



WORLDHOTELS
COLLECTION

AFFILIATION
BENEFITS SUMMARY
2018

EMPOWERING **TRUE** INDEPENDENCE

SALES *Your Sales Multiplier in Key Feeder Markets*

A team of over 80 Worldhotels Sales Executives will be the extension of your sales team spread across the globe, located in those locations where your current and future clients are based.

Our Sales Network provides your hotel with:

- 30 strategically located Global Sales Offices including 9 dedicated Global Group Desks focusing on MICE
- More than 80 Worldhotels Sales Executives
- Individual sales support, client and business intelligence
- More than 25 preferred **Consortia** partnerships
- Over 900 **global + regional Corporate** accounts
- Global Team of Digital Account Managers
- Access to more than 140 annually targeted sales activities

MARKETING *Your Affiliation to a Global Brand*

Over the past 47 years, Worldhotels has built strong brand value equity within the travel trade. Building on the uniqueness of the hotels our brand merely supplements your hotel's identity and gives it global exposure and recognition. Your hotel's own brand will remain at the forefront of any hotel specific marketing activities as the Worldhotels corporate identity is flexible to blend in with that of your hotel.

Our Marketing Services team will provide your hotel with:

- Hotel Brand Manual
- Worldhotels Logos
- Member Plate & Flags
- Front Desk Cards & In Room Stands
- Access to Mediaserve - our online digital library
- Peakpoints® Take Away Flyers
- Access to Worldhotels Peakpoints Portal

Exclusive Marketing Partnerships

- 19 Airline Frequent Flyer Programmes
- CNN International partnership
- American Express Card – Global Lodging Agreement
- Avis Car Rental partnership
- SIXT Car Rental partnership
- Peakpoints® – the Worldhotels proprietary Guest Loyalty Programme

SUPPORT *Dedicated Support & Consultancy*

A team of industry professionals passionate about making each of our hotels reach their strategic business goals are at your service

Performance & Revenue Optimisation PRO

Dedicated consultancy service and PRO manager with key account management assisting your hotel with

- Revenue production monitoring & yield maximising consultancy
- Regular performance audits of all systems
- Identification of business & training opportunities
- Guidance on the entire Worldhotels suite of tools & service
- Online Reputation Management Tool –Trust You
- Performance Dashboard Reports
- Automated Hotel Audit (AHA)

Worldhotels brings your brand and staff to life through our Start with WHY programme. The process begins with a full-day onsite workshop taking your team through a journey of brand discovery and "best guest" profiling, crafting your individual Blueprint and defining your hotel's individual purpose. Your Blueprint establishes a foundation for staff behaviour, sales and marketing tactics, and unveils your unique story to help capture the globetrotting guests of today with a brand narrative that inspires.

Once your Blueprint is complete, you'll receive a suite of tools designed to inspire and guide your staff, and showcase the WHY of your hotel. Start with WHY offers a holistic journey of coaching that benefits guests & staff alike, with tangible results that shows improved guest review scores and increased revenue.

Worldhotels Quality Experience Programme QEP Mystery Audits *powered by Performance Solutions*

- Annual Mystery Shop – included in your affiliation fee
- Quality- and experience-based measurement (linked closely to Start with WHY)
- Tailor-made action plans that help you to work on identified gaps
- Dashboards that integrate the experience, quality as well as third party scores
- Self-assessment tools that allow to increase your audit frequency and monitor your improvements

WorldClass People Development Programme

- A dynamic and highly flexible curriculum includes Worldhotels onboarding operations, revenue, distribution, quality, sales & marketing and system trainings
- Regional face-to-face and global online trainings and tutorials
- Worldhotels in-house core team of four and additional 16 expert members
- Preferred partnership with EHL Executive Education providing access to 25 certificate programmes with Lausanne Hospitality Consulting

Worldhotels Networking Platforms

Global Annual Conference

- A two-day event held exclusively for Worldhotels hoteliers
- Provides content on industry trends, challenges and Worldhotels services as well as valuable networking possibilities from partners and peers
- Features key note speakers from the hotel industry and beyond to inspire and share valuable business insights

Leadership Conference

- An exclusive two-day event held exclusively for Owners and General Managers
- Content from industry insiders provides answers and an exclusive platform for exchange with experts and peers

Regional Meetings

- Annual one-day meeting organized for our hotels within each region
- Worldhotels provides updates on trends, opportunities, and activities

DISTRIBUTION *State-of-the-Art Online Technology*

As part of your affiliation, your hotel is given access to a host of online tools

Worldhotels Distribution *powered by Trust International/Sabre*

- Rate & Inventory Management via the Worldhotels Central Reservations System platform - Gateway
- Connection to all GDSs under WW chain code
- Resmaster customisable Internet Booking Engine for Hotel Website, Mobile Website and Facebook
- IDS Connection through ODD and direct xml interface connections
- 24/7 toll-free voice services in over 35 countries – optional private label
- Full and extensive multilingual featuring of your hotel on worldhotels.com

- Online business intelligence for all of the above channels
- Optional: Mobile Booking Engine, Facebook booking application, state-of-the-art desktop website, Mobile Website, accompanied marketing activities

Worldhotels Sales Management *powered by NEXUS World Services*

- Central Sales Account Database and Contact Access
- Consortia RFP Handling
- Corporate RFP Handling including automated rate loading
- GroupworX for Meeting and Incentive Business RFPs
- ShareworX programmes covering leisure and marketing activities

Worldhotels rate comparison tool – Worldhotels Rate360 *powered by TravelClick*

- Real time reporting function on public rates of your competitors
- Rate comparison for GDS and Internet distribution sources
- 35,000 shops available monthly to monitor competitive set

PARTNERSHIPS *Global Procurement & Technology Partners*

We have made use of our buying power, experience and reputation to negotiate preferential agreements with the following technology providers to offer additional "optional" solutions:

Property Management System PMS – ORACLE | MICROS

- 20% preferred discount on Micros Opera and related services
- *Worldhotels configured PMS shell allowing maximum integration of various systems (including RMS, CRS and CRM)

Revenue Management System RMS – iDeaS

- Preferred partnership with discounted fees on any existing and future modules on IDeaS V5i
- 50% discounts on one-way interface solutions to CRS

Business Intelligence Reports – TravelClick

- 30% preferential discount on Agency360 by TravelClick

Key partners include:

