

The Hotel Partnership Scorecard

12 questions to help you spot the difference between a hotel that can host your meeting and a partner you'll want for meeting #20.

Great hotel partnerships aren't built on a single flawless event. They're built over time through responsiveness, curiosity, useful ideas, and trust. Use this quick scorecard to evaluate the hotel partners you're working with today.

Rate each statement from 1–5, where 1 means rarely and 5 means consistently.

RESPONSIVENESS

- ☐ **Makes it easy to get answers.** I know who to contact and can count on a timely, useful response.
- ☐ **Keeps things moving.** They proactively communicate next steps rather than leaving me to chase updates.
- ☐ **Solves, rather than simply responds.** When something changes, they come back with options.

CURIOSITY

- ☐ **Asks questions beyond the RFP.** They want to understand the purpose of the meeting, not just dates, rates and space.
- ☐ **Understands what matters to my attendees.** They consider the experience we're trying to create, not simply the event logistics.
- ☐ **Remembers what they've learned.** I don't feel like we're starting from scratch every time we work together.

VALUE

- ☐ **Brings ideas I didn't ask for.** They use their property, destination and meeting expertise to make my program better.
- ☐ **Helps me anticipate challenges.** They flag potential issues and opportunities before they become my problem.
- ☐ **Makes my job easier.** Working with them reduces friction rather than adding another layer for me to manage.

TRUST

- ☐ **Tells me what I need to know.** I can count on candid communication, even when the answer isn't what I hoped to hear.
- ☐ **Does what they say they'll do.** Follow-through is consistent from the sales process through execution.
- ☐ **Treats the relationship as long-term.** Their interest in my business doesn't disappear when the current meeting ends.

WHAT'S YOUR PARTNERSHIP SCORE?

48–60 | Meeting #20 Material

This is more than a venue relationship. You've found a partner worth keeping.

36–47 | Strong Foundation

There's plenty working here, with an opportunity to build an even stronger partnership.

24–35 | Mostly Transactional

The basics may be covered, but there's room for more curiosity, value and collaboration.

12–23 | Time to Reevaluate

If you're doing most of the work to make the relationship work, it may be time to ask what you're really getting from the partnership.

Benchmark Resorts & Hotels

A collection of distinctive independent resorts and hotels across iconic destinations, built around service that anticipates guests' needs. Benchmark Global Sales connects meeting planners with properties that turn outstanding service into experiences worth returning for.

HPN Global

HPN Global pairs global site-selection expertise with deep industry relationships and a personal approach — helping meeting planners find the right venues, negotiate smarter, and build partnerships that make every meeting stronger.

“I think any time a hotel can make me smarter, I like that.”

Mandi Graziano

VP of Global Accounts,
HPN