

Book the Block

Article

Four Eye-Opening Reasons It's Important to Stay in the Room Block

In order to secure attendee housing, a meeting planner must contractually guarantee that a specified number of hotel rooms will be booked by attendees. This guarantee is widely known as a room block and can make or break the future of a meeting or conference. Many meeting attendees are often surprised to learn how much of an impact their housing choice can have, as well as the benefits available to them.

We've shed some light on the top four reasons it's beneficial for both attendees and organizers to utilize the room blocks that have been contracted for you for your upcoming trip to New York City.

1. Booking within the block directly supports **[name of meeting]'s future meetings.**

Meeting the contractually guaranteed occupancy in room blocks helps ensure that in the future we can still negotiate the same cost-effective group rates. When room block occupancy isn't met, it damages an organization's reputation, results in penalty charges and could also jeopardize our ability to book prime dates and spaces in the future.

2. Take advantage of all-important networking opportunities.

The show floor isn't the only place to make valuable connections. Staying at a host hotel ensures that you're at the heart of the activity surrounding the conference—and believe us, there's plenty in New York City. Plus you'll have greater opportunities to network, socialize and be involved.

3. You'll save money.

By contracting at a large volume, we are ensuring that housing rates in New York City are affordable for your upcoming visit. Often room block packages might also include added perks like rental cars, free parking, special-rate taxi fares and other complimentary amenities. And you can save even further on transportation with exclusive conference shuttles at host hotels.

4. Customer service and peace of mind.

Booking through an organization's hotel room block with a contracted hotel is seamless and hassle-free. Booking hotel rooms via online third parties or other websites can often be a convoluted process, especially if you need to cancel, change a reservation or apply VIP points. When you book in the block, the housing company or host hotel can act as your advocate and address any complications you might encounter.

And although NYC is the safest large city in the US*, staying on site with the host property offers an extra level of security during your visit.

Hotels that are included in the room block have been inspected specifically with our attendees' needs in mind to ensure that your visit to New York City is both a convenient and memorable one. Let our **[housing company/host property]** help make that happen by utilizing their expertise in securing your accommodations, allowing you to focus on the other details of your trip.

** Source: Brennan Center for Justice at NYU School of Law*



250 Words

Eye-Opening Reasons to Stay in the Room Block

To secure attendee housing, a meeting planner must contractually guarantee that a specified number of hotel rooms will be booked by attendees. This is known as a room block and can make or break the future of a meeting or conference. Many delegates are often surprised to learn how much of an impact their housing choice can have—and the number of benefits offered as a result—when booking a trip to New York City.

Meeting the guaranteed occupancy in room blocks helps reinforce the organization's reputation and locks in rates for future meetings. When these occupancy rates are not met, it could jeopardize an organization's ability to book spaces and dates in the future. Staying at a host hotel puts you at the heart of the activity surrounding the conference—and believe us, there's plenty of it in New York City.

You'll also save money: aside from cost-effective room rates, booking with a room block is likely to come with other perks, like special-rate taxi fares or other complimentary amenities such as free transportation to and from your events with exclusive convention shuttles.

And the cherry on top? Hassle-free room booking. A housing company or host hotel can act as your advocate and effectively address any complications you might encounter. We want to ensure that your visit to NYC is a safe, convenient and memorable one. Let our [\[housing company/host hotel\]](#) help make that happen, allowing you to focus on the other details of your trip.

150 Words

Did you know that in order to secure attendee housing, meeting planners have to contractually guarantee that a specified number of hotel rooms will be booked by attendees? This guarantee is known as a room block and can make or break the future of a meeting or conference.

Meeting the guaranteed occupancy in room blocks helps reinforce the organization's reputation and locks in rates for future meetings. Furthermore, staying at a host hotel puts you at the heart of the activity surrounding the conference—and believe us, there's plenty of it in New York City. You'll also save money with cost-effective room rates and other complimentary amenities—not to mention free transportation to and from your events with exclusive convention shuttles. Let our [\[housing company/host hotel\]](#) help make your trip a convenient, safe and memorable one, allowing you to focus on the other details of your upcoming visit to NYC.