

FORNOVACI

Competitive Intelligence

“ We have increased our productivity by 15% since we partnered with Fornova ”

Zen Rooms

Stop losing revenue and beat your competitors with real intelligence

Using the most reliable and highest quality data in the world, FornovaCI provides a wider contextual view of the market in which you're operating. Offering detailed insight into your competitors' rates and strategic approach, it empowers effective pricing decisions, boosting you against your comp set and driving revenue.

Common challenges for hotel rate shoppers

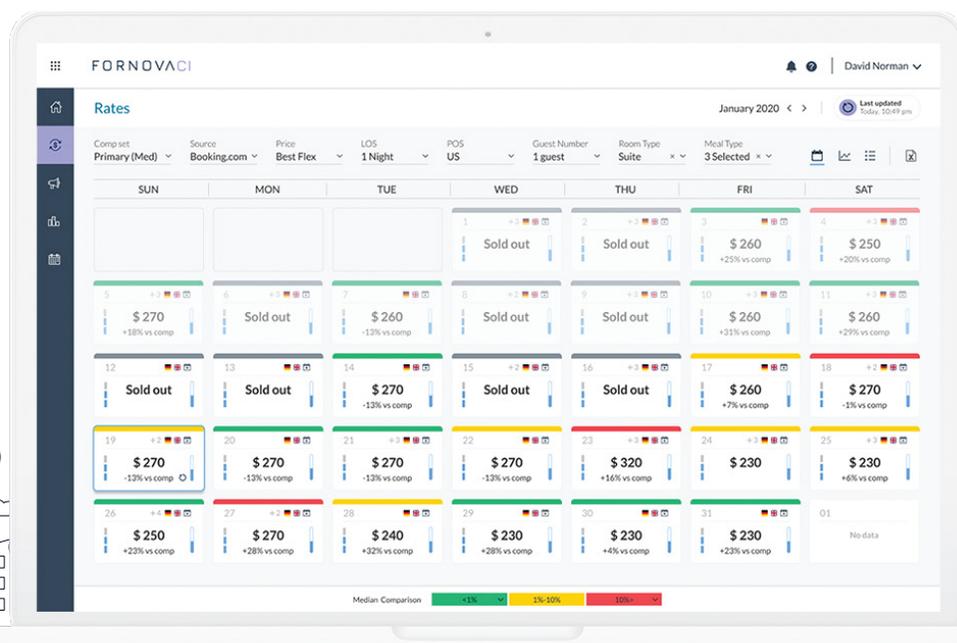
1. Most rate shoppers are just reactive pricing tools. They only encourage users to emulate what those in their comp set are doing.
2. They lack proactive strategic insights showing pricing without providing context.
3. Hospitality pricing data vendors lack the technology to track third party rates, loyalty program rates and mobile app rates.
4. OTAs use country-specific rate strategies, also known as Point of Sale (POS) pricing, to capture demand. Most rate shoppers only show prices from a single Point of Sale and miss the differences in each source market.

Fornova has the solution

FornovaCI is a dynamic, comprehensive solution that combines all competitive intelligence data in one intuitive dashboard. The first and only rate shopping solution offering multiple comparisons in one view, empowering you to make the right decisions in seconds. It allows hotel chains to continuously monitor and benchmark against their competitors.

FornovaCI users are reporting these benefits

- Monitor the rates of your comp set in real time at all levels (property, cluster, region, chain-wide).
- Understand how their inventory appears across all channels and analyze their pricing decisions.
- Track and monitor rates and special promotions on mobile apps, not just websites.
- Improve your performance with daily actionable insights and make strategic pricing decisions.
- Check your Rate Value Score and know whether a guest would perceive your hotel as 'value for money'.
- Reduce wholesaler leakage without increasing overhead costs.



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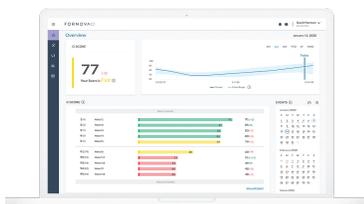
Key Features

Comp set benchmark

- Performance comparison of your hotel vs its comp set.
- Compare your production (room nights, ADR and revenue) to your comp set's.
- Identify which KPIs you're losing on, incl. LoS, international share, cancellations, package share & corporate travel share.
- Chain level comparison on a single page.
- Instantly compare all hotels across several OTAs, instead of wasting time having to log in separately for each hotel to each OTA extranet.

Competitive visibility

- Know your visibility and ranking to best position your price on OTA & metasearch sites.
- Be more visible to guests than your competitors to increase your conversion and take more bookings.
- Understand your market positioning against your comp set rates, visibility and ranking to optimize tools (e.g. Booster, Preferred) or promotions that OTAs offer.
- Understand your users' rating and trends across different sites & compare against the comp set.

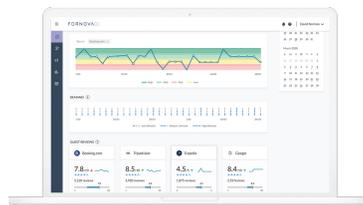


Customizable POS setting

- Select multiple Points of Sale for your hotel based on your relevant source markets.
- Compare your rates to those that your guests are actually seeing online from their country.

Competitive Rate analysis

- Identify up to 15 competitors and compare their rates 90/180/365 days ahead.
- Pull rates from multiple channels (OTAs, Brand.com, GDS).
- Refresh data on demand to access the most current and accurate information.
- Spot important 3rd party rates – e.g. Booking partner offers.
- Rate Value score tracks if your hotel offers guests 'value for money'.
- Understand your competitors' pricing strategy, its impact on your demand & occupancy.

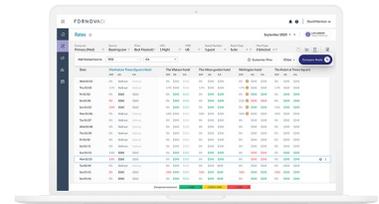


Property level and Corporate / Chain level views

- Cross-chain visibility to help group, chain or cluster revenue managers ensure their hotels are taking the right decisions to increase revenue and occupancy.

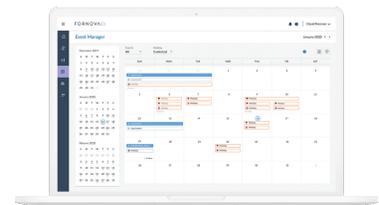
Comparison page

- Compare rates by POS, LOS, room type, OTA, etc. in a single tab.
- Avoid having to open multiple tabs or download spreadsheets to make comparisons.



Event and Demand Calendar

- Access a consolidated events database and monitor local events & holiday calendars.
- Get a full picture of what's driving demand on any given date.



Alerts

- Be alerted for anomalies or data you need to act on, e.g. pickup issues beyond the next 90 days, or a big Lose in distribution from a specific POS.

Enterprise-ready out of the box

Single sign-on (SSO) for all Fornova products

24/7 CS team support



BI solutions market leader with the most comprehensive global data set in travel and hospitality



We are the preferred partner to over 20,000 hotels worldwide & the biggest global OTAs



We empower the industry to optimize distribution and maximize revenue



We track 100,000 hotel brand.com, OTA, metasearch & car rental websites every day, using patented technology



We monitor 1.25 Billion rates from over 70 different countries (Points of Sale) every month



Our patented AI rate data gathering technology simulates multi-platform (desktop, mobile) real user behavior