

### 1 What is a Business Case?

A business case is a unique and compelling justification as to why your property would be an ideal fit for a specific corporate preferred hotel program (RFP). The business case highlights all components that are of critical importance to corporate customers such as Location, Production, Rates and Inclusions.

### 2 What constitutes a strong Business Case?

A strong business case meets several of the following criteria:

- Local office is located close to the hotel (see question 8).
- Strong production from account at your property in year 2024. Strong production means at least 50 RN.
- New hotel within close proximity to local corporate office.
- Account has a new office coming into the market within the year.
- Account has long-term project business in your market.
- Good relationship with the local office, and local office is already using hotel or has indicated that they would like to use the hotel moving forward.
- Property has received substantial meetings and/or events business, in addition to transient business.

Remember:

- Production at a competitor hotel is not a business case.
- Do not submit a business case if you are already on program.
- Do not resubmit the same overall value proposition if your business case has been rejected in the past by the same account.

### 3 How should my property prepare the information for the business cases?

- Run production reports to identify any room nights from the account.
- Identify accounts with offices within 3 kilometers/2 miles in proximity of your hotel (see question 8).
- Research which corporate accounts have good production in your market.
- Research your competitors and know their top producing accounts.
- Use tools like Hotelligence/Agency 360 to prospect accounts.



- 4 How many Business Cases can my property submit? Each hotel can submit up to 5 Business Cases, with a maximum of 2 global/national accounts not included on the 2026 Design Hotels Key & Target Account list. You may select the latter as "Additional Account 1" and "Additional Account 2". Note: it is not necessary to submit all 5 Business Cases. If, for example, your property is only targeting 3 accounts, you should submit 3 Business Cases in total.
- 5 What is a global or national account? A global or national account is a corporate account with multiple offices globally. This is **not** an account in your backyard (local account) that only has an office in your market, and only does business with your property.
- 6 Should I submit a Business Case if my property has already been accepted in the account's 2025 hotel program? No, only new target accounts should be submitted. Do **not** submit a Business Case for accounts your property is already participating in.
- 7 If my property was declined last year, can I resubmit a Business Case for the same account? Hotels should look closely at the reason for the decline before resubmitting a Business Case. For example, if the Business Case was declined due to rate, you should not submit the same or higher rate again. Or if a Business Case was declined due to office location being too far from the hotel, then there is no need to submit a Business Case again.
- 8 What is considered "close proximity" to the local corporate office? Generally, in big cities (e.g., New York, London, Tokyo, etc.) a 5-10 minute walk is considered within close proximity. In smaller cities, up to 3 kilometers/2 miles is considered close to a local office. **Tip from a Corporate Travel Manager:** if a traveler must pass several hotels to get to yours, then your property is considered too far.
- 9 If the account does not have an office location close to my hotel, can I still submit a Business Case? The only exceptions include long-term project business in the hotel's market, or if a property is located outside of the city area and there are no other hotels located within close proximity to the account's office location.



- 10 What type of comments should I add to strengthen my Business Cases?
- The Travel Manager is purely looking for cost savings and the total value proposition.** What's most important to the account is the location of your property in relation to its office, combined with a competitive rate and amenities that show the overall value of adding your property in their hotel program. Put yourself in the Travel Manager's shoes and answer the question "how does adding my hotel add value to the account's hotel program?". Focus on comments related to distance from hotel to the corporate office, potential cost savings for account, the overall value proposition, how your property is different from the competitors as it relates to business travelers, historical information pertaining to account, repeat travelers from account, guest profile (e.g., VIP or executive travelers), past or future group/event bookings, Marriott Bonvoy, etc. Please **do not** add general comments regarding the architecture or design of your property, the great service your property provides etc.
- 11 How will Business Cases be handled for accounts that run on a non-calendar year?
- If you submit a Business Case for an account that runs on a non-calendar year (e.g., 1 April – 31 March or 1 July – 30 June), the Design Hotels Sales Team will keep you updated via your property's personal link (see question 12). To strengthen the Business Cases, we suggest you closely monitor production and alert the Design Hotels Sales Team of any changes that you would like to make (e.g. rate and/or amenity changes). Typically, RFPs for accounts that run their hotel program on a non-calendar year, are launched anywhere between November - March. Examples of accounts that typically run on a non-calendar year: Apple, Goldman Sachs, Spotify, Omnicom, The Walt Disney Company. Please check with the Sales Team if you have any questions regarding RFPs running on a non-calendar year.
- 12 Will all Business Cases submitted by my property be presented to the accounts?
- The Design Hotels Sales Team will review all Business Cases and only those with a strong and competitive offer will be submitted to the corporate account. The respective Design Hotels Sales Manager will contact the property to discuss a Business Case should further clarification be needed.
- 13 How can I keep track of the Business Cases submitted by my property?
- The Design Hotels Sales Team will collect and review all business cases and provide each property during May 2025 with a link to keep track of the status of all business cases submitted by the property.



- 14 Who should I reach out to if I have questions regarding a specific account? Please reach out to the Sales Manager responsible for the corporate account with any questions or concerns (see [Design Hotels Key and Target Accounts 2026](#) list). The Sales Team is also happy to set up a call to go over any additional questions you may have.
- 15 What is the deadline for submitting my Business Cases? **The deadline for submitting your Business Cases is 02 May 2025.** The Design Hotels Sales Team will need time to collect and review all information. The goal is to submit strong Business Cases to the Travel Managers prior to the release of the RFP. Due to this, no extensions can be given. Please contact the Design Hotels Sales Team, if you foresee any issues with submitting your Business Cases by this deadline date.

