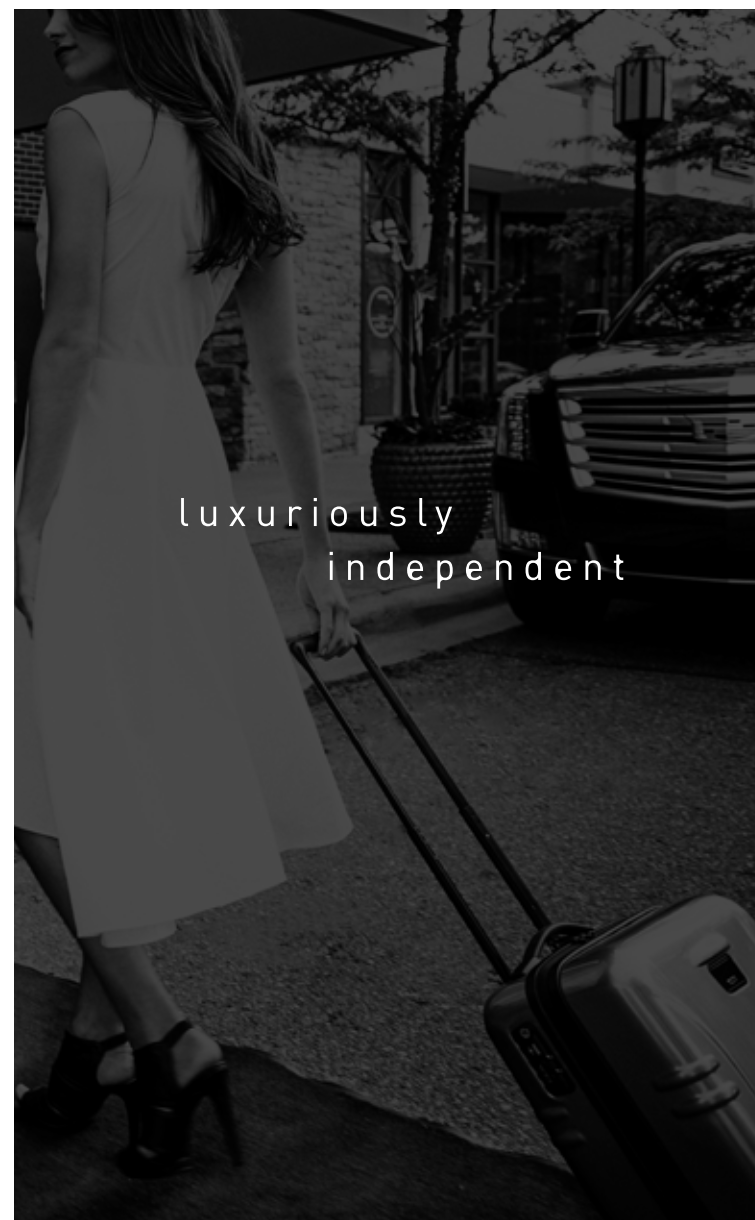


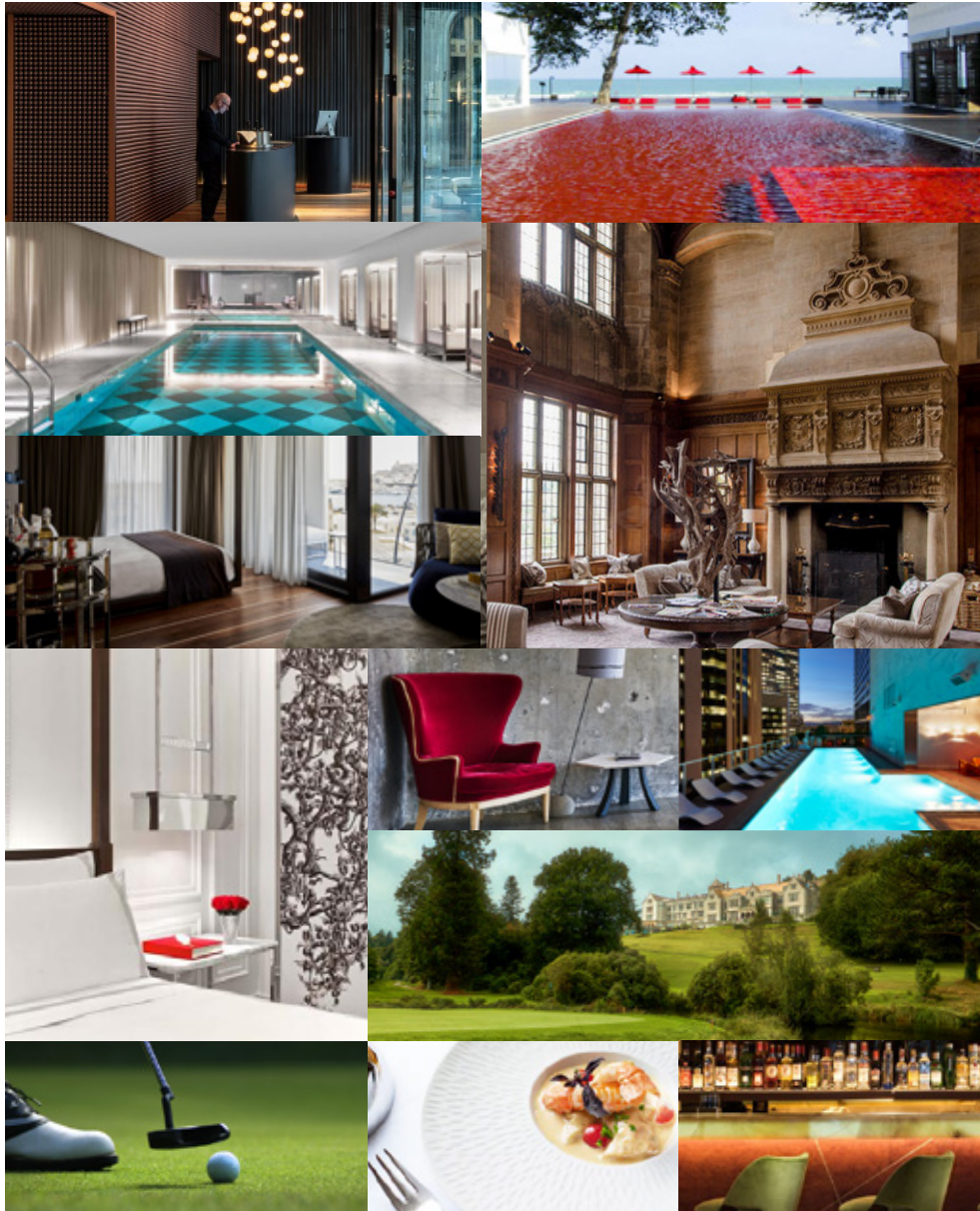
*Best Loved*™

— est.1993 —

luxuriously independent



luxuriously  
independent



# Who We Are

Established in 1993, Best Loved Hotels is an internationally recognized global collection of curated hotels .

We've spent the past 30 years building up a reputation within the luxury market for independently vetting our member hotels. It is this attention to detail that has made us a go to resource for high net worth, discerning bookers who trust us to connect them to carefully selected unique, luxurious and character-filled independent accommodation.

We are proud to represent a selection of the most unique and authentic independent luxury hotels worldwide.



# Hotel Selection Process

To be considered, a hotel must take part in the following process:

- ❖ If your hotel is on Cvent, you can apply for the RFP program (via an email invitation)
- ❖ If your hotel has not received the invitation through Cvent, you may still submit your RFP manually and it will be considered by our selection team – **submit your RFP now**

We select hotels that apply based on the hotel's characteristics, location and the answers to the questions submitted in the RFP application

# Program Benefits

As a member of the exclusive Best Loved collection, each hotels can choose to benefit from the following:

- ❖ Listing on bestloved.com, a leading high-end lifestyle travel site with 40,000 unique visitors per month
- ❖ Incremental high-value leisure bookings (2.7\$ million worth of enquiries delivered to our members last year)
- ❖ GDS bookings from our 9000+ affiliated Travel Agencies
- ❖ Inclusion in BLH Travel Agency E-Newsletter (9000+ agencies)
- ❖ Inclusion in BLH Consumer E-Newsletter (160,000 high-end travellers)
- ❖ Three exclusive BLH rate plans bookable through GDS
- ❖ Six promotional rates distribution per annum via the BLH website
- ❖ Inclusion in selected BLH Collections, with targeted distribution strategies
- ❖ Inclusion in BLH Partnership Programs giving exposure to 6.1 million consumers
- ❖ Digital Marketing Opportunities (Top Ranking, Banner placements, Social Media Campaigns)

# Audience

- ❖ 9,000 affiliated travel agencies
- ❖ Thousands of high net worth leisure, bleisure and business travelers
- ❖ Corporate partners requiring RFP inclusion
- ❖ Associated Preferred Partners referrals



## BEST LOVED HOTELS

# Sources Of Business

### ONLINE DIRECT BOOKING

Travelers are offered the opportunity to book your hotel through our direct online booking platform. The reservations are instantly confirmed and seamlessly delivered to hotels through the GDS and email or PMS connectivity via your CRS provider.

### GLOBAL DISTRIBUTION SYSTEM (GDS)

Affiliated agencies and corporate bookers searching for Best Loved rates on their GDS terminals (Sabre, Amadeus, Apollo/Galileo/Travelport) delivering high-quality incremental revenue for your hotel.

### GLOBAL AGENCY PREFERRED PARTNERS

BLH has a network of global agencies who bias the BLH membership and rate plans. We work with them monthly on hotel agency access, marketing opportunities and both leisure and corporate booker profiles – ultimately driving more incremental revenue to our members.

### EMAIL ENQUIRY

Both the website and the newsletters give bookers the option to contact each hotel directly by filling out an email enquiry form.

# Program Requirements

All approved hotels in our program will need to comply with the following requirements:

- ❖ Load our rates in the GDS via your CRS provider
- ❖ Submit rates and promotions to be loaded by Best Loved Hotels on the Best Loved Hotels website
- ❖ Have an excellent digital positioning including website
- ❖ Maintain accurate hotel information and imagery across all distribution channels
- ❖ Submit a Best Loved Hotels Concierge RFP
- ❖ Maintain a min 4.5 Trip Advisor score (or equivalent)

Hotels that do not fulfil these requirements may be subject to removal from the program

# Special Offers

Participating hotels can submit the following types of promotions:

## TRADE ONLY PROMOTION

- ❖ These promotions will be visible to agencies and corporate bookers only
- ❖ Example: 15% enhanced commission during a certain time
- ❖ Trade promotions are to be loaded in the GDS and will be promoted by us on our trade newsletter

## CONSUMER AND TRADE SPECIAL OFFERS

These promotions will be visible to consumers (on our website and/or newsletter) and agencies (on the GDS)

# Rates & Availability

Being a Best Loved Hotels member allows you to stay in total control of your availability and rate strategy at all times.

## AVAILABILITY

- No restrictions
- No maximum blackout dates required
- No blocked space or fixed allocations

## FLEXIBLE RATES

- We do not require a fixed negotiated rate
- Our rates plans are flexible and tied to your best rate available (BAR)

## THREE EXCLUSIVE BLH RATE PLANS

### THE BEST LOVED EXPERIENCE

Public rate linked to the hotel's BAR, no discount

- ❖ Rate includes one BLH Benefit at hotel's discretion\*
- ❖ Commission: 10% (GDS) or 15% (WEB)
- ❖ Visibility/Distribution:
  - BLH website: publicly visible (all site visitors)
  - GDS: public GDS domain (all travel agencies)

### BEST LOVED PREFERRED

Rate includes two BLH Benefits at hotel's discretion\*

- ❖ Commission: 10% (GDS) or 10% (WEB)
- ❖ Visibility/Distribution:
  - BLH website: restricted visibility (BLH Club members and corporate bookers)
  - GDS: restricted visibility (BLH preferred agencies only)

### BEST LOVED SPECIAL

Restricted rate, linked to the hotel's BAR less at least 5% discount

- ❖ Commission: 10% (GDS) or 10% (WEB)
- ❖ Visibility/Distribution:
  - BLH website: restricted visibility to BLH members and corporate bookers
  - GDS: restricted visibility (BLH preferred agencies)

### \*LIST OF BLH BENEFITS

- Late Check-out
- Early check-in
- Breakfast for Two
- Room upgrade
- Welcome Amenity
- Welcome Drink
- Spa credit
- F&B credit
- Valet parking
- Airport transfer

# Marketing Opportunities

We offer our member hotels a large array of à la carte marketing opportunities to further increase their visibility throughout the luxury leisure travel segment.

MARKETING SERVICES	DESCRIPTION
Consumer E-news Inclusion	Mention in our consumer newsletter with 1 hotel image, booking link, rates/promotion (incl booking codes and terms)
Consumer E-news Article	One full hotel article in our consumer newsletter. The article includes 3 hotel images, hotel description (max 250 characters), booking link, rates/promotion and/or event (incl booking codes and terms)
Agency E-news Inclusion	Mention in our agency newsletter with 1 hotel image, booking link, rates/promotion (incl booking codes and terms)
Agency E-news Article	One full hotel article in our agency newsletter. The article includes 3 hotel images, hotel description (max 250 characters), booking link, rates/promotion and/or event (incl booking codes and terms)
Social Media Post	One post across all our social platforms. Includes a short description, one image and link to hotel profile
Homepage Banner	One banner on the Best Loved Hotels homepage for two weeks
Monthly Top of Search Ranking	Your Hotel listing ranking above any other hotels in your destination and in applicable categories searches for one month
Hotel of the Week	Hotel highlighted as our 'Hotel of the Week'. Hotel to offer a two-night stay to the winner of a competition, which is widely promoted to consumers, agencies and partners. Promotion includes homepage banner, newsletter inclusion, and a social media campaign.
Full Article on our Travel Blog	One full article on the Best Loved Travel Blog, promoting your hotel and destination (blog post includes 3 hotel images and a booking link)



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