

## Amadeus Agency Visit Best Practice & Key Information Guide

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## Agency Visit Schedule Process

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Our online calendar tool allows for live updates which means you will always have access to the most current schedule. First quarter is always our busiest for receiving event confirmations from our consortia partners, so feel free to check back often.

Historically we notice an increase in last minute cancellations during the 3rd and 4th quarter, therefore we plan to secure the maximum visits available during the first half of the year. We will monitor waitlists to identify high-demand locations and work with our partners to add additional visits where possible or place us on waitlists in the event other preferred partners cancel;

- Space is limited, please note confirmations will be made on a first come, first served basis
- Each property is limited to one visit per office per calendar year
  - We ask each property to limit their visit to once per office in order to allow space for everyone
  - Keep in mind, the industry continues to close or reduce office staff in lieu of home-based work environments, making face to face presentations more limited; we have worked with our partners to give you access to digital marketing to help overcome some of this, please be sure to check our Marketing Options section within the Consortia Webpage

## Schedule Changes

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Please ensure your travel arrangements are flexible in the event a visit is rescheduled. Keep in mind, the primary responsibility of each call center is to provide agreed service levels to their corporate clients, therefore during situations that create unexpected high call volumes, visits may be limited or rescheduled.

- In the event of a change, we will notify you immediately and will provide alternate dates
- Please note, we are not able to reimburse for any travel changes
- If you need to cancel your event participation, we ask for a minimum 4-week lead-time to avoid a cancellation fee of \$200. Since demand is high and space is limited, we want to provide alternate hotels enough time to book travel.

## About Giveaways

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Giveaways are very effective but are never mandatory. You may want to take this opportunity to bring

items with your logo that agents can keep as a reminder of your visit and your hotel name (i.e.: cell phone holders, travel mugs, spinners, pens, notepads, etc.). Giveaways in the form of a free night stay are a good way to get agents to come and tour your hotel so that they can recommend it to clients and colleagues.

- To make giveaways fair, call center supervisors require we notify them in advance - Please let us know in your registration email if you would like us to include your giveaway
- The standard process to select giveaway winners is to allow all call center agents and home-based agents to participate in the selection process at the conclusion of the visit

## Event Description

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We have found the most effective use of the travel agent limited time to visit with us is through a tradeshow style setting where they can quickly spend a few minutes with each hotel guest. Each office differs in the available space for guests; some use employee lunch areas while others use conference rooms.

Below is a list of different formats we use depending on the office space available and requirements from office managers;

- Tradeshow Style - hotels will share table space where agents will stop to meet each hotel representative, similar to a tradeshow (please keep your conversation to a couple of minutes to allow all agents to visit)
- Presentation - agents will sit in a conference room and hotels will have a max of 10 minutes to present using PowerPoint slides
- Lunch & Learn - agents will be provided lunch, while hotels present using PowerPoint slides, max 10 minutes per hotel
- WalkAround - hotels will be allowed to walk around the res floor and interact with the agents at their desk (this is only allowed in a few offices in the U.K.)
- Roadshow - similar to Tradeshow Style (terminology used in U.K.)

## How to Book Your Visit

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- Know where you want to go and why – research your key SOURCE markets using Agency 360 or iManager. We realize popular destinations are easier to go to, but don't forget other call centers with a large number of agents provide a great opportunity to increase awareness and exposure for your hotel. We find ALL call center agents are booking globally, therefore each office provides potential

- Log into the calendar tool. Click on the Agenda View/Calendar View in the upper right-hand corner to select your view.
- Click on an event to open the Event Details pop-up. Each event will have its status (open, waitlist, closed).
- Register by clicking on the Register Now button in the Event Details pop-up. Note: Users can only register for events organized at agencies whose consortia programs they have signed up to through Amadeus.
- Fill out all required information (iHotelier ID, Hotel Name, etc.) in the Event Registration window and then click the Register button at the bottom right corner.
- An automated email will be sent to the attendee registered for the agency visit, providing the status of your registration (confirmed, wait listed or denied from this event).
- All details and information will be sent to you 10-14 days before an agency visit to prepare you.
- If you are moved from the waitlist to confirmed, you will be contacted prior to the agency visit.

### What to Bring to the Visit

- Bring your hotel marketing materials to share your hotel's individuality.
  - If you have a pop-up banner (desktop size is preferable), please bring it along with any other marketing displays that help represent your hotel, agents love to see hotel images (i.e.: iPad video or rotating image presentation). Just keep in mind, space is often limited to a portion of a shared table, be prepared to adjust how much can be displayed.
- Food - Not mandatory but often a good incentive to get agents to spend their break time with you instead of walking out for their break
  - We have a limited budget and will plan to sponsor some of the larger offices during the beginning of the year. This will be noted in the Event calendar

### At the Visit

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Stick to the plan – be conscious of time constraints by keeping your message to a couple of minutes.

- Most offices allow agents in groups of 5-10 to take scheduled lunch breaks, where agents would like to visit all guests and appreciate brief discussions
- Bring small displays and marketing materials that can be given to each agent that visits with you
- Marketing materials in the form of brochures and small gifts are a great way for agents to see your hotel name and remember you after you have left

### After the Visit

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Monitor bookings received from the agency after the event, ensure you welcome these clients and their business in the hopes of being included in their company RFP in the future.

### Feedback

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We always welcome feedback! Please feel free to tell us how your visit went and what suggestions you have to help us continue to improve our process. Email us at: [agencyvisit@amadeus.com](mailto:agencyvisit@amadeus.com).