

WORLD RAINBOW HOTELS

2021 EARLY BIRD 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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EARLY BIRD MEMBERSHIP

The Early Bird membership fee to be included in the WRH program until 31st December 2021 is **499 US\$** per hotel. It offers hotels the opportunity to be included in what is left of WRH 2020 in addition to be listed in all of 2021.

PREMIUM MEMBERSHIP

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

GOLD 290 USD supplement to joining fee	PLATINUM 390 USD supplement to joining fee
HIGHLIGHTED PROFILE ("OUR FAV")	HIGHLIGHTED PROFILE ("OUR FAV")
SUPERIOR RANKING (increased search results)	TOP RANKING (highest search results)
HOME PAGE BANNER - 2 weeks	HOME PAGE BANNER – 4 weeks
SOCIAL MEDIA – 1 promotion in all channels	SOCIAL MEDIA – 2 promotions in all channels
	TRAVEL AGENCY NEWSLETTER – on inclusion (24,000 agencies)

À LA CARTE MARKETING

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

Newsletter Inclusion	99 USD	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	189 USD	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
One Social Media Post	99 USD	One post in World Rainbow Hotels Facebook, Twitter and Instagram platforms. Social Media post includes: short description, one image, linked to hotel profile
One Homepage Banner	299 USD	One Rotating Banner for 4 weeks on World Rainbow Hotels Homepage, subject to availability
Top of Search	129 USD	Your Hotel listing ranking above all other hotels in your destination and in applicable categories searches for 4 weeks (subject to availability)
Hotel of the Week	149 USD	Your hotel promoted through an exclusive competition, advertised for 7 days throughout all sales channels: Agency E-news (24,000 agencies), Homepage and Social Media. 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

- Hotel Membership: www.worldrainbowhotels.com/hoteliers/membership/
- Hotel Marketing: www.worldrainbowhotels.com/hoteliers/hotel-marketing/
- LGBT Travel Statistics: www.worldrainbowhotels.com/hoteliers/lgbt-market-info/

World Rainbow Hotels

Unit 4.3, Trentside Business Village, Farndon Road, Newark, Nottinghamshire, NG24 4XB, UK | Registered in England & Wales
Reg No: 05100663 | Tel: +44 (0) 8000 124 464 Ext: 6523 | Email: info@worldrainbowhotels.com | www.worldrainbowhotels.com

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