



## THE MARKETPLACE 2025 – TERMS AND CONDITIONS

### Return on Investment Guarantee Terms

Hotel will be provided with two official warnings when in breach of Return on Investment Guarantee terms before the guarantee is negated. If not corrected, hotel will remain active in program but will no longer qualify for the Return on Investment Guarantee. If an eligible hotel does not achieve a 10:1 return on investment, Preferred Hotels & Resorts will credit the hotel's master account by January 2026 to be included in the marketing programs free of charge for the following year.

- Must participate in The *I Prefer* Member Rate and a minimum of four (4) additional qualifying Brand or Bank programs
- 10:1 ROI will apply to the total cost of the program for the year 2025
- Must have registered for The Marketplace program by October 25, 2024
- Rates must be loaded by December 15, 2024
- Rates must be loaded on all channels including the GDS, all Preferred Hotels & Resorts brand websites, and your own booking engine
- Must have the Preferred Synxis booking engine
- All rates must be publicly available and should not be marked as confidential
- Rates must be available 75% of the year
- Hotel must maintain rate parity across all channels and offers should be non-competing
- If hotel fails three (3) rate audits throughout the campaign period, the hotel will be removed from the Guarantee
- Hotels with CRS closures will be removed from the Guarantee.
- Best Available Rate is not included in the Guarantee
- *I Prefer* Member Rate and all production from Brand Merchandising rate plan production is included in the Guarantee
- Pro-rated program fees will not be eligible for your ROI under any circumstances

For the avoidance of doubt, PTG may create, implement, amend, modify, terminate and/or replace any program offered to Hotel at any time and from time to time, and nothing contained herein shall obligate PTG to continue any particular program.