


Streamlining Buyer Inputs

Business Transient RFP


RFP Project Name


Start Date MM/DD/YYYY 


Pricing Term

RFP Details

Click any field below to adjust.





REGION: Global 

HOTEL CLASS: Any 

POLICY: Standard Corporate 

Recommendations

Based on your historical spending and previous event success.

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
|  Marriott Last used: 2023 Global Conf | 98% Match Historical Performance <input type="radio"/> |
|  Hilton Last used: 2023 Q4 Offsite | 95% Match Historical Performance <input type="radio"/> |
|  Hyatt Last used: 2022 Sales Kickoff | 88% Match Historical Performance <input type="radio"/> |
|  Independent Last used: 2023 Regional Meeting | 82% Match Historical Performance <input type="radio"/> |

Active Intelligence Sources

Data streams currently powering this RFP's vendor discovery.

- BCD Travel Data
- Amex GBT
- Cvent
- Internal Blacklist
- Sustainability Index

- Distilled hundreds of traditional spreadsheet metrics into 15 key filters
- Segmented the essential data inputs into three distinct phases:
 1. Vendor Discovery
 2. Evaluation
 3. Pricing filters
- Prioritized a fast and frictionless menu for entering these key details



Streamlining Buyer Inputs

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Evaluation Criteria
Click to set priority weight for each criterion.

Rate Competitiveness 5/5

Cancellation Flexibility 4/5

Safety & Security 3/5

Distance to Office 3 miles



The screenshot displays a user interface for setting evaluation criteria. It features four criteria, each with a horizontal slider bar. The 'Rate Competitiveness' slider is set to 5/5. The 'Cancellation Flexibility' slider is set to 4/5. The 'Safety & Security' slider is set to 3/5. The 'Distance to Office' slider is set to 3 miles. The sliders are dark blue, and the selected values are indicated by a white circle on the slider bar. The interface is clean and modern, with a white background and blue accents.



Streamlining Buyer Inputs

Pricing Parameters

These values drive hotel program recommendations below.

Market

 New York

Primary destination city or region

Rate Expectation

\$ 300 /night

Target average nightly rate

Room Nights

 1,000

Total annual room night volume

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Iteration and User Feedback

- Integrated distance to office into evaluation
- Added a dedicated toggle to easily allow the selection of independent hotel priority
- Changed hotel rating system from a star system to STR Chain Scale Segmentation ratings scale

Recommended Hotel Programs

Based on **New York** market, **\$300/night** target, and **1,000** room nights. None accepted yet

Marriott Marquis Times Square Recommended
Marriott International

📍 Times Square, New York 🛏 1,200 RNs # Min. Discount: 12% off BAR
\$ Est. \$264/night

✓ Meets room night capacity ✓ Under rate expectation ✓ LRA included
✓ Priority check-in/late checkout ⓘ Meeting space availability included
⚠ High tourist area - potential noise

A **Excellent**
Composite Score
92/100

📍 **0.8 Miles**
from Office

👍 **Accept** 🚫 **Reject**

🔗 See Full Details

Independent
Last used: 2023 Regional Meeting

82% Match
Historical Performance



Evolution of Pricing and Information Display

Pricing Term


| |
|----------------------------------|
| Continuous Pricing (Recommended) |
| Continuous Pricing (Recommended) |
| 1 Year RFP |
| 2 Year RFP |

\$189 /night → # Min. Discount: 12% off BAR

- Replaced having an End Date with 1 year, 2 year, or continuous pricing
- Pivoted from night rate caps to dynamic rate discounts
- Added full details page to allow travel managers easy review of all key information



Evolution of Pricing and Information Display



Marriott Marquis Times Square

Times Square, New York | 0.8 mi from Office | Marriott International

A Excellent Composite Score 92/100

12% Discount | \$264 /night | 1,200 Capacity

Strengths

- Meets room night capacity
- Under rate expectation
- LRA included
- Priority check-in/late checkout
- Meeting space availability

Considerations

- High tourist area - potential noise

Room Types by %

| Room Type | Percentage |
|-----------|------------|
| Standard | 42% |
| Premium | 48% |
| Suite | 10% |

Amenities & Services

- Free Wi-Fi
- 24h Cancellation
- Fitness Center
- Business Center
- Meeting Rooms
- Concierge
- Room Service
- Valet Parking

Contact Information

Contact: Sarah Thompson
Role: Corporate Sales Manager
Email: sarah.thompson@marriott.com
Phone: (555) 123-4567

Sustainability

Carbon Footprint: 15.2 kg CO2e | Water Usage: 250L

Renewable Energy: 35%

LEED Green Key

Security & Safety

| | |
|---------------------|-------------|
| Video Surveillance: | 24/7 |
| Key Card System: | Yes |
| In-Room Safe: | Laptop size |
| Security Staff: | 24/7 |

Meeting & Event Spaces

Meeting Rooms: 10 | Largest Venue: 12,000 sq ft

Flagship Room: Broadway Ballroom

AV Support | On-Site Catering | Natural Light

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Design of the Supplier Side Analysis

SUPPLIER VIEW

Edit data to re-analyze

SUPPLIER ID: MMH-NYC-2026 DISCOUNT (%): 16 VOL (RNS): 2000 CLASS: Upscale

ADR (\$): 192.40 ACT. RNS: 1750 REV (\$): 336700 LOS: 1.4

STAY PATTERN (%): M: 5, T: 10, W: 35, TH: 35, F: 10, S: 3, SS: 2

RATING AND ANALYSIS

COMPOSITE: 94/100 GRADE: A+

A+ Exceptional RESPONSE RATING 94/100

Loyalty: 96/100 (96/100)

Inventory: 90/100 (90/100)

Growth: 92/100 (92/100)

Rate: 95/100 (95/100)

STRATEGIC INSIGHTS

- Your offered discount of 16% off BAR meets or exceeds the buyer's minimum of 15%, demonstrating competitive dynamic pricing.
- Length of Stay (LOS) is 1.4 nights, which is lower than the ideal target for operational efficiency. Focus on capturing more multi-night bookings.
- Actualized room nights of 1,750 RNs cover 88% of accepted volume — solid fulfillment history.

- Allow for full analysis of offers using the AI Agent
- Ensured the data ecosystem communicates between the buyer and supplier versions
- Shows Buyers Minimum rate up front



Streamlined Negotiations

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Edit data to re-analyze

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- Empowers suppliers to submit suitable, counter-offers immediately
- Eliminated traditional back and fourth delays
- Created a transparent friction free framework for RFP bidding



The Outcome: A Transformed RFP Process

Outdated RFP Process

Hundreds of Inputs

Manual & Tedious Review

Rigid Timelines

Blind Contract Bidding

Slow Email Negotiations



New RFP Process

15 Core Inputs

AI Assisted Analysis

Continuous Pricing

Transparent Demands and Rates

Rapid Direct Counter Offers





Thank You for Your Time and Attention

See a Live Demo
At the Pricing Team Immersive Sessions

