

Case Study: Organizing Lodging for Disaster Recovery Efforts

Direct Travel Secures Nearly 200 Hotel Rooms for Telecommunications Client to Restore Post-Hurricane Service



The Client

Our client is a Fortune 500 cable communications provider with \$39 million in annual travel spend.

The Challenge

Shortly following the client's implementation with Direct Travel in 2021, Hurricane Ida wreaked havoc in the southern U.S., causing significant communications outages across the region. Despite their large hotel program, the client was unable to independently locate available hotel rooms for their emergency repair teams to travel to the area and restore service.

The Solution

The client enlisted Direct Travel's help and our hotel team immediately began making calls, working around the clock to connect with general manager and front desk contacts. Within days, we had secured a significant volume of hotel rooms, and we continued to actively manage the room blocks for name changes, additional rooms, extensions and early departures, with some travelers staying in the area for as many as 30 days to complete their work. In all, Direct Travel secured 190 rooms for 4,048 booked nights, and in many cases we were also able to negotiate group room rates.

The Results

Not only was our client able to address many communities' emergency needs and quickly restore service, but employee wellness was taken into account, providing personal hotel rooms and private space to rest in between responding to hurricane damage.

Direct Travel worked around the clock to support us, and I can't even believe how many rooms they were able to secure and how available they were to us!

- Client's Corporate Travel Manager

The client said they were amazed at our ability to secure a large volume of rooms in a short period of time, and appreciated our dedication throughout the extended hours, weekends and nights to confirm the space needed. They were surprised when they were unable to make arrangements through their own extensive hotel program and felt that our performance exceeded their expectations for such an emergency response.