



# **JTB Global Hotel Program**

## *2025 Marketing and Advertising*

# GDS Marketing



## Hotel Biasing

### Prioritize the Selling of Your Property or Chain

Influence agent shopping behavior in the GDS by positioning the selling of your chain, brand or property through all points of sale.

Displays properties in the priority that is most relevant to the agency

Highlights preferred properties with custom label.

*Based on availability. Upon request.*

Rank	Hotel Name	Address	Distance	Rating	Avg. Nightly Rate
1	Selina Chicago	100 E Chestnut St., ORD, Chicago, IL, United States of America, 60611	15.39 Miles E	★ 4.0	USD <b>199.70</b>
2	Hilton Orrington/Evanston/Chicago	1710 Orrington Ave. ORD, Evanston, IL, United States of America, 60201	12.44 Miles NE	★ 4.0	USD <b>149.46</b>
3	The Peninsula Chicago	108 East Superior St. ORD, CHICAGO, IL, United States of America, 60611	15.49 Miles E	★ 5.0	USD <b>650.00</b>
4	Four Points By Sheraton Chicago Westchester Oak Brook	2222 Enterprise Drive, ORD, Westchester, IL, United States of America, 60154	9.18 Miles S	★ 3.0	USD <b>99.00</b>
5	Radisson Blu Aqua Hotel Chicago	221 North Columbus Drive, ORD, Chicago, IL, United States of America, 60601	15.96 Miles SE	★ 4.0	USD <b>228.65</b>
6	Freehand Chicago	19 East Ohio Street, ORD, Chicago, IL, United States of America, 60611	15.46 Miles SE	★ 4.0	USD <b>119.00</b>

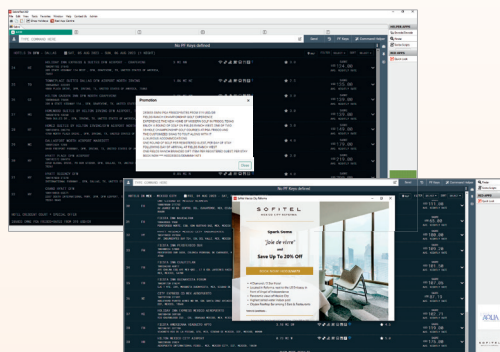
# GDS Marketing



## PromoSpots

### Highly Targeted Point-of-Sale Graphical & Text Ads

- Deliver messages relevant to agents' searches and influence bookings
- Increase sales and gain market share by targeting agents shopping your market with promotional advertisement
- Targeting by Agency codes (PCC), Location (POS), Destination

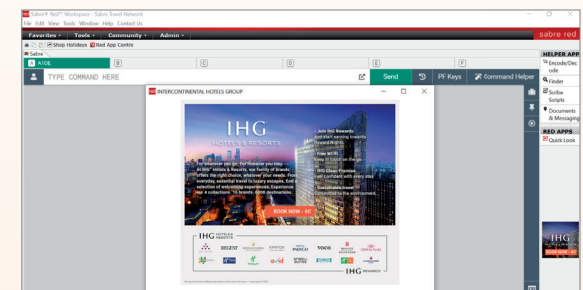


- Creative and dedicated campaign manager included
- Measure results with post-campaign reports

## Sign-in Messages

### Target JTB Agents as They Sign into Their Sabre Workspace – Up to 4x Daily

- Top of Mind Graphical and Text Ads – awareness, branding, chain wide announcement
- Feature new promotions, deals, incentives or loyalty offers for 30 days
- Build targeted campaigns to agents in specific regions or countries–or broadcast your message globally
- Creative and dedicated campaign manager included





# eMail Marketing

View in your browser

**Inspirations**  
JT B Global Hotel Program Special Offers

July 21, 2022  
Hotel partner promotions and discounts to inspire you. Book rate access code JT B in the GDS.

**IHG**  
HOTELS & RESORTS  
Let our global brands be your advantage

Take a new look at IHG® Hotels & Resorts – 17 brands, 6,000 hotels, 100+ countries. For wherever you go & however you stay.

**BWH** | Hotel Group

WITH 16 DISTINCT GLOBAL BRANDS, THE OFFERS ARE ENDLESS. Receive 10% off your booking rate. As a limited time promotion, only for JT B members.

**Introducing BWH Hotel Group**

Receive 10% off best available rate – book today using the JT B rate

**View details >**

**THE LANGHAM**  
LA PASADENA

Los Angeles' original grandeur returns. The Langham Pasadena, a new hotel with 20 rooms of high-end luxury, grandeur from downtown.

**Enjoy up to 20% off Club & Suites**

Book now to experience The Langham Huntington, Pasadena's most exclusive accommodations this summer.

**Save up to 30% on King**

Book now to experience The Langham Huntington, Pasadena's most exclusive accommodations this summer.

**Save on King**

Book now to experience The Langham Huntington, Pasadena's most exclusive accommodations this summer.

**More Partner Offers:**

- Henn na Hotel New York:** Receive 10% off Best Available Rate. Book today using the JT B rate code. **Book Now!**
- Radio Hotel:** Radio Hotel opening July 2022 New York – Book the JT B rate code and receive 10% off BAR. **Book Now!**
- La Casa del Camino:** Spectacular views & unique Spanish-revival charm at La Casa del Camino hotel! **Book Now!**

Don't forget to take advantage of these great opportunities when booking travel!

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## Inspirations

### Promote and Attract

Inspirations is a monthly email for JT B Travel Managers and Advisors that promotes brand initiatives, hotel openings, special rate offers, unique value-adds and traveler incentives.

*Inspirations is published 4 times per year.*

View in your browser

**Marquee**  
JT B Global Hotel Program

**Exclusive Offer for JT B Business Travel Advisors**  
NH Collection New York Madison Ave: Extraordinary offer

Book now and benefit from a 30% discount on the best available flexible rate.

**THE COLLECTION**  
NEW YORK MADISON AVENUE

**Click Here for Details!**

JT B Business Travel, One Gateway Plaza, Suite 712 Jersey City, NJ 07310. You're receiving this email because you are a JT B client or because you opted-in at our website.

## Marquee

### Be Center Stage

Marquee is a dedicated email for brands and hotels that want to catch the attention of JT B Travel Managers and Advisors with an exclusive selling message. Perfect for new openings, high priority and time-sensitive promotions.

*Marquee is published monthly.*



# Education and Engagement



**InsiderRewards**  
JTB Global Hotel Program

**Exclusive Offer for JTB Business Travel Advisors**  
**Get a 50% bonus — Book Chain Code "CW"**  
Book the JTB rate and Chain Code "CW" and get a 50% bonus and 15% commission.

**Get a 50% bonus**  
**Book Chain Code "CW"**

Enjoy 15% commission and 15 Radisson Rewards points per US dollar when booking from June 18 - August 30, for any business and leisure travel booked through JTB. In select markets (East and West Africa), to be eligible for the 15% professional commission, you must book your eligible commissionable rates at participating hotels through GDS channels. This offer is valid when booking through JTB and does not include any other offers. Book to earn and Radisson Rewards member when making a booking to be eligible for the 15 points per US dollar (and 50% bonus). Terms & conditions apply. Registration is required for this promotion.

**Not a current guest member of Radisson Rewards for Business yet?**  
Visit [radisson.com/rewards/business](https://www.radisson.com/rewards/business) then come back and complete your booking and don't forget to enter your new Radisson Rewards number.

[Click Here for Details!](#)

Terms and conditions apply. This offer is only valid for eligible bookings made through GDS channels, at participating Radisson Hotel Group hotels in EMEA. Points can be earned in conjunction with other promotions, where applicable. For information about the Terms and Conditions of the Radisson Rewards program please check [radisson.com/rewards](https://radisson.com/rewards).

JTB Business Travel  
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Green City, NJ 07130

You're receiving this email because you are a JTB client or because you opted-in at our website.

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## InsiderRewards

### Incentives to Build Loyalty

InsiderRewards is a monthly dedicated email for hotel chains that want to educate JTB Travel Managers and Advisors to increase product and brand awareness, build loyalty and promote Travel Advisor reward programs and sales incentives.

*Include a Quiz or incentive to interact with our Travel Advisors (prize recommended).*

## Staff Webinar

### Educate for Awareness

Share updates about your brand or hotel in a 30-minute presentation to JTB Business Travel Managers and Travel Advisors (based on availability). Includes travel advisor Quiz to guarantee retention of material (prize recommended).

*The pre-recorded session is made available on-demand online.*



# eNewsletters

Insights, Trends, and Tips for a Better Travel Management Experience

## What is Essential Travel? The Definition Might Be Changing for Many Companies

In 2022, companies are reconsidering their answers to the question: What is essential travel? This shift could push us closer to pre-pandemic levels by the end of the year. We all know the story by now: the COVID-19 pandemic blanketed the world more than two years ago, and businesses quickly shut down their travel programs, along with many of their other initiatives.

[Read More](#)

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**NEW PROGRAM, MORE PERKS.**  
IHG ONE REWARDS IS HERE.

[LEARN MORE](#)

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**The Secret to Controlling Business Travel Cost**

As travel makes a comeback at organizations around the world, compliance can be an effective lever for controlling the overall cost of business travel. [Keep Reading](#)

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**The Post-Pandemic Business Travel Checklist**

To help you navigate through a transformed business travel landscape, we've created a post-pandemic travel checklist that aims to answer common questions, and help you create trips. [Keep Reading](#)

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BTSE London: June 29 & 30  
Join Us On Our Zero Borders Tour!

**In Case You Missed It... JTB Joins Organization Committed to Sustainable Business Travel**

LinkedIn | Twitter | Instagram | Website

## Waypoint

### Get Noticed

Waypoint is a monthly blog e-newsletter for business travelers, travel managers and corporate executives that provides insights, trends and tips for a better travel management experience.

*Waypoint is distributed to all JTB Business Travel clients.*

See Rate Card for Current Pricing

## TravelConcierge

### Reach a Targeted Audience

Travel Concierge is a monthly business travel news source tailored to clients seeking timely travel information, recommendations, and restrictions in a quick and easy-to-read format.

*This email is offered in English or Japanese based on client preference.*

# Digital Marketing



**JTB Business Travel MarketPlace** Help Log out  
Jonni Bailey Site: JTB Business Travel US

Home

Announcements  
NEW PROGRAM, MORE PERKS. IHG ONE REWARDS IS HERE. LEARN MORE

Select a hotel

\* Airport, city, or address: New York, NY  
\*\* Check in: 07/07/22 \*\* Check out: 07/08/22 \* = required  
Search

837 of 837 hotels Sort by: Distance

Property Filters  
Reset Property Filters  
Hide sold out  
Hide out of policy  
Distance from: New York, NY  
within 25 miles  
Hotel name  
Name or chain  
Amenities  
ADA accessible (865)  
Airport shuttle (47)  
Breakfast included (199)  
Coffee in room (488)  
Eco friendly (60)  
Executive floors (37)  
Fitness room (429)  
In room safe (386)  
Laundry services (282)

Hotel Name	Address	Price
MILLENNIUM HOTEL BROADWAY	145 West 44th Street New York NY 10036012 USA	\$218
NEW YORK MARRIOTT MARQUIS	1535 BROADWAY New York NY 10036 USA	\$361
THE KNICKERBOCKER	6 Times Square, New York NY 10036 USA	\$446
OYO HOTEL TIMES SQUARE	157 West 47th Street New York NY 10036 USA	\$179

## JTB MarketPlace.com

### Where Booking Decisions are Made

Influence traveler shopping behavior by displaying your brand or hotel promotion in a banner ad on the hotel booking search or results page of JTB's online booking platform for mid-market clients for a full 30 days.

# Rate Card

	Description	Distribution	Rate
<b>GDS Marketing</b>			
Hotel Biasing	Individual Property	30-days	\$1,000/City
	Individual Property	60-days	\$1,800/City
	Individual Property	90-days	\$2,400/City
	Hotel Chain (multi-brand)	30-days	\$5,000
	Hotel Brand	30-days	\$3,000
<b>Promo Spots-Single Market</b>			
	Individual Property	60-90 days	Per Market
	Chain/Brand	60-90 days	Per Market
<b>Sign-in Messages</b>			
	1000 Impressions-Global	30-day campaign	Per Request
	500 Impressions-Global	30-day campaign	Per Request
<b>eMail Marketing</b>			
Inspirations	Featured Banner	Monthly	\$850
	Hotel Ad	Monthly	\$750
	Hotel Offer Link	Monthly	\$600
Marquee	Exclusive Ad	Monthly	\$800



# Rate Card (continued)

	Description	Distribution	Rate
<b>Education and Engagement</b>			
InsiderRewards	Exclusive Ad	Monthly	\$800
Staff Webinar	On-Demand Video	Upon Request	\$500
<b>eNewsletters</b>			
Waypoint	Banner Ad	Monthly	\$1,000
TravelConcierge	Banner Ad	Monthly	\$1,000
<b>Digital Marketing</b>			
JTB MarketPlace.com	Banner Ad	30-days	\$1,250



# Start Promoting. Contact us today.

**Hotel Department | JTB Business Travel**

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**[Click here to place your marketing selection](#)**

*See Rate Card for Current Pricing*