



Experience the Power of our Global Network

Introducing the 2022 JTB Global Hotel Program

Global in Service. Local in Knowledge.

The JTB Business Travel brand is part of JTB, a worldwide leader in travel with a global network of more than 508 locations in 143 cities and 39 countries. JTB Business Travel is an industry forerunner leading the way in business travel by embracing new technologies, offering innovative services and creating superior travel experiences for companies and their employees.

For more information, visit [JTBBusinessTravel.com](https://www.jtbbusinesstravel.com)

 **108 Years** of
Travel Excellence

 **143**
Cities

 **39**
Countries

 **\$13+ Billion**
Annual Sales

 **508**
Offices

 **24,000**
Employees



Experience Brand Loyalty and Global Connectivity

We expressly designed the JTB Global Hotel Program to give our hotel partners more effective ways to market directly to JTB Business Travel clients—that's both Travelers and decision-makers.

With over 500 locations worldwide, the program gives you unprecedented access to the JTB Business Travel global network—employees and clients. That combines the buying power of North America, South America, Europe and the Asia Pacific, including Japan.

How choosing to partner yields value:

- Managed program
- Online and off-line distribution
- Exclusive Media benefits and discount
- Enhanced preferencing
- Diversity and reach of clients
- Two programs and the ability to customize your rate offering

How we earn our clients loyalty:

- Best rates
- Business-friendly amenities
- Better cancellation policy
- Guaranteed availability
- High service levels
- Access to all content

Experience the JTB Global Hotel Program

As a JTB Global Hotel Program participant, your hotel and rates are distributed across all booking channels, increasing your visibility to JTB Business Travel Advisors and clients. JTB preferred hotel partners have exclusive access to our optional mid-market RoomAdvantage Program, a wide variety of creative marketing and advertising opportunities, plus the ability to customize benefits to enhance your participation in the program.

JTB Global Hotel Program rate and amenity requirements:

- Parity rate with all other TMCs, Consortia and OTAs refundable
- Commission of 10% domestic, 8% international
- Last room availability
- 72-hour cancellation
- Loyalty points

Raise awareness and interest in your hotel by adding more value with additional discounts and amenities favorable to business travelers such as inclusion of breakfast, Internet, parking, early check-in/late check-out, and gym access.

Experience More Visibility with RoomAdvantage

Open to JTB Global Hotel Program Partner Hotels Only



RoomAdvantage

Around the globe, JTB is committed to the customer experience and delivering unparalleled service and value to our clients and their Travelers. The RoomAdvantage Program

is a turnkey hotel solution for small and mid-market clients that do not have a hotel program of their own. As a JTB partner hotel, this means more visibility and business for you.

RoomAdvantage rate and amenity requirements:

- Discount off BAR required
- Commission of 15%
- Last room availability
- 72-hour cancellation
- Loyalty points
- Mandatory inclusion of Wi-Fi PLUS two of the following standard amenities: breakfast or food and beverage discount, early check-in/late-check-out, complimentary room upgrade (subject to availability), same-day cancellation.

JTB Hotel Programs

At-a-Glance

	JTB Global Hotel Program	RoomAdvantage
Benefits		
Distribution	Global, GDS	Global, GDS
Hotel eDirectory	Yes	Yes, Enhanced
Online Booking Tools	Yes	Yes, Mid-market only
Visibility	Standard	Elevated
Access to Marketing & Advertising	Yes	Yes
Internal promotion of rates	No	Yes
City Participation Limits	No	Yes
Requirements		
Rate	Parity rate with TMCs, Consortia & OTAs	Discount off BAR
Last Room Availability	Yes	Yes
Cancellation Policy	Maximum 72-hours	Maximum 72-hours, Same-day optional
Loyalty Points	Yes	Yes
In-room WiFi	No	Yes, Mandatory
Additional Amenities	Optional	Required, 2 Standard amenities
Payment Structure		
Listing Fee	\$495.00	None
Commission	10% Domestic, 8% International	15%

Experience the Value of a Global Partnership

JTB Global Hotel Program

Annual Fee: \$495.00

- Rate display on the JTB rate access code in all GDS and online booking tools
- Property listing in the JTB Hotel eDirectory (features hotel name, description, photos, JTB Preferred rates, amenities list, satellite map via Google and more)
- Access to all marketing opportunities
- Optional access to RoomAdvantage

Contracting Timeline

The bid deadline for the 2022 JTB Global Hotel Program and RoomAdvantage is October 31, 2021.

Acceptance and invoice: Your list of accepted hotels will be sent out in mid-December, along with your invoice. If your invoice is paid by January 31, 2022, you will qualify for a 20% Media discount.

RoomAdvantage Program

No Annual Fee

Includes all the JTB Global Hotel Program provides PLUS:

- Rate display on secondary rate access code in all GDS
- Preferencing in all online booking tools and JTB Hotel e-Directory
- Enhanced listing in the JTB Hotel eDirectory
- Internal promotion of rates to mid-market clients only



The choice is easy. Contact us today.

Ann Albano

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For inquiries regarding the JT Global
Hotel Program and RoomAdvantage,
please email jtbhotelprogram@jtbusa.com.

*JTB manages the RFP process via Lanyon. For assistance with Lanyon, please contact:
hotel.support@lanyon.com (subscribers), or support@lanyon.com (non-subscribers).*