



GROUP BOOKING POLICIES

GOAL SETTING PROCESS

1. 2021 goal setting is based on total team bookings – not by individual. Team members are able to sell across all market segments.
2. Specific deployment of segments and sub segments for targeted solicitation is based on hotel market and will be established by the property DOSM. These targeted market segments and sub segments are subject to change as market conditions/demand shift.

GROUP BOOKING PROCESS

1. A group is defined as a contracted booking with a minimum of 10 guest rooms on the peak night. Contracts for less than 10 rooms per night should be reserved and credited under the Transient or Contract market segment.
2. All Tentative bookings must be entered into the Sales & Marketing System (SMS) and the Property Management System (PMS) within 24 hours the contract being sent to the client. After consumption is complete, there should be no Prospect or Tentative bookings remaining in the given month.
3. Marriott branded properties must utilize T1 and T2 designations in CI/TY or SFA. T1 classification should be used for contracts in Tentative status awaiting signed copy from the customer to turn Definite. T2 classification should be used for contacts that will remain Tentative until consumption due to no cancellation and/or attrition.
4. Prospect group business is not washed and is entered only into the SMS. Upon turning Tentative and/or Definite, standard policy is to wash the booking by at least 20% before revising in the SMS and entering into the PMS. This assumes the contract has an attrition and cancellation clause. If after verifying pick-up history, it is determined that the group should be washed less than 20%, the GM and DOS must initial the Booking Recap before routing to reservations and other departments. A scanned copy of the initialed Booking Recap must be kept in the SMS with the booking.
5. The standard cut-off date is 21 days prior to the group arrival date. Rooms are released back into inventory at the cutoff date unless inventory is available and it is agreed upon during the revenue call to extend the cut-off date.
6. A group that has a signed contract, but without a cancellation and attrition clause, will not turn Definite until the business is consumed and must be washed 50% in the SMS and PMS. Any exceptions must be in writing by the SVP of Sales & Marketing.
7. Government groups with a signed PO or signed LOI (even without a contract) will be turned Definite with a minimum of 20% wash. These contracts shall be maintained in the SMS with the booking.
8. Groups that have rebates must reflect the NET room rate in SMS so the seller is credited with the amount of revenue the hotel retains – not the GROSS revenue amount. Commissions do not apply and should not be NET room rate since they are a budgeted line item expense.

TURNING CONTRACTS DEFINITE

1. Contracts must be reviewed by the DOS prior to being sent to the client for signature.
2. A Definite contract or addendum requires the signature of the client. Remington corporate legal must approve any changes to legal terms within Remington approved contracts and addendums as well as all non-Remington originated contracts and addendums. Changes to business terms must be approved by GM.

3. SMS will be used to keep copies of all booking correspondence. SMS must include the signed contract for all definite bookings and any tentative contracts without cancellation/attrition clause that will remain tentative until consumption.
4. A Letter of Intent (LOI) or citywide hold agreement does not constitute a definite booking. Citywide hold agreements should turn Definite once the contract has been executed by the liable client.
5. The GM and DOS must countersign all contracts within three business day of receipt of the executed contract from the client, prior to being turned Definite in the SMS or the PMS.
6. The SVP of Sales & Marketing must approve in writing and in advance all contracts booked more than 3 years (36 months) from the contract execution date.
7. All Definite booking cancellations must be communicated to the DOS and GM within 24 hours of client notification. All cancellation acknowledgements and system cancellation documents must be scanned and uploaded with the original contract in the SMS.

COMPLIANCE

1. Audits will be conducted periodically. The audits will be conducted by the DVP of Sales & Marketing.
2. All credit card authorizations must be given to the property controller and kept in a secure location within the accounting office. No credit card information is to be saved in the file or SMS.
3. Monthly, each hotel must fully reconcile the group business between the PMS and the SMS.
4. At the mid-point and end of each month, each GHM or DOS must enter the actual contracted group business into the SMS.
5. All SM and DOS are required to comply with these policies and procedures, otherwise disciplinary action up to and including termination may result.

DEFINITIONS

1. Prospect Group Rooms_– Group business where no sales contract has been sent to the client but contact has been made with the client, the client shows interest in booking some rooms and reasonably accurate dates and number of rooms has been ascertained.
2. Tentative Group Rooms_- Group business where a sales contract has been sent to the client but has to be signed and returned.
3. Definite Group Rooms_- Group business where a sales contract has been signed by both the client and the hotel.

Booking Recap - A form that is produced by the SMS which lists the details of a booking including # of rooms, dates, rates, status, etc.

* As defined in the Market Segment Glossary

** As defined in the Compensation Documents



GROUP BOOKING POLICIES

I have been given a copy and reviewed these Remington's Group Room Booking Policies. I understand the policies and procedures and agree to abide by them.

Print Name _____ Signature _____

Hotel _____ Date _____



MARKET SEGMENT DEFINITIONS/ACCOUNT DESCRIPTIONS

TRANSIENT MARKET SEGMENTS

Transient rooms include rooms that are occupied by individual travelers and are broken down into the following segments:

Retail Rate

This segment will track retail related business that may be termed regular, full, published, or Best Available Rate (BAR) whether during the week or weekends.

Consortia/Mega Travel Agency

This segment will track room nights generated from consortia/mega travel agencies that have entered into a rate agreement with the property. These rates are typically below the retail rate, but not necessarily, and booked through the consortia/mega travel agency channels via the Global Distribution System (GDS). The largest of these agencies are American Express, ABC Travel, Carlson, Radius, RosenbluthTravelsavers/WIN TQ3, Thor, Cendant Travel, CCRA, Custom Travel Systems, SATO Travel, and BTI Custom Travel Systems.

Corporate

This segment will track room nights that are equal to or are slightly discounted from the retail rates. These are room nights from corporate clients that do not have preferred (negotiated) agreements.

Advanced Purchase

This segment will track all room nights requiring an advanced purchase discount off of the Retail Rate. These reservations are paid in full in advance and are non-refundable with minimal if any, changes allowed.

Franchise 1

This segment will track all room nights generated from Brand Promotion Programs, except those coded to Package 1, 2, or 3.

Franchise 2

This segment will track room nights generated from brand loyalty program redemptions.

Franchise 3

This segment will track room nights for all Brand Employee, and Friends and Family discounts. This segment also includes Management Company Employees, and Ownership Friends and Family

Discount 1

This segment will track the following discount programs or their brand sponsored equivalents only, representing 0%-15% discount off the BAR rate: AAA, AARP, Hilton Sr. HHonors, etc.

Discount 2

This segment will track any coupon based promotions or highly discounted publications representing 10%-50% discount off the BAR rate. Examples: TravelZoo, Groupon, Sam's Club, Cendant Travel, Entertainment Club, Quest, Travel Agency Employee, All 50% off Club Cards, and Traveler's Discount Guide

Discount 3

This segment will track rooms sold by Online Travel Agencies (OTAs) under the merchant model. Examples of OTAs - Hotels.com, Expedia (merchant model), Priceline (merchant model), Site 59, Orbitz, Travelweb, Travelocity, Book it.com, get a room.com, World Res.

Discount 4

This segment will track all rooms sold by Online Travel Agencies (OTAs) under an opaque model. Examples: Hotwire (opaque model) and Priceline (opaque model).

Business Travel – National / Local Negotiated Rate Accounts

This segment will track accounts that have a contract with the hotel typically based upon a specific volume commitment in exchange for a negotiated rate discount. Examples of the type of accounts that would qualify would be brand managed national, local preferred Business to Business, and Ambassador Club accounts. A national account is defined as an account that is negotiated through a brand solicitation system. A local preferred Business-to-Business account is defined as an area organization or business that is negotiated and contracted at the property level. This segment also includes Airline Distressed Passenger business but NOT airline contract business.

Package 1 (Holiday Packages)

This segment will track all holiday-based packages such as New Year's Eve, Valentine's etc., whether brand sponsored, local or national. This discount trumps Franchise 1.

Package 2 (Brand Packages)

This segment will track all brand-sponsored packages, except Holiday packages. These packages may be locally developed or brand sponsored.

Package 3 (Local Packages)

This segment will track all locally developed venue packages such as Disney, museum, sport, zoo, etc... These packages may require the purchase of tickets or additional service by the hotel.

Government/Military

This segment will track room nights for any member of the United States Armed Forces, government employee (state or federal) or cost reimbursable contractor (CRC's). Room rates are primarily at annually set Per Diem or above and this rate includes anyone on a government purchase order for travel or having a valid government ID. This does not include special local (negotiated contracted) government accounts which would be tracked under Preferred Accounts.

Extended Stay

This segment will track long term stays discounted off the Retail Rate based on any length of stay that is greater than four nights.

Wholesale - Foreign Independent Travel (FIT)

This segment will track room nights generated through wholesale and F.I.T. contracts, with or without allotment. Typically these accounts utilize individual vouchers. These accounts may be contracted at the local level, brand national sales, or third party wholesale providers.

GROUP MARKET SEGMENTS

This segment will track all blocks of guest rooms that are more than 10 rooms on the peak night of the contracted event.

Citywide-Convention and Visitors Bureau (CVB)

This segment will track any Group that is contracted with the CVB. Any event (1) booked by the local convention and visitor's bureau and requiring a contract or block of rooms agreement (2) any group facilitated through a city inventory managed by a Housing Bureau excluding Transient Overflow. This segment trumps all other group segments.

Association

This segment will track any rooms booked by association, national, state, regional or local in scope.

Corporate

This segment will track room nights booked by any company.

Government/Military

This segment will track any Federal, State, or Local government organizations purchasing meetings and conferences on approved government funding. This rate excludes any social gathering of the Armed Forces which is captured under SMERFES.

SMERFES

This segment will track groups that book under the following organizations descriptors; Social, Military, Educational, Religious, Fraternal, Entertainment and Sports.

Social

This segment will track any group block related to a social gathering or organization. This includes family reunions, weddings, bar mitzvahs, class reunions, etc.

Military

This segment will track all social reunions or gatherings related to all branches of the Armed Forces.

Educational

This segment will track all continuing education meetings and faculty/staff meetings. This would pertain to such groups originating from a university, college or local school district. An educational seminar of an entity such as a hospital would be tracked here.

Religious

This segment will track any religious group block to include marriage encounters, retreats or religious seminars. Religious organization annual gatherings, regional and state conferences would also be coded to this segment.

Fraternal

This segment will track any group block booked that could include business, social, or university Greek/fraternal organizations (e.g., DeMolay, Rainbow Girls, Knights of Columbus, and Order of the Eastern Star). Fraternal groups could also include collectors or clubs

Sports

This segment will track all youth/amateur, school related, collegiate and professional sports teams. This does not include businesses or organizations affiliated with the event for the purpose of conducting business (Example: Corporate sponsorships, networks and media)

Tour & Travel

This segment will track a group arranged by or through a retail travel agency, or travel planner where the primary emphasis of the group travel is leisure.

CONTRACT MARKET SEGMENTS

This segment will track all accounts that stay continuously over a 30 day period or more without interruption. Groups staying less than a 30 day period should be tracked as a Group or Transient account. Rooms coded to this segment should have a pre-arranged set inventory contracted with the expectation that inventory will be used through the contracted agreement term.

Airlines

This segment will track contracted rooms for overnight or day crews generally staying 365 days a year. Terms of the Contract will require volume and rate agreements. This does NOT include Airline Distressed passengers (which is coded in Preferred Accounts).

Corporate

This segment will track generally lower rated corporate, construction crew, government or transportation (railroad and trucking) accounts which have contracted guaranteed rooms for such purposes as training programs or major construction projects.