

**SOURCE OF BUSINESS**

Segmentation of hotel demand that associates each stay with a specific source, depending on how the stay was booked. Kalibri Labs differentiates sources of business from the primary booking channels (“Brand.com,” “Voice,” “Property Direct,” “OTA,” and “GDS”) by adding categories for “Group,” “FIT/ Wholesale” and “Internal Discounts” in order to provide more clarity into those business types.

BRAND.COM

Source of business that includes all transient bookings sold via a property or brand’s website. Some of the costs associated with brand.com bookings include channel fees, metasearch/referral commissions, and loyalty fees.

PROPERTY DIRECT

Source of business that includes all transient bookings sold directly by a property.

VOICE

Source of business that represents all the transient bookings sold via call centers. Some of the costs associated with voice bookings are channel/ transaction fees and loyalty fees.

INTERNAL DISCOUNTS

Source of business that includes bookings from the following rate categories: complimentary, barter, employee/owner rates, friends & family, house use, loyalty program redemption, and permanent rooms. Kalibri Labs separates these rate categories out to exclude artificially low revenue business for a more accurate picture of regular bookings performance in the other sources of business.

GDS

Source of business that includes all transient bookings sold via global distribution systems. It excludes OTA bookings powered by a GDS. Some of the costs associated with GDS bookings include retail commissions, pass-through fees, and loyalty fees.

FIT / WHOLESALE

Source of business that includes all transient bookings sold via wholesalers. Some of the costs associated with FIT/Wholesale bookings include channel fees and wholesale commissions.

**OTA**

Source of business that represents all the transient bookings sold by an online travel agent, inclusive of all agency models (net/merchant, retail, and opaque). This includes all OTA bookings, regardless of the channel they come from (direct connect or GDS). Some of the costs associated with OTA bookings include retail commissions, wholesale commissions, and transaction fees.

GROUP

Source of business that includes all room nights associated with multiple guests and guestrooms under the same booking, and have a group specified rate. Most of the costs associated with Group bookings are retail commissions and channel fees. Group commissions are estimated for markets and brands where is not provided.

GUEST-PAID ADR

Average daily rate based on the total room revenue paid by guests, inclusive of all transaction-specific direct reservation costs. Guest-paid ADR is higher than traditional hotel-reported ADR because it's calculated using the room revenue paid by customers to hotels and intermediaries, inclusive of the wholesale commissions for intermediated stays, not listed in P&L statements.

GUEST-PAID REVPAR

Revenue per available room based on the total room revenue paid by guests, inclusive of all transaction-specific direct reservation costs. Guest-paid RevPAR is higher than traditional hotel-reported RevPAR because it's calculated using the room revenue paid by customers to hotels and intermediaries, inclusive of the wholesale commissions for intermediated stays that are not listed in a P&L statement.

HOTEL-COLLECTED ADR

Average daily rate based on the total room revenue reported by hotels. It includes all booking costs, and it excludes all the wholesale commissions for intermediated stays, not listed in P&L statements.



HOTEL-COLLECTED REVPAR

Revenue per available room based on the total room revenue reported by hotels, inclusive of all transaction-specific direct reservation costs, except wholesale commissions for intermediated stays that not listed in P&L statements.

NOTE: When calculating RevPAR by source of business, Kalibri Labs uses the total market supply (available room nights) for all the sources of business. As a result, the sum of all RevPAR by source of business is equal to the total RevPAR of that market. NOTE: When calculating RevPAR by source of business, Kalibri Labs uses the total market supply (available room nights) for all the sources of business. As a result, the sum of all RevPAR by source of business is equal to the total RevPAR of that market.

LENGTH OF STAY

Average number of actualized room nights per booking.

NOTE: Length of stay is not calculated for internal discount bookings, as they contain rooms that are permanently occupied for internal use. For market-wide length of stay calculations, FIT and group bookings have been excluded to avoid inflating the value of the length of stay for transient bookings.

PROPERTY SIZE

Grouping of hotel properties based on their size, measured in number of hotel rooms (keys).

ROOM NIGHT (RN) SHARE

It's the proportion of actualized room nights booked through a specific source of business. It indicates the contribution of a source of business to the overall demand of the market.

RESERVATION

A stay at a hotel by a guest equivalent to number of check-ins. Each reservation can span multiple nights based on a guest's length of stay. Demand divided by reservations equals length-of-stay.