

# Benchmark helps global food company identify greater hotel savings, availability, and flexibility with CWT instead of online hotel booking agent

HOTEL SERVICES  
GLOBAL

## THE CHALLENGE

A leading global food and dairy product company with €6 million in hotel spend wanted to maximize hotel savings while maintaining flexibility and access to content. They were booking through an online hotel reservation service but were unhappy with the results. They wanted to evaluate if it would be more beneficial in terms of savings, availability, and flexibility to book hotels via a travel management company.

## THE SOLUTION

CWT and the company conducted a benchmark study to determine which hotel booking channel delivered the best hotel offer for their needs. The study compared CWT hotel content to that of the online hotel booking agent currently used and often touted as an alternative to travel management company bookings.

The study evaluated 10 business hotels around the world, chosen by the client, on three selected dates. Scores were given to each booking channel based on: rate competitiveness, room availability, and cancellation policy flexibility. To ensure impartiality, the company actively participated in the study, selecting criteria and collecting data from the online hotel reservation service.

CWT used its global database, *CWT HARP* (Hotel Automated Rate Program), that feeds hotel shopping, booking, and reporting tools with key content on more than 160,000 properties available through GDS, non-GDS, and direct connections to suppliers.

## CONTACT

For more information, please contact your local CWT Program Manager or sales representative or visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com)



## THE RESULTS

The study showed that CWT ranked higher overall, scoring the same or better than the competition in almost all criteria for every hotel. Furthermore rates were never higher than the competition. The study confirmed that CWT is the most competitive booking channel in terms of savings, availability, and flexibility.

The rates generated by the *CWT HARP* database were, on average, 5% cheaper than the online reservation service—up to 35% cheaper for a hotel in Paris and 28% cheaper for an airport hotel in Amsterdam. In room availability, CWT led by a 17-point margin, scoring 93% compared to 76% for the online booking agent.

CWT also ranked first in cancellation policy flexibility, allowing modifications or cancellations up to the day of arrival, effectively accommodating the client's changing business travel needs. CWT records indicate that in some countries, the amount of modifications and cancellations represent more than 20% of the total hotel bookings. The online hotel booking agent's policies were more restrictive, sometimes requiring advance payment and no refund for changes or cancellations.

Based on the above results, it became clear to the client that CWT was in a better position to fulfill their needs, since CWT can work with the client's online booking tool of choice or alternatively, the clients can choose to work with CWT's proprietary tools in some countries. The client was convinced of the CWT Hotel proposal and agreed to proceed with joint initiatives to channel all hotel transactions to CWT.

## FAST FACTS

**Industry:** Food/Dairy

**Scope:** Global business hotel accommodation

**Volume:** €18-20 million total travel spend; €6 million hotel spend

### Results at a glance:

- Identified potential savings of 5% with CWT
- Confirmed 17% better availability with CWT
- Discovered access to flexible rates with no cancellation fees with CWT