

WORLD RAINBOW HOTELS

2016 RFP FAST FACT SHEET



ABOUT WORLD RAINBOW HOTELS (WRH)

World Rainbow Hotels (WRH) is the world's first and only global consortia for LGBT friendly hotels. WRH comprises a collection of over 1,200 gay and lesbian welcoming hotels worldwide, which are bookable on the GDS and online by both consumers and the travel trade.

Recently awarded with the prestigious Travolution's best hotel website award, WRH has also been selected to be the hotel partner of many Pride and LGBT events around the world.

WHY JOIN WORLD RAINBOW HOTELS?

Now its 6th successful year, WRH will bring your property:

- Reservations from gay & lesbian consumers booking online on www.worldrainbowhotels.com
- Reservations from gay & lesbian consumers booking online on 200+ affiliate websites
- GDS bookings from travel agencies worldwide
- Presence in email marketing campaigns to travel agents worldwide
- Exclusive LGBT-focused marketing opportunities
- No hassles: flexible rates / GDS-based/ no extranet to manage/ no restrictions

RATE PLANS

- We do not request a fixed negotiated rate
- Our two rate plans are flexible and tied to your best available rate (BAR):
 1. **WRH BAR rate** – public rate, available to all travel agencies on the GDS
 2. **WRH DISCOUNTED rate** – restricted rate, available only to selected travel agencies

COMMISSIONS

- WRH does not charge any commission on GDS bookings, you simply pay your standard commission to the agency
- WRH charges a commission of 15% only for reservations coming from WRH's website and its affiliate websites

PROGRAM REQUIREMENTS

- Hotels need to load the World Rainbow Hotels Best Available Rate 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

ADDITIONAL MARKETING OPTIONS

To further market your property in the LGBT niche segment, you may wish to choose one of 3 Marketing options to add to your WRH Membership: www.worldrainbowhotels.com/hoteliers/marketing-opportunities

JOINING FEES (ANNUAL)

The annual membership fee per hotel is **US\$379**

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