

Soft Brand Research Summary

Company Overview

Soft brand representation is an option for many hotels that wish to engage additional sales & marketing support with a global reach while at the same time being able to leverage a brand that supports their own independent brand.

Representation companies like Preferred Hotel Group and Leading Hotels of the World are 2 companies who provide such representation.

Cost of Membership

The traditional model of pricing to engage with Soft Brands has been an annual membership fee often based on the number of rooms that a property has. However some of the representation companies are moving away from such a model of pricing and instead are offering membership on such criteria as

- The potential number of guests that a property can enroll in their specific traveller or loyalty programmes
- The volume of transactions that the soft brand can expect to transact on behalf of a property

Marketing Programme Costs

In addition to a membership cost the soft brands then run bespoke marketing programmes, which are costed on an individual basis. These are mandatory for a property to partake in as they may not always be relevant depending on the geographic region of the property or if the marketing campaign is product or segment specific.

Transaction Costs

All soft brands offer some GDS representation and in turn CRS or Booking engine capability. Representation costs on GDS are in general included in the membership package while transaction costs are extra.

Booking engine and CRS integration are options that a property may wish to subscribe to and if so come at an additional cost.

Sales & Marketing Support

Soft Brands employ corporate and global sales support teams to support their member properties in winning new business across Leisure, Conference, Corporate segments.

At a corporate level they have preferred relationships with Trade such as Virtuoso, Signature and TMC and Consortia partners, which in turn an independent property can leverage to win business.

Tradeshows, Exhibitions and Corporate Booking Centre Sales Calls.

Soft Brands run a sales schedule of attendance at relevant tradeshows and exhibitions which a member property can partake in. Their preferred partnership at a corporate level means that they gain access for sales calls on behalf of their properties to TMC and Consortia Agent, which an independent may find difficult. Attendance at these types of events incurs additional costs for a property.