

**MarketVision**<sup>®</sup>  
Price Position  
For Hotels

User Guide



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# I About This Guide

## I.1 About this guide

Welcome to the MarketVision Price Position For Hotels user guide. This guide is designed to help you in using the MarketVision Price Position For Hotels user interface to meet your business needs.

This chapter outlines the contents and explains the conventions used in this guide. It also provides the contact information for sending in your comments, suggestions, and corrections.

### I.1.1 Book conventions

The following table describes the conventions used in this User Guide.

**Table 1. Description of the book conventions used in this guide**

This...	Indicates
Abbreviated menu command	Menu commands in text may be abbreviated rather than appear in full. For example, the text may ask you to click <b>Download</b> , and the screen may show a <b>Download Now</b> button.
Successive menu choices	Successive menu choices may appear with a greater than sign (>) between the items that you will select consecutively.
<b>Bold text</b>	Text in bold shows the names of menu items, dialog boxes, dialog box elements, and commands.
<variable name>	Variables that you must place in a text may appear between a greater-than and a less-than sign. When you type the command, replace this string with your own information. For example, for C:\Document and Settings\<>your name>\Start Menu, John Smith might type something like C:\Document and Settings\JohnSmith\Start Menu.
Text in <i>italics</i>	Reference to other documents.

**NOTE:** Information that is of special significance is displayed as a **NOTE**.

## I.2 Other resources

The MarketVision Price Position For Hotels user interface has other related documents in the form of online Help, context-sensitive Help, QuickStart Guide, and FAQs that are available for your reference.

### I.2.1 Online Help

The MarketVision Price Position For Hotels online Help is available to you when you are logged into your MarketVision account. The online Help provides a list of contents, an index, and a search feature.

## 1.2.2 Context-sensitive Help

Once you are logged into MarketVision, a number of Help  icons are displayed in the various sections of the application. Clicking on a Help icon opens an HTML page with more information about that particular section.

## 1.2.3 QuickStart Guide

You can get access to the QuickStart Guide by clicking the **QuickStart Guide** link on the Support page.

## 1.2.4 Frequently asked questions

A list of frequently asked questions can be viewed by clicking the **Frequently Asked Questions** link on the Support page.

## 1.3 Contact us

We welcome your comments and suggestions on the quality and usefulness of this user guide.

### 1.3.1 Feedback

Please send your comments and suggestions to [mvsupport@RubiconGroup.com](mailto:mvsupport@RubiconGroup.com).

### 1.3.2 Customer support

Our email and telephone details are:

**Table 2. Customer support details**

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Telephone	<b>US and Canada:</b> 1-678-553-1940 <b>Rest of the World:</b> +44-845-363-1147

## 1.4 Printing this guide

This guide is optimized for printing on Letter page size (8.5 inches by 11 inches). If you would like to print on any other page size, select the **Fit to page** check box in the Print window before printing the guide.

## 2 Accessing The MarketVision UI

### 2.1 MarketVision—an overview

MarketVision automates your rate gathering process so that you can concentrate on establishing your optimum competitive position. You can use MarketVision to:

- Monitor your competitive position using data from the GDS (global distribution system), travel web sites, or hotel web sites.
- Retrieve the latest rate details.

MarketVision searches for rates in the following data sources:

- GDS
- Hotel web sites
- Online travel sites

Subscribers to MarketVision can define a set of profiles that direct MarketVision Price Position For Hotels to shop for the rates. Once the shopping is complete, the rates are stored in the MarketVision database. Rate reports are created using the stored data. You can view the reports in different formats and layouts without shopping the same rates again. In most cases, shopping and reporting are combined for convenience. For example, after running a shop, MarketVision automatically creates a rate report. Shopping and reporting can be set up to run automatically and reports can be delivered through email. The following image provides an overview of the rate shopping using the MarketVision Price Position For Hotels user interface.

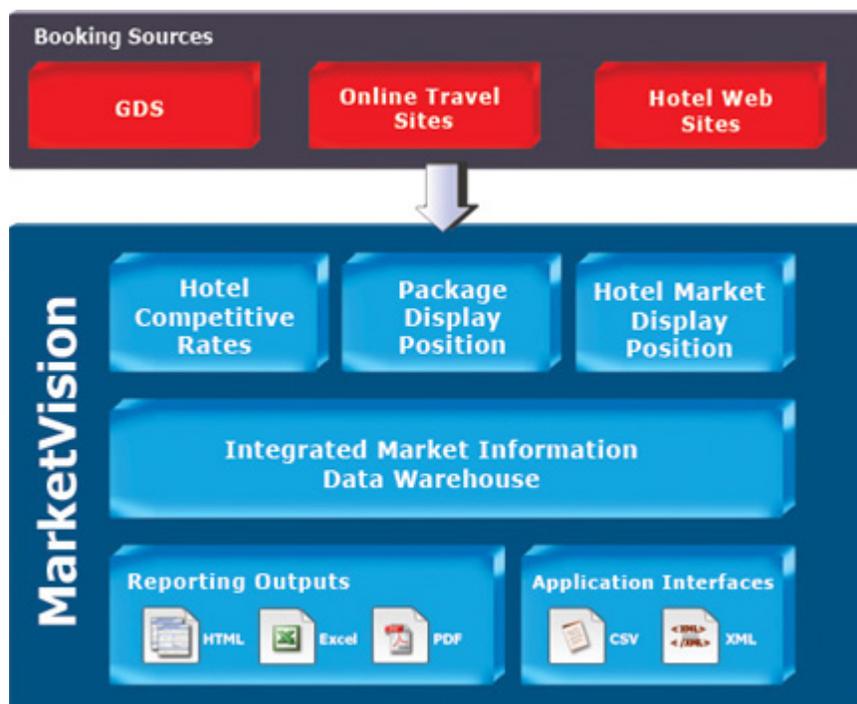


Figure 1. MarketVision Price Position For Hotels Architecture

## 2.2 Prerequisites to access MarketVision

You need a user name and password to access the MarketVision Price Position For Hotels user interface. You will receive your user name and password through email once your account is activated.

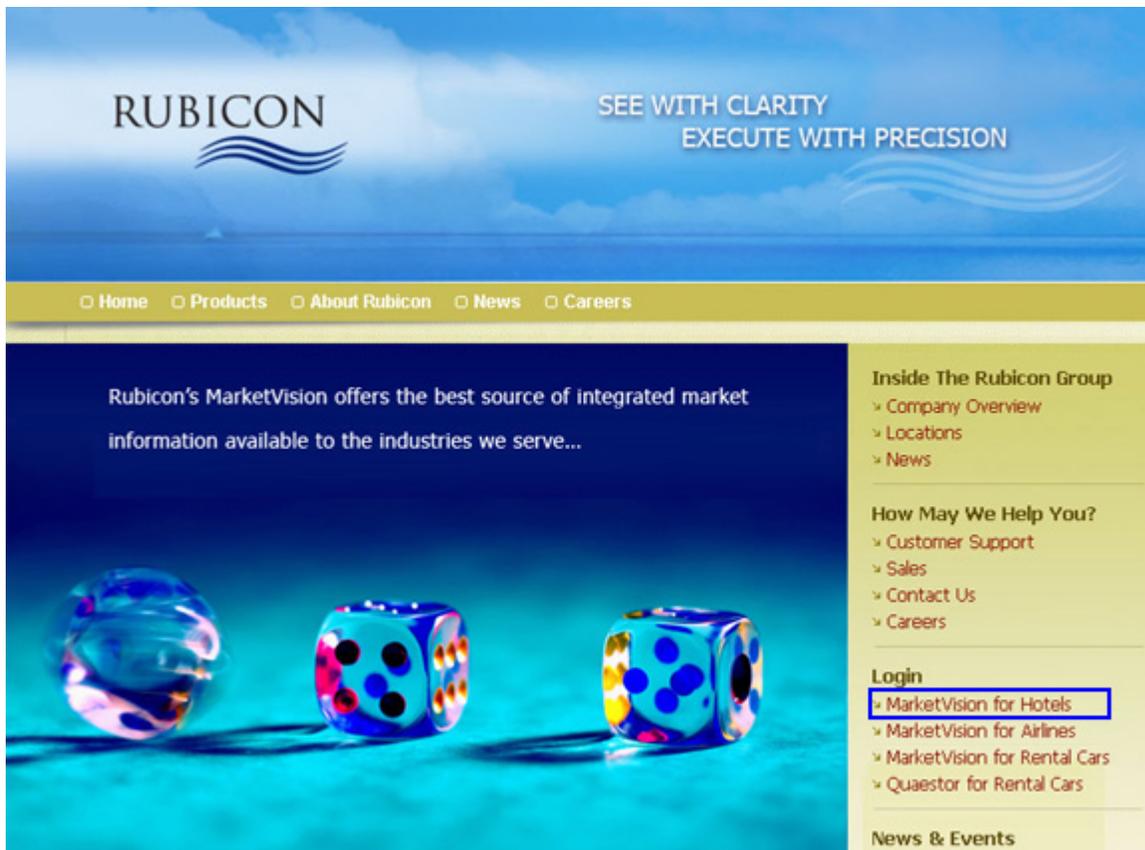
## 2.3 Logging on to the MarketVision Price Position For Hotels user interface

MarketVision Price Position For Hotels is a web-based application. You can access it using a modern web browser (for example, the latest version of Internet Explorer or Mozilla Firefox).

### *To log on to the MarketVision Price Position For Hotels interface*

1. Type <http://www.RubiconGroup.com> in the address bar of the browser and press ENTER.

The Rubicon home page is displayed. The **MarketVision for Hotels** login link is placed in the Login section on the right side of the home page.



**Figure 2. Logging on to MarketVision Price Position For Hotels**

2. Click the **MarketVision for Hotels** link in the Login section.

The MarketVision Price Position For Hotels login page is displayed.



**Figure 3. MarketVision Price Position For Hotels login page**

3. Type your user name in the **Username** field.
4. Type the password in the **Password** field.
5. Click the **Login** button.

The **Criteria** page is displayed and the MarketVision Price Position For Hotels user interface is ready to be used.

Your session expires when you close the web browser or log off from the application.

### 2.3.1 Logging off from the MarketVision Price Position For Hotels user interface

Use the Logoff link that is placed at the top right of the user interface to log off from the MarketVision Price Position For Hotels application.



**Figure 4. Logoff link**

When you click the Logoff link your session will be closed and you will be redirected to the Login page.

### 2.3.2 Logging in as a different user

To log in as a different user, log out from the application using the Logoff link and log in again using the new user name and password.

If you have logged in with the credentials of a corporate account in your organization then you will have access to the properties, competitive sets, profiles, and the shopping requests of all the subsidiary accounts that are attached to the corporate account.

### 2.3.3 Multiple login for a user

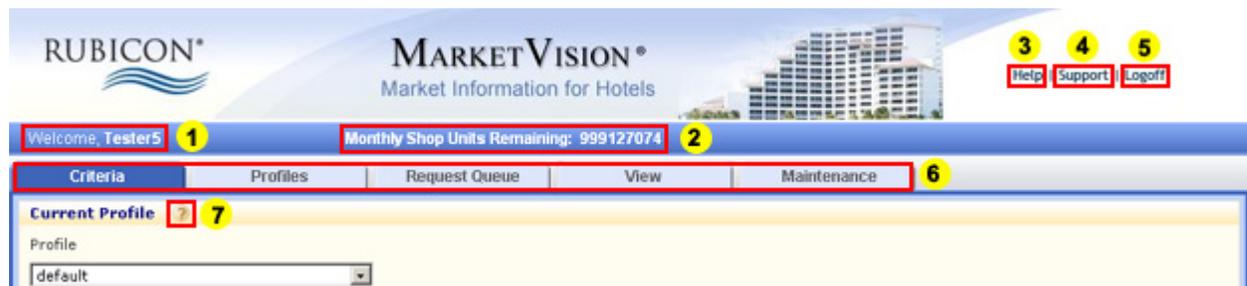
You can use your user name and password to log in from different computers at the same time. You can also log in using multiple browsers at the same time from one computer.



# 3 Navigating The User Interface

## 3.1 MarketVision Price Position For Hotels user interface— an overview

When you log on to the MarketVision Price Position For Hotels user interface the Criteria page is displayed by default. You can also view the Profiles, Request Queue, View, and the Exceptions tab on the user interface. Click on a tab to access the corresponding page. This chapter provides a detailed description about each page.



**Figure 5. MarketVision Price Position For Hotels user interface**

The following table provides a description of the labels marked in the figure [“MarketVision Price Position For Hotels user interface” on page 7](#).

**Table 3. MarketVision Price Position For Hotels user interface**

Label	Field	Description
1	Account information <i>section</i>	Displays your account information details such as user name.
2	Shop units <i>section</i>	Displays the monthly shopping units that are remaining for your account.
3	Help <i>link</i>	Click this link to view the complete online Help of the MarketVision for Hotels user interface.
4	Support <i>link</i>	Click this link to view the support page of the MarketVision for Hotels user interface.
5	Logoff <i>link</i>	Click this link to log off from the MarketVision for Hotels user interface.
6	Tabs	Click the tabs to access the corresponding pages. When you log on to MarketVision the Criteria page is displayed by default.
7	Context-sensitive help <i>icons</i>	Click the Help  icon located in a section to view a detailed context-sensitive Help about that section.

## 3.2 Criteria page

When you are logged on to your MarketVision account the Criteria page is displayed by default.

The screenshot displays the 'Criteria' page in MarketVision, which is used to configure search requests. The page is divided into several sections:

- Current Profile:** Shows the selected profile as 'Data Source Comparison' (marked with a yellow '1'). Buttons for 'Reset', 'Rename', 'Save', 'Save As', and 'Delete' are available.
- Refresh:** A 'Refresh' button is present, and the system indicates 'Shop Units required for this request: 300'.
- Property/Misc:** A table listing search criteria:
 

Property	Atlanta Hilton
Data Sources	Expedia, GDS Rates, Hotel Brand Web Sites, Hotels.com, Orbitz Web Rates, Travelocity
Arrival Dates	Mar 01, 2008-Mar 04, 2008
Days of Week	Sun, Mon, Tue, Wed, Thu, Fri, Sat (marked with a yellow '2')
Guests	2
Length of Stay	3
- Scheduled Shop/Report Time:** A table with the following details:
 

Action	ShopReport
Shop/Report Time	21:00
Day of Week	Sun, Mon, Tue, Wed, Thu, Fri, Sat
Weeks/Months	Every
- Competitors:** Lists 'Atlanta Hilton, Omni CNN, Peachtree Plaza, Renaissance ATL, Sheraton ATL'.
- Shop/Report Options:** A table of search parameters:
 

Product Type	Any Rate, Any Non-Qual	Currency	USD
Room Type	Any	Qualifier (POS/Pkg)	US
Accommodation	Any	Shop level (pages)	10
Report Layout	Data Source Comparison (HTML)	Past rates (days prior)	None
Shop Data Age (days)	365	Rate Comparison Details	PrevRateAndDirection
- Exceptions:** A section for defining search exceptions.
- Retrieve rates from MarketVision Database:** A 'View' button (marked with a yellow '3') is available.
- Property/Competitors:** A section (marked with a yellow '5') for selecting properties and competitors. It includes a 'Property' dropdown set to 'Atlanta Hilton' and a 'Load' button. Below, a 'Competitive Set' is shown with two columns: 'Available' (Hot Dea, Hyatt Regency, Marriott Downtown, Marriott Marq) and 'Selected' (Atlanta Hilton, Omni CNN, Peachtree Plaza, Renaissance ATL, Sheraton ATL). Blue arrows indicate the ability to move items between the sets.
- Scope:** A navigation tree (marked with a yellow '4') on the left side of the page, showing the current location within the application's structure.

Figure 6. Criteria page

The following table provides a description of the labels marked in the figure [“Criteria page” on page 8](#).

**Table 4. Description of the fields on the Criteria page**

Label	Field	Description
1	Current Profile section	This section is used to manage the profiles.
2	Criteria Summary section	Displays a summary of the selected criteria.
3	Retrieve rates from MarketVision database section	Allows you to view the rates associated with a set of selected criteria. Click the View button to view the stored rates.
4	Criteria tree	Click the links on the tree structure to display the criteria options in the Criteria section on the right panel. The Scope folder includes the shopping criteria while the Shop and Reports folder includes the shopping, reporting, and the scheduling criteria.
5	Criteria section	When you select a link from the Criteria tree structure the corresponding criteria options for the selected link are displayed in this section. You can select different criteria according to your requirement.

You can perform the following tasks on the Criteria page:

- Save a set of criteria as profile.
- Modify or delete a profile.
- Change the format and layout of a rate report.
- Set profiles to shop automatically.
- Send reports automatically.
- View the previous rates stored in the MarketVision database.

MarketVision uses the criteria that you select on the Criteria page to search for rates. Certain criteria are used for shopping, while some others are used to define the report layout and format. Criteria that are used repeatedly for shopping and reporting can be saved as a profile. You can create profiles that only shop for rates, profiles that only send reports, or profiles that can do both.

A set of profiles which have been created specifically to meet your business requirements can be saved in your MarketVision account. To use a profile, select the profile from the Profile list. The top section of the Criteria page displays a summary of the selected criteria. If you change any criteria, click the Refresh button to display the updated selections.

You can retrieve the rates of a previous shopping from the MarketVision database. To retrieve the rates from the MarketVision database select and open the profile that was used for shopping, and click the View button in the Retrieve rates from MarketVision Database section.

Scroll down the Criteria page to access the various sections on the tree view from where you can define the criteria. The Scope folder consists of the criteria that are required for shopping. The Shop and Reports folder consists of the criteria that are used for reporting and to schedule automatic shopping and reporting.

You can define the layout and output format of the rate report in the Options section. Profiles can be submitted for ad hoc shopping or reporting, or they can be scheduled to submit for shopping or reporting at a certain time. You can create a weekly or a monthly schedule in the Schedule section.

**NOTE:** [Getting Started With Basics](#) chapter provides a detailed description about each criterion.

### 3.3 Profiles page

MarketVision uses the Profiles page to display the profiles that are saved for your account. The profiles that you create on the Criteria page are displayed on the Profiles page.

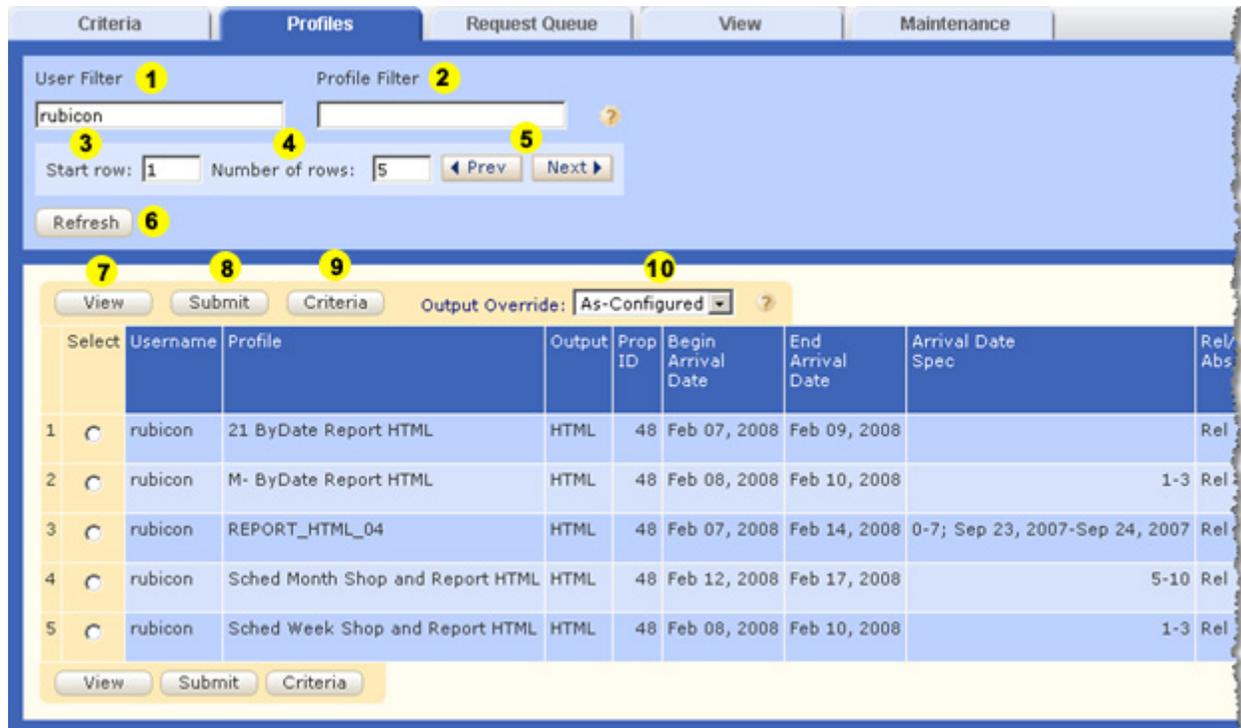


Figure 7. Profiles page

The following table provides a description of the labels marked in the figure [“Profiles page” on page 10](#).

Table 5. Description of the fields on the Profiles page

Label	Field	Description
1	User Filter field	Displays the name of the user whose profiles are listed. Type a user name in this field, to filter and view the profiles by a user. To view all the profiles for an organization, leave this field blank and click the Refresh button.
2	Profile Filter field	Type a part or the full name of a profile in this field, to filter the profiles with the specified name. To view all the profiles for a user, leave this field blank and click the Refresh button.
3	Start row field	Allows you to view the profiles from the specified row number. Type the start row number in this field. By default, the Profiles page displays the profiles from row 1.
4	Number of rows field	Type a number in this field to view a specified number of profiles.
5	Prev/Next buttons	Use the Prev or the Next button to scroll through the profile list.
6	Refresh button	Click the Refresh button to apply the filters and view the updated profile list.

**Table 5. Description of the fields on the Profiles page**

Label	Field	Description
7	View <i>button</i>	Allows you to view the rate report of a profile. Select a profile and click the View button to display the rate report in the selected layout and format. A blank report is displayed if the rates are not shopped with the selected profile.
8	Submit <i>button</i>	Allows you to submit a profile for shopping. Select a profile and click the Submit button to submit the selected profile for shopping. This is similar to selecting a profile and clicking the Submit Now button from the Criteria page.
9	Criteria <i>button</i>	Allows you to view the criteria settings used for a selected profile. Select a profile and click the Criteria button to view the criteria settings saved for the selected profile on the Criteria page.
10	Output <i>Override list</i>	Allows you to change the output format of rate report for a selected profile. To change the output format select a profile then select a different output option from the Output Override list, and click the View button. If you select HTML, the rate report is displayed on the View page. For other output options, a file download window is displayed with an option to either open or save the report.

You can perform the following tasks on the Profiles page:

- Find a specific profile using filters.
- Search for the profiles of subsidiary users, if you have logged in with the credentials of the corporate account.
- View the rate report associated with a profile that has already been shopped.
- Submit a profile for ad hoc shopping.
- View the criteria associated with a profile.

### 3.4 Request Queue page

When you submit a profile for shopping or reporting either manually or by schedule, the submitted request is listed on the Request Queue page. The Request Queue page displays all the requests that you have submitted. The most important criteria associated with a request are also displayed along with each request.



**Figure 8. Request Queue page**

The following table provides a description of the labels marked in the figure [“Request Queue page” on page 12](#).

**Table 6. Description of the fields on the Request Queue page**

Label	Field	Description
1	User Filter <i>field</i>	Displays the name of the user whose requests are listed. Type a user name in this field, to filter and view the requests by a specified user. To view the shopping requests by all the users for an account, leave this field blank and click the Refresh button.
2	Profile Filter <i>field</i>	Type a part or the full name of a profile in this field, to filter the requests that use a profile with the specified name. To view all the requests leave this field blank and click the Refresh button.
3	Start row <i>field</i>	Allows you to view the requests from the specified row number. Type the start row number in this field. By default, the Request Queue page displays the requests from row 1.
4	Number of rows <i>field</i>	Type a number in this field to view the specified number of requests.
5	Prev/Next <i>buttons</i>	Use the Prev or the Next button to scroll through the request list.

**Table 6. Description of the fields on the Request Queue page**

Label	Field	Description
6	Refresh <i>button</i>	Click the Refresh button to apply the filters and view the updated request list. You can also use the Refresh button to view the latest request status of a newly submitted request.
7	View <i>button</i>	Allows you to view the rate report of a selected request. Select a request and click the View button to display the rate report in the selected layout and format.
8	Cancel <i>button</i>	Allows you to cancel the processing of a selected shopping request. You can cancel a shopping request only if its request status is New, Waiting, or Running.
9	Criteria <i>button</i>	Allows you to view the criteria settings used for a selected request. Select a request and click the Criteria button to view the criteria settings used for the selected request on the Criteria page.
10	Output Override <i>list</i>	Allows you to change the output format of rate report for a selected request. To change the output format select a request then select a different output option from the Output Override list, and click the View button. If you select HTML, the rate report is displayed on the View page. For other output options, a file download window is displayed with an option either to open or save the report.

You can perform the following tasks in the Request Queue page:

- View all your shop and report requests.
- Cancel a request if the shopping is not completed.
- View the rate report of the completed shopping requests.
- Return to the Criteria page to view all the criteria of the selected shopping request.

## 3.5 View Page

The View page is used to view the rate reports in HTML format.

Figure 9. View page

The following table provides a brief description about the labels marked in the figure [“View page” on page 14](#).

Table 7. Description of the fields on the View page

Label	Field	Description
1	Output format icons	Displays the selected rate report in PDF or XLS format. If you click the PDF or XLS icon, a download window with the options to open or save the selected rate report in PDF or XLS format is displayed.
2	Exception rows management link	Allows you to manage the display of the exception rows in the HTML reports. Click Highlight Exception Rows, to view the rate report with the exception rate rows highlighted. Click Exception Rows Only, to view only the exception rate rows in the rate report.
3	Criteria Summary section	Displays the most important criteria that are used to shop the rates.
4	Show Graph button	Allows you to view a graphical representation of the rates. Once you click the Show Graph button a graphical representation of rates is displayed and the button name is changed to Hide Graph. Click the Hide Graph button to hide the graph.
5	Rate link	Allows you to view the details of a rate in a new window. You have to select the Enable Rate Drill Down option on the Criteria page while submitting the shopping request to make the rate links active. For details about the color codes used in the rate report see, <a href="#">“Rate report—color codes” on page 68</a> .

**Table 7. Description of the fields on the View page**

Label	Field	Description
6	Detail <i>link</i>	Allows you to view the lowest rate details for the selected row in a new window.
7	History <i>link</i>	Allows you to view the rate history for 30 days prior to the arrival date in a new window.
8	Shop <i>button</i>	Allows you to activate a new real-time shopping of rates for the selected row.
9	Last Shop Date Time <i>field</i>	Displays the latest date and time when the rates on a particular row were shopped

You can perform the following tasks in the View page:

- View a graphical representation of the rates for certain reports.
- Drill down further to see the rate details.
- View the rate history.
- View the details of the lowest available rate.
- Shop for a particular day to get the latest rate within the selected date range.

## 3.6 Maintenance Page

The Maintenance page is used to manage certain criteria that you use on the Criteria page.

When you click the Maintenance tab the following two tabs are displayed:

- Exceptions
- Email Address Update

### 3.6.1 Exceptions page

Exceptions are certain conditions that are used in a rate report to highlight the rates. The Exceptions page is used to manage the exceptions. The exceptions that you create on the Exceptions page are displayed in the Exceptions section on the Criteria page. You can create conditions to compare the rates between properties, data sources, or current rate with previous rates. The top section of the page is used to open, save, or delete an exception. You can also use this section to create a new exception.

You can create three types of exception equations on the Exceptions page.

- Property exception
- Data Source exception
- Rate Change exception

The following figure provides an overview of the sections on the Exceptions page.

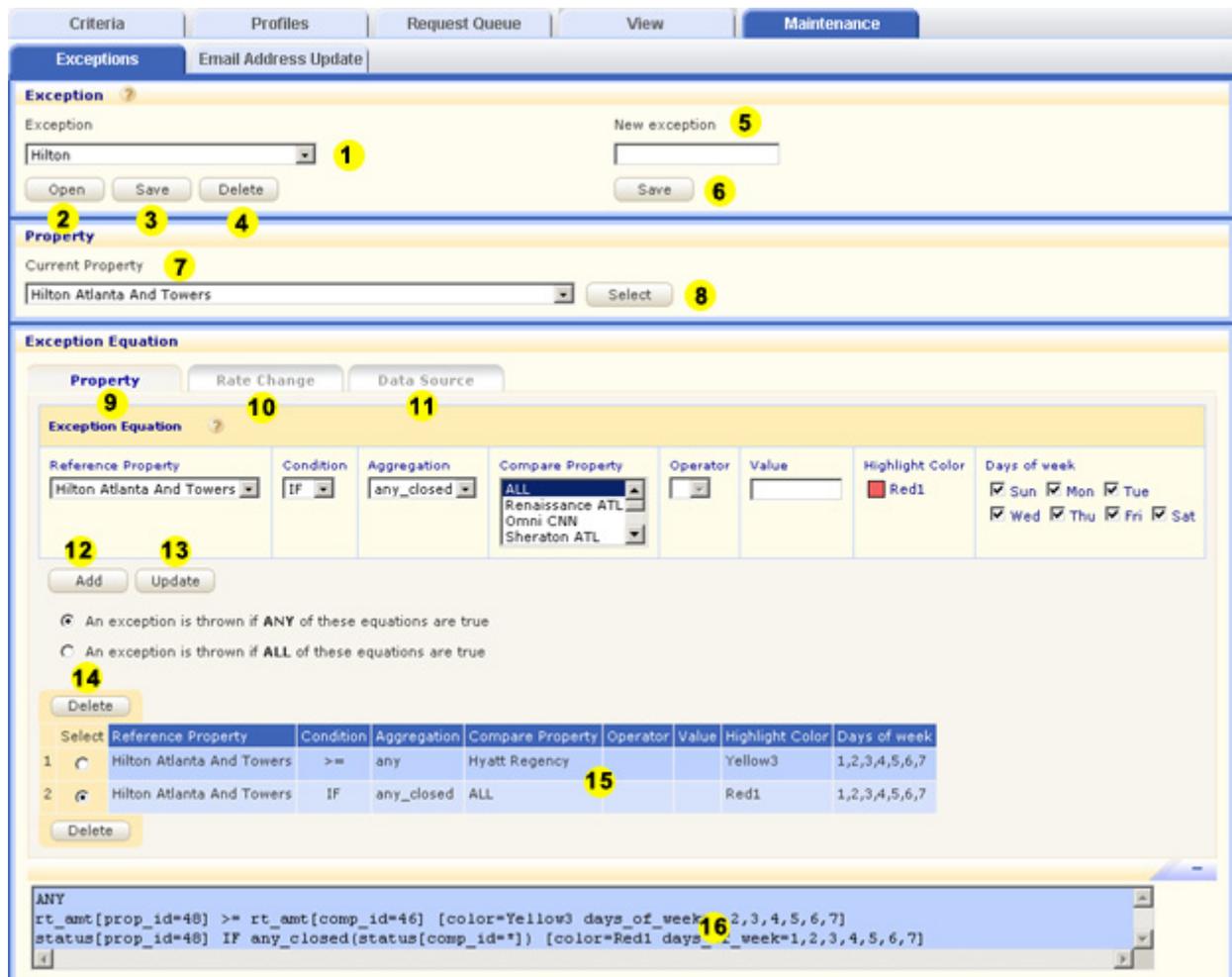


Figure 10. Exceptions page

The following table provides a description of the fields and sections on the **Exceptions** page.

Table 8. Description of the fields on the Exceptions page

Label	Fields	Description
1	Exception list	Selects an exception from the list. All the saved exceptions for your account are available in this list.
2	Open button	Opens the selected exception. Use this button to open and view the equations associated with a selected exception.
3	Save button	Saves the modifications made to the selected exception.
4	Delete button	Deletes the selected exception.
5	New exception field	Allows you to type a name for a new exception.
6	Save button	Creates a new exception. Type a name for the exception in the <b>New exception</b> field and click the <b>Save</b> button to create a new exception.

**Table 8. Description of the fields on the Exceptions page**

Label	Fields	Description
7	Current Property list	Selects a property from the list. All the available properties for your account are displayed in this list. You have to select a property before creating a Property exception.
8	Select button	Opens the selected property. Select a property from the <b>Current Property</b> list and click the <b>Select</b> button to open the selected property.
9	Property tab	Allows you to create a property exception. Property exceptions compares the rates between selected properties. Select a Property from the Current Property list before selecting the Property exception tab.
10	Rate Change tab	Allows you to create a rate change exception. Rate change exceptions compares the current rate with the previous rate.
11	Data Source tab	Allows you to create a data source exception. Date source exceptions compares the rates shopped from different data sources.
12	Add button	Adds the selected exception equation. The exception equation you create on the exception equation section will not be automatically displayed on the equation list. You have to click the <b>Add</b> button to view the equation.
13	Update button	Updates the selected exception equation. If you made any modification to the exception equation in the exception equation section click the <b>Update</b> button to view the updated equation in the Exception Equation list.
14	Delete button	Deletes the selected equation from the exception. Select the equation from the equation list and click the <b>Delete</b> button to remove an equation from the exception.
15	Exception equation list	Displays the equations used in an exception. Select an equation while modifying or deleting it.
16	Exception equation box	Displays the equation codes associated with the exception equations. You cannot modify any equation from the equation box.

You can perform the following tasks from the Exceptions page:

- Create an exception.
- Modify an exception.
- Delete an exception.

To create a new exception, select a tab from the Exception Equation section, and create exception equation according to your requirement. You can also use the Exception Equation section to modify a selected exception. A detailed description about the exception tabs available on the Exceptions page is provided in the chapter [“Exceptions Reporting” on page 33](#).

### 3.6.2 Email Address Update page

The Email Address Update page allows you to add or remove email addresses for a set of profiles. The profiles are listed based on the filter controls that you apply. Use the check box that is placed near each profile to select a profile. You can select all the profiles using the Select All button. Use the Clear All button to clear a selection of profiles. Once you select the required profiles you can add or remove email addresses from the selected profiles.

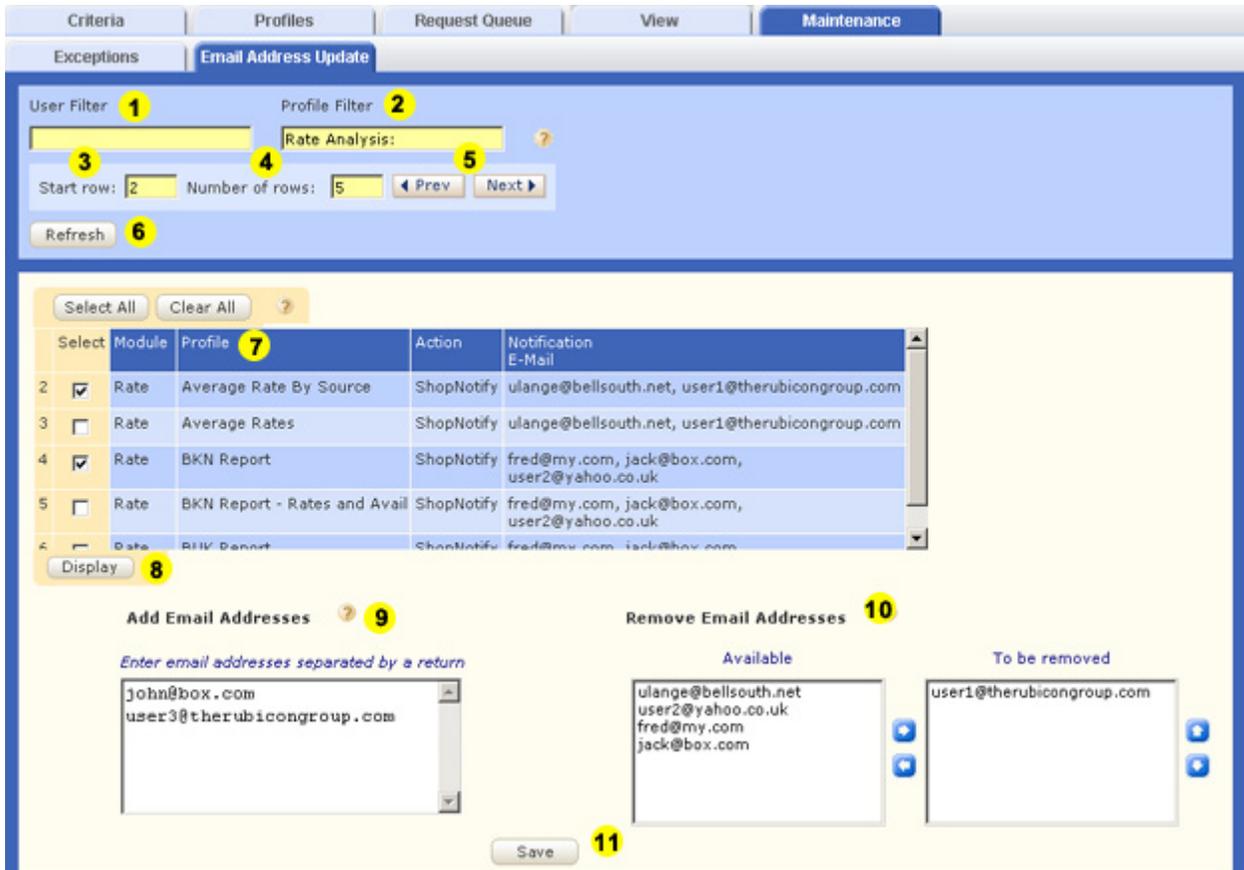


Figure 11. Email address update page

The following table provides a description of the fields and sections on the **Email Address Update** page.

Table 9. Description of the fields on the **Email Address Update** page

Label	Fields	Description
1	User Filter <i>field</i>	Displays the name of the user whose profiles are listed. Type a user name in this field, to filter and view the profiles by a user. To view all the profiles for an organization, leave this field blank and click the Refresh button.
2	Profile Filter <i>field</i>	Type a part or the full name of a profile in this field, to filter the profiles with the specified name. To view all the profiles for a user, leave this field blank and click the Refresh button.
3	Start row <i>field</i>	Type the start row number in this field to view the profiles from the specified row number. By default, the Email Address Update page displays the profiles from row 1.
4	Number of rows <i>field</i>	Type a number in this field to view a specified number of profiles.

**Table 9. Description of the fields on the Email Address Update page**

Label	Fields	Description
5	Prev/Next <i>buttons</i>	Use the Prev or the Next button to scroll through the profile list.
6	Refresh <i>button</i>	Click the Refresh button to apply changes the required filters and view the updated profile list.
7	Profile <i>list</i>	Displays the profiles according to the filter controls that you have applied.
8	Display <i>button</i>	Select the required profiles and click the Display button to view the email addresses that are saved in the selected profiles in the Available list in the Remove Email Address section.
9	Add Email Addresses <i>section</i>	Type the new email addresses that need to be saved in the selected set of profiles. Press the ENTER key to separate each new email address.
10	Remove Email Addresses <i>section</i>	Select the email addresses that need to be removed from the Available list and use the right arrow button and move it to the To be Removed list.
11	Save <i>button</i>	Click the Save button to save the email addresses available in the Available and Add Email Addresses lists to the selected profiles.

You can perform the following tasks in the Email Address Update page:

- Add new email addresses in a set of selected profiles.
- Remove email addresses from a set of selected profiles.



# 4 Getting Started With Basics

## 4.1 Understanding the criteria

When you log on to MarketVision by default the **Criteria** page is displayed. All the criteria that can be used for shopping and reporting are displayed on the Criteria page. You can save a set of criteria as a profile and submit this saved profile for shopping.

This chapter provides a detailed description about the criteria that can be used for shopping and reporting. This chapter also provides the steps for choosing a profile, submitting it for shopping, and viewing the rate report.

The following section provides a description of each criterion. Click the context-sensitive Help icon that is placed in each section of the user interface for additional information about a section.

### 4.1.1 Shopping criteria

The criteria that are placed in the Scope folder of the Criteria page are used for shopping. A description of the shopping criteria is provided in the following table:

**Table 10. Description of shopping criteria**

Criterion	Description
Property/ Competitors	The Property list displays all the properties that are available for your account. The Select button allows you to select a property. A set of competitors are configured for each property. When you select a property and click the <b>Load</b> button the competitors for the selected property are displayed on the <b>Available</b> list. Select the competitors from the Available list and move it to the <b>Selected</b> list using the right arrow button. MarketVision shops the rates for the competitors that you select in the Selected list. To remove the competitors from the Selected list use the left arrow button.
Arrival Dates	The Arrival Dates are a set of dates that determine when you begin your stay at a hotel. MarketVision requires to know the dates for which you want to shop the rates. You can select the arrival date range from this section. You can select either the absolute dates or the relative days for shopping. Select a fixed date range from the Dates tab if you have planned your arrival date. The Days tab is used to select the dates that change daily.
Length of Stay	The length of stay is the duration of your stay in a hotel. Select one or more lengths of stay from the Available list and use the right arrow button to move the selected lengths of stay to the Selected list. MarketVision shops the rates for the selected lengths of stay and separate rates are displayed for each length of stay. The maximum length of stay that you can select is 65 days.
Data Sources	The Data Sources are the databases from where you can shop the rates. The Available list displays the data sources available for your account. The available data sources include GDS Rates, a variety of travel web sites, and the hotel web sites in your competitive set. Select one or more data sources from the Available list and use the right arrow button to move the selected data sources to the Selected list. MarketVision shops for the rates from the data sources that you are selecting in the Selected list.

**Table 10. Description of shopping criteria**

Criterion	Description
Guests/Rooms/Products	<p>Guests are the number of persons for which the hotel room is booked. Select the number of guests from the Guests list. You can select a maximum of 4 guests. The Room Type list displays the type of rooms that are available in a hotel. The default value is "Any". Select the type of accommodation from the Accommodation list. By default the value is "Any". The Room Product list allows you to choose one or more room products. Select a room product from the Available list and click the right arrow button to move it to the Selected list. You can also double-click on a room product to move it to the Selected list.</p>
Display Position/Package	<p>Display Position/Package shopping is an add-on feature to MarketVision. You can subscribe to it during the initial sign-up or add it on later. This feature provides the exact page and position of a hotel on travel sites. You need to specify a search "keyword" and MarketVision will return all the hotels in the order they were presented by the booking source for that keyword. For example, if your hotel is located in Atlanta you might enter: Atlanta, GA, US.</p> <p>The Shop level field allows you to define the page depth of the search. For example, if you type 10; MarketVision will stop looking for hotels beyond 10 pages on the travel site. The Package Qualifier for display position shopping is always the POS. For example, in the United States it would be US.</p> <p>The Market Shopping Keyword field allows you to type the location keyword(s) (for example, Atlanta,GA,US) to limit the list of hotels. This is applicable only to Market Shopping and you have to specify the market shopping keyword while selecting the market position reports.</p> <p>Package Qualifier field is used while you do Package shopping or Market Shopping.</p> <p>Package shopping allows you to shop travel sites for package deals. Type the qualifier for the origin and the destination city in the following format: O:&lt;origin&gt;-D:&lt;destination&gt;</p> <p>For example, if you are interested in package deals from Los Angeles to Atlanta the qualifier would be: O:LAX-D:ATL</p> <p>There are four report layouts available for each Display Position and Package shopping.</p>

### 4.1.2 Exception criteria

Exception is a reporting criterion. Exceptions are used in a rate report to highlight the rates that fulfill certain conditions. You can also apply exception conditions to past shops. A description of the exception criteria is provided in the following table.

**Table 11. Description of exception criteria**

Criterion	Description
Exception	<p>Exceptions are certain conditions that are used in a rate report to highlight rates. The exception conditions are defined on the Exceptions page. The exceptions that you create on the Exceptions page are displayed in the Available list. Select one or more exceptions from the Available list and move them to the Selected list using the right arrow button.</p>
Exception Rows Only or Highlight Exception Rows	<p>The rates that fulfill the exception conditions can be highlighted in a rate report in two different ways. If you want to display only the rows that contain the exception rates, select Exception Rows Only. If you want to display all the rows in the rate report and highlight the rates that fulfill the exception conditions, select Highlight Exception Rows.</p>

### 4.1.3 Action criteria

The first section in the Options section specify the action that MarketVision needs to carry out when you submit a shopping request. A description of the action criteria is provided in the following table.

**Table 12. Description of action criteria**

Criterion	Description
Action	The action that MarketVision needs to carry out once you submit a request. Select an action from the Action list. For a description of the options available in the Action list, see <a href="#">“Action criteria options” on page 68</a> .
Email To	If you have selected an option to send a report or a notification from the Action list, then type one or more email address(es) in the Email To field.
Report Time Limit	Allows you to set a time limit for sending an interim report for a request. If MarketVision has not completed your shopping request within the selected report time limit, an interim rate report is send to you with the details of the rates for which the shopping is complete. You can check online later to retrieve your complete report.

### 4.1.4 Reporting criteria

The Report Settings in the Options section are the criteria used for reporting. The description of the reporting criteria are provided in the following table.

**Table 13. Description of reporting criteria**

Criterion	Description
As-of date	Displays a rate report as it was on a selected past date. Select a past date for which you want to view the historical rates. For example, if the current date is January 30 2008, and you want to view a rate report as it was on December 10, 2007, then select the as-of date as December 10, 2007 and view the rate report.
Layout	Displays the various layouts for a rate report. Select a layout to display one, two, or three criteria in the rate report. The description of different report layouts are provided in <a href="#">“Report layout” on page 46</a> .
Output	Displays the various output formats for a rate report. HTML is the default format and the HTML reports are displayed on the View page. The PDF, Excel, and CSV formats are used for email reports.
Currency	Currency is a reporting criterion. By default, the currency is the currency of your country, but rates can be converted into any available currency. If the original currency is different from the selected currency, then a superscript “X” is displayed next to the rate in the rate report. However, the rate details display the rate in the original currency.
Rates Shown	<<Unused criteria - Future enhancement.>>
Maximum Data Age	Specifies the maximum age of the rates that should be displayed in a rate report in days. For example, if you want to make sure that the rate you see in the rate report is not older than 3 days, then you must select 3 from this list. In case the rates retrieved from the MarketVision database are older than 3 days, then a blank report is displayed.

**Table 13. Description of reporting criteria**

Criterion	Description
Enable Rate Drill Down	Select the Enable Rate Drill Down check box to activate the rate links in a rate report to drill down the rate details.
Highlighted	Select the Highlighted check box if you would like to compare and highlight the rates of the selected property with that of the selected competitors. In the rate report the selected property rates are highlighted in blue, the lower competitor rates are highlighted in red, and the higher competitor rates are highlighted in green.

#### 4.1.5 Rate comparison criteria

When shopping the same profile regularly (for example, every other day), you can compare the rates from previous shops with the current shop to verify if a rate has changed. The criteria you select in this section are used for comparing the rates. A description of the rate comparison criteria is provided in the following table.

**Table 14. Description of rate comparison criteria**

Criterion	Description
Days Prior	Allows you to compare the current rate with the rates that are shopped up to 60 days prior. If you shop a profile every day and you want to compare rates to the previous day, select 1 from the Days Prior list.
Presentation	Allows you to select the method of displaying a rate change in a rate report. For example, if you select the direction indicator then an up arrow or down arrow is displayed along with the rate in the rate report. The description of the options available in the Presentation list is provided in the <a href="#">“Presentation options” on page 69</a> .

#### 4.1.6 Scheduled shopping criteria

Schedule section is used to schedule a profile to run on a weekly or a monthly basis. A description of the scheduled shopping criteria is provided in the following table.

**Table 15. Description of scheduled shopping criteria**

Criterion	Description
Schedule by Week	Allows you to set a profile for weekly recurring shopping. Select the required weeks from the Available list and move it to the Selected list using the right arrow button.
Run on these days of the week	Allows you to select the days of the week on which a profile should start shopping.
Schedule by Month	Allows you to set a profile for recurring monthly shopping. Select the required months from the Available list and move it to the Selected list using the right arrow button.
Run on these months of the year	Allows you to select the months of a year on which the profile should start shopping.

**Table 15. Description of scheduled shopping criteria**

Criterion	Description
Select All or Clear All buttons	Allows you to select all the days of the week or all the months of the year. Once you select all the options you can view the Clear All button in place of the Select All button. You can use it to clear the selected options.
Submit At	Allows you to set a time (EST) for running the profile. For example, if you select 05.00 from the Submit At list and save the profile, MarketVision automatically shops the profile at 05:00. If you select "Never" in the Submit At list and save a profile, then the automatic shopping will not happen even if you have selected certain days of a week.

## 4.2 An example of shopping

The following sections describe the steps involved in a shopping using MarketVision.

### 4.2.1 Selecting a profile

The Criteria page displays the criteria that are used by MarketVision for shopping. You can save the search criteria as profiles and reuse them later for shopping or reporting. Your MarketVision user account consists of a set of standard predefined profiles. You can create your own profiles. For details see, [“Creating a profile” on page 29](#). The following section provides the steps for selecting a profile.

#### *To select a profile*

1. Click the **Profile** list to view all of the available profiles.
2. Select a profile from the list.

The criteria for the selected profile are displayed. You can now review the criteria associated with a profile.

**NOTE:** To understand what each criterion denotes, see [“Understanding the criteria” on page 21](#).

### 4.2.2 Submitting a profile for shopping

Once a profile is selected you can submit it for shopping. Rate shopping in MarketVision can be performed either manually (Ad hoc shopping) or automatically (Scheduled shopping).

#### **Ad hoc shopping**

At times you might want to submit a request that is not part of your regular shopping or reporting schedule. This method of shopping is termed as ad hoc shopping in MarketVision. You may need to do an ad hoc shopping to check the rates for a different date or length of stay or just to get fresh rates.

#### *To run an ad hoc shopping*

1. Click the **Criteria** tab on the main menu.  
The **Criteria** page is displayed.
2. Select the profile that you want to submit for ad hoc shopping, from the **Profile** list.  
The criteria associated with the selected profile are displayed.
3. Modify the criteria according to your requirement.
4. Scroll the page to the **Options** section.
5. Click the **Submit Now** button.

The selected profile is submitted for ad hoc shopping.

The submitted request is displayed on the **Request Queue** page with the latest request at the top of the list. You can click the **Refresh** button to view the updated request status.

### Scheduled shopping

You can also schedule a profile for automatic shopping. This is useful when you want to shop multiple times with the same set of criteria.

#### *To run an automatic shopping*

1. Click the **Criteria** tab on the main menu.

The **Criteria** page is displayed.

2. Select the profile that you want to submit for ad hoc shopping, from the **Profile** list.

The criteria associated with the selected profile are displayed.

3. Modify the criteria according to your requirement.
4. Scroll the page to the **Schedule** section and select the date, days of week, and time for the scheduled shopping.
5. Click the **Save** button.

The shopping is performed on the selected days at the specified time.

If you have selected the option to email the report the rate report is send to you once the shopping is complete.

### 4.2.3 Viewing rates

Once the shopping is complete the **Request Status** is displayed as **Success** on the **Request Queue** page. You can then view the rates.

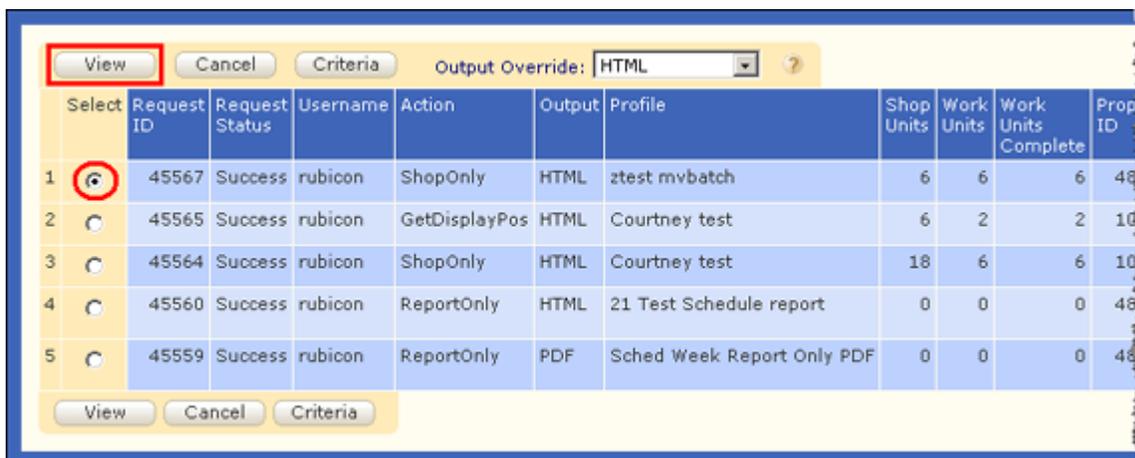
**NOTE:** Click the **Refresh** button to view the latest request status.

#### *To view the rates*

1. Click the **Request Queue** tab on the main menu.

The **Request Queue** page is displayed.

2. Select the request for which you want to view the rates.



Select	Request ID	Request Status	Username	Action	Output	Profile	Shop Units	Work Units	Work Units Complete	Prop ID
1	45567	Success	rubicon	ShopOnly	HTML	ztest mvbatch	6	6	6	48
2	45565	Success	rubicon	GetDisplayPos	HTML	Courtney test	6	2	2	10
3	45564	Success	rubicon	ShopOnly	HTML	Courtney test	18	6	6	10
4	45560	Success	rubicon	ReportOnly	HTML	21 Test Schedule report	0	0	0	48
5	45559	Success	rubicon	ReportOnly	PDF	Sched Week Report Only PDF	0	0	0	48

**Figure 12. View rates**

3. Click the **View** button.

The **View** page is displayed with the shopped rates in the selected layout and format.

**NOTE:** Only HTML reports are displayed on the View page. For all other formats a file download window will pop-up providing a file Open and a file Save option.

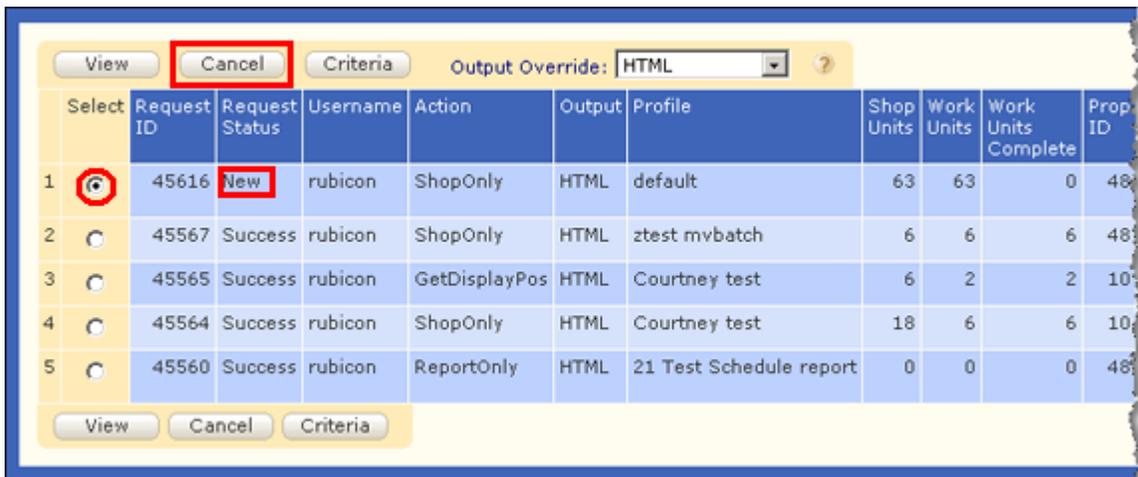
### 4.3 Canceling a request

Once you submit a profile for shopping from the Criteria page or Profile page, you are redirected to the Request Queue page. All the requests that you have submitted are displayed on the Request Queue page. The latest request is always displayed as the first request. The Request Status column displays the status of the shopping request. The status is displayed as Success for the successful shops. In case you want to cancel a request then you can cancel it from the Request Queue page.

**NOTE:** You can cancel a request only if its request status is **New**, **Waiting**, or **Running**.

#### To cancel a request

1. Click the **Request Queue** tab on the main menu.  
The **Request Queue** page is displayed.
2. Select the option button corresponding to the request that you want to cancel.



Select	Request ID	Request Status	Username	Action	Output	Profile	Shop Units	Work Units	Work Units Complete	Prop ID
1	45616	New	rubicon	ShopOnly	HTML	default	63	63	0	48
2	45567	Success	rubicon	ShopOnly	HTML	ztest mvbatch	6	6	6	48
3	45565	Success	rubicon	GetDisplayPos	HTML	Courtney test	6	2	2	10
4	45564	Success	rubicon	ShopOnly	HTML	Courtney test	18	6	6	10
5	45560	Success	rubicon	ReportOnly	HTML	21 Test Schedule report	0	0	0	48

Figure 13. Canceling a request

3. Click the **Cancel** button.  
The request is cancelled and the request status is changed to Cancelled.

### 4.4 Changing the layout of a rate report

You can change the layout of a rate report.

#### To change the layout of a rate report

1. Click the **Request Queue** tab.  
The **Request Queue** page is displayed.
2. Select the request for which you want to change the layout.

3. Click the **Criteria** button.

The **Criteria** page is displayed with the criteria that were used for the selected request.

4. Scroll the page to the **Options** section and select a layout of your choice from the **Layout** list.
5. Click the **View** button in the **Retrieve rates from MarketVision Database** section.

The rate report is displayed in the selected layout and format.

# 5 Profile Management

## 5.1 Profile—an overview

The profile is a set of criteria that are saved for repeated shopping or for reporting. When you are subscribed to MarketVision, certain custom profiles are created for you. These profiles include your properties, the corresponding competitors, data sources, and the most commonly used lengths of stay. You may need to create additional profiles, modify existing profiles, or delete existing profiles. The profiles that you create for your MarketVision account are saved in the Profile list on the Criteria page and on the Profiles page.

## 5.2 Managing profiles

You can manage your profiles using the Current Profile section on the Criteria page.



Figure 14. Current Profile section

The Current Profile section is used to open, modify, or delete an existing profile, and to create a new profile. All the profiles that are saved for your account are displayed in the Profile list.

### 5.2.1 Creating a profile

You can create a profile by selecting the required criteria and saving it as a new profile. When you need to change only a few criteria (for example, arrival dates or length of stay), then you can use an existing profile to create a new profile.

#### *To create a new profile from an existing profile*

1. Click the **Criteria** tab on the main menu.

The **Criteria** page is displayed.

2. Select the profile that you want to base the new profile on, from the **Profile** list.

The criteria associated with the selected profile are displayed.

**NOTE:** To create a profile that is not based on an existing profile, you can skip Step 2.

3. Select different criteria according to your requirement from the **Scope** tree view according to your requirement.

4. Select the action that MarketVision should perform when you submit the profile for shopping from the **Action** list in the Options section.

**NOTE:** If you select an action to send a report or notification, ensure that you type a valid e-mail address in the **Email To** field.

5. Select reporting criteria from the **Report Settings** section.
6. If you want to save the profile for scheduled shopping, set a schedule for the profile from the **Schedule** section.

**NOTE:** This step is optional.

7. Scroll to the top of the page and click the **Save As** button.  
The **Save as new Profile** window is displayed.
8. Type a name for the new profile in the **Enter name for new Profile** field.

**NOTE:** The following special characters are allowed in the name of a profile . # ! \$ % & ' \* + - / = ? ^ \_ ` { } ( ) @ ~ < > : ; The following special characters are not allowed in the name of a profile " , \

9. Click the **Save** button.

The selected criteria are saved with the new name.

The new profile is now available in the Profile list and is automatically displayed. The new profile is also displayed on the Profiles page.

## 5.2.2 Saving a profile of another user

If you have logged in with the credentials of the corporate account then you will have access to the profiles of the subsidiary accounts that are attached to the corporate account. You can save a profile of a subsidiary account as your profile.

### *To save a profile of another user as your profile*

1. Click the **Profiles** tab on the main menu.  
The **Profiles** page is displayed.
2. Type the name of the subsidiary user in the **User Filter** field.

3. Click the **Refresh** button.

The Profiles page is refreshed and displays the profiles of the selected user.

4. Select the profile that you want to save as your profile.

5. Click the **Criteria** button.

The criteria saved for the selected profile are displayed as the 'default' profile on the Criteria page.

6. Click the **Save As** button.

The **Save as new Profile** window is displayed.

7. Type a name for the new profile in the **Enter name for new Profile** field.

**NOTE:** The following special characters are allowed in the name of a profile . # ! \$ % & ' \* + - / = ? ^ \_ ` { } ( ) @ ~ < > : ; The following special characters are not allowed in the name of a profile " , \

8. Click the **Save** button.

The selected criteria are saved as a new profile.

### 5.2.3 Modifying a profile

You can modify an existing profile from the Criteria page.

#### *To modify an existing profile*

1. Click the **Criteria** tab on the main menu.  
The **Criteria** page is displayed.
2. Select the profile that you want to modify from the **Profile** list.  
The criteria associated with the selected profile are displayed.
3. Modify the criteria according to your requirement.
4. Click the **Save** button.  
The modifications made to the selected profile are saved.

### 5.2.4 Renaming a profile

You can change the name of a profile from the Criteria page.

#### *To rename a profile*

1. Click the **Criteria** tab on the main menu.  
The **Criteria** page is displayed.
2. Select the profile that you want to rename from the **Profile** list.  
The criteria associated with the selected profile are displayed.
3. Click the **Rename** button.  
The **Rename existing Profile** window is displayed.
4. Type a new name for the profile in the **Enter Name To Replace Existing Profile** field.

**NOTE:** The following special characters are allowed in the name of a profile . # ! \$ % & ' \* + - / = ? ^ \_ \ { | } ( ) @ ~ < > : ; The following special characters are not allowed in the name of a profile " , \

5. Click the **Save** button.  
The selected profile is renamed.

The new profile is available in the Profile list. When you rename a profile, the existing profile name is automatically removed from the Profile list.

### 5.2.5 Deleting a profile

You can delete a profile if it is no longer useful to you.

#### *To delete a profile*

1. Click the **Criteria** tab on the main menu.  
The **Criteria** page is displayed.
2. Select the profile that you want to delete from the **Profile** list.  
The criteria associated with the selected profile are displayed.

3. Review the criteria associated with the selected profile.

**NOTE:** Steps 3 is optional. We recommend you to review the criteria associated with a profile before deleting it.

4. Click the **Delete** button.

A confirmation dialog box is displayed with the message "Are you sure you want to delete this profile?"

5. Click the **OK** button to delete the selected profile.

**NOTE:** You can click the **Cancel** button if you would like to cancel the task of deleting the selected profile.

The selected profile is deleted.

# 6 Exceptions Reporting

This chapter provides a detailed description of the Exceptions page of the MarketVision Price Position For Hotels user interface. This chapter also includes the details about exceptions, managing exceptions, and applying exceptions to rate reports to highlight the required rates.

## 6.1 Exceptions—an overview

Exceptions are one or more conditions (equations) that are used to evaluate the rate cells in a report and determine which of these cells can be flagged as 'exceptional'. Flagged cells are highlighted in the color that is selected while creating the exception equation.

The exception equations are defined on the Exceptions page. The exceptions that you create on the Exceptions page are displayed in the Exception section of the Criteria page. You can select the exceptions that needs to be included in a rate report from the Exception section.

The Exception Equation section is used to create and modify the exception equations. The components of an exception equation are highlighted in the figure [“Exception equation components” on page 33](#).

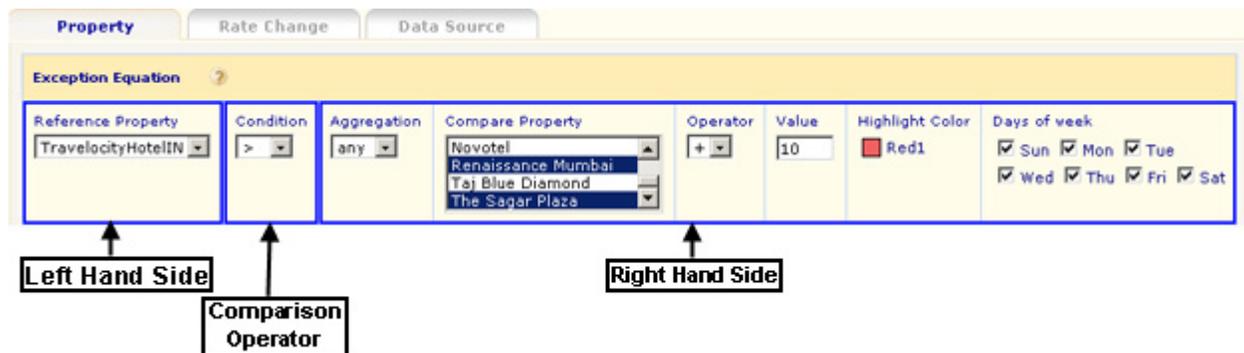


Figure 15. Exception equation components

The Exception Equation section consists of a left hand side (LHS), a comparison operator, and a right hand side (RHS). The LHS determines which cells should be checked for an exceptional condition. The RHS is an expression which specifies the value of the exceptional condition. The comparison operator decides if the cell value on the left hand side is exceptional relative to the right hand side.

Once you create an exception equation click the **Add** button to add the equation to the equation list. If you want to modify an equation, select the equation from the list, make the required changes, and click the **Update** button. The selected equation is updated in the equation list. If you want to remove an exception equation from the list, select the exception equation and click the **Delete** button that is placed near the list.

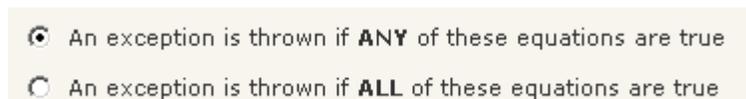


Figure 16. Multiple exception equation option

You need to select an 'exception sense' option (ANY or ALL) for exceptions with multiple equations to indicate which of the equations need to be fulfilled for a cell to be exceptional. By default, ANY is selected. If the exception sense is ANY, then a report cell is exceptional if any of the equations are true. If the exception sense is ALL, then a report cell is exceptional only if all the equations are true.

You can create 3 types of exception equations according to your requirement.

- Property exception
- Rate Change exception
- Data Source exception

### 6.1.1 Property exception—an overview

Property exception equation is used to compare the rate of a reference property with that of the selected competitors. For example, you can use property exceptions to compare your property rates with that of the selected competitor(s) rates. The Property tab is used to create and modify the property exceptions.

**NOTE:** Your property is always the reference property and only the cells of the reference property will be highlighted. You cannot compare two of the competitor properties.

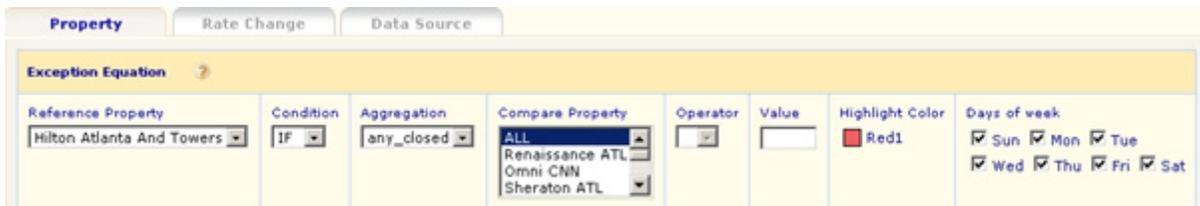


Figure 17. Property tab

The parameters that are used to create a property exception equation are described in the following table.

Table 16. Description of the parameters that are used in a property exception equation

Parameter	Description
<b>Reference Property list</b>	The reference property for which the rate needs to be compared.
<b>Condition list</b>	List of conditions for comparison. The available conditions are < (less than), > (greater than), = (equal to), <= (less than or equal to), >= (or greater than or equal to), IF, or <> (not equal to).

**Table 16. Description of the parameters that are used in a property exception equation**

Parameter	Description
<b>Aggregation list</b>	<p>List of aggregations. Aggregations are useful when you compare the rates of the reference property rate with multiple competitors. The following are the options available in the Aggregation list.</p> <p><b>any:</b> Compares the rates of the reference property with all the rates of the competitors that you select in the Compare Property list.</p> <p><b>min:</b> Compares the rate of the reference property with the lowest rate of the competitors that you select in the Compare Property list.</p> <p><b>max:</b> Compares the rate of the reference property with the highest rate of the competitors that you select in the Compare Property list.</p> <p><b>all_open:</b> Highlights the reference property rates if the rates are available in all the competitor rate cells.</p> <p><b>any_open:</b> Highlights the reference property rates if a rate is available in any of the competitor rate cells.</p> <p><b>all_closed:</b> Highlights the reference property rates if all the rates in the competitor rate cells are CLOSED.</p> <p><b>any_closed:</b> Highlights the reference property rates if a rate in any competitor rate cell is CLOSED.</p> <p><b>ref_open:</b> Highlights all the rate cells that are open. The equation created with ref_open is more useful if you use it with another equation to highlight the rates.</p> <p><b>ref_close:</b> Highlights the reference property rates cells that are CLOSED. The equation created with ref_close is more useful if you use it with another equation to highlight the rates.</p>
<b>Compare Property list</b>	<p>The competitors for the selected property. Select the competitors of your choice and use the right arrow button to move the selected competitors to the Selected window. To select all the properties select ALL. You can use CTRL key or SHIFT key to select multiple properties.</p>
<b>Operator list</b>	<p>List of adjustment operators. Select an operator from this list if you would like to view the rates that are above or below a certain amount. The available operators are + (plus), - (minus), * (product) and / (division). The operator allows you to adjust the rate to which the selected property is compared. For example, you may want to compare your rate to the lowest of your competitors plus ten. This selection is optional.</p>
<b>Value field</b>	<p>When selecting an operator, specify the value by which the rate is adjusted in this field. If no operator is selected then leave this field blank.</p>
<b>Highlight Color section</b>	<p>Allows you to select a color for highlighting the exception rate cells. Click the color box in the Highlight Color section. A color palette window is displayed from where you can select a color of your choice. Once you select a color the name of the selected color is displayed near the color box in the Highlight Color section.</p> <p>The highlight feature is particularly useful when you create multiple exception equations for an exception, as you can select a separate color for each exception equation. The rates that fulfill each exception equation are highlighted in different colors in the rate report.</p>
<b>Days of week section</b>	<p>Allows you to select the days of the week for which the exception needs to be applied from the Day of Week section. For example, you might only be interested in this exception equation if the pickup dates falls on a weekend. In this case you would select Sat and Sun from this section.</p>

**NOTE:** If you do not select any days of the week, the rates will not be highlighted in the rate report even if MarketVision finds the rates that fulfill an exception equation.

## 6.1.2 Rate Change exception—an overview

Rate change exception equations are used to compare the current rate with the previous rate. To use a rate change exception in a rate report you need to shop more than once with the same set of criteria.

**NOTE:** A rate change exception will highlight the appropriate rate cells only if you select a value other than 0 from the “Days Prior” list on the Criteria page before submitting the request. If the value is set to 0, there would be no rates to compare with the current rate.

The Rate Change tab is used to create or modify the rate change exceptions.

Figure 18. Rate Change tab

The parameters that are used to create a rate change exception equation are described in the following table.

Table 17. Description of the parameters that are used in a rate change exception equation

Parameter	Description
<b>Condition</b> <i>list</i>	List of conditions for comparison. The available conditions are < (less than), > (greater than), = (equal to), <= (less than or equal to), >= (or greater than or equal to), IF, or <> (not equal to).
<b>Operator</b> <i>list</i>	List of adjustment operators. Select an operator from this list if you would like to view the rates that are above or below a certain amount. The available operators are + (plus), - (minus), * (product) and / (division). This selection is optional.
<b>Value</b> <i>field</i>	When selecting an operator, specify the value by which the rate is adjusted in this field. If no operator is selected then leave this field blank.
<b>Highlight Color</b> <i>section</i>	Allows you to select a color for highlighting the exception rate cells. Click the color box in the Highlight Color section. A color palette window is displayed from where you can select a color of your choice. Once you select a color the name of the selected color is displayed near the color box in the Highlight Color section. The highlight feature is particularly useful when you create multiple exception equations for an exception, as you can select a separate color for each exception equation. The rates that fulfill each exception equation are highlighted in different colors in the rate report.
<b>Days of week</b> <i>section</i>	Allows you to select the days of the week for which the exception needs to be applied from the Day of Week section. For example, you might only be interested in this exception equation if the pickup dates falls on a weekend. In this case you would select Sat and Sun from this section.

**NOTE:** If you do not select any days of the week, the rates will not be highlighted in the rate report even if MarketVision finds the rates that fulfill an exception equation.

### 6.1.3 Data Source exception—an overview

Data source exception equations are used to compare the rates shopped from a reference data source with the rates shopped from a set of selected data sources. The Data Source tab is used to create and modify the data source exceptions.

Figure 19. Data Source tab

The parameters that are used to create a data source exception equations are described in the following table.

Table 18. Description of the parameters that are used in a data source exception equation

Parameter	Description
<b>Reference Data Source list</b>	List of data sources. Select a reference data source for which the rate needs to be compared.
<b>Condition list</b>	List of conditions for comparison. The available conditions are < (less than), > (greater than), = (equal to), <= (less than or equal to), >= (or greater than or equal to), IF, or <> (not equal to).
<b>Aggregation list</b>	<p>List of aggregations. Aggregations are useful when you compare the rates of the reference data source with data sources. The following are the options available in the Aggregation list.</p> <p><b>any:</b> Compares the rates from the referenced data source with all the rates from the data sources that you select in the Compare Data Source list.</p> <p><b>min:</b> Compares the rate of the referenced data source with the lowest rate from the data sources that you select in the Compare Data Source list.</p> <p><b>max:</b> Compares the rate of the referenced data source with the highest rate from the data sources that you select in the Compare Data Source list.</p> <p><b>all_open:</b> Highlights the Reference Data Source rates if the rates are available in all the Compare Data Source rate cells.</p> <p><b>any_open:</b> Highlights the Reference Data Source rates if a rate is available in any of the Compare Data Source rate cells.</p> <p><b>all_closed:</b> Highlights the Reference Data Source rates if all the rates in the Compare Data Source rate cells are CLOSED.</p> <p><b>any_closed:</b> Highlights the Reference Data Source rates if a rate in any Compare Data Source rate cell is CLOSED.</p> <p><b>ref_open:</b> Highlights all the rate cells that are open. The equation created with ref_open is more useful if you use it with another equation to highlight the rates.</p> <p><b>ref_close:</b> Highlights the Reference Data Source rates cells that are CLOSED. The equation created with ref_close is more useful if you use it with another equation to highlight the rates.</p>

**Table 18. Description of the parameters that are used in a data source exception equation**

Parameter	Description
<b>Compare Data Source</b> <i>list</i>	List of data sources. Select the data sources to which the rate of the referenced data source needs to be compared. To compare the reference data source to all the data sources, select ALL from the Compare Data Source list. You can use the CTRL key or the SHIFT key to select multiple data sources.
<b>Operator</b> <i>list</i>	List of adjustment operators. Select an operator from this list if you would like to view the rates that are above or below a certain amount. The available operators are + (plus), - (minus), * (product) and / (division). This selection is optional.
<b>Value</b> <i>field</i>	When selecting an operator, specify the value by which the rate is adjusted in this field. If no operator is selected then leave this field blank.
<b>Highlight Color</b> <i>section</i>	Allows you to select a color for highlighting the exception rate cells. Click the color box in the Highlight Color section. A color palette window is displayed from where you can select a color of your choice. Once you select a color the name of the selected color is displayed near the color box in the Highlight Color section. The highlight feature is particularly useful when you create multiple exception equations for an exception, as you can select a separate color for each exception equation. The rates that fulfill each exception equation are highlighted in different colors in the rate report.
<b>Days of week</b> <i>section</i>	Allows you to select the days of the week for which the exception needs to be applied from the Day of Week section. For example, you might only be interested in this exception equation if the pickup dates falls on a weekend. In this case you would select Sat and Sun from this section.

**NOTE:** If you do not select any days of the week, the rates will not be highlighted in the rate report if MarketVision finds the rates that fulfill an exception equation.

## 6.2 Managing exceptions

The following sections provide the details about creating an exception, modifying an existing exception, and deleting an exception.

### 6.2.1 Creating a Property exception

You can create property exceptions using the Property exception tab.

#### *To create a property exception*

1. Click the **Exceptions** tab on the main menu.  
The **Exceptions** page is displayed.
2. Click the **Current Property** list and select a property.
3. Click the **Select** button.  
The selected property is displayed with its set of competitors in the **Property** tab.
4. Select the parameters according to your requirement.

**NOTE:** For a description of the parameters, see [“Description of the parameters that are used in a property exception equation” on page 34.](#)

- Click the **Add** button to add the equation to the exception.

**NOTE:** You can create as many exception equations as you want using steps 2 to 5. If you are creating multiple equations in an exception, then select either the option **An exception is thrown if ANY of these equations are true** or **An exception is thrown if ALL of these equations are true**.

- Type a name for the exception in the **New Exception** field.

**NOTE:** The following special characters are allowed in the name of an exception . # ! \$ % & ' \* + - / = ? ^ \_ ` { | } ( ) @ ~ < > : ; The following special characters are not allowed in the name of an exception " , \

- Click the **Save** button.

The new exception is created with the specified name. The exceptions you create on the **Exceptions** page are displayed in the **Exception** list on the **Exceptions** page. These exceptions are also displayed in the **Exceptions** section on the **Criteria** page.

### Example of a property exception equation

Consider you want to create a property exception equation that compares the rates for the property "Hilton Atlanta Towers" with that of the property "Hyatt Regency". You want to highlight the rates of the reference property that are 5 dollars higher than the minimum rate of Hyatt Regency in the color Red I. You also need to apply this exception for all the days of the week. You can create this exception equation by using the following steps:

- Select the property "Hilton Atlanta And Towers" from the Property list.
- Click the Select button.  
The selected property is loaded in the Reference Property list on the Exception equation section.
- Select the property "Hilton Atlanta And Towers" from the Reference Property list.
- Select ">" from the Condition list.
- Select "min" from the Aggregation list.
- Select the property "Hyatt Regency" from the Compare Property list.
- Select "+" from the Operator list.
- Type "5" as Value.
- Select "Red I" as the color from the color palette in the Highlight Color section.
- Select all the days of the week from the Days of week section.
- Click the Add button to add the equation to the equation list.

The equation is added to the equation list.

Select	Reference Property	Condition	Aggregation	Compare Property	Operator	Value	Highlight Color	Days of week
1	Hilton Atlanta And Towers	>	min	Hyatt Regency	+	5	Red I	1,2,3,4,5,6,7

**Figure 20. Property exception equation list**

To save the current set of exception equation, type a name for the exception in the New exception field and click the "Save" button. The new exception is saved and is displayed in the Exception list.

## 6.2.2 Creating a Rate Change exception

You can create rate change exceptions using the Rate Change exception tab.

### To create a rate change exception

1. Click the **Exceptions** tab on the main menu.  
The **Exceptions** page is displayed.
2. Click the **Rate Change** tab to create an exception based on the change in rates.
3. Select the parameters according to your requirement.

**NOTE:** For a description of the parameters, see [“Description of the parameters that are used in a rate change exception equation” on page 36.](#)

4. Click the **Add** button to add the equation to the exception.

**NOTE:** You can create as many exception equations as you want using steps 2 to 4.

5. Type a name for the exception in the **New Exception** field.

**NOTE:** The following special characters are allowed in the name of an exception . # ! \$ % & ' \* + - / = ? ^ \_ ` { | } ( ) @ ~ < > ; ; The following special characters are not allowed in the name of an exception " , \

6. Click the **Save** button.

A new exception is created with the specified name.

The exceptions you create on the **Exceptions** page are displayed in the **Current Exception** list on the **Exceptions** page and in the **Exceptions** section on the **Criteria** page.

### Example of a Rate Change exception

Consider you need to highlight the current rates that are 10 dollars less than the previous rates in the color Red3. You also need to carry out this comparison for the rates of all the arrival dates.

You can create this exception equation by using the following steps:

1. Select "<" from the Condition list.
2. Select "-" from the Operator list.
3. Type "10" as Value.
4. Select the Red3 as the color from the color palette in the Highlight Color section.
5. Select all the days of week from the Days of week section.
6. Click the Add button to add the equation to the equation list.

The equation is added to the equation list.

Select	Condition	Operator	Value	Highlight Color	Days of week
1	<	-	10	Red3	1,2,3,4,5,6,7

**Figure 21. Rate Change exception equation list**

To save the current set of exception equation, type a name for the exception in the New exception field and click the Save button. The new exception is saved and is displayed in the Exception list.

### 6.2.3 Creating a Data Source exception

You can create data source exceptions from the Data Source exception tab.

#### *To create a data source exception*

1. Click the **Exceptions** tab on the main menu.  
The **Exceptions** page is displayed.
2. Click the **Data Source** tab.
3. Select the parameters according to your requirement.

**NOTE:** For a description of the parameters, see [“Description of the parameters that are used in a data source exception equation” on page 37.](#)

4. Click the **Add** button to add the equation to the exception.

**NOTE:** You can create as many exception equations as you want using steps 2 to 4. If you are creating multiple equations in an exception, then select either the option **An exception is thrown if ANY of these equations are true** or **An exception is thrown if ALL of these equations are true.**

5. Type a name for the exception in the **New Exception** field.

**NOTE:** The following special characters are allowed in the name of an exception . # ! \$ % & ' \* + - / = ? ^ \_ ` { | } ( ) @ ~ < > ; ; The following special characters are not allowed in the name of an exception " , \

6. Click the **Save** button.

A new exception is created with the specified name. The exceptions you create on the **Exceptions** page are displayed in the **Current Exception** list on the **Exceptions** page and in the **Exceptions** section on the **Criteria** page.

#### **Example of a Data Source exception**

Consider you want to create an exception equation that compares the rates from the reference data source "Travelocity Web Rates" to the corresponding rates from the other data sources. After comparison, you want to highlight the reference data source rates that are 1 dollar higher than the comparison data sources in yellow. You also need to apply this exception only to weekend rates. You can create this exception equation by using the following steps:

1. Select "Travelocity Web Rates" from the Reference Data Source list.
2. Select ">" from the Condition list.
3. Select "any" from the Aggregation list.
4. Select "All" from the Compare Data Source list.
5. Select "+" from the Operator list.
6. Type "1" as Value.
7. Select the Yellow I as the color from the color palette in the Highlight Color section.
8. Select "Sat" and "Sun" from the Days of week section.

- Click the Add button to add the equation to the equation list.

The equation is added to the equation list.

Select	Reference Data Source	Condition	Aggregation	Compare Data Source	Operator	Value	Highlight Color	Days of week
1	TRV	>	any	*	+	1	Yellow	1,7

**Figure 22. Data Source exception equation list**

You can also create multiple exception equations to refine the conditions. For example, you may want to highlight the rates that fall into a certain rate range. In this case you would create two exception equations and select the "An exception is thrown if ANY of these equations are true" option.

To save the current set of exception equations, type a name for the exception in the New exception field and click the Save button. The new exception is saved and is displayed in the Exception list.

## 6.2.4 Modifying an exception

You can modify the parameters associated with an exception.

### *To modify an exception*

- Click the **Exceptions** tab on the main menu.  
The **Exceptions** page is displayed.
- Select the exception that you want to modify from the **Current Exception** list.
- Click the **Open** button.  
The exception equations are displayed in the exception equation list in the corresponding exception tab.
- Select the option button corresponding to the equation that you want to modify from the equation list.  
The selected equation is displayed in the Exception Equation section.
- Modify the required parameters.
- Click the **Update** button.  
The modified equation is updated in the equation list.
- Click the **Save** button.  
The modifications are saved.

**NOTE:** Updating an exception equation in the exception equation list will not save the modifications that you have made to the selected exception. You need to click the **Save** button at the top of the page to save an updated exception.

## 6.2.5 Deleting an exception

You can delete an exception if it is no longer useful to you.

### *To delete an exception*

- Click the **Exceptions** tab on the main menu.  
The **Exceptions** page is displayed.
- Select the exception that you want to delete from the **Current Exception** list.
- Click the **Open** button.

The exception is opened and the equations are displayed in the equation list.

**NOTE:** Step 3 is optional. We suggest you to click the Open button and view the equations before deleting an exception.

4. Click **Delete**.

The selected exception is deleted.

## 6.3 Using exceptions in a request

The exceptions you create on the **Exceptions** page are displayed in the **Exceptions** section on the **Criteria** page. You can use the exceptions listed on the **Criteria** page to view the rates that fulfill the exception. You can also save the exception in a profile so that you can view the rate report with the highlighted exception rates when a profile is shopped.

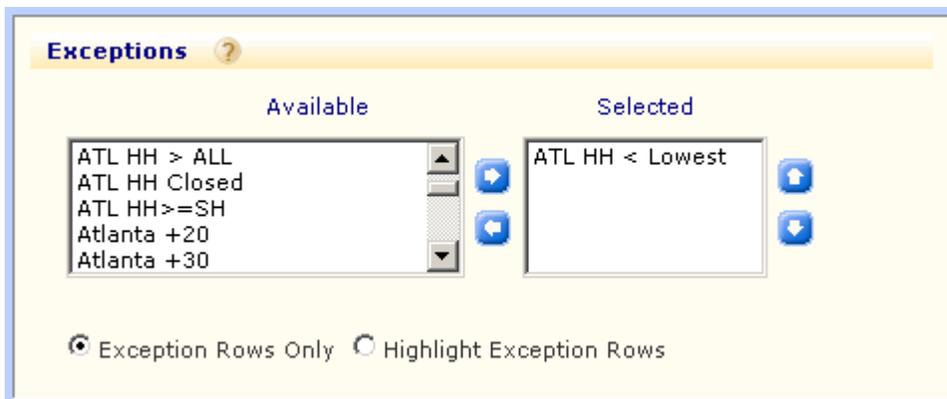
### *To use exceptions in a request*

1. Click the **Criteria** tab on the main menu.
2. Select the profile in which you want to save the exception from the **Profile** list.
3. Click the **Open** button.

The selected profile is displayed with the saved set of criteria.

4. Go to the **Exceptions** section.

The exceptions saved for your account are displayed in the **Available** list.



**Figure 23.** Exception section on the Criteria page

5. Select an exception.
6. Click the right arrow icon.  
The exception is moved to the **Selected** list.
7. Select either **Exception Rows Only** or **Highlight Exception Rows** from the Exception Rate Highlight section.

The description of the options available in the Exception Rate Highlight section are provided in the following table.

**Table 19. Description of the options in the Exception Rate Highlight section**

Options	Description
Exception Rows Only	Displays only those rows that contain the exception rates in a rate report.
Highlight Exception Rows	Displays all the rate rows and the exception rates are highlighted in a rate report.

8. Click the **Submit Now** button.

The selected profile is submitted for shopping or reporting.

**NOTE:** If you click the **Save** button then the selected exception is saved in the profile. When you submit the saved profile for shopping the rates that fulfill the exceptions are highlighted in the rate report.

When you use the exception in a shopping request the rates that fulfill the exception are highlighted in the rate report.

## 6.4 Applying exceptions to existing reports

You can apply exceptions to an existing report and view the rates that fulfill the exception.

### *To apply the exception to an existing report*

1. Click the **Request Queue** tab on the main menu.
2. Select the shopping request for which you want to apply an exception.
3. Click the **Criteria** button.  
The **Criteria** page is displayed.
4. Go to the **Exceptions** section.  
All the available exceptions are displayed in the **Available** list.
5. Select an exception.
6. Click the right arrow icon.  
The selected exception is moved to the **Selected** list.
7. Select either **Exception Rows Only** or **Highlight Exception Rows** from the Exception Rate Highlight section.
8. Click the **View** button that is located in the Retrieve rates from MarketVision Database section.  
The **View** page is displayed with the rate report.

The rates that fulfill the exception conditions are highlighted in the rate report.

# 7 Rate Report Management

## 7.1 Rate reports—an overview

Once a rate shopping is complete the rate report of the corresponding request can be viewed on the View page or it is emailed to you depending on the action that you select from the Action list on the Criteria page. The format and layout of a rate report is defined in the Report Settings section on the Criteria page. A description of a rate report (By Date report) is provided in the following paragraphs.

	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL	Details	History	Shop	Last Shop Datetime
Sun Feb-17-2008	<sup>2</sup> 184.00	<sup>2</sup> 239.00	<sup>2</sup> 229.00	<sup>2</sup> 199.00	Detail	History	Shop	Feb 11, 2008 23:54:10
Mon Feb-18-2008	<sup>2</sup> 184.00	<sup>2</sup> 239.00	<sup>2</sup> 219.00	<sup>2</sup> 189.00	Detail	History	Shop	Feb 11, 2008 23:54:13

Figure 24. Rate grid

Consider the By Date rate report, the arrival date range that you have selected from the Arrival Dates section on the Criteria page is placed in the first column. The properties that you have selected in the Properties/Competitors section are placed in the following columns.

	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL
Sun Feb-17-2008	<sup>2</sup> 184.00	<sup>2</sup> 239.00	<sup>2</sup> 229.00	<sup>2</sup> 199.00

Figure 25. Rate row

The rates for a particular arrival date for the selected competitors are displayed in each row. If you have selected the Rate Drill Down option on the Criteria page while submitting the shopping request, then you can click on a rate link to view the details of that rate in a new window. *NOTE: You can mouse-over rate cells in these reports to pop up rate criteria.*

The selected property rate is displayed in blue. Competitor rates equal to the selected property are also displayed in blue. Competitor rates higher than the selected property are displayed in green. Competitor rates lower than the selected property rate are displayed in red.



Figure 26. Rate detail link

By clicking the Detail link you can view the rate details for the selected arrival date. This is similar to clicking on a particular rate, but by clicking on the Detail link you can easily compare the lowest rates of all the selected properties.



Figure 27. History link

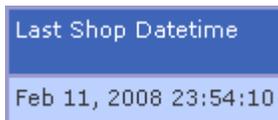
By clicking the History link a new window opens with the rate history for 30 days prior to the arrival date. The completeness of the rate history report depends on how many times the same arrival date is shopped.



**Figure 28. Shop button**

By clicking the **Shop** button you can activate a new real-time shop of rates for a particular row of data. This is an easy way to spot shop for the latest rates. This is a real-time shop and usually takes less than a minute but may take more time during busy periods.

To spot shop a particular rate cell, click the rate link. When the Rate Detail page opens, click the **Shop** button located at the top of the rate table. MarketVision launches a real-time shop and displays the retrieved rate in the rate table. To display the latest retrieved rate on the rate report, refresh the View page by clicking the **View** tab.



**Figure 29. Last shop datetime cell**

The Last Shop Datetime cell displays the latest date and time when the rates on a particular row were shopped.

## 7.2 Report output format

You can select a rate report output format from the **Output** list on the **Criteria** page. There are four main formats used for viewing a rate report.

- HTML - for viewing using your browser or email programme as an embedded report
- XLS - as an excel spreadsheet
- PDF - as an Adobe PDF file
- CSV - as a comma-separated data file for importing into a database or spreadsheet

## 7.3 Report layout

The Layout list in the Report Settings section displays all the available layouts. You can select various report layouts to display one, two, three, or four criteria in a rate report. All the report layouts are not available in all the output formats. For example, the *Lowest Rate Detail All LOS & Data Source* report is available only in CSV output format. The following sections provide description about the rate reports that are available in HTML format.

### 7.3.1 By Date report

The By Date report is based on the arrival dates that you select on the Criteria page.

	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL	Details	History	Shop	Last Shop Datetime
<b>Sun Feb-17-2008</b>	2 184.00	2 239.00	2 229.00	2 199.00	Detail	History	Shop	Feb 11, 2008 23:54:10
<b>Mon Feb-18-2008</b>	2 184.00	2 239.00	2 219.00	2 189.00	Detail	History	Shop	Feb 11, 2008 23:54:13
<b>Tue Feb-19-2008</b>	2 184.00	2 249.00	2 199.00	2 179.00	Detail	History	Shop	Feb 11, 2008 23:54:17

**Figure 30. By Date report**

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The rates of the selected competitors are displayed in the following columns. The rates displayed in each

row are the rates of the selected competitors for the selected room product. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

### 7.3.2 By Room Product report

The By Room Product report is based on the room products that you select on the Criteria page.

	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL	Details	History	Shop	Last Shop Datetime
<b>Unrestricted</b>	2 184.00	2 239.00	2 229.00	2 199.00	Detail	History	Shop	Feb 11, 2008 23:54:10
<b>Any Rate</b>	2 164.00	2 139.00	2 139.00	2 139.00	Detail	History	Shop	Feb 11, 2008 23:54:10

Figure 31. By Room Product report

The room products that you select from the Guests/Rooms/Products section on the Criteria page are displayed in the first column. The rates of the selected properties are displayed in the following columns. The rates displayed in each row are the rates of a room product for the selected properties on a particular arrival date. The rates for each arrival date are displayed in separate grids.

### 7.3.3 By Property report

The By Property report is based on the properties that you select from the Competitors section on the Criteria page.

	Sun Feb-17-2008	Mon Feb-18-2008	Tue Feb-19-2008	Wed Feb-20-2008	Thu Feb-21-2008	Details	History	Shop	Last Shop Datetime
<b>Atlanta Hilton</b>	184.00	244.00	224.00	204.00	144.00	Detail	History	Shop	Feb 13, 2008 05:01:15
<b>Marriott Marq</b>	239.00	239.00	239.00	239.00	179.00	Detail	History	Shop	Feb 13, 2008 05:01:15
<b>Peachtree Plaza</b>	220.00	220.00	220.00	196.67	173.33	Detail	History	Shop	Feb 13, 2008 05:01:19
<b>Renaissance ATL</b>	199.00	199.00	199.00	199.00	129.00	Detail	History	Shop	Feb 13, 2008 05:01:21

Figure 32. By Property report

The properties that you select in the Properties/Competitors section on the Criteria page are displayed in the first column. The rates for the selected arrival dates are displayed in the following columns. The rates displayed in each row are the rates of a competitor for the selected arrival dates. If you have selected more than one room product then the rates for each room products are displayed in separate grids.

### 7.3.4 By Date and Data Source report

The By Date and Data Source report displays the rates that are shopped with the same set of criteria but from different data sources in one rate report.

	Data Source	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL	Details	History	Shop	Last Shop Datetime
<b>Sun Feb-17-2008</b>	Hotel Brand Web Sites	2 184.00	2 239.00	2 229.00	2 199.00	Detail	History	Shop	Feb 11, 2008 23:54:10
	Travelocity	212.00	239.00	220.00	199.00	Detail	History	Shop	Feb 13, 2008 01:59:08
<b>Mon Feb-18-2008</b>	Hotel Brand Web Sites	2 184.00	2 239.00	2 219.00	2 189.00	Detail	History	Shop	Feb 11, 2008 23:54:13
	Travelocity	236.00	239.00	206.00	199.00	Detail	History	Shop	Feb 13, 2008 01:59:09
<b>Tue Feb-19-2008</b>	Hotel Brand Web Sites	2 184.00	2 249.00	2 199.00	2 179.00	Detail	History	Shop	Feb 11, 2008 23:54:17
	Travelocity	184.00	249.00	192.00	199.00	Detail	History	Shop	Feb 13, 2008 01:59:09
<b>Wed Feb-20-2008</b>	Hotel Brand Web Sites	2 184.00	2 259.00	2 199.00	2 169.00	Detail	History	Shop	Feb 11, 2008 23:54:22
	Travelocity	180.00	259.00	192.00	211.00	Detail	History	Shop	Feb 13, 2008 01:59:10

Figure 33. By Date and Data Source report

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The second column displays the data sources from where the rates are retrieved for each arrival date in separate rows. The rates of the selected competitors are displayed in the following columns. The rates displayed in each row are the rates retrieved from different data sources for a particular arrival date, for the selected competitors. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

### 7.3.5 By Date and LOS report

The By Date and LOS report displays the rates shopped with the same set of criteria but with different lengths of stay in one rate report.

	Los	Atlanta Hilton	Marriott Marq	Peachtree Plaza	Renaissance ATL	Details	History	Shop	Last Shop Datetime
<b>Sun Feb-17-2008</b>	3	184.00	239.00	220.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:17
	5	212.00	239.00	220.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:07
<b>Mon Feb-18-2008</b>	3	244.00	239.00	220.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:18
	5	236.00	239.00	206.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:08
<b>Tue Feb-19-2008</b>	3	224.00	239.00	220.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:19
	5	184.00	249.00	192.00	199.00	Detail	History	Shop	Feb 13, 2008 05:01:09
<b>Wed Feb-20-2008</b>	3	204.00	239.00	196.67	199.00	Detail	History	Shop	Feb 13, 2008 05:01:20
	5	180.00	259.00	192.00	211.00	Detail	History	Shop	Feb 13, 2008 05:01:10

Figure 34. By Date and LOS report

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The second column displays the lengths of stay for each arrival date in separate rows. The rates of the selected competitors are displayed in the following columns. The rates displayed in each row are the rates for a particular arrival date, for the selected competitors, for different lengths of stay. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

### 7.3.6 By Property and Data Source report

The By Property and Data Source report displays the rates shopped with the same set of criteria but from different data sources.

	Data Source	Sun Feb-17-2008	Mon Feb-18-2008	Details	History	Shop	Last Shop Datetime
<b>Atlanta Hilton</b>	Hotel Brand Web Sites	184.00	244.00	Detail	History	Shop	Feb 13, 2008 05:35:29
	Travelocity	184.00	244.00	Detail	History	Shop	Feb 13, 2008 05:01:13
	Expedia	<sup>2</sup> 159.00	<sup>2</sup> 219.00	Detail	History	Shop	Feb 11, 2008 01:56:30
	Orbitz Web Rates			Detail	History	Shop	Feb 13, 2008 05:41:20
	Hotels.com	159.00	219.00	Detail	History	Shop	Feb 13, 2008 05:41:11
<b>Marriott Marq</b>	GDS Rates	<sup>2</sup> 239.00	<sup>2</sup> 239.00	Detail	History	Shop	Feb 11, 2008 01:58:00
	Hotel Brand Web Sites	239.00	239.00	Detail	History	Shop	Feb 13, 2008 05:28:09
	Travelocity	239.00	239.00	Detail	History	Shop	Feb 13, 2008 05:01:13
	Expedia	<sup>2</sup> 239.00	<sup>2</sup> 239.00	Detail	History	Shop	Feb 11, 2008 01:58:14
	Orbitz Web Rates			Detail	History	Shop	Feb 13, 2008 05:42:06
	Hotels.com			Detail	History	Shop	Feb 13, 2008 05:41:15

**Figure 35. By Property and Data Source report**

The properties that you select from the Competitors section on the Criteria page are displayed in the first column. The second column displays the data sources for each competitor in separate rows. The rates for the selected arrival dates are displayed in the following columns. The rates displayed in each row are the rates from different data sources for a particular competitor, for the selected arrival dates. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

### 7.3.7 Data Source Comparison report

The Data Source Comparison report displays a comparison of the rates that are shopped from different data sources with the same set of criteria.

	Property	Hotel Brand Web Sites	GDS Rates	Travelocity	Expedia	Shop	Last Shop Datetime
<b>Sat Mar-01-2008</b>	Atlanta Hilton	137.00		7E 168.67	119.00	Shop	Feb 18, 2008 01:18:40
	Omni CNN	4E 164.00	179.10	7E 199.00	187.00	Shop	Feb 18, 2008 01:18:25
	Peachtree Plaza	206.66	219.00	7E 213.33	206.67	Shop	Feb 18, 2008 01:18:31
	Renaissance ATL	139.00	179.00	7E 219.00	180.67	Shop	Feb 18, 2008 01:18:35
	Sheraton ATL	139.00	159.00	7E 152.40	152.40	Shop	Feb 18, 2008 01:18:42

**Figure 36. Data Source Comparison report**

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The second column displays the properties for which the rates are shopped in separate rows. The rates that are shopped from the data sources that you select from the Data Source section on the Criteria page are displayed in the following columns. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

### 7.3.8 By History Date report

The By History Date report displays the rates that were shopped on different days prior to the arrival date for the selected arrival dates.

Mon Aug-20-2007, GDS Rates, 1, Unrestricted

Show Graph

Days Left	Dorint Sofitel Schweizerhof	Intercontinental	Marriott	Radisson SAS
11	135.00	140.00	159.00	119.00
12	135.00	140.00	159.00	119.00
13	135.00	140.00	159.00	119.00
14	135.00	140.00	159.00	119.00
15	135.00	140.00	159.00	119.00
16	135.00	140.00	159.00	119.00
17	135.00	140.00	159.00	119.00
34	155.00	138.00	159.00	119.00
35	155.00	138.00	159.00	119.00
36	155.00	138.00	159.00	119.00
37	155.00	138.00	159.00	119.00
38	155.00	138.00	159.00	119.00
39	155.00	138.00	159.00	119.00
40	155.00	138.00	159.00	119.00
41	155.00	138.00	159.00	119.00

Figure 37. By History Date report

The By History Date report displays the rates for a particular arrival date that were shopped on different days prior to the arrival date. The **Days Left** column displays the number of days for the selected arrival date. The rates of the selected competitors are displayed in the following columns. The rates displayed in each row are the rates for the selected arrival date on a particular day left for the selected competitors. The rates for each arrival date are displayed in separate rate grids. Also, in case you have selected more than one room product, then the rates for each room product are displayed in separate rate grids.

**NOTE:** This report is similar to the reports that are displayed when you click the History links available in the other reports. When you select By History Date layout from the Criteria page the rate history for all the selected arrival dates are displayed. But if you click the History link from other reports the rate history for a particular rate row is displayed.

### 7.3.9 All Rate Detail report

When you submit a shopping request MarketVision shops for all the rates irrespective of the Room Product, Room Type, and the Accommodation that you select in the Room/Product section on the criteria page. The All Rate Detail report displays all the rate details for all the Room/Product type rates that MarketVision retrieves from the data source.

Property Chain-City Source	Rate Code	[Lowest] Rate	Rate Details	Extra Information
Hilton Atlanta And Towers - WEB	G1-3-13	Total: 820.00 USD 164.00 USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] state government govt id or travel orders reqd at check-in
Hilton Atlanta And Towers - WEB	G1-3-16	Total: 820.00 USD 164.00 USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] state government govt id or travel orders reqd at check-in
Hilton Atlanta And Towers - WEB	GV-2-12	Total: 820.00 USD 164.00 USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] federal government fed govt id or travel orders reqd at ch
Hilton Atlanta And Towers - WEB	DJ-6-25	Total: 920.00 USD [184.00] USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] best available rate best unrestricted rate - 2 double beds
Hilton Atlanta And Towers - WEB	FB-10-48	Total: 920.00 USD [184.00] USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] go for the gold sweepstakes book this rate for a chance to
Hilton Atlanta And Towers - WEB	BB-8-38	Total: 970.00 USD 194.00 USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] bed and breakfast includes hilton breakfast buffet for 2 - 2
Hilton Atlanta And Towers - WEB	FN-9-40	Total: 2657.90 USD 531.58 USD	SELL LOS: 5 Arrive:Feb 17, 2008	Feb 11, 2008 23:53:07-current rate list was first detected Feb 11, 2008 23:53:07- Successfully shopped from[US] food network welcome food and/or beverage amenity - 1 k

Figure 38. All Rate Detail report

The All Rate Detail report displays the rate details for all the room products that MarketVision retrieves from the data source. The rate details of each competitor for a selected arrival date are displayed in separate rate grids. The lowest rate of the selected arrival date is displayed in the first row followed by the lower rates. The **Extra Information** column displays all the available rate details.

The Extra Information cell highlighted in blue indicates that the displayed rate is the lowest rate and the Room/Product Type criteria in that cell matches with the Room/Product Type criteria that you select on the Criteria page. The Extra Information cell highlighted in white indicates that the displayed rate is not the lowest rate but the Room/Product Type criteria in that cell matches with the Room/Product type criteria that you select on the Criteria page. The Extra Information cell highlighted in pink indicates that the Room/Product Type criteria in that cell does not match with the Room/Product Type criteria that you select on the Criteria page.

### 7.3.10 Data Source Competitiveness report

The Data Source Competitiveness report displays a comparison of the rates that are shopped from the different data sources for different lengths of stay in one rate report.

Any Rate				
Price Position	Win/Total	Win%	Avg. Loss Amt	Avg. Win Amt
Overall	6/13	46.15	26.18	102.44
LOS 1	4/6	66.67	24.50	130.75
LOS 3	2/5	40.00	44.76	45.84
LOS 7	0/2	0.00	0.00	0.00

Property	Arr Date	LOS	Hotel Brand Web Sites	GDS Rates	Travelocity	Expedia	Orbitz Web Rates	Win/Loss	%Difference	Shop	Last Shop Datetime
Atlanta Hilton	Oct 13, 2007	1	120E 118.00		120E 124.00	120E 99.00	109E 124.00	L	16.10%	Shop	Oct 08, 2007 15:21:18
		3	120E 154.00		120E 164.00	135E 139.00	169E 164.00	L	9.74%	Shop	Oct 11, 2007 07:53:37
		7	E CLOSED		120 215.42	135 179.00		L		Shop	Oct 08, 2007 14:08:16
	Oct 14, 2007	1	120 154.00		120 204.00	120 179.00	184 204.00	W	-16.23%	Shop	Oct 08, 2007 15:21:20
		3	125 154.00		120 224.00	135 159.00	169 184.00	W	-3.25%	Shop	Oct 11, 2007 07:53:41
		7	E CLOSED		CLOSED	135 199.00		L		Shop	Oct 08, 2007 14:08:19
Hyatt Regency	Oct 13, 2007	1	120 130.00	120 359.00	120 359.00	120 359.00	189 359.00	W	-176.15%	Shop	Oct 08, 2007 15:21:17
		3	120E 454.00	120 399.00	120 385.66	135 385.67	CLOSED	L	15.05%	Shop	Oct 11, 2007 07:52:51
		7	E CLOSED	CLOSED	CLOSED	CLOSED				Shop	Oct 08, 2007 14:07:47
	Oct 14, 2007	1	120 130.00	120 399.00	120 399.00	120 399.00	184 399.00	W	-206.92%	Shop	Oct 08, 2007 15:21:19
		3	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED			Shop	Oct 11, 2007 07:52:58
		7	E CLOSED	CLOSED	CLOSED	CLOSED				Shop	Oct 08, 2007 14:07:50
Marriott Downtown	Oct 13, 2007	1	120 108.00	120 108.00	120 108.00	120 120.00	189 134.00	W	0.00%	Shop	Oct 08, 2007 15:21:19
		3	120E 163.28	120 249.95	120 249.95	CLOSED	CLOSED	W	-53.08%	Shop	Oct 11, 2007 07:57:48
		7	E CLOSED	CLOSED	CLOSED	CLOSED				Shop	Oct 08, 2007 14:16:33
	Oct 14, 2007	1	120 129.00	120 189.95	120 189.95	120 190.00	187 99.00	L	23.26%	Shop	Oct 08, 2007 15:21:22
		3	125 229.95	120 249.95	120 249.95	CLOSED	169 179.00	L	22.16%	Shop	Oct 11, 2007 07:57:55
		7	E CLOSED	CLOSED	CLOSED	CLOSED				Shop	Oct 08, 2007 14:16:41
									Total Win	6	
									Total Loss	7	

Figure 39. Data Source Competitiveness report

The properties that you select in the Competitors section on the Criteria page are displayed in the first column. The arrival dates that you select in the Arrival Dates section are displayed in the second column in separate rows for each competitor. The third column displays the lengths of stay for each arrival date in separate rows. The rates from the different data sources are displayed in the following columns.

The data source that you have selected for viewing the rate report is the reference data source. The reference data source is displayed as the first data source. The other data sources are displayed in the following columns. If you have selected more than one room product then the rates for each room product are displayed in separate rate grids.

The rates displayed in each row are the rates of a competitor for different lengths of stay from different data sources. The rates from the reference data source are displayed in blue. The other data source rates that are equal to reference data source rates are also displayed in blue. The data source rates that are higher than the reference data source rates are displayed in green. The data source rates that are lower than the reference data source rates are displayed in red.

The **Win/Loss** column indicates whether a particular rate is beneficial for the selected property, after comparing the reference data source rates with the other data sources rates. If a rate from the reference data source is lower or equal to the lowest rate from other data sources, then the alphabet W is displayed in green and the rate is beneficial. If a rate from the reference data source is higher than the lowest rates from other data sources, then the alphabet L is displayed in red and the rate is not beneficial.

The **%Difference** column displays the percentage of the win or loss. The lowest rate from other data sources is subtracted from the reference data source rate and this difference is divided with the reference data source rate to calculate the percentage. The color codes are the same as in the Win/Loss column.

The table displayed above the rate grid provides the summary of the rate comparison results from the rate grid. The total win, the percentage of the win, the average loss amount, and the average win amount for each length of stay is provided in separate rows. The overall win results for all the lengths of stay are provided in the first row.

The table that is displayed below the rate grid provides an overview of the total win and loss.

### 7.3.11 Best Rate Compliance report

The Best Rate Compliance report displays a comparison of the rates that are shopped from a particular set of data sources.

Renaissance ATL, LOS 3,WEB/Unrestricted - TRV/Merchant Model - GDS/Unrestricted - EXP/Merchant Model

	WEB	TRV	GDS	EXP	Variance	Variance %	Compliance	Shop	Last Shop Datetime
Sun Feb-17-2008	199.00	199.00	2 199.00	199.00	0	0.00%	Y	Shop	Feb 13, 2008 08:08:27
Mon Feb-18-2008	199.00	199.00	2 199.00	2 199.00	0	0.00%	Y	Shop	Feb 13, 2008 05:28:15
Tue Feb-19-2008	199.00	199.00		199.00	0	0.00%	Y	Shop	Feb 13, 2008 08:08:50
Wed Feb-20-2008	182.33	199.00		199.00	-16.67	-9.14%	Y	Shop	Feb 13, 2008 08:09:10
Thu Feb-21-2008	149.00	129.00			20.00	13.42%	N	Shop	Feb 13, 2008 05:28:26
							Days In Compliance	4	
							Days Out Of Compliance	1	

Figure 40. Best Rate Compliance report

The arrival dates that you select in the Arrival Dates section on the Criteria page are displayed in the first column. The rates from the reference data source are displayed in the second column. The rates from other data sources are displayed in the following columns. The reference data source rates are used to compare the rates with the rates from other data sources. If there are no rates for any data source then those data sources are not displayed in the rate grid. The rates for each property are displayed in separate rate grids.

The reference data source rates are displayed in blue. The other data source rates that are equal to the reference data source rates are also displayed in blue. The data source rates that are higher than the reference data source rates are displayed in green. The data source rates that are lower than the reference data source rates are displayed in red.

The **Variance** column displays the difference between the reference data source rate and the lowest rate from the other data sources.

The **Variance%** column displays the percentage of the Variance value divided by the reference data source rate.

The **Compliance** column displays whether the rate from the reference data source is beneficial for the selected property. If the Variance% is a negative number, then Y is displayed in blue and the rate is beneficial. If the Variance% is a positive number, then N is displayed in red and the rate is not beneficial.

The table that is displayed below the rate grid provides a summary of the Compliance.

### 7.3.12 Market Position By Date and Data Source report

The Market Position By Date and Data Source report displays the rates shopped from different data sources to compare the market position of a selected property with its competitors. To view the Market Position By Date and Data Source report you have to shop from different data sources with the same set of criteria.

Unrestricted, LOS 3, Atlanta Hilton

Properties [Codes]: Atlanta Hilton [HH-ATW], Marriott Marq [MC-MRQ], Peachtree Plaza [WI-PEA], Renaissance ATL [BR-DOW]

	GDS Rates	Hotel Brand Web Sites	Travelocity	Expedia	Orbitz Web Rates	Hotels.com	Last Shop Datetime
Sun Feb-17-2008	2 239.00 MC-MRQ 2 229.00 WI-PEA 2 199.00 BR-DOW	239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW * 184.00 HH-ATW	239.00 MC-MRQ 220.00 WI-PEA 199.00 BR-DOW * 184.00 HH-ATW	2 239.00 MC-MRQ 2 220.00 WI-PEA 2 199.00 BR-DOW 2* 159.00 HH-ATW		* 159.00 HH-ATW	Feb 13, 2008 05:42:05
Mon Feb-18-2008	2 239.00 MC-MRQ 2 229.00 WI-PEA 2 199.00 BR-DOW	* 244.00 HH-ATW 239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW	* 244.00 HH-ATW 239.00 MC-MRQ 220.00 WI-PEA 199.00 BR-DOW	2 239.00 MC-MRQ 2 220.00 WI-PEA 2* 219.00 HH-ATW 2 199.00 BR-DOW		* 219.00 HH-ATW	Feb 13, 2008 05:42:34

Figure 41. Market Position by Date and Data Source report

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The rates from each data source are displayed in the following columns. If you have selected more than one room product for shopping, then the rates for each room product are displayed in separate rate grids. A separate code is provided for each property and these codes are displayed above the rate grid.

The rates displayed in each row are the rates of a particular room product that are shopped from the respective data source for the selected arrival date. The rates of all the competitors that are shopped from a particular data source are displayed in the same cell.

The highest rate is always displayed at the top of the list, followed by the lower rates. The competitors that you have selected make up the market. To identify a competitor, the competitor code is listed after the rate. The rate of the selected property is marked with an asterisk symbol.

### 7.3.13 Market Position By Date and LOS report

The Market Position By Date and LOS report displays the rates for different lengths of stay to compare the market position of a selected property with its competitors. To view the Market Position By Date and LOS report you have to shop multiple times with the same set of criteria but with different lengths of stay.

Hotel Brand Web Sites, Unrestricted, Atlanta Hilton

Properties [Codes]: Atlanta Hilton [HH-ATW], Marriott Marq [MC-MRQ], Peachtree Plaza [WI-PEA], Renaissance ATL [BR-DOW]

	3	5	7	Last Shop Datetime
Sun Feb-17-2008	239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW * 184.00 HH-ATW	2 239.00 MC-MRQ 2 229.00 WI-PEA 2 199.00 BR-DOW 2* 184.00 HH-ATW	2 246.14 MC-MRQ 2 219.00 WI-PEA 2 184.71 BR-DOW 2* 184.00 HH-ATW	Feb 13, 2008 05:35:26
Mon Feb-18-2008	* 244.00 HH-ATW 239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW	2 239.00 MC-MRQ 2 219.00 WI-PEA 2 189.00 BR-DOW 2* 184.00 HH-ATW	2 253.29 MC-MRQ 2 219.00 WI-PEA 2* 184.00 HH-ATW 2 177.57 BR-DOW	Feb 13, 2008 05:35:29

Figure 42. Market Position by Date and LOS report

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The rates for each length of stay are displayed in the following columns. If you have selected more than one room product for shopping, the rate for each room product are displayed in separate grids. A separate code is provided for each property and these codes are displayed above the rate grid.

The rates displayed in each row are the rates of a particular room product, for different lengths of stay, for the selected arrival date. The rates of all the competitors for a particular length of stay are displayed in the same cell. The highest rate is always displayed at the top of the list, followed by the lower rates. To identify a competitor, the competitor code is listed after the rate. The competitors that you have selected make up the market. The rate of the selected property is marked with an asterisk symbol.

### 7.3.14 Market Position By Date and Room Product report

The Market Position By Date and Room Product report displays the rates for different room products to compare the market position of a selected property with its competitors.

Hotel Brand Web Sites, LOS 3, Atlanta Hilton

Properties [Codes]: Atlanta Hilton [HH-ATW], Marriott Marq [MC-MRQ], Peachtree Plaza [WI-PEA], Renaissance ATL [BR-DOW]

?	Unrestricted	Any Rate	Last Shop Datetime
<b>Sun Feb-17-2008</b>	239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW * 184.00 HH-ATW	220.00 WI-PEA * 164.00 HH-ATW 139.00 BR-DOW 139.00 MC-MRQ	Feb 13, 2008 05:35:26
<b>Mon Feb-18-2008</b>	* 244.00 HH-ATW 239.00 MC-MRQ 229.00 WI-PEA 199.00 BR-DOW	* 204.00 HH-ATW 139.00 BR-DOW 139.00 MC-MRQ 139.00 WI-PEA	Feb 13, 2008 05:35:29

Figure 43. Market Position by Date and Room Product report

The arrival dates that you select from the Arrival Dates section on the Criteria page are displayed in the first column. The rates for each room product are displayed in the following columns. A separate code is provided for each property and these codes are displayed above the rate grid.

The rates displayed in each row are the rates for the selected arrival date. The rates of all the competitors for a particular room product are displayed in the same cell.

The highest rate is always displayed at the top of the list, followed by the lower rates. To identify a competitor, the competitor code is listed after the rate. The competitors that you have selected make up the market. The rate of the selected property is marked with an asterisk symbol.

### 7.3.15 Display Position Summary report

The Display Position Summary report displays a summary of the position of the rates that were displayed on the search result pages of the selected data source. Display position is the position in which the rate of a selected property was displayed on a search result page.

LOS 3, EXP 53 observations

Position	Property	EXP				
		Criteria met	Avg. Rate	Hi	Low	Not Found
Position1	Omni CNN	0/0.00%	0.00	0.00	0.00	40
	Hyatt Regency	0/0.00%	0.00	0.00	0.00	45
	Sheraton ATL	22/41.51%	154.54	188.10	112.33	10
	Peachtree Plaza	0/0.00%	0.00	0.00	0.00	12
	Marriott Downtown	0/0.00%	0.00	0.00	0.00	26
	Atlanta Hilton	0/0.00%	0.00	0.00	0.00	20
Position1-5	Omni CNN	0/0.00%	0.00	0.00	0.00	40
AnyPage	Omni CNN	13/24.53%	189.77	199.00	169.00	40
	Hyatt Regency	8/15.09%	194.83	209.00	169.00	45
	Sheraton ATL	43/81.13%	167.25	232.33	89.00	10
	Peachtree Plaza	41/77.36%	243.61	294.00	168.00	12
	Marriott Downtown	27/50.94%	165.56	180.00	110.00	26
	Atlanta Hilton	33/62.26%	191.19	269.00	88.33	20

**Figure 44. Display Position Summary report**

The header of the rate grid displays the length of stay, data source, and the number of times that the selected profile was shopped with the same market shopping keyword.

The position number is displayed in the first column. The second column displays the selected properties in separate rows. The display position details for the rates from the selected data source are placed in the following columns. The display position summary for Position1, Position1-5, Position1-10, FirstPage, and AnyPage is displayed in separate rows.

The selected properties are displayed in separate rows within each position row. The **Criteria met** column displays the number of times a selected property was displayed in a specific position in the selected data source. It also displays the percentage of the number of observations as compared with the total number of observations. The **Avg. Rate** column displays the average of all the rates for which the criteria is met. The **Hi** column displays the highest rates and the **Low** column displays the lowest rates when the property was displayed in the specific position. The **Not Found** column displays the number of times that the selected property was not found in any of the search result pages.

### 7.3.16 Display Position Compset report

The Display Position Compset report displays a comparison of the display position and the rates of the selected compset. Display position is the position in which the rate of a selected property is displayed on a search result page.

LOS 3, Expedia, ATLANTA,GA,US

Show Graph

Arrival Date	Atlanta Hilton						Sheraton ATL						Details	Shop	Last Shop Datetime
	Rate Amount	Rate Diff	Position	Position Diff	Rank	Rate	Rate Amount	Rate Diff	Position	Position Diff	Rank				
Mon 01-Oct-2007	228.00	0.00	6	0	2	180	197.10	-30.90	2	4	1	Detail	Shop	Sep 11, 2007 15:06:01	
Wed 03-Oct-2007	212.00	0.00	7	0	2	180	142.33	-69.67	2	5	1	Detail	Shop	Sep 11, 2007 15:05:58	
Fri 05-Oct-2007	88.33	0.00	7	0	2	110	89.00	0.67	2	5	1	Detail	Shop	Sep 11, 2007 15:05:48	
Mon 15-Oct-2007	199.00	0.00	7	0	3		197.10	-1.90	2	5	1	Detail	Shop	Oct 11, 2007 13:10:45	
Wed 17-Oct-2007	269.00	0.00	8	0	3		212.10	-56.90	2	6	1	Detail	Shop	Oct 16, 2007 02:37:38	
Fri 19-Oct-2007	239.00	0.00	9	0	3	170	149.10	-89.90	2	7	1	Detail	Shop	Oct 16, 2007 02:40:14	

Figure 45. Display Position Compset report

The header of the rate grid displays the length of stay, data source, and market shopping keyword that was used while shopping the rates.

The arrival dates are displayed in the first column of the rate report. A comparison of rates for each selected property is displayed in the following columns. The display position comparison is displayed in separate columns for each property.

The display position comparison is displayed in separate columns for each property. The **Rate Amount** column displays the rate that was displayed on the search result page. The **Rate Diff** column displays the difference in rate when the rate of a property is compared to the rate of the selected property. The **Position** column displays the position in which the rate was displayed on the search result page. The **Position Diff** column displays the difference in position when the position of a property is compared to the position of the selected property. The **Rank** column displays the position of a property within the selected compset.

### 7.3.17 Display Position All report

The Display Position All report displays the display position and the rate details for all the properties that were available on the search result pages of the selected data source. Display position is the position in which the rate of a selected property is displayed on a search result page.

Mon 01-Oct-2007, LOS 3, Expedia, ATLANTA,GA,US [Sep 11, 2007 15:06:01 - Last successfully shopped]

Property Name	Position	Page Num	Page Position	Merch. Model	Rate Amount	Required Rate Amount	Currency	Strike Rate Amount	Promo Text	Extra Text	Location Description	Distance	Status
Days Inn Atlanta Downtown	1	1	1	Y	80.47	80.47	USD	94.00	Stay 3 nights and save 15% off your stay!	Expedia Special Rate			Sell
Sheraton Atlanta Downtown	2	1	2	Y	197.10	197.10	USD	199.00	Stay 2 nights and save 10% off your stay!	Expedia Special Rate			Sell
Best Western Hotel & Suites Airport South	3	1	3	Y	59.25	59.25	USD	79.00	Free Room Upgrade (Upon check-in)	Expedia Special Rate			Sell
Comfort Inn Buckhead North	4	1	4	Y	78.75	78.75	USD	105.00	Stay 3 nights and save 25%	Expedia Special Rate			Sell

Figure 46. Display Position All report

The header of the rate grid displays the arrival date, length of stay, data source, the market shopping keyword that was used while shopping the rate, and the latest date and time when the rate was successfully shopped from the selected data source.

The properties are displayed in the first column of the rate report. The display position of the property and other details are displayed in the following columns. The rate information for each property is displayed in separate rows.

The properties are displayed in the report in the order as it was displayed on the search result page. The rows of the properties in the selected compset are highlighted in light blue. A description of some of the columns in the rate report is provided in the following table.

**Table 20. Description of the columns in the Display Position report**

Column	Description
Property Name	Displays the name of the property.
Position column	Displays the position in which the rate of the property was displayed on the search result page.
Page Num	Displays the page number of the search result page on which the rate of the property was displayed.
Page Position	Displays the position number of the property within a search result page.
Rate Amount	Displays the rate amount displayed for the selected property on the search result page.
Merch. Model/ Merch. Type	Indicates whether there is an agreement between the selected data source and the selected property.
Currency	Displays the shop currency.
Status	Indicates whether the selected property was available for booking on the selected data source at the time of shopping.

The **Required Rate Amount** column displays the rate amount according to the currency that you have defined in the Currency field on the Criteria page. The **Strike Rate Amount** column displays the original rate of a property. Some data sources display the original rate and the discounted rate next to the original rate. The original rate is usually crossed out which indicates that you will get a discounted rate if you book through the selected data source. The **Promo Text** column displays the promotional text that was displayed next to the rate of the selected property. The **Extra Text** column displays any extra text that is displayed next to the rate of the selected property.

The **Location Description** column displays the text describing the location of the property. The **Distance** column displays the distance of the property from an airport or an important landmark. Both of these columns may or may not display data depending on the data source (OTA).

### 7.3.18 Minimum LOS report

Pictured in Figure 47 is a partial view of a Minimum LOS report. The rates displayed in each row are the rate for specific Lengths of Stay (LOS) for the selected competitors. At times, a property may elect to promote longer-term stays by closing shorter-term availability. In the report example in Figure 47, LOS rates for 1 day (and, in one instance, 2 days) are closed and clearly highlighted wherever LOS rates for longer stays are still available. This provides you with a quick visual cue of the situation.

RUBICON®		MarketVision®						
Support email: mvsupport@TheRubiconGroup.com		Telephone: 1-678-553-1950 [Atlanta, GA, USA] or +44-845-363-1147 [London, UK]						
<b>Minimum LOS</b>								
Properties	Atlanta Hilton, Hyatt Regency, Marriott Downtown, Peachtree Plaza, Renaissance ATL, Omni CNN							
Dates	May 20, 2008-May 22, 2008; Jun 16, 2008-Jun 20, 2008, any day of week							
Products	Any Rate, Corp, Unrest/No Merch							
Sources	Hotel Brand Web Sites							
User/Profile	rubicon / Atlanta Hilton 19 May 08 By Date & LOS							
<b>Details</b>								
Length of Stay	1, 2, 3	Shop Data Age	365	Rate Changes (days prior)	1			
Guests	1	Currency	USD	Display Options	Previous Rate and Direction			
Room Type	Single	Rates as of Date	Oct 22, 2008					
Accommodations	Any							
<b>Exceptions</b>								
Exceptions								
<b>Hotel Brand Web Sites, Any Rate</b>								
	Los	Atlanta Hilton	Hyatt Regency	Marriott Downtown	Peachtree Plaza	Renaissance ATL	Omni CNN	Last Shop Datetime
Fri May-23-2008	1	122.00	CLOSED-CLOSED	155.00	CLOSED-CLOSED	102.00	CLOSED-CLOSED	May 20, 2008 20:00:29
	2	220.00	CLOSED-CLOSED	299.00	244.00	201.00	305.00	May 19, 2008 20:06:34
	3	341.00	CLOSED-CLOSED	379.00	355.00	319.00	422.00	May 20, 2008 07:08:15
Sat May-24-2008	1	122.00	CLOSED-CLOSED	CLOSED-CLOSED	CLOSED-CLOSED	102.00	CLOSED-CLOSED	May 21, 2008 22:33:27
	2	220.00	CLOSED-CLOSED	CLOSED-CLOSED	244.00	201.00	299.00	May 19, 2008 20:06:43
	3	341.00	CLOSED-CLOSED	310.00	299.00	302.00	389.00	May 21, 2008 07:11:48
Sun May-25-2008	1	122.00	CLOSED-CLOSED	129.00	135.00	89.00	145.00	May 22, 2008 21:20:33
	2	220.00	CLOSED-CLOSED	222.00	210.00	189.00	295.00	Feb 04, 2008 20:07:29
	3	341.00	CLOSED-CLOSED	302.00	299.00	302.00	385.00	May 22, 2008 21:20:43

Figure 47. Minimum LOS report

### 7.3.19 Package Shop Summary report

The Package Shop Summary report displays a summary of the position of the rates that were displayed on the search result pages while shopping for the package rates.

#### LOS 3, EXP 36 observations

Position	Property	EXP				
		Criteria met	Avg. Rate	Hi	Low	Not Found
Position1	Renaissance ATL	0/0.00%	0.00	0.00	0.00	18
	Sheraton ATL	1/2.78%	1074.00	1074.00	1074.00	0
	Hyatt Regency	0/0.00%	0.00	0.00	0.00	18
	Marriott Marq	0/0.00%	0.00	0.00	0.00	0
AnyPage	Atlanta Hilton	0/0.00%	0.00	0.00	0.00	0
	Renaissance ATL	18/50.00%	1674.33	1976.00	1413.00	18
	Sheraton ATL	36/100.00%	1516.69	1894.00	1074.00	0
	Hyatt Regency	18/50.00%	1507.56	1819.00	1240.00	18
	Marriott Marq	36/100.00%	1635.28	1959.00	1124.00	0
	Marriott Downtown	0/0.00%	0.00	0.00	0.00	36
	Atlanta Hilton	36/100.00%	1748.92	2110.00	1198.00	0

Figure 48. Package Shop Summary report

The header of the rate grid displays the length of stay, data source, and the number of times that the selected profile was shopped with the same Package Qualifier criteria.

The position number is displayed in the first column. The second column displays the selected properties in separate rows. The position details of the properties on the selected data source are placed in the following columns. The position summary for Position 1, Position 1-5, Position 1-10, FirstPage, Page 1-2, and AnyPage is displayed in separate rows.

The selected properties are displayed in separate rows within each position row. The **Criteria met** column displays the number of times a selected property was displayed in a specific position in the selected data source. It also displays the percentage of the number of observations as compared with the total number of observations. The **Avg. Rate** column displays the average of all the rates for which the criteria was met. The **Hi** column displays the highest rates and the **Low** column displays the lowest rates when the property was displayed in the specific position. The **Not Found** column displays the number of times that the selected property was not found in any of the search result pages.

### 7.3.20 Package Shop Compset report

The Package Shop Compset report displays a comparison of the display position and the rates retrieved for the selected compset while shopping for package rates.

LOS 3, Expedia, Origin-LAX, Destination-ATL

Show Graph

Arrival Date	Atlanta Hilton					Marriott Marq					Details	Shop	Last Shop Datetime
	Rate Amount	Rate Diff	Position	Position Diff	Rank	Rate Amount	Rate Diff	Position	Position Diff	Rank			
Sat 05-Apr-2008	1985	0.00	197		3	2025	40.00	28	169	2	Detail	Shop	Apr 03, 2008 18:41:45
Sun 06-Apr-2008	1721	0.00	190		3	1761	40.00	24	166	2	Detail	Shop	Apr 03, 2008 18:42:20
Mon 07-Apr-2008	1535	0.00	185		3	1575	40.00	27	158	2	Detail	Shop	Apr 03, 2008 18:42:58
Tue 08-Apr-2008	1930	0.00	180		3	1920	-10.00	25	155	2	Detail	Shop	Apr 03, 2008 18:43:35
Wed 09-Apr-2008	1570	0.00	185		3	1332	-238.00	5	180	1	Detail	Shop	Apr 03, 2008 18:44:13
Thu 10-Apr-2008	1783	0.00	187		3	1530	-253.00	6	181	1	Detail	Shop	Apr 03, 2008 18:44:50

Figure 49. Package Shop Compset report

The header of the rate grid displays the length of stay, data source, and the origin and the destination codes that was used while shopping the rates.

The arrival dates are displayed in the first column of the rate report. A comparison of rates for each property is displayed in the following columns. The rates for each length of stay and data source are displayed in separate rate grids.

The position comparison is displayed in separate columns for each property. The **Rate Amount** column displays the rate that was displayed on the search result page. The **Rate Diff** column displays the rate difference between a property rate as compared to the selected property rate. The **Position** column displays the position in which the rate was displayed on the search result page. The **Position Diff** column displays the difference in position when a property is compared to the selected property. The **Rank** column displays the position of a property within the selected compset.

### 7.3.21 Package Shop All report

The Package Shop All report displays the package shop rate details for all the properties that are available on the search result pages. The properties are displayed in the report in the order that they are displayed on a search result page. Package Shop rates also includes the airline rates. The rate information from each data source and for each length of stay is displayed in separate rate grids.

Sat 05-Apr-2008, LOS 3, Expedia									
Property Name	Position	Page Num	Page Position	Rate Amount	Currency	Merch. Type	Rating	Rating Type	Status
Baymont Inn & Suites Atlanta Downtown	1	1	1	1699	USD	Original Price \$1877Expedia Discount -\$178	2.5	star	Sell
Sheraton Suites Atlanta Galleria	2	1	2	1871	USD	Original Price \$2118Expedia Discount -\$248	3.5	star	Sell
Sheraton Atlanta Downtown	3	1	3	1906	USD	Original Price \$2126Expedia Discount -\$220	3.5	star	Sell
The Georgian Terrace Hotel	4	1	4	2046	USD	Original Price \$2141Expedia Discount -\$96	3.5	star	Sell
Atlanta Marietta Resort and Conference Center	5	1	5	1753	USD		3.5	star	Sell
Springhill Suites by Marriott Atlanta Buckhead	22	1	22	2063	USD	Original Price \$2111Expedia Discount -\$49	3.0	star	Sell
Crowne Plaza Atlanta Airport	23	1	23	2016	USD	Original Price \$2060Expedia Discount -\$45	3.5	star	Sell
Atlanta Marriott Marquis Downtown	24	1	24	2527	USD		3.5	star	Sell
Days Inn Atlanta/Marietta	25	1	25	1665	USD	Original Price \$1710Expedia Discount -\$46	2.0	star	Sell
Red Roof Inn Atlanta Buckhead	26	2	1	1741	USD		2.0	star	Sell
Comfort Suites Perimeter Center	27	2	2	1843	USD		3.0	star	Sell
Renaissance Atlanta Downtown Hotel	28	2	3	2205	USD		3.5	star	Sell
Marriott Atlanta Airport	29	2	4	2118	USD	Original Price \$2269Expedia	3.5	star	Sell

Figure 50. Package Shop All report

The first section of the rate report displays the outbound and return flight details. The second section of the rate report displays the rate details. The properties are displayed in the first column of the rate report. The display position of the property and other details are displayed in the following columns. The rate information for each property is displayed in a separate row.

The first section of a rate grid displays the flight details. A description of some of the columns in the first section of the rate report is provided in the following table.

Table 21. Description of the columns in the first section of the Package Shop All report

Column	Description
Carr	Displays the carrier name.
Stops	Displays the number of stops between the origin and the destination.
Dpt Date	Displays the flight departure date from the origin airport.
Dpt Time	Displays the flight departure time from the origin airport.
Arv Time	Displays the flight arrival time in the destination airport.
Org Arp	Displays the origin airport code.
Dest Arp	Displays the destination airport code.
Flight	Displays the flight number.

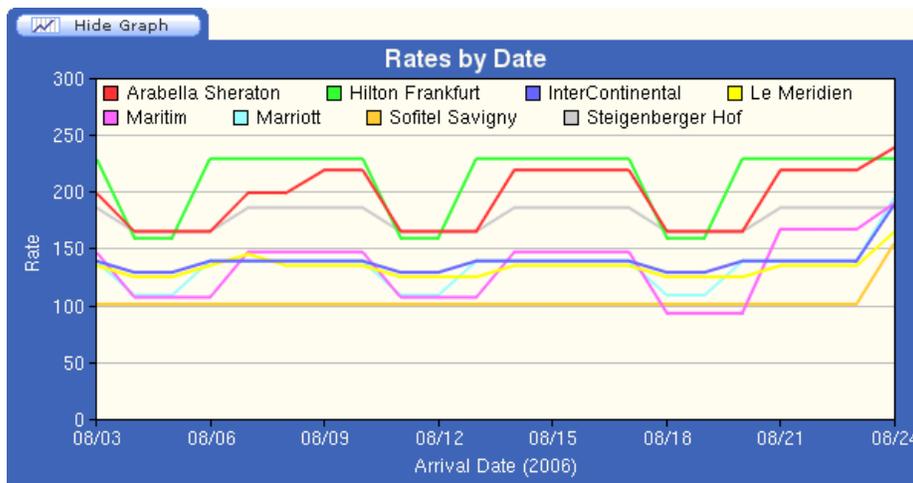
The second section of a rate grid displays the package rate details. For description of some of the columns in the second section of the Package Shop All rate report, refer [“Description of the columns in the Display Position report” on page 58](#). The **Rating** column displays the rating of the selected property. The **Rating Type** column displays the type of rating for a property in the selected data source.

## 7.4 Viewing graphs

You can view a graphical representation of the rates for most rate reports. By default, the graph is hidden when the report is displayed.

### *To view a graphical representation of the rates*

1. Click the **Request Queue** tab on the main menu.  
The **Request Queue** page is displayed.
2. Select the option button corresponding to the request for which you want to view a graphical representation of the rates.
3. Click the **Criteria** button.  
The **Criteria** page is displayed with the criteria details of the selected request.
4. Select the layout that you want to use from the **Layout** list.
5. Select the output format as HTML from the **Output** list.
6. Click the **View** button that is located in the Retrieve rates from MarketVision Database section.  
The **View** page is displayed.
7. Click the **Show Graph** button.  
A graphical representation of the rates is displayed.



**Figure 51. Graphical representation of the rates**

**NOTE:** A separate color code is used for each competitor hotel in a graph. If there are broken lines in a graph, then the hotel was not available for shopping on that particular day.

## 7.5 Viewing rate details

When you submit a shopping request MarketVision shops for all the rates irrespective of the Room Product, Room Type, and the Accommodation that you select in the Guests/Rooms/Products section on the Criteria page. You can view the details of a rate for a particular day from the View page.

### *To view the rate details*

1. Click the **Request Queue** tab on the main menu.  
The **Request Queue** page is displayed.
2. Select the option button corresponding to the request for which you want to view the rate details.
3. Click the **Criteria** button.  
The **Criteria** page is displayed with the criteria details of the selected request.
4. Select the **Enable Rate Drill Down** box from the **Report Settings** section.
5. Click the **View** button that is located in the Retrieve rates from MarketVision Database section.  
The **View** page is displayed.
6. Click a rate link.  
The rate details of a competitor hotel for a particular day is displayed.

If MarketVision finds more than one rate for a competitor then the rate details for all the rates are displayed. The Extra Information cell highlighted in blue indicates that the displayed rate is the lowest rate and the Room/Product Type criteria in that cell matches with the Room/Product Type criteria that you select on the Criteria page. The Extra Information cell highlighted in white indicates that the displayed rate is not the lowest rate but the Room/Product Type criteria in that cell matches with the Room/Product type criteria that you select on the Criteria page. The Extra Information cell highlighted in pink indicates that the Room/Product Type criteria in that cell does not match with the Room/Product Type criteria that you select on the Criteria page.

## 7.6 Viewing rate history

MarketVision keeps track of rate changes every time it shops a rate. To view the rate history, click the **History** link in the HTML report.



**Figure 52. History report**

History report consist of the rates for a selected arrival date, but shopped at different dates prior to the arrival date. The completeness of the history data depends on how many times the same arrival date has been shopped on different days prior to the arrival date.

## 7.7 Real-time shopping

If a **Shop** button is displayed in an HTML report, you can activate a new shopping for the selected row without submitting a new shopping request. Click the **Shop** button and the MarketVision Price Position For Hotels user interface updates the selected row with the latest rates.

**NOTE:** A record of these shopping requests is not displayed on the **Request Queue** page. However, the appropriate number of shop units are deducted from your account.

# Glossary

<b>Action</b>	The action that MarketVision should take once the shopping is complete.
<b>Ad hoc shopping</b>	Ad hoc shopping is the instant shopping that is performed by selecting certain criteria and submitting the request for shopping without saving the profile. Spot shopping is performed from the <b>Criteria</b> page by clicking the <b>Submit Now</b> button.
<b>Compare Property</b>	Properties to which the rate of the reference property are compared.
<b>Criteria</b>	Parameters that are used to search for the hotel rates.
<b>Enable Rate Drill Down</b>	The criteria setting to make the rate links active for viewing the details of a rate in a rate report.
<b>Data sources</b>	Data sources are the databases from where the rates are shopped. The examples of data sources are the GDS seamless rates, Hotel brand web sites, Travel web sites, and so on.
<b>Exception</b>	Exceptions are the conditions that are used to compare and highlight the rates that fulfill those conditions in a rate report.
<b>Highlighted</b>	The criteria setting to display the rates in different colors in comparison to the selected property rates in the HTML reports.
<b>Layout</b>	Layout of the rate report.
<b>Length of Stay</b>	Duration of the stay in a hotel in days.
<b>Output</b>	Format of the rate report. The available formats are HTML, PDF, XLS, and CSV.
<b>Profiles</b>	Saved set of criteria that can repeatedly be used for rate shopping/reporting.
<b>Request</b>	Request is a set of criteria that is submitted for shopping or reporting. Each time a profile is submitted for shopping it is sent as a request to MarketVision. All the submitted shopping requests are listed on the Request Queue page in the order that they are received.
<b>Reference Property</b>	Property to which all the competitor rates are compared.
<b>Remaining Shops</b>	Shopping units remaining in your account for the current month.
<b>Request Status</b>	Status of a shopping request.
<b>Scheduled shopping</b>	Automatic shopping is the shopping that is performed without manually submitting the request for shopping. You can save a profile for automatic shopping from the <b>Criteria</b> page.
<b>Shop Data Age (days)</b>	Shop data age setting is used to filter the rates older than the specified number of days.
<b>Shop level (pages)</b>	Shop level (pages) specifies the page depth of the market position search. For the Market Position report, MarketVision will stop looking for the hotel rates beyond the specified number of pages.

<b>Shopping</b>	Shopping is the process of gathering rates from a data source. Shopping also involves storing the shopped rates in the MarketVision database.
<b>Shop Units</b>	Number of shop units that a shopping has consumed from the users monthly shop unit allowance. The number of shop units is related to the number of rates that MarketVision attempts to shop.
<b>Stored rates</b>	Stored rates are the previously shopped rates that are saved in the MarketVision database. You can view the previous shopped rates by clicking the <b>View</b> button on the <b>Criteria</b> page.

# Appendix

## MarketVision room products

The **Room Product** list in the **Guests/Rooms/Products** section on the **Criteria** page displays the following room products. Contact Rubicon Inc., if you would like to add more room products to this list.

**Table 22. Description of the Room Products**

Products	Description
AAA	Products specifically identified as AAA or CAA, using keyword variations of “AAA”, “CAA”, “auto club”, and so on.
AAA/Unrest	Lowest of Unrestricted and AAA combined
AARP	Products specifically identified as AARP or senior discount, using keyword variations of “AARP”, “senior”, “retired”, and so on.
AARP/Unrest	Lowest of Unrestricted and AARP combined.
Adv Purch	Products requiring advance purchase or purchase at time of booking, using keywords such as “deposit required”, “pre-payment”, “full payment due”, and so on.
Adv Purch/Merch	Lowest of Advance Purchase and Merchant Model combined.
Any Non-Qual	Lowest of Unrestricted, Adv Purch and Merchant Model combined. Excludes qualified rates that require membership, association or identification. Also excludes government.
Any Rate	Lowest rate offered regardless of category.
Corp	Products specifically identified as corporate rates, using keyword variations of “corporate”. Does not include contracted or company-specific rates.
Corp/Unrest	Lowest of Unrestricted and Corporate combined.
Gov	Products specifically identified as government rates, using keyword variations of “government” and “military”. Includes but does not differentiate among federal, state and local rates.
Gov/Unrest	Lowest of Unrestricted and Government combined.
Merchant Model	Website-exclusive rates, including Expedia’s “Special Rate”, Travelocity’s “Good Buy”, Orbitz’s “OrbitzSaver”, and Hotels.com’s negotiated rates.
Package	Market-specific products bundled with airfares.
Unrestricted	Products offered for general availability, without qualification or advance purchase requirements. Includes Merchant Model rates as applicable.
Unrest / No Merch	Products offered for general availability, without qualification or advance purchase requirements. Merchant Models are excluded.

## Rate report—color codes

A description of the color codes that are used in a rate report is provided in the following table.

**Table 23. Description of color codes**

Color	Description
Blue	Indicates the rate of the selected property. A competitor rate that is equal to the rate of the selected property is also displayed in blue.
Green	Indicates that a competitor rate is higher than the selected property rate.
Red	Indicates that a competitor rate is lower than the selected property rate.

## Rate report—flags

A description of the rate flags that are used in a rate report is provided in the following table.

**Table 24. Description of rate report flags**

Flag	Description
Blank cell	Specifies that there are no rates that meet the selected criteria.
A superscript number	Indicates the number of days ago the rates in the cell were shopped.
ERR	Specifies that MarketVision had encountered an error while shopping this rate.
X	Specifies that the rate has been converted to your requested report currency from the original currency (clicking on the rate link displays the original currency).
CLOSED	Specifies that the rates are not available on the selected data source for the selected criteria.

## Action criteria options

A description of the options available in the Action list is provided in the following table.

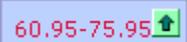
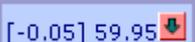
**Table 25. Action criteria options**

Option	Description
Shop Only	Shops for the rates and stores them in the MarketVision database.
Shop and Send Notification	Shops for the rates and sends an email notification when the shopping is complete.
Shop and Send Report	Shops for the rates and sends the rate report by email in the selected layout and format.
Send Report Only	Retrieves the previously shopped rates from the MarketVision database and sends the rate report by email in the selected layout and format.

## Presentation options

A description of the options available in the Presentation list is provided in the following table.

**Table 26. Presentation options**

Option	Description
Direction Indicator	Displays an up  arrow along with the current rate, when the current rate is higher than the previous rate. Displays a down arrow  along with the current rate, when the current rate is lower than the previous rate.
Previous Rate	Displays the previous rate along with the current rate. For example, if the previous rate was 60.00 and the current rate is 59.95, then the rates are displayed as  in the rate report.
Previous Rate and Direction	Displays the previous rate and the up or down arrow along with the current rate. The up or down arrow indicates whether the current rate is higher or lower than the previous rate. For example, if the previous rate was 60.95 and the current rate is 75.95, then the rates are displayed as  in the rate report.
Rate Change	Displays the change in rate along with the current rate. For example, if the previous rate was 60.00 and the current rate is 59.95, then the rates are displayed as  in the rate report.
Rate Change and Direction	Displays the change in rate and the up or down arrow along with the current rate. For example, if the previous rate was 60.00 and the current rate is 59.95, then the rates are displayed as  in the rate report.



# Getting Further Help

Please visit the home page of Rubicon, Inc., [www.RubiconGroup.com](http://www.RubiconGroup.com) for more information about Rubicon, Inc. and its products.

Send in your comments, suggestions, or questions about any aspect of the MarketVision Price Position For Hotels user interface.

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