

# Preferred Hotels & Resorts Request For Proposal (RFP) Program



## The Simple Way to Improve RFPs and Increase Revenue

When you join the Preferred Hotels & Resorts RFP Program, your RFP process becomes more streamlined, targeted, and effective. In other words – more successful. There are a few key steps you need to follow, and we've outlined them here. Getting a bigger piece of the pie couldn't be simpler.

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### 1. FIND THE RIGHT PARTNERS

There are several factors that determine which RFP partners are right for your hotel. They include:

- Business mix
- Location
- Value-added amenities
- Historical data
- Comparable rates
- Travel program requirements

Preferred Hotels & Resorts works with a number of travel management and consortium partners. Your local Area Managing Director, Regional Director, or Account Director can give you recommendations on the bidding partners that are best suited to your hotel.

**Travel Management Companies** — A travel management company (TMC) is a wholly owned corporation that owns and operates a large number of travel agencies worldwide. These companies usually have numerous locations, and specialize in corporate travel and travel consulting. Examples are: American Express Global Business Travel, BCD Travel, Carlson Wagonlit, Flight Centre, and HRG (Hogg Robinson Group).



## Concierge Services

To make the RFP Program even easier, enlist Preferred Hotels & Resorts, who will assign a personal administrator to do it all on your behalf.

You won't have to spend valuable time responding to bids, worrying about missed deadlines, or incomplete RFPs.

## Rate Loading Service

Preferred Hotels & Resorts will complete the process after bid acceptance by loading rates for you into the SynXis CRS Control Center, and avoiding account rate audits.

**Travel Consortia** — A travel consortium specializes in providing services to independent travel agencies, and small – to mid-sized travel agency groups. An agency that contracts with the consortium is considered a “member” of the group, and receives benefits for their membership. Examples are: ABC Global Services, CCRA, Radius, and Travel Leaders Group.

**Travel Marketing Groups** — Similar to consortia, travel marketing groups offer services to independent agencies. The primary difference is the emphasis on leisure trips for upscale travelers. Examples are: Virtuoso, Ensemble, and Signature Travel Network.

## 2. MAXIMIZE YOUR PROFILE TO MAXIMIZE YOUR OPPORTUNITIES

The Preferred Hotels & Resorts Sales Team aims to help streamline the RFP submission process. We can help you generate a profile that will maximize the response from corporate clients. As you create your profile, we will recommend that you adhere to proven best practices.

## 3. PUT OUR LANYON TOOL TO WORK FOR YOU

As a member of Preferred Hotels & Resorts, you have access to Lanyon, the industry-leading automated bid submission tool for processing corporate and agency RFPs. This resource gives you a single point of entry for efficiently gathering and updating your property information. It also reduces the reliance on redundant databases.

Let Preferred Hotels & Resorts make the most of your RFPs. With a \$400 million market just waiting, you can't afford not to focus on improving your RFP process. Preferred Hotels & Resorts is here to help, processing over 34,000 bids via our Lanyon tool last season. Traditional bidding peaks August through December, so subscribe today and get a head start on your most profitable RFP season yet.

### We offer:

- An experienced global sales team that has personal relationships with corporate, TMC, and consortia account representatives.
- Annual Corporate Transient Account Survey for hotels to complete and submit. The survey offers strategic information that will assist the Global Sales Team with the RFP nomination process.
- Assistance from your Revenue Account Manager to publish hotel information directly to all four GDS simultaneously.

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For information, visit your Preferred Hotels & Resorts PreferredNet or contact:

Lenora Minassian, *Director, Global RFP Programs*  
+1 949 719 3345    lminassian@preferredhotels.com