

# WORLD RAINBOW HOTELS 2024 PROGRAM



## ABOUT WORLD RAINBOW HOTELS (WRH)

World Rainbow Hotels (WRH) brings together a global community of Gay & Lesbian welcoming hotels, providing them with unprecedented visibility and access to the affluent LGBTQ+ market.

WRH is the first and only GDS accredited LGBTQ+ 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 hotels wanting to leverage this market segment.



## WHY JOIN WORLD RAINBOW HOTELS?

Now in its 14th successful year, WRH will bring your property:

- A listing on [www.worldrainbowhotels.com](http://www.worldrainbowhotels.com) with links to book directly on your website
- GDS bookings from travel agencies worldwide
- Inclusion in email marketing campaigns to travel agents worldwide
- Exclusive LGBTQ+-focused marketing opportunities
- No hassles: flexible rates / GDS-based
- Inclusion in WRH Corporate Diversity Programs

## RATE PLANS

WRH member hotels can load two GDS rate plans in their current CRS. Both rates are flexible and linked to the hotels' BAR rate:

1. WRH BAR rate
  - Public rate, bookable by WRH Affiliated Travel Agencies on the GDS
  - At parity with your hotel's 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 is both Leisure and Corporate orientated. As a member of the prestigious National Gay and Lesbian Chamber of Commerce (NGLCC), WRH has been recognized as an official Global Diversity Supplier and operates a global Corporate Diversity program.

WRH recognizes the need for corporations to enable their employees to stay in certified LGBTQ+ -welcoming hotels. WRH Members Hotels can offer a WRH negotiated rate, which will be booked by Agents and Corporate Bookers via the GDS.

## COMMISSIONS

- Hotels pay 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 WRH rates into their CRS
- Hotels need to create an **Out & About** 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)

## MEMBERSHIP OPTIONS

Hotels joining the WRH 2024 program can choose from our three membership options:

MEMBERSHIP BENEFITS	SILVER \$599	GOLD \$799	PLATINUM \$999
GDS bookings from 24K+ affiliated Travel Agencies	✓	✓	✓
Listing on <a href="http://www.worldrainbowhotels.com">www.worldrainbowhotels.com</a> with links to your website	✓	✓	✓
Two exclusive WRH rate plans	✓	✓	✓
Exclusive LGBTQ+ -focused marketing opportunities	✓	✓	✓
Highlighted hotel profile ("Our Fav")		✓	✓
Superior ranking		✓	✓
One newsletter insert (circulation: 24k agencies)		✓	✓
One exclusive competition for 7 days			✓
One social media post		✓	✓
One additional social media post (2 per annum)			✓
One exclusive homepage banner for 2 weeks		✓	✓
Top ranking on searches			✓
Top newsletters positioning			✓

Indicated fees are in USD and per annum

### A LA CARTE MARKETING

To further enhance your membership during specific times you can choose from a list of Marketing Options:

NEWSLETTER INCLUSION	\$129	Hotel inclusion in Monthly Agency Newsletter (circulation: 24.000 agencies). Offer includes: 1 hotel image, booking link, rates/promotion codes and booking terms
NEWSLETTER ARTICLE	\$299	One exclusive article of your hotel in Monthly Agency Newsletter. Article includes: 3 hotel images, hotel description (max 250 characters), booking link, rates/promotion codes
ONE SOCIAL MEDIA POST	\$99	One post in World Rainbow Hotels Facebook, Twitter and Instagram platforms. Social Media post includes: short description, one image, linked to hotel profile
ONE HOMEPAGE BANNER	\$399	One Rotating Banner for 2 weeks on World Rainbow Hotels homepage, subject to availability
TOP OF SEARCH	\$499	Your Hotel listing ranking above all other hotels in your destination and in applicable categories searches for 4 weeks (subject to availability)
COMPETITION	\$499	Your hotel promoted through an exclusive competition, advertised for 7 days throughout all sales channels: Agency E-news (24,000 agencies), Homepage and Social Media. Terms & Conditions apply*

Indicated fees are in USD and per annum

\*Terms & Conditions - "Competition": participating hotels must offer 1 x complimentary room for 2 people, based on 2 night stay subject to availability for competition winners.

### HOW TO JOIN 2024 PROGRAM

Before adding a new member to our collection, we vet each hotel according to their location, their characteristics and the answers to the RPF questions.

You may submit your RFP electronically through Cvent. Alternatively, you can submit your RFP manually, by sending the [WRH 2024 RFP](#) (in Excel format) and the [WRH 2024 Contract](#) to [info@worldrainbowhotels.com](mailto:info@worldrainbowhotels.com).

### FIND OUT MORE

- Hotel Membership: [www.worldrainbowhotels.com/hoteliers/membership/](http://www.worldrainbowhotels.com/hoteliers/membership/)
- Hotel Marketing: [www.worldrainbowhotels.com/hoteliers/hotel-marketing/](http://www.worldrainbowhotels.com/hoteliers/hotel-marketing/)
- LGBT Travel Statistics: [www.worldrainbowhotels.com/hoteliers/lgbt-market-info/](http://www.worldrainbowhotels.com/hoteliers/lgbt-market-info/)
- Why be Out on the GDS? Come Out on the GDS: [www.worldrainbowhotels.com/lgbtq-friendly-come-out-on-the-gds/](http://www.worldrainbowhotels.com/lgbtq-friendly-come-out-on-the-gds/)
- Why your Hotel's LGBTQ+ friendly reputation matters: [www.worldrainbowhotels.com/why-your-hotels-lgbtq-friendly-reputation-is-everything/](http://www.worldrainbowhotels.com/why-your-hotels-lgbtq-friendly-reputation-is-everything/)