

## HBAA INTERNATIONAL BEST PRACTICE GUIDE

### What is HBAA?

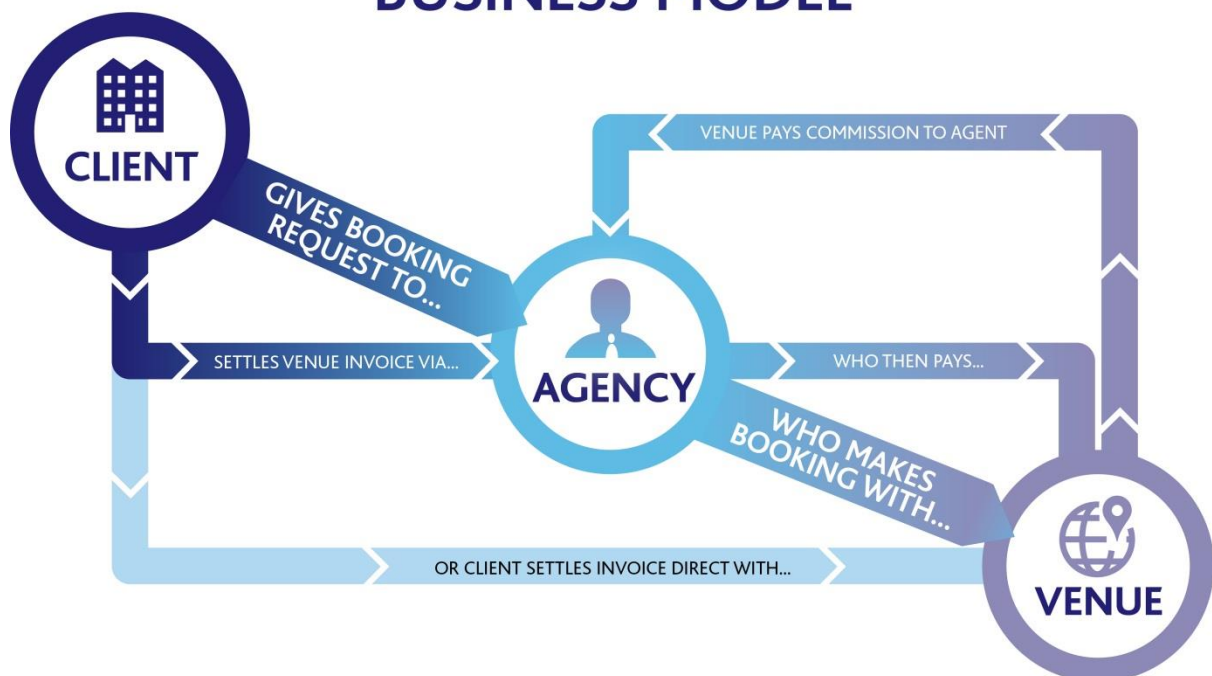
HBAA is a UK-based trade association with over 80 booking agencies as members, and they are collectively responsible for around £3 billion worth of accommodation, meetings and events business.

There are also over 200 members comprising independent hotels, all major hotel chains as well as non-residential venues and serviced apartments.

All members, both Agencies and Venues, agree to uphold a Code of Practice which defines and supports best practice in the way that they work together.

### How do HBAA Agency Members work?

## The HBAA Agency/Venue/Client BUSINESS MODEL



HBAA Agency members book accommodation, meetings and events business at hotels and venues, in a similar way to travel agencies and travel management companies, but more specifically related to the MICE industry.

HBAA Agencies introduce and deliver business from their clients in return for commission payments from the hotels and venues that they book.

### **What is the HBAA INTERNATIONAL BEST PRACTICE GUIDE?**

It is a guide to support best business practice within the industry and covers the principles by which Agencies and Venues operate and conduct their business when working together on behalf of the Client.

This document is based on the HBAA Code of Practice and sets out the basis on which business is placed at the Venue by the Agency, the responsibilities of each party and clearly identifies the roles in the “Client – Agency - Venue” relationship.

The Guide applies to meetings business (conferences, meetings, training courses, incentives, etc.) and also to transient and group accommodation bookings.

### **How does it work?**

The Guide provides a clear, open and mutually beneficial business platform for enhancing the volume and value of corporate accommodation, venue and meeting business placed by UK Agencies into overseas properties in return for commission payments.

HBAA International Venue Partners sign up to the HBAA International Best Practice Guide, confirming that they are happy to work with the Agency/Venue/Client Business Model as described in this document.

HBAA International Venue Partners pay commission to Agencies as agreed in the initial proposal and/or booking confirmation.

At all times - before, during, or after a booking - the representatives of the hotels and venues who are members of the HBAA, or who are HBAA International Venue Partners, respect the relationship between the Agency and Client and do not contact the Client directly unless agreed in advance by the Agency.

Unless otherwise agreed, HBAA International Venue Partners in European destinations will endeavour to respond to Agency enquiries within 8 business hours/1 working day. In locations outside Europe responses should be made within 12 business hours/1.5 working days.

**HBAA Agency responsibilities:**

1. To identify themselves as a Booking Agency from initial contact with Venues and their expectations of working on a commissionable basis, and if appropriate, anticipated rates of commission.
2. To issue a detailed client brief and only hold space where there is genuine demand.
3. To Identify their Client by name, or issue a form of reference and industry sector if they are not able to identify their Client for reasons of confidentiality.
4. To keep the Venue updated on the prospect of business where a provisional booking is held and to release space as soon as it becomes apparent that the business will not be confirmed.
5. To offer rates to the Client only as proposed by the Venue.
6. To inform their Clients of the Venue's cancellation policies and Terms & Conditions.
7. To issue written confirmations of bookings within a reasonable time period of receiving the go-ahead from the Client.

**HBAA International Venue Partner responsibilities:**

1. To pay commission to Agencies on rates as per the Venue's commission policy, or as agreed with the Agency.
2. To acknowledge receipt of enquiries received from Agencies.
3. To respond to enquiries within the stated timeframe and include all relevant information.
4. Details of commission should be indicated on the initial proposal specifying the percentage payable on each element.
5. Not to increase rates to cover the Agency's commission.
6. To advise the Agency if an option is held on a joint or shared basis.
7. To provide invoices in a timely manner.

**Whose Client is it?**

1. Where a Client is introduced to a Venue by an Agency, the Venue undertakes not to encourage the Client to book direct, either for the initial or for subsequent business, and will respect the initial source of the business when following up after an event.
  2. Where a Client repeats a booking directly with a Venue as a result of an introduction by an Agency, the Venue is encouraged to recognise the Agency's initial involvement in that business.
-