

TMC/Consortia Segment Overview



Updated Jan 2024

Table of Contents

- Segment Overview
- Value of this segment to your property
- Summary of Programs
- Other Segment Components
 - Promotional Rates
 - Travel Agent Engagement

Overview: TMC vs Consortium

Travel Management Company

A company focused mainly on corporate travel management. Office locations are primarily wholly-owned by the TMC, offering more influence over agents and supplier relations. TMCs influence travel through proprietary point-of-sale agent booking platforms and biasing traveler self-booking tools.

- American Express GBT
- BCD Travel
- CWT Travel
- Flight Centre (FcM)
- CTM
- Direct Travel
- Sato Travel
- HRS

Consortium

An umbrella organization representing independent agencies and small-medium sized agency groups. Affiliation to a consortium allows agencies to leverage their collective buying power. Participation in consortia programs helps ensure hotels are marketed to and bookable by thousands of agencies with corporate and leisure customers.

- Above & Beyond
- ABC Global Services
- Hickory
- Thor
- Internova (formerly Travel Leaders)
- Advantage Global Network (formerly WIN)
- TravelSavers

Overview: Negotiated vs. Discretionary Rates

- **Negotiated** – Rates associated to companies with a formal travel program; These companies negotiate preferred rates (via RFP process) at hotels in top volume markets and make these rates and other public rates available to be booked by travelers (online self-booking tool) and dedicated travel agencies.
- **Discretionary** – Rates associated to leisure travelers and business travelers whose companies do not have a formal travel program; TMC/Consortia program rates and other public rates are booked by travelers (online self-booking tool) and dedicated travel agency.

Value of the TMC/Consortia Business:

- Delivers a mix of business: corporate & leisure
- Corporate business from this channel presents companies of all sizes, across all industry sectors, with usage in all chain-scales
- Efficient way to reach thousands of agencies with participation under WHR's agreements
- Hotels benefit from brand marketing developed specifically for travel agency segment
- All global preferred agreements are structured around pay-for-performance models (rather than flat annual participation fees) therefore you only pay if you receive room nights from the partner

Program Summary: Core Program

- **Program Requirements:**
 - 5% off BAR
 - Rate Parity (same rate offered to similar TMC/Consortia agency partners)
 - Last Room Availability (LRA)
 - 10% commission paid to booking agency
 - **Participation required for ALL HOTELS GLOBALLY**
- **Participation/Listing Fee: \$0**
- **Pay-for-Performance (PFP)** compensation model. PFP is in lieu of listing fees and is applicable on reservations made at a hotel by the agency. PFP fees typically ranges from 3.5% to 5% per partner. Some partners are paid on ALL business (incl. corporate negotiated) and some partners are only paid on discretionary business. Visit Wyndham Community to review full list of partners/terms.
- GSO Team negotiates WHR participation (**all brands, all hotels globally**) in the following hotel programs:
 - Above & Beyond, AMEX GBT, BCD, CWT, SATO, ABC, CTM, Direct Travel, FCm (Flight Center), Hickory, HRS, Internova, Travelsavers, Thor and The Advantage Global Network.
- **Rate Plans by Brand:**
 - **SVC2** – All Brands (except Dolce)
 - **ECON10** – Dolce

Program Summary: Middle-Market / Value Added

- **Program Details:** Heavily merchandised corporate middle-market and value-added hotel programs for **unmanaged** corporate business fulfilled by travel management companies including American Express GBT, BCD Travel and The Advantage Global Network.
- **Program Requirements: (SVC4 Rate Plan):**
 - 10% off BAR
 - Free Breakfast & Free WiFi
 - 12pm same day cancellation
 - Last Room Availability (LRA)
 - Commission: 10% (see additional Marketing Fee below)
- **Participation/Listing Fee:** \$0
- **Marketing Fee:** In addition to 10% commission, a Marketing Fee is assessed as follows:
 - 3.0% for CTM Select
 - 3.5% for the Advantage Global Network
 - 3.9% for BCD Travel
 - 4.8% for Amex GBT
- **Hotel Participation:** Program is evergreen for properties that were enrolled in the previous calendar year. You can request to be added or removed from this rate plan at any time by submitting a ticket to MyRequest.

Promotional Rates: Hotel-specific

During need periods, hotels may wish to deploy hotel-specific promotional offers to this audience in order to help generate additional demand. Promotions may include a deeper discount or inclusion of additional value-added amenities.

- **Rate Plan Guidelines:**
 - Rate plan: **SVCP**
 - Discount level: Between 10 - 20% off BAR (min is 10%)
 - Non-LRA (yieldable)
 - Commission: 10%
 - Recommended time frame of promotion: 90 days
- **Interested?**
 - Contact MyRequest with Site ID, % discount offered, amenity details and promotional timeframe



SUPER 8 - CALGARY SHAWNESSY AREA

SAVE 10% OFF BAR ON ALL TMC/CONSORTIA RATES
Book in the GDS with your respective TMC/Consortia Rate Access Code. Super 8 Hotel Group Master Chain Code | 02-Super 8. Offer valid September 17 - April 30, 2020. Reservation must be booked by April 30, 2020. Blackout Dates Apply.

AMENITIES

- Complimentary Breakfast, Daily
- Complimentary Parking
- Complimentary WiFi
- Coin Laundry
- Standard Rooms and Suites Available
- Pet Friendly Rooms Available
- Hot Tub
- Pool with Waterslide
- Bus/Truck Parking
- Near Public Transportation
- Close to Restaurants and Shopping
- Close to Entertainment and Recreation Venues



 60 Shawville Rd SE
Calgary, AB T2Y 3S6
super8calgary@shaw.ca
403-254-8878
www.super8.com

WYNDHAM
REWARDS®
You've earned this.™

Promotions: Rate Comparison Technology

- Utilizing the price compare feature in our central reservation system, we are able to expand visibility and distribution of select brand promotions to our Consortia & TMC partners
- This functionality allows the lowest available promotional rate (with same cancellation policy and commission as SVC2) to appear at the top of the agent's search display to help increase conversion and grow market share



Introducing Price Compare:
A **NEW** benefit for travel advisors.

When searching in the GDS or via your online booking tool, Wyndham hotels will now return select brand promotional rates under your preferred partner rate access code.

As a preferred partner, there is no action required to take advantage of this new benefit.

Our new price compare tool:

- Gives you **greater access to brand promotional rates** for your customers
- **Saves you time searching for the best rate** when working with clients

Book 9,000+ hotels today with master chain code **WR**.



© 2019 Wyndham Hotels & Resorts, Inc. All rights reserved.

WYNDHAM
HOTELS & RESORTS

Travel Advisor Engagement

Discount for Personal Leisure Travel

- Giving travel advisors an opportunity to stay at our brands for their personal leisure travel needs helps increase brand awareness and advisors' confidence in selling WHR brands to their customers
- Required Rate Plan **STT**: 40% off BAR
- WR Points ineligible and Non-LRA (yieldable)
- 3 Ways for agents to book:
 - GDS under **TVL** rate code
 - Wyndhamhotels.com - Corp ID: **1000047676** under Special Rates.
 - Call 800-243-0247 (US & Canada)
 - Or 506-638-4829 (International)



EXCLUSIVE

Travel Professional savings
40% off BAR*

Book at over 9,000 hotels, across 20 iconic brands worldwide, now including La Quinta by Wyndham

THREE WAYS TO BOOK AND SAVE:

1. Online at wyndhamhotels.com, with corporate ID 1000013864 under Special Rates
2. Call 800-243-0247 (U.S. & Canada) or 506-638-4829 (International)
3. Through the GDS, using the TVL rate category and Wyndham's master chain code WR

Visit wyndhamhotels.com/traveladvisors to learn more today!



*This rate is only available to accredited travel professionals and a valid IATA, CLIA, TRUE or ARC card is required at time of check-in for eligibility. Offer includes 40% off Best Available Rate. Cancellation policy varies by hotel. Reservation must be guaranteed with a credit card. Offer is not transferable and travel agent must be a registered guest on the reservation. Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply. Offer is not valid with groups/conventions and may not be combined with other promotional offers. Wyndham reserves the right to restrict this offer at any time without notice. Encore hotels are not available in the United States or Canada. © 2019 Wyndham Hotels & Resorts, Inc. All rights reserved. All hotels are independently owned and operated with the exception of certain Hotels managed or owned by an affiliate of the company.

WYNDHAM
HOTELS & RESORTS

Education

-
- WYNDHAM
HOTELS & RESORTS
- RAVEL HOTEL, TRADEMARK COLLECTION BY WYNDHAM
LONG ISLAND CITY, NY
- Discover
Wyndham Wise

Wyndham's Travel Agent University program
now featuring La Quinta

- Earn **2 CEU credits** from the Travel Institute. Get started at wyndhamwise.com

Graduates are entered into monthly drawings to win a **\$50 gift card!**



Enclave hotels not available in the United States or Canada. © 2018 Wyndham Hotel Group, LLC. All rights reserved. All hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company. Void where prohibited by law. All U.S. and Canadian travel agents with active IATA numbers who are not affiliated with the Wyndham Rewards program will be eligible to enter the calendar month in which they receive a Wyndham Rewards activity reloadable gift card. All international agents who have graduated from Wyndham Rewards training course within the calendar month will be entered to win a \$50-a-gift-card. Winners will be randomly selected, and notified, within 10 business days of the following month. Winner will receive the gift card within 6 to 8 weeks. Gift card has its own terms and conditions.