

# Remington Hotels Pinnacle IBT Training

 TRIPBAM

# Agenda

- The Hotel Industry from the viewpoint of a Customer
- IBT Industry Gaps
- Emerging Disruptors
- The Future of the Corporate Travel Marketplace



# Corporate Travel Management on the Hotel Industry

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“I hate the RFP Process, why do we have to do this every year?”

“Why if they say LRA, do they close out my rates?”

“For all the volume I give them, why don't I have the best rate?”

“How can I trust a hotel to give me the discount they promised?”

# Today's Corporate Travel Marketplace



Personal Card or Corporate Card?

The biggest innovation in the RFP process

Dynamic is DYNAMITE!

TMCs as your FRENEMY

The shortest distance between two points is NOT the GDS

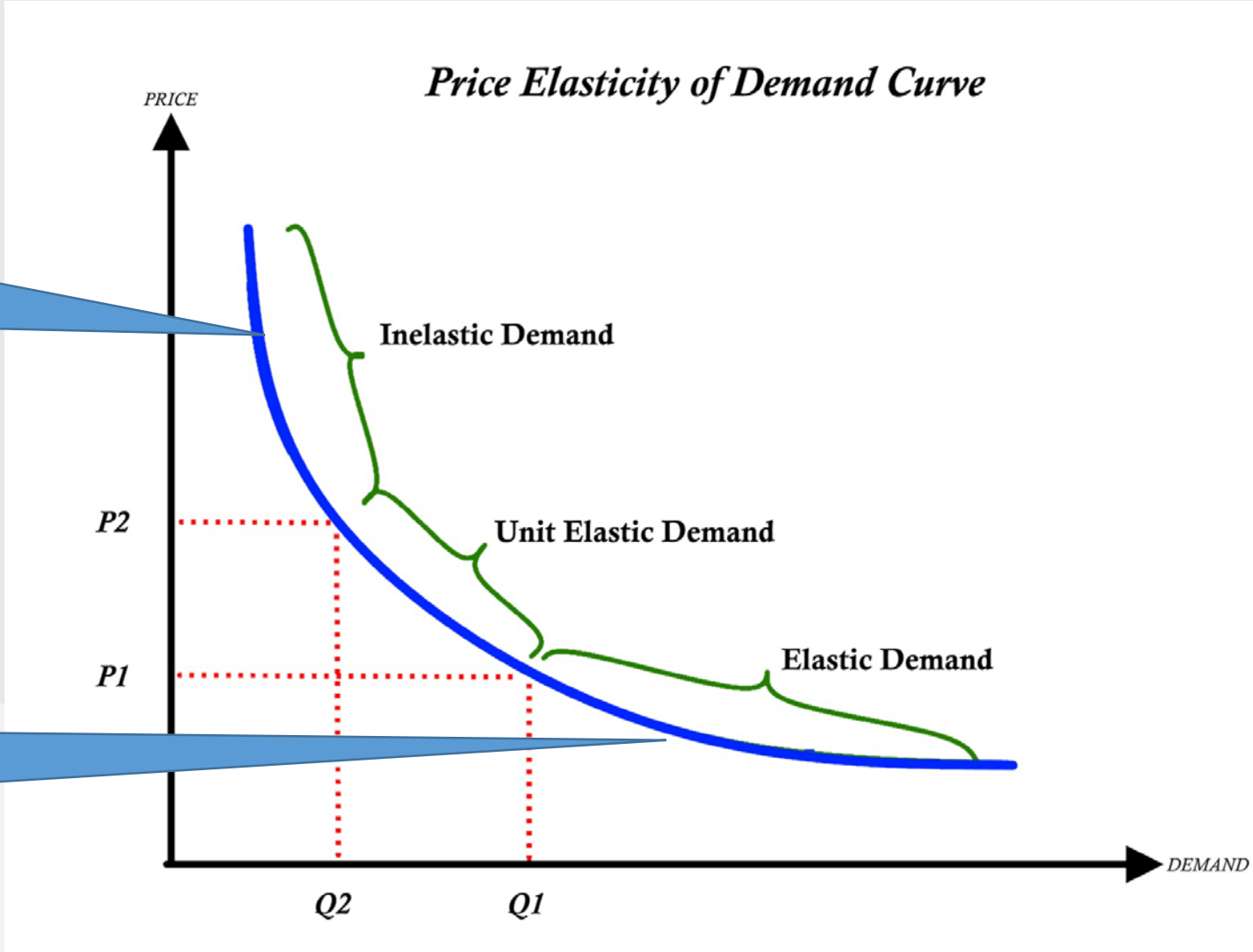
Strategery

# First, a little simplified economics lesson...



Corporate travelers are LESS sensitive to price increases and are also the larger consumer of ancillary spend...and they return to you destination more

Leisure travelers are MORE sensitive to price increases, won't buy the \$5 Coke and may never return to your hotel again



**This business will help you GROW ADR**

The Biggest  
Innovation in  
the RFP  
Process



# Dynamic Pricing will simplify EVERYTHING



**I'll offer you a very generous discount  
off BAR HOWEVER** not during the National  
Convention or if the Red Sox are in the World Series or  
Tuesdays for 1 night or basically whenever people want  
to stay here only for the few rooms we have that face  
the parking lot that we sell to Expedia...  
**....of course it's LRA**

VS.

It's XX% off

# The TMC is your frenemy



- No Transparency
- Conflicts of interest
- Not advocates for customers
- OTA Content
- Chain Level deals
- Not technologists



# The GDS

- Advertising value is hard to quantify
- You can't see what's in it
- Hard to differentiate
- First Screen Advantage (and biasing)
- Powers the OBТ

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HOTNYC¥API/29MAR-1NT2/MO«
** DOUBLE CLICK ON HOTEL NAME FOR MAPS AND PHOTOS **
** DIRECT CONNECT AVAILABILITY **
** MANDARIN ORIENTAL HOTELS RESPONSE **
MOD050147 MANDARIN ORIENTAL NEW YORK LGA
ADDR- 80 COLUMBUS CIRCLE 29MAR - 1NT2
NEW YORK NY 10023 CENTRAL PARK
PHONE- 1-212-8058800 ** SELL 0H1¥LINENBR
FAX- 1-212-8058888
TAXES- 14.75PCT $14.75PCT T
RATING- NTM 5 CROWN
1 VIRTUOSO 715.50USD GUAR /C-1D C
TTL TAX 109.04
APPROX. TOTAL PRICE 824.54 USD
INCLUDES TAXES AND SURCHARGES
STANDARD ROOM-1 KING BED-CITY VIEW-LCD HDTV-
WIRELESS-SEP BATH SHOWER-SAFE-39 SQM 420 SQFT
2 VIRTUOSO 715.50USD GUAR /C-1D C ¥
MD« ¥
TTL TAX 109.04
APPROX. TOTAL PRICE 824.54 USD
INCLUDES TAXES AND SURCHARGES
DELUXE HUDSON RIVER VIEW ROOM-1 KING-LCD HDTV-
WIRELESS-SEP BATH SHOWER-SAFE-37 SQM 400 SQFT
3 VIRTUOSO 805.50USD GUAR /C-1D C
TTL TAX 122.31
APPROX. TOTAL PRICE 927.81 USD
INCLUDES TAXES AND SURCHARGES
PREMIER HUDSON RIVER VIEW ROOM-1 KING-WIRELESS-
PANORAMIC VIEW-LCD HDTV-SAFE-37 SQM 400 SQFT
4 VIRTUOSO 895.50USD GUAR /C-1D C
TTL TAX 135.59
APPROX. TOTAL PRICE 1031.09 USD
INCLUDES TAXES AND SURCHARGES ¥
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# Corporate Travel Manager Strategies In Place Today



- Biasing in the Online Booking Tool
- Reducing the number of hotels in the RFP
- Increasing Chainwide Deals
- Duty of Care to Prevent Leakage
- More proportion of dynamic discounts
- Loading/Availability Audits
- Dynamic Sourcing
  
- AND....Hiring TRIPBAM



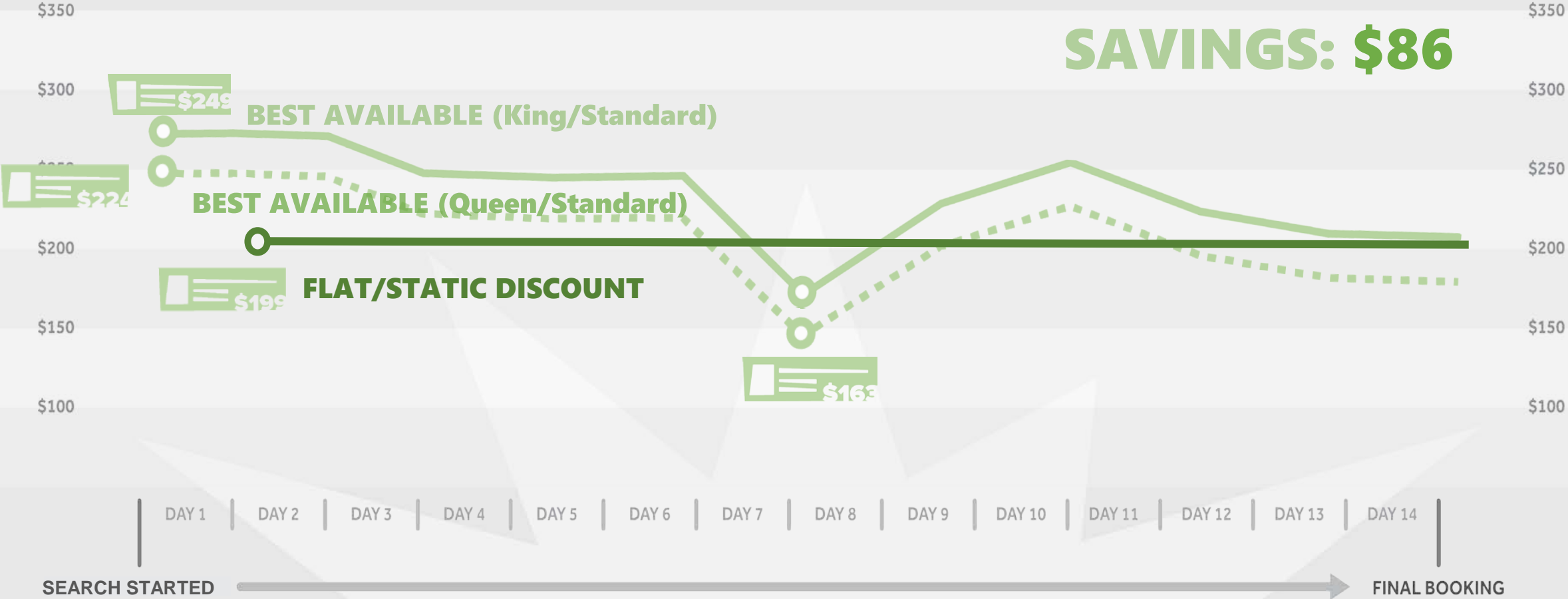
# Introducing TRIPBAM

# What we do - Daily Rate Shopping

Mayflower Park Hotel



Traveler Booked Hotel Only



# L4L Matching and Clusters

Bed Type

Room Type

Amenities (€):

- Wifi
- Breakfast
- Parking
- Club Level
- Cancellation Policy

Distance

Hotel Quality

Traveler Sentiment

Company Preferred Property

Company Preferred Brands

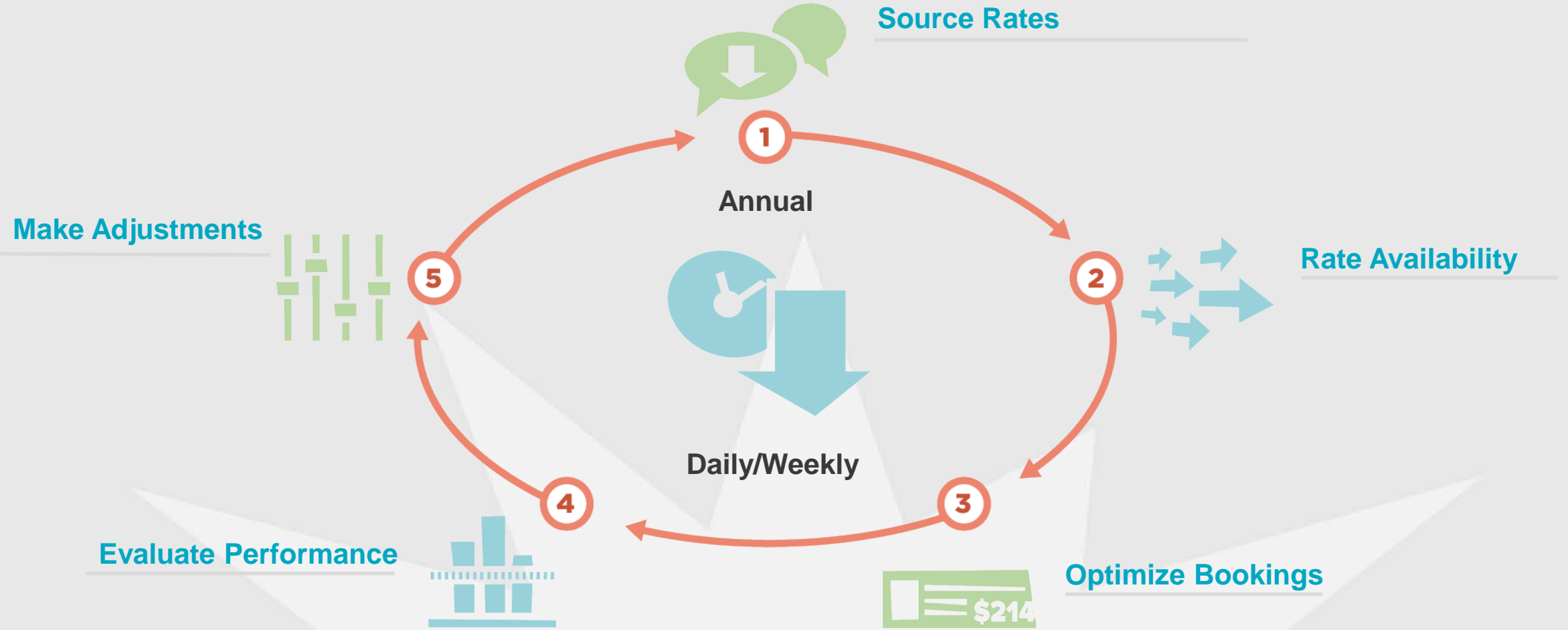
Traveler Preferred Brands



-  Original booking
-  In-policy hotel
-  Non-preferred hotels

# TRIPBAM Vision - Dynamic Hotel Programs

Automating Hotel Programs



# V1 of our Hotel Portal



What's my market share of TRIPBAM clients?

How competitively am I priced, discounted and LRA'd?

What's my grade?

Where can I find new business or evaluate the business I have?

How can I bid on new business?

# V1 of our Hotel Portal



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*DEMO SLIDES TO FOLLOW*





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# Marketplace Obstacles



- Preferred doesn't equal production
- Rates negotiated do not equal rates booked
- Squatting/LRA/Rate Loads
- Traveler decision making (policy vs. loyalty vs. leakage)
- Existing data/GDS advertising
- Sourcing new business
- Chain role in RFP process

# TRIPBAMs Vision of the Future



- Better partnerships
- Market share based relationships
- More transparency
- More traveler influence
- More accountability
  
- The changing role of the business travel sales manager