



Dear Partner,

As you know, Best Western's FIT Leisure strategy for 2018 is to use the Best Western Distribution system to provide availability, rates and inventory. In an effort to stay competitive and to keep the local relationship with your property, we kindly ask you to load the 2018/19 static FIT rates under the newly rolled-out GTL rate plan. This will replace the dynamic rates which are set at 22% off BAR in most cases. You can load as many seasons as needed, including early bird rates to capture the longer booking window GTA clients typically provide.

Please find below more details on how to handle this rate plan:

Preferred Partnership Accounts Rate Plan – GTL

The dedicated rate plan GTL has been created for GTA as a Preferred Partnership Account. Working with GTA enables hotels to reach new guests and drive reservations that may otherwise go to the competitive set. Properties can utilize the GTA strategic partnership to increase the number of reservations for future stays.

What are the commercial terms for the Preferred Partnership Account Rate Plan?

- Participation Required
- Commissionable: No
- Bookable Channels: Lynx, Direct Connect, E-channels with proper Corporate ID
- Best Western Rewards® Points: Optional
- Hold/Cancel Policy – Required policy is GTD/minimum 24 hours prior to arrival date
- Vouchers Not Required
- Payment Type: Virtual Credit Card

Program Description

Rates for this program are Net and are sold at a markup on onward distribution channels. This means that the net rate you are giving to the client is not the rate that the guest paid. **Do not reveal the rate to the guest.**

Can the Preferred Partnership Account rate plan be loaded Dynamic or Static? Yes. In Nexus the property has the opportunity to choose dynamic or static. If the property chooses a static rate then please email Debbie Haines at Debbie.haines@bestwestern.com to request a static load.

Can I load my contract that has already been signed for 2018/2019 in the new Preferred Partnership Account Rate plans? Yes. In Nexus please email Debbie Haines at Debbie.haines@bestwestern.com to request a static load with the current contract for 2018/2019

Does the GTL rate plan have a limitation on seasons? No, there are no limitations on seasons

Can GTL be in the LRA bucket? Yes. LRA-Last Room Availability in Bucket A, NLRA would be in Bucket B

Is there additional commission on the rate plan? No, there is no additional commission on this rate plan

When will GTL rate plan be activated for hotels? After the RFP has been completed in Nexus the Best Western EDS team will send a completion notice to properties when these new rate plans are loaded. **The property will need to ensure that all applicable rate plans have been built and mapped in the PMS.** If assistance is needed, contact your PMS help desk.

Where can I find details on the new rate plans? Information regarding rate plan codes are referenced in the [Rate Plan & Marketing Program Guide](#) and under the *Marketing Sales* Tab under *Preferred Partnership Accounts* found on mybestwestern.com.

How are the Preferred Partnership Account Rate Plans sourced? Availability, Rates and Inventory (ARI) for GTL is sourced through Dhisco. Please review the Rate Plan Table Summary for connectivity details.

How are reservations from each company differentiated? Reservations will be differentiated by their exclusive CID numbers. **GTA's CID Number is 1495880**

Split Folio:

Please collect a credit card from the guest at check-in as a temporary hold or deposit may be placed on guest's credit card for any incidental charges. Be sure to split the folio: one folio should be used for room and tax and the other folio should be used for the guest credit card and incidentals. **Mask/Suppress the rate in your PMS to keep from showing up on the registration cards or folios.**

Content, Images and Hotel Performance:

Content and performance is managed from the Best Western FTP site

Online Tools:

[Resources, Contacts and Tutorials](#)

[Program Overview](#)

Distribution Account Manager:

For additional questions please contact Lisa Cully at 619-347-3600 or B2BDistribution@bestwestern.com

Thank you & best regards,

Martin Puff

Senior Key Account Manager – Global Hotel Chains

M: 786 553 7400

martin.puff@gta-travel.com

www.gta-travel.com



GTA Americas LLC
5 Penn Plaza, 5th Floor, New York, NY 10001 USA