

# Hotel Revenue, Cost Savings, Reporting

## Serving your Families, Protecting the Brand

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# Why there's a check coming your way!

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*Each academic year, thousands of highly motivated students, parents, friends and families, prospective students, athletic fans, alumni, registrants and guests are travelling to your campus for institutionally-sponsored conferences and events.*

# Reasoning

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**If your campus is funding the event,  
and your event is the reason for the trip,  
your campus should be getting the hotel data,  
reporting and commission!**

- Hotel still receives the same passenger information
- Traveler still receives written confirmation
- Price still best available, without service fee or markup
- Reporting: more fields of data, free online access
- Revenue you're receiving: 7-10% commission, you get 80%
- Support: travel industry technology/security, free customer service

# Visitor Source

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Prospective students  
Orientations  
Commencement  
Parent Weekends  
Homecoming  
Arts Festivals  
Move in / Move out  
Affiliated organizations  
Weddings, vow renewals  
Guest speakers  
Tours  
Political events

Alumni reunions  
Band reunions  
Concerts  
Athletics  
Community sponsored  
Tournaments  
Unique one-day events  
Mini events  
Recruitment  
Christmas, holidays  
Conferences  
Religious events

# We do the work

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## **Building the page**

- Text, pictures and amenities
- Pricing, terms and conditions
- Acceptance and confirmation

## **Updating the page**

- Picture and editorial updates
- Rebranding to a different chain
- Renovating, rebuilding

## **With you calling the shots**

- Inclusion and placement
- Town and mileage
- Price is still hotel “best available,” no service fee or markup

# Someone else pays the expense

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## **Circular, not lateral, business model**

- Hotels need your support, not your money
- \$25 per month from hotels pays bill
- One room per month formula, 30-day out-clause

## **Why is it worth it to the hotel?**

- Campus assistance in reaching travelers
- Challenge of marketing to departments
- Limited staff and resources

## **Technology is the key to creating value**

- More volume to fewer vendors
- Keeps out on-line travel agencies, unregulated 3<sup>rd</sup> parties
- Adds doesn't subtract; not the cost, but the return

# A Confirmation shows the campus as source



School Name: **Your College or University**

Traveler Type: Prospective Student

Trip Purpose: Campus Visit/Tour

### HOTEL DETAILS

HOTEL NAME	HOTEL ADDRESS
MELROSE GEORGETOWN HOTEL	2430 PENNSYLVANIA AVENUE NW, 20037, WASHINGTON, DC, US

CHECK-IN:  
Thursday, 07 Apr,2022

CHECK-OUT:  
Sunday, 10 Apr,2022

TOTAL DAYS:  
3

AVERAGE DAILY RATE:  
\$ 284.00

TOTAL PRICE:  
\$ 852.00

ROOM TYPE:  
**Double**

DESCRIPTION:  
**Georgetown University Rate . Deluxe Double Room With Work Desk. 425 Square Feet.**

GUARANTEE TYPE:  
**Guarantee Required**

CANCELLATION POLICY:  
**No cancellation fee if cancelled before 04-06-2022 at 03:00 PM (Local time)**

HOTEL CONFIRMATION NUMBER:  
**15333SC074993**

# Why Revenue & Brand?

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## Revenue

- Budgets are tight; every penny counts
- Campus paid for the event; it's entitled to a return
- Destination marketing, not budget management

## Brand

- Reputation can be more important than money
- Rites of passage magnify importance
- Visitors take hotel listings seriously; accuracy matters






# How much can you make?

## Start by guessing the number of visitors

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### *Annual Revenue Projection based on:*

- One transaction per year
- Average two-night stay
- Average \$100 p/night room rate
- Average 8% commission
- 80% quarterly return
- Strong web visibility
- Intuitive linking, accessibility
- Department mailings

	<i>estimated visitors</i>	<i>potential annual revenue</i>
	1,000	<b>\$12,800</b>
	5,000	<b>\$64,000</b>
	10,000	<b>\$128,000</b>
	20,000	<b>\$256,000</b>
	30,000	<b>\$384,000</b>
	40,000	<b>\$512,000</b>
	50,000	<b>\$640,000</b>

# Over \$2 million sent to date

			<i>Total</i>	<i>\$1,780,027</i>						
	<i>\$2,013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>
<i>March</i>		\$5,000	\$36,594	\$39,445	\$34,851	\$59,060	\$43,850	\$41,419	\$5,334	\$33,842
<i>June</i>		\$7,835	\$51,712	\$77,374	\$80,942	\$82,338	\$86,137	\$10,295	\$19,825	\$70,000 €
<i>Sept</i>		\$15,042	\$57,984	\$92,188	\$98,417	\$75,596	\$83,738	\$8,319	\$39,600	
<i>Dec</i>	\$3,214	\$38,594	\$69,350	\$76,789	\$81,596	\$86,005	\$105,220	\$5,334	\$57,191	
<i>Total</i>	<i>\$3,214</i>	<i>\$66,470</i>	<i>\$215,640</i>	<i>\$285,796</i>	<i>\$295,806</i>	<i>\$302,999</i>	<i>\$318,945</i>	<i>\$65,366</i>	<i>\$121,949</i>	<i>\$103,842</i>
									<i>Total</i>	<i>\$1,780,027</i>

# Is there that much business? Some of it you may know

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# Some you may not know

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Conferences



Concerts



Performing Arts

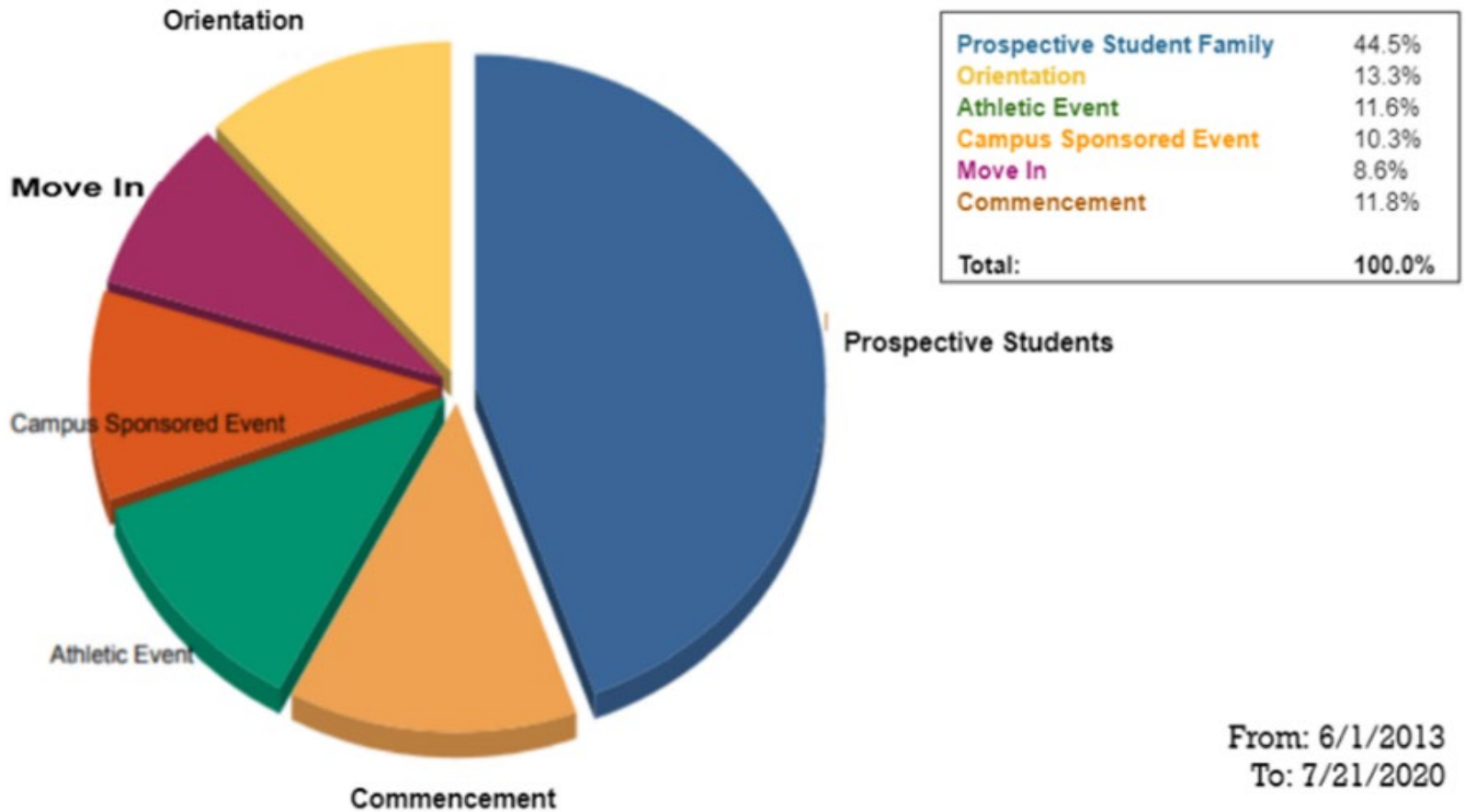


# Reports that break it down

#	Name	Hotel	Check In	Nights	Nightly Rate	Total Paid	Traveler Type	Event
<b>Parent Family Weekend</b>								
1,940	Valen/Carol	Key Bridge Marriott	10/13/16	3	\$153.00	\$459.00	Parent Family	Parent Family Weekend
1,941	Van Dervort/Anthony	Fairmont Washington D.C Georgetown	10/14/16	2	\$279.00	\$558.00	Alumni	Parent Family Weekend
1,942	Van Dervort/Anthony	Fairmont Washington D.C Georgetown	2/2/18	2	\$279.00	\$558.00	Alumni	Parent Family Weekend
1,943	Vath Gertin/Theresa	Glover Park Hotel	10/14/16	2	\$149.00	\$298.00	Parent Family	Parent Family Weekend
<b>PROSPECTIVE STUDENT EVENT/PROGRAM</b>								
1,964	Karumanchi/Sreedevi Mrs	Madera, a Kimpton Hotel	4/21/22	2	\$279.64	\$559.29	Prospective Student	PROSPECTIVE STUDENT EVENT/PR
1,965	Mccarty/Jennifer	Fairmont Washington D.C Georgetown	4/21/22	2	\$679.00	\$1,358.00	PARENT/FAMILY MEMBER	PROSPECTIVE STUDENT EVENT/PR
1,966	Mccarty/Jennifer	Fairmont Washington D.C Georgetown	4/21/22	2	\$979.00	\$1,958.00	Prospective Student	PROSPECTIVE STUDENT EVENT/PR
1,967	Owen/Abigail	Hotel Hive	4/21/22	3	\$294.60	\$883.79	Prospective Student	PROSPECTIVE STUDENT EVENT/PR
1,968	Wain/John A Mr	Georgetown Inn, The	4/12/22	1	\$296.64	\$296.64	Prospective Student	PROSPECTIVE STUDENT EVENT/PR
<b>Prospective Student Family</b>								
1,969	Abbe/Julie	Westin Georgetown	2/5/16	1	\$205.00	\$205.00	Prospective Student	Prospective Student Family
1,970	Abraham/Jaclyn Ms	Holiday Inn Rosslyn at Key Bridge	10/6/19	1	\$164.49	\$164.49	Prospective Student	Prospective Student Family
1,971	Adama/Edith	Fairmont Washington D.C Georgetown	10/17/16	2	\$269.00	\$538.00	Visitor	Prospective Student Family
1,972	Aguillon/Joshua Mr	Holiday Inn Rosslyn at Key Bridge	8/19/19	1	\$109.23	\$109.23	Prospective Student	Prospective Student Family
<b>Reunion</b>								
2,925	Adams/Patrick	Melrose Washington	6/2/16	3	\$172.53	\$517.60	Alumni	Reunion
2,926	Chapin/Kinne Ms	Holiday Inn Rosslyn at Key Bridge	6/2/17	2	\$139.99	\$279.98	Alumni	Reunion
2,927	Cortes/Diana	Fairmont Washington D.C Georgetown	10/5/18	3	\$199.00	\$597.00	Alumni	Reunion
2,928	Eshoei/Betsy Mr	Hotel Hive	10/1/21	2	\$206.09	\$412.19	Alumni	Reunion
2,929	Faskha/Eli Mr	Melrose Washington	9/30/21	3	\$211.65	\$634.95	Alumni	Reunion
2,930	Gonzalez/Ingmar	Fairmont Washington D.C Georgetown	10/5/17	4	\$124.50	\$498.00	Visitor	Reunion
2,931	Jordan/Kathryn	Key Bridge Marriott	6/2/16	4	\$122.00	\$488.00	Alumni	Reunion
2,932	Lee/Edwin	Ritz-Carlton Georgetown, The	3/28/18	5	\$456.60	\$2,283.00	Parent Family	Reunion
2,933	Li/Xinyang	Hyatt Place DC-Georgetown - West End	11/2/18	2	\$152.00	\$304.00	Parent Family	Reunion

# A pie chart for easy analysis

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# Do you need a mega enrollment?

## 2,300 students – \$900,000 in sales

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# Praise from visitors

## Creighton University Parent

*"I was able to successfully complete my reservation. Thank you so much! Amazing customer service. Who should I contact at Creighton to tell them how great you all are?"*

## Loyola University Consultant

*"I am very impressed with the responsiveness of your team. I have told the Campus Visit team at Loyola about my experience and positive impression. Thanks for the services you provide to college and universities. I am an Enrollment Management consultant and I know how important the campus visit experience is in the college decision process."*

## Drexel University Parent

*"Thank you for all your help. My family has been using your travel services for almost four years now. Our daughter is a full-time student at Drexel University. Campus travel services is a must needed service for the families that travel to visit their children in college. Thank you!"*

## New York University Family

*"I received my confirmation and I just wanted to personally thank you for being so courteous and kind. We need more of this in our world. You take care and God Bless."*



# Praise from Universities and Hotels

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## University of Hartford

*I can say the meeting was a success. The hotels were eager to sign up. Most said this should have happened a long time ago.*

*The departments that attended were excited by the opportunities the program presented. We intend to follow up with the departments that did not attend.*

*Dennis M. Gacioch C.P.M.  
Director of Purchasing, University of Hartford*

## HRI Properties

*PERFECT!!! That's what I needed to show -- the return for the investment and to track Tulane's business clearly. Thank you!*

*I look forward to having that access/info.  
Director of Business Travel, Cluster Sales*

### **Proudly Representing:**

*Hyatt Place New Orleans/Convention Center  
Hyatt French Quarter New Orleans  
Hilton Garden Inn New Orleans French  
Quarter/Central Business District  
Hilton Garden Inn Downtown Jackson, MS  
(Formerly the Historic King Edward Hotel)  
Hilton Garden Inn baton Rouge Airport*

**It's a big campus, a hotel only has one person.**

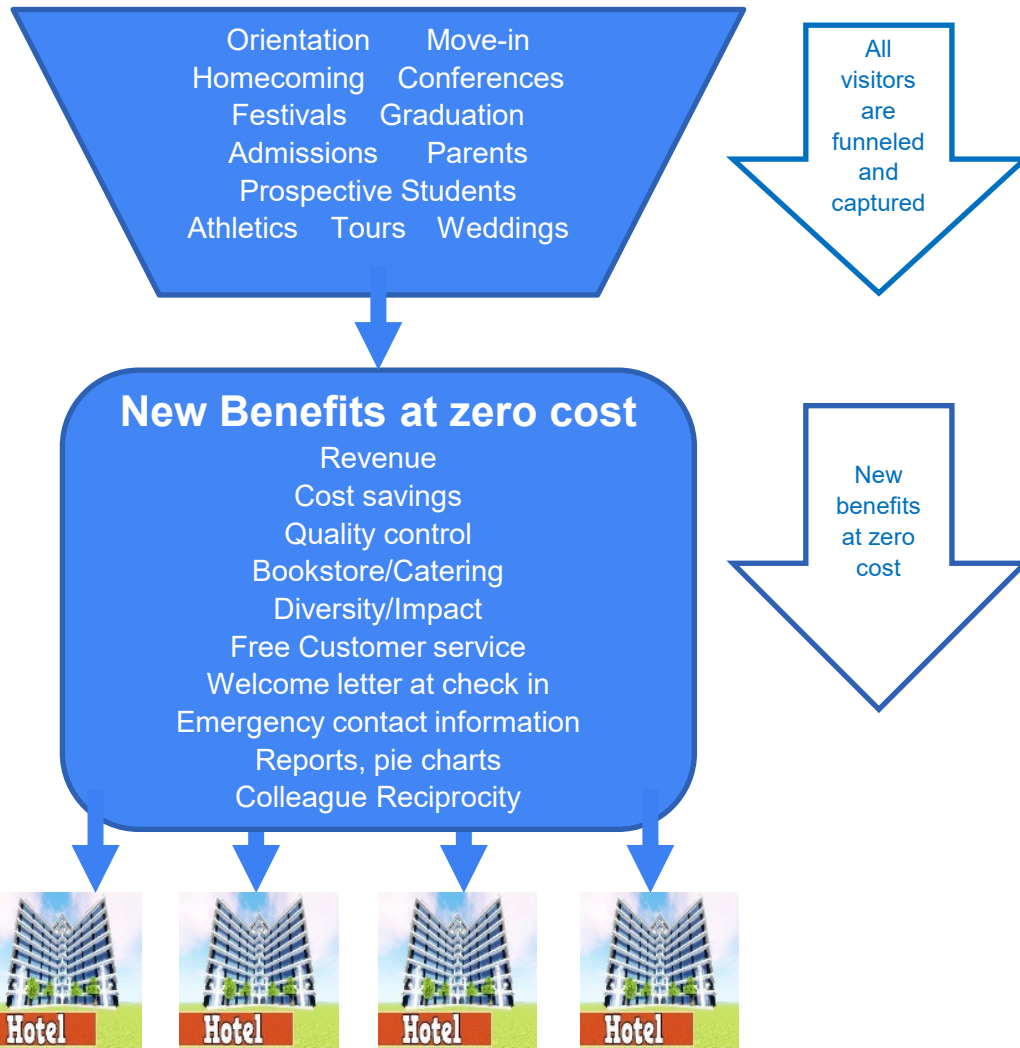
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*University support can make the difference.*

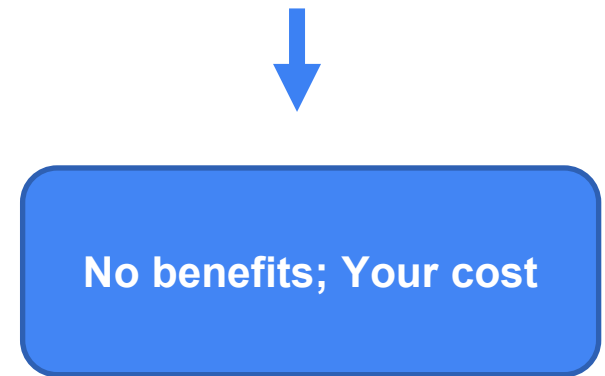


# Our recipe: Just Add Technology & Stir

with CTM



without CTM



# Bonus: Colleague Reciprocity



# Thanks for viewing

Let us know if you have any questions!

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