

WORLD RAINBOW HOTELS 2020 PROGRAM

ABOUT WORLD RAINBOW HOTELS (WRH)

World Rainbow Hotels (WRH) brings together a global community of Gay & Lesbian welcoming hotels, providing them with unprecedented visibility and access to the affluent LGBT (lesbian, gay, bisexual, transgender) market. 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.

CORPORATE DIVERSITY PROGRAM

WRH is both Leisure and Corporate orientated. As a member of the prestigious National Gay and Lesbian Chamber of Commerce (NGLCC), WRH has been recognized as an official Global Diversity Supplier and operates a global Corporate Diversity program, in which our member hotels can opt-in for 500 USD/accepted RFP program per annum.

WRH recognizes the need for corporations to enable their employees to stay in certified LGBT-welcoming hotels. WRH Members Hotels included in our Corporate Programs are to offer a WRH negotiated rate, which will be booked by Agents and Corporate Bookers via the GDS.

WHY JOIN WORLD RAINBOW HOTELS?

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

- A listing on www.worldrainbowhotels.com with links to book directly 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 PLANS

WRH approved hotels are to load two GDS rate plans in their current CRS. Both rates are flexible and linked to the hotels' BAR rate:

1. WRH BAR rate

- Public rate, bookable by WRH Affiliated travel agencies on the GDS
- At parity with your hotel's best Available Rate (no discount)

2. WRH PREFERRED rate

- Restricted rate, bookable only by Preferred Agencies on the GDS
- BAR less at least 5% discount



COMMISSIONS

Hotels pays standard GDS commission to Travel Agency.

WRH does not charge any commission, nor transaction fee on GDS bookings.

PROGRAM REQUIREMENTS

- Hotels need to load the World Rainbow Hotels Rates 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

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STANDARD MEMBERSHIP

The standard membership fee to be included in the WRH 2020 program is **399 US\$** per hotel and per year.

PREMIUM MEMBERSHIP

To increase your property's visibility in the LGBT niche segment, you may upgrade your membership to one of our three Premium Membership options:

GOLD MEMBERSHIP	PLATINUM MEMBERSHIP	DIAMOND MEMBERSHIP
<p>+ 290 USD extra <i>(on top of the standard Membership)</i></p> <ul style="list-style-type: none"> • Enhanced Hotel Profile ("our Fav") • Top of Search (your hotel displaying on top of your city page) • Rotating Banner on homepage for 2 weeks • One post in our Social Media Platform 	<p>+ 590 USD extra <i>(on top of the standard Membership)</i></p> <p>The 4 items of GOLD plus:</p> <ul style="list-style-type: none"> • One rotating banner on homepage for 1 month • Increased Search Positioning (listing above Gold Hotels) • One ad in WRH Agency Newsletter (circulation: 24,000 agencies) • One shared banner on Out.com (440.000 UVPM*) for one month 	<p>+ 990 USD extra <i>(on top of the standard Membership)</i></p> <p>The 4 items of GOLD plus:</p> <ul style="list-style-type: none"> • One rotating banner on homepage for 2 months • Increased Search Positioning (listing above Gold and Platinum Hotels) • Two ads in WRH Agency Newsletter (circulation: 24,000 agencies) • One exclusive banner on Out.com (440.000 UVPM*) for one month

À LA CARTE MARKETING

To further enhance your membership during specific times you can choose from a list of Marketing Options:

Newsletter Inclusion	95 USD /inclusion	Hotel inclusion in Monthly Agency Newsletter (circulation: 24.000 agencies) Offer includes: 1 hotel image, booking link, Rates/promotion codes and Booking Terms
Newsletter Article	169 USD /article	One exclusive article of your hotel in Monthly Agency Newsletter Article includes: 3 hotel images, hotel description (max 250 characters), booking link, Rates/promotion codes
Social Media Post	120 USD /post	One Post in WRH Facebook and Twitter accounts
Homepage Banner	170 USD /banner	Two weeks banner on www.worldrainbowhotels.com homepage
Hotel of the Week	370 USD /week*	Hotel highlighted during one week throughout all our channels as "THE HOTEL OF THE WEEK". "Hotel of the Week" participating hotels will be featured exclusively in our weekly competition, promoted throughout our channels - Terms & Conditions apply (*)

(*) Terms & Conditions – "Hotels Of The Week": participating hotels must offer 1 x complimentary room for 2 people, based on 2 night stay subject to availability for competition winners.

FIND OUT MORE

- Testimonials: www.worldrainbowhotels.com/hoteliers/testimonials
- Partnerships: www.worldrainbowhotels.com/hoteliers/strategic-partnerships
- LGBT travel statistics: www.worldrainbowhotels.com/hoteliers/lgbt-travel-market

World Rainbow Hotels

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