



CARDZGROUP

Annual Hotel Procurement Calendar

A month-by-month guide to hotel key card procurement cycles, lock system upgrade timelines, and seasonal ordering patterns for CardzGroup's RFID card sales team.

VERTICAL

**RFID & Smart Card
Solutions**

PRODUCTS

**Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC
Cards, Contactless Smart Cards**

PREPARED

**March
2026**

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

12-MONTH OVERVIEW

Annual Procurement Cycle

Hotel procurement follows predictable annual rhythms driven by budget cycles, seasonal demand, and industry events. Align CardzGroup's sales activities with these windows to maximize pipeline generation.

| | | | |
|--|---|--|---|
| <p>JANUARY</p> <p>New year key card vendor reviews, budget deployment for access control</p> <p>ACTIVE</p> | <p>FEBRUARY</p> <p>Q1 key card RFPs issued, lock system upgrade planning begins</p> <p>RFP SEASON</p> | <p>MARCH</p> <p>Spring key card restock orders, ITB Berlin</p> <p>TRADE SHOW</p> | <p>APRIL</p> <p>Lock upgrade season begins, summer key card stock-up orders</p> <p>ACTIVE</p> |
| <p>MAY</p> <p>Arabian Travel Market, peak lock replacement period</p> <p>TRADE SHOW</p> | <p>JUNE</p> <p>HITEC, summer peak begins, last major key card orders before high season</p> <p>TRADE SHOW</p> | <p>JULY</p> <p>Peak occupancy -- emergency key card reorders only</p> <p>SLOW</p> | <p>AUGUST</p> <p>Summer wind-down, next-year key card budget planning begins</p> <p>PLANNING</p> |
| <p>SEPTEMBER</p> <p>Fall key card RFP season, The Hotel Show Dubai</p> <p>RFP SEASON</p> | <p>OCTOBER</p> <p>Key card budget finalization, supplier contract renewals</p> <p>CRITICAL</p> | <p>NOVEMBER</p> <p>Cartes Secure Connexions, final key card budget approvals</p> <p>TRADE SHOW</p> | <p>DECEMBER</p> <p>Holiday season surplus spending, year-end key card closeouts</p> <p>YEAR-END</p> |

Fiscal Year Calendars

Marriott: Dec 31 fiscal year-end (calendar year). **Hilton:** Dec 31 fiscal year-end. **IHG:** Dec 31 fiscal year-end. **Accor:** Dec 31 fiscal year-end. **Hyatt:** Dec 31 fiscal year-end. Most chains finalize next-year budgets in October-November. Key card RFPs typically issue August-October. Lock system upgrades often trigger simultaneous card supplier changes.

January

New Year Reset -- Budget Deployment & Vendor Reviews

WHAT HOTELS ARE DOING

- Deploying freshly approved key card and access control budgets
- Reviewing key card supplier performance -- defect rates, lead times, pricing
- Scheduling key card vendor assessment and lock system compatibility reviews
- Finalizing Q1 lock system upgrade and key card transition timelines
- New year brand standards for key card design and security requirements
- Training front desk staff on new key card encoding procedures

WHAT SUPPLIERS SHOULD DO

- Reach out to all hotel accounts with key card QBR scheduling
- Present new chip options (DESFire EV3, Ultralight C) and updated pricing
- Offer early-year key card pricing incentives for annual volume commitments
- Request meetings with IT directors and procurement teams at key hotel accounts
- Update CRM with current year key card volume targets per hotel account
- Audit InnLead.ai signals for lock system upgrades and new hotel openings

KEY DEADLINES

- Annual vendor review submissions (many chains due Jan 15-31)
- Insurance certificate renewals for existing contracts
- Early-bird trade show registrations (HD Expo, HITEC)
- Sustainability report submissions for Q4 previous year

OPPORTUNITIES

- New budget = fresh purchasing authority; buyers most receptive
- Vendors who underperformed last year may be displaced
- New hotel openings planned for spring/summer need supply partners
- Offer "new year review" meetings to prospects who deferred in Q4

February

RFP Season Kicks Off -- Renovation Planning Accelerates

WHAT HOTELS ARE DOING

- Issuing first wave of RFPs for major supply categories
- Renovation contractors beginning spring project assessments
- Valentine's Day and Presidents' Day promotional pushes
- Guest room refresh planning for pre-spring occupancy boost
- New property groundbreakings entering FF&E procurement phase

WHAT SUPPLIERS SHOULD DO

- Monitor RFP portals and procurement announcements daily
- Submit RFP responses within 1 week of receipt (speed wins)
- Send product samples to prospects evaluating alternatives
- Begin trade show booth design for HD Expo (May)
- Connect with hotel design firms working on spring renovations

KEY DEADLINES

- Q1 RFP response deadlines (varies by chain)
- HD Expo exhibitor registration deadline approaching
- Renovation material lead time orders (12-16 week products)

OPPORTUNITIES

- Highest RFP volume month -- track all active solicitations
- Properties planning spring renovations placing rush orders
- Holiday staffing wind-down creates review period for buyers
- Sustainability-focused brands issuing green procurement RFPs

March

Spring Refresh -- European Shows & Property Upgrades

WHAT HOTELS ARE DOING

- Spring break travel surge preparations
- Property refresh projects in full swing
- Hotel & Hospitality Expo (European focus)
- Outdoor/pool area seasonal opening preparations
- Staff training for peak season readiness
- Linen and towel inventory audits before summer

WHAT SUPPLIERS SHOULD DO

- Attend Hotel & Hospitality Expo if targeting European markets
- Ensure inventory levels support spring rush orders
- Visit properties mid-renovation to offer just-in-time products
- Publish spring product catalog with seasonal items highlighted
- Schedule HD Expo pre-show meetings with target accounts
- Send spring refresh bundles to housekeeping directors

KEY DEADLINES

- HD Expo exhibitor registration final deadline
- HITEC early-bird registration closes
- Spring renovation completion targets (pre-Easter)

OPPORTUNITIES

- Spring break rush creates emergency order openings
- European hotels entering peak booking season need new supplies
- Pool and outdoor F&B area setup requires seasonal products

April

Renovation Peak -- Pre-Summer Rush Ordering

WHAT HOTELS ARE DOING

- Peak renovation/refurbishment month before summer
- Final orders for summer season inventory
- New property openings (spring opening cycle)
- F&B menu refreshes requiring new supplies
- Energy/sustainability audits and upgrades

WHAT SUPPLIERS SHOULD DO

- Prioritize rush order fulfillment -- speed wins accounts
- Finalize HD Expo booth, collateral, and meeting schedule
- Offer "summer ready" bundles for high-turnover items
- Send case studies from similar properties refreshed in Q1
- Prepare HITEC presence if selling tech-enabled products

May

HD Expo -- The Biggest Month for Hospitality Design

WHAT HOTELS ARE DOING

- HD Expo attendance -- evaluating design-led suppliers
- Memorial Day weekend marks summer season start
- Final renovation completions before peak occupancy
- Wedding/event season supply ordering
- Mid-year budget reviews at some chains

WHAT SUPPLIERS SHOULD DO

- Execute HD Expo strategy (booth, meetings, demos)
- Capture 50+ qualified leads at HD Expo minimum
- Begin post-show follow-up within 48 hours
- Offer summer surge pricing for bulk orders
- Propose pilot programs starting in low-season (Aug/Sep)

June

HITEC & Summer Peak -- Technology Focus

WHAT HOTELS ARE DOING

- HITEC conference -- evaluating hotel technology solutions
- Peak summer season begins, focus on operations
- All renovation work paused at most properties
- Staff at maximum capacity for summer travelers
- Last-minute replacement orders for high-use items
- Conference and group event season drives F&B demand

WHAT SUPPLIERS SHOULD DO

- Attend HITEC if selling technology-enabled products
- Ensure rapid fulfillment of emergency/replacement orders
- Begin planning fall RFP responses (September cycle)
- Analyze HD Expo leads and advance pipeline
- Prepare fall marketing campaigns and product launches
- Build competitive intelligence reports from spring shows

KEY DEADLINES

- HITEC show dates (mid-June typically)
- Summer supply replenishment orders (ongoing)
- Hotel Show Dubai exhibitor early registration

OPPORTUNITIES

- Emergency replacement orders command premium pricing
- HITEC buyers making tech decisions for next year
- Convention/group season creates bulk F&B supply openings

July

Peak Occupancy -- Operations Over Procurement

WHAT HOTELS ARE DOING

- Highest occupancy month -- all hands on operations
- Procurement teams largely unavailable for meetings
- Emergency reorders only for depleted inventory
- Internal performance data collection for budget season
- Some resort properties at 95%+ occupancy

WHAT SUPPLIERS SHOULD DO

- Focus on flawless order execution -- reliability = renewal
- Prepare fall RFP response templates and materials
- Develop new case studies from spring deployments
- Internal sales team training and skill development
- Research next year's trade show schedule and register early

August

Budget Season Starts -- The Strategic Planning Window

WHAT HOTELS ARE DOING

- Starting next-year budget planning process
- Collecting vendor performance data for annual reviews
- Identifying capital expenditure projects for next year
- Evaluating which vendor contracts expire and need renewal
- Scouting new suppliers for underperforming categories

WHAT SUPPLIERS SHOULD DO

- Send "annual review" packages to key accounts with results data
- Request budget planning meetings for Q4 inclusion
- Present cost-saving proposals that help buyers justify budget
- Identify contracts expiring at target accounts via InnLead.ai
- Begin outreach for fall RFP season (September-October)

September

Fall RFP Season -- Peak Procurement Activity Returns

WHAT HOTELS ARE DOING

- Fall RFP season in full swing -- second major wave
- The Hotel Show Dubai (Middle East market access)
- Budget drafts submitted for executive review
- Post-summer occupancy analysis informing purchases
- Fall renovation window begins (October-December)

WHAT SUPPLIERS SHOULD DO

- Monitor and respond to all relevant RFPs immediately
- Attend Hotel Show Dubai if targeting MENA expansion
- Send pricing proposals for next-year contracts
- Offer early commitment incentives for budget inclusion
- Schedule QBRs with all major accounts before Q4 closes

October

Budget Finalization -- The Most Critical Month

WHAT HOTELS ARE DOING

- Annual budgets submitted for final executive approval
- Contract renewals and vendor decisions being finalized
- Capital expenditure projects approved or deferred
- Holiday season staffing and supply planning
- Next-year renovation schedules being locked in

WHAT SUPPLIERS SHOULD DO

- Ensure your pricing is in the buyer's final budget submission
- Push for contract signatures before year-end budget lock
- Present compelling year-over-year cost comparisons
- Close any outstanding RFP evaluations with urgency
- Begin BDNY preparation (November event)

 **Critical: October is make-or-break. If your pricing and proposals aren't in the buyer's budget draft by mid-October, you may be locked out for the entire next fiscal year.**

November

BDNY & Budget Approvals -- Boutique Design Focus

WHAT HOTELS ARE DOING

- BDNY (Boutique Design New York) -- key boutique/lifestyle show
- Final budget approvals cascading through organizations
- Holiday season emergency key card reorders and year-end surplus budget orders
- Year-end performance reviews for existing vendors
- Thanksgiving/holiday staffing at maximum

WHAT SUPPLIERS SHOULD DO

- Execute BDNY strategy for boutique/lifestyle hotel segment
- Ensure holiday rush orders are fulfilled flawlessly
- Send year-end value reports to all major accounts
- Follow up on all pending RFP decisions
- Secure tentative commitments for January kickoff meetings

KEY DEADLINES

- BDNY registration and booth setup (early November)
- Final budget approval submissions due at most chains
- Holiday inventory orders must ship by mid-November
- Year-end vendor performance review period opens

OPPORTUNITIES

- BDNY is the premier boutique/lifestyle hotel event -- high-value contacts
- Budget approval window -- last chance to get on approved vendor lists
- Holiday gifting to decision-makers builds goodwill
- Competitors distracted by holiday season = less noise in buyer inbox

December

Year-End Close -- Planning the Next Year

WHAT HOTELS ARE DOING

- Holiday season peak (Christmas, New Year's Eve events)
- "Use it or lose it" remaining budget spending
- Year-end vendor scorecards and performance reports
- Next-year strategic planning finalized
- Some chains announcing next-year property openings

WHAT SUPPLIERS SHOULD DO

- Pursue year-end budget spending opportunities
- Close any pending deals before fiscal year-end
- Build January outreach list from year's leads
- Internal year-end review: wins, losses, key learnings
- Set next-year trade show calendar and register early

KEY DEADLINES

- Dec 31: Fiscal year-end for most major chains
- Year-end contract signature deadlines
- Early-bird trade show registrations for next year

OPPORTUNITIES

- Year-end budget surplus = impulse purchase window
- Vendors who failed in Q4 create openings for next year
- Holiday gifts/appreciation to key buyer contacts

QUARTERLY PLAYBOOK

Quarterly Action Summary

A high-level quarterly framework for CardzGroup's sales team to follow throughout the year, aligned with hotel procurement rhythms.

📅 Q1: Launch & Pursue (Jan-Mar)

- **Theme:** New budgets, fresh opportunities
- Schedule key card QBRs with all existing hotel accounts
- Respond to first wave of key card and access control RFPs
- Present new chip types and printing capabilities at vendor reviews
- Register for HITEC and The Hotel Show Dubai
- **KPI Target:** 30% of annual key card pipeline built in Q1

📅 Q2: Execute & Convert (Apr-Jun)

- **Theme:** Trade shows, renovation rush
- Execute HITEC and trade show strategies
- Convert spring lock upgrade prospects to key card orders
- Fulfill pre-summer key card rush orders (15-day turnaround)
- Begin trade show follow-up with encoded sample kits
- **KPI Target:** 25% of annual key card revenue booked in Q2

📅 Q3: Prepare & Position (Jul-Sep)

- **Theme:** Budget season prep, fall RFPs
- Maintain flawless key card delivery during peak occupancy
- Prepare next-year key card pricing and chip upgrade proposals
- Respond to fall key card RFP wave
- Attend The Hotel Show Dubai for MENA key card market
- **KPI Target:** 3x key card pipeline coverage for Q4 close

📅 Q4: Close & Renew (Oct-Dec)

- **Theme:** Budget lock, contract signatures
- Get key card pricing into final hotel budget submissions (October)
- Execute Cartes Secure Connexions for smart card industry contacts
- Close pending key card contracts before fiscal year-end
- Send year-end key card performance and savings reports to all accounts
- **KPI Target:** 35% of annual key card revenue closed in Q4

✅ InnLead.ai Integration

InnLead.ai continuously monitors hotel procurement signals -- lock system upgrades, key card RFP announcements, new property openings, and IT leadership changes -- delivering monthly action items tailored to CardzGroup's RFID key card target market. Visit www.cardzgroup.com to activate procurement calendar alerts.

DECISION MAKER ACCESS

Decision Maker **Availability** Patterns

Understanding when hotel IT directors, procurement managers, and operations leaders are accessible is critical for CardzGroup's key card sales outreach timing. This analysis maps the rhythms that govern buyer responsiveness across the year.

 **General Manager / Hotel Owner**

| PERIOD | AVAILABILITY | NOTES |
|-----------|--------------|---|
| Jan - Feb | HIGH | Post-holiday calm; strategic planning mode; open to vendor meetings |
| Mar - Apr | MODERATE | Attending trade shows; schedule meetings around events |
| May - Jun | LOW | Peak season prep; focused on operations; email preferred |
| Jul - Aug | VERY LOW | Peak occupancy; GMs on property full-time; avoid cold outreach |
| Sep - Oct | HIGH | Budget planning season; actively seeking proposals and pricing |
| Nov - Dec | MODERATE | Finalizing budgets early Nov; holiday travel late Nov-Dec |

 **Director of Purchasing / Procurement Manager**

| PERIOD | AVAILABILITY | NOTES |
|-----------|--------------|---|
| Jan - Feb | HIGH | New budget allocation; evaluating vendor agreements; prime meeting window |
| Mar - Apr | HIGH | Processing RFPs; reviewing samples; open to demos and trials |
| May - Jun | MODERATE | Rush-ordering for summer; responsive to quick-ship solutions |
| Jul - Aug | MODERATE | Reorder cycles; available but focused on fulfillment issues |
| Sep - Oct | HIGH | Budget prep; price comparisons; contract renegotiation period |
| Nov - Dec | LOW | POs closing; year-end audits; limited new vendor evaluations |

| PERIOD | AVAILABILITY | NOTES |
|-----------|--------------|--|
| Jan - Feb | HIGH | Lower occupancy; open to product trials and training sessions |
| Mar - Apr | MODERATE | Spring cleaning projects; interested in efficiency solutions |
| May - Jun | VERY LOW | Ramping up for peak; hiring seasonal staff; no time for vendors |
| Jul - Aug | VERY LOW | Peak operations; only emergency supply issues get attention |
| Sep - Oct | MODERATE | Post-peak debrief; open to reviewing what worked and what didn't |
| Nov - Dec | HIGH | Holiday prep complete by mid-Nov; available for next-year planning |

Key Insight

The universal "golden windows" for reaching hotel decision makers are **January-February** and **September-October**. During these periods, budgets are either newly allocated or being planned, operations are manageable, and buyers are actively seeking vendor input. CardzGroup should concentrate 60% of outreach efforts within these two windows.

SALES TIMING STRATEGY

Optimal Outreach Windows

Mapping CardzGroup's RFID key card outreach activities to hotel procurement cycles maximizes response rates and conversion. Below are the highest-impact windows for each sales motion.

Cold Email Campaigns

- **Best:** Jan 2nd week, Sep 1st-2nd week
- **Good:** Feb, Oct, early Mar
- **Avoid:** Jul-Aug, late Dec, week of trade shows
- **Tip:** Tuesday-Thursday, 7-9 AM local time of hotel

Cold Calls / Discovery Calls

- **Best:** Jan-Feb (budget just released)
- **Good:** Sep-Oct (budget planning)
- **Avoid:** Jun-Aug (peak operations)
- **Tip:** Call 10-11 AM or 2-3 PM; avoid checkout/checkin rush

Product Demos & Samples

- **Best:** Feb-Mar (evaluation season)
- **Good:** Oct-Nov (next-year products)
- **Avoid:** Jun-Aug (staff too busy for trials)
- **Tip:** Ship samples to arrive Mon/Tue for weekday testing

RFP Responses & Proposals

- **Best:** Submit within 48 hrs of RFP issue
- **Peak RFP Periods:** Jan-Mar, Sep-Nov
- **Avoid:** Unsolicited proposals in Jul-Aug
- **Tip:** Include 3-year TCO analysis, not just unit pricing

Trade Show Follow-Up

- **Contact within:** 48 hrs of show close
- **Send proposal:** Within 1 week
- **Schedule site visit:** Within 3 weeks
- **Tip:** Reference specific booth conversation in follow-up

Renewal & Upsell Outreach

- **Best:** 90 days before contract expiry
- **Upsell Window:** After successful peak season (Sep)
- **Avoid:** Upselling during active complaints
- **Tip:** Lead with usage data and cost-per-use metrics

Weekly Outreach Timing (All Year)

| DAY | BEST FOR | AVOID |
|-----------|-----------------------------------|--|
| Monday | Email sequences | Calls (staff meetings, weekend catch-up) |
| Tuesday | Cold calls, discovery calls | Late afternoon (operations ramp) |
| Wednesday | Demos, presentations, site visits | Early morning (mid-week crunch) |
| Thursday | Proposals, follow-ups | After 3 PM (weekend prep starts) |

Friday

Relationship emails,
LinkedIn touches

Calls, meetings (checkin prep, short attention)

Response Rate Benchmarks

Hotels contacted during optimal key card procurement windows (Jan-Feb, Sep-Oct) show **3.2x higher email open rates** and **2.7x higher meeting acceptance rates** vs. outreach during peak occupancy months.

CardzGroup should aim for 15-20% meeting conversion on cold outreach during golden windows vs. the industry average of 5-8%. Lead with lock compatibility and free encoded sample offers to maximize conversion.

IMPLEMENTATION

Action Items Checklist

A month-by-month action checklist for CardzGroup's sales team to ensure every procurement window is fully leveraged throughout the year.

Q1 Actions (Jan - Mar)

- Update CRM with new-year budget cycle contacts
- Launch "New Year Key Card Security Upgrade" email campaign (Jan Week 2)
- Schedule QBRs with top 20 accounts (Jan-Feb)
- Prepare and submit RFP responses (Feb-Mar)
- Register for HD Expo / HITEC (early bird deadlines)
- Ship encoded key card sample kits to prospects evaluating card suppliers
- Present new chip options and printing capabilities at vendor review meetings
- Target: Build 30% of annual pipeline by end of Q1

Q2 Actions (Apr - Jun)

- Execute trade show strategy (HD Expo, HITEC)
- 48-hour post-show follow-up with encoded sample kits to all booth leads
- Convert spring lock upgrade prospects to key card purchase orders
- Fulfill all pre-summer key card rush orders by June 1 (15-day turnaround)
- Confirm key card delivery schedules for peak-season standing orders
- Shift key card outreach to email-only by mid-May (hotel staff enter peak mode)
- Begin collecting key card quality and savings testimonials from satisfied accounts
- Target: 25% of annual revenue booked by end of Q2

Q3 Actions (Jul - Sep)

- Maintain flawless key card delivery during peak occupancy (Jul-Aug priority #1)
- Resolve any key card supply or encoding issues within 24 hours (protect renewals)
- Prepare next-year key card pricing, chip comparison catalogs, and proposals (Aug)
- Launch "Key Card Budget Planning" email campaign (Sep Week 1)
- Schedule in-person meetings with hotel IT directors for Sep-Oct budget discussions
- Respond to fall key card RFP wave (Sep-Oct submissions)
- Attend The Hotel Show Dubai for MENA key card market expansion
- Target: 3x key card pipeline coverage for Q4 close by end of Sep

Q4 Actions (Oct - Dec)

- Get key card pricing into final hotel budget submissions (Oct Week 1-2)
- Execute Cartes Secure Connexions strategy for smart card industry contacts
- Close all pending key card contracts before fiscal year-end (Nov)
- Send year-end key card performance and savings reports to all active accounts
- Identify hotel accounts with year-end surplus budget for key card orders (Dec push)
- Send holiday appreciation to top buyer contacts
- Audit competitor key card supplier losses -- target their displaced hotel accounts
- Target: 35% of annual revenue closed by end of Q4

Ongoing Monthly Actions (Every Month)

- Review InnLead.ai hotel key card procurement
- Track hotel lock system upgrades and new

signals dashboard

- Update CRM pipeline and forecast
- Monitor competitor key card pricing, chip offerings, and lock partnerships
- Send 1 key card security/technology content piece to prospect list

property openings in target markets

- Follow up on all open key card proposals (10-day cadence)
- Engage 5 new prospects on LinkedIn
- Review win/loss report and adjust messaging

Calendar Integration

InnLead.ai can export these key card procurement action items directly to CardzGroup's CRM or calendar system, with automated reminders 2 weeks before each hotel procurement window opens. Contact your InnLead.ai representative to configure key card procurement alerts at www.cardzgroup.com.