
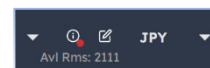
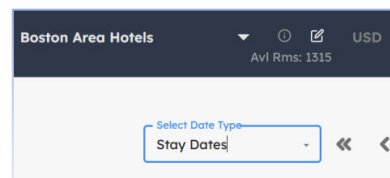

New: Preferred Revenue Optimization Platform (PROP) v3.6.0.0
Version 3.6 was released September 2, with ‘same store’ set functionality, ribbon plots, and speed and stability improvements

Changes & New Features:

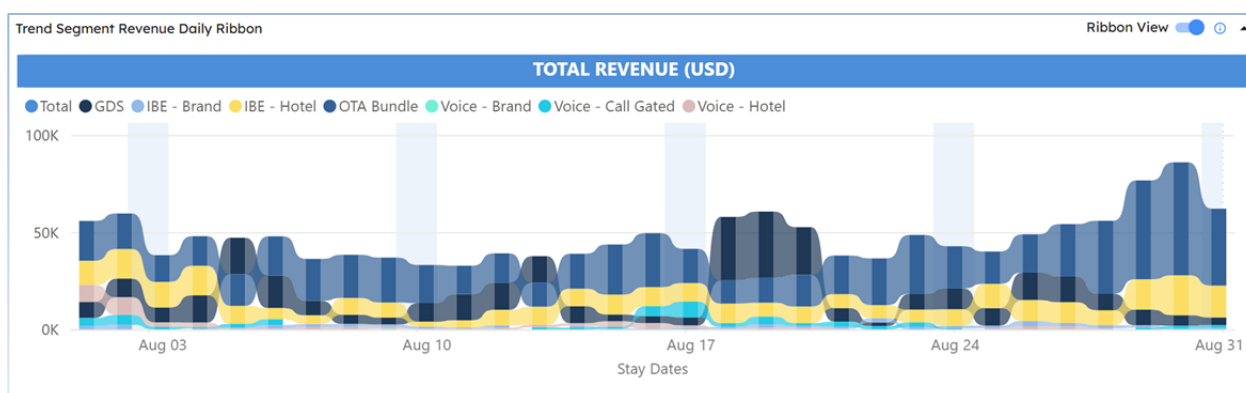
Hotel sets with ‘same store’ feature:

1. In PROP, you can define **sets** of hotels to analyze as a group. To define a hotel set, click the edit icon  to the right of the hotel selection box. (Full details on page 4 of the User’s Guide.)
2. In v3.6, the concept of ‘**same store**’ sets is introduced – you can dynamically limit sets to contain only hotels that have been in Preferred (or have valid data) during the entire selected Stay Date period and the comparison period¹.
3. Once a set, Stay Dates, Booking Dates² and a comparison period are selected, the info icon shows a red alert if the set contains hotels that do not fit same-store criteria for the dates chosen.
4. Click the icon. A dialog box opens where you can examine which hotel or hotels are out of range. Toggle the same-store switch if you want to ‘compare apples to apples’ – i.e. only include hotels with valid and relevant data within Preferred for the dates chosen.



Ribbon View:

1. v3.6 introduces **Ribbon View** – a new way to visualize data breakdown. Currently, ribbons are available in the **Trend** tab for Channel, Market Segment, Rate, or Regional breakdown. Make sure **Breakdown** is on and **VS. Time/Hotel** is off.
2. Toggle Ribbon View on and off using the toggle switch located near the top right of the Revenue, Rooms and ADR.



3. In Ribbon View, instead of just line plots representing each broken down segment, each value is first ranked and then stacked on top of one another, with the lowest value at the bottom and the highest on top. The spaces between values are

¹ Hotels that are already part of Preferred prior to the introduction of PROP are valid from the first historical booking date with transactions. For recently introduced hotels, they become valid on the day when data starts appearing. Hotels are valid until PTG indicates they have left the system. Since bookings may extend into the future, these forward bookings are not considered as part of ‘same store’ sales if a hotel has left the system when the future reservations are realized.


² A hotel is contained in a “same-store” set if it is valid during the selected **Booking Dates**. However, when that range is ambiguous – e.g. when OTB is considered – the Stay Date range may be used to infer the validity of a hotel in the set. To ensure precise interpretation, set explicit Booking Dates.

shaded, hence each value has the appearance of a ribbon. For revenue and rooms, the top edge of the resulting intertwined “rainbow” made of ribbons represents the total.³

4. The stacked, ordered ribbons make for a great tool to highlight how each segment’s strength evolves (or cycles) over time.

Room Nights Pace By Channel Monthly Breakdown

1. This table has been added in the **Dashboard** tab to show forward booking pace, broken down by channels.
2. This last table on this tab is minimized by default. Please maximize to show
3. The report can be exported to PDF.

Export PDF 

Room Nights Pace By Channel Monthly Breakdown							
Year	Month	Channel	This Year as of Aug 31, 2025	Last Year as of Aug 31, 2024	YOY	Last Year Month End	TY % MTD OTB
2025	September	GDS	953	365	161.10%	727	131.09%
2025	September	IBE - Brand	35	40	-12.50%	77	45.45%
2025	September	IBE - Hotel	329	298	10.40%	768	42.84%
2025	September	OTA Bundle	716	274	161.31%	985	72.69%
2025	September	Voice - Brand	14	5	180%	6	233.33%
2025	September	Voice - Call Gated	15	26	-42.31%	43	34.88%
2025	September	Voice - Hotel	108	140	-22.86%	270	40%
2025	October	GDS	327	97	237.11%	795	41.13%
2025	October	IBE - Brand	42	17	147.06%	81	51.85%
2025	October	IBE - Hotel	219	105	108.57%	821	26.67%
2025	October	OTA Bundle	408	163	150.31%	1,549	26.34%
2025	October	Voice - Brand				9	
2025	October	Voice - Call Gated	48	8	500%	49	97.96%

YOY = Year over Year TY = This Year

Talk to your Preferred or Amica representative for any questions or feedback!

³ This same interpretation is not sensible for ADR. The is why the ADR plot is not marked with units. It is best just viewed as a relative indication of strength for each segment, not for picking off precise values.