

your master plan for convention housing®

Anti-Attrition Plan

# Capture and count every room night your event generates.



You'll reduce attrition—and avoid penalties—when you work with Travel Planners. Our housing programs include a multi-faceted campaign to keep attendees and exhibitors from booking outside the block. And our audits are second to none in getting you credit for book-direct reservations.

## **Your rates start out as the best...and stay the best.**

We're masters at helping you negotiate the lowest possible room rates. Then we use ghosting and the automated **RateGain** service to shop rates competitively and work with hotels to make sure they don't under-sell your program. Because you always offer the best deal, there's no cost incentive to book outside the block.

## **Targeted marketing increases pick-up.**

Our exclusive **List IQ**® tool identifies opportunity segments like registrants who haven't booked. Then our **eFocus Marketing** team targets customized email campaigns to these and other audiences to boost pick-up. Anyone who goes surfing for a better deal finds your program at the top of search results thanks to our **Search Engine Optimization** and **Google and Yahoo ad tactics**.

## **We work non-stop so no room night gets away.**

From the start, we activate **DataSync**® to lock in both registration and reservation in a single online session. And we use flexible post cut-off tactics to keep on selling right through your event. Our cancel/replace policies fill cancelled rooms with late-bookers and guests from **eChoice**®, our automated waitlist. Then **AuditPro**® takes over to find both miscoded and book-direct reservations to be sure they're all counted in your final reports.

## **For more information**

Call **800.221.3531, ext. 2345** or visit us on the web at **TPhousing.com**

TRAVEL PLANNERS | it's all part of the plan

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