BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

Cerebri Q&A

Q1. Where do you source your hotel benchmarking data?

A: IATA, the GDS and from our existing AIQ Data Foundry (with customer permission)

Q2. How often are hotel details updated, including changes to hotel representatives?

A: For hotel details, those are updated as we validate the details with each hotel as they receive the RFP. For Hotel contacts, as soon as their invite bounces, we reach out and get a new hotel contact.

Q3. Are hotel ratings included for benchmarking purposes?

A: Not benchmarking per se, but as a preference and visibility for our customers.

Q4. What data sources does the platform use? Are multiple source options available, and are there any limitations?

A: Travel/TMC/GDS, Expense, HR, Card are the primary data feeds that impact hotel sourcing.

Q5. Can clients add custom data points, such as office locations?

A: Yes! You can add as many as you like, no limitations.

Q6. Our travel data is fragmented because travelers often book outside the travel program. Can you pull data from accounts payable as well as TMC reports?

A: Yes! We can consume data into the AIQ Data Foundry from Travel, Expense, Corporate Card and HR.

Q7. With so much AI-driven outreach to hotels, how does your product ensure a direct connection with each property?

A: Our connection to each hotel is not AI based but confirmed directly with the hotel contact. If a NAM is involved, the customer is advising us of their NAM contact.

Q8. Does the program consolidate national account manager and chainwide RFPs?

A: Yes!

Q9. Does this replace Cvent?

A: Yes, transient hotel RFPs. We are a competitor to Cvent and other hotel RFP technology tools.

Q10. Is the tool booking tool and TMC agnostic?

A: Yes! We can consume data from any OBT and TMC.

Q11. If a hotel uses Cvent, how does your tool interact with the resources on the hotel's side?

A: There are no limitations for non-Cvent technology providers to work with hotels. We have worked with all the major hotel chains to test and use our system.

Q12. How do you validate the accuracy of industry market-rate data and pricing?

A: Market Rate data comes from GIATA, the GDS and our existing AIQ Data Foundry customers that have given us permission to use their ADR. Prices come directly from the hotel sales rep/NAM into our platform.

Q13. Does the hotel RFP tool support dynamic pricing?

A: Yes! Dynamic and Dynamic with a Ceiling.

Q14. How many active clients do you have today?

A: Specific to AIQ Studio—Hotel Sourcing, we have 78 clients live/transacting.

Q15. Can benchmarking be segmented by industry or travel-program size?

A: Today, our benchmarking is at a property and city level. We have by segment and industry on our roadmap.

Q16. Can clients choose to use only their own negotiated rates rather than third-party rates?

A: Yes, our focus is to help you negotiate your own company rate.