

Guidance on Reserving a Block of Rooms for the Army-Navy Game

Rev - 2/27/2017

- Start Early! Hotels fill up early, and block room prices rise early. Make your reservations for the following year within a couple weeks after the game.
- Use a travel website (e.g., trip advisor) to identify major hotels in the host city. There is usually a district where most hotels for the game are located, so do some googling to nail this down.
- Call the sales office of each major hotel. State that you are interested in booking a block of XX rooms at a group rate. In the past, 20-30 rooms have been booked by club members.
- Terms of the contract are very important. Some will hold the rooms for up to 30 days before the event, and then release them to the public if not purchased by then. These terms are the most favorable. Some will require that the club guarantee payment for up to XX% of the reserved rooms. So if the XX is 80%, and you reserve a block of 20 rooms, then the club is liable for the cost of any unbooked rooms up to 16 ($20 * 80\%$). You will see that terms and prices vary significantly. Consider cancellation terms, too.
- Nice hotel features to seek: free breakfast, free wifi, a restaurant/lounge for club members to meet in the evening, location convenient to public transportation to the game/airport. If these features are not offered in the initial contract, ask. Nothing to lose.
- Once you've indentified the top 2-3 choices, circulate the details with the club leadership to arrive at a decision.
- Once you sign a contract with a hotel, you now have to think about the method for people to sign up. It's preferable to have folks handle their own financial transaction. However, it's also preferable to collect a list of names to provide the hotel. The reason for the latter is to ensure that rooms go to who you want them to, and that folks don't book more than the maximum number of rooms (suggest limit of 2). If you simply provide a booking link on the website, you lose control of who signs up, and you may find that your allotment quickly fills up with folks that book more than 2 rooms, or with folks that are not club members. Consider limiting (at least initially) sign-up to only those that have a current club membership, rather than to all MA families. Once you turn in the list of folks to the hotel, you can them provide them with the phone number and instructions for reserving their room with a credit card.