

A quick guide to hotel attachment

In a nutshell

You might not have heard of hotel attachment but the term means booking a hotel for a traveller when they book a flight or rail ticket with an overnight stay. Increasing your hotel attachment rate will strengthen your travel programme. Here's how:

Best reasons to book hotels through CWT



Less leakage – Gain more control of your hotel programme by encouraging booking through your preferred hotels and CWT value rates to achieve cost savings and compliance.



More cost control – Greater visibility of your hotel spend and transactions.



More negotiating power – Better compliance and use of tools like *CWT Hotel Intel* will boost your supplier leverage.



Experts on hand – Our expert agents can save your bookers and travellers time and money with speedy advice and service; all in one call.



Traveller tracking – Booking hotels through CWT is the only way to ensure you know where your travellers are at all times.



Support 24/7/365 – Whatever. Wherever. Whenever. CWT is the reassurance you, your bookers and travellers need via the CWT To Go™ app and our 24 hour service centre (HSC)

Three ways to increase hotel attachment



Traveller messaging – Tailored, personalised messages direct to your travellers on services they want or need at no extra cost to your travel programme.



Programme messenger – Create, tailor and automate messages to travellers, bookers and approvers to encourage compliance.



CWT To Go™ – With easy access to your full hotel content on mobile and iPad, all the more reason to encourage travellers to download the free app featuring hotel booking functionality for all their information in one place, while they're on the go.

'Adelina went out of her way to move our hotel booking and save us a cancellation fee. This is a shining example of her providing exceptional service and looking after us here to ensure our needs are met and to standard.'

Ave, multinational banking and financial services holding company about Adelina at CWT's London service centre

For more information, or access to tools developed to support hotel attachment, please contact your programme manager.