

Return of Business Travel Checklist

1. Review Your Pricing Strategies

- Proactively reach out to pre-pandemic customers about agreements – Previously negotiated rates may no longer be as competitive
- Incorporate dynamic discounted rates and best rate guarantees
- Evaluate your comp set pricing and your comp set – both may have changed!

2. Revamp Your Content

- Focus on health & safety – make sure this info is (super) easy to locate and mentioned at all points of the buyer's journey
- Highlight your property's uniqueness – Center it around traveler's priorities now

3. Enroll in Consortia Services

- Ask your Sabre Account Manager or our Consortia Team for an analysis of your market so we can provide you with updated recommendations
- Take advantage of Sabre's free (yes, really!) marketing within our programs

4. Be Active on the Sabre GDS

- Consider adding Spotlight– Averages 4x bookings of non-Spotlight participants
- Make sure your HOD content is up-to-date
- Ask your Sabre Account Manager for data-driven recommendations on what advertising opportunities are best for your property
- Don't forget the Stay Safe Indicator – Travel agents are looking for this icon

5. Evaluate Your Digital Strategies

- Are you running out of budget too soon? Consider increasing spend to reach more travelers throughout. Don't go dark at the end of the month!
- Check the health monthly of your SEO, PPC, Meta, and other campaigns
- Request a deep-dive analysis from our in-house Digital Experience (DX) Team

6. Sign Up For Sabre Hotel RFP

- Actively participate now - Companies are currently looking for long-term deals
- Create an account and respond to your direct bids on the platform for free

7. Communicate, Communicate, Communicate

- Keep a consistent & open line of communication with past business travel customers, even if they are not back to traveling just yet

8. Be Flexible

- We are in uncharted waters, so be ready to shift your strategy as needed