

CONTRACT

BLH 2020 Program



Best Loved Hotels is a consortia program (“BLH 2020 Program”) created and operated by HotelREZ Limited. All references to “Hotel(s)”, “you” or “your(s)” in this contract shall mean the hotel and, where appropriate, its owners or the chain affiliation who are parties to this contract or on whose behalf or for whose benefit you have entered into this contract.

HotelName _____

Hotel Address _____

City _____ County/State _____ Postal Code _____

Tel. Country Code _____ Tel. City/Area Code _____ Tel. Number _____

Management Company _____

Representation Company _____

Commencement Date _____

BLH 2020 Rates Plans

Participating hotels can load BLH’ three rate plans are based on flexible / dynamic rates. Hotels will be provided with the Rates Loading Instructions for each of the rates plans upon payment of the joining fee.

1. Best Loved Experience

- Public rate linked to the hotel’s BAR, no discount
- Includes breakfast for two and a welcome amenity (at the hotel’s discretion)
- 2 nights MLS
- Commission: 10% (GDS) / 15% (WEB)
- Visibility/Distribution:
 - > BLH website: publically visible (all site visitors)
 - > GDS: public GDS domain (all travel agencies)

2. Best Loved Special

- Restricted rate, linked to the hotel’s BAR less at least 5% discount
- Commission: 10% (GDS) / 10% (WEB)
- Visibility/Distribution:
 - > BLH website: restricted visibility to BLH members and corporate bookers
 - > GDS: restricted visibility (BLH preferred agencies)

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3. Best Loved Preferred

- Restricted rate, linked to the hotel's BAR, no discount
- Rate includes:
 - > Room upgrade where possible
 - > Three hotel benefits (at the hotel's discretion), including:
 - Complimentary late check out, and/or
 - Complimentary Early Check-in, and/or
 - Complimentary Breakfast for two, and/or
 - Welcome Amenity, and/or
 - Welcome Drinks for two, and/or
 - Spa Credits, and/or
 - F&B Credits, and/or
 - Valet Parking, and/or
 - Airport Transfer
 - > 2 nights MLS
 - > Commission: 10% (GDS) / 10% (WEB)
 - > Visibility/Distribution:
 - BLH website: restricted visibility (BLH Club members and corporate bookers)
 - GDS: restricted visibility (BLH Preferred Agencies)

BLH Special Offers

Participating hotels can submit the following types of promotions, which will be promoted by Best Loved throughout their channels:

- **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)

BLH Selection Criteria

BLH will select hotels based on the hotel's characteristics, location and the answers to the questions submitted in the RFP application.

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BLH 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 web site
- Have an excellent digital positioning including website
- Maintain accurate hotel information and imagery across all distribution channels
- Submit a Best Loved Hotels Concierge
- Engage in quality assurance:
 - > Maintain a min 4.5 Trip Advisor score (or equivalent)
 - > Pass one yearly mandatory secret shopping visit

Hotels that do not fulfil these requirements are subject to be removed from the program

BLH Terms & Conditions

ANNUAL MEMBERSHIP FEE

Hotels approved in the BLH 2020 program will be invoiced an annual membership fee, based on the total number of available hotel rooms as outlined below:

BLH 2020 – CONSORTIA PROGRAM	USD
less than 40 rooms	\$500
41-100 rooms	\$550
101-150 rooms	\$600
151-200 rooms	\$650
201-250 rooms	\$700
more than 250 rooms	\$750

TERMS AND CONDITIONS

BLH 2020 is a program created and operated by HotelREZ Limited, indicative details of which are set out the **BLH 2020 Terms and Conditions**.

Hotels submitting the BLH 2020 program contract agree to the terms and conditions set out in this contract.

You hereby warrant and undertake that: (a) information provided under or in relation to this contract is true,

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complete and accurate, and will be for the duration of the Term and (b) the person named below is your authorized signatory and is authorized to bind you and any other persons on whose behalf he purports to act.

Authorized Signature _____ Date _____

Name _____

Title _____ Email Address _____

Direct Telephone number _____

BLH 2020 PROGRAM RFP QUESTIONS

Please complete the **BLH 2020 RFP Questions** and return it (in excel format) to info@bestloved.com together with this contract.

Hotel shall return the present contract (and the questions if applicable) by email or post mail to WRH Representative:

Nicolas Wijnants

Group Director, Global Brands

nicolas.wijnants@bestloved.com

A handwritten signature in black ink, appearing to be 'N. Wijnants', written over a set of horizontal lines.

You must keep the original contract (and original signature) on file and produce it to HotelREZ Limited upon demand at any time during the Term.

HOTELREZ LIMITED, TRADING AS BEST LOVED HOTELS

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