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## CORPORATE MARKETING PROGRAM – 2013

(Global Members only)

The program of providing the hotels of Russia, CIS Countries and the Baltic States in consortia programs

The program enables the hotel, being a Global Member, to become accessible for booking from Global Distribution Systems (GDS) terminals, set in offices of tour agencies, united in tourist consortia. The list of consortia is shown below.

The hotel taking part in one or another program must meet the requirements of the consortia. They concern:

- commission level paid to the consortia members. The commission equals **10%** from the sales made (in addition to the fee charged by the provider);
- amount of the annual fee for the right to participate in consortia program (see the table below);
- amount of the fee paid for providing the hotel’s information, which is uniform for all consortia programs, in Lanyon centre. This fee equals **700 c.u.\*** – regardless of the number of chosen consortia programs. This price is valid under condition of registration in the Lanyon centre before August 31, 2012. If registered after August 31, 2012 the price will be 750 c.u.

There are 2 ways of forming a tariff, provided by the consortia programs:

- **Consortia Best Available Rate** – consortia tariff, in the percentage dependence (the percent is defined by the hotel itself) from the Best Available Rate in the hotel;
- **Consortia Fixed Rate** – a fixed consortia tariff. Prices declared by the hotel for this tariff must be 20% less than Rack Rates and cannot be raised during the whole period of the program.

Unfortunately many consortia programs have not published prices for 2013 yet. For these programs we leave prices from 2012 but we strongly recommend adding about 10% for each program, which does not have a 2013 price yet.

| <i>Consortia program</i>                               | <i>Consortia members</i>   | <b>Participation fee in 2013</b>   |
|--|--|--|
| <i>ABC Corporate Services (ABC)</i>                    | <i>About 7900 travel agencies in 67 countries worldwide</i>                            | <b>780 c.u.</b><br><i>Price for 2013 has not been published yet*</i>   |
| <i>American Express Preferred Extras Hotel Program</i> | <i>1700 travel agencies in 130 countries worldwide (mainly in the UK, Europe, USA)</i> | <b>3100 c.u.</b><br><i>Price for 2013 has not been published yet*</i>  |
| <i>BCD Travel</i>                                      | <i>Travel agencies in 96 countries worldwide</i>                                       | <b>820 c.u.</b> – basic level;<br><b>920 c.u.</b> – basic level + 2 additional pictures;<br><b>1020 c.u.</b> – basic level + 4 additional pictures;<br>+ 210 USD to every level – name of the hotel is highlighted additionally<br><i>Price for 2013 has not been published yet*</i> |
| <i>Booking Services International (BSI)</i>            | <i>Corporate clients in the UK and Europe</i>  | <b>Free</b><br><i>Conditions of participation for 2013 have not been published yet*</i>  |

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|--|---|--|-------------------|
| <p><i>Carlson Wagonlit Travel (CWT)</i></p> <p><b>PREFERRED PARTNERSHIP FOR 2012</b></p> | <p>Over 3000 travel agencies in 140 countries worldwide.</p> <p>Privileged presentation in CWT booking systems, additional advertising and marketing.</p> <p>Hotels, offering free breakfast and WIFI will have a “free” sign in a special CWT application.</p> | <p>Calculation is based on the official hotel’s rates.</p> <p>Price for 2013 has not been published yet*</p>   |                   |
|  |   | Rate   | Participation fee |
|  |   | under 140 USD  | <b>2029 c.u.</b>  |
|  |   | from 141 to 190 USD  | <b>2215 c.u.</b>  |
|  |   | over 191 USD   | <b>2275 c.u.</b>  |
| <p><i>Computerized Corporate Rate Association (CCRA)</i></p>                             | <p>30 000 travel agencies in over 30 countries worldwide</p>  | <p><b>830 c.u.</b></p> <p>Price for 2013 has not been published yet*</p>   |                   |
| <p>Hickory Travel Systems</p>  | <p>32 000 travel agencies in 38 countries of the world</p>  | <p><b>825 c.u.</b></p>   |                   |
| <p><i>DERHotel</i></p>   | <p>1200 travel agencies in Germany</p>  | <p><b>Free</b></p> <p>Conditions of participation for 2013 have not been published yet*</p>  |                   |
| <p><i>EHotelAG</i></p>   | <p>Retail contractors</p>   | <p><b>Free</b></p> <p>Conditions of participation for 2013 have not been published yet*</p>  |                   |
| <p><i>FCm Travel Solutions</i></p>   | <p>Over 2000 travel agencies in over 50 countries worldwide</p>   | <p><b>680 c.u.</b></p> <p>Price for 2013 has not been published yet*</p>   |                   |
| <p><i>Guild of Travel Management Companies (GTMC)</i></p>                                | <p>34 leading tour operators of the UK</p>  | <p><b>165 c.u.</b></p> <p>Price for 2013 has not been published yet*</p>   |                   |
| <p>Hogg Robinson Group (HRG)</p>   | <p>Travel agencies in over 115 countries worldwide (mostly in Europe and American continent countries)</p>  | <p><b>925 c.u.</b> – Standard level;<br/> <b>1225 c.u.</b> – Elite level (includes ability of placing additional logo of the hotels and two articles in monthly newspaper)</p>                 |                   |
| <p><i>International Travel Partnership (ITP)</i></p>                                     | <p>Over 60 travel agencies in the USA and major Europe countries</p>  | <p>Is calculated considering the amount of rooms in the hotel.</p> <p>Price for 2013 has not been published yet*</p>   |                   |
|  |   | Number of rooms in the hotel   | Participation fee |
|  |   | 51 - 100   | <b>325c.u.</b>    |
|  |   | 101 - 150  | <b>380 c.u.</b>   |
|  |   | 151 - 250  | <b>450 c.u.</b>   |
|  |   | 251 - 350  | <b>505 c.u.</b>   |
|  |   | 351 - 450  | <b>560 y.e.</b>   |
|  |   | 451 - 650  | <b>595 c.u.</b>   |
| over 651   | <b>625 c.u.</b>   |  |                   |
| <p><i>Japanese Travel Bureau (JTB)</i></p>   | <p>1100 travel agencies in 23 countries worldwide</p>   | <p><b>275c.u.</b></p> <p>Price for 2013 has not been published yet*</p>  |                   |
| <p><i>PMN (formerly International Airline Passengers Association (IAPA))</i></p>         | <p>Over 400 000 permanent business clients in 201 country</p>   | <p><b>Free</b></p> <p>Price for 2013 has not been published yet*</p>   |                   |
| <p><i>Radius Travel</i></p>  | <p>Over 7500 travel agencies in 87 countries worldwide</p>  | <p><b>1320 c.u.</b></p> <p>Placement of the additional picture and logo of the hotel– 50 c.u.</p> <p>Price for 2013 has not been published yet*</p>  |                   |
| <p><i>THOR</i></p>   | <p>Over 3000 travel agencies worldwide</p>  | <p><b>729 c.u.</b> – Basic level includes placement in the THOR Hotel Navigator, 1 picture of the hoel.<br/> <b>829 c.u.</b> – Priority level (Basic + color placement,hotel’s logotype, a</p> |                   |

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|   |   | <i>map, 5 pictures)<br/>Price for 2013 has not been published yet*</i>   |
| <i>TravelGraphics</i>                             | <i>2000 travel agencies в разных countries worldwide</i>  | <i>Classic - 229 c.u.<br/>Executive – 429 c.u.<br/>Platinum – 805 c.u.<br/>Price for 2013 has not been published yet*</i>  |
| <i>Travelsavers</i>                               | <i>Over 3000 travel agencies в 13 countries worldwide</i> | <i>640 c.u. – basic level;<br/>790 c.u. – basic level + logotype and additional mark of the hotel in the agent's extranet<br/>Price for 2013 has not been published yet*</i>   |
| <i>Worldwide Independent Travel Network (WIN)</i> | <i>Over 6000 travel agencies в 15 countries worldwide</i> | <i>365 c.u. – Platinum level – number of hotel rooms under 99, 425 c.u. – number of hotel rooms over 100<br/>Golden level – 265/335 c.u.<br/>(The platinum level gives extra advantages to the hotel regarding its positioning in the on-line directory, on CDs and in distribution systems, as well as exclusive publication of price information in the electronic bulletin.)<br/>Price for 2013 has not been published yet*</i> |

- Here and further - prices not subject to VAT.
- 1 c.u. = 1 USD at the exchange currency rate of the Central Bank of the Russian Federation of the date of the payment +5%.
- Consortia programs fees are approximate and can be changed by consortia programs.
- Consortia programs highlighted in italic font have not yet published participation fees.

We will gladly provide more information about 2013 participation fees in the programs, which have not published them yet, as soon as we receive this information ourselves..

**All the payments for placing the hotel in the consortia programs control centre (Lanyon) should be paid within a month after receiving an invoice.**

**All payments considering Corporate Marketing Program should be finished before 31.12.2012.**

For extra information please use one of the following contacts:

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