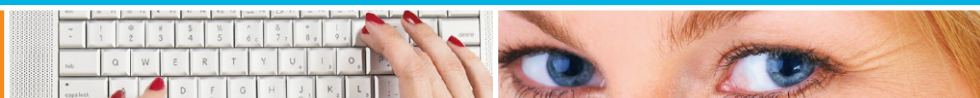


Optimized Pick-Up



Bottom line, we'll boost your room pick-up.

At Travel Planners, record-setting pick-up starts before the first reservation is made and doesn't end until the last hotel audit. At every step in your Master Plan, we pour on our strategic know-how, innovative technology and personal service to capture every possible room night – incremental business other housing providers leave on the table.

We start with the best mix of hotels at the lowest rates.

You can't grow pick-up unless your program offers the best value. That's been a Travel Planners trademark for 30 years. Our expert contract specialists leverage our long hotel relationships to negotiate market-beating rates on flexible, right-sized blocks. And we're fearless about bargaining for extra discounts or perks to stimulate sales.

We never stop selling your program.

It only starts with your customized, user-friendly reservation site. Our eFocus Marketing® experts are the masters of behaviorally targeted email, SEO, Google and Yahoo ad campaigns, and social media. Your program stays open for business right through check-in, thanks to post cut-off tactics that let us offer the lowest rates to the 20% or more of attendees who now reserve last-minute.

We're always on the offense.

Every day, our trend-watchers forecast booking activity so we can re-allocate supply to anticipate demand or steer pick-up to attrition hotels where sales are lagging. Our hot new apps prevent defections to discounters and let exhibitors fill hundreds of rooms in a flash. We link seamlessly with registration to transform registrants into immediate bookers. Even after your event, our comprehensive audits can give a double-digit boost to your final counts.

Proactive personal service seals the deal.

Our dedicated Group Specialists treat exhibitors to non-stop white-glove service and lock in their large-scale blocks. And our Contact Center agents are trained pros with real answers for every caller. They even phone waitlisted guests when their preferred hotels open up. In fact, any time we have a chance to reach out and satisfy a guest or close a sale, we do it. Because at Travel Planners, every single room counts.

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