home', 'Alert Subscriptions', 'Favorites', 'Dashboards', and 'Signed In As TravelClick User'. Below this, a breadcrumb trail shows the location: '/Shared Folders/Agents/Agency360 Alerts'. The main content area features an alert titled 'Top 150 Next 13 Weeks' with a robot icon, last modified on 26/09/2019 at 10:31:54 AM, and owned by 'cgm'. The description states: 'This alert will run on the first Sunday of each month and will provide you with a list of Top 150 Agencies by Revenue Opportunity for the next 13 weeks.' Below the description are links for 'Open', 'More details', and 'More'. A context menu is open over the 'More' link, showing options: 'Print', 'Delete', 'Copy', 'Create Shortcut', 'Properties', and 'Subscribe'. The 'More' link and the 'Subscribe' option are circled in red.

Catalog Home Alert Subscriptions Favorites Dashboards Signed In As TravelClick User

Location /Shared Folders/Agents/Agency360 Alerts

Top 150 Next 13 Weeks | Last Modified 26/09/2019 10:31:54 AM | Owner cgm

This alert will run on the first Sunday of each month and will provide you with a list of Top 150 Agencies by Revenue Opportunity for the next 13 weeks.

Open | More details | **More**

- Print
- Delete
- Copy
- Create Shortcut
- Properties
- Subscribe**

Key Action Items in GDS Channel Recovery Strategy



- _ Look forward at the next 4-13 weeks to hunt for business booked through the GDS channel
 - Pay attention to the rate types to understand type of business
 - Use filters to expand on the data and narrow to top opportunities
 - Use the New Corporation /Agency Affiliation to more easily identify companies and are they staying with you and comp set?

- _ Utilize the following popular reports to evolve your strategy
 - Agency Targeting Tab (use filters)
 - Corporation/Agency Association drill-down
 - Agency Profile Tab

- _ Use Alerts to save time



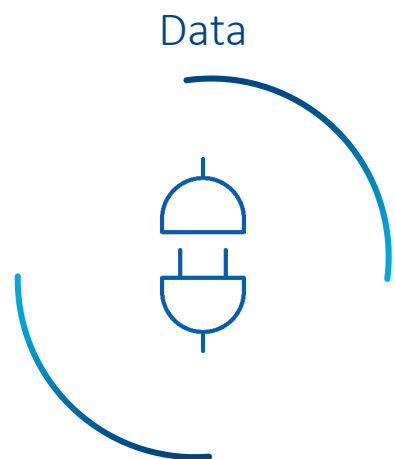
amadeus

SHAPING THE FUTURE OF

Revenue Management

Hoteliers Need Access to Comprehensive BI Data for Success

There are 4 critical challenges hoteliers face to unlock clear data visibility for improved revenue



Access to multiple
and disparate
market data sources



Get quick
insights from
complex data



Access to easy
to use BI
applications



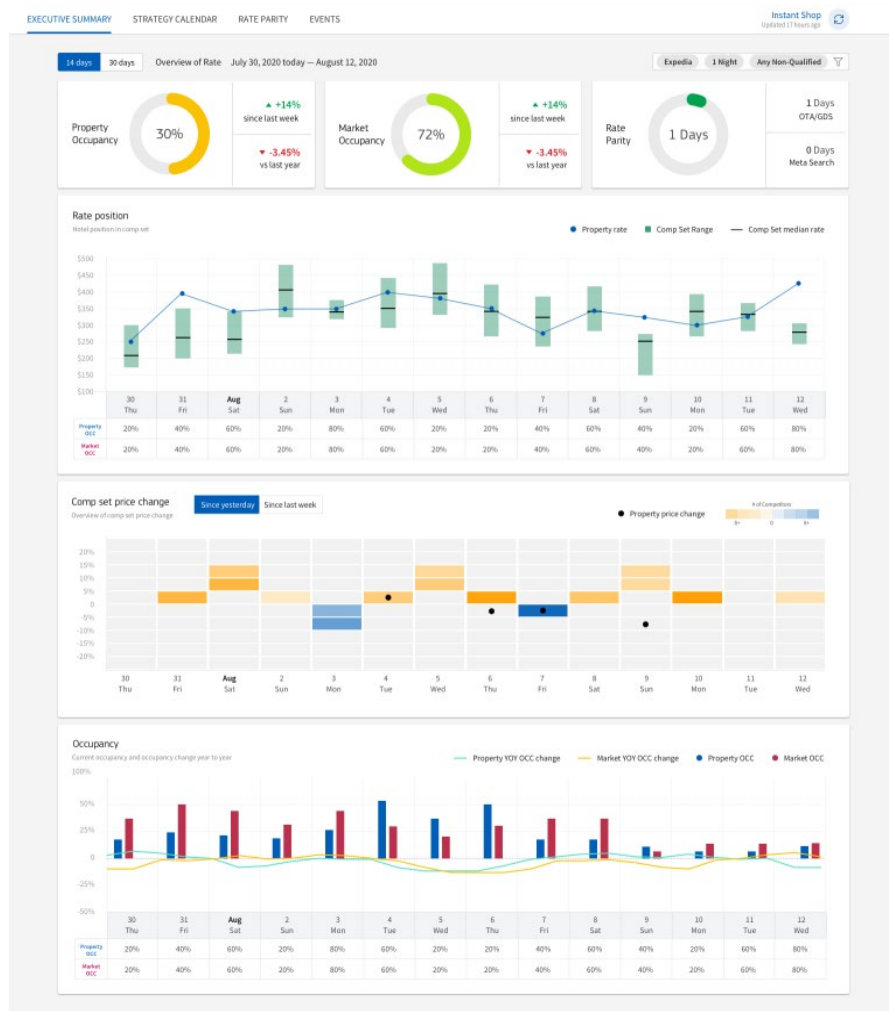
Access to forward
looking on the
books data



Introducing
RevenueStrategy360

Key Benefits of RevenueStrategy360

Develop and optimize strategies for accelerated revenue and profitability



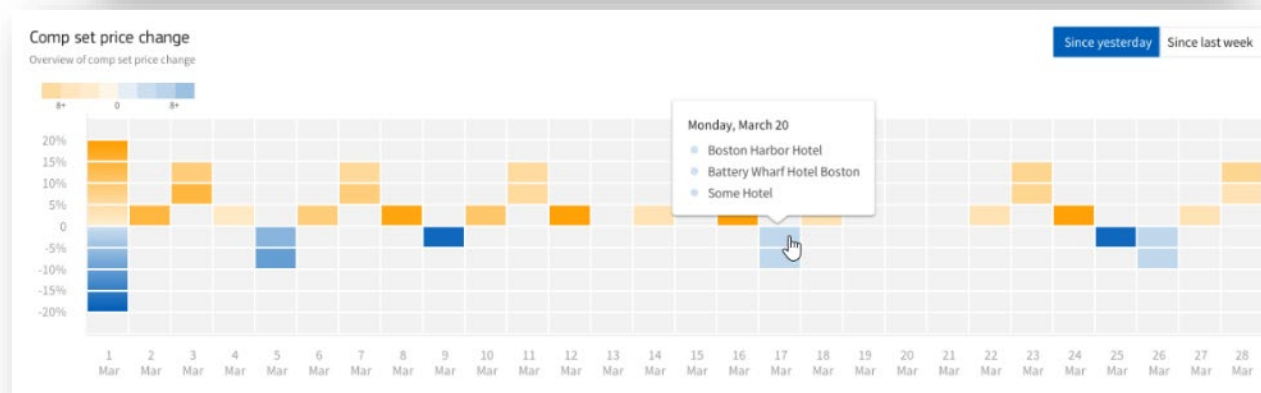
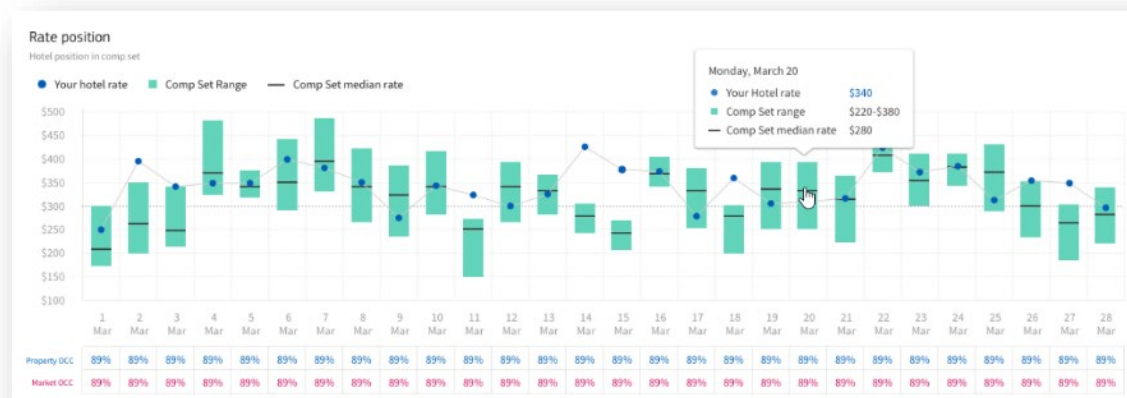
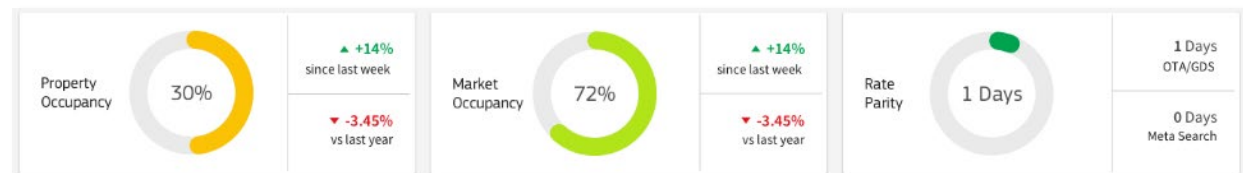
- Improve pricing and business mix strategies with connected rate and demand data including:
 - Hotel Occupancy (data providers only)
 - Market Occupancy
 - Rate Parity against market
 - Real-time rate data, accessing >10 billion rates monthly
- Shape your future with 12 months of forward-looking, on the books, demand and rate data"
- Fast performing and easy to navigate
- Compare competitive set rates with data from over 600 sources worldwide (no screen scraping)
- Gain visibility into how your pricing decisions influence demand

Focus on the Future with Executive Summary

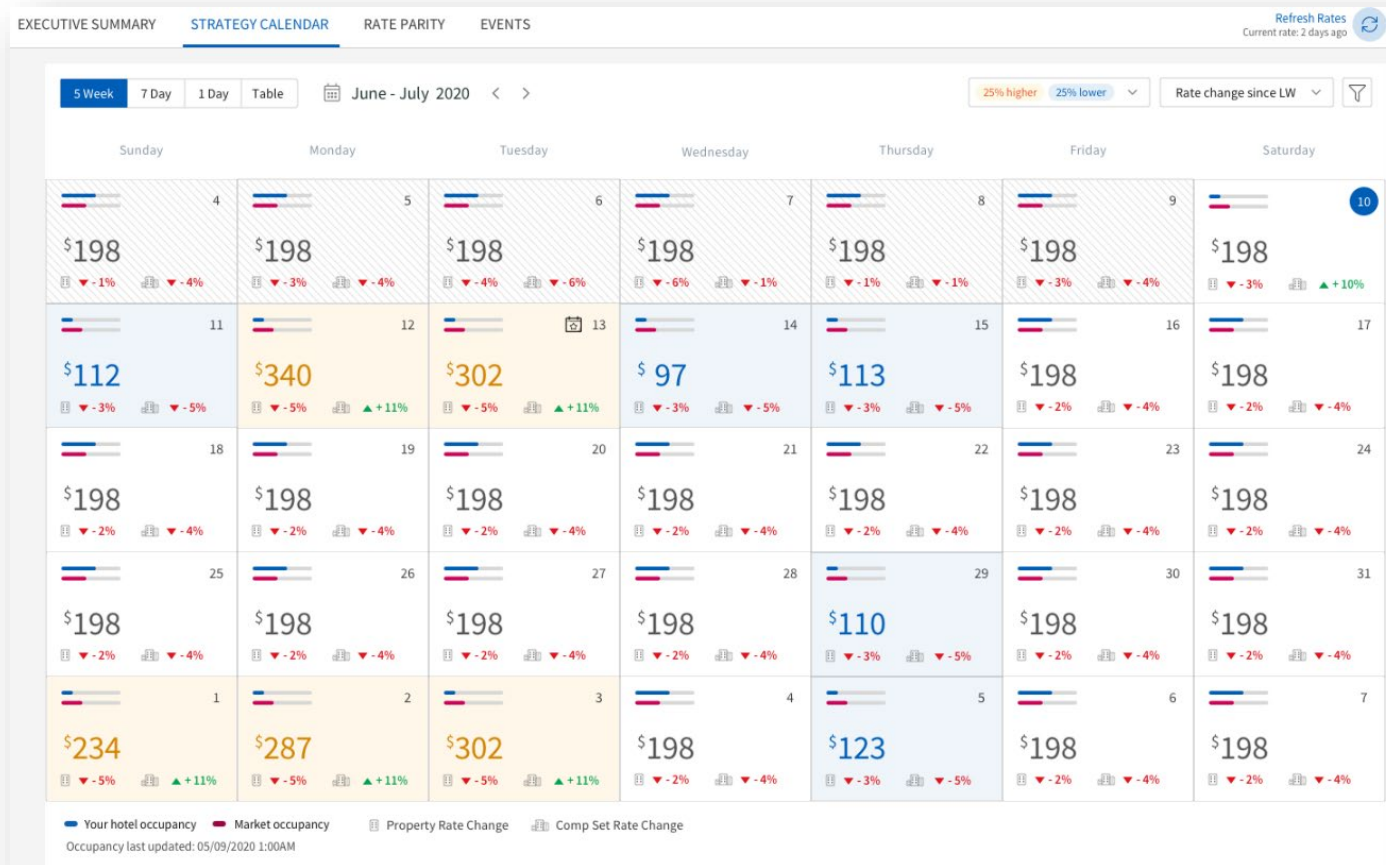
Executive Summary

• • • • •

- **Property Occupancy View:** track performance and pace better with an overview of property occupancy with WoW and STLY changes
- **Parity overview:** ensure pricing strategies remain effective with quick views of rate parity, loss vs. gain, and variance
- **Rate Position Tools:**
 - See your rate position compared to your comp set range of rates and comp set median
- **Heat Map:** quickly visualize and compare rate changes against competition



Strategy Calendar



- **Occupancy Indicators:** view snapshot of property occupancy compared to market
- **Visual Organization:** customizable color coded rate position to easily compare with market changes
- **Instant Shop:** instantly shop all dates in the calendar view
- **Competitor Ranking:** hover over to view highest to lowest competitor rankings with variances
- **Lead time view:** Use “1 Day” view to dive into details on what rate was selling for the subscriber and comp set properties against any lead time
- **Multiple Views:**
 - 5 weeks
 - 1 week
 - 1 day
 - Table view
 - By booking source

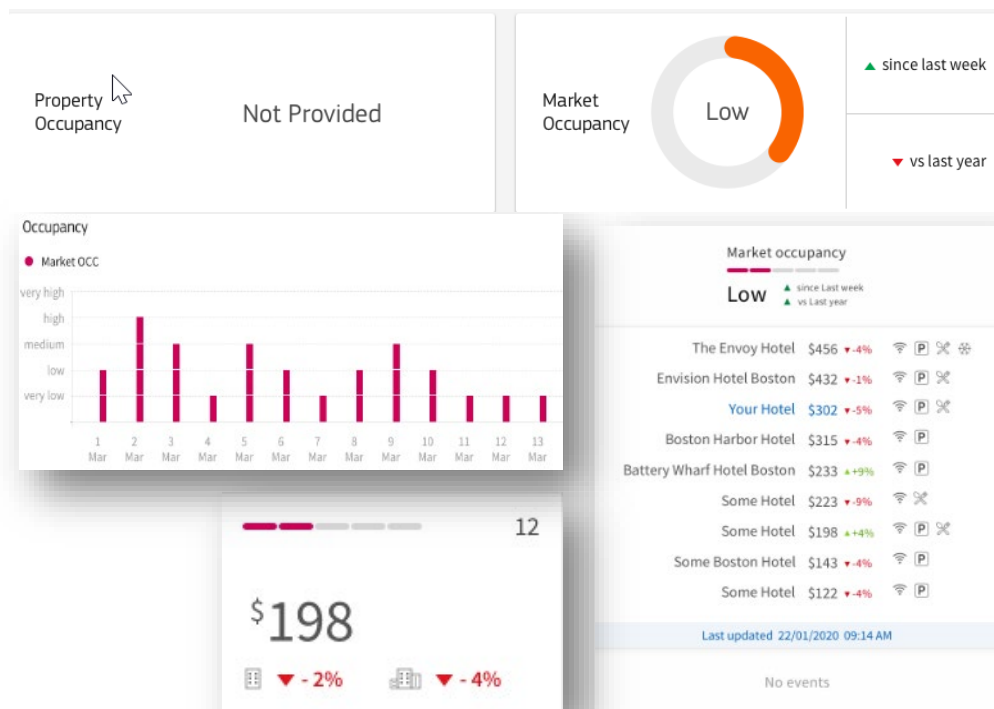
Non Data Provider vs. Demand Data Provider

Develop and optimize strategies for accelerated revenue and profitability



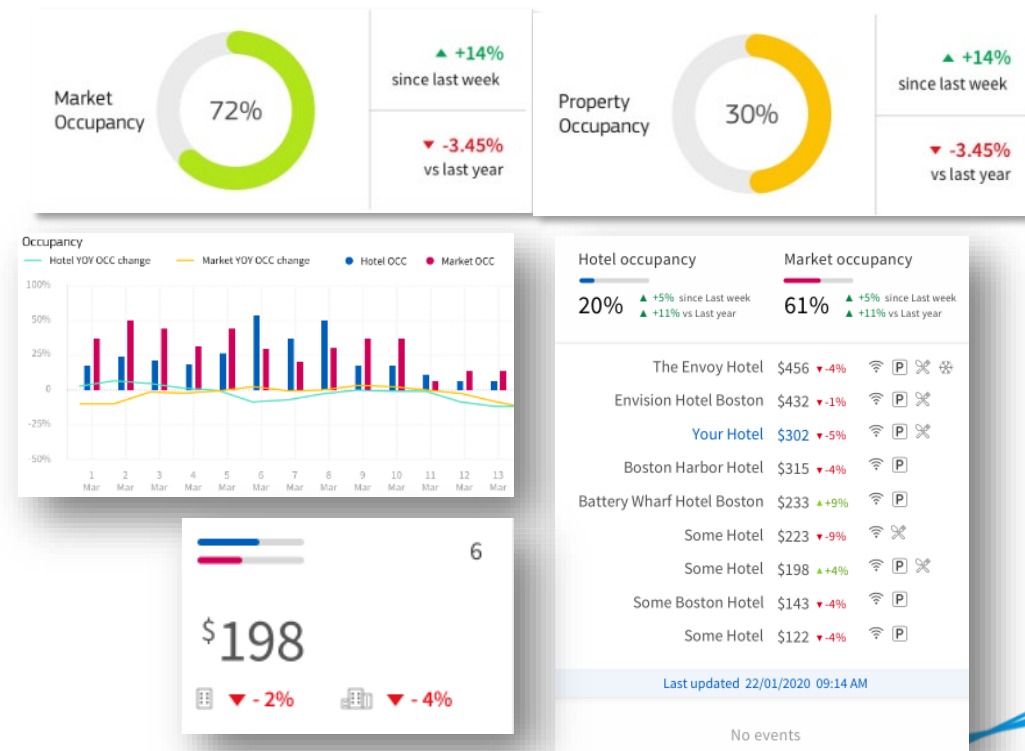
Non Data Provider

For non Data provider we will use intelligent markets developed using a propriety algorithm that compares your hotel against hotels in your market.



Demand Data Provider

For Demand Providers (do not need to be a subscriber) the data comes directly from the hotel's PMS or Data Warehouse to provide actual On the Books data.



— Your hotel occupancy

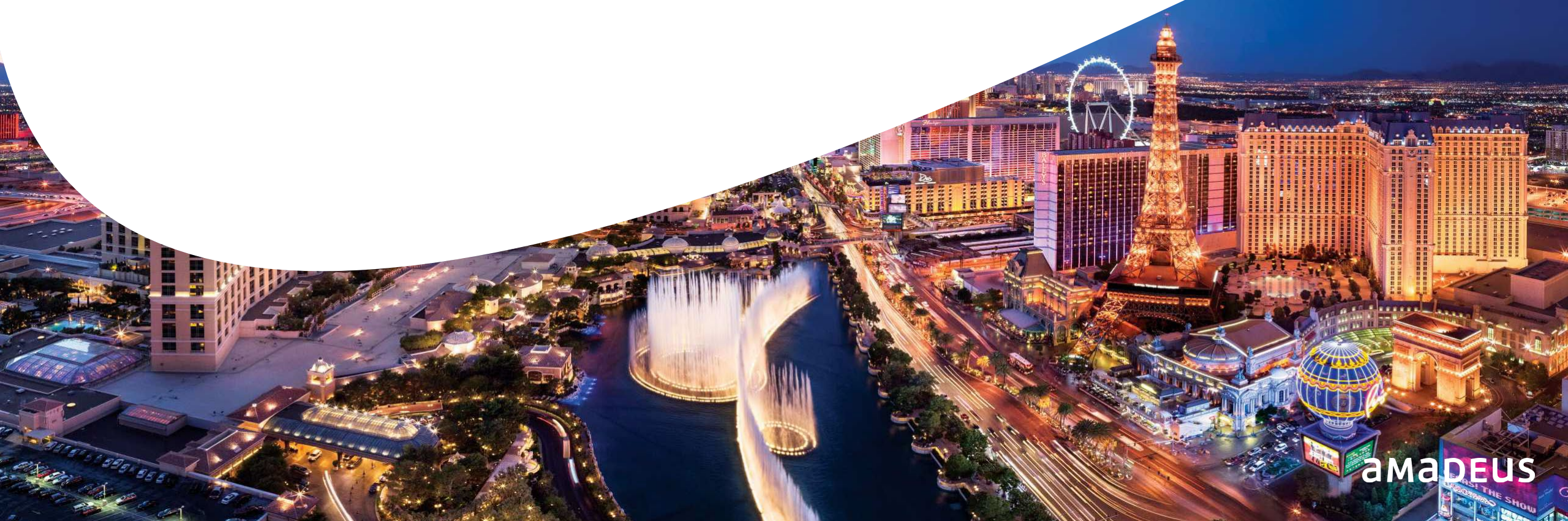
— Market occupancy

— Property Rate Change

— Comp Set Rate Change

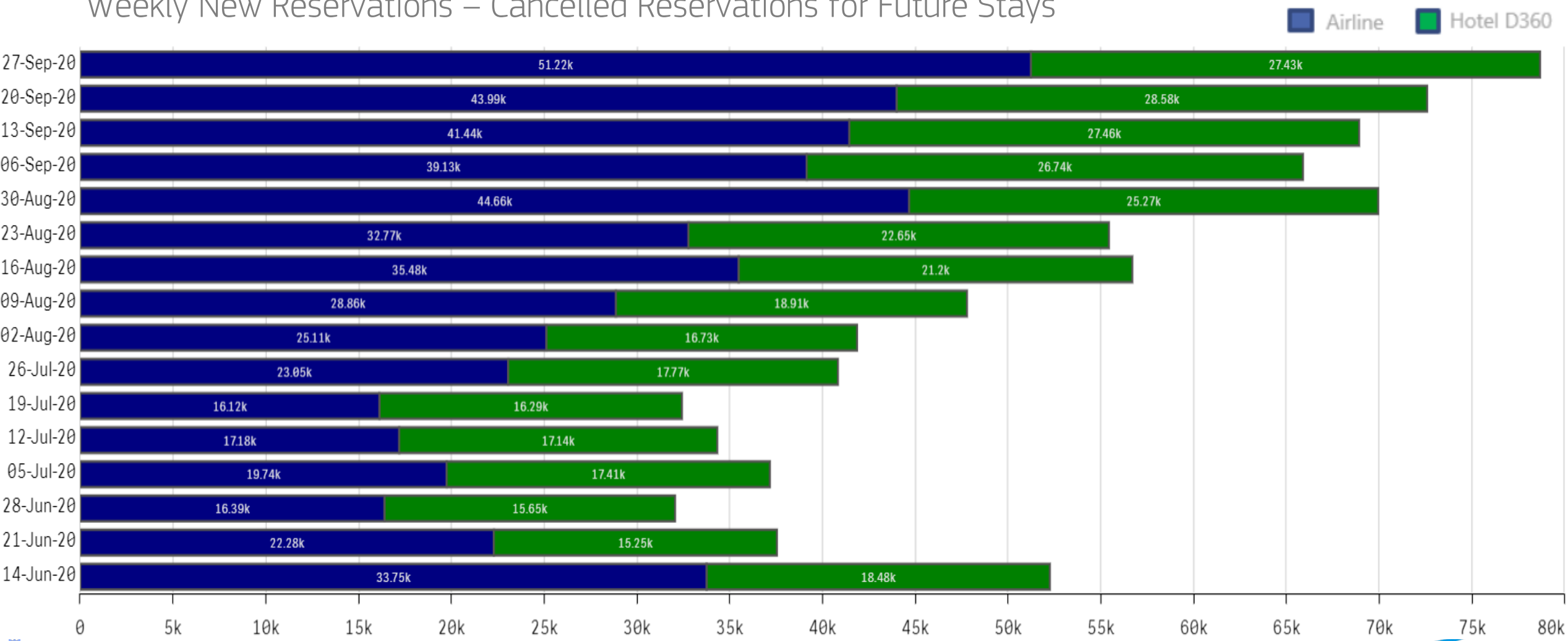
Las Vegas 2020

Performance and Outlook



Las Vegas: Net Booking Activity as of September 27th, 2020

Weekly New Reservations – Cancelled Reservations for Future Stays



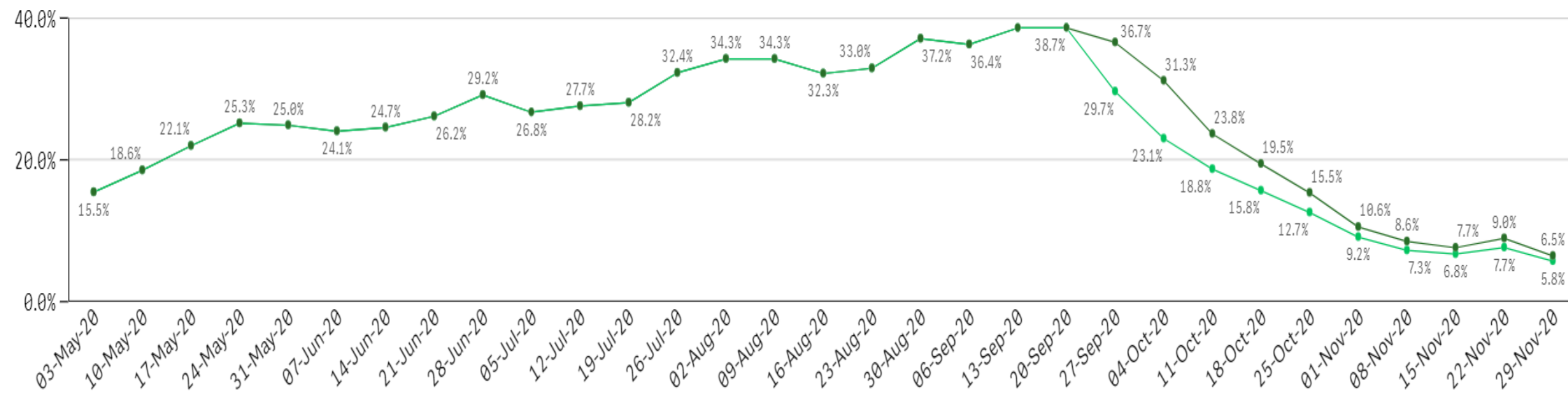
Source: Demand360® Data and GDS Airline Booking Data (MIDT)

Las Vegas: Occupancy Outlook & Week-Over-Week Change

Occupancy - As of a Week Ago vs Current

Market: Las Vegas

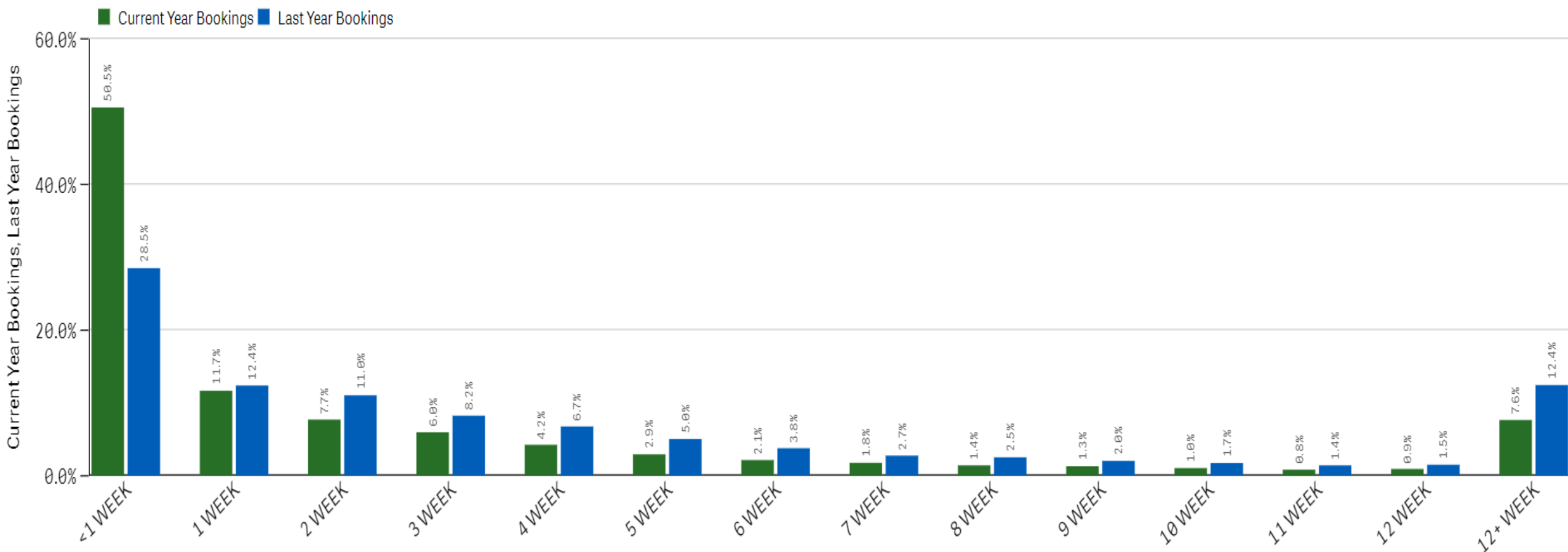
◆ As of Week Ago ◆ Total Current



Source: Demand360® Data as of October 4, 2020

Las Vegas: Transient Booking Lead Time & YOY Comparison

Weeks of August 30th – September 27th



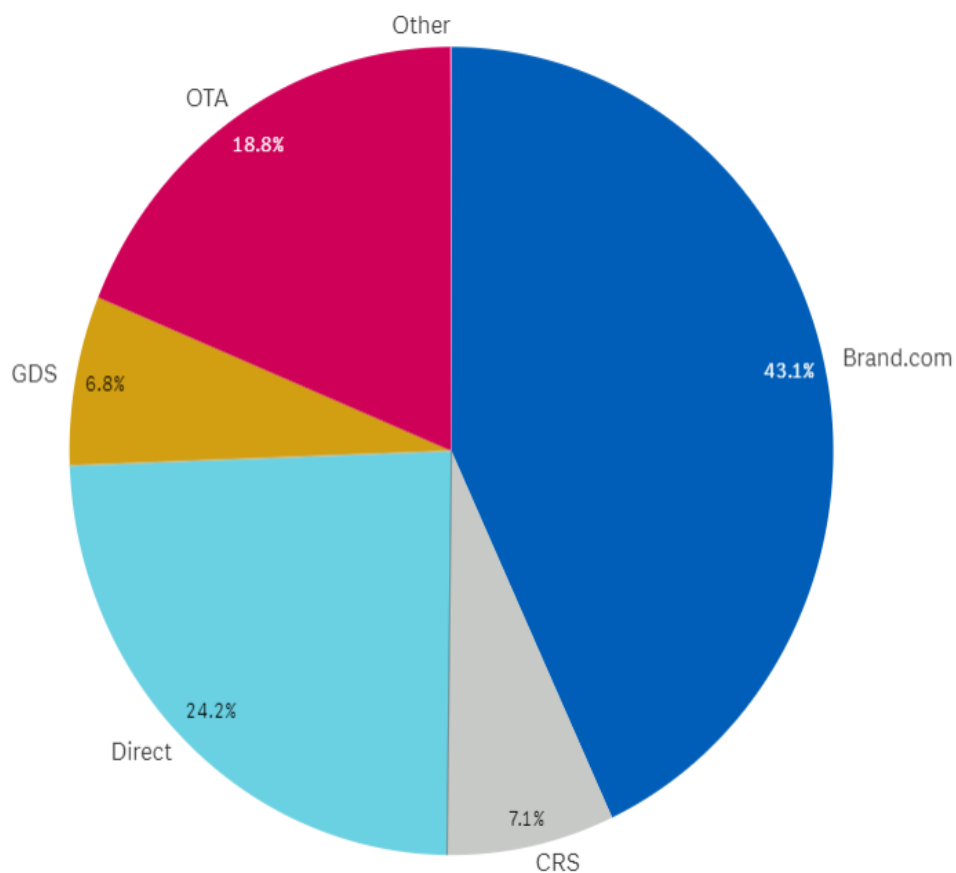
Source: Demand360® Data as of September 27, 2020

Las Vegas: Channel Mix & YOY Comparison

Weeks of August 30th – September 27th

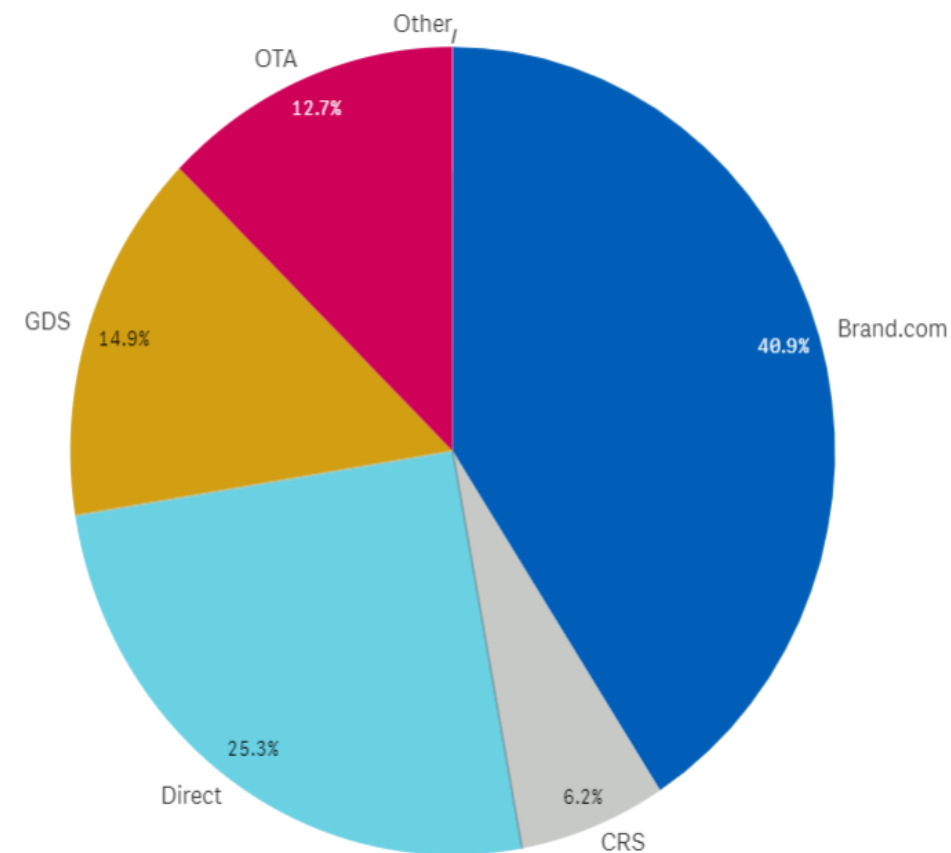
Current Year Booking Channel Mix

Brand.com CRS Direct GDS OTA Other



Last Year Booking Channel Mix

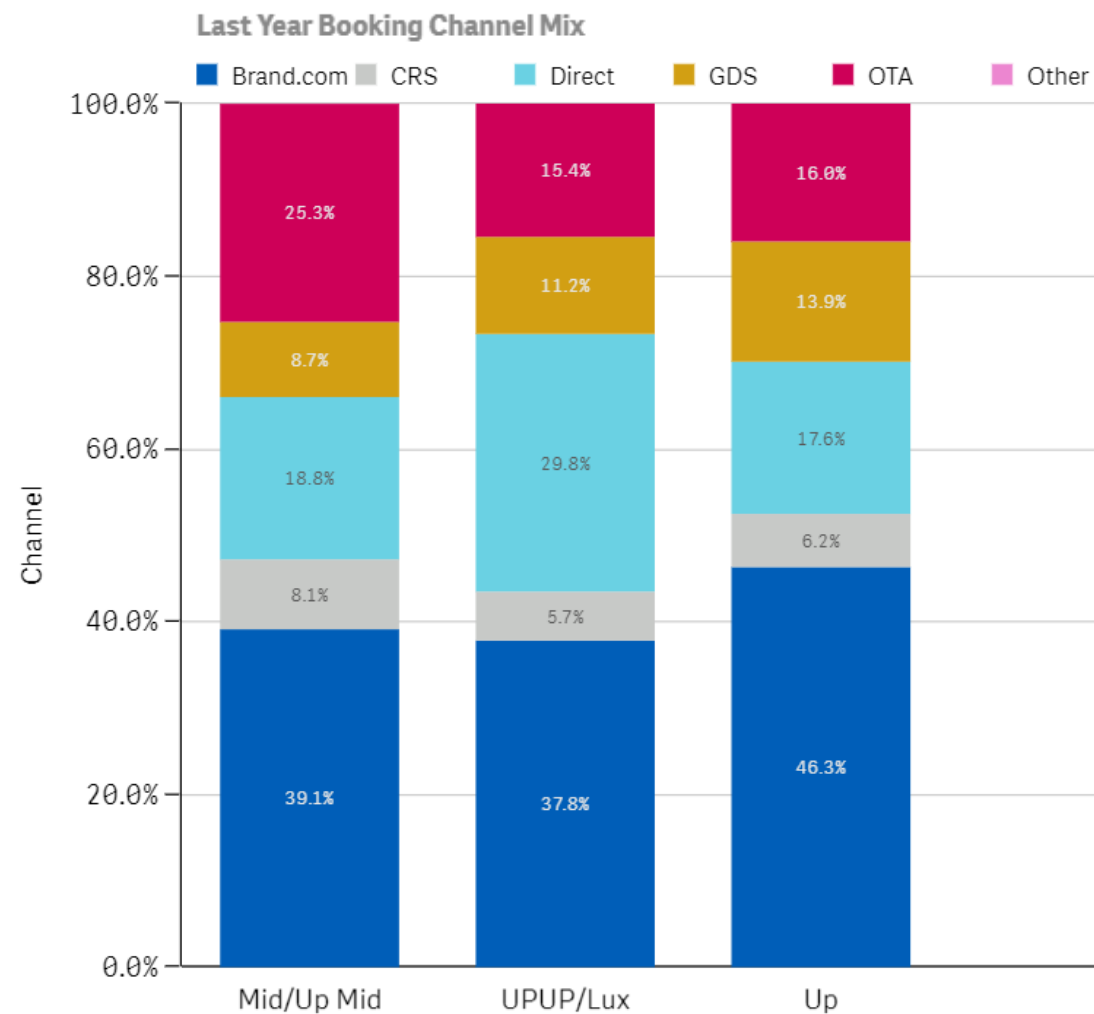
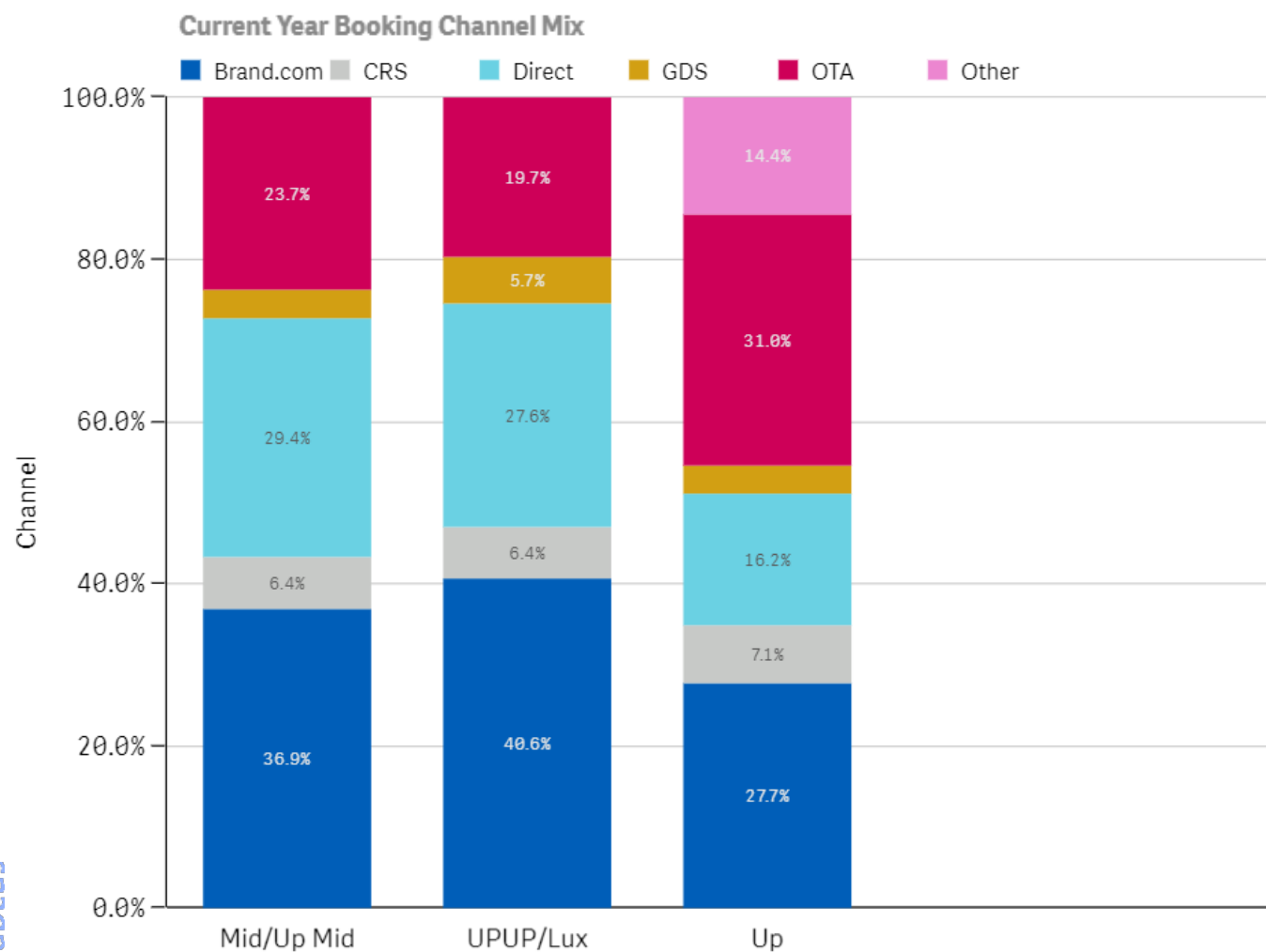
Brand.com CRS Direct GDS OTA Other



Source: Demand360® Data as of September 27, 2020

Las Vegas: Channel Mix & YOY Comparison by Class of Service

Weeks of August 30th – September 27th

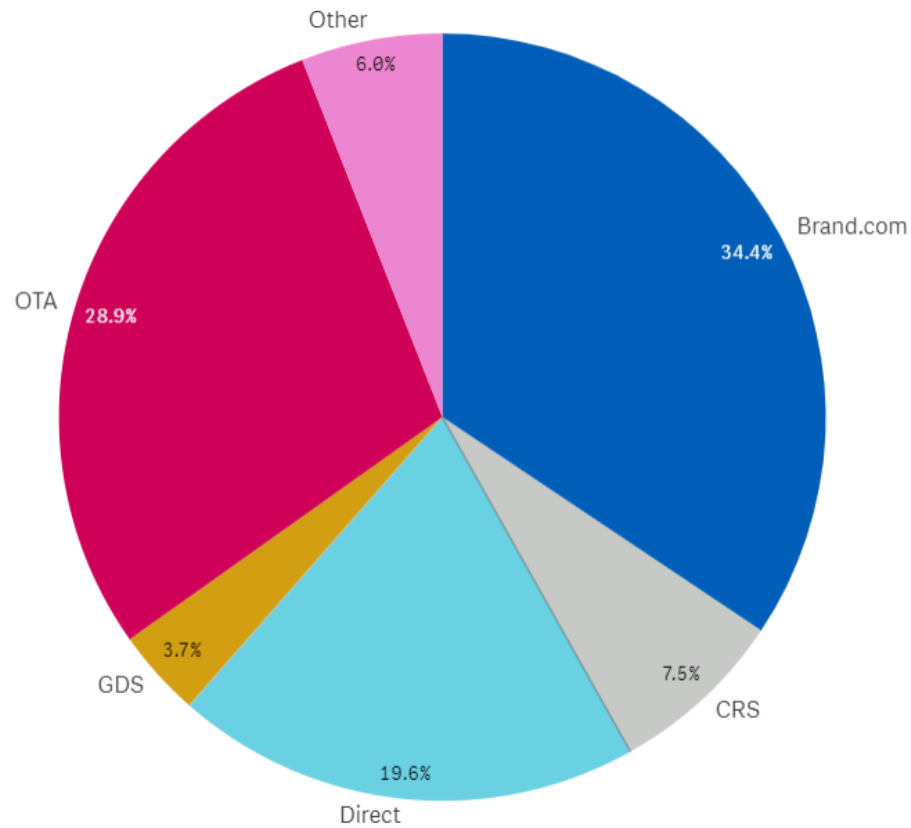


Source: Demand360® Data as of September 27, 2020

Las Vegas: Channel Mix & Month Over Month Comparison

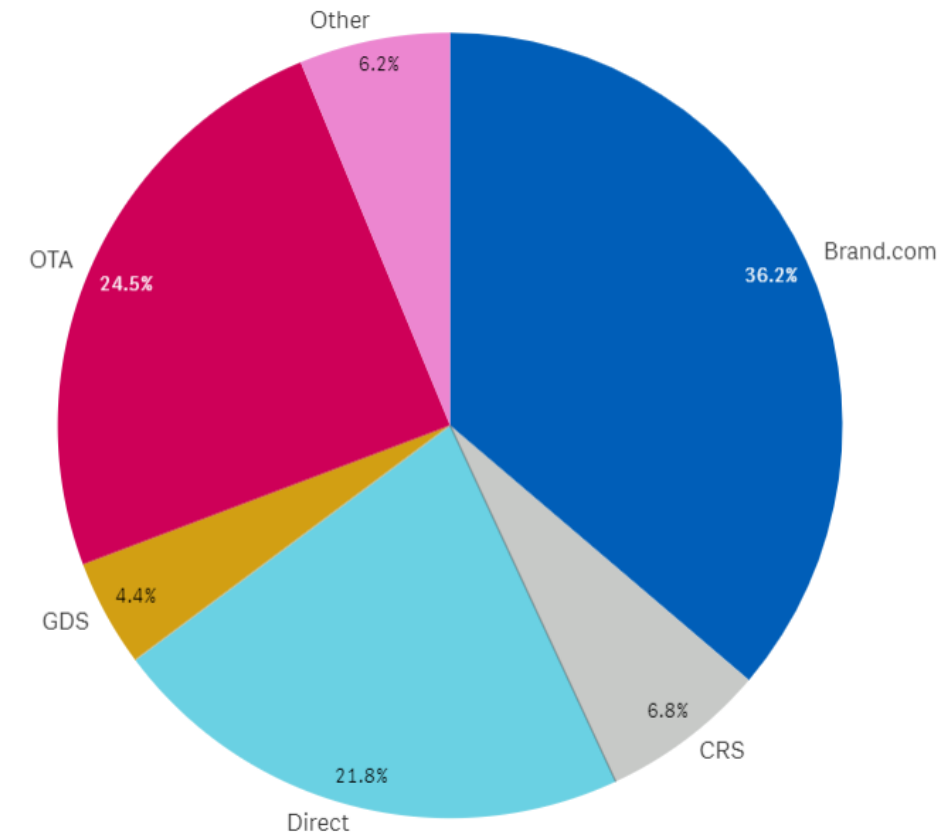
Channel Mix: Stay Week of 8/30/20

Brand.com CRS Direct GDS OTA Other



Channel Mix: Stay Week of 9/27/20

Brand.com CRS Direct GDS OTA Other

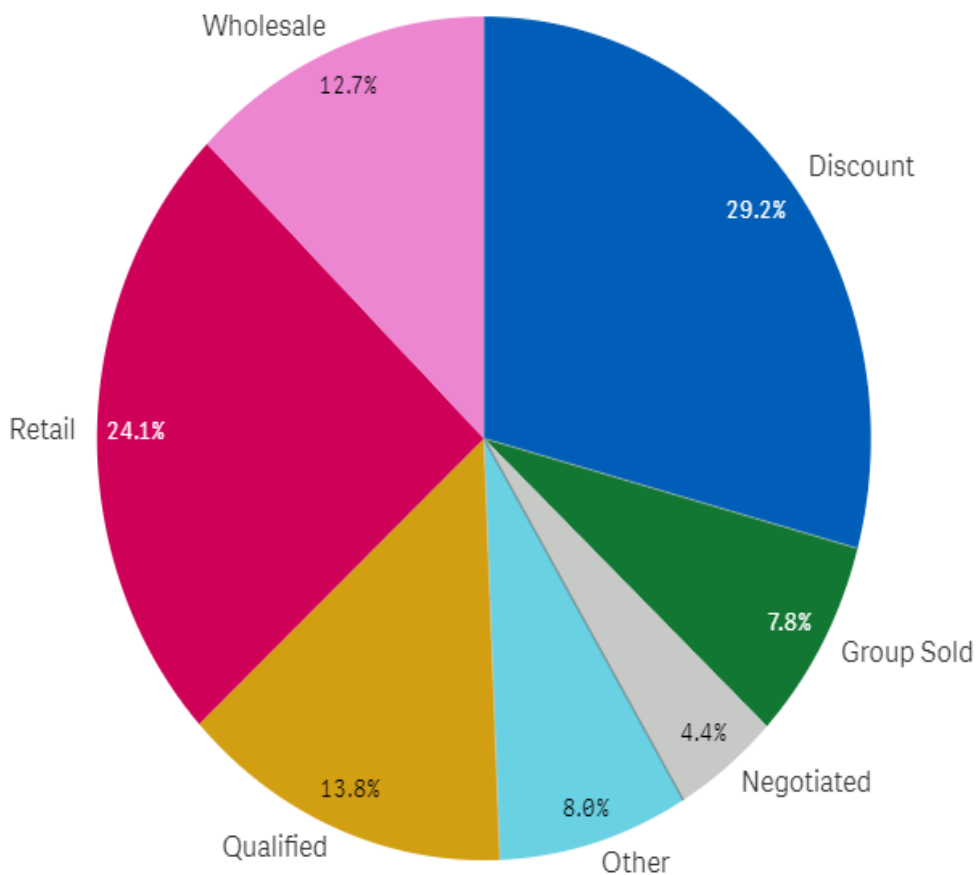


Source: Demand360® Data as of September 27, 2020

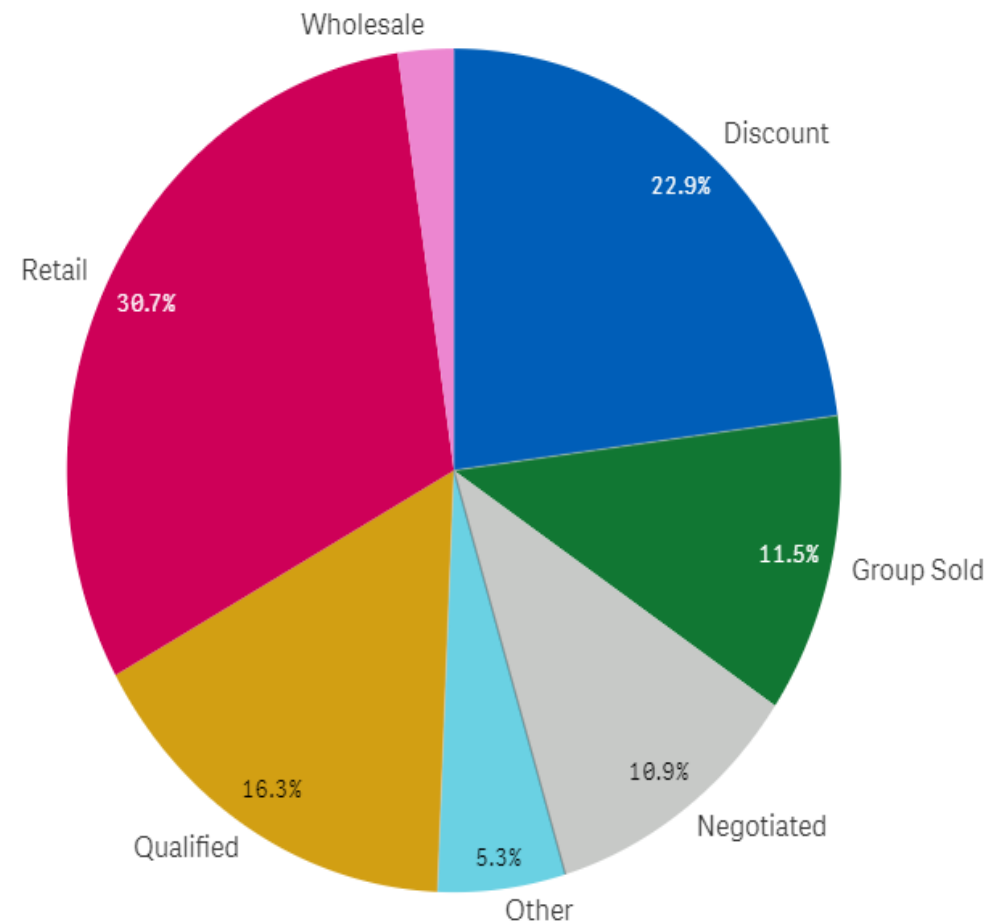
Las Vegas: Segment Mix & YOY Comparison

Weeks of August 30th – September 27th

Current Year Market Segment Mix

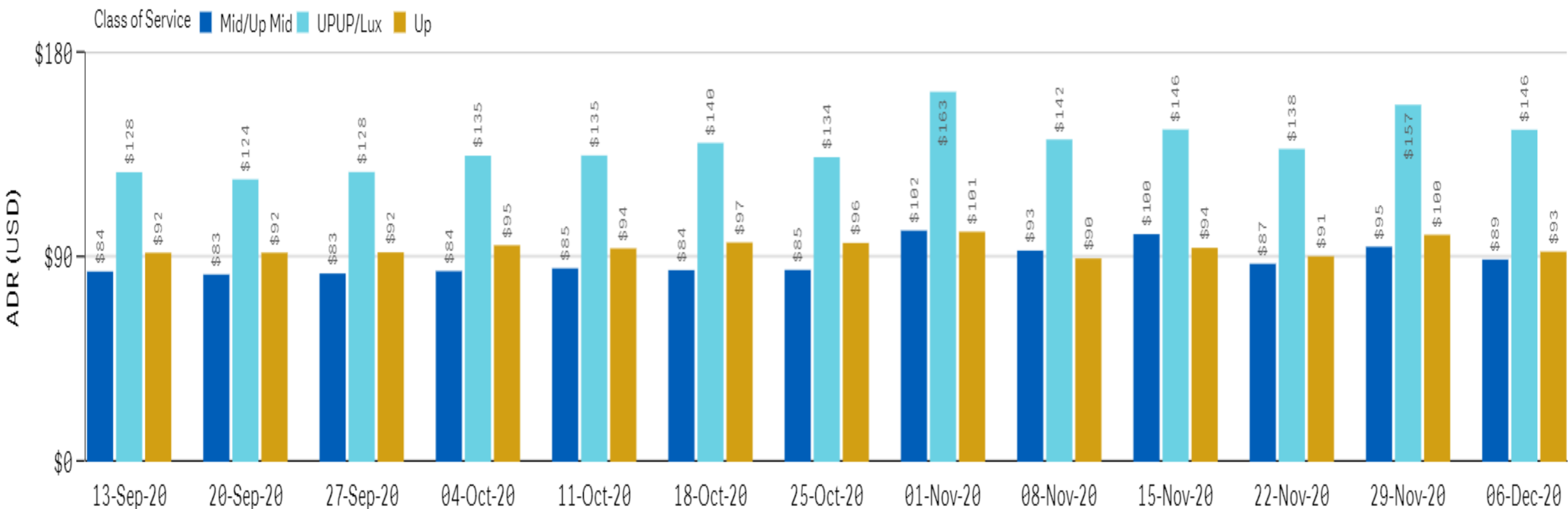


Last Year Market Segment Mix



Source: Demand360® Data as of September 27, 2020

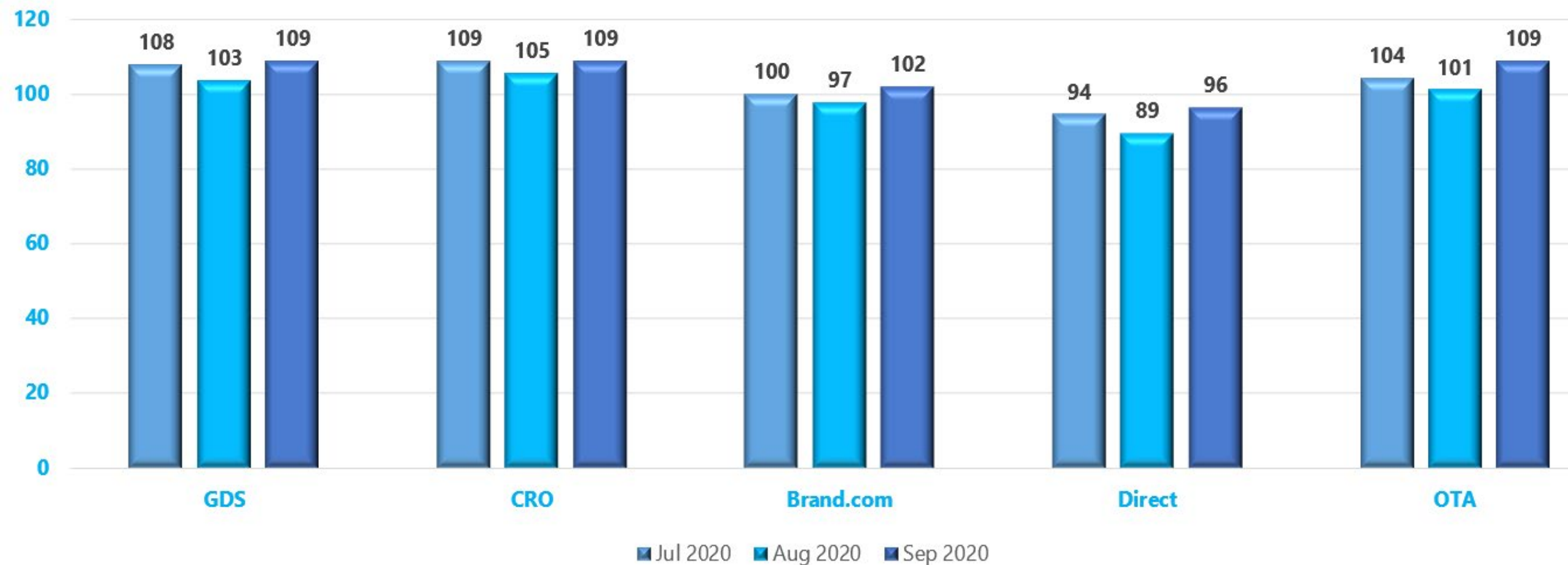
Las Vegas: ADR by Class of Service



Source: Demand360® Data as of October 4, 2020

Las Vegas: ADR by Channel

Trailing 3 Months



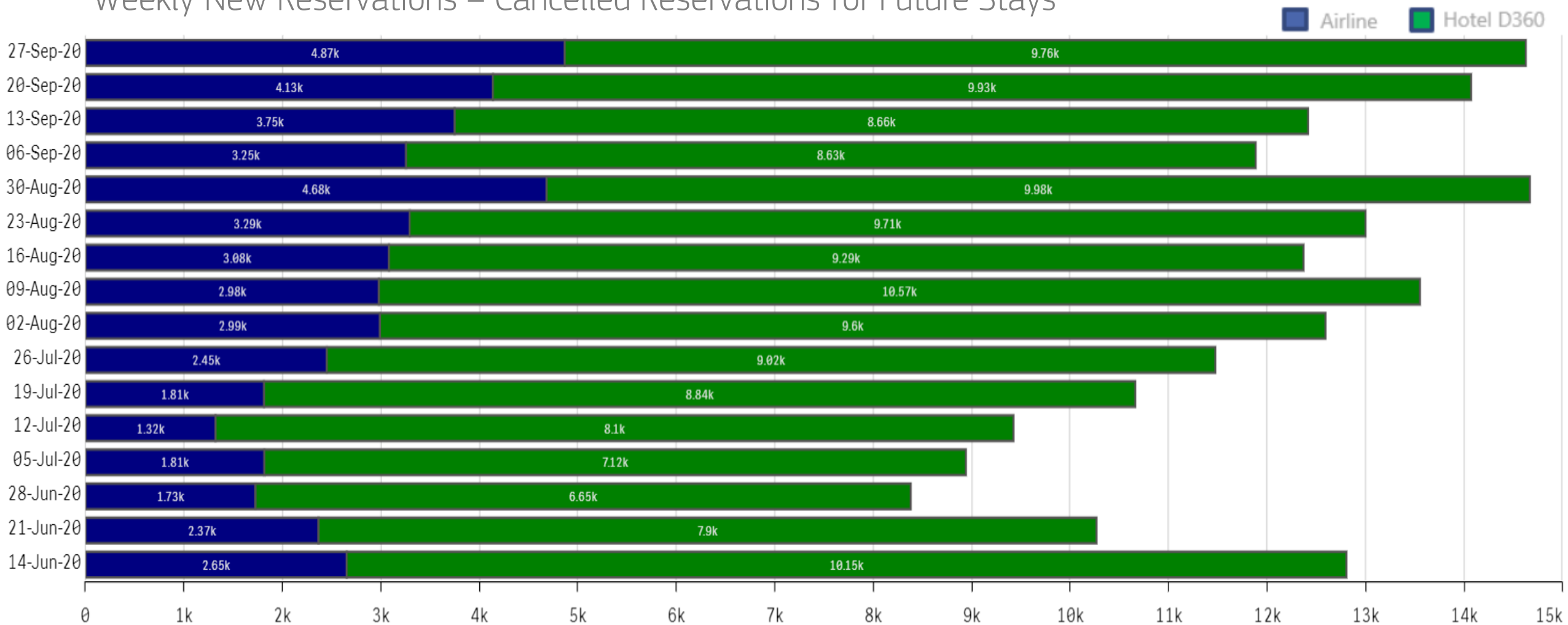
Source: Demand360® Data as of October 4, 2020

Reno 2020 Performance and Outlook



Reno: Net Booking Activity as of September 27th, 2020

Weekly New Reservations – Cancelled Reservations for Future Stays

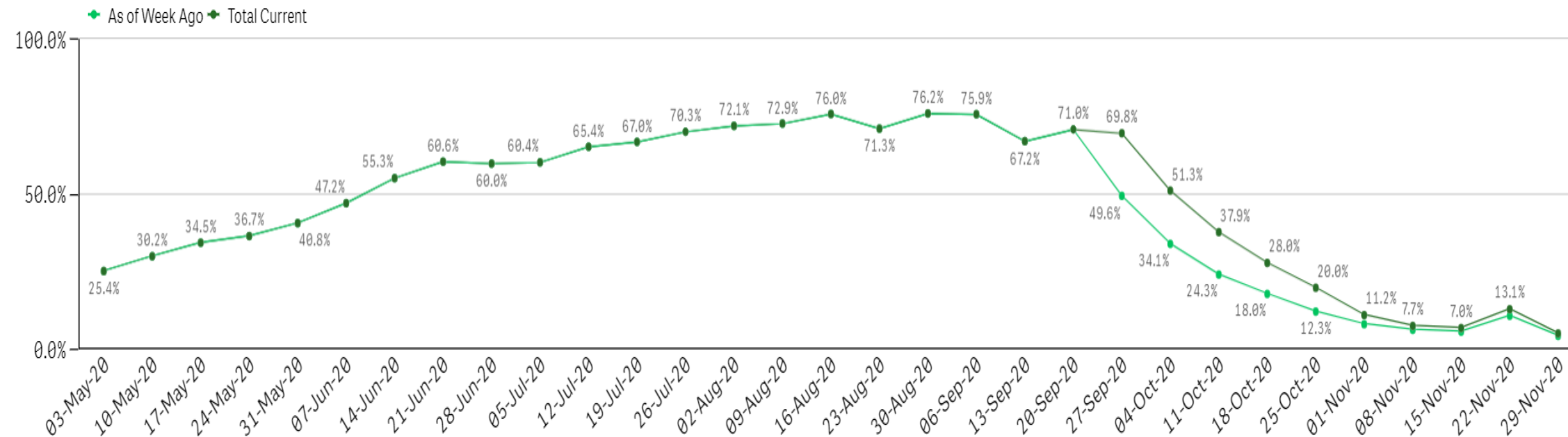


Source: Demand360® Data and GDS Airline Booking Data (MIDT)

Reno: Occupancy Outlook & Week-Over-Week Change

Occupancy - As of a Week Ago vs Current

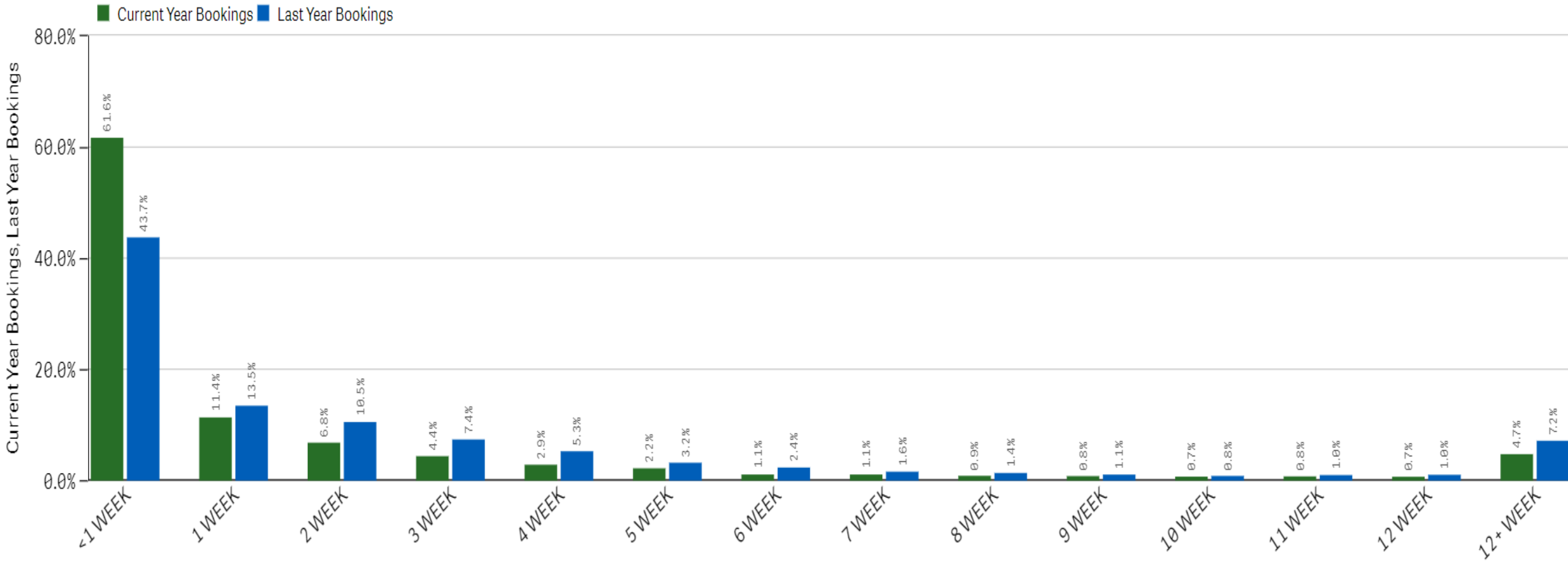
Market: Reno



Source: Demand360® Data as of October 4, 2020

Reno: Transient Booking Lead Time & YOY Comparison

Weeks of August 30th – September 27th



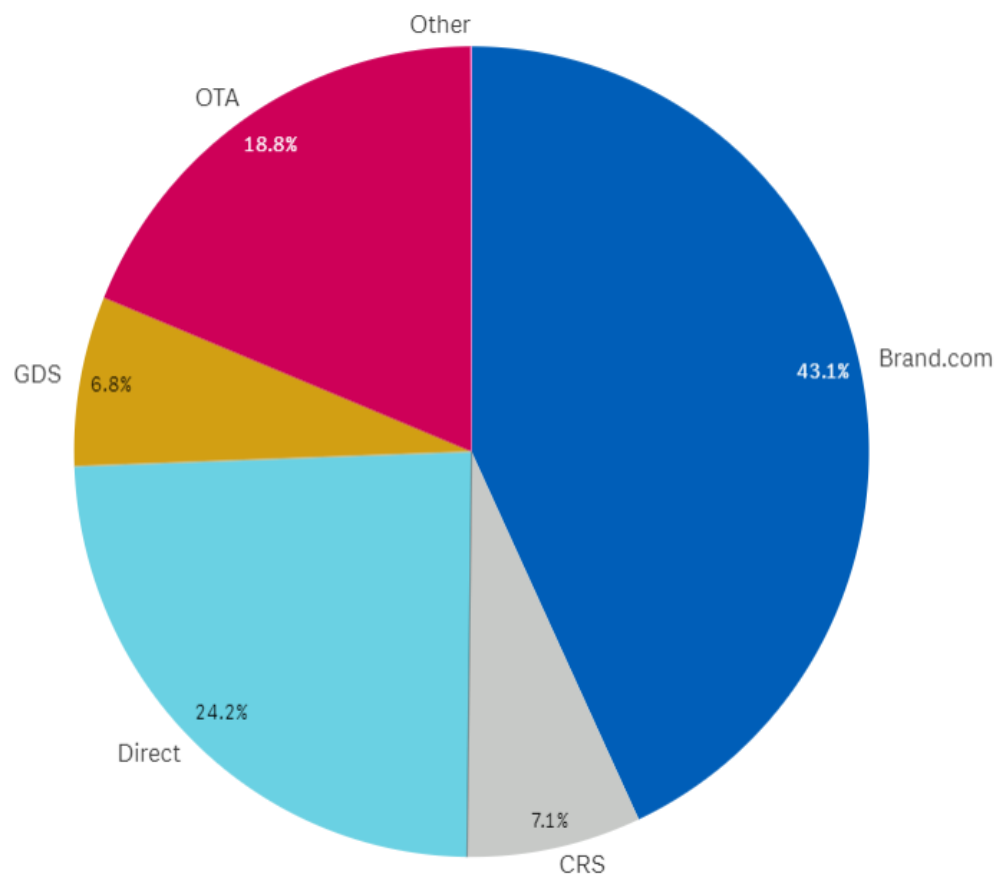
Source: Demand360® Data as of September 27, 2020

Reno: Channel Mix & YOY Comparison

Weeks of August 30th – September 27th

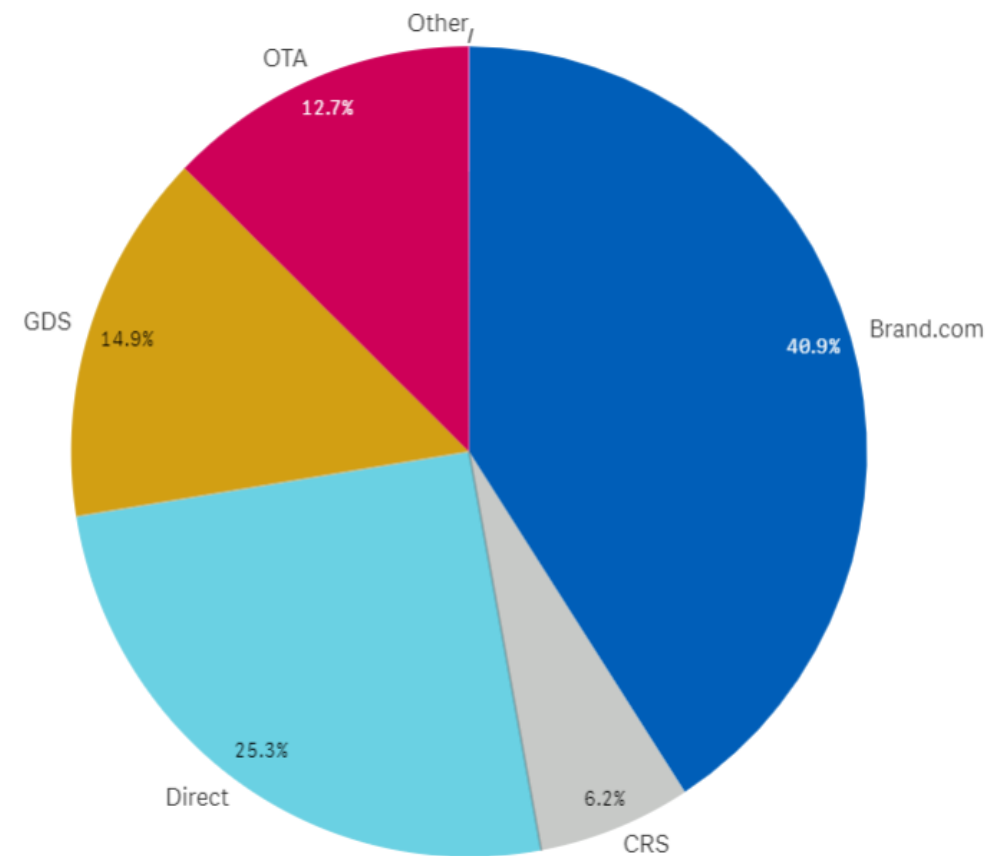
Current Year Booking Channel Mix

Brand.com CRS Direct GDS OTA Other



Last Year Booking Channel Mix

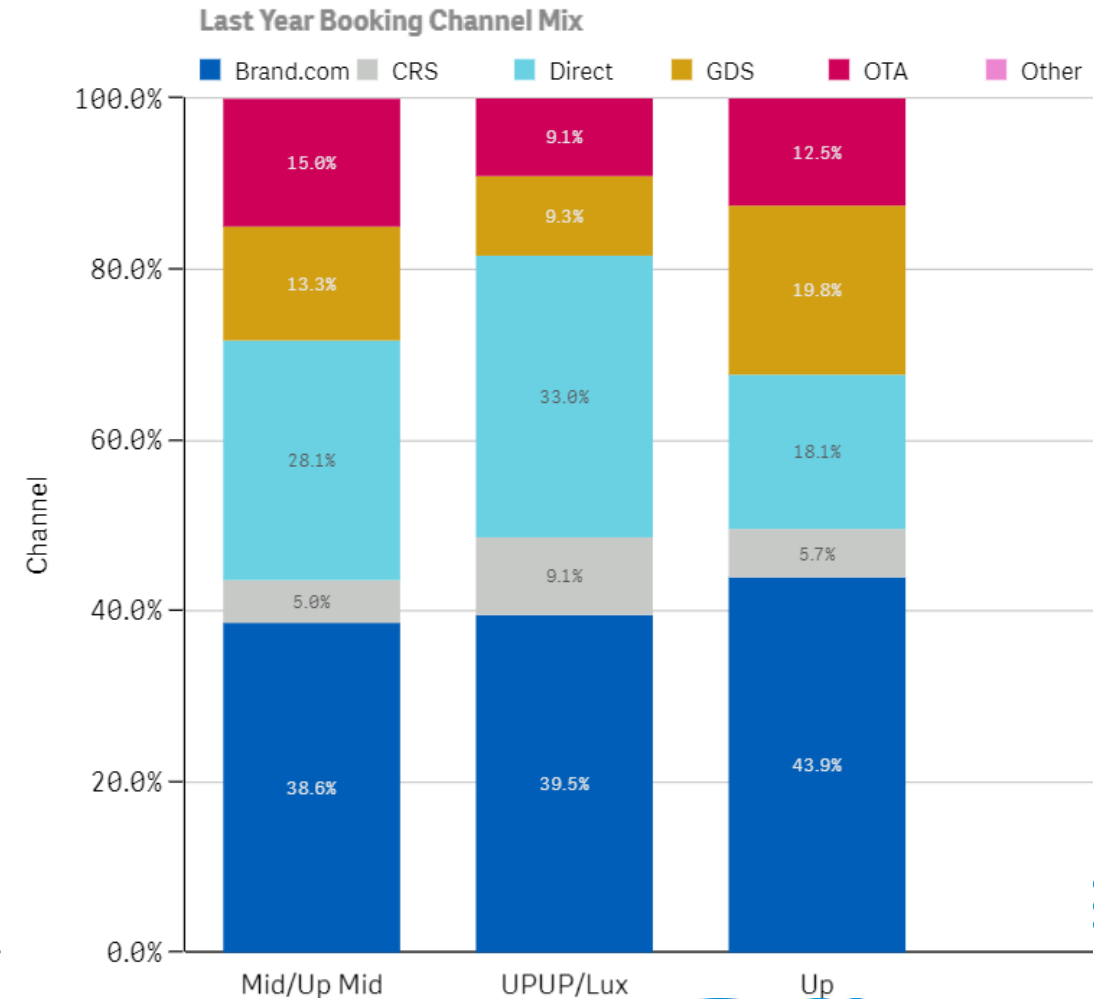
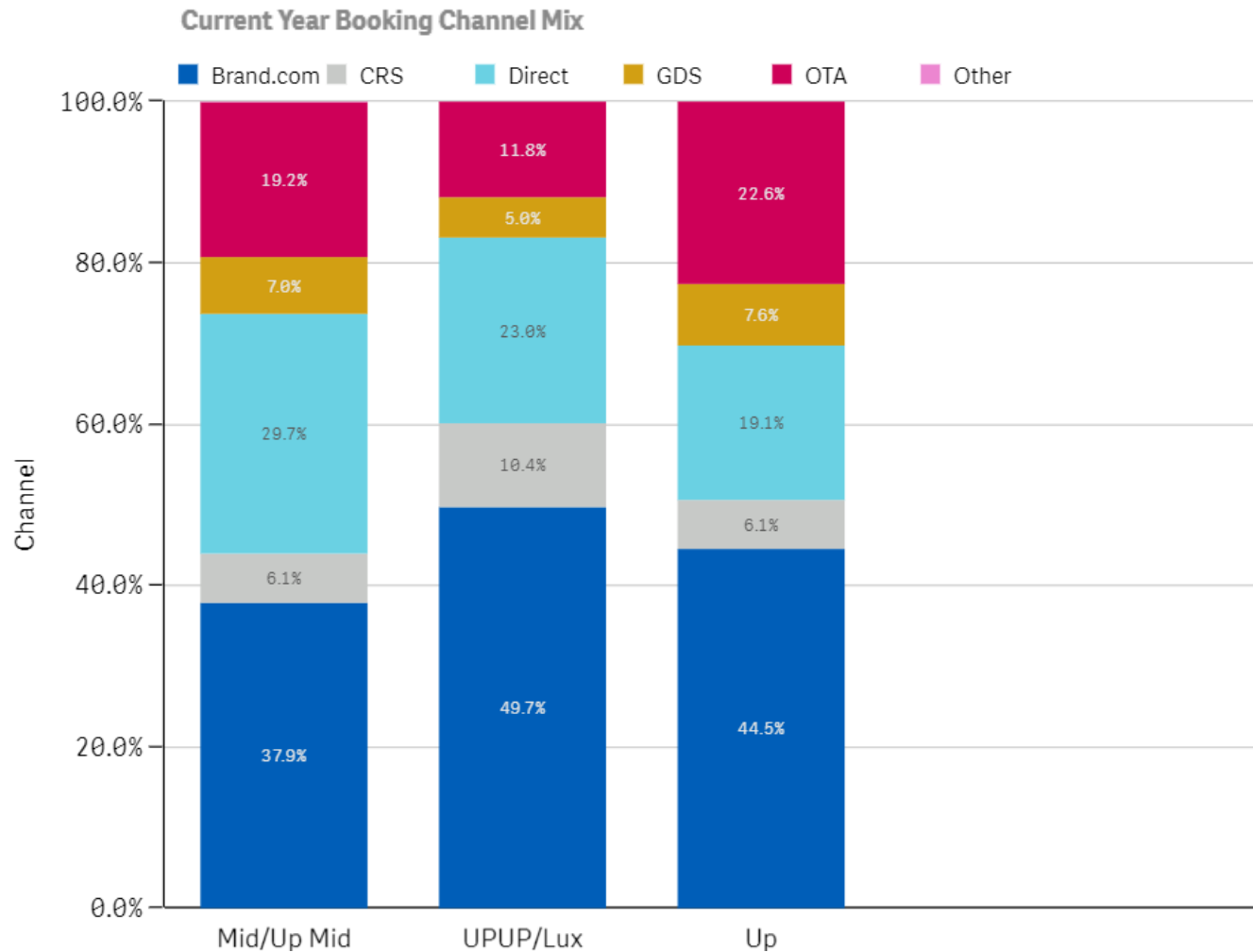
Brand.com CRS Direct GDS OTA Other



Source: Demand360® Data as of September 27, 2020

Reno: Channel Mix & YOY Comparison by Class of Service

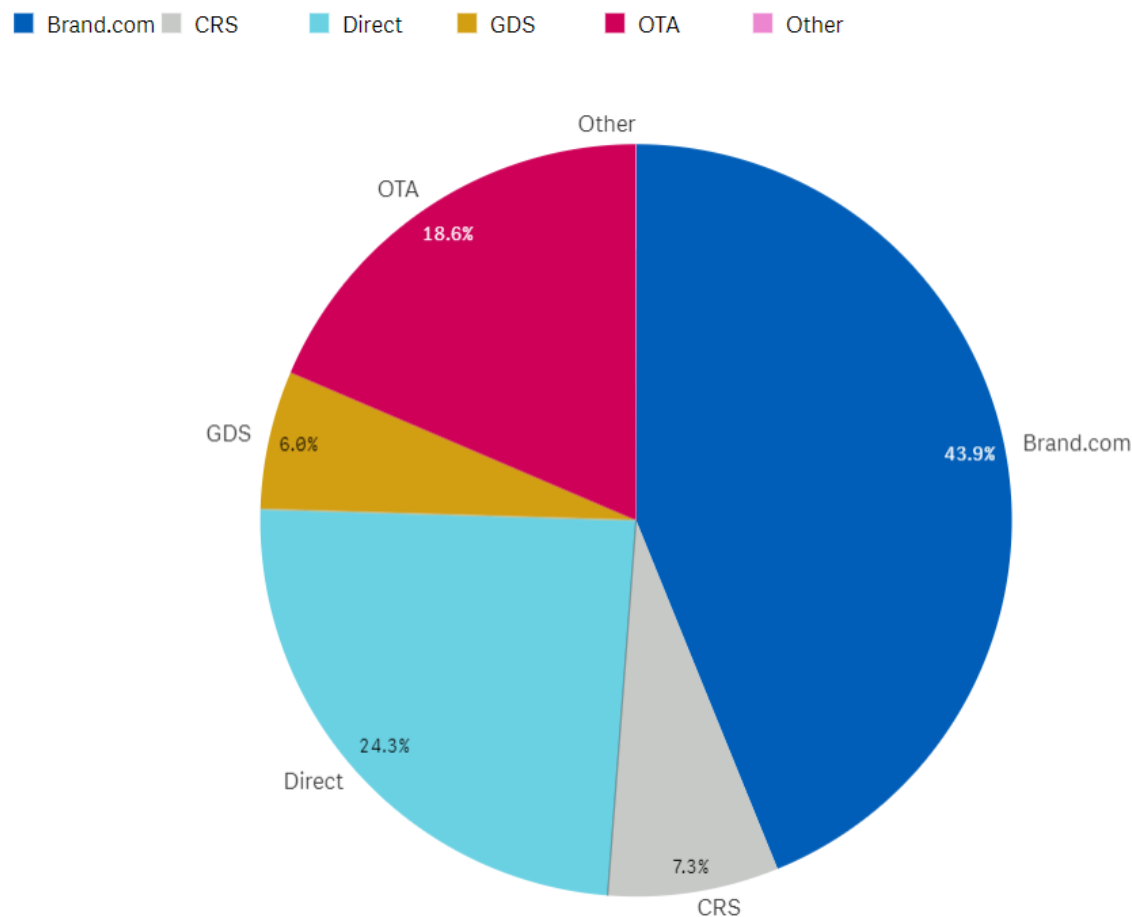
Weeks of August 30th – September 27th



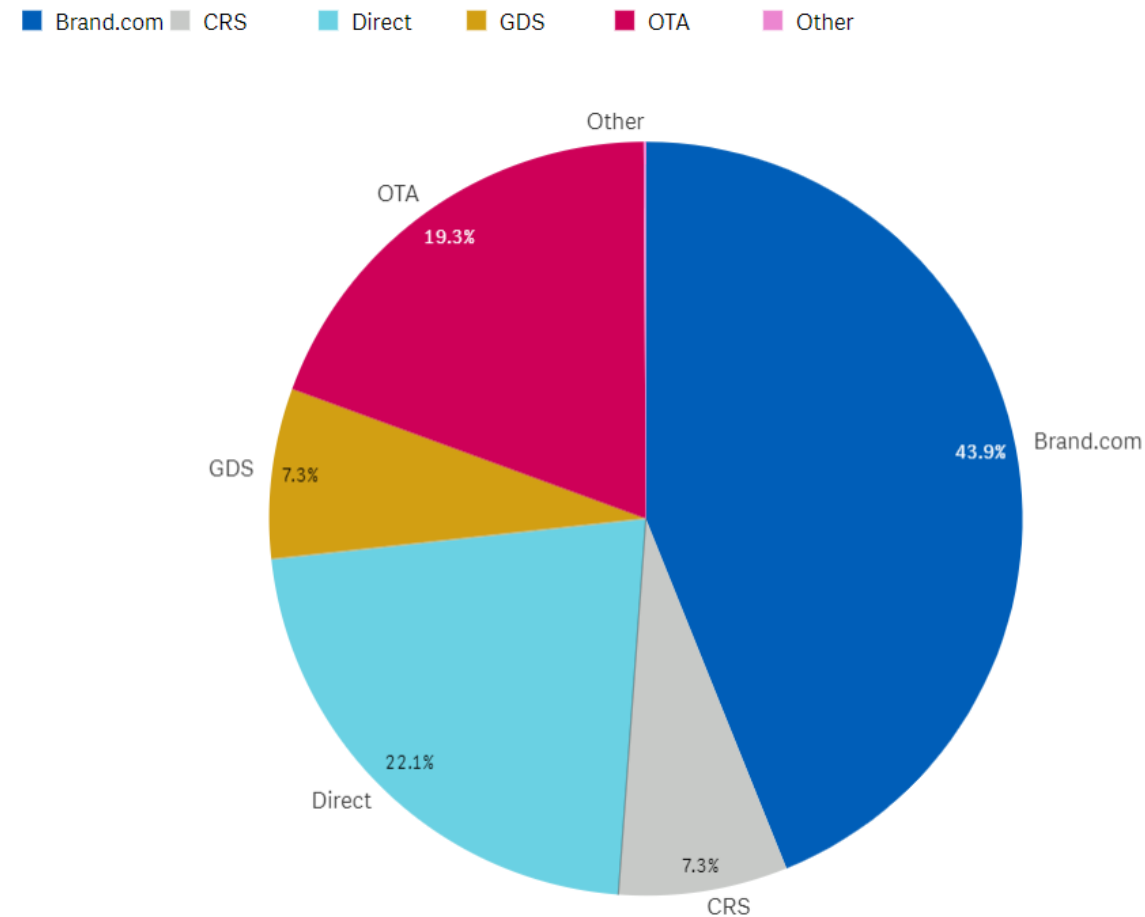
Source: Demand360® Data as of September 27, 2020

Reno: Channel Mix & Month Over Month Comparison

Channel Mix: Stay Week of 8/30/20



Channel Mix: Stay Week of 9/27/20

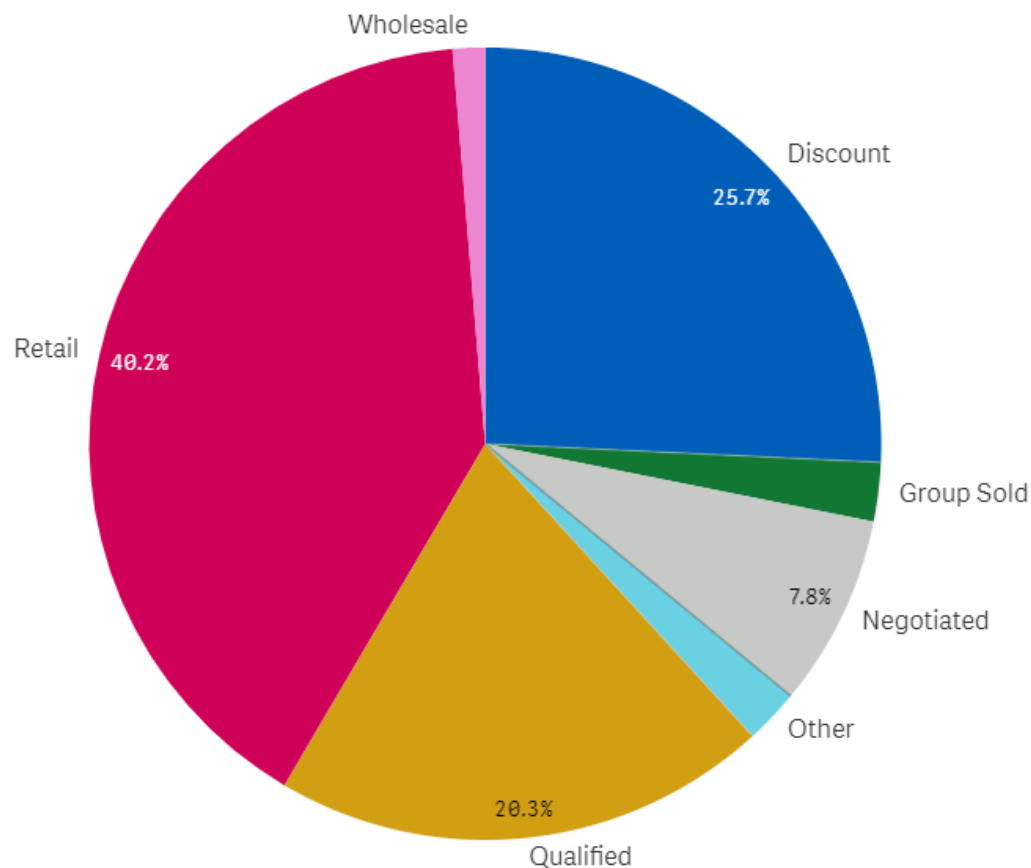


Source: Demand360® Data as of September 27, 2020

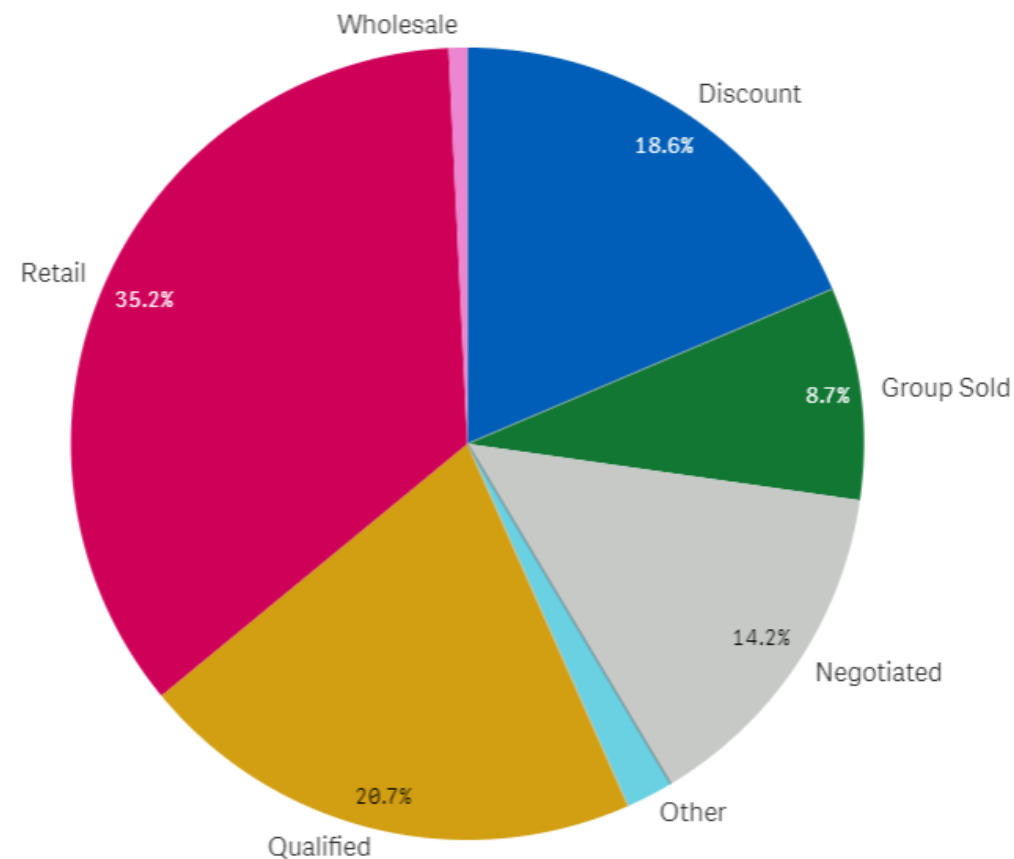
Reno: Segment Mix & YOY Comparison

Weeks of August 30th – September 27th

Current Year Market Segment Mix

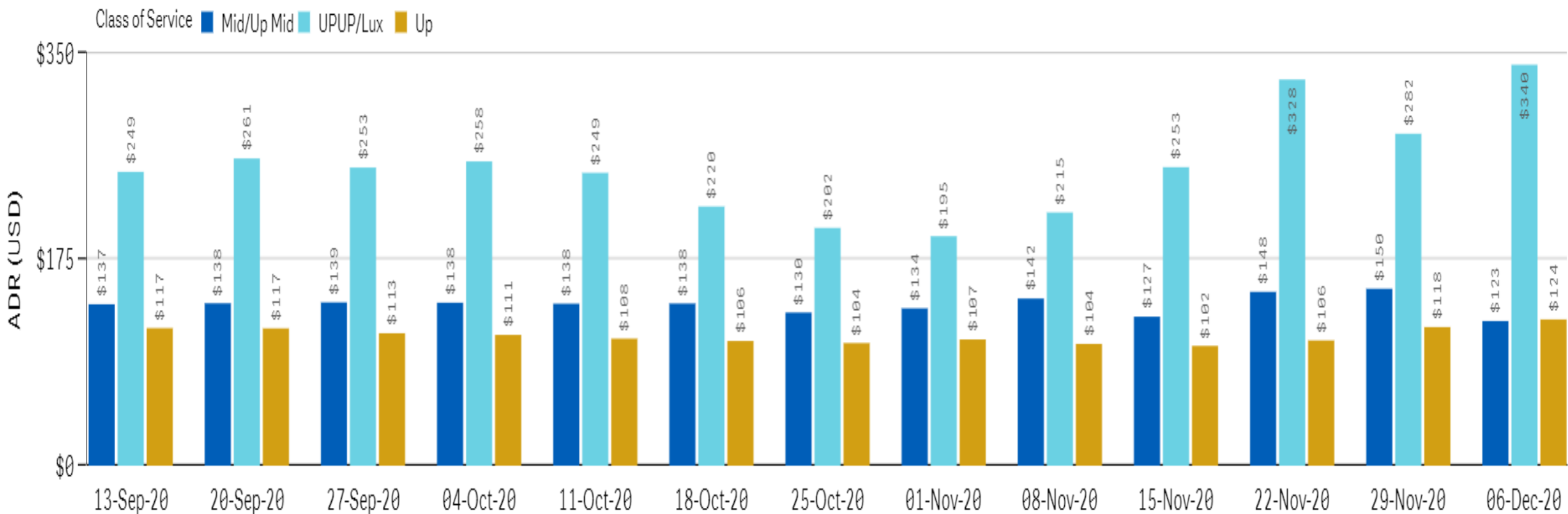


Last Year Market Segment Mix



Source: Demand360® Data as of September 27, 2020

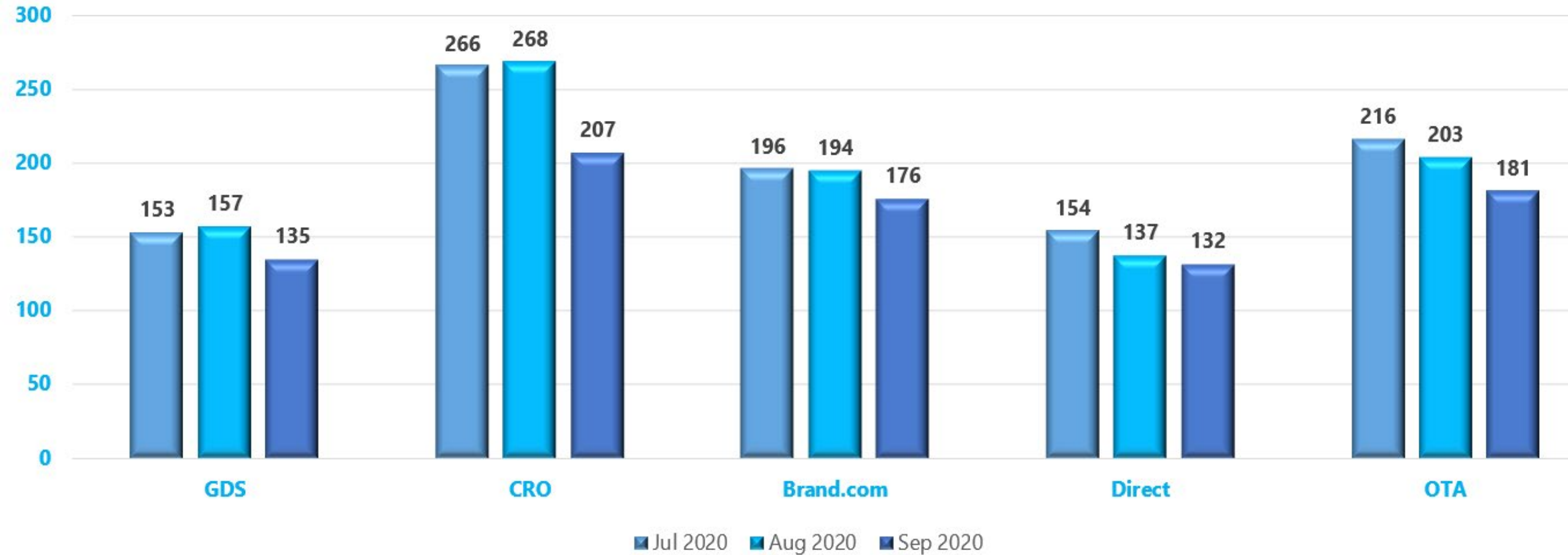
Reno: ADR by Class of Service



Source: Demand360® Data as of October 4, 2020

Reno: ADR by Channel

Trailing 3 Months



Source: Demand360® Data as of October 4, 2020

Additional Resources





Our eBook series contains actionable steps to build your hotel's crisis recovery plan for sales, marketing, operations, and revenue management

<https://www.amadeus-hospitality.com/planning-for-hospitality-recovery>

Your Recovery Plan

Visit our online resource center for additional best practices guides and helpful insights, or speak with your local Director of Sales.



amadeus

Rethink Travel With Us



LEARN MORE

<https://www.amadeus-hospitality.com/crisis-management-resources/>

Questions and Answers



amadeus