

# WORLD RAINBOW HOTELS 2019 EARLY BIRD PROGRAM

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## 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.

## WHY JOIN WORLD RAINBOW HOTELS?

Now its 9<sup>th</sup> successful year, WRH will bring your property:

- A listing on [www.worldrainbowhotels.com](http://www.worldrainbowhotels.com) with links to book direct on your website\*
- 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

(\* ) starting September 1st 2018

## 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 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

Hotels pays standard GDS commission to Travel Agency  
WRH does not charge any commission, nor transaction fee on GDS bookings.

## 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](http://www.worldrainbowhotels.com/hoteliers/out-and-about)

## EARLY BIRD PROMOTION

This year you may join the program as early as June 2018 by subscribing to the Early Bird Promotion. This promotion enables you to be included in what is left of the 2018 program until 31st December 2019.

The Early Bird Promotion fee is **499 US\$** per hotel (value of the 1.5 year membership: 598.50 US\$).

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## 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:



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 (UVPM\*: 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 (UVPM\*: 440,000) a 1500 USD value
- Two banners on homepage for 1 month each (instead of 0n banner on homepage for 2 months)
- Two ads in WRH Trade e-newsletter (circulation: 24.000 agencies)

## FIND OUT MORE

- Testimonials: [www.worldrainbowhotels.com/hoteliers/testimonials](http://www.worldrainbowhotels.com/hoteliers/testimonials)
- Partnerships: [www.worldrainbowhotels.com/hoteliers/strategic-partnerships](http://www.worldrainbowhotels.com/hoteliers/strategic-partnerships)
- LGBT travel statistics: [www.worldrainbowhotels.com/hoteliers/lgbt-travel-market](http://www.worldrainbowhotels.com/hoteliers/lgbt-travel-market)

World Rainbow Hotels

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