

LET'S TALK SPEND TRANSPARENCY: A GUIDE FOR TRAVEL MANAGERS & HOTELS

Though it may not always be obvious, travel managers, buyers and hotels are all working toward the same goals: efficiency; a seamless traveller experience; and full transparency, so we can effortlessly track spending, commission and budgets. The L.E/Miami Hotel Committee puts travel buyers and hotel representatives in the same room semi-annually, so they can come to mutual agreements on how to increase spend transparency, the results of which you'll find below. Spend transparency allows hoteliers to fully track and portray the scope of business they are bringing to buyers, while allowing buyers to negotiate better rates by accurately showcasing their purchasing power. Playing – and paying – nicely has never been easier.

Bookings via GDS/TMCs

Travel buyers will...

- Instruct TMCs to provide additional information in the notes field of the reservation system when possible, including: Company Name / Subsidiary / Project Code
- Provide hotel with list of dedicated IATAs and pseudo-city codes (PCCs)
- Outline schedule of when they would like to receive production reports

Hotels will...

- Set up reports run by dedicated IATAs to easily share production
- Instruct front office teams to double check for any notes added in the fields of each booking, flagging the booking to the sales team so they can track production to the correct account

Bookings made directly

Buyers will...

- Educate travellers on the value of booking within a travel programme (rate savings, travel assistance, perks) and that when booking directly with the hotel, to ensure the hotel books the reservation under the correct company account

Hotels will...

- Assign a dedicated rate code and share this rate code with the sales team, reservations team and front desk teams so all direct bookings are tracked to the correct account
- Set up a report run by a dedicated rate code

Bookings via OTAs

Buyers will...

- Educate travellers on the value of booking within a travel programme (rate savings, travel assistance, perks) as well as the negatives such as reservations being rigid (non-cancellable, no value adds attached, additional hidden costs, non-upgradeable, etc.) to ensure travellers are well-informed and encouraged not to book via OTAs
- Provide post-travel report to the traveller to drive travellers to book directly through a dedicated travel programme, and not on their own
- Continue to enforce the company travel policy via the mandated travel programme

Hotels will...

- Ensure the corporate rate is always the best rate, by implementing dynamic rates alongside negotiated rates

Group bookings

Buyers will...

- Instruct all bookers to include Company Name / Subsidiary / Project Code to all groups
- Discuss group potential with hotels at the beginning of the relationship/during RFP negotiations to establish how groups will be tracked and to agree on how group production will be factored into the account's overall business value

Hotels will...

- Ensure all group bookings are easily reportable by assigning a group rate code connected to a client account to each one
- Discuss with management approaching a holistic consideration of the account's total business, including group and transient