

# Driving savings through smart booking behaviour



*“At Premier Inn, our primary job is to support and educate our customers to ensure they can meet the objectives of their travel programme from driving compliance to increasing savings. Our whitepapers are here to help inform our SME customer base and allow them to plough their revenue into growth initiatives rather than being bogged down by travel red tape. In this whitepaper, we talk about behavioural activity that can drive savings.”*

**Ed Fotheringham,**  
Head of Sales  
Premier Inn

Get creative when deciding where and when to stay. Just booking a room at a hotel chain in the city you'll be visiting is the easy option, and that convenience factor can cost you. Here are some better ideas that could save you and your company money:

## Think about booking earlier

In general, most business travellers book their hotel accommodation just 7 days before travelling. Hotels are often similar to low cost carriers in the airline world and we've all learnt from our summer holidays that last minute is the most expensive.

By pro-actively booking as early as possible before you travel, you could be saving thousands of pounds over the long-term.

## Think flexibility

Ever wondered why non-refundable rates are cheaper than the regular rate, even if the room is the same? It's because the hotelier benefits from the certainty that this type of rate provides, with the lower price accepted for the guarantee of not having an empty room.

So if there is any chance at all that you'll need to cancel your hotel reservation – bad weather, difficult connection, chance of illness – then forgo the non-refundable rate and the inevitable penalties, choosing the flexible rate option.

## Think Sunday

So you've decided you need to stay somewhere for several days, and now you're working out which hotel to stay at.

Stop! Go back! You've already gone too far down the track. The very first thing you should do is - if you have date flexibility - is to determine if there are better or worse dates to stay in the place you're visiting, and at the hotel you want to stay at.

Whilst we're not suggesting working on a Sunday, did you know that a Sunday night is almost always the cheapest day of the week, with Tuesday and Wednesday being the most expensive? How could you ensure your team have meetings where hotels are needed on Mondays, Thursdays or Friday nights, where prices are generally lower?

## Think location

It's always worth taking a little time to research hotel locations in and around where you need to be for that important meeting. A hotel out of town could often look the cheapest option, but have you factored in the cost of the taxi?

If you're visiting a major city, is there a hotel that's just 10 minutes further walk away from your meeting destination, at a lower price than the one right next to the office?

