

Key Hotel Program KPIs

The best data for improving your hotel program

Improve traveler satisfaction, increase compliance and save using these metrics.

Traveler Satisfaction

Hotel reviews indicate traveler satisfaction with individual properties. Partner with travel management companies to collect reviews directly from your travelers within your corporate tools.

If properties aren't meeting traveler needs, you can block them from your program or use the data to determine new lodging partnerships.

Compliance

Instead of reconciling traveler data from multiple sources to learn about bookings made outside your hotel program, use your **hotel attach rate** instead. It uses the percentage of air or rail bookings accompanied by hotel bookings. A low hotel attach rate means your program may not be meeting travelers' needs, or you may need to communicate more often.

Track **non-compliant rates reports** to learn why travelers aren't booking in-policy. If travelers can't book preferred rates because they're unavailable, you may need to review your contract and discuss the issue with your lodging partners.

Savings

Top destination reports show where travelers stayed most. This helps decide where to negotiate preferred rates. If you have less than 150+ room nights per year, the ROI on the rate may not be worth it.

A **rate mix report** compares multiple rate sources—RoomIt Rates, third-party rates (i.e. Booking.com and Expedia Partner Solutions), public rates and negotiated rates—to help identify savings opportunities. Relying too much on one rate type may lead to overspending.

BENEFITS

Hotel Reviews

- Shows hotel amenities and attributes that improve traveler satisfaction
- Indicates hotels to partner with that meet traveler needs

Hotel Attach Rate

- Provides an efficient measure of program compliance

Non-Compliant Reasons Report

- Demonstrates if you're realizing the full value of your negotiated rate program
- Illustrates ways to address traveler needs and educational gaps

Top Destination Report

- Helps you target top markets for negotiations

Rate Mix Report

- Teaches how diversifying rate sources creates savings

Click here to ask RoomIt about other key hotel program KPIs.