

**tbodataworks**  
INSIGHTS FOR GROWTH

for

**SAMPLE**

Data updated till

02 May 2022

1

Overview of your performance

2

Analysis on last 6 months' sales data

3

Analysis on current month's sales data

4

Analysis on the change in share of wallet

5

Analysis of your lost bookings

6

Analysis on operational and technical issues

**1** **Intl. Tourism Expenditure**-Expenditure of outbound visitors in other countries including their payments to foreign carriers for international passenger transport

**2** **Intl. Tourism Receipts**- Expenditure of international inbound visitors including their payments to national carriers for international transport

**3** **Trending destination**- Destination with the highest reported international arrivals

**4** **L2B: Look-to-book value**  
Percentage of searches converted to bookings (Example, if searches =100 & bookings=10, then L2B = 10% )

**5** **CM: Current month**  
Example: if Today is 14 Jan 2022 then CM is December 2021  
For the purpose of this report, CM is April, 2022

**6** **PM: Previous month**  
Example: if Today is 14 Jan 2022 then PM is November 2021  
For the purpose of this report, PM is March, 2022

**7** **SM:** Source market from where booking is made

**8** **SOW: Share of wallet**  
Share of wallet is defined as the contribution of your sales towards total TBO's sales

**9** **Bookings:** It refers to the bookings with the status "Confirmed"

**10** **Room nights**- Number of room nights for bookings with "Confirmed" status

**11** **Searches**- It is the overall search count at TBO level

**12** **Length of stay**- It is defined as the difference of "Checkout Date" and the "Checkin Date"

**13** **Booking window**- It is defined as the difference in "Checkin Date" and the "Booking Date"

**14** **Sale price\***: This is TBO's sales price

**Note:**

*1.The bookings considered are the net of cancellations*

*2.Sales, Searches, Room Nights and Bookings have been normalized (wherever present) basis the maximum value in the selected dataset.*

*For example, if you select sales for 2019, then sales for every month shall be divided by the maximum sales that has been reported for any month in 2019.*

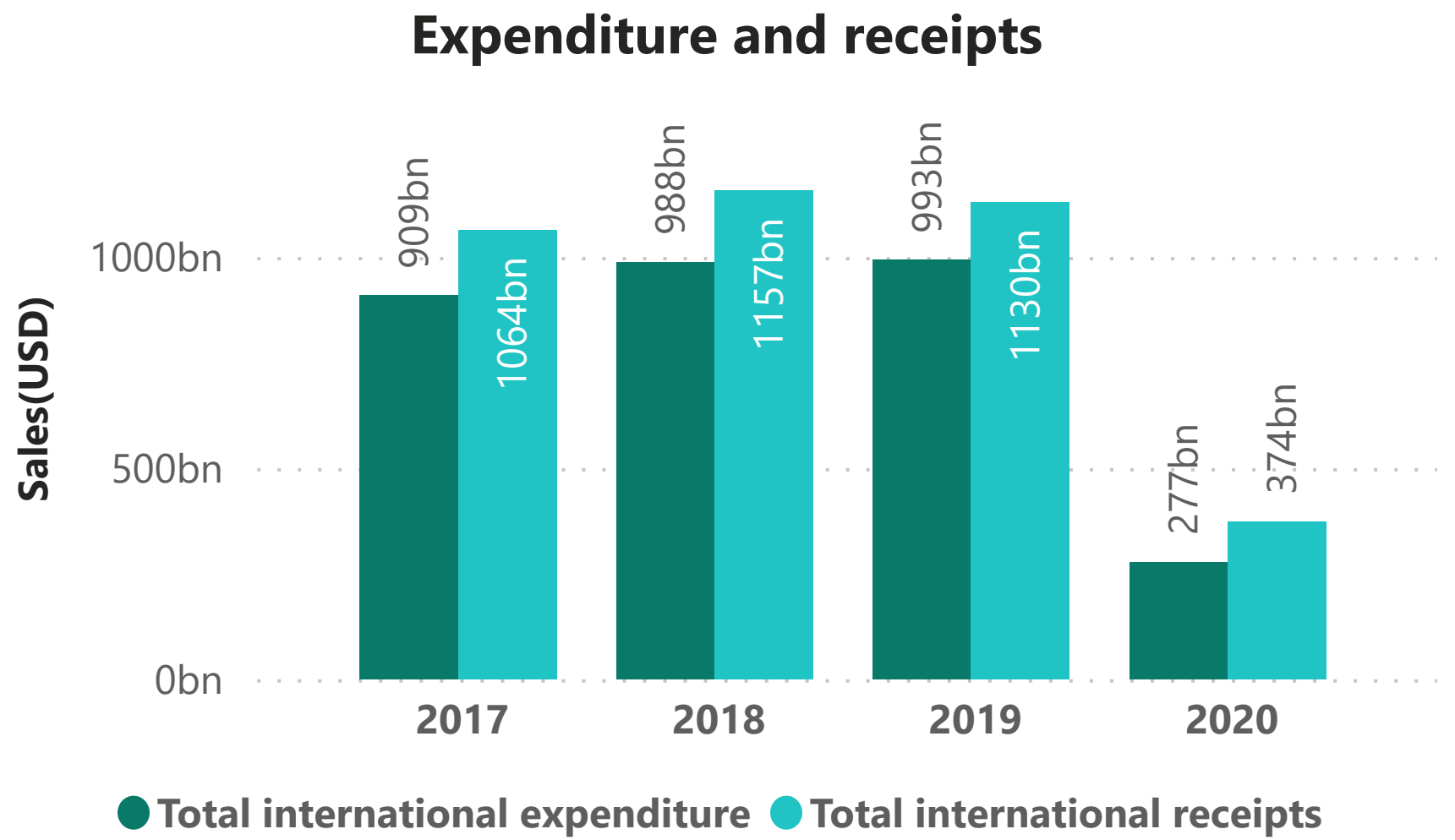
*\*The average price has been calculated basis TBO's cost price i.e. at which the hotel was supplied by you to TBO*

Current month  
April, 2022

Previous month  
March, 2022

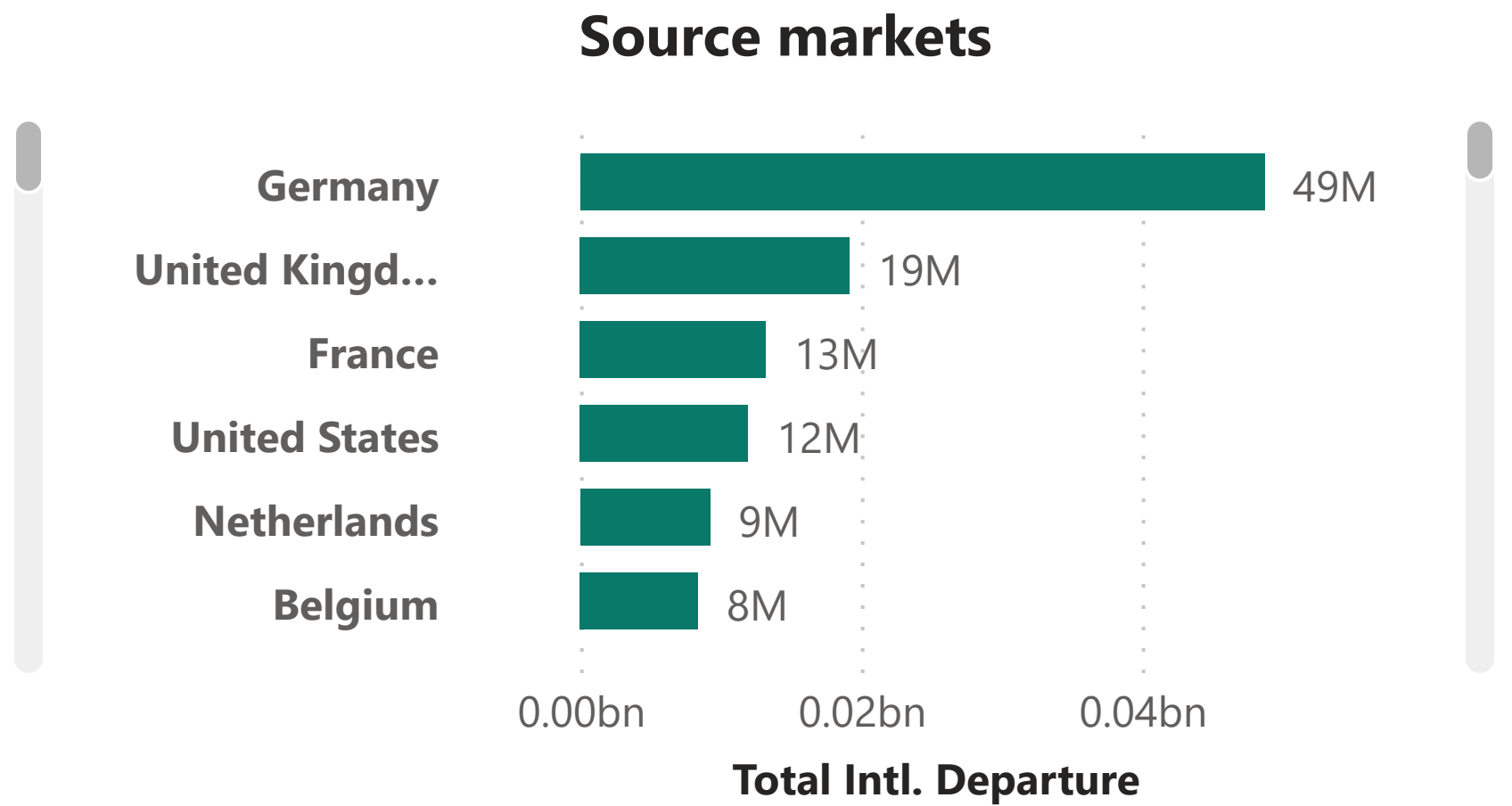
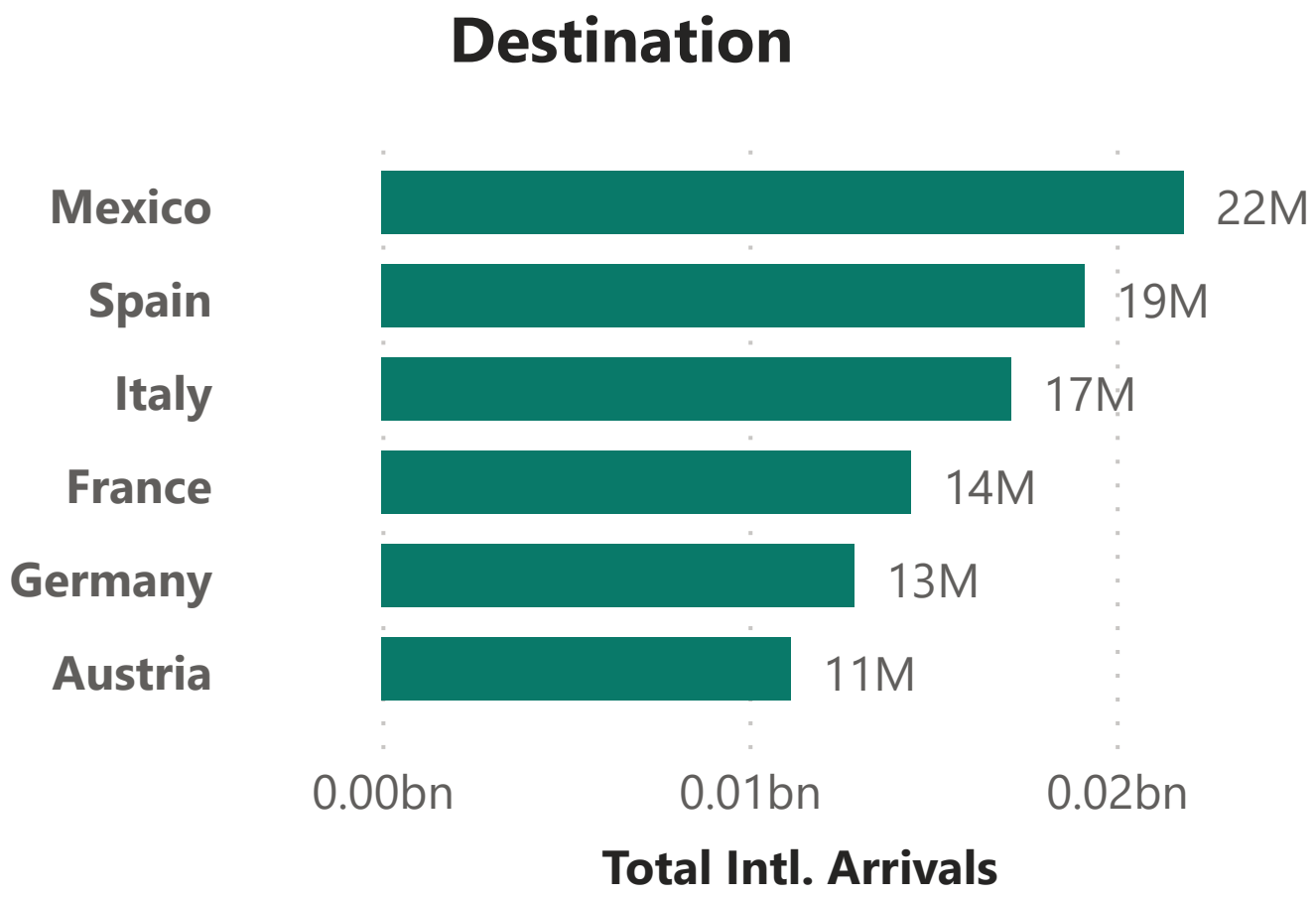
## Global Overview

Total Intl. Departures	Total Intl. Arrivals
344M	445M
Intl. Tourism Expenditure (USD)	Intl. Tourism Receipts (USD)
277bn	374bn



Note: The data is for 2020

Source: OECD statistics



Performance Overview



Bookings

10% ↑



Total Sales

27% ↑



Average L2B

20% ↑



Total Issues

56 ↑



Issues %

0% ↑



Change from previous month

Performance over time

● Sale ● Searches ● Booking ● Room Nights

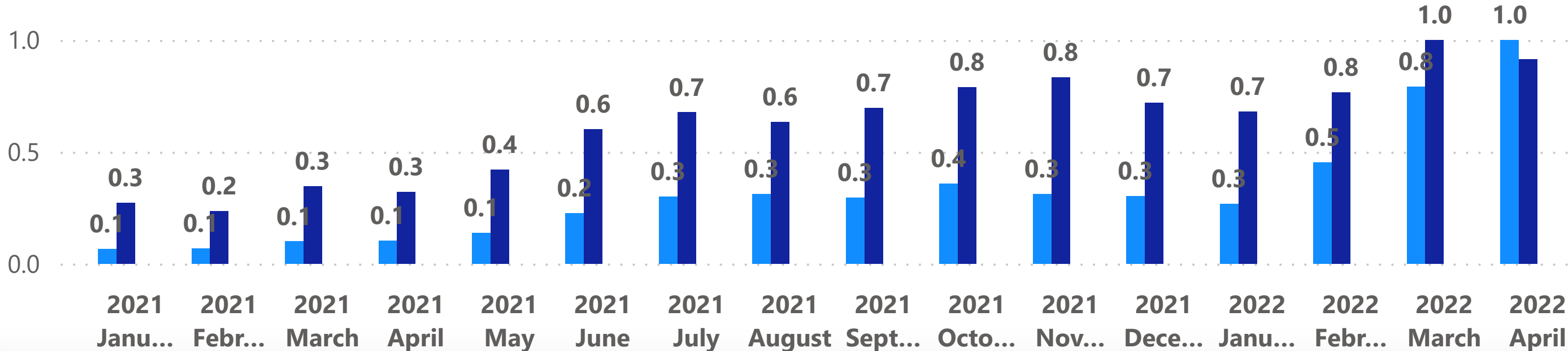
Choose year

Multiple selections ▼

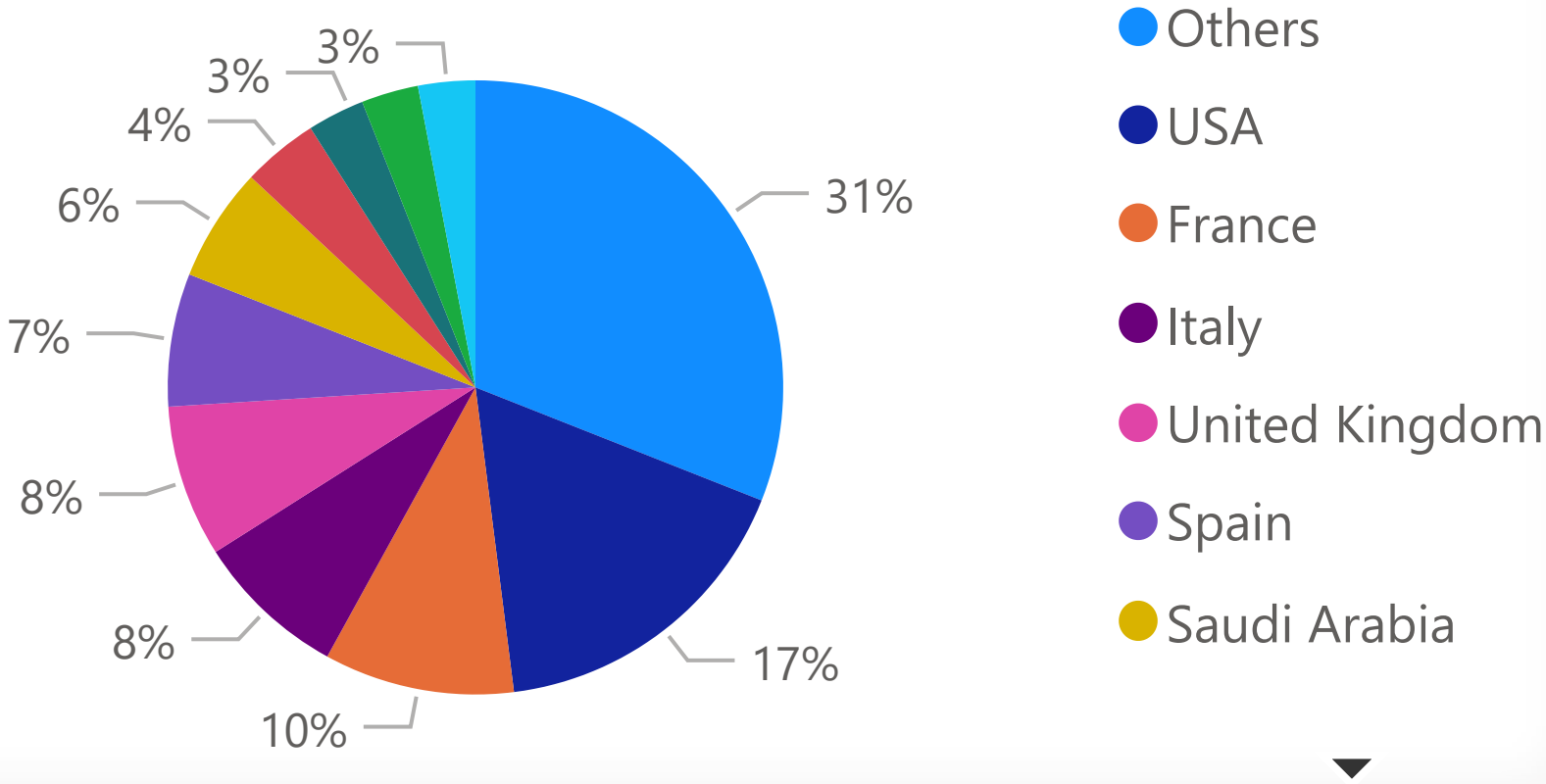
Choose category

Multiple selections ▼

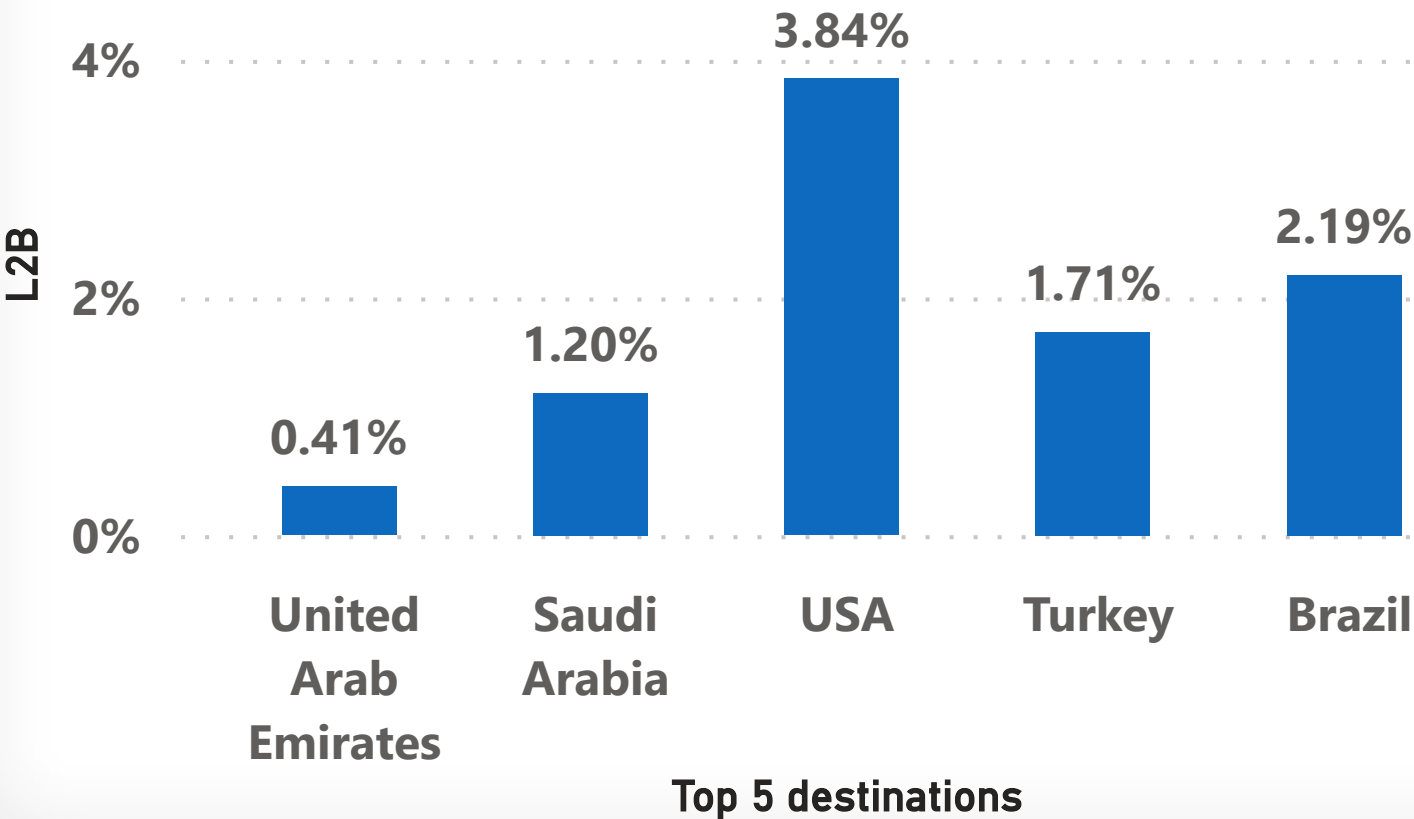
Normalized percentage



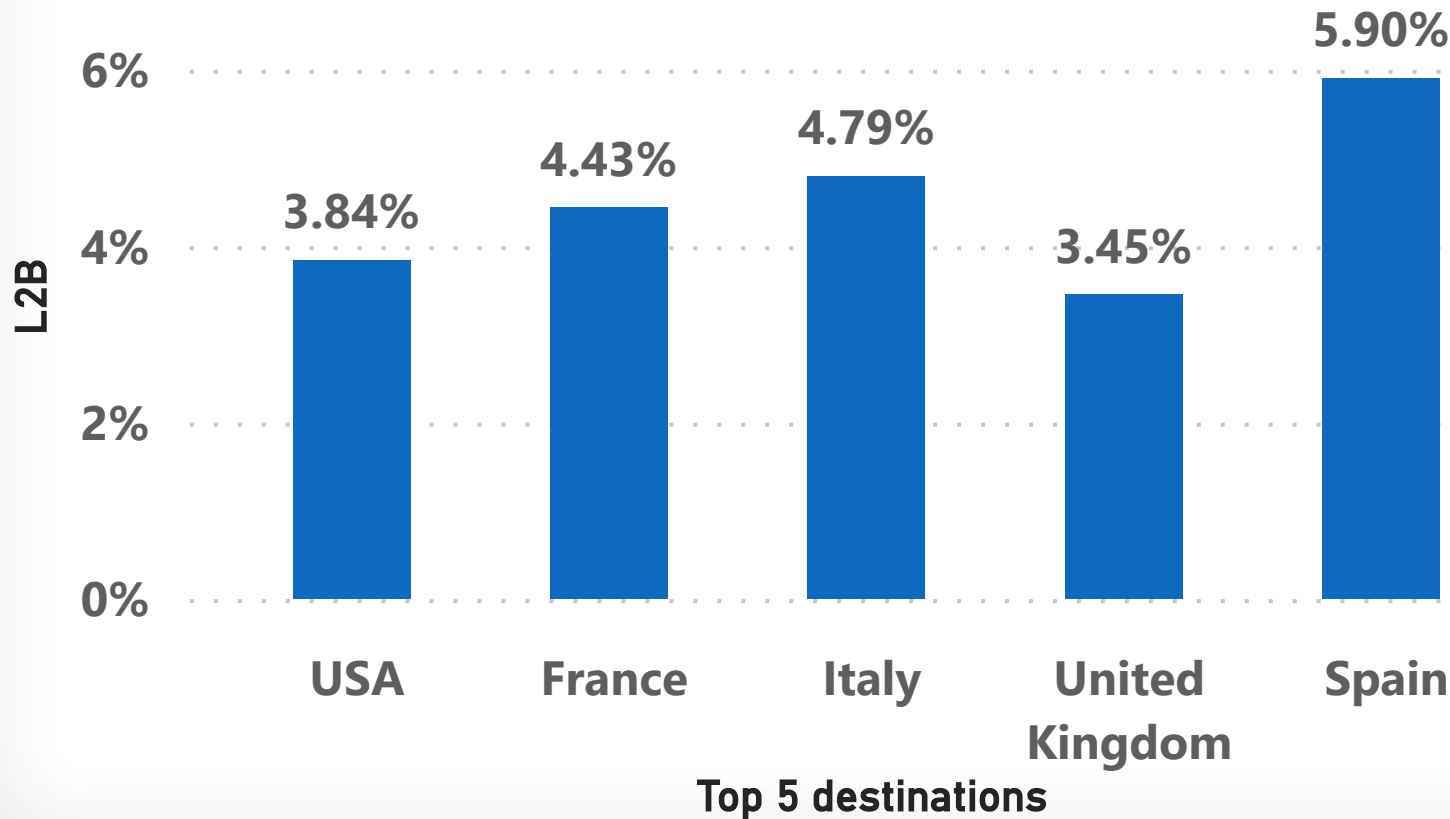
Percentage share of sales across destination market



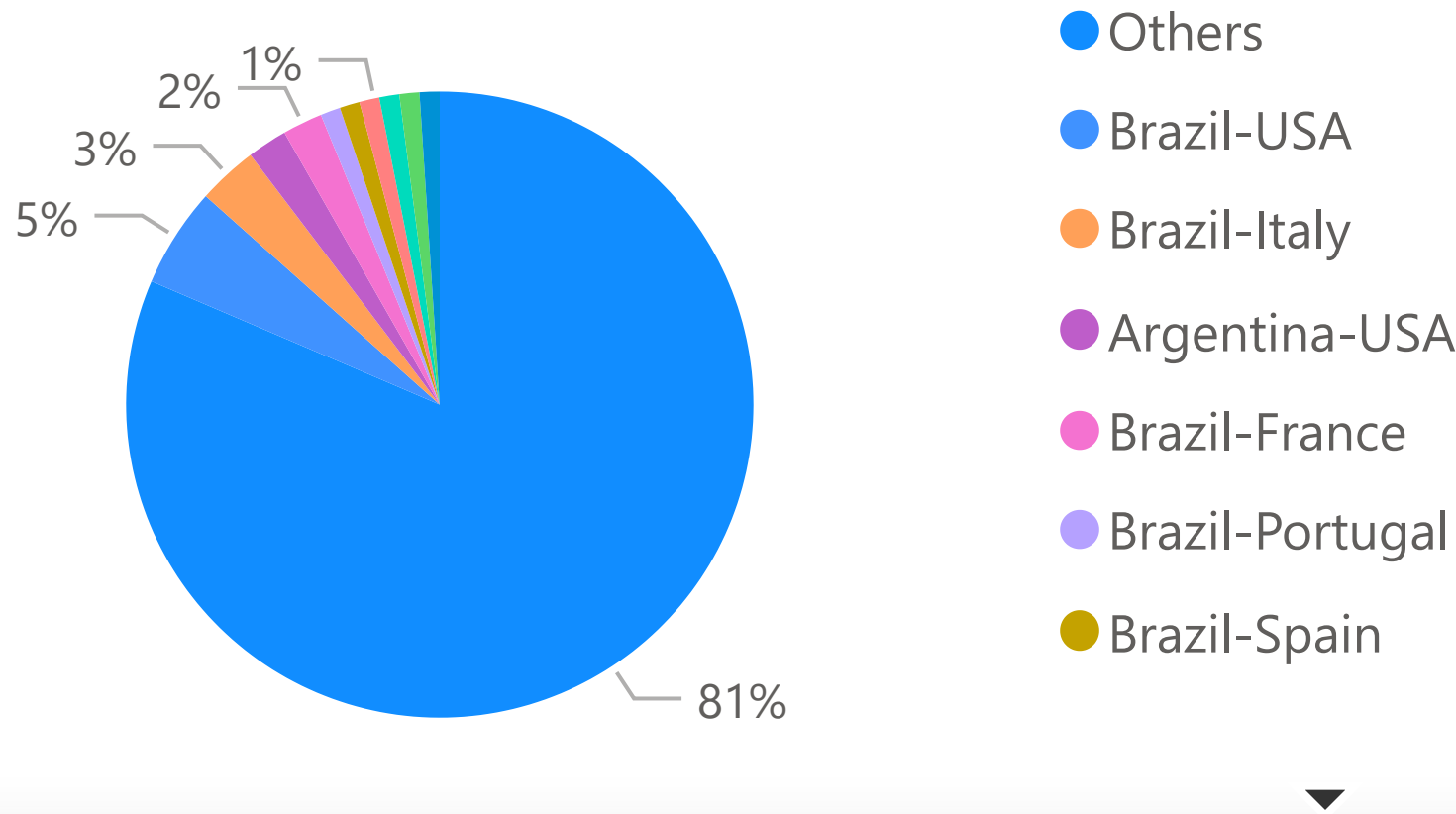
L2B for top 5 destination countries by search



L2B for your top 5 selling destination countries



Percentage share of sales across SM-Destination corridor





Choose percentage share...

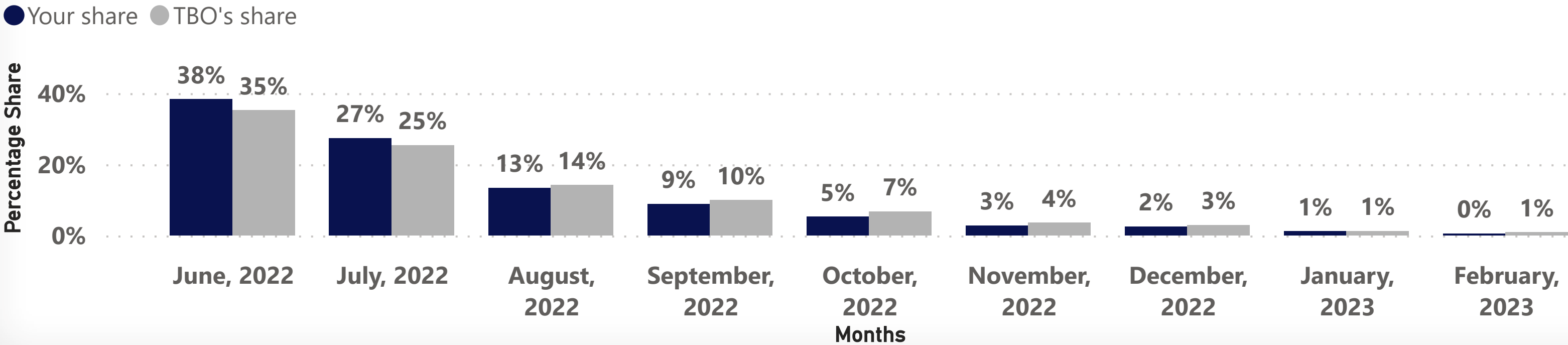
- ☒ Booking
- ☐ Room Nights
- ☐ Sale

**Distribution** here refers to the share of your Booking/ Room Night/ Sales with respect to **your** total Booking/ Room Night/ Sales. This is not in comparison to TBO's share.

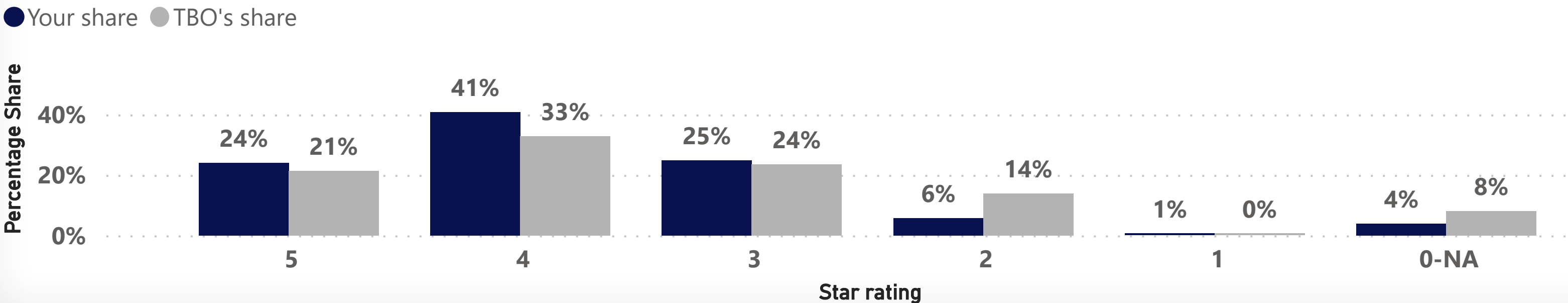
**Example:-** If your bookings for 'Star rating' 4 are **20** and your total bookings are **100** then your percentage share for 4 star becomes **20%**.



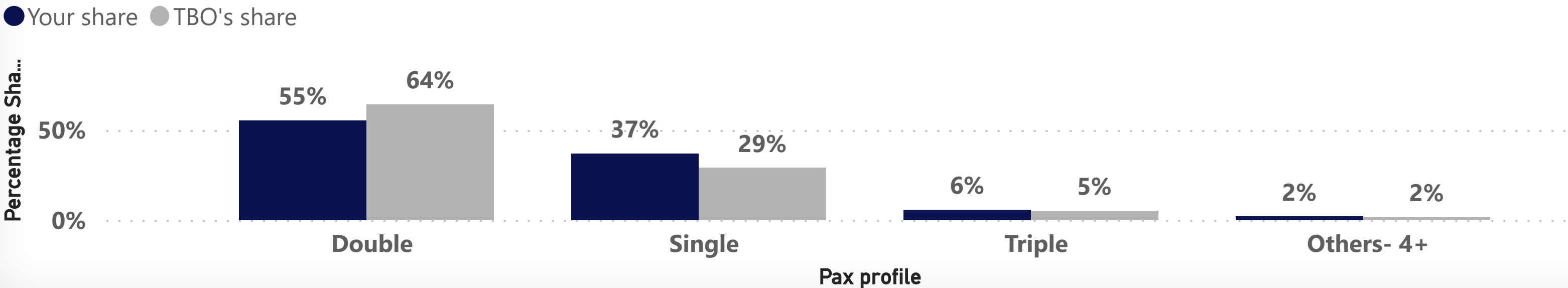
Distribution of future check-ins across months



Distribution across hotel star ratings



Distribution across pax profiles





# Risk analysis on future sales

Choose category

- ☒ Destinations  
☐ SM-Destination corridors

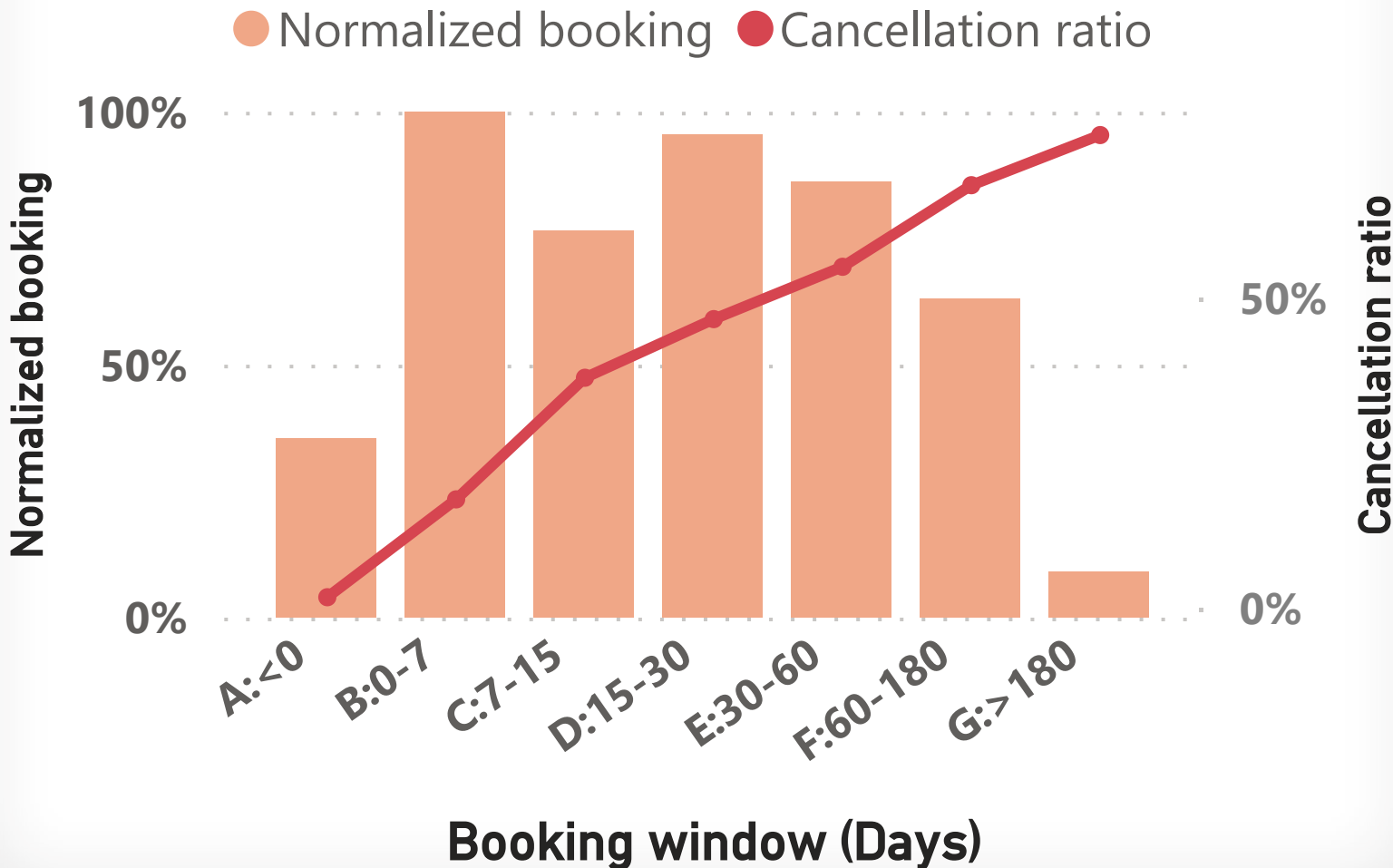
Destination/Corridors

USA

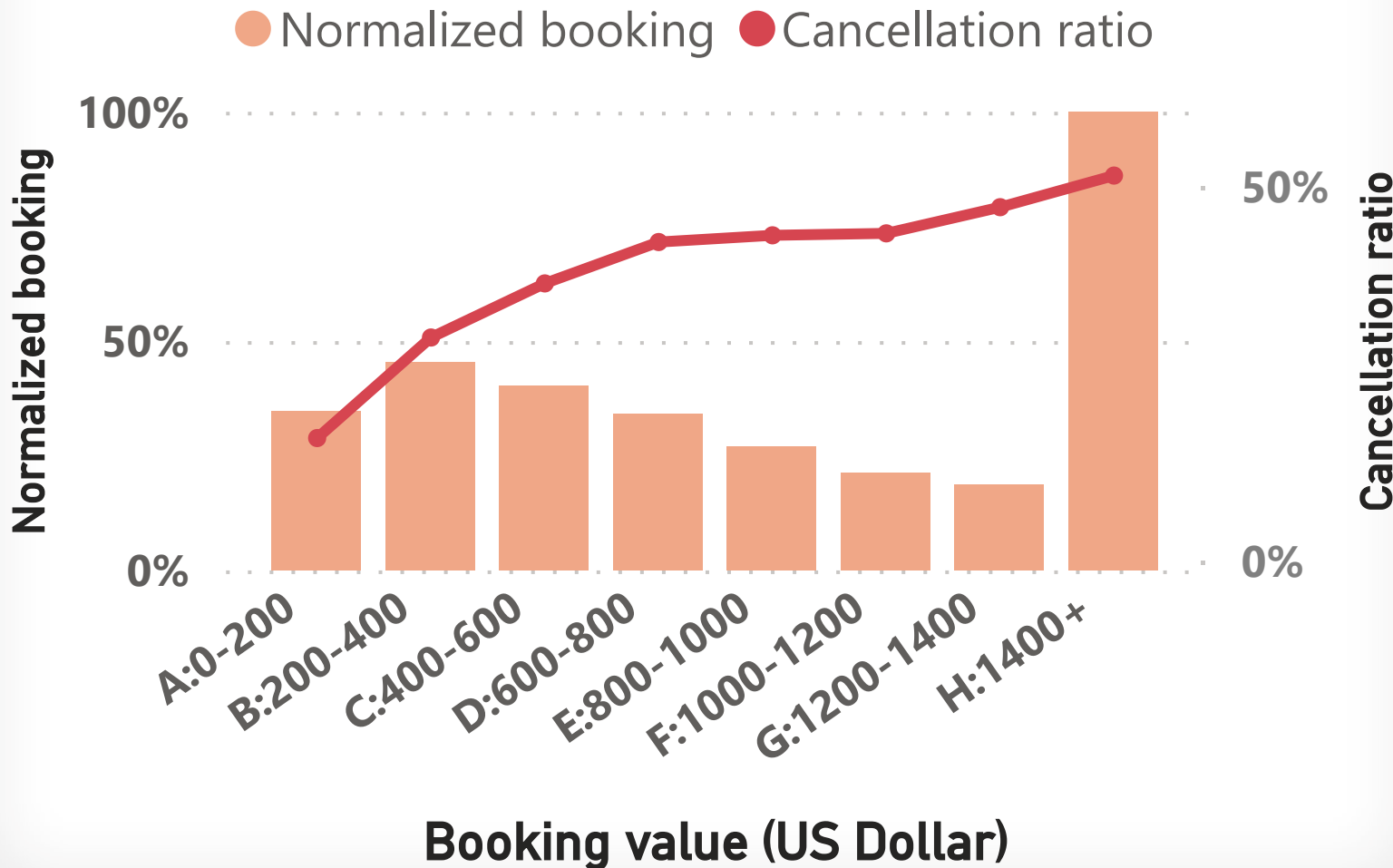


Last 6 months

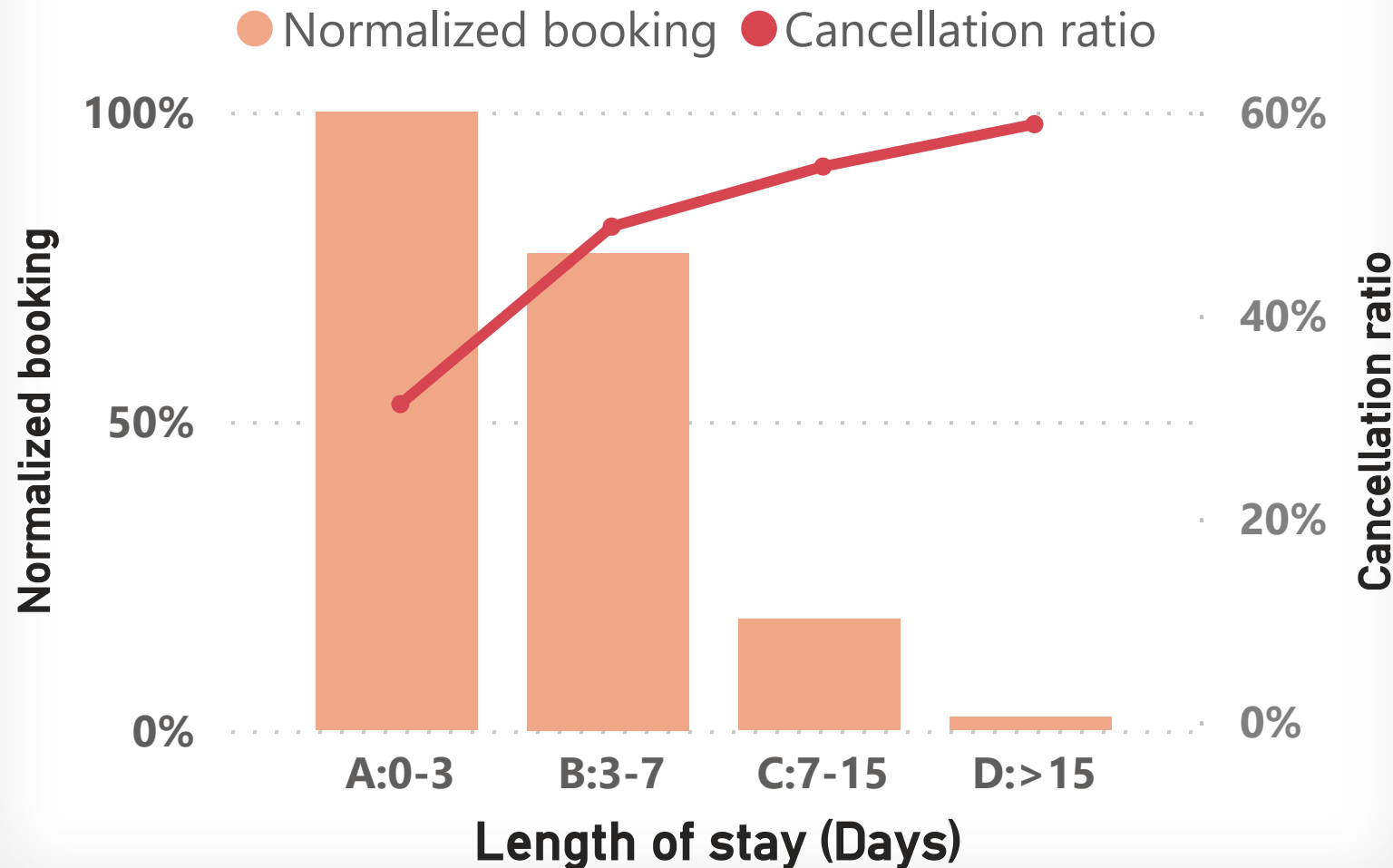
Booking window vs cancellation ratio



Booking value vs cancellation ratio

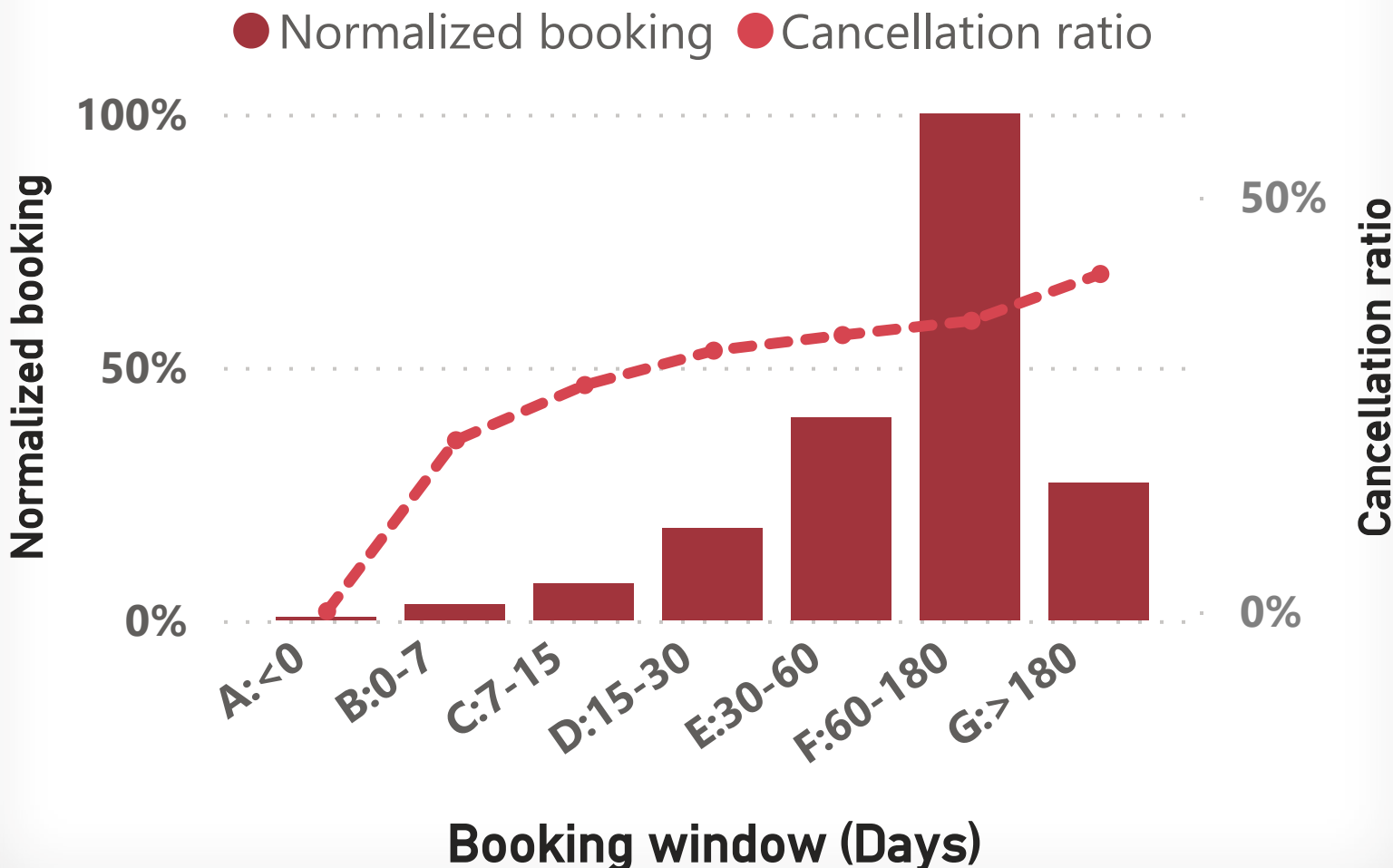


Length of stay vs cancellation ratio

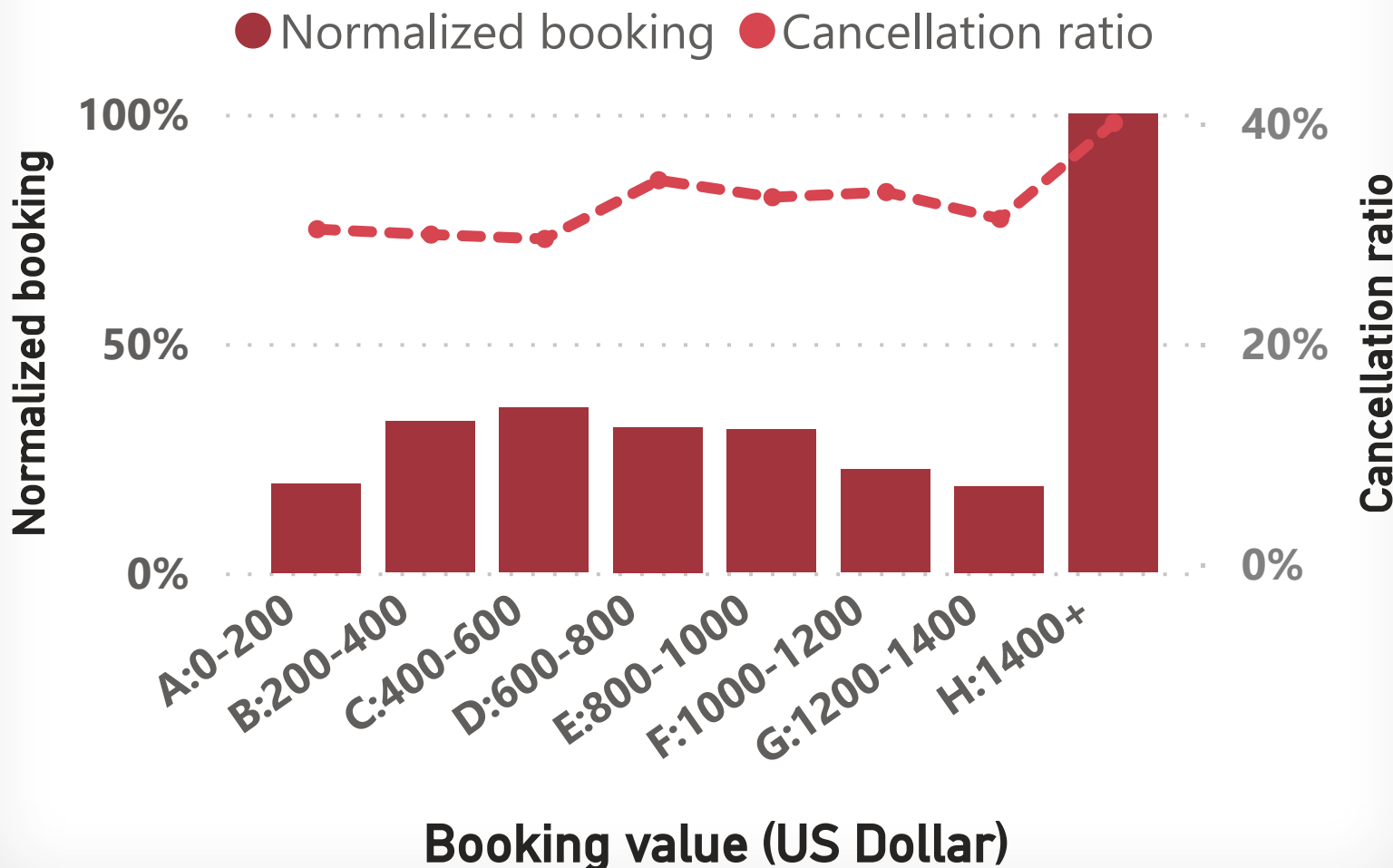


Future 6 months

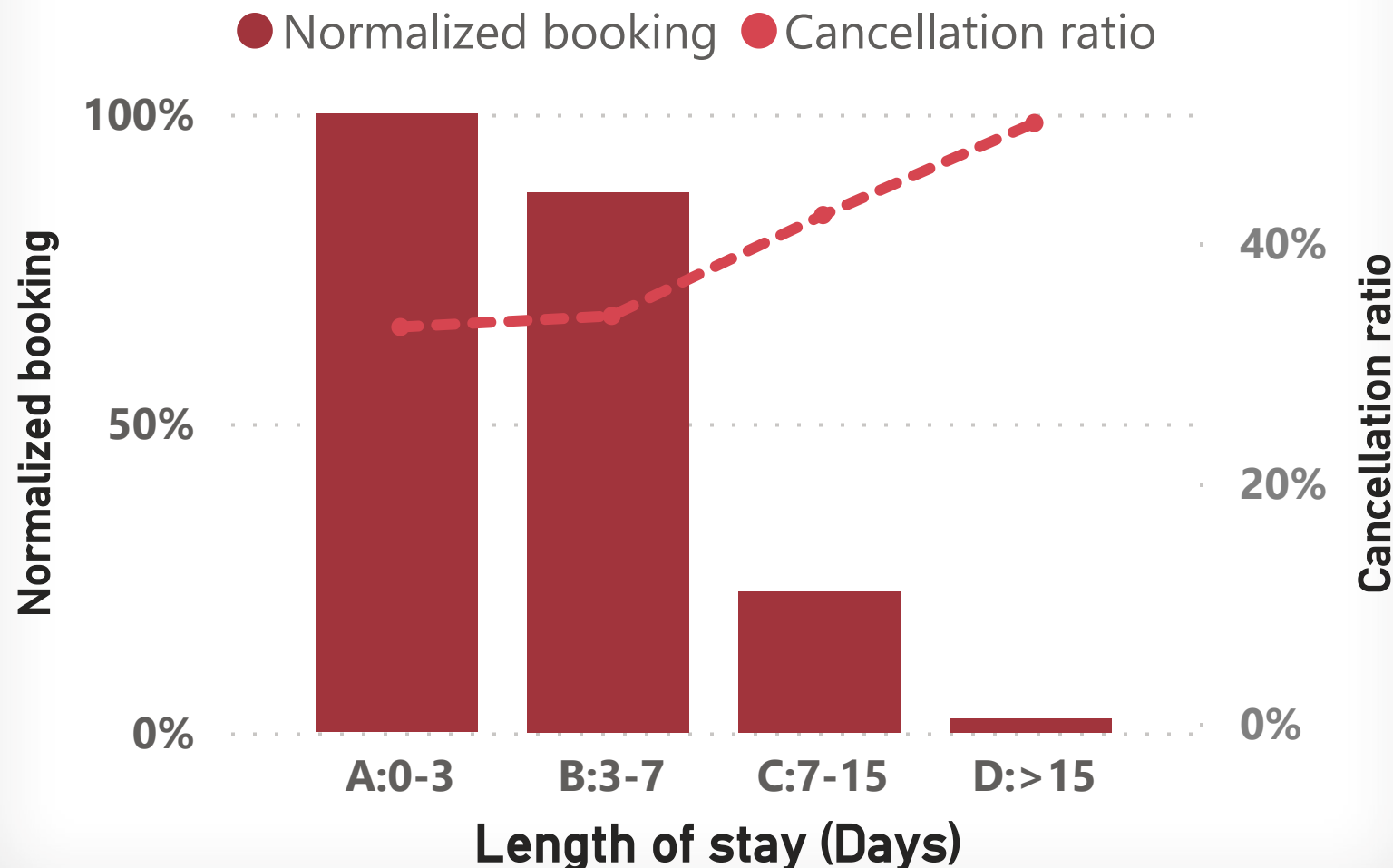
Booking window vs cancellation ratio



Booking value vs cancellation ratio



Length of stay vs cancellation ratio



# Hotel analysis and cohort of booking

Choose by:

Sale



Choose category:

0%-25%



## Your share within TBO across hotels



● 0%-25%

Normalized Share

1.0

0.5

0.0

Swissotel Al Maqam,  
Makkah, Saudi Arabia

Swissotel Makkah, Mecca,  
Saudi Arabia

Hotel Name

Hotel Name

Room  
nights  
lost per  
month  
▼

Meal type

Hotel  
star  
rating

Refundable  
status

Average  
price in  
USD  
(You)

Average  
Price in  
USD  
(TBO)

Swissotel Makkah, Mecca,  
Saudi Arabia

50-100

Room Only

5

Non-  
Refundable

350

440

Swissotel Makkah, Mecca,  
Saudi Arabia

350-400

Breakfast

5

Non-  
Refundable

774

628

Swissotel Al Maqam,  
Makkah, Saudi Arabia

100-150

Breakfast

5

Non-  
Refundable

208

569

Swissotel Al Maqam,  
Makkah, Saudi Arabia

<50

Breakfast

5

Refundable

263

144

Swissotel Al Maqam,

<50

Room Only

5

Non-

757

529

Low value booking(0-500\$) Mid value booking(500\$-2000\$) High value booking(2000\$ & above)

## Booking share of cohorts for last 6 months



Months

November, 2021

63%

30%

7%

December, 2021

60%

32%

8%

January, 2022

62%

31%

7%

February, 2022

58%

34%

8%

March, 2022

54%

37%

9%

April, 2022

50%

39%

11%

0%

50%

100%

Percentage share

## Percentage change in share of booking for different cohorts (CM vs PM)



High value booking

34%

Mid value booking

17%

Low value booking

1%

0%

10%

20%

30%

Percentage change





Search and sales rank basis last 6 months data

Supplier

Your sales rank in the top searched destinations



Destination country	Search Rank ▲	Sales Rank
United Arab Emirates	1	Top 5
USA	2	Top 2
Saudi Arabia	3	Top 2
Turkey	4	Top 2
China	5	Top 5

TBO

Your growth opportunity basis TBO sales



Destination country	Search Rank ▲	Growth opportunity
United Arab Emirates	1	Low
USA	2	Low
Saudi Arabia	3	Medium
Turkey	4	High
China	5	Very High

Source Market

-ALL Country-



Search rank for your top sold destinations



Destination country	Sales Rank ▲	Search Rank
USA	1	2
France	2	8
United Kingdom	3	10
United Arab Emirates	4	1
Italy	5	12

Search rank for TBO's top sold destinations



Destination country	Sales Rank ▲	Search Rank
United Arab Emirates	1	1
USA	2	2
Saudi Arabia	3	3
France	4	8
United Kingdom	5	10

## Analysis on current month's sales data

Choose category

- ☒ Destinations
- ☐ SM-Destination corridors

Supplier has been given a rank for recent month, basis which four categorization buckets have been defined i.e. Top 2, Top5 , Top 10 and beyond 10.

The monthly variation in your average prices and TBO's average prices can be checked for any combination of hotel star category, meal type, refundable status and destination/ corridor.

Meal type

Breakfast

Refundable status

Refundable

Star Rating

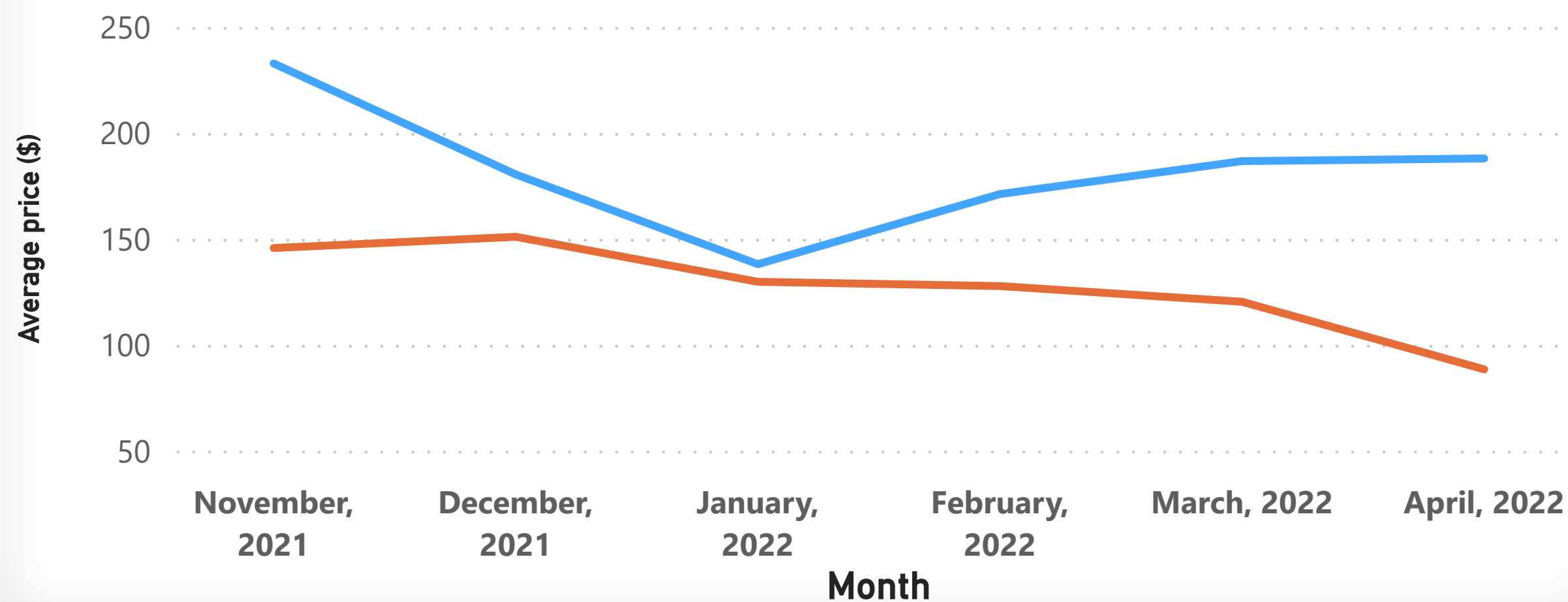
4

Destination/Corridors

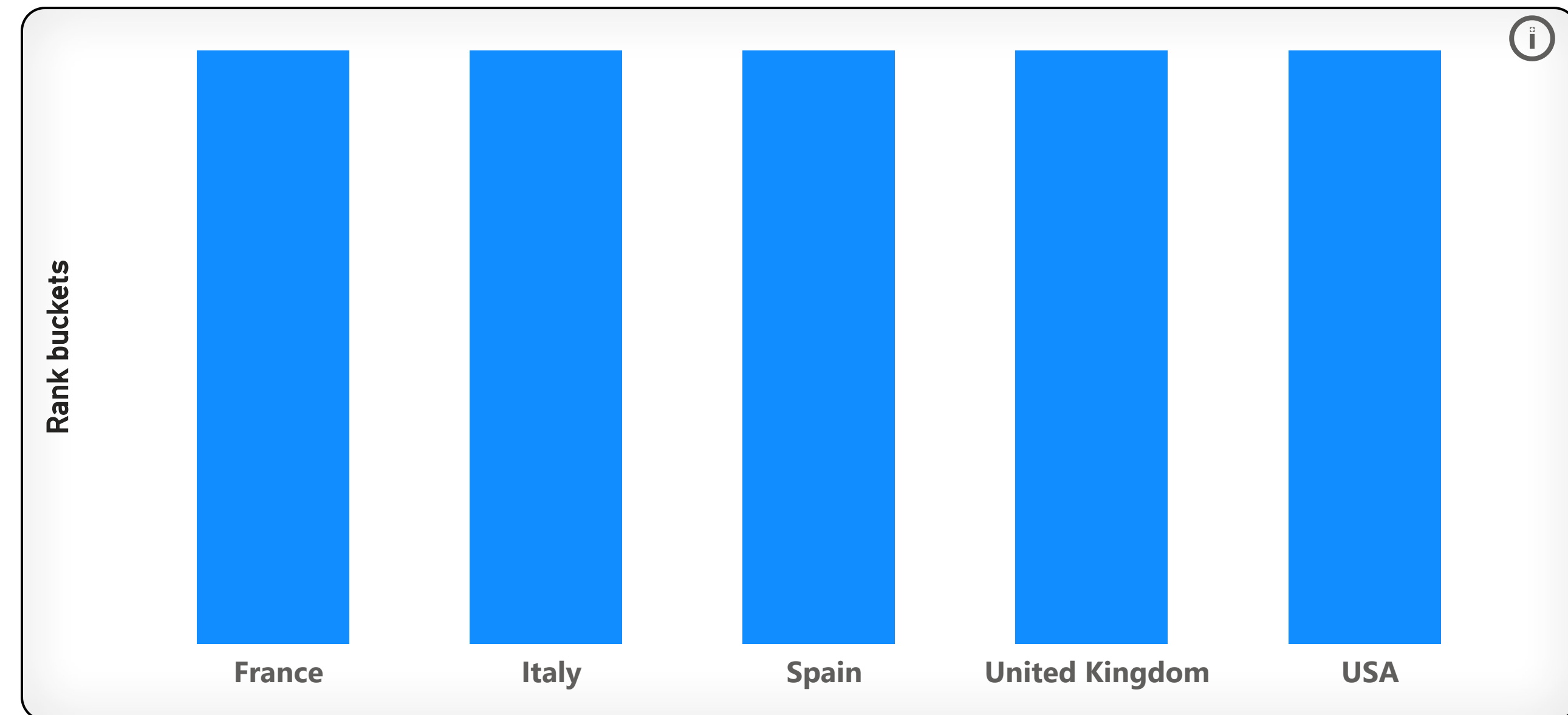
United Arab Emirates

### Average price variation

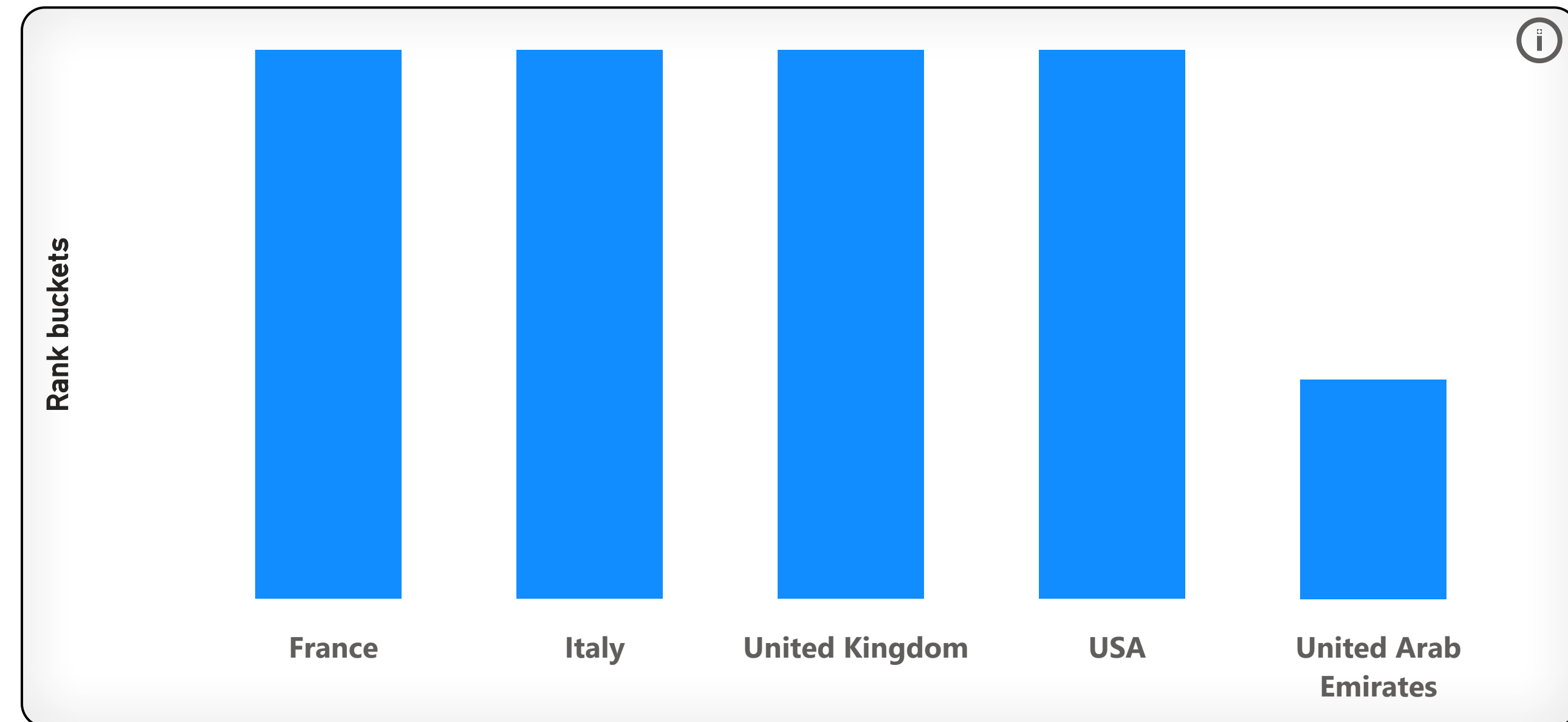
● Avg price (Supplier) ● Avg price (TBO)



### Your rank in your top 5 sold Destinations



### Your rank in TBO's top 5 sold Destinations



Search and sales rank basis current month

Supplier

TBO

Your sales rank in the top searched destinations



Destination country	Search Rank ▲	Sales Rank
United Arab Emirates	1	Top 5
Saudi Arabia	2	Top 2
USA	3	Top 2
Turkey	4	Top 2
Brazil	5	Top 2

Your growth opportunity basis TBO sales



Destination country	Search Rank ▲	Growth opportunity
United Arab Emirates	1	Low
Saudi Arabia	2	High
USA	3	Low
Turkey	4	High
Brazil	5	Very High

Source Market

-ALL Country-



Search rank for your top sold destinations



Destination country	Sales Rank ▲	Search Rank
USA	1	3
France	2	7
Italy	3	6
United Kingdom	4	10
Spain	5	9

Search rank for TBO's top sold destinations



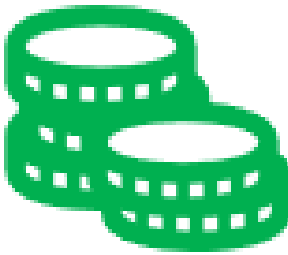
Destination country	Sales Rank ▲	Search Rank
USA	1	3
United Arab Emirates	2	1
France	3	7
Italy	4	6
United Kingdom	5	10



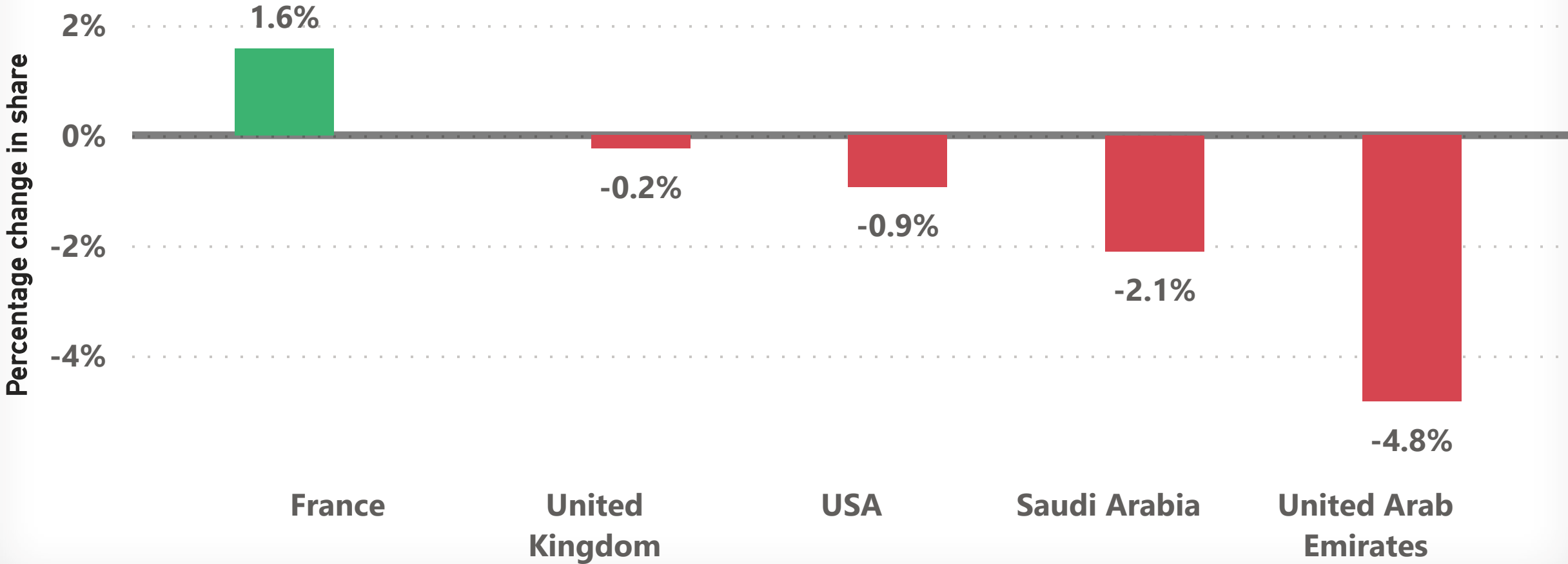
SOW change  
across all  
markets  
from PM



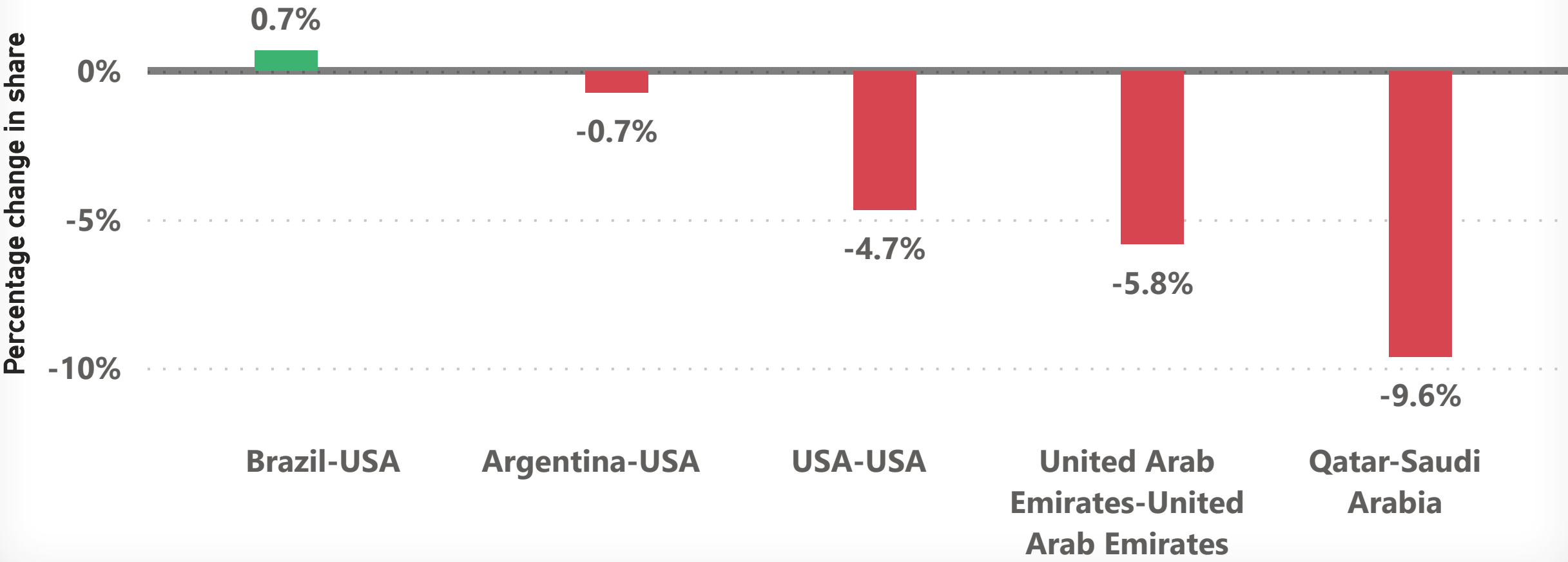
1.08% ▲



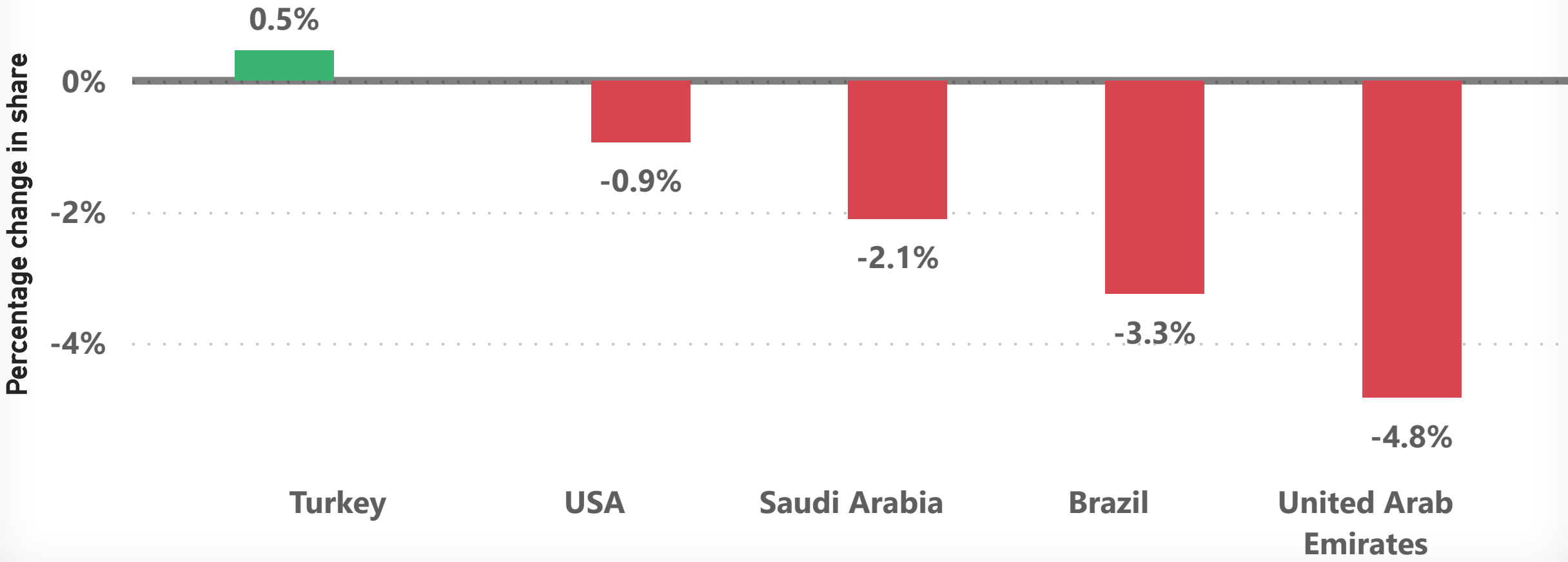
Percentage change in SOW for your top selling destinations



Percentage change in SOW for your top selling SM-destination corridors



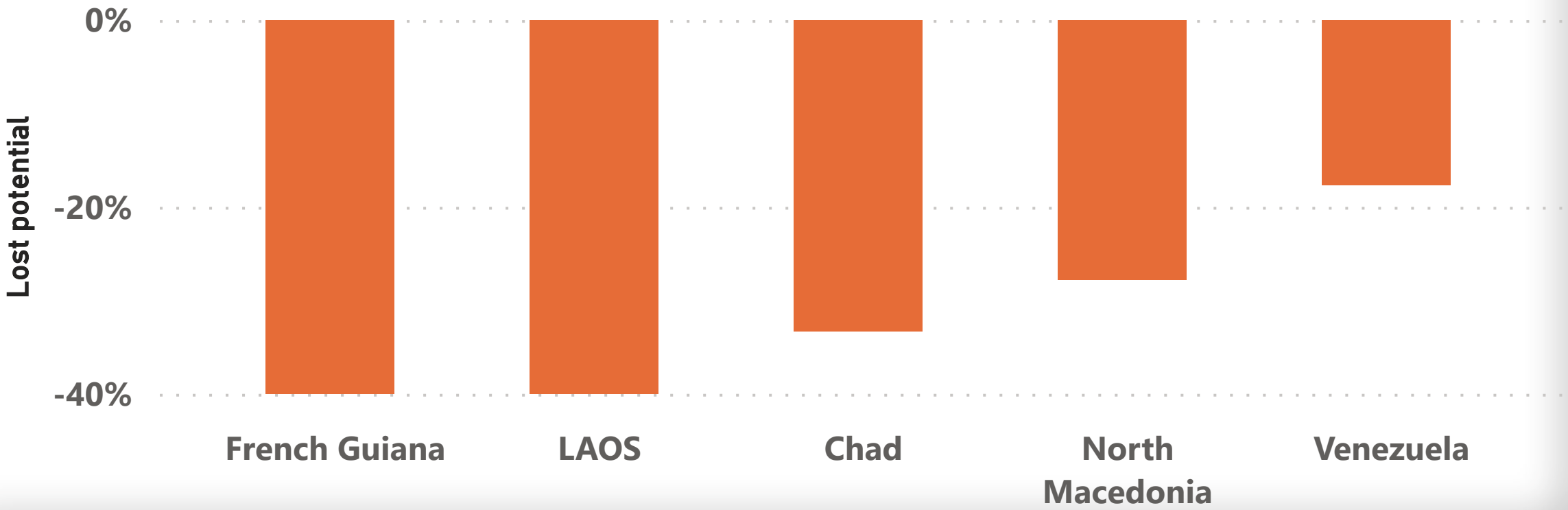
Percentage change in SOW for top searched destinations



# Destination countries with lost bookings

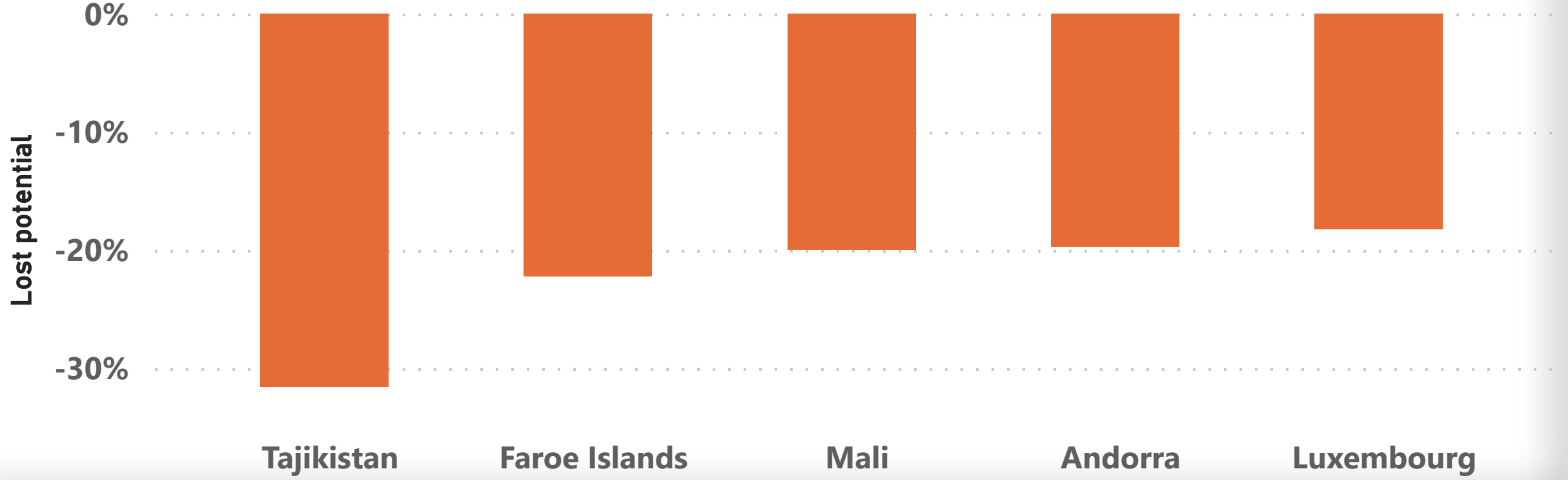
TBO L2B is non-zero

Top 5 destinations with maximum lost potential where your bookings are nil



Destinations in demand but no supplier booking (zero supplier L2B)

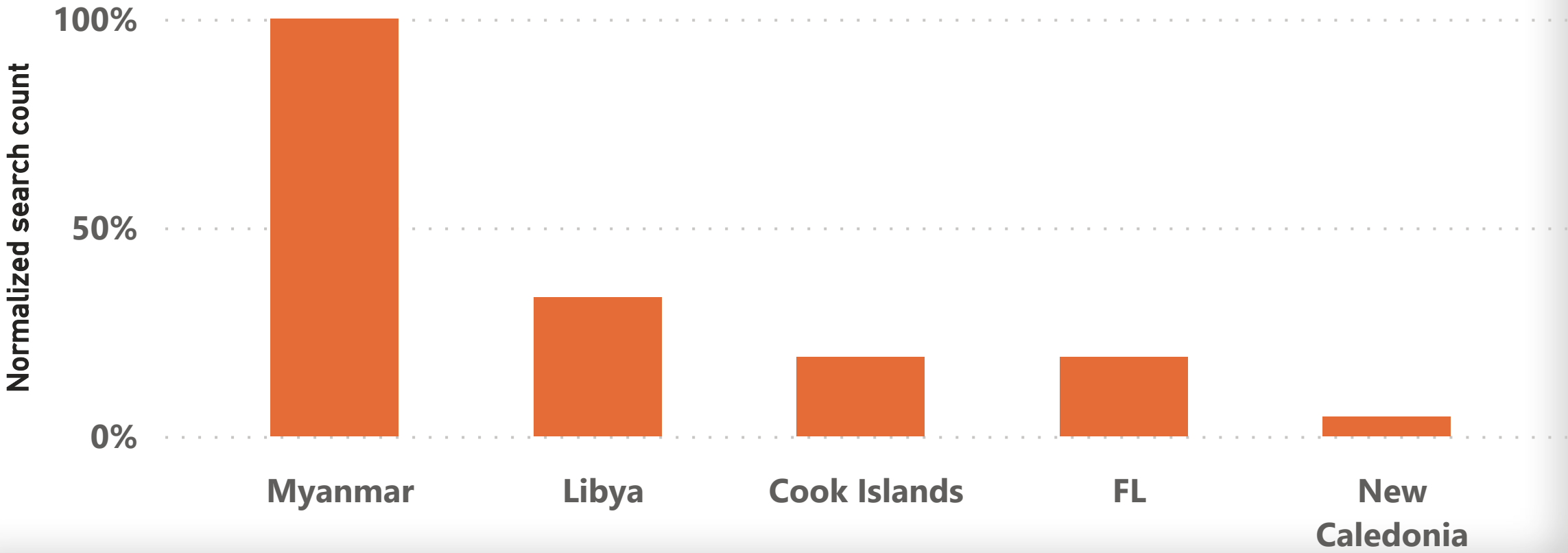
Top 5 destinations with maximum lost potential where your booking count is low



Destinations in demand but minimal supplier booking (non-zero L2B for supplier & TBO)

TBO L2B is zero

Top 5 destinations with maximum search counts with zero bookings for TBO



Destinations in demand but no booking (zero TBO L2B)

Select Destination

Mali

\$ 229

Your average  
price per room  
night

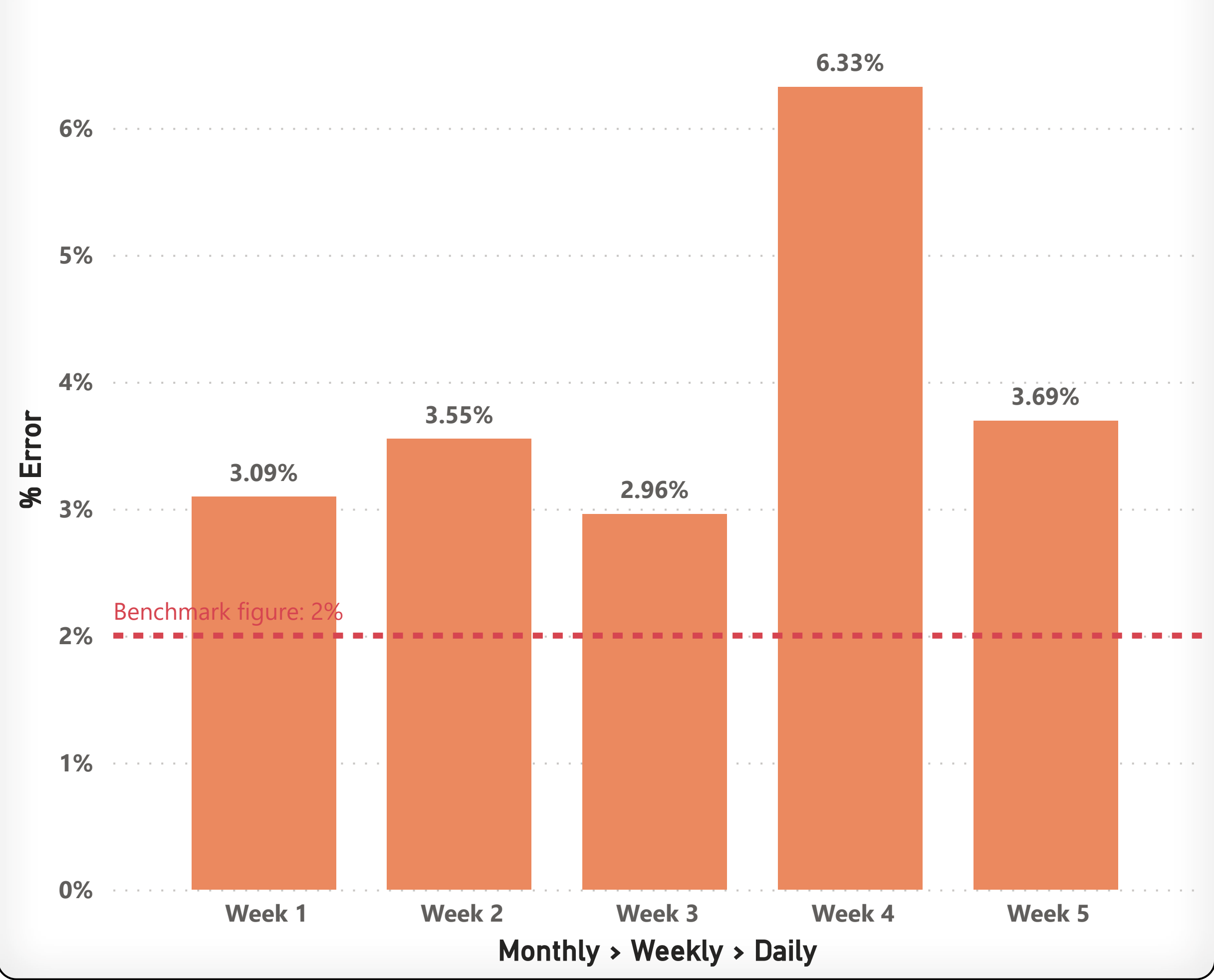
47%

Higher than the average price per  
room night offered by other  
supplier. It is recommended to  
make it more competitive

Click here for detailed list of prices

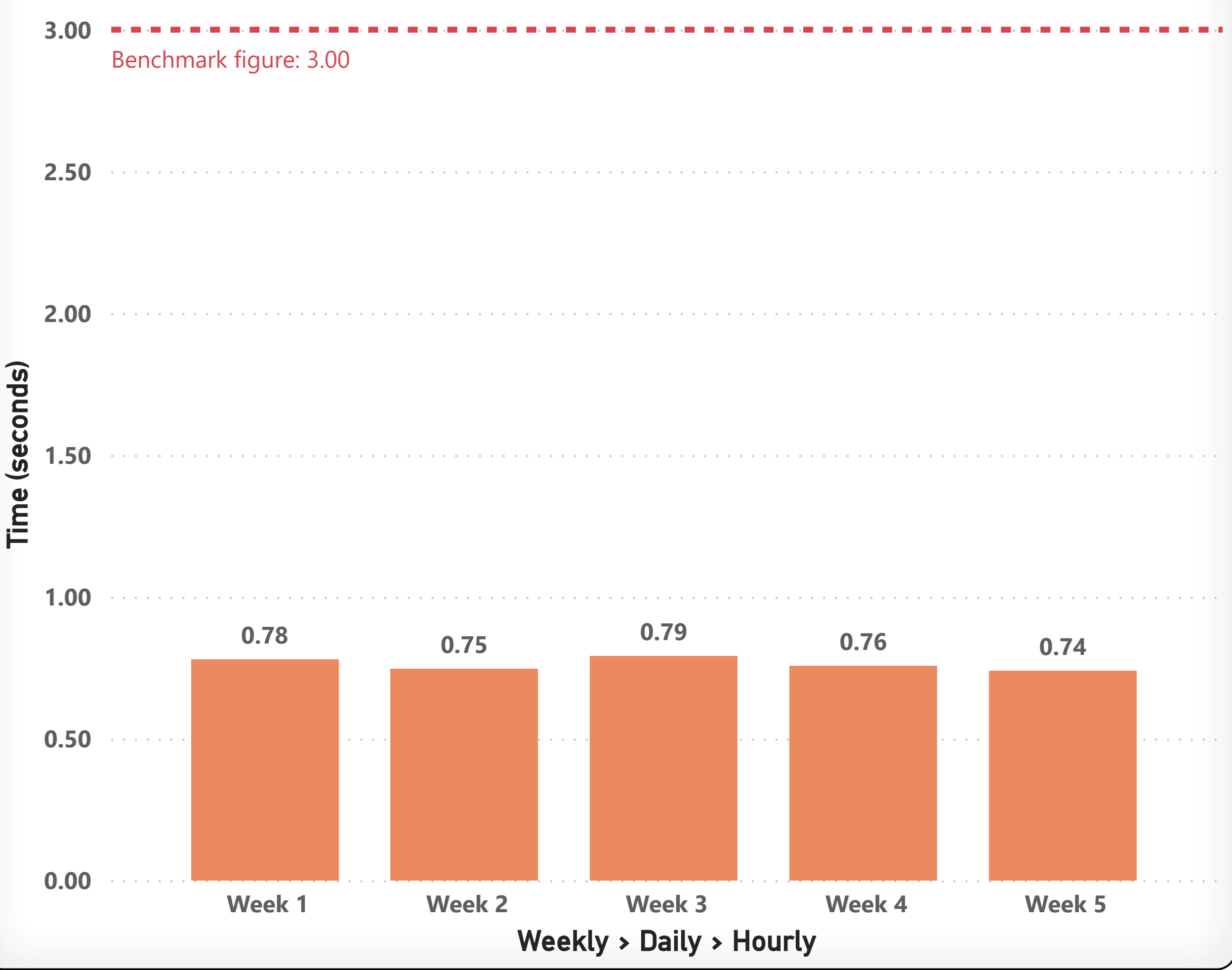
## Technical issues overview

Percentage error in API response



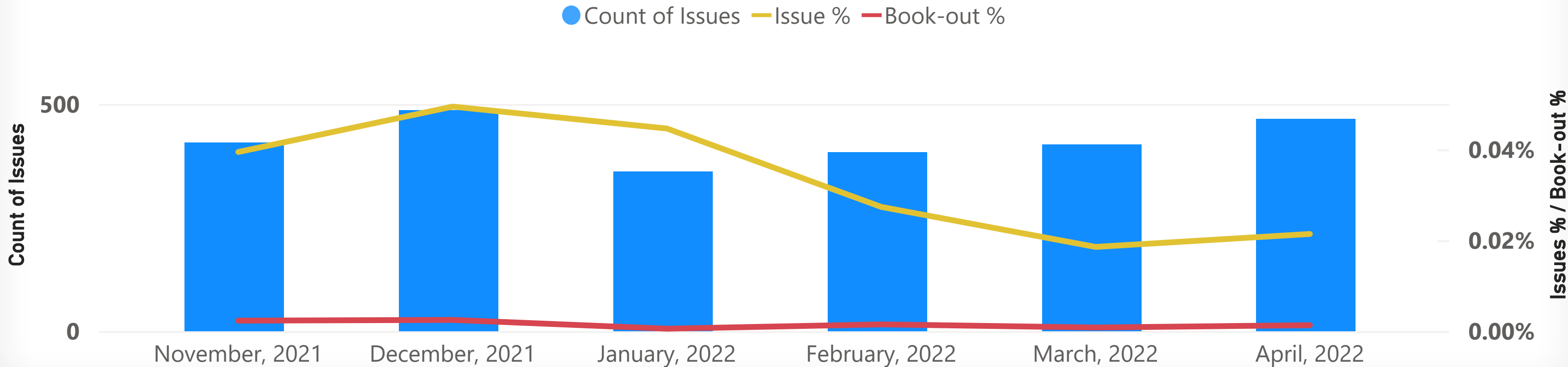
**Benchmark for percentage error in API response is 2%**

Average response time (seconds)



**Benchmark for average response time is 3 seconds**

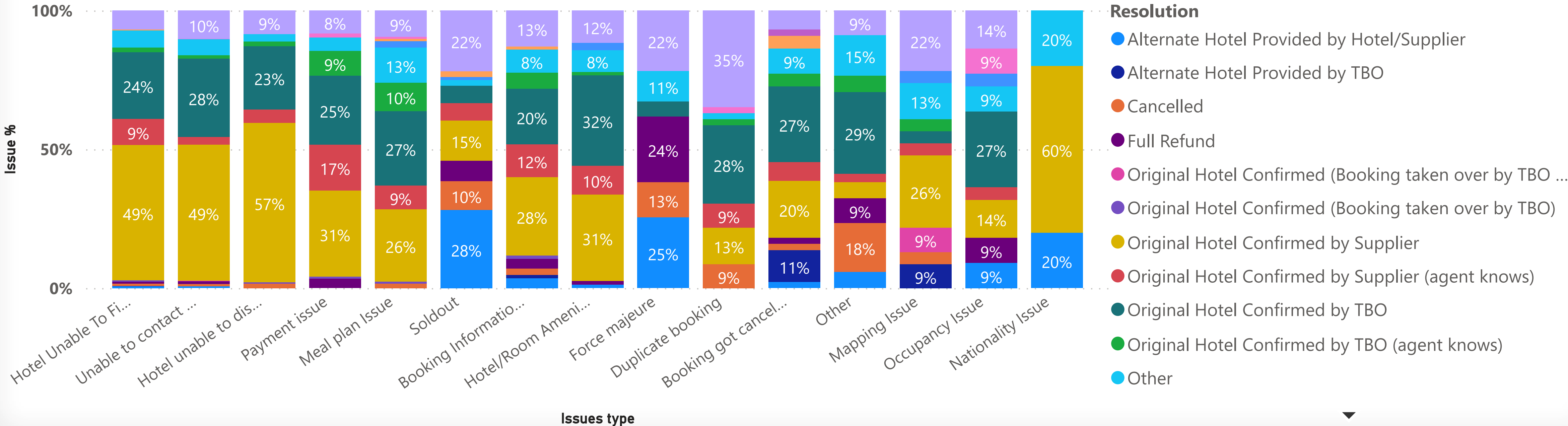
Monthly trend of issue count



Issues taken into consideration

- Bedding Type Issue
- Booking Got Cancelled
- Booking Information Issue
- Duplicate Booking
- Force Majeure
- Hotel Unable To Disclose Confirmation
- Hotel Unable To Find Booking
- Hotel/Room Amenity Issue
- Mapping Issue
- Meal Plan Issue
- Nationality Issue
- Occupancy Issue
- Payment Issue
- Rate Issue
- Room Type Issue
- Hotel Soldout
- Unable To Contact Property
- VCA Card Not Accepted By Hotel

Distribution of issue resolution

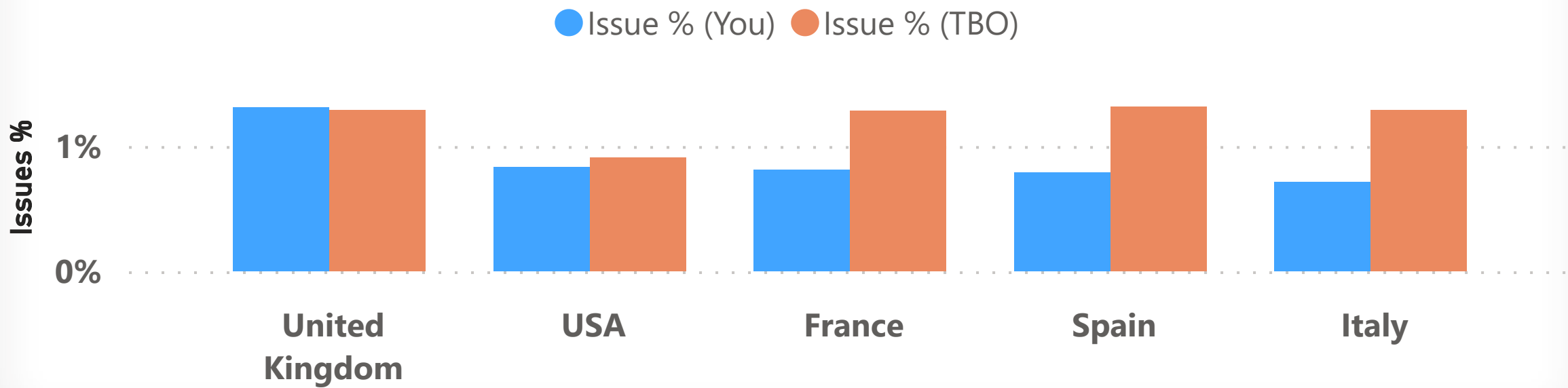




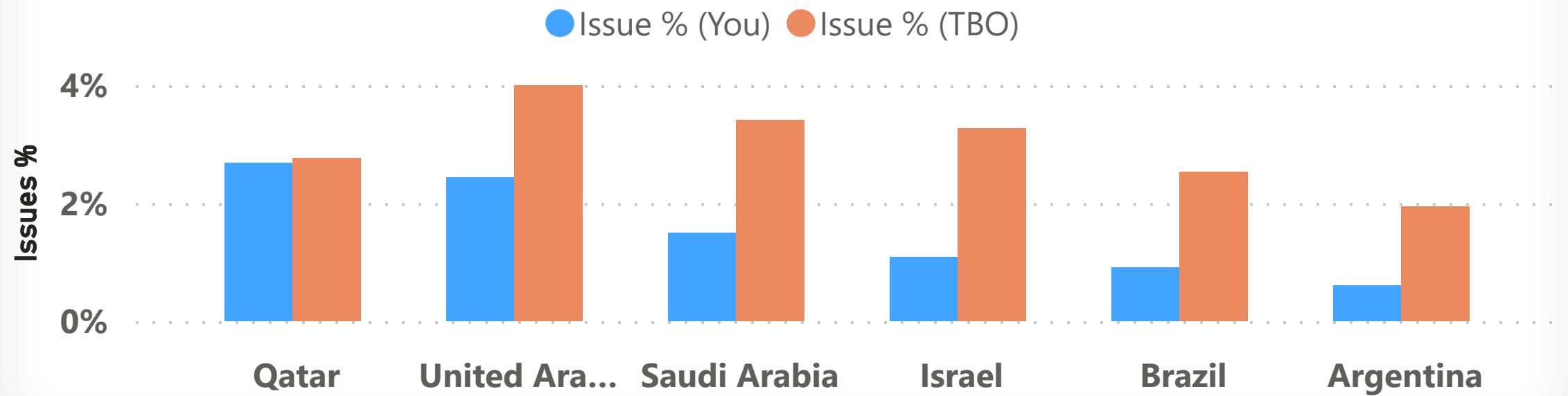
Destination Market

Source Market

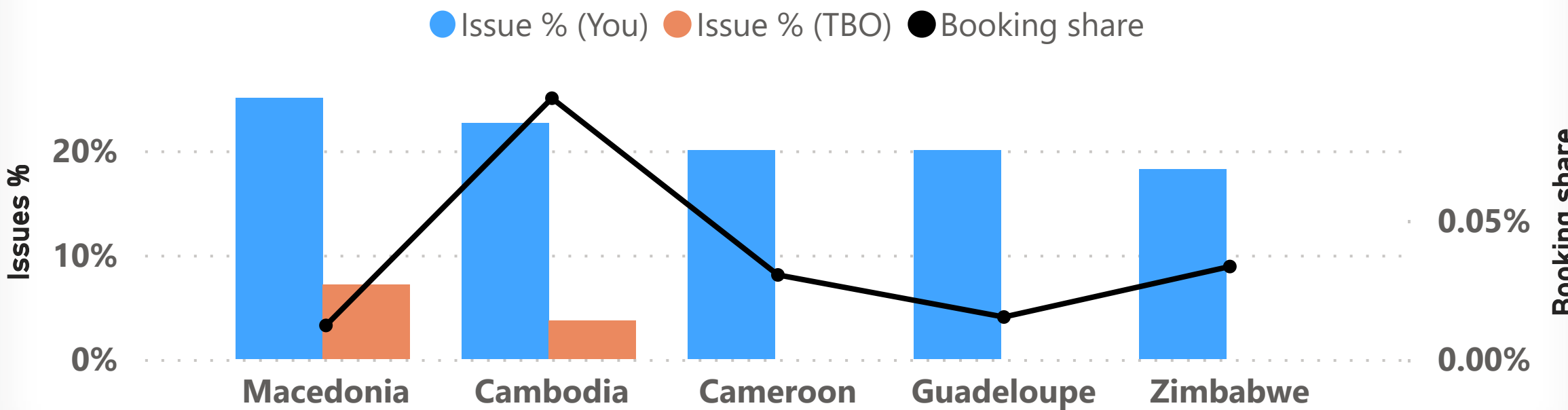
Issue % for top 5 destinations basis the sales



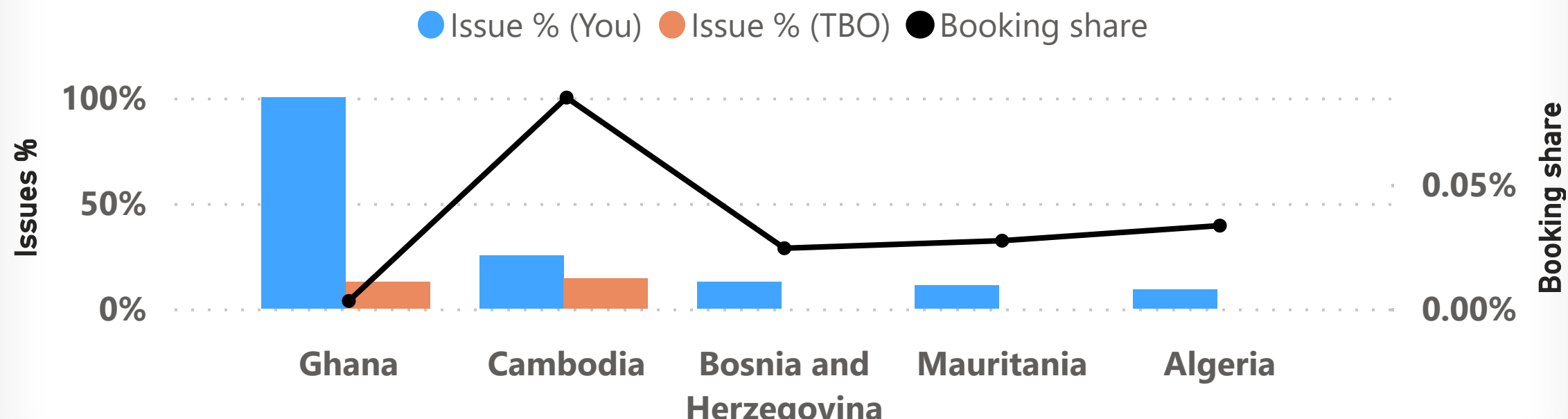
Issue % for top 5 source markets basis the sales



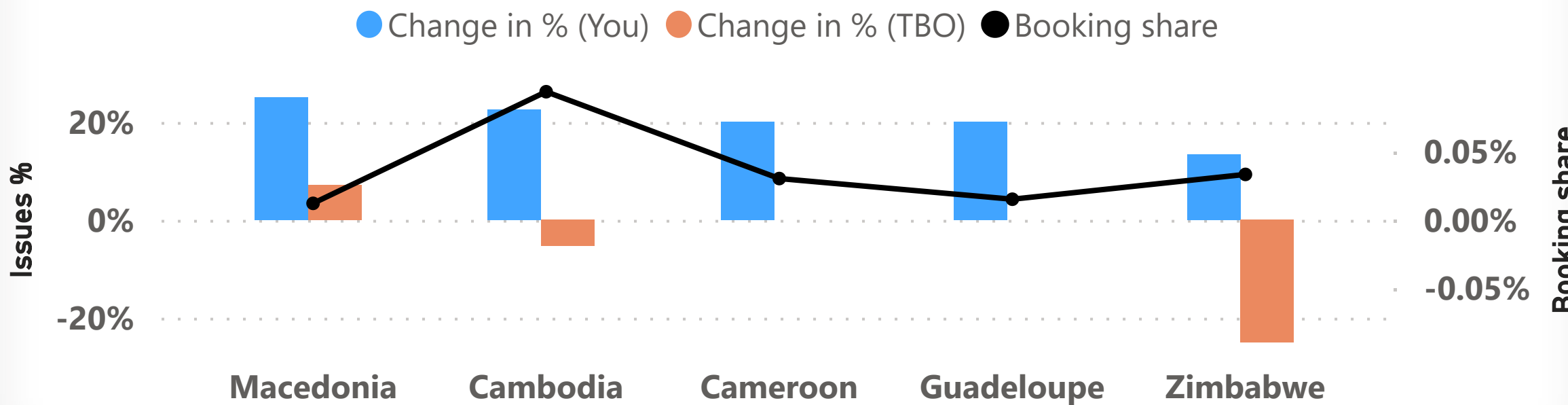
Top 5 destinations basis the issue %



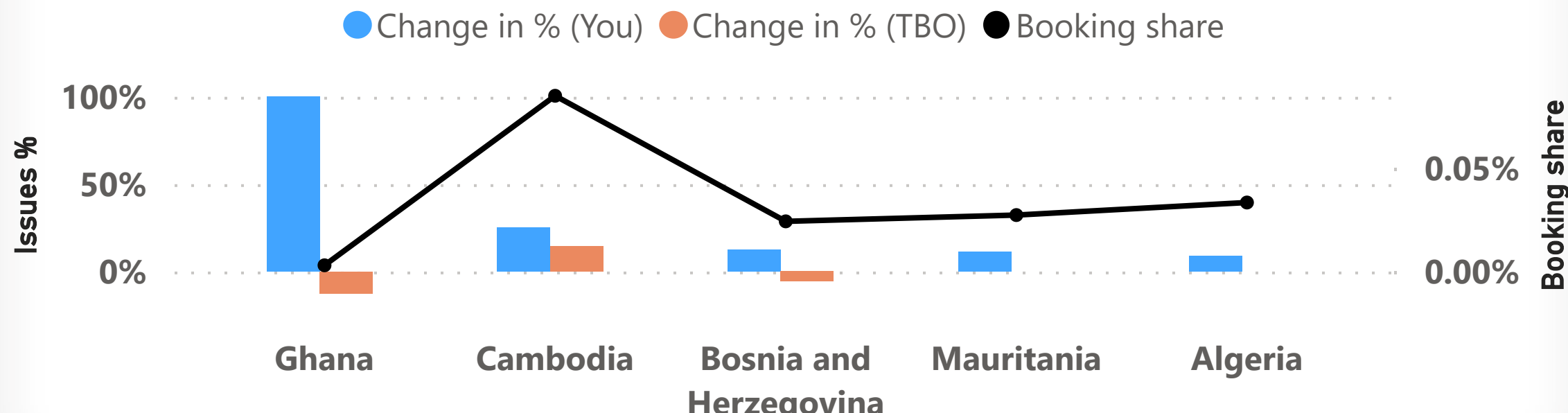
Top 5 source markets basis the issue %



Top 5 destinations basis the change in Issue %



Top 5 source markets basis the change in Issue %



Market

All



Issue Type

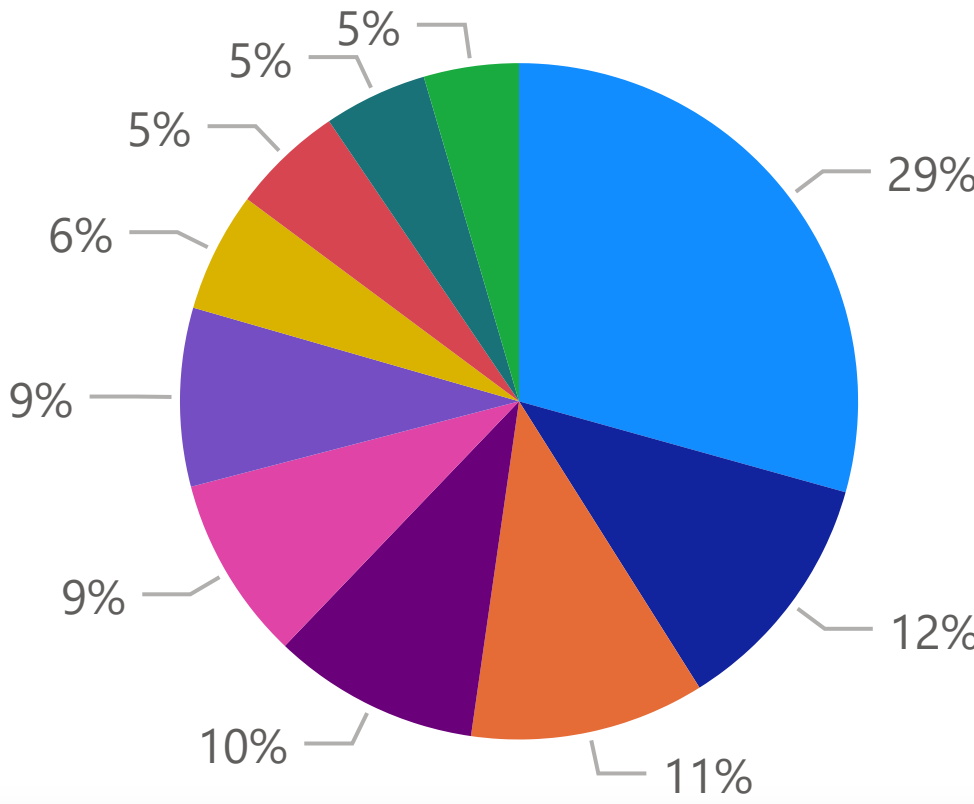
All



Destination Market

Source Market

Distribution of count of issues

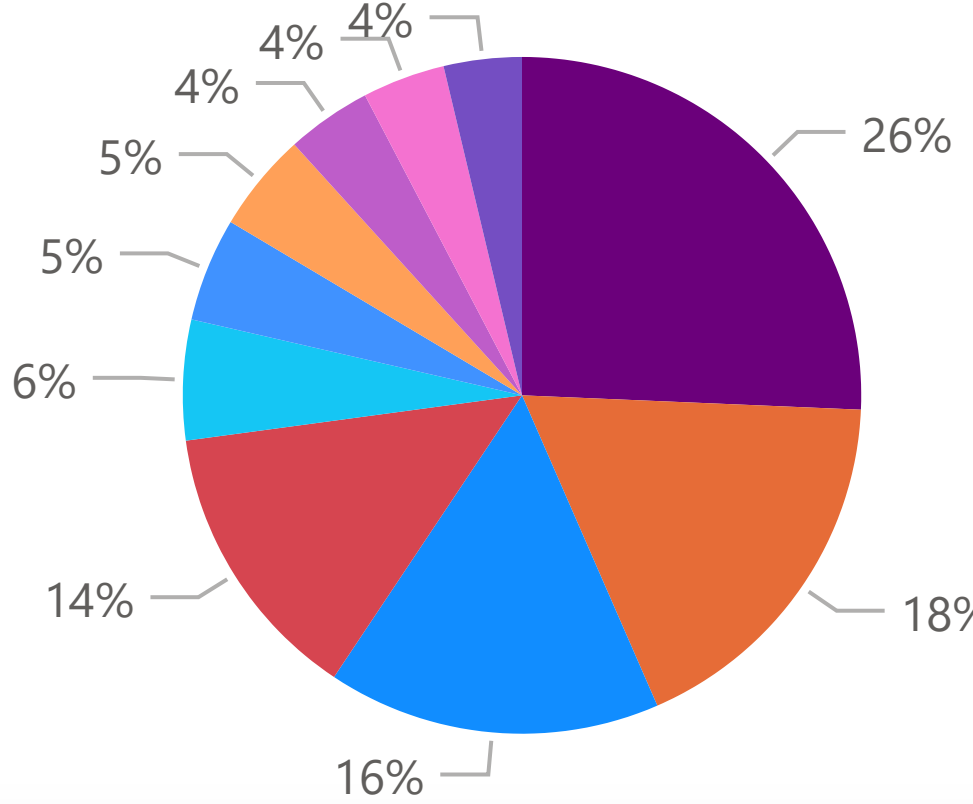


Destination country

- Saudi Arabia
- USA
- Brazil
- United Arab Emirates
- Spain
- Mexico
- France



Distribution of count of issues

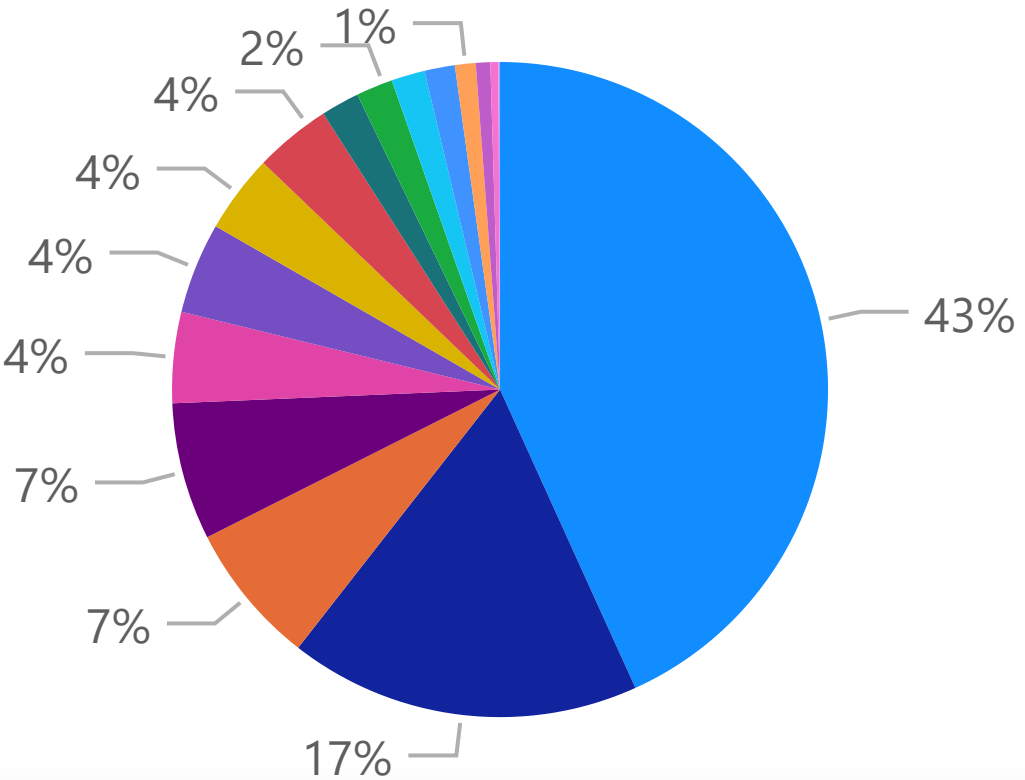


Source Market

- United Arab Emirates
- Brazil
- Saudi Arabia
- Colombia
- Qatar
- Egypt
- United Kingdom



Distribution of type of issues

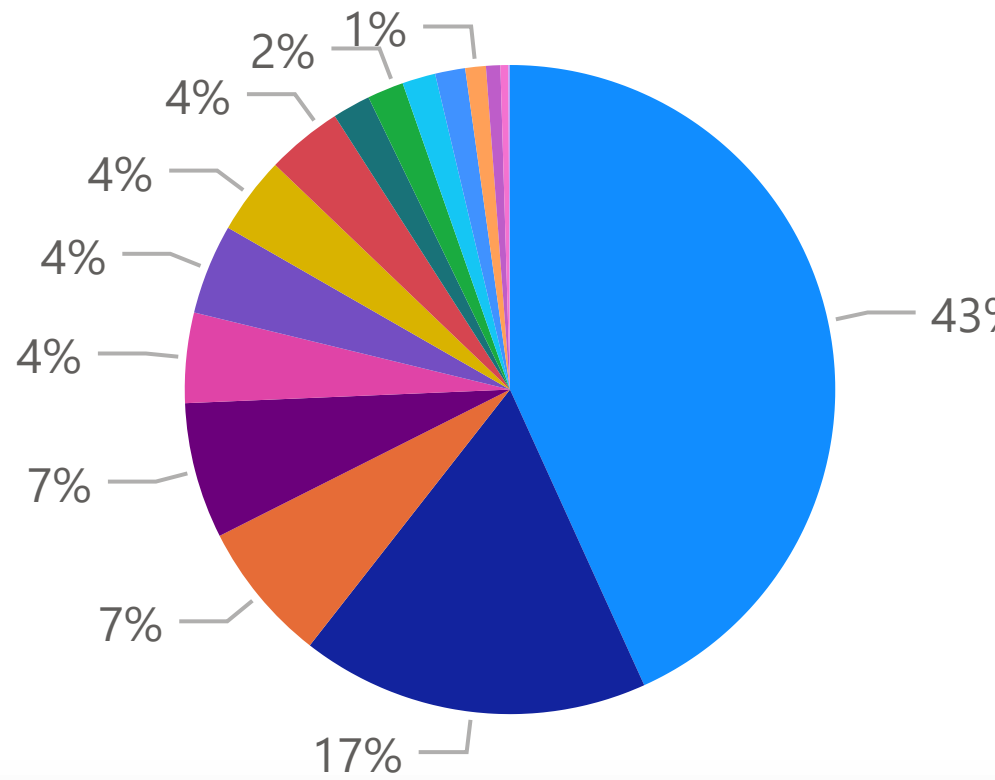


Issue type

- Hotel Unable To Find Bo...
- Unable to contact prope...
- Hotel unable to disclose ...
- Payment issue
- Meal plan Issue
- Soldout
- Hotel/Room Amenity Iss...



Distribution of type of issues



Issue type

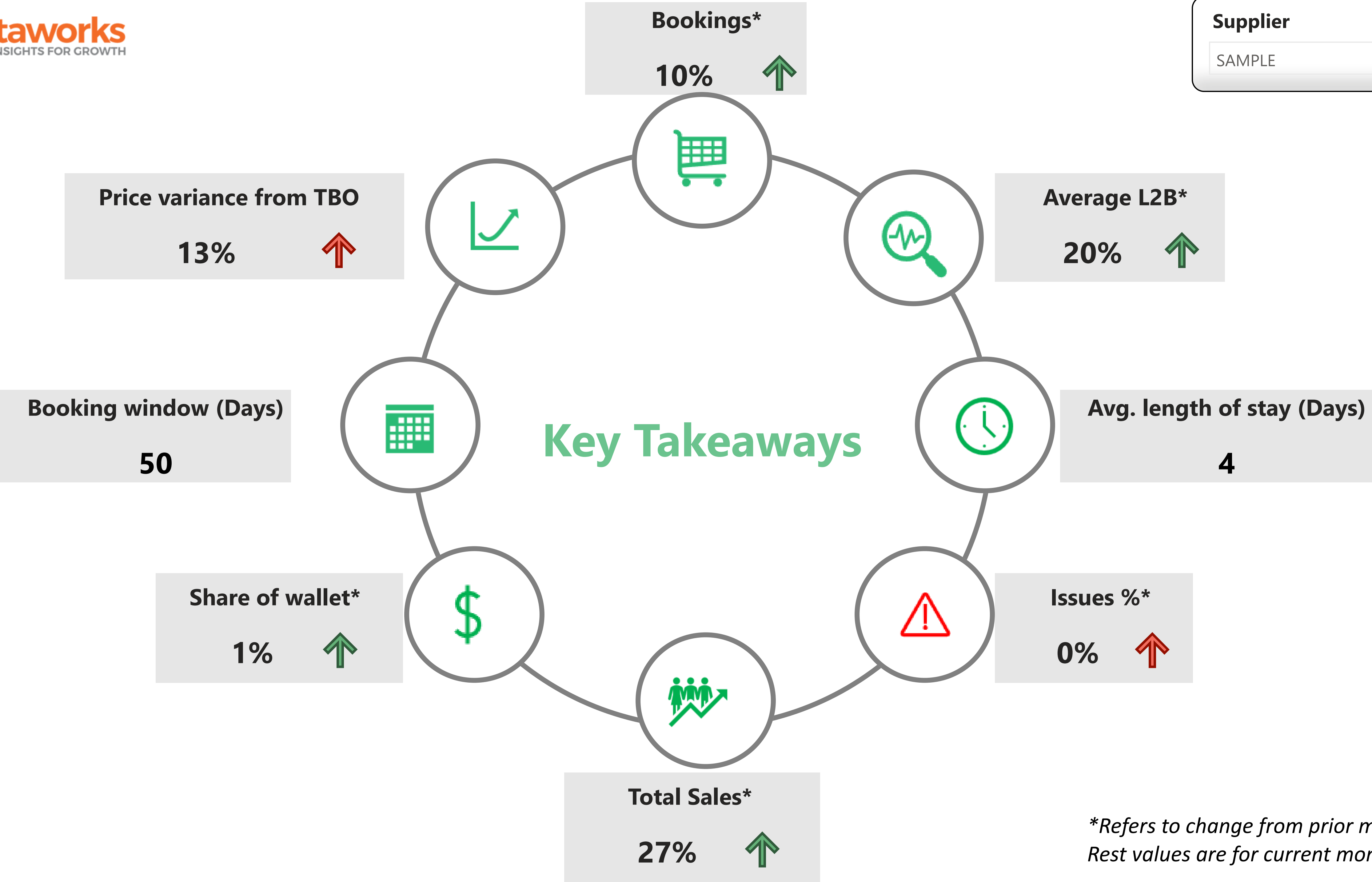
- Hotel Unable To Find ...
- Unable to contact pro...
- Hotel unable to disclo...
- Payment issue
- Meal plan Issue
- Soldout
- Hotel/Room Amenity ...



Across geography

Type of Issue

Distribution of operational issues for last 3 months



*\*Refers to change from prior month.  
Rest values are for current month*