

Unlock Global Visibility and Drive More Bookings with THOR!



Since 1977, THOR, Inc. has been a global force in travel service, empowering the world's top travel providers through unmatched access to thousands of travel agencies across the globe.

Now, 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.

By participating in the **2026 RFP contracting season**, your hotel will benefit from:

PROGRAM BENEFITS

- Get access to over **5,000** global travel **agency** partners (and growing)
- Distribution to all major Global GDSs: **Amadeus, Sabre, Galileo/Apollo (Travelport+) & Worldspan.**
- Load hotel rates in the GDS using THOR's reputable **THR** Proprietary Consortia Rate Code.
- Load additional seasonal, special, restricted hotel rates in the GDS using THOR's **THX** Promotional Rate Code.
- Load value added rates in the GDS using THOR's GO FURTHER with THOR **4TM** Rate Code reaching up to **65,000** additional Travelport agencies.
- Get access to active Corporate and Leisure travel agents globally.
- Personalized support services from our account managers and THOR's Hotel/RFP Help Desks.
- Global marketing opportunities through THOR's multi award-winning publications to help you increase room night production, strengthen your brand recognition, and connect to travel agencies around the world.

Number of THOR Agencies increased by 10% in 2024

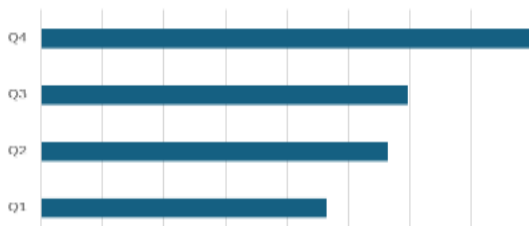
PROGRAM FEATURES

- **Multiple Submission Levels** – For 2026, THOR is using the GBTA hotel modules (2013), and hotels can submit an RFP via electronic third-party (Cvent Lanyon) or completed an RFP template provided by THOR. Please consult with your hotel chain's consortia account representative or contact the THOR RFP Help Desk for further options at RFP@THORtravelservices.com
- **Marketing Options** – THOR offers optional marketing tools at the same time you choose your listing option. This will allow your hotel to take advantage of a full year of multi-award-winning marketing opportunities and pre-allocate your marketing spend. For further marketing options, refer to the **2026 THOR Marketing – Individual Hotel** or the **2026 THOR Marketing – Hotel Chains**.

PROVEN RESULTS

THOR Room Nights increased every quarter in 2024.

2024 Room Nights by Quarter



Continued growth with YTD 2025 showing a 60% increase over 2024



PROGRAM DISTRIBUTION

THOR provides its hotel partners with the best outreach options that offer extraordinary value to THOR travel agent members with the following distribution channels:

- **Distribution Across All Major GDSs** - under THOR's **THR** and **THX** rate codes in all major GDSs including Amadeus, Apollo, Galileo, Sabre, and Worldspan.
- **THOR Hotel Navigator** - THOR's exclusive online hotel directory, containing the hotel photos, GDS property codes and hotel details needed to help our agents book your hotel.
- **Travelport Smartpoint** - THOR offers **THR**, **THX** and **4TM*** rates through Travelport Smartpoint, which is available in Apollo, Galileo, and Worldspan global distribution systems (GDSs). It is a travel booking platform that can be configured or customized to support an agency's needs.
- **Travelport Hotel Retail** - THOR's **THR**, **THX** and **4TM*** rates are available through Hotel Retail in Smartpoint. Hotel Retail gives 'power users' speed and flexibility of cryptic commands, enabling bookings in a few commands, while its graphical nature makes it easily navigable by novice agents.

Premier Membership

\$1,199

Includes:

- Access to **over 5,000+** travel agencies
- One **rate audit**; to verify THR rates are loaded correctly¹
- One **Travel Agent Deal** advertisement during 2026 for listing fee paying hotels
- **Press release** and **travel agent FAMs/rates** Posted to THOR's website throughout the year
- Participation in THOR's exclusive online hotel directory; **THOR Hotel Navigator**
- **One property photo** (all photos attained via Travelport HCP) displayed in the THOR Hotel Navigator²
- **THR Consortia Rates** displayed from the various GDSs will be available to book in all GDSs
- **THX Promotional Rates** displayed from the various GDSs will be available to book in all GDSs
- Ability to **load all room types** (in addition to room types mentioned in the RFP)
- **Personalized support** services from our THOR Account Managers and THOR's Hotel and RFP help desks
- Ability to **market your property** to active corporate and leisure travel agents through THOR's multi-award-winning publications (available at an additional fee)

Premier Plus Membership

\$1,699

Includes:

- **Everything in the Premier Membership**, with the following enhancements:
- Two **additional Travel Agent Deal** advertisements during 2026 for all Premier Plus listing fee paying hotels.
- **Unlimited property photos** (all photos attained via Travelport HCP), and logo displayed in the THOR Hotel Navigator²
- **One square ad** in THOR weekly Supplier Notes Newsletter distributed to all THOR agencies.
- **Top placement and highlighted designation** in the THOR Hotel Navigator²

*Optional Add-On

\$499

GO FURTHER with THOR:

- **20% added value** on optional Travelport Digital Media (minimum order \$2,000)
- **Flexible Rates** displayed on all Travelport GDS PCCs using rate access code 4TM
- Reach up to **65,000** additional agencies

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.