



Secrets of the Sandbox

Effective Partnering with Intermediaries

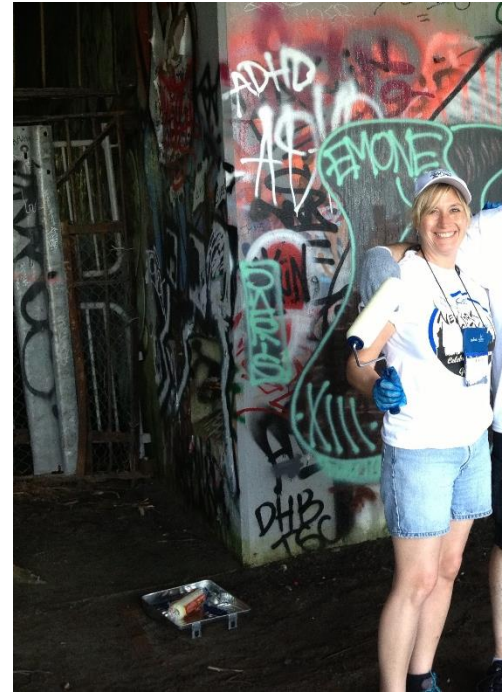
Presented by: Laura Elkin, Crescent Hotels & Resorts

Ellen Lurz, BookMyGroup

January 5, 2017

Introducing....

Laura Elkin



3 Learning Objectives

1. Clear understanding of how partnering with an intermediary can increase profitability
2. How to Network for the right opportunities
3. How to develop effective and impactful bids

Introducing....

Ellen Lurz



What is an Intermediary?



Other Terms...

- 3rd Party Booking Agents
- Booking Partners
- Sourcing Agents
- Receptives for Hotels



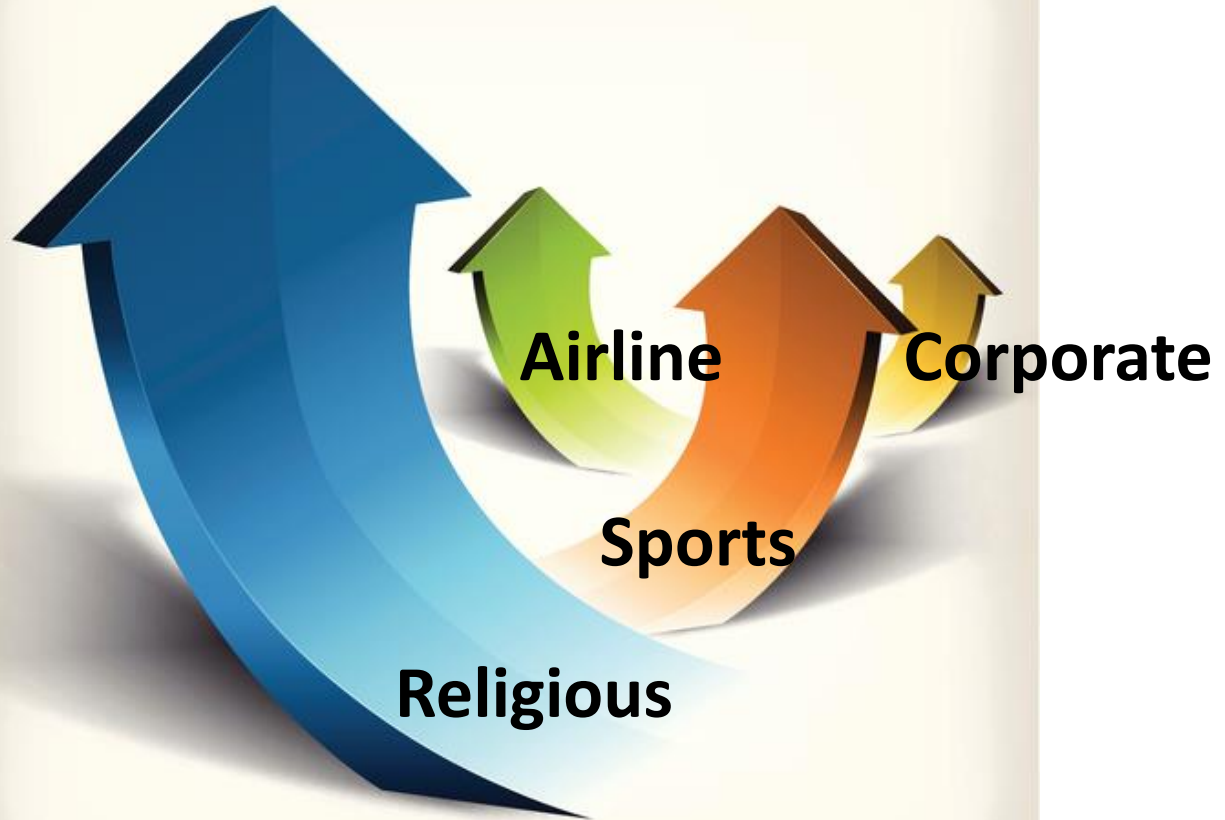
QUICK POLL

**Do You Currently Work With
A SYTA Intermediary Partner?**

YES

NO

GROWING



Maximizing Resources



Great Benefits

- Increased number of bids
- Unbiased repositioning
- Personal Trip Advisor
- Serious partnerships for serious leads
- Expand efforts of sales force

The Process

- Earn trust and confidence team members
- Understand the customer objective
- Match the right partners
- Follow up to insure smooth programming

What Are The Pros

- Motivation to Close – 100%
- Time Savings
- Buying Power
- No Revolving Door
- Additional segment GROUP opportunity

The Cons

- Loss of identity and control
- Loss of points
- “I can do it better”

Picking the Right Hotel



How Do I Begin...

- Tradeshows
- Office Visits
- Networking Events
- Volunteer Events – SYTA Youth Foundation!
- Special Projects
- Most Important – Make Your Partner Look Good and Win More Bids!

Favorite Hotel Partners



Results for Successful Hotel Partners

- Become the “Go To”
- More lucrative groups
- Additional segment opportunities



Horror Story



Naughty in The Sandbox.....



Happy Story



Best Advice.....



Thank You

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 **syta youth foundation**
Travel Changes Young Lives for Good

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Questions?

SYTA Resources

SYTA Website – www.my.syta.org

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Member Directory

SYTA Logo

SYTA Research Digest

Safety Resource Guide

Recorded Webinars and PowerPoints

Upcoming Webinars

New Member Orientation Webinar

Wednesday, January 18, 2017

12:00 PM EST

Risk Management and Loss Prevention

Thursday, February 2, 2017

12:00 PM EST

New Attendee Webinars

Starting in March



SYTA SUMMIT 2017

BANFF & LAKE LOUISE, ALBERTA, CANADA | JANUARY 22-25



- Unique business and networking experience for tour operators and key industry partners
- Face to face relationship building
- Leadership educational opportunity



OVER 20,000
PRE-SCHEDULED BUSINESS TRADE
MEETINGS will take place.

EDUCATION SESSIONS



SIGHTSEEING



2017 SYTA ANNUAL CONFERENCE

August 25 - 29 • Albuquerque, NM

FIRST TIMER?

If you're a first timer to SYTA, we offer preconference webinars in advance as well as an Ice Breaker onsite.



85%

of **SYTA TOUR OPERATORS** do not attend other travel tradeshows.

50+ HOURS

of **NETWORKING OPPORTUNITIES**



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