

## Hotel Program Consulting

ALTOUR offers full sourcing for all your hotel needs to provide the most comprehensive, value-driven program. The following outlines the steps and initiatives we take from discovery through to the implementation stages of your program.

### SCOPE

- ✓ Determine the level of effort required to deliver a comprehensive hotel program.
- ✓ Set goals and objectives including preferred hotel chains, if appropriate.
- ✓ Establish cities and locations required for the program.
- ✓ Analysis of historical data and determination of your objectives and hotel preferences.
- ✓ Determine preferred amenities: Breakfast, frequent renter program upgrades, parking, newspapers, etc.
- ✓ Submit RFPs for each required location, including a second round of negotiations with short-listed properties.
- ✓ Benchmark hotel rates, existing and proposed.
- ✓ Negotiate contract terms with chosen suppliers.
- ✓ Integrate rates into booking source.
- ✓ Audit rates, four times per year.

### ENGAGEMENT INITIATION

- ✓ Conduct kickoff meeting/ conference call to confirm objectives, timing, and scope.
- ✓ Agree on the roles and responsibilities of your team and Consulting Services internal project team.
- ✓ Identify appropriate client documents needed for project (data sources, travel policies, existing hotel contracts).
- ✓ Create and finalize project timeline.

### DATA ANALYSIS\*

- ✓ Gather the last 12 months of spend by city, hotel property, and other critical data points.
- ✓ For non-TMC booked data, determine required data formats to obtain historical data.
- ✓ Identify any known upcoming changes to the travel program, travel volumes or destinations.
- ✓ Download all hotel data from incumbent travel management company, if required.
- ✓ Quality control the data and convert to common currency if multi-country sourcing is required.

### SOURCING PROCESS

#### CITY BID EVALUATION

Determines properties to be included in the RFP.

#### CUSTOMIZED RFP

RFP designed specifically for your unique needs.

#### BENCHMARKING

Compares your existing rates with average rates achieved by other companies of similar size, spend and location. Creates target rates for RFP outcome.

#### RFP LAUNCH

Request for Proposal sent to all hotels within preferred hotel type, cost range and within specified locations.

#### HOTELIER REMINDERS

Outreach to hoteliers as RFP deadline approaches.

#### SECOND ROUND NEGOTIATIONS

Negotiate further with shortlisted properties.

#### CONTRACT NEGOTIATIONS

Negotiate contract terms and submit to travel management lead for signature.

\*Additional hourly fees may be incurred if data requires cleansing or manipulation.