

WORLD RAINBOW HOTELS

2013 RFP FACT SHEET



Multiple Distribution Channels

- **GDS:** reservations from travel agencies and corporate bookers using any one of the four GDSs
- **ONLINE AGENCY BOOKING PLATFORM:** reservations from travel agencies booking online on www.worldrainbowhotels.com
- **WRH CONSUMER WEBSITE:** reservations from consumers booking online on www.worldrainbowhotels.com
- **AFFILIATE WEBSITES:** reservations from consumers booking on many leading affiliate consumer websites

Easy and Flexible Program

- You stay 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)

Rate Plans

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

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 commission 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 websites



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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
- Exclusive discounts on membership of major international **gay trade organizations**
- Exclusive LGBT-focused marketing opportunities

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.

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**

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 at info@worldrainbowhotels.com
We will be approving hotels based on their characteristics, location and their answer to the NBTA questions.



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World Rainbow Hotels

Newark Beacon Office Park, Cafferata Way, Newark, NG24 2TN, UK | Registered in England & Wales Reg No: 05100663
Tel: 0044 845 004 9393 Ext: 6518-6534 | Email: info@worldrainbowhotels.com | www.worldrainbowhotels.com