



PREPARED FOR

**TUTAMEN**

# Annual Hotel **Procurement** Calendar

A month-by-month guide to hotel procurement cycles, budget timelines, and seasonal opportunities for B2B hospitality suppliers.

VERTICAL

**Precision Hardware & FF&E  
Manufacturing**

PRODUCTS

**Door hardware, Bathroom fixtures, Furniture  
hardware, Smart lock housings**

PREPARED

**March 26,  
2026**

POWERED BY

**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 Tutamen Group's sales activities with these windows to maximize pipeline generation.

<p><b>JANUARY</b></p> <p>New year vendor reviews, budget deployment begins</p> <p><b>ACTIVE</b></p>	<p><b>FEBRUARY</b></p> <p>Q1 RFPs issued, renovation planning starts</p> <p><b>RFP SEASON</b></p>	<p><b>MARCH</b></p> <p>Spring refresh orders, Hotel Expo Europe</p> <p><b>TRADE SHOW</b></p>	<p><b>APRIL</b></p> <p>Renovation season begins, summer prep orders</p> <p><b>ACTIVE</b></p>
<p><b>MAY</b></p> <p>HD Expo, peak renovation period</p> <p><b>TRADE SHOW</b></p>	<p><b>JUNE</b></p> <p>HITEC, summer peak begins, last major orders</p> <p><b>TRADE SHOW</b></p>	<p><b>JULY</b></p> <p>Peak occupancy, minimal procurement activity</p> <p><b>SLOW</b></p>	<p><b>AUGUST</b></p> <p>Summer wind-down, budget planning starts</p> <p><b>PLANNING</b></p>
<p><b>SEPTEMBER</b></p> <p>Fall RFP season, Hotel Show Dubai</p> <p><b>RFP SEASON</b></p>	<p><b>OCTOBER</b></p> <p>Budget finalization, contract renewals</p> <p><b>CRITICAL</b></p>	<p><b>NOVEMBER</b></p> <p>BDNY, final budget approvals, holiday prep</p> <p><b>TRADE SHOW</b></p>	<p><b>DECEMBER</b></p> <p>Holiday season, year-end closeouts, next year planning</p> <p><b>YEAR-END</b></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. RFPs for major categories typically issue August-October.

# January

*New Year Reset -- Budget Deployment & Vendor Reviews*

## WHAT HOTELS ARE DOING

- Deploying freshly approved annual procurement budgets
- Reviewing vendor performance from previous year
- Scheduling vendor assessment meetings
- Finalizing Q1 renovation project timelines
- New year brand standards rollout communications
- Hiring seasonal staff for spring season

## WHAT SUPPLIERS SHOULD DO

- Reach out to all existing accounts with QBR scheduling
- Present new product lines and updated catalogs
- Offer early-year pricing incentives for volume commitments
- Request meetings with procurement teams at key accounts
- Update CRM with current year revenue targets per account
- Audit InnLead.ai signals for Q1 renovation filings

## 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 supply rush (linens, amenities, F&B)
- 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 Tutamen Group's sales team to follow throughout the year, aligned with hotel procurement rhythms.

### Q1: Launch & Pursue (Jan-Mar)

- **Theme:** New budgets, fresh opportunities
- Schedule QBRs with all existing accounts
- Respond to first wave of RFPs
- Present new product lines at vendor reviews
- Register for HD Expo and HITEC
- **KPI Target:** 30% of annual pipeline built in Q1

### Q2: Execute & Convert (Apr-Jun)

- **Theme:** Trade shows, renovation rush
- Execute HD Expo and HITEC strategies
- Convert spring renovation prospects to orders
- Fulfill pre-summer rush orders
- Begin trade show follow-up sequences
- **KPI Target:** 25% of annual revenue booked in Q2

### Q3: Prepare & Position (Jul-Sep)

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

### Q4: Close & Renew (Oct-Dec)

- **Theme:** Budget lock, contract signatures
- Get pricing into final budget submissions (October)
- Execute BDNY for boutique segment
- Close pending deals before fiscal year-end
- Send year-end value reports to all accounts
- **KPI Target:** 35% of annual revenue closed in Q4

### InnLead.ai Integration

InnLead.ai continuously monitors hotel procurement signals -- renovation filings, RFP announcements, property openings, and leadership changes -- delivering monthly action items tailored to Tutamen Group's target market. Visit <https://tutamen.net> to activate your procurement calendar alerts.

## DECISION MAKER ACCESS

Decision Maker **Availability Patterns**

Understanding when key hotel decision makers are accessible vs. unavailable is critical for Tutamen Group's 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

 Director of Housekeeping / F&B Director

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. Tutamen Group should concentrate 60% of outreach efforts within these two windows.

## SALES TIMING STRATEGY

## Optimal Outreach Windows

Mapping Tutamen Group's outreach activities to the procurement calendar 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 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. Tutamen Group should aim for 15-20% meeting conversion on cold outreach during golden windows vs. the industry average of 5-8%.

## IMPLEMENTATION

## Action Items Checklist

A month-by-month action checklist for Tutamen Group'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, New Standards" 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 product samples to prospects in evaluation mode
- Present new product lines 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 on all booth leads
- Convert spring renovation prospects to purchase orders
- Fulfill all pre-summer rush orders by June 1
- Confirm delivery schedules for peak-season standing orders
- Shift outreach to email-only by mid-May (buyers get busy)
- Begin collecting mid-year testimonials from satisfied accounts
- Target: 25% of annual revenue booked by end of Q2

### Q3 Actions (Jul - Sep)

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

### Q4 Actions (Oct - Dec)

- Get pricing into final budget submissions (Oct Week 1-2)
- Execute BDNY strategy for boutique/lifestyle segment
- Close all pending deals before fiscal year-end (Nov)
- Send year-end value reports to all active accounts
- Identify accounts with year-end surplus budget (Dec push)
- Send holiday appreciation to top buyer contacts
- Audit competitor losses -- target their displaced accounts
- Target: 35% of annual revenue closed by end of Q4

### Ongoing Monthly Actions (Every Month)

- Review InnLead.ai procurement signals dashboard
- Update CRM pipeline and forecast
- Monitor competitor pricing and product launches
- Send 1 value-add content piece to prospect list
- Track hotel renovation filings in target market
- Follow up on all open proposals (10-day cadence)
- Engage 5 new prospects on LinkedIn
- Review win/loss report and adjust messaging

### Calendar Integration

InnLead.ai can export these action items directly to Tutamen Group's CRM or calendar system, with automated reminders 2 weeks before each window opens. Contact your InnLead.ai representative to configure procurement calendar alerts at <https://tutamen.net>.