

Global Hotel Program

2024 OVERVIEW



ctm

WELCOME TO OUR GLOBAL HOTEL PROGRAM

CTM provides local service solutions to customers around the world, through a blend of CTM owned and operated offices and a network of independent partner agencies, who all have access to CTM's global hotel program.

The CTM Global Hotel Program sells your property to our customers, buyers at multinational corporations, and small to medium sized companies across CTM owned locations globally and at 150+ independent partner agencies using our GDS dedicated rate code.

We target small to medium enterprises as well as multinational corporations, which supports a higher-than-average daily rate (ADR) driving a successful return on your investment throughout the year. In 2022, we sold more than 1.8 billion USD in hotel spend and booked 10.9 million room nights.

CTM LOCATIONS

PARTNER AGENCIES



\$1.8 billion USD
in hotel spend



10.9 million
booked room
nights



48,000+
hotels in
205 countries



WHAT DOES THIS MEAN FOR YOU?

Our highly successful global hotel program offers extremely competitive corporate rates across 48,000+ hotels in 205 countries, giving you greater global exposure and access to more SME and multinational clients than ever before. Your hotel has visibility throughout the entire CTM organization, as well as CTM's network of partner agencies.

Once accepted into the program, you have the benefit of loading all relevant rate codes with Radius (our global agency network) and CTM via one global hotel program and one global RFP to complete - we take care of the rest!

Program Benefits

Access customers spending \$1.8 billion USD annually on hotel



Small to Medium Sized Companies

They can be hard to reach, but our agencies specialize in serving these clients. That means high ADRs and incremental revenue for you.



Multinational Corporations

CTM and our Radius agency and alliance network manage huge travel spend for fast growing companies. By signing up to join our Global Hotel Program, you have the opportunity to tap into this spend.



Global Reach

Global Supplier Relations, Global Account Management, and Sales experts in each region.



Raise Your Profile

We have premium marketing.

2022 Program Highlights



2.4 night stay
on average



90% corporate,
10% leisure and M&E



35% of hotel
cost spent on
ancillaries



34% of nights
booked 15+ days
in advance



\$1.8 billion USD
hotel revenue



10.9 million
room nights

GLOBAL DESTINATIONS



NORTH AMERICA

[VIEW PRODUCTION >](#)

LATIN AMERICA & CARRIBEAN

[VIEW PRODUCTION >](#)



EUROPE, MIDDLE EAST & AFRICA

[VIEW PRODUCTION >](#)

ASIA PACIFIC

[VIEW PRODUCTION >](#)

CTM GLOBAL PROGRAM PACKAGES

Participation Options

Take advantage of the three Global Packages available, allowing you to highlight openings, promotional offers, training information, loyalty programs and more.

Marketing Opportunity Details & Descriptions	Silver \$1,795	Gold \$2,095	Platinum \$2,395
Dedicated Rate Codes + Preferred Status	✓	✓	✓
Digital Directory Listing	✓	✓	✓
Invitation to CTM Annual Program Update	✓	✓	✓
Quarterly Updates with Production	✓	✓	✓
Promo flyer, CTM Advisor x1		✓	✓
Promo flyer, CTM Advisor x2			✓

Are you also interested in learning more about our Luxury and Lifestyle Collection?

This program is for 4-5 star luxury properties curated to complement our CTM Elite client programs, which include clients in the entertainment, fashion, legal, and finance industries. If interested, please reach out to LLChotels@travelctm.com

HOW TO PARTICIPATE

How to Participate

1. Review the packages above to determine your participation level.
2. Visit supply.lanyon.com to submit your hotel through Lanyon by October 27, 2023

Help us help you! Be sure to complete your RFP details correctly, including your property name, property chain code, property GDS IDs, and property description.

For 2023, please make sure to complete our sustainability RFP questions.

3. You will receive an invoice before December 30, 2023 and payment is required within 30 days thereafter.
4. We will confirm your submission and provide you with rate-loading instructions.

Program Requirements



Rate Parity - Rates and amenities must be in parity with all other unrestricted rate programs.



Commissionable Rates



48-hour Cancellation Minimum



Wifi



Loyalty Points



Last Room Availability

More value adds = More client exposure
Strongly Recommended - breakfast, parking, fitness center, etc.

We're Here to Help

Please contact us at CTMhotelprograms@travelctm.com for information on CTM and Radius Travel agencies, 2024 marketing opportunities, and any further questions relating to our 2023 program.

Hotel Partner Support

- ✓ A true partnership approach to ensure we grow together
- ✓ Most experienced account management team to support you
- ✓ Customized programs to meet your brand's individual needs
- ✓ Individual property support to increase production
- ✓ Custom tailored reports and analysis

We look forward to welcoming you to our 2024 CTM Global Hotel Program.