

The Global Accommodation Programme 2024

RFP DOCUMENT



The Global Accommodation Programme 2024

The Advantage Travel Partnership is a UK travel consortium operating across the global business and leisure travel sectors, offering a wide and varied portfolio of travel industry-related services to SME business owners who are all driving their own successful travel enterprises.

The Global Accommodation Programme 2024 (formally known as the WIN Hotel Programme) is available to all Advantage members and offers simplicity, choice and value to increase your bookings.

To reflect our members and their clients needs, we are providing great opportunities to work with our third party partners to reflect what is happening in the current market.

With our programme, accommodation providers have the chance to be exposed to a wide network of different agencies across the globe.

The programme framework has the following key objectives at the core:

1. Rich content loaded against the two rate codes WYN and WYZ
2. Clear rate definitions and inclusions
3. A proposition that showcases partner promotions and offerings aligned to market conditions
4. Opportunity for partners to promote their focus on key initiatives, such as sustainability, safety and security, diversity, equity and inclusion



WHAT IS NEW FOR 2024?

- Simplified our rate codes down from 4 to 2, for concise and uncomplicated rate loading
- Access to new partners to improve your sustainability journey
- Enhanced member exposure and networking opportunities
- Increased member incentives to drive more bookings

What are the benefits of working with the Global Accommodation Programme?

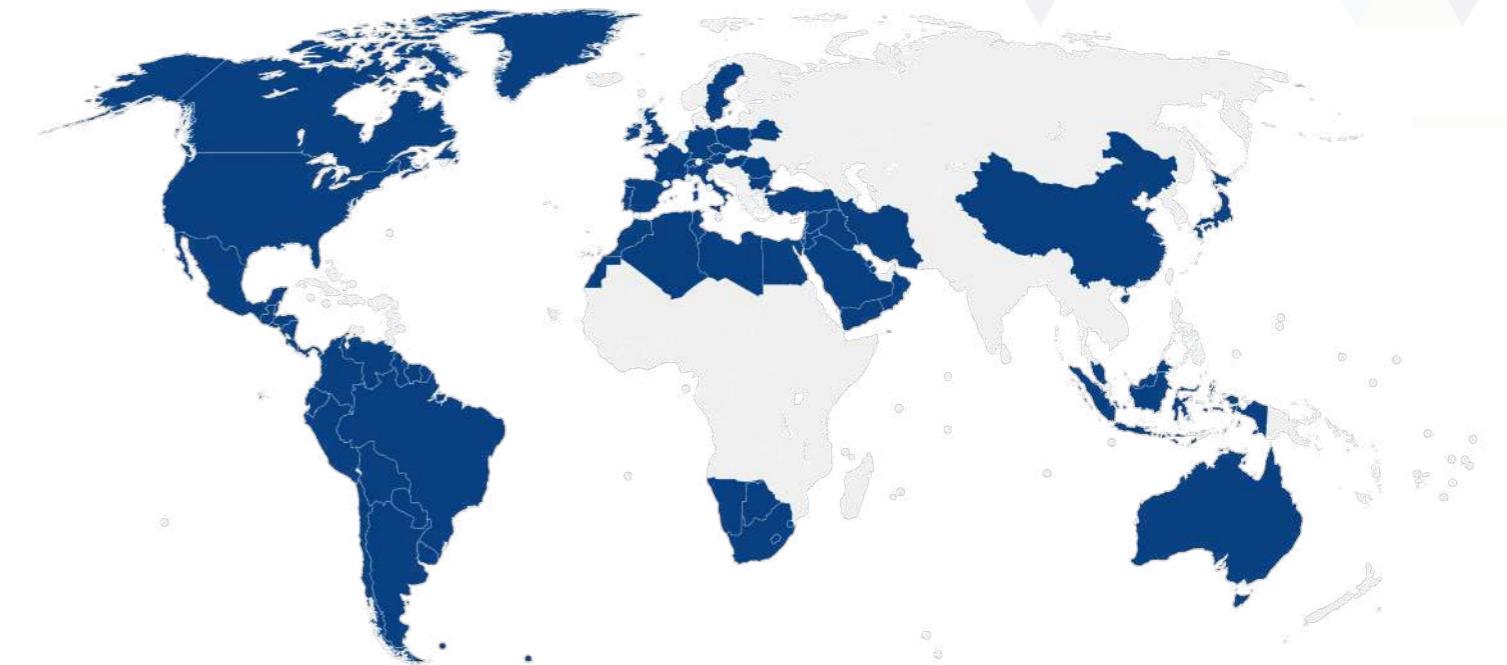
- Your content made available to 318 UK agencies (of which 112 are TMCs) and 91 global members globally
- Access to a mix of leisure and global business travel agencies
- A dedicated account management team that you can get in contact with directly for support
- Rate visibility checks and rate audits in the GDS for your properties
- Access to additional marketing activities to enhance your sales and connect with members of The Advantage Global Network

Who is in our network 2024?

An overview of some Advantage members

UK:

112 TMCs in the UK. Members include: arrangeMY, Beyond Business Travel, Blue Cube Travel, Clyde Travel Management, CTM, CT Travel, Diversity Travel, Easy Avenues, FROSCHE, Good Travel Management, Gray Dawes, Hannon Travel, Intel, Internova Group, Key Travel, Munros Travel, Navan, Norad, Reed & Mackay, Selective Travel Management, Simplicity Travel, Spotnana, TAG, Take Two Travel Solutions, Travelperk, Travel Company Edinburgh, Wexas, and Wings Travel Management, 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, Romania, Spain, Sweden, Switzerland and Turkey.

Middle East and Africa:

Satguru Travel and Tours including 61 countries with 86 self owned offices. Additional agency in The United Arab Emirates and XL Travel Group.

Asia-Pacific:

13 countries including Australia, China, Indonesia, Japan and Malaysia. In Australia as part of our network we also have CT Partners which includes 30 TMCs.

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

North America:

AmTrav, Deluth Travel, Options Travel, Sequel Travel, Solutions Travel and Tangerine Travel.

Canada:

Continental Travel.

South America and Central America:

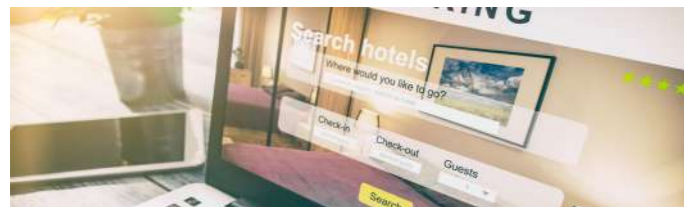
Consolid Global Travel Solutions (countries include Argentina, Brazil, Chile, Colombia, Mexico, Panama, Paraguay, Peru, Uruguay and USA), and Stabia Viagens e Turismo.

A snapshot of our statistics



Advantage 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, Charity and NGO, Academics



Top 10 booked countries

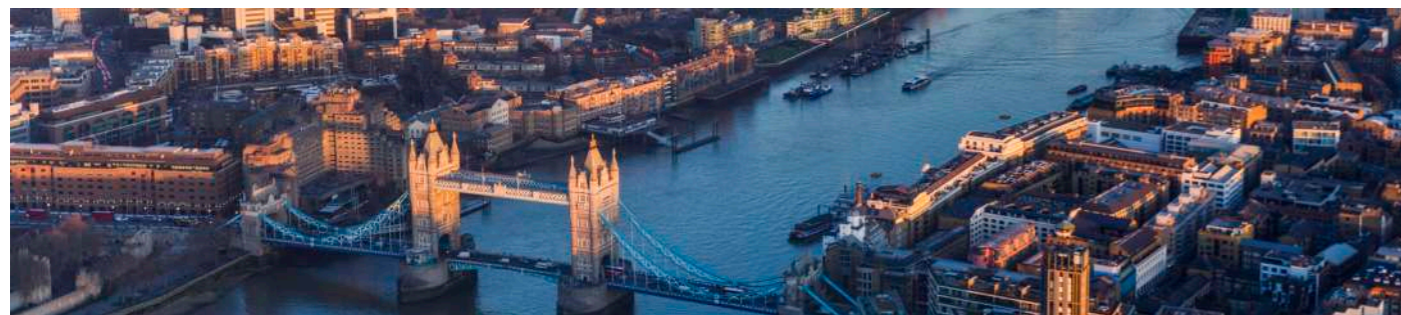


Top 10 booked cities

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

46% of our room nights were in Europe, 39% in The Americas, 24% in the Middle East and Africa and 5% in APAC.

* The statistics above are from the period January-December 2022



Q1 2022 vs 2023 A strong start to the year

Our room nights are **up by 70%** and revenue by **84%** on all GDS bookings by our network

Bookings on the main rate code WYN is **up by 66%** on room nights and **76%** on revenue

ADR (average daily rate) is **up by 8%**

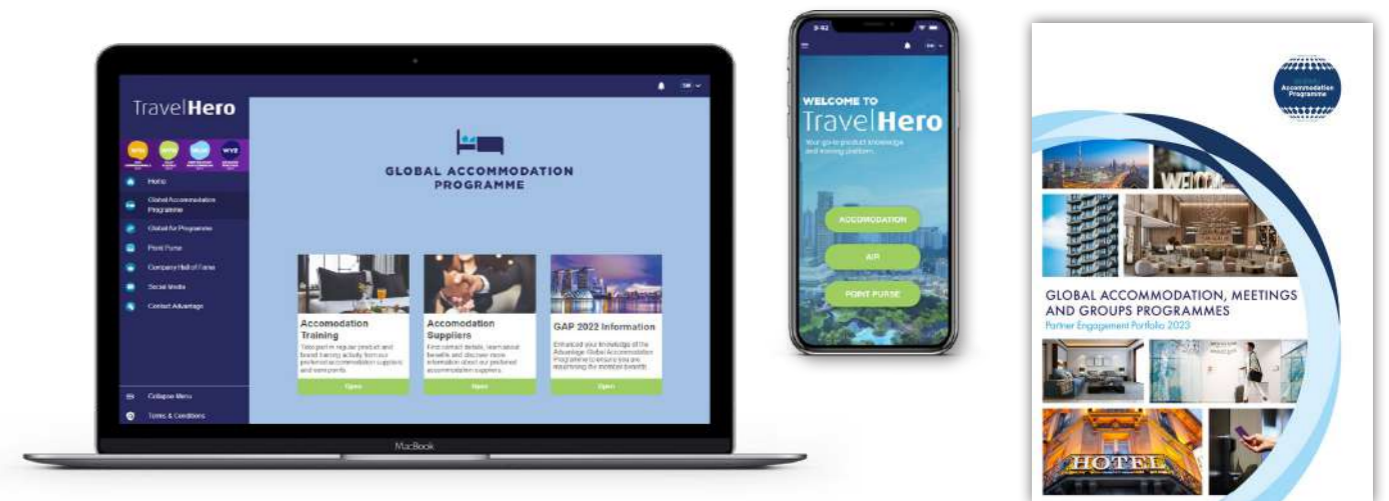
Did you know?

Advantage members represent over 70% of the UK and Europe's Leading TMCs list, published by BTN Group Europe and The Advantage Travel Partnership is the 3rd largest Leading TMC Network in Europe. This further demonstrates the strength of our membership community and it confirms our place as a leader in the global business travel sector.



The Advantage Travel Partnership's CEO Julia Lo Bue-Said has won a number of industry awards, including The Business Travel People Awards 2022 - Industry Contribution Award, The Travel Industry Awards 2021 - Travel Legend Award and the Northern Ireland Travel & Tourism Awards 2022 - NI Travel Special Award 2022.

The Advantage Global Business Travel team has been shortlisted for Business Travel Team Of The Year at the Business Travel People Awards 2023!



We offer a wide range of marketing activities, including our very own unique training platform called Travel Hero for our members. If you'd like to hear more about our marketing offering, please contact rfp@advantagepartnership.com.

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 choices including allergens
- Mental health first aid trainer
- Quiet spaces
- Run stations
- Multi-faith room
- Access to gender neutral toilets
- Requested access to online bookable gym classes

Safety and security

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

Sustainability

- Sustainability accreditations
- Recycling policies
- Waterflow measurements
- Occupancy census for lighting and heating
- Housekeeping of multiple night stays on request only
- Mobile/keyless check-in and check-out
- Carbon calculator for your events
- Carbon measuring

Opportunities as a participant of the Global Accommodation Programme

Being part of the Global Accommodation Programme ensures you have access to additional support from some of the best third-party partners in the market. Highlighted below are two partners you can connect with:



As part of the assurance opportunities the Global Accommodation Programme 2024 provides, we have retained a partnership 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 an accommodation provider, TMC, corporate and/or guest?



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



2. GSA-accredited/certificated accommodation providers provide reassurance to businesses and corporates that employees are staying in a safe and secure environment



3. By recommending GSA-accredited/certificated accommodation providers, TMCs can ensure the highest standards of accommodation security



4. By selecting and adding GSA-accredited/certificated accommodation providers within policies, guests and travellers know they are staying with a provider that has that has reached exacting security and safety standards and has their best interests at heart

There are 5 different accreditations available:

- GSA Prestige Security and Safety Accreditation
- GSA Standard Security and Safety Accreditation
- GSA Pandemic International Certification of Good Practice
- Compliance Accreditation Health, Safety & IPC Verification
- Building Accreditation Safety & Quality Verification

To engage and start the process, please contact Lee Whiteing of Global Secure Accreditation on:

contact@gsaaccreditation.com
www.gsaaccreditation.com

Greengage

Who they are

Greengage supports organisations around the globe at any stage of their sustainability journey.

From discussions on where and how to start being more sustainable through to measuring carbon output and importantly onto offering a straightforward affordable accreditation system - ECOsmart, that gives meaningful and easy-to-understand insights into a company's sustainability intentions and actions.

Their aim is always to help, guide and educate and to establish sustainability firmly on the agenda in a way that is easy yet powerful and real.



Greengage operates within the framework of the United Nations Sustainable Development Goals and has built all its platforms, systems, and processes around these. They are also a member of the Global Sustainability Tourism Council (GSTC) and adhere to their criteria and guidance on global standards for sustainability in travel and tourism. Greengage are making globally created sustainability frameworks accessible and understandable through their team of experts, platforms and systems.

Greengage's secure proprietary platforms and tools have been built to be intuitive and easy to use. They make access to review an organisation's sustainability journey incredibly easy to facilitate the planning for next steps. They recognise and recommend that sustainability for any business will always be a work in progress. It's important to start, even if it's with some small steps and then build on these - striving towards goals focused on carbon reduction, conserving natural resources, minimising impact on the environment and embracing the triple bottom line of People, Planet and (economic) Prosperity.

No business is an island, which is why Greengage are intent on building a community / business ecosystem of compatible partners, organisations, and experts - all

with an interest in sustainability who want to do business together. It's a community restless with energy and united in its quest for the greater good of putting sustainability firmly on every organisation's agenda in tangible ways that help to protect and save our precious planet from the ravages of climate change.

How they do it



ECOsmart by Greengage is the leading accreditation system for hotels, meeting venues, short stay apartments and pubs with meeting rooms plus event agencies and travel management companies. It is increasingly recognised as the

credible and affordable marque that organisations can display to demonstrate their commitment to environmental sustainability and achievement of recognised standards.



They have created a tool to accredit and support your sustainability journey. The MyECOsmart tool is a dynamic system which provides overview, project management and management information. In addition, it allows you to move up a category if you demonstrate more sustainability measures have been put in place.

www.greengage.solutions/about-ecosmart

Once accredited and on the ECOmap, the Greengage API feeds a selection of booking tools enabling the Meetings and Events Industry and Business Travel Agents to select hotels by their level of sustainability.

As a participant of The Global Accommodation Programme, properties are entitled to a 5% discount if they would like to be accredited.

Please contact sue@greengage.solutions to book a demo.

The benefits of being part of the Global Accommodation Programme

COST FOR PARTICIPATION

To participate in the Global Accommodation Programme, the annual cost per property is **US\$979 + VAT** or if your property has 100 rooms or less it is **US\$799 + VAT**. We offer the option to be billed in GBP and EUR also.

The GBP pricing is **£786 + VAT** or if your property has 100 rooms or less it is **£642 + VAT**.

The EUR pricing is **€904 + VAT** or if your property has 100 rooms or less it is **€738 + VAT**.

You will have access to rate codes **WYN** and **WYZ**.

*if you are represented by a third party provider such as a management company or representation company, or belong to a chain, please check with your account representative for pricing

***Payment via cheques is not accepted**

The Global Accommodation Programme team

We have a dedicated team supporting all queries around accommodation, which sits within the Advantage Global Business Travel team.

We are happy to assist and advise on how to make the most out of your participation on the programme and boost your bookings.



Included in this cost are the following partner benefits for you:

- Exposure to our members in the UK and around the globe, now 6,000 locations in 91 countries
- Ability to load more than one rate code across all the main GDS channels
- Direct contact with our account management team to gain advice on best practices and marketing opportunities to increase your brand exposure and revenue
- Your property details accessible to all members
- The option to host our events
- Invitation to The Advantage Conference, our flagship event, at the supplier delegate rate
- Access to additional marketing content and activities via bundle packages (for more details speak to our account management team)
- Receipt of the Global Business Travel Review on request
- Rate visibility and rate audits on request



Global Accommodation Programme 2024 rate codes

We have simplified the programme to two rate codes with WYN being the main code.

Below are details on each rate code and how to load them in the GDS to make sure your property gets the most out of the programme.

Please note that W1N, WLW and WYY are no longer in use. Rates should not be loaded under these codes.

	WYN	WYZ
Description of the rate code	Defined by reflecting a flexible rate, minimum 5% discount off BAR and LRA. If you are able to load several rates on one rate code, please use this primary rate code WYN for all rates. If unable to load several rates under one code, please use this code WYN for Room Only. Any additional rates can then be loaded under WYZ. Please make sure the rate code description loaded in the GDS is clear on what is included. This has an impact on bookings for your property made by our agents.	Defined by reflecting a promotional rate with 5% minimum discount off BAR and LRA. Use this secondary rate code for any rates which cannot be loaded under the primary rate code WYN. This could include promotional rates or secondary rates for bed and breakfast, where you cannot load both on the WYN rate code. Please make sure the rate code description loaded in the GDS is clear on what is included. This has an impact on bookings for your property made by our agents.
GDS definition 1 - if Room Only	ADV GLOBAL - FLEXIBLE RATE RO	ADV GLOBAL PROMO
GDS definition 2 - If breakfast is included	ADV GLOBAL - FLEXIBLE RATE BFST	ADV GLOBAL PROMO - WITH BFST
Long rate description example 1 - Room Only rate	ADV GLOBAL - FLEXIBLE RATE RO <ul style="list-style-type: none"> • GBP 180 per night, per room • Cancellation by 6pm on day of arrival • Meal plan: Room Only • Breakfast per PAX - Per night: 21 GBP • Taxes - VAT/Goods: 0.00 • Maximum occupancy: 2 people. Accommodation only. 	ADV GLOBAL PROMO. <ul style="list-style-type: none"> • 20% discount off BAR until end of March • GBP 150 per night, per room • Meal plan - Room Only • VAT/Goods - 0.00 • Maximum occupancy - 2 people • Accommodation and promotional amount only
Long rate description example 2 - Bed & Breakfast rate	ADV GLOBAL - FLEXIBLE RATE BFST <ul style="list-style-type: none"> • GBP 180 per night • Meal Plan: Bed and Breakfast • Taxes - VAT/Goods: 0.00 • Maximum occupancy: 2 people • Accommodation and breakfast included 	ADV GLOBAL PROMO - WITH BFST <ul style="list-style-type: none"> • 20% discount off BAR until end of March • GBP 150 per night, per room • Meal plan: Bed and Breakfast • VAT/Goods: 0.00 • Maximum occupancy: 2 people • Accommodation and buffet breakfast
Minimum commission required	8%*	10%*
Wi-Fi	Yes	Yes
Min discount off BAR	5%*	5%*
Last Room Availability (LRA)	Yes	Yes
Loyalty points available to end customers	If applicable	If applicable

*please note these are minimum commission rates. Higher rates of commission can positively effect booking levels.

*please note these are minimum discount rates. Higher rates of discount levels can positively effect bookings. 10% discount recommended to increase booking levels.

Important things to consider:

Rate code descriptions for each rate code when loaded in the GDS need to be very clear so that the booker knows exactly what is included.

We set minimum levels of commission and discount off BAR for each rate, however you are free to increase these.

Hear from some of our suppliers on what it means to be part of the Global Accommodation Programme

LEONARDO Hotels

**Nathan Harrison,
National Account Director**

How supported do you feel by the Advantage Global Business Travel team?

The Advantage team are extremely supportive and always on hand to answer any questions whether it being related to members, or marketing opportunities to further promote our hotels.

How satisfied are you with exposure to the Advantage agency network?

We are extremely satisfied with the exposure to the Advantage agency network; we have regular marketing opportunities available to us to further promote our hotels, and a good range of events that we can attend in order to network with members – both reconnecting with existing clients and developing new relationships.

SilverDoor
APARTMENTS

**Kevin King,
Senior Business Development Manager**

How supported do you feel by the Advantage Global Business Travel team?

We feel extremely supported not only by the supplier partnerships team, business development team and marketing team but also by the senior management team. We have built very close working relationships with all levels.

Do you feel you get good value for money out of the programme and its products?

Absolutely; we regard our relationship as a business partnership, helping each other grow the business providing financial rewards both to the Advantage members and ourselves.

How satisfied are you with exposure to the Advantage agency network?

We are extremely satisfied. At the beginning of our relationship, we managed to meet with a lot of the UK members and just started to gain traction with Advantage's global members. Since then, we have continued to grow both our UK and global relationships.

HotelREZ
HOTELS & RESORTS

**Emma Stevenson,
Director of Global Sales**

What makes the Global Accommodation Programme different to other consortia programmes?

This programme offers the perfect solution for our member properties, it allows us the chance to offer discounted pricing, that can be accessed by the selection of global travel agencies, that are booking for a mix of clients that require both corporate and leisure accommodation.

We have a fantastic marketing support package which gives opportunity for promoting existing and new properties joining our collection. The relationship we have with the Advantage team is strong, and we couldn't be more delighted with the revenue increase on this key Global Accommodation Programme.

GLOBAL
HOSPITALITY SERVICES

**Gisleine Freitas,
Director of Sales**

How supported do you feel by the Advantage Global Business Travel team?

The team demonstrates a deep understanding of our business needs and actively works to provide us with the necessary resources, guidance, and support. They are responsive, reliable, and always available to address any queries or concerns promptly, always providing comprehensive data when requested.

Do you feel you get good value for money out of the programme and its products?

Yes, we strongly believe that the Global Accommodation Programme offers excellent value for money. The programme's focus on driving business growth, increasing bookings, and enhancing revenue streams makes it a sound investment for our properties. We are confident that the return on investment derived from the programme justifies the expenditure and delivers significant value.

Continued...

POSADAS

Jamie Haberckon,
Consortia & Crew
International Manager

How has being on the programme increased bookings and revenue to your properties?

Yes, even though it is a new partnership we have booking coming through and have increased revenue with our business properties. We believe that the marketing package we have and attendance at events with members will help us increase numbers further.

How supported do you feel by the Advantage Global Business Travel team?

We love our partnership, we always have timely response from the team and every time we request specific information they are always really helpful.



Sheena Muthaiah,
Account Manager, EMEA

How supported do you feel by the Advantage Global Business Travel team?

Really well, constant support and interaction and if I have any questions they are dealt with immediately. Our tracking was not correct from the hotel side so Nadine kindly sent me the MI I needed very quickly and the results were amazing.

Do you feel you get good value for money out of the programme and its products?

Yes, great value with great exposure. Lots of events and communication also so you are always aware of new members.

How satisfied are you with exposure to the Advantage agency network?

Really satisfied, I met some key contacts at The Advantage Conference that I never would have had the chance to meet before.

VILLAGE HOTEL CLUB

Shaun Cole,
Head of National Sales

What makes the Global Accommodation Programme different to other consortia programmes?

It gives us the opportunity to reach a great network of agents that have varying clients across the UK distributing a competitive dynamic rate and our inclusions so that their customers are getting good value for money and we get the opportunity to work with new customers across our 33 hotels.

How has being on the programme increased bookings and revenue to your properties?

The commerciality and return on investment is crucial to our participation in the programme, we have continued to see growth year and year from our participation so it is a programme that we enjoy being in. As a brand, clients benefit from our facilities and we continue to grow revenue - win win!

How supported do you feel by the Advantage Global Business Travel team?

The Advantage team are engaging and proactive, on the other end of the phone or an email if we need to get in touch with them. We have regular catch ups so that we have good knowledge from both parties and are also open to ideas, suggestions and feedback so always looking to evolve the support and offering.



Global Accommodation Programme 2023 terms and conditions



- All terms and conditions quoted are for the period 01 January 2024 to 31 December 2024.
 - Cost of participation per property is US\$979 + VAT or US\$799 + VAT for properties with 100 rooms or less. The GBP pricing is £786 + VAT or if your property has 100 rooms or less it is £642 + VAT. The EUR pricing is €904 + VAT or if your property has 100 rooms or less it is €738 + VAT. If you are represented by a third party provider such as a management company or representation company, or belong to a chain, please check with your account representative for pricing.
 - All rates to be parity or better than other Travel Agent Companies and Travel Agent Consortia Accommodation Programmes.
 - All rates and accepted terms must be made available in the GDS' by 31 December 2023.
 - All rates to be commissionable, with a minimum of 8% for WYN and 10% for WYZ.
 - 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.
 - Room Guarantee Policy, all guests confirmed at the Global Accommodation Programme preferred rates
- (WYN 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 and provide free of charge transportation. The member should be notified immediately.
- Any property found rate squatting will be requested to be removed immediately from the programme or will be 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.
 - Rate Audit – please note you are responsible for auditing the agreed participation rate codes. Advantage will carry out periodic checks throughout the year to ensure rates are loaded correctly. 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.

Continued...

- Payment for participation 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

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 authorization 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 authorize and agree to the terms, conditions and rates contained herein and agree to honor these rates on behalf of the property. The agreed rates are to be loaded under the access code WYN and WYZ for GDS upon agreement to participate.

Important dates to remember



Submissions:

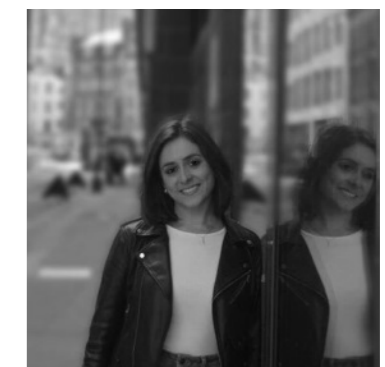
Our RFP is viewable in Lanyon (Cvent). Our deadline for submissions is 31 October 2023.

Timelines:

- Programme notice 1:** 11 August 2023
- Programme notice 2:** 07 September 2023
- Rate loading:** upon acceptance, please load rates as soon as possible
- Programme launch:** 01 January 2024



Nadine Holly
 Supplier Partnerships Manager -
 Global Accounts



Kelly Warner
 Supplier Partnerships Manager -
 Global Accommodation Programme



LEADING THE WAY TOGETHER



Global Accommodation Programme
Regus, Eagle House, 167 City Road, London, EC1V 1AW