



2026 DIRECT GLOBAL HOTEL PROGRAM

RFP Contract

If your hotel is:	Economy, Extended Stay, Limited Service	Midscale to Upscale	Upper Upscale, Luxury, Boutique, Resort
Then you are probably facing:	<ul style="list-style-type: none"> ✓ Price sensitivity ✓ Challenges getting in front of corporate clients who have repeat, profitable stays 	<ul style="list-style-type: none"> ✓ Competition, saturated markets, trouble standing out ✓ Marketing/brand awareness challenges; difficulty achieving ROI through traditional marketing ✓ Challenges promoting your green efforts to clients who value them 	<ul style="list-style-type: none"> ✓ Seasonal Variations, off-peak seasons ✓ Greater impacts from a challenging economy
Participation in our Direct Global Hotel Program offers:	<ul style="list-style-type: none"> ✓ SME clients who are not large enough to negotiate on their own = less price sensitive ✓ Challenges getting in front of corporate clients who have repeat, profitable stays 	<ul style="list-style-type: none"> ✓ A way to stand out ✓ Actionable steps to improve visibility and bookability before you invest in marketing ✓ Promotion of your green initiatives to clients who base purchasing decisions on them 	<ul style="list-style-type: none"> ✓ Year-round, mid-week, high ADR business ✓ 3.9 million global hotel transactions and \$5.9 billion in global sales from 4,800+ clients. (2023)
The right level of participation for you is likely:	Base level	Advantage level with secondary rate program Direct Value Rates	Premium level

About Direct Travel

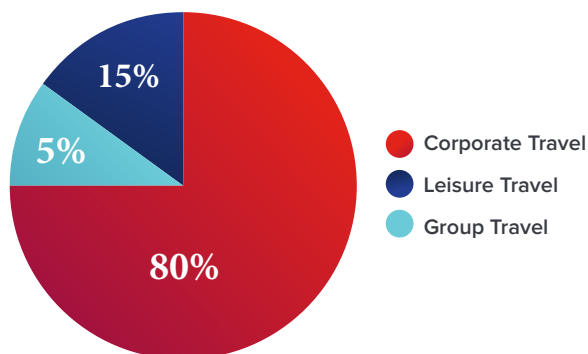
We're a market leader in corporate travel management focused on delivering exceptional service to our clients and travelers. *Year over year, we retain over 98% of our clients because we are the best at what we do.*

Our integrated travel solutions make planning, booking, and executing travel easier for businesses. We prioritize getting to know each company's unique needs, pinpointing gaps and blueprinting solutions that lead to results. Our clientele represents an ideal demographic for hotels because, although their singular spend is typically not enough to warrant individually negotiated rates, *their collective spend is among the strongest in the industry.*

Our 5,000 + clients hotel spend profile:

Stays in **primary & secondary** markets;
averages \$250k - \$300k hotel spend/yr

Bookings in **90+ countries**
concentrated in EMEA, NORAM, APAC



Clinical
Technology Finance
Healthcare Retail
Finance **Manufacturing**
Entertainment **Project**
Consulting

Participation options

Level	Cost (USD)	Includes
Standard	\$1,600	<ul style="list-style-type: none">✓ Basic property information displayed on the Direct Global Hotel Program Hub✓ Authorization to load rates in the GDSs under a unique rate access code
Advantage	\$1,700	<p>All the benefits of Standard participation PLUS:</p> <ul style="list-style-type: none">✓ Actionable best practices list to help ensure that your hotel is visible and bookable BEFORE you invest in marketing to optimize your ROI✓ A secondary rate plan that is totally flexible to fill your hotel when and how it makes sense for you – plus multiple visibility advantages
Premium	\$1,900	<p>All the benefits of Standard & Advantage participation PLUS:</p> <ul style="list-style-type: none">✓ Hotel given preference in search results on the Direct Global Hotel Hub✓ One email blast sent to our agent and account manager audience

Direct Value Rates will help you fill your hotel on your terms and give you search ranking advantages

Load secondary rates on a separate rate access code by agreeing to the following conditions:

At least 10% off BAR and/or at least 15% commission PLUS at least TWO of the following:

- Flexible cancellation (better than standard)
- Complimentary Wi-Fi
- Early check in and/or late check out
- Free parking
- Balcony/view room type
- Complimentary access to fitness center

Hotels participating in Direct Value Rates receive search results preference by loading additionally discounted rates under a secondary rate access code.

Direct Value Rates must be commissionable but can be LRA or NLRA. TMC/consortia rates under primary Direct Travel rate access code are required; secondary value rates are optional. If your hotel agrees to these conditions, complete user defined fields 6 (field 249) through 15 (field 258) on the RFP.

Rate Criteria

- Rates must be commissionable and must be competitive with any unrestricted commissionable rates offered to any other travel agency, consortium, third party websites, or your hotel's website.
- Rates must be offered for a full calendar year (January 1, 2026 through December 31, 2026)
- Last room availability (LRA) is mandatory. If a room is available at the hotel, it must be offered at the Direct Global Hotel Program rate and be visible in the GDSs.
- Rates offered to the Direct Global Hotel Program can be one of the following:
 - Static, unrestricted commissionable rates discounted off the hotel's corporate and rack rate
 - Flexible, unrestricted dynamic rates (also known as Best Available Rates or BAR) which can fluctuate up or down with demand. BAR pricing offered to Direct Travel must be equal to the general BAR of the hotel and will not be undersold in any booking channel
 - A discounted percentage off the flexible unrestricted dynamic rate which can fluctuate up or down with demand. BAR pricing offered to Direct Travel must be equal to the general BAR of the hotel and will not be undersold in any booking channel. (Enter the percent discount in field 66 of the RFP.)

How to Submit Your RFP

- The Direct Global Hotel Program will utilize the 2013 GBTA RFP format.
- The deadline to submit is September 15, 2025. We will accept late submissions from January through June 2026.
- Rate loading instructions will be provided upon acceptance. We will begin issuing acceptance notifications in October 2025 and continue through June 2026.
- Please do not submit hotels that will not be open by January 1, 2026. You can submit these hotels as soon as they are open.
- Rate guidelines:
 - If offering traditional consortia rates, enter "N" in field 65 (DYNAMIC_PRICING) and "0" in field 66 (DYNAMIC_PCT_DISCOUNT)
 - If offering dynamic best available rates, enter "Y" in field 65 and "0" in field 66.
 - If offering dynamic best available rates with a discount, enter "Y" in field 65 and the percent discount in field 66.

Rate Loading

- Preferred rates for the Direct Global Hotel Program must be loaded in all four major GDSs under the rate access code. Rate loading instructions will be provided.
- If the hotel is offering Direct Value Rates, they must be loaded under a separate rate access code. Rate loading instructions will be provided.
- Any questions regarding rate loading can be directed to hotelviewership@dt.com.
- Direct Travel will perform random audits throughout the year to ensure rate integrity. If our audits find a hotel loaded without authorization, the hotel or hotel company will be notified. Hotels still loaded after notification and a subsequent audit will receive an invoice for the participation fee.