



Designed to provide the best value at quality properties; not only in key business markets, but also in secondary and tertiary markets, the BCD Travel Hotel Program continues to be our primary sales distribution vehicle. The program enables us to focus our clients' production into the BCD Travel participating hotels. As it becomes more challenging for our clients to obtain client negotiated rates in many of the key global destinations, a predominant BAR (best available rate) pricing program allows the flexibility our clients require. This ensures a good return on investment for the participating hotels. Having your hotel listed under the exclusive BCD rate access code in all systems delivers your product to the point of sale of our 10,800+ employees in more than 90 countries and to clients worldwide.

Benefits of Participation

- **Proven Results** – 88 percent of the total BCD Travel hotel bookings made in 2010 were with properties participating in the BCD Travel Hotel Program. BCD Travel's 2010 global hotel bookings: US\$2.1 billion / 14.7 million room nights (*Source: BCD Travel GDS tracked bookings only*)
- **Worldwide Exposure** – Your individual property listed through both client and agent-facing booking technologies
- **Push to Front Technology** – Our reservation system technologies automatically return BCD Travel rate codes toward the top of booking tool search results, immediately after any client negotiated rate codes; automatically increasing exposure to your property
- **Competitive Pricing** – Compare participation costs with other TMC programs and you will find that BCD Travel offers a superior program at a competitive price

Secure a competitive edge

Today's savvy travel managers are looking for value-added savings in all areas of their travel spend. Gain a competitive edge by including complimentary amenities with your pricing structure – complimentary high-speed / Wi-Fi Internet access, breakfast, use of fitness facilities, parking, airport shuttle, etc.

Participation Fee

Basic participation Includes:

- Property information listed on the BCD Travel Hotel Online Directory
- Authorization to load rates in the major GDSs under the BCD Travel rate access code
- One logo and photo provided by the Hotel to be displayed on the hotel detail screen of the BCD Travel Hotel Program website.

US\$795
Per Hotel

Marketing Options

FEATURED: All the benefits of Basic participation PLUS 2 additional photos posted on the online hotel directory

US\$895
Per Hotel

PREMIUM: All the benefits of Basic participation PLUS 4 additional photos posted on the online hotel directory

US\$995
Per Hotel

EXCLUSIVE: In addition to any participation level, hotel may choose to highlight the hotel name in bold font, making the hotel name more highly visible in searches on the online hotel directory

+ US\$200
Per Hotel

VALUE PLUS!: If the hotel offers a discount off the BAR rate greater than 10% AND offers at least THREE of the following value added amenities with the BCD rate, hotel will receive special highlighting on the online hotel directory: Parking included, Breakfast included, On-site Fitness Center included, Wi-Fi included or Airport Shuttle included

FREE!

BCD Travel Hotel Program Guarantee

BCD Travel recognizes that the hotel will make a financial investment in order to participate in the BCD Travel Hotel Program. For any hotel submitting to the 2012 program that has not previously participated in the BCD Travel Hotel Program, the following guarantee is offered: If the Hotel does not realize revenue from BCD Travel bookings (based on total room night revenue) equal to or greater than the investment made, BCD Travel will waive the participation fee for the 2013 program year. The BCD Travel Hotel Program Guarantee applies to hotels submitted by the 31 August 2011 deadline, paid in full by the invoice due date and were loaded in the GDS's for the full year 2012.

Top 10 Hotel Cities by Region *(Based upon total number of room nights sold via GDS – Jan-Dec 2010)*

	Global		North America		LATAM		EMEA		APAC
1	New York	1	New York	1	Sao Paulo	1	London	1	Shanghai
2	London	2	Houston	2	Mexico City	2	Paris	2	Singapore
3	Houston	3	Atlanta	3	Monterrey	3	Frankfurt	3	Tokyo
4	Atlanta	4	Chicago	4	Buenos Aires	4	Brussels	4	Hong Kong
5	Chicago	5	San Francisco	5	Rio de Janeiro	5	Amsterdam	5	Beijing
6	San Francisco	6	Dallas	6	Guadalajara	6	Munich	6	Shenzhen
7	Dallas	7	San Diego	7	Puebla	7	Berlin	7	Sydney
8	Paris	8	Toronto	8	San Jose	8	Hamburg	8	Seoul
9	San Diego	9	Washington DC	9	Panama City	9	Düsseldorf	9	Bangalore
10	Toronto	10	Portland	10	Curitiba	10	Madrid	10	Melbourne

2010/2011 BCD Travel Hotel Program Highlights

Number of room nights sold in 2010:	14.7 million
Countries represented in 2011 program:	166
Number of hotels in 2011 program:	32,000 +

2011 BCD Travel Hotel Program Information

Directory circulation:	Available throughout BCD Travel organization in more than 90 countries
Key accounts:	Includes one third of the Fortune 500 Companies
Business mix:	95% corporate / 5% leisure
Destination target:	All major, secondary and tertiary global business destinations
Rates available through:	All GDS, on-line booking tools. In addition, we accept non-GDS hotels.

Specific Criteria for Participation

- Last room availability mandatory
- Consortia rates mandatory (can be traditional consortia rates, Best Available Rates or Best Available Rates with discount with fixed ceiling rate). **A discount from BAR is preferable.**
- Must offer BCD Travel rate at parity (equal to or less than any other travel management group or channel, including third-party and hotel internet sites)
- Maximum of 25 blackout dates
- Net rates optional

Contact

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Contracting begins:
Mid July

Deadline for bid submission:
31 August 2011

NOTE: RFP submissions received after the 31 August deadline will be subject to a US\$200 late submission fee and will not be considered until 17 January 2012.

Acceptance list returned by:
November 2011

Invoices distributed by:
Mid-December 2011

Contracting Formats:
ASCII File
Password protected website