



Drive Business Transient Demand Through Consortia and TMC Participation

Increase visibility and exposure by participating in Consortia and Travel Management Company programs, which lead to higher ADRs and increased revenue.



Increase Exposure with Consortia and TMCs



INCREASED VISIBILITY

Your hotel will be listed in each program directory and website, and will have a special rate access code through the GDS.



GREATER BOOKING POTENTIAL

Travel agents look first at participant hotels when selecting the right property for their clients.



INCREASED REVENUE

These same travel agents generally make higher than Average Daily Rate bookings.



NEW MARKETING OPPORTUNITIES

Each program contains several opportunities to generate exposure, leading to increased revenue.

What are Consortia and TMCs?

Consortia and Travel Management Companies (TMCs) are large groups of Travel Agencies often driven by multinational companies that have joined together to form a Consortia. Originally started to assist smaller Travel Agencies, Consortia have grown to become major players in the travel industry. By joining Consortia and TMCs, Travel Agencies can increase the effectiveness of marketing to their customers by offering competitive rates at hotels worldwide.

By participating in Consortia and RFP Services, your RFP process becomes more streamlined and effective because you won't spend valuable time responding to bids, worrying about missed deadlines, or dealing with incomplete RFPs.

Standard Requirements

Each program has a list of requirements and fees for participation, but standard requirements include:

- A minimum of 10% off Best Available Rate
- Rate parity among all programs
- Last room availability guarantee
- 10% commission
- All rates quoted are to be guaranteed for the entire year, unless otherwise noted

Why Partner with SHR?



Centralized
Invoicing



RFP Management
and Support



Automated
Rate Loading

Key Benefits

- Cvent RFP management tool with Direct Access to Consortia, TMC and Corporate RFPs
- Assurance of Cvent property profile and consortia rates accurately set for bids
- Release and response to all selected Consortia and TMC programs on your behalf
- Centralized program invoicing—all programs, one invoice
- Data management and rate mapping in GDS or Windsurfer CRS for all submitted rates
- An assigned team to manage RFPs on your behalf
- Receive an informative toolkit and quarterly production reports



LEARN MORE

Interested in finding out more about Consortia with SHR?

Contact the SHR Consortia Management Team at consortia@shr.global.