

Top 5 Reasons to Audit Your Hotel Program

SAVINGS

In research conducted by BCD travel, companies that do not audit their program typically lose up to \$122,500 for every \$5 million in hotel spend. By auditing your program you can ensure you are helping the company take advantage of the savings previously negotiated.



TRAVELER SATISFACTION

Rate availability and amenity audits increase traveler satisfaction. When rates are available and amenities are loaded, it gives travelers peace of mind and ensures they won't have to pay extra for breakfast, WIFI, parking, and late cancellation fees.

BUYING POWER

Reverse audits identify non-preferred properties within your program. By removing these properties, travelers will be more likely to stay at your preferred hotels. This will increase your revenue and room nights at your approved properties in turn increasing your leverage and negotiation power.



GOAL ALIGNMENT

A company's strategic goals are dependent upon each division's understanding and contribution to the overall strategy. Frequent auditing provides an opportunity to mitigate financial exposure and confirm the program and traveler experience is protected.

PROGRAM MANAGEMENT

By auditing your program, you can identify and address recurring problems within your program. Running frequent audits ensures rates, amenities, commissions, and other fees are loaded correctly throughout the year.



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