

How to Select Consortia

Each year hoteliers are challenged when determine the right Consortia & TMC partners to contract with. Consortia are complex and not only are they made up of thousands of independent agents, these agents also switch consortium, consolidate or are acquired ongoing. In some cases they also associate with several consortia in the hope for larger reach of hotels. With this, the reality is that there is no one single source that will take all aspects into consideration to help you decide what programs to join.

Selecting Consortia & TMC partners will be a mix of reviewing historical data with potential business, a review of competitors, market trends, business mix, occupancy, and questioning status quo. Why join?

The next pages is a condensed overview of frequently asked questions about Consortia & TMC contracting with explanations and answers destined to help you select the right partners and packages.

- ➔ why it's important to join Consortia & TMC programs
- ➔ what exposure you get
- ➔ who are the key agents behind the consortia you actually reach
- ➔ how we can help!
- ➔ report recommendations



A snapshot of some of the world largest Travel Management Companies and Agencies, that either have their own hotel program or affiliate to one or the other Consortia. See page 3 for examples. [Source Travel Weekly Hot list 2017](#)

Each year Travel Weekly announces the world largest Travel Management Companies. Through our Consortia Services and Packages your hotel get access to all of these TMCs. Please follow this link for full article and report: <http://www.travelweekly.com/PowerList2017>

To qualify for the Power List, a company had to have a minimum of \$100 million in sales in 2016 (sales are defined as gross sales of travel products worldwide), whether to consumers or to corporate travelers. At least 15% of the sales volume must have been generated in the U.S.

Why join consortia & TMC programs?

Consortia will help you drive growth, ADR, occupancy and incremental sales. Business travelers are also more loyal and tend to be recurring guests. On top they will vouch for your hotel. Consortia will also help you access new clients & increase chances to get into Corporate RFPs. Affiliating with TMC & Consortia will give you a full year of enhanced exposure to booking agents and their clients globally, ensuring you stand out amongst competition. It is without doubt the cheapest marketing one can buy!

Who books consortia rates?

The consortia rates offered is booked both by the agent via the GDS or agent booking tools as well as the end consumer directly in their corporate online booking tools such as (Concur, KDS, GetThere). The rate offer is restricted and may be booked only after entry of either the Agents or Client authorization code so the rate and benefits are not available to the general public.

How is the rate listed?

In general a company will display rates in following order:

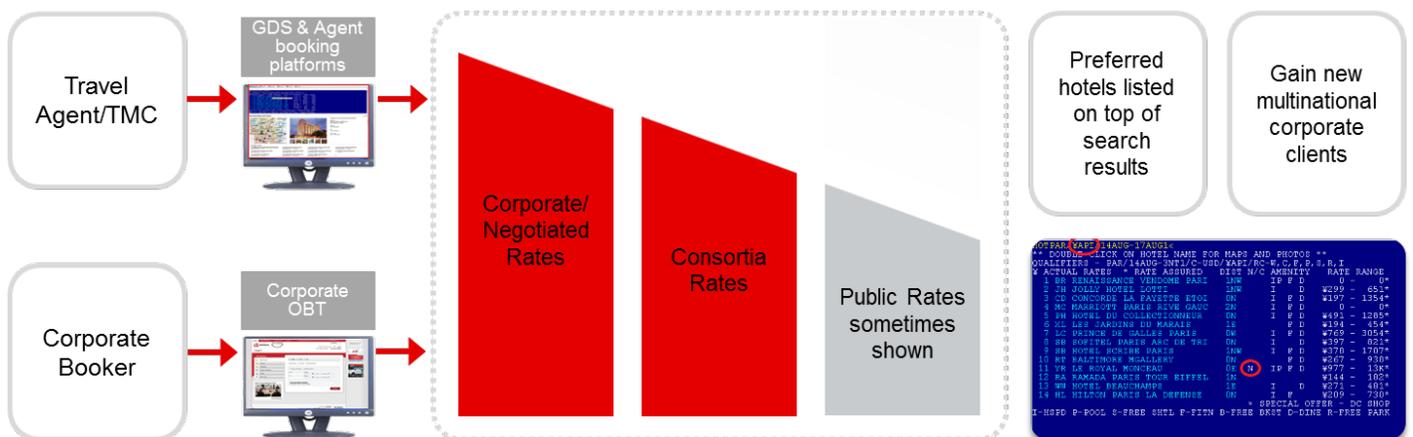
- Corporate Negotiated rates
- Consortia Rates (with preferred & elite hotels on top)
- Public rates – the public rates are only available if the corporation allows it in their travel policy and if the corporate and consortia rate is not available.

When is a corporate rate vs. consortia rate booked?

A Consortia rate is in general used for bookings by business travelers when:

- Their negotiated preferred rate is not available
- In a destination where they do not have a negotiated rate
- When the hotel location and rate is beneficial over negotiated rates

When an agent searches for hotels with their consortia code, only hotel listed as part of the consortia will show up. The hotels public rates will also be visible and they may choose what to book. However if the hotel was not listed under the consortia code it would not have showed up as an option at all. The exposure a hotel get through the consortia and the related booking, will in many cases drive the success of a hotels corporate negotiated agreements. When a hotel can track over 50RNs from a specific client they will often be invited to the Corporate RFP which results in higher guaranteed volumes.



Key agents behind the Consortia, your reach!

We offer hotels the opportunity to submit bids to 30+ consortia & TMC's in Nexus. Below is a consolidated overview of key agents affiliated to our top Consortia & TMC Partners.



- Global TMC with majority of offices wholly owned.
- 8000 global customers including such as: Astra Zeneca, Bank of America, Black Rock, Barclays, Credit Suisse, Deutsche Bank, Ernst & Young, Goldman Sachs, World Bank, Uber, Microsoft, Publicis



- Global TMC with majority of offices wholly owned.
- Partner with JTB Japan
- Clients including 1/3 of the Fortune Global 100 such as: Google, Amazon, Bacardi, Novartis, Brown, ebay, Facebook, TPG Capital, Citigroup and large selection of SME's



- Global TMC with majority of offices wholly owned.
- Key accounts include 1/3 of the Fortune 500 companies such as: BMO Financial, Ernst and Young, KPMG, Unilever, SEB, PriceWaterhouseCoopers, Skandia, Tetra Laval Group



- Global TMC with majority of offices wholly owned.
- Partner with Atlas Travel & Balboa Travel in US.
- Key Accounts include companies such as: Deloitte, Marsh & McLennan, Sony, UBS, Universal Entertainment, WPP, Wärtsilä



- FcM Travel Solutions (FCM) (includes the partner network)
- Corporate Traveller
- Campus Travel
- Stage and Screen
- Cievents
- Flight Centre Business Travel (FCBT)
- Flight Centre Travel Group



- Amtrav
- Casto Travel
- Crystal Travel Ltd
- Frosch International
- CTM International
- Ian Allan Travel Ltd
- Lufthansa City Center
- Montrose Travel
- Nippon Express
- Sembat Voyages
- SR Travel Services
- Valerie Wilson Travel
- **Virtuousus** – using ABC as thier 2 tier program after thier own by invitation only program



- 2ndary program to **Globalstar Travelnetwork** (including Helloworld & QBT).
- CCRA also provides the largest off-hours call center in USA for corporate clients



- Adelman
- Cassis Travel Service s Inc. (CTS)
- Christopherson Business Travel
- Kintetsu International
- The Appointment Group
- San Diego Travel Group (encompasses Carefree Vacations and GlobalPoint Travel Solutions)
- **Signature Travel** – using Thor as their 2 tier program after their own by invitation only program
- Exclusive **Hotelzon** Partnership



- Tzell Travel Group
- Protravel
- In the Known Experience
- R. Crusoe & Son Roadtrips
- Andrew Harper Travel
- Colletts Collection.
- CTS Corporate Travel Services
- Nexion
- CruCon Cruise Outlet
- Allaboardtravel
- SinglesCruise.com
- Crusie Specialists
- CruiseDeals



- Owned by its shareholders, to name a few:
- ADTRAV Travel Management
- ALTOUR
- Cialpina Tours S.p.A
- Citystate Travel Pte. Ltd.
- Continent Express – Russia
- Cox & Kings India Pvt. Ltd.
- CT Connections
- Ctrip.com International Ltd.
- DERPART Travel Services
- H.I.S. Co. Ltd.
- Portman Clarity
- Gray Dawes Travel & Expense
- Selectour
- Travel & Transport Inc.*
- BIG
- Ultramar Travel Management*
- VCK Travel B.V.
- Vision Travel Solutions
- Weco Travel
- World Travel Inc

*Travel & Transport is Radius largest shareholder. They also have their own hotel program (incl. Ultramar Travel) targeting NORAM market. Hotels in NORAM should consider both.



- Advantage Travel Partnership UK
- Advantage Corporate Premium TMC's (ATPI, Business Travel Direct, CTM, Statesman Travel Group, Eton Travel etc.),
- Advantage Focus Partnership Group (Giles Travel, Click Travel, Wings Corporate Travel and Omega)
- Worldtex
- Schmetterling
- Sure Travel
- Al Futtaim Travel and Satguru Travel and Tourism



- Hamilton Miller Hudson & Faye
- Tower
- Leisure Travel Alliance
- Plaza Travel
- ATG
- Travel Solutions by Campbell
- TMP – Travel Management Partners
- TSI USA
- LUXE Travel Management
- HESS Corporate Travel
- TravelMarvelz



- Reed & Mackay is a TMC represented in over 30 markets.
- Wholly owned offices in the UK, Middle East, North America and Germany, the Reed & Mackay Partners operate under the Reed & Mackay brand (in addition to their local brand)
- Focus on SME Market

How we can help you!

For 2018 we have created a few tools to help you with your selection:

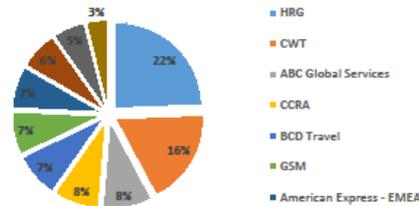
- ➔ Use this document to review key agents per program – see page 3
- ➔ RN data per city - Please contact info@nexusworldservices.com to request a room night report for your city. The report shows you the top producing Consortia & TMC booking into your city based on last year's information. Let them know you are a BookingCenter customer and are considering participation.
- ➔ Tell us you wish to participate via email to: Sales@BookingCenter.com and we will begin.

RN data per city - Report Sample - we get these reports from Sabre:

Sabre

ROOM NIGHT PRODUCTION PER CITY			
Market: London	Consortias in sample: up to 25	Exp. Volume (RN): 5,047,966	Average RN per Consortia: 252,398
Country: United Kingdom			ADR per Consortia* (USD) 344
<small>*average of all submitted consortias</small>			

TOP 10 Consortias per city



All Consortia Producers for this city

Rank	Consortia Name	Exp. Volume (RN)	% of total
1	HRG	1,116,393	22%
2	CWT	821,503	16%
3	ABC Global Services	411,434	8%
4	CCRA	381,339	8%
5	BCD Travel	375,157	7%
6	GSM	365,388	7%
7	American Express - EMEA	353,711	7%
8	American Express - NORAM	313,638	6%
9	WIN - Worldwide Independent Travel Network	266,542	5%
10	Thor	175,478	3%
11	Radius	153,503	3%
12	Travel Leaders Worldwide & Select	69,881	1%
13	ITP	63,143	1%
14	Globalstar	52,514	1%
15	American Express - JAPA	52,496	1%
16	Travelers	35,399	1%
17	Travel & Transport	30,464	1%
18	American Express - LATAM	4,775	0%
19	Hickory	4,187	0%
20	JTB USA	1,021	0%

Source: Estimated Room Night Volumes as submitted by Consortias in the sample