

Partnering with Hotel Guidelines

Working with hotel partners for your festival or event can strengthen your alignment [City of Vancouver's 2023-2029 Strategic Plan Core Values](#), [Visit Vancouver's 10-Year Destination Master Plan](#).

When to Connect with Hotel Partners:

- Connect with the hotels you anticipate will have overnight guests as soon as your date and venue(s) are confirmed
- Meet with the hotel sales representative and ask what the average occupancy is for them over these dates. Is this their high/low or shoulder season.
- If the hotels nearby are sold out and your event has a high percentage of overnight guests, consider changing dates. This will increase the benefits to the hotels and help ensure guests will have hotel availability.
- Depending on your dates, hotels can sell out years in advance
- Blocks of guestrooms are time sensitive and generally are no longer available 30 days prior to your event date. The earlier you can connect with your hotel partners the better to understand what the availability will be for your staff and out-of-town travelers.

Potential Hotel Partnerships:

1. Link to hotel's website offering standard rates and availability
2. Group blocks with a designation number of rooms held out of their inventory at a set rate. Generally, this option requires a minimum commitment (signed group rooms contract)
3. For ticketed events, is there an opportunity to create an overnight guestroom package that includes tickets, special event merchandise, private event opportunities? If so, consider working with your hotel partners to create a booking link and or a package offered on their website. Generally this option does not guarantee availability of guest rooms, and the rate offering may not be a set rate and fluctuate with their standard rates.

Cross Branding:

- Do they have any requirements for you as the organizer to list/link their hotel on your website?
- Can they post on their social media channels, promote to in-house guests, email marketing?
- As the Event organizer, how many social posts with measurable reach are you able to offer & when?
- At the event, are there branding opportunities, sponsored recognition announcements and how often?

Collateral for Hotels to promote/answer questions

- Do you have any collateral you could provide for the front desk team in case attendees have questions about the event schedule?

Key Takeaways:

Connect with your hotel partners early, try and create an exclusive experience for their guests that would increase a guest room to be reserved through their hotel and show the marketing you can provide the hotel in return. Once a package or a guest room block is created, put together a strategic plan for your organization to promote it. Hotels are generally set up to market their brand and property, but they are not generally set up to promote each special rate or package created within all their other offerings.