

ACCOUNT NAME: _____

COMPLETED BY: _____

DATE: _____

NUMBER OF HOTELS IN YOUR LOCAL MARKET ON THE PROGRAMME	Your hotel +4 competitors = 1 Your hotel +3 competitors = 2 Your hotel +2 competitors = 3 Your hotel +1 competitors = 4 Your hotel only = 5
HOTELS CURRENT MARKET SHARE	0-15% = 1 16 - 30% = 2 31 - 45% = 3 46 - 60% = 4 61% + = 5
What percentage of market share is your hotel getting from this account	
HOTEL POTENTIAL TO GROW The percentage growth of the company market share for the city. For example: Hotel market share = 25%, you want to grow to 30%, therefore your potential to grow is in the 1%-5% bracket, which equals a rating of 1.	1 - 5 % = 1 6 - 10% = 2 11 - 14% = 3 15 - 20% = 4 21% + = 5
MARKET MIX Corporate Transient Nights vs MICE Nights Airlines, Wholesale and Travel Industry Sales accounts are excluded from this section	Corporate Transient Business v MICE Business 90:10 = 1 80:20 = 2 70:30 = 3 60: 40 = 4 50:50 = 5
MANDATED TRAVEL POLICY Airlines, Wholesale and Travel Industry Sales accounts are excluded from this section	Corporate No = 0 Yes = 5
ENFORCEMENT OF TRAVEL POLICY Airlines, Wholesale and Travel Industry Sales accounts are excluded from this section	Compliance / Influence 0 - 20% = 1 21 - 40% = 2 41 - 60% = 3 61 - 80 % = 4 81%+ = 5
LOCAL vs NATIONAL vs GLOBAL Definitions: Local = city only (eg: Paris/London/Berlin) National = additional locations within country (eg: UK/ France/ Germany) Global= managed by Global Sales or has International business	Local = 3 National = 4 Global = 5
Airlines, Wholesale and Travel Industry Sales accounts are excluded from this section	

- A - Account Full account plan
Quarterly Face to Face Review with Client
Monthly activity

- B - Account Full account plan
Quarterly Face to Face Review with Client
Bi-monthly activity

- C - Account Telephone mainly
6 month Face to face review with Client
Quarterly activity

- D - Account Telephone only
Annual review with Client