



CRITERIA FOR CHOOSING A HOTEL SITE SELECTION COMPANY

When qualifying a company to provide hotel site selection services we recommend that an organization review the following areas of expertise.

Stability

- Years in operation
- Tenure and experience of account representatives
- Client list
- References/testimonials
- Number of meetings per year
- Industry reputation

Services

- Range of services
- Client communication process
- Frequency of communication
- Presentation of search results
- Response time
- Cost

Destination & Industry Knowledge

- Capacity to work with client preferred destinations & properties
- Destination expertise (e.g. U.S. vs international or downtown vs resort)
- Industry contacts
- Awareness of new properties, expansions and renovations
- Trends in contracting (attrition, F&B minimums, new types of charges, etc.)

Additional Considerations

- Ability to work with multiple contacts within client organization
- Geographic location of offices
- Ability of site selection company to deal with experienced and inexperienced planners
- Availability of account representative throughout process
- Lead time required to book meeting
- Site inspection arrangements
- Overall philosophy of site selection company