Hotel Program Compliance

Keeping travelers in-program starts with making sure travelers' needs are met.

Use this checklist of CWT tools to support hotel program compliance.

- Use *myCWT™*

- Turn on *myCWT* hotel booking to get access to the full breadth of RoomIt content

- Enable Intelligent Display

- Use *Program Messenger*

- Send Missing Hotel Emails

- Share your hotel program policy on *myCWT*

- Participate in Loyalty Booster campaigns for your preferred suppliers

Questions? Contact your CWT Representative.

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On average, travel buyers say one-third of hotel bookings are non-compliant.

Location. Location. Location.

Seventy-three percent of travelers told Global Business Travel Association (GBTA), "Finding a hotel near my location is the most challenging aspect of booking hotels in my corporate travel program."

Simply turn on access to RoomIt's hotel content and give your travelers access to business-appropriate accommodations in over 73,000 cities worldwide. In addition to GDS content, we offer specially negotiated RoomIt Rates that pair discounts of up to 20% with high-value amenities like last room availability, WiFi, and same-day cancellation.

Travelers can also book accommodations available through third-party booking sites (i.e. Booking.com and Expedia Partner Solutions) right in your corporate booking channels.

Communicate and educate.

Sixty-two percent of travel buyers report providing education on travel policy to travelers; however, most travelers say they don't see it.

If you've been hesitant to send travelers direct communications, you might want to reconsider.

- Use *Program Messenger* to communicate to your travelers – available via email and text (SMS). A variety of templates are available, making communication clear and easy. Plus, clients lower their travel program costs 4-7% in the first year of use.

- Leverage the Missing Hotel Email functionality which automatically sends an email to travelers that book air or rail without a hotel. Ten percent of travelers book a hotel after opening the email.

- Post your hotel program policy, along with company news and more on *myCWT*. It's easy to update and provides need-to-know information to a captive audience.

Reward and recognition.

Seventy-one percent of travelers believe they deserve loyalty points for traveling. If you're looking to bring travelers back into your program, you'll need an incentive.

Rewarding travelers is easier than ever with our Loyalty Booster campaigns. Simply speak to your CWT representative for more information.

Contact your CWT representative to learn more.

RoomIt by CWT