

A vertical strip on the left side of the slide contains three images: a brick tower with arched windows, a yellow banner with a large white 'K' and the text 'KECK SCHOOL OF MEDICINE', and a stone archway.

Saving in the Neighborhood Market: The Benefits of a Strong Local Hotel Program

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USC Travel Management and Corporate Card Services

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- Provide overview of:
 - University of Southern California
 - USC's Travel Management & Corporate Card Services
- Describe USC's Local Hotel Program
 - Constituents
 - Different Needs
 - Payment Options
 - RFP Process
 - Marketing
 - Benefits
 - Questions

- Private university in Los Angeles, CA
- Founded in 1880
- Three campuses
 - University Park Campus (UPC)
 - Health Science Campus (HSC)
 - Marina Del Rey Campus
 - 34,000 graduate and undergraduate students
- Largest private employer in Los Angeles County
 - 12,500 employees

- Travel Management & Corporate Card Services
 - Negotiates travel discounts and services with local hotels, rental car and ground transportation companies, airport parking facilities, and airlines
 - Contracts with travel agencies, including an on-line travel agency, for USC business travel arrangements
 - Provides two convenient American Express corporate card programs: The Procurement Card (for goods and supplies), and the Travel Card (for travel, meals, and events)

- 2009 SCT&EM Conference
 - Roundtable Discussion
- Hotel Industry Forecasts
 - Economy (Suffering)
 - Lower Rates
 - Now
- Changes
 - Acquired USC University Hospital, USC Cancer Norris Hospital and USC Care, Inc. (20 clinics)

- List of constituents:
 - Business Travelers
 - Employment Candidates
 - Consultants
 - Athletes
 - Parents
 - Alumni
 - Families of USC Hospital Patients
 - Visitors

- Business Travelers, Employment Candidates, Consultants, Athletes & Alumni
 - Stay close
 - Luxury or upscale hotel
 - Amenities (Valet parking, internet & etc.)
- Parents and families of USC hospital patients
 - Stay close
 - Moderate or economy hotel
 - Amenities (Shuttle service, breakfast & etc.)

- Direct Bill (Business Travelers Only)
 - Paperless purchase order/requisition through a contract travel agency
- USC Travel Plus Card (Business Travelers Only)
 - American Express credit card issued to USC employees
- Personal Forms of Payment
 - All major forms of credit card

- In November 2009 USC began it's RFP process for the local hotel program for 2010.
- Locations:
 - Near University Park Campus
 - Downtown Los Angeles
 - Pasadena
 - LAX Airport
 - Marina Del Rey

- Market Tiers
 - Luxury
 - Upscale
 - Moderate
 - Economy
- Property Owner
 - Woman
 - Minority
 - Small Disadvantaged
 - Veteran
 - None of the above

- Qualtrics - An online software tool for creating and implementing surveys.
 - Free service for USC staff, faculty & students.
 - More than 40 question types
 - Track Responses
 - Export reports to PowerPoint, Word or PDF
 - Perform cross-tabulation
 - Distribute surveys with a simple link
 - Easy survey design

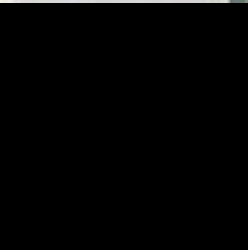
- USC's Local Hotel Program:
 - Business Traveler
 - Provides a service for the business traveler
 - Facilitates travel to all three university campus'
 - University Park Campus, Health Science Campus and
 - Negotiated Rates
 - Concierge Desk
 - Provides a service for patient families and friends
 - Facilitates travel to the university's Health Science Campus
 - USC University Hospital, USC Norris Cancer Hospital, and USC Care, Inc.
 - Negotiated Rates

- Two Websites
 - USC Local Hotel Program and the USC Concierge Desk
 - Hotels are listed by location
 - Rates
 - Amenities
 - Distance from campus'
 - Online reservation codes
- Campus Trade Show (Every 2 years)
- Hotel market to USC departments
 - Mailings, visits & hotel events

- Final Decision (17 Hotels)
 - 2 luxury hotel
 - \$189.00 - \$205.00
 - 6 upscale hotels
 - \$159.00 – 184.00
 - 7 moderate hotels
 - \$129.00 - \$149.00
 - 2 economy hotel
 - \$110.00 - \$125.00
- Marriott, Westin, Omni, Sheraton & etc.

- Contracted hotel spend has increased by \$18,032.00.
- Year to date the hotel spend is \$238,593.00
 - 54% is direct billed
 - 28% is personal forms of payment
 - 18% is USC Travel Card
- Commission to the travel agencies
 - Up 3%
- Very happy!!!!!!!!!!!!!!

- Realistic
 - Hotels rates will increase in future contract negotiations
 - Increase will be 4%-6%
 - Consumers are traveling more now which is good for the hotels but slightly bad for university negotiations



Questions

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USC's Local Hotel Contract Rates & Services

<http://fbs.usc.edu/depts/travel/page/1381/localhotelhome/>

Concierge Desk: USC University Hospital, USC Norris
Cancer Hospital, and USC Care, Inc.

<http://fbs.usc.edu/depts/hospitals/page/4732/concierge/>

Qualtrics

www.qualtrics.com