



# Are you losing leverage in your hotel negotiations?

If you're not mining the full complexity of your travel and card data, the answer is probably **yes**.

## We are power negotiators.

That's because we integrate more sources of organizational and market data than any other consultancy or technology provider, giving you better business intelligence.

**11x**

Average ROI achieved by Advito hotel sourcing clients



**25x**

Actual ROI achieved by some of our hotel sourcing clients

## Consider these examples:

### Example #1:



How valuable is your room night volume to this property?

What your current process tells you:



"We spent \$30K with this property."

What Advito can tell you:



"We spent \$39K with this property...."



...and 63% of that was on Monday and Thursday 'shoulder' nights. 87% was spent on quality or premium room types."

Advito uniquely consolidates **travel + card data** in its sourcing analysis.

And, Advito is the only sourcing partner in the industry whose analytics include day-of-the-week analysis, room-type patterns and amenities spend.



Your value with the hotel just went up

### Example #2:



How competitive is that hotel's offered discount?

What your current process tells you:



"Benchmarking data shows this discount for our volume level is a little low. Ask for more."

What Advito can tell you:



"Of the \$67k we spent with your property, **less than 35%** of it was booked with the preferred rate. Our data points to blackout dates and lack of inventory availability, despite a strong advanced booking pattern."

Advito's analysis goes **far beyond benchmarking** mining your travel and card data to learn things like:

- What percentage of your spend has been booked at the property's offered rate?
- Why was the rate not booked? Unavailable inventory? Blackout dates?
- How much did you or would you lose in value because of these restrictions?



Your ability to quantify and prove the value you've earned just went up

### Example #3:



What's an attainable and rational target rate for this hotel?

What your current process tells you:



"\$152 per night including breakfast based on a market-level forecast indicator."

What Advito can tell you:



"\$147 per night is fair based on a business travel-specific and market-specific forecast adjusted for how we define the geographic area."

Your business travel program is not the same as the "general market," so your forecasts shouldn't use general market terms.

Advito's market index includes **more than 19,000 markets** giving you the most accurate targets and savings calculations in the travel consulting industry. We uniquely consider your program-specific geographic parameters, business-travel metrics such as supply/demand, ADR and occupancy trends, and determine appropriate market and property level targets:

**Hotels can't argue with data-driven logic.**



Your prediction just got more accurate

## The bottom line:

With Advito, you get the big picture, and you get it in high definition

When you have that, you have the advantage:  
Hotels will know your true value to their business

And when that happens?  
You have real leverage so you can get the best deals