

Apex Travel

June 2026

Supplier Trust Review

Top 5 Chains

Objective industry analysis of hotel chain, brand, and property performance and reliability in the commissionable landscape from an agency's perspective.

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Executive Summary

Between May 2025 and April 2026, Apex Travel's top five hotel chains produced an average Supplier Trust Score of 83, placing the portfolio in the good range. Supplier Trust averages four measures that show whether hotels confirm stays reliably, pay earned commissions, pay quickly, and deliver competitive commission value. Apex scored 91 for Confirmation Ratio, 94 for Paid Ratio, 69 for Average Time to Payment, and 79 for Commissionable Yield. The results indicate strong confirmation and payment follow-through, with payment speed remaining the clearest constraint on cash flow and overall supplier performance.

Portfolio quality is mixed beneath the strong average. Thirty-eight percent of supplying hotels earned good scores, while 5% were poor, showing that dependable performance is concentrated rather than universal. Apex's Agency Preference Score of 100 indicates treatment in line with peers, with no hotels showing high preference and only 1% showing low preference. Marriott International leads the top suppliers with a trust score of 86, Accor follows at 83, and Independent Properties scores 77. Accor has the broadest property-level consistency, with 42% of its hotels earning high scores versus 34% for Marriott and 30% for Independents.

Apex should use these results to formalize preferred supplier tiers and direct more volume toward hotels that combine strong trust with consistent execution. Marriott is the strongest headline partner, while Accor's broader share of high-scoring hotels supports expanded placement. Independent Properties should remain under closer review, with discussions centered on payment speed and consistency. The 5% of poor-scoring hotels and the 1% with low preference should be isolated for corrective action or reduced exposure. Quarterly tracking will strengthen negotiations, protect commission revenue, and improve cash-flow predictability.

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 May 2025 and April 2026 .

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



Supplier Trust Score

Understand which suppliers are earning confidence through consistent operational performance via a simple score with 100 representing the highest possible score while 0 representing the lowest. By combining confirmation, payment, and yield behavior into a single score, this page helps turn complex supplier activity into a clearer basis for ranking and partner decisions.

Supplier Trust
Score

83

A hotel's supplier trust score is a simple average of four key metric scores: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Conf. Ratio
Score

91

Confirmation Ratio calculates the number of hotel-confirmed room nights over the total number of room nights. Multiplying that ratio by 100 equals the confirmation ratio score.

Confirmation Ratio Score = (Hotel confirmed room nights / Total room nights) * 100

Paid Ratio
Score

94

Paid Ratio calculates the number of room nights confirmed paid divided by the number of room nights confirmed as commissionable. Multiplying that ratio by 100 equals the paid ratio score.

Paid Ratio Score = (Unpaid confirmed commissionable room nights / Total confirmed commissionable room nights) * 100

Time to Payment
Score

69

Time to payment calculates the number of days between a transaction's checkout date and payment date. To score 100, a hotel needs an average time to payment of 14 days or fewer while a score of 0 means averaging 180 days or more.

Time to payment = Payment date - Checkout date

Comm. Yield
Score

79

Commissionable yield calculates total paid commission divided by total confirmed commissionable hotel revenue. To score 100, a hotel needs a commissionable yield of 11% or higher while a score of 0 means a commissionable yield of 0%.

Commissionable yield = Paid commission / Confirmed commissionable hotel revenue

Supplier Trust Distribution

With the scoring framework established, step back and look at how your suppliers are distributed across high-, mid-, and low-trust tiers. This helps show whether reliability is concentrated among a few partners or broadly spread across your supplier base.

High - scores from 100 to 70. High-scoring hotels deliver smoother operations, with faster confirmations and more reliable commission payments.

Mid - scores from 69 to 40. Mid-scoring hotels provide generally dependable operations, with reasonable confirmation times and commission payments.

Low - scores from 39 to 0. Low-scoring hotels create operational friction, with slower confirmations and less reliable commission payments.

High Scoring Hotels

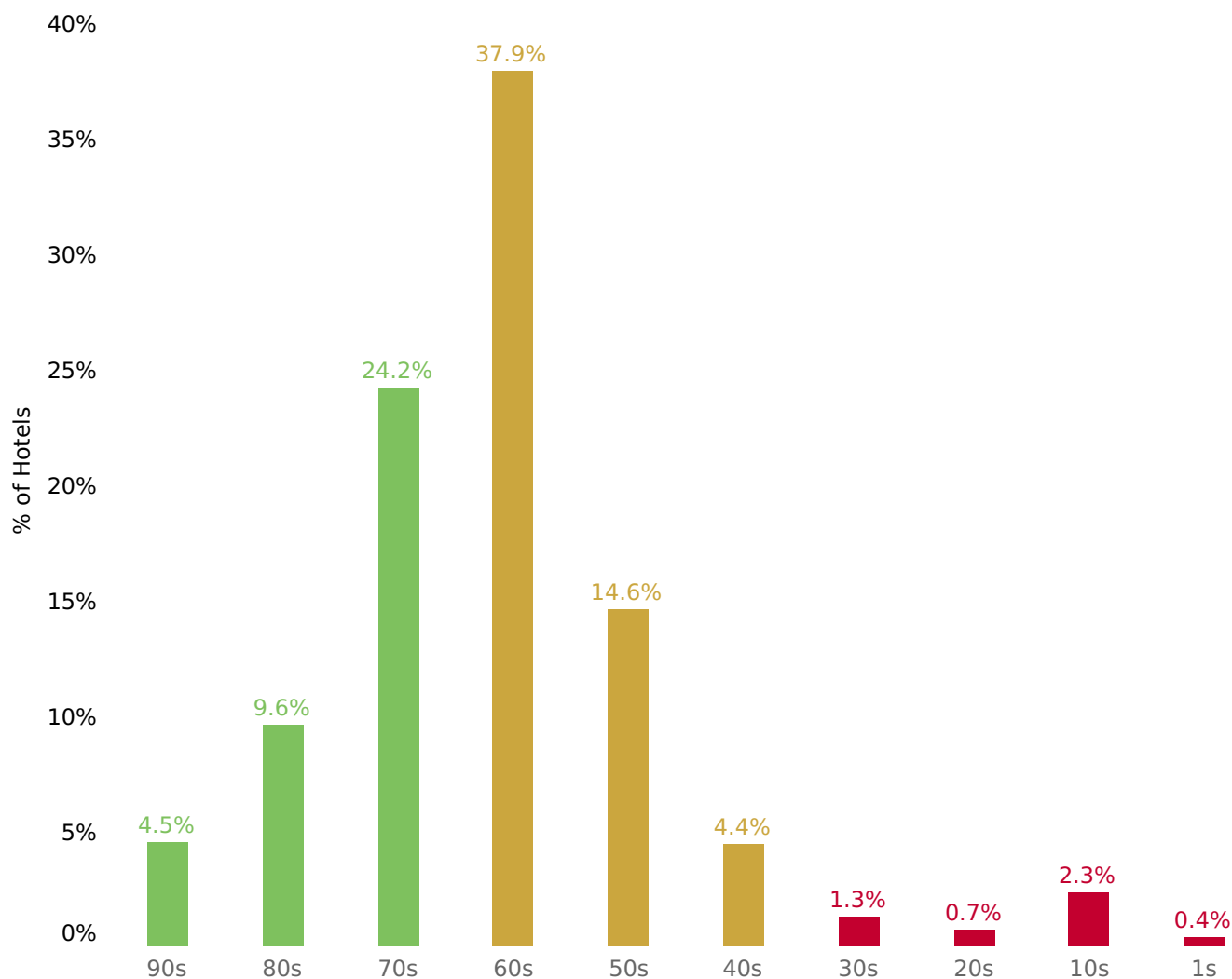
3,691

Mid Scoring Hotels

5,483

Low Scoring Hotels

458



Agency Preference Score

Compare your treatment to that of the wider market. This view highlights where suppliers appear to confirm and pay your business more or less favorably than peers, helping identify relationship strengths, vulnerabilities, and priorities for follow-up. **Agency Preference Score (APS)** compares your supplier trust index to your peer set's supplier trust score for the same hotel. An APS of 100 indicates similar treatment as other agencies, an APS above 105 indicates more favorable treatment, and an APS below 95 can indicate less favorable treatment.

High API Hotels

94

Mid API Hotels

21,811

Low API Hotels

135

Average APS

100

APS = (Your supplier trust score / Peer supplier trust score) * 100

High APS: 106 or higher | Mid APS: 105 to 95 | Low APS: 94 or lower

Top High APS Properties by Total Commission

Hotel Chain	APS	Supplier Trust Score	Comm. Transactions	Total Commission
Fairmont Chateau Laurier, Ottawa, Canada	110	88	392	18,830
Fairmont Palliser, Calgary, Canada	109	82	155	7,882
Residence Inn Pleasanton, Pleasanton, United States	106	88	66	28,097
Residence Inn Richmond West/Midlothian, Richmon..	112	90	25	7,450
Sheraton Grand Bengaluru Whitefield Hote, Bengal..	112	91	42	8,892

Top Mid APS Properties by Total Commission

Hotel Chain	APS	Supplier Trust Score	Comm. Transactions	Total Commission
Clayton Hotel Leopardstown, Dublin, Ireland	102	87	289	19,804
Fairmont Hotel Vancouver, Vancouver, Canada	98	87	359	22,637
Fairmont The Queen Elizabeth, Montr�al, Canada	104	94	493	24,227
Hyatt Place Hyderabad Banjara Hills, Hyderabad, Ind..	101	41	346	15,086
Hyatt Regency Vancouver, Vancouver, Canada	103	94	265	17,674

Top Low APS Properties by Total Commission

Hotel Chain	APS	Supplier Trust Score	Comm. Transactions	Total Commission
Fairmont Royal York, Toronto, Canada	93	83	510	42,902
Nh Collection Madrid Eurobuilding, Madrid, Spain	80	74	74	18,480
Nh Collection Prague Carlo Iv, Prague, Czech Republ..	90	79	25	26,153
The Social Hub Bologna, Bologna, Italy	91	77	2,034	99,053
The Social Hub Florence, Florence, Italy	73	56	1,147	49,842



Appendix | Apex Travel

Supplier Trust Review

Top 5 Suppliers by Total Commission



#	Supplier	Score
1	INDEPENDENT PROPERTIES	77
2	ACCOR	83
3	MARRIOTT INTERNATIONAL	86
4	MINOR HOTEL GROUP LIMITED	89
5	HYATT HOTELS CORPORATION	84

INDEPENDENT PROPERTIES

A high-level analysis of INDEPENDENT PROPERTIES's supplier trust score and a overview of its property-level supplier trust score distribution. Supplier trust score is a compisite of four contributing metrics: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Supplier Trust Score

77

Conf. Ratio Score

84

Paid Ratio Score

91

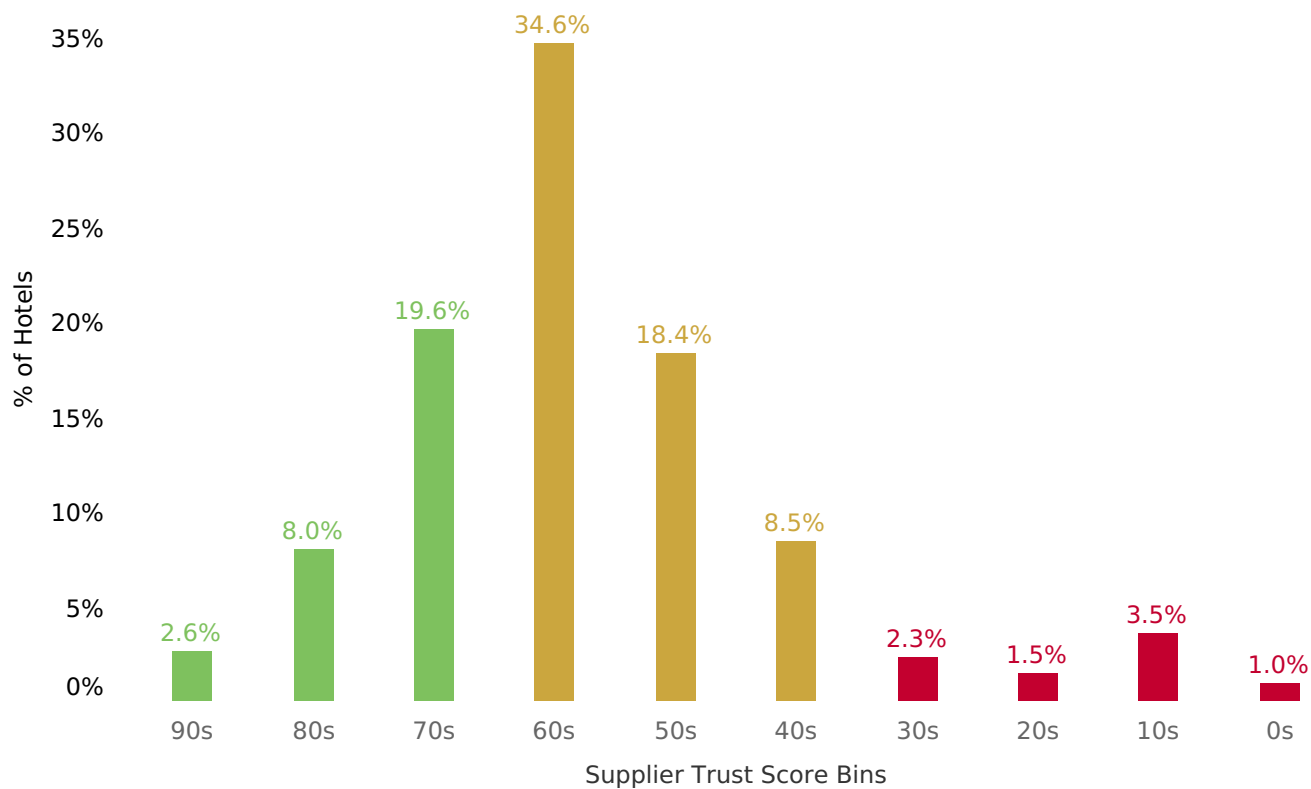
Time to Payment Score

54

Comm. Yield Score

81

Supplier Trust Score Distribution



High Scoring Hotels

1,097

Mid Scoring Hotels

2,235

Low Scoring Hotels

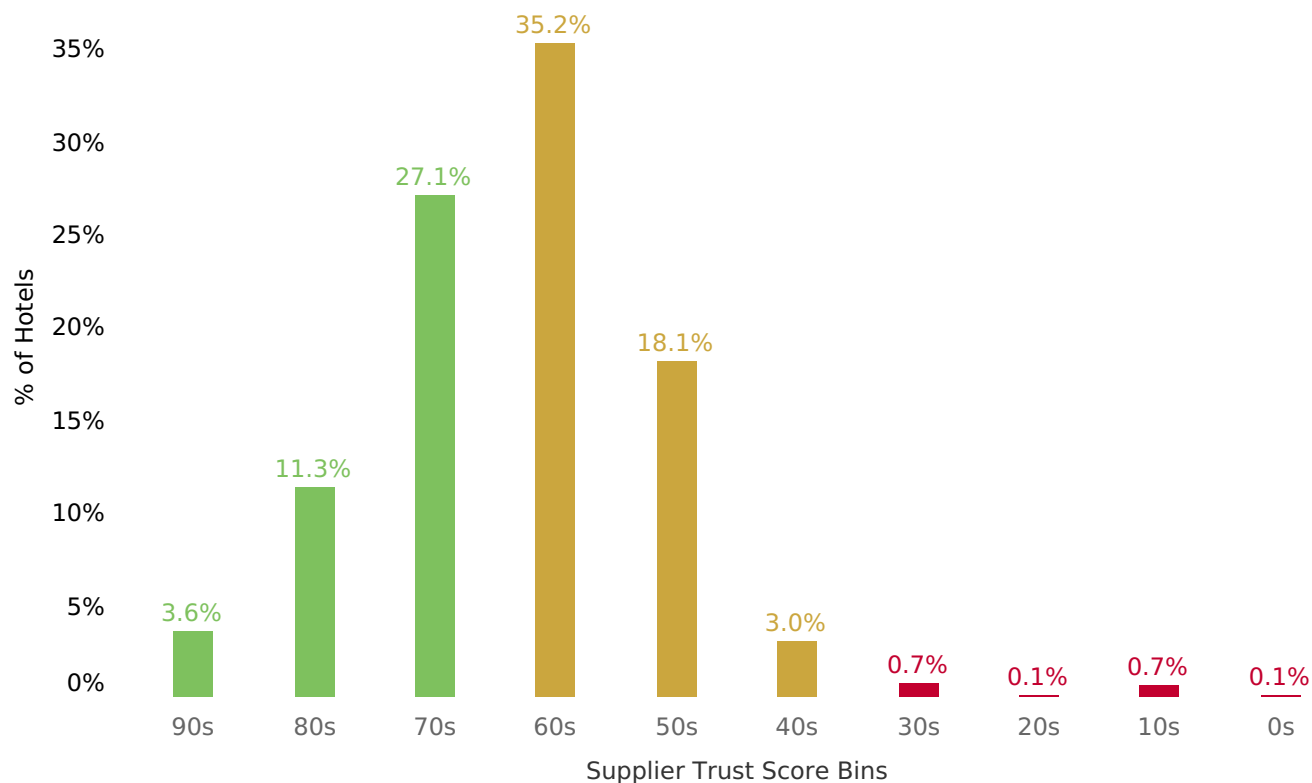
302

ACCOR

A high-level analysis of ACCOR's supplier trust score and an overview of its property-level supplier trust score distribution. Supplier trust score is a composite of four contributing metrics: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Supplier Trust Score 83	Conf. Ratio Score 86	Paid Ratio Score 98
	Time to Payment Score 80	Comm. Yield Score 70

Supplier Trust Score Distribution



High Scoring Hotels 1,146	Mid Scoring Hotels 1,537	Low Scoring Hotels 46
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MARRIOTT INTERNATIONAL

A high-level analysis of MARRIOTT INTERNATIONAL's supplier trust score and an overview of its property-level supplier trust score distribution. Supplier trust score is a composite of four contributing metrics: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Supplier Trust
Score

86

Conf. Ratio Score

97

Paid Ratio Score

96

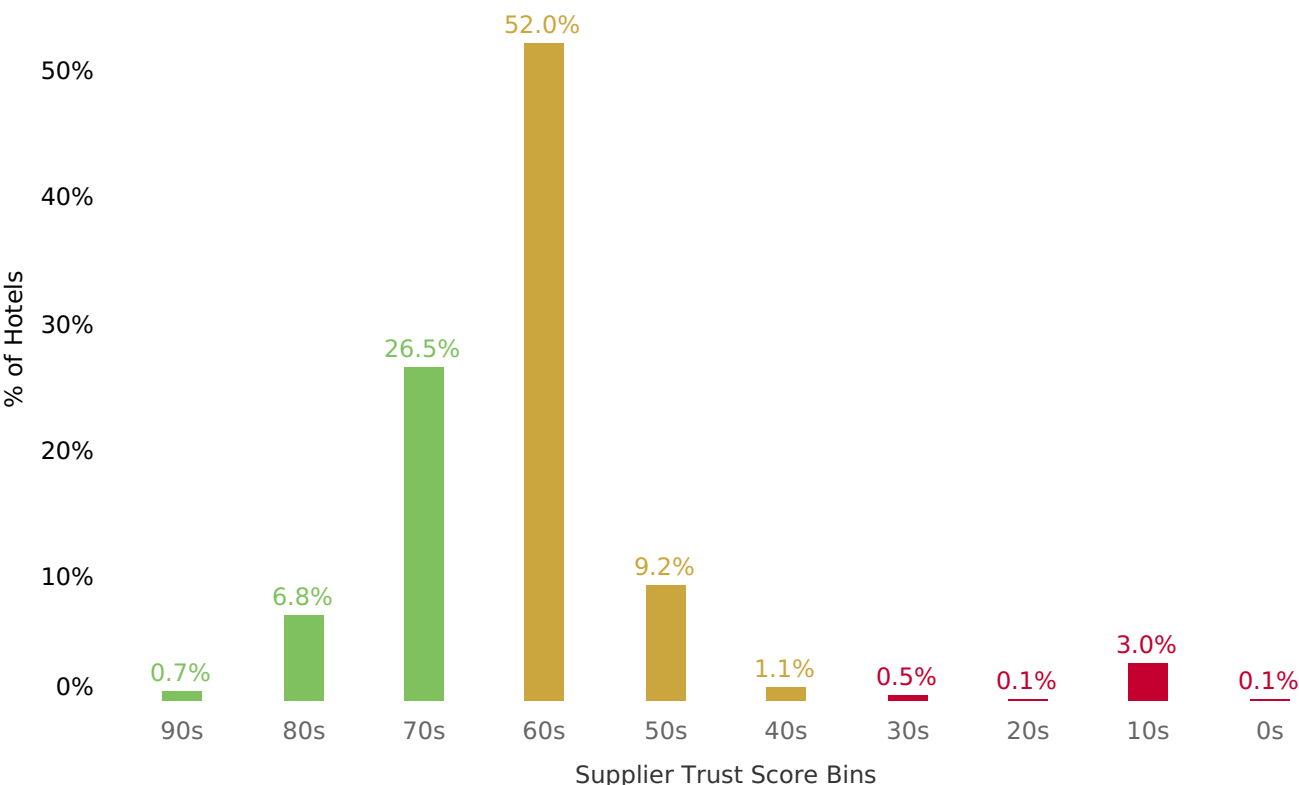
Time to Payment Score

68

Comm. Yield Score

84

Supplier Trust Score Distribution



High Scoring Hotels

757

Mid Scoring Hotels

1,389

Low Scoring Hotels

84

MINOR HOTEL GROUP LIMITED

A high-level analysis of MINOR HOTEL GROUP LIMITED's supplier trust score and a overview of its property-level supplier trust score distribution. Supplier trust score is a compisite of four contributing metrics: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Supplier Trust
Score

89

Conf. Ratio Score

98

Paid Ratio Score

99

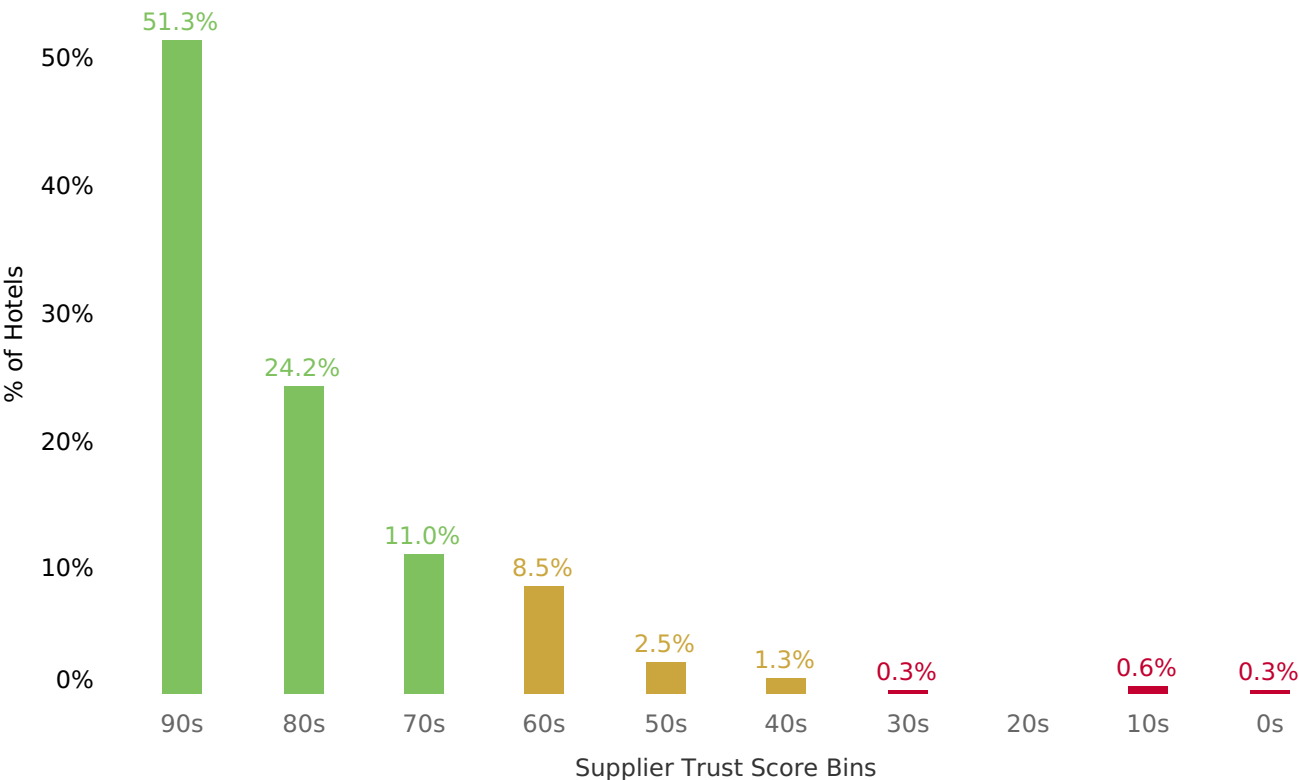
Time to Payment Score

70

Comm. Yield Score

90

Supplier Trust Score Distribution



High Scoring Hotels

275

Mid Scoring Hotels

39

Low Scoring Hotels

4

HYATT HOTELS CORPORATION

A high-level analysis of HYATT HOTELS CORPORATION's supplier trust score and an overview of its property-level supplier trust score distribution. Supplier trust score is a composite of four contributing metrics: Confirmation Ratio, Paid Ratio, Average Time to Payment, and Commissionable Yield.

Supplier Trust
Score

84

Conf. Ratio Score

96

Paid Ratio Score

82

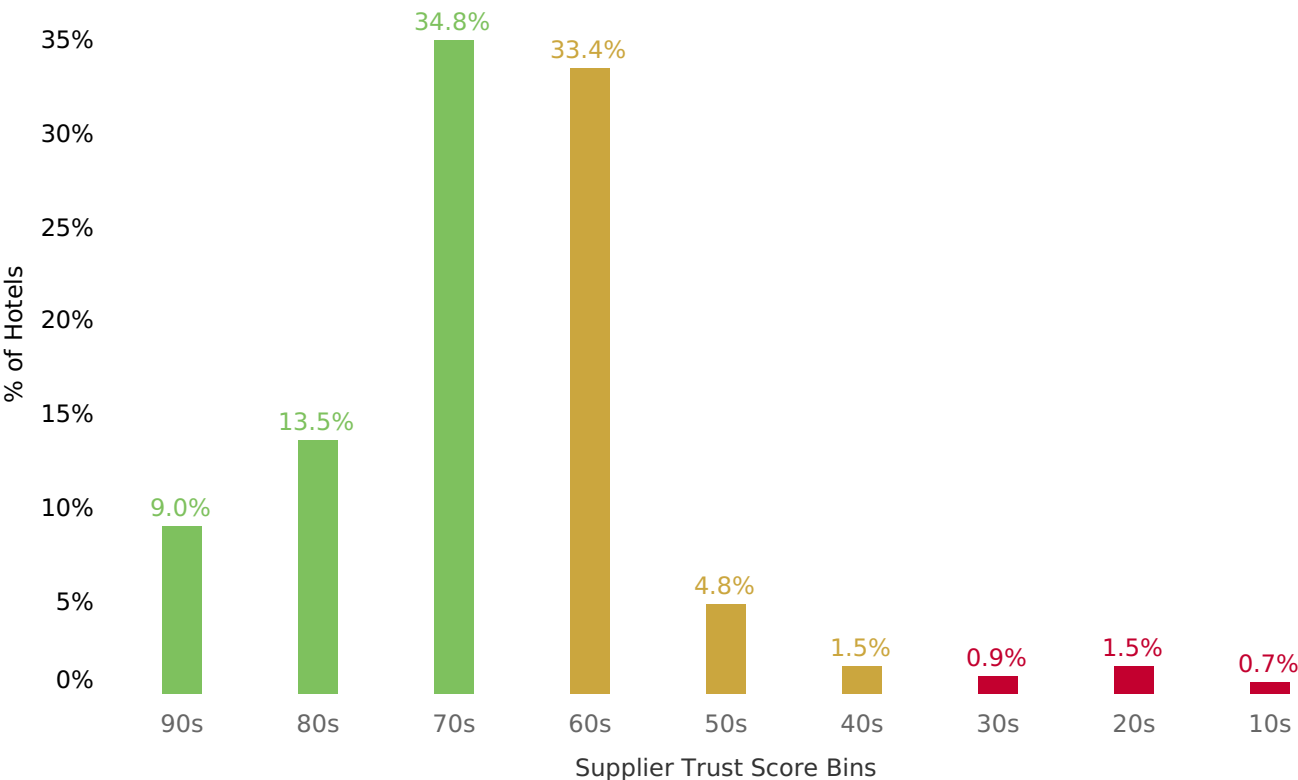
Time to Payment Score

81

Comm. Yield Score

80

Supplier Trust Score Distribution



High Scoring Hotels

433

Mid Scoring Hotels

299

Low Scoring Hotels

23

Terms and Definitions

Definitions of key terms used in this report.

Supplier Trust Score: The Supplier Trust Score provides an objective, standardized measure of your operational relationship with a supplier. It evaluates performance across four key metrics - Confirmation Ratio, Paid Ratio, Time to Payment, and Commissionable Yield - to produce a score from 0 to 100, where 100 represents the strongest performance. This score supports decision-making around preferred partners and prioritized supplier rankings.

Confirmation Ratio Score: The Confirmation Ratio Score measures how reliably a hotel confirms booked room night stays. It is calculated as the number of hotel-confirmed room nights divided by total room nights, multiplied by 100.

● **Formula:** $[\text{Hotel-confirmed room nights} / \text{Total room nights}] \times 100$

Paid Ratio Score: The Paid Ratio Score indicates how consistently a hotel completes commissionable payments. It is calculated as the share of confirmed commissionable room nights that have been paid, multiplied by 100.

● **Formula:** $[\text{Paid confirmed commissionable room nights} / \text{Total confirmed commissionable room nights}] \times 100$

Time to Payment Score: The Time to Payment Score reflects how quickly a hotel issues commission payments after checkout. It is based on the number of days between a transaction's checkout date and payment date. A score of 100 represents an average of 14 days or fewer, while 0 represents an average of 180 days or more.

● **Formula:** $\text{Payment date} - \text{Checkout date}$

Commissionable Yield Score: The Commissionable Yield Score measures the proportion of commission actually paid relative to total room revenue from commissionable transactions. A score of 100 represents a yield of 11% or higher, while 0 indicates a 0% yield.

● **Formula:** $\text{Paid commission} / \text{Confirmed commissionable hotel revenue}$

Supplier Trust Distribution: A region's or hotel chain's distribution of Supplier Trust Scores provides an objective snapshot of its operational reliability and revenue dependability. These scores naturally cluster into three performance tiers that help identify strengths and areas needing attention:

- **High (70–100):** Strong operational performance with fast confirmations and consistent commission payments.
- **Mid (40–69):** Generally reliable performance with reasonable confirmation and payment timelines.
- **Low (0–39):** Higher operational friction due to slower confirmations and less predictable commission payments.

Agency Preference Score (APS): The Agency Preference Score compares your Supplier Trust Score to your peers' for the same hotel. An APS of 100 means your agency receives treatment equivalent to your peers'; above 105 indicates more favorable treatment, while below 95 suggests less favorable treatment.

● **Formula:** $(\text{Your Supplier Trust Score} / \text{Peer Supplier Trust Score}) \times 100$

● **Tiers:** High (≥ 106) | Mid (95–105) | Low (≤ 94)

ONYXINSIGHTS

Supplier Trust Review Action Guide

Which hotel chains and brands can we rely on most and consistently perform well?

Best used when

The agency needs a simple, defensible way to compare supplier reliability across markets, brands, or chains.

First signals to scan

Start with the composite trust score, then unpack the underlying drivers: confirmation ratio, paid ratio, average time to payment, commissionable yield, and agency preference score.

How to interpret it

Treat the score as a decision shortcut, not a black box. The most useful discussion comes from understanding why a supplier scores the way it does and whether that pattern matches your commercial priorities.

Primary Decision

Decide which suppliers to grow, maintain, remediate, watchlist, or remove from preferred consideration.

RECOMMENDED ACTIONS

- Use the score to inform preferred partner decisions, portfolio governance, and performance reviews.
- Identify suppliers whose reliability profile supports growth and those that require caution or remediation.
- Create a common language for supplier evaluation across teams instead of relying on inconsistent individual judgments.

INTERPRETATION PITFALLS TO AVOID

- Do not use the composite score without reviewing its components; two suppliers with similar scores can have different risk profiles.
- Avoid treating trust as static; revisit performance over time.

STRATEGIC TAKEAWAY

Supplier Trust Score gives teams a common, decision-ready view of partner reliability so supplier choices become more consistent, transparent, and strategically aligned.

ACTION TRIGGER EXAMPLES

IF YOU SEE THIS	RECOMMENDED ACTION	SUGGESTED FOLLOW-UP REPORT
High-volume supplier has weak trust score <i>Strategic dependency with operational risk.</i>	Use trust-score drivers for internal prioritization, helping identify which suppliers may require further discussion. Incorporate the underlying drivers into supplier reviews, align on a remediation plan where needed, and monitor improvement before making incremental share decisions.	Pending Payments; Yield Landscape
Supplier has strong trust score but low current volume <i>Potential growth candidate.</i>	Assess whether the supplier supports target markets. If yes, test controlled volume growth or preferred-program inclusion.	Market Analysis; Top Suppliers
Two suppliers have similar composite scores but different drivers <i>Same score, different risk profile.</i>	Unpack component metrics before deciding. A slow payer and a low-yield supplier require different actions.	Pending Payments or Yield Landscape
Trust score is declining over time <i>Emerging reliability issue.</i>	Schedule a supplier governance review. Track the component metric causing deterioration and define an improvement deadline.	Pending Payments; Yield Landscape
Brand reputation is strong but operational metrics are weak <i>Visible brand may not be a reliable commission partner.</i>	Use data to challenge anecdotal assumptions in preferred-partner refresh. Do not let brand familiarity outweigh payment and confirmation evidence.	Top Suppliers; Yield Landscape

PROBLEM AND RESPONSE EXAMPLES

EXAMPLE PROBLEM	RECOMMENDED RESPONSE	PROOF TO MONITOR
A preferred-program refresh includes familiar brands with mixed anecdotes.	Compare trust components and separate relationship preference from measurable reliability and payment behavior.	Preferred list changes supported by trust-score drivers.
A high-volume supplier pays slowly and creates repeated escalations.	Use Trust Score and Pending Payments together to make the issue visible in governance, not just operations.	Time to payment and paid ratio improve after review.
A reliable lower-volume supplier wants a larger role.	Check Market Analysis and Top Suppliers to see whether it can support growth markets, then run a controlled expansion test.	Volume growth with stable or improved trust score.

REPORT-TO-REPORT LINKAGE:

Pair with Yield Landscape for commercial context, Pending Payments for payment-related risk, and Top Suppliers when supplier outreach or preferred status is being evaluated.

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.