



# QL2 Data Access for Hotels

QL2 Data Access for Hotels delivers dynamic rate information, empowering you to make strategic pricing and revenue management decisions. Armed with valuable pricing data from the web you have a 360-degree view of the competitive landscape. Out-smart your competition by accessing QL2 manageable data on demand so you can put information from the web to work.



Automatically retrieve rates and related data from brand and agency websites with QL2 Data Access for Hotels. This ideal solution enables you to shop for competitor rate information, conduct rate audits, and complete price guarantee due diligence. QL2 Data Access for Hotels embraces the web, captures structured and unstructured data, and transforms it into the format you need to discover a better balance in your pricing, revenue management and distribution decisions.

## Optimize Your Pricing Strategy with QL2 Data Access for Hotels

In the hospitality industry, predicting potential availability and developing a pricing strategy that will encourage maximum occupancy and increase market share are pivotal to success. This is no small feat since empty rooms equal missed revenue. Knowledge of your competitor's rates, promotions, and positioning allows for quick action to fill rooms at the price you want and the flexibility you need.

With access to our hotel database you will be able to link thousands of properties across hundreds of sites by each website's unique property identification (ID). This allows you to shop competitor sites using your own property identifications. QL2 will then map each hotel to the corresponding IDs of all your competitors. Today we have almost 3 million property IDs across 750 sites mapped to nearly 500,000 QL2 IDs.

SNAP (Stay Night Automated Pricing) is allowing us to push revenue management from a centralized function out to the operational levels of our properties where we can now empower hotel employees that are busy providing guest services to also make data-driven revenue optimization decisions with the click of a mouse.

— Jim Rozell,  
Senior Director  
of Revenue Optimization,  
Carlson Hotels Worldwide

The screenshot shows the QL2 web application interface. At the top, there are navigation tabs: Home, Searches, Status, Results, Reports, Tables, and Account. The main content area is titled "Northwest" and includes sections for "General" (Type: Hotels, Owner: hotel\_demo, Created: 12:39PM CST, Jan 8 2010, Last Run: -, Finished: -) and "Schedule". Below these is a "Filter" section with input fields for Site, Location, CI, and CO, along with "Submit" and "Clear" buttons. At the bottom, there is a table with columns: Site, Location, S/P, Ctry, CI, CO, Brand, Name, Addr, Zip, Prx, Stars, Max Prop, Rates, and Rooms. The table displays 10 rows of data for various hotels in Seattle, WA.

| Site | Location | S/P | Ctry | CI | CO | Brand | Name | Addr | Zip | Prx | Stars | Max Prop | Rates | Rooms |
|------|----------|-----|------|----|----|-------|------|------|-----|-----|-------|----------|-------|-------|
| TC   | SEATTLE  | WA  |      | 3  | 6  |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| XP   | SEATTLE  | WA  |      | 23 | 26 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| TC   | SEATTLE  | WA  |      | 13 | 16 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| XP   | SEATTLE  | WA  |      | 14 | 17 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| XP   | SEATTLE  | WA  |      | 18 | 21 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| TC   | SEATTLE  | WA  |      | 16 | 19 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| XP   | SEATTLE  | WA  |      | 28 | 31 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| OZ   | SEATTLE  | WA  |      | 4  | 7  |       |      |      |     | 15  | 1+    | 25       | A     | 1     |
| OZ   | SEATTLE  | WA  |      | 12 | 15 |       |      |      |     | 15  | 1+    | 25       | A     | 1     |

Our easy-to-use secure web solution lets you get started fast.

QL2 equips your pricing analysts and revenue managers with information about the competitive options that are available to your potential customers. QL2 Data Access for Hotels provides you the timeliest room details, such as price and room type, for virtually any competitor in any market. Only QL2 provides hotels with a cost-effective way to capture and manage actionable data for what is being sold anywhere, at any time across competing brand and travel agency websites.

### Getting Started is Fast and Easy

QL2 Data Access for Hotels is easy to use, giving you the ability to search competitor and online travel agency sites for pricing in specific markets, on specific properties, and in markets by star rating. QL2 puts you in control of what, when, and how often you search with a convenient scheduling option.

QL2 Data Access for Hotels integrates into internal pricing and revenue management systems so you get a complete view of the marketplace.

- Easy-to-use: Connect to QL2 Data Access for Hotels via any web browser.
- User-controlled: Select only the information critical to your goals.
- On Demand: Access new data on your schedule for up-to-date room rates.
- Robust: Access pricing data for any number of brand or OTA (Online Travel Agency) sites.
- Dynamic: Take advantage of continuous access to critical information as QL2 Data Access for Hotels quickly adapts to website changes.



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### Optimize Your Success with QL2

Learn more about how QL2 can help you access the vital data you need to gain and hold a competitive advantage and discover new market opportunities.

See for yourself how easy it is to access the data you need to optimize your success. Start today and join the hundreds of organizations around the world that rely on QL2 for manageable data on demand.

### Request a Free Demonstration

Let us show you how QL2 Data Access for Hotels can optimize your success. Contact us today.

Email [sales@QL2.com](mailto:sales@QL2.com).