

Advertise your property to the most valuable business travelers & counselors.



Why advertise with CWT and RoomIt?

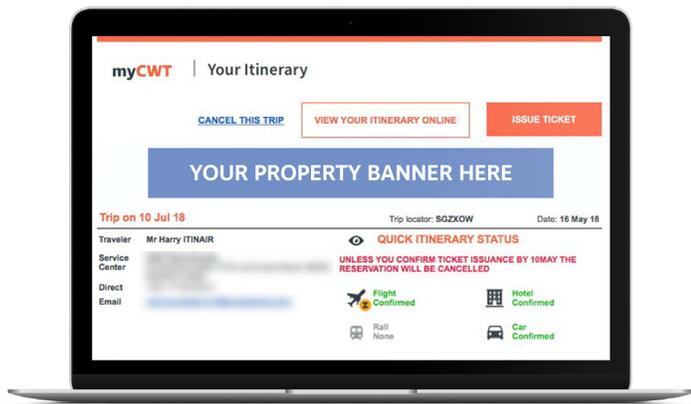
RoomIt by CWT is a division of Carlson Wagonlit Travel (CWT), a long-standing leader in business travel.

Whether engaging with our travel counselors or using our online tools, our customers do so with full intent to purchase travel.

By advertising with CWT and RoomIt, you have the opportunity to display your property within the essential tools and resources that these valuable audiences use every day. Get the most out of your advertising dollars by targeting business travelers who are coming to your city and travel counselors who book 31 million room nights per year.

A Packaged Offer

To get you started, we've put together a promotional package that targets both key audiences.

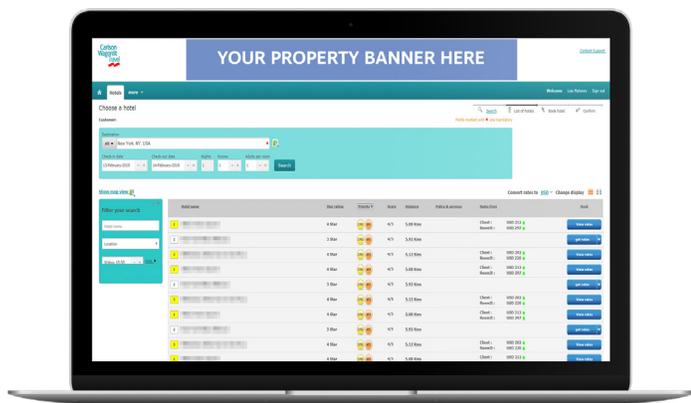


myCWT Itinerary

Display your property to travelers coming to your city who may still need accommodations

myCWT Itineraries are delivered to all travelers who make bookings with CWT. This is a great opportunity to promote special offers and add-ons to travelers coming to your market who may still need a hotel reservation.

Rate card price: 15,000 impressions for \$1,000



Hotel Selling Platform

Strategic Point of Sale messaging when counselors are searching for a hotel

CWT's global hotel booking platform for travel counselors. Put your property in front of counselors while they are in the process of booking a hotel in your city. The Hotel Selling Platform has an average adoption of 89% and an average of half a million searches done per month

Rate card price: \$1,000 per city per month.

Book now and receive **special rates!**

- **45,000** myCWT Itinerary impressions and **3 months** of Hotel Selling Platform for **\$5,000**
- Or, ask about customized options to fit your needs.

Reporting and Analytics

In addition to relevant advertising placements, we also offer comprehensive reporting and analytics. Prior to your campaign, we can provide a prior year and market size report. After your campaign, we will provide a detailed ROI analysis that considers your YOY performance vs the metro market performance.

Ready to Learn More?

Contact the RoomIt Advertising team to build a customized package or to learn more.

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North America & Latin America properties

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EMEA and Asia Pacific properties