

## Global Reach / Premium Distribution / Continued Growth



Unlock Global Visibility and Drive High-Value Bookings with One of the Most Powerful Hotel Distribution Networks in Travel.

For nearly five decades, THOR has been a trusted partner to the global travel industry, connecting hotels with thousands of highly engaged travel advisors worldwide.

Our 2027 Hotel Program is engineered to deliver consistent demand, broaden market reach, and enhance revenue performance across both corporate and leisure segments.

### Why Choose THOR?

Through the **THOR Hotel Program**, your property can tap into this powerful distribution network to increase room night production, maximize revenue, and stand out in a competitive market.

- **Global Scale:** Access a network of 5,700+ travel agency partners worldwide
- **Powerful Distribution:** Full integration across **Amadeus, Sabre, and Travelport** GDS platforms.
- **Revenue Optimization:** Multiple rate code strategies to capture all demand types.
  - **THR Proprietary Consortia Rate Code;** for all year-round discounted rates
  - **THX Promotional Rate Code;** for seasonal, special, distressed inventory and restricted rates
  - **4TM Rate Code;** GO FURTHER with THOR reaching up to 65,000 additional Travelport agencies.
- **Personalized support:** from our account managers and THOR's Hotel/RFP Help Desks.
- **Marketing opportunities:** multi-award winning to increase visibility and brand preference

**Number of THOR Agencies increased by 14% in 2025**

## Program Features

- **Multiple Submission Options** – For 2027, THOR utilizes the GBTA Hotel RFP Modules (2013), giving you flexibility in how you participate. Hotels can submit via Cvent Lanyon or through a streamlined THOR RFP template. Our team is available to guide you at every step via your consortia representative or the THOR RFP Help Desk ([RFP@THORtravelservices.com](mailto:RFP@THORtravelservices.com)).
- **Integrated Marketing Options** – Enhance your visibility by selecting optional marketing tools alongside your program participation. THOR's award-winning marketing solutions allow you to secure year-round exposure, engage global agents, and strategically allocate your marketing investment in advance. Dedicated programs are available for **independent hotels and major chains**.

### PROVEN RESULTS

THOR shows continued growth YOY  
with an additional 28% increase in Room Nights  
in 2025



## Program Distribution

THOR connects your property to a powerful global network through industry-leading distribution channels designed to maximize visibility and drive bookings:

- **Comprehensive GDS Coverage** - Access all major Global Distribution Systems—including Amadeus, Sabre, Apollo, Galileo, and Worldspan—via THOR's trusted **THR** and **THX** rate codes, ensuring your hotel is visible where agents book most.
- **THOR Hotel Navigator** - Showcase your property within THOR's exclusive online directory, featuring rich hotel content, imagery, and essential booking details; making it easy for agents to discover and select your property.
- **Travelport Smartpoint Integration** – Your THOR rates (**THR**, **THX**, and **4TM**) are fully integrated into Travelport Smartpoint, a customizable booking platform used by agencies worldwide to efficiently manage travel bookings.
- **Travelport Hotel Retail Experience** - Benefit from advanced booking capabilities through Hotel Retail, combining speed and flexibility for experienced agents with an intuitive, visual interface for newer users; helping drive higher conversion across all experience levels.

## Premier Membership (Base Level Required)

### Maximum Visibility

Position your property at the forefront of global travel distribution with THOR's Premier Membership; designed to deliver consistent exposure, stronger agent engagement, and increased booking performance.

#### What You Get

- **Instant Access to 5,700+ Global Travel Agencies**  
Put your hotel in front of a highly active, global network of travel advisors actively booking for both corporate and leisure clients.
- **Verified Rate Accuracy for Maximum Booking Confidence <sup>1</sup>**  
One dedicated rate audit ensures your THR rates are correctly loaded and bookable, eliminating friction and missed revenue opportunities.
- **Dedicated Travel Agent Promotion**  
Gain additional exposure with a featured Travel Agent Deal advertisement, helping your property stand out and drive incremental bookings.
- **Enhanced Visibility Through PR & FAM Opportunities**  
Showcase your property through press releases and travel agent familiarization (FAM) rates, creating stronger awareness and first-hand advocacy.
- **Year-Round Online Presence**  
Your property is promoted on THOR's website throughout the year, ensuring continuous visibility to agents searching for trusted hotel partners.
- **Featured in THOR Hotel Navigator**  
Secure your place in THOR's exclusive online hotel directory, your digital shopfront to thousands of travel professionals worldwide.
- **Visual Impact That Drives Selection <sup>2</sup>**  
Showcase your property with a featured image in Hotel Navigator, helping capture attention and influence booking decisions (photos attained via Travelport HCP).
- **Full GDS Rate Visibility & Bookability**  
Your **THR Consortia Rates** and **THX Promotional Rates** are fully displayed and bookable across all major GDS platforms, ensuring seamless access for agents.
- **Flexible Inventory Control**  
Load and promote all room types, giving you greater flexibility to manage inventory, maximize occupancy, and support diverse booking needs.
- **Dedicated Expert Support**  
Benefit from personalized service from THOR Account Managers and dedicated RFP support teams, focused on helping you succeed.
- **Powerful Marketing Expansion Opportunities**  
Amplify your reach even further with access to THOR's multi-award-winning marketing platforms, connecting your property directly with high-value corporate and leisure travel agents (optional add-ons available).

## Premier Plus Membership (Upgrade saving \$850)

### Elevated Visibility. Priority Positioning. Maximum Impact

Take your presence to the next level with Premier Plus—designed for hotels that want to stand out, be seen first, and capture more high-value bookings across THOR's global network.

#### What You Get

##### Everything in Premier — Plus Enhanced Exposure

- **Triple Your Promotional Reach**  
Gain **two additional Travel Agent Deal advertisements**, giving your property more opportunities to be featured, promoted, and booked by agents actively searching for competitive offers.
- **Maximum Visual Presence**  
Showcase your property with **unlimited photos and your logo** in THOR Hotel Navigator—creating a richer, more compelling profile that drives engagement and increases conversion.
- **Direct Access to the Agency Network**  
Feature your property with a **dedicated square advertisement (worth \$550) in THOR's weekly Supplier Notes newsletter**, reaching the full network of THOR travel agencies with high-impact visibility.
- **Priority Placement That Drives Bookings**  
Stand out where it matters most with **top placement and highlighted designation** in THOR Hotel Navigator—ensuring your property is seen first and chosen more often.

## Go Further with THOR (Optional – Add-on)

### Extend Your Reach. Amplify Your Results.

Unlock additional exposure and tap into an even broader global audience with this powerful add-on—designed to maximize visibility, expand distribution, and drive incremental bookings.

#### Why Add GO FURTHER

- **Boost Your Marketing with an additional 10% discount**  
Sign up and get more from your budget with an **additional 10% discount on THOR marketing** (minimum spend applies). Increase your reach, visibility, and campaign impact—without increasing your overall spend.
- **Expanded GDS Access with Flexible Rate Strategy**  
Showcase your property using flexible rates via the **4TM rate access code**, giving you greater control and broader exposure across all Travelport GDS PCCs.
- **Extend your reach up to 65,000 Travelport Agencies**  
Extend beyond your core network and connect with tens of thousands of additional travel agencies worldwide—unlocking new demand streams and driving incremental bookings.

1. The rate audit is generally performed in early February and is done in the Travelport Apollo GDS

2. THOR has partnered with Travelport, LP ("Travelport") to use Hotel photographs previously submitted to Travelport for multi-media use. This option is available only to those Hotels that participate in Travelport Hotel Content Plus (HCP). If Hotel desires to participate in Travelport HCP, Hotel should contact its Travelport Hotel GDS Representative for more information. One property image to be provided by participating hotel to benefit from complimentary marketing.