Know how your business intelligence market data is gathered

Not all market data is created equal

Did you know that most market data is comprised of historical estimations, is inconsistently gathered, and is not on-the-books business? This results in inaccuracies that force you to take chances with your revenue decisions. In order to make the best decisions, you need the right level of quality, depth, and breadth in your market data.

Introducing a new standard for business intelligence

With our newest innovation, **RevenueStrategy360™**, you don't have to worry about guessing or taking chances. Scroll down and discover what the new standard of business intelligence looks like.

OCCUPANCY DATA PROVIDERS
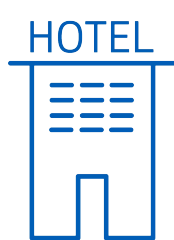
HOTEL

27k+
data providers

12 Months — of forward-looking **on-the-books** occupancy metrics

24 Months — of historical occupancy metrics with Year over Year and Week over Week pacing

Independent Hotels, Management Companies, Brands

RATE DATA PROVIDERS

600+
sources and channels

12 Months — of future rate shopping data

24 Months — of historical rate shops Over 10 billion rates monthly

OTAs, Metasearch, GDS, Brand.com

B Brand.com

WHAT OUR DATA **ISN'T**

_Susceptible to inaccuracies due to market fluctuations and unexpected selling rate changes or closures
_Reliant on screen scraping and other inconsistent rate shopping tactics
_Occupancy estimations
_Occupancy forecasts based on selling rates

?

WHAT OUR DATA **IS**

_On-the-books reservation data sourced directly from hotels and brand partners
_Updated daily and reflective of real property and market occupancy
_Sanctioned, direct connections that deliver accurate rates customers can trust

amadeushotel.com

Intelligent Market Mapping

To give you even more market clarity, artificial intelligence combines our Demand360® database with market density and geographic attributes to deliver accurate demand outlooks within your property's local area.

95% sanctioned data in partnership with the data provider

Leverage high quality data to **create multiple, fully flexible competitive sets** that can isolate as few or as many competitor rates as needed.

REVENUESTRATEGY360
Click here to learn more about RevenueStrategy360 today

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