AMADEUS®

Agency360® Corporation/Agency Association

Frequently Asked Questions

Q: How do you determine which corporations are associated with a specific Pseudo City Code (PCC)/Agency?

A: The association is based on a proprietary algorithm that leverages access to booking codes and other comprehensive databases from our partners. We continuously look to improve this algorithm and update the list of corporations associated with each PCC/Agency. These updates will be automatically updated within Agency360.

Q: Some of the corporation/agency associations are surprising to me and/or I don't see an association that I believe exists. How can I work with you to update Agency360?

A: Click here to submit a suggestion for a corporation/agency association. Our team will investigate your request and respond when our investigation is complete.

Q: Can you tell me how much business I'm getting from a corporation?

A: Agency360 provides a wealth of information on the bookings made by a given Pseudo City Code for you and your competitive set. The production data provided is at the overall Pseudo City Code level. It is driving most of the volume related to this PCC, but we are currently unable to show any further production data.

Q: Does the designated agency book the associated corporation in my market?

A: We can confirm that the Pseudo City Code shown booked into your property and/or a property in your competitive set. The corporation/agency association represents corporations that are believed to have made a booking through a given travel agency. The corporation may or may not have booked for your specific hotel or a hotel within your competitive set.

Q: Why is the corporation/agency association at the parent level of a corporate entity (Berkshire Hathaway vs. Geico)?

A: We try to identify the entity that controls the purchase decision. With ongoing mergers/acquisitions/divestitures of companies we attempt to reflect the parent entity for consistency.

Q: How often are the corporation/agency associations updated?

A: We are constantly updating the corporation/agency associations. These updates are automatically reflected within Agency360.

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