

Agency360 Use Case Scenarios

Use Case #1:

Agency Insight

- Hotel XYZ in Chicago was beginning to see a decline in overall revenue penetration from the GDS and verified with Agency360 data.

Action

- The sales team reviewed top revenue share shifting agencies to determine which agencies were moving business away from their hotel and into their competitive set.

Tab Used

- Agency Targeting- Other Agency Targeting Dashboards

Outcome

- Re-established relationship with a shifting agency and booked 62 rooms the following month leading to a revenue growth of \$9300 in just one month.

Top Revenue Share Shifting Agencies:

Select View Agency Data Only

Top 25 Agencies By Subscriber Revenue for All Rate Types (MTD through 27 Apr 2016)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 AEGBT (V899)	\$879	103	5	\$23,097	\$517	128	(8)	\$183	\$84,572	(\$2,623)	304	(53)	\$212
2 BCD Ea Fannie Mae (3QIF)	\$14,129	307	307	\$20,943	\$20,943	69	69	\$304	\$5,706	\$5,437	25	24	\$228
3 BCD We Tds All (AQT7A)	\$7,531	190	32	\$15,897	\$5,172	85	20	\$187	\$18,820	\$1,078	69	(1)	\$244
4 BCD Ea Proudfoot (X8YG)	\$8,184	312	158	\$12,016	\$5,198	64	27	\$188	\$3,049	(\$7,488)	14	(45)	\$218
5 Carlson Wagonlit Travel (2S001V)	\$7,892	310	172	\$11,358	\$9,002	63	49	\$180	\$2,980	(\$1,327)	18	(9)	\$186
6 Adelman Travel Mike Corp Res (ZIOF)	\$5,880	337	(23)	\$8,357	\$3,713	37	15	\$228	\$1,328	\$929	4	3	\$332
7 BCD We Warner Brothers Records (H2H9)	\$8,088	391	232	\$8,180	\$7,850	33	31	\$248	\$0	(\$480)	0	(2)	
8 BCD Ea Suntrust (3BMB)	\$2,886	170	(118)	\$8,952	\$3,558	44	22	\$158	\$9,027	\$7,777	58	50	\$156
9 AMERICAN EXPRESS (Z8B0)	(\$1,194)	83	73	\$0,038	\$5,141	22	19	\$274	\$22,242	(\$11,216)	58	(25)	\$383
10 BCDMDT DELOITTE TOUCHE (4DT1V)	(\$5,832)	50	38	\$5,915	\$4,875	35	28	\$189	\$40,023	\$1,482	206	(3)	\$194
11 Direct Travel (15J31V)	\$1,591	139	39	\$5,850	(\$270)	32	(3)	\$177	\$10,222	(\$7,050)	60	(42)	\$170
12 AAA Cincinnati (Y193894568)	\$2,816	240		\$4,824	\$4,824	24	24	\$201	\$3,027	\$3,027	14	14	\$218
13 Ovation Travel Group Soros (185B)	\$3,184	348	348										
14 AMEXGBT (2D8B1V)	\$418	111	62										
15 HRG US (4KBC)	\$699	120	(38)										
16 Campbell Travel Inc (U430)	\$2,872	319	(72)										
17 Carlson Wagonlit Travel (JR4C)	\$3,002	391											
18 Travel N Transport (H9W1V)	\$2,859	307	65										
19 AMERICAN EXPRESS TLS (2C1A1V)	(\$2,832)	58	58										

Other Agency Targeting Dashboards

- Non-Corporate Agency Targeting
- Top Corporate Agencies
- Top Corporate Agencies (Booking Comp Set Only)
- Underperforming Corporate Agencies
- Top Consortia Agencies
- Top Agencies with Rate Type Mix
- Top Revenue Share Shift Agencies
- Top 150 Agencies
- Agency Group Performance
- Agency Targeting by IATA

Top 30 Agency Revenue Share Shift (YTD through 27 Apr 2016)

Agencies in which your hotel is losing significant revenue share to the Comp Set compared to performance the prior year

*A maximum of 150 Agencies will be retrieved.

Agency	Subscriber				Comp Set			
	Revenue	Variance	Growth / Decline	ADR	Revenue	Variance	Growth / Decline	ADR
1 Magellan Vacations (807B)	\$7,016	(\$17,330)	(71%)	\$319	\$183,943	(\$18,388)	(10%)	\$281
2 Protravel International (N77A)	\$7,733	(\$14,974)	(66%)	\$288	\$14,031	\$11,285	411%	\$319
3 BCD Travel Japan Hitachi Travel Bureau (110RB211V)	\$0	(\$10,023)	(100%)		\$7,208	\$4,008	155%	\$343
4 HRG US (O1J3)	\$10,508	(\$8,101)	(37%)	\$214	\$83,432	\$634	1%	\$275
5 AMERICAN EXPRESS (Z8B0)	\$7,199	(\$8,067)	(46%)	\$343	\$155,838	\$9,220	6%	\$362
6 Embassy Travel (X111)	\$0	(\$5,791)	(100%)		\$299	\$299		\$299
7 HRG North America (3E8G)	\$0	(\$5,459)	(100%)		\$824	(\$734)	(47%)	\$275
8 HRG CA (V180)	\$0	(\$5,423)	(100%)		\$14,318	\$5,049	54%	\$409
9 AEGBT (8B6A)	\$0	(\$4,704)	(100%)		\$369	(\$3,002)	(89%)	\$369
10 TZELL Travel Group (33EA)	\$450	(\$4,592)	(91%)	\$225	\$387	(\$681)	(64%)	\$367
11 Cwo Travel Inc Corp Tpl (S829)	\$0	(\$4,388)	(100%)		\$2,518	(\$723)	(22%)	\$360
12 AMEXGBT (8IQ1V)	\$0	(\$4,357)	(100%)		\$925	(\$630)	(41%)	\$483
13 CWT Reuters Instinet (UBJA)	\$0	(\$4,248)	(100%)		\$4,984	(\$542)	(10%)	\$332
14 AEGBT (X7BF)	\$379	(\$4,240)	(92%)	\$379	\$5,539	\$3,355	154%	\$369

Protravel was shifting revenue away from the hotel and into the competition who was seeing tremendous growth YTD.

Use Case #2:

Agency Insight

- Hotel XYZ in Nashville used Agency360 to identify agencies that had a tendency to book at a higher ADR.

Action

- Identified 25 target agencies that drive higher ADRs and build relationships to shift share.

Tab Used

- Agency Targeting- ADR targeting filter

Outcome

- Increased ADR by \$15 from 10 different agencies over a 2 month period resulting in an additional \$7500.00

Agencies Booking Higher ADR:

Top 25 Agencies By Subscriber Revenue for All Rate Types (Apr15 - Mar16)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber				Comp Set					
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 Adelman Travel Mke Corp Res (ZIOF)	\$39,553	272	(1)	\$62,510	\$36,996	301	175	\$208	\$27,268	\$16,323	105	58	\$260
2 AMERICAN EXPRESS (Z8B0)	(\$54,075)	40	20	\$36,068	\$9,524	128	39	\$282	\$316,460	(\$169,492)	767	(571)	\$413
3 AMERICAN EXPRESS TLS (2C1A1V)	(\$14,812)	62	62	\$24,353	\$24,353	87	87	\$280	\$128,805	\$125,274	365	356	\$353
4 AMEXGBT (2D8B1V)	(\$9,093)	70	32	\$21,159	\$9,772	101	45	\$209	\$97,147	(\$17,971)	353	(79)	\$275
5 American Express (UH72)	(\$1,324)	94	44	\$19,901	\$7,270	67	24	\$297	\$63,102	(\$23,342)	174	(60)	\$363
6 BCD Travel Formerly The Trave (C1CA)	\$5,483	157	43	\$15,136	\$4,981	89	30	\$170	\$22,612	(\$2,485)	87	(15)	\$260
7 BCD Travel Germany Gmbh (HAMFF2123)	\$9,151	328	223	\$13,157	\$12,241	52	48	\$253	\$2,510	\$19	10	1	\$251
8 Protravel International (N77A)	\$7,717	332	332	\$11,045	\$11,045	45	45	\$245	\$1,969	(\$1,664)	5	(9)	\$394
9 Carousel Travel (L8D2458573)	\$6,632	263	(69)	\$10,708	(\$3,202)	52	(17)	\$206	\$5,233	\$2,746	14	5	\$374
10 Altour International (9PN1)	\$6,624	311	169	\$9,762	\$4,113	34	11	\$287	\$2,509	(\$7,396)	10	(25)	\$261
11 AEGBT (6BJB)	\$5,238	219	219	\$9,628	\$9,628	27	27	\$357	\$7,540	\$3,227	25	11	\$302
12 PLAZA TRAVEL (5UVG)	\$6,297	350	(41)	\$8,814	\$7,869	26	23	\$339	\$1,030	\$1,030	4	4	\$258
13 BCD Travel (G18A)	\$5,333	275		\$8,382	\$8,382	45	45	\$186	\$3,541	\$3,541	13	13	\$272
14 All Star Travel Group (XK7A)	\$3,429	189	(28)	\$7,286	(\$5,957)	30	(20)	\$243	\$7,798	(\$2,814)	22	(13)	\$354
15 BTI Argentina Main (A542)	\$2,912	185	129	\$6,347	\$4,171	37	25	\$172	\$7,087	(\$5,940)	28	(24)	\$253
16 Ultramar Travel Bureau Inc (5IY2)	\$2,036	153	128	\$5,872	\$5,056	25	21	\$235	\$9,129	(\$2,645)	36	(7)	\$254
17 HRG US (X6V3)	\$2,588	185	(17)	\$5,645	\$4,291	15	9	\$376	\$6,310	\$5,042	21	15	\$300
18 Ovation Corporate Travel (SY4C)	(\$2,620)	67	(32)	\$5,346	(\$948)	24	(6)	\$223	\$25,807	\$7,280	81	9	\$319

Home: Welcome - Enterprise Edition > Agency260 - Enterprise: Top Properties > Agency260: Agency Targeting

Target agencies that have a tendency to book a higher ADR and use this during RFP season to be more strategic when negotiating corporate rates.

Use Case #3:

Agency Insight

- Hotel XYZ in Boston saw GDS performance next month was weak and pacing behind last year.

Action

- Identify agencies that are booking during the specific week and need periods.

Tab Used

- Pace

Outcome

- Was able to generate 10 additional bookings during the stay week amounting to an additional \$6500 in revenue.

Pace:

Future Booking Performance

Bookings As Of Wed, Apr 27 for the 13 Stay Weeks Starting Apr 28 - May 04, 2016

Select Revenue or Room Nights

Stay Week	Subscriber Booked Revenue	Subscriber % Growth vs. Last Year	Revenue Penetration	Revenue (Opportunity) / Surplus	Subscriber Revenue Pickup Since Last Week	Subscriber % Increase Since Last Week	Relative Revenue Increase v. Comp Set
Apr 28 - May 04, 2016	\$74,031	(32%)	73	(\$27,273)	\$16,726	29%	10%
May 05 - May 11, 2016	\$69,900	(22%)	93	(\$5,299)	\$12,443	23%	(11%)
May 12 - May 18, 2016	\$72,682	(17%)	97	(\$2,125)	\$4,925	4%	(23%)
May 19 - May 25, 2016	\$43,347	(13%)	67	(\$21,790)	\$4,256	11%	(1%)
Performance by Day for this Stay Week							
Weekly Buildup of Bookings for this Stay Week							
Daily Buildup of Bookings for this Stay Week							
Top Agencies Booking the Comp Set for this Stay Week							
Jun 23 - Jun 29, 2016	\$14,792	(11%)	60	(\$9,848)	\$1,728	13%	8%
Jun 30 - Jul 06, 2016	\$10,216	(54%)	50	(\$10,225)	\$850	9%	(73%)
Jul 07 - Jul 13, 2016	\$21,502						
Jul 14 - Jul 20, 2016	\$29,459						
Jul 21 - Jul 27, 2016	\$15,354						

Top 25 Agencies By Subscriber Revenue (May 19 - May 25, 2016)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber				Comp Set					
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 AEGBT (MM19)	\$5,571	863		\$6,560	\$6,560	16	16	\$410	\$0	\$0	0	0	
2 AMERICAN EXPRESS (Z8B0)	(\$4,838)	51	31	\$4,761	\$1,001	9	2	\$529	\$57,574	(\$68,440)	86	(131)	\$669
3 AMERICAN EXPRESS TLS (2C1A1V)	(\$1,525)	73		\$4,152	\$4,152	8	8	\$519	\$33,501	\$33,501	57	57	\$588
4 CARLSON LEISURE GROUP (P7TC)	\$2,418	863		\$2,845	\$2,845	5	5	\$569	\$0	\$0	0	0	
5 Egencia Llc (E5Q1159478)	\$1,800	361		\$2,490	\$2,490	6	6	\$415	\$2,084	\$1,174	4	2	\$521
6 AMEXGBT (2D3T1V)	\$1,905	863	0	\$2,243	\$1,833	7	5	\$320	\$0	\$0	0	0	
7 Omega World Travel (YX7C)	\$1,831	863		\$2,156	\$2,156	4	4	\$539	\$0	\$0	0	0	
8 Magellan Vacations (807B)	\$998	188		\$2,127	\$2,127	3	3	\$709	\$5,360	\$1,462	10	1	\$536
9 Corporate Travel Oak Brook (10LC)	\$1,408	483		\$1,775	\$1,775	5	5	\$355	\$860	\$860	2	2	\$330
10 AMERICAN EXPRESS (59N4)	\$1,171	459		\$1,497	\$1,497	3	3	\$499	\$665	(\$1,288)	1	(2)	\$665
10 CR Corporate Travel Mgt Group (8XR9)	\$1,271	863		\$1,497	\$1,497	3	3	\$499	\$0	\$0	0	0	
12 BCD EA UBS WEALTH MANAGEMENT (8DFF)	\$1,231	863	0	\$1,450	(\$1,250)	5	(5)	\$290	\$0	\$0	0	0	
13 Carlson Wagonlit Travel (M8VG)	\$1,095	863		\$1,289	\$1,289	4	4	\$322	\$0	\$0	0	0	
14 HRG US (M8VG)	\$949	863		\$1,118	\$1,118	2	2	\$559	\$0	\$0	0	0	
15 Lorraine Travel Bureau Inc (MIA1S213Q)	\$814	863		\$958	\$958	2	2	\$479	\$0	\$0	0	0	
16 BCD Ea Mmc (7YFC)	\$752	863	0	\$885	\$45	3	0	\$295	\$0	\$0	0	0	

Found 2 agencies that were generating solid revenue into the competitive set during the needed stay week.

Use Case #4:

Agency Insight

- Hotel XYZ in was able to identify top source markets that was driving revenue into their competitive set and their hotel.

Action

- Use source markets and deploy sales team into key markets to establish relationships with key agencies.

Tab Used

- Popular Reports- Top Source Markets

Outcome

- Netted 5 new major accounts that over the course of the year contributed over \$100,000 in GDS revenue.


Source Markets:

Distribution Summary (Source Cities)

Top 15 by Subscriber Room Nights (Apr15 - Mar16)

*A maximum of 150 Source Cities will be retrieved.

Major Market	Subscriber						Comp Set						Penetration		
	Room Nights	Growth	Revenue	ADR	Lead Time	LoS	Room Nights	Growth	Revenue	ADR	Lead Time	LoS	Room Night Penetration	Variance	Revenue Surplus / (Opportunity)
1 New York City	1,411	2.8%	\$349,266	\$248	23.0	1.7	6,358	8.3%	\$1,535,022	\$241	16.9	1.7	167	(7)	\$144,518
2 Tampa	1,229	9.1%	\$247,410	\$201	15.6	1.4	12,260	30.6%	\$2,726,844	\$222	14.7	1.9	84	(15)	(\$75,775)
3 Nashville		(14.9%)	\$191,478	\$201	23.4	1.6	2,617	(21.7%)	\$610,163	\$233	25.2	1.8	246	15	\$104,371
4 Chicago		20.4%	\$173,808	\$241	17.7	1.5	6,043	5.3%	\$1,488,442	\$246	19.5	1.9	98	11	(\$6,814)
5 Los Angeles		(21.4%)	\$127,166	\$264	23.2	2.0	3,301	(5.3%)	\$817,076	\$248	18.7	1.8	117	(20)	\$24,564
6 Phoenix		(24.7%)	\$145,412	\$373	26.3	1.8	3,249	14.4%	\$928,514	\$286	19.6	1.7	99	(43)	\$28,719
7 Charlotte	314	19.4%	\$58,299	\$186	18.9	1.3	960	(9.2%)	\$205,001	\$214	19.2	1.4	227	43	\$29,689
8 Atlanta	305	68.5%	\$65,372	\$214	15.2	1.4	2,486	11.6%	\$594,394	\$239	15.1	1.5	101	31	(\$6,319)
9 Washington DC	295	147.9%	\$73,104	\$248	18.1	1.8	9,338	103.9%	\$1,806,157	\$193	19.2	2.3	28	5	(\$131,098)
10 St. Louis	235	2.6%	\$51,445	\$219	17.9	1.7	525	(7.6%)	\$133,463	\$254	17.9	1.6	285	20	\$31,353
11 Dallas	234														
12 Knoxville	221														
13 Denver	183														
14 London	129														
15 Bloomington IN	120														

 Top Agency Opportunities
 Top Agency Supporters
 Agency Market Leaders

Top 15 Agencies Located in Tampa with bookings into the [Redacted] Market (Based on Apr15 - Mar16, [Redacted] Market Revenue)

Agency Name	Market			Subscriber			Comp Set		
	Revenue	Growth	ADR	Revenue	Growth	ADR	Revenue	Growth	ADR
AEGBT (TX57)	\$1,890,716	87.2%	\$120	\$0			\$38,514	(45.6%)	\$190
AEGBT (FW4A)	\$1,137,906	10.5%	\$181	\$1,475	(12.5%)	\$295	\$395,360	23.8%	\$186
AEGBT (1S3C)	\$1,112,307	28.1%	\$162	\$3,411	(25.5%)	\$244	\$108,591	17.3%	\$221
Travel Incorporated (80E1064413)	\$908,711	11.6%	\$137	\$478	(78.3%)	\$239	\$32,595	(8.0%)	\$258
AEGBT (2PC7)	\$879,530	185.4%	\$191	\$6,134	35.6%	\$383	\$391,653	291.5%	\$192
AEGBT (K0FF)	\$783,293	17.0%	\$158	\$4,361	69.5%	\$230	\$62,633	(7.2%)	\$246
AEGBT (V899)	\$676,645	32.9%	\$181	\$796	(96.0%)	\$199	\$271,690	21.4%	\$219
AEGBT (371A)	\$669,092	(24.1%)	\$154	\$927	(74.7%)	\$327	\$34,997	(29.1%)	\$248
AEGBT (FW0A)	\$559,862	34.6%	\$117	\$0	(100.0%)		\$2,750	79.2%	\$250
AEGBT (S7Q0)	\$516,639	4.4%	\$261	\$0	(100.0%)		\$399,435	44.0%	\$266
AEGBT (K1RF)	\$442,499	(37.6%)	\$171	\$4,259	25.4%	\$203	\$58,366	(2.4%)	\$232
AEGBT (I8BG)	\$372,547	(2.7%)	\$146	\$542	(84.2%)	\$271	\$37,147	(39.0%)	\$202
AEGBT (99TB)	\$328,675	44.3%	\$153	\$847		\$282	\$23,144	28.0%	\$218
AEGBT (99CC)	\$297,739	26.1%	\$189	\$79,349	89.5%	\$176	\$79,149	89.8%	\$199

Found 5 new accounts through agencies that were driving significant business into the market and comp set.

Use Case #5:

Agency Insight

- Hotel XYZ in located in Prague wanted to find out what corporate businesses were booking through which agencies.

Action

- Use top corporate agencies to identify top producing accounts into the competitive set.

Tab Used

- Agency Targeting-Targeting Dashboards-Top Corporate Agencies

Outcome

- Netted 1 new major account that over the course of the year contributed over €39,000 in GDS revenue.

Top Corporate Agencies:

Top 30 Agencies Based on Comp Set Corporate Rate Type Revenue (YTD through 13 Apr 2016)

*A maximum of 150 Agencies will be retrieved.

Agency	Subscriber						Comp Set						Total Corporate Business and Penetration				
	Corporate Revenue	% of Subscriber Revenue	Corporate Variance	Corporate Room Nights	Corporate ADR	Non-Corporate ADR	Corporate Revenue	% of Comp Set Revenue	Corporate Variance	Corporate Room Nights	Corporate ADR	Non-Corporate ADR	Revenue	Room Nights	ADR	Corporate Penetration	Corporate (Opportunity) / Surplus
1 First In Service Tvl (C1SH)	€ 0	0%	€ 0	0		€ 861	€ 52,814	33%	€ 9,914	98	€ 539	€ 1311	€ 52,814	98	€ 539	0	(€ 4,507)
2 BCD Travel (32Y81G)	€ 0	0%	€ 0	0		€ 510	€ 28,769	74%	€ 2,883	88	€ 327	€ 326	€ 28,769	88	€ 327	0	(€ 2,455)
3 CWT GE TRAVEL CENTER PHOENIX (34D1)	€ 0		(€ 8,503)	0			€ 24,495	84%	€ 1,992	127	€ 193	€ 220	€ 24,495	127	€ 193	0	(€ 2,090)
4 AMEXGBT (5UL1V)	€ 0		€ 0	0			€ 20,095	83%	€ 15,120	119	€ 169	€ 150	€ 20,095	119	€ 169	0	(€ 1,715)
5 AMEXGBT (56I91G)	€ 0		€ 0	0			€ 18,255	100%	€ 18,255	83	€ 290		€ 18,255	83	€ 290	0	(€ 1,555)
6 BCD Travel Formerly TQ3 Phoen (3K65)	€ 0		€ 0	0			€ 16,789	94%	€ 6,887	74	€ 227	€ 254	€ 16,789	74	€ 227	0	(€ 1,433)
7 Hillgate Travel (P9GG)	€ 0		€ 0	0			€ 14,835	97%	€ 3,840	64	€ 232	€ 243	€ 14,835	64	€ 232	0	(€ 1,268)
8 AMEXGBT (5Z3K1G)	€ 0		€ 0	0			€ 13,955	80%	€ 5,187	84	€ 168	€ 129	€ 13,955	84	€ 168	0	(€ 1,191)
9 AEGBT (2O3A)	€ 0		€ 0	0			€ 13,888	71%	(€ 6,464)	52	€ 267	€ 330	€ 13,888	52	€ 267	0	(€ 1,185)
10 AMEXGBT (5OK31G)	€ 0		€ 0	0			€ 13,048	72%	€ 4,432	81	€ 161	€ 126	€ 13,048	81	€ 161	0	(€ 1,114)
11 Carlson Wagonlit Travel (H8Q9)	€ 0		€ 0	0			€ 12,815	93%	€ 12,815	84	€ 153	€ 300	€ 12,815	84	€ 153	0	(€ 1,094)
12 AMEXGBT Voyages D Affaires (TLSHX2109)	€ 0		€ 0	0			€ 12,643	100%	€ 8,868	102	€ 124		€ 12,643	102	€ 124	0	(€ 1,079)
13 CTC li (58WD)	€ 0		€ 0	0			€ 12,250	78%	(€ 12,717)	67	€ 183	€ 184	€ 12,250	67	€ 183	0	(€ 1,045)
14 Carlson Wagonlit T (C9G1G)	€ 0		€ 0	0			€ 12,082	20%	€ 2,098	53	€ 228	€ 320	€ 12,082	53	€ 228	0	(€ 1,031)
15 AMEXGBT (8TO1V)	€ 0		€ 0	0			€ 10,487	96%	€ 924	80	€ 175	€ 120	€ 10,487	80	€ 175	0	(€ 895)
16 Business Travel Direct (EH8F)	€ 0		€ 0	0			€ 10,364	71%	€ 3,136	62	€ 167	€ 162	€ 10,364	62	€ 167	0	(€ 884)
17 Hospitality Too Llc (YT1B)	€ 0		€ 0	0			€ 9,540	43%	€ 9,540	54	€ 177	€ 218	€ 9,540	54	€ 177	0	(€ 814)
18 AEGBT (7NQ4)	€ 0		€ 0	0			€ 9,291	49%	€ 5,584	47	€ 198	€ 191	€ 9,291	47	€ 198	0	(€ 793)
19 Allee Venues (PARMM2229)	€ 2,009	100%	€ 2,009	4	€ 502		€ 9,261	68%	€ 7,188	15	€ 617	€ 628	€ 11,270	19	€ 593	209	€ 1,047
20 BCD Travel Belgium Bto West (BRUBB2100)	€ 957	100%	€ 957	3	€ 319		€ 9,260	81%	€ 5,990	58	€ 165	€ 159	€ 10,217	59	€ 173	110	€ 85

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Hotel XYZ wanted to target 5 top corporations booking into Prague with the goal of netting 1-2 new corporate accounts. The hotel was able to secure an account with a top oil & gas company driving business into the market leading to revenue growth of €39,000 the following year.