

Integrating Transient Travel and Group Programs

Key Strategies and Actionable Steps to align transient and meetings

Opportunity

A study by the U.S. Travel Association (The Role of Business Travel in the U.S. Economic Recovery) found that of the \$225 billion spent in the U.S. domestic travel industry, 57% was for general business travel, and the remaining 43% was attributed to meetings.

Why care?

By deploying a strategy to align transient and meetings, companies will gain

- Strategic supplier relations

- Additional transparency for risk management/duty of care

- Potential to increase employee & traveler satisfaction and service

- Increased efficiency & consistency

- Improved resource alignment & utilization

- Greater ability to create leverage in the supplier market



Copycat Programs: Transient & Meetings

Convergence of Travel and Meetings Procurement

Similarities

- Policy development & administration
- Program design
- Corporate Social Responsibility (CSR)
- Technology selection & deployment
- Change management
- Compliance management
- Payment program
- Supplier management

Differences

Risk Management – Regulatory, Duty of Care, Brand, Safety & Security

Benchmarking – No GDS for meetings

Stakeholders – More stakeholders vs travelers

Hotel Contracting – More complex in meetings (meeting clauses)

Travel Booking Process – Individual vs Group

Resistance to Change - Interests

Procurement Goals

By the numbers

- 1-3% of a company's total revenue is spent on meetings & events
- 25-30% of total T&E spend
- 60-120% of corporate air volume
- .50 to 1% of annual gross sales

Strategic vendor program

Cost savings & cost avoidance

Standardize & drive efficiency

Visibility (via technology integration)

Risk Mitigation (contractual, compliance, crisis management)

Capture total value of combined programs



Tips to Kick-Start Alignment

Analyze current state of Travel & Meetings Program

- Maturity Index analysis
- Examine data (hotel, air, travelers/attendees)

Find synergies

- Common sets of hotel properties/chains, airlines; travelers, stakeholders, shared goals
- Know your data!

Identify the Gaps

- Travel Booking (GDS & OBT integration to registration)
- Registration
- Hotel booking
- Ground transportation

Assess Opportunities

- Negotiation power, strong supplier relationships, time savings
- Better experience for travelers

Strategize end goals

Execute plan

Technology Integrations

Think about the impact!

Impact = process reduction

HR Systems

Online Booking Tools

GDS / Travel Agency

Meeting Registration – will increase OB /TMC adoption

Marketing Tools

CRM System

Mobile

Payment, Accounting

Duty of Care

Call to Action!

Start connecting, researching & analyzing now

Deploying a strategy to align transient and meetings, companies will have:

- Strategic supplier relations

- Additional transparency for risk management/duty of care

- Potential to increase employee & traveler satisfaction and service

- Increased efficiency & consistency

- Improved resource alignment & utilization

- Greater ability to create leverage in the supplier market

GBTA Announcements

■ Convention Sessions

- Industry Tool Session (SMM Maturity Model)
 - Sunday, July 16, Time TBD
- SMM Boot Camp: Designing and Deploying a Strategic Meetings Management Program
 - Monday, July 17 @ 8:30-9:30 AM (also being presented at GBTA Canada)
- Strategic Meetings Management: Cost/Benefit of Managing Small Meetings
 - Tuesday, July 18 @ 8:00-9:00 AM
- Peer to Peer Session (3 SMM topics to be discussed amongst peers with a moderator)
 - Tuesday, July 18 @ 9:30-10:45 AM
- Bridging the Gap between Sales, Marketing & Meetings Procurement
 - Wednesday, July 19 @ 11:30 AM -12:30 PM

■ Webinar Topics

- The Future of Talent in the Industry
- #ECPAT**

■ Publication Topics

- Impact to your meetings program if hotel commissions go away
- Cost/Benefit of managing small meetings
- Bridging the Gap between Sales, Marketing & Meetings Procurement

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Committee Member Locations

City	State
Salem	MA
Charlotte	NC
Coronado	CA
New York	NY
Dallas	TX
Lexington	MA
Exton	PA
Austin	TX
San Francisco	CA
Charlotte	NC
Hunt Valley	MD
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