

DEFINITION OF TERMS – Travel Seller Media Reporting Platform

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Ad (in the GDS) = Text or graphical display showcasing advertiser's content to travel agents.

Ad eligible revenue = a portion of the GDS total revenue that is generated by ad-enabled travel agencies.

Ad-enabled agent = travel agents that are exposed to GDS Media campaigns. These agents are able to view advertisements integrated into the GDS booking platform.

ADR (Average daily rate) = the average revenue earned by the Advertiser for an occupied room per day during the campaign period or selected dates. It may or may not be inclusive of taxes/VAT.

Calculated as Media Revenue/Room nights

Ad Spend = Amount spent by the advertiser on impressions delivered during the campaign period or selected dates, exclusive of service/creative fees.

Agency ID = GDS code used to identify the location of a travel agency. It is a unique, short alphanumeric code (typically 3-5 characters long) that serves as an identifier for travel agencies. This code indicates the location of the office (city) and distinguishes it from other agencies. Previously known as PCC IDs.

For example, an Agency ID for Amadeus might look like "STOSG38AA":

- **Office Location:** The first 3 characters represent the office location or city code. For example, "STO" represents Stockholm.
- **Company name/department:** The next 2 characters indicate the company the agency belongs to. In the example, "SG" would indicate this.
- **Unique Identifier:** The remaining characters usually serve as a unique identifier for the office.

Agency ID Count = Count of unique Agency IDs (previously known as PCC IDs) which made attributed bookings during the campaign period or selected dates.

Agency Source Markets = it refers to the physical location of the travel seller's Agency ID and is not necessarily indicative of the origin of the traveler. It is where the booking has been made and it is similar to Point of Sale (POS).

ALOS (Average length of stay) = the average amount of days guests stay at the hotel in a given reporting period.

Calculated as Room nights/Bookings

Bookings = one or more attributed hotel room reservation made for one or more days by travel agents during the campaign period or selected dates. It does not include GDS bookings that were cancelled, or any activity outside the GDS such as early/late check-out, no-shows, etc.

CPM (Cost per thousand impressions) = the amount an advertiser pays per one thousand ad impressions.

Calculated as Ad Spend/(Impressions/1000)

GDS (Global Distribution System): A comprehensive platform used by travel agents to book air, hotel, car, tours, and cruise travel. It connects them with thousands of travel service providers and offers access to special fares.

Impressions = number of times an ad was displayed.

KPI (Key performance indicator) = A quantifiable metric used to evaluate performance over a specific period of time for a particular objective.

LOS (Length of Stay) = the number of nights a guest stays at a property.

Calculated as Departure date – Arrival date

Non-ad-enabled agent: travel agents that are not exposed to GDS Media (cannot see ads).

Point of Sale (PoS) = refers to the office or location where a booking is made.

Rate Type Filter = Rate types define the various room rates offered at the hotel. Available categories for filtering include consortia, corporate or or non-negotiated/other categories.

Revenue = Advertiser revenue generated from attributed bookings made during the campaign period or selected dates.

ROAS (Return on Ad Spend) = shows the ratio of how much revenue the campaign generates compared to the ad spend.

Calculated as Media Revenue/ Ad Spend

Room nights = the total number of room nights resulting from the attributed GDS bookings during the campaign period or selected dates.

PCC (Pseudo City Code) Targeting (Now Agency ID targeting) = Through Amadeus' proprietary targeting methodology, we can focus advertising on agency IDs that are more likely to book your property based on their booking patterns and location.

Travel agent/seller = A travel counselor who assists corporate and leisure travelers in booking some or all aspects of their trips: plane tickets, hotel rooms, travel insurance, rental cars, train tickets, or shuttle services. They can also arrange entertainment at the destination, provide currency exchange support, and other related services.