



Drive hotel program savings today!

- Utilize RoomIt Rates and third-party hotel content to drive lower rates and savings beyond your preferred rates
- Turn on *myCWT™* hotel booking to get access to the full breadth of RoomIt content
- Ensure your access to non-refundable rates
- Use Price Tracking

Questions? Contact your program manager.

> 50%
of travel buyers say
reducing costs is
their top goal.

Sources:
Phocuswright U.S. Corporate Travel Report 2018-2022.

GBTA/RoomIt Study: Improving Hotel Programs in 2019 study.

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Hotel Program Savings

You need to show a positive ROI, but the tools you've used to driving savings in the past are changing. We can help.

To negotiate or not negotiate — that is the question.

We recommend that you negotiate fixed rates at your top destinations where you can guarantee over 150 room nights per year. Then, utilize dynamic rates and RoomIt content in other locations. RoomIt Rates and many third-party rates also include last room availability, which can be a costly addition if negotiated with fixed rates.

As a CWT client, you already have access to RoomIt Rates through your OBT and CWT booking channels. Simply turn on the RoomIt hotel booking functionality on *myCWT* online to access additional third-party content (i.e. Booking.com and Expedia Partner Solutions), if not already available in your OBT.

Reconsider your stand on non-refundable rates.

Sixty-seven percent of travelers would book a non-refundable rate if it was significantly lower than other rates. Non-refundable rates can be much cheaper and are cancelled less frequently than you'd expect, only 5-6% of the time.

Even with a few cancellations, you stand to gain more than you lose using non-refundable rates. Just ensure your travelers understand what they are booking and when non-refundable rates make sense.

Turn Price Tracking on right away. Yes, right away.

Seventy-seven percent of traveler buyers surveyed are not using resshopping/price assurance tools, missing out on an easy 1-2% travel program cost reduction.

Price Tracking not only helps you lower your costs, it can also help you convince travelers to stay in program. There's no reason to shop around when Price Tracking will automatically rebook a lower rate if it becomes available.

Improve compliance.

How do you improve compliance? Provide travelers with an easy and convenient way to access the hotels they want and reward them while they do it (a.k.a. more loyalty points).

To learn more, visit the [Hotel Resource Center](#) or contact your CWT representative.

RoomIt
by CWT