

WORLD RAINBOW HOTELS 2025 PROGRAMME



WHAT IS THE PURPOSE OF THE PROGRAMME?

To drive revenue to hotels that offer an inclusive environment and diversity strategy.

World Rainbow Hotels (WRH) bring together a global community of hotels that offer an inclusive environment and diversity strategy, fostering a sense of belonging for guests, employees and partners.

WRH is the first and only GDS accredited LGBTQ+ and diversity consortia program, qualifying its member hotels to be part of the alliance and promoting them to a community of 24,000 affiliated agencies. WRH drives incremental revenue to its members and acts as a consultant to properties wanting to leverage this market segment.



PROGRAMME BENEFITS

World Rainbow Hotels is in its 15th successful year, bringing your property:

- A “picture perfect” listing on www.worldrainbowhotels.com
- GDS agency bookings from specific travel agencies worldwide
- Inclusion in email marketing campaigns to travel agents worldwide
- Exclusive diversity focused marketing opportunities
- Flexible BAR rates and a defined viewership rate accessible only to diversity programmes (GDS based)
- Inclusion in WRH Corporate Diversity Programs

RATE PLANS

Member properties can load two GDS rates plans in their current CRS. Both rates are flexible and linked to the properties’ BAR rate.

1. WRH BAR Rate
 - Public rate, bookable by WRH Affiliated Travel Agencies on the GDS
 - At parity with your properties’ Best Available Rate (no discount)
2. WRH PREFERRED Rate (Optional)
 - Restricted rate, bookable only by Preferred Agencies on the GDS
 - BAR less at least 5% discount



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CORPORATE DIVERSITY PROGRAM

WRH has been recognized as an official Global Diversity Supplier and operates a comprehensive global Corporate Diversity Program.

WRH recognizes the importance of offering accommodations that embrace diversity in all its forms, including LGBTQ+ inclusivity and sustainable practices. By doing so, WRH ensures that corporations can provide their employees with stays in certified LGBTQ+ and diversity-welcoming hotels that also prioritize environmental responsibility.

Member Hotels are committed to these values and can offer a WRH Negotiated Rate, which is accessible to agents and corporate bookers via the Global Distribution System (GDS). This negotiated rate ensures that businesses can book accommodations that align with their diversity and sustainability goals while providing their employees with a comfortable and inclusive stay.



WRH caters to both leisure and corporate travellers, providing an inclusive and welcoming environment for all guests

KEY VALUES OF WRH MEMBER HOTELS

By partnering with WRH, businesses can ensure that their employees have access to properties that welcome diversity and inclusivity, fostering a more inclusive and responsible travel experience.



LGBTQ+ INCLUSIVITY

Our member properties are certified as welcoming and safe spaces for LGBTQ+ travellers.

Staff are trained to understand and respect the unique needs of LGBTQ+ guests, ensuring a supportive and inclusive environment.



SUSTAINABILITY PRACTICES

Recognizing the growing importance of environmental responsibility, WRH member properties are dedicated to sustainable practices.

This includes implementing energy-efficient systems, reducing waste, and using eco-friendly products. By staying at a WRH member property, guests can enjoy a stay that aligns with their values of sustainability and environmental stewardship.

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COMMISSIONS

- Direct Business from the WRH Website – as a partner of Booking.com reservations will be charged your contracted fees with them
- Agency Business via the GDS – transaction fees as contracted with your GDS supplier plus the agency commission and an override of 5% to WRH

MEMBERSHIP OPTIONS

Properties enrolling in the prestigious WRH 2025 program have the exciting opportunity to select from three exclusive membership options. For more information on our memberships please email info@worldrainbowhotels.com

MEMBERSHIP BENEFITS	SILVER \$599	GOLD \$799	PLATINUM \$999
GDS bookings from 24K+ affiliated Travel Agencies	✓	✓	✓
Listing on www.worldrainbowhotels.com with links to book	✓	✓	✓
Two exclusive WRH rate plans	✓	✓	✓
Exclusive diversity focused marketing opportunities	✓	✓	✓
Property profile highlighted as “Our Fav”		✓	✓
Superior ranking		✓	✓
Consumer newsletter inclusion		✓	✓
Travel agency newsletter inclusion		✓	✓
Social Media post		✓	✓
Exclusive homepage banner		✓	✓
Exclusive competition for 7 days			✓
Additional Social Media post			✓
Top ranking on searches			✓
Top newsletter positioning			✓

Indicated fees are in USD and per annum

WORLDWIDE EXPOSURE THROUGH A LA CARTE MARKETING AND PR

The marketing team at World Rainbow Hotels is dedicated to driving reservations to your property and increasing awareness of the brand throughout the world.

Our marketing and PR activities put your properties name in front of a global targeted audience of like-minded diversity consumers, all wanting a unique experience at a World Rainbow Hotels property. For more information on our A La Carte Marketing, please email info@worldrainbowhotels.com

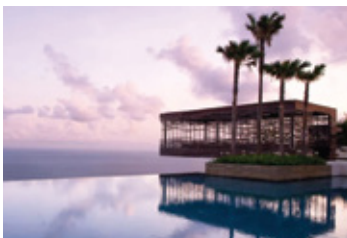
A LA CARTE feature include:

NEWSLETTER INCLUSION	Property inclusion in both consumer and Travel Agency newsletters
NEWSLETTER ARTICLE	Exclusive newsletter article of your property in both Consumer & Travel Agency Newsletters
ONE SOCIAL MEDIA POST	Exclusive post across all of WRH social platform which include Facebook, Instagram, X, Pinterest and LinkedIn (B2B)
HOMEPAGE BANNER	Exclusive homepage banner in either our featured section or carousel
TOP OF SEARCH	Your property ranked above all other properties in your destination and applicable categories
COMPETITION	Exclusive competition, advertised for 7 days through all sales channels: Newsletters, homepage, and social media. Terms & Conditions apply*

**Terms & Conditions - Competition: Participating hotel must offer min. one complimentary room for 2 people, based on 2 night's stay subject to availability for competition winners.*

CRITERIA

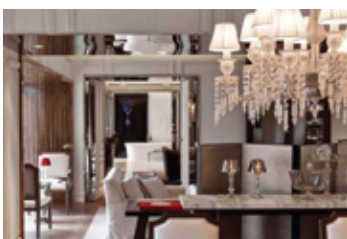
To be considered, applicants should meet the following criteria:



PROPERTY LOCATION

The property should be situated in a prime location, ideally within proximity to popular tourist attractions, scenic countryside, and cultural landmarks.

This ensures that guests can easily explore the best the area has to offer, whether it's vibrant nightlife or peaceful rural experiences, enhancing their overall stay.



CHARACTERISTICS AND CATEGORY OF PROPERTY

The property must maintain a minimum 3-star rating to ensure a standard level of comfort and service. This includes well-appointed rooms, attentive staff, and a range of amenities.

The property should also exhibit unique characteristics that set it apart, whether through distinctive architectural features, exceptional design, or a rich historical background.

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AWARENESS OF THE LOCAL LGBTQ+ SCENE

Property staff should demonstrate a strong understanding and awareness of the local LGBTQ+ community and its needs. This includes familiarity with local LGBTQ+ events, hotspots, and cultural nuances.

Staff training should emphasize inclusivity and respect, ensuring that all guests feel welcomed and valued.

JOINING OUR 2025 PROGRAMME

Starting your journey for Revenue through Diversity is very simple.

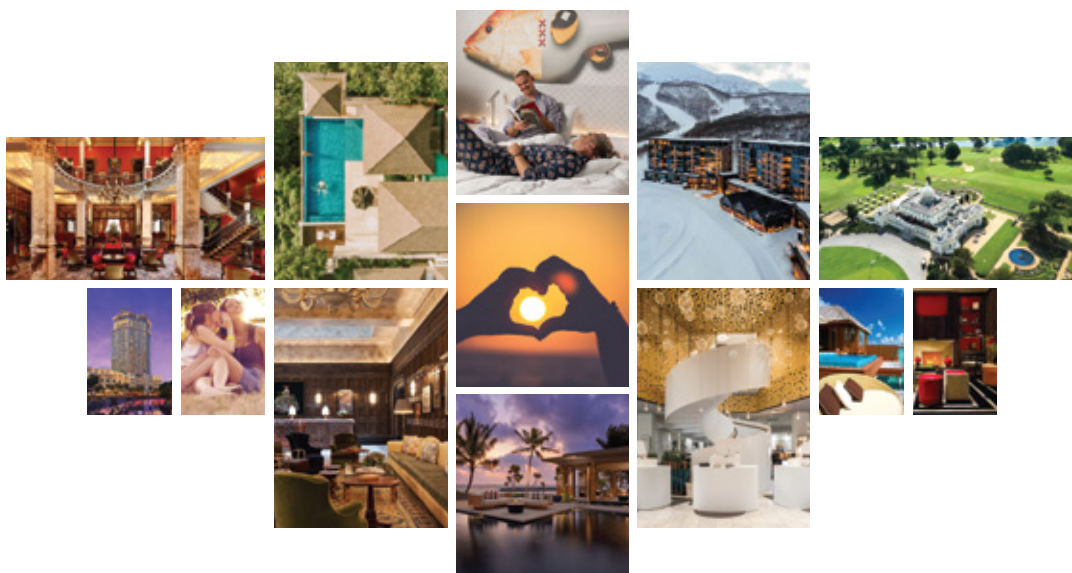
Before adding a new member to our collections, we vet each property according to their location, their characteristics and the answers provide from the RFP questions.

Properties may submit their RFP electronically through CVENT.

Alternatively, properties can submit the RFP manually by sending the [WRH 2025 RFP](#) (in excel format) and the [WRH 2025 Contract](#) to info@worldrainbowhotels.com.

EXPERIENCE THE WORLD OF DIVERSITY

World Rainbow Hotels®, the world's only GDS Enabled LGBTQ+ global hotel consortia, representing more than 1,200 hotels in over 230 destinations.



CONTACT US

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