Overview of your performance

Analysis on last 6 months’ sales data

Analysis on current month’s sales data

Analysis on the change in share of wallet

Analysis of your lost bookings

Analysis on operational and technical issues
KEY DEFINITIONS

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
**Distributed of future check-ins across months**

- Your share @ TBO's share
- Percentage Share
- Months:
  - June, 2022: 38%, 35%
  - July, 2022: 27%, 25%
  - August, 2022: 13%, 14%
  - September, 2022: 9%, 10%
  - October, 2022: 5%, 7%
  - November, 2022: 3%, 4%
  - December, 2022: 2%, 3%
  - January, 2023: 1%, 1%
  - February, 2023: 0%, 1%

**Distribution across hotel star ratings**

- Your share @ TBO's share
- Percentage Share
- Star rating:
  - 5: 24%, 21%
  - 4: 41%, 33%
  - 3: 25%, 24%
  - 2: 6%, 14%
  - 1: 1%, 0%
  - 0-NA: 4%, 8%

**Distribution across pax profiles**

- Your share @ TBO's share
- Percentage Share
- Pax profile:
  - Double: 55%, 64%
  - Single: 37%, 29%
  - Triple: 6%, 5%
  - Others- 4+: 2%, 2%
### Destinations searched the most in the next 6 months

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>USA</td>
<td>USA</td>
<td>USA</td>
<td>USA</td>
<td>USA</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>Turkey</td>
<td>Brazil</td>
<td>Brazil</td>
<td>Brazil</td>
<td>Brazil</td>
</tr>
<tr>
<td>3</td>
<td>Turkey</td>
<td>Italy</td>
<td>Turkey</td>
<td>Italy</td>
<td>Mexico</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>Brazil</td>
<td>Greece</td>
<td>Mexico</td>
<td>United Arab Emirates</td>
<td>Mexico</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>France</td>
<td>United Arab Emirates</td>
<td>Dominican Republic</td>
<td>Dominican Republic</td>
<td>Qatar</td>
</tr>
</tbody>
</table>

### Trend for month on month rank for chosen destination

<table>
<thead>
<tr>
<th>Choose destination</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Italy</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>Mexico</td>
</tr>
<tr>
<td>France</td>
<td>Qatar</td>
</tr>
<tr>
<td>Greece</td>
<td>Turkey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Check-in month</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>September, 2022</td>
<td>4</td>
</tr>
<tr>
<td>October, 2022</td>
<td>3</td>
</tr>
<tr>
<td>November, 2022</td>
<td>4</td>
</tr>
</tbody>
</table>
Hotel analysis and cohort of booking

Your share within TBO across hotels

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Normalized Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swissotel Al Maqam, Makkah, Saudi Arabia</td>
<td>0.0</td>
</tr>
<tr>
<td>Swissotel Makkah, Mecca, Saudi Arabia</td>
<td>1.0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Booking share of cohorts for last 6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>November, 2021</td>
</tr>
<tr>
<td>December, 2021</td>
</tr>
<tr>
<td>January, 2022</td>
</tr>
<tr>
<td>February, 2022</td>
</tr>
<tr>
<td>March, 2022</td>
</tr>
<tr>
<td>April, 2022</td>
</tr>
</tbody>
</table>

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

| High value booking | 34% |
| Mid value booking  | 17% |
| Low value booking  | 1%  |
Analysis on last 6 months’ sales data

Supplier has been given a rank for each month basis which four categorization buckets have been defined i.e. Top 2, Top 5, 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.

Average price variation

- Avg price (Supplier)
- Avg price (TBO)

*Month*:
- November, 2021
- December, 2021
- January, 2022
- February, 2022
- March, 2022
- April, 2022

*Destination/Corridors*:
- USA
- France
- Italy
- United Arab Emirates
- United Kingdom
- Saudi Arabia

*Refundable status*:
- Refundable

*Meal type*:
- Breakfast

*Star Rating*:
- 3

*Choose category*:
- Destinations
- SM-Destination corridors
### Your sales rank in the top searched destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Search Rank</th>
<th>Sales Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>Top 5</td>
</tr>
<tr>
<td>USA</td>
<td>2</td>
<td>Top 2</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3</td>
<td>Top 2</td>
</tr>
<tr>
<td>Turkey</td>
<td>4</td>
<td>Top 2</td>
</tr>
<tr>
<td>China</td>
<td>5</td>
<td>Top 5</td>
</tr>
</tbody>
</table>

### Your growth opportunity basis TBO sales

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Search Rank</th>
<th>Growth opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>Low</td>
</tr>
<tr>
<td>USA</td>
<td>2</td>
<td>Low</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3</td>
<td>Medium</td>
</tr>
<tr>
<td>Turkey</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>China</td>
<td>5</td>
<td>Very High</td>
</tr>
</tbody>
</table>

### Search rank for your top sold destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Sales Rank</th>
<th>Search Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>France</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Italy</td>
<td>5</td>
<td>12</td>
</tr>
</tbody>
</table>

### Search rank for TBO's top sold destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Sales Rank</th>
<th>Search Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>USA</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>France</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
Analysis on current month’s sales data

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.

Average price variation

- Avg price (Supplier)
- Avg price (TBO)

Month: November, 2021 - April, 2022

Rank buckets:
- France
- Italy
- Spain
- United Kingdom
- USA
- United Arab Emirates

Your rank in your top 5 sold Destinations

Your rank in TBO’s top 5 sold Destinations

Choose category

- Destinations
- SM-Destination corridors
### Search and sales rank basis current month

#### Your sales rank in the top searched destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Search Rank</th>
<th>Sales Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>Top 5</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>2</td>
<td>Top 2</td>
</tr>
<tr>
<td>USA</td>
<td>3</td>
<td>Top 2</td>
</tr>
<tr>
<td>Turkey</td>
<td>4</td>
<td>Top 2</td>
</tr>
<tr>
<td>Brazil</td>
<td>5</td>
<td>Top 2</td>
</tr>
</tbody>
</table>

#### Your growth opportunity basis TBO sales

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Search Rank</th>
<th>Growth opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>Low</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>USA</td>
<td>3</td>
<td>Low</td>
</tr>
<tr>
<td>Turkey</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>Brazil</td>
<td>5</td>
<td>Very High</td>
</tr>
</tbody>
</table>

#### Search rank for your top sold destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Sales Rank</th>
<th>Search Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>France</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Italy</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Spain</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

#### Search rank for TBO’s top sold destinations

<table>
<thead>
<tr>
<th>Destination country</th>
<th>Sales Rank</th>
<th>Search Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Italy</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
SOW change across all markets from PM

1.08% ▲

**Percentage change in SOW for your top selling destinations**

- France: 1.6%
- United Kingdom: -0.2%
- USA: -0.9%
- Saudi Arabia: -2.1%
- United Arab Emirates: -4.8%

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

- Brazil-USA: 0.7%
- Argentina-USA: -0.7%
- USA-USA: -4.7%
- United Arab Emirates-United Arab Emirates: -5.8%
- Qatar-Saudi Arabia: -9.6%

**Percentage change in SOW for top searched destinations**

- Turkey: -0.9%
- USA: -2.1%
- Saudi Arabia: -3.3%
- Brazil: -4.8%
- United Arab Emirates: -4.8%
**Destination countries with lost bookings**

**Top 5 destinations with maximum lost potential where your bookings are nil**
- French Guiana: -40%
- LAOS: -20%
- Chad: 0%
- North Macedonia: -40%
- Venezuela: -20%

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

**Top 5 destinations with maximum lost potential where your booking count is low**
- Tajikistan: -30%
- Faroe Islands: -20%
- Mali: -10%
- Andorra: 0%
- Luxembourg: 0%

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

**Top 5 destinations with maximum search counts with zero bookings for TBO**
- Myanmar: 100%
- Libya: 50%
- Cook Islands: 229%
- FL: 229%
- New Caledonia: 0%

Destinations in demand but no booking (zero TBO L2B)

---

Your average price per room night is higher than the average price per room night offered by other supplier. It is recommended to make it more competitive.
Technical issues overview

**Percentage error in API response**

- Week 1: 3.09%
- Week 2: 3.55%
- Week 3: 2.96%
- Week 4: 6.33%
- Week 5: 3.69%

*Benchmark figure: 2%*

**Average response time (seconds)**

- Week 1: 0.78 seconds
- Week 2: 0.75 seconds
- Week 3: 0.79 seconds
- Week 4: 0.76 seconds
- Week 5: 0.74 seconds

*Benchmark figure: 3.00 seconds*
Market analysis on operational issues for current month

### Destination Market

#### Issue % for top 5 destinations basis the sales
- United Kingdom: 0%
- USA: 1%
- France: 2%
- Spain: 1%
- Italy: 1%

#### Issue % for top 5 source markets basis the sales
- Qatar: 0%
- United Arabia: 1%
- Saudi Arabia: 4%
- Israel: 2%
- Brazil: 0%
- Argentina: 0%

#### Top 5 destinations basis the issue %
- Macedonia: 10%
- Cambodia: 20%
- Cameroon: 10%
- Guadeloupe: 20%
- Zimbabwe: 0%

#### Top 5 source markets basis the issue %
- Ghana: 0.0%
- Cambodia: 0.05%
- Bosnia and Herzegovina: 0.05%
- Mauritania: 0.05%
- Algeria: 0.05%

#### Top 5 destinations basis the change in Issue %
- Macedonia: -0.05%
- Cambodia: 0.05%
- Cameroon: 0.00%
- Guadeloupe: 0.05%
- Zimbabwe: 0.00%

#### Top 5 source markets basis the change in Issue %
- Ghana: 0.00%
- Cambodia: 0.00%
- Bosnia and Herzegovina: 0.05%
- Mauritania: 0.05%
- Algeria: 0.05%

### Source Market

#### Issue % for top 5 source markets basis the sales
- Qatar: 0%
- United Arabia: 1%
- Saudi Arabia: 4%
- Israel: 2%
- Brazil: 0%
- Argentina: 0%

#### Issue % for top 5 destinations basis the sales
- United Kingdom: 0%
- USA: 1%
- France: 2%
- Spain: 1%
- Italy: 1%

#### Top 5 source markets basis the issue %
- Ghana: 0.0%
- Cambodia: 0.05%
- Bosnia and Herzegovina: 0.05%
- Mauritania: 0.05%
- Algeria: 0.05%

#### Top 5 destinations basis the issue %
- Macedonia: 10%
- Cambodia: 20%
- Cameroon: 10%
- Guadeloupe: 20%
- Zimbabwe: 0%
### Distribution of count of issues

**Destination Market**
- Saudi Arabia: 29%
- USA: 12%
- Brazil: 11%
- United Arab Emirates: 10%
- Spain: 9%
- Mexico: 9%
- France: 6%

**Source Market**
- United Arab Emirates: 26%
- Brazil: 18%
- Saudi Arabia: 16%
- Colombia: 14%
- Qatar: 6%
- Egypt: 5%
- United Kingdom: 4%

### Distribution of type of issues

**Destination country**
- Hotel Unable To Find Booking: 43%
- Unable to contact property: 17%
- Hotel unable to disclose ...: 7%
- Payment issue: 7%
- Meal plan issue: 4%
- Soldout: 4%
- Hotel/Room Amenity Issue: 4%

**Source Market**
- Hotel Unable To Find Booking: 43%
- Unable to contact property: 17%
- Hotel unable to disclose ...: 7%
- Payment issue: 7%
- Meal plan issue: 4%
- Soldout: 4%
- Hotel/Room Amenity Issue: 4%
**Key Takeaways**

- **Bookings**: 10%
- **Average L2B**: 20%
- **Total Sales**: 27%
- **Share of wallet**: 1%
- **Issues %**: 0%
- ** Avg. length of stay (Days)**: 4
- **Price variance from TBO**: 13%
- **Booking window (Days)**: 50

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