

Thank you for participating in the Direct Travel Global Hotel Program.

Your Premium participation level includes a marketing **email message** to our Travel Advisors and Account Managers. This document provides instructions and next steps for submitting your hotel email message content to secure your spot on our marketing content calendar.

Direct Global Hotel Program marketing provides reach of over 2,000 professional employee agents focused on corporate business. All email reaches corporate and leisure agents.

Please follow these instructions to prepare and submit your email message for distribution.

### Planning your email message

- You can choose to share in an introduction / information only to your property's features and amenities or a special rate/package offer
  - Special offers require the rate to be GDS bookable
- We don't have a fixed deadline for your email content submission. Email spots are filled in as content comes in, the sooner you submit yours, the better the chance of securing the timing you prefer.
- If you have existing hotel sales collateral that includes your message, we can use it as a foundation to craft your email. It provides content we can break down and re-purpose into a compelling email.
  - If you would like us to use existing sales collateral, please attach that piece and let us know you want it used in the "text to include" section of your submission form.

### Guidelines

Sample emails are attached.

- Aim for around 100 words and 2-3 photos. One photo minimum is required. (see examples on the following pages)
- Accepted file formats include pdf, jpeg, and png files.
- Avoid any messages or offers that require booking direct or links to external booking sites.
- We are happy to promote anything you like about your hotel. Some ideas: awards won, remodels, great hotel features like restaurants or pools, photos that show what's special about a hotel, unique meeting space, seasonal promotions or special promo rates (could be a percent off or extra inclusions, or even things like complimentary late check out as a featured special offer).
- All rate offers must be bookable via the GDS via a **Direct Travel Rate Plan DTI or DTV**.
- We cannot accept messages or offers that require booking direct or links to external booking sites.

When you're ready to send us your content, please click this link to submit:

[Direct Travel email message submission form](#)

or contact [DThotelDepartment@dt.com](mailto:DThotelDepartment@dt.com)



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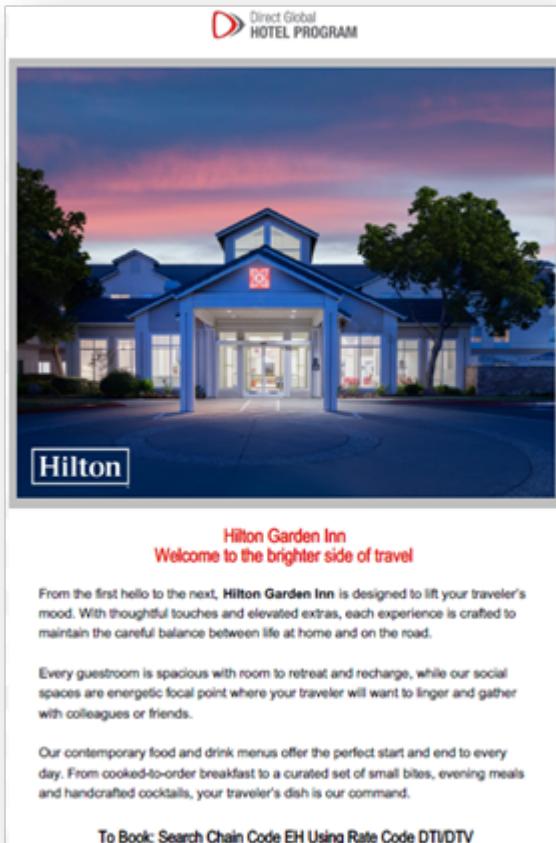
*All promotions must be offered on GDS and DTI or DTV rate codes.*

# 2025-26 Marketing for DIRECT Results

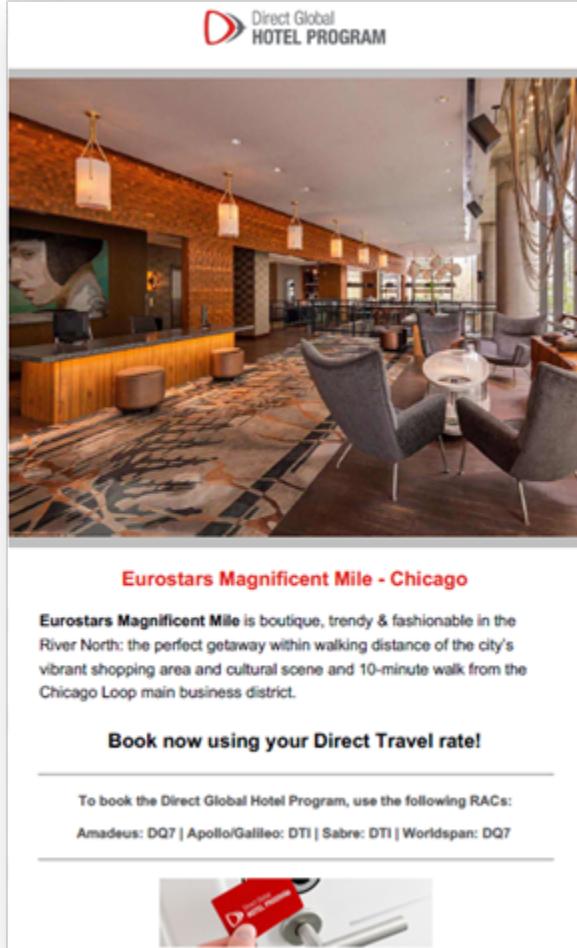
## Individual Property Marketing Submission Instructions

 **DIRECT GLOBAL**  
hotel program

Sample email – 100 words with 1 photo



Sample email – 37 words with 1 photo



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# 2025-26 Marketing for DIRECT Results

## Individual Property Marketing Submission Instructions



Sample email – 125 words with 2 photos



**Unlock a World of Comfort  
Your Stay at Loews Chicago O'Hare**

Traveling is a breeze when you stay at the luxurious Loews O'Hare Hotel. Conveniently located just 5 minutes from the airport with complimentary shuttle service to and from the hotel, it makes the perfect home base for your visit.

Whether you're enjoying a staycation, taking a road trip or stopping through on business, there is no need to stress about where to park while you're visiting the Chicagoland area. Kickstart your journey in style with accommodations for you and your vehicle.

Direct Travel travelers can enhance their stay at Loews Chicago O'Hare with Loews Suite Spot, parking for one vehicle for up to 7 days is part of the package offered through March 31, 2024.

To book the Direct Global Hotel Program, use the following RACs:  
Amadeus: DQ7 | Apollo/Galileo: DTI | Sabre: DTI | Worldspan: DQ7



Sample email – 200 words with 7 photos



**SUPPLIER SPOTLIGHT**

**MILLENNIUM HOTELS AND RESORTS**

**Save 15% off BAR in LA and NYC**



Feel the heart of NYC beat in our hotels in downtown Manhattan, or live the authentic Los Angeles in our historic hotel in LA's cultural district. Discover more than meets the eye with our hotel special offers.

Comfort is not a question of rates. Find your hotel in the US and enjoy the comfort and service of Millennium Hotels and Resorts at an incredible price.

Book by December 30, 2023, for stays through December 30, 2023, and receive\*:

- 15% off The Flexible Rate (BAR)
- 10% commission
- Complimentary Wi-Fi

Book GDS chain code: MU

[Download the Collateral](#)

**Save 15 % off BAR across our six Singapore hotels**



Stay in one of our Singapore hotels and feel the vibe of the Lion City. Whether you're traveling for a relaxing family holiday, demanding business trip or special occasion, you'll enjoy comfort and style at unbeatable prices. An unforgettable experience awaits you at Millennium Hotels and Resorts.

Book by December 30, 2023, for stays through December 30, 2023, and receive\*:

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- 10% commission
- Complimentary Wi-Fi

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