Agency360 Data- Frequently Asked Questions

Q: Where does TravelClick get the data that is displayed in Agency360?

A: All data in Agency360 comes directly from the GDS. Any changes to GDS reservations made outside the GDS are not reflected in Agency360. For example, no-shows, guests who check out early, or those who extend their stay at the front desk are not reflected in the results.

Q: How often is the data updated in Agency360?

A: Future booking data is refreshed with new data feeds from our GDS partners three times each week—one feed on the weekend, and two during the week (usually Tuesday and Thursday, though this can vary). The data feed contains all reservations currently on the books for stays during the next 330 days. Historic data is refreshed on or about the 11th of each month in conjunction with the closest regularly scheduled data refresh (Tuesday, Thursday, or Sunday) and contains final realized bookings through the end of the most recent month. For example, the refresh on the 11th of April updates all historic bookings through the end of March.

The application displays the data refresh date on the Welcome page and at the top of every dashboard and the footer where the competitive set and currency are indicated.

Q: How is the Rate Type Category assigned?

A: The assignment of a rate type is based on an algorithm TravelClick developed, which uses over 65,000 rules to evaluate the booking code by chain. The algorithm is based on years of industry experience, integration of data from various sources, and hundreds of hours of analysis. The process, which is a mixture of art and science, has been shown to be highly sound and provides a basis to assess the mix of business from specific agencies into their competitive set.

Q: Does Agency360 include Priceline and Travelocity data?

A: No.

Q: Sometimes agency information shows as not available and the PCC is TCRLXXXX. What does this mean and why are there no agency details (names, address, phone, etc.)?

A: We are not allowed to display information from certain travel agencies due to contractual obligations with our GDS partners. This pattern of information usually indicates one of those agencies. It often represents a "robotic" GDS terminal that processes hotel bookings, with no live agent actually at the terminal.

Q: Where can I find the name of the account for which a particular agency/PCC is booking?

A: Agency360 is not designed to identify the specific companies or corporate accounts booked into your market. This report allows you to monitor the volume of such activity booked into your market and whether or not you are receiving your share of it. However, this information can sometimes be found within the agency name or address line 1 or 2. You may also refer to your rate loading instructions from your RFP acceptance notices. If you prefer, you can use the agency phone number to call the agency. Another best practice is to use the future booking information to find upcoming reservations and then place messages in your PMS for the check in agent to ask guests about their affiliation. If your hotel is part of a group, you may wish to share access amongst your group to create a shared list.

Q: Do the ADR and revenue figures shown in Agency360 include tax?

A: Average Daily Rate, as shown throughout Agency360, is the average of the rate shown to and booked by the travel agency. It may or may not be inclusive of taxes/VAT. Agency360 is not meant to calculate or deduct taxes or any other inclusions from ADRs or from total revenue figures.

Q: Why do Agency360 reports not match reports produced by my CRS or other reporting?

A: Agency360 was not designed to match any report produced by a hotel, its corporate office or your GDS provider. But this does not mean that one report or the other is any less accurate! It is important to remember how TravelClick collects and compiles the data that is included in the product:

That data comes directly from our GDS partners' billing and booking databases. The GDSs will not reflect occurrences that take place solely in the hotel's PMS or CRS such as no-shows, early check-outs, direct cancels, and call center, walk-in and Internet (merchant) activity.

In addition to these differences, your internal report may record bookings based on arrival date, departure date, booking date, and split bookings that cross over months.

Agency360 is a consistent gauge that measures all hotels exactly the same way!

Q: How are multiple LOS bookings reflected in terms of revenue or room nights on Agency360 dashboards?

A: All revenue and room nights data displayed is based on stays. Each reservation, regardless of arrival day of week or length of stay, is treated as individual stay dates. For example, a five-night stay is treated as five separate stay dates. A reservation arriving on a Thursday is counted as three weekday room nights (Thursday, Sunday, and Monday) and two weekend room nights (Friday and Saturday). The revenue is similarly split.

Q: What about bookings that crosses over into the next month?

A: Only those room nights within the selected time frame are included in Agency360 displays. For example, a report that displays data through March 31 and includes a five-night reservation arriving March 29 is reported as follows: three nights (March 29 – 31) are included in the report, but the remaining nights (April 1 – 2) are not. A historic report looking back on that booking would count three room nights (and the associated revenue) for the month of March and two room nights (and the associated revenue) for the month of April.