When It Comes to Room Blocks, Don’t Be a Blockhead!

Presented by

ALHI
GLOBAL LUXURY SALES
How Many Rooms Do You Need?

Historical Data
Keep an eye on your historical data, is your attendance increasing or decreasing? Is there a merger in your future? Could location impact your pick-up positively or negatively?

Negotiate Review Dates
In your contract, request a room block review one year from your convention dates. This will allow you to adjust up or down based on your previous meeting’s pick-up.

Offer to Give Rooms Back
Constant communication with the hotel is key, if attendance is not pacing well, offer to give rooms back to the hotel, another group might need them!
Contracting Pitfalls & Tips

Attrition
20% Slippage or Attrition based on 80% pick-up is standard at hotels.
Resorts will typically offer very little slippage

How is attrition calculated?
Daily – be aware of this procedure, it's becoming more common place with resorts
Cumulatively – always try get attrition calculated on the over all pick-up and ask the hotel
to credit pre and post stay rooms outside of the contracted dates.

How can you mitigate an attrition issue?
Resell Clause
Reservation Procedures

Educate Your Attendees
Your discounted room rate takes the overall value of the business into consideration

Use the Association's Booking Code and Follow Booking Procedures
Use of other booking engines (Travelocity, Expedia, AAA) can hurt the association financially now and in the future

Warn Against Housing Pirates!
Always post a warning on your reservation page!

"Please be vigilant if approached by any company or service that implies or claims to be an official housing provider for Association X. We have been made aware of other housing companies or travel agencies that may be aggressively pursuing you, or your company, to book your guest rooms through their company at supposedly significant discounts. The only way to book your rooms for Conference X is to use the channels provided on our website. If you are contacted by one of these pirate companies, please contact Association X staff immediately."
2019 NAW Summer AEC Meeting
July 8-10
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