eRFI Template Fields and Reports

This document outlines the fields associated with the eRFI and the fields that are on the default reports.

eRFI Form Headings

SourceYourMeeting.com gets higher response rates to your RFP because we addressed what causes the problem. We focused on providing the meeting professional with a clean ad-free user interface with very simple project setup and an instant hotel comparison grid. We also listened to hoteliers, and why they don't respond or have delayed or incomplete responses.

Historical RFP Distribution Problems	SourceYourMeeting.com Solution
Long RFP Response documents - Hotel sales people want to respond quickly because their time is valuable. They receive a lot of business to consider. The path of least resistance is where they will focus.	The key is only asking them to answer questions that you are truly going to use to make a short-list decision. SourceYourMeeting.com allows you to consider more hotels with a quicker response time because our eRFI keeps them focused and is efficient, that's why hoteliers love it. Btw, hoteliers totally understand that once the short-list is decided upon it is understandable that additional criteria is going to be considered.
Inconsistent response forms – when a hotel receives response forms that have a different format each time it causes them to have to stop and re-learn how to respond.	Our consistent eRFI form focusing on short-list decision making information in a consistent format is so much easier.
Responding in Excel or Word – innovative in the early 1990's but cumbersome and clunky for both	The SourceYourMeeting.com automates the process for the meeting professional by gathering eRFI responses in

the meeting professional and hotelier today. Sales people are not trained on Excel and Word either.	a database that allows for an instant online availability Grid.
Length, content, and layout of the RFP	When a sales person receives your RFP they need to be able to quickly qualify the size, expectations, and value of the business. SourceYourMeeting.com provides our users with a sample RFP template giving suggestions to improve the response rate to your RFP.

Bottom line: SourceYourMeeting.com eRFI accomplishes the primary goals;
1. Gathers the information needed for the meeting professional to make informed short-list decisions
2. Simple enough that hotels not only want to respond, but respond quicker
3. Consistent format and content means the hotelier responds quicker

* indicates a mandatory field

Section Name or Field Name	Description of field	Displays On Std Rpt	Displays On Hotel Comm Rpt	Displays On Alldata Rpt
Meeting Name				
Project Manager (PM)				
ProjectID		🗎	🗎	🗎
Bid due date				
Currency*	Default is USD (US Dollar) – if you've indicated in your RFP that you would like the bid to be in a different currency the hotel can select that currency here.	🗎	🗎	🗎
1) Hotel Sales Contact				
First Name *			🗎	🗎
Last Name *			🗎	🗎
Title *				🗎
Phone *			🗎	🗎
Fax				
Email *	This email address will receive an automatic notification that the eRFI was submitted.		🗎	🗎
Country *				🗎
2) Referrer				
Referrer Type	Hotel Selects the type from pull down			🗎
Referrer Name (First & Last)	Hotel enters the First Name of the person who referred them to your RFP		🗎	🗎
Referrer Company	Hotel enters the Last Name of the person who referred them to your RFP		🗎	🗎

Referrer Email	Hotel enters the person who referred them to your RFP. This email address will receive an automatic notification when the eRFI is submitted eliminating the unproductive phone calls from Hotels and CVB's checking with you to see if you received their bid.		▤	▤
Additional Email Notifications	This field can have more than one email address. Separate them with a comma. These email addresses will receive an automatic notification when the eRFI is submitted eliminating the unproductive phone calls from Hotels and CVB's checking with you to see if you received their bid.			▤

3) Hotel/Property Information

Hotel Name *	Name of the physical hotel bidding on your RFP	▤	▤	▤
Hotel Street (Line 1) *	Address of the physical hotel bidding on your RFP			▤
Hotel Street (Line 2)				▤
Hotel City *		▤	▤	▤
Hotel State/Province *		▤	▤	▤
Hotel Postal Code *	Zip code in the USA	▤	▤	▤
Hotel Country *		▤	▤	▤
Website URL		▤	▤	▤
Hotel Mtg Space URL			▤	▤
Hotel Main Phone * *				▤
Hotel Owner	The primary owner of the hotel		▤	▤
Hotel Mgmt Company	Company that is managing the hotel. This can often be different than the Brand or Flag (Marriott) that the hotel is displaying		▤	▤
Hotel Brand/Flag *	The trade name (e.g. Marriott)	▤	▤	▤
No. of Guest Rooms *	Total number of guest rooms at the property. Great for relating your room block to the size of your meeting to understand the value of your business to the hotel and whether you might be the big fish in a small pond.	▤		
Closest Airport *	This is a pull down menu the hotel can select from	▤		▤
Miles From Airport *	Great for determining location of the property for meetings that have attendees from out of town.			▤
Taxi Cost (Round Trip) *	In whole dollars. The $ should not be included.			▤

4) Rates, Dates, and Space Availability – Preferred Dates
(These fields appear for each set of preferred dates a client offers the hotels)

YES, Maybe, No (Pull down) *	Hotel responds to each set of dates. And if they cannot accommodate the program they indicate it here as well.	▤	▤	▤

Single Rate (ROH)	Generally means you will be staying in a room decided upon by the hotel. In its simplest form, ROH means you will get whatever room is available at the time you check-in. This field gives you the ability to compare rates from each property to see if it fits your budget and to help you get to the short list. In whole dollars.	▤	▤	▤
F&B Minimum	Food & Beverage Minimum – this is the performance measure the hotel expects to achieve from your meeting. In whole dollars.	▤	▤	▤
Are you holding space and rooms?	Required if hotelier selects Yes or Maybe	▤	▤	▤
Tell the planner more	Text Comment field - Allows the hotel to elaborate on their bid related to this specific date they are offering. Also great for telling the planner why can cannot accommodate the date or program.	▤	▤	▤

4) Rates, Dates, and Space Availability – Alternate Dates
(Always encourage hotels to offer alternates)

Check-in	Arrival date of the first contracted room	▤	▤	▤
Check-out	Departure date of the last contracted room will check-out	▤	▤	▤
Single Rate (ROH)	Generally means you will be staying in a room decided upon by the hotel. In its simplest form, ROH means you will get whatever room is available at the time you check-in. This field gives you the ability to compare rates from each property to see if it fits your budget and to help you get to the short list. In whole dollars.	▤	▤	▤
F&B Minimum	Food & Beverage Minimum – this is the performance measure the hotel expects to achieve from your meeting. In whole dollars.	▤	▤	▤
Tell the planner more	Text Comment field - Allows the hotel to elaborate on their bid related to this specific date they are offering. Also great for telling the planner why can cannot accommodate the date or program.	▤	▤	▤

5) Taxes and Other Fees

Occupancy Tax	A mandatory tax imposed by a government for occupying a guest room.			▤
F&B tax	Hotel can disclose any other taxes your can expect			▤
Sales tax	A mandatory charge imposed by a government			▤
VAT tax	Value Added Tax - http://en.wikipedia.org/wiki/Value-added_tax			▤
Hotel Resort Fee	In whole dollars. A mandatory nightly surcharge - http://en.wikipedia.org/wiki/Resort_fee			▤

Open Form - Other Fee Field	Allows for hotelier to specific a unique fee to their property			🖹
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6) Meeting Room Rental (Performance Expectations/Fees)

Select Comp, Comp w/perf, There are fees	3 Options	🖹		🖹
Performance Expectations and Fees	Test field where the hotelier can share more detail.	🖹		🖹

7) Other Considerations (Construction, Group Ceiling, Other Groups, Concessions)

Construction over dates?	Useful for full disclosure of the hotel's plans over your dates			🖹
Other group in-house	Useful to understand what other types of organizations might impede on your meeting			🖹
Group ceiling over dates	Maximum number of rooms the hotel is budgeting to sell at a particular Group discounted rate. Provides a ratio that allows you to understand how many other room are being sold to other types of guests or to other meetings over your dates.	🖹		🖹
Concessions	Items hotel expects to offer based on the revenue and business profile of your meeting.			🖹

8) Sell to the planner here

Select my property because	Hotel gets an opportunity to define their value proposition to you			🖹
Another reason is	Hotel can elaborate further			🖹

9) Comments

Share comments, excitement or concerns verbatim to the planner	For the hotel to provide overall comments or thoughts about the bid they are submitting.			🖹
Other Fields Not displayed on the eRFI				
Date Submitted (eRFI bid)			🖹	🖹
Time Submitted (eRFI bid)			🖹	🖹
eRFI Link				🖹
Unique Database ID	Internal field			🖹

Other Fields Not on the eRFI

For a better understanding of industry terms pleaser reference the Convention Industry Council APEX Industry

Glossary
http://www.conventionindustry.org/StandardsPractices/APEX/glossary.aspx