

WHY SHOULD YOU USE THE LOYALTY BOOSTER PROGRAM?

Many business travelers booked outside of company channels at least once in the past year.

But, why do travelers book elsewhere?



Hotel Loyalty Points

Better Pricing

Convenience

WHY IS NON-COMPLIANCE A PROBLEM?

It's a budget buster

15%

of travel over-spend can be reduced by enforcing your policies.

It wastes time

40 hours

average time a travel buyer dedicates to reconciling travel and expense data each month.

You lose leverage

up to 8%

increase in negotiated rates when companies guarantee 100 rooms/year vs. 150 rooms/year.

It increases risk

60%

of business travelers are untracked by their company when they book direct.

Incentives work.

CWT offered travelers 1,000 bonus hotel loyalty points per eligible booking for two months. The results:

Hotel attachment increased
12%
during promotional period

Attachment grew another
3%
after promotional period

Visit roomit.com to learn more.

RoomIt
by CWT