



Highlights

1,100+

Hotels accepted into programme

93%

Programme Coverage

22.3%

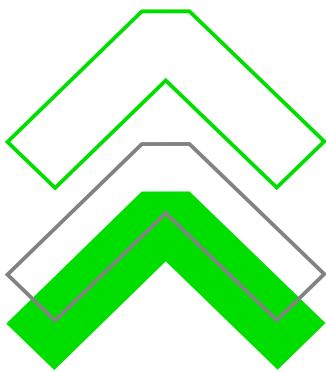
Programme Savings

Delivering a large outsourced hotel programme solution

To achieve maximum results, FCM Consulting harnessed its extensive capability to seamlessly deliver a 1,100+ hotel programme. With complex requirements, the task was managed by a dedicated, ongoing team ultimately achieving 64% hotel programme compliance.



Here's how we did it **Challenges we assessed:**



To overhaul and revitalise a large Government hotel programme. FCM Consulting's first job? To understand the programme's complex challenges.

The hotel programme's compliance rate of just 35%, was impacting on a range of issues. Flagging compliance had led to low booking transparency, poor contract negotiating power, limited visibility, heavy leakage, uncaptured data and out of policy bookings.

With limited inventory quality control, unmotivated vendors and a lack of oversight, an immediate overhaul was vital. Low vendor response rates and dwindling hotel participation were driving out-of-policy bookings and significant programme leakage. As a result, the client was missing out on volume-based discounts.

With internal resources under pressure, the client was unable to efficiently solicit and contract the broad range of accommodation options required. Without protocols for handling non-GDS (Global Distribution Systems) hotels and alternate booking channels, data was not being captured. As a result, accurate reporting and accountability was compromised.

Limited transparency across the programme was obscuring attempts to measure effectiveness. The inability to measure adherence to government ESG requirements, was also a cause for concern.

Our Solutions:

Implementing a strategic, outsourced hotel programme with impact. The process? Delivering inventive programme solutions with a tangible ROI, based on clear objectives.

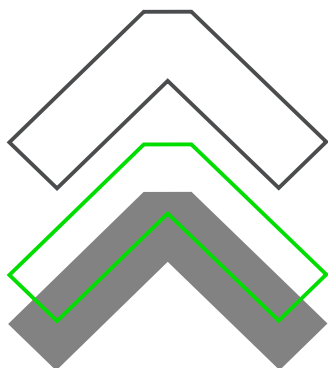
Understanding the programme scope

After a stringent RFP process, FCM Consulting's successful appointment signalled the start of the real work. With decades of industry experience and expertise, nothing about the client's existing hotel programme was spared scrutiny. Taking a deep dive into the client's objectives, meant engaging with their Category Management Working Group to determine the diverse needs of their future programme. To understand the status quo, FCM Consulting started by asking questions and listening. From conducting surveys to better understand traveller preferences, to identifying programme pain points. Only then could a clear direction drive the solution.

Inventory vetting and expansion

To recruit competitive hotel partners to the programme, FCM Consulting conceived a compelling strategy. Clearly communicating the client's objectives attracted engagement with new properties - and strengthened existing vendor relationships. This effectively expanded coverage and the programme's reach by 20%. FCM Consulting's proactive hotel programme management successfully integrated quality, new inventory to achieve 93% coverage. The process delivered hotel options, across 10 contracted chains, to meet the varying needs and budgets of departments within the client's organisation. All while ensuring travellers receive a consistent accommodation experience across the programme.

Cost savings & Compliance



To maximise the client's budget, FCM Consulting drew on decades of experience. Room-night volumes discounts were negotiated and corporate rates standardised. Across the programme a \$31 average paid rate improvement was achieved. The result? Better budget predictability for the client, with fixed rates across multiple destinations.

FCM Consulting hotel specialists honed the negotiation and contracting process. Using their strengths in analysing booking patterns and volumes, to leverage a client's buying power. With a vigilant focus on mutual value delivery, FCM Consulting achieved consistency and quality control across the extensive inventory. Ensuring employee safety and comfort was also critical for success. So naturally, every contracted hotel was vetted in line with company standards. The FCM Consulting strategy delivered, with programme compliance boosted by 29%.



Booking Efficiency & Reporting

To support programme compliance, FCM Consulting collaborated with the client to fine-tune their channel management solutions and streamline the booking process (via a central platform). Implementing this booking strategy immediately improved online programme visibility to clearly display inventory and negotiated rates. Working to problem solve the client's pain points immediately saved them time, improved internal efficiency and reduced booking errors. Empowering travellers to book within policy guidelines, has supported long-term programme success.

Due to the size and complexity of the programme, featuring over 1,100 separate properties, the booking process was tailored to allow access to platforms beyond the Global Distribution System (GDS). Outsourcing the programme to FCM Consulting enabled the client to benefit from a fully-tailored technology and booking solution. FCM Consulting provided dedicated support for ongoing optimisation and performance tracking, complete with an ESG dashboard to ensure transparent and measurable programme performance.

Ongoing Hotel Programme Management

Industry knowledge equals success, and FCM Consulting specialists continued to deliver both to this client's programme. Implementing a full service, outsourced hotel programme meant the client was no longer burdened with the time-consuming complexities of managing a large programme. With no substitute for decades of experience, the client recognised the significant advantages to be gained from choosing on-going programme management from FCM Consulting.

FCM Consulting's proactive role involves taking a strategic approach to continuous sourcing and programme participation. All new participant requests are rigorously assessed, protecting the integrity of the programme. Volume is channelled to current preferred properties to drive better engagement, improved programme benefits and rates, and to nurture successful hotel relationships.

With up-to-the-minute hotel sector knowledge, FCM Consulting is primed to recognise potential new opportunities and renegotiate rates if required. Professional and active programme management also includes frequent auditing, compliance reporting, updating traveller preferences, assessing partner ESG values and future travel behaviour forecasting. FCM Consulting continues to evolve the programme in line with the client's goals.



Results in numbers:

Hotels Accepted into
Programme

1,100+

Hotel Programme Compliance

64%

Programme Coverage

93%

Programme Savings

22.3%

Avg Paid Rate improvement

\$ 31 AUD

Achieved on the prior year programme