



NVBTA Pricing Discussion

On Overview of Property Roles

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Understand Your Roles

- Property Sales
- General Manager
- Revenue Manager
- Regional Role
- Corporate Support
- Global Account Manager



Roles Defined



Preparing for the RFP



Prior to RFP Season

- Pricing strategy
- Client or Travel Manager's expectations
- Traveler preferences
- Review production reports
- Compelling Business Cases



Pricing Strategy

- Global, regional and market demand factors
- Market intelligence
- Account or Industry changes
- Location, Location, Location



Pricing Cycle



- Multiple decision makers
- RFP Launch + Renegotiations
- Timely + cogent responses

In Conclusion . . .

