
Preferred Lodging Programs—How To Do It

What a Travel Agency Can Do For Its Clients

A. Travel Agent: Pre-Negotiation Information Gathering

1. Where Your Travelers Go
2. Who They Currently Stay With/Location (Competitive Analysis)
3. Stay Characteristics of the Traveler
 - Arrival & Departure Patterns; Number of Nights; Day of Arrival; Seasonality; Brands Market Share for Top 100 Cities
 - Trip Purpose
 - Business or Meeting Site Being Visited
 - Required Norms & Value Added Enhancements
 - Average \$ Paid Per Room Night
4. Referability; Traveler Compliance (Your Ability to Drive Market Share)
5. Identify the Client Decision Maker (By the Hotel)
6. Appropriate Sales Contact for Each Hotel Brand
 - Chains—SGTP's Supplier Profiles
 - Individual Property—Director of Marketing/Sales
7. FEMA Numbers for all Prospect Hotels/Confirmed

B. Professional Hotel Inspection

- The Tour First—Unannounced and Unscheduled!

C. The Negotiation: Topics to be Covered

1. Service Delivery (Availability—i.e. Last Room; Room Type and Location; Other Norms/Soft & Hard Dollar Enhancements; How to Book Through CRS, Internet, etc.)
2. Value Adds: Concierge Level; Upgraded Rooms for Groups; Meals; Parking, etc.
3. Traveler Identification Requirements
4. Traveler Complaint Response Process
5. Trackability
6. Commission Program: Prompt Payments; Other Travel Agent Policies and Practices
7. Guarantee Policies; Flexible No-Show Billing Program
8. The Inclusive Rate (Flat Preferred; Seasonal Acceptable vs. Government Rate and Local Norms)
9. Method and Terms of Agreement; Alternate Sales Contacts
10. Promotion: Pay to Play

D. Measuring Overall Performance/Contract Compliance

1. Compliance Contact at Each Hotel
2. Traveler Feedback
3. Mystery Shopping
4. Periodic Reports
 - Usage Data from TMC/CTO (Bookings)
 - Usage Data from Hotel and Travel Charge Program to CTO/TMC/GSA/Government Agency (Actual Charges)
5. Periodic Management Meeting

© 2004 SGTP—Society Of Government Travel Professionals



Society Of Government Travel Professionals

6935 Wisconsin Avenue, #200 ★ Bethesda, MD 20815

301/654-8595 ★ FAX 301/654-6663 ★ E-Mail: govtvlmkt@aol.com

The National Forum Of The \$20 Billion Government Travel Market®