



5 Ways to Drive  
More GDS Revenue  
with Agency360<sup>®</sup>

# Are you looking to drive more corporate and travel agency business via global distribution systems?

Travel agents booked more room nights via the GDS channel in 2017 than any previous year: Over 70 million room nights were booked at an average daily rate (ADR), second only to retail.

That number isn't an anomaly – historically, the GDS channel has grown year-over-year. Improving agency share requires a large time investment, but the best-performing hotels know it pays off quite handsomely. If you aren't getting your fair share of agency GDS bookings, you're falling behind the competition.

TravelClick's Agency360® is the only platform that provides access to 100% of 12-month historical and forward-looking bookings from all four major GDSs for both your hotel and competitive set.

With the five powerful tips in this article, you can leverage this unique data to drive additional agency business to your hotel and gain a competitive advantage within your market.





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## Identify opportunities to shift share from your competitors

### EXPERT TIP

Use Agency360®'s individual agency profiles to qualify potential partners as good leads:

- \_\_\_ What's the average length of stay?
- \_\_\_ Does their average price fall within your desired ADR?
- \_\_\_ Does the agency book a high percentage of weekend business?
- \_\_\_ Are the majority of their bookings during peak periods?

The number-one way to drive revenue with Agency360® is to identify agencies that are booking into your competitive set, but not your hotel. View revenue and room nights for you and your competitive set by pseudo city code (PCC) to help you spot the best opportunities, find agencies booking the most revenue into your competitive set and put together a plan to drive bookings. Can you offer either a better rate than your competitive set or a special promotion, such as double points? Share data with your sales team for local accounts, or the key account director for national and international accounts.

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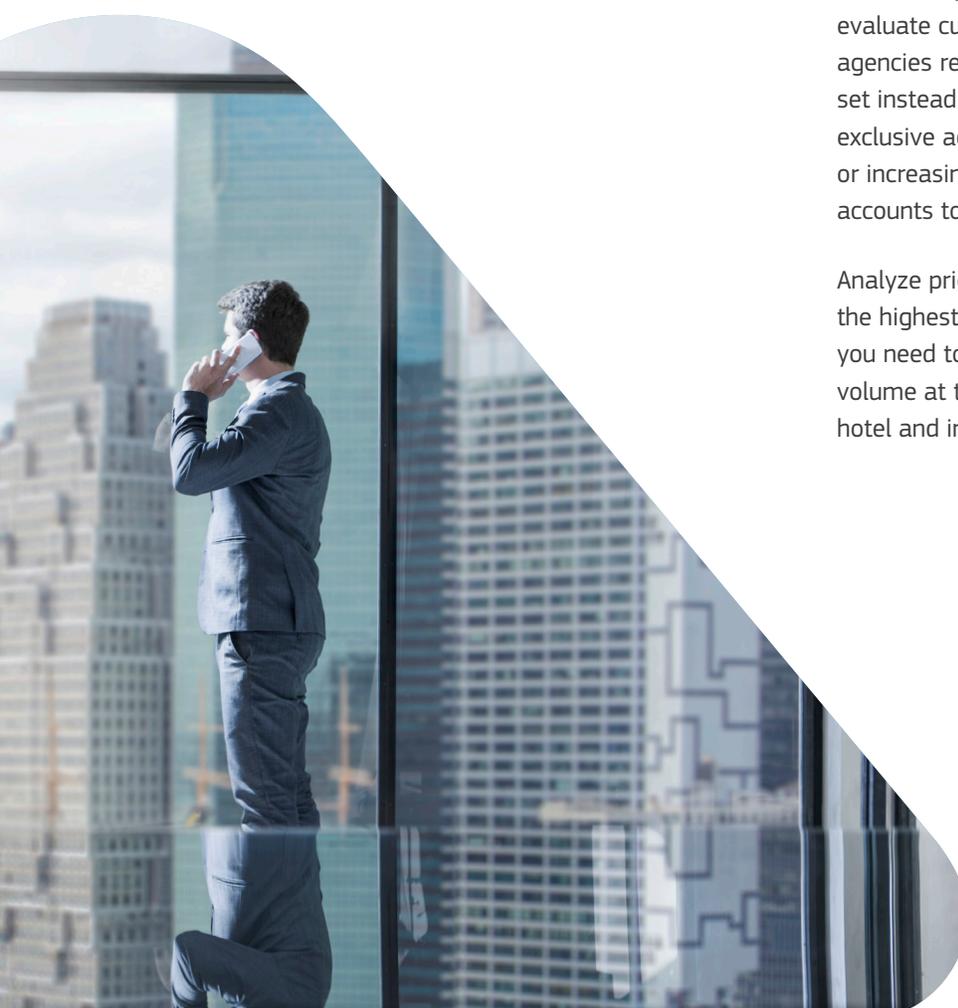
## Build smarter RFP strategies with corporate agency reports

Find new opportunities to pursue the next RFP season and evaluate current accounts with Agency360®'s top corporate agencies report: Identify agencies booking your competitive set instead of you. Discover whether agencies you have exclusive agreements with are adhering to their commitments or increasing volume into the competition. Monitor existing accounts to ensure they are hitting their volume commitments.

Analyze price patterns to understand which price points have the highest volume. Make smart decisions about how much you need to drop your rate to grow occupancy: Is there enough volume at the lower price point to drive more share to your hotel and increase overall revenue?

### EXPERT TIP

If you know which corporate accounts various PCCs represent, track their bookings by creating reports based on PCC or IATA.





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## Drive shoulder night business by targeting the right agencies

### EXPERT TIP

Use length-of-stay promotions, such as a better rate for weekend customers staying three nights rather than two, to drive longer bookings that include a shoulder night. Offer preferential corporate rates to corporate business with longer stays.

In addition to driving more business from corporate partners and travel agents, successful hoteliers also maximize revenue for each night of the week. Agency360® lets you filter by day of the week to target agencies that are booking into your competitive set on shoulder nights.

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## Track success by measuring campaigns

Top hoteliers not only put together action plans to drive more bookings, they take time to measure the effectiveness of their strategy: Have you shifted share from or grown room nights faster than your competitive set? Agency360®'s historical data allows you to track results for GDS campaigns, specific promotions and even individual agency performance.

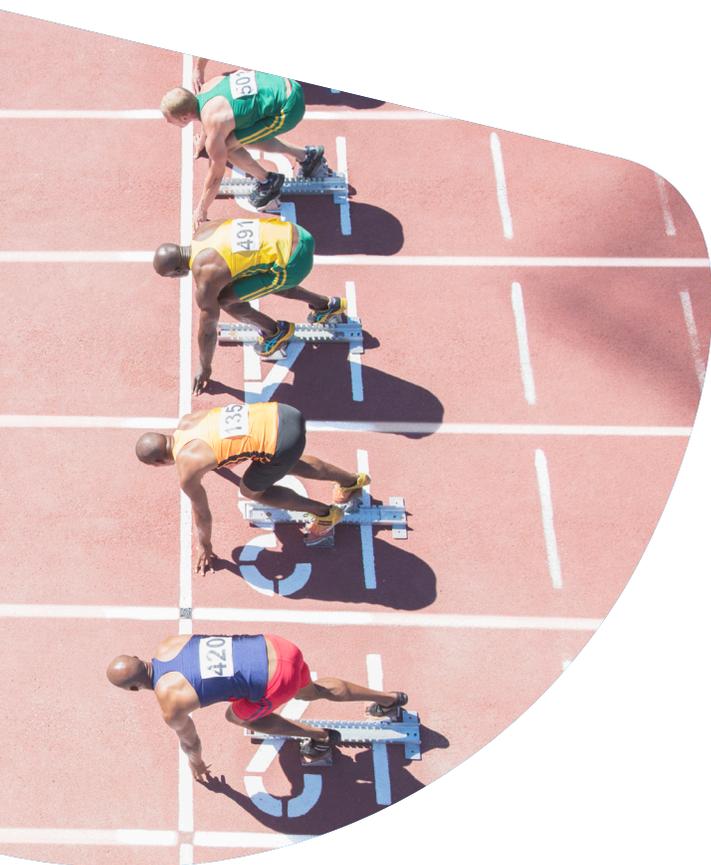


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## Identify new opportunities with multiple competitive sets

Agency360® offers the option to have up to three competitive sets. Hotels typically use their first competitive set to track and benchmark against primary competitors.

Additional competitive sets allow you to widen your analysis across a broader geographical area. For example, you can identify whether a cluster of hotels near the convention center is creating group compression.



## Want to learn more about Agency360®?

Access the only database with 100% of the most up-to-date reservations data from all four major GDSs. Agency360® collects millions of bookings from every travel agency worldwide.

Contact us to learn more about how the GDS booking data Agency360® provides for your hotel and competitive set can help you craft more powerful, effective travel agent strategies.

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## About TravelClick

TravelClick, an Amadeus company offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions — Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management — now help more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.



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