

# Case Study: Hotel Choice Drives Compliance

Many traveler managers struggle to increase hotel compliance. One CWT client found that by simply offering business travelers more choices, they make the right choice.

**Who:** A European manufacturer

**Challenge:** The company's 5,000 travelers could not find accommodations via the GDS in all the cities they traveled.

**Solution:** The client adopted full RoomIt content across all of their booking channels, including their Traveldoo booking tool, in order to provide their travelers with more hotel booking choices.

## The Case study Results

**7.5%**

Growth in OBT adoption after RoomIt content introduced

**5%**

Growth in hotel attach after RoomIt content introduced

**14%**

Percentage of total bookings made using third-party content

**44%**

Third-party bookings at properties not available through the GDS

## Better compliance, better results

When your travelers book within policy and through your corporate channels, you can drive additional savings, improve your reporting and locate travelers more easily in an emergency.

