

AMEX GBT

Ovation 

Amex GBT Ovation and Amex GBT Lawyers Travel

2025 Preferred Hotel Partners Program

Marketing Kit



1 Hotel Central Park,
Photograph by: Eric Laignel

2025 Preferred Hotel Partners Program

Welcome

Your property has been invited to fill out an RFP to participate in the Amex GBT Ovation (Ovation™) and Amex GBT Lawyers Travel (Lawyers Travel™) 2025 Preferred Hotel Partners Program.

The 2025 Preferred Hotel Partners Program is an exclusive corporate hotel program consisting of a portfolio of individual domestic and international hotels. This worldwide program provides discounts and value-added amenities to our premium business travelers.

To be considered, you are required to select a marketing package in the Lanyon RFP tool: Platinum (\$8,399), Gold (\$5,599), or Silver (\$3,699). See full details on Marketing and Pricing on pages 10-15 in this document. RFP deadline date is September 16, 2024.

1 Hotel Central Park
Photograph by: Eric Laignel

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2025 Preferred Hotel Partners Program



Pendry San Diego.
Photograph by: Christian Horan

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Global Business Partnerships Amex GBT Ovation | Amex GBT Lawyers Travel



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2025 Preferred Hotel Partners Program



Why Ovation?

Pendry Chicago,

Photograph by: Christian Horan

2025 Preferred Hotel Partners Program

About Ovation

Ovation provides high-touch travel services for premium business travelers, from VIPs to C-Suites, and businesses who want exceptional service. Our customers have access to industry-leading software for in-depth reporting, policy oversight and a range of travel options and discounts.

Ovation's Preferred Hotel Partners Program remains a separate proprietary program for Ovation and Lawyers Travel clients.



700,000
room nights
booked



200,000
premium business
travelers



600+
travel
professionals



\$355
ADR



\$251
million
annual hotel sales



\$1.6 billion
in total sales
volume



1 in 3
of all bookings were
booked into hotels in
the hotel program



Serving
over half
of the top 100 grossing
law firms in the U.S.



Room nights
booked by
city
[Click here](#)

2025 Preferred Hotel Partners Program

Our clients

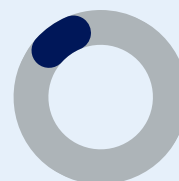
Ovation and Lawyers Travel deliver exceptional service to over 700 discerning corporate clients including many of the world's most prominent finance, law, entertainment, retail, consulting, and professional service firms. Due to Ovation's focus on high-touch verticals, approximately 80% of our business travel bookings are made offline via travel consultants, giving the consultant the ability to move business.



50% Legal



35% Financial



15% Other

Sample Client Representation

- Alston & Bird LLP
- BTG Pactual
- Cantor Fitzgerald
- Daniel J Edelman
- Hellman & Friedman
- Hogan Lovells
- Holland & Knight LLP
- Jones Day
- King & Spalding LLP
- Kroll, LLC
- Latham & Watkins LLP
- Markel Service, Incorporated
- Millennium Management LLC
- Mizuho Securities USA Inc.
- Morrison & Foerster LLP
- Nasdaq
- Paine Schwartz Partners
- Perkins Coie LLP
- Shearman & Sterling LLP
- Sidley Austin LLP
- Simpson Thacher & Bartlett LLP
- Skadden, Arps, Slate, Meagher & Flom LLP
- Smithfield Foods, Inc.
- Warburg Pincus LLC

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2025 Preferred Hotel Partners Program



Hotel Program

Haymarket Hotel,
Photograph by: Simon Brown

2025 Preferred Hotel Partners Program

Timeline

This is a proprietary, invitation-only program. There is a selection process in which certain criteria for the solicited individual properties need to be met as we limit the number of hotels in our program. The timely submission of your proposal does not guarantee inclusion. Below are key dates to note.



Haymarket Hotel,
Photograph by: Simon Brown

September 16, 2024

2025 RFP Bids due in Lanyon

October, 2024

Negotiations

End of December, 2024

Acceptances/Declines

By January 1, 2025

Rates loaded for accepted hotels

February, 2025

Invoice payments due

2025 Preferred Hotel Partners Program

Requirements

Below are the requirements for the 2025 Preferred Hotel Partners Program. Please note that a mandatory marketing package must be selected to be considered.

1

Fill out the 2025 RFP in the Lanyon tool.

2

Select a marketing package.

3

Offer last room availability (LRA), fixed competitive rates, and a percentage off the best available rate.

4

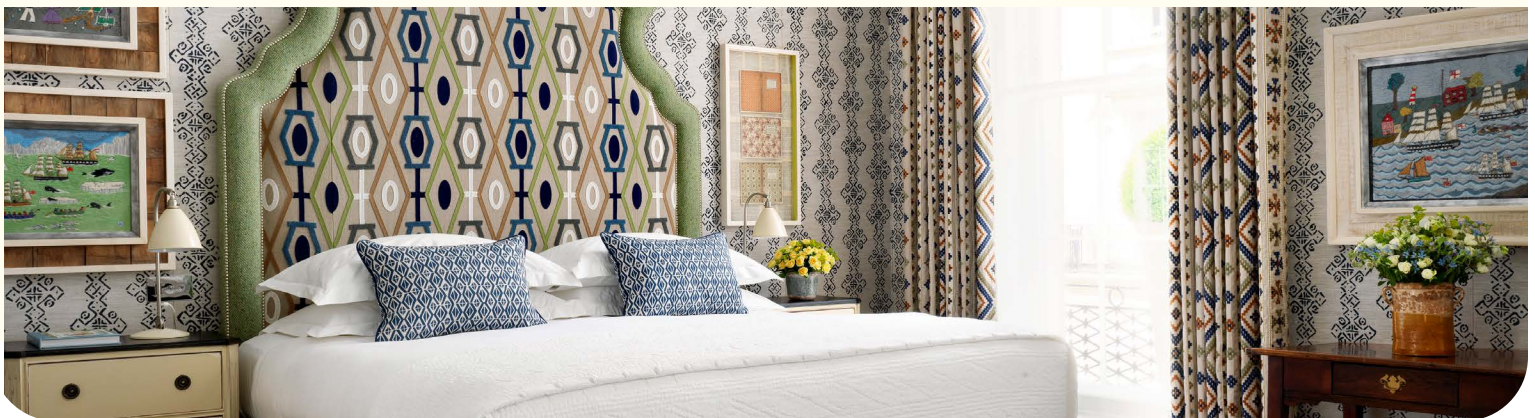
Offer 10% commissionable rates.

5

Accept RFP terms and conditions.

6

Load rates in the GDS once accepted in the program.



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2025 Preferred Hotel Partners Program



Marketing and pricing

Haymarket Hotel,
Photograph by: Simon Brown

2025 Preferred Hotel Partners Program

Marketing and pricing

To be considered for the 2025 Preferred Hotel Partners Program, please review the marketing packages below: Platinum (\$8,399), Gold (\$5,599), and Silver (\$3,699). Participation is contingent upon selecting a marketing package and is required for consideration. Make your selection in the Lanyon RFP tool.

SILVER

- \$1 agent incentive per booking
- One-on-one strategy session
- Directory listing
- Travel professional training
- GDS POS preferential listing
- Interactive maps
- Complimentary design service
- 1 Priority email promo blast
- 1 Metrics summary report

\$3,699

GOLD

- \$3 agent incentive per booking
- One-on-one strategy sessions
- Directory listing
- Travel professional training
- GDS POS preferential listing
- Interactive maps
- Complimentary design service
- 2 Priority email promo blasts
- 2 Metrics summary reports
- 2 Internal newsletter ads
- 2 Traveler newsletter ads
- 2 GDS POS logo ads

\$5,599

PLATINUM

- \$5 agent incentive per booking
- One-on-one strategy sessions
- Directory listing
- Travel professional training
- GDS POS preferential listing
- Interactive maps
- Complimentary design service
- 4 Priority email promo blasts
- 4 Metrics summary reports
- 4 Internal newsletter ads
- 4 Traveler newsletter ads
- 4 GDS POS logo ads
- Competitive set analysis report
- Online booking tool banner ad
- Online database ad
- Online database large banner ad
- Webinar

\$8,399

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2025 Preferred Hotel Partners Program



Marketing in detail

Pendry Chicago,
Photograph by: Christian Horan

2025 Preferred Hotel Partners Program

Marketing in detail

The below list of marketing benefits are available exclusively to hotels participating in the Preferred Hotel Partners Program and provide hotels exposure to Ovation and Lawyers Travel clients, travelers, travel arrangers, travel consultants, and travel professionals.

Agent incentive \$ per booking:

Included in: ★★☆☆

We pay our travel consultants to book your property. Each and every time a travel consultant books your hotel, they receive \$1, \$3, or \$5 booking incentive depending on your package level. The best part? The hotel is NOT responsible for this cost. These quarterly bonuses are unique to our agency and help encourage our travel consultants to book preferred hotels. The higher the package level, the higher the booking incentive.

One-on-one strategy session/s:

Included in: ★★☆☆

Meetings with hotel program marketing experts to strategize ways to move business.

Directory listing:

Included in: ★★☆☆

Hotel program directory with a listing of your property, location, and negotiated rates accessible to only Ovation and Lawyers Travel clients.

Travel professional training:

Included in: ★★☆☆

We provide continuous training to our travel professionals on the importance of and the tools in place to assist in selling preferred hotels. Additionally, we train our travel professionals to become Hotel Program Ambassadors.

GDS POS preferential listing:

Included in: ★★☆☆

When travel consultants search for availability, hotels participating in the program appear on the GDS screen at point of sale with preferential listing and labeled as preferred with a \$1, \$3, and \$5 booking incentive depending on your package level.

2025 Preferred Hotel Partners Program

Interactive maps:

Included in: ★★

Interactive maps with flagged preferred hotels in each city. Searchable, sortable and shareable for travel consultants and business travelers.

Complimentary design service:

Included in: ★★

Complimentary design service supplied by our in-house creative team provide marketing deliverables based on your selected marketing package.

Priority email promo blast/s:

Included in: ★★

Exclusive promotional email communications to travel professionals featuring only your property. These blasts are ideal for high-priority or time-sensitive messages.

Metrics summary report/s:

Included in: ★★

Comparative analytic reports indicating how many room nights and bookings we have made at your property year over year.

Internal newsletter ads:

Included in: ★

The Preferred Post is an internal hotel-focused email newsletter distributed to travel professionals featuring hotel partners on timely subjects, promotions, and updates on rates and amenities.

Traveler newsletter ads:

Included in: ★

Ads in our weekly email newsletter, The Informed Traveler, that focuses on pertinent travel issues that affect our travelers and their organization's travel program. Distributed to our premium business travelers, travel decision-makers, and C-level executives.

GDS POS logo ads:

Included in: ★

Your property's logo will appear as a centrally displayed banner ad on all travel consultants' GDS screens at point of sale for 1 month, so you remain top-of-mind.

Competitive set analysis report:

Included in: ★

Report indicating non-preferred hotel bookings going into your competitive set. Report includes account manager, corporate account name, phone number, and email. You can use this list to create relationships with these account managers to help move business from nearby competitors into your hotel.

2025 Preferred Hotel Partners Program

Online booking tool banner ad:

Feature banner ad on our corporate online booking tool for 1 month.

Included in: ★

Online database ad:

Scrolling ad featuring your property on our hotel online database/website.

Included in: ★

Online database large banner ad:

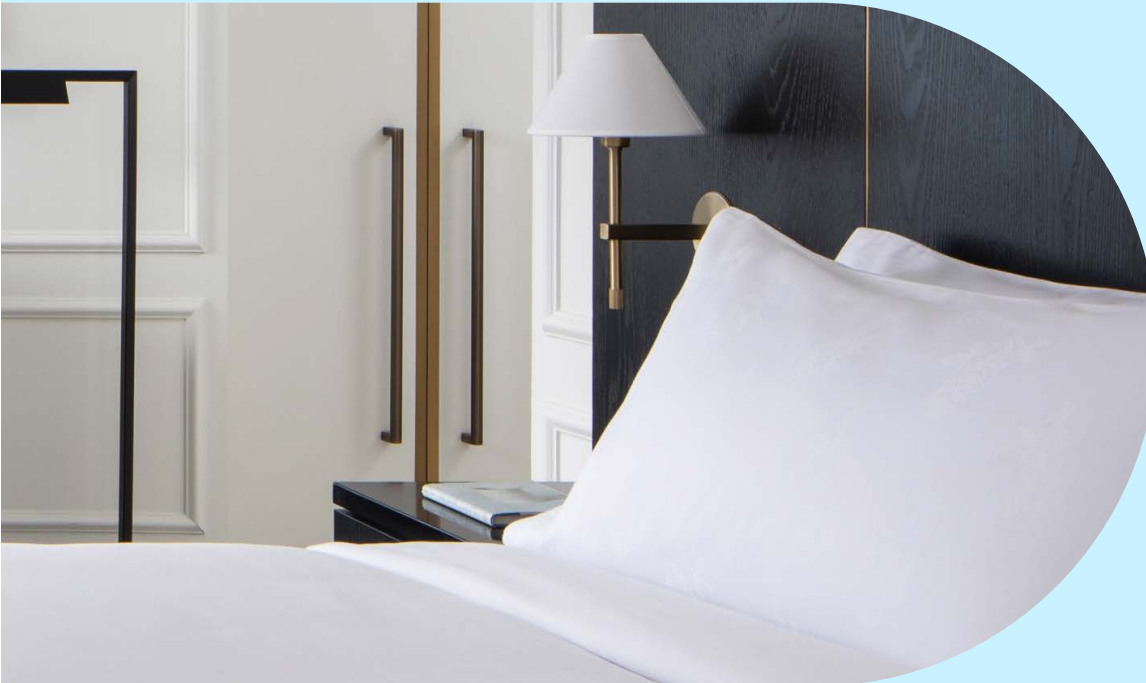
Scrolling large banner ad featuring your property on our hotel online database/website.

Included in: ★

Webinar:

Organize and conduct a property-specific webinar inviting our travel professionals.

Included in: ★



Partner with us

Our philosophy, as it always has been and remains, is this is a partnership. As many decade-long partners can attest, there's not much we wouldn't do for our Preferred Partners, and we are committed to delivering the most effective marketing solutions for your property.

Our tenured team works with individual properties to strategize on positioning, optimize exposure, and help gain business. This elite program includes the tools for success including travel consultant incentive payments, innovative promotions, and specialized, targeted marketing through various media channels. Working together hand-in-hand, we are always available to develop custom and creative initiatives to achieve the best results for your property.

We understand the importance for your property to have a strong marketing strategy in place. Being a member of our Preferred Hotel Partners Program offers insider intelligence and upfront visibility to our high-touch, niche clientele, and network of travel professionals.

We truly value each and every one of our hotel partners, and we look forward to 2025.

Sincerely,



Amanda Colin

Vice President, Ovation Hotel
Global Business Partnerships
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