

# Revenue Generating Touchpoint



## January 2022 Focus: Discount Double Check



Each month we want to take the opportunity to evaluate how our discounts compare to what is being offered by our competitors and have a short discussion to see if there are opportunities for the hotel. We want to evaluate if the discount AND the end rate is attractive to both the guest and the hotel.

- Are our discounts competitive compared to other brands? Are there opportunities to showcase discounts to gain better production?
- Should we consider looking at hotels not in our current comp set for different types of business?
- Identify periods where we might reduce our discount to increase profitability.
- Ensure that we are offering rates attractive enough to gain business over need periods.