



Sophisticated inventory control keeps your blocks flexible and full.

At Travel Planners, we contract, allocate and sell more than 1,000,000 room nights a year. That's clout, and we leverage it to lock in the best hotel mix and lowest rates for your program. Then we finesse your blocks obsessively to squeeze out every possible booking, right down to the last room.

We monitor sales and inventory daily.

We spot trends as they happen and acquire rooms at popular hotels or cut back at lower-demand properties. Our team can quickly reallocate rooms among exhibitor, attendee and VIP blocks so that supply always matches demand.

Strategic selling steers demand where you need it.

First, our **ResOpen**® service pre-sells blocks to favored groups. We target **eFocus Marketing**® to high-value segments and promote special deals at under-performing hotels. We hate empty rooms, so our automated **eChoice**™ quickly reassigns waitlisted guests to cancelled rooms, and we take post cut-off reservations right up to the show.

Absolutely every room gets counted.

Travel Planners even gets you credit for rooms not in the official program. In sold-out conditions, our **Impact Protection Plan**® can accept and track out-of-block bookings. Post-event, **AuditPro**® locates and counts book-around attendees. Beginning to end, we make sure that you get all of the bottom-line benefits of fully utilized blocks.

For more information, call **800.221.3531, ext. 2345** or visit **TPhousing.com**