



TravelClick®

Agency360®
Business Intelligence Solutions

Testimonial from Rhett Hirko

Vice President – Distribution & Revenue Management, Preferred Hotels & Resorts

“In my career, I have used Agency360 in a variety of ways to assist hotels in key decision making that maximized hotel performance.

In one instance, a new hotel in Amsterdam subscribed to Agency360 to understand the accounts in the market and put together their business plan with specific market mix and sales targets. The hotel was able to create promotions to attract and siphon off specific accounts to gain traction and subsequently sign the those accounts the following RFP season.

At another hotel we first compared the amount of business from Agency360 to the STR report, using the same comp sets, to determine the exact mix of GDS business. We then analyzed the average rate being booked by the comp set to help set strategies, and in particular were able to understand the impact suite pricing had in the market place based on the agency booking trends. This helped adjust the overall pricing strategy of the hotel to optimize leisure business.

We also looked at Agency360 at one hotel when they surprisingly lost a key account. The hotel needed to quickly find some low hanging fruit to create a base of business while revising their sales strategies as they entered business plan season; by looking at some of the lower rated accounts in their comp set they were able to gain some traction to replace some of the business. They also then looked at the GDS performance for the day of week pattern for that company and targeted specific advertising to bring further business in; the hotel successfully fought off the challenge brought by the lost account.

In the end, Agency360 is invaluable because the insight helps to really understand market performance in numerous measures – whether by agency or GDS, day of week or business type – and help direct strategies to both set and achieve goals. Furthermore it helps drive decision making at times of uncertainty, which is more and more common in competitive, dynamic markets. The world is awash in data, so finding the right data points easily is critical – Agency360 does this exceptionally well.”