

WORLD RAINBOW HOTELS 2027 PROGRAMME



REVENUE THROUGH INCLUSIVE HOSPITALITY

World Rainbow Hotels exists to help hotels reach one of the world's fastest-growing travel markets while demonstrating a genuine commitment to inclusive hospitality.

As the world's only GDS-enabled LGBTQ+ hotel consortia, we connect our member hotels with more than 24,000 affiliated travel agencies, alongside a global community of leisure and corporate travellers actively seeking welcoming places to stay.

Whether you're looking to increase visibility, generate incremental bookings or strengthen your brand positioning, World Rainbow Hotels provides the platform, marketing support and distribution to help you achieve your commercial goals.



WHY JOIN WORLD RAINBOW HOTELS?

Membership is designed to do more than simply list your hotel. It offers a strategic opportunity to elevate your brand, expand your reach, and position your property in front of travelers and industry partners worldwide.

We work alongside our members to increase awareness, improve visibility and create opportunities to generate new business through targeted marketing and global distribution.



PROGRAMME BENEFITS

As a member, you'll benefit from:

- Access to more than **24,000 affiliated travel agencies** through the GDS
- A **dedicated listing** on World Rainbow Hotels with a link to your Booking.com booking engine
- Exclusive LGBTQ+ travel **campaigns and seasonal promotions**
- Consumer and travel trade **marketing opportunities**
- Dedicated **GDS rate plans**
- **Exposure** to both leisure and corporate travellers worldwide

RATE PLANS

All member hotels can load two dedicated World Rainbow Hotels rate plans into their CRS, making them available to our affiliated travel agency network through the Global Distribution System.

1. WRH Best Available Rate

Available to all affiliated agencies and loaded at parity with your Best Available Rate.

2. WRH Preferred Rate (optional)

An exclusive rate available only to selected preferred agencies, offering a minimum 5% discount from BAR to encourage additional bookings.

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CORPORATE DIVERSITY PROGRAM

World Rainbow Hotels is recognised globally as a Diversity Supplier, supporting organisations looking to book accommodation that reflects their diversity, equity and inclusion commitments.

Our programme enables corporate buyers to source hotels that actively foster inclusive environments, giving travellers confidence that they'll receive a welcome experience wherever business takes them.

By becoming a WRH member, your property becomes part of a trusted global network of hotels recognised for their commitment to diversity and inclusion.

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



OUR COMMITMENT



INCLUSIVE HOSPITALITY

Every World Rainbow Hotels member shares a commitment to creating an environment where all guests feel welcome, respected and valued.

We encourage hotels to develop a culture of inclusivity, ensuring teams understand the expectations of today's LGBTQ+ traveller and can confidently provide an exceptional guest experience.



RESPONSIBLE TRAVEL

Alongside inclusivity, many of our member hotels are embracing more sustainable ways of operating.

From reducing environmental impact to supporting local communities, responsible hospitality continues to play an increasingly important role in how travellers choose where to stay.

MEMBERSHIPS DESIGNED TO GROW YOUR BUSINESS

Choose the membership that best support your commercial objectives.

MEMBERSHIP BENEFITS	SILVER \$599	GOLD \$799	PLATINUM \$999
GDS bookings from over 24,000 affiliated travel agencies	✓	✓	✓
Listing on World Rainbow Hotels with direct Booking.com links	✓	✓	✓
Two exclusive WRH GDS rate plans	✓	✓	✓
Access to LGBTQ+ focused marketing opportunities, including destination campaigns and Pride activity	✓	✓	✓
Higher search ranking than Silver members		✓	✓
Inclusion within both Consumer and Travel Agency newsletters: • One image • Promotional rate or offer • Booking link • Booking terms		✓	✓
Two dedicated social media posts per year		✓	✓
Homepage carousel banner for two weeks		✓	✓
Premium newsletter feature: • Up to three images • Hotel description • Booking link • Promotional rates or booking code			✓
Homepage Feature placement (Static Feature 1 or 2)			✓
Dedicated competition running for 30 days, supported by a further seven-day promotional campaign			✓
Quarterly social media promotion			✓
Highest search ranking across the website			✓
Priority positioning within newsletters			✓
Hotel of the Week feature across WRH marketing channels			✓
Dedicated Spotlight Feature blog			✓

Indicated fees are in USD and per annum

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COMMISSION STRUCTURE

Reservations generated via the World Rainbow Hotels website are fulfilled through our Booking.com partnership and remain subject to your existing Booking.com commercial agreement.

Bookings made through the GDS are subject to your existing GDS transaction fees, agency commission and the standard 5% WRH programme override.



ADDITIONAL MARKETING OPPORTUNITIES

Alongside membership benefits, hotels can further increase their visibility through our range of additional marketing opportunities.

These include:

- Consumer newsletters
- Travel agency newsletters
- Homepage features
- Editorial blog articles
- Social media campaigns
- Seasonal Pride campaigns
- Destination features
- Hotel spotlight campaigns
- Competitions
- Public Relations activity



MEMBERSHIP CRITERIA

To maintain the quality and reputation of the collection, all prospective members are assessed against the following criteria.

LOCATION

Properties should be well positioned within their destination, offering guests convenient access to key attractions, business districts or local experiences.

QUALITY

Hotels should maintain a minimum three-star standard and deliver excellent guest service, quality facilities and a distinctive sense of place.

INCLUSIVITY

Member hotels should demonstrate a genuine commitment to creating welcoming experiences for LGBTQ+ travellers.

This includes an awareness of local LGBTQ+ communities, events and venues, helping guests make the most of their stay while feeling comfortable and respected throughout.

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JOINING THE 2027 PROGRAMME



Applying to join World Rainbow Hotels is straightforward. Each application is reviewed to ensure it aligns with our quality standards and values before becoming part of the collection.

Hotels can submit their RFP electronically through [CVENT](#) or complete the [WRH 2027 Contract](#) and [WRH 2027 RFP](#) manually before returning them to info@worldrainbowhotels.com.

EXPERIENCE THE WORLD OF INCLUSIVE HOSPITALITY

World Rainbow Hotels is the world's only GDS-enabled LGBTQ+ hotel consortia, representing more than 1,200 welcoming hotels across over 230 destinations worldwide.



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