

## CUT-OFF DATE & ATTRITION

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The Loews Miami Beach Hotel looks forward to partnering with you to ensure your program is a resounding success. Here are some tips we've found helpful in increasing our groups' room blocks, helping avoid any attrition charges.

### Understanding your cut-off date and how it relates to your attrition

Your room block release date (cut-off date) is typically 30-45 days prior to the peak arrival of your group. If your group has not reserved all of the contracted rooms per night. At this time you will have the option to exercise your room block reduction as outlined in your contract (percentage and terms noted in your contract).

In order for this request to be honored, you must email your Conference Services Manager and Group Reservations Coordinator on or before your cut-off date stating you wish to use your attrition reduction and the amount of rooms you require per day. We require the reduced numbers to be spread evenly over the block.

The Loews Miami Beach Hotel attrition clause is based on a per day pick-up of room revenue (unless otherwise noted in the group sales contract). Please note room revenue generated on pre and post nights of the group's block does not apply towards room attrition charges over contracted dates.

Here are some simple suggestion to help lessen Group exposure to attrition, they are:

- **Those newer to organizations tend to book outside the block more frequently than longtime members. A good strategy is to target attrition education at new attendees.**
- **Maintain historical pick-up from no more than the three previous years.**
- **Draw similarities between destinations – resort destinations behave differently than downtown locations. Primary cities offer a robust destination with ease of access and vary from secondary and tertiary cities.**
- **Promote the location and amenities of the Loews Miami Beach Hotel. Our marketing department can assist with any promotional material you might need to help promote our destination.**
- **Conduct a prize drawing for all attendees confirmed within your block to receive free registration to next year's meeting.**