Apex Travel

June 2026

Market Opportunity

UNITED STATES

Evaluates market share by examining month-over-month trends and identifying underpenetrated regions, emphasizing unbooked chains and the financial opportunities associated with engaging top opportunities.

Table of Contents

Executive Summary

The business implication is clear: Apex's current market position limits access to commissionable volume, supplier visibility, and leverage in commercial discussions. High-ADR opportunities provide a path to improve revenue quality, while the broader set of key properties can expand scalable volume in hotels aligned with Apex's normal booking profile. Strategic focus should center on markets and suppliers where peers are already active, prioritizing properties with strong fit and revenue potential. Converting these gaps into booked share would help reverse the decline, strengthen supplier relevance, and support durable commission growth.

The peer set held a 34.3% market share and expanded by 0.3 percentage points, or 0.9%, while Apex contracted sharply. This divergence shows that the decline was not simply caused by a softer market. Apex lost ground against competitors with much greater supplier visibility and booking scale. Monthly growth remained negative throughout the period, with the strongest result in April 2026 at -0.1 percentage points, or -12.3%, and the weakest in June 2025 at -0.3 points, or -35.8%. The pattern signals sustained underpenetration rather than short-term volatility. This gap materially weakens Apex's position.

The opportunity set is substantial and provides a direct route to rebuild share. Apex has 611 high-ADR property opportunities representing an estimated $117M in commissionable revenue, plus 9,371 key property opportunities aligned with its normal booking profile worth another $288M. Strategic focus should center on properties already proven with peers, prioritizing the strongest fit, highest revenue potential, and markets where share erosion is most severe. Converting even a portion of these gaps would expand commissionable volume, improve supplier relevance, and begin reversing the United States market share decline.

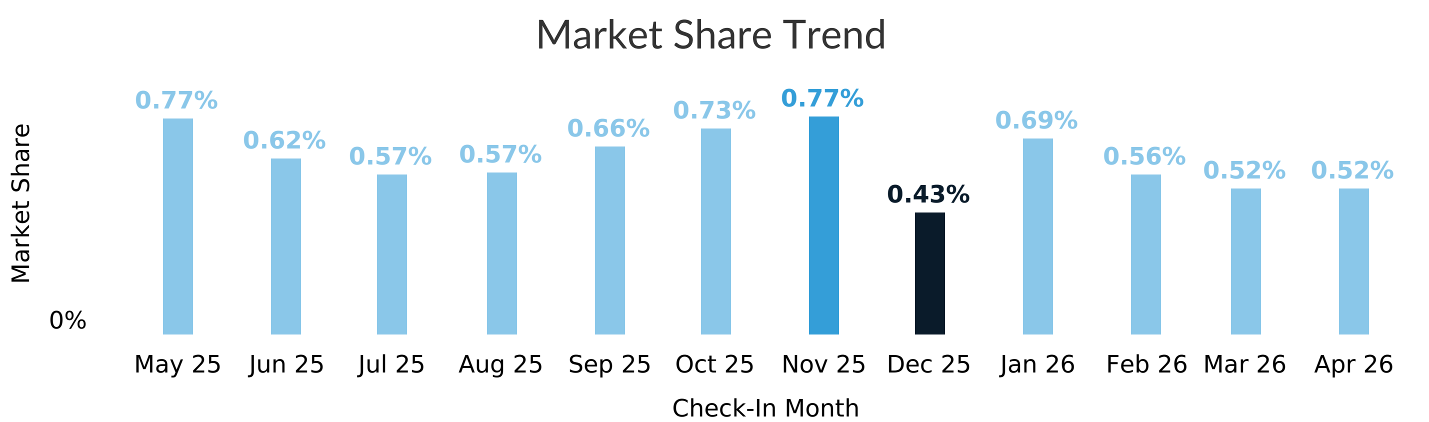
All monetary values in this report are in **$ - USD**. This report was created on **7/29/2026** and covers transactions with check-out dates between July 2025 and June 2026.

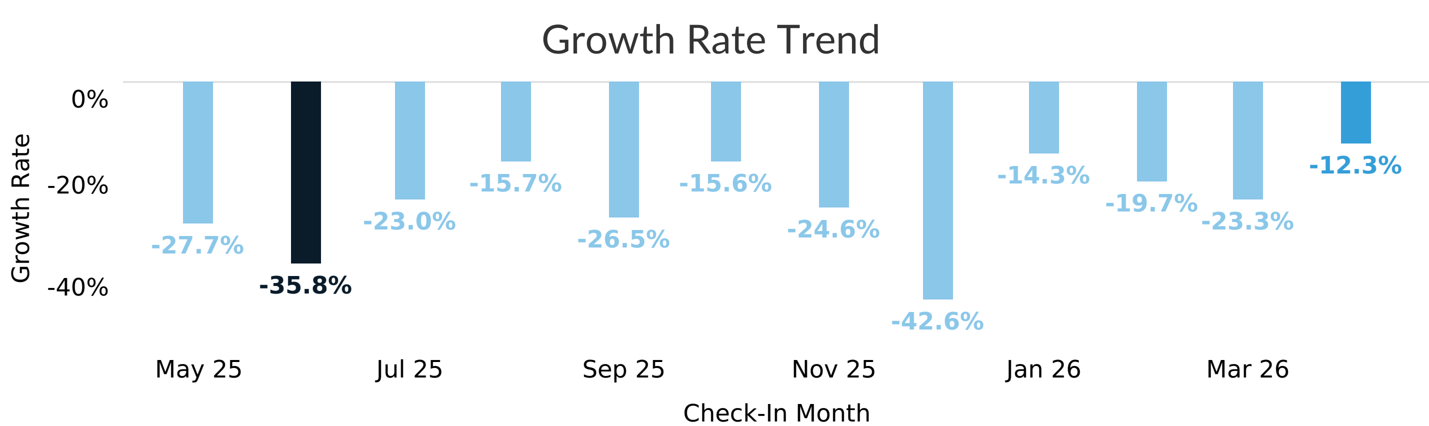
Room night counts, revenue amounts, and commission amounts are based on transactions processed through Onyx CenterSource.

UNITED STATES Market Share

Understand how your business is positioned in the commissionable hotel market. These metrics show the share you captured, how that position is changing over time, and how your momentum compares with peers, helping clarify whether growth is translating into stronger market presence.

Apex Market Share	Apex Market Growth	Apex Growth Rate
0.6%	-0.2 point(s)	-24.7%
Peer Market Share	**Peer Market Growth**	**Peer Growth Rate**
34.3%	0.3 point(s)	0.9%





UNITED STATES Top Opportunities

With your market position established, turn to the hotels where share has not yet been captured. This page highlights high-value unbooked properties so you can focus on the opportunities most likely to expand revenue, strengthen supplier coverage, and improve your position in the market.

High-ADR Properties	High-ADR Revenue
611	$117M

High-ADR Opportunities: Top opportuties with prime Average Daily Rates.

Key Properties	Key Revenue
9,371	$288M

Key Opportunities: Top opportuties with similar Average Daily Rates to your usual bookings.

Top High ADR Properties by Commissionable Revenue

Hotel	Commissionable ADR	Commissionable Yield	Commissionable Revenue
Sample Hotel 1	1,940	9.9%	5,179,800
Sample Hotel 2	2,010	9.9%	4,743,600
Sample Hotel 3	1,340	10.0%	4,127,200
Sample Hotel 4	3,810	9.8%	2,819,400
Sample Hotel 5	1,350	9.4%	2,767,500

Top Key Properties by Commissionable Revenue

Hotel	Commissionable ADR	Commissionable Yield	Commissionable Revenue
Sample Hotel 1	330	6.8%	891,000
Sample Hotel 2	100	10.8%	423,000
Sample Hotel 3	120	9.6%	405,600
Sample Hotel 4	110	8.9%	382,800
Sample Hotel 5	250	9.3%	357,500

onyx

CenterSource™

Appendix | Apex Travel

Market Opportunity
UNITED STATES

Top Opportunities 1-25

Top opportuities highlights hotel properties with confirmed commissionable transactions that Apex Travel has not booked within the previous 12 complete months. Commissionable ADR measures the average daily rate for commissionable transactions. Commissionable yield measures the average percentage of commissionable revenue that is paid to agencies as commission. Commissionable revenue measures the hotel's estimated annual revenue from commissionable bookings. Top opportunities are ranked by potential commissionable revenue.

#	Hotel	Comm. Revenue	Comm. ADR	Comm. per RN	Comm. Yield	Days to Pay
1	Hotel 1		1,940	250	9.9%	10
2	Hotel 2		2,010	300	9.9%	30
3	Hotel 3		1,340	200	10.0%	20
4	Hotel 4		3,810	590	9.8%	40
5	Hotel 5		1,350	170	9.4%	80
6	Hotel 6		1,810	270	11.0%	50
7	Hotel 7		1,980	240	9.7%	50
8	Hotel 8		2,350	310	10.3%	20
9	Hotel 9		1,110	170	11.2%	20
10	Hotel 10		1,450	150	9.7%	20
11	Hotel 11		1,530	240	10.6%	60
12	Hotel 12		1,150	160	9.9%	40
13	Hotel 13		1,370	220	9.7%	50
14	Hotel 14		1,660	210	10.1%	50
15	Hotel 15		830	110	9.0%	50
16	Hotel 16		1,950	300	9.9%	50
17	Hotel 17		1,180	150	9.9%	60
18	Hotel 18		1,600	180	10.4%	40
19	Hotel 19		850	100	9.9%	50
20	Hotel 20		880	110	9.5%	50
21	Hotel 21		1,180	120	9.9%	20
22	Hotel 22		1,960	280	9.9%	40
23	Hotel 23		1,400	190	9.8%	80
24	Hotel 24		770	130	10.0%	40
25	Hotel 25		770	130	10.2%	60

Top Opportunities 26-50

Top opportuities highlights hotel properties with confirmed commissionable transactions that Apex Travel has not booked within the previous 12 complete months. Commissionable ADR measures the average daily rate for commissionable transactions. Commissionable yield measures the average percentage of commissionable revenue that is paid to agencies as commission. Commissionable revenue measures the hotel's estimated annual revenue from commissionable bookings. Top opportunities are ranked by potential commissionable revenue.

#	Hotel	Comm. Revenue	Comm. ADR	Comm. per RN	Comm. Yield	Days to Pay
26	Hotel 26		680	100	9.9%	40
27	Hotel 27		1,190	200	10.4%	90
28	Hotel 28		920	170	9.7%	60
29	Hotel 29		1,470	180	9.4%	60
30	Hotel 30		540	60	9.1%	50
31	Hotel 31		720	90	9.1%	50
32	Hotel 32		1,890	280	9.8%	50
33	Hotel 33		330	20	6.8%	20
34	Hotel 34		1,310	180	9.8%	50
35	Hotel 35		990	140	10.0%	40
36	Hotel 36		1,770	230	9.9%	20
37	Hotel 37		1,200	130	10.0%	30
38	Hotel 38		2,410	310	10.0%	80
39	Hotel 39		1,950	290	10.0%	60
40	Hotel 40		1,690	180	9.9%	20
41	Hotel 41		820	140	9.8%	60
42	Hotel 42		2,490	280	10.0%	20
43	Hotel 43		1,120	240	9.8%	90
44	Hotel 44		820	90	9.4%	20
45	Hotel 45		1,010	100	9.6%	20
46	Hotel 46		640	90	10.5%	50
47	Hotel 47		770	140	9.8%	50
48	Hotel 48		850	100	6.9%	40
49	Hotel 49		1,570	260	9.7%	40
50	Hotel 50		990	130	9.7%	20

Top Opportunities 51-75

Top opportuities highlights hotel properties with confirmed commissionable transactions that Apex Travel has not booked within the previous 12 complete months. Commissionable ADR measures the average daily rate for commissionable transactions. Commissionable yield measures the average percentage of commissionable revenue that is paid to agencies as commission. Commissionable revenue measures the hotel's estimated annual revenue from commissionable bookings. Top opportunities are ranked by potential commissionable revenue.

#	Hotel	Comm. Revenue	Comm. ADR	Comm. per RN	Comm. Yield	Days to Pay
51	Hotel 51		1,300	210	9.6%	60
52	Hotel 52		1,050	150	10.2%	40
53	Hotel 53		490	50	9.6%	20
54	Hotel 54		810	190	10.1%	80
55	Hotel 55		3,710	660	10.1%	40
56	Hotel 56		2,140	260	10.0%	80
57	Hotel 57		1,050	120	9.9%	50
58	Hotel 58		800	110	9.6%	60
59	Hotel 59		1,060	170	9.9%	70
60	Hotel 60		500	150	10.6%	60
61	Hotel 61		710	80	10.1%	20
62	Hotel 62		1,150	160	9.9%	50
63	Hotel 63		740	100	9.7%	40
64	Hotel 64		480	250	9.9%	60
65	Hotel 65		1,100	130	8.3%	50
66	Hotel 66		1,020	120	9.5%	60
67	Hotel 67		1,110	170	9.7%	50
68	Hotel 68		390	70	9.8%	80
69	Hotel 69		100	10	10.8%	20
70	Hotel 70		120	10	9.6%	50
71	Hotel 71		620	120	9.6%	50
72	Hotel 72		1,000	140	9.7%	50
73	Hotel 73		670	80	9.2%	50
74	Hotel 74		540	70	9.9%	50
75	Hotel 75		110	10	8.9%	120

Terms and Definitions

Comm. ADR: Average daily rate for commissionable transactions.

Comm. Per RN: Average commission amount per commissionable room night.

Comm. Revenue: Estimated hotel revenue from commissionable transactions.

Comm. Yield: Average percentage of hotel revenue from commissionable transactions that is paid out as commission.

Days to Pay: Average time from check-out date to payment date.

Growth Rate: The year-over-year change in market share as a percentage.

Growth Rate Trend: The year-over-year change in market share as a percentage per month.

High-ADR Properties: Count of opportunity hotels with high ADRs over the previous 12 complete months.

High-ADR Revenue: Total estimated commissionable revenue from opportunity hotels with high ADRs over the previous 12 complete months.

Key Properties: Count of opportunity hotels with ADRs similar to Apex Travel's normal bookings over the previous 12 complete months.

Key Revenue: Total estimated commissionable revenue from opportunity hotels with ADRs similar to Apex Travel's normal bookings over the previous 12 complete months.

Market Growth: The year-over-year change in market share as percentage points.

Market Share: The ratio of Apex Travel's booked room nights to the total volume of book room nights in Onyx CenterSource's vast transactional records for the previous 12 complete months.

Market Share Trend: Market share per month for the previous 12 complete months.

Opportunity: A hotel that Apex Travel has not booked but your peer set has over the previous 12 complete months.

ONYXINSIGHTS

Market Opportunity Action Guide

Where do we have market share gaps, and which regions or suppliers offer the biggest opportunity?

Best used when

Territory growth is the main question: where to expand, where the agency is underpenetrated, and where peers are winning.

First signals to scan

Begin with market share KPIs and market share trend, then examine growth rate, ADR/revenue context, & opportunity properties or suppliers that represent whitespace.

How to interpret it

Interpret share in context. External benchmarks matter. A stable share in a fast-growing market can still signal missed upside, while a share decline in a shrinking market may be less alarming than it first appears.

Primary Decision

Quantify market potential to decide which markets to pursue, which supplier relationships to activate, and which opportunities justify focused effort.

RECOMMENDED ACTIONS

- Focus account-management or supplier-engagement efforts on regions, chains, or properties where peer share materially exceeds yours.
- Build targeted growth plans around high-ADR and high-revenue opportunity areas rather than broad, low-value expansion.
- Use the report to align commercial priorities by geography, partner, and segment.

INTERPRETATION PITFALLS TO AVOID

- Do not read market growth in isolation; compare your growth rate with peer growth before drawing conclusions.
- Avoid chasing every white-space opportunity equally; prioritize areas with both strategic fit & meaningful revenue potential.

STRATEGIC TAKEAWAY

Market Analysis helps move from broad ambition to targeted expansion by showing where demand exists, where peers are winning, and where your next best growth move likely sits.

ACTION TRIGGER EXAMPLES

IF YOU SEE THIS	RECOMMENDED ACTION	SUGGESTED FOLLOW-UP REPORT
Peer share is materially higher in a growing market *Whitespace opportunity with evidence of demand.*	Prioritize the market, size the gap, and identify the specific suppliers or properties needed to close it.	**Top Suppliers; Supplier Trust Score**
Agency share is stable while the market is growing *The agency may be falling behind despite no visible decline.*	Set growth targets based on peer trend, not just current share. Build a 90-day action plan for the highest-potential segments.	**Performance Spotlight; Top Suppliers**
Agency wins volume but lags in high-ADR areas *Growth mix may be diluting revenue opportunity.*	Separate premium targets from easier aligned targets. Decide whether the strategy is premium revenue, volume capture, or balanced growth.	**ADR Analysis if available; Yield Landscape**
A market looks attractive, but key suppliers have weak reliability *Growth may create operational or payment risk.*	Validate supplier reliability before expanding. Avoid growth plans that depend on partners with poor payment or confirmation patterns.	**Supplier Trust Score; Pending Payments**
Agency share declines in a shrinking market *Issue may be less urgent than a gap in a growing market.*	Do not overreact. Defend key accounts if needed, but shift growth resources to markets with stronger demand and monetizable upside.	**Performance Spotlight; Yield Landscape**

PROBLEM AND RESPONSE EXAMPLES

EXAMPLE PROBLEM	RECOMMENDED RESPONSE	PROOF TO MONITOR
A client wants to grow but cannot decide which markets/regions deserve attention.	Use market share, peer share, growth rate, and ADR context to rank markets. Focus on the top few opportunities instead of broad outreach.	**Market share change and commission growth in target markets.**
Peer agencies are gaining in a market where the client appears flat.	Treat flat share as a warning sign if the market is expanding. Build a supplier/property outreach plan for that market.	**Relative share gain versus peer trend.**
A high-ADR opportunity exists, but the agency has limited supplier relationships there.	Pull Top Suppliers and Supplier Trust Score to identify reliable partners that can support profitable expansion.	**Target-property conversion and realized yield in the market.**

REPORT-TO-REPORT LINKAGE:

Pair with Top Suppliers and Supplier Trust Score so the agency knows not just where to grow, but who can support growth reliably. Use Yield Landscape to confirm the opportunity’s long-term value potential.

ONYXINSIGHTS

How We Build Your Peer Set

A strong benchmark starts with the right peers.

What if your benchmarks could truly reflect your unique business dynamics? Our approach ensures peer sets that are both strategically relevant and behaviorally comparable. We avoid broad labels and one-size-fits-all groupings. Instead, we use a layered, multi-factor methodology to identify organizations that look and operate like your business in the ways that matter most. Our process begins with a top-down review of key performance signals, refining the peer group to ensure the best possible fit.

WHAT WE LOOK AT

To build a peer set that truly mirrors your business, we focus on the factors that matter most. These include:

- Booking revenue metrics (e.g., ADR and yield)
- Booking volume and transaction scale
- Geographic footprint and regional mix
- Hotel class and segment distribution
- Chain and supplier concentration
- Agency business model, client mix, and market focus

By looking across these elements together, we build peer sets that reflect not just size or spend, but the broader patterns that define how an agency operates and competes.

WHAT THIS MEANS FOR YOU

What makes a benchmark truly effective? It's the ability to reflect the nuances of your business, not just surface-level similarities. Our methodology creates peer groups that are consistent, relevant to your true competition, and aligned with real-world business behavior.

The result? A peer set that strikes the perfect balance - tailored for meaningful comparisons and broad enough to deliver reliable benchmark insights.