

8 budget busting ways



to save money without freezing travel

You have seen the headlines: the world's economies face an unpredictable future. No one really knows for certain what will happen, but nearly everyone seems to be talking about what could. If the economy loses some of its momentum, organizations will want to ensure they are prepared to adapt and minimize any possible risk.

When markets become turbulent, companies often do two things; freeze travel or cut advertising and marketing spend. We get it; they can't turn off the lights to save money. But, research has proven repeatedly that taking actions that reduce sales and marketing activities result in lost sales. For every \$1 invested in travel, companies realize \$12.50 in incremental revenue. [Source: U.S. Travel Association](#)

Discover how to implement these eight must-do tips into your travel program to ensure your employees can still create value:

1 Satisfy your traveling employees

76% of business travelers are willing to take travel cuts, through class change or by taking connecting flights, instead of cutting out travel completely. CWT can help you implement and support travel while providing savings and keeping your travelers happy and safe.



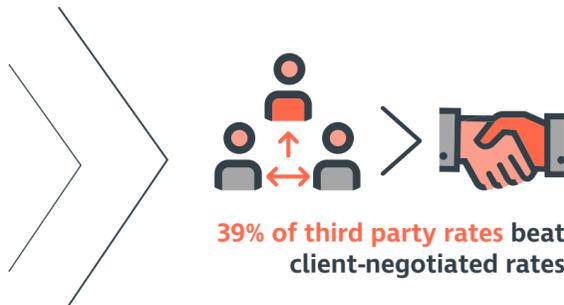
20% off best available rates.

2 Delve deeper into TMC pre-negotiated rates

Gone are the days when you settled for the best available rates. Say hello to Travel Management Company negotiated rates or our very own RoomIt Rates. RoomIt Rates include six business-friendly amenities (think free Wi-Fi and loyalty points), giving you more value for your money.

3 Third-party content provides competitive rates and coverage

Third-party hotel rates often meet or beat client-negotiated rates, and they increase the global coverage of hotel programs giving employees no reason to book outside of your hotel program.



Lower tier, extended-stay US \$69.00 vs. average stay US \$126.72*.

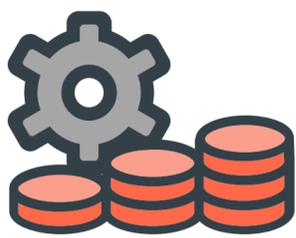
*STR global data, 2018

4 Consider extended stay options

Reduce your average daily rate by using extended-stay properties, which can be lower than traditional hotels. RoomIt has a selection of extended stay properties to choose from that are easy to book.

5 Get more for less

There is a rise of midscale hotels, with new mid-scale hotel constructions accounting for 72% of all construction projects within the US. Many offering employees better amenities like free Wi-Fi and breakfast, making them easy on travel budgets.



Save up to 2% on your travel costs with price optimization.

6 Use technology to save

Technology acts as your best friend when it comes to cost savings, but most are not utilizing essential tools available. CWT's price optimization tools can help you save money on your travel costs. Automated messaging services can increase compliance with hotel program compliance and the use of preferred partners, lowering total travel spend. Why not engage with CWT's chatbot, Reece, to save time? Find out more [here](#).

7 Travel more and earn more

Many employees find face-to-face interactions help them win business. Add to your bottom line by adjusting travel budgets to revenue-generating teams. In certain markets, like Latin America, building a personal relationship drives business success.



64% of travel buyers don't have visibility on their spend.

8 Better visibility drives bigger savings

Did you know over half of the travel buyers don't know how much they spend on travel expenditures? Consolidating your expenses gives you better visibility and greater savings and helps you cut unnecessary expenses in transport, food and beverage costs. See how we can [save you more](#).