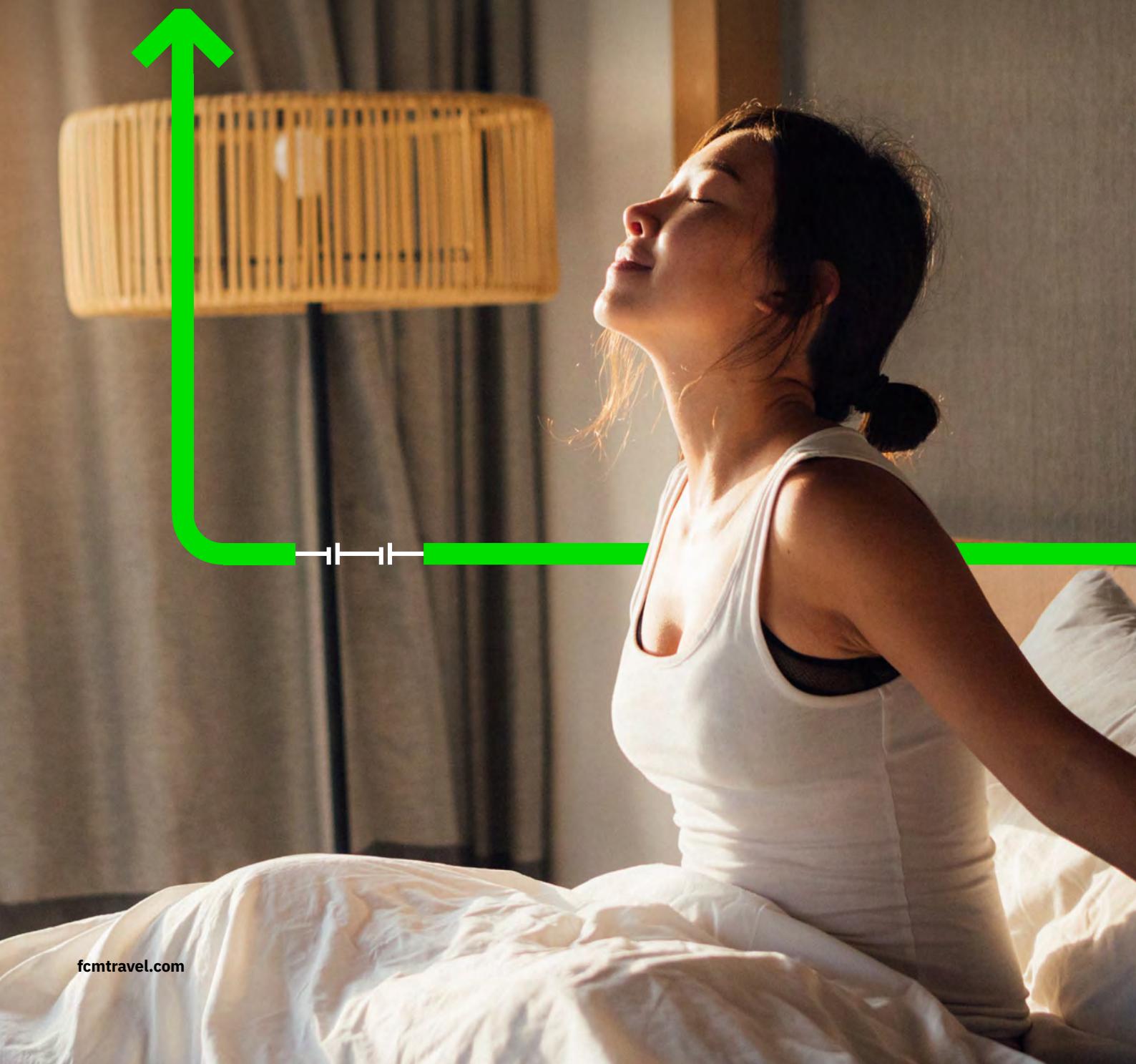


FCM

# Hotel Optimisation Guide



# Want to increase the value of your Hotel Programme?

*Here's how we do it.*



## Demonstrate

Demonstrate how and where you can reduce your costs in the short and long term



## Compare

Through FCM Consulting benchmarking compare your performance



## Implement

Work with your travel management company to ensure a seamless and timely implementation



## Continuous Sourcing

Flexibility to have continuous sourcing of hotels or chains as your business needs change



## Life Cycle

Supplier management for the life of the programme



## Global Strength

Use strategic sourcing and global analytics database to create the most competitive source rates, ancillary services and discounts



## Consolidate

Consolidate your accommodation programme for maximum, volume-drive supplier discounts



## Return on Investment

Measure your contracted rate and ancillary inclusions to ensure you are reporting maximum ROI



## Satisfaction and Compliance

Bespoke hotel programmes that meet the diversity of your traveller community and procurement codes, as well as health, hygiene and ESG targets



## Agile Directory

Produce an online directory housing all rates and inclusions made accessible via an online link or uploaded to your travel intranet



## Audit

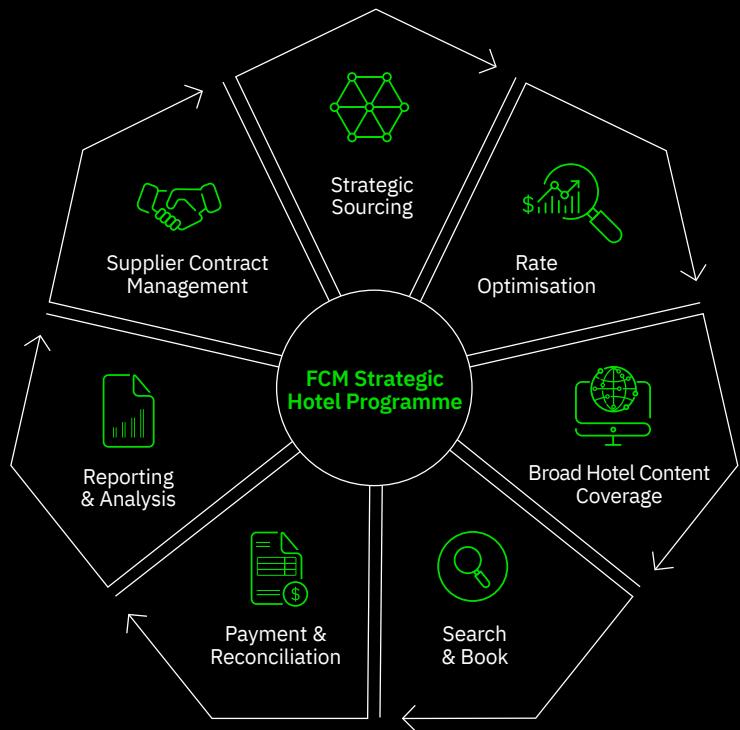
Conduct rate audit to ensure all aspects of the negotiated rate is delivered



# Shopping, Trending, Searching, Reconciling, Reporting, Contracting

## Welcome to an end-to-end hotel programme solution which includes:

- Broadest range of hotels at the best rates and much more
- A centralised seamless booking and reporting tool within your travel programme
- End-to-end booking solution for all travel content requirements, not just hotels
- Flight Centre Travel Group's buying muscle and expertise
- 24/7 customer care
- Flexibility that allows you to connect between different systems and into FCM Platform

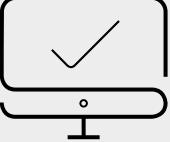
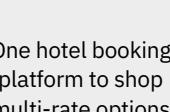


# Broad Hotel Content Coverage

FCM provides extensive accommodation choices for your travellers. Whether you need an executive suite or long stay apartment, our team will source the best prices and options for your travel requirements.

- Client negotiated rates
- FCTG negotiated rates
- GDS rates
- Aggregated content – e.g Expedia, booking.com and Agoda
- Long stay content options
- Meeting & Events venue options

## Widest range of hotel options

<b>28M</b> Nightly rates available	 FCM & FCTG partner hotels assessed on sustainability	<b>354</b> Hotel brands in the programme	 One hotel booking platform to shop multi-rate options
<b>209</b> Countries to book	<b>8,499</b> Cities to stay in	<b>72%</b> Hotels offering same-day or 24hr cancellation	 Consolidated payment, reporting & tracking
<b>46,421</b> Hotels which FCM partners with globally	<b>95%</b> Access to loyalty member rates of our preferred hotel partners	<b>6,871</b> Regional independent hotels	

### Booking.com

Offering over 2 million additional accommodation which are not bookable via the GDS including houses, apartments and hostels.



Expedia Partner Solutions (EPS) gives us access to over 700,000 accommodations across 35,000 destinations offering pre-payment options around the world.



An alternative 3rd party supplier has 2mil hotels available in their portfolio. With strong presence in Asia, Agoda offers large inventory and competitive rates.

### bedsonline

Bedsonline, a b2b wholesaler provides access to 170,000 hotels in more than 185 countries worldwide. Offers competitive pre-paid rates.



# FCM-exclusive hotel programmes *that you need to know about*

## FCM Consortia

Flexibility, choice and year-round discounted rates

A global programme with specially negotiated discounts that leverage on Flight Centre's muscle buying power, these are ideal for bookings that are likely to change. Fully flexible and often discounted across entire hotel chains, FCM Consortia rates give bookers and travellers the best rates of the day along with additional benefits such as automatic corporate room allocation and frequent guest and/or frequent flyer programme points.

### Benefits include:

- Best flexible rates of the day
- Automatic corporate room allocation for travellers
- Recognition of loyalty programmes, points and status
- Flexible, refundable, changeable cancellations

### Numbers to blow your socks off:

5M

CORPORATE  
RATES

650

HOTELS

180

COUNTRIES

UP TO

15%  
DISCOUNT  
ALL-YEAR  
ROUND!

## Breakfast Plus

Safety, comfort, savings and flexibility, what more can you ask for?

Breakfast Plus complements your dedicated hotel programme, providing savings and benefits for the company and the traveller. It gives you access to exclusive rates which always include FREE Wi-Fi, Breakfast, Flexible Cancellation Policy and one additional amenity at no extra charge.

The programme is ideal for the frequent traveller as it provides a perfect alternative when there are no negotiated rates in a city or if the negotiated rate is unavailable on a given day. Valid for 365 days with no blackout dates, it includes an extensive range of 3-to-5-star preferred properties around the world. In addition, all hotels have cleaning and safety protocols implemented. There's even a Breakfast Plus map.

### Benefits include:

- **Improved Productivity** with no need to run unnecessary RFPs for low volume
- **Seamless Bookings** through our OBTs with GDS-loaded rates
- **Demonstrated Savings** through greater discounts than Consortia rates
- **Double Up your savings** by combining the FCA Discount with Breakfast Plus programme
- **Clean, Safe & Flexible** through our stringent audits before they get on the programme

### Numbers to blow your socks off:

5000+ 18,000+

HOTELS  
GLOBALLY

VALUE ADDED  
OFFERS

100% of hotels on this programme offers free Wi-Fi, breakfast and 24-hour cancellation

## FCA Discount

### Savings without the perks

With over 1,000 participating hotels our FCA Discount programme offers you access to our cheapest rates while maintaining a flexible cancellation policy. The rates are generally room only on a NLRA (Non-Last Room Availability) basis and give you access to discounts without the need for costly RFP's.

### Benefits include:

- **Improved Productivity** with no need to run unnecessary RFPs for low volume
- **Seamless Bookings** through our OBTs with GDS-loaded rates
- **Demonstrated Savings** through greater discounts than Consortia rates
- **Double Up your savings** by combining the FCA Discount with Breakfast Plus programme
- **Clean, Safe & Flexible** through our stringent audits before they get on the programme

### Numbers to blow your socks off:

UP TO

25%

DISCOUNT  
OFF-BAR

180

CITIES

100% of hotels on this programme offers free Wi-Fi and flexible cancellation policy



# All your travel content in one place

Gain access to a worldwide network of airfares, hotels, car hire, and rail – and host all your travel content in one place.

## How does this benefit your travellers and company?

- Time saver – A single place that aggregates all the content you could need or want
- Convenience – Simple to search, book and pay your options
- Unparalleled savings – Access to an extensive choice of globally negotiated fares across our network
- Travel programme optimisation – Always supported by FCM's travel content team and expert account managers



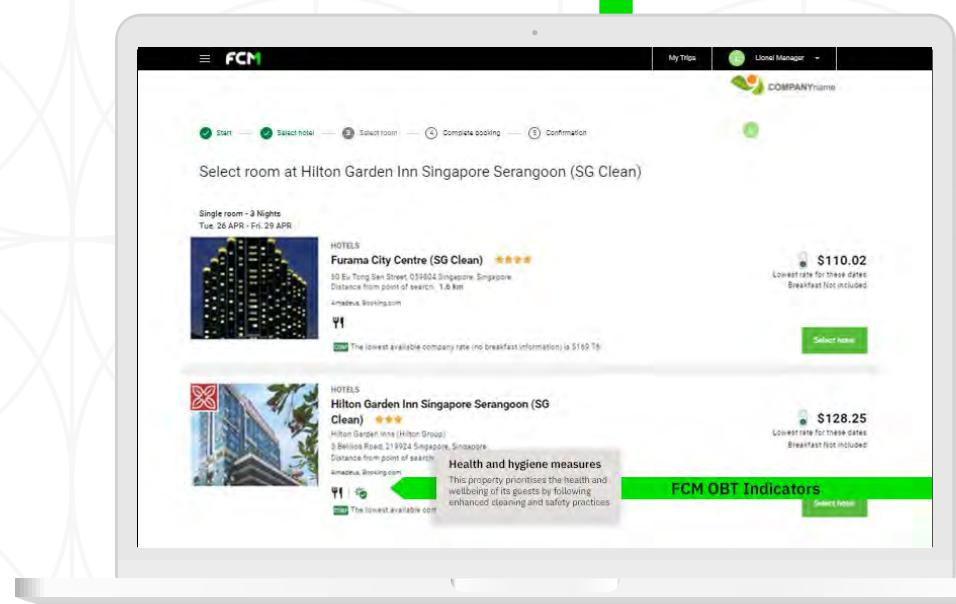
<b>OUR BUYING POWER</b>	<b>\$11.6B+</b> Global air revenue US\$	<b>2+</b> Global hotel revenue US\$	<b>760K</b> car bookings globally	<b>5M</b> rail transactions every year
<b>UNLIMITED ACCESS</b>	<b>GDS + NDC</b> paving the way for the future	<b>GDS + 3RD PARTY</b> giving access to all rates and sources	<b>ALL</b> major car providers	<b>INTEGRATED ACCESS</b>
<b>WIDEST CHOICE</b>	<b>420</b> airline partners globally	<b>28M</b> hotel nights available including unique content	<b>97</b> countries with special deals	<b>111</b> global rail providers enrolled

# Filtered according to your traveller's preferences? *Checked!*

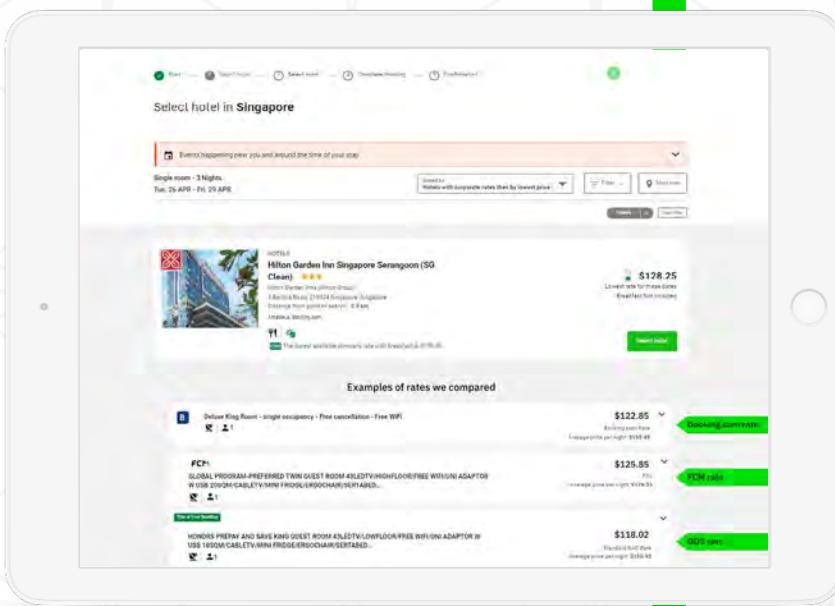
All you need to do is Search and Book.

Ability to search and book rates on multiple criteria:

- Policy limits: ensures adherence to travel policy and greater effectiveness in policy management
- Location mapping: allows users to search by key points of interest, provides convenience and increases search efficacy
- City caps: Automated prompt should users select a hotel above the allowed city cap; ensures adherence to travel policy and enables greater cost control
- Filters based on traveller's preferences such as Safe/Clean, or Green (coming end 2021): Customisable search parameters provides added convenience to travel managers, bookers and travellers



Example of FCM or client negotiated rate



## Content Aggregation & Distribution

We've done all the heavy lifting so you can rest easy – with all content aggregated and consolidated in one place.

- Access FCM bespoke rates, hotel promotional content and popular OTAs (online travel agents)
- Choose fully flexible rates or distressed/last minute hotel specials
- Book Air+Hotel+Car at the same time, in the same location

**28M**  
HOTEL RATES ACROSS  
**8,500**  
CITIES

**FCM**

Hotel Optimisation Guide

# Rate Optimisation

**In an unmanaged hotel programme, on average 40% of client rates are incorrect or missing.**

## Rate Loading and Audits

Make your rates work. We conduct rate audits to ensure contracts are loaded and you're not leaving money on the table.

**What's audited:**

- Rate value across each room type
- Rate status of Fixed & Dynamic Rates
- Cancellation conditions
- Rate inclusions
- Commission
- Seasonality

## OBT set up, supplier preferencing and rate control

Maximise your online booking tool set up. Use preferencing and policy rate caps to keep within budgets.

- Display and set preferences on Concur and Cytric
- Include policy rate caps to keep within budgets
- Policy compliance settings
- Feed your preferred hotel listing into the OBT
- Clean hotel indicators and 'green' hotel display tags

**Clients who follow our buying strategy have:**

**ACHIEVED**

**95%**

**PROGRAMME  
COMPLIANCE THAT'S  
A 30% INCREASE!**

**8%**

**IMPROVEMENT  
IN SAVINGS AND  
VALUE-ADDS**

# Payment & Reconciliation

Reconciling hotel expenses can be challenging. Especially if charges are not itemised or travellers are seeking reimbursement for non-claimable items.

Take an expense line away and speed up cost allocation internally. Centralise payments with FCM. A win for travellers and the finance team.

## Payment types:

- Your payment solution (BTA/CTA, card in hand, VCC)
- Bespoke and exclusive payment between FCM and AirPlus or AMEX
- FCM Trading account

## Data and reconciliation solutions:

- Data handoff to your ERP, EMS, credit card, or other file formats
- Consolidated tax invoice
- Hotel chargeback with flexible options - e.g. room only, or room and extras depending on your travel policy

## Payment and charge back audit against booking and policy

01 *Chase hotel invoice*

02 *Capture folio data*

03 *Capture VAT and GST*

06 *Payment and data matching*

05 *Consolidate tax invoice*

04 *Data hand off*

### Key

**BTA:** Business Travel Account

**CTA:** Central Travel Account

**VCC:** Virtual Credit Card

**ERP:** Enterprise Resource Planning

**EMS:** Expense Management System

# Reporting & Analysis

Your complete travel booking and compliance is made simple with our secure cloud reporting platform. Choose between a quick glance dashboard or detailed 'rows & columns' report.

When booking all travel through FCM, our reporting metrics are focused on the entire travel booking:

- Tracking your travel footprint of carbon emissions from air, hotel and car hire
- Measuring supplier compliance & consolidation
- Duty of care and traveller tracking
- CSR & sustainability reporting
- Performance and saving metrics
- Opportunity analysis
- Enhanced folio data analytics
- Customer dashboards
- Scheduled reporting



# Supplier Contract Management

In the nicest way, we've been around the hotel block. We know the new kids, we know the stalwarts, we have the insider knowledge.

It's not just what you know but who you know. And you know us, so you'll benefit from all the hotel relationships and knowledge we've accumulated over the years. Not to mention the mountain of data we have as well.

- 01
- 02
- 03
- 04
- 05

Our team reports emerging requirements in your travel patterns, increases in room nights and develops strategies for continuous sourcing of new suppliers or re-negotiate with existing.

Regular rate audits ensure suppliers are offering the correct rate and savings are not left on the table.

Periodic programme management reviews allow the programme to adjust to your business changes and market shifts.

As supply and demand peaks and troughs, we will benchmark current and future buying behaviour to confirm your savings are on track.

We connect with suppliers and industry analysts to understand the big changes and interpret the impact on your programme.

# Strategic Sourcing

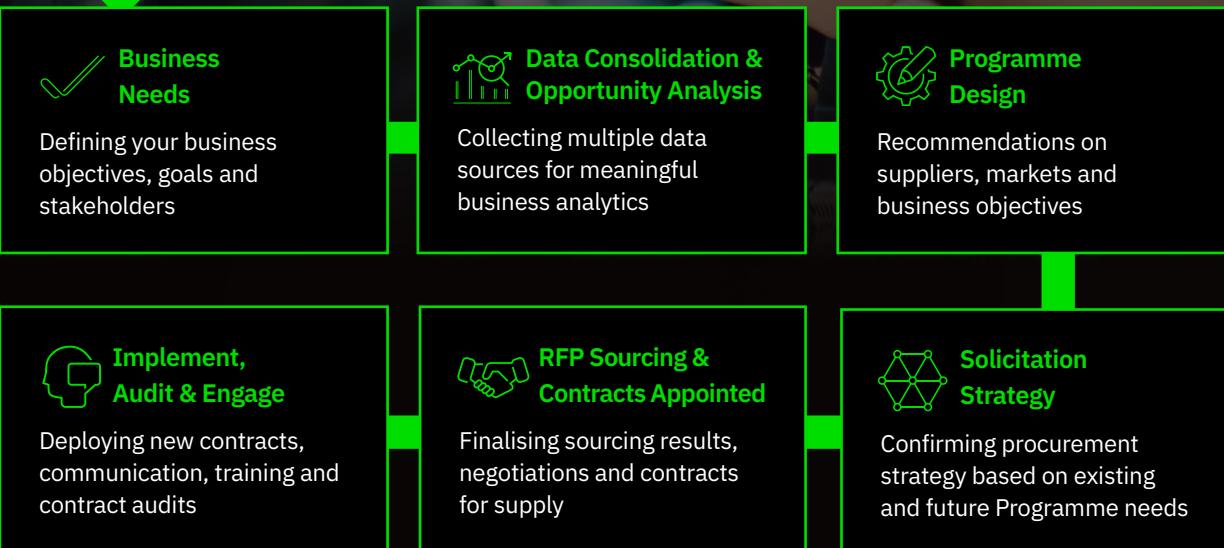
**Sourcing expertise.**  
It's what FCM Consulting is all about.

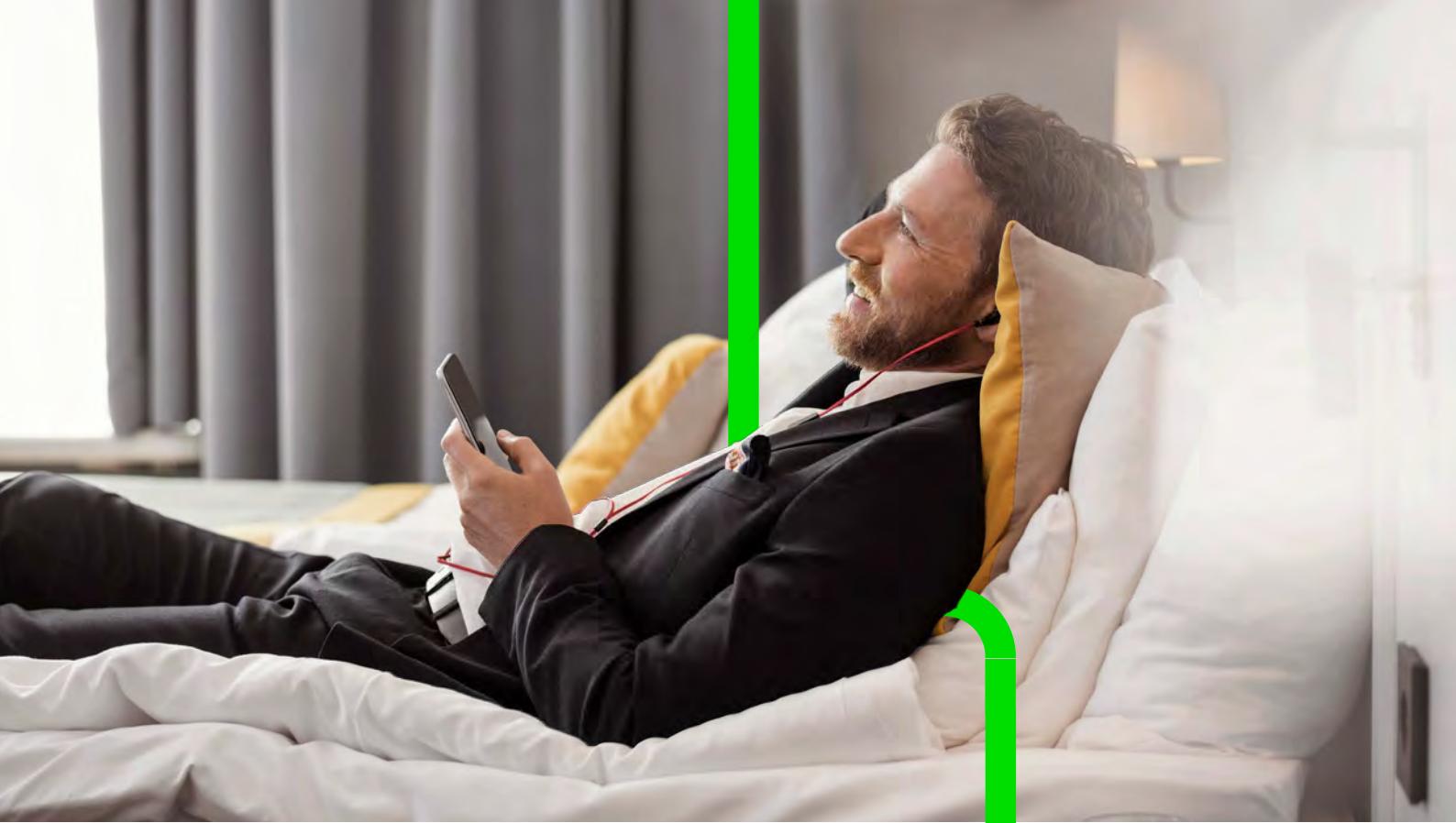
A blend of global travel knowledge, deep supplier relationships and world-class online procurement systems. With years of experience under our belts.

FCM Consulting can manage all the elements of your hotel sourcing process. And look after the programme once it's underway.

## Methodology

A hotel programme that lasts the life of the contract with ongoing auditing, contract management and continuous sourcing.





# Value in Outsourcing

- Catalyst for programme change in a new travel era
- Eases the pain of fragmentation and managing so many suppliers
- Leave complex hotel market costings to the experts
- Assess new protocols required by hotels
- Frees you up so you can focus on other projects and issues
- Data transparency
- Specialised expertise and insights
- Analysis of hotel bids, progressive savings calculator and negotiation strategies
- Benchmarking and sourcing technology
- Ongoing contract performance management
- Continuous hotel sourcing
- Compliance to Procurement codes and ESG

TREAD LIGHTLY WHEN YOUR TRAVELLERS ARE READY TO TRAVEL.  
 ALIGN YOUR ESG BUSINESS PHILOSOPHIES WITH YOUR SUPPLIERS TO ENSURE AN INTEGRATED 360 SUSTAINABLE BUSINESS PRACTICE.

# Sustainability

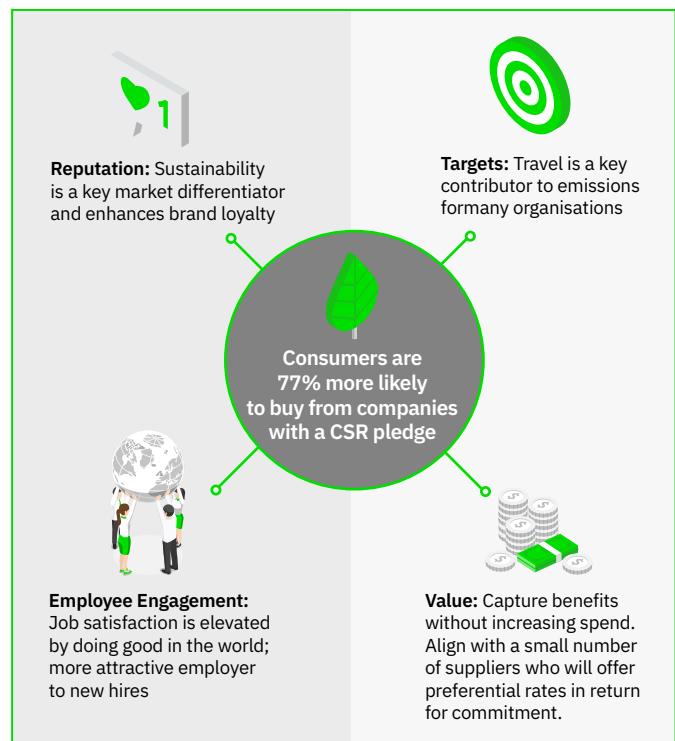
## What is a sustainable hotel programme and what difference will it make?

Today, sustainable hotels go beyond recycled toilet paper and energy-saving light bulbs. Think water sustainability, energy savings, recycling, waste management and more. More than that, green hotels come in many shapes and sizes with small independent properties sitting comfortably alongside international groups such as Hilton, Marriot International, Hyatt, International Hotels Groups and Accor Hotels.

Creating a sustainable hotel programme as part of your travel policy will help to minimise environmental impact, as well as uplift the social economic benefits of travel including:

- **Sharing your values and pathway** with sustainable partners towards the building of a more sustainable future
- **Educating** your people on how to support your corporate sustainability targets
- **Communicating** the positive impact that travel can have and how to improve
- **Gathering of global citizens** who give back to local and global communities
- **Making booking decisions** based on reducing the environmental impact of travel.

## Sustainability as a central feature of Corporate Governance



Credit: Forbes

## How FCM Consulting works with you to create a sustainable hotel programme



### Analytics

- Hotel programme diagnostics
- Evaluation of current booking trends and sustainability score
- Recommendations on how to meet sustainability targets through simple changes

### Sourcing

- Project management: sourcing to identify best-fit suppliers
- Delivery of agreed KPIs including sustainability targets, savings and traveller satisfaction



### Elevate programme through continuous review

- Traveller engagement and feedback
- Travel policy review and recommendations
- Communications plan to engage travellers and effect change
- Ongoing programme management and reporting

# FCM

*Discover the alternative*



FCM

Hotel Optimisation Guide