

Architectural firm achieves goal for global, “green” hotel program —plus 156% ROI

HOTEL SOLUTIONS NORTH AMERICA

THE CHALLENGE

With individual offices negotiating directly with hotels, a U.S.-based architectural firm with projects around the globe needed to create a consolidated hotel program. While program consolidation and savings were important, the company’s strong commitment to the environment made it vital to determine whether properties were “green” enough to support the firm’s culture.

THE SOLUTION

The full-service engagement with CWT began with clearly-defined client requirements on the RFP to determine how “green” a hotel is, such as whether a hotel: is within walking distance of the local client’s office; has a water conservation program; recycles papers, cans, glass and plastic; uses energy-efficient fixtures; discourages disposable products; gives preferential treatment to suppliers who offer recycled products; etc.

Based on responses to the green questions and final rate examination, qualified hotels were included in a single, consolidated hotel program.

CWT provided them with details of specific green certifications, separating “green washed” hotels from those that were green by practice. It was important to discuss the certifications as some are rigorous while others are quite easy to obtain. Documenting this and their green RFP criteria ensured we were benchmarking appropriately and making decisions that met the company’s corporate social responsibility commitments.

Finally, CWT helped educate and guide traveler choices by implementing a preferred hotel directory, providing travelers one place to identify and select in-policy hotels.

CONTACT

Mauricio Molina, Director, *CWT Hotel Solutions*SM
Carlson Wagonlit Travel
Phone: 1-763-212-3168
Email: mmolina@carlsonwagonlit.com
Web: www.carlsonwagonlit.com/us



THE RESULT

With a robust methodology in place to manage the RFP sourcing process, the next two areas of concentration were savings and corporate social responsibility commitments.

Green hotels initially offered premium pricing but, through benchmarking and negotiations, CWT was able to get very competitive rates producing ROI of 156% for the company.

One hundred percent of preferred hotels—38 hotels in 22 cities in seven countries—meet the client’s “green” requirement, reflecting and reinforcing its strong corporate social responsibility culture.

FAST FACTS

Industry: Architectural

Scope: 38 hotels in 22 cities in 7 countries

Volume: \$1.3 million

Results at a glance:

- Achieved CSR goals; 100% of preferred hotels meet green requirements
- Implemented globally-consolidated hotel program
- Negotiating with green hotels offered 156% ROI within first 3 months of program starting