

Season Checklist

PREPARATION & DATA ANALYSIS

**ANALYSE HISTORICAL PERFORMANCE**

Review production data by corporate account, including Room Nights, ADR and RevPAR, for both the current year and the previous year.

**REVIEW GDS AND SYSTEM PROFILE DATA**

Update hotel descriptions, images, amenities and certifications, particularly ESG and sustainability credentials, on platforms such as Cvent, GBTA/Lanyon and Nexus.

**PREPARE SUSTAINABILITY DATA**

Compile key sustainability information in advance, including CO₂ emissions per room night, environmental certifications and green initiatives. This information is increasingly required by Travel Management Companies (TMCs).

**PREPARE STANDARD RESPONSE TEMPLATES**

Create standardised responses for frequently requested RFP information to streamline the completion process and reduce response times.

PRICING & CONTRACT STRATEGY

**DEFINE SEGMENTATION AND COMMERCIAL OBJECTIVES**

Establish floor rates, low-demand periods and your preferred pricing strategy, such as Dynamic Pricing or Fixed Corporate Rates.

**DEFINE STANDARD TERMS AND CANCELLATION POLICIES**

Set clear guidelines for cancellation terms, Last Room Availability (LRA vs. NLRA) and value-added inclusions such as breakfast, parking and Wi-Fi.

**IDENTIFY BLACKOUT DATES**

Determine trade fair periods and peak-demand dates during which corporate rates will be restricted or unavailable.