



## Destination Madison One City. One Contract. Attrition Policy Standard Operating Procedure

### No Attrition Criteria and Procedure

- Group agrees to use Destination Madison's [One City. One Contract](#)
- Applies for Groups needing over 200 peak rooms and using either [Monona Terrace Convention Center](#) or [Alliant Energy Center](#)
- Only applies to events that have two to or more years of verified hotel guestroom usage
- In order to receive no attrition, the Group agrees to contract rooms at a minimum of a 20% reduction from prior years' history. Hotels may require attrition if the group decides not to reduce their room block from previous year's history.
- Group will annually provide attendance registration and room pick-up pace starting 8 weeks out for each prior year convention. This is an important data point that will help determine courtesy block management.
- Group and hotel agree to review room block commitments on an annual basis until 12 months prior and quarterly if needed within 12 months of the arrival date.
- Up to 11 months from arrival, the group will be required to "lock-in" an agreed amount of rooms with a commitment ranging from 50% to 100% of the initial contracted rooms.
- At the agreed review time, pending recent room block history and hotel demand over the event dates, Group and Hotel will mutually determine room block commitments that will have attrition for up to 50% of the contracted block and hold the remaining up to 50% block as a courtesy block.
- The courtesy hold remains until 90 days from arrival unless either the hotel or Group determines firm commitments for the courtesy block are required sooner. The planner agrees that courtesy blocks can be "challenged" and will have 48 hours to commit or drop the courtesy block.
- Group rates will apply for the courtesy block rooms.
- There will be 80% attrition on the final agreed "locked" room blocks.
- The no attrition offer is valid only for new business contracted by December 31, 2021 for events through December 31, 2024. This offer does not apply to previously contracted events.

*Updated 07-09-2020*