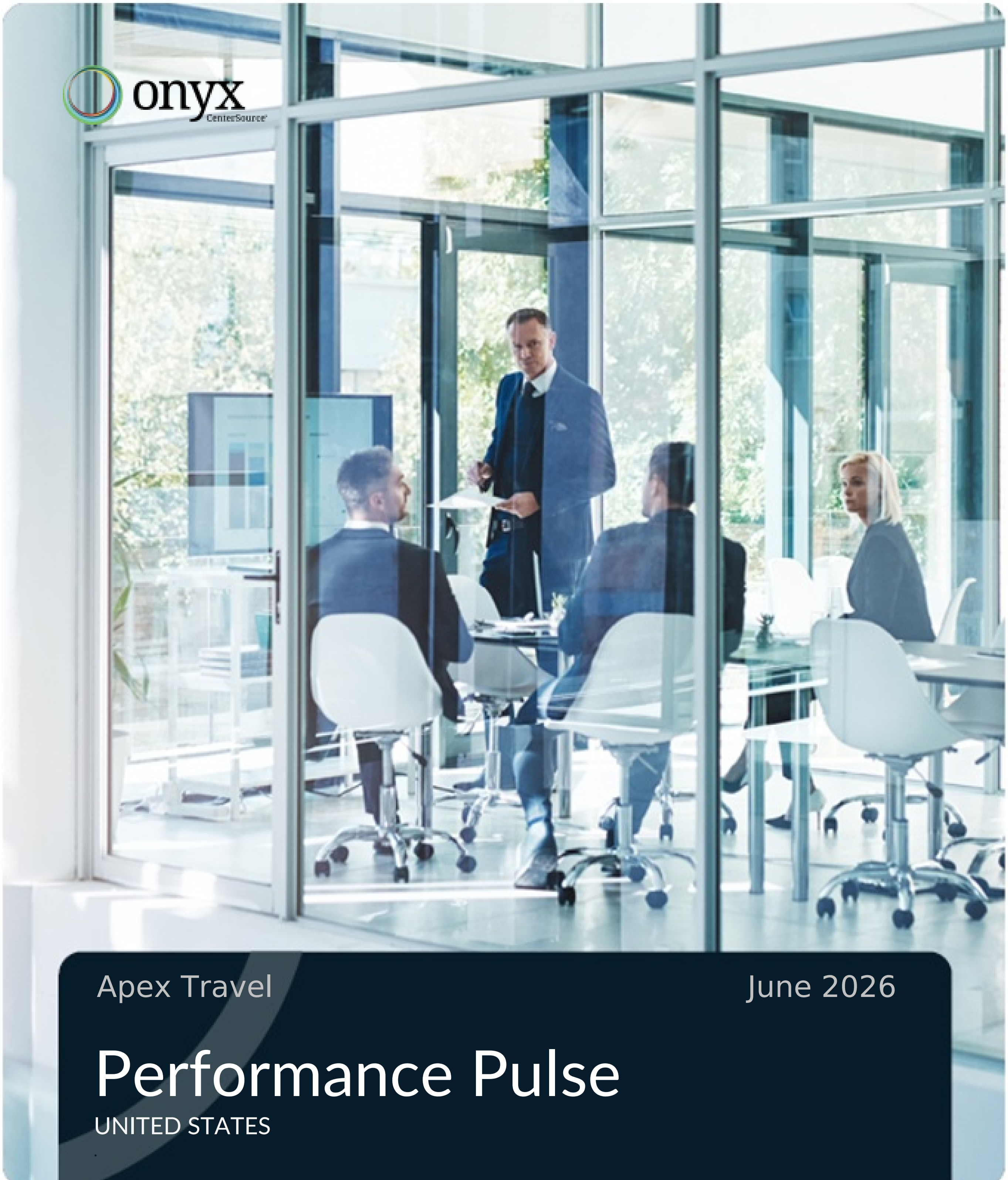

Apex Travel June 2026

Performance Pulse

UNITED STATES

A focused assessment of the top operational indicators that define business performance. Compares key metrics to meaningful peer and industry benchmarks, surfacing actionable insights to guide strategic improvement.

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Executive Summary

Apex Travel's United States performance from May 2025 through April 2026 reflects resilient commission economics despite softer booking volume. The business generated approximately 17.2K commissionable transactions and $1.3M in total commission. Commissionable transactions declined 5.0% year over year, yet total commission increased 1.1%, showing that revenue value per eligible transaction improved even as activity contracted. Commissionable room nights represent hotel-confirmed stays eligible for commission, while total commission includes both paid and unpaid earnings. The result indicates that Apex protected revenue more effectively than transaction trends alone would suggest.

Relative to peers, Apex underperformed on volume but outperformed on revenue realization and operating efficiency. Peer commissionable transactions declined only 1.0%, but peer total commission fell 1.9%, while Apex's commission increased. Apex's Stayed Commissionable Room Night Ratio reached 32.8%, 7.4 percentage points above peers, indicating stronger conversion of stayed volume into commissionable revenue. Its Parked Room Night Ratio was 0.1%, 0.1 points better, and average payment time was 46.1 days, 5.6 days faster. The main gap was the 97.9% Confirmed Paid Room Night Ratio, 1.4 points below peers. This means Apex monetizes stays effectively, but some confirmed commission remains unrealized.

The commercial priority is to sustain strong conversion and payment speed while closing the confirmed paid-ratio gap with the suppliers that matter most. Hotel Chain 1, Hotel Chain 2, and Hotel Chain 3 lead United States commission contribution, making these relationships central to cash-flow reliability and future growth. Property-level performance at Hotel 1, Hotel 2, and Hotel 3 also shows where concentrated value is being generated. Supplier reviews should focus on unpaid confirmed stays, preserve fast payment performance, and reinforce accountability where revenue exposure is highest.

exposure is highest.

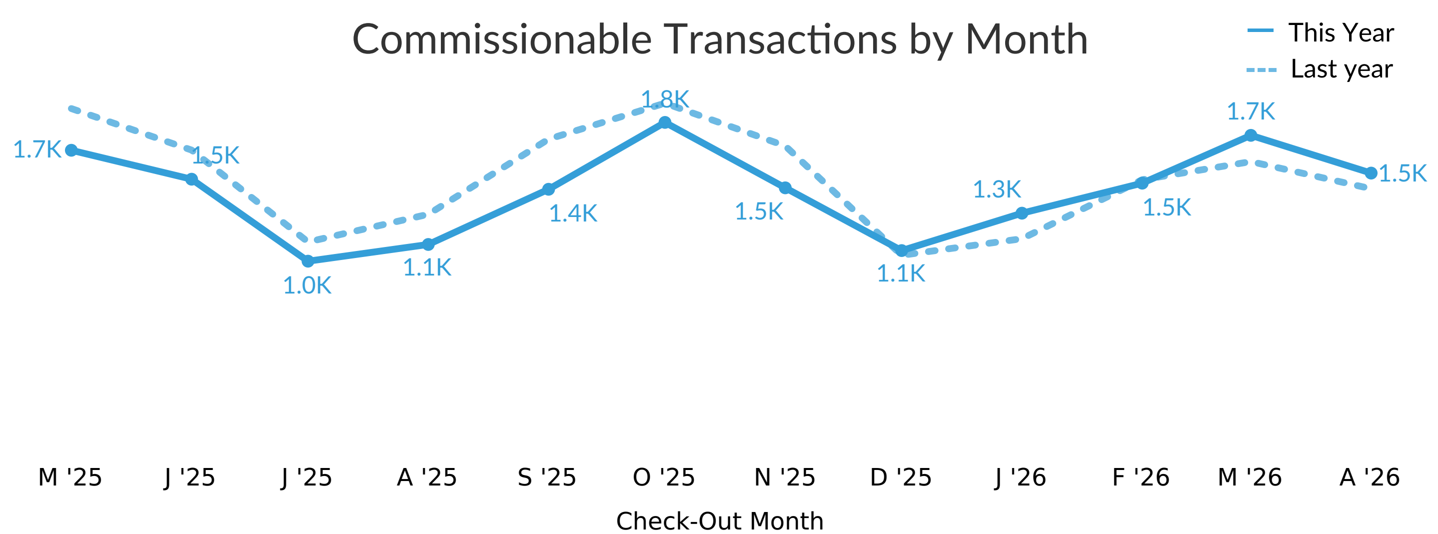
All monetary values in this report are in **$ - USD**. This report was created on **7/31/2026** and covers transactions with check-out dates between May 2025 and April 2026.

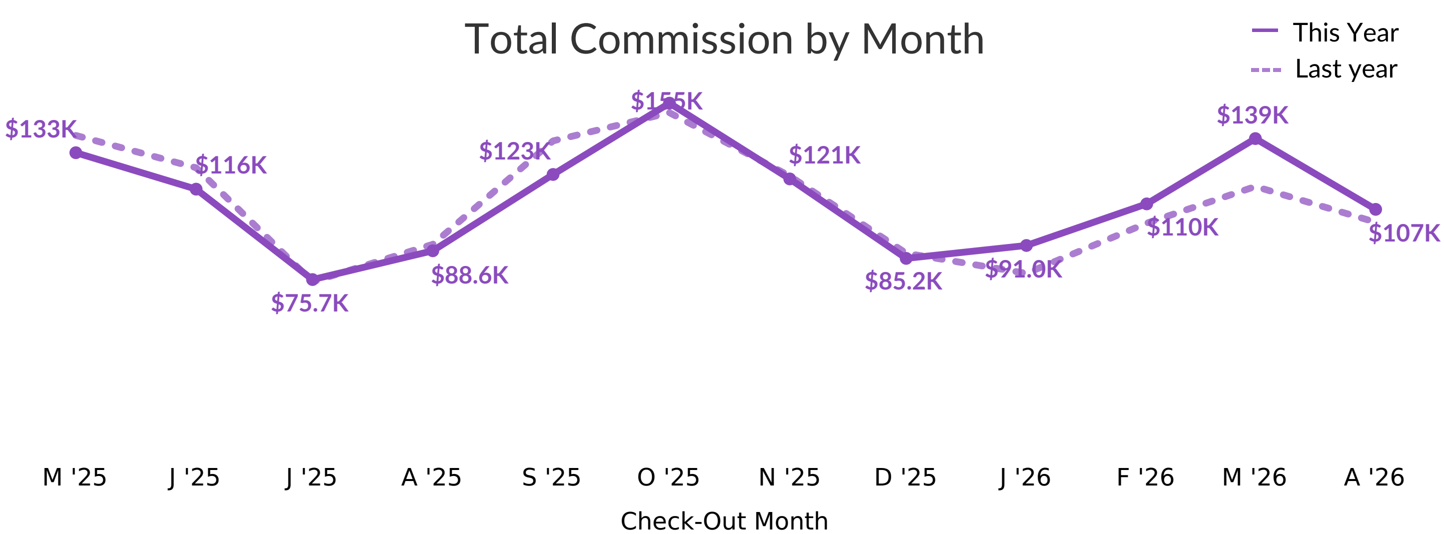
Room night counts, revenue amounts, and commission amounts are based on transactions processed through Onyx CenterSource.

Performance Report

Understand the overall shape of your performance. These core booking and commission metrics show whether results are improving, slowing, or holding steady against last year and peers, setting up where a closer look at operational drivers is most needed.

Comm. Transactions 17.2K	Trans. YoY Change -5.0%	Peer YoY Change -1.0%
Total Commission $1.3M	Comm. YoY Change 1.1%	Peer Comm. YoY Change -1.9%





Peer Performance Comparison

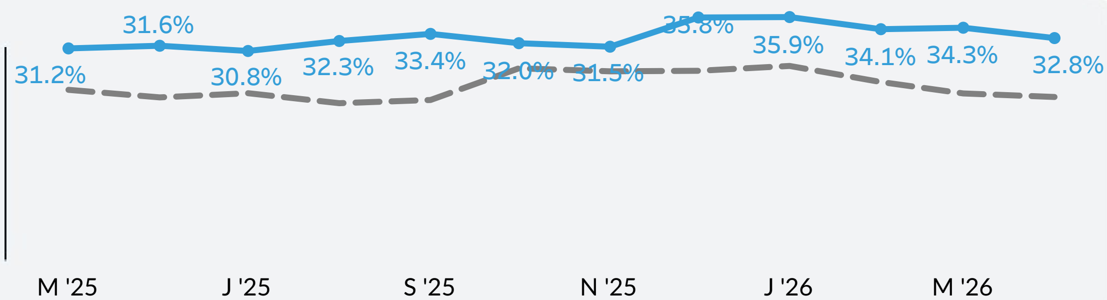
Build upon core metrics and explore how your operating ratios compare with peers over time. This helps explain whether payment speed, conversion, or booking quality may be reinforcing strong results or creating the gaps that appear in overall performance.

— Apex Travel   – – Peer Set

Stayed Comm.
Room Night Ratio

32.8%

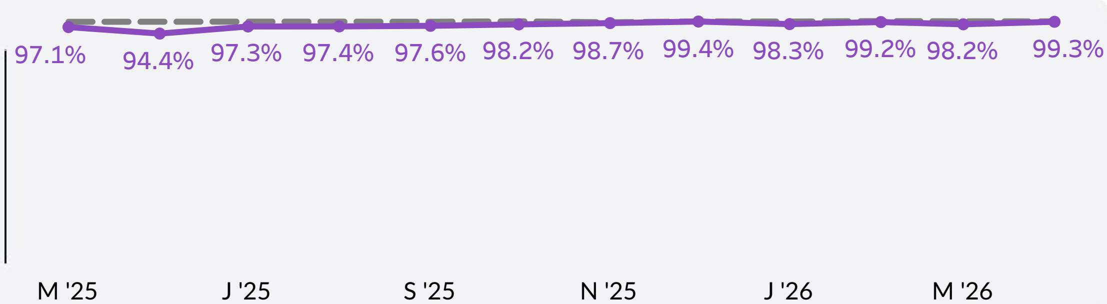
▲7.4pp vs Peers



Confirmed Paid
Room Night Ratio

97.9%

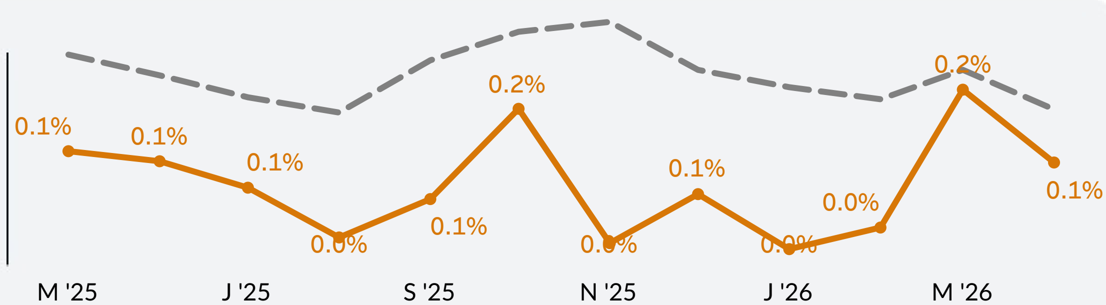
▼1.4pp vs Peers



Parked
Room Night Ratio

0.1%

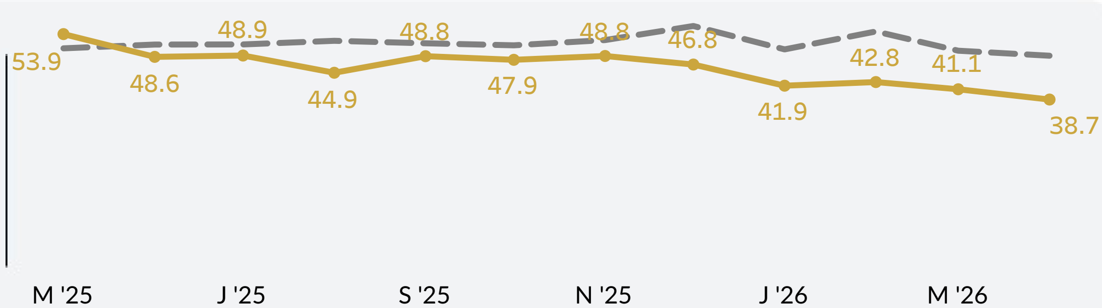
▼0.1pp vs Peers



Time to Payment
(in days)

46.1

▼5.6 days vs Peers



Performance Distribution

With the main performance patterns clear, investigate where they are concentrated across your top supplying hotels and agencies. Bring the story down to the ground level so you can identify what is driving results and where action is most likely to matter.

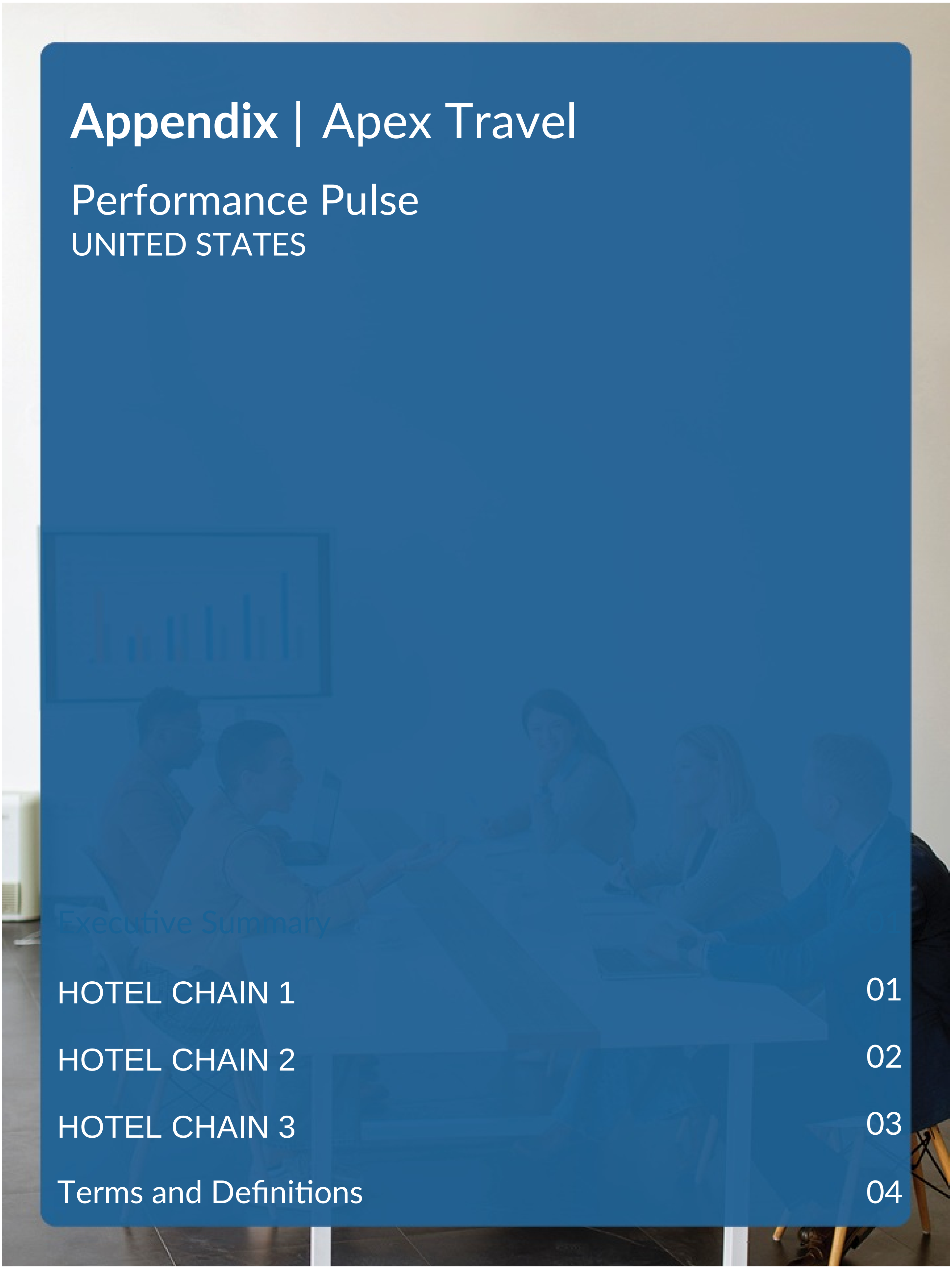
Top 10 Hotels

	Total Commission	Comm. Transactions	Comm. Room Nights
Hotel 1	$28,097	66	1,571
Hotel 2	$12,383	150	341
Hotel 3	$8,926	29	368
Hotel 4	$7,450	25	516
Hotel 5	$5,902	61	122
Hotel 6	$5,898	139	440
Hotel 7	$5,594	26	158
Hotel 8	$5,428	32	399
Hotel 9	$5,287	60	169
Hotel 10	$4,967	45	101

Top 10 Agencies

onyx

CenterSource™



Appendix | Apex Travel

Performance Pulse

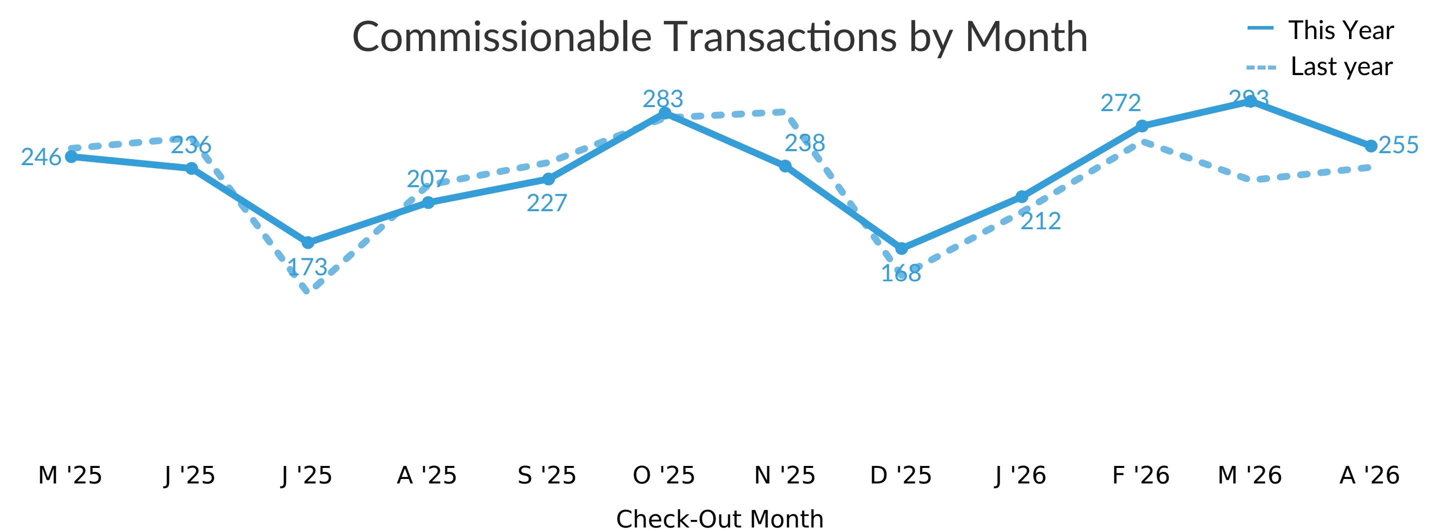
UNITED STATES

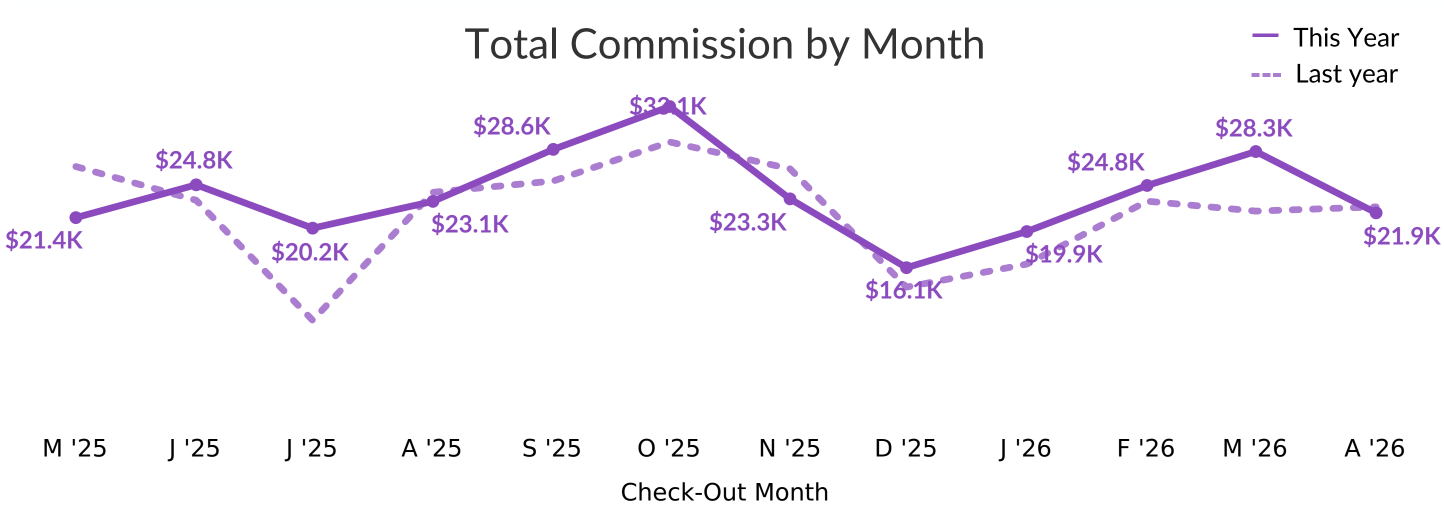
HOTEL CHAIN 1

Top operational metrics - total commissionable transactions and total booked commission - defining annual business performance with year-over-year comparisons. Monthly analysis compares this year's performance trends to the previous year.

Comm. Transactions	Trans. YoY Change
2.8K	2.7%

Total Commission	Comm. YoY Change
$285K	8.3%

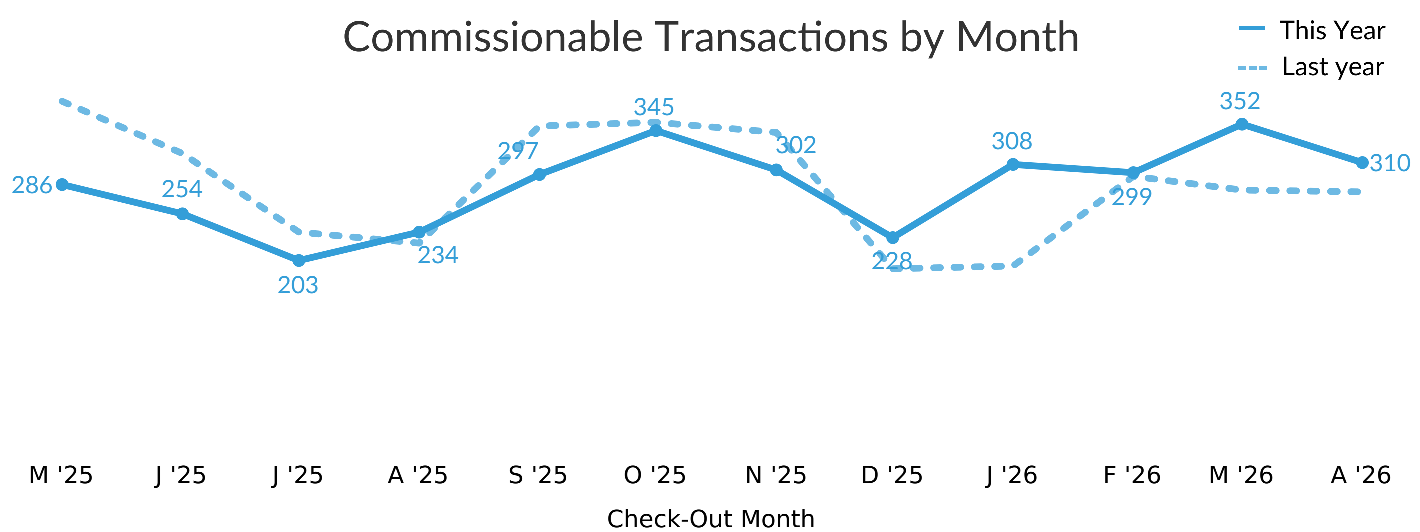


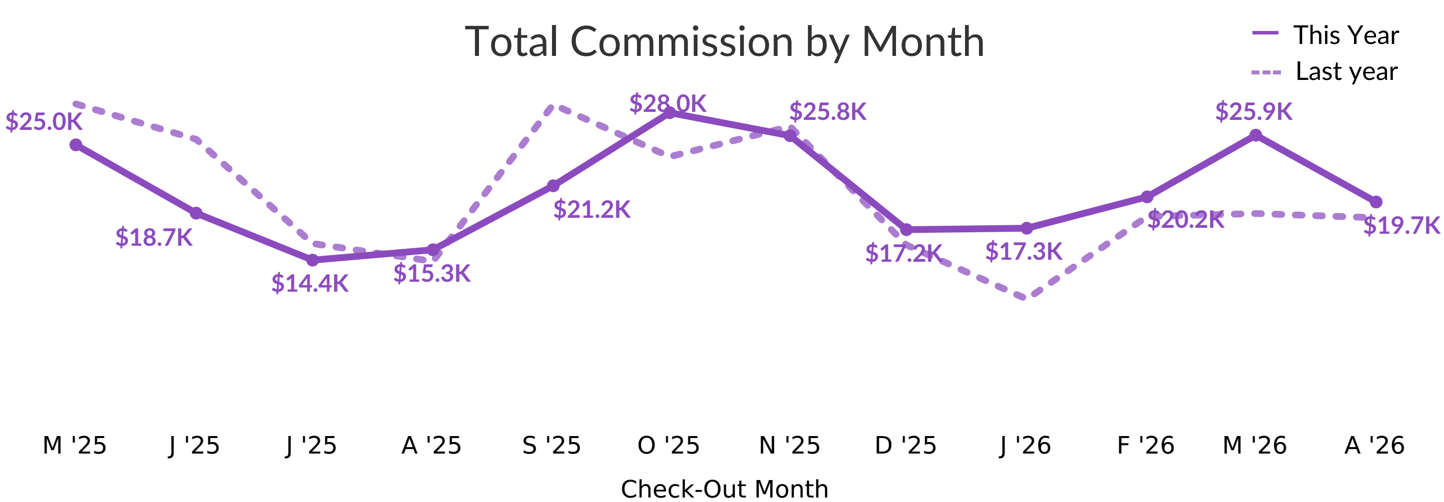


HOTEL CHAIN 2

Top operational metrics - total commissionable transactions and total booked commission - defining annual business performance with year-over-year comparisons. Monthly analysis compares this year's performance trends to the previous year.

Comm. Transactions 3.4K	Trans. YoY Change -0.8%
Total Commission $249K	Comm. YoY Change 1.3%



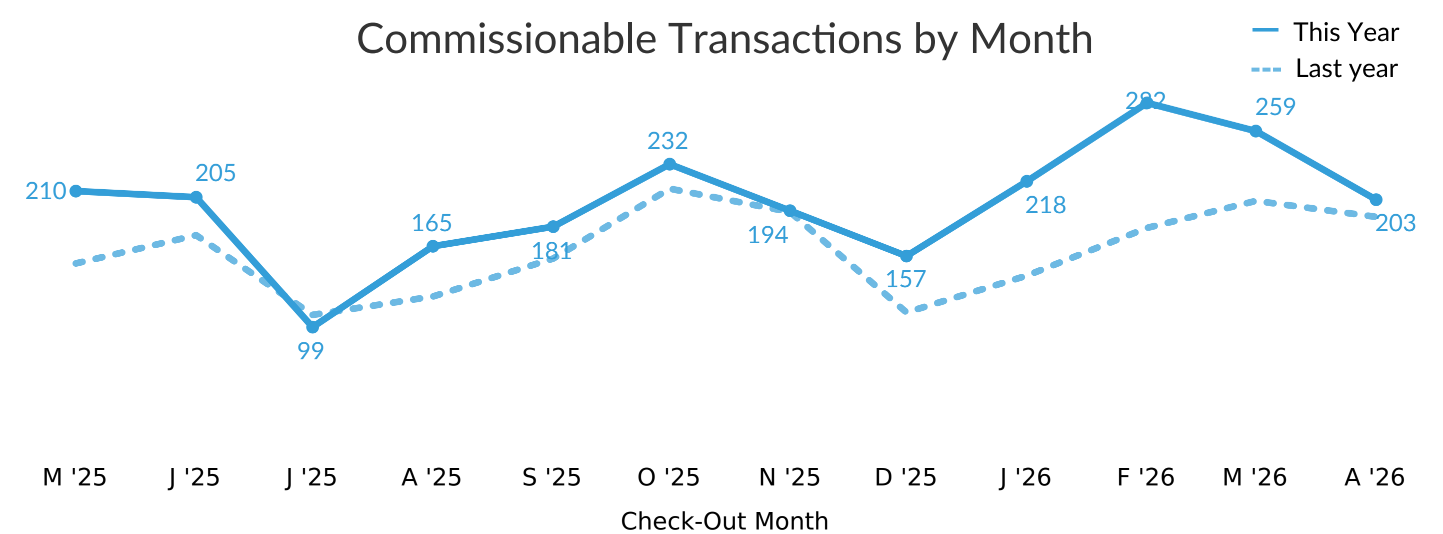


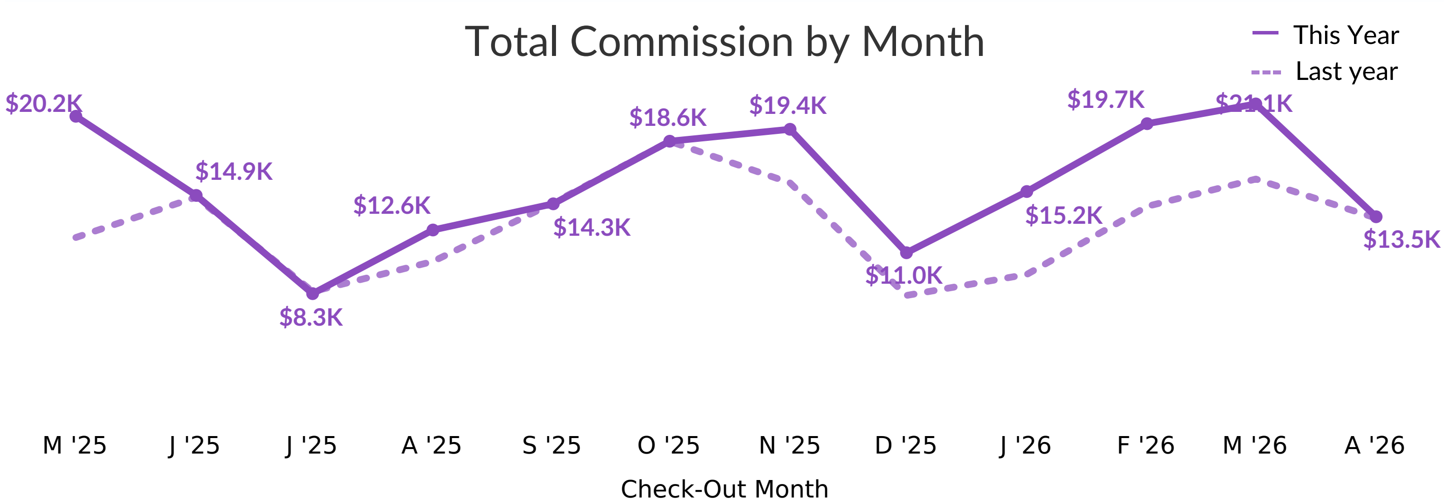
HOTEL CHAIN 3

Top operational metrics - total commissionable transactions and total booked commission - defining annual business performance with year-over-year comparisons. Monthly analysis compares this year's performance trends to the previous year.

Comm. Transactions	Trans. YoY Change
2.4K	23.9%

Total Commission	Comm. YoY Change
$189K	21.2%





Terms and Definitions

Definitions of key terms used in this report.

Brands Booked: Count of the brands under a parent hotel chain with whom you have booked a stay in the designated time period.

Commissionable Room Night / Comm. Room Night: A booked room night in a transaction that a hotel has confirmed to be commissionable. For cross-organizational comparisons, commissionable room nights are a more meaningful metric than commissionable transactions.

Commissionable Transactions / Comm. Transactions: A transaction that a hotel has confirmed to be commissionable.

Confirmed Paid Room Night Ratio: The percentage of commissionable room nights whose commissions have been paid. For cross-organizational comparisons, commissionable room nights are a more meaningful metric than commissionable transactions.

Countries Booked: Count of countries with whom you have booked hotel stays in the designated time period.

Hotel Chains Booked: Count of hotel chains with whom you have booked hotel stays in the designated time period.

Parked Room Night Ratio: The percentage of room nights that have bookings with insufficient data to determine which hotel they are for.

Peer / Peer Set: Organizations that have similar booking trends, region distributions, and stay features (ADR, rooms per stay, room nights, etc.) to your organization. These are considered your key competitors.

Properties Booked: Count of the hotel properties under a parent hotel chain with whom you have booked a stay in the designated time period.

Stayed Commissionable Room Night Ratio / Stayed Comm. Room Night Ratio: The percentage of commissionable room nights out of all hotel-confirmed stayed room nights (commissionable and non-commissionable).

Time to Payment: The average number of days between check-out date to the date its commission is received by your organization per transaction.

Total Commission: The total commission amount (paid and unpaid) from all commissionable transactions in the designated time period.

ONYXINSIGHTS

Performance Pulse Action Guide

How are we performing versus peers, and where can we improve?

Best used when

Leadership needs a concise operational snapshot, board-ready readout, or triage view before deeper analysis.

First signals to scan

Begin with the headline KPIs such as commissionable room nights, confirmed paid ratio, stayed commissionable ratio, time to payment, total commission, and peer comparisons.

How to interpret it

Look for the few signals that matter most. This report is designed to show whether performance is strong, mixed, or slipping, and where a deeper follow-up may be warranted.

Primary Decision

Identify the weakest KPI, assign an owner, and route the team to the specialist report that explains the gap.

RECOMMENDED ACTIONS

- Use the report to align leadership on a shared view of current-state performance.
- Identify which KPI gaps merit deeper investigation through a more specialized FLEX package.
- Translate the headline picture into near-term priorities for operations, supplier strategy, or growth planning.

INTERPRETATION PITFALLS TO AVOID

- Do not expect every root cause to be visible here; this is a high-impact overview, not a full diagnostic.
- Avoid overreacting to a single weak metric until you consider the broader performance pattern.

STRATEGIC TAKEAWAY

Performance Spotlight is the fastest path to a shared performance narrative: what is working, what is not, and where the next level of analysis should go.

ACTION TRIGGER EXAMPLES

IF YOU SEE THIS	RECOMMENDED ACTION	SUGGESTED FOLLOW-UP REPORT
Total commission trails peers while room-night volume is stable *Yield leakage, unfavorable supplier mix, or lower-value market mix.*	Segment the gap by supplier and market. Estimate the lost commission opportunity and put the largest gap into the next commercial review.	**Yield Landscape; Market Analysis**
Average time to payment is worse than peer benchmark *Payment backlog, slow-paying suppliers, or process friction.*	Start tracking suppliers ranked by pending value and aging. Assign supplier owners and set escalation thresholds.	**Pending Payments; Supplier Trust Score**
Stayed commissionable ratio is weak or slipping *Eligibility, matching, supplier response, or submission-process friction.*	Compare the commissionable ratio by supplier, property, and booking source. Decide whether the issue belongs in a supplier review or an internal workflow fix.	**Pending Payments; Supplier Trust Score**
Peer performance is stronger in specific regions or segments *Market share gap or underpenetrated demand pool.*	Pick 3 to 5 target markets where peer evidence and revenue potential justify action. Build a focused market plan instead of a broad expansion push.	**Market Analysis; Top Suppliers**
Supplier performance looks mixed across several KPIs *Portfolio reliability problem rather than one isolated issue.*	Create supplier tiers: grow, maintain, remediate, or watchlist. Use the tiers in preferred-partner and supplier-review conversations.	**Supplier Trust Score; Yield Landscape**

PROBLEM AND RESPONSE EXAMPLES

EXAMPLE PROBLEM	RECOMMENDED RESPONSE	PROOF TO MONITOR
Leadership sees healthy paid ratios, but cash receipts are still late.	Use Pending Payments to identify whether delays are concentrated among a few suppliers or spread across the portfolio.	**Aged pending value and average time to payment.**
A board (or leader) asks why commission revenue lags peers despite stable production.	Use Yield Landscape to test realized yield and Market Analysis if the gap is tied to region or segment mix.	**Yield gap, market share trend, and commission variance.**
The overview shows mixed supplier signals without an obvious owner.	Use Supplier Trust Score to translate mixed KPIs into supplier tiers and governance actions.	**Tier changes, trust score, and supplier action status.**

REPORT-TO-REPORT LINKAGE:

Use this as the front door: weak payment speed > Pending Payments; weak revenue/yield > Yield Landscape; growth gap > Market Analysis; supplier inconsistency > Supplier Trust Score.

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.