

2024 Direct Global Hotel Program RFP Contract

About us

Direct Travel ranks as one of the top travel management companies year after year because we provide extraordinary service to our clients and travelers, utilizing technology to streamline travel without sacrificing service. Our clients are ideal customers for hotels – while their individual spend is typically not enough to command deeply discounted, individually negotiated rates, their collective spend is the strongest in the industry. Our clients stay in primary and secondary markets, in hotel types from Luxury to Economy, concentrated in Midscale, Upper Midscale, and Upscale hotels.

By the numbers

- We are experts in accounts with under **\$1million USD** in air volume - over **5,000** SME accounts globally
- We book into **75+** countries with concentration in EMEA, NORAM & APAC.
- Over **5 million** room nights and over **\$9 billion USD** in sales (2023)
- **87%** corporate travel | **8%** leisure | **5%** group
 - Top verticals: Business Services | Technology | Software | Healthcare
 - Niche verticals: Energy | Marine | Sports | Meetings and Events | Incentive Travel Management
- **40 years** experience concentrated in the SME market
- We have a presence in **52+ countries**, with **175+ locations** and more than **3,500 employees**.

Participation options

Level	Cost (USD)	Includes
Standard	\$1,100	<ul style="list-style-type: none"> • Basic property information displayed on the Direct Global Hotel Program Hub • Authorization to load rates in the GDSs under a unique rate access code
Advantage	\$1,200	All the benefits of Standard participation PLUS: <ul style="list-style-type: none"> • One email blast sent to all Direct Travel agents and account managers
Premium	\$1,400	All the benefits of Standard & Advantage participation PLUS: <ul style="list-style-type: none"> • Hotel given preference in search results on the Direct Global Hotel Hub • One article sent to all Direct Travel employees in a quarterly supplier newsletter

Want to stand out? Offer Direct Value Rates!

At least 10% off BAR and/or at least 15% commission PLUS at least TWO of the following:

- 4 pm cancellation (local time)
- Unlimited Wi-Fi access in guest rooms and common areas
- Breakfast/meal voucher for each guest included in the reservation
- Early check in and/or late check out
- Free parking
- Club level access

Hotels participating in Direct Value rates receive search results preference by loading additionally discounted rates under a secondary rate access code. Direct Value rates must be commissionable but can be LRA or NLRA.

TMC/consortia rates under primary Direct Travel rate access code are required; secondary value rates are optional.

If hotel agrees to these conditions, complete user defined fields 6 (field 249) through 15 (field 258) on the RFP.

Rate criteria

- Rates must be commissionable and must be competitive with any unrestricted commissionable rates offered to any other travel agency, consortium, third party Internet sites or your hotel company's Internet site.
- Rates must be offered for a full calendar year (January 1, 2024 through December 31, 2024)
- Last room availability (LRA) is mandatory. If a room is available at the hotel, it must be offered at the Direct Global Hotel Program rate and be visible in the GDSs.
- Rates offered to the Direct Global Hotel Program can be:
 - Static, unrestricted commissionable rates, discounted off the hotel's corporate and rack rate; OR
 - Flexible, unrestricted dynamic rates (also known as Best Available Rates or BAR) which can fluctuate up or down with demand. BAR pricing offered to Direct Travel must be equal to the general BAR of the hotel and will not be undersold in any booking channel; OR
 - A discounted percentage off the flexible unrestricted dynamic rate which can fluctuate up or down with demand. BAR pricing offered to Direct Travel must be equal to the general BAR of the hotel and will not be undersold in any booking channel.
 - Enter the percent discount in field 66 of the RFP.

How to submit your RFP(s)

- The Direct Global Hotel Program will utilize the 2013 GBTA RFP format.
- The deadline to submit is October 31, 2023. We will accept additional submissions from January through June 2024.
- A spreadsheet with mandatory and conditional fields and detailed submission instructions will be provided.
- Field 1 of each record must be the Lanyon ID.
- Hotel companies who submit via a spreadsheet must generate a .txt or .csv file containing all hotel responses in one file.
- Hotel companies who use Lanyon should submit the RFPs in the Lanyon RFP website.

- The .txt or .csv file should include only the following modules, which must be submitted in order: Property Basic, Client Specific, Safety and Security, and Corporate Social Responsibility. The file must include all 344 fields, however hotels are only required to complete the mandatory and conditional fields.
- If your hotel company has multiple brands, please submit a separate file for each brand.
- Once your file is received and processed, we will send you a submission summary listing the participating properties.
- Rate loading instructions will be provided upon acceptance. We will begin issuing acceptance notifications in November 2023 and continue through June 2024.
- Please do not submit hotels that will not be open by January 1, 2024. You can submit these hotels as soon as they are open.
- Rate guidelines:
 - ❑ If offering traditional consortia rates, enter “N” in field 65 (DYNAMIC_PRICING) and “0” in field 66 (DYNAMIC_PCT_DISCOUNT)
 - ❑ If offering dynamic best available rates, enter “Y” in field 65 and “0” in field 66.
 - ❑ If offering dynamic best available rates with a discount, enter “Y” in field 65 and the percent discount in field 66.

Rate loading

- Preferred rates for the Direct Global Hotel Program must be loaded in all four major GDSs under the rate access code in the rate loading instructions to be provided.
- If the hotel is offering Direct Value Rates, they must be loaded under a separate rate access code. Rate loading instructions will be provided.
- Any questions regarding rate loading can be directed to consortiasales@preferredhotels.com.
- Direct Travel will perform random audits throughout the year to ensure rate integrity. If our audits find hotels loaded without authorization, the hotel or hotel company will be notified. Hotels still loaded after notification and a subsequent audit will receive an invoice for the participation fee.

Terms and Conditions

1. By submitting an RFP response, the party submitting rates to Direct Travel (hereinafter “Hotel Company”) agrees that this rate agreement (the “Agreement”) is a legally binding contract between Direct Travel and Hotel Company, and agrees to comply with and be bound by the terms and conditions set out below. If the RFP response is submitted by a Hotel Company on behalf of an individual hotel, the Hotel Company is required to inform the individual hotel of the terms and conditions of this Agreement, and the individual hotel is deemed to have agreed to these terms and conditions as Hotel Company acts as its agent as though the individual hotel was a party to this Agreement.
2. If a Direct Travel client has a guaranteed reservation made by a Direct Travel employee or client and the room is not available upon check in, the Hotel Company agrees it is obligated to:
 - a. Find and pay for room and taxes for the first night at a comparable hotel nearby; and
 - b. Provide transportation to that property; and
 - c. Provide transportation back to the original hotel on the following day if the reservation is for multiple days and honor the Direct Travel rate.
3. Payment options offered for reservations shall include billback to the client through which the reservation is made. This is typically managed via a single use virtual payment card.
4. This Agreement may be terminated at any time during the term of the Agreement with ninety (90) days written notice by either Direct Travel or the Hotel Company. Termination does not release the Hotel

Company from paying the invoice as outlined below in section 7, or honoring reservations that were booked prior to the ninety (90) day notice period.

5. Upon acceptance, commission percentage offered must be in place for the full calendar year, January 1, 2024 through December 31, 2024.
6. Hotels are encouraged to keep blackout dates to a minimum.
7. Invoicing and payment:
 - a. An invoice will be provided by Direct Travel for the total amount of participation fees due. If a Hotel Company submits centrally but requires individual invoices, a \$25.00USD administrative fee will be added to each invoice. The individual invoices will be sent to the central contact representing the Hotel Company. The Hotel Company will be solely responsible for distributing the invoices to the individual properties and individual properties shall be solely liable for payment and recourse.
 - b. Hotel Companies paying by wire transfer must verify the bank's processing fee and include the aforementioned fee in the payment amount so that the full payment is received.
 - c. The Hotel Company agrees to pay by the due date listed on the invoice. Invoices not paid by the due date may be subject to an 18% finance charge (1.5% per month).
 - d. Hotel Company may not inflate or add any additional fees to the Direct Global Hotel Program participation fee.
 - e. Hotel Company submitting the RFP agrees to pay the invoice regardless of changes in chain affiliation or ownership.
8. Hotel information provided will be displayed on a website and all information will be transmitted with appropriate encryption and on a secure network, and shall implement appropriate technical and organizational measures to ensure the security of the processing in compliance with the applicable law. Hotel Company shall not transmit any personally identifiable information, other than the central contact's first and last name, and business email address or telephone number, which must be sent over an encrypted or secure network.
9. Hotel Company and Direct Travel agree that all information pertaining to the other, obtained pursuant to the negotiation and/or administration of this Agreement (collectively, "Confidential Information"), shall maintain in confidence such Confidential Information to the same extent such Party maintains its own valuable Confidential Information (but at a minimum each Party shall use commercially reasonable efforts and measures) and shall not be released or disclosed to any other corporation, company, association or individual for any reason whatsoever except:
 - a. as agreed to in writing;
 - b. information that is travel data in an aggregate form or otherwise in a format that does not contain personally identifiable information in any form;
 - c. information that when received by the receiving Party is in the public domain or subsequently enters the public domain without fault of the receiving Party;
 - d. information that when received was known to receiving Party;
 - e. information that at any time is received in good faith by receiving Party from a third party which receiving Party had no reason to believe was not lawfully in possession of same or did not have the right to disclose the same;
 - f. as required by law or by judicial, administrative, or civil legal process; provided that the Party receiving such process, or subject to such requirement, shall promptly advise the other in writing so that the other may seek an appropriate protective order; or
 - g. to any of its affiliates, officers, directors, employees, agents, advisers, representatives or travel suppliers, to the extent that such disclosure is reasonably necessary for performance of a Party's obligations or the provision of services under or pursuant to this Agreement.

Recipient shall notify Discloser immediately of any unauthorized use or disclosure of Confidential Information. Duties of confidentiality arising under the applicable labor, privacy, confidentiality, secrecy and data protection laws, regulations, statutes, guidelines and directives shall not be affected by this

Section. For the avoidance of doubt, this Section will survive any termination or expiration of this Agreement.

10. Direct Travel reserves the right to decline any RFP submitted, for any reason whatsoever, and if the basic conditions, or any required conditions, are not met, with Direct Travel holding sole discretion.
11. These terms supersede any prior agreement or understanding between the parties whether oral or written in relation to its subject matter, and may only be modified by a written amendment signed by authorized representatives of each part. The provisions of these terms shall be deemed severable, and the unenforceability of any one or more provisions shall not affect the enforceability of any other provisions. Direct Travel's failure to exercise or enforce any right, power or remedy under these terms shall not operate as a waiver thereof.
12. The parties will not be deemed partners or joint ventures, nor will one party be deemed an agent or employee of the other party. Both parties are responsible for their own compliance with any applicable employment or tax laws with respect to their own employees, respectively. Neither party has any express or implied right to assume or create any obligation on behalf of, or in the name of, the other party or to bind the other party to any contract, agreement or undertaking with any third party, and no conduct of a party shall be deemed to imply such right.
13. Each party acknowledges that submission of an RFP shall constitute a signature to this Agreement with the same effect of an original signature, or a copy thereof transmitted by electronic means such as DocuSign or by PDF shall constitute an original signature for purposes of this Agreement.
14. All notices, requests, demands, waivers and other communications required or permitted to be given under this Agreement shall be in writing and may be given by any of the following methods: (a) personally delivered, (b) sent by certified mail with return-receipt requested, (c) sent by email, or (d) sent by other means which affords the sender evidence of delivery, attempted delivery, or rejected delivery, to the respective Parties at the street addresses set forth or evidence of delivery at the email addresses set forth, unless and until a different street address or email address is designated by notice to the other Parties. If notice is given in accordance with this Section by either of the methods described in (c) or (d) above, a copy of such notice shall also be delivered within two (2) business days of the "electronic" delivery of such notice.

We appreciate your participation in the Direct Global Hotel Program and look forward to working with you to drive valuable business in 2024.