

## Winning the Business: CWT M&E Agreement Designed to Fuel MICE Group Bookings

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Your pool of group business opportunities is increasing as we speak! Thanks to our new global agreement with CWT M&E, the Meetings & Events division of Carlson Wagonlit Travel (one of the largest Travel Management Companies in the world), your hotels benefit from increased revenue opportunities.

With 38,500 projects in 2017 and a team of 1,400 M&E specialists all over the world, CWT M&E is a major player in the Meetings & Events sector.

Take advantage of this tremendous revenue opportunity today! Partnership perks include:

- **Preferred Meetings, Incentives, Conventions, and Exhibitions (MICE) Business Status:** In the past, prospective clients had to specifically request your hotel for bid. Now, all MICE leads received by CWT M&E are automatically sent for bid based on a hotel's proximity to the opportunity, available meeting space, and other factors. This is all designed to increase brand recognition among potential customers, enhance booking opportunities, and market share growth.
- **Exclusive Access to CWT M&E Offices/Travel Influencers:** Your hotels and our broad WH&R Global Sales Organization (GSO) now benefit from increased visibility among key travel influencers across CWT M&E's office network, so use this amazing opportunity to showcase your hotel to decision makers through sales presentations and in-person meetings. Please note: all visits with CWT M&E must be coordinated by your GSO representative.

### **Fees and Payments**

Any Wyndham Hotels and Resorts (WH&R) hotel that receives a CWT M&E group booking must pay an additional 4% Service Fee on actualized qualifying revenue in addition to the regular commission paid by the hotel directly to CWT M&E.

- The qualifying revenue for the calculation of the commissions for all hotels in Europe, the UK and Turkey means all consumed revenue.
- The qualifying revenue for the calculation of the commissions for all other hotels means consumed room revenue.

The Service Fees will be paid directly by the Wyndham Central Commissions Department once the lead becomes actualized in GO Leads. It is the hotel's responsibility to ensure the GO Leads status is updated to ensure proper payment by Central Commissions to CWT M&E. Your hotel will then be invoiced back by Central Commissions for any Service Fee payments paid on your behalf.

### **Participation**

WH&R hotels operating under the following brands are included in this global agreement:

- Wyndham Grand®, Dolce Hotels and Resorts®, Esplendor® Boutique Hotels, Dazzler® Hotels, Wyndham®, Wyndham Garden®, Wingate by Wyndham®, Hawthorn Suites by Wyndham®, AmericInn®, Ramada®, Ramada Encore®, Baymont Inn and Suites®, Microtel Inn and Suites by Wyndham®, Days Inn®, Super 8®, Howard Johnson®, Travelodge®

- Trademark Hotel Collection® by Wyndham hotels in the USA (and, in EMEA, those hotels that have opted in)
- Certain La Quinta® by Wyndham hotels

**Additional Information**

This information is also available within the **Global Sales Customer Segments** section of MyPortal under the “Groups” section. These terms automatically apply to all group leads sent by CWT M&E agents and accepted via GO Leads, Cvent or Starcite. You may accept or reject group leads from CWT M&E on an ad-hoc basis, at your discretion.

**Questions?**

If you have any questions, please contact your dedicated GSO representative or call Wyndham Hotels & Resorts Support at 1-855-849-3487.