

Get the Best of Your Competition

TravelCLICK's Hotelligence report empowers hoteliers to establish and measure booking performance and optimize revenue management strategies by analyzing historical booking data.

Hotelligence is the exclusive source of performance data within the electronic marketplace including Amadeus, Sabre, Galileo and Worldspan. Collectively, these systems traffic 98% of the electronic bookings made by travel agents.

Data is compiled specifically for each hotel and market. Its three unique sections analyze performance, distribution and revenue management data, displaying summaries for each. Hotelligence is essentially three reports in one!

No other report provides hoteliers with an immediate, complete picture of their property and competitors' performance. This information can help you increase room nights during low demand periods, as well as maximize net profit in peak periods.



Quick View

Description: Measures booking performance, market penetration and distribution within the GDS channel for a hotel and its competitive set

Data Sources: All major GDS and GDS-powered Internet sites

Analysis Time Periods: Historical views of the previous month, year-to-date and multi-month trending

Competitive Set: Customized list of hotels as defined by user

Delivery Frequency: Monthly

Report Retrieval: Email notification, accessible via EMC

Format: Excel

Audience: General Managers, Sales Teams, Revenue Managers



MAXIMIZING PROFITABILITY
FROM ELECTRONIC CHANNELS

For Hoteliers Worldwide

The Americas (toll free) 1 866 674 4553

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www.travelclick.net

GM Summary

Provides user with a concise snapshot of hotel revenue performance in electronic market penetration and distribution. Visual alerts indicate when your hotel is out-performing or under-performing vs. the competition. Additional Performance Summary reports provide users with more detailed statistics that enable users to determine the impact of sales and marketing efforts.

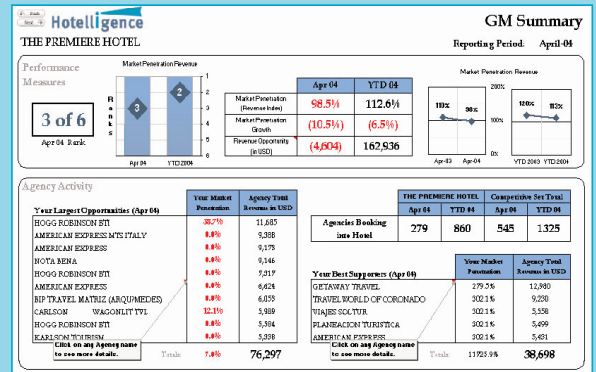
Distribution Summary

Displays which travel agencies book your hotel and the competition, allowing you to target your sales efforts utilizing feeder market data, agency names and addresses. Users can easily identify new sales targets and derive an action plan from this section of the report.

Revenue Management Summary

Identifies lead-time, day of week, length of stay and price positioning relative to the competition. Metrics are displayed to show a detailed breakdown of room night and ADR performance. The report enables users to fine-tune the timing of revenue management strategies and marketing promotions.

Contact TravelCLICK today to learn more about our Market Intelligence solutions and how we can help you gain the competitive edge.



GM Summary

Hotelligence Distribution Summary
THE PREMIERE HOTEL Reporting Period: April 04

TRAVEL AGENCY ACTIVITY	Total Revenue	Average Room Rate	Market Penetration
BOGG ROBINSON STI	11,885	118.85	38.7%
AMERICAN EXPRESS	9,178	91.78	8.8%
HOTELBOLA	9,146	91.46	8.8%
BOGG ROBINSON STI	7,917	79.17	8.8%
AMERICAN EXPRESS	6,424	64.24	8.8%
HIP TRAVEL MATRIZ (ARQUIMEDES)	6,035	60.35	8.8%
CARLESON WAGNOLITVTL	5,809	58.09	8.8%
BOGG ROBINSON STI	5,394	53.94	8.8%
EARLSON TECH RESIN	5,238	52.38	8.8%

Distribution Summary

Hotelligence Revenue Management Summary
THE PREMIERE HOTEL Reporting Period: April 04

Lead Time Statistics	6-3	4-7	8-14	15-30	31+	Total
Room Nights	208	196	211	255	518	1,288
Average Room Rate in USD	223.77	227.64	232.99	246.84	265.18	246.19
Average Length of Stay	1.49	1.71	2.05	2.51	2.94	2.04
Market Penetration (Room Nights)	84.8%	73.6%	300.5%	63.3%	151.1%	97.6%
Total Room Nights	239	413	499	506	413	2,070
Average Room Rate in USD	218.12	231.82	243.54	228.89	263.85	242.80
Average Length of Stay	1.64	1.97	1.89	2.05	2.54	1.92

Revenue Management Summary



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