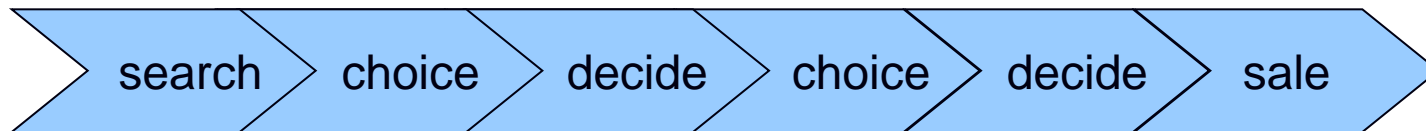
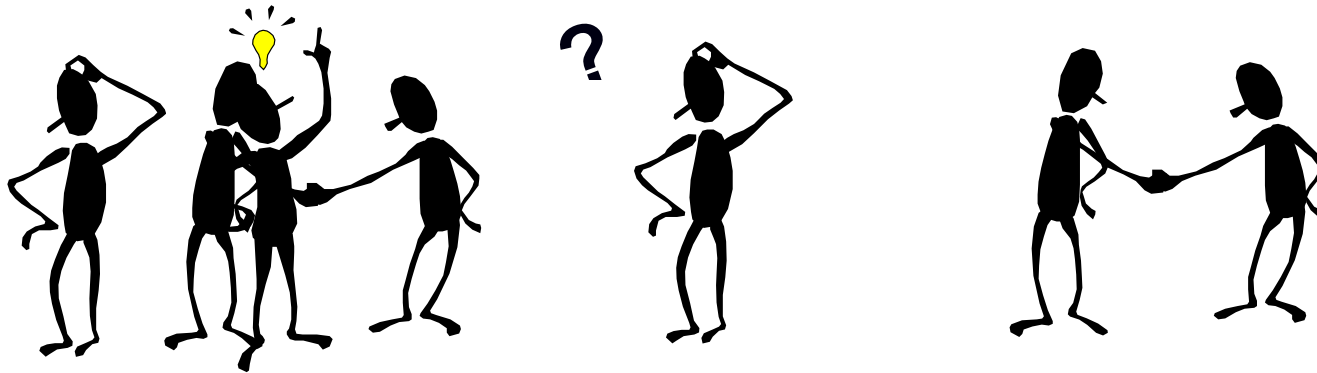

Convergence

Of market segments
Of marketing techniques
Of content

TRAVEL_{3.0}

Understand the segment



TRAVEL_{3.0}

Hospitality Demand Characteristics

Transient



- Known and predictable use
- Annual structured process (months)
- Good faith negotiations based upon historical room consumption
- Sensitive to economic cycles
- Selection process is largely proximity and tier based process

Vital Few

- **Accurate and complete historical demand data representing “orders” via agency & “consumption” via credit card.**
 - *Need to normalize and match data as property names/transactions are not consistent*
 - *>60% of hotels will be booked via agency process*
 - *>90% of hotels will be paid by authorized FOP*
- **Consider existing and alternative properties based upon acceptable tier and proximity. Ability and willingness to shift share.**
- **Ensure negotiated rates are loaded, available, competitive and authorized.**

40% of Spend

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Hospitality Demand Characteristics

Meeting & Event



- Mix of known and unknown
- Variable lead and sourcing timeframes (weeks/days)
- Legally bound arrangements
- Sensitive to economic cycles
- Decisions largely amenity based for large/external meetings and proximity based for small/internal meetings

Vital Few

- **Enable meeting capture from distributed customers to internal planners.**
 - *All meetings matter (70% of volume are <50 participants)*
 - *Online research/booking process for meetings <50 participants*
 - *Online supplier bidding process for meetings >50 participants*
- **Ensure approvals and contracting process reflect general firm wide purchasing policies and lowers risk.**
- **Ensure knowledge integration with supplier relationships to leverage firm wide demand.**
- **Meeting Card important to capture and enable comparison reporting from approved state to final state (actual consumption) and to capture full supplier spend.**

40% of Spend

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Hospitality Demand Characteristics

Engagement & Project



- Unknowable demand
- Fast turnaround (days)
- Good faith negotiations
- May involve Extended Stay/ Corp Housing Suppliers
- Decisions largely proximity, amenity and comfort based
- Prof Services, Technology, Construction/Engineering

Vital Few

- **Enable E&P demand capture from distributed customers to internal planners.**
 - *Capture and manage bespoke accommodation needs*
 - *Hotels, Extended Stay, Corporate Housing Providers*
 - *Ensure supplier bidding process reflects companywide purchasing standards*
- **Ensure knowledge integration with supplier relationships to leverage firm wide demand.**
- **Integrate knowledge with existing transaction processing to ensure expected traveler care and data capture**
- **Digitize each engagement, use company form of payment and capture actual consumption for customer billing purposes.**

20% of Spend

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The importance of RFPs

Transient Market 2010

- *Corporate RFPs Processed 1.1 million*
- *Room nights 95 million*
- *Annual traded hospitality revenue \$18bn*



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Meetings Market Value

- Global Meeting Spend *\$300bn*
- US Meeting Spend *\$150bn*
- US Corporate Meetings *\$75bn*



Source: PhoCusWright's Groups and Meetings

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Engagements Market Value

- 92,000 people/week on assignment
- 6,500 companies in the US



Source: Koosharem (staffing company)

Accommodation Spend =

\$50 million per week

\$2.5 billion annually

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Best Practice #1 - Be Prepared


- **Content is King, Context is Queen¹**
 - Rich relevant content at the point of decision
 - Who controls that decision point
 - Who accesses that point to write reviews
- **Benchmarking and data**
 - Pre-season review
 - Post season analysis
 - Track rate parity and rate availability
- **Treat your channels as you treat your inventory**
 - Total spend across all segments
 - Total segment across individual sources

TRAVEL_{3.0}

Make your content work for you

Dashboard Search My Meetings Reports Admin

< Back to Search Results Add to RFP



Bellagio

★★★★★

3600 Las Vegas Blvd. (The Strip)
Las Vegas, NY 89109, United States
Phone: (702) 693-7111

Check In: 3:00PM
Check Out: 12:00PM

[Virtual Tour](#) [Rate this Property](#)

Negotiated Rates

from **\$325**

Response Rate: 88.89%
Avg. Response Time: 72:32:06 (HH:MM:SS)

Hotels Selected

- Paris Las Vegas
- Stratosphere Casino Hotel & Tower
- Luxor Hotel and Casino
- Excalibur
- Sahara Hotel and Casino Las Vegas
- Circus Circus Las Vegas
- Imperial Palace Hotel and Casino
- Tropicana Hotel and Casino
- Stratosphere Casino Hotel & Tower
- Luxor Hotel and Casino

[Compare](#) [Remove](#) [Go to RFP](#)

RFP ID: 1234567

Meeting Summary

Arrival Date:	Thursday, September 24, 2009	Total Room Nights:	30
Departure Date:	Saturday, September 26, 2009	Singles:	20
Decision Date:	Friday, July 31, 2009	Doubles:	5
Response Due Date:	Friday, July 24, 2009	Suites:	5

Overview **Rates** Meeting Rooms Contact Us Map Reviews

Special Offers

Start Date	End Date	Rate	# of Rooms	Description
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more...
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more...
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more...
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more...
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more...

Good Content Communicates Value

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Convergence of tools

- Accurate content

BBC

Lanyon
making information travel.

Home Help Training Company Profile Manage Program Reports Tools Log Out

Best Business Company ([change account](#))
1521 North Cooper Street Suite 800
Arlington TX

Welcome - Tony Romos
sales@lanyon.com

Manage Program - Solicitation List

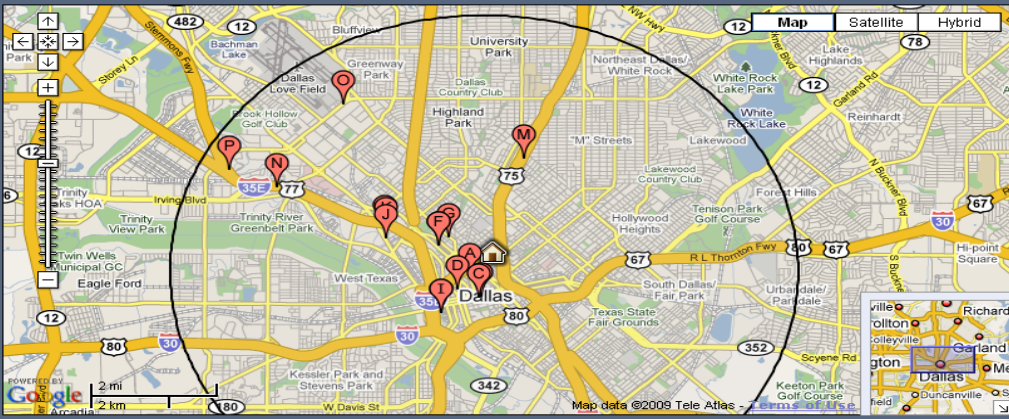
Search Criteria

Filters

Click [here](#) to expand search panel.

Interactive Map View

Map Satellite Hybrid



Solicitation Listing

Display: Properties with any status All Hotels

Select All Properties

16 property(s) found.

Flag as Tentative Flag as Definitive Remove Status Invite to Participate

[Export to Excel](#)

TRAVEL 3.0

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Enable yourself to be found

Search Criteria

Property Details

Market Tier

Distance (Location, City, etc.)

Location Address Airport City

20 Miles Kilometers

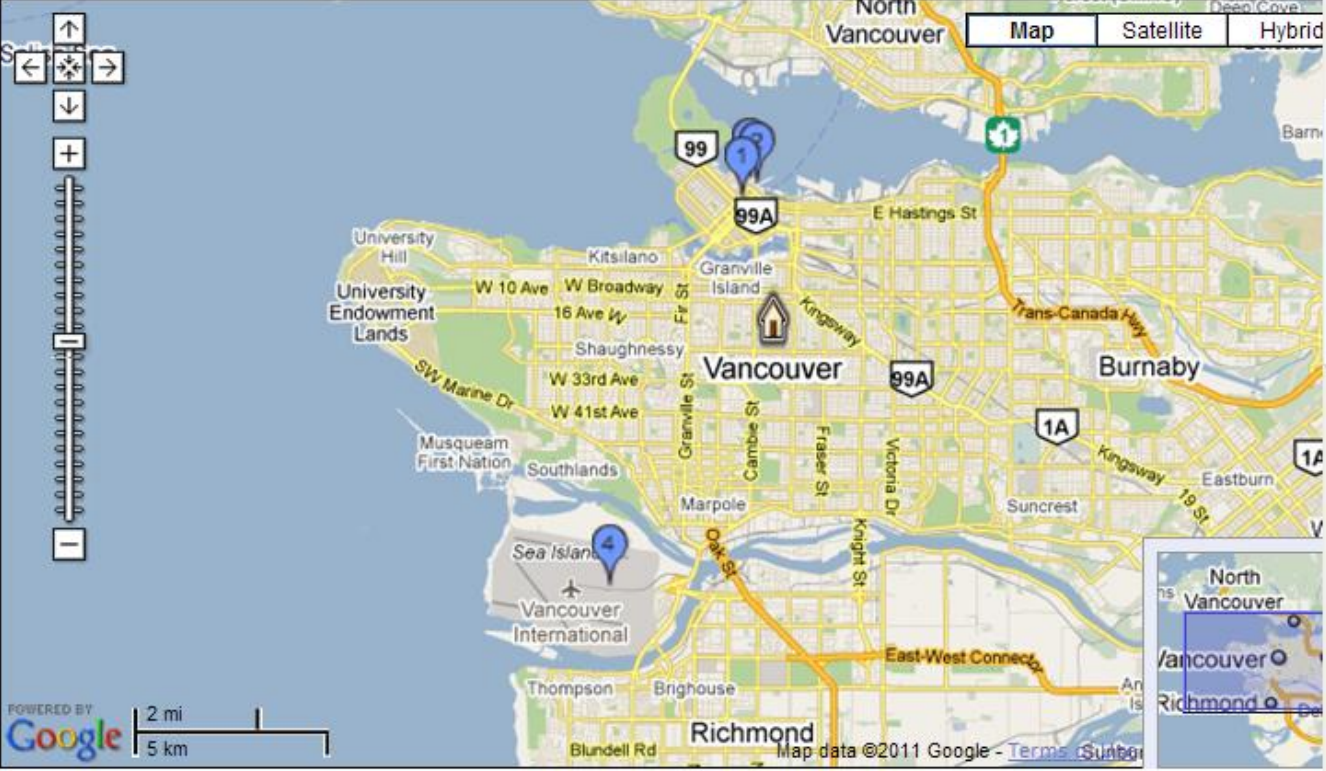
Show Interactive Map View

Brands

Amenities

- Wired High Speed Internet
- wireless High Speed Internet
- On-site Parking
- Airport Shuttle
- Local Shuttle
- Fitness Center

Interactive Map View



The map displays Vancouver, British Columbia, with search results marked by blue pins. One pin is located in the downtown area near Granville Island, and another is near Sea Island. Navigation controls on the left include a compass, zoom in (+) and zoom out (-) buttons, and a vertical zoom slider. A scale bar at the bottom left shows 2 miles and 5 kilometers. The map interface includes a 'Map' button, 'Satellite' and 'Hybrid' view options, and an inset map in the bottom right corner. The text 'Map data ©2011 Google' is visible at the bottom of the map area.

Solicitation Listing

TRAVEL^{3.0}

Benchmarking and Data

Country	City Code	Market Tier	Average Weighted 2011 Rate from Outstanding Offers	# 2011 Offers Outstanding from hotels with 2010 accepted rates	# 2011 Offers Outstanding from all hotels	Avg weighted 2011 rates that have been accepted	# 2011 Offers Accepted from hotels with 2010 accepted rates	# 2011 Offers Accepted from all hotels
ALGERIA	ORN	MODERATE	\$188.79	0	4	\$217.11	0	8
CROATIA	ZAG	MODERATE	\$140.52	3	9	\$122.25	1	11
CYPRUS	LCA	MODERATE	\$162.36	0	4			
CZECH REPUBLIC	PRG	MODERATE	\$119.13	1	40	\$98.46	0	37
DENMARK	AAL	MODERATE	\$185.14	0	7	\$183.15	0	5
ITALY	BLQ	MODERATE	\$115.50	1	12	\$112.64	0	7
NETHERLANDS	AMS	MODERATE	\$167.06	6	68	\$172.09	4	46

# 2011 Rates Accepted with Internet	# 2011 Rates Accepted with Breakfast	# 2011 Rates Accepted with Parking	Avg weighted 2010 rates for hotels with 2011 rates	# 2010 Offers Accepted from all hotels	# 2010 Total Rates Accepted with Internet	# 2010 Total Rates Accepted with Breakfast	# 2010 Total Rates Accepted with Parking
0	0	0					
8	10	0	\$161.62	1	1	1	0
31	37	2	\$81.78	1	0	0	0
3	5	1					
0	5	1	\$149.49	1	0	1	1
18	13	4	\$180.81	16	5	5	4

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Benchmarking and Data

HotelID	Hotel	Country	City	GDS #	Avg 2011 Minimum Rate (lowest 3 rates)	Avg 2011 Rate (all rates)	Avg 2010 Rate (all rates)	Avg 2011 Maximum Rate
26381	SHERATON TIRANA HOTEL	ALBANIA	TIRANA	51640	\$184.06	\$216.50	\$221.77	\$250.95
255664	HILTON ALGER HOTEL	ALGERIA	ALGER	41046	\$228.83	\$235.47		\$245.31
165206	SOFITEL ALGER	ALGERIA	ALGER	31660	\$332.58	\$332.58		\$332.58
7141	SHERATON CLUB DES PINS RESORT & TOWERS	ALGERIA	ALGIERS	47807	\$219.53	\$283.21	\$266.67	\$394.61
299409	LE MERIDIEN ORAN HOTEL & CONVENTION CENTRE	ALGERIA	ORAN	117357	\$265.90	\$265.90		\$265.90

			Total 2011				Total 2010				Total 2011			
Internet	Breakfast	Parking	Avg Rates	Internet	Breakfast	Parking	Avg Rates	Internet	Breakfast	Parking	Max	Internet	Breakfast	Parking
2	0	0	14	4	1	0	6	0	0	0	3	2	1	0
3	0	3	4	3	0	4					3	2	0	3
3	0	3	3	3	0	3					3	3	0	3
0	0	3	30	2	2	30	18	0	0	17	7	1	0	7
1	0	0	4	1	0	0					4	1	0	0

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Market Analysis

Key consortia?
Which markets?
Corp trends?

- Consortia and Corporate Overview

- Benchmarking Analysis

- City, Market, Star Rating
 - Year on year NEG rate trends
 - NEG rate comparison to COR and BAR

Discounting?
Amenities?

- Competitive Set Reporting

- Corporate rate comparison
 - Bid statistics – received, won, lost, reason codes

How are my rates?
Acceptance levels?

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Portfolio Analysis

- Pre-Season

Corporate Client Expectations

Anticipated Trends:

- Amenity inclusion / exclusion

- Tax service inclusion

Process Efficiency plan

Corporate Communication plan

Programs Rejected?
Unanswered Invites?
Failed to Negotiate?

My Key Clients?
How to Target?

- Post-Season

Cities solicited vs inclusion

Potential Bids Lost report

Compliance responsiveness

Market Leads analysis

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Best Practice #2 – Marketing is not only for leisure

- 30% of a corporation's travel spend is hotels
 - 40% transient
 - 40% meetings
 - 20% engagement / projects
- Convergence of markets
 - Leisure spend often associated to corporate spend
 - Technology and tools found in all markets
- Corporate travelers are target markets
 - Most Preferred Programs include multiple chains
 - All programs require multiple hotels in each location
 - “1st screen” principles apply
 - Process is the same – just further up the stream

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Marketing to the decision point

- Increased Visibility
- Communicate Value
- Competitive Positioning

The screenshot displays the Lanyon website interface. At the top, the Lanyon logo is on the left, and a welcome message 'Welcome, Susan Joseph!' is on the right. A navigation bar contains 'Dashboard', 'Search', 'My Meetings', 'Reports', and 'Admin'. Below the navigation bar, there is a link '< Back to Search Results'. The main content area features a hotel listing for 'Bellagio' with a 5-star rating, address '3600 Las Vegas Blvd. (The Strip) Las Vegas, NY 89109, United States', and phone number '(702) 693-7111'. A 'Negotiated Rates' box shows a rate 'from \$325'. Below the hotel name, there are links for 'Virtual Tour' and 'Rate this Property'. A 'Meeting Summary' section provides details for RFP ID 1234567, including arrival and departure dates, decision date, response due date, and room requirements (Total Room Nights: 30, Singles: 20, Doubles: 5, Suites: 5). At the bottom, there are tabs for 'Overview', 'Rates', 'Meeting Rooms', 'Contact Us', 'Map', and 'Reviews'. A 'Special Offers' table is also visible, listing offers with start/end dates, rates, and descriptions.

Start Date	End Date	Rate	# of Rooms	Description
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to

TRAVEL 3.0

The search

AVG and did those feet in ancient time Search Total Protection AVG Info Identity Guard

ERFP-Hotel Search

Lanyon making information travel. beta

Welcome, Ricky Castoldi Home | My Profile Logout

Dashboard Engagements & Projects Planning Search Planning Tools Reports Admin

Hotel Search

Address*
downtown dallas texas

Begin Date: DD-Mon-YYYY End Date: DD-Mon-YYYY Search >>

Show only Preferred Suppliers

Recent Activity

- downtown dallas texas
- dealey plaza dallas
- 131 Almnors Road, Lyne, Surrey, UK
- alabama

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The "list"

< Modify or Start Over

Show only Preferred Suppliers

Address: downtown dallas texas - 20 Miles

Amenities: N/A

Hotel Brand: N/A

Star Rating: N/A

Refine Search

Location

20 Miles

downtown dallas tex

[Add a custom address](#)

- > Hotel Name Contains
- > Hotel Brand
- > Star Rating
- > Amenities
- > Avg. Response Time
- > Response Rate

Add My Pin | Show Map

Sort By: Our Picks Price Star Rating Distance

Showing 1 to 15 of 431 < Previous | Next >

Hotels



The Corinthian Bed & Breakfast

4125 Junius St



0.69 miles from downtown dallas texas

No Description Available

Daily Rate

Not Available

Select



VirtualTour

Best Western Cityplace Inn

4150 North Central Expressway



1.39 miles from downtown dallas texas

No Description Available

Daily Rate

Not Available

Select

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The needle in the haystack

Refine Search

Location

10 Miles

downtown dallas te

Add a custom address

Hotel Name Contains

Hotel Brand

Star Rating

★

★★

★★★

★★★★

★★★★★

Amenities

Avg. Response Time

Response Rate

Add My Pin | Show Map

Sort By: Our Picks Price Star Rating Distance

Showing 1 to 15 of 22 < Previous | Next >

Hotel

The Westin City Center, Dallas
650 North Pearl St
★★★★★
1.88 miles from downtown dallas texas
The Westin City Center, Dallas is ideally located in the heart of the city's arts and financial district, just steps from major corporations, law firms, and accounting firms, as well as within
...More

VirtualTour

Daily Rate
Not Available
Select

Sheraton Dallas Hotel
400 North Olive St
★★★★★
1.92 miles from downtown dallas texas
Completed \$91 million renovation June 2009. 4 on-property dining options, Sports Bar with comp karaoke, Wii and pool. Outdoor pool. Full fitness center with 40 machines with media
...More

VirtualTour

Daily Rate
Not Available
Select

Magnolia Hotel Dallas
1401 Commerce St
★★★★★
2.31 miles from downtown dallas texas
The Magnolia is a distinctive hotel housed in the famed Magnolia Petroleum Building, which combines a wonderful blend of contemporary style and genuine comfort. Located in the heart
...More

VirtualTour

Daily Rate
Not Available
Select

Hotel Palomar Dallas
5000...

TRAVEL 3.0

Marketing - Components

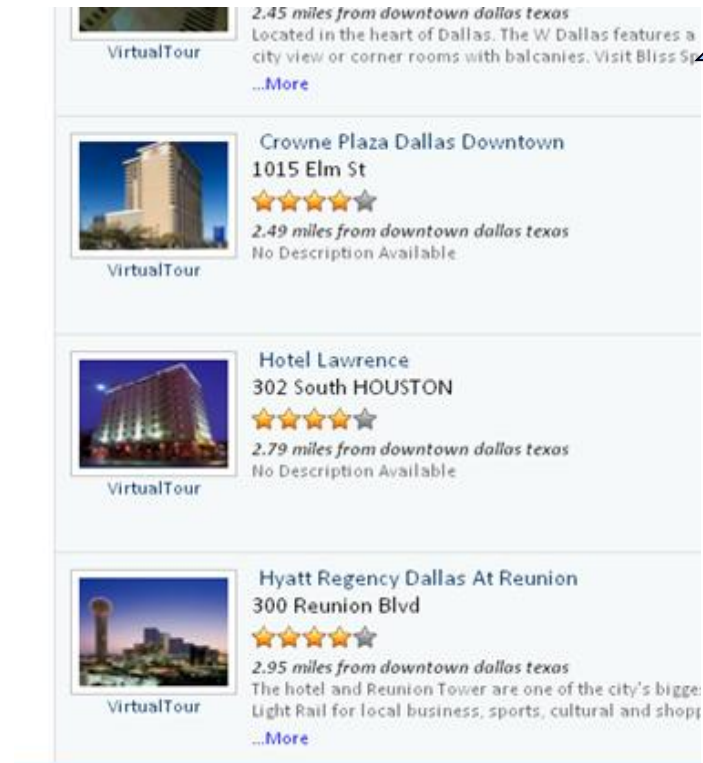
Enhanced Search Placement

- Default search is proximity-based

- Accurate content will help you in the filters

- Rich media will keep you in the game

- Now – an opportunity to position property above peers



VirtualTour *2.45 miles from downtown dallas texas*
Located in the heart of Dallas. The W Dallas features a city view or corner rooms with balconies. Visit Bliss Sp
...More

VirtualTour **Crowne Plaza Dallas Downtown**
1015 Elm St
★★★★☆
2.49 miles from downtown dallas texas
No Description Available

VirtualTour **Hotel Lawrence**
302 South HOUSTON
★★★★☆
2.79 miles from downtown dallas texas
No Description Available

VirtualTour **Hyatt Regency Dallas At Reunion**
300 Reunion Blvd
★★★★☆
2.95 miles from downtown dallas texas
The hotel and Reunion Tower are one of the city's biggest Light Rail for local business, sports, cultural and shopping
...More

TRAVEL 3.0

The "List"

The screenshot displays a web browser window titled "Lanyon : Hotel Search Results". It lists four hotels in Dallas, Texas, each with a "VirtualTour" link and a "Select" button. The status of the "Daily Rate" is indicated as "Not Available" for all listed hotels.

Hotel Name	Address	Distance from Downtown Dallas	Star Rating	Daily Rate Status
W Dallas	2.45 miles from downtown dallas texas	2.45 miles from downtown dallas texas	4.5 stars	Not Available
Crowne Plaza Dallas Downtown	1015 Elm St	2.49 miles from downtown dallas texas	4.5 stars	Not Available
Hotel Lawrence	302 South HOUSTON	2.79 miles from downtown dallas texas	4.5 stars	Not Available
Hyatt Regency Dallas At Reunion	300 Reunion Blvd	2.95 miles from downtown dallas texas	4.5 stars	Not Available

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General Information

Main Phone : (1)214-6511234
 Main Fax : (1)214-712-7127
 Sales Phone : -
 Sales Fax : 6510018
 Toll-Free Phone : (1)800-2331234
 Email : nan.stone@hyatt.com

Contacts

*All RFPs will be sent to this contact

Name	Title	Phone Number	Fax Number	E-mail
Lucy Williams	Catering/Party Services	(214)712-7254	(214)712-7130	lucywiliamsl@hyatt.com
Nan Stone	DirectorOfSales	(214)7127255	(214)6510018	nan.stone@hyatt.com
Steve Vissotzky	GeneralManager	(214)712-7242	(214)7127099	steve.vissotzky@hyatt.com
Samson Belaineh	Meeting	(214)7127266	(214)6510018	samson.belaineh@hyatt.com
*	Property			henry.zhou@hyatt.com
Lisa Hott	SalesDepartment	(214)7127256	(214)6510018	lisa.hott@hyatt.com
Lisa Hott	SalesPerson	(214)7127256	(214)6510018	lisa.hott@hyatt.com

Amenities


The screenshot shows a web browser window with the following elements:

- Browser Address Bar:** AVG, and did those feet in ancient time, Search, Total Protection, AVG Info, Identity Guard.
- Page Title:** Lanyon :: Hyatt Regency Dallas At R...
- Navigation Tabs:** Overview (selected), Rates, Map, Contact Us, Reviews.
- Description:** The hotel and Reunion Tower are one of the city's biggest landmarks. Connected to the Dallas Light Rail for local business, sports, cultural and shopping areas.
- Hotel Amenities:**

Airport 1 Shuttle	Computer Rental	Express Check-out	Local Faxes
AV Equipment	Concierge	Faxing Incoming	Long Distance Access
Availability	Copy Service	Faxing Outgoing	Newspaper
Available	Cost	Garage/Covered Parking	On
Bellman	Credit Card Access	Golf	Property
Beverage / Cocktail	Day Rate	Handicap Parking	Parking
Breakfast Buffet	Distance	Health Club - Extensive	Parking - Lot
Breakfast Continental	Doctor On Call	Health Club - Limited	Parking - Valet
Breakfast Full	Dry Cleaning	HighSpeed Access	PC and Printer Available
Business Center	Dry Cleaning Same Day	Jacuzzi	Pool - Heated Outdoor
Business Center Services	Early Check-in	Jogging Track/Trail	Pool - Outdoor
Cardio Vascular Equipment	Early Check-in Guarantee	Late Check-out	Racquetball Court
Chargeable	Early Check-out Fee	Late Check-out Guarantee	Room Upgrade Confirmed
Childcare	Evening Turn Down	Laundry / Valet	Room Upgrade on Availability
Coffee / Tea	Express Check-in Fee	Local Calls	Secretary Service
Shuttle to Local Businesses			Shoe Shine
Spa			

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Promotions




Welcome, Susan Joeseph!

[Home](#) | [My Profile](#) | [Logout](#)

Dashboard
Search
My Meetings
Reports
Admin

< Back to Search Results Add to RFP



Bellagio
★★★★★
3600 Las Vegas Blvd. (The Strip)
Las Vegas, NY 89109, United States
Phone: (702) 693-7111

Check In: 3:00PM
Check Out: 12:00PM

Virtual Tour Rate this Property

Negotiated Rates
from **\$325**

Response Rate: 88.89%
Avg. Response Time: 72:32:06
(HH-MM-SS)

Hotels Selected

- Paris Las Vegas
- Stratosphere Casino Hotel & Tower
- Luxor Hotel and Casino
- Excalibur
- Sahara Hotel and Casino Las Vegas
- Circus Circus Las Vegas
- Imperial Palace Hotel and Casino
- Tropicana Hotel and Casino
- Stratosphere Casino Hotel & Tower
- Luxor Hotel and Casino

[Compare](#) [Remove](#) [Go to RFP](#)

RFP ID: 1234567

Meeting Summary

Arrival Date:	Thursday, September 24, 2009	Total Room Nights:	30
Departure Date:	Saturday, September 26, 2009	Singles:	20
Decision Date:	Friday, July 31, 2009	Doubles:	5
Response Due Date:	Friday, July 24, 2009	Suites:	5

Overview
Rates
Meeting Rooms
Contact Us
Map
Reviews

Special Offers

Start Date ▲	End Date ▲	Rate	# of Rooms	Description
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..
Fri, 01-Jan-2010	Sun, 31-Jan-2010	\$125.00	50	This is a special offer with a really long description to show more..

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Offers

AVG | and did those feet in ancient time | Search | Total Protection | AVG Info | Identity Guard

Lanyon : Hotel Search Results

VirtualTour	No Description Available	Available
		Select
	Hyatt Regency Dallas At Reunion 300 Reunion Blvd ★★★★☆ 2.95 miles from downtown dallas texas The hotel and Reunion Tower are one of the city's biggest landmarks. Connected to the Dallas Light Rail for local business, sports, cultural and shopping areas ...More	Daily Rate Not Available Select
	Dallas Market Center Dth 2015 Market Center Blvd ★★★★☆ 3.20 miles from downtown dallas texas No Description Available	Daily Rate Not Available Select
	Renaissance Dallas 2222 Stemmons Fwy ★★★★☆ 3.57 miles from downtown dallas texas Indulge in a Dallas luxury hotel presenting landmark style combined with rich sophistication at the exquisite Renaissance Dallas Hotel. ...More	Daily Rate Not Available Select
	Marriott Suites Dallas Market Center 2493 North Stemmons Fwy	Daily

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Best Practice # 3 – Work the process

- Respond quickly
 - Respond – every bid could lead to \$\$
 - CPMs assess prior to deadlines
 - Don't leave it to deadline, as questions arise
 - Meeting planners measure by hours
- Show your value
 - Total spend includes amenities
 - Show value of free amenities and of location
- Show loyalty and you will be shown loyalty
 - Rate can replace shoulder and low season / day

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The Season

	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb			
Prepare															
Update Hotel Data															
Confirm Rates															
Review spend and data															
Confirm team and vacations															
Consortia RFPs															
Corporate RFPs															
Negotiations															
Rate loading															

TRAVEL_{3.0}

Best Practice # 4 - Complete the circle

- Load the rates quickly, and accurately
 - *May take 3-4 attempts for hotels to load correctly*
 - *5% - 53% of Negotiated Rates are not available*
 - *10% - 30% of Negotiated Rates are lower online*
- Review the business regularly, know your business and track your customers
- Proactively check your rates
 - Automated auditing
 - Partner programme and commitments
- Review business to plan

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Supranational

- Centralised transient RFP process
 - Managing deadlines
 - Creating relationships
 - Centralising leads
 - Increasing responses / responsiveness
- Capturing Group / Project leads
 - Centralised lead management

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RFP & CRM Software is essential

- **Customer Relationship Management**
 - Creates interface opportunities
 - Increases effectiveness of partnerships
- Works with various operating environments
- Variable speed, controlled by user
- On-line updates available
- Personalization available

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Meeting people is essential...



TRAVEL_{3.0}

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Messages



- Understand the segment
- Best Practices
 - Make your content work for you
 - Apply your on-line marketing techniques to your corporate business
 - Work the process
 - Complete the circle to retain the business

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