

CONTRACT

BLH 2024 Program



Best Loved Hotels is a consortia program (“BLH 2024 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.

Hotel Name _____

Hotel Address _____

City _____ County/State _____ Postal Code _____

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

Management Company _____

Representation Company _____

Commencement Date _____

BLH 2024 Rate Plans

Participating hotels can load BLH’s three exclusive rate plans. Hotels will be provided with the Rates Loading Instructions for each of the rates plans upon payment of the joining fee.

1.1. BEST LOVED EXPERIENCE (mandatory)

- Public rate, at parity with hotel’s BAR, no discount
- Rate includes accommodation + one (1) extra benefit, at hotel’s discretion*
- Commission: 10%

2. BEST LOVED SPECIAL (optional)

- BAR less at least 5% discount
- Accommodation only rate (does not include any extra benefit)
- Commission: 10%

3. BEST LOVED PREFERRED (optional)

- Packaged rate, at parity with hotel’s BAR, no discount
- Rate includes accommodation + two (2) extra benefits, at hotel’s discretion*
- Commission: 10%

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* List of Extra Benefits

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

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.

BLH Program Requirements

All approved hotels in our program will need to:

- Load our rates in the GDS via your CRS provider
- Submit promotions to be loaded by our support team on www.bestloved.com
- Maintain accurate hotel information and imagery
- Submit an Implementation Form

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BLH Membership

Hotels approved in the BLH 2024 Program can choose from our three Membership Options:

| MEMBERSHIP OPTIONS | SILVER | GOLD | PLATINUM |
|---|--------------------------|--------------------------|--------------------------|
| Yearly Fee (prices in USD, per annum) | \$540 | \$640 | \$840 |
| Select which membership you would like to join | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| MEMBERSHIP BENEFITS | | | |
| GDS bookings from our 9000+ affiliated Travel Agencies | ✓ | ✓ | ✓ |
| Listing on www.bestloved.com with links to your website | ✓ | ✓ | ✓ |
| Three exclusive BLH rate plans | ✓ | ✓ | ✓ |
| Six promotional rate distribution | ✓ | ✓ | ✓ |
| Select BLH collections inclusion with targeted distribution | ✓ | ✓ | ✓ |
| Superior ranking | | ✓ | ✓ |
| One newsletter insert (circulation: 9k agencies & 169k consumers) | | ✓ | ✓ |
| One exclusive competition during for 7 days | | | ✓ |
| One social media post | | ✓ | ✓ |
| One additional social media post (2 per annum) | | | ✓ |
| One exclusive homepage banner for 2 weeks | | ✓ | ✓ |
| Top ranking on searches | | | ✓ |
| Top newsletters positioning | | | ✓ |

Indicated fees are in USD and per annum

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BLH Program Requirements

BLH 2024 is a program created and operated by HotelREZ Limited, indicative details of which are set out the **BLH 2024 Terms and Conditions**.

Hotels submitting the BLH 2024 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, 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 _____

Authorized Signer Name _____

Position _____

Email Address _____ Direct Telephone number _____

BLH 2024 Program RFP Questions

Please complete the **BLH 2024 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 BLH Representative:

Lj Lewis

Group Director, Global Brands

lj.lewis@bestloved.com

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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