



MARRIOTT/STARWOOD MERGER APPROVAL – IMPACTS ON YOUR PROGRAM HOTEL SOURCING AND PROGRAM MANAGEMENT INNOVATION 2016-2017

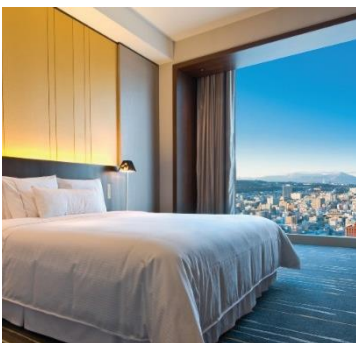
Marriott & Starwood Shareholder Acquisition Approval – Impacts & Implications for Corporate Hotel Programs

- Hotel operations will continue with business as usual for all brands
- Integration of Starwood Preferred Guest® (SPG®) and Marriott Rewards® is expected to begin shortly
- Current sales teams to remain in place at least through 2016
- Barring any unforeseen delays, the acquisition is expected to close mid-year
- No official indication as to any combined contract term revisions at this time

Looking Forward Assessment and Assumptions:

- Hotel rates will increase to deliver required merger ROI for shareholders
- Aggregated inventory will make negotiations challenging for 2017, requiring even more compelling data driven businesses cases
- Starwood's 6PM day of arrival cancellation policy may very well be replaced by Marriott's 24-hours prior to check-in
- Franchisees could prove to be a wild card with any new corporate sales initiatives – how supportive will they be?

NEW Hotel Practice Innovation to Drive Savings & Program Optimization for 2017 Season



- TCG now offers enhanced category management methodology for Hotel - ***Year Round Management Beyond Sourcing***
- Service offerings include tactical sourcing, strategic options, implementation and ongoing program management
- TCG serves as a master negotiator on your behalf providing:
 - ✓ Dedicated Senior Hotel Consultants
 - ✓ Delivery of hard dollar savings and cost avoidance
 - ✓ Financial reports above and beyond general sourcing results
 - ✓ Property level benchmarks
 - ✓ Rate Audits
 - ✓ Preferred Hotel Directory
 - ✓ Compliance Reviews
 - ✓ Supplier Management

For details on Hotel program options that best fit your business requirements contact:

Bill Rogde, *Director Global Air and Hotel Practices* Email: bill.rogde@tcgconsulting.net

Graham Ruskin, *Global Business Development Manager* Email: graham.ruskin@tcgconsulting.net