



Campus Travel Management

July 27, 2023

College & University Visitor Revenue

\$1.7 million in Campus Payments

\$40 million in Hotel Sales

1. New York	\$5,278,423
2. New Orleans	\$2,947,989
3. Washington DC	\$2,249,485
4. Philadelphia	\$1,677,978
5. Boston	\$1,621,316
6. Providence	\$1,431,606
7. Charleston	\$1,322,124
8. Chicago	\$ 703,158
9. Baltimore	\$ 569, 968
10. Hartford	\$ 483,929

Program Recap

- Quarterly Revenue
- No cost, risk or investment
- Free Online Reporting
- Out of State Hotel Discounts
- No service fees or markups
- Reduced staff workload
- 80% of the 7-10% paid for individual bookings
- 90% paid for groups
- Planner points where available

For more information, call
410.267.0866 or email
larry@campustravel.com

Packet will include:

- How much Revenue?
- Own your own hotel?
- N.Y. Times market overview
- Contract template
- Website opportunities
- Visitor Revenue presentations
- References on request

Hiding in Plain Sight: A New Stream of Unclaimed Revenue

- In the upcoming year, thousands of highly motivated parents, visitors, alumni, athletic fans and prospective students will be traveling to your campus to attend institutionally sponsored meetings, activities and events.
- If it is your campus that is funding the program, your visitors that are using hotels and your institution that is motivating the sale, then why is it not your institution that is receiving the commission?
- By adding professional travel agency technology to the hotel reservation, CTM establishes your institution as the source of the booking, thus insuring that the money can be claimed. That is the service we provide, at no cost to you.
- We began our program in 2013 and, thanks to word of mouth, it has grown to over 200,000 transactions and \$40 million in hotel sales. Perhaps most important, quarterly checks sent to our 95 college and university partners has exceeded \$1.7 million. An additional \$100,000 has been sent for groups.

We do the work. You receive the benefits:

- **Purchasing:** Increased personal travel assists in hitting target volume when negotiating direct bill and/or separate business travel agreements. There are also out of state hotel discounts negotiated by other campuses in other cities: Boston, Chicago, New Orleans, New York, Philadelphia, Washington DC, etc.
- **Last minute Travelers:** Last minute discounts and revenue when blocked group space expires 30 days prior to the event.
- **Risk Management:** Professional travel agency technology captures both travel details as well as confidential personal email and telephone contact information in the event of an emergency.
- **Supplier Diversity Targets:** Many local hotels are owned by companies that meet minority ownership criteria.
- **Reduced Staff Workload:** With CTM doing the work, broken links are fixed, and all editorial and picture updates are taken care of without you having to be involved.
- **Economic Impact:** CTM Excel and Summary Reports provide data that can be used for illustrating the economic benefits provided to the community by your institution.
- **This is not business travel:** Visitor Revenue does not compete with any direct bill, P card reconciliation and/or expense management system, but it can assist with monitoring & reporting.
- **Passenger Service:** CTM offers free customer service. Our telephone number and email are included on every hotel page.

To view a list of participating institutions

Click [HERE](#)