World ●●●●●● rainbow Hotels

THE FIRST GLOBAL BRAND OF
GAY & LESBIAN WELCOMING HOTELS

About World Rainbow Hotels

World Rainbow Hotels 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. World Rainbow Hotels' rate codes will leverage the buying power of the international LGBT market, positioning participating hotels at the heart of this sector.

Come Out on the GDS

World Rainbow Hotels is the first ever company to introduce LGBT-specific rate codes on the GDS. World Rainbow Hotels is marketing its rate plans to over 60,000 Travel Agencies and corporate bookers around the world, as an easy way of identifying LGBT-friendly hotels. Through media deals and strategic partnerships with niche websites, these rate plans will also be available for consumers to book online.

World Rainbow Hotels benefits

- Participation in exclusive LGBT-focused marketing campaigns

- Rates bookable on GDS and online for travel agents

- Website and social media generating consumer reservations

- Visibility on partner and affiliate websites in LGBT market

- Flexible rate strategy, no extranet and no restrictions

Why are we so selective?

It is not enough anymore just to say an establishment is "gay-friendly". The market wants more. LGBT bookers seek the reassurance that your staff understands their travel concerns and how to meet them. Every customer has their own subjective interpretation of what "gay-friendly" means, and each is valid. World Rainbow Hotels aims to give hotels all the right tools to make these criteria as least subjective as possible.

WRH Acceptance Criteria

Only carefully selected hotels are approved into the program based on World Rainbow Hotels' acceptance criteria, which analyzes:

- Hotel's location
- Hotel's characteristics and category
- Hotel's knowledge of local gay-scene
- Hotel's current involvement with the LGBT community
- Hotel's compliance with non-discrimination policies and same sex benefits for their staff

Out & About by World Rainbow Hotels

We believe that providing the right information and support to the hotel's Concierge and Front Desk Agents is crucial to increase the hotel's awareness in dealing with requests and situations that they might otherwise not be familiar with. LGBT clients will feel this natural confidence, and therefore feel more welcome at your hotel.

All member hotels are encouraged to undergo training as well as put together an Out & About guide, providing World Rainbow Hotel bookers with useful information about the local gay & lesbian scene (including restaurants, bars, cultural events, etc).
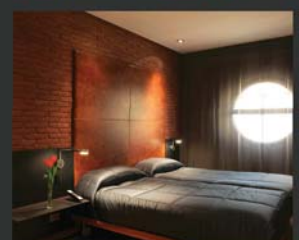
"We're excited about our new partnership with World Rainbow Hotels, which perfectly complements IGLTA's efforts to work with businesses around the globe that truly welcome gay travelers, creating a hotel booking process that is more in tune with our community's needs can only lead to a better LGBT travel experience overall."

John Tanzella,
President & CEO IGLTA
www.iglta.org

"As a global leader in LGBT marketing for two decades, Out Now has witnessed the increasing importance of strategic partnership s in effective marketing outreach to the LGBT communities. We are delighted to work with HotelREZ to provide our industry-leading training software GayComfort to t heir World Rainbow Hotels audience. This partnership is another way that the global LGBT tourism industry is learning how to deliver on its promise to LG BT customers by implementing customer service that meets - and increasingly exceeds - the LGBT consumer's travel needs and expectations."

Ian Johnson,
Founder and CEO Out Now Consulting
www.outnowconsulting.com

World Rainbow Hotels is pleased to be working with the following companies and trade bodies:
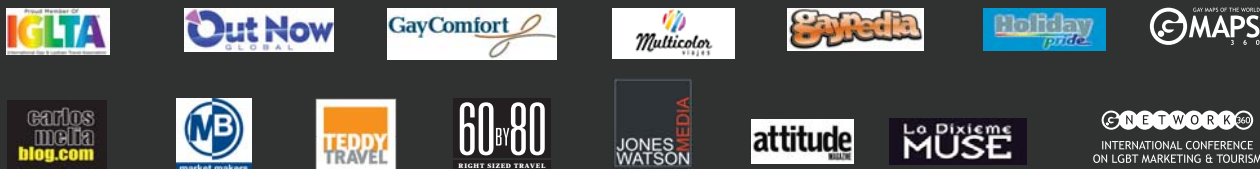
For more information contact us

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