

HOTEL OR CORPORATE HOUSING?

An unbiased exercise



WHEN TO CHOOSE A HOTEL



Commitment/Length of Stay

- Short notice needs
- Flexibility on length of stay
- Intermittent stay
- Market or city requires a minimum stay of 30-days in apartments, i.e. New York, San Francisco, Boston



Facilities

- Spas or on-site masseuse optional
- Familiar common areas
- Pet friendly, for certain sizes and breeds



Payments

- Flexible payment methods
- No corporate credit application exists or is required
- Bill-back and folio reconciliation services provided by National (credit application required)



Added Occupancy

- Easy to add more travelers to the same location



Amenities/Services

- Familiar standards of service and amenities across brands
- Limited kitchen offerings
- Daily cleaning services and other offerings such as dry cleaning, in-room dining, etc.
- Not much customization needed
- Commercial cleaning standards



Prices/Discounts

- Ability to set a discounted year-round rate for most-visited locations
- Ability to get a discounted room block for numerous travelers, centralized billing
- Tax exemption after 30 days in some cities
- Loyalty points to the traveler

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WHEN **NOT** TO CHOOSE A **HOTEL**



Commitment/Length of Stay

- Long term accommodations are needed (more than 30 days)
- Stay nights are consecutive in the same location



Added Occupancy

- There is an occasional increase in occupants (i.e., family joins traveler on weekends)



Amenities/Services

- When client/guest lifestyle requires special accommodation
- Families have a need for additional amenities or home setting
- Pets or individual accommodations are needed
- Dietary needs require access to a full kitchen



Facilities

- More privacy is needed
- Laundry facilities are needed
- Mobility considerations dictate particular unit access needs
- Unique parking accommodation needs (such as multiple vehicles or special trucks/RVs)



Prices/Discounts

- Rate seasonality causes budget challenges
- Total hotel cost (daily parking fees, room rate, and tax) exceeds the total cost of 31 days in an apartment
- Taxable total on short stay exceeds the total cost of 31 days (apartments offer custom billing solutions to minimize tax spend)

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WHEN TO CHOOSE CORPORATE HOUSING



Commitment/Length of Stay

- Long term assignment



Added Occupancy

- Larger units are required
- Rotational program exists (employee change using the same apartment)



Amenities/Services

- Guest needs (or can save money by having) in-unit laundry facilities
- Guest needs (or can save money by) having full-size kitchen amenities)
- Guest lifestyle requires special accommodation, such as full-sized furnishings, ADA accessibility, etc.
- Guest prefers self-service key retrieval (no contact checking)
- A high-touch customer service experience is expected throughout the stay



Facilities

- Home-like environment is preferred
- Neighborhood location is desired
- Private outdoor space is preferred
- Enhanced privacy is required (apartment community standards by law do not allow entry by any employees without explicit permission of the occupant)
- Guest would benefit from expanded amenities such as state of the art gym, fitness classes, resort-style pool, access to biking/hiking trails, etc.



Payments

- Centralized billing is required, via National Corporate Housing, either directly with occupant or employer



Prices/Discounts

- Guest could benefit from savings through grocery shopping, in-unit laundry, etc.
- Corporate program includes shared housing amongst employees; apartments provide privacy for both employees, and per person, the rate drops significantly
- There is significant spend in one market for incoming and outgoing business travelers

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WHEN **NOT TO CHOOSE CORPORATE HOUSING**



Commitment/Length of Stay

- Stay dates/lengths are uncertain
- Quick vacate is needed without advance notice
- Less than 30 nights



Added Occupancy

- Additional units are not often needed in the same location



Amenities/Services

- Room service is preferred



Payments

- Deposit can't be easily provided
- Credit is not yet established



Prices/Discounts

- Lease length is likely to change - penalties may be incurred