

CAMPUS TRAVEL MANAGEMENT

# Turning Visitor Travel *into* Revenue

## WHO WE ARE

CTM builds and manages preferred hotel booking sites for personal campus visitor travel. Hotels fund the program, creating revenue for the institution **at no cost.**

**\$3.5M+**

Paid to partner institutions  
since program inception

**150+**

Partner institutions  
nationwide

**900+**

Hotel partners  
in the network

# Two Kinds of Travel. *We Only Touch One.*

WHERE WE WORK

## Personal Visitor Travel

Parents, alumni, prospective families, events and guests

Personal forms of payment

Best available, dynamic and static rates

Commissionable rates with no LRA or blackout dates

Visit-campus page with an intuitive two-click path

UNCHANGED

## Institutional Travel

Trustees, speakers, consultants and recruiting

Corporate or ghost cards, budget expensed

Governed by your existing contracts and negotiated net rates

Last-room availability and blackout dates for high-volume periods

Confidential terms, purchasing and behind the firewall

Institutional travel remains unchanged. **CTM works only with visitor-paid rooms.**

# Put Another Way, CTM Is the Visitor Alternative to Concur

WHAT YOU HAVE NOW STAYS THE SAME

**Business or Institutional Travel**

*Funded by the institution*

Trustees, staff, recruitment and institutional needs

Governed by your existing contracts

Booked and paid through the institution

**Stays governed by your existing contracts**

THE NEW PARADIGM

**Personal Visitor Travel**

*Funded by the visitor, not the institution*

Parents, alumni, prospective families, event guests

Booked independently, with no institutional revenue

The opportunity this program is built for

**The program is designed to capitalize on this specific opportunity.**

This program applies only to independently funded visitor travel. Your existing institutional travel contracts and policies remain unchanged.

# You Get the Benefit, *Someone Else Does the Work*

CTM handles hotel enrollment, page maintenance, billing, reporting, and visitor customer service.

01

**Visitors find your page**

Your institution links to the page from its existing visit or travel site.



02

**They book directly**

Visitors view live availability and rates, then book directly with the hotel.



03

**The hotel pays CTM a commission**

On every personal booking made through the page.



04

**Your institution earns, quarterly**

80% of the commission comes back to you — automatically, at no cost.

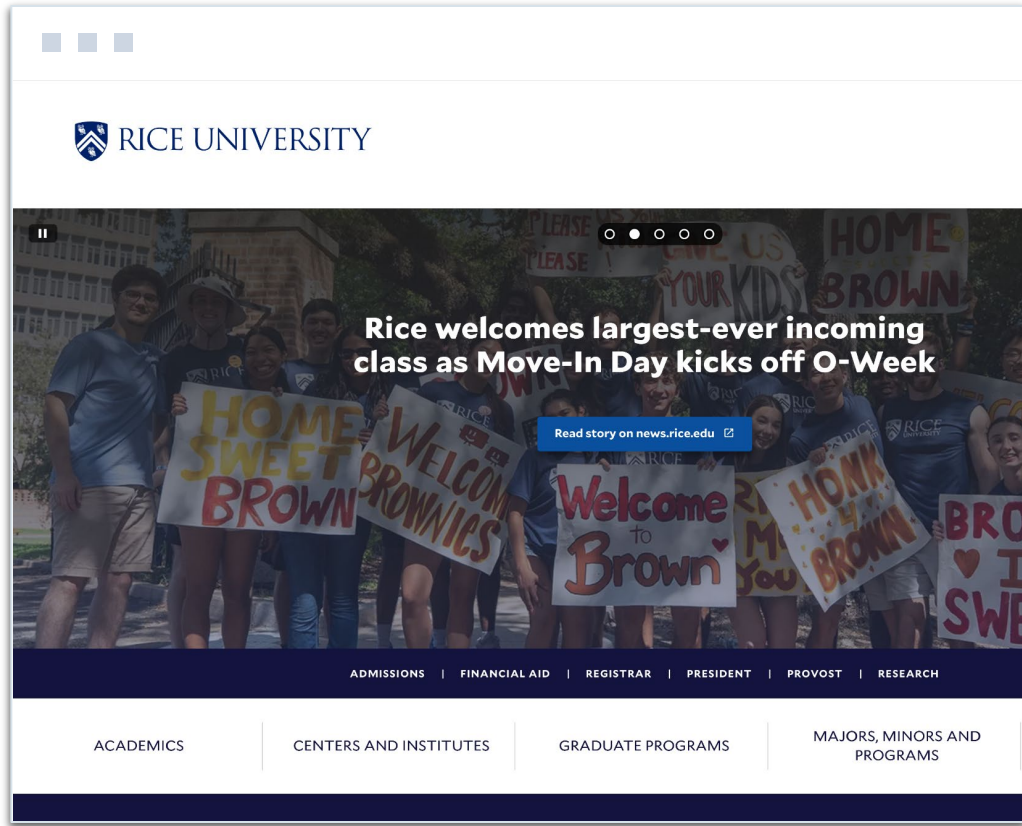
No cost to the institution. Minimal web-team lift. No change to institutional travel.

HOW IT WORKS – 2 CLICKS

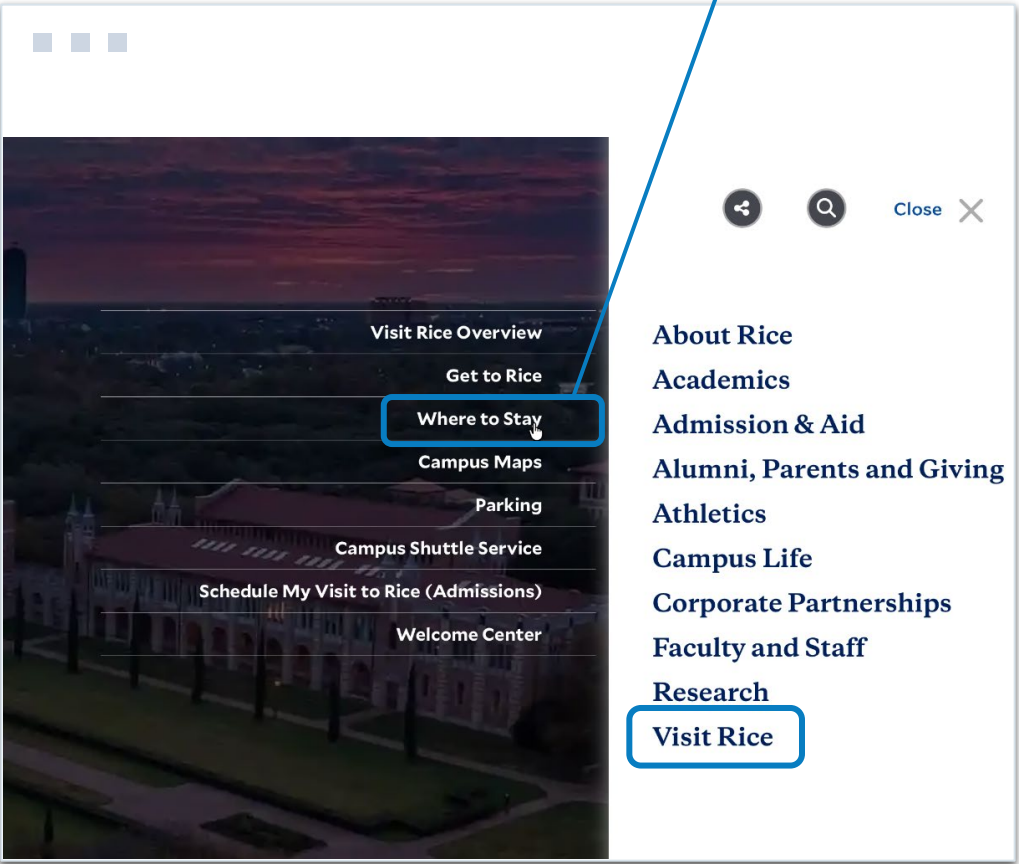
# Example: *Rice University*

Rice embeds the CTM portal page into its existing webpages, offering guests a direct route from the institution’s website to local hotel options.

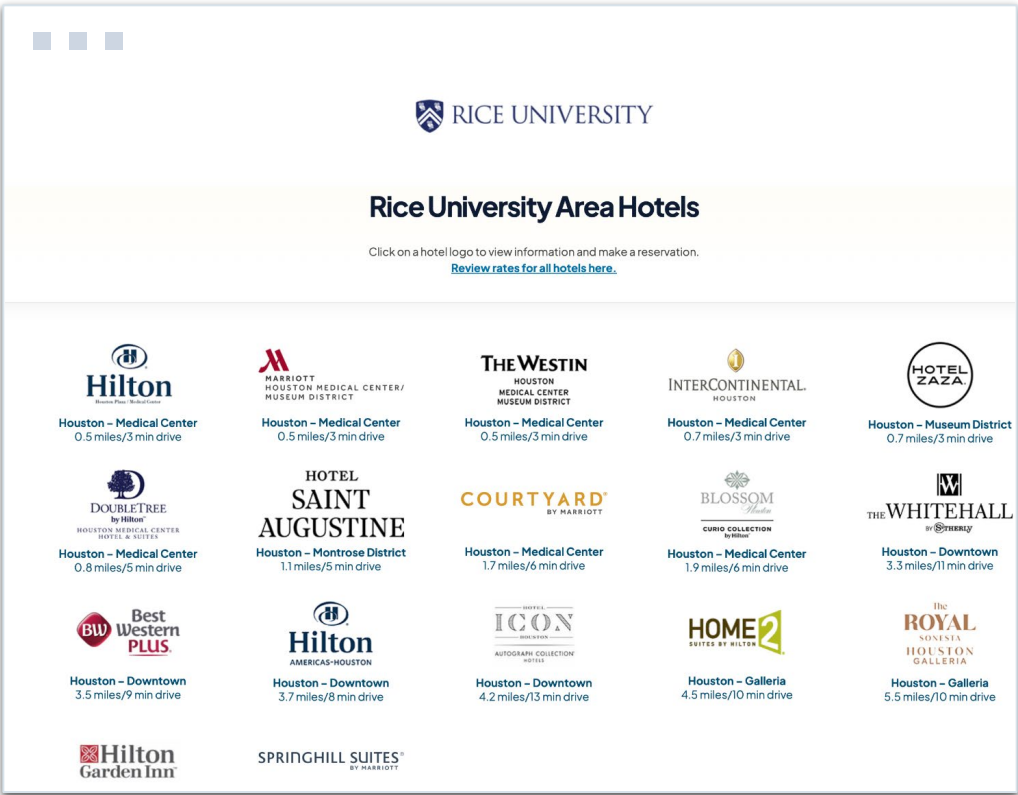
1 HOME PAGE



2 VISIT RICE PAGE



3 HOTEL PORTAL



# A Fully Managed Program at *No Cost* to the Institution



### Revenue share

80% of hotel commission, paid to your institution quarterly.



### We manage set-up

CTM builds, hosts, and maintains the booking page.



### Negotiated rates

Better pricing for visitors than an open web search.



### Reporting & support

Free reporting, visitor customer service, and account administration.



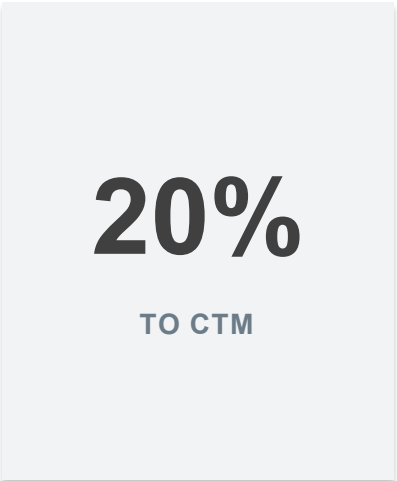
### No cost, ever

The program is funded entirely by participating hotels.

Everything above is included from day one – **no contracts to sign, no fees to pay.**

WHAT YOU GET

# You Keep 80% of Every Dollar the Program Generates



Split of the hotel commission generated by personal-travel bookings (commission averages 7–10% of the nightly rate).

HOW CTM IS FUNDED

**\$25–\$100** monthly participation fee per hotel

**\$95** one-time hotel setup fee

Hotels fund the program through participation fees and a share of commissions. Your institution pays no program fees.

ALREADY PAYING OFF FOR INSTITUTIONS LIKE YOURS

Tulane University

\$598,000

New York University

\$335,000

Creighton University

\$181,000

REFRESHES ANNUALLY

# Opportunities That Are *Ongoing*

A snapshot of the recurring, on-campus moments that keep visitor traffic flowing all year long.

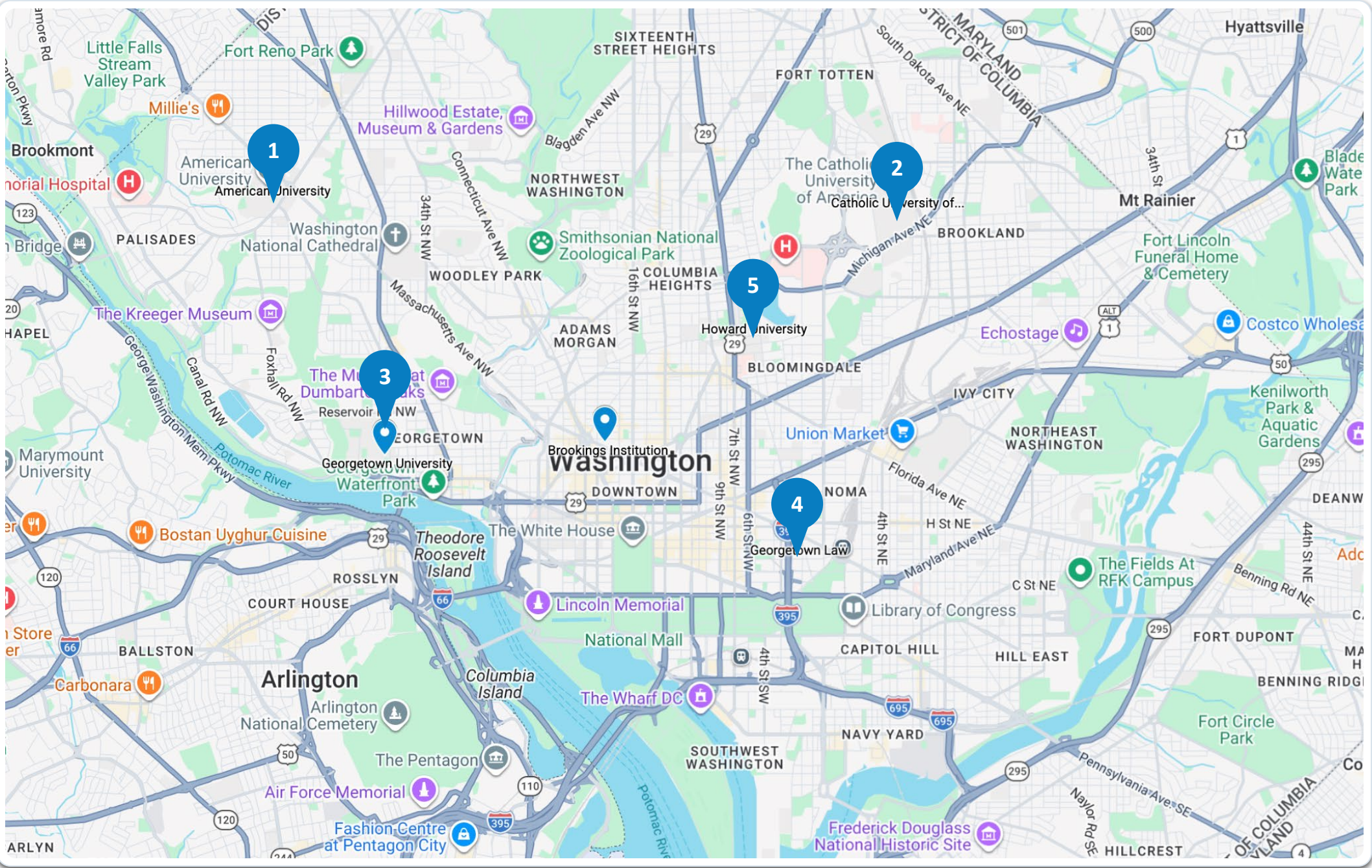
|                    |                      |                        |                          |
|--------------------|----------------------|------------------------|--------------------------|
| Move in / Move out | Prospective students | Alumni reunions        | Affiliated organizations |
| Orientations       | Band reunions        | Weddings, vow renewals | Commencement             |
| Concerts           | Guest speakers       | Parent Weekends        | Athletics                |
| Tours              | Homecoming           | Community sponsored    | Political events         |
| Arts Festivals     | Tournaments          | Unique one-day events  | Recruitment              |
| Conferences        | Mini events          | Christmas, holidays    | Religious events         |

OUT OF STATE DISCOUNTS

# Traveling to Washington, DC?

When visitors travel to another state, your school can direct them to hotel options already supported through the network.

WASHINGTON, DC EXAMPLE



CTM CAMPUS PROGRAMS

Each campus page connects visitors to a different set of participating hotels across the city.

|   |                                |    |               |
|---|--------------------------------|----|---------------|
| 1 | American University            | 23 | HOTEL OPTIONS |
| 2 | Catholic University of America | 15 | HOTEL OPTIONS |
| 3 | Georgetown University          | 26 | HOTEL OPTIONS |
| 4 | Georgetown Capitol Campus      | 13 | HOTEL OPTIONS |
| 5 | Howard University              | 19 | HOTEL OPTIONS |

Hotel coverage includes Georgetown, Downtown, Capitol Hill, Dupont Circle, NoMa, Union Market, and more.

**IN DEVELOPMENT // COMING SOON**

# Visitor Perks

An optional extension designed to connect campus visitors with relevant offers.

## BEFORE THE STAY

## The campus understands its visitors

Hotels do not yet have that context.

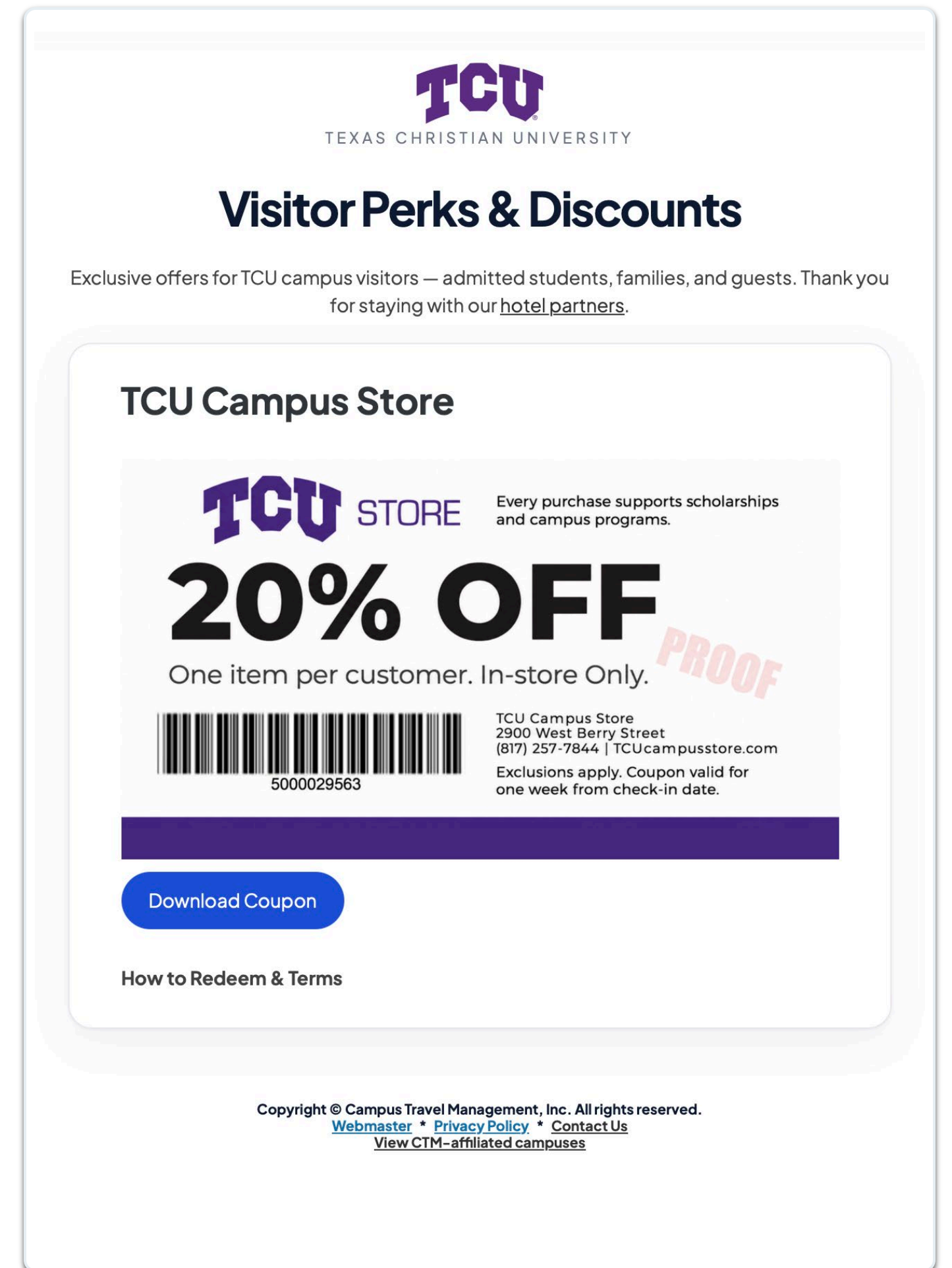
## AFTER THE BOOKING

## The hotel understands the stay

Campus partners do not yet have that connection.

## Visitor Perks connects the two

## Creating a path to relevant campus offers.



WE'VE RECEIVED

# Thank You Notes

*“CTM has helped us in making more reservations. We truly feel you are a part of our sales department.”*

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## **Hotel DeVille**

Jefferson City, Missouri

*“The program was a success, the hotels loved it. They asked why it took us so long to do it.”*

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## **University of Hartford**

Hartford, CT

*“The site looks awesome. I just love being in the top four. I just know this program is going to be successful.”*

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## **Courtyard Marriott**

Tempe, Arizona

*“We look forward to hosting more alumni, parents, family and students. We want to be first to sign on for next year.”*

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## **Hyatt Regency**

Washington, DC

# What We *Need From You*

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1

**Listing of local hotels**

We provide a contract template with no surprises: revenue in return for links on institution website pages.

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2

**Campus Priorities**

We want to provide benefits without overstepping boundaries. One conversation helps us understand both.

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3

**Hotel Zoom Meeting**

CTM explains the program to local hotels. We need your help introducing it.

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4

**Your Feedback as We Build**

This is your program. We adjust it to fit your institution.

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**No traveler data is required from your team.** Hotels, visitors, and CTM handle reservations directly, so your institution does not collect or store personal travel information.

# Next Steps

## STEP 1

### Let us know of your interest

We'll send the contract template — no surprises, just a recap of the program.

## STEP 2

### A short website & rate review

We confirm intuitive linking and screen for any confidential negotiated rates.

## STEP 3

### We enroll your local hotels

One introductory call, then your branded page goes live.

**Thank you for your consideration.**

We welcome the opportunity to discuss your institution's specific needs.



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