



Marriott Above Property Franchise Webinar

Q3 2016

**Presented by RM Systems &
RM Field Support**





today

- › Member Rates Update
- › RM Roadmap & Recent Enhancements
- › System Adoption Update
- › 2017 Revenue Strategy Outlook
- › 2017 Special Corporate Pricing Resources

rewards member rates

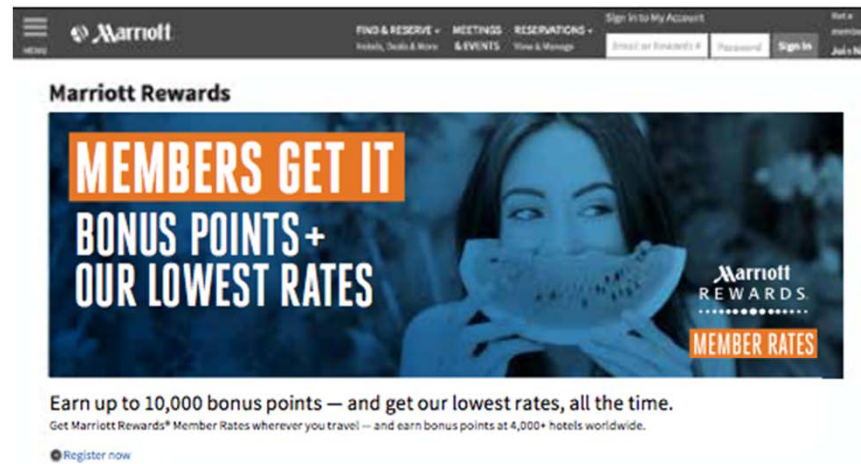
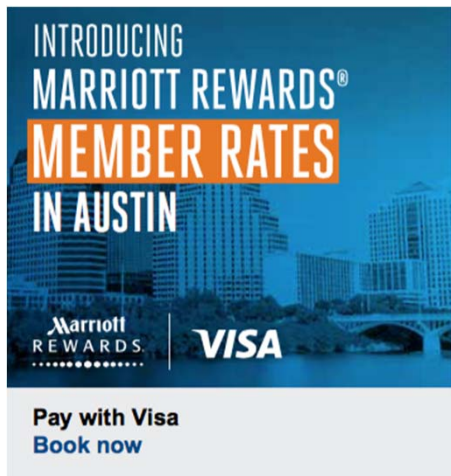


rewards member rates

- › Must continue to be the lowest rates available
- › Must be built for rates in primary VSSM, including promotional rates
 - Reference [RM Training](#) on MGS for details
- › Internal audits will continue. Messaging will be sent to hotels that are not compliant.
- › Compliance is critical because Rewards Member Rates are being marketed globally

Summer Demand Efforts

\$17M in Media 1 Billion + Impressions 100% Coordination



MARRIOTT REWARDS® **MEMBER RATES**

Free Wi-Fi. Lowest Rates. All the time. [BOOK NOW >](#)

MARRIOTT
REWARDS
.....

rm roadmap & recent enhancements

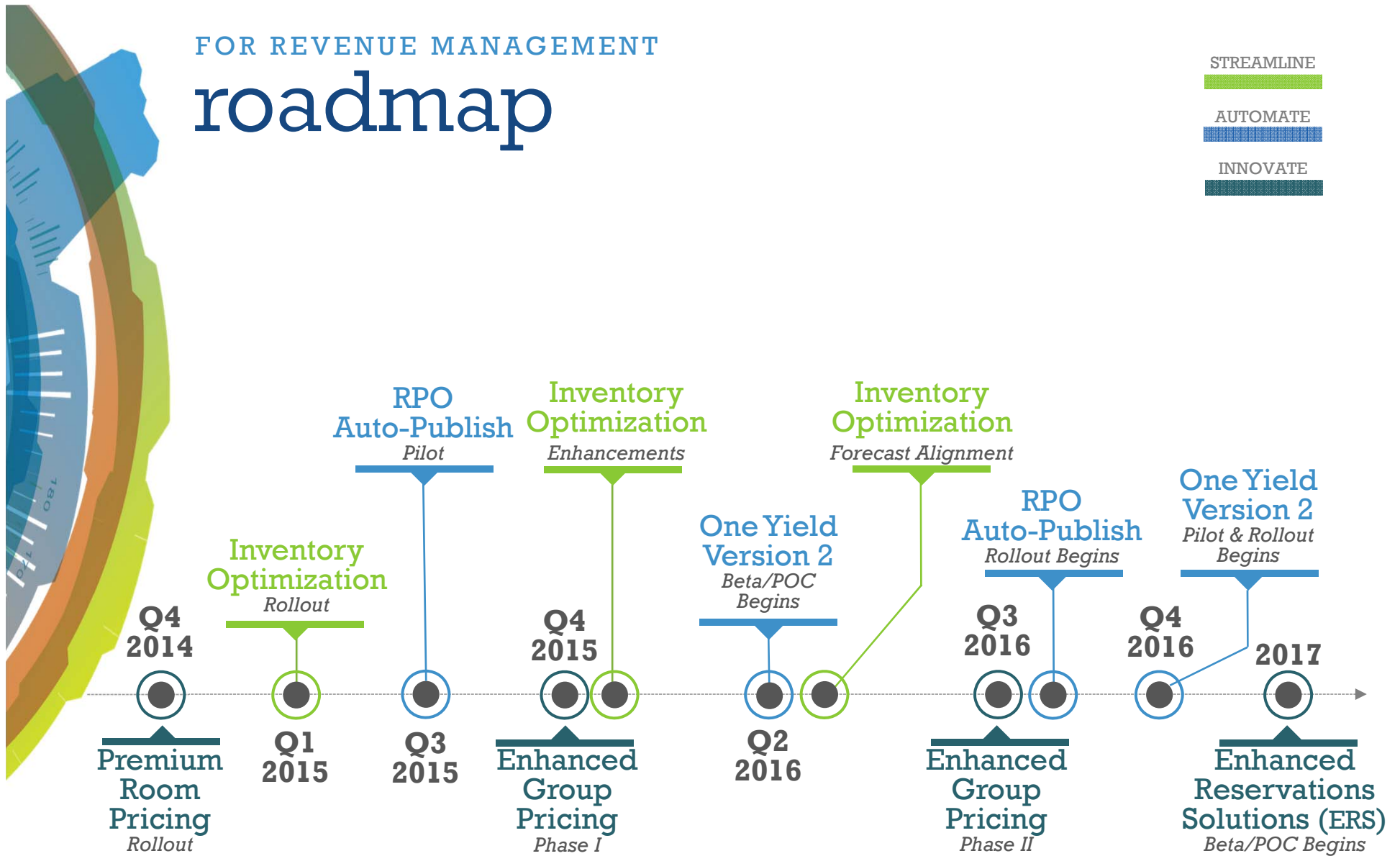


FOR REVENUE MANAGEMENT roadmap

STREAMLINE

AUTOMATE

INNOVATE





One Yield

RECOMMENDATION ENHANCEMENTS

- The Revenue Management Systems Strategy team continues to improve One Yield to better serve YOU!
- These exciting enhancements will be implemented by early July 2016

recognizing restrictions

before

IO recommendations were based on real-time, on the books reservations and remaining transient demand, regardless of restrictions in place

after

Recommendations will authorize inventory for demand that aligns with the hotel's restrictions at the rate program level in MARSHA (as of last night)

how is it better?

Recommendations will support the hotel's yielding strategy
Example: If standard is restricted IO won't recommend moving premium rooms into standard

recognizing premium price strategy

» PRP HOTELS ONLY

before

IO forecast was based on historical transient premium paid demand

after


IO will also react to incremental price changes and consider the impacts to demand providing improved recommendations

how is it better?

Premium room availability will reflect the changes in demand as a result of your pricing strategy

Example: IO recognizes an increase in Premium room rates; sees there is high historical premium paid demand and will recommend appropriate premium room authorizations



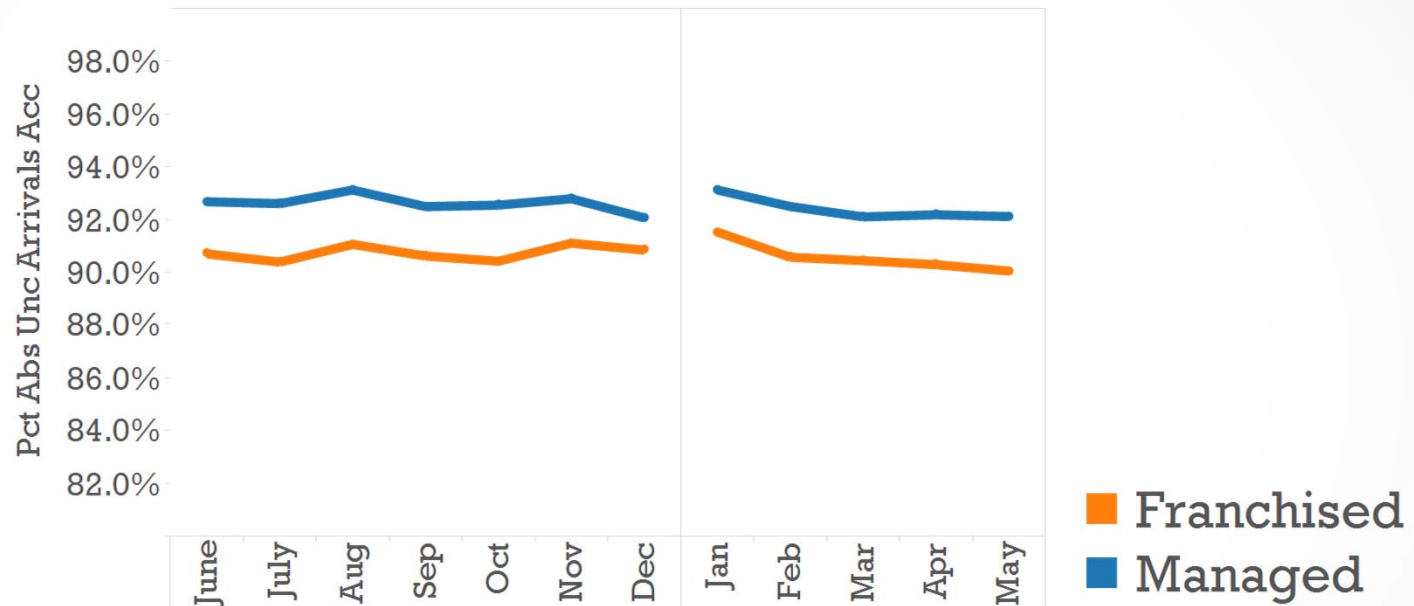


[for more information]
search "PRP" or "IO" on MGS

system adoption update

SYSTEM USAGE HIGHLIGHTS

Managed vs Franchised Demand Accuracy



- › Managed hotels do a better job using managed events, which improves the unconstrained demand forecast.
- › A more accurate demand forecast generates more accurate pricing and restriction recommendations.



improve understanding

COMPLETE TRAINING TO ENSURE TEAMS ARE SET UP FOR SUCCESS

UNCONSTRAINED DEMAND FORECAST

› Demand & Supply

- Time: 20 mins
- Audience: RM, GM, Strategy Team, Senior Leaders (VPs, ADs, AVPs)

› One Yield Manage Transient Events

- Time: 15 mins
- Audience: RM (tactical)

› Systems Health Checklist (HDX)

- Time: 45 mins
- Audience: RM (tactical)

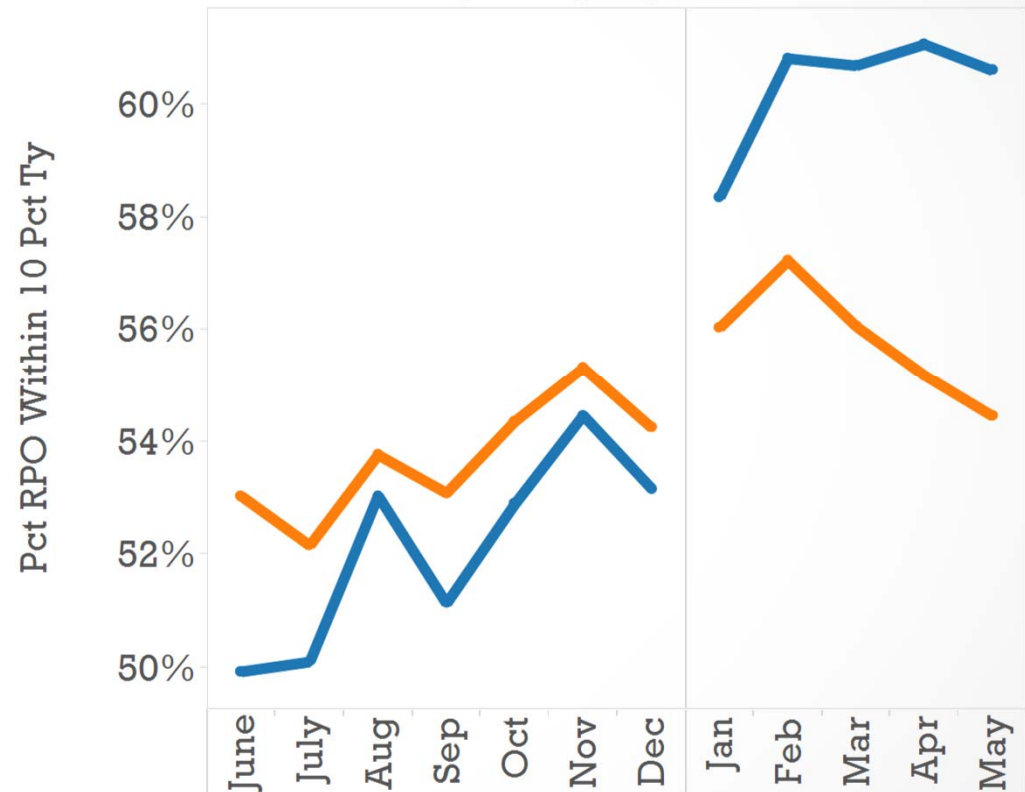
Complete available training as soon as possible.

SYSTEM USAGE HIGHLIGHTS

Managed vs Franchised RPO Usage

- › Managed hotels focused on their RPO comp sets and pricing setups early in 2016.
- › This led to better recommendations which, led to closer adoption of the rates.

RPO Adoption by Region



■ Franchised
■ Managed





improve understanding

COMPLETE TRAINING TO ENSURE TEAMS ARE SET UP FOR SUCCESS

RETAIL PRICING OPTIMIZER

› **One Yield's Retail Pricing Optimizer: Making it Work for Your Hotel**

- Time: 45 mins
- Audience: RM, GM, Strategy Team (Senior Leaders as needed)

› **Foundational Training Activation Guides on HDX+**

- Time: Varies
- Audience: Anyone involved in pricing decisions or strategy

Complete available training as soon as possible.



improve understanding

COMPLETE TRAINING TO ENSURE TEAMS ARE SET UP FOR SUCCESS

RESEARCHING RATE RECOMMENDATIONS:

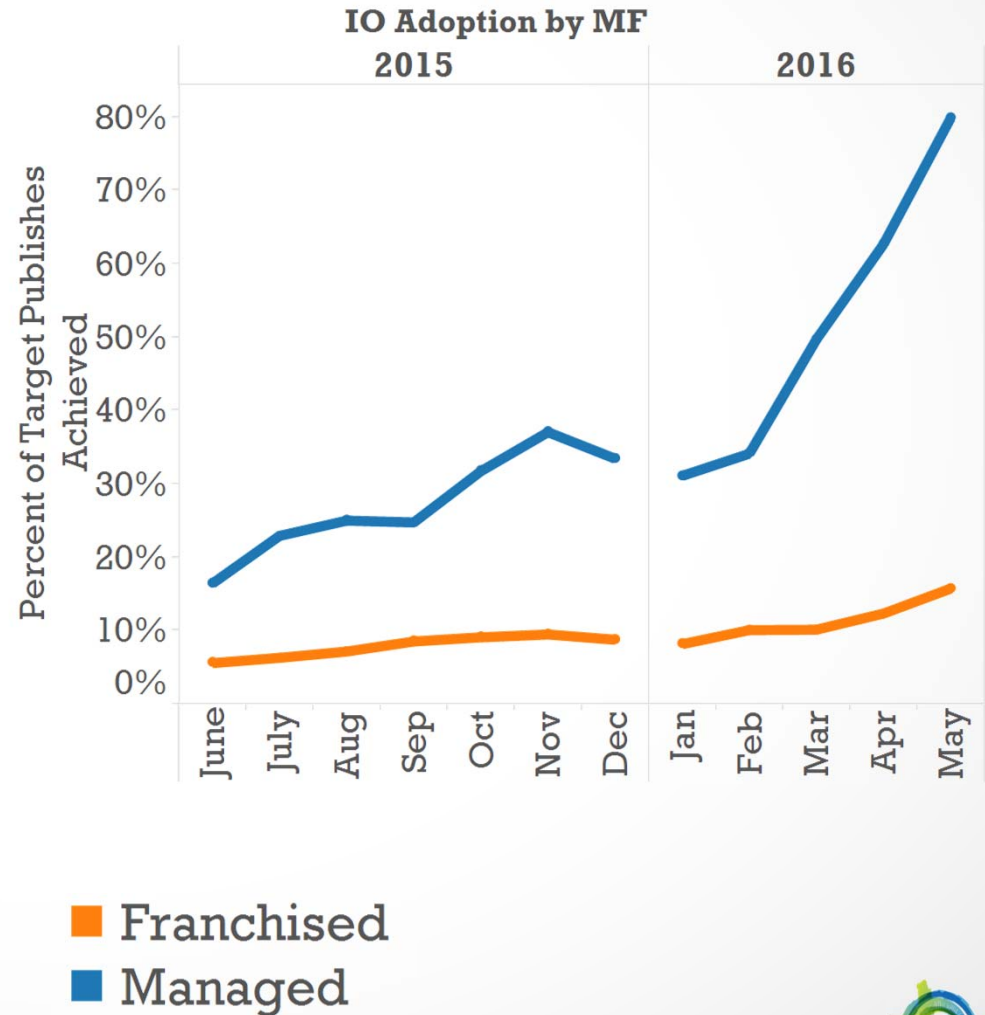
- Document available on HDX
- Manual entry, but mostly copy/paste of settings, recommendations
- Completing document helps identify set up issues and can be sent to Revenue.Systems.Support@marriott.com for additional troubleshooting

Topic	Item to review	Questions for user to consider	Additional Notes/Information	User Findings
General Settings	Pricing Type	Does this make sense for the property?		Yes
General Settings	Cost Per Occupied Room Pool	Does this make sense for the property?		Yes
General Settings	Standard Room Pool	Is this the lowest-rated room pool that is consistently available?		Yes
General Settings	Weekend Days	Does this make sense for the property?		Yes
General Settings	Closed Fill-in Rate Programs	Do these represent the weekday and weekend retail rate programs for the standard room pool that are most often available?	GPO & CI/TY Properties: Note that the closed fill-in rate programs defined in RPO are also used by GPO & TY when determining pricing. Ensure that the rate programs selected for this setting make sense for both RPO and GPO/TY.	Yes
General Settings	Rate Rounding	Do the ending number and increment make sense for this currency?		Yes
Competitor Setup	Weekday Competitors	Do the competitors and weights make sense? Are they true competitors?	Review the Competitive Rates Override tab to ensure the rates of these competitors are not significantly above or below the host hotel, which could impact rate recommendations.	Using system weights
Competitor Setup	Weekend Competitors	Do the competitors and weights make sense? Are they true competitors?	Review the Competitive Rates Override tab to ensure the rates of these competitors are not significantly above or below the host hotel, which could impact rate recommendations.	Using system weights

SYSTEM USAGE HIGHLIGHTS

Managed vs Franchised IO Usage

- › IO has a steep learning curve, but is ***significantly*** faster than adjusting inventory manually through MARSHA.
- › Managed hotels were challenged to learn more about the system and usage exploded as they saw the benefits.





improve understanding

COMPLETE TRAINING TO ENSURE TEAMS ARE SET UP FOR SUCCESS

INVENTORY OPTIMIZATION

› IO Demo Video Series on MGS

- Settings Screen (7 mins)
- Inventory Recommendations Landing Screen (4 mins)
- Total Hotel & Current Recommendations Screen (4 mins)
- Room Pool Recommendations, Publish & Transaction Log (5 mins)
- Audience: RM (GM as needed)

TRANSIENT RM PROCESS

› Transient Revenue Management Process Parts 1-3

- (1) Demand & Supply, (2) Pricing, (3) Restrictions & Authorizations
- Time: 15 mins each , plus 15 min Assessment
- Audience: RM (GM as needed)

Complete available training as soon as possible.



2017 revenue strategy outlook

Industry Pundits.....What to think?

Our major takeaway from this week's lodging management meetings at NYU and NAREIT is (finally) a general acknowledgement that forward RevPAR growth is moderating.
SunTrust

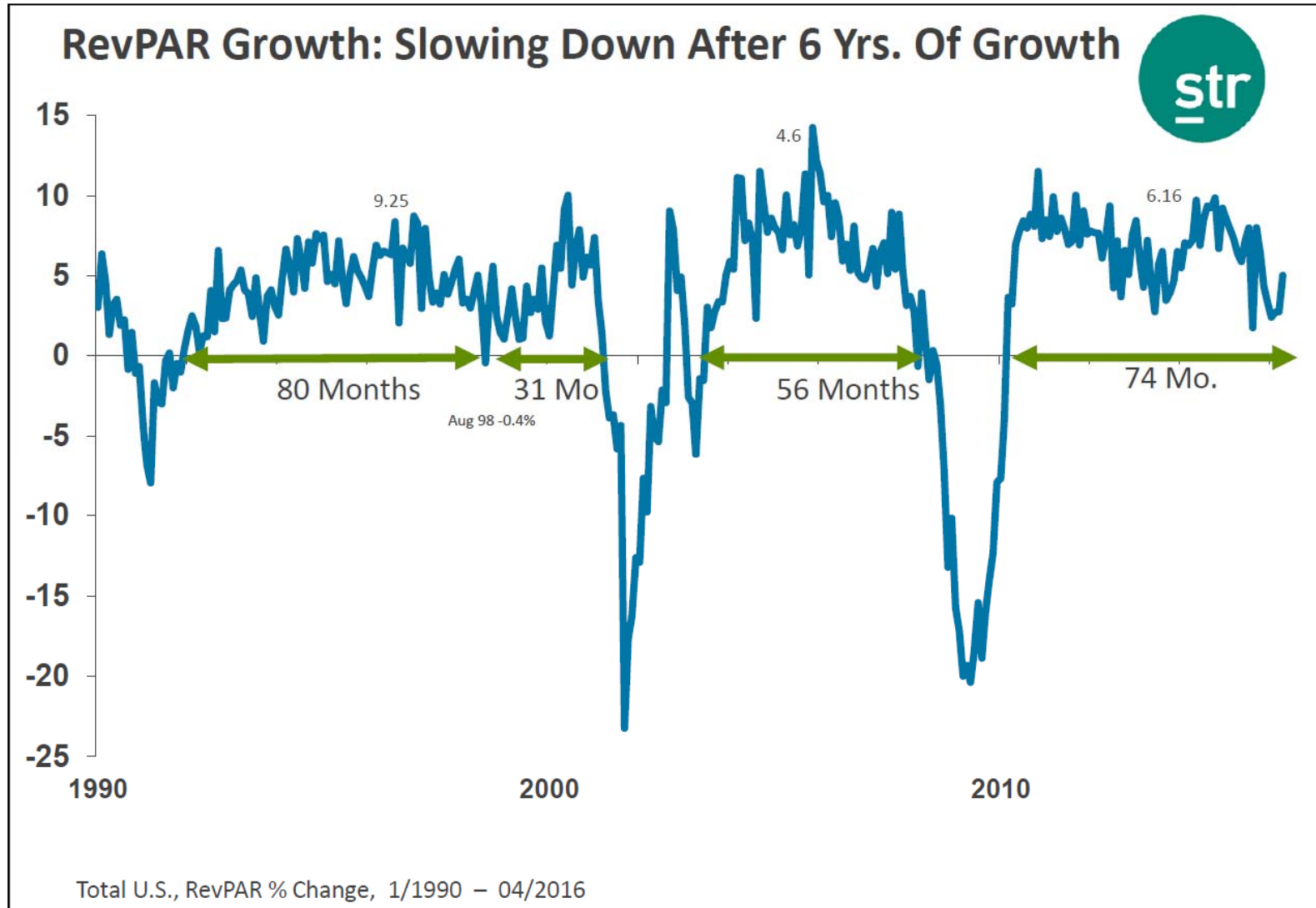
"Travel Trends Index: Biz Travel Shows Signs of Life After Yearlong Slump."
Hotel Online

"1% chance of US Recession in next 12 months based on current dynamics. It only increases to 10% chance when they go through 2017."
Citi Research

"Lodging demand is clearly slowing as RevPAR is -1.1% the first two weeks of May, and just 0.6% since the Easter shift, a deceleration from the +3% before Easter."
Bank of America
Merrill Lynch



Business Cycle Update



Industry is still setting records... but decelerating growth vs LY

MAY 2016: Source STR

	Current Month			Running 3 Months			Running 12 Months			Year to Date		
Supply	▲	up	1.5 %	▲	up	1.5 %	▲	up	1.3 %	▲	up	1.5 %
Demand	▲	up	1.1 %	▲	up	1.9 %	▲	up	2.1 %	▲	up	1.5 %
Occupancy	▼	down	0.5 %	▲	up	0.4 %	▲	up	0.8 %	▲	up	0.0 %
ADR	▲	up	2.4 %	▲	up	2.8 %	▲	up	3.7 %	▲	up	3.0 %
RevPAR	▲	up	1.9 %	▲	up	3.2 %	▲	up	4.6 %	▲	up	3.0 %

Third-Party Industry Forecasts

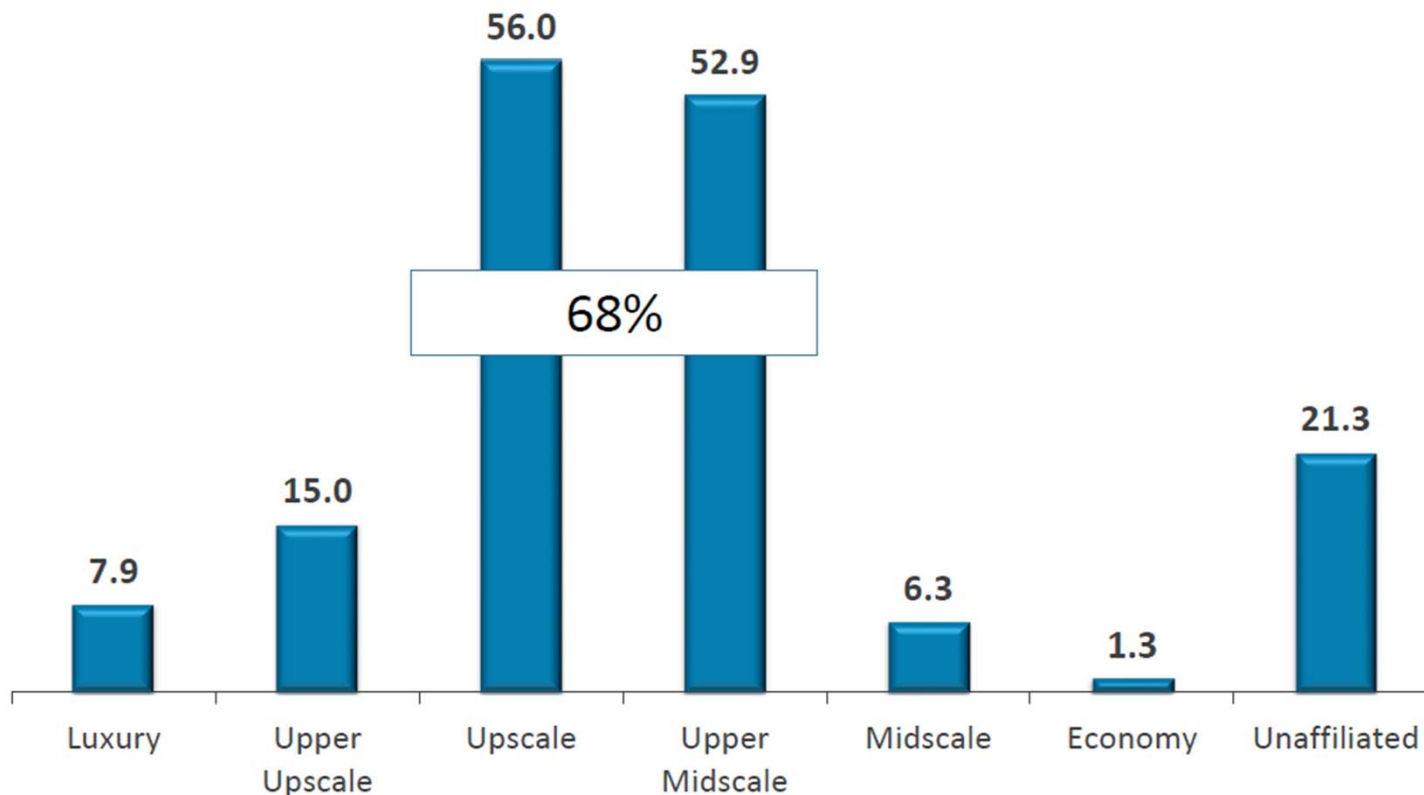


STR, PWC, and CBRE/PKF are all projecting ~4% growth.

Outlook		
	2016 Forecast	2017 Forecast
Supply	1.7%	1.9%
Demand	2.1%	1.9%
Occupancy	0.4%	FLAT
ADR	4.0%	3.8%
RevPAR	4.4%	3.8%

Battle against supply

We Are Not Building Ballrooms Anymore!



*US Pipeline, Rooms Under Construction , '000s Rooms, by Scale, April 2016

2017 Outlook Summary

- ❑ Industry lodging supply growth is still below long term averages in most markets, but intensified for our chain scales
- ❑ Demand continues to grow, as the US economy continues its modest growth.
- ❑ Industry occupancy is sustaining record levels, especially in the Luxury, Upper Upscale and the Upscale chain scales.
- ❑ Group business outlook for 2017 remains solid.
- ❑ While there is debate about the strength of growth in the lodging sector, nearly every industry expert is expecting at least 2 more years of RevPAR growth – and so are we.

2017 special corporate resources

SC Pricing resources

MGS PAGE HOUSES ALL RECORDINGS, JOB AIDS, TRAINING LINKS



MGS Home	About Marriott	Brands	Business Resources	Communications	Continental Divisions	Finance & Accounting	Human Resources	Lodging Development	Operations	Sales, Mktg. & Rev. Mgmt	Technology	Training
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[Home](#) > [Sales, Marketing & Revenue Management](#) > [Revenue Management](#) > [Special Corporate Pricing Resources](#)

This page for: ☒ US ☐ Canada ☐ AP ☐ CALA ☐ Europe ☐ MEA  Print

Revenue Management ▾

- About Revenue Management
- Awards and Recognition ▶
- Communications ▶
- Functions of Revenue Management ▶
- Global Revenue Management Effectiveness
- Look No Further Best Rate Guarantee and

Special Corporate Pricing Resources



Review the resources and tools available to you for Special Corporate Pricing purposes. Come back to this page often, future content will be published as it becomes available.

[Global Webinars & Resources](#) ▾

[Special Corporate Pricing Tools & Resources](#) ▾

Other Resources

- [RM Communications](#)
- [RM Tools](#)
- [Pricing & Account Services \(PAS\)](#)

MGS home > Sales, Mktg. & RM > Rev Mgmt > SC Pricing Resources



global webinars & resources

STATE OF THE BUSINESS RECORDING / MARRFP RECORDINGS

Global Webinars & Resources

State of the Business Video (WBT)

Gain insight into the current economic status and the outlook for 2017 as it relates to the industry.

- Hosted by Mike Partridge, VP of Sales & Revenue Management Analysis
- Audience: Anyone involved in the Special Corporate Pricing and/or budgeting process

Preparing for 2017 BT/MarRFP Pricing Season (WBT)

- Audience: Property Sales and Revenue Management
 - Part 1: Sales RFP Process (MP4)
 - Part 2: MarRFP Focus (MP4)



SC Pricing tools & resources

PRICING PROCESS, ELEARNING, SPECIAL CORPORATE TOOLS

1

2

3

4

Special Corporate Pricing and Resources

Important Note: For the files listed below to work correctly, click the link to access the file, SAVE it to your hard drive, then open file and click enable macros.

1. Prepare for SC Pricing Season

- Use the [SC Pricing Preparation Checklist \(XLS\)](#) to review ideas to consider when approaching pricing season and to streamline work within the SCPT. (RM)
- Review [Non-Commissionable Special Corporate Rate Strategy - FAQs \(PDF\)](#) to ensure your hotel is taking the correct steps to ensure this strategy is being executed correctly to drive savings.
- Review [Seasonality Guidelines \(PDF\)](#) for when it's appropriate to use seasonality within the SCPT (RM)
- Read about the planned [SC Pricing Enhancements \(PDF\)](#) this year (SS/ES GM, Sales, RM)
- Optional for hotels that price multiple room pools in SCPT: Populate [SC Room Type History Tool](#) to review information for each account, broken out by room type, season and full year. Using this tool will speed up entry of mix by room pool in the SCPT.

2. Review Special Corporate Pricing process guidance for your region/group

- Download [Special Corporate Pricing Process \(XLS\)](#). Review each step for the action, responsibility, and resources available to Sales and Revenue Management associates to assist them during the process.

3. Complete Special Corporate Pricing eLearning

- Covers all of the tools and resources available and how to use them including the Special Corporate Pricing Tool (SCPT), Account Management Tool (AMT) and the various SC reports.
- Detailed Training (for those who enter data into the SCPT): [myLearning Course 456162](#)
- High Level Overview to review AMT, SCPT & Various SC reports, [myLearning Course454162](#)

4. Download SCPT resources & tools

- Account Management Tool (SEG16): Use as the first step in the pricing process to identify the number of special corporate room nights that could potentially be removed from the hotel and replaced with higher rated business. MRDW > Segmentation > SEG16.
- [SCPT Job Aid \(PDF\)](#): A detailed job aid to review all of the necessary steps within the SCPT.
- [SCPT Account History Template \(XLS\)](#): This template is designed to reformat the SCPT Account History Report to the same layout as the SCPT Account Pricing History screen. For more information on this template refer to the Special Corporate Pricing eLearning, or read the instructions listed within the Welcome tab of the template.
- [SC Detail Tool \(ZIP\)](#): This report pulls together the pricing decisions made within the SCPT (used by RM & Sales). A job aid is available within the zip file for the tool.

prepare for SC Pricing

CHECKLIST, FAQs, SEASONALITY GUIDELINES, RM TYPE HISTORY TOOL

1

Special Corporate Pricing Preparation Checklist				
ITEMS TO REVIEW	WHEN	WHY IT'S IMPORTANT	ADDITIONAL RESOURCES/QUESTIONS TO ASK	RESOURCE LOCATION
What is the special corporate ADR growth target for your region/group?	Once a year at the beginning of pricing season	Before negotiating pricing with individual accounts, it is vital to understand the overall RevPAR and Special Corporate segment	1. Reference the annual pricing memo from your region/group.	1. Guidance memo will be emailed from your regional team.
Is the overall strategy to grow or decline special corporate mix?	Twice per year			5. & RM > Rev Mgmt &L
What is the overall strategy to provide discounts based on room night production?	Once a year at the beginning of pricing season			Analysis > Add New IT 1 Account Tracking > Historical > Room

Non-Commissionable Special Corporate Rates – Frequently Asked Questions

Q: What qualifies a travel agency to receive a commission?

A: Marriott only recognizes and pays agencies that have been endorsed either by ARC (Airline Reporting Corporation), IATA (International Air Transport Association), or TIDS (Travel Industry Designator Service). Travel agencies are paid a commission on any actualized (stayed and paid) reservation booked at a publically available rate. Note: No commissions should be paid to end-users accounts working on behalf of themselves, even if they have an industry accreditation number.

Q: Why don't we offer commission?

A: We provide commissions to travel agencies to customers the benefits of staying at a Marriott hotel.

When it comes to negotiating special rates, we are entering into an agreement that the account's commitment to give preference is the discount. We do not pay rates because the influence is with the agency or TMC should be compensated transactions.

Some corporations have their own ITA CTDs. Even if a corporation has this Corporate Rates.

Q: What if I have a company request we don't offer commission we will?

A: We have many accounts who have remained committed to our commission believe you have an account that requires leadership approval:

- Managed hotels in the Americas
- Franchised hotels in the Americas
- Hotels in MEA, APAC and Europe
- Officer (CSMO).



SC Pricing: Seasonality Guidelines

One of the decisions you will need to make for your 2017 pricing season is whether you want to *seasonally price* your property, meaning that you would charge different rates by season, for up to four seasons within the year. The Special Corporate Pricing Tool (SCPT) will not provide this decision for you, so you will need to do some analysis yourself to determine if seasonality is the right approach for your hotel.

Questions to consider:

Is your retail pricing seasonal?

Is your competitive set priced seasonally for their business?

- You can conduct competitive shops to determine this.
- If you subscribe to TravelClick Demand360®, looking at their data will give you good insight.

How did you price last year?

- Did you have one flat rate for the year or did you break the strategy?
- To determine if your seasonal strategy was successful, look at:
 - Account Penetration by Season: For those with Travel changes seasonally does that improve your account production?
 - Did your account production by seasons materialize in your special corporate ADR growth by season? Yes

For those with TravelClick Demand360® access – what like by month?

- Is it better during months when you are priced lower vs. higher?
- Did a lower ADR index produce a higher occupancy index?



FIELD SUPPORT

SC Room Type History Tool - Ver 1.3
This worksheet is property of Marriott Lodging - DO NOT SHARE
[Questions / Suggestions to rmf_tools@marriott.com](mailto:questions_suggestions_to_rmf_tools@marriott.com)

1 Hotel MARSHA Code:

2 How many seasons?

3 Enter Season Dates:

2015	Start Date	End Date	2016	Start Date	End Date
Season 1	1/1/2015	to 12/31/2015	Season 1	1/1/2016	to 12/31/2016

4 Import HPP Report

5 Room Pool Pricing Set-Up:

Room Pool 1	<input type="text"/>
Room Pool 2	<input type="text"/>
Room Pool 3	<input type="text"/>

6 Import DATs Report

Tool Instructions

The purpose of this tool is to provide you with a historical room type distribution, by account, so you might make more informed pricing decisions. To populate the report, please following the steps listed below:

- Enter the hotel's MARSHA code.
 - You may only select one MARSHA code. This tool is designed for single hotel use.
- Enter the number of seasons, matching the information in MarRFP.
- You will need to verify each season's start and end dates, again matching MarRFP.
- Import the hotel's HPP Rate Offers Detail Report, filtered for a completion level of published. This is the same report used for the Market Code Audit Tool.
- Select the 3 room pools you will be pricing. These room pools should also match the ones selected in MarRFP.
- Import the hotel's DATs report.
 - For Select Stay Dates, select "Custom" and enter from: 01/01/2015 To: 12/31/2016
 - For Currency, we recommend selecting "local".
 - For Revenue, we recommend selecting "gross".
 - For Metrics, please select "Room Nights", "ADR" and "Revenue", only.
 - For Timeframe, please select "Date".

W Welcome Room Type Detail Acct Name Mapping Room Pool Mapping

SC Pricing process

RECOMMENDED STEPS, ACTIONS, RESOURCES, MGS LINKS & TIMELINE

2



Recommended Special Corporate Pricing Process for Franchise Hotels.

Step	Recommended Responsibility	Actions	Resources	MGS Link	Availability/Time
Prepare for Special Corporate Pricing Season	GM/RM/Sales	<ul style="list-style-type: none"> - Use SC Pricing Checklist to review ideas to consider when approaching pricing season - Review Non-Commissionable SC Rate Strategy FAQ's - Review Seasonality Guidelines (if applicable) - Populate and review SC Room Type History Tool (recommended for properties that price premium rooms within the SCPT) 	Special Corporate Pricing Tools & Resources on MGS Step 1 Section: Prepare for SC Pricing Season	MGS Key word search SC Pricing	Available Monday, May 16th via Weekly Update
Understand the current State of the Business and Global Economic Conditions	GM/Sales/RM	Listen to Marriott's State of the Business recorded webcast.	Link for webcast is under "Global Webinars & Resources" on the Special Corporate Pricing Resources MGS page.	MGS Key word search SC Pricing	Available Monday, June 13th, via Weekly Update
Validate team's knowledge of MarRFP	GM/Sales	For those who are new, or need a refresher to the MarRFP process, listen to the recorded webinar: Preparing for 2017 BT/MarRFP Pricing Season	Recorded webinar is posted on the Pricing & Account Services (PAS) MGS page.	Link to recording on PAS page	Available Monday, June 20th, via Weekly Update
Learn about Marriott's SC Pricing tools & resources.	GM/Sales/RM	Complete one of two available SC Pricing eLearnings: <ul style="list-style-type: none"> • Special Corporate Pricing eLearning: Detailed Training for those who enter data into the SCPT. Covers AMT, SCPT & various SC reports. Optional chapters include Pricing Science, Enhancements Only, Extended Stay, Premium Room and Seasonal. (45-90 mins, depending on path) • Special Corporate Pricing eLearning: Overview Training reviews AMT, SCPT & various SC reports (40 mins) 	eLearnings are in myLearning SC Pricing eLearning: Detailed Training: course 456162 SC Pricing eLearning: High Level Overview: course 454162	myLearning	Available Monday, June 20th, via Weekly Update
Complete initial set up for pricing within MarRFP	RM	Complete the general pricing screens in MarRFP for the property. These screens need to be complete in order for an account to be priced via MarRFP.	MarRFP screens: Pricing Contact, Standards, Seasons, Depth of Sales, Black Out Dates, Elig. & Amen, Fixed, Groups and Meetings, Gov't, Govt Seasons, Govt Rates. Training is available via the Pricing & Account Services MGS page.	PAS MGS Page	MarRFP opens for 2017 Pricing Season on June 20th

SC Pricing eLearnings

DETAILED TRAINING 456162 / OVERVIEW TRAINING 454162

3

Notes

Choose Your Training Path

Within this eLearning there are two paths:
The Full SC Training path will include a detailed overview of the AMT, SCPT and SC reports available. This path you can use to review options which include: Full Science, Extended Multiple/Premium Pool, Seasonal H...

If you are already familiar with the and various reports wish to review or changed this year, click the "Enhance Only" button. This covers details of changed and how AMT and SCPT changed year. Within this can also access chapters if desired.

At the end of both there will be a self-assessment - the

SC Pricing Detailed Training 2017 (Franchise)

Choose Your Training Path

Notes

What if I don't use the SCPT?

We recognize that some franchise companies do not use the Special Corporate Pricing Tool as they represent multiple hotel brands and may therefore use one SC spreadsheet or tool that rolls up data for their company.

If this is the case for your company, please click the "My company does not use the SCPT" button to read more about how you can use the Account Management Tool to gain a competitive edge, and what information within the SCPT you could still review that would be useful to you.

For companies that use both the AMT and SCPT, please click the Next button to continue.

SC Pricing High Level Overview (Franchise)

What if I don't use the SCPT?

Notes

SC Resources

If your company doesn't use the SCPT because they already have a tool or spreadsheet in use, there is still a lot of valuable information available to you with regard to Special Corporate Pricing.

The AMT is a tool that provides invaluable information that can really assist with your account negotiation process and assure that you're not leaving money on the table.

Even if you don't use the SCPT, you can still access the History tab which provides various grading information for each account as well as historical account production.

There are also several Account Tracking Reports (ATR) in MRDW which are very helpful.

SC Pricing High Level Overview (Franchise)

SC Resources

Account Management Tool (AMT) (SEG16 in MRDW)

Special Corporate Pricing Tool (SCPT) (in MarRFP)

Account Tracking Reports (ATR in MRDW)

Marriott MRDW

Account Channel Company

Welcome To MRDW.....

REVENUE MANAGEMENT

SC tools & resources

AMT, SCPT JOB AID, ACCOUNT HISTORY TOOL, SC DETAIL TOOL

Account Management Tool (AMT) for ABCDE
2016 Pricing Season

	Total RN (Full Year)	ADR (YTD)	Discount (YTD)	Displacement (YTD)
Do Not Price	2,383	156	30%	42%
GPP	3,647	188	12%	23%
Price	33,274	167	25%	29%

SC Rooms that could be Replaced: **2,383**

An evaluation of your hotel's demand (including additional demand) suggests that there is an opportunity to replace some of your special corporate volume with higher rated business. We estimate that replacement could be as high as 4,743 rooms. For a conservative estimate, this tool uses a lower estimate of 2,383. These data points may help the hotel understand how much risk they are able to take.

Account Management Tool (AMT)

Last 12 Month Production YTD Production Rebid History Across All Brands

Price	Company Name	Discount	Displacement	Room Nights	ADR	Discount	Displacement	Rebid Frequency	Acceptance (Decline to Rebid)	Acceptance (Rebid)	Loss in ADR
GPP	3MGP	10%	39%								
GPP	AbbottLabora	10%	20%	23	186	10%	8%				
GPP	AbbottGPP	10%	32%	7	183	10%	1%				
Y	AccenturePro	13%	28%	179	195	9%	20%	52%	79% - (85 of 108)	89% - (276 of 311)	3.4%
Y	AccenturePro	35%	31%	1,197	143	33%	22%				
N	AccenturePro	30%	56%								

Special Corporate Pricing Tool Job Aid (Franchise Edition)

HHHHH - SCPT Account History - v1.2
This worksheet is property of Marriott Lodging - DO NOT SHARE

Enter the Hotel MARSHA code here =====> **HHHHH**

Tool Objective
This tool is designed to reformat the Special Corporate Pricing Tool Account History Report to the same layout as the Special Corporate Pricing Tool Account History tab.

[Clear Workbook](#)

Retrieve the Special Corporate Pricing Tool - Account History Report

- Log in to **MarRFP Special Corporate Pricing Tool**
- Select the **"Account History"** Tab
- Click the hyperlink **"SCPT Account History Report"**
- In the new window, click the hyperlink **"Click here to download"**
- Click **"Save"**
- Recommended, add the MARSHA code before the name of the file

Tool Instructions

- Once you have save the SCPT Account History Report
- Enter the MARSHA code in the green cell above
- Click the button **"Import SCPT Account History Report"**
- Navigate through your folders, and select the SCPT Account History Report
- Note: You can data from that **SPECIAL CORPORATE PRICING TOOL - Summary (Gross) Report**

[Import the SCPT Account History Report](#)

Questions!

- If you have any
- If you have any

Cluster Name or Hotel Name

[Print Summary Report](#)

Select Account Tier:
☒ GPP ☒ Centrally Priced ☒ Local

[Show/Hide Last Year Values](#)

2016 - ALL ACCOUNTS (Excluding Declined)

Hotel	Sales Group	ROOM NIGHTS		OPEN		% Change to LY		TARGET		% Change to LY		FLOOR		% Change to LY	
		Forecast	% Change to LY	ADR (Gross)	Revenue	ADR (Gross)	Revenue	ADR (Gross)	Revenue	ADR (Gross)	Revenue	ADR (Gross)	Revenue	ADR (Gross)	Revenue
ABCDE	GPP	291	0.0%	47.54	13,835	0.0%	0.0%	47.54	13,835	0.0%	0.0%	47.54	13,835	0.0%	0.0%
ABCDE	Centrally Priced	8,250	0.0%	27.60	227,688	62.4%	62.4%	26.46	218,288	55.7%	55.7%	25.89	213,568	52.4%	52.4%
ABCDE	Local	11,635	0.0%	73.55	855,803	65.9%	65.9%	71.47	831,523	61.2%	61.2%	69.39	807,323	56.5%	56.5%
ABCDE	Sub-Total	20,176	0.0%	54.39	1,097,325	67.2%	67.2%	52.72	1,063,645	62.1%	62.1%	51.28	1,034,725	57.7%	57.7%
ABCDE	Total	20,176	0.0%	54.39	1,097,325	67.2%	67.2%	52.72	1,063,645	62.1%	62.1%	51.28	1,034,725	57.7%	57.7%



Questions?

DEDICATED INBOXES TO RESOLVE QUESTIONS & ISSUES

Topic: MarRFP

Team: Pricing & Account Services

Email: pas@marriott.com

Topic: SCPT & AMT

Team: SC Pricing Project Team

Email: scptsupport@marriott.com

All other questions

Team: RM Field Support

Email: rmfieldsupport@marriott.com

