

Glossary

The intent of the Retailing glossary is to highlight an alphabetical list of most frequently used non-technical terms and accompanied definitions that are customized to the hotel industry. Becoming familiar with the below key terminologies will help in better understanding SynXis Retail Studio's market positioning and future engagements with the platform. The overall purpose of SynXis Retail Studio enables hoteliers to retail unlimited, unique offerings to drive TRevPAR, customer satisfaction and brand engagement on a platform that utilizes predictive analytics via machine learning to support personalization and conversion.

**- Signifies that term is also used as a metric*

- **Ancillary (ancillary products)**- Any trip-oriented products including policies, services, experiences, or goods that are offered beyond the room. For example, a late check out, transportation, an event, or branded merchandise etc.
- ***Ancillary Revenue per Room Night**- The average non-room revenue derived from ancillary products associated with a booking
- ***Attachment Rate**- % of bookings with ancillary purchases
- **Attribute-Based Selling (ABS)**- Not to be confused with Attribute Based Pricing (ABP) such as a "room with a view". ABS enables hoteliers to sell literally anything (Policies, Services, Experiences, Goods) before, during and after the stay. SynXis Retail Studio's ABS enables 1) hoteliers to offer unlimited products and services, and 2) guests to assemble or select those products in any way, or just the way they like it
- ***Conversion Rates**- The percentage of total sessions on the booking engine that result in a completion of a reservation
- ***Net Reservations with Ancillary**- The number reflects all bookings with ancillaries net of cancellations. This indicator is an absolute number vs. attachment rate is the % of bookings made which included a product or service
- **Product Categories**- Classification of ancillaries that is used for offer management, reporting, analytics, etc. In SynXis Retail Studio, our product categories consist of policies, services, experiences, and goods

- ***Total Revenue-** Revenue from all products and services sold by a hotel, including (1) room revenue; (2) revenue from policies, services, experiences, and goods sold with a room reservation before, during and after the stay; (3) revenue from policies, services, experiences, and good sold without a room reservation at any point in time (e.g. branded merchandise)
- ***TRevPAR-** Total revenue per available room. This KPI enables hoteliers to measure profit optimization beyond accommodation revenue (RevPar) as it takes into consideration all revenue streams generated as part of an accommodation booking. This industry KPI has attracted more attention as of late due to the revolution of e-commerce and retailing capabilities that enable hoteliers to now capture revenue streams before, during and after a hotel stay
- ***Unit Transactions-** The number of any product & services sold/purchased within a given period (per booking/per stay)

SynXis Retail Studio allows you to retail anything including policies, services, experiences, and goods:

- **Policies-** Including stay policies, pet policies, travel insurance, stay enhancements (room view, balcony, floor, etc.) and more
- **Services-** Including daily pool pass, breakfast in bed, cabana rental, transportation, laundry, spa services and more
- **Experiences-** Concert/event tickets, tickets for nearby attractions, activities (yoga, golf, horseback riding, etc.), dining experiences (Easter brunch, wine & cheese tasting, etc.) and more
- **Goods-** Merchandise that can be purchased (pillows, toiletries, coffee mugs, robes, shirts, etc.) as well as food and beverage such as a to-go breakfast or a bottle of champagne