

Make RoomIt Rates Work for You



Who is RoomIt?

► The hotel division of **CWT**

Opportunity to cross-sell to our air customer base



\$25 billion
in annual transaction value

Every day we...



Talk to over
53,500
travelers on the phone



Respond to nearly
66,000
traveler emails



Book
30
hotel rooms a minute

Our travelers...



71% return an average of
2X or more per year to
the same hotel chain

\$36

Spend an average of **\$36**
on business amenities
while on property

Let RoomIt help you reach these travelers.

In our unique content program you'll get:



Elevated **visibility** on our booking tools



Internal **promotion** of the rate, turning our travel counselors into your **extended sales force**



Best access to **discretionary** business



Personalized support and **data analysis** from industry experts in your marketplace

RoomIt Rates include standard amenities that make your rate desirable to our business travelers.



Loyalty Points



In-room Wi-Fi



Same day cancellation policy



Last room availability (LRA)



Early check-in/
Late check-out
(subject to availability)



Complimentary upgrade
(subject to availability)

► **RoomIt.**
Your trusted partner to connect with valuable business travelers.