

# HOTEL SOURCING: TRAVERSING THE LANDSCAPE

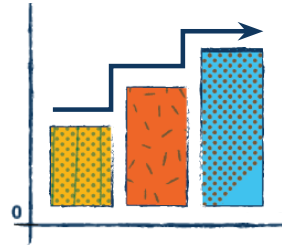
## SIX STEPS FOR HOTEL SOURCING IN 2021



1

### IDENTIFY KEY MARKETS

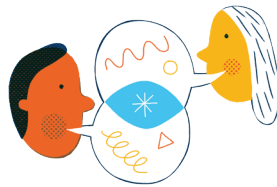
- » Are yesterday's markets still relevant?
- » Are new markets emerging?
- » Consider your company's footprint and those of your customers



2

### FORECAST 2021 VOLUME

- » Consider historical volume and room nights
- » What's the pace of your company's rebound?
- » Managing the unknowns



3

### WEIGH YOUR OPTIONS

- » Send RFPs?
- » Market consolidation?
- » Rollover your rates?
- » Alternative offerings including Travel and Transport/Radius rates, chainwide discounts, dynamic pricing...etc



4

### CONSIDERATIONS & CHALLENGES

- » Difficulties in forecasting the rebound
- » Limited hotel sales resources
- » Marketplace dynamics in a constant state of flux



5

### FINALIZE PLAN OF ACTION

- » Maintain 2020 rate program
- » Targeted sourcing
- » Strategic sourcing and program management
- » Hybrid approach



6

### ENGAGE & EXECUTE

#### READY TO GET STARTED?

Ask your Travel and Transport account manager for more information on how the Partner Solutions Group can help you plan and execute on your 2021 Hotel Strategy.