



Getting the Most Out of Group Functionality

Tips and Best Practices

WYNDHAM

HOTELS & RESORTS

Getting the Most Out of Group Functionality: Tips and Best Practices

As hotels continue to focus on preparing for the future and shift out of this challenging time, here are some tips and best practices regarding Group Block functionality and its benefits.

Topics:

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Group Definition

Groups consist of 10 or more room nights on peak for associations, meetings and incentive trips. Group business often includes incremental revenue (i.e. meeting room, food and beverage, audio visual, etc.).

Creating Group Blocks

If handling 10 or more room nights for a group, creating a Group Block in the Property Management System may be beneficial. Utilize these job aids to learn more about building group blocks in your Property Management System.

[SynXis PM](#) / [Opera PMS](#)

Sample Contracts

The path below will lead to My Portal where sample contracts and Wyndham Group Sales information can be found. You should modify these contracts to fit your hotel's particular needs and consult with an attorney as necessary.

My Portal > Generate Revenue > Global Sales > Global Sales Customer Segments

Benefits of Using Group Blocks:

- [Managing Cut-Off Dates](#)
- [Ability to Allocate Rooms and Rates](#)
- [Billing Capabilities](#)
- [Segmentation Tracking + Historical Data Reference](#)
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Benefits of Using Group Blocks

Managing Cut-Off Dates:

Group cut-off dates are important if you will not be holding group rooms from the hotel's inventory past the specified cut-off date. Use the cut-off date feature to allow the automatic release of blocked rooms based on the contract with the client/group.

Ability to Allocate Rooms and Rates:

Group blocks allow the hotel to load special rates and allocate room inventory specific to the group vs. having to override RACK/RROD. The room allocation is removed from the hotel's general inventory and will remain in the block until picked up or released.

Billing Capabilities:

Special billing instructions and set-up can be utilized in the group block functionality. This is helpful especially for rooming list groups that have direct bill reservations to one master account.

Segmentation Tracking + Historical Data Reference:

By using group blocks, a hotel can easily track groups separate from transient business to help understand different segments and demand. Using the block functionality can also be helpful for building historical group data for reference at a later time. Statistical room night production and rate information are stored in the block even post check out.

Group Reporting:

Group block information such as segmentation and historical performance can be pulled from reports in the Property Management System for tracking and reference. This can help a hotel understand the mix of group business or to negotiate group pricing for return group business. Additionally a great way to keep track of future/upcoming groups is by reviewing your group reporting in your PMS.

Opera PMS > Miscellaneous > Reports > Group Pickup

SynXis PM > Reports > Front Office > Group Reporting

Booking Channels:

Individual call-in groups can book reservations on the brand website and through the call center if your hotel uses the Group Block functionality instead of your hotel having to field all the group calls. The MyRequest Team or your Wyndham Revenue Manager (for hotels on Revenue Management Service) can assist your hotel in obtaining a special booking link to share with the group attendees.

Managing Reservations in One Place:

A great benefit to using group blocks in the property management system is the ease of having everything in one place. All reservations related to the group will live in the block, and as mentioned above billing instructions, room and rate allocation and segmentation are all in this once place for reference!

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Wyndham Group Sales Team

Who They Are:

The Group Sales Team is a sales team focused on non-managed GSO accounts in all segments and regions. The team leverages SNT/SPT rate codes which are used for simple rooms-only groups of 10 rooms or more, up to 25 rooms on peak with minimal property involvement. Any group revenue opportunities greater than 26 rooms will require full property approval. Group rooms will be transmitted as individual reservations and will require action by properties. An email alerting properties of new groups will be sent with each booking along with step-by-step instructions on managing the reservations in the property management system.

Managing Group Sales Bookings:

[Opera](#) / [SynXis](#)

Rate Plan Standards:

Code	Brand	Discount	Rate Category	Lead Time	Mandatory	GTD	CXL	Commission	Room Types
SNT	All	5%-14%	B	4+ Days	No	CD	24H4	10%	Standard/ Accessible
SPT	All	15%-20%	C	4+ Days	No	CD	24H4	10%	Standard/ Accessible

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Brand Standard Group Sales Policies:

Rate Plan	SNT	SPT
Days Prior to Arrival	4+ Days	4+ Days
Rooming List Due (If Applicable)	14 Days Prior to Arrival	14 Days Prior to Arrival
Group Cancellation Policy	14 Days Prior to Arrival	14 Days Prior to Arrival
Group Rooms Release Date	14 Days Prior to Arrival	14 Days Prior to Arrival
Individual Room Cancel Policy	24h Prior to Arrival	24h Prior to Arrival

If a property needs to use different standards to those defined above, or wishes to make a revision to the current guidelines, the property is encouraged to submit a Property Group Booking Guideline form to the MyRequest team. All revisions require the “Hotel Information” section to be completed and then only change those revised fields. All property-specific group policies will be stored in SynXis CR.

[Property Group Booking Guideline Form](#)

For more information or questions, please contact:

- HTCS at 1-855-849-3487 or use the Live Chat function at the top of the MyPortal home screen
- Your Franchise Operations Representative
- [Click here](#) to learn more about Wyndham’s Revenue Management services or email RMService@wyndham.com

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