



HotelligenceSM

FuturePACE

User Guide

About this User's Guide

The Hotelligence FuturePACE User's Guide is intended for use by FuturePACE subscribers and TravelCLICK staff. Its purpose is to help subscribers understand how to effectively use FuturePACE to meet their revenue goals.

Subscribers may download this guide from TravelCLICK's Electronic Marketing Centre (EMC) web site. It is accurate as of the Version Release date. If you have any questions about its contents, please contact your TravelCLICK representative.

Report Content:

All report data is compiled weekly from daily GDS bookings made through Amadeus, Galileo, and Sabre. All adjustments to bookings generated through these GDS sales channels are included in the report. Cancellations done outside of a GDS booking channel and no shows are not reflected in the report data.

Quality:

TravelCLICK prides itself on the quality of its products and on its responsiveness to client needs. TravelCLICK is committed to delivering quality products to its customers to help them in their revenue management practices.

TravelCLICK is an established company committed to ongoing technology development, customer support, and quality control. It provides electronic distribution reports to over 6,000 hotels.

Products:

In addition to Hotelligence and Hotelligence FuturePACE, TravelCLICK provides a number of products that help hotels maximize revenue from electronic channels.

For a complete listing of products and services, please visit:

<http://www.travelclick.net/>

Table of Contents

Overview..... 4

Purpose..... 4

Report Delivery..... 4

Report Content & Use 4

 GM Summary5

 Calendar View5

 Monthly Overview.....5

 Revenue Manager Pace Analysis5

Features and Benefits 6

Terms and Concepts..... 7

At a Glance 9

Getting Started 10

 Defining Your Market 10

 Keeping Current 10

 Total Rooms 10

 Profile Changes 10

 Accessing Your Report..... 11

 Logging In 11

 Downloading your Reports 11

 Contacting TravelCLICK..... 13

 Customer Support 13

 Local Consulting 13

Using the Report 14

 General Information..... 14

 GM Summary 15

 Calendar View 17

 Monthly Overview 20

 Revenue Manager Pace Analysis 23

Frequently Asked Questions 26

Overview

Hotellintelligence FuturePACE is a report that shows booking demand for dates in the future and enables you to analyze tomorrow's booking trends today. While Hotellintelligence provides historical data, FuturePACE is a weekly report that provides you with a view into the future and enables you to analyze GDS booking trends for the balance of the current month and next two months.

GDS future booking data is received by TravelCLICK on a daily basis from Sabre, Galileo, and Amadeus showing bookings made in the GDS and GDS-powered Websites. This daily data is compiled into a weekly report for your use.

Hotellintelligence FuturePACE is a product only available to Hotellintelligence subscribers. It uses many of the same terms and concepts as Hotellintelligence. To use FuturePACE effectively, you should be familiar with Hotellintelligence.

Purpose

The purpose of FuturePACE is to provide hotels with a tool to help them increase revenue. By providing you with future competitive booking trend data, FuturePACE will help you make proactive decisions regarding pricing, availability, and marketing. Report information enables you to:

- Understand where you rank versus your competitors
- Target low-demand periods where marketing may be required
- Identify periods when your hotel is losing market share to the competition in time to impact it
- Identify high-demand periods or periods when your hotel is outperforming its competition
- Analyze your hotel's rate position versus your Competitive Set
- Identify booking trends (room nights, revenue, and average daily rate)

Report Delivery

FuturePACE is a weekly report available on the Internet through TravelCLICK's Electronic Market Center (EMC).

Each Tuesday, you will be notified via e-mail when your report has been generated and is available for download. It is an Excel file and requires Excel 97 or a later version.

Report data is current through the previous Saturday. For example, a report delivered on Tuesday, February 26th contains booking data including Saturday, February 23rd.

We recommend you save a copy of each weekly report to your hard drive. TravelCLICK will maintain a 90-day archive of reports as backup for you.

Report Content & Use

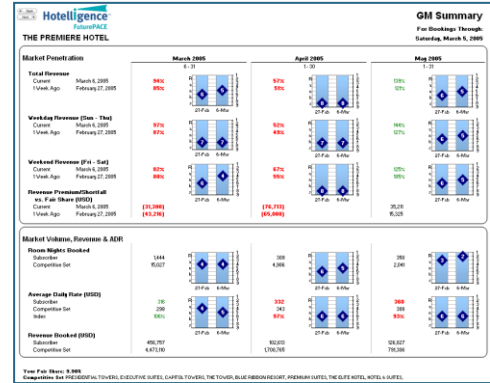
FuturePACE has 4 sections, going from a high level view of the current and next 2 months to increasing levels of detail. Each section is designed for a specific audience.

- GM Summary
- Calendar View
- Monthly Overview
- Revenue Manager Pace Analysis

GM Summary

Primary Audience: General Manager

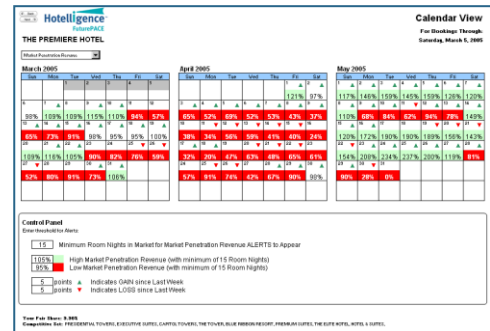
The GM Summary is a snapshot view of the current and next two months showing market penetration and market volume. It provides the General Manager with a scorecard or benchmark for weekly performance changes. Together with the Director of Sales and Revenue Managers, the General Manager can use the report to help determine how to manage key initiatives.



Calendar View

Primary Audience: Director of Sales

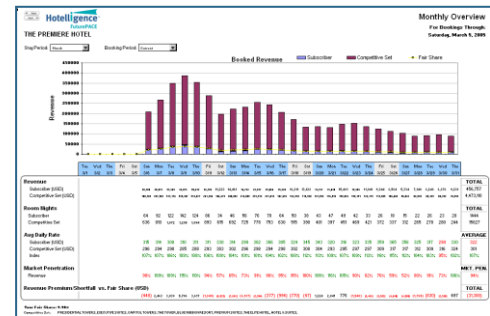
The Calendar View is a daily snapshot of the current and next two months. A Control Panel enables the user to interact with the report, defining Alerts that allow the Director of Sales to focus on days when your hotel is doing well and on those days when you are not capturing your Fair Share. It also shows changes to performance week over week.



Monthly Overview

Primary Audience: Revenue Managers

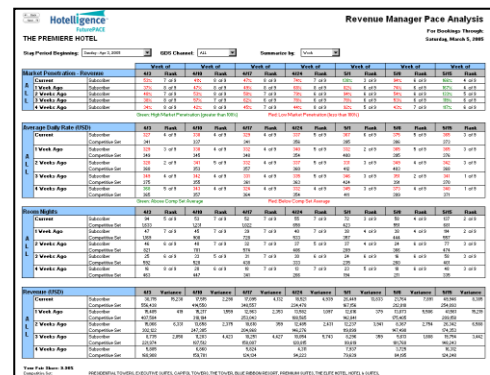
The Monthly Overview shows total revenue demand for each day in the selected month and enables you to identify your share. It also shows the detail behind revenue demand and performance week over week.



Revenue Manager Pace Analysis

Primary Audience: Revenue Managers

This is the most detailed section of the report. For example, you can drill down to a single day to see booking from a single GDS. Future bookings data and rankings for the current period and the prior 4 weeks are provided, enabling you to identify trends.



Features and Benefits

Hotelligence FuturePACE has a number of features and benefits.

OPPORTUNITY

FuturePACE provides you with a tool to identify future dates where the opportunity to increase market share and revenue exist in time for you to react.

TIMELINESS

Weekly delivery enables you to make proactive pricing, inventory, and marketing decisions to impact opportunity dates for the balance of the current month and the next two months. On Tuesday you will have access to future GDS booking data that is current through the previous Saturday.

COMPETITIVE ANALYSIS

FuturePACE compares how well you are doing versus the hotels you have defined as your Competitive Set. It provides volumes for revenue and room nights (for you and your Competitive Set), market share and penetration percentages, and rankings.

TREND ANALYSIS

The Revenue Manager Pace Analysis section shows you future booking data as of the current weekly period and for the previous 4 weeks. You can compare a 5-week trend to see how your market penetration (revenue), average daily rate, room nights, and revenue have changed week over week. You can also compare your rank within your Competitive Set to see how you are doing with regard to the competition.

USER SPECIFIC

FuturePACE is comprised of 4 sections, each of which is aimed at a specific audience at your hotel. Typically, General Managers use the GM Summary, Directors of Sales use the Calendar View, and Revenue Managers use the Monthly Overview and the Revenue Manager Pace Analysis sections.

CURRENCY

You determine your report currency. For example, if you have four users in different countries, each user can view the report in their own currency. To change report currency for one or more users, contact your TravelCLICK Director of Sales or your TravelCLICK Account Executive.

Terms and Concepts

FuturePACE uses a number of terms and concepts that are also used in Hotelligence. To use FuturePACE effectively, it is important to understand the following concepts.

COMPETITIVE SET

Comprised of the hotels to which you are comparing your hotel. You may define a Competitive Set consisting of 4 to 20 hotels at subscription time. To use more than one Competitive Set, you need an additional subscription for each unique set.

MARKET

Your market consists of your hotel and the hotels in your Competitive Set.

RANK

This shows how well your hotel is doing compared to your Competitive Set.

If there are 8 hotels in your Competitive Set and your rank is 5, you are 5 of 9. This means that 4 of the hotels are doing better than you and 4 are not doing as well.

FAIR SHARE

This is a percentage, comparing the available rooms in your hotel to the total room inventory for your market. It defines your expected market share.

$$\text{Fair Share} = \frac{\text{Your Available Rooms}}{\text{Total Available Rooms (for you and your Competitive Set)}}$$

Note: If you have 100 rooms and your Competitive Set has 900 rooms, your fair share is 10%.

$$\text{Fair Share} = \frac{100}{100+900} = .10 = 10\%$$

MARKET SHARE

This is your share or percentage of actual business compared to the total bookings for your market. It is calculated for both rooms and revenue.

$$\text{Market Share} = \frac{\text{Your Bookings (rooms or revenue)}}{\text{Total Bookings (You and your Competitive Set)}}$$

Note: If you book 50 rooms and your Competitive Set books 550 rooms, your market share is 8.3%.

$$\text{Market Share} = \frac{50}{50+550} = .083 = 8.3\%$$

MARKET PENETRATION

This compares your market share to your fair share. Are you meeting your expectations? Underperforming your fair share? Outperforming?

If your market penetration is 100%, this means that your market share is equal to your fair share. If your market penetration is greater than 100%, then you are outperforming your fair share. And finally, if your market penetration is less than 100%, you are underperforming your fair share.

$$\text{Market Penetration} = \frac{\text{Market Share}}{\text{Fair Share}}$$

Note: If your Fair Share is 10% and your market share is 8.3%, your market penetration is 83%. Since it is below 100%, you have not done as well as some of your competitors.

$$\text{Market Penetration} = \frac{8.3\%}{10\%} = .83 = 83\%$$

ADR INDEX

The Average Daily Rate (ADR) index shows how your daily rate compares to the average daily rate of your competitive set.

$$\text{ADR Index} = \frac{\text{Your ADR}}{\text{Competitive Set ADR}}$$

If your ADR index is 100%, then you and your competitors are booking at the same average daily rate. Numbers below 100% mean you are charging less than they are and numbers above 100% mean your average daily rate is more than theirs.

Note: If your ADR is 155 and your Competitive Set's ADR is 180, your ADR index is 86%.

$$\text{ADR Index} = \frac{155}{180} = .86 = 86\%$$

At a Glance

The following table is a snapshot of FuturePACE.

PURPOSE	<p>Aid proactive marketing decisions by providing:</p> <ul style="list-style-type: none"> • Booking data for future dates for your hotel and your Competitive Set • Performance measures comparing you and your Competitive Set
FUNCTION/USE	Analyze GDS booking data for the rest of the current month and for the next 2 months for your hotel and your Competitive Set
FREQUENCY	Weekly
TIMING	Available to download from EMC on Tuesday. Data is current through the previous Saturday.
CONTENT	<ul style="list-style-type: none"> • Market Penetration (rooms and revenue) • Revenue and room nights booked (subscriber and Competitive Set) • Average Daily Rate and ADR Index for booked rooms • Revenue premium and shortfalls (compared to Competitive Set)
SOURCE	GDS booking data (Amadeus, Galileo, and Sabre)
BOOKING PERIODS	Current (Sunday through last Saturday) and 4 previous weeks
USERS	General Manager, Revenue Managers, and Director of Sales
CONTACT	<p>Your representative at TravelCLICK Inc.:</p> <p>Name: _____</p> <p>Phone: _____</p> <p>Email: _____</p>
ACCESS	<p>Upon notification, you can access your report in the Electronic Marketing Center through TravelCLICK's website:</p> <p>http://travelclick.net</p>

Getting Started

This section contains information on:

- Defining your Market
- Keeping Current
- Accessing your Report
- Contacting TravelCLICK, Inc. (Customer Service/Sales)

Defining Your Market

Together, your hotel and your Competitive Set comprise your market. It is important to have a realistic and current Competitive Set.

TravelCLICK staff will help you set up or change your Competitive Set. To change a property in your Competitive Set requires you to change a minimum of two properties to preserve confidentiality. You can have one Competitive Set per subscription.

The same rules for setting up your Competitive Set apply to both Hotelligence and Hotelligence FuturePACE:

- Minimum number of hotels in Competitive Set: 4
- Maximum number of hotels in Competitive Set: 20
- Maximum room count for a single Competitor: 45%
- Maximum room count for a single Brand: 50%

If for any reason your Competitive Set does not meet the above criteria, please contact your TravelCLICK Director of Sales or Account Executive to make the appropriate changes.

Keeping Current

It is important that your report is based on current, accurate information. If you know of any changes that may affect report content, please let TravelCLICK know at once.

Total Rooms

Your fair or expected share of business is based on comparing your available rooms to the total room inventory for you and your Competitive Set.

Initially, the total room count for your hotel and its competitors was obtained from each GDS. It is now maintained in the TravelCLICK database. If you have changed the number of rooms in your hotel or become aware of changes by a competitor, please let your TravelCLICK Director of Sales or Account Executive know. We will validate the room count and update our database.

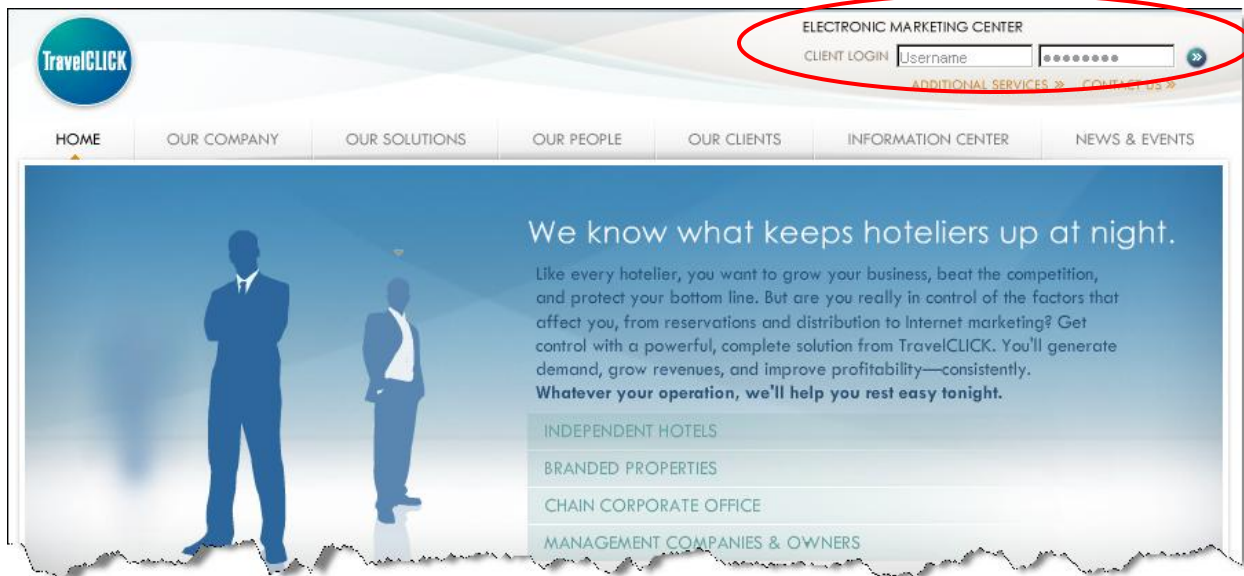
Profile Changes



A hotel may update its profile in the GDS, usually due to a brand or flag change. If you become aware of a change that may not be reflected in your reports, please let us know. We will verify your information, tie bookings together, and update our database.

Accessing Your Report

TravelCLICK's Electronic Marketing Center (EMC) is the focal point for all of your TravelCLICK products. Use the EMC to download your reports.

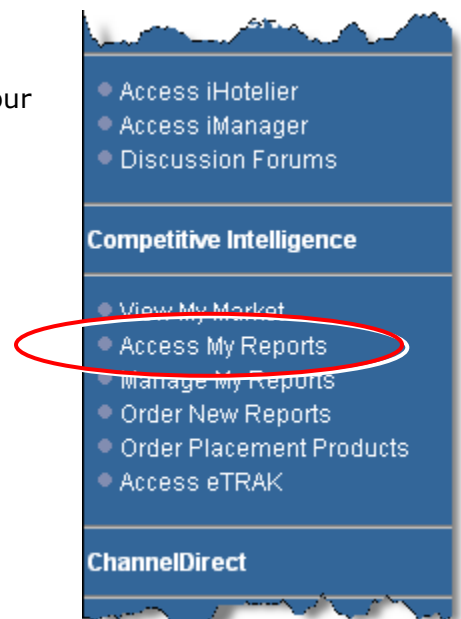
Logging In



1. Access the EMC via the main TravelCLICK web site using the following address:
 - <http://www.travelclick.net/>
2. In the EMC Client Log-in box in the upper right-hand corner, type your:
 - Email (your login is your email address)
 - Password (sent to you when your account was established; if you do not remember your password, contact the Customer Care Center or click  to display "Forget your password? [Click here.](#)")
3. Click  to log into the EMC site.

Downloading your Reports

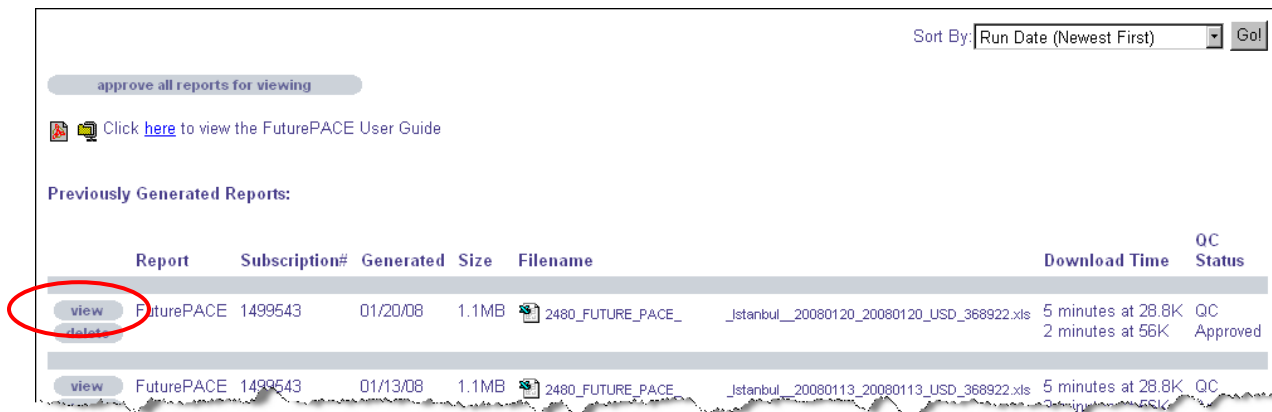
On your home page, click **Access My Reports** to view your reports.



The *Access My Reports* page is displayed.



1. Select the report to download (Hotelligence FuturePACE).
2. Click the **View** button.



Contacting TravelCLICK

If you have any questions, please contact TravelCLICK by phone or email.

Customer Support

You can contact Customer Support by e-mail from all regions:

Email: CustomerService@travelclick.net

North America – Schaumburg, Illinois

Phone: 847.585.5259

Europe – Barcelona, Spain

Phone: 34.93.520.8008

Asia Pacific – Melbourne, Australia

Phone: 613.9699.9969

To receive a prompt response, please include your contact information and a brief description of your question or situation in your email.

Your Contact Information

- Name
- Hotel
- E-mail
- Phone

Question or Other Information




For questions, please include as much information as possible. If your question is specific to your report, include the date, the section, and the page number as applicable.

Local Consulting

To contact your local TravelCLICK Director of Sales (DOS), you can locate the appropriate person from our web site or by phone:

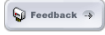


- <http://www.travelclick.net>
- (847) 969-0820 (TravelCLICK main number)

New Hotelligence FuturePACE Features

The Hotelligence report has introduced many new features. Each page provides a Print Button, Help Button and Mail Button. By clicking the Print Button  the current page is printed. The Mail Button  is used to send the current page through email. *Note: in order for the email button to function properly, your report should first be saved to your desktop.* The Help Button  opens a Help Page which provides a detailed explanation of the current page.

Cover Page

The Cover Page has a new look and feel. The Print Button opens a Print Options dialogue box where you can select the page(s) you want to print, with the option of including the Help Pages. There is also an option to print only the Help Pages.

The Feedback Button  enables you to provide Feedback about the new Hotelligence report to Customer Service. There are hyperlinks on the Cover Page that direct you to information on FuturePACE, SearchVIEW and RateVIEW. If you are new to Hotelligence you may wish to click the  link which displays information on TravelCLICK's Learning Center. The  button displays the Hotelligence Page of the TravelCLICK website.

Using the Report

This section describes how to use the 4 sections of the Hotellintelligence FuturePACE report:

- GM Summary
- Calendar View
- Monthly Overview
- Revenue Manager Pace Analysis

General Information

Each page of the report contains general information at the top and bottom of the page.

HEADING INFORMATION



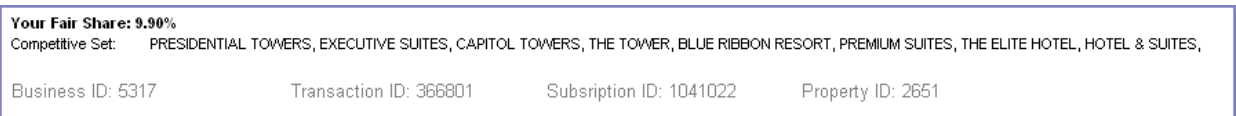
The top of each page shows:

- Name of your hotel (The Premiere Hotel in our sample report)
- Function buttons: Help, Print, Send Page
- Report Section (GM Summary in our sample)
- Booking Period
- Your Fair Share

For Bookings Through:

Indicates the weekending date for bookings included in the report. Our sample report includes bookings for the balance of February (2/17 – 2/29), and all days in March and April that were made through the end of Saturday, February 16, 2008.

FOOTER INFORMATION



The bottom of each page shows:

- Your Fair Share
- Competitive Set
- Business ID: your TravelCLICK Account Number
- Transaction ID: this report's ID
- Subscription ID: your subscription number
- Property ID

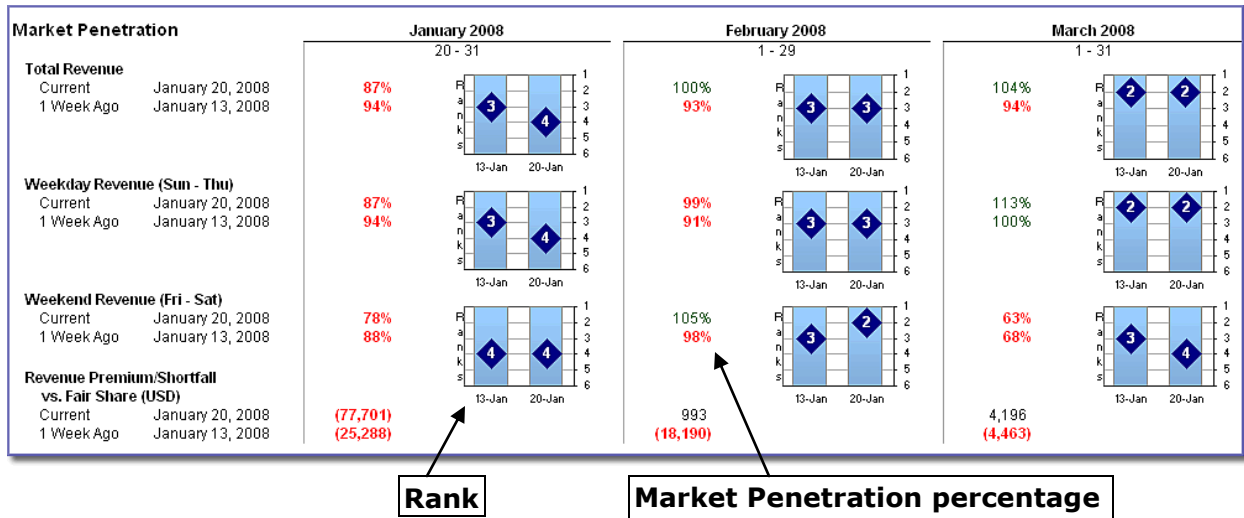
GM Summary

The GM Summary is a high level view of the next 3 months, showing your booking trend versus your Competitive Set. By breaking out revenue by weekday and weekend, it lets you see which stay period has the greatest impact on your market penetration.

The GM Summary provides hotel General Managers and other management:

- Snapshot of future booking pace compared to the Competitive Set
- View of data and current rank vs. 7 days ago (last week's report)
- Market penetration (total, weekend & weekday revenue), and key volumes

MARKET PENETRATION



Market Penetration

Your market penetration (market share divided by fair share) and your related ranking are shown

for the current and previous week for:

1. **Total Revenue** (booked revenue for all days of the week by month).
2. **Weekday Revenue** (booked revenue for Sundays through Thursdays by month).
3. **Weekend Revenue** (booked revenue for Fridays and Saturdays by month).

Revenue Premium/Shortfall vs. Fair Share

For the current and previous week, booked revenue amounts are shown as a premium or shortfall:

- Revenue Premium: Booked revenue amounts **over** your expected revenue based on your fair share
- Revenue Shortfall: Booked revenue amounts **below** your expected revenue based on your fair share (in red)

DAILY DETAIL

For days to be highlighted, the data values must fall within the ranges you set. There must also be a minimum number of booked rooms for the day. Set these thresholds in the Control Panel.

Red/green *highlighted* alerts show days when you are doing well (**green**) or poorly (**red**) based on percentages (%) set in the Control Panel.

January 2008							February 2008							March 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
6 ▲	7 ▲	8 ▲	9 ▲	10 ▲	11 ▲	12 ▲	3 ▲	4 ▲	5 ▲	6 ▲	7 ▲	8 ▲	9 ▲	2 ▲	3 ▲	4 ▲	5 ▲	6 ▲	7 ▲	8 ▲
88%	87%	83%	83%	82%	87%	91%	121%	109%	84%	77%	79%	135%	146%	34%	73%	85%	84%	33%	0%	0%
13 ▲	14 ▲	15 ▲	16 ▼	17 ▼	18 ▲	19 ▲	10 ▲	11 ▲	12 ▲	13 ▲	14 ▲	15 ▲	16 ▼	9 ▲	10 ▲	11 ▲	12 ▲	13 ▲	14 ▲	15 ▲
98%	102%	101%	103%	93%	110%	116%	85%	92%	91%	84%	65%	96%	75%	15%	27%	41%	52%	59%	98%	96%
20 ▲	21 ▼	22 ▼	23 ▼	24 ▼	25 ▲	26 ▲	17 ▲	18 ▲	19 ▲	20 ▲	21 ▲	22 ▼	23 ▼	16 ▲	17 ▲	18 ▲	19 ▲	20 ▲	21 ▲	22 ▲
103%	89%	111%	104%	105%	115%	102%	127%	83%	114%	123%	149%	233%	265%	91%	73%	63%	41%	53%	30%	16%
27 ▲	28 ▲	29 ▲	30 ▲	31 ▲			24 ▲	25 ▲	26 ▲	27 ▲	28 ▲	29 ▲		23 ▼	24 ▼	25 ▲	26 ▲	27 ▲	28 ▲	29 ▲
107%	111%	98%	94%	98%			103%	91%	62%	69%	33%	14%		30 ▲	31 ▼					
														49%	56%					

Red/green *arrow* alerts show days when you are over (**green**) or under (**red**) last week's performance based on percentages (%) set in the Control Panel.

CONTROL PANEL

Use the Control Panel to set thresholds to display Alerts when your hotel's performance is above or below your target market penetration (Revenue or Room Nights) or ADR index. You can also set thresholds to show Alerts when your hotel's performance this week is above or below last week.

Minimum number of booked rooms to display highlighted alerts

Percentages to display highlighted alerts

Control Panel
Enter threshold for Alerts:

Minimum Room Nights in Market for Market Penetration Revenue ALERTS to Appear

High Market Penetration Revenue (with minimum of 15 Room Nights)

Low Market Penetration Revenue (with minimum of 15 Room Nights)

points ▲ Indicates GAIN since Last Week

points ▼ Indicates LOSS since Last Week

Amount of gain/loss from last week to display arrow alerts

MINIMUM ROOM NIGHTS IN MARKET FOR ALERTS

Enter the number of booked room nights required to display highlighted alerts. This is the total number of booked rooms for your defined market.

How many booked rooms should there be to make meaningful comparisons? This depends on the size of your hotel and its Competitive Set and the lead-time of your bookings. You may not want to compare data for days with low booking volumes.

HIGH/LOW MARKET PENETRATION

Enter the percentages required to display a high and a low alert. In our example, days are shaded red when the market penetration is 95% or less and shaded green when the market penetration is 105% or more, providing there have been at least 15 nights booked.

GAIN/LOSS SINCE LAST WEEK

Enter the percentage of gain/loss since last week required to display the arrow alerts. Our example uses 10%. If you have gained 10% or more since last week, the report displays a **green** arrow for the day. If you have lost 10% or more since last week, the report displays a **red** arrow for the day.

Note: Control Panel settings only apply to the **Calendar View** page. The Alert thresholds apply to all three options in the drop-down menu: Market Penetration Revenue, Market Penetration Room Nights & ADR).

AVERAGE DAILY RATE INDEX

Your ADR index is displayed provided both your property and your competitive set have at least one booking for the date (example: March 1st below). If your competitive set has at least one booking and your property has none, "0%" is displayed (example: March 2nd below). If your property has at least one booking and your competitive set has none, "No CS" is displayed (example: March 3rd below).

March 2009				
Sun	Mon	Tue	Wed	Thu
1 ▲ 93%	2 0%	3 No CS	4 ▲ 126%	5 131%
8 0%	9 ▲ 147%	10 ▲ 148%	11 0%	12 0%
15	16	17 ▼	18	19

Monthly Overview

The Monthly Overview shows total revenue demand for each day in the selected month and identifies your share. It also shows the detail behind the revenue demand and the variance since the previous week.

The Monthly Overview enables Revenue Managers and other staff to view the following daily data by month for the balance of the current month and for the next two months:

- Revenue
 - Subscriber
 - Competitive Set
 - Market Penetration (Market Penetration Revenue is **green** if greater than 100% and **red** if less than 100% for a specific day.)
 - Variance since Previous Week
- Room Nights
 - Subscriber
 - Competitive Set
 - Market Penetration (Market Penetration Revenue is **green** if greater than 100% and **red** if less than 100% for a specific day.)
 - Variance since Previous Week
- Average Daily Rate
 - Subscriber (Your ADR is **green** if higher than your Competitive Set or **red** if lower than your Competitive Set for a specific day.)
 - Competitive Set
 - Index
 - Variance since Previous Week
- Revenue Premium/Shortfall vs. Fair Share
 - Subscriber (Shortfalls are **red** and in parentheses)
 - Competitive Set
 - Index
 - Variance since Previous Week

SELECTION OPTIONS

You can select a monthly overview based on:

- Stay Period
- Booking Period

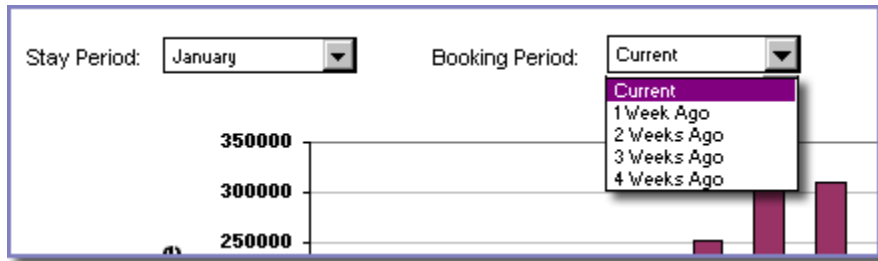
STAY PERIOD

Using the drop-down menu for Stay Period, select the current or next two months to display the daily detail for each month. Selecting the current month displays figures for only the remaining days in the month.

The screenshot shows a web interface for 'SUITE HOTEL NEW YORK CITY'. It features two dropdown menus: 'Stay Period' and 'Booking Period'. The 'Stay Period' dropdown is open, showing options for 'January', 'February', and 'March'. The 'Booking Period' dropdown is set to 'Current'. Below the dropdowns, there is a numerical value '300000' and a small red bar on the right side of a horizontal axis.

BOOKING PERIOD

Use the drop-down menu for Booking Period to display the daily detail as of the current period, or for any of the previous 4 weekly periods.



As you change the Booking Period, the data will change in the report to display the selected Booking Period and the Variance data will change to show the variance since the week before the selected period. If you select "4 Weeks Ago," then no variance data will be displayed as the report only covers up to 4 Weeks Ago.

Revenue Manager Pace Analysis

The Revenue Manager Pace Analysis enables Revenue Managers and associates to view booking trends. It provides the greatest detail and enables you to drill down to a single day for bookings from a specific GDS. Report data is available for the current and previous 4 weeks:

- Market Penetration – Revenue
 - Market Penetration is **green** if greater than 100% and **red** if less than 100%
 - Rank (compared to the Competitive Set such as 4 of 8)
- Average Daily Rate (subscriber and Competitive Set)
 - Subscriber ADR is **red** if less than the Competitive Set or **green** if greater
 - Rank
- Room Nights (subscriber and Competitive Set)
 - Rank
- Revenue (subscriber and Competitive Set)
 - Variance (increase or decrease) in booked revenue from the previous period is shown for the subscriber

SELECTION OPTIONS

You can select:

- Starting period of the report (any week or month in the current report period depending on how you summarize the data)
- GDS channel (all or a specific sales channel)
- How to summarize the report (by week, by day, or by day of the week)

STAY PERIOD BEGINNING

Your options depend on how you summarize your data. If you summarize by Week or by Day, select the starting date by using the drop-down menu labeled Stay Period Beginning. If you are summarizing by Day of Week, select the month using the same menu.

Note: Each page of the Revenue Manager Pace Analysis section of FuturePACE can show 7 weeks or 7 days of data, depending on how you summarize the data.

SUITE HOTEL NEW YORK CITY

Stay Period Beginning: Sunday: Jan 6, 2008

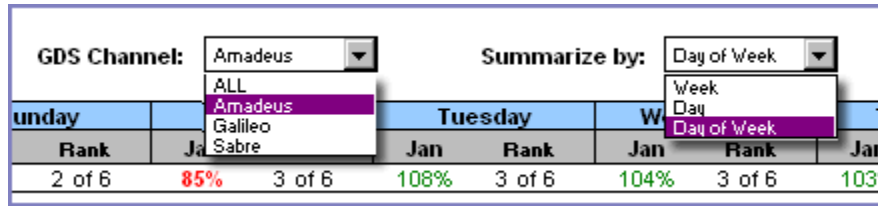
Stay Period Beginning: January

Market Penetration - Revenue	Subscriber	Competitive Set	Revenue
Current	3 of 6	3 of 6	97%
1 Week Ago	4 of 6	3 of 6	101%
2 Weeks Ago	4 of 6	3 of 6	103%
3 Weeks Ago	4 of 6	2 of 6	119%
4 Weeks Ago	4 of 6	3 of 6	93%

GDS CHANNEL

Click the dropdown arrow to select one of the following sales channels:

- All
- Amadeus
- Galileo
- Sabre



SUMMARIZE BY

Use the drop-down menu labeled "Summarize by" to select how to summarize the report data:

- Week (displays up to 7 weeks of data)
- Day (displays data for each day of a selected Week, Sunday through Saturday)
- Day of the Week (displays data for all the Sundays, Mondays, ..., Saturdays in a selected month)

SAMPLE REVENUE MANAGER PACE ANALYSIS SECTION

Selections: February 17, All GDS Channels, Day

Stay Period Beginning: Sunday : Feb 17, 2008		GDS Channel: ALL		Summarize by: Day													
Sunday : Jan 6, 2008 Sunday : Jan 13, 2008 Sunday : Jan 20, 2008 Sunday : Jan 27, 2008 Sunday : Feb 3, 2008 Sunday : Feb 10, 2008 Sunday : Feb 17, 2008 Sunday : Feb 24, 2008 Sunday : Mar 2, 2008 Sunday : Mar 9, 2008 Sunday : Mar 16, 2008 Sunday : Mar 23, 2008 Sunday : Mar 30, 2008		ALL Amadeus Galileo Sabre		Day Week Day of Week													
Market Penetration		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday									
Current	2 of 6	83%	4 of 6	114%	3 of 6	123%	2 of 6	149%	3 of 6	233%	1 of 6	265%	1 of 6				
1 Week Ago	3 of 6	66%	4 of 6	92%	3 of 6	108%	2 of 6	155%	1 of 6	243%	1 of 6	281%	1 of 6				
2 Weeks Ago	2 of 6	69%	4 of 6	96%	3 of 6	115%	2 of 6	157%	1 of 6	235%	1 of 6	273%	1 of 6				
3 Weeks Ago	2 of 6	72%	4 of 6	113%	2 of 6	143%	1 of 6	198%	1 of 6	241%	1 of 6	298%	1 of 6				
4 Weeks Ago	2 of 6	64%	4 of 6	110%	4 of 6	151%	1 of 6	181%	1 of 6	229%	1 of 6	287%	1 of 6				
High Market Penetration (greater than 100%)													Red: Low Market Penetration (less than 100%)				
Average Daily Rate (USD)		17-Feb	18-Feb	19-Feb	20-Feb	21-Feb	22-Feb	23-Feb									
Current	Subscriber	285	322	327	335	317	332	332									
	Competitive Set	309	346	363	365	340	297	288									
1 Week Ago	Subscriber	293	325	311	333	317	329	329									
	Competitive Set	329	368	376	377	363	291	278									
2 Weeks Ago	Subscriber	306	325	311	333	317	334	334									
	Competitive Set	342	366	372	371	358	291	278									
3 Weeks Ago	Subscriber	289	308	300	329	319	344	344									
	Competitive Set	312	349	367	365	342	309	295									
4 Weeks Ago	Subscriber	289	316	303	337	325	352	352									
	Competitive Set	312	345	366	361	342	309	295									
Green: Above Comp Set Average									Red: Below Comp Set Average								
Room Nights		17-Feb	18-Feb	19-Feb	20-Feb	21-Feb	22-Feb	23-Feb									
Current	Subscriber	10	10	18	20	18	13	13									
	Competitive Set	24	42	49	50	35	14	11									
1 Week Ago	Subscriber	8	7	13	16	17	12	12									
	Competitive Set	24	37	43	46	29	12	9									
2 Weeks Ago	Subscriber	7	7	13	16	17	11	11									
	Competitive Set	20	35	41	43	29	12	9									
3 Weeks Ago	Subscriber	3	4	10	13	13	8	8									
	Competitive Set	10	19	25	26	16	8	5									
4 Weeks Ago	Subscriber	3	3	8	11	11	7	7									
	Competitive Set	10	17	21	21	16	8	5									
Revenue (USD)		17-Feb	18-Feb	19-Feb	20-Feb	21-Feb	22-Feb	23-Feb									
Current	Subscriber	2,852	3,216	5,879	6,708	5,714	4,313	4,313									
	Competitive Set	7,420	14,550	17,763	18,269	11,884	4,163	3,166									
1 Week Ago	Subscriber	2,344	2,277	4,042	5,324	5,389	3,954	3,954									
	Competitive Set	7,895	13,608	16,165	17,328	10,520	3,495	2,498									
2 Weeks Ago	Subscriber	2,139	2,277	4,042	5,324	5,389	3,669	3,669									
	Competitive Set	6,943	13,614	16,330	16,850	10,275	3,465	2,468									

Frequently Asked Questions

What are the data sources for the FuturePACE report?

TravelCLICK's partners (Amadeus, Galileo, and Sabre) supply the data for the FuturePACE report. Sabre data includes reservations booked through Abacus, Axess, and Infini channels. Galileo data reflects reservations booked through Apollo and Galileo.

Does the report include Internet booking activity?

Yes. Many Internet sites use one of the Global Distribution Systems (GDS) as their booking engine. For those sites, all bookings are included under the GDS that provides the site's booking engine.

What does a booking represent on the FuturePACE report?

The FuturePACE report uses net bookings based on day of arrival. A net booking is a reservation that was confirmed using the GDS channel and never cancelled within the GDS channel. Cancellations made outside the GDS channel and no-shows are not reflected in the net booking statistics.

Are my numbers included in the Competitive Set figures?

No. The Competitive Set figures exclude the Subscriber throughout the report. On the other hand, your numbers, together with the Competitive Set define your market. Market Share, Fair Share, and Market Penetration all use your numbers together with those of the Competitive Set to create your percentages and rankings.

When and how do I receive the report?

You will be notified by email each Tuesday when your report is ready. You can access FuturePACE at the main TravelCLICK Inc. web site and download it as an Excel file: <http://www.travelclick.net/>

What is the report file format?

Excel. Report interactivity such as selection options and setting thresholds requires you to use Excel 97 or a later version to view and use the report.

May I choose the day my report is available?

No. Reports are available for download every Tuesday.

How current is report information?

Data includes future bookings made through the previous Saturday. A report ready on February 5, 2008 includes bookings that were made through February 2, 2008.

Can I change my Competitive Set? How many Competitors can I have?

Yes. You may change your Competitive Set for future reports, providing you have a minimum of 4 properties and a maximum of 20 properties. For more information, please contact your local TravelCLICK Director of Sales or THE Customer Care Center.

Do I have to subscribe to Hotelligence to subscribe to FuturePACE?

Yes. The Hotelligence FuturePACE product is a supplement to Hotelligence.

Can my Competitive Set for FuturePACE be different than for Hotelligence?

Yes, although most subscribers want them to be the same. Check fees and how to do this at subscription time, or contact your TravelCLICK representative to change it any time.

Can you explain Revenue Premium/Shortfalls as used in the report?

Based on your fair share, you are expected to book a certain amount of revenue. For example, if your hotel, together with your Competitive Set book \$10,000 in revenue and your fair share is 10%, you would expect to book \$1,000. If you book \$1,500, you have a Revenue Premium of \$500. If you only book \$700, you have a Shortfall of \$300.

In the report, what days make up a week? A weekend? A weekday?

A week is Sunday through Saturday. A weekend is Friday & Saturday. Weekdays are Sunday through Thursday. In the report, all weeks start with a Sunday.

What currencies are available?

At subscription time, you determine the currencies you need. Hotelligence FuturePACE is available in most local currencies.

Can I have multiple Competitive Sets?

Yes, you may have a different Competitive Set for each Hotelligence FuturePACE subscription you have.