



GLOBAL ACCOMMODATION PROGRAMME 2023

RFP DOCUMENT



GLOBAL ACCOMMODATION PROGRAMME 2023

The Global Accommodation programme 2023 remains focused on delivering choice, value, flexibility and opportunities.

Our truly global programme mirrors member requirements in nearly 90 countries, offering content from hotels to serviced apartments, from global chains to in country properties, and continues to offer independent properties, all on a level playing field.

The programme provides opportunities to increase accommodation sales through preferred channels and provide availability at the right price.

At the core, is the end guest and the assurances required when staying away on business.

The 3 objectives of the Global Accommodation programme 2023 are:

1. Providing rich aggregated global accommodation content, loaded against four different rate codes
2. Underpinned by an accommodation proposition to showcase partner promotions and offerings. Aligned to the market conditions, personalisation with continued flexibility in mind
3. Alignment to assurances which promote diversity, equity and inclusion, and sustainability at the heart to mirror business cultures and promote property offerings

Planning is also underway for 2024 and the Global Accommodation Programme will include the above as an umbrella and also the following points of consideration:

1. Direct connect API content feeds
2. Leisure rates being available across the programme
3. Wider bedbank content being accessible

WHAT IS NEW FOR 2023?

- Rate code narratives, have been updated to easily search for within the GDS
- Understanding partners journey to measure their carbon offsetting and provide the opportunity to promote this to Advantage members
- Drawing in content from multiple sources, accessible through distribution channels
- Increased markets now being included, due to further global coverage requirements
- Member incentives increased to capture additional rate code business
- Total trip management visibility to members for the adoption of additional products, for capturing attachment rates
- Increased digital marketing activities to elevate partners to members and wider industry, through Advantage global channels

WHAT HAS BEEN RETAINED FROM THE 2022 PROGRAMME?

- All rate codes are requested to be available for personal use of members
- DE&I considerations
- Access to loyalty programmes
- WYN includes discretionary breakfast
- Outline what sustainability accreditations achieved
- All rate codes are applicable to serviced apartments
- W1N is non-commissionable
- All rate codes are requested to advise if they have Mental Health Champions and/or Wellbeing Champions are on site
- Remaining rate codes provide a range of commission levels, as a minimum standard

GLOBAL ACCOMMODATION PROGRAMME 2023 – MAXIMISING YOUR NETWORK REACH

The Advantage Global Network is unique and provides members and partners the opportunity to expand their reach their local market.

Here are a few key facts to support the programme and highlight the audience and reach:

UK: 113 TMCs in the UK. Members include: arrangeMY, Blue Cube Travel, Click Travel, Clyde Travel Management, CTM, Diversity Travel, Eton Travel, Frosch, Good Travel, Gray Dawes, INNTEL, Key Travel, Munro's, Norad, Reed and Mackay, Selective, Simplexity Travel, TAG, Travel Company Edinburgh, Travel Leaders, Wexas, Wings Travel Management and Ventur, to name just a few.

From a Global Perspective, our members cover:

Europe: Member TMCs in Austria, Belarus, Bulgaria, Czech Republic, France, Germany, Hungary, Ireland, Italy, Poland, Portugal, Spain, Sweden, Switzerland, Turkey.

Middle East and Africa: Satguru Travel and Tours, includes 61 countries with 86 self-owned offices. Additional agency in The United Arab Emirates and XL Travel Group.

Asia and Pacific: 13 countries including Australia, China, Malaysia, Indonesia and Japan.

North America: USA: Tangerine Travel, Options Travel, Worldtek Travel, Hess Travel, Deluth Travel.

Canada: Continental Travel

South America: Agencies in Argentina, Brazil, Chile, Colombia, Peru (Rio Travel, Oceantur, Stabia Viagens e Turismo, Consolid)

Our network also comprises other membership organisations including Uniglobe EMEA with 90 locations, and the opportunity for beam (was formally known as HBAA) agency members to participate.

TAKE ADVANTAGE OF THE OPPORTUNITIES*

91% of our rate code business is through WYN, which has grown by 57% YOY

Average length of stay is 2.21 days

Room nights are up 50% and revenue is up 64% compared to the same period last year

Members are booking clients across the following sectors:

Finance, IT, Government, Marine, Professional Services, Entertainment and Media, Cultural and Sport, Retail, Oil and Gas, Construction and automotive, to name but a few.

TOP 10 BOOKED CITIES

- London
- Birmingham
- Manchester
- New York
- Aberdeen
- Cape Town
- Houston
- Leeds
- Bristol
- Liverpool

TOP 10 BOOKED COUNTRIES

- United States
- United Kingdom
- South Africa
- Canada
- Norway
- Australia
- France
- Germany
- The Netherlands
- UAE

44% of our room nights were in Europe, 43% in The Americas, 10% in the Middle East and Africa and 3% in APAC.

* all stats are from the period Jan - Apr 2022



MEMBERS ARE INCENTIVISED TO DRIVE COMPLIANCE TO THE PROGRAMME

The Global Accommodation Programme 2023 is designed to provide availability at the right price.

The different rate codes offered ensure that there is a win-win situation for all, whether providing lowest rates, added value, higher/lower or non commission or deeper discounts. The choice is endless and ensures that the Programme is agile to support market conditions and is aligned to policies.

Members receive increased knowledge and incentives for all relevant room nights booked under the WYN, W1N, WYZ and WLW rate codes. *

* terms apply

DID YOU KNOW?

35 Advantage members feature in the BTN Europe UKs Leading TMCs 2022 list and The Advantage Travel Partnership is featured at #2 on the Europe's Leading Networks 2022 list.

ENGAGEMENT TO DRIVE OPPORTUNITIES

As the market place evolves, learning and educating is key to keep a breadth of the accommodation landscape.

Therefore Travel Hero is the perfect platform for teams to educate and learn about your property(ies).

This ensures that our members remain engaged through quizzes, leaderboards and ongoing clarity of partner news and updates.

We incentivise teams to be part of this "know-how" and in turn to drive room night production.





ESG AND ASSURANCES REQUIRED FOR THE END TRAVELLER AND ALIGNED TO CULTURES

As part of the programme, questions have been developed to elevate your offering to travellers staying away from home and within your property(ies), these include*:

WELLBEING AND INCLUSIVITY

- Menu selections
- Pillow menus
- Mental health first aid trainer
- Mental health champions
- Quiet spaces
- Run stations
- Multi faith room
- Access to gender neutral toilets
- Menus with display of calories, allergies
- Requested access to online bookable gym classes

SUSTAINABILITY

- Sustainability accreditations
- Recycling policies
- Commitment year to being carbon neutral
- Waterflow measurements
- Occupancy census for lighting and heating
- Housekeeping of multiple night stays on request only
- Mobile/keyless check in/check out
- CO2 emissions calculator
- Carbon offset *

SAFETY AND SECURITY

- GSA accreditation access, aligned to ISO31030 - Travel Risk Management
- ISAAP Serviced Apartment accreditations



*NB: some properties may not offer the above now or you are working towards it

GLOBAL SECURE ACCREDITATION (GSA) AND ISAAP ACCREDITATION AND CERTIFICATION INFORMATION

As part of the opportunities of Assurances that the Global Accommodation Programme 2023 provides, please find below details of the partnership we have retained with GSA Accreditation and Certification, which are aligned to ISO31030, Travel Risk Safety, for you to explore further.

More and more corporates (and the end guests) are asking for this accreditation, aligned to the ISO standards. It provides all with the assurance that their safety and security is being managed and upheld to an agreed recognised standard across all accommodation types suitable for corporate travellers.

If you were awarded GSA Accreditation or Certification, what would this assurance offer you as: Accommodation Provider, Corporate, TMC, Guest?



1. GSA delivers an independently assessed global security standard for Accommodation Providers enabling them to fulfil duty of care to guests.



3. By recommending GSA-accredited/certificated Accommodation Providers, TMCs can ensure the highest standards of hotel security.



2. GSA-accredited/certificated Accommodation Providers provide reassurance to businesses and Corporates that employees are staying in a safe and secure environment.



4. By selecting and adding GSA-accredited/certificated Accommodation Providers within policies, guests and travellers know they are staying in an Accommodation Provider that has reached exacting security and safety standards and has their best interests at heart, when it comes to security and safety.

To engage and start the process please contact Lee Whiteing at Global Secure Accreditation on contact@gsaaccreditation.com.



DETAILS OF THE ACCREDITATIONS AND CERTIFICATIONS

There are 5 different accreditations available:

- GSA Prestige Security and Safety Accreditation (noted below as 1)
- GSA Standard Security and Safety Accreditation (noted below as 2)
- GSA Pandemic International Certification of Good Practice (noted below as 3)
- Compliance Accreditation Health, Safety & IPC Verification (noted below as 4)
- Building Accreditation Safety & Quality Verification (noted below as 5)

Details	Type	1	2	3	4	5
Assigned SFJ Awards trained and qualified assessor	Hotel/ Aparthotel	✓	✓	✓	✓	✓
Comprehensive Risk Profile	Hotel/ Aparthotel	✓	✓			
Full on-site security and safety assessment to SFJ Awards standards	Hotel/ Aparthotel	✓				✓
Assessment via on-line portal to SFJ Awards standards	Hotel/ Aparthotel		✓	✓	✓	
Accreditation certificate provided by SFJ Awards for use in collateral	Hotel/ Aparthotel	✓	✓	✓		
Accreditation report for Sales & Marketing	Hotel/ Aparthotel	✓	Additional cost			
ISO 31030 compliant	Hotel/ Aparthotel	✓	✓	✓	✓	✓
Inclusion in the GSA/ISAAP Accommodation Providers for corporates listing	Service Apartments	✓	✓	✓	✓	✓
Full on-site quality and comfort assessment	Service Apartments					✓
Remote H&S assessment process with on-site verification	Service Apartments					✓
Building accreditation certificate for use in collateral	Service Apartments				✓	✓
ISAAP award logos for use in collateral	Service Apartments				✓	✓
Notification sent to relevant trade bodies and marketing platforms	Service Apartments				✓	✓
Annual cost of services		£3,000 + T&S*	£1,500	£600	From £300	From £650

*T&S - Travel and Subsistence

PARTNER BENEFITS

COST FOR PARTICIPATION

To participate in Global Accommodation Programme, there will be an annual cost of **\$889 + VAT**, per property with no alignment to how many bedrooms the property has. You will have access to all rate codes: WYN, W1N, WYZ and WLW.

Included in this cost, will be the following partner benefits:

- Exposure of your properties via offering agent rates to teams
- Meetings and events offers to be communicated to members (if applicable)
- Rates visible and bookable on GDS and other channels for all members and partners
- Receipt of the Global Business Travel Review
- Display of content in aggregated platform
- Access to ISAAP and GSA certifications and accreditations for guest safety and assurance (aligned to ISO31030 Travel Risk Management) - chargeable
- Social media coverage of your participation, to boost your visibility (subject to suitable content being made available)
- Across all rate codes: room night production opportunities

There is also the following potential opportunities:

- Your news can be communicated across our distribution channels, where relevant
- Invitation to present to members or be part of discussions with members, where relevant
- Lead on member webinars, upon request and where relevant

Acceptance criteria for the programme is subject to terms and conditions including participating fees, outlined on page 12, within this document.

RATE CODES



Non
Commissionable



Fully
Flexible



Value
Rate



Promotional
Rate

GLOBAL ACCOMMODATION PROGRAMME RATE CODES

Rate Code	W1N	WYN	WLW	WYZ
Description	Defined by a non commissionable rate, with breakfast included and LRA	Defined by fully flexible, discretionary discount off BAR, LRA and breakfast or Room Only option	Defined by reflecting a value rate, Room Only and NLRA	Defined by reflecting a promotional rate with discount off BAR, breakfast included and LRA
GDS Definitions	ADV GLOBAL NON COMM - WITH BFAST	ADV GLOBAL - FLEXIBLE RATE	ADV GLOBAL VALUE RATE - RO	ADV GLOBAL PROMO - WITH BFAST
Minimum expectations by rate code as outlined below				
Minimum commission required	Non Commissionable	8%	15%	10%
Breakfast – Continental or Cooked	Yes	Discretionary	No	Yes
Wi-Fi	Yes	Yes	Yes	Yes
Minimum Discount off Best Available Rate (BAR)	5%	Discretionary	15%	10%
Fixed Rates	Yes	Yes	Yes	Yes
Advance purchased rates	No	No	No	Discretionary
Dynamic Corporate Rates (DCP)	Yes	Yes	Yes	Yes
Last Room Availability (LRA)	Yes	Yes	No	Yes
Loyalty points available to end customers	Yes	Yes	No	Yes
Assurances*				
Diversity, equity and inclusion assurances	Yes	Yes	Yes	Yes
Mental health and wellbeing assurances	Yes	Yes	Yes	Yes
Health and safety protocols	Yes	Yes	Yes	Yes
ISAAP accreditation assurances, for serviced apartments	Yes	Yes	Yes	Yes
GSA accreditation and certification assurances, aligned to ISO31030 (Travel Risk Management)	Yes	Yes	Yes	Yes
Your additional content for members				
Access to your meetings programme	Yes	Yes	Yes	Yes
Groups of 09 rooms or less	Yes	Yes	Yes	Yes

*Subject to partners providing the content

HEAR FROM DALATA HOTELS ON THE BENEFIT OF BEING PART OF THE GLOBAL ACCOMMODATION PROGRAMME

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WHAT ARE THE BENEFITS OF WORKING WITH THE ADVANTAGE GLOBAL ACCOMMODATION PROGRAMME?

To help regional hotel chains like Dalata Hotel Group, we look for partners to strengthen our brand. Advantage is by far has the largest target of UK Travel Agencies offering a wide range of Rates program.

This makes it fast and easy to publish unique rates and room deals to a network of travel agencies supported by a fantastic team at Advantage who work very closely with their partners.

WHAT MAKES THE ADVANTAGE GLOBAL ACCOMMODATION PROGRAMME DIFFERENT TO OTHER CONSORTIA PROGRAMMES?

It's a constant challenge for us to compete effectively with larger hotel chains within our markets, so Advantage is an important partner that we can promote the unique benefits of our properties, rooms and rates in the UK, Ireland & European Markets. As a mid-sized, more agile hotel chain, we can react fast to market conditions and price our offerings competitively based on demand – but we need innovative ways to present these compelling offers, which Advantage offer and to a very largest number of agencies

HOW HAS BEING ON THE PROGRAMME HELPED YOUR ACCOMMODATION GROUP?

Dalata Hotel Group & Advantage have worked closely in 2022 in ensuring that the Consortia Program generate the commercial outcome. The number of bookings we have seen on the codes is growing by the day. We expect to see even better results, making a real and positive difference to our bottom line.

DALATA HOTEL GROUP

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ADDITIONAL OPPORTUNITIES

We have unique ways to place your property in front of our TMC bookers and even support booking incentives through our unique training and communication tool, the Travel Hero Platform and Engagement and Marketing Packages.

Accommodation partners supporting our rate codes will also receive our Market Review throughout the year complimentary.



ACCOMMODATION PROGRAMME 2023 – TERMS AND CONDITIONS

- All terms and conditions quoted are for the period 1 January 2023 to 31 December 2023
- Cost of participation per property is \$889 (USD) + VAT
- All rates to be parity or better than other Travel Agent Companies and Travel Agent Consortia Hotel Programmes.
- All rates and accepted terms must be made available in the GDS' by 31 December 2022.
- All rates to be commissionable (except for W1N), with a minimum of 8% for some rate codes and rising to 15% for WLW.
- The Agreement between Advantage and the Accommodation Provider may be cancelled at any time with 90 days written notification by either party. There will be no refund of fees.
- All bank charges are to be paid by the payee, failure to do so will result in Advantage recovering all charges from the Accommodation Provider
- The property agrees to honour all rates for existing and acquired Members, globally throughout the period quoted.
- Room Guarantee Policy, all guests confirmed at the Global Accommodation programme preferred rates (WYN, WLW, W1N and WYZ) must not be refused a room, should this be unavoidable then the property agrees to source a comparable alternative, honour the same rates/terms, provide free of charge transportation. And notify the member immediately.
- Any property found rate squatting will be requested to be removed or charged for participation.
- For supplier groups with more than 10 individual properties, we request group central invoicing or otherwise we will charge a fee for individual invoices. Admin charges will incur for individual invoices if requested within a group.
- Any property which changes ownership or franchise agreement, during the programme term, must advise the Global Accommodation Programme team within 30 days of changeover. You can let us know at rfp@advantagetravelpartnership.com. Should the programme not work with the new owner or franchise,

- no refund will be offered for the remainder of the programme term. We reserve the right to remove unauthorised properties from the programme.
- Rate Audit – please note you are responsible for auditing the agreed participation rate codes throughout the year. We reserve the right to remove any non-conforming properties without a refund
- Except as otherwise required by law, the terms and conditions of this agreement are confidential.
- Payment of \$889+VAT per property is due within 30 days of correct invoice. Please note that cheques are not accepted. Payment can be made via:

GBP Account Details: -

- Account Name: Worldwide Independent Travel Network (WIN) Limited
- Sort Code: 20-65-82
- Account No: 53379078
- SWIFT/BIC: BARCGB22
- IBAN: GB36 BARC 2065 8253 3790 78
- Bank: Barclays Bank plc

Euro Account Details: -

- Account Name: Worldwide Independent Travel Network (WIN) Ltd
- Sort Code: 20-65-82
- Account No: 42187833
- SWIFT/BIC: BARCGB22
- IBAN: GB18 BARC 2065 8242 1878 33
- Bank: Barclays Bank plc

USD Account Details: -

- Account Name: Worldwide Independent Travel Network (WIN) Ltd
- Sort Code: 20-65-82
- Account No: 55096911
- SWIFT/BIC: BARCGB22
- IBAN: GB65 BARC 2065 8255 0969 11
- Bank: Barclays Bank plc

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If payment is not received within the 30 day period, the property will be rejected from the programme.

Provision of your data to participate with the Global Accommodation Programme is deemed as authorisation and agreement to our terms and conditions, including fees. Payment terms are 30 days from date of invoice. Please note prices quoted exclude VAT. VAT will be charged, where relevant, in accordance with local regulations.

By providing this data you authorise and agree to the terms, conditions and rates contained herein and agree to honour these rates on behalf of the property. The agreed rates are to be loaded under the access code WLW, WYN, W1N and WYZ for GDS upon agreement to participate.

HELPDESK AND SUBMISSION

HOW TO SUBMIT

Our RFP is viewable in Lanyon, Synxis, Nexus.
Please note deadline for submissions is **15 October 2022**.

OUR TIMELINES*

Programme notice 1: 03 August 2022
Programme notice 2: 07 September 2022
Programme acceptance: once criteria has being met
Programme invoicing and payments: Upon acceptance
Rate loading: upon acceptance, aligned to Terms and Conditions
Programme launch: 01 January 2023

*All dates subject to change, without prior notice

YOUR FRIENDLY TEAM

Should you have any queries or wish to discuss the contents of this request for rates please contact: RFP@advantagetravelpartnership.com Direct Tel: +44 (0) 20 7324 3955



Nadine Holly
Supplier Partnerships Manager -
Global Accounts



Kelly Warner
Supplier Partnerships Manager -
Global Accommodation Programme

TOGETHER IN PARTNERSHIP



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