



***“WIN, the global travel agency group providing a dynamic and interactive route to increase your hotel sales in the Small and Medium Enterprise (SME) market”***

***Make WIN your partner in 2012, here are some reasons why...***

### **Performance, ROI, Sales and Marketing**

- **Our business has seen a positive start to 2011 – 1<sup>st</sup> quarter 2011 +19%. Accor +21%, IHG +18%, Utell+7% and Independent Hotels +15%**
- **The SME market in which we specialise is recovering at a faster rate from the economic downturn. We saw a 25% increase in 2010 vs 2009**
- **New member countries include; USA, Brazil and China**
- **A dynamic and innovative approach to generating sales**
- **Successful and measurable value-added promotions for our clients**
- **Award winning and successful magazine-style hotel guide**

### **THE WIN DYNAMIC HOTEL PARTNERSHIP PROGRAMME 2012**

The Worldwide Independent Travel Network, an established leader in the travel services business. WIN is a partnership of like-minded travel agencies and TMC's located in 20 countries around the world, including; **UK, USA, Germany, Spain, Southern Africa, Australia, Canada, Italy, Brazil, China, Hong Kong, United Arab Emirates and India.**

- WIN represents and provides access to over 6000 travel agencies worldwide.
- WIN agents generate over \$250m and in excess of 1.5 million room nights per annum.
- WIN agents operate in the very important Small and Medium Enterprise (SME) market, characterised by higher average spend and loyalty.
- WIN agents also manage major corporate accounts including: Nike, HSBC, Toyota, Hitachi, Premier Foods, Toshiba, Aston Martin, Bank of Canada and Marks & Spencer.
- WIN Travel Agencies and TMC's are active in all major industries including; pharmaceutical, finance, hedge funds, construction, design and fashion.
- WIN top cities: London, New York, Paris, Toronto, Hong Kong, Vancouver, Aberdeen, Singapore, Dubai, Houston, Barcelona, Tokyo, San Francisco, Shanghai, Moscow, Milan, Rome, Manchester, Chicago, Mumbai, Montreal, Amsterdam, Bangkok, Zurich, Madrid, Edinburgh, Johannesburg, Brussels, Birmingham, Vienna, Sydney and Boston.
- TMC Partners include: ATP, Business Travel Direct, Chambers Travel Management, Co-operative Travel Management, Statesman Travel Limited, WorldTEK (USA), BGT Ticketing Co Ltd (China).



## WIN - PARTICIPATING HOTEL BENEFITS AND OPPORTUNITIES

### Fantastic printed magazine style hotel guide and updated website with interactive maps

WIN is a Partnership Programme that allows individual hotels the flexibility to choose the participation level to address your needs, with the UNIQUE option to amend through the year. All hotels receive:

- Listing in 20,000 printed guides.
- WIN online programme, including private label versions.
- Rates on all GDS under exclusive 'WYN' rate access code.

**\*New for 2012**, WIN has introduced two additional rate codes. Breakfast Included Rate and Advanced Purchase Rate following feedback from agents who wish to drive business through the GDS. Thereby appealing to leisure agents and improving weekend as well as week-day business.

Breakfast Included Rate – WYY

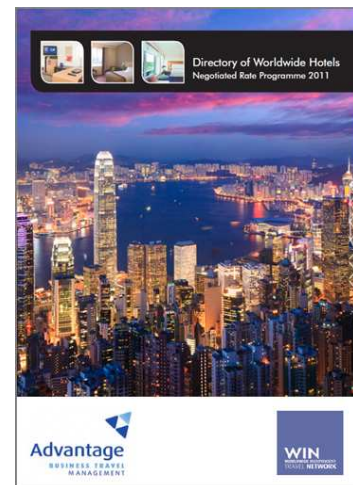
Advanced Purchase Rate - WYZ

- Access 6000 travel agents through a full marketing calendar.
- Opportunity to promote special offers/rates.

WIN is different because we offer:

- A biased display to favour your hotel on literature and online tools.
- Dedicated intranet to add promotional/special rates.
- Online link to your direct website.
- Regional and International promotions.
- Comprehensive sales and marketing calendar.
- Detailed mapping for online programme.

***Our agencies are committed to supporting our hotel partners in a pro-active manner and our statistics speak for themselves.***





### Platinum Sales and Marketing Partnership

A popular benefit of the WIN Hotel Programme is the Platinum level partnership. Online takes an individual hotel's website and replicates the relevant hotel pages, using the hotel's data from their own site, and in turn make this available to our 6000 travel agents and their customers.

Full Platinum Sales Partnership includes:

- Priority listing in printed and online hotel guide
- Full hotel information and images accessed through hotels' own website
- Ability to promote special rates to all 6000 agents
- Staff/agent rates on dedicated Intranet section
- Highlighted entry in the printed hotel guide
- Rates visible and bookable on GDS for 6000 agents
- New website featuring detailed mapping
- City room-night statistics provided upon request

Up to and including 99 bedrooms	US \$335	<input type="checkbox"/>	*
100 bedrooms and above	US \$395	<input type="checkbox"/>	*

### Gold Partnership

- Feature in the printed and online hotel guide
- Access to 6000 travel agencies worldwide with rates visible and bookable on all GDS

Up to and including 99 bedrooms	US \$235	<input type="checkbox"/>	*
100 bedrooms and above	US \$295	<input type="checkbox"/>	*

### WIN Flagship Advertorial Entry

- Eye catching and unique entry in the printed/online hotel guide
- Full page advertorial in your location section
- Opportunity to include 4 images of your property
- Detailed description and location information
- WIN Flagship recommended hotel
- Opportunity to make your hotel stand out from competition
- Maximum of THREE properties per city location



One fee for all hotels	US \$995	<input type="checkbox"/>	*
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\*Option to be billed in US Dollars, Euros or English Pound





### **Terms and Conditions:**

All terms and conditions quoted are for the period 1<sup>st</sup> January 2012 to 31<sup>st</sup> December 2012.  
All rates to be parity or better than other Travel Agent Companies and Travel Agent Consortia Hotel Programmes:

- All rates must be made available in the GDS by December 2011.
- All rates to be commissionable, with a minimum of 8% unless otherwise agreed
- The Agreement between WIN and the Hotel may be cancelled at any time with 90 days written notification either by WIN or the Hotel. There will be no refund of fees in this case.
- All bank charges are to be paid by the payee, failure to do so will result in WIN Ltd recovering all charges from the hotel /supplier.
- The Hotel agrees to honour all rates for all existing and acquired WIN Members Worldwide throughout the period quoted.
- Room Guarantee Policy, all guests confirmed at the WIN preferred rate must not be refused a room, should this be unavoidable then the Hotel agrees to source a comparable alternative, provide free of charge transportation and pay for one long distance telephone call.

### **WYN Best Available Rate**

WYN should reflect the best available, fully flexible rate, less any applicable discount.

- The WYN rate must be guaranteed with last-room availability, irrespective of booking method.
- Rates will be available continuously from 1st January 2012 until 31st December 2012, with a maximum of 10 blackout periods with a total of 25 days.
- The WYN rate to have no minimum stay requirements.

### **WYY Breakfast Included Rate**

WYY rate should reflect the best available rate and include breakfast within the price.  
N.B. It is appreciated restrictions may apply.

### **WYZ Advanced Purchase Rate**

WYZ rate should reflect the best available non-flexible rate, which requires advance purchase.  
N.B. It is appreciated restrictions may apply.

### **Deadline for submission of contract is 1st October 2011**

**Provision of your data to participate with WIN is deemed as authorisation and agreement to our terms and conditions, including fees. Payment terms are 30 days from date of invoice.**

**By providing this data you authorise and agree to the terms, conditions and rates contained herein and agree to honour these rates on behalf of the property. The agreed rates are to be loaded under the access code WYN for GDS no later than 31<sup>st</sup> December 2011.**

**Helpdesk**, should you have any queries or wish to discuss the contents of this request for rates please contact [Danielleb@win-travel.org](mailto:Danielleb@win-travel.org)

**WIN - Worldwide Independent Travel Network**  
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