

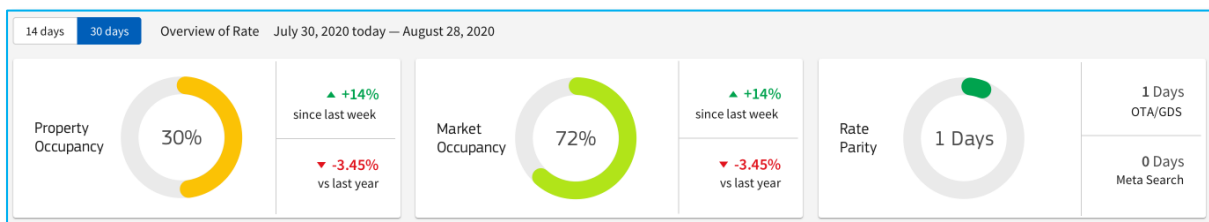


RevenueStrategy360™

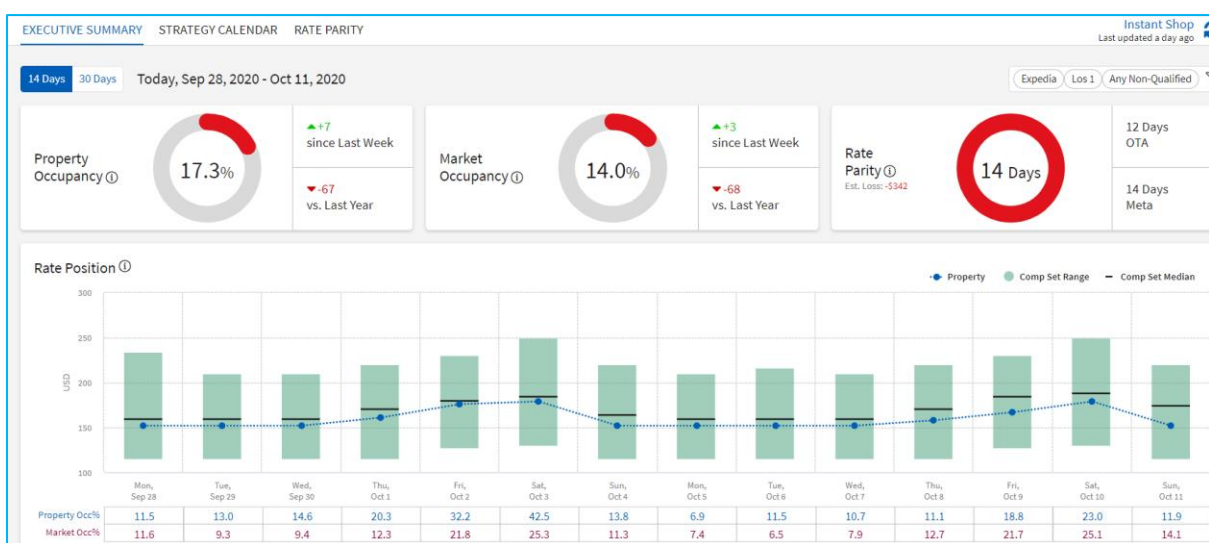
Basic User Guide



## Executive Summary Tab



RevenueStrategy360 is an advanced rate shopping tool that enables the user to view competitive rates alongside forward-looking, on-the-books market occupancy data. All this data sourced directly from each hotel's property management system and centrally located data warehouses.



This dashboard consists of different visualizations to provide you with a quick view into

- your current occupancy compared to the local market
- your competitive rate position
- and any instances where your rates are out of parity.

Analyze this data through either a 14-day or 30-day booking window. By doing this you have just enough information to let you move on with your day, or let you know if additional research is needed.

## What is Rate Position?

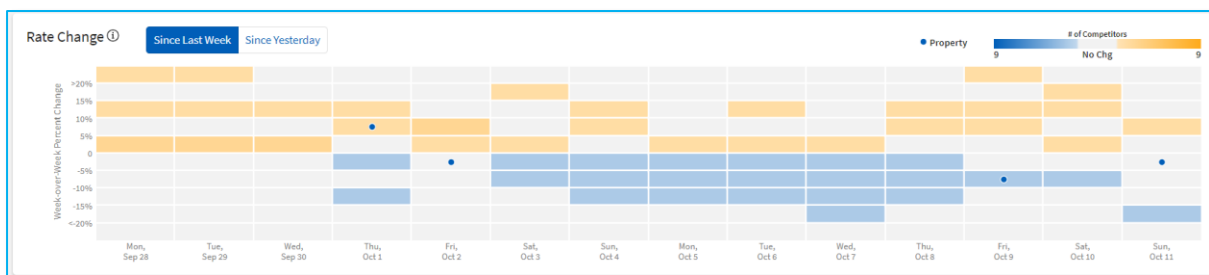
Drill down into a range of dates to understand how your rate pricing strategy compares to your competition. Identify your current:

- Rate position versus your competitive set's range of rates
- Rate position versus your competitive set's median rate
- Property occupancy versus the market occupancy

*Best questions to ask yourself:*

- *Are prices aligned with your strategy? Is there any noticeable deviation in your property's rate vs your competition's rates?*
- *Is your price strategy resulting in the desired occupancy?*
- *Is your price position aligned with your occupancy position?*

## Rate Change Heat Map

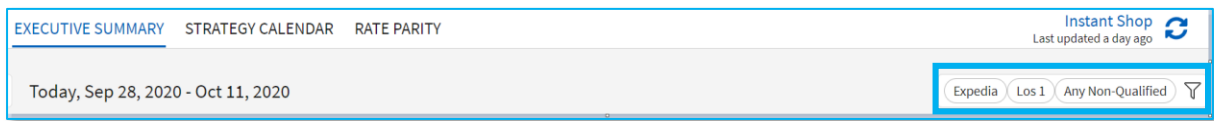


Quickly visualize and compare rate changes against competition.

*Ask yourself:*

- *Are there price changes in your own property/competition that you have not noticed?*
- *Is your pricing leading or following competition?*
- *Are your pricing decisions affecting your occupancy levels?*

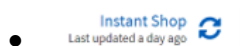
## Filtering and ease of use



**Filter** – select the funnel  icon on the right side of the screen to change the data viewed:

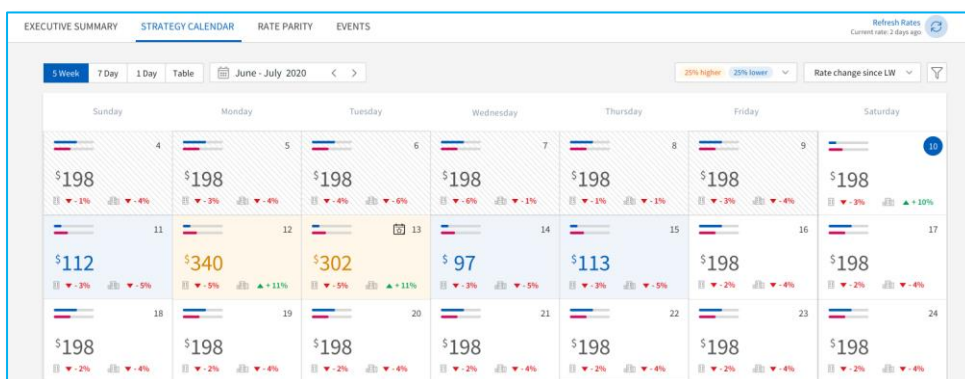
- Some of the filters you can use:
  - LOS (length-of-stay) Range
  - Rate Types
  - Room Categories

The **Instant Shop** button in the top right of your application window instantly shop all dates in the calendar view

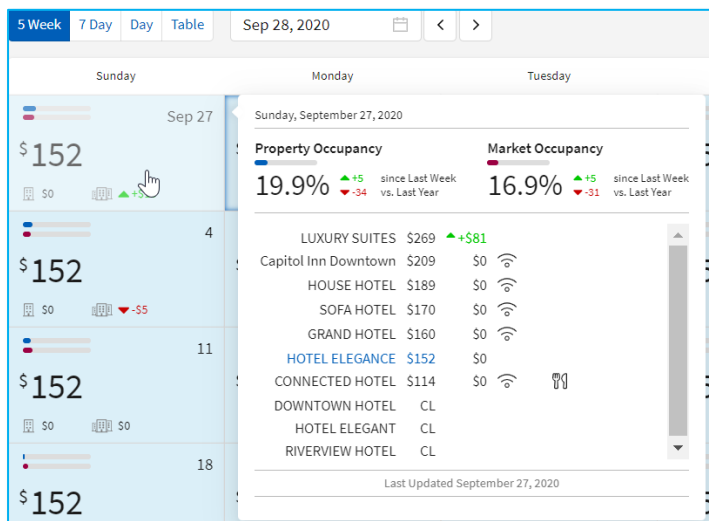


## Strategy Calendar Tab

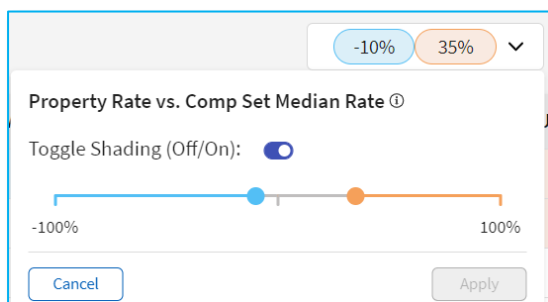
The Strategy Calendar provides you with valuable insights into specific dates through visual indicators and hover-over functionality. Identify future trends with forward-looking data up to 1 year.



**5-week calendar view** – A traditional calendar view. Hover over any date to view details of the rate and occupancy.



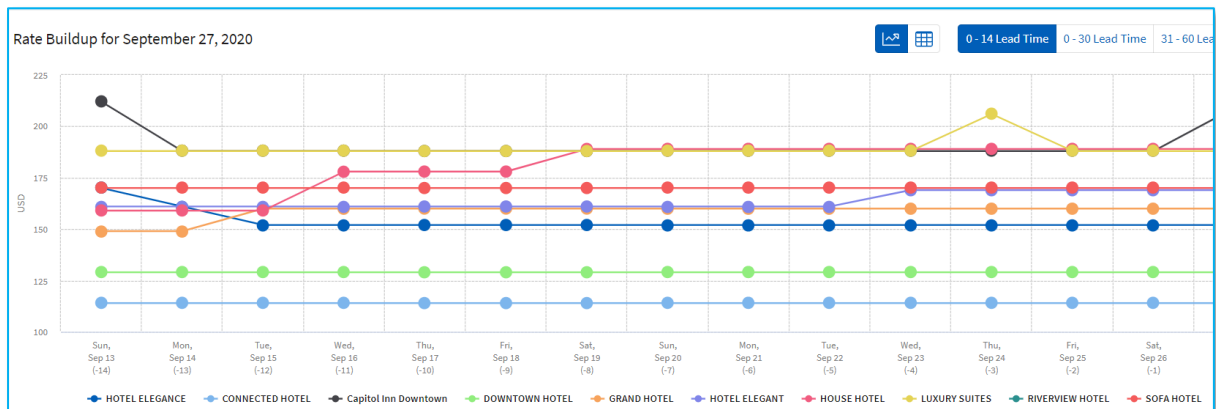
**Conditional formatting** – the blue/yellow shading – enables you to quickly identify DOW (day-of-week) patterns and key weeks where your room rates may consistently be mispriced versus the competitive set median. Adjust the % thresholds to better align with your business needs.



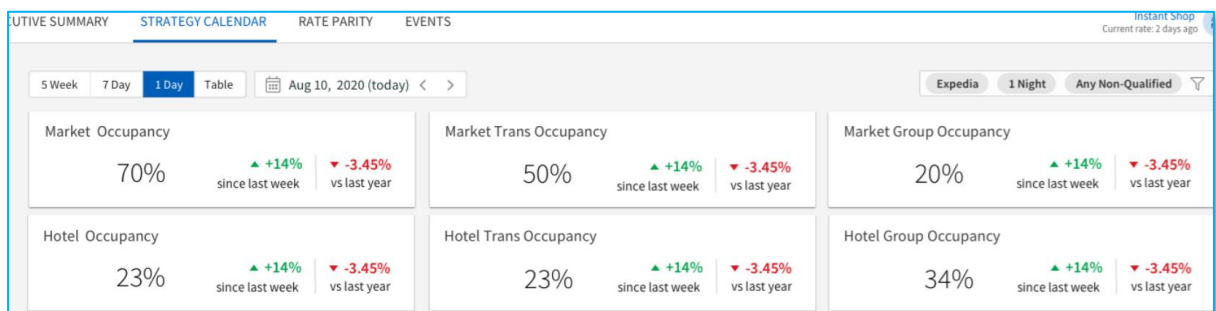
Toggle on/off to use or deactivate the conditional formatting functionality.

**Day view:** Click on one specific day in the calendar for deeper daily detail.

**Lead time view:** View the rate build-up for your property and the competitors. Click on the competitors names to expose or hide them.



**Market Segmentation:** Understand occupancy contribution from Transient vs. Group



**7-day calendar view** – A tactical pricing view. Quickly identify your pricing position to understand if changes need to occur.

**Table view** – Four different sub-views that allow you to view your demand and rate in your preferred format

DATE	HOTEL ELEGANCE	CONNECTED HOTEL	GRAND HOTEL	HOUSE HOTEL	DOWNTOWN
Sun 09/27	\$152	\$114	\$160	\$189	Closed
Mon 09/28	\$152	\$114	\$149	\$159	\$159
Tue 09/29	\$152	\$114	\$149	\$159	\$159
Wed 09/30	\$152	\$114	\$149	\$159	\$159

## Rate Parity Tab

Aug - Sep 2020

Only view days out of parity

All15Days out of parity\$376Est. loss

OTA/GDS6Days out of parity\$198Est. loss

Meta Search9Days out of parity\$198Est. loss

Date	Your hotel	Expedia.com	Booking.com	GDS	Meta search					
Sun 08/01	\$198	\$198	\$195	\$198	\$198					
Mon 08/02	\$198	\$198	\$195	\$198	\$198					
Tue 08/03	\$198	\$198	\$198	\$198	\$198					
Wed 08/04	\$198	\$198	\$198	\$198	\$198					
Thu 08/05	\$199	\$200	\$198	\$198	\$198 CheapTickets	\$198 Trip.com	\$200 Skylark.com	\$198 Other.com	\$198 Other.com	\$200 Other.com
Fri 08/06	\$198	\$198	\$198	\$198	\$198					
Sat 08/07	\$199	\$200	\$198	\$200	\$198 CheapTickets	\$198 Trip.com	\$198 Skylark.com	\$200 Other.com		

The Rate Parity tab will help you to identify any rate parity issues and to act accordingly:

- Which sources are causing parity issues (OTAs, GDS, Metasearch)
- Which dates you are out of parity with estimated losses

Hover over for additional details to help troubleshoot your rate parity problems without having to check the websites yourself.

Date	Brand.com	Expedia	Meta Search									
Sun 11/08	\$480	\$480	\$480 Agoda.com	\$480 Booking.com	\$480 CheapTickets	\$480 Expedia.com	\$480 FindHotel	\$480 FourSeasons.com	\$480 Hotels.com	\$480 Hurb	\$480 Orbitz.com	\$458 Priceline
Mon 11/09	\$480	\$480	Rate Room Type Uncategorized	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$458
Tue 11/10	\$480	\$480	Parity Difference Rate Description	\$0	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$445
Wed 11/11	City View Room with one king bed Cancellation Policy: CANCELLATIONS MADE within 24 hours PRIOR TO ARRIVAL DATE or if you cancel your reservation before [(DATE)(TIME)] - (DATE)(TIME) will AVOID PENALTY of 100%.USD(for full LOS) - Base Rate for Full LOS [Tax Excluded]: 480.00 USD - Tax and Fees: 84.00 - Free Internet					\$480 edia.com	\$480 FourSeasons.com	\$480 Hotels.com	\$480 Hurb	\$480 Orbitz.com	\$480 Priceline	\$458
Thu 11/12						\$480 edia.com	\$480 FindHotel	\$480 FourSeasons.com	\$480 Hotels.com	\$480 Orbitz.com	\$480 Priceline	\$458

Best questions to ask yourself:

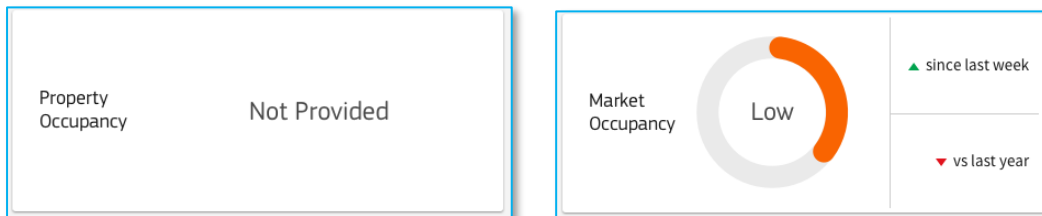
- Is there an OTA/Meta channel consistently causing parity issues?
- Are estimated losses larger than an accepted level?
- Is there any critical period affected by parity issues?

Learn more about how our solutions empower hoteliers to develop and optimize strategies for accelerated revenue and profitability.

[travelclick.com/solutions/business-intelligence/](https://travelclick.com/solutions/business-intelligence/)

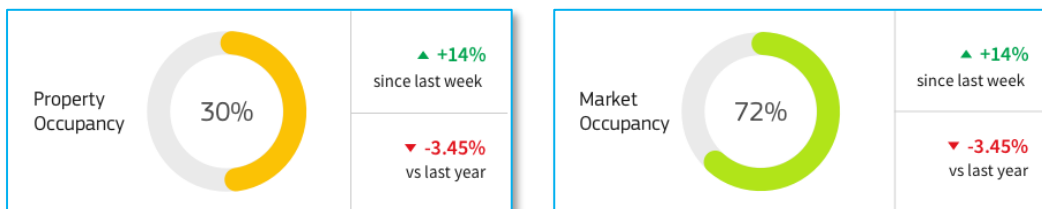
## Appendix

### Non-Data Providers



For non-data providers we will use intelligent markets developed using a propriety algorithm that provides you a market level context. Specific occupancy percentages will not be provided.

### Demand360® Data Providers



For Demand360® Providers (do not need to be a Demand360 subscriber) the data comes directly from the hotel's PMS or Data Warehouse to provide actual on-the-books data

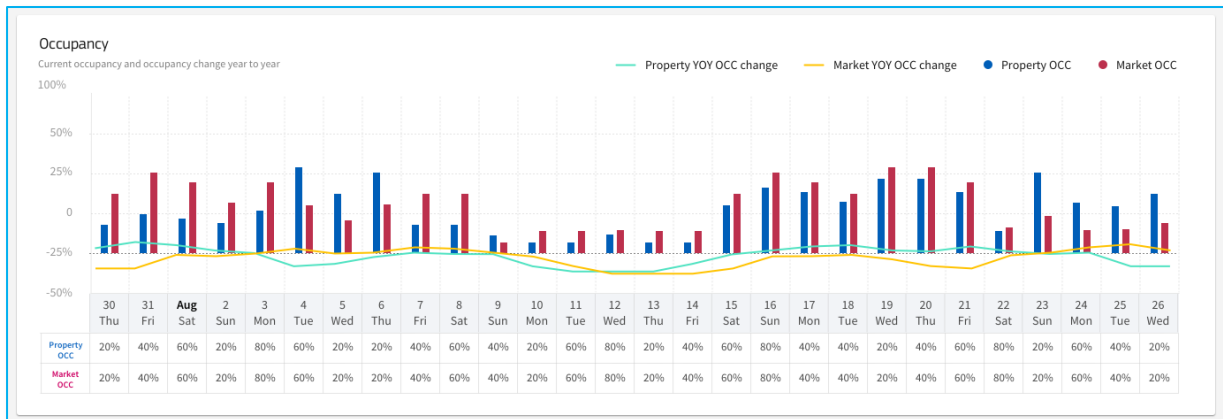
- Markets are not intended to replace competitive sets and should be viewed as a directional indicator of demand patterns. Demand360 supports detailed competitive sets. Next year Demand360 competitor sets will be incorporated for Demand360 subscribers.



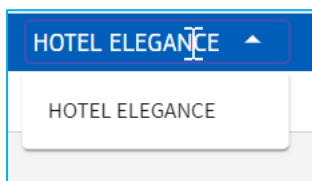
## Data Freshness

Demand (occupancy) data - Refreshed daily

Rate data - Refreshed at the cadence of your selection, typically daily



Multi property user access – easily change from property to property via the drop-down menu at the top of the screen.



*Remember:* Instant shop will provide you with the freshest rate shopping data.

Thank you!