5 Easy Ways to Boost Hotel Compliance

Carlson Wagonlit Travel

powered by RoomIt

Table of Contents

Some things are harder than they should be – saying no, rebooting your laptop, increasing hotel compliance...

Luckily, there are some simple steps you can take to **boost hotel compliance** quickly and easily.

Carlson Wagonlit Travel
powered by RoomIt
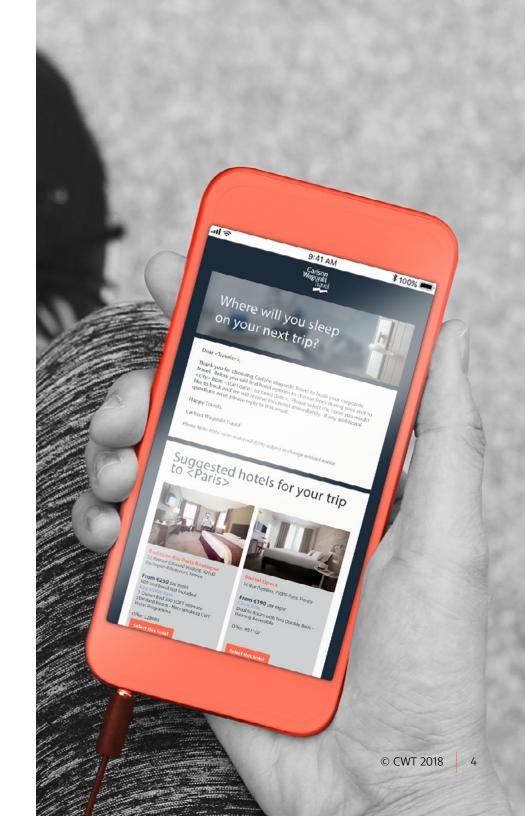
Schedule an Automatic Email Reminder

Travelers often book air without hotel.

Did you know you can send those employees a **missing hotel email** automatically? An email is sent one day after the booking. Time permitting, a second email is sent four days prior to departure if a hotel has still not been booked.

It works. **10% of travelers who received emails about missing hotel bookings made a reservation**. All you need to do is contact your CWT representative to make sure you're opted-in.

Or, you can use Program Messenger to send pre-written templated messages or your own customized copy to encourage travelers to book in-policy or preferred hotel properties.

Carlson
Wagonlit
Travel

powered by
RoomIt

Sign Up for Our Free Loyalty Booster Program

Did you know 3 out of 10 travelers would rather risk their safety than stay in a hotel without loyalty points?

With so many offers available, it's hard to grab the attention of travelers who book direct with hotels. Unless you can offer additional hotel loyalty points in program, it will be nearly impossible to drive compliance with travelers chasing loyalty rewards.

Our Loyalty Booster Program works! The best part, it costs you nothing and requires very little effort. Email **loyaltybooster@roomit.com** to learn more.
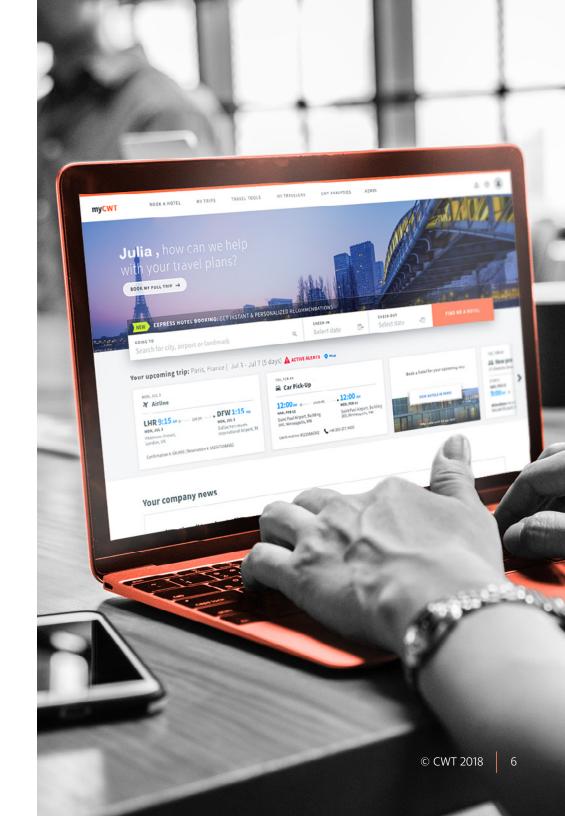
Carlson Wagonlit Travel *powered by* RoomIt

Encourage myCWT Adoption

We're making it easier than ever to book hotels online and on mobile with relevant results tailored to each traveler.

Our unique property search functionality takes into account your travel program preferences, traveler and colleague past stays, and distance to location to offer the most relevant choices first.

If your travelers did not book a hotel, a recommendation will appear upon login based on the top hotel search result.

Carlson Wagonlit Travel

powered by RoomIt

Offer More Choice

Travelers won't book a hotel that's inconvenient.

Add third-party/aggregator hotel content or TMC-sourced content in order to give travelers more choice near their destination and within your city rate caps.

It works. Once a European manufacturer added more content, non-GDS bookings grew. So did hotel attach and the online booking rate.

Third-party hotel content is already available through CWT agents and myCWT.

Communicate the Importance of Booking Within Your Travel Program

A friendly reminder, or two, or ten go a long way.

Remind your travelers of the main benefits of a travel program: safety, savings and satisfaction. Ensure they know you can only assist them in an emergency if you can locate them. Also, let them know that it's difficult to track travel spend and savings when hotels are booked direct.

Beyond onboarding, post messages on your intranet, social channels and via email. Find new ways to remind travelers, like sharing this **downloadable infographic.**

See, we told you it would be easy.

Carlson Wagonlit Travel

powered by **RoomIt**

Next steps:

Decrease hotel leakage.
Lower overall hotel costs.
Improve traveler satisfaction.

Contact your CWT program manager today to determine how our hotel solution powered by RoomIt can help you.

Carlson Wagonlit Travel *powered by* RoomIt