

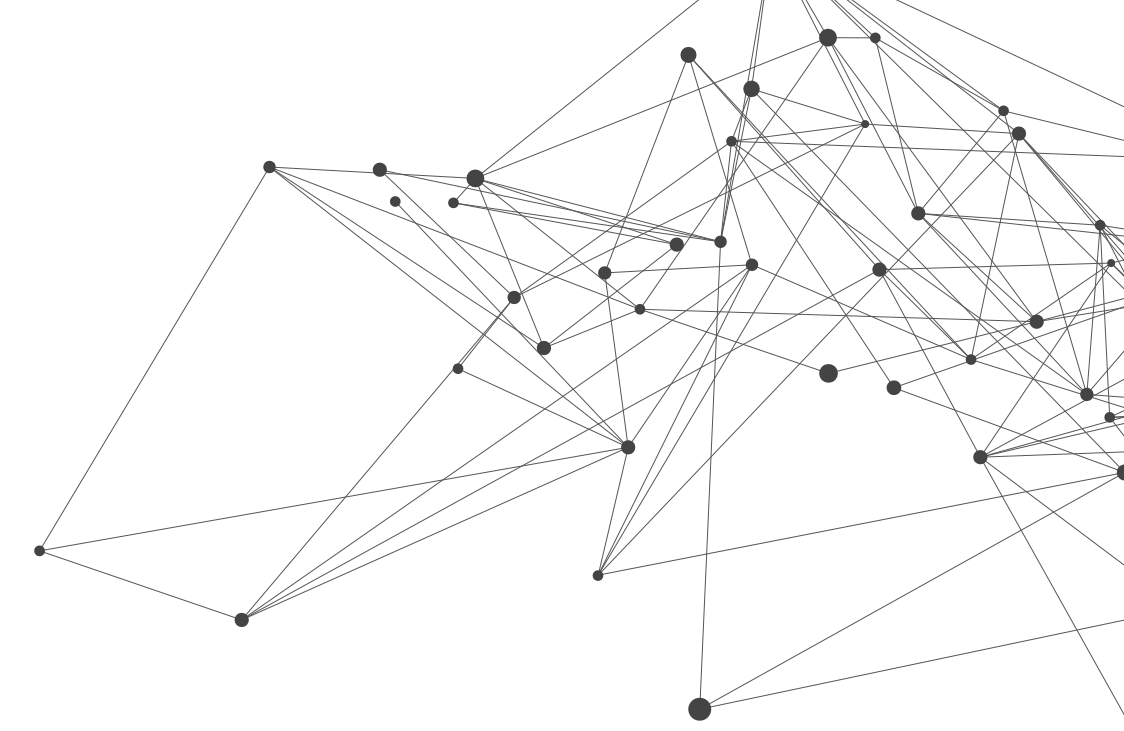


ORRA AITM

Performance Report on Selected Implementations

MARCH 2019

Case Study



Czech Campaigns

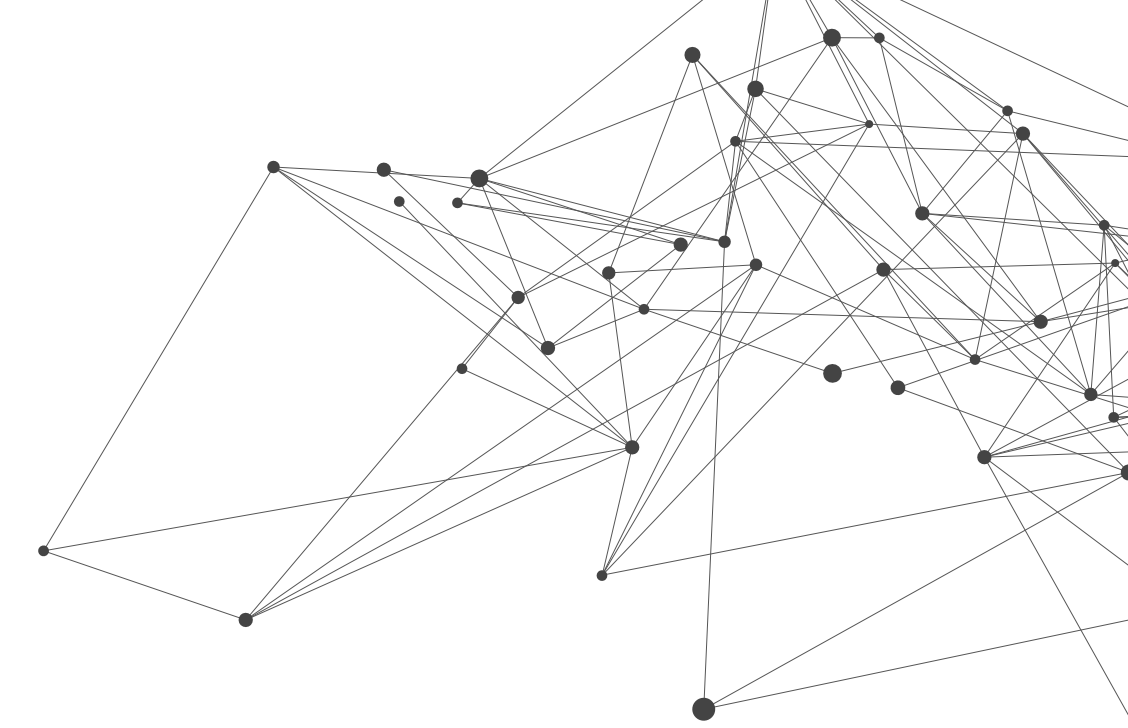
ORA AI

The Czech campaigns: RoomSage AI vs benchmark results



	Benchmark	RoomSage AI	Percentage difference
OTA.cz			
Agency profit	3 822 CZK	4 679 CZK	22%
Hotel profit	22 778 CZK	30 210 CZK	33%
Czech Hotel A			
Adj. agency profit	58 844 CZK	61 318 CZK	4%
Adj. hotel profit	291 649 CZK	282 345 CZK	-3%
Czech Hotel B			
Agency profit	-4 270 CZK	4 145 CZK	197%
Hotel profit	13 120 CZK	22 032 CZK	68%
Czech Hotel C			
Adj. agency profit	91 597 CZK	114 436 CZK	25%
Adj. hotel profit	403 426 CZK	533 167 CZK	32%

Czech campaigns – benchmark periods



Due to important differences between campaigns, RoomSage ORA AI results are compared to different benchmarks for every campaign:

- OTA.cz – weekly averages for three weeks of the AI working (3 weeks from 14th of May to 3rd of June) vs weekly averages over the entire remaining time when these campaigns were active (50 weeks from 29th of May 2017 to 13th of May 2018)
- Czech Hotel A – monthly averages for March-May 2018 compared to averages in the period February 2017 - January 2018
- Czech Hotel B – monthly averages for April-May 2018 compared to the results in March 2018
- Czech Hotel C – monthly averages for April-May 2018 compared to averages for February-March 2018



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