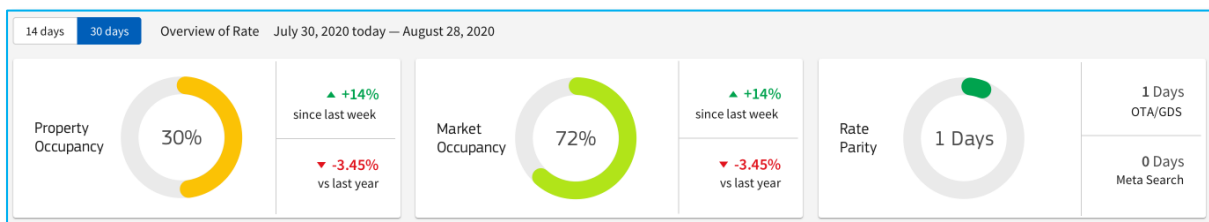# RevenueStrategy360™

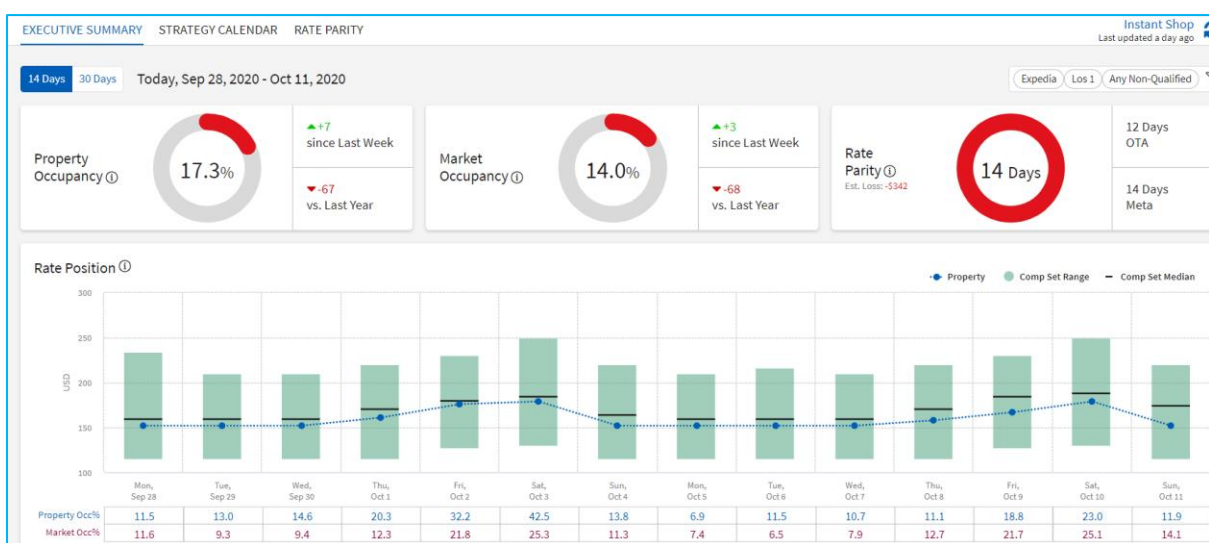## Basic User Guide

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.

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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?*
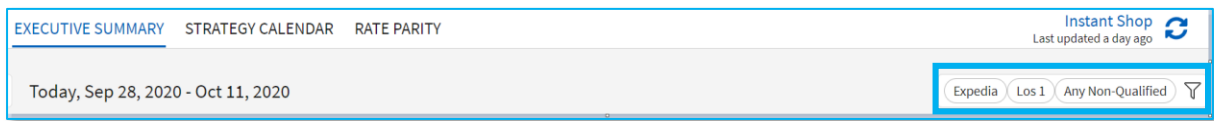
Rate Change Heat Map
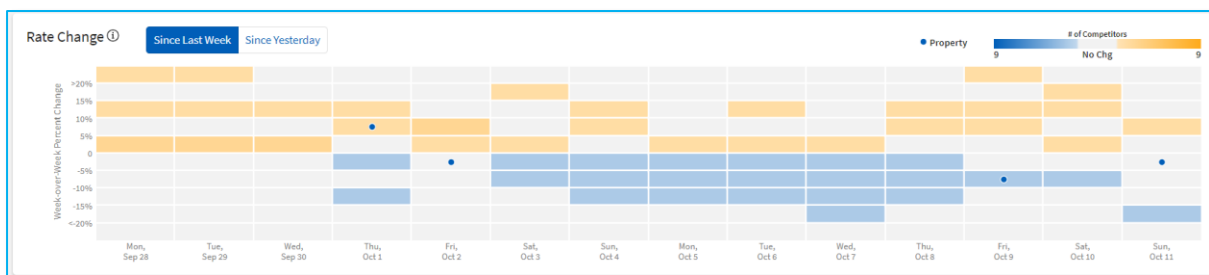
Quickly visualize and compare rate changes against competition.

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] 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

-
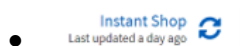
Strategy Calendar Tab

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.

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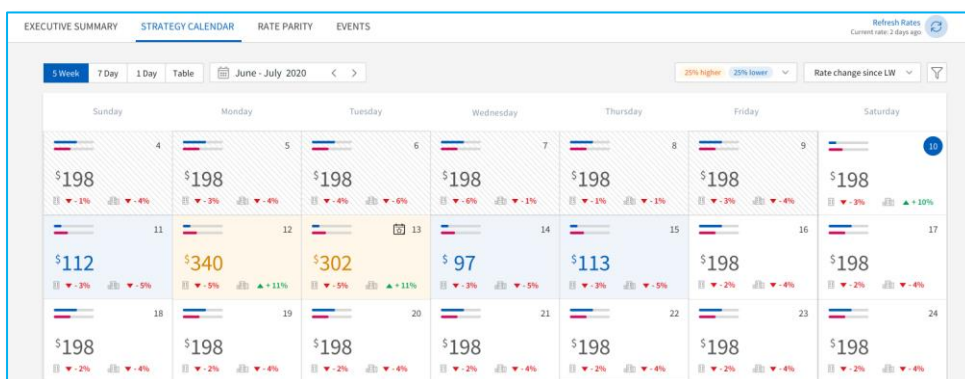
5-week calendar view – A traditional calendar view. Hover over any date to view details of the rate and occupancy.
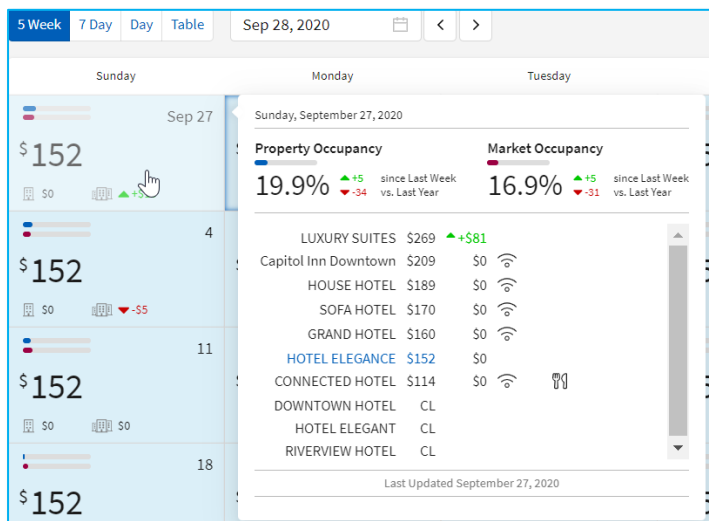
Conditional formatting – the blue/yellow shading – enables you to quickly identify DOW (day-of-week) patterns and key weeks where your room rates may consistently be mispriced versus the competitive set median. Adjust the % thresholds to better align with your business needs.
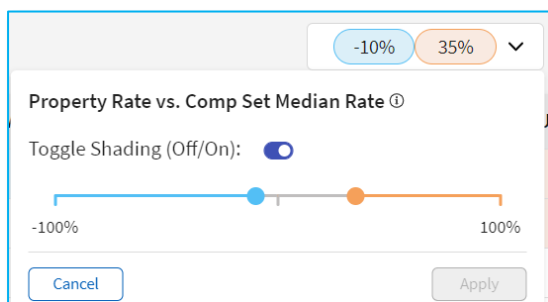

Toggle on/off to use or deactivate the conditional formatting functionality.

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.
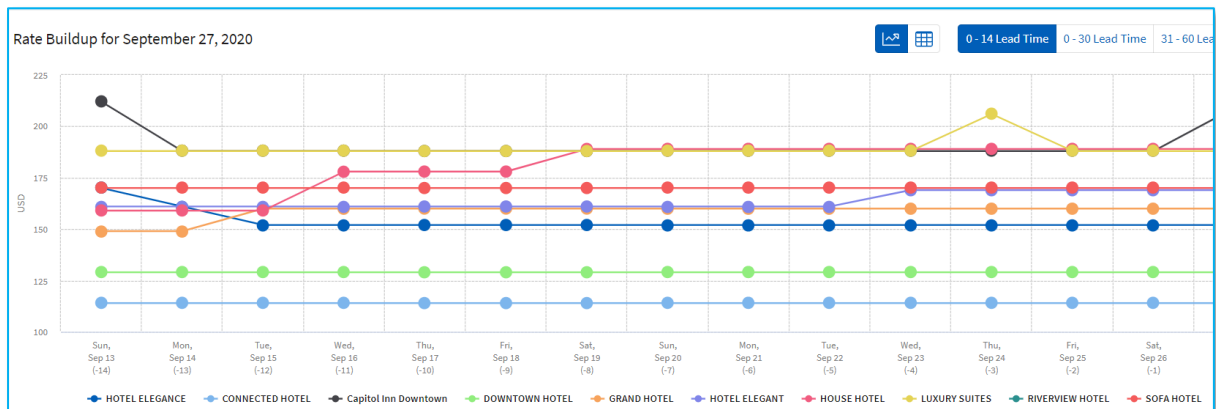
Market Segmentation: Understand occupancy contribution from Transient vs. Group
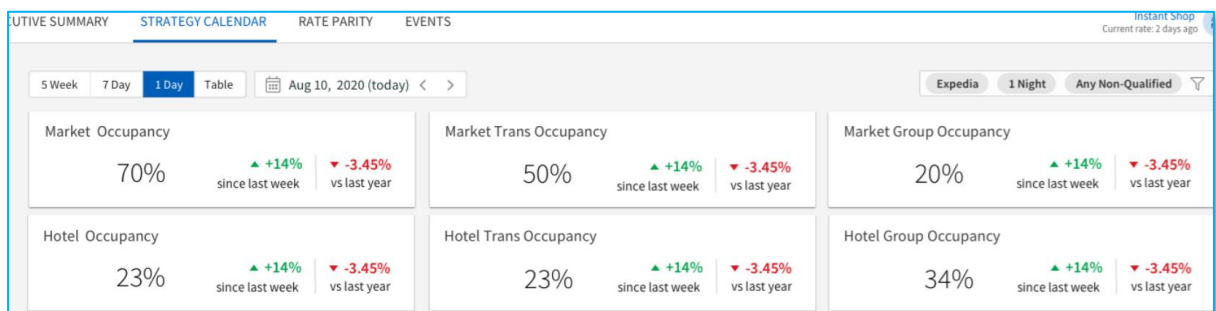
7-day calendar view – A tactical pricing view. Quickly identify your pricing position to understand if changes need to occur.

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

Rate Parity Tab

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.

*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/
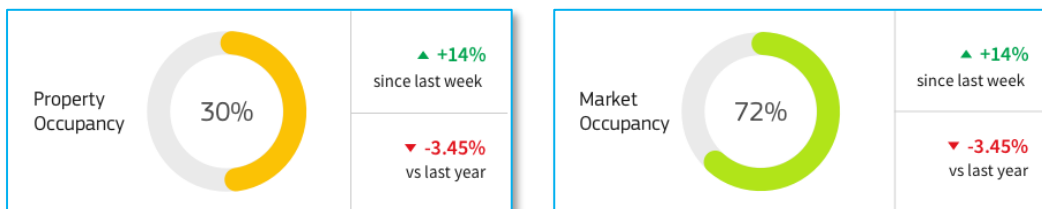
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Appendix

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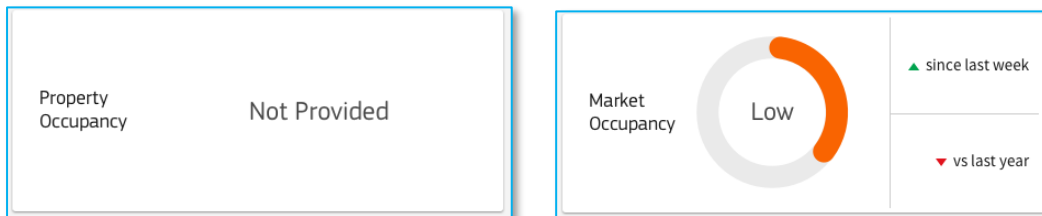
For non-data providers we will use intelligent markets developed using a propriety algorithm that provides you a market level context. Specific occupancy percentages will not be provided.

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.
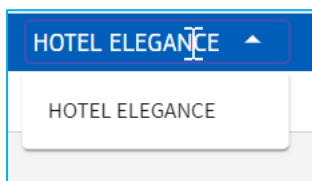
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Data Freshness

Demand (occupancy) data - Refreshed daily

Rate data - Refreshed at the cadence of your selection, typically daily
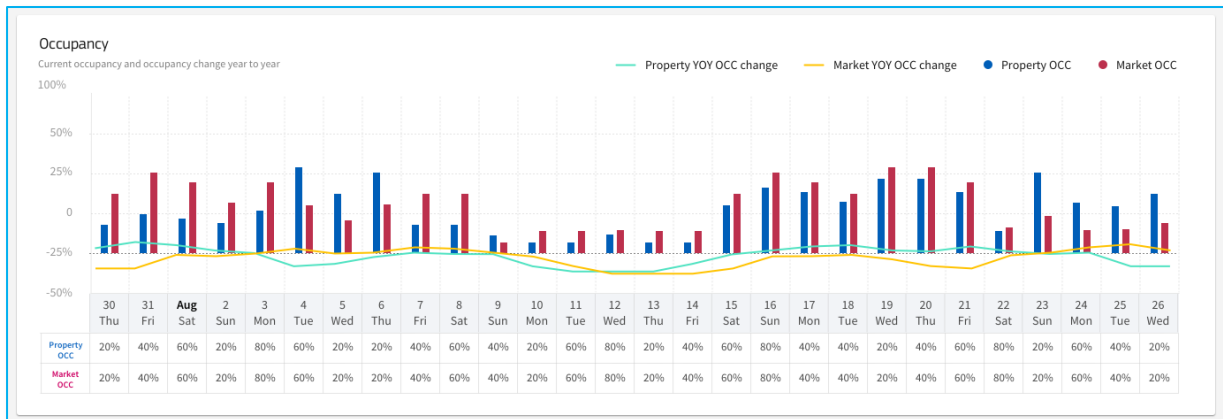
Multi property user access – easily change from property to property via the drop-down menu at the top of the screen.

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

Thank you!