

# WORLD RAINBOW HOTELS

## FACT SHEET

### RFP submission

To be included in the WRH program, you may submit your RFP electronically through:

- LANYON
- NEXUS

Alternatively you may also submit your RFP manually: Simply contact us a [info@worldrainbowhotels.com](mailto:info@worldrainbowhotels.com)  
 We will be approving hotels based on their characteristics, location and their answer to the NBTA questions

### Rate Plans

- We do not request a fixed negotiated rate
- Our rates plans are flexible and tied to your hotel's best rate available (BAR)
- Hotels may load a discounted rate (at least 5% off BAR), but not mandatory, in exchange for preferred placement in our Newsletter to Agencies (60,000 agencies worldwide) and in our Agency Online Booking Platform
- Hotels will be given the opportunity to load promotional rates (time and/or location-bound) and receive increased exposure

### Program Requirements

- Hotels need to load the World Rainbow Hotels Best Available Rate into their CRS (other rate plans available but not mandatory)
- Hotels need to provide the **Out & About** to our clients on request, providing them with useful information about the hotel's local gay & lesbian scene.

### Distribution Channels

- **AGENCIES through GDS:** Participating hotels will receive reservations from Travel Agencies and Corporate bookers
- **AGENCIES Online:** Participating hotels will receive reservations from travel agencies booking online through [www.worldrainbowhotels.com](http://www.worldrainbowhotels.com)
- **WRH WEBSITE:** Participating hotels will receive reservations from consumers booking through [www.worldrainbowhotels.com](http://www.worldrainbowhotels.com)
- **AFFILIATED WEBISTES:** Member hotels will receive reservations from end-consumers booking through one of the many leading affiliated consumer websites of the gay & lesbian community
- **OTA:** Member hotels will receive reservations from OTA's affiliated to World Rainbow Hotels



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### Easy and Flexible program!

- Your hotels stays in total control of your availability and rates at all times
- No blackout dates restrictions
- No blocked space or fixed allotments
  - All reservations delivered through your current GDS connectivity
  - No Extranet to manage (our consumer website is powered through connectivity to the GDS)

### Joining Fees (annual):

The annual fee depends on the size of each property:

- Hotels with less than 40 rooms \_\_\_\_\_ **US\$450**
- Hotels with 41-100 rooms \_\_\_\_\_ **US\$500**
- Hotels with 101-200 rooms \_\_\_\_\_ **US\$600**
- Hotels with more than 200 rooms \_\_\_\_\_ **US\$700**

### Commissions on reservations:

- World Rainbow Hotels does not charge any commission on reservations from agencies booking World Rainbow Hotel rates on the GDS, you simply pay your standard GDS commissions to the agent
- World Rainbow Hotels will charge a commission of 15% only for reservations coming from the World Rainbow Hotels website and its affiliate agreements

### Marketing Opportunities:

- Inclusion in our **marketing campaigns** to over 60,000 targeted agents and corporate bookers, promoting World Rainbow Hotels destinations and special promotions
- Free access to our online "**Knowledge Centre**", providing the most up-to-date trends and statistics on the gay travel market
- Special affiliate rates at World Rainbow Hotels' sponsored **educational seminars**
- Placement in international LGBT (Lesbian, Gay, Lesbian, Transgender) media at discounted prices through **G-Media**, World Rainbow Hotels' media placement service
- Exclusive discounts on membership of major international **gay trade organizations**
- Participation at exclusive agency **sales blitzes** and agency **networking events** to meet with travel agencies in key markets
- Presence at **Travel Trade Shows**, LGBT-specific consumer events and at selected LGBT pride events around the world

