

THOR Rate Plan Descriptions

THOR provides several rate plans to help hotels distribute inventory and reach travel agency partners. Each plan is designed for different needs and audiences.

1. THOR CONSORTIA RATE - **THR**

Required for all participating hotels

What it is:

The core THOR rate plan used by THOR travel agency members via GDS platforms (and Travelport's employee booking tool). This is the **primary rate** every hotel must load.

Key Requirements:

- Must be **commissionable** - Minimum: **10%**
- Must maintain **rate parity** with other consortia
- Must offer **Last Room Availability (LRA)**
- Must be the **least restricted rate**
- **No minimum stay** requirement (except extended stay properties)

Typical Examples:

- Fixed seasonal consortia rates
- BAR or percentage discounts off BAR (aligned with other consortia)

2. THOR PROMOTIONAL RATE - **THX**

For short-term or tactical offers

What it is:

A flexible promotional rate for temporary offers, available to THOR agencies via GDS and Travelport tools.

Key Requirements:

- Must be **commissionable** (same minimums as THR)
- **No parity requirement**
- Can include **restricted rates** (as long as commissionable)

Typical Examples:

- Limited-time discounts
- Distressed inventory
- Increased commission incentives
- Travel agent contests
- Packages (e.g., honeymoon, weekend deals)
- Value-adds (upgrades, amenities)
- Prepaid rates

3. GO FURTHER with THOR - 4TM

Expanded reach to additional agencies

What it is:

A supplemental program (additional fee) giving access to **65,000+ Travelport agencies** via Apollo, Galileo, and Worldspan.

Key Benefits:

- Broadens distribution beyond THOR consortia
- Highly flexible – can be updated anytime
- Ability to include attractive amenities

Key Requirements:

- Must be **commissionable**
- No parity requirement, but rates should be **competitive**
- Should be loaded across all Travelport GDS platforms

What drives bookings (Agent Preferences):

- Competitive BAR discounts
- Higher commission levels
- Added value:
 - Breakfast
 - Wi-Fi
 - Early check-in / late check-out
 - Room upgrades
 - F&B credits

Quick Comparison

Feature	THR	THX	4 TM
Required	✓ Yes	✗ No	✗ No
Commissionable	✓ Yes	✓ Yes	✓ Yes
Parity Required	✓ Yes	✗ No	✗ No
LRA Required	✓ Yes	✗ No	✗ No
Flexible / Promo Use	✗ No	✓ Yes	✓ Yes
Distribution Reach	All THOR Agencies	All THOR Agencies	65K+ Travelport Agencies

Summary

- **THR** = THOR **foundation rate** (mandatory, consistent, unrestricted)
- **THX** = THOR **marketing tool** (short-term promotions and incentives)
- **4TM** = THOR **growth lever** (expanded reach + flexible offers)