



Business Development Program Hotel Franchise Companies



Lodging Econometrics (LE) is the trusted leader for delivering comprehensive and actionable global hotel intelligence, decision-maker contact information, and unparalleled customer service.

Industry-Leading Programs

LE designs custom Business Development Programs for hotel franchise companies that are perfect for:

- Increasing your brand distribution and improving your market share, no matter the economic climate.
- Advancing your growth strategies with every developer, and ownership group in every targeted market.
- Strategic planning, setting goals, and establishing priorities with your development team.
- Conducting an in-depth analysis of active developers and ownership groups, markets, and competitive sets.

Reliable Intelligence

LE's programs contain the most up-to-date and accurate hotel development intelligence along with decision-maker contact information. Our team of research specialists maintains relationships with:

- Close to 1,200 Domestic and International Brands combined
- Thousands of Developers and Ownership & Management groups

LE also continuously monitors industry-wide news and conducts outbound calls to acquire and update information. No other company offers this.

Global Coverage

Our programs are available for any region, country, market, and city worldwide.

Contact us to launch LE's Business Development Programs within your company!

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Your LE Business Development Program includes:

Database of Hotel Records

LE's Database of Hotel Records contains continuously-updated and actionable details for new construction projects by project stage, announced renovations and brand conversions by project stage, sales transactions, cancelled or postponed projects, and open & operating hotels. Records are complete with contact information for developers, owners, and management companies.

Features & Benefits

- **Weekly Updates** - LE will update your database weekly so you never miss a new opportunity.
- **Powerful Searching** - search for any hotel, receive the details and contacts associated. View entire *Company Portfolios*. Determine hotels and contacts within a radius of a fixed point with *Proximity Filtering*.
- **Actionable Functionality** - write notes on a property record, schedule a follow-up and set email or in-app notifications with *Actions & Notes*. Stay updated on changes to a record with *WatchList*.
- **Data Integration Services** - LE's database has the capability to serve as your organization's stand-alone CRM or it can be seamlessly integrated into your Salesforce platform or other existing CRM.
- **Development Timeline Changes** - search, view, and export changes to any project's timeline. Changes to a timeline can include start date, open date, or project stage. Project timelines are updated weekly and include any timeline history changes.
- **Enhanced Mapping** - visualize opportunities worldwide on an *Interactive Map*.
- **Mobile App** - available for all iOS and Android devices.

Strategy & Forecasting Report Center

LE's Strategy & Forecasting Report Center (SFC) provides easy-to-download Management Guidance Reports and Lodging Industry Trend Reports that:

- **Summarize all potential branding and conversion opportunities** that fit your specifications for growth.
- **Identify brand growth opportunities in any market or city** and gain in-depth knowledge of development trends and upcoming supply.
- **Display your brand penetration** and that of your competitors in every, region, country, and city as well as with developers and ownership and management groups.
- **Monitor hotel development** growth activity and trends as well as provide a three-year forecast for new hotel openings.

Client Concierge Services

We are committed to your success with our Business Development Database Programs. Our Client Concierge Services Department will ensure your team's success by:

- **Providing training and orientation** on how to best utilize the Database of Hotel Records and Strategy & Forecasting Report Center.
- **Assisting with identifying new sales opportunities** or the interpretation of lodging industry trends.
- **Answering any questions** you may have regarding specific development projects.
- **Sharing any insights** that may prove helpful to you and your plans for portfolio growth.

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