

# Crucial Steps to Success After Hotel Negotiations

Congratulations, you have made it through another hotel RFP negotiations season! However, there are some important actions to start now to assure your company achieves its hotel program goals for 2019. These tasks could ensure the negotiation efforts will earn significant advantages for your organization and travelers in 2019.

The following are Travel Managers' crucial duties upon completion of hotel negotiations:

- 1. Ensure you are actually getting the appropriate rate .** Many negotiated rates are not properly loaded or not loaded in the GDS before the first audit is done.
  - a. Quickly perform a GDS audit, by mid-January, in March and then in June or July.
  - b. Prepare rate availability audits beginning in February and continue every other month to confirm that your negotiated rates are accessible to your travelers.
  - c. Begin rate parity audits in January and continue every other month to certify that your negotiated rates are not higher than online sites.
  - d. Audit your online tool to confirm that rates are loaded correctly and preferred properties are properly displayed and flagged.
  - e. If an audit reveals an issue, respond directly to guarantee your program achieves the anticipated savings.
- 2. Guide travelers to preferred properties.** Try the following steps to ensure greater traveler compliance:
  - a. At the start of the year, conduct sessions to advise travelers on any modifications to your hotel program.
  - b. Utilize an online hotel directory to give travelers and travel administrators a simple method to find preferred properties and applicable amenities.
  - c. Add policy compliance to your online booking tool increase preferred property reservations.
  - d. Insert reason codes as part of the reservation procedure to notify you of a modification; e.g. a new office opens or changes location. Using this information, you could negotiate a new preferred rate.
- 3. Benchmark now and proceed with information.**
  - a. Evaluate how your rates correspond to how much companies in your industry are spending. In addition, compare rates from organizations outside your industry, but with similar spend.
  - b. Discuss with your travel management company (TMC) to direct you through the procedure. If you uncover you are spending more, show these results during mid-year negotiations to further reduce your spend.

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- 4. Observe the developments and effects on spending.**
  - a. Immediately forecast the following year's savings goals.
  - b. Regularly observe spend and compliance to ensure you're meeting objectives.
  - c. Audit all rates to confirm they are on track. If the rates are not meeting goals, work with your TMC to assess the problems and make changes.
  
- 5. Liaise with your group/meetings team to work towards combining travel and meetings.**
  - a. Look into moving meetings spend to preferred hotels.
  - b. Utilize meetings data to improve your influence in future negotiations and to obtain improved rates for events.

## ABOUT ACENDAS

Established in 1982, Acendas provides comprehensive corporate travel, meetings and incentives, and leisure travel services. As a joint venture partner with BCD Travel, Acendas' clients have access to exceptional technology, proprietary discounts, and extensive global resources.

