



Client Case Study: Hotel Program Nets Savings

Acendas Travel Hotel Program on track to save Manufacturing Company 20 percent in 2024

More is not always better, especially when it comes to developing a hotel program for a company.

The Acendas Travel staff recently analyzed a client hotel spend, noting a large menu of hotel properties utilized by the client.

The study found that it was possible to reduce the number of hotel properties -- yet reduce expenses. By taking advantage of special rates offered to Acendas Travel clients and focusing on hotels located in the markets of travel, the savings was indeed realized.

Acendas Travel has been successful in securing reduced hotel rates for two important reasons.

First, it has a deep understanding of markets, even going down the local level. This knowledge helps the Acendas Travel team negotiate aggressively for the best pricing.

Second, through Acendas Travel's relationship as a wholly-owned subsidiary of BCD Travel, it is able to implement cost savings provided by one of the world's largest purchasers of travel.

Specific to this client, a manufacturing company in the Midwest with a hotel spend of \$300,000+ annually, savings has increased for both 2023 and 2024.

Through consolidation, the company saved \$37,000 in 2023. Further analysis offered additional cost reduction was possible without negatively affecting travelers.

Through Q2 of 2024, more than \$30,000 has been saved and the company is on pace to experience an expense reduction of more than \$60,000



Case Study: Midwest-Based Manufacturer

Issue: Annual hotel savings were not optimized

Analysis: Too many hotels were being utilized, with none at the usage rate to secure lower rates.

Strategy: 1.) Consolidate hotel contracts; 2.) Aggressively negotiate rates based on local market and usage; 3.) Compare BCD Travel rates to secure additional savings/amenities.

2023 Results: \$37,000 in hotel savings

2024 Results: \$30,000+ through Q2 with an annual target of \$60,000+