

How do you make a good hotel program **great**?

Good hotel programs begin with **strong content...**



...because with **good** hotel programs,

Savings = Content + **More content**

...and savings are **good**

But **great** hotel programs begin with **your business goals**, like:



Overall value

Balancing costs against quality and productivity



Cost control

Achieving a specific savings target or spend goal



Efficient access

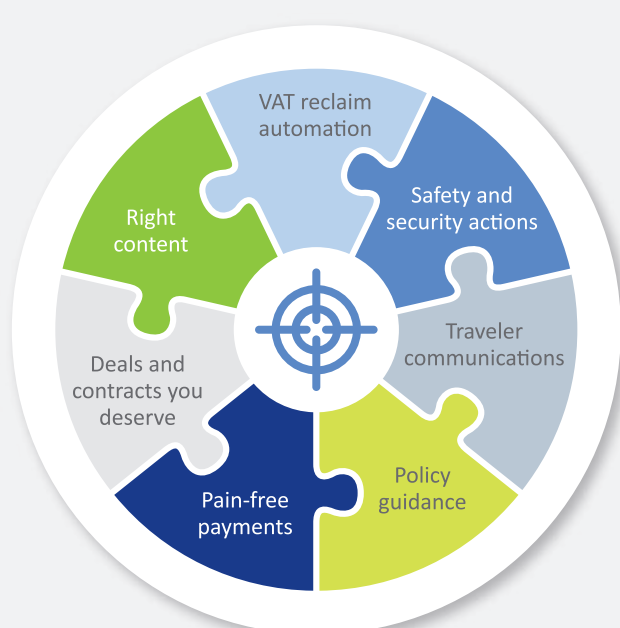
Giving your travelers an experience that feels right, goes fast, and offers excellent choices



Risk management

Protecting people in times of crisis (big or small) and ensuring Duty of Care compliance

...and then **thoughtfully** piecing the parts together to make your goals a **reality...**



...because with **great** hotel programs,

- Savings** = Broad content
 + Relevant content
 + Better traveler behavior
 + Streamlined payments
 + Better negotiated rates
 + Better use of your spend data
 + Better policy
 + Better risk mitigation

That's not just **good** — it's **great**

What is the most important thing in a great program?

The breadth of content?

The trust of your travelers?

The effective capture and use of data?

Your program's total cost of ownership?

Or the art of balancing the **interconnected** pieces so that your **objectives** and **opportunities** are balanced?



Of course, your hotel program needs great content
(Don't settle for less)

Don't settle for just **good**...

Let's make your hotel program **great**