

Amadeus Hospitality Recovery Insights - Germany



March 2021

AMADEUS

Demand360 - No longer make business decisions based only on historical data

Demand360 is an online platform where you can compare your complete reservation data (including upcoming data) against your competitive set, by segment and channel, resulting in more informed business decisions.

Differentiating Features

- Data comes directly from hotel's PMS or Data Warehouse. Data is accurate, reliable and real.
- Data can be fed into RMS (e.g. Duetto)
- Platform shows data 365 days in the upcoming and 365 days in the past, broken out by day.
- Data segmented into Group and Transient as well as Retail, Discount Negotiated, Wholesale and Qualified rates.
- Data segmented into Web, CRS, Direct, GDS and OTA reservations as well as Booking.com, Expedia, Hotwire, Orbitz and Priceline.
- RevenueStrategy360 subscribers can see Demand + Rate in the same platform.
- Track forward-looking availability and pricing of short term rental listings relative to your and your competitive sets occupancy and ADR
- Data in online platform or Excel format.

Demand360 - Strategize with the industry's only comprehensive forward-looking demand data

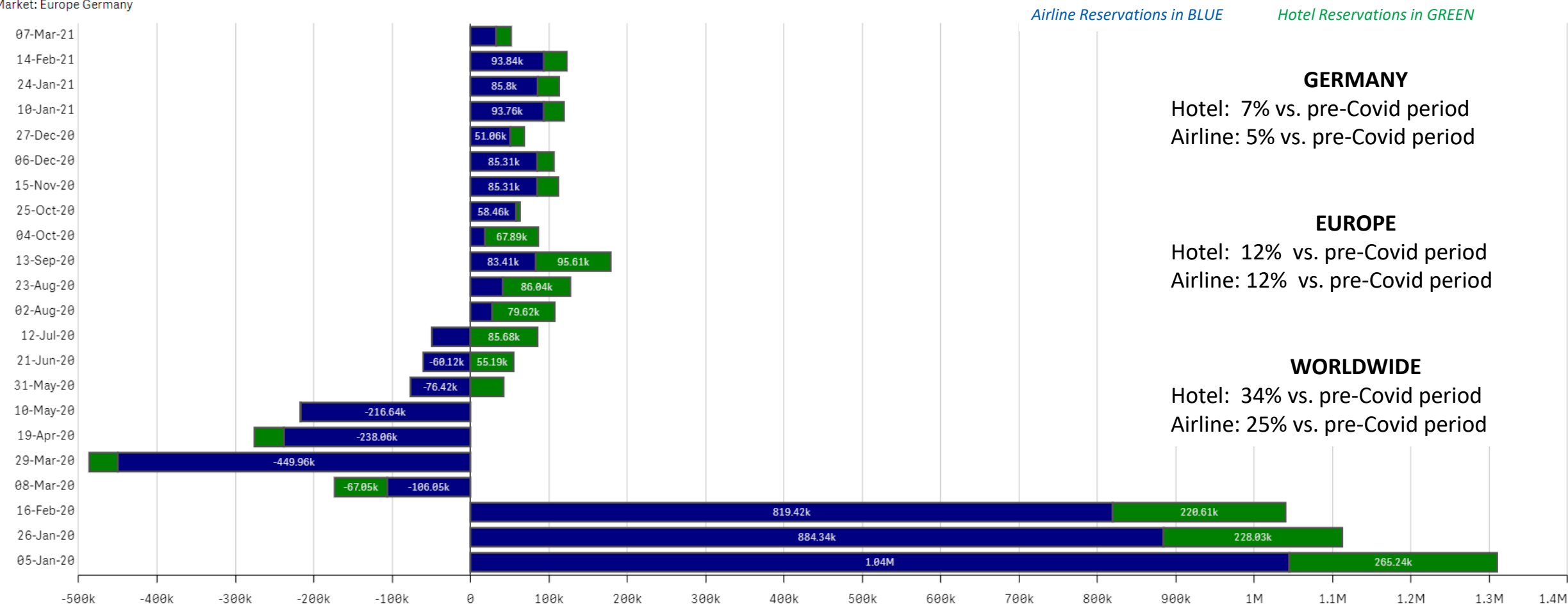
- View forward-looking, on-the-books occupancy with your market and competitive sets
- Compare current market data with 2019 instead of 2020 to make **more informed revenue decisions**
- Understand your demand competitiveness with **intuitive views of your performance vs. the competition**
- Use the freshest most accurate data that is updated **daily**



Airline & Hotel weekly net reservations | Germany

Historical Net Reservations (Airline Blue / Hotel Green)

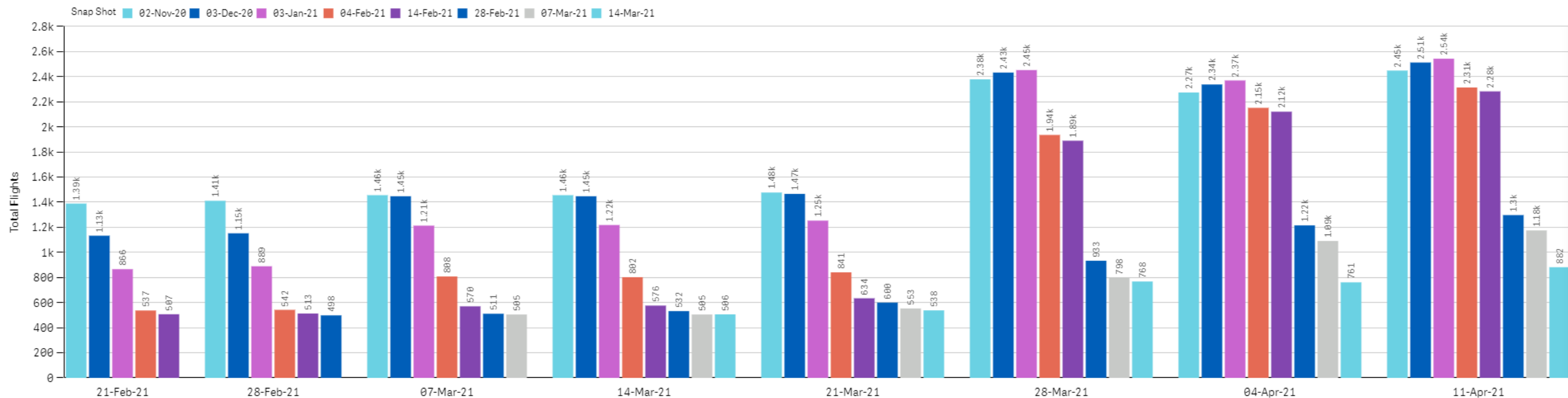
Market: Europe Germany



Scheduled capacity average flights per day | Germany

Significant reductions can be seen 3-4 weeks ahead of travel week

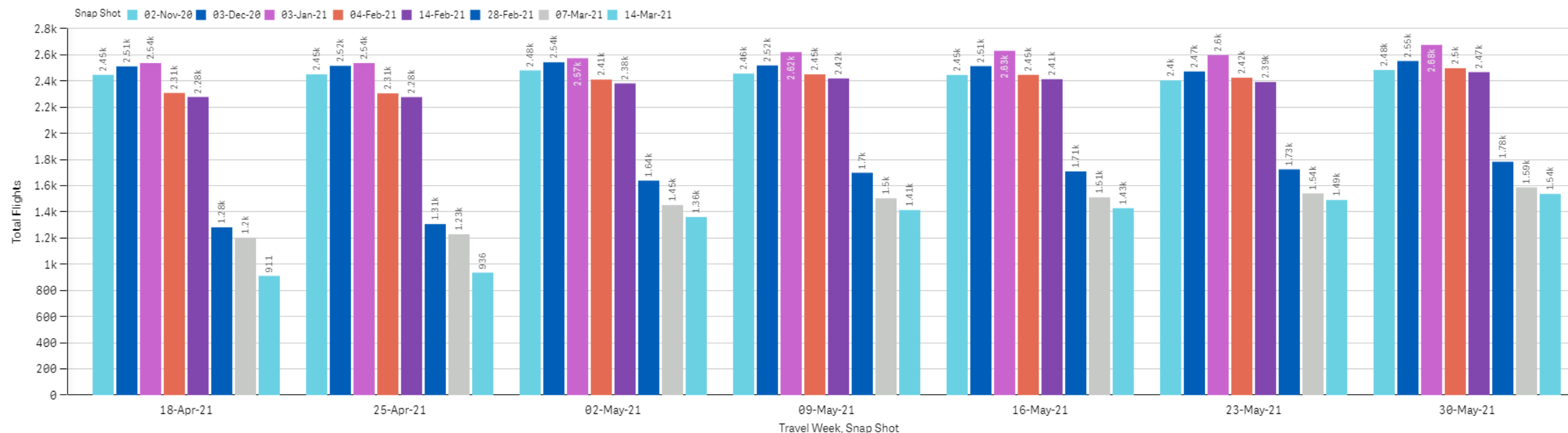
Market: Germany



Scheduled capacity average flights per day | Germany

Significant reductions can be seen 3-4 weeks ahead of travel week

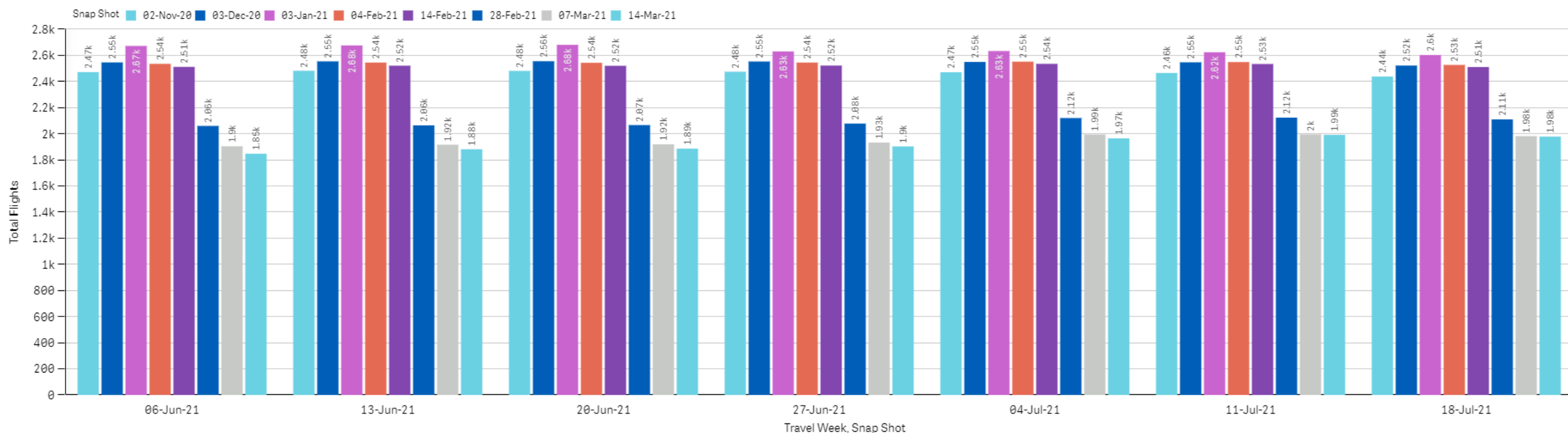
Market: Germany



Scheduled capacity average flights per day | Germany

Significant reductions can be seen 3-4 weeks ahead of travel week

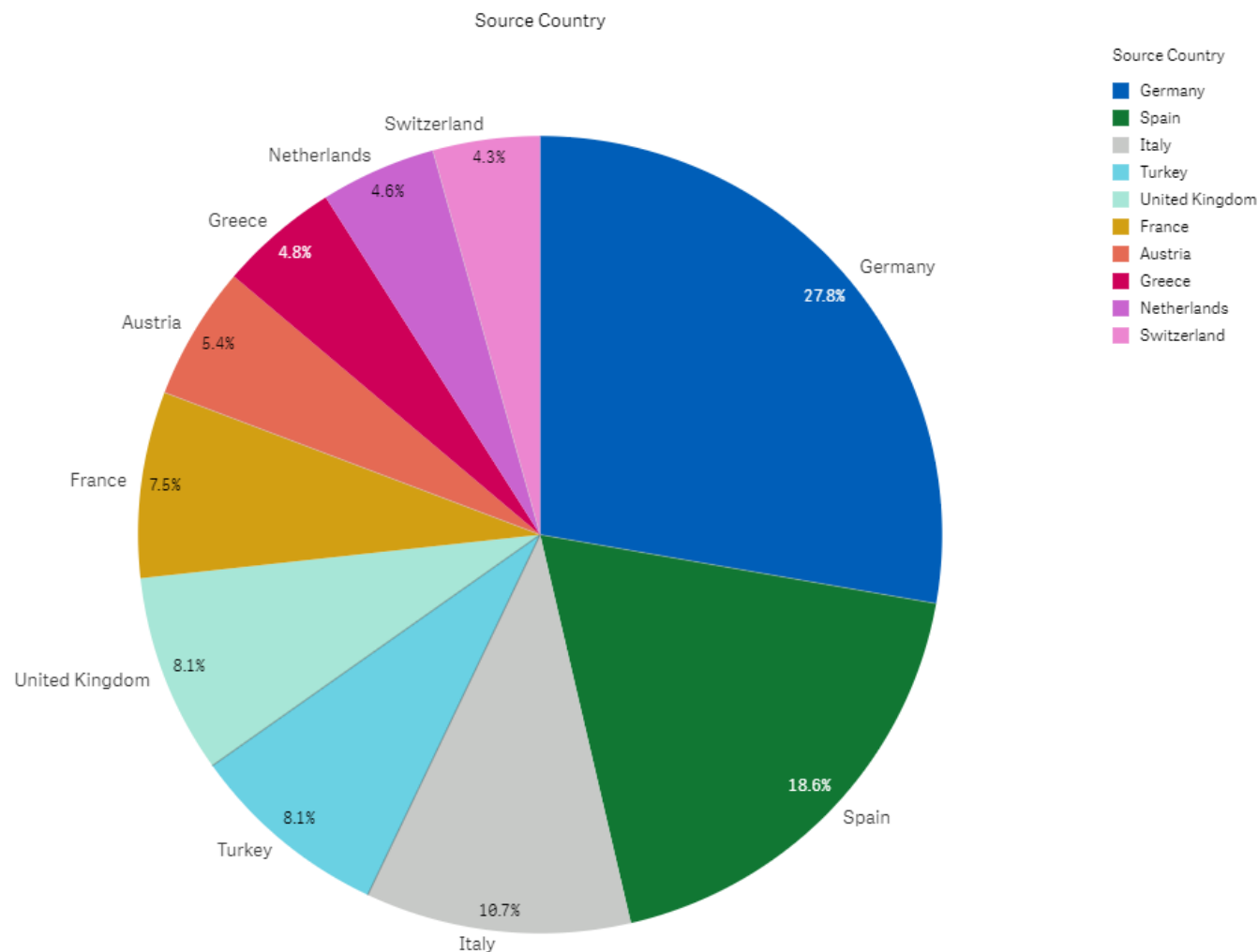
Market: Germany



Source of flights next few months – March /April | Germany

Biggest components of flights over next quarter are still domestic

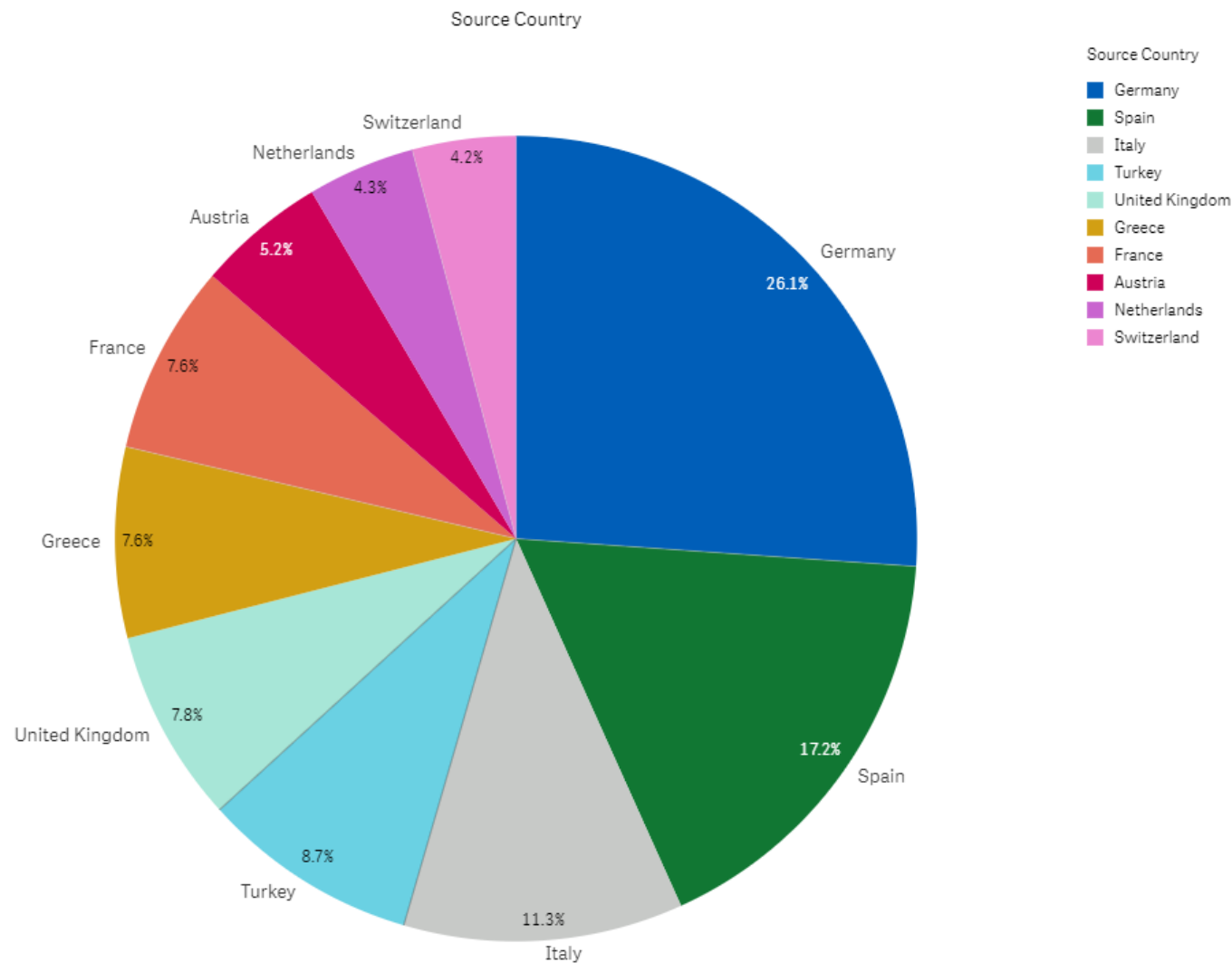
Top 10 Sourcing Country, Total Flights for Market Selected



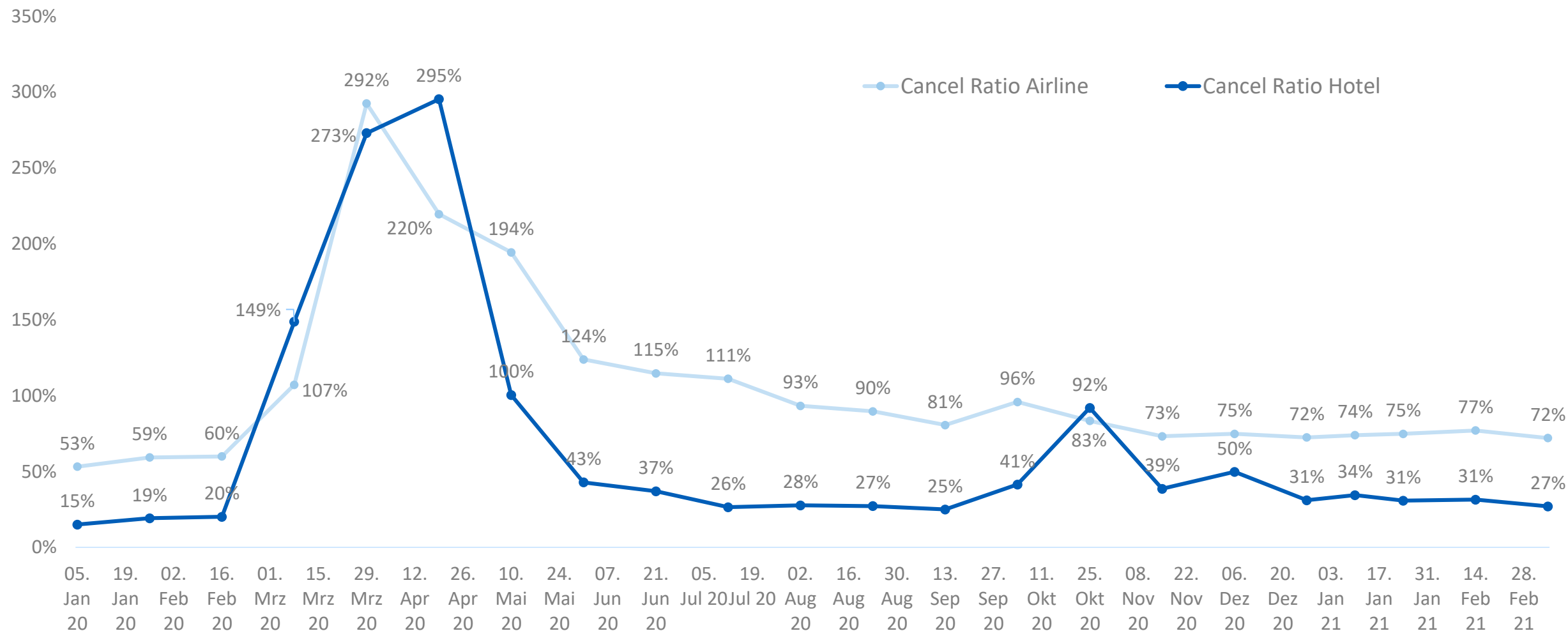
Source of flights next few months – May/June | Germany

Looking ahead still mostly leisure destinations

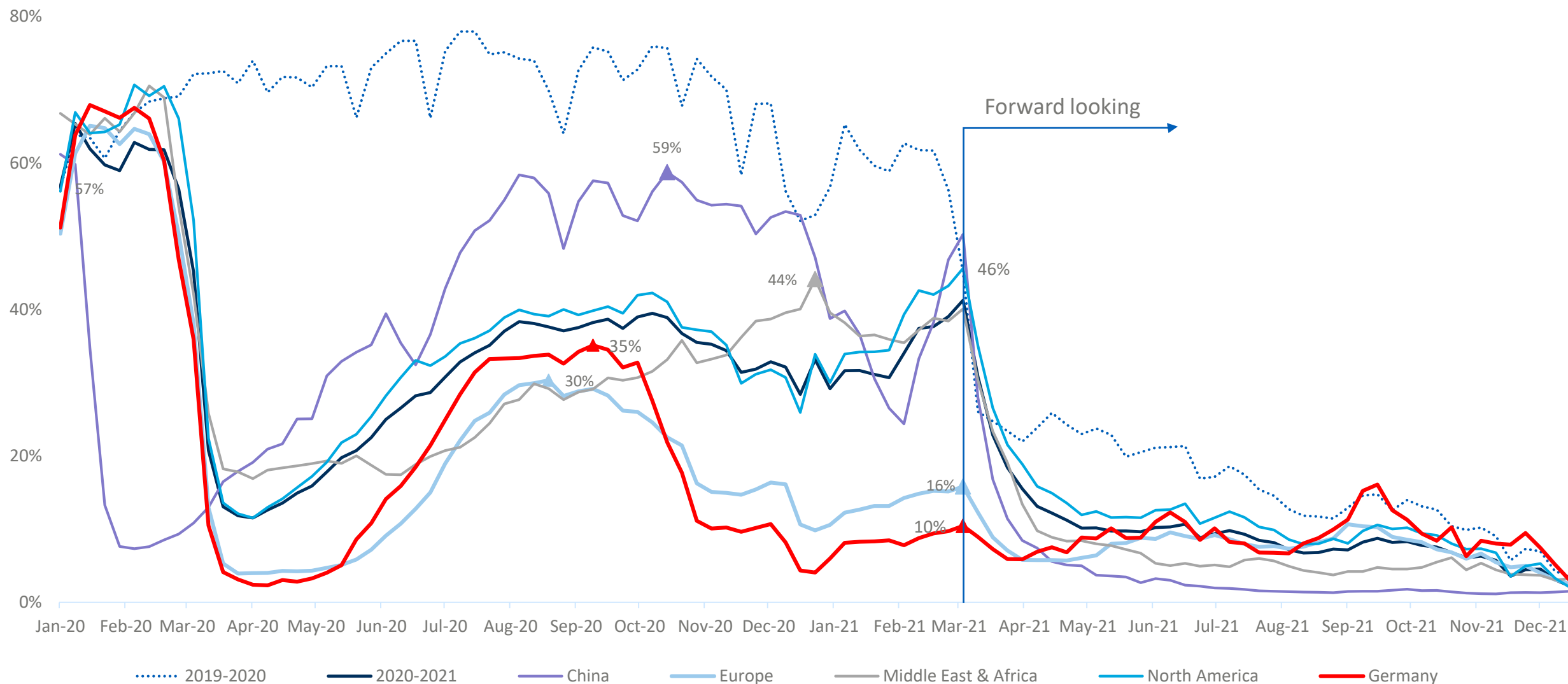
Top 10 Sourcing Country, Total Flights for Market Selected



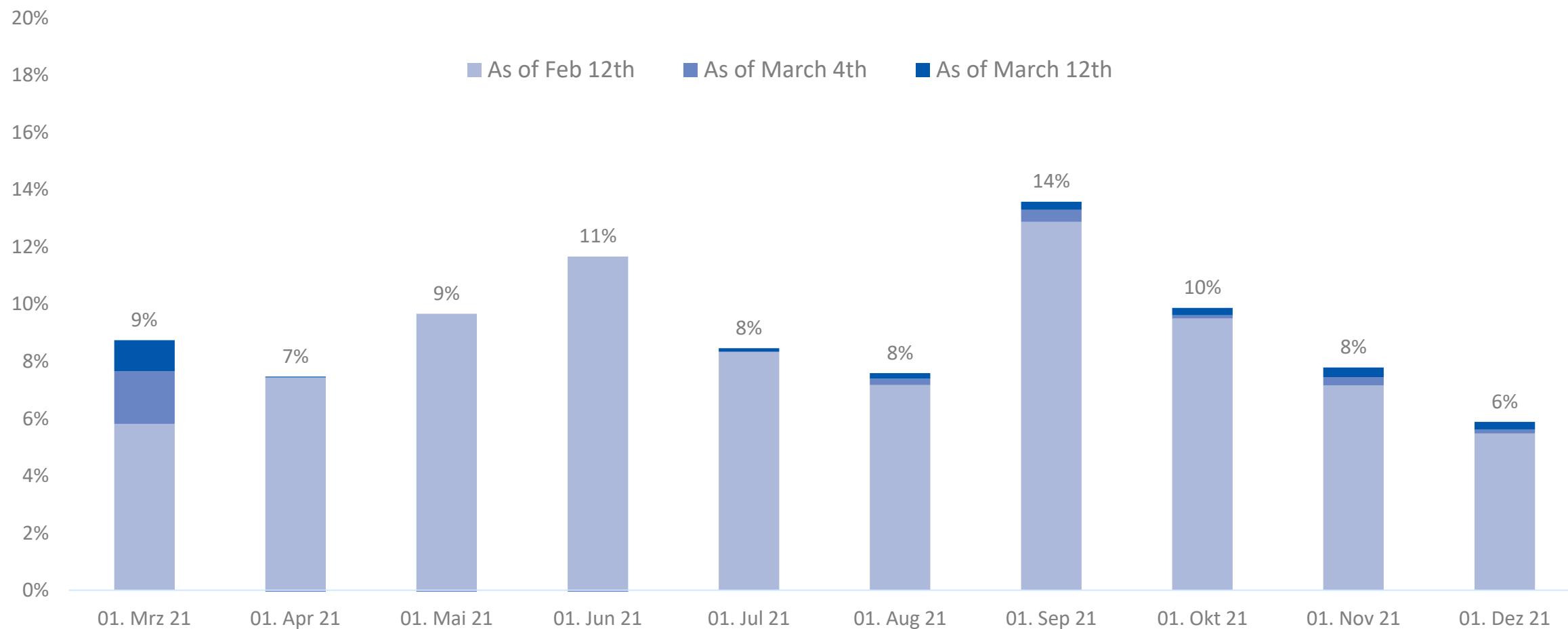
Airline & Hotel weekly Cancellations | Germany



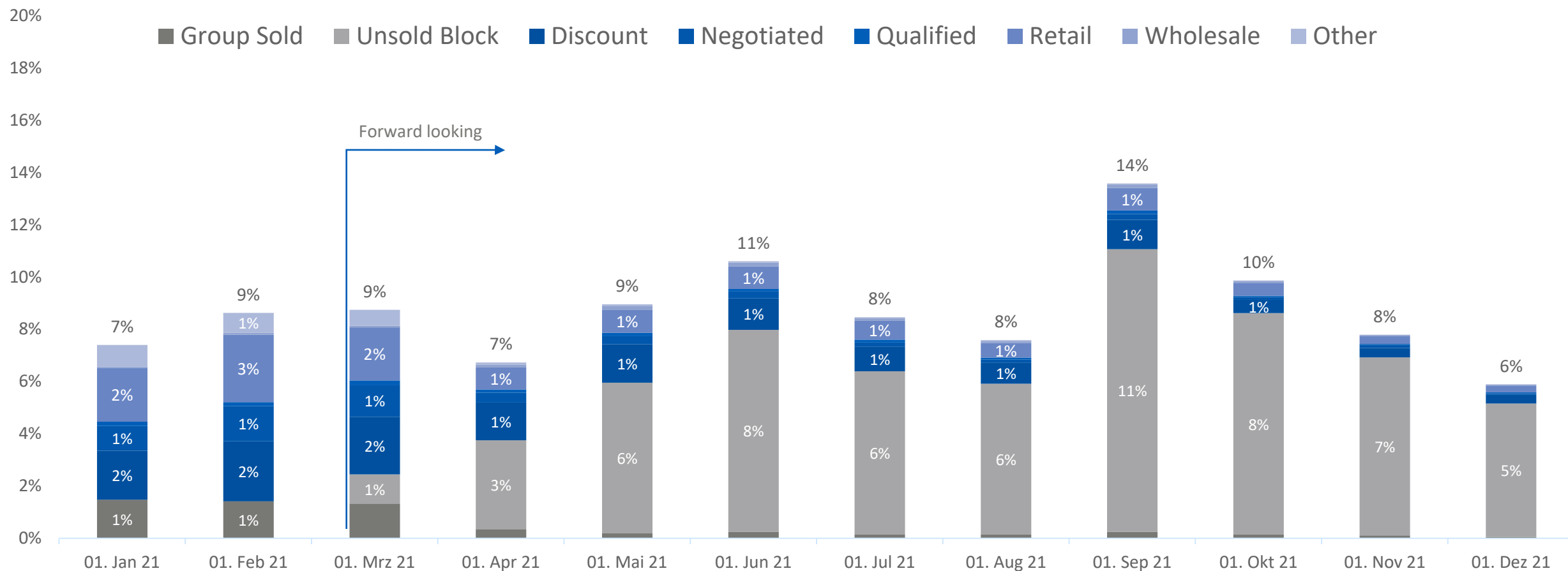
Hotel occupancy | Worldwide and Germany



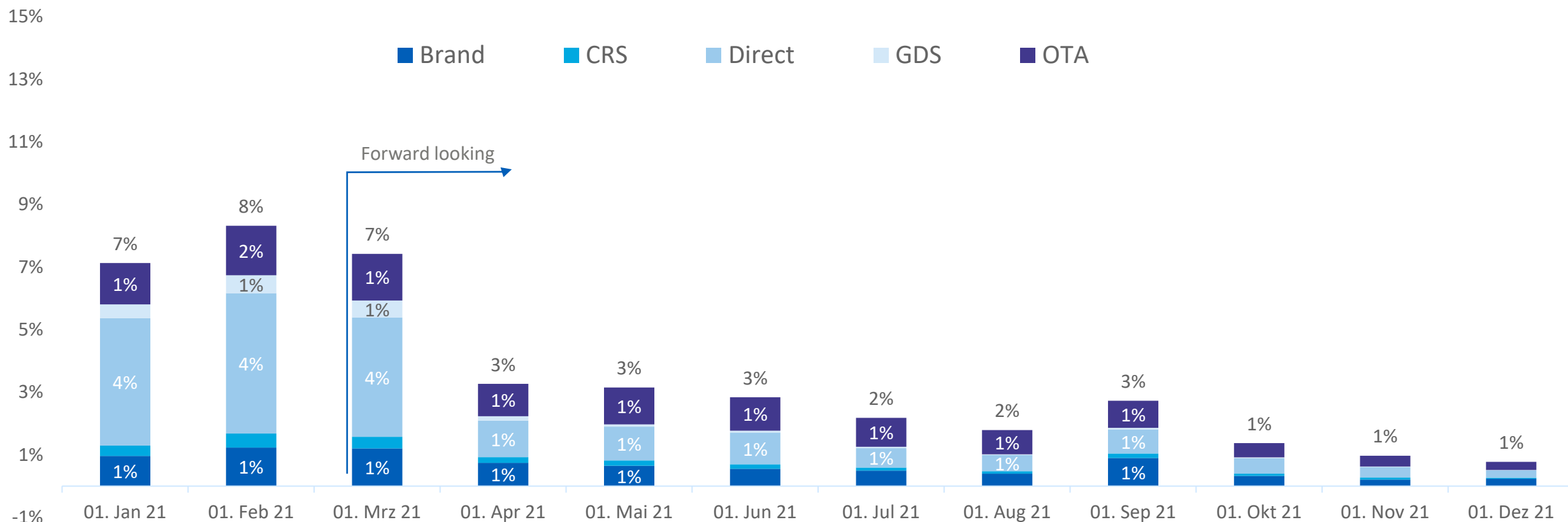
Occupancy & pick up 2021 | Germany



Occupancy by Segment all 2021 | Germany

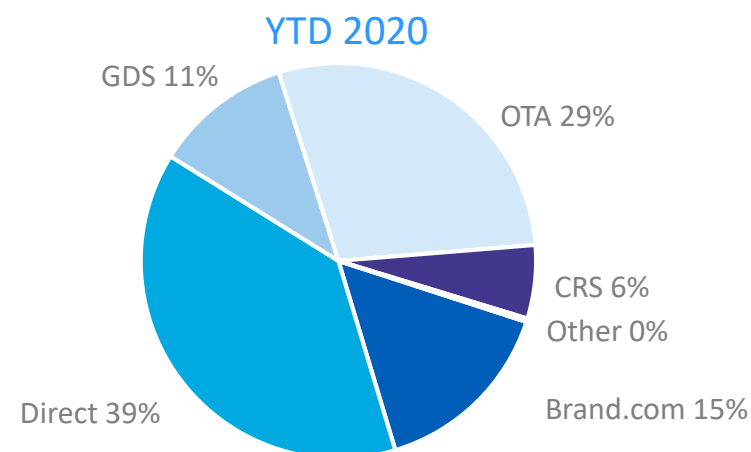
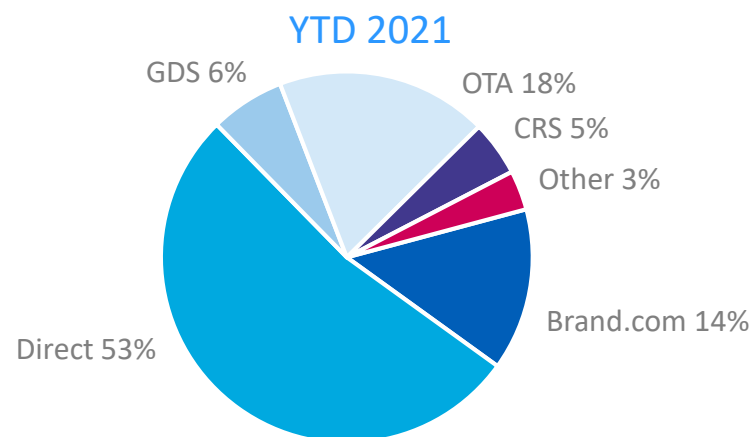
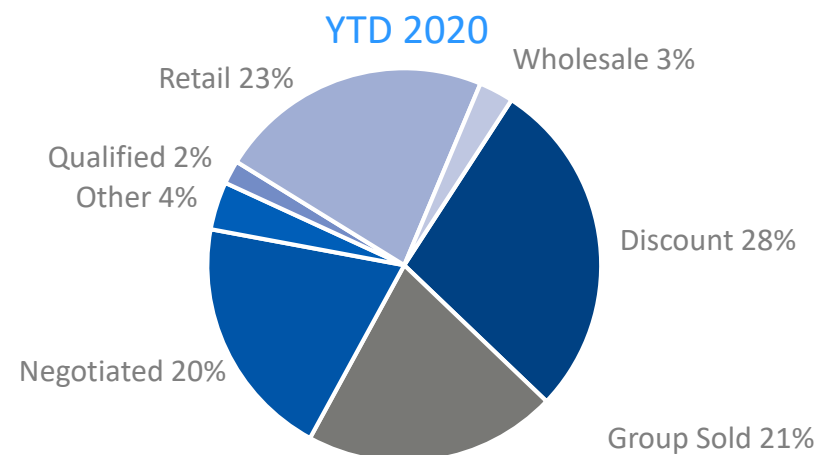
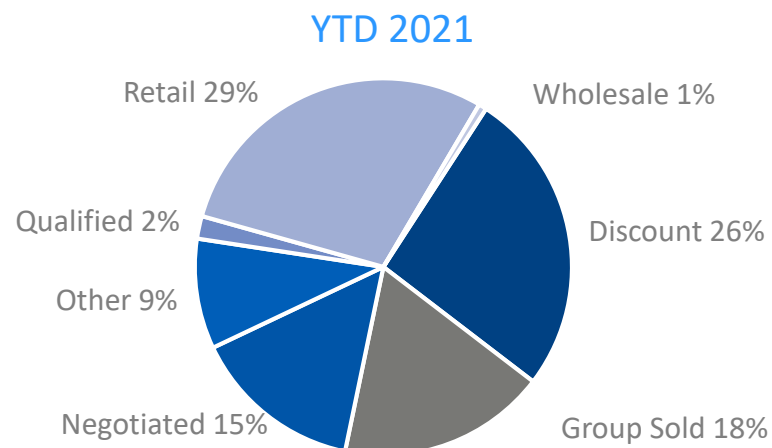


Occupancy by Channel 2021 | Germany

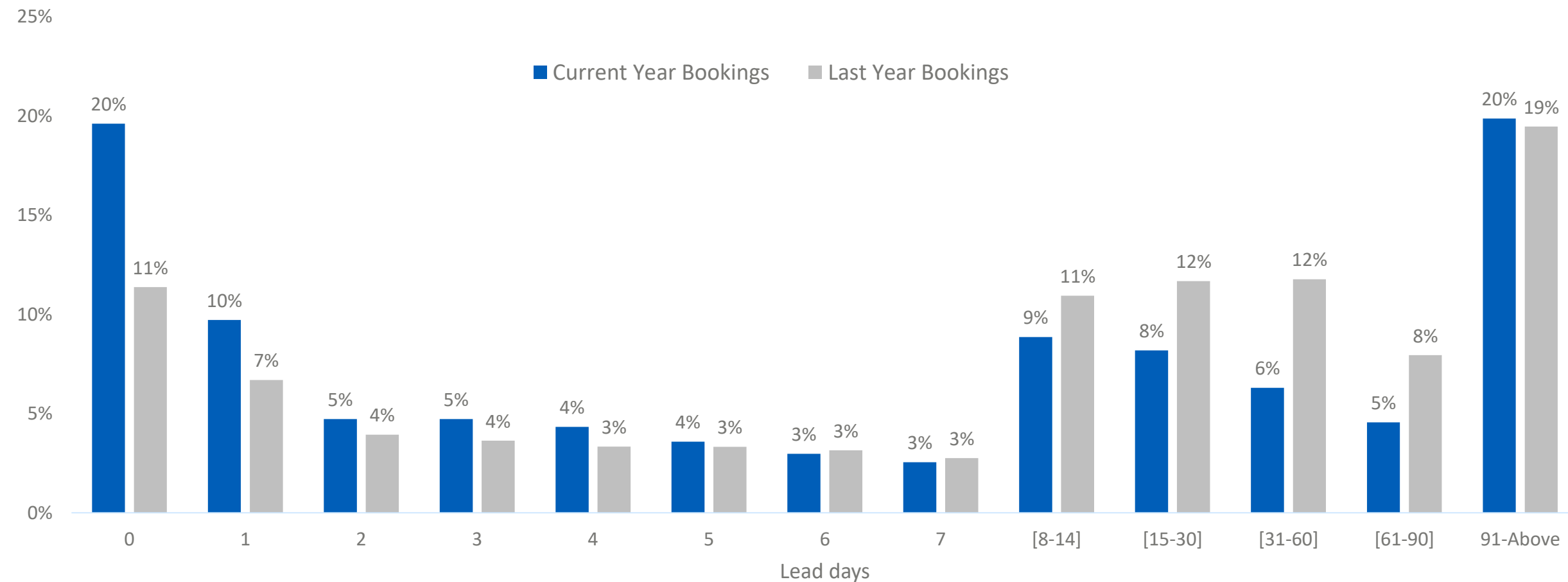


* Excluding unsold Blocks

Segments and Channels YTD vs STLY | Germany

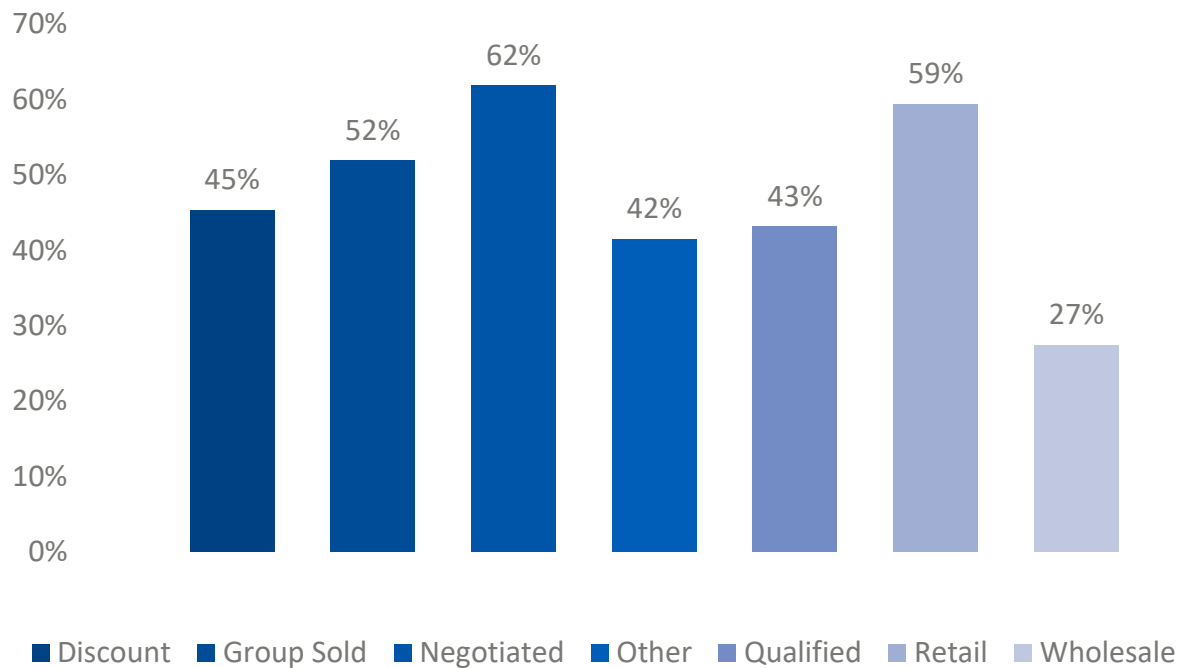


Lead time | Germany

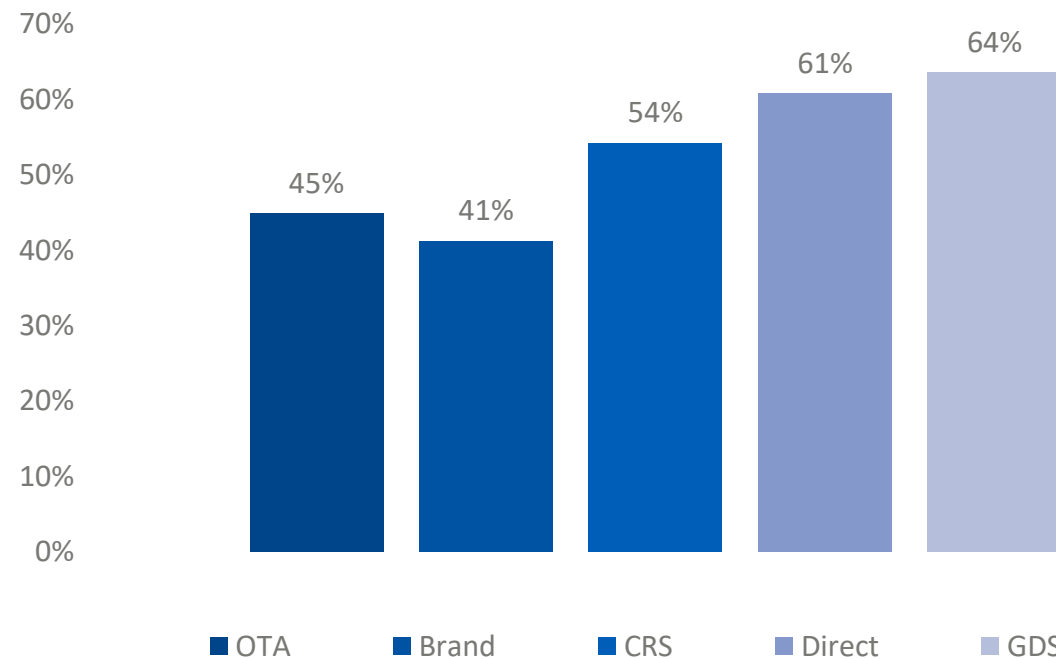


Lead time by segment & channel last month | Germany

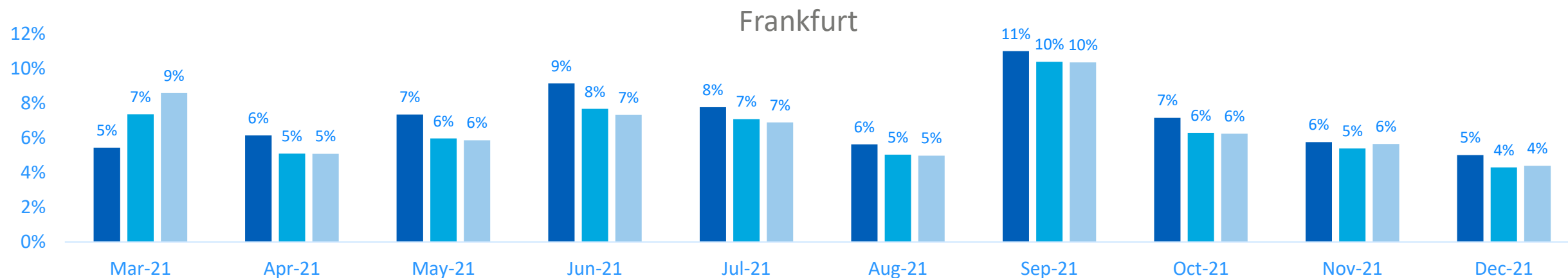
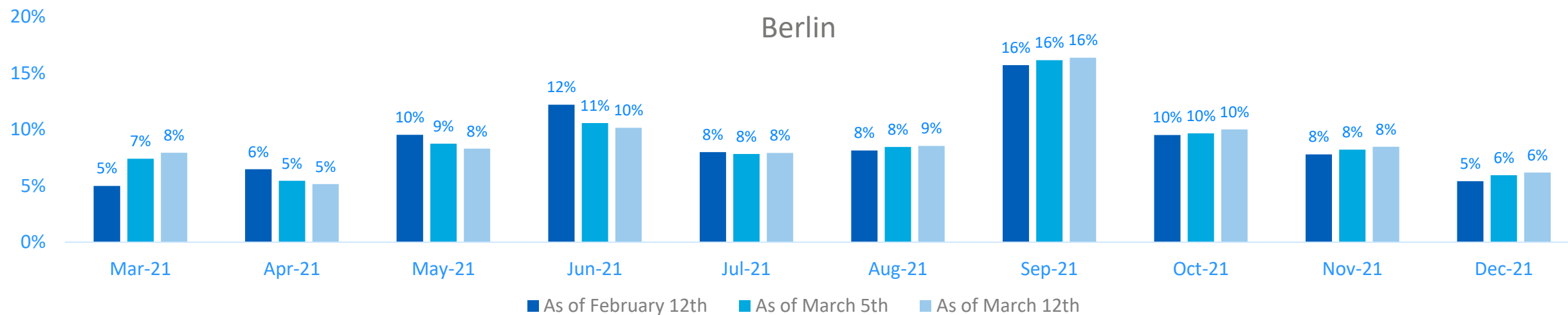
0-7 day lead days by Segment



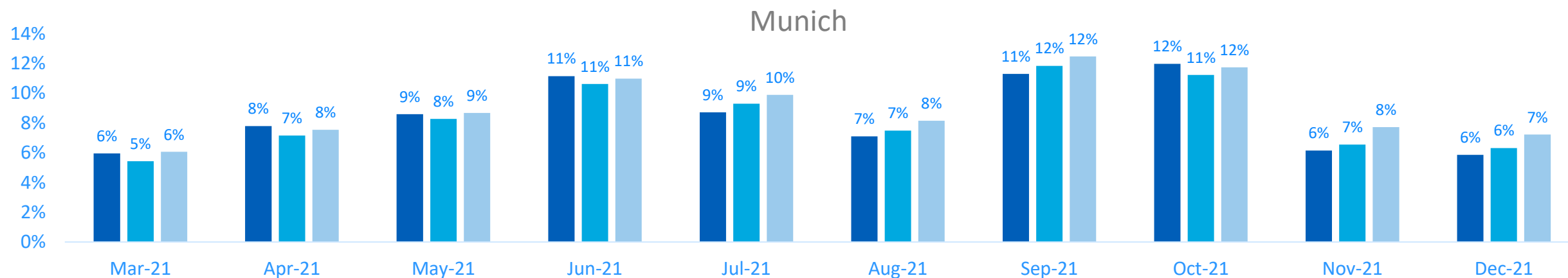
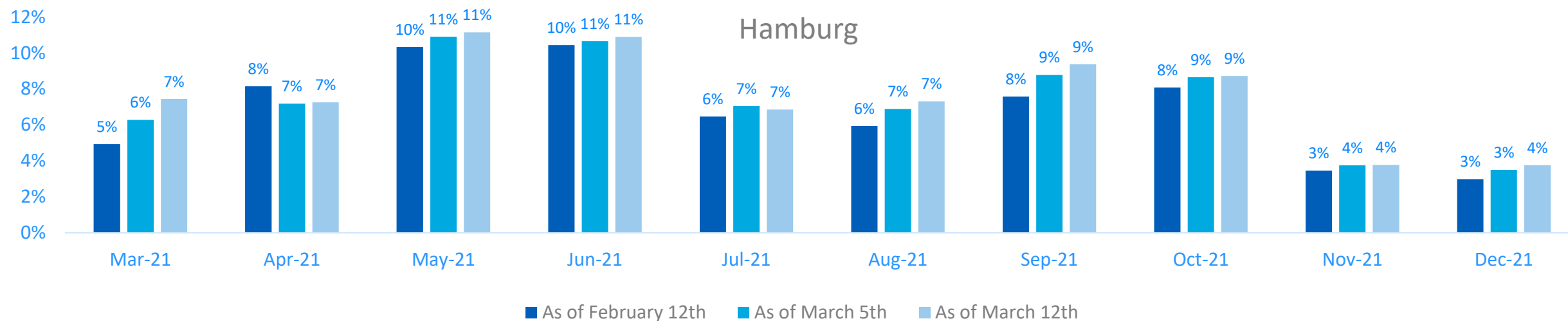
0-7 lead days by Channel



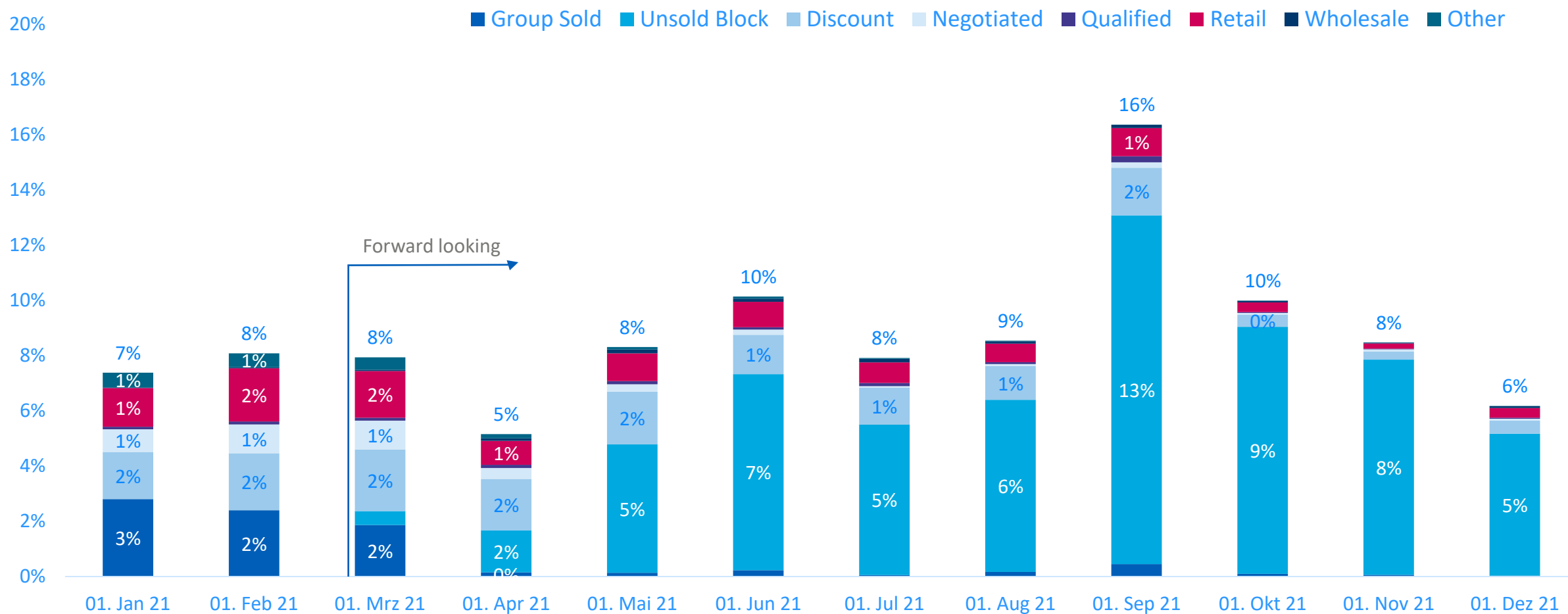
Year-end Occupancy progress | German markets



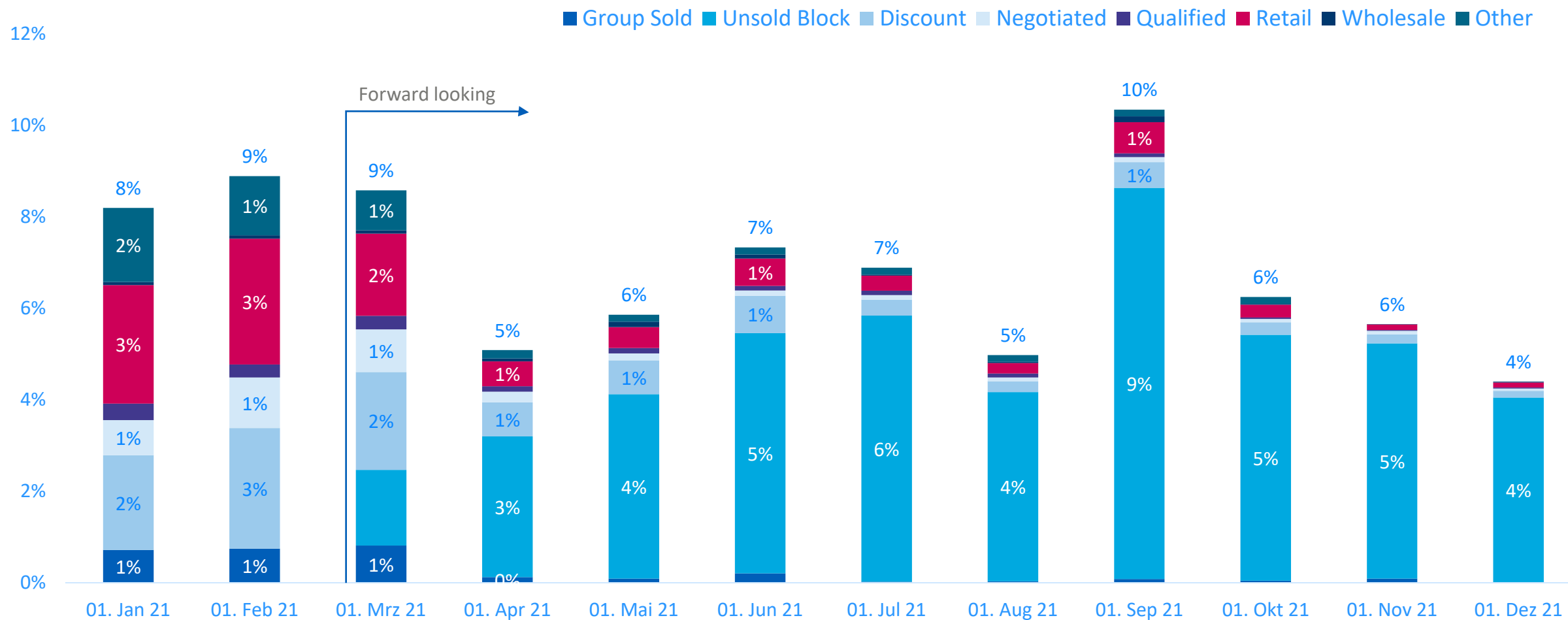
Year-end Occupancy progress | German markets



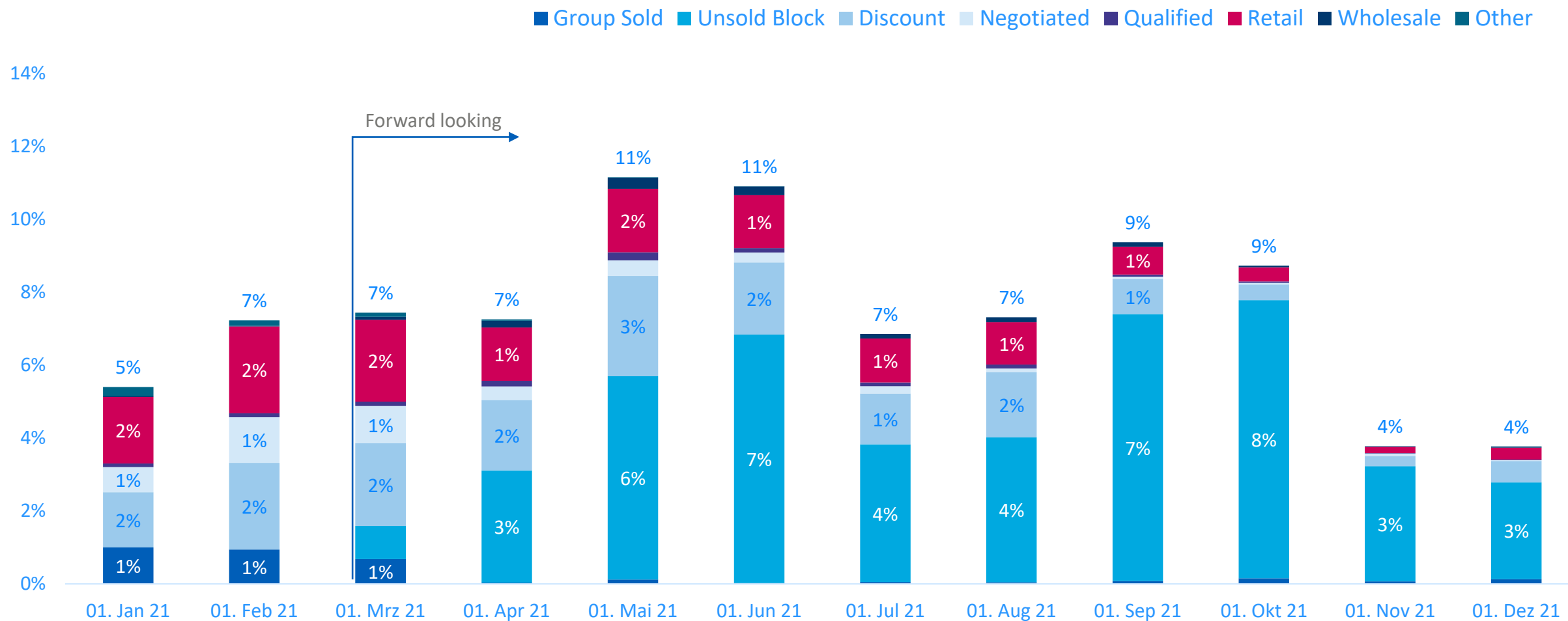
2021 Segment Mix | Berlin



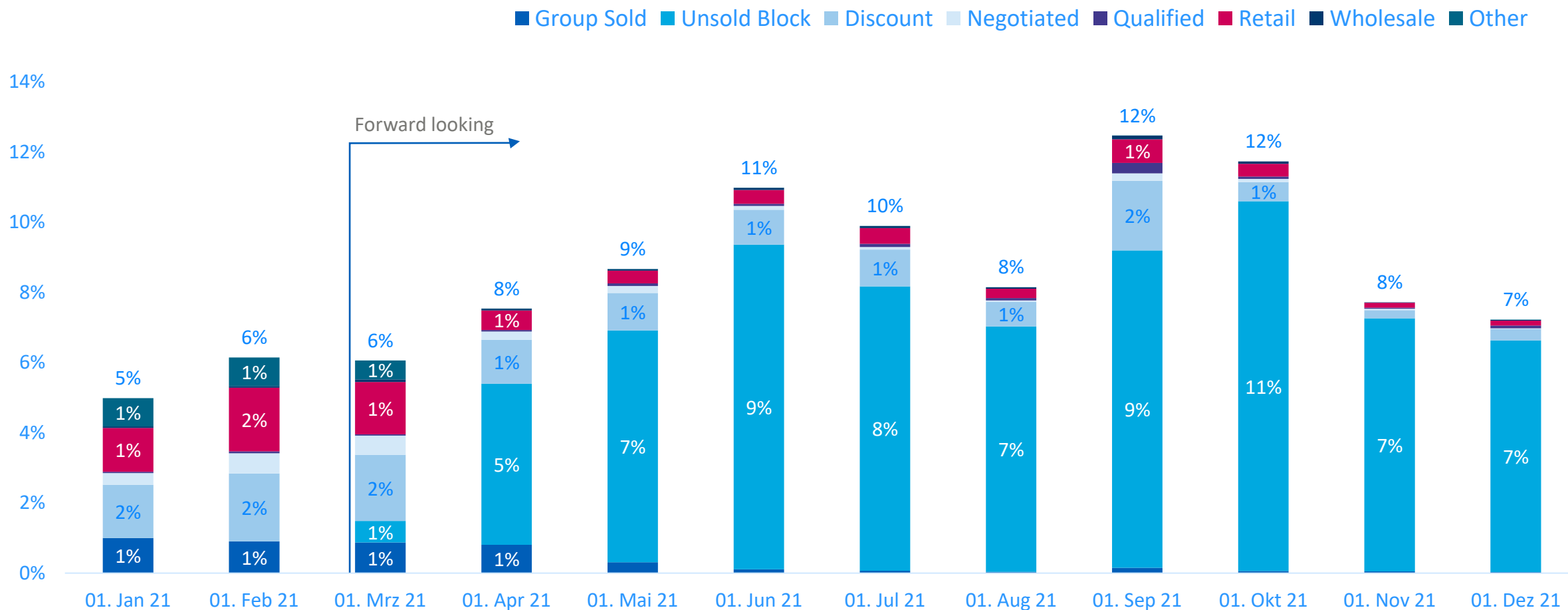
2021 Segment Mix | Frankfurt



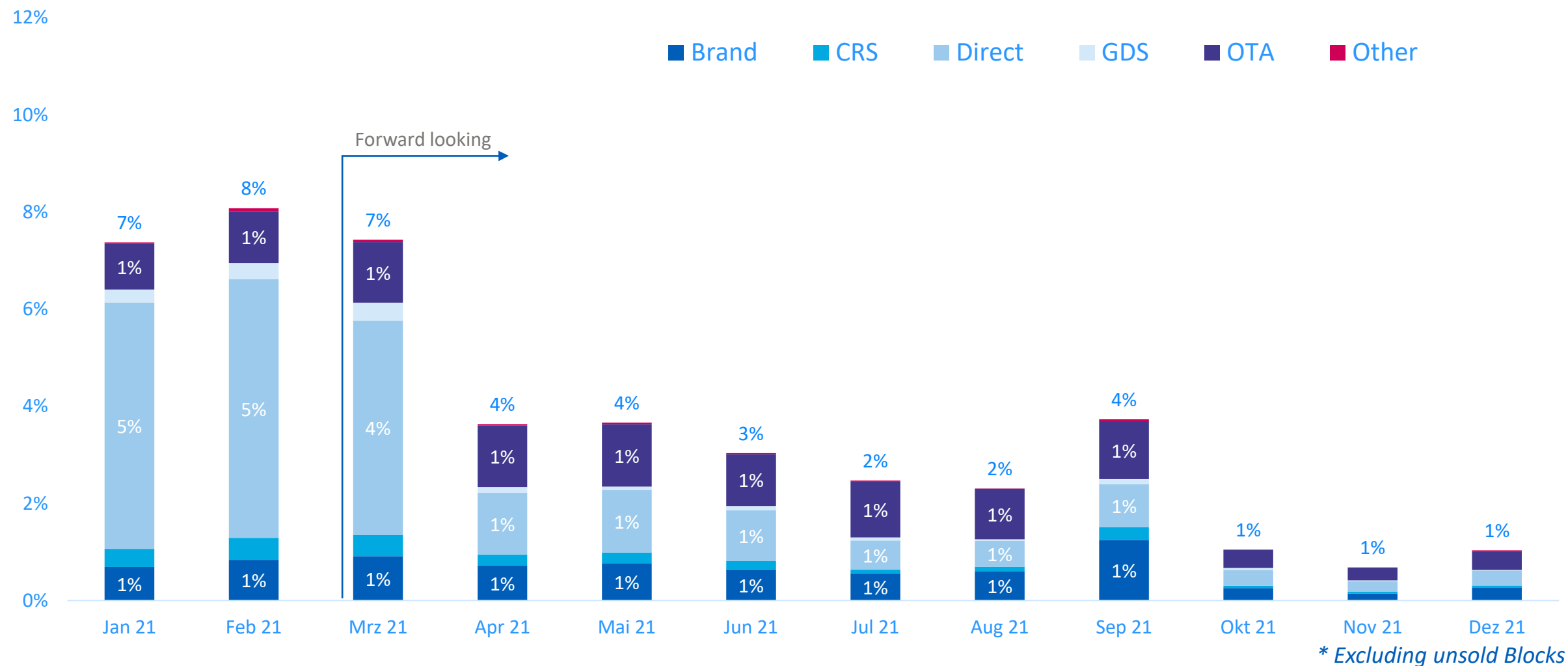
2021 Segment Mix | Hamburg



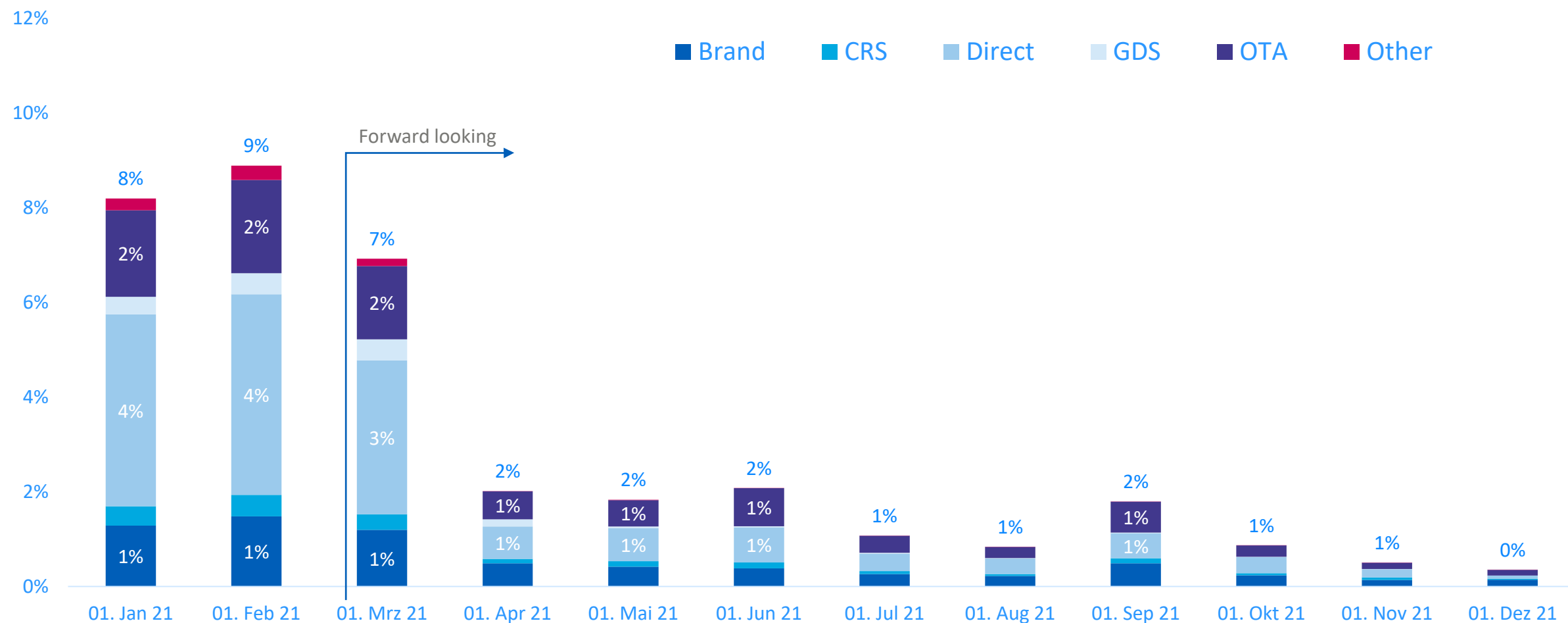
2021 Segment Mix | Munich



2021 Channel Mix | Berlin

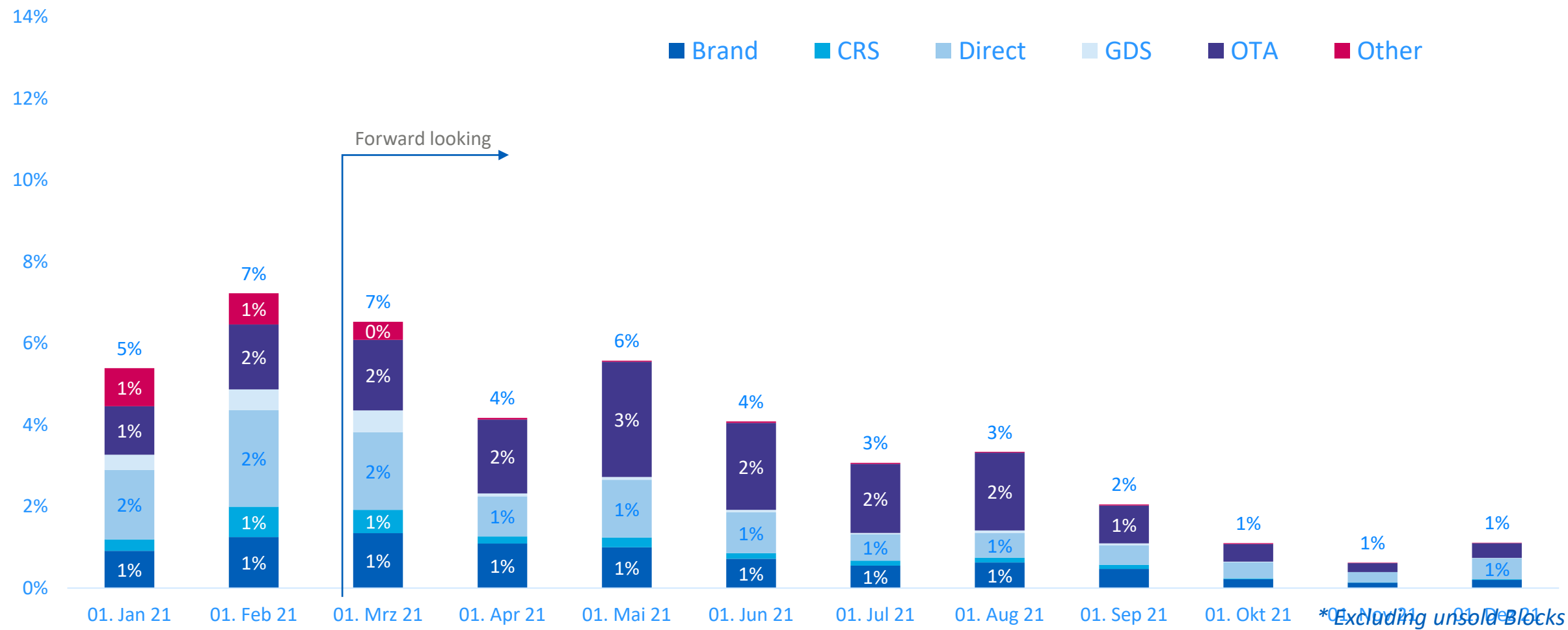


2021 Channel Mix | Frankfurt

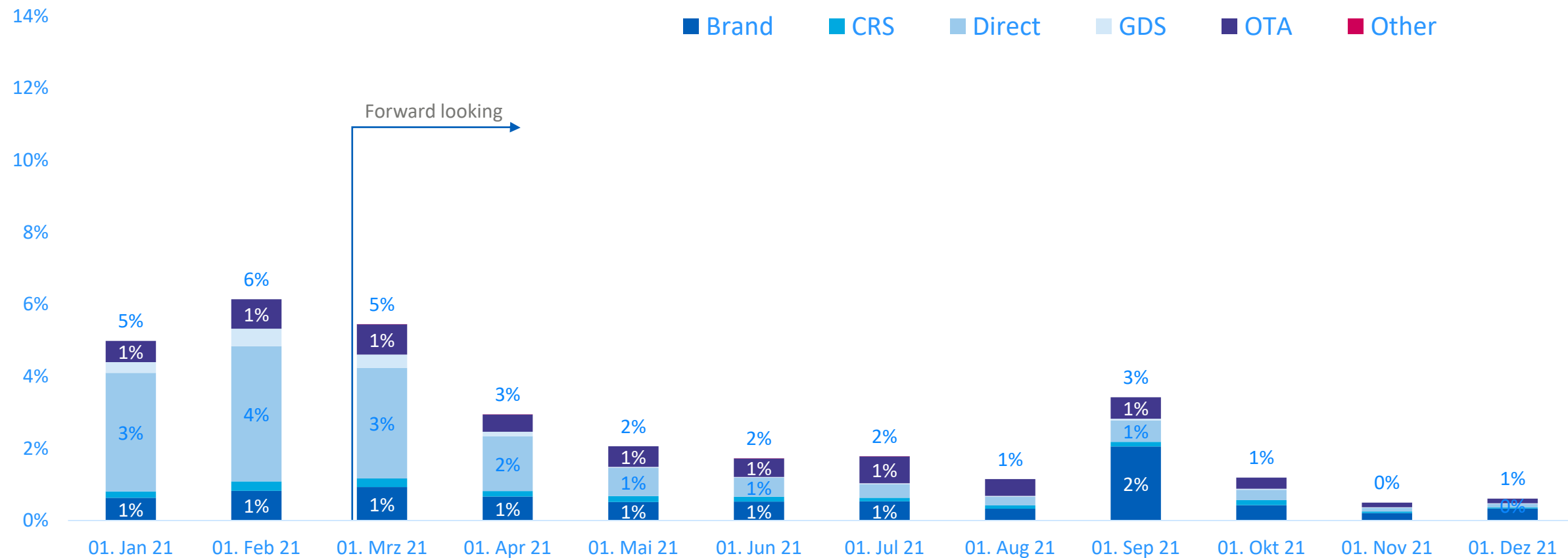


* Excluding unsold Blocks

2021 Channel Mix | Hamburg

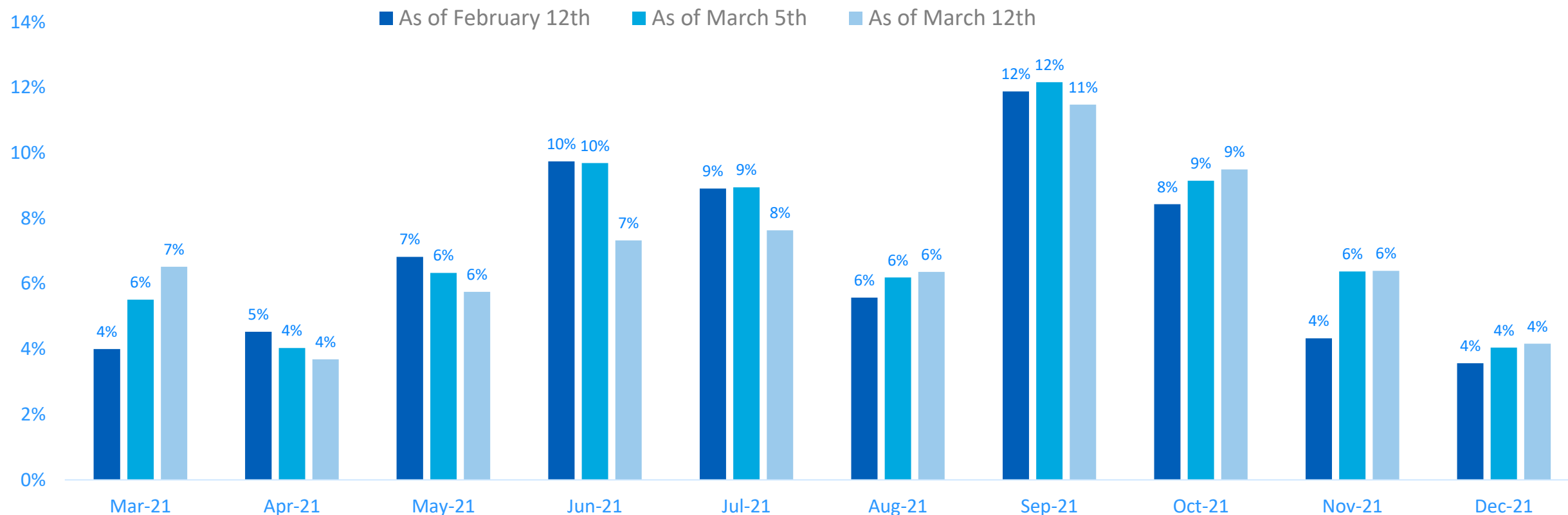


2021 Channel Mix | Munich

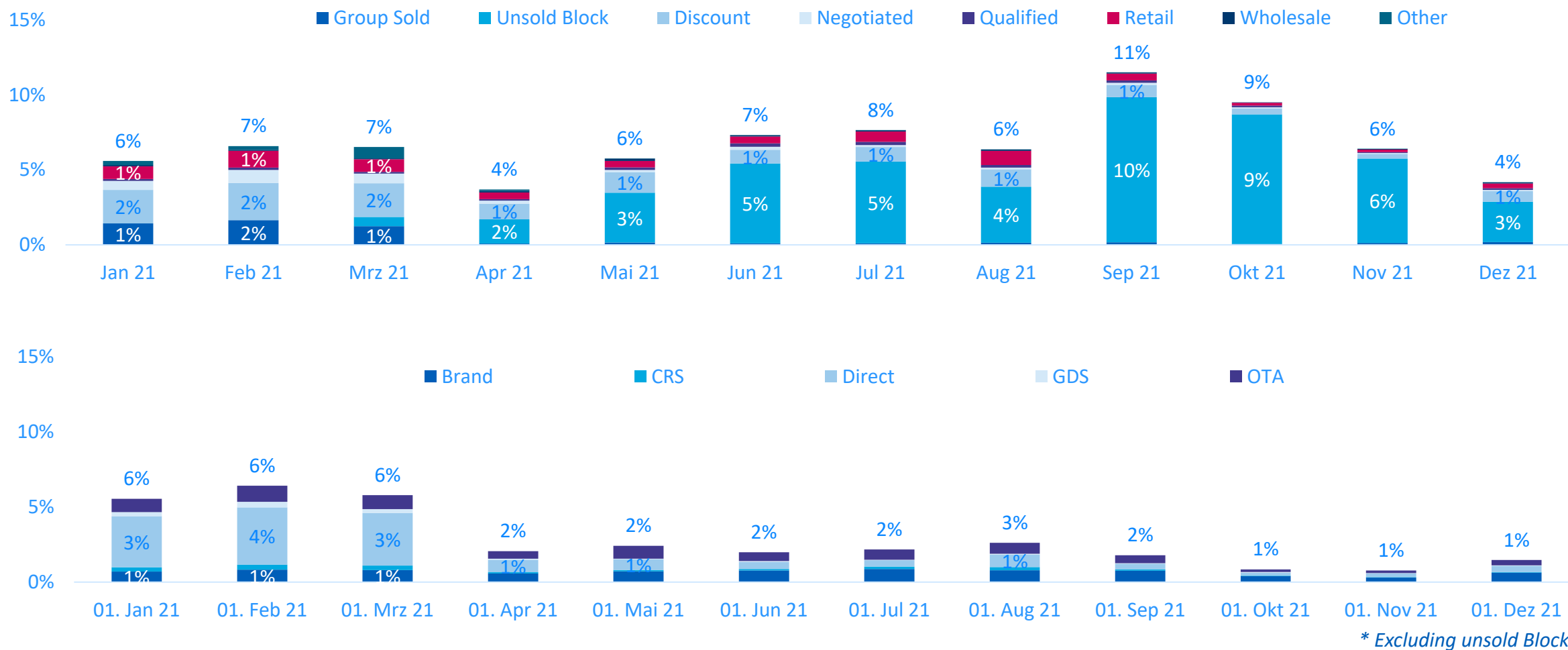


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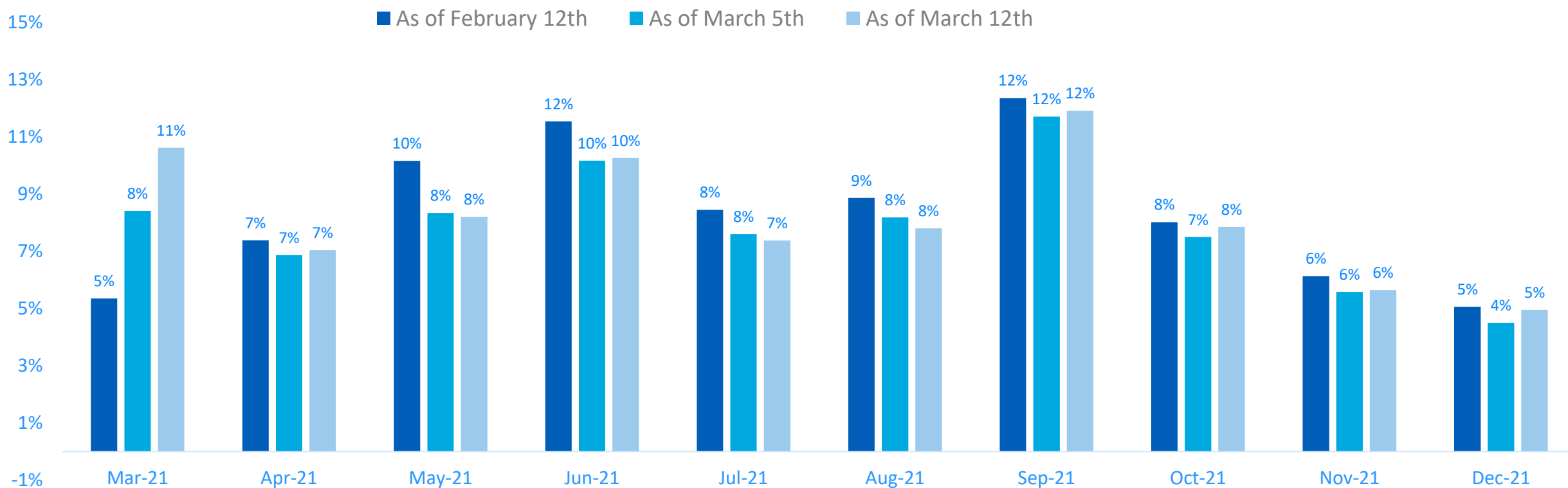
Occupancy and progress | Austria



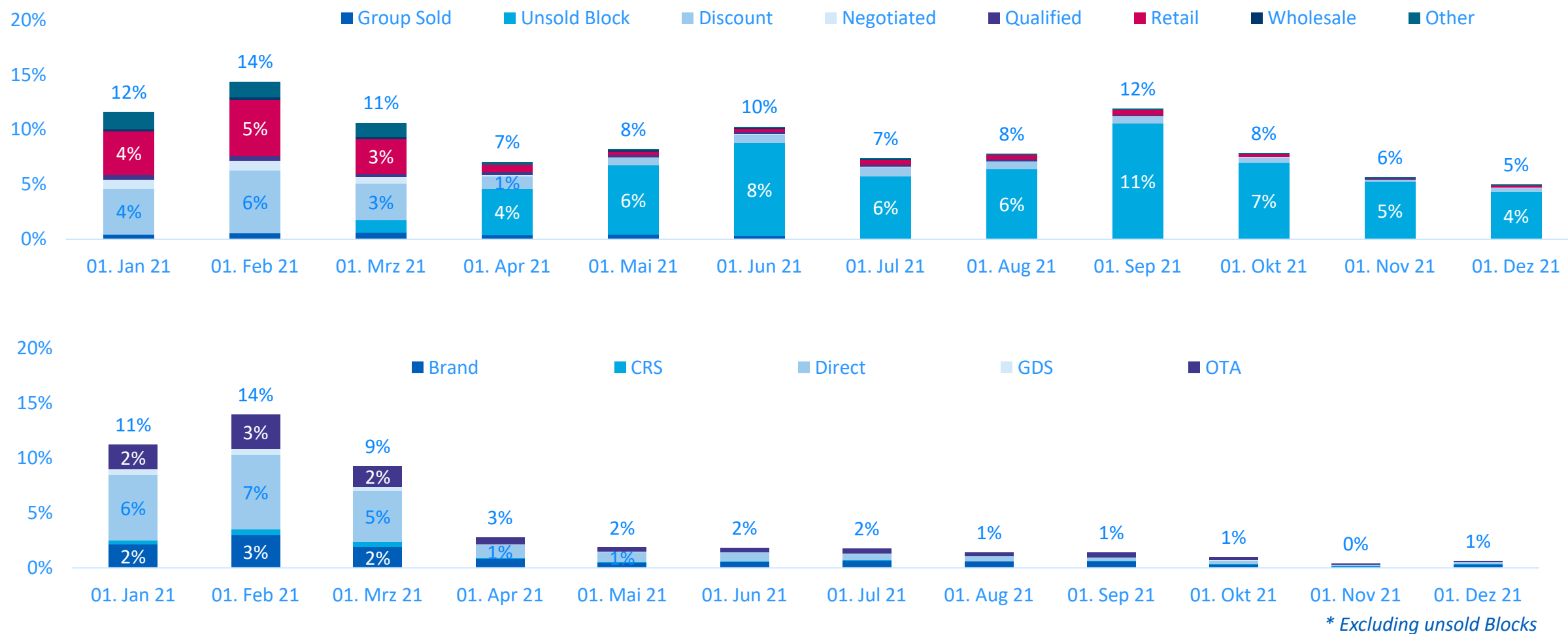
Segment & Channel mix 2021 | Austria



Occupancy and progress | Switzerland



Segment & Channel mix 2021 | Switzerland





Our eBook series contains actionable steps to build your hotel's crisis recovery plan for sales, marketing, and revenue management

Building your strategy

Visit our online resource center for additional best practices guides and helpful insights, or speak with your local account manager.



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Thank you

