



# 2012 World Rainbow Hotels program

World Rainbow Hotels (WRH) – The first ever consortia aimed at gay & lesbian-welcoming hotels

'Uniting the best of the LGBT hotel sector into a single platform, making it even easier to establish yourself in this niche market.'

# about World Rainbow Hotels

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

World Rainbow Hotels is introducing the first ever LGBT-specific rate codes. Travel professionals will now be better equipped to offer their clients a certified LGBT-welcoming accommodation, carefully selected through a strict set of criteria.

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

## Membership benefits

Whether your hotel is just learning about the LGBT market or is updating its strategy, WRH will accelerate your plans, reduce your risks and deliver measurable results.

With WRH, you will get:

- GDS & online bookings from agencies
- Reservations from consumers booking online
- Visibility on 100+ LGBT consumer websites
- Presence in marketing campaigns to 60,000 agents
- Exclusive LGBT-focussed marketing opportunities
- No hassles: flexible rates / no extranet/ no restrictions!

## Membership fees for 2012

Yearly membership fees based on hotel size:

- 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

Review the following pages to understand how your hotel can increase visibility with the affluent LGBT market sector.

- World Rainbow Hotels introduces the very first specifically "LGBT-specific" rate-codes into the GDS
- Agents will no longer rely solely on the internet for finding LGBT-friendly certified hotels



# Will gay & lesbian travelers spend more in the next 12 months?

“It is promising to see an increase in travel intentions and travel budgets this year— now more than ever, it will be important for travel companies to continue to reach out to this important consumer segment.” **Allison Powell, Research Director for Harris Interactive’s Travel and Tourism Research Group – June 2011**

With the U.S. and global economy gradually coming back to life – and with spending and travel habits under the spotlight during the summer months ahead, a new national survey conducted online by Harris Interactive and Witeck Combs Communications shows an increase in travel intentions among lesbian, gay, bisexual and transgender (LGBT) Americans. (source: Witeck-Combs Communications, Inc. and Harris Interactive)

Not only are gay Americans more likely to travel in 2012 than this year, those who are traveling are planning to spend more money. LGBT adults report on average they are likely to spend about \$1,300 for their leisure (while during the same time period last in 2011, the average planned travel expenditure was \$1,058).

(source: Community Marketing, Inc.)

## Will gay & lesbian travelers take more vacations in the next 12 months?

“Make no mistake; gay households, like all others, are experiencing real changes in their household budgets, plans and travel expectations. Coming out of the past economic downturn has been costly for all consumers, including LGBT travelers. We see their resilience and desire to travel again this year as evidence of more optimism combined with their ingrained travel habits and needs.”

**Bob Witeck, CEO of Witeck-Combs Communications**

Among LGBT adults, more than 7 out of 10 (72%) plan to increase (12%) or maintain (60%) the number of weekend leisure trips. Three-quarters (75%) indicate that their leisure trips will be longer (2%) or the same length as compared to last year (73%). (source: Witeck-Combs Communications, Inc. and Harris Interactive)

### Other important statistics

- 83% of gay men and lesbians will choose their hotel depending on its “gay-friendly” reputation (source: Community Marketing, Inc.)
- U.S. LGBT travel market is estimated at \$84.5 billion, 10% of total U.S. travel (source: Community Marketing, Inc.)
- 76% of US LGBT individuals have annual household incomes above the national average of \$40,000 and 30% of US LGBT individuals have an annual income above \$100,000 (source: Community Marketing, Inc.)
- Gay and lesbian people living in the UK last year spent a total of £4.7 billion pounds on leisure travel (source: Community Marketing, Inc.)

### Sources

Witeck-Combs Communications, Inc., in conjunction with Harris Interactive, a global market research and consulting firm. Methodology: survey of 2,576 U.S. adults (ages 18 and over) conducted between April 11 and 18, 2011

Community Marketing Inc., CMI’s 15th Annual Gay & Lesbian Tourism Study, 6884 survey participants, from October 1-30, 2010

Out Now Consulting, 2008 Millivres Gay Market Study

- 83% of gay men and lesbians will choose their hotel depending on its “gay-friendly” reputation

- Gay Americans more likely to travel in 2012 than in 2011

- 30% of US LGBT individuals have an annual income above \$100,000

# Program Requirement

## 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 been approved into the program based on World Rainbow Hotels' acceptance criteria, which analyzes:

- Hotel's location
- Hotel's characteristics and category (min 3\* properties)
- 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 to their staff

## Out & About by World Rainbow Hotels

**Out & About by World Rainbow Hotels** provides our clients with useful information about your local gay & lesbian scene (including restaurants, bars, cultural events, etc.).

**Out & About** will help you provide outstanding service to your LGBT clients, whilst also giving support and training to your front desk and concierge staff.

We believe that providing the right information and support to your Concierge and Front Desk Agents is crucial to increase your team'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.

- Only carefully selected hotels have been approved into the program
- Out & About provides our clients with useful information about your local gay & lesbian scene



# Rate plans

## Come Out on the GDS!

World Rainbow Hotels is the first ever company having introduced LGBT-specific rate codes on the GDS!

World Rainbow Hotels is marketing its rate plans to over 60,000 Travel Agencies around the world and corporate bookers, 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.

## Two Rate Plans

### World Rainbow Hotels' BAR rate – mandatory. Commissionable and tied to your hotels' Best Available Unrestricted Rate (BAR)

#### Rate plan requirement

World Rainbow Hotels BAR rate plan tied to the Hotel Best Available Unrestricted Rate (BAR) •

Out & About available at Front Desk and Concierge and provided to World Rainbow Hotels' clients on request •



#### > Distribution Channels

• **Global Distribution System (GDS):**  
WRH BAR rate distributed in the major GDS's for travel agencies to book

• **WRH Consumer Website:**  
WRH BAR rate distributed in WRH Consumer website, with embedded booking engine, for end-consumers to book

• **Affiliated Consumer Websites:**  
WRH BAR rate distributed on dozens of affiliated websites targeting gay & lesbian visitors, for end-consumers to book

• **WRH Agency Online Access:**  
WRH BAR rate bookable online directly by travel agencies through WRH exclusive trade online booking access

### World Rainbow Hotels' discounted commissionable rate plan – optional Rate tied to Best Available Unrestricted Rate (BAR) with at least 5% discount. It is a confidential, commissionable rate.

#### Rate plan requirement

At least 5% discount off BAR rate •

Out & About available at Front Desk and Concierge and provided to World Rainbow Hotels' clients on request •

#### > Distribution Channels

• **Global Distribution System (GDS):**  
WRH BAR rate distributed in the major GDS's for travel agencies to book

• **WRH Agency Online Access:**  
WRH BAR rate bookable online directly by travel agencies through WRH exclusive trade online booking access

• No fixed negotiated rates required

• No blackout dates restrictions

• Hotels stay in control of their availability and rates at all times

# Demand generation

Since its launch in January 2011, World Rainbow Hotels has been greeted with enormous enthusiasm from travel agencies worldwide! We are simultaneously working on dozens of projects and forging strategic partnerships to keep this buzz going and securing growth for your hotel.

## WRH Marketing Campaigns

We are reaching out to over 60,000 travel agencies worldwide through our targeted marketing campaigns, promoting destinations, specific hotels, and educating agents in booking our rate plans.

## WRH Strategic Partnerships

World Rainbow Hotels is partnering with some of the most influential LGBT associations, event planners, to raise awareness of hotels offering the World Rainbow Hotels' rates.

## WRH Social Media Campaigns



World Rainbow Hotels is securing growing visibility throughout all social media platforms. Social Media will be fully integrated in WRH consumer website (coming soon).

## 85 Sales Offices in 60 Countries!

Our recent partnership with Discover the World (DTW) is a turning point in our Consortia's history as it exponentially unleashes our distribution potential.

DTW's network of 85 sales offices in 60 countries and 5 continents will promote our portfolio of hotels to their impressive database of existing trade partners (travel agencies, tour operators, OTAs and corporate bookers) each in their own regions.

By means of local marketing campaigns, visits to agencies, marketing events, distribution partnership with OTAs, etc. they will dramatically increase the demand for the program, and thus generate more reservations to our hotels.

## WRH PR Strategy

World Rainbow Hotels has been featured in dozens of articles in the international press since its creation in October 2010.

Find out more on <http://www.worldrainbowhotels.com/hoteliers/LGBT-demand.html#2>

## WRH Preferred Agreements

World Rainbow Hotels has forged preferred agreements with OTAs, Airlines and Diversity groups of large corporations to widen the distribution spectrum. These distribution agreements will be in place for the 2012 program.

## WRH Events, Trade Shows and Sales Blitzes

In recent months, we attended 8 international events (both consumer and trade oriented) to forge global partnerships. We raised awareness about World Rainbow Hotels and made further deals with travel agencies, tour operators, OTAs, gay and lesbian consumer websites and other key players of the LGBT travel sector.

In 2012 World Rainbow Hotels will be attending international trade shows, consumer events and organize sales blitzes.

- Reaching out to over 60,000 targeted agents and corporate bookers
- World Rainbow Hotels is forging strategic partnerships with the most influential organizations of the LGBT sector
- 85 global sales offices in 60 countries actively selling our member hotels to travel agencies affiliates locally



# WRH Marketing Opportunities

World Rainbow Hotels serves as a one-stop shop, providing both reservation & distribution tools PLUS unique marketing opportunities that provide hotels unprecedented visibility in the lucrative gay & lesbian market.

- 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 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 memberships of major international gay trade organizations
- Participation at exclusive Agencies Sales Blitzes and Agencies networking events to meet with travel agencies in key market
- Presence at Travel Trade Shows, LGBT-specific consumer events and at selected LGBT pride events around the world
- Production and distribution of your hotel's LGBT imagery and video



# Strategic Partnerships

The LGBT travel community is a complicated ensemble of very disparate and small entities, from travel agencies servicing the needs of LGBT travelers, to websites with editorial or booking facilities and print publications.

World Rainbow Hotels' unique value is to take a centralized product offering to the market and negotiate global partnerships and build a recognizable brand.

"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](http://www.iglta.org)



"As a global leader in LGBT marketing for two decades, Out Now has witnessed the increasing importance of strategic partnerships in effective marketing outreach to the LGBT communities. We are delighted to work with HotelREZ to provide our industry-leading training software GayComfort to their World Rainbow Hotels audience. This partnership is another way that the global LGBT tourism industry is learning how to deliver on its promise to LGBT 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](http://www.outnowconsulting.com)



"Finally! A solution that benefits the travel industry, as well as the consumer. LGBT travelers can be more confident than ever before to get the good welcome they deserve. Travel agents and hotels can provide their clients with reliable updated information through the GDS. MB Market Makers are happy to support HotelREZ in their commitment to LGBT travelers all over the world, and the industry that welcomes them."

All the best!

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"World Rainbow Hotels is a fantastic idea that will cement a proper offering to gay and lesbian travelers. In the same vein as gaypedia, this certification of gay-friendly hotels will certainly make travel planning and purchase decisions much easier giving them confidence in their booking choices."

GAYPEDIA  
Ryan Haynes  
Editor & content manager  
[www.gaypedia.com](http://www.gaypedia.com)



"I support the World Rainbow Hotels project of unifying the LGBT travel sector offering; the sector needs this type of coordination!"

Carlos Melia  
CM by Carlos Melia • Gay Travel & Marketing  
Mr. Gay World Director South/Central America  
[www.carlosmelia.com](http://www.carlosmelia.com) • [www.carlosmeliablog.com](http://www.carlosmeliablog.com)



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TEDDYTRAVEL  
[www.teddytravel.de](http://www.teddytravel.de)



Holiday Pride  
[www.holidaypride.be](http://www.holidaypride.be)



Multicolor Viajes  
[www.multicolorviajes.com](http://www.multicolorviajes.com)



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"TAG" Program  
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