

## **Carlson Wagonlit Travel Launches Market-Leading Hotel Booking Tool** *'CWT Room Select' Unlocks Choice and Savings*

**LONDON, 20 May 2009** — Carlson Wagonlit Travel (CWT) UK has launched *CWT Room Select*, an online hotel booking tool with unique features including the ability to book allocation content online and last room availability (LRA) contract management, ensuring clients the best price, choice and availability.

*CWT Room Select* searches property content from the global distribution system (GDS) together with non-GDS content from CWT's own proprietary hotel database, HARP, as well as direct-connect links - one to a major UK budget hotel chain. The search results are displayed in order of the lowest negotiated price first.

"Innovation is more important than ever in this challenging environment," said Andrew Waller, CWT executive vice president UK & Ireland. "By listening to our customers we have delivered a unique product that can achieve dramatic savings."

The hotel sector continues to be a growth area for CWT UK, with £215 million worth of hotels booked in 2008 alone, more than any hotel booking agency (HBA).\*

The hotel booking tool sits directly on the client's *CWT Portal*, the central online gateway to all CWT travel services. The first CWT client to use *CWT Room Select* experienced more than 40 per cent adoption in the first week.

### *CWT Room Select* features:

- **Online Allocation Content** - With *CWT Room Select*, clients have real-time online access to allocation content, which is integrated with all property data. The allocation tool takes into consideration any black-out periods and provides the ability to load stock of different room types and rates including meal plans.
- **Last Room Availability (LRA)** - *CWT Room Select* will soon feature the ability to combat the yield management processes used by hotels. When the application identifies that a client-contracted rate is negotiated on a LRA basis but is not shown on the GDS, automated steps will be taken to find the hidden room rate, always ensuring the best rate.
- **Cap Rate Management** - *CWT Room Select* is the only tool that dynamically updates cap rates according to the highest value for that city on the client programme with no maintenance required. As the client programme changes during negotiations, it also updates the city cap rates dynamically.
- **Geo-Coded Property Content** - For a more accurate search, 97% of the hotels listed in *CWT Room Select* are plotted using geo-coded addresses, allowing users to find properties by using a map, business address or postcode. Search results provide detailed property information including a map and property images.
- **All Reservations Online** - Offline reservations are synchronised with *CWT Room Select* and available in real-time. Travellers are able to view, amend and cancel all reservations - whether originally made online or through a CWT consultant by phone.

- **Client Preferred Properties** - The search function is managed to always list the properties with client-negotiated fares first. Bookers/travellers will see the preferred properties listed at the top, ensuring greater compliance with the company travel policy.
- **Lowest Price Displayed First** - Search results are displayed in order of the lowest negotiated price first for 160,000 properties worldwide. *CWT Room Select* then checks live availability to include promotional rates, CWT's own discounted rates and all other rates, ensuring that the lowest available rate at the property selected is given first.
- **Traveller Profile Data** - *CWT Room Select* works in harmony with *CWT Portrait*, the central repository for traveller data. The tool uses pre-validated information via traveller profiles to ensure accurate bookings and enriched management information in the *CWT Programme Management Centre*, a central reporting tool for clients to manage their travel programme.

Delegates will be available to get further information about *CWT Room Select* at CWT's stands at the upcoming trade shows in London: **Procurement Solutions Live 2009 9-10 June** and **Business Travel Market 17-18 June**.

\* Source – Buying Business Travel '50 Leading TMCs' Supplement, May/June 2009

#### **About Carlson Wagonlit Travel**

Carlson Wagonlit Travel (CWT) is a global leader specialising in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organisations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel programme in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travellers. CWT services and solutions comprise four lines of business: Traveller & Transaction Services, Programme Optimisation, Safety & Security, and Meetings & Events. CWT has more than 22,000 employees worldwide. In 2008, sales volume for wholly owned operations and joint ventures totalled US\$27.8 billion. For more information, please visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

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