

SALES & MARKETING SUPPORT

To attract bookings in a highly competitive environment, hotels need to maximise their exposure and build relationships with corporate clients and travel agents worldwide.

At Supranational, our sales and marketing team, based in London, Germany and Canada, is dedicated to ensuring our member hotels increase their share of revenue from the business and leisure travel sector.

We do this through various marketing activities including advising member hotels on Requests for Proposals (RFP), planning and launching effective Global Distribution Systems (GDS) advertising campaigns; exploiting new opportunities with Online Travel Agents (OTAs); as well as promoting member hotels via exhibitions, roadshows, agency visits and e-newsletters.



OVERVIEW

- Representing hotels at trade exhibitions and organisations
- Electronic and printed marketing material distributed to clients
- Promoting hotels at roadshows and client workshops
- Sales visits to travel agencies, TMC and corporate clients
- Exploiting new opportunities with Online Travel Agents (OTAs)

Sales & Marketing Support

Promoting your hotel worldwide.

To gain advantage in a competitive market your hotel needs to be promoted via numerous channels; relationships with corporate clients and travel agents worldwide need to be built and maintained; and you need to maximise commercial opportunities.

Why choose Supranational

The Supranational sales team offers a number of sales and marketing services to member hotels including:

Sales Support:

- Client account management (performance analysis, sales calls etc.)
- Request for Proposal (RFP) management
- Sales visits to travel agencies, travel management companies (TMC) and corporate clients
- Sales events such as roadshows targeting key clients

- Annual conference
- Training and workshops for members
- Preferential agreements with online travel consolidators

Marketing Support:

- Distribution through Supranational websites
- Representation at major trade events and organisations
- Electronic marketing communications including e-newsletters to clients
- Printed marketing materials including hotel fact sheets
- Targeted rate promotions
- Global Distribution Systems (GDS) marketing

For more information on our Sales and Marketing Support services please email rfp@supranational.co.uk

Supranational Hotels Ltd
The Butlers Wharf Building
36 Shad Thames
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www.supranational.com

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- Cost effective GDS campaigns
- Expert advice on paid-for and free advertising campaigns
- Daily submission to GDS 'free' marketing screens
- Assistance in preparing messages and price negotiation

GDS Marketing

Using the Global Distribution System to promote your hotel.

Often there is intense competition for bookings and you need to attract attention of the travel agents. A cost effective way to gain attention is by using banner advertising and text based messages on the Global Distribution Systems (GDS).

All GDS (Amadeus, Sabre/Abacus, Galileo and Worldspan) offer extensive marketing options enabling hotels to advertise through these channels. To make the most of your marketing budget, your GDS marketing campaign needs to be carefully planned to ensure the most suitable media and message is selected and your campaign achieves the best results.

Why choose Supranational

Traditionally, GDS marketing options are offered by each GDS and third parties. Selecting the right tools for your campaign can be complex and time consuming.

Supranational partners with all the GDS and can advise member hotels on running effective paid-for and free advertising campaigns including targeting the right audience, message drafting and selection, channel selection, price negotiation, and campaign monitoring.

There are various options available for members to take advantage of depending on the target audience, your marketing budget and resources available.

For more information on GDS marketing campaigns please email James FitzRoy at james@supranational.co.uk

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- Dedicated account manager for each Corporate and Consortia client
- RFP process managed by dedicated sales teams in London and Germany
- Support and assistance with inclusion in global hotel programmes
- Technical support for member hotels using RFP tools
- Reporting tools for easily tracking ROI
- Marketing to Corporate and Consortia clients

RFP Management

Helping member hotels with the RFP process.

Being a 'preferred hotel' on a Corporate or Consortia hotel programme gives you an outstanding opportunity to boost sales revenue by exposing you to a greater share of the global business and leisure travel market.

To be included in a hotel programme, you will need to negotiate special room rates with Corporate and Consortia clients. The process of negotiation is formalised through Request For Proposal (RFP).

Why choose Supranational

RFP submission can be hard work. To avoid rejections, you will have to meet the criteria set out by the client, negotiate rates, complete and submit RFPs within the deadlines and finally upload the agreed rates.

However, our technology, backed up by our expert sales team, makes the RFP process as easy as possible – saving you time and money.

Our team co-ordinates RFP submissions and rate negotiations, and helps hotels with their inclusion in global hotel programmes. Once your hotel has been accepted on to the programme, we will assist with rate loading to the Global Distribution Systems so that the appropriate agents and/or corporate clients can find and book these rates.

We encourage member hotels to submit RFPs electronically and offer a discounted rate to use Lanyon, our preferred RFP tool. A helpdesk is also provided for members submitting RFPs via other electronic RFP tools.

You can track your bookings from reservation reports on rate code, agents ID and other criteria so that you can quickly determine your return on investment.

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