



PRO TOOLS

Business Intelligence

Revenue optimization turns your hotel from a business to a profit center. To do this, a hotelier should engage in data mining and third party tools to understand the business in fine detail. Preferred Hotels & Resorts has partnered with several companies to offer a selection of best-in-class tools for such a service:

Sabre Digital Experience — Retailing Insights and Performance Insights

Amadeus Hospitality Business Intelligence — Agency360 Competitive Agency Detail and Demand360 Historical and Future Market Demand Data

STR — Monthly and Weekly STAR Competitive Performance Reporting

The Hotels Network — Booking Engine Conversion & Personalization and BenchDirect Conversion Reporting

HOW IT WORKS

Retailing Insights is an online reporting tool created specifically for hoteliers to monitor and measure their digital marketing and booking engine performance to accurately plan initiatives and understand conversions. It effectively monitors all aspects of digital marketing to determine an actual return on investment and conversion ratio for every online marketing action, so the hotelier can make calculated and strategic decisions on how to spend future marketing dollars.

SynXis Performance Insights (PI) is a web-based analytical tool that enables hoteliers, especially Revenue Managers, to quickly analyze their past and future hotel reservations. With intuitive reporting and visualizations, SynXis PI powers reservation analysis across date ranges, 10+ dimensions, and a variety of metrics. This helps hotel Executives and Business Managers to understand the “hits” and the “duds” of their revenue management strategy and adapt quickly.

Agency360, the only comprehensive, database of agency bookings on the market, has the data you need to increase bookings, shift share, and improve performance. With past and future bookings for your hotel and competitive set tracked over time, hoteliers can craft powerful travel agent strategies with data filtered by agency, consortia, and competitive set receiving easily actionable performance summaries.

Demand360 is the most comprehensive, forward-looking product in the hospitality space. See the complete picture of all booking channels, from Global Distribution Systems (GDSs) to Online Travel Agents (OTAs), to brand websites and hotel direct reservations. This exclusive information is used to develop strategies that maximize RevPAR, to reconsider pricing and positioning for underperforming segments, and to drive business to higher-rated segments and lower-cost channels.

Business Intelligence *(continued)*

STR (STAR Competitive Performance Reports) is the source for premium global data benchmarking, analytics, and marketplace insights. The data in the STR is confidential, reliable, accurate, and actionable by sharing the hotel's own performance in relation to its hand-picked competitive set by month/week/day for the last 18 months in all key metrics, including growth indices. Such marketplace insights are built to fuel growth and help make better business decisions.

The Hotels Network is a simple yet powerful widget that validates to visitors the rate you are offering is the best rate available compared to OTA's and other websites. You can also showcase any additional benefits of booking direct, such as a welcome drink or late check-out, and you can challenge real-time disparities by presenting users with a Price Match offer. Additional options allow hotels to attract, engage and convert visitors throughout the online booking journey by using predictive personalization to offer each guest a unique user experience. To measure performance of your direct channel, BenchDirect allows you to compare your hotel's performance across more than 30 key metrics centered around web traffic and bookings to future demand and user behavior.

BENEFITS

Competitive Pricing

- Exclusive discounts are available only for members of Preferred Hotels & Resorts

Retailing Insights

- Better understand conversion of digital marketing initiatives, trends, successes, and opportunities
- Competitive set and benchmarking capabilities to gain market insights
- Executive overview of booking engine performance to forecast across portfolio
- Complements Google Analytics by including additional metrics specific to the hospitality industry

Performance Insights

- High-Fidelity Analytics: Instantly drill down to the rate-code level or summarize at region/brand/chain level
- Instant Data Consolidation: Access up-to-date, consolidated reservations data anytime without an expensive BI investment
- Ad Hoc Reporting: Build your custom analysis and dashboards

Agency360

- View past and future bookings for your hotel and your competitive set, and track performance over time
- View comprehensive agency profiles; See travel agent names and contact information to target agencies booking your competitive set
- Access 100% of all travel agent bookings via the GDS, broken down by rate type, to compare corporate, consortia, and non-negotiated performance

Demand360

- See a 365 day forward view of how your hotel and your competitive set are pacing by segment and acquisition channel
- Identify future need periods and create a strategy to impact these periods

Business Intelligence *(continued)*

- Keen understanding of your competitive set business mix to ensure you're making the most of your hotel's pricing strategy
- Distinct ability to see future group demand in your competitive set so you can quote groups with confidence

STAR Report

- See your property's performance against the aggregated performance of your chosen set
- Ability to select up to four competitive sets
- Benchmarks available of up to 18 months of historical occupancy, ADR, and RevPAR data
- Includes year-on-year percentage change, rank, and index

The Hotels Network

- See if OTAs are undercutting your rates in real time and match the price if you desire
- Real time shopping reduces shopping abandonment by showing the OTA price directly on your booking engine
- Create personalized messages and offers to convert direct bookings
- Increase direct channel conversion

SETUP AND FEES

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| Retailing Insights (<i>up to 5 users monthly</i>) | US\$150 | €125 | £115 |
| Performance Insights (<i>per user monthly</i>) | US\$195 | €175 | £145 |
| Agency360 | Varies based on GDS transactions last 12 months; 10% PHR discount applied per annum | | |
| Demand360 | Varies; 10% PHR discount applied per annum | | |
| STAR Report | US\$650 or £650 (<i>based on geographic location</i>) | | |
| The Hotels Network | 15% PHR discount applied for the below pricing "Gateway" Basic Package at US\$175/mo. "Summer" Personalization Package at US\$400/mo. "Honeymoon" Premium Package at US\$600/mo. | | |

FOR MORE INFORMATION

Agency360 or Demand360
Visit Amadeus-hospitality.com

STAR Report
Visit str.com

The Hotels Network
Visit thehotelsnetwork.com

To sign up for Agency360, complete the form on PreferredNet.

For Demand360, please contact your Preferred Hotels & Resorts Director of Hotel Revenue Optimization.