

4D HOTEL SOURCING SERIES

HEALTHCARE

CURRENT PROGRAM

270 HOTELS

11 COUNTRIES

62% COVERAGE

100,000 ROOM NIGHTS

\$18M VOLUME

\$188 AVG PAID RATE

CLIENT OBJECTIVES

Outsourcing to 4D, the client's key objectives were to:

- 1 Improve office location alignment and mix of accommodation types (hotel, apartments.)
- 2 Increase travel policy compliance
- 3 Ensure the client's duty of care obligations are met
- 4 Demonstrate a greater return on investment and hard dollar savings for procurement team targets

4D PLANNING

4D undertook an extensive analysis of the client's hotel program, benchmarking it against key market trends, and identified projected annual savings for the client in excess of \$2.8 million.

4D RECOMMENDATIONS

After detailed analysis of the client's existing hotel program, company requirements and travel patterns, 4D proposed the following solutions to best achieve the client's goals:

1. Undertake an in-depth analysis on markets with below average contract coverage and to utilize a granular level approach to sourcing
2. Target to increase contract coverage from 62% of room nights to >70%
3. Negotiate highly competitive rates across a range of domestic and international accommodation suppliers
4. Negotiate additional complimentary services offered by the hotels such as internet, breakfast and car parking (across existing and new suppliers)

4D HOTEL SOURCING SERIES

HEALTHCARE

4D RESULTS

The client, with the help of 4D, achieved an overall savings of over **17%** through effective sourcing and aggressive negotiations.

These results translate for the client to:

- Average room rates for preferred hotels \$40 less per night than those of non-preferred properties
- Preferred room night coverage increased by 12%
- The clients' top 40 destination cities now have preferred hotels
- The ROI on 4D services exceeded 600%. This means that the client is saving more than \$6 for every dollar invested in 4D services
- New Program of 228 preferred hotels across 11 countries

ROI using 4D Hotel Sourcing exceeded **600%**
Saving more than **\$6** for every dollar invested in 4D services

NEW PROGRAM

228	HOTELS	42 Reduction
11	COUNTRIES	
74%	COVERAGE	12% Improvement
100,000	ROOM NIGHTS	
\$14.9M	VOLUME	\$3M Savings
\$147	AVG PAID RATE	\$40 Reduction

