



GREAT HOTELS
OF THE WORLD

2020 Consortia and
RFP Guide

A comprehensive guide to Consortia Programs
and best practices for the RFP Season

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A COMPLETE GUIDE

Great Hotels of the World is supporting your Hotel in Corporate and Consortia sales activities. We have put together this comprehensive guide to help you clarifying your doubts and give you tips to survive the next RFP season.

In this guide you will find:

- i. Introduction to RFP Season
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1 | Introduction to RFP Season

- **What is an RFP?** RFPs (Request for Proposal) are room rate and availability requests from customers and their appointed travel management agents.
- **When is the RFP season?** The RFP season begins in mid-summer and extends through the autumn. RFPs may be received throughout the year and, even though most contracts are for 12 months, some accounts might be reviewing the list of selected hotels more frequently. The following grid shows you the broad outline of this season, including the preparation that each hotel needs to complete prior to the RFPs being released:

	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb			
Prepare															
Update Hotel Data															
Confirm Rates															
Review spend and data															
Confirm team and vacations															
Consortia RFPs															
Corporate RFPs															
Negotiations															
Rate loading															

- **Where to start?** **Great Hotels of the World** support you during the whole RFP season, to better understand this market segment and to maximize your hotels' opportunities;
- **How to complete RFPs?** **Great Hotels of the World** partners with Lanyon RFP tool, through which you will complete your electronic RFPs/bids online.

2 | Online RFP tools

Using an Online RFP tool is the easiest and most effective way for your hotel to start increasing revenue from agents and corporate companies across the world. Having access to an RFP tool enables your hotel to take part in RFPs for the main global Consortia, major Travel Management Companies (TMCs) and corporate clients.

Why use an RFP tool?

- Using an RFP tool makes RFP completion fast and simple by storing all your property details and rate information in one place, allowing you to pre-populate the majority of fields on each RFP, thus saving you time when completing an RFP. This means you can say goodbye to filling spreadsheets or having to re-enter the same property information time and again for each individual RFP.
- An RFP tool also provides easy access to Global Hotel Programs such as HRG, BCD, CWT and American Express PEHP, to name a few.
- Access is provided to Lanyon RFP tool which is very easy to use. Unlimited training and support is provided by our Corporate and Consortia Sales Team throughout the year. Lanyon has been in the industry for 30 years providing software solutions for hotels, corporations, agencies, airlines, and car rental companies.

Lanyon's role

Lanyon provides technology solutions to hotel companies and their distribution partners to assist in the distribution of information about their hotel properties, including descriptions, rates and pictures (collectively, "content"), to all market distribution channels.

In addition to providing content management tools and GDS connectivity tools, **Great Hotels of the World** is supported by Lanyon's RFP software to help hotels to manage the RFP process efficiently. Our aim is to reduce the costs of responding to RFPs, whilst increasing the revenue opportunities that come from Lanyon's Agency, Consortia, Corporate and Travel Management Company (TMC) partners.

Great Hotels of the World is supported by Lanyon in managing a "marketplace" where buyers and suppliers can interact during the RFP contracting process, with 650+ Corporate and Consortia Programs now being available for submission and negotiation on-line within the Lanyon tool.

Lanyon is easy to use and cost effective

- A user friendly, web-centric system that reduces manual paperwork and errors;
- A minimal investment provides you access to all consortia RFPs;
- On line availability 24 hours a day, 365 days a year;
- Faster, easier, on-line submission and negotiation of contracts;
- Online Lanyon training sessions are organized by **Great Hotels of the World**. We recommend the person in charge of completing Lanyon content and submitting your hotel(s)' bids to attend;
- A Lanyon Training guide is also available and a great tool to assist you in completing your bids in Lanyon. Our Corporate Team provides further and specific training upon request.

Reach new channels

- Provides you access to channels that your property may never have used before;
- Drive incremental revenues by working with the consortia and TMCs;
- Maximize **GHOTW**'s long established relationships with Consortia and TMCs.

Quality Data Submissions

- Lanyon's tool contains many automated quality checks which increase the quality of data submitted to the consortia, and reduce the need for re-submissions;
- **GHOTW** Corporate Team checks each RFP submitted, making sure they are in compliance with the account's requirements.

Offering competitive rates doesn't count unless customers can see them

- **GHOTW** make sure that the rates are published to all four GDSs and perform constant visibility checks in a timely fashion.

3 | What are Consortia and TMCs?

Consortia are umbrella organisations formed by multiple independent travel agencies who negotiate with hotels for preferred rates. By doing so, the agencies increase their marketability to customers. Consortia members often retain their own agency names, while also using the consortia names to show they are part of a larger, often global, organisation; or they may be part of a mega agency, which is a single agency with multiple locations worldwide that all share the same name, such as Carlson Wagonlit Travel.

In effect agencies and travel companies that might be non-competitive on a day-to-day basis are able to share systems, practices, and marketing capabilities thus adding an additional dimension to their size and density.

Travel Management Companies (TMCs) add value to corporations when they manage all or part of a given company's travel functions. This can, and often does, enable them to provide price negotiation on all the elements of the travel experience (air, lodging, car, train etc.). When consortia lower overall corporate travel overhead and direct costs the perception of success is high for any given corporate customer.

What is their value?

The size, market reach, and expertise of Travel Management Companies and Consortia result in an extremely large amount of revenue that they drive in to hotels worldwide and so participation in one or more of these programs can be a significant source of revenue for participating hotels.

Selecting, building a relationship with, and participating the Consortia and TMCs that fit your business can produce valuable revenue and partnerships for your business.

Participating to consortia programs offers a variety of benefits, including:

- Increased visibility – Your hotel is listed in the consortia directories (print, CD-ROM and Internet), as well as in the global distribution systems (GDS) under the program’s access code.
- Preferred relationships with Travel Agencies – Agents look for their preferred hotels first when making reservations.
- Marketing and advertising opportunities – Access to marketing products such as corporate newsletters, incentives, direct mailings to members and broadcast faxes.

4 | Consortia and TMCs: FAQs

» *What fees are involved with Consortia participation?*

Participation fees differ for each consortium, considering their markets, marketing products and distribution.

» *How many Consortia programs can I participate in?*

There is no limit on the number of Programs in which you can participate, we recommend however basic entry level packages as a minimum.

» *How do I determine which programs should I participate in?*

Great Hotels of the World makes the selection easier for you, by pre-packaging comprehensive consortia programs according to the key markets.

This guide provides basic information on each program and our Corporate Team can provide specific details wherever available, upon request.

» *What are the deadlines for 2020?*

Deadline for returning the Consortia contract	30th August 2019
Consortia RFPs submission deadline	13th September 2019
Deadline for loading Consortia rates on GDS	15th December 2019

If you miss the deadlines, please note that some Consortia programs accept late submissions, but some benefits of participating in a particular program may be unavailable (such as being published in consortia directories and/or CD-ROMs). Also additional late submission fees may apply.

» *How long must my consortia rates be valid?*

Consortia rates must be valid for one full calendar year (January 1 - December 31, 2020)

» *What does my participation fee into the program entail?*

Each program is different and offers different marketing advantages, so review each one carefully before making your decision.

» *What is a Rate Access Code?*

A rate access code is a unique set of letters and/or numbers assigned to a specific consortia or corporate program in each GDS.

Once you are part of a particular program, **GHOTW** loads your consortia rates against a unique rate access code, making your special rates visible to tens of thousands of travel agents worldwide.

The basis of these transactions is the “negotiated rate” between Consortia/TMCs on behalf of their corporate customers and hotels. This rate is specific to that client and security is set in the booking systems, such as the Global Distribution Systems (GDS) so only authorized users can view, access, and book against those negotiated rates. Each consortia program also sets requirements and charges fees for hotels to participate in their programs.

» *Is payment required to participate in Consortia? Will I be invoiced?*

Great Hotels of the World will invoice all 2020 participation fees at once, in **September 2019**.

5 | Rate Requirements: FAQs

» *Can I change my rates?*

Your submitted bid serves as a legal submission of rates and cannot increase for the duration of the calendar year for which the bid was submitted. You do, however, always have the option to lower your rates, either temporarily or permanently, throughout the year.

» *Can I change my mind, and cancel my contract?*

It is not advisable to cancel your contract with the consortia one you have it. Consortia/TMC’s may eliminate your property from other considerations and may advise their agencies not to book at your property. The consequences can be severe.

» *Can I offer different rates to different programs?*

The consortia require the same rate being offered to all consortia programs across the board. When you let the Consortia know you are offering parity, it tells them that no other consortia program is getting a lower or higher rate.

» *What are the VALUE rates?*

Certain Programs encourage the loading of “Value Rates”. By offering tempting specially-negotiated rates with added-value amenities at no extra cost to travel agents, Hotels will benefit from enhanced visibility in the Consortium’s booking tools and end up at the forefront of the travel counsellors mind when it comes to booking a hotel and providing additional value to their travellers.

» *Can I provide black-out dates?*

Yes. Blackout dates must be ranked by importance however, as individual Consortium programs accept differing numbers of blackout dates.

» *How many rate periods/seasons can I offer per room type?*

Your property may offer a maximum of four (4) rate seasons, but there cannot be any gaps between the seasons and they must expand the full calendar year.

» *Do I have to give LRA last room availability?*

LRA is last room availability. This means that if you still have a room left to sell for the room types you offered the consortia and you have closed out all of your other rate plans (packages, promotional, etc.) and only have rack open, you must still have the consortia rate open as well. Most Consortia require LRA rates.

» *What type of rate should I offer?*

Hotels may choose to submit Fixed or Dynamic rates. Each Program will specify the type of rate they are looking for from the hotels. These are most commonly:

- **Fixed rates:** Hotels are requested to submit fixed year round rates. Hotels must list Rack, Corporate, and Consortia Preferred rates. Consortia Preferred rates must be 10% lower than the hotel's lowest published Corporate or Rack rate, whichever is lower.
- **Dynamic rates:** Rates with a discount off the Best Available Rate (recommended minimum 5%)
- **Dynamic rates with ceiling:** Rates fluctuate below the ceiling rate (consortia rates or a public rate should be set as the ceiling).

Several Consortia programs give you the option to offer BAR but can have different requirements. Added values and less restrictive policies are highly recommended in general for consortia rates but even more particularly if you do not offer any discount on the BAR.

In certain cases Net and Government rates can be offered as well, but are optional.

» *What is BAR?*

BAR stands for "Best Available Rate". This means the rate offered is the best commissionable rate available for that day or hour that is published on any travel site including your hotel's Website.

» *What is the difference between Preferred and Net rates?*

Preferred rates are the commissionable consortia rates you offer, while Net rates are non-commissionable and must be at least 10% less than your hotel's Consortia Preferred rates.

» *Why should I consider offering Net rates?*

Some consortia ask for both Net and Consortia Preferred rates as some of their members are looking for the lowest possible rates for the corporations for which they book. These agencies receive their commissions from the fees the corporations pay them to act as their travel managers. In turn, it is the travel agency's job to book them the lowest rates possible.

» *Will my hotel lose money by offering Net rates?*

No, you are simply taking the 10% commission away from the Consortia Preferred rate, which gives you your Consortia Net rate. Bottom line – your hotel makes the same amount of money on each reservation. Plus you actually save money, since you do not have to take the time to pay out commissions for these reservations.

» *Who will load my Consortia rates?*

A **Great Hotels of the World dedicated** team will load your 2020 Consortia Rate Plans onto our CRS and will do the necessary in GDS for your rate to be quickly bookable. We will notify you as soon as done, so you will only be in charge of loading and maintaining the corresponding prices and black-out dates.

6 | Who are the Global Consortia/TMCs?

GHOTW has established partnerships with all of the major Consortia/TMCs & mega-agencies, as well as niche Consortia worldwide.

The pages that follow act as a guide, for your reference, with hopes that it will help you in deciding which programs are more suitable for next season 2019:

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In a nutshell

ABC has been over 41 years connecting travel buyers and hotel suppliers through innovative hotel programs. It has over 10,000 agency booking locations in 160 different countries. Its business mix is 70% corporate, 25% leisure, 5% group.

Key benefits with participation

- Prime availability returns in GDS for agents requesting ABC rate codes;
- Access to one of the broadest customer bases, including agency groups, corporate, leisure, MICE and Corporate Travel Departments (CTD's);
- A single relationship generating business opportunities for all hotel brands and business segments in over 16,000 hotel markets worldwide;
- An ADR that is consistently higher than other distribution channels;
- A single partnership promoting hotels through multiple distribution platforms. From the traditional GDS channel, to our leisure oriented and proprietary ezBOOK OBT, to Online Hotel Directorie.
- Top Non-U.S. cities: London, Sydney, Melbourne, Toronto, Shanghai, Singapore, Paris, Stockholm, Calgary and Mexico City.
- Top U.S. cities: New York, Houston, Chicago, Atlanta, Dallas, San Diego, San Francisco, Las Vegas, Los Angeles, Orlando...

Rate Requirements

- Rates must be in parity (equal to the lowest rate offered to other agencies, agency groups, travel consortia or travel clubs)
- Rates should be discounted at least 10% off the published Best Available Rate (BAR)
- Rates must be valid from 01 January 2020 to 31 December 2020
- Rates must be commissionable
- Rates must be available for booking through the GDS
- Up to 12 blackout dates are accepted
- Last Room Availability is required



GLOBAL BUSINESS TRAVEL

(AMEX + HRG)

EMEA PEHP

In a nutshell

- Global Business Travel Leader;
- More than 140 countries in their worldwide network.
- Limited industry program with new global rate codes, accessed by over 17,000 GBT employees worldwide.

Key benefits with participation

- Drastically empower your local presence and global reach;
- Limited number of hotels by city;
- Competitively priced. Bigger rate discounts. Lower fees.
- Reach thousands of partner SMEs that do not have direct contracts with suppliers;

Rate Requirements

- Rates must be Commissionable at 10%;
- WIFI must be included in negotiated rate
- Urban/City Destination fee must be included in the negotiated rate
- The Participating Properties cancellation policy shall be suitable for international business travelers.
- 2 possible rates available:
 - Static rates: LRA and Maximum of 25 blackout dates. Must offer minimum discount of 10% off Supplier's BAR rate.
 - Dynamic rates: Maximum 25 blackout dates. Must offer minimum discount of 10% off Supplier's BAR rate. GBT must not have minimum stay requirements and must be lower than corporate rates or at parity with all other travel agencies, consortia groups and hotel proprietary sites including value adds.

In a nutshell

- BCD Travel key accounts: Includes one third of the Fortune 500 Companies;
- Business mix: 90% corporate | 5% leisure | 5% meetings & events;
- Available throughout BCD Travel organization in more than 100 countries and to our clients worldwide.

Key benefits with participation

- Proven Results: Over 90% of the total BCD Travel hotel bookings made in 2018 were with properties participating in the BCD Travel Hotel Program;
- Worldwide Exposure: Your property will be listed through client and agent-facing booking technologies. Having your hotel listed under the exclusive BCD rate access codes in all systems delivers your product to the point of sale of our travel counselors in more than 100 countries and to clients worldwide;
- Rate Loading Authorization: By loading your hotel(s) in the GDSs under BCD Travel's unique rate access codes, you are reaching almost 9,500 travel counselors worldwide;

Rate Requirements

- Last room availability, standard commissionable rates;
- Rates can be traditional consortia rates, Best Available Rates or Best Available Rates with discount. A discount off BAR is preferable.
- The hotel verifies that the rates submitted to BCD Travel are competitive with any unrestricted commissionable rates offered to any other travel agency, consortium, third party Internet sites or the hotel company's internet sites.
- Maximum of 25 blackout dates.

Recommended Levels of Participation

- BASIC participation includes:
 - Property information listed on the BCD Travel Hotel Program website and BCD Travel's TripSource Hotels booking platform
 - Authorization to load rates in the major GDSs
 - Two photos provided by the hotel to be displayed on the hotel detail screen of the BCD Travel Hotel Program website
- EXCLUSIVE: Hotel may choose to highlight the hotel name in bold red font for higher visibility in searches on the online hotel directory.
- LEISURE LISTING: Designed for leisure-oriented hotels. In addition to any participation level, hotel may choose to promote their property as a Leisure/Resort hotel. Hotel listing will appear on both the primary and leisure search pages on the online hotel directory.

In a nutshell

- CCRA Travel Solutions has the largest travel agent audience in the industry and has been a preferred hotel partner for travel agencies for more 25 years.
- CCRA reaches over 60,000 agency members across the globe.
- Fast Facts
 - » Number of agency locations: 3,000+
 - » Countries present: 180
 - » Number of hotels in current database: 47,000
 - » Business mix - corporate/leisure: 60/40
 - » Top 10 Non-U.S. cities booked in 2018: London, Sydney, Toronto, Paris, Singapore, Shanghai and Madrid
 - » Top U.S. cities booked in 2008: New York, San Francisco, Chicago, Washington D.C. Boston and Houston.

Key benefits with participation

- Opportunity to Market to Over 60.000 Global Travel Agencies using our extensive Marketing Opportunities Catalog.
- Additionally, CCRA Hotel Partners appear under the CCRA rate code in the GDS, as well as in our Online Hotel Directory

Rate Requirements

- Ensure rates and amenities are in parity with all other unrestricted rate programs offered through third-parties both on-line and off-line, including consortia, TMC's, associations, consumer sites and proprietary supplier sites.
- Rates must be LRA and commissionable (10% domestic and 8% international)
- Rates must be a minimum of 10% off corporate rate (this becomes the ceiling rate).
- Rates may be fixed or may fluctuate with BAR, but must not exceed the ceiling rate.



In a nutshell

- Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management;
- CWT is dedicated to helping companies of all sizes, as well as government institutions and non-governmental organizations, optimize their travel programs and provide best-in-class service and assistance to travellers;
- By leveraging the talents & know-how of its people around the world & providing leading-edge technology and innovative solutions, CWT enables clients to drive savings while delivering service & enhancing security & sustainability;
- Client Portfolio: A diverse client portfolio of large corporations, small and mid-sized companies, government institutions and non-governmental organizations. Clients include one-third of the Fortune Global 100 companies.

Fast Facts

- » 32M room nights booked
- » \$5.2B in total hotel revenue
- » Top Non-U.S. cities: London, Paris, Singapore, Bangalore, Shanghai, Milan, Sao Paulo, Madrid, Sydney, Tokyo, Munich...

Key benefits with participation

- Access to a unique market place and key distribution opportunities with a global leader in business travel management.
- The CWT Hotel Program offers participants access to a worldwide audience and gives hotels the opportunity to receive discretionary bookings through reservations made by CWT travel counselors and clients.
- As a program participant, you will be authorized to load your property's rates in all the major GDS's, under CWT rate access code and get global exposure.

Rate Requirements

- Cancellation policy must be for international business travelers and should be no more than 72 hours before;
- CWT rates must be commissionable (10%);
- Last Room Availability (LRA);
- Rate requirements: Parity rate with other TMCs & OTAs Refundable;
- Hotel must offer Carlson Wagonlit Travel fixed or dynamic rates lower than or equal to the rates offered to any other travel agency (online or offline) or hotel site.



In a nutshell

- Since 2004 DERhotel.com offers clients a worldwide portfolio with various dimensions of 300.000 hotels in more than 160 countries. With the help of a clearly arranged, self-explanatory website DERhotel.com provides the customers a quick and uncomplicated hotel booking system.
- DER Touristik as a strong partner with more than 90 years of experience in hotel business
- Top countries in 2018: Germany, USA, United Kingdom, Austria, Denmark, France, Switzerland, Spain, Sweden, UAE, Netherlands, Italy, Norway, Belgium and Russia

Key benefits with participation

The distribution channel - With your listing on DERhotel.com you automatically reach various internationally active companies and more than 4000 travel agencies linked to DERhotel.com;

- Easy reservation transmissions via fax/ e-mail or via the reservation system DHISCO;
- Easy & quick change of availabilities & prices in the DERhotel administration around the clock (for hotels without DHISCO connection);
- Detailed description of your hotel including address, facilities, map of area, pictures & prices;
- Vicinity search for exact addresses as well as for points of interest, airports, train stations & Exhibitions

Account's Requirements

- A commission of 10% per booking applies
- Gold Preferred Program - Hotels which participate in the Program will be highlighted & positioned on top of the hotel results for a period of three months. Key criterion to qualify for inclusion is a minimum of 14% travel agency commission during the campaign.



In a nutshell

- The DER Consortia Program is distributed in more than 650 Travel Agencies (DER & DERPART).
- Business mix: 80% corporate, 20% leisure
- Key markets 2018: Germany, USA, Austria, GB, France, Singapore, Spain, Poland, Netherlands, China, Italy, Finland, Switzerland, Malaysia, Belgium, Hungary, India, Sweden, Romania and Japan.

Account's Requirements

- GDS connectivity to Amadeus
- Rates Commissionable at least 10%
- Fixed rates (Consortia Rates) or Best Available unrestricted Rates
- Free cancellation: must be no longer than 72hrs prior to arrival
- DER Consortia program offer different marketing activities (e.g. partner-side for hotel chains in the DER Intranet, preferred listed hotels in Amadeus). Some entries in the DER Intranet will be published free of charge (e.g. offers like increased commission, specials rates or travel agent rates).

In a nutshell

- Direct Travel is ranked as one of the top travel management companies, providing extraordinary service to its clients for over 60 years. Its core business is in the SME market with accounts under US\$20 million in air volume.
- Business mix: 87% corporate / 5% group / 8% leisure.

Key benefits with participation

- Your hotel's rates will be available in both agent and client-facing booking technologies
- Key hotel information will be listed on a proprietary online hotel directory
- Loading rates under Direct Travel's exclusive rate access codes, delivers your product to 2,700 travel advisors globally.
- Global presence: Direct ATPI Global Travel – Strong local and global footprint with US\$7B in sales, 60 countries, 190+ locations and 4,500 employees.
- Direct Travel's 2018 hotel bookings: US\$764 million / 4.5 million room nights (GDS bookings only)

Account's Requirements

- Rates offered to Direct Travel must be commissionable and must be competitive with any unrestricted commissionable rates offered to any other travel agency, consortium, third party Internet sites or your hotel company's Internet site.
- LRA, (Last Room Availability)
- Rates offered can be traditional consortia rates, Best Available Rates or Best Available Rates with a discount.



In a nutshell

Ehotel AG provides solutions for corporate clients and end users for hotels worldwide with its unique Meta-Search technology. The company is headquartered in Berlin, Germany.

Ehotel provides their worldwide corporate clients and affiliate partners with:

- Online and offline hotel reservation;
- integration of corporate negotiated rates / hotels;
- customized corporate web solutions;
- group and meeting solution;
- interfaces for central payment solutions and virtual credit cards;
- XML interfaces with corporate booking tools (Onesto, Atlatos, cytric – i:FAO);
- XML interface and affiliate program;
- Online booking engine is available in 9 different languages.

Key benefits with participation

Hotel partners can either be connected through ODD, Amadeus or by using "ehotel suite" the extranet solution – for negotiated rates.

The listing on www.ehotel.com is free of additional charge as long as commissionable rates are provided. ehotel clients will pay directly at the hotel, commissions will be charged on a monthly basis after departure of the guest.

Rate Requirements

- Discount on BAR
- Consortia Rates

Rate access may be limited to corporate websites and intranets to respect rate parity for all public distribution channels!



In a nutshell

Flight Centre Travel Group (FCTG) is Australia's most successful travel agency group, boasting more than 1,500 wholly-owned business units.

Key benefits with participation

- Access to over 150,000 business travel clients across a diverse range of market sectors;
- Hotels offering free inclusions such as breakfast, internet access, etc will be flagged as "Free Inclusion" hotels and have greater promotional opportunities across FC global network.

Rate Requirements

Rates are to be submitted under the following conditions:

- Rates must be commissionable with a minimum 10% commission;
- Net rates may be offered in addition to commissionable rates. These should reflect the full commission deduction off the Flight Centre Corporate gross rate. Hotels offering ONLY a net rate will be rejected;
- Rates must be valid 1st January to 31st December 2020;
- Rates must be the same for Single or Double occupancy;
- A maximum of 10 blackout periods may be submitted with maximum blackout days not to exceed 25 days;
- Rates submitted should be lower than or at parity with those offered to all other Travel Agencies and Consortia Groups.

You can choose one of the below Rate Structure options:

- Fixed Rates
- BAR with discount (of 5% or more) – recommended choice.

In a nutshell

Hickory Global Partners, LLC (HICKORY) is leading the travel industry to greater profitability and measurable results via strong partnerships, added value, business intelligence, thoughtful innovation, and access to emerging travel technologies. Hotel suppliers that choose to partner with Hickory Global Partners will enjoy exclusive access and benefits:

- Agency network includes over 2,500 partner agencies;
- 2018 Room night growth has increased 8.4% YOY.
- The agency business mix is 75% corporate and 25% leisure;
- Top international cities: London, Toronto, Paris, Dublin, Naples, Florence, Vancouver, Singapore, Rome, Ottawa;

Key benefits with participation

In 2020, all hoteliers who choose to partner with HICKORY will enjoy exclusive access to:

- Expanded distribution through strategic partnerships that offer our hotel supplier partners new revenue and better access to in-market travellers;
- Property listing in HICKORY's Online Directory; features include hotel name in bold font, detailed Property Description, Photos, amenities list, Satellite Street Map View via Google and so much more;
- Property listing in HICKORY's Online Directory; features include hotel name in bold font, detailed Property Description, Photos, amenities list, Satellite Street Map View via Google and so much more
- Distribution of preferred rates using two rate access codes on all GDSs: Amadeus, Apollo/Galileo, Sabre, Worldspan;
- We leverage our industry leading role and such strategic alliances with Technology partners to offer innovative analysis and reporting that helps our Hotel partners to better manage and grow their business.

Rate Requirements

- Rates must be the lowest available commissionable rates at the time of booking;
- Rates must be the best rate of the day with no cancellation fees, room night minimums, room night maximums, weekend stay requirements, inventory controls, customer loyalty/honors/rewards program or other such restrictions;
- A maximum of 10 blackout periods, with a total of up to 20 blackout days will be accepted;
- Last Room Availability ("LRA") applies.

In a nutshell

International Travel Partnership, established since 1986, is a professional partnership of leading independent corporate TMCs (Travel Management companies), globally capable and locally knowledgeable, operating in 56 countries worldwide. ITP travel companies have an established record of integrity and profitable growth within their markets. Collective turnover is in excess of €3.0 billion per annum. The average business mix of an ITP partner is corporate 65%, leisure & MICE 35%.

Number of agencies/offices: 525 +

Top destinations booked in 2018: London, New York, Paris, Frankfurt, Amsterdam, Munich, Singapore, Dubai, Abu Dhabi, Brussels, Hong Kong, Berlin, Chicago, Dusseldorf, San Francisco, Barcelona, Cologne, Madrid, Beijing, Hannover, Washington, Shanghai, Milan, Copenhagen, Los Angeles.

Key benefits with participation

The ITP program provides an increase demand through visibility to TMCs and their corporate Travel Managers and Consultants:

- GDS loading for preferred rates, nett and special promotions;
- Participating hotels are prioritised for online selling (Applies to both ITP central side and clients online self-booking sites).
- Entry in ITPs Preferred selection eDirectory Brochure listing;
- Featured entry in ITP's Hotel eDirectory – works on real time in line with availability. Full hotel information and graphics;
- Inclusion in ITP's Hotel Manual and Reservation intranet – produced specifically for ITP partners for use by agency staff for product information, bookings, itinerary planning, new staff training.

Rate Requirements

- Preferred rates must be available for last room availability;
- Parity rates to other consortia groups & TMCs;
- All rates must be commissionable.



In a nutshell

JTB was founded in 1912 in Japan. With over 100 years of Trust, Professionalism, and Expertize, they are now the largest travel company in Japan and one of the largest travel companies in the world. Today, with access to a worldwide network of affiliates from 516 offices in 100 cities, covering 36 countries and regions, JTB provides global travel management services for Corporate, Leisure, Groups, and Meeting incentive clients in both B2B and B2C segments.

Key benefits with participation

- GDS preferred rate display;
- Corporate booking tool with preferred rate display;
- Bi-weekly internal e-blast newsletter to JTB agents informing Hotel promotions, added values, and updates at no extra cost.

Rate Requirements

- Rate parity necessary;
- Rates must be commissionable;
- If Best Available Rate is offered, extra percentage off is highly recommended.

In a nutshell

Participate in the RADIUS Global Hotel Program and your hotel will be promoted to more than 120 network agencies, buyers at multinational corporations and small-to-medium-sized companies, all across a network of 37,000 professionals.

Program highlights:

- 2.3 Billion USD hotel revenue; over 12 million room nights
- 35% nightly room rate equates ancillary spend
- 2.2 Nights stay, on average;
- 75% Corporate clients, 25% leisure.

Top Non-US Cities

London, Toronto, Sydney, Melbourne, Stockholm, Paris, Shanghai, Manchester, Brisbane and Singapore.

Top US Cities

New York, Houston, Chicago, Washington, San Diego, Atlanta, San Francisco, Los Angeles, Seattle and Boston.

Key benefits with participation

- Your property will be sell through more than 120 member agencies to buyers at multinational corporations and small-to-medium-sized companies.
- Visibility to small-to-medium corporate clients. Many of our corporate clients don't have their own corporate negotiated rates and can provide you incremental revenue;
- Distribution to top multinational corporations.
Win business from multinational corporate clients supported by network agencies;
- Promote your hotel for a few cents.
Reach agents located across 80 markets who are trained to book their clients at participating Radius Global Hotel Program properties.

Rate Requirements

- Rate parity necessary;
- Rates must be commissionable;
- Last Room Available.

In a nutshell

Reed & Mackay Travel (RMP) is represented in over 30 markets spread over 5 continents, with an annual turnover of US\$3.9 billion. Partner with 35 likeminded travel specialists to form a niche market consortium, working in the SME sector. All partner agencies specialise in high touch, top end corporate travel management.

On 1st April 2017, Reed & Mackay Travel Limited officially took ownership of the GSM Network, to become Reed & Mackay Partners.

Top 10 cities: London, New York, Paris, Hong Kong, Dubai, Manchester, Singapore, Amsterdam, Dublin and Chicago

Key benefits with participation

- RMP operate in a niche market space, offering high touch service to high profile clients;
- Large discretionary room night potential;
- Strategic and varied marketing opportunities;
- Further client exposure;
- Greater visibility for Reed & Mackay meetings and events team.

Rate Requirements

- Minimum of 10% Commission and rate parity to other TMC and consortia;
- Minimum 10% off BAR;
- WIFI included (at no extra cost);
- Same day cancellation policy.

In a nutshell

- THOR, Inc. is an international travel services company that has been providing travel services and products to the world's leading travel providers since 1977. The THOR Hotel Program creates a mutually favourable partnership between hotels and travel agency members;
- Over \$2.6 Billion Room night revenue booked by THOR travel agent members last year;
- Approximately 3,000 travel agency offices;
- Presence in 154 countries;
- Top international cities booked are: London, United Kingdom; Toronto, Canada; Paris, France; Mexico City, Mexico; Stockholm, Sweden; Shanghai, China; Tokyo, Japan; Hong Kong; Helsinki, Finland.
- Business mix - corporate/leisure: 70% Corporate, 30% Leisure.

Key benefits with participation

- Access to over 3,000 active corporate and leisure travel agencies;
- Rates available on: The rates are able to be accessible to our member travel agents through all GDS – Amadeus, Apollo/Galileo, Sabre and Worldspan.

Rate Requirements

- Rates must be commissionable (min. of 10% in US and 8% for non-US properties);
- Rates must be held to parity as offered to other consortia;
- Rates must be held to last room availability (LRA) and the least restricted rates;
- There cannot be a minimum night stay requirement unless the hotel is an extended stay property;

In a nutshell

Travel Leaders Group manages leisure, business and franchise travel operations under a variety of diversified divisions and brands. Travel Leaders Group ranks as one of the industry's largest traditional travel agency companies. Travel Leaders is the dominant leader in travel agencies in North America encompassing over 35% of the travel agency market.

- Largest travel agency franchisor, consortia and host agency in North America;
- Top 10 travel company in Travel Weekly's Power List since 2009;
- #1 among U.S. travel management companies in Business Travel News' since 2009;
- 174 Magellan Awards since 2008;

Top Non-US Cities: London, Toronto, Mexico City, Paris, Tokyo, Shanghai, Hong Kong, Rome, Amsterdam, Dubai...

Top US Cities: New York, Atlanta, Houston, Las Vegas, Chicago, Orlando, San Antonio, Columbus, Washington Dc, Dallas...

Key benefits with participation

- Distribution and access to over 52,000 Corporate, Leisure & Luxury Travel – representing 35% of Agency Sales in North America;
- Sophisticated marketing and technology tools that meet your needs and drive results;
- Travel Leaders Group internally funds incentives to agents and sales teams to sell from their "own" preferred program;
- Led by a team of hotel industry veterans, designing a program that delivers results.

Rate Requirements

- Must offer Best Available Rate (or Better) on all Room Categories;
- Must be at parity (or better) than other consortia programs, LRA with 10% commission;

Travelport

In a nutshell

Travelport is one of the three global GDS systems, it includes Galileo and Worldspan.

- +60,000 travel agency locations
- 65m hotel rooms booked annually

Key benefits with participation

- Increased global exposure
- Ability to target B2B and B2C customers
- Rates totally flexible and can be amended at any time
- B2B delivers Corporate customers with higher ADR and ancillary spend

No Rate Requirements. Examples of Exclusive offers

- Flexible discount off BAR
- Enhanced commission
- Breakfast and WIFI included in BAR
- Incentive to book higher room categories
- Length of stay offers (Maximum 3 days)

In a nutshell

TRAVEL SAVERS has proven success in both corporate and leisure travel sales during 50 years, it produces billions in total travel sales annually, this includes millions of room-nights for hotels participating in the TRAVELSAVERS Global Hotel Program.

Top Non-US Cities: London, Stockholm, Toronto, Paris, San Jose, Dublin, Tokyo, Hong Kong, Shanghai, Amsterdam.

Top US Cities: New York, Houston, Atlanta, Chicago, Washington, San Diego, San Francisco, San Antonio, Los Angeles, Boston.

Key benefits with participation

- TravelSavers continuously promotes the importance of its Preferred Hotel Program to our more than 25,000 front-line agents worldwide.
- More than 2,800 independently owned travel agency locations in 34 countries;
- Business mix: 55% Corporate, 45% Leisure;
- The buying power of their network's \$22 billion in annual sales, of which \$3.4 billion is in hotel room night revenue;
- On-line Booking tool, tripXpress, is available to all agency members for both corporate and leisure travel.

Rate Requirements

- Rate Parity;
- Discount off Best Available Rate (BAR) encouraged;
- Value added amenities included in negotiated rate encouraged (example: upgrades, breakfast, WI-FI, etc);
- Last Room Availability.



In a nutshell

WIN agents operate in the very important Small and Medium Enterprise (SME) market, characterised by higher average spend and loyalty.

Fast Facts: 6200 TMCs; 100 countries; over 7.8 million room nights and US\$1.262 Billion in hotel revenues in 2018.

WIN top cities: London, New York, Paris, Auckland, Toronto, Hong Kong, Wellington, Aberdeen, Singapore, Dubai, Houston, Shanghai, Brisbane, San Francisco, Dublin, Newcastle Upon Tyne, Manchester, Leeds, Chicago, Mumbai, Tokyo, Adelaide, Cape Town, Amsterdam, Bangkok, Glasgow.

Key benefits with participation

- Entry on user-friendly and interactive WIN Online Hotel Directory with search filters, priority listing, detailed description and information on the Directory;
- The SME market in which WIN specialise is less affected by economic changes;
- Ability to promote special rates to all WIN Partner TMCs;
- City room-night statistics available;
- WIN Quarterly Market Report.

Rate Requirements

- All rates to be commissionable, with a minimum of 8% unless otherwise agreed;
- All rates to be parity or better than other Travel Agent Companies and Travel Agent Consortia Hotel Programs.

In a nutshell

World Rainbow Hotels (WRH) is the first and only GDS accredited LGBT consortia program, qualifying its member hotels to be part of the alliance and promoting them to a community of 24,000 affiliated agencies. WRH drives incremental revenue to its members and acts as a consultant to hotels wanting to leverage this market segment.

Key benefits with participation

Now its 10th successful year, WRH will bring your property:

- A listing on www.worldrainbowhotels.com with links to book direct on your website.
- GDS bookings from travel agencies worldwide;
- Inclusion in email marketing campaigns to travel agents worldwide;
- Exclusive LGBT-focused marketing opportunities;
- No hassles: flexible rates / GDS-based;
- Inclusion in WRH Corporate Diversity Programs.

Rate Requirements

- » Two rate plans that are flexible and tied to your best available rate (BAR):
 - WRH BAR rate – public rate, available to all travel agencies on the GDS, rate parity;
 - WRH PREFERRED rate – restricted rate, available only to Preferred Agencies on the GDS, at least 5% discount on BAR;
- » WRH does not charge any commission on GDS bookings, you simply pay your standard commission to the agency;
- » Hotels need to load the World Rainbow Hotels Best Available Rate into their CRS;
- » Hotels need to create an Out & About guide and hand it to our clients on request – find out more: www.worldrainbowhotels.com/hoteliers/out-and-about.

Booking and Marketing Opportunities

To further market your property in the LGBT niche segment, WRH offer different Marketing Options.



GREAT HOTELS
OF THE WORLD

Contact your **Corporate Account Manager** or our Team at **corporate@ghotw.com** for further information and subscription