



# The Complete Guide to Improving Hotel

**Start Date: Jan 17, 2019 9:00 AM**

**End Date: Jan 17, 2019 10:00 AM**

The Complete Guide to Improving Hotel Programs in 2019

Thursday, January 17th

9:00am ET 60 minutes

[Click here for other time zones](#)

Travel program goals can be difficult to reach when travel buyers and business travelers are not on the same page, and many travel buyers are at a loss with how to leverage cost savings, compliance, and satisfaction with traveler behavior. Building on 2018 research from GBTA and RoomIt, this webinar aims to help you understand what gaps might exist between your hotel policy and traveler behavior, and how to leverage these seemingly opposing forces to achieve program goals.

At the end of the session, participants should be able to:

Benchmark their hotel policy with data on rate allowances, reimbursable amenities, cancellation policies, and loyalty

Learn why travelers book outside rate allowances, and what can be done to better align rates with traveler behavior

Identify opportunities to drive further savings you may be overlooking today

Understand how out-of-policy bookings might be related to communication about policy parameters

Identify what travelers want out of their hotel policy regarding amenities, booking tools, and loyalty, and how to use these to address traveler satisfaction

Presenters: