

FACT SHEET

World Rainbow Hotels 2018 Program

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 8th 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

Three sources of bookings



* worldrainbowhotels.com + 200 affiliated webs

RATE PLANS

- We do not request a fixed negotiated rate
- Two rate plans, both flexible and tied to your best available rate (BAR):
 1. **WRH BAR rate**
 - Public rate, bookable by consumers through the website and by travel agencies on the GDS
 - At parity with your hotel's best Available Rate (no discount)

2. **WRH DISCOUNTED rate**
 - Restricted rate, bookable only by selected travel agencies
 - At least 5% off your hotel's best Available Rate



COMMISSIONS

- **Reservations from Travel Agencies: 10% commission**
Commission paid directly to Travel Agency (WRH does not charge any commission, nor transaction fee on GDS bookings).

- **Reservations from end-consumers: 15% commission**
WRH charges a commission of 15% only for reservations coming from www.worldrainbowhotels.com

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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

MEMBERSHIP FEE (ANNUAL)

The annual membership fee to be included in the WRH 2018 program is **399 US\$** per hotel and per year.

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



WRH Marketing Programs

GOLD > 290 US\$

- Top of Search
- Unlimited Profile Photos
- One mention in our social media platforms
- One rotating banner in destination page for 1 month

PLATINUM > 590 US\$

The 4 items of the Gold marketing option plus...

- One Shared banner for 1 month on Out.com (UVP*: 440,000), a 500US\$ value, max 3 hotels sharing one banner.
- One rotating banner on the homepage for 1 month
- One ad in WRH Travel Agents' e-newsletter (circulation: 24.000)

DIAMOND > 990 US\$

The 4 items of the Gold marketing option plus...

- One single advert in Out.com (UVP*: 440,000) a 1500 USD value
- One banner on the homepage for 2 months (can be split)
- Mention in a press release distributed to our 1,700 international press contacts
- Two ads in WRH Trade e-newsletter (circulation: 24.000 agencies)

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