

Hotel content myths and facts



Hotel aggregators want you to believe they are **absolutely necessary**



They want you to believe you need a **contract** with them to achieve your best possible savings



They make a lot of money
That's a fact



Here are some other **facts** to consider:

Aggregators say:

We have hotels that are not in the GDS. That increases your chance of finding the best hotel and lower rates.



The facts:



So do we

BCD Private Hotels is a database of rates at more than **8,000** hotels around the world that are not available via the GDS.



The vast majority of aggregators' rates *are* in the GDS

For example, out of the 250,000 hotels in one aggregator's inventory, only 35,000 (14%) are unique.



You may never encounter a non-GDS hotel in your searches

The non-GDS properties aggregators represent are usually in small towns and rural areas. If your company travels predominately to and within metropolitan areas, you'll rarely encounter a non-GDS hotel.



More hotels can come at a cost

Expect your non-GDS hotel experience to vary. Non-GDS hotels are typically infrequent hosts to business travelers, and typically independently run, low-volume properties. You'll see varying levels of professionalism and attention from these properties on refunds, cancellations, services, invoice accuracy, and customer service issues.



Conclusion:

Unless your travelers frequent "off the beaten path" locations, there is minimal pay-off to including non-GDS properties in your search.

Aggregators say:

We offer hotels' last minute deals. Our rates are equal to or better than the GDS most of the time.



The facts:



It's more often the other way around

With BCD's own negotiated rates in the mix, our search matches or beats aggregator rates **more than 90%** of the time.



When we add our client's own negotiated properties and rates to our own, this number only goes up.



Relying on last-minute booking behavior can be costly

It's true that aggregators often catch last-minute deals that the GDS doesn't have. However, one steep last-minute penalty can offset several last-minute discounted bookings.



Conclusion:

It's more perception than reality that aggregators' unique discounts will lead to lower average rates than BCD Travel can provide.

Aggregators say:

Clients will save money on hotels by booking through our service.



The facts:



There's a cost to deconsolidating your travel program

Savings on room nights and transaction fees do no good if they're offset by added costs



Here's a savings equation that works:

-  lower room rates
- +
-  lower transaction fees
- +
-  better policy compliance
- +
-  lower cost of payment
- +
-  better VAT reclamation
- +
-  better negotiated discounts and amenities
- +
-  better contract terms and conditions
- +
-  lower cost of crisis management = **Total savings**



Conclusion:

Savings are wonderful.

Well-managed programs combined with savings are **even better**.

You **can** have it all

And **you don't need an aggregator** to do it