

Ctrip.com Gold Medal Programme Update and Opt-in Form

携程金牌项目更新及酒店确认参与申请表

Further to the positive performance of previous Ctrip Gold Medal Programme, IHG negotiated a new round of long-term Gold Medal Programme with Ctrip.

By completing the Opt-in form, you are just confirming your participation in the Ctrip Gold Medal Programme.

基于上一轮携程金牌项目对酒店收益的积极影响，IHG目前与携程旅行网商议了新一轮长期的金牌项目合作。如酒店确认参与此项目，需填写并递交参与申请表。

Key points / 注意要点:

- Gold Medal Programme will bring very positive impact for hotel ranking on Ctrip distribution platforms with much more marketing exposure opportunities than non-Gold medal hotels however, the conversion is based on hotel overall performance, which is related to hotel location, photo/content score, room availability, PSI services score and guest review score etc. Please contact your local Ctrip market manager for more details.

金牌项目会给酒店在携程分销平台上的自然排名带来积极影响，并且可获得更多的流量曝光及被客人浏览的机会，然而实际订单的转换率取决于酒店的综合指标表现，例如酒店地理位置、静态信息完整度、图片清晰度及相关评分、充足的房态，PSI服务质量分及客人满意度评分等等。请联络携程当地市场经理获取更多详情。

- Ctrip will audit participants of the Gold Medal programme on regular basis and will remove those hotels that do not meet their qualification criteria. Please direct any questions related to the programme criteria to your local Ctrip market manager.

携程平台将会定期对已参与金牌项目的酒店相关资质进行审核，如不满足参与金牌项目的标准与条件，则酒店有可能会被暂停或终止参与此金牌项目。请联络携程当地市场经理获取更多详情。

- If a hotel chooses not to opt in this programme, it cannot work with Ctrip.com on a direct basis by property level.

如果酒店选择不参与此集团性项目，则不可与携程进行单店层面的此类金牌项目合作。

- Hotels should not participate in promotions, offer value adds or other offline rates to Ctrip according to IHG Distribution Standard.

同时，根据 IHG 分销准则，酒店也不可参与任何形式的单店促销及线下特价等活动。

- Commission Level: Gold Medal hotels need to pay **12.8%** on base rate (Exclusive of Tax & Service Charges) or 11% inclusive of tax & service charge for all Flagship Store stayed bookings. (Commission for Ctrip OTA booking remains the same which is 14% exclusive of tax & service charge or 12% inclusive of tax & service charge).

佣金比率：参与金牌项目的酒店需要支付旗舰店订单价格的 **12.8%**（不含税与服务费）或11%（含税与服务费）。携程OTA平台订单的佣金率维持不变，仍为订单基础价格的14%（不含税与服务费）或12%（含税与服务费）。具体详见下列佣金比例图示。

- Gold Medal hotels have to offer allotment to Ctrip (Direct Connectivity can support this. Hotels need to ensure there's no offline allotment offers to Ctrip). Hotels have to discuss the number of allotment offer to with your local Ctrip market manager based on your dynamic sales strategy.

参与金牌项目的酒店需要给予携程一定量的保留房。（请注意GRS可以支持酒店额外保留房预定的直连确认，请酒店确保无线下保留房合作）。关于保留房的数量，请酒店根据自身动态的销售策略灵活设置。具体设置方式请与携程当地市场经理确认。

- Please note Gold Medal hotels will pay commission to Ctrip directly on regular basis via Ctrip ebooking system or bank transfer. Please contact your local Ctrip market manager for more details on payment. 请注意：金牌项目的佣金支付流程与酒店支付旗舰店订单佣金的流程一致。请在携程后台自行对账并按期结付。请联络携程当地市场经理获取更多详情。

- Opt Out: Please note IHG hotels can ask to be removed from the Ctrip Gold Medal Programme. Please send your request to Distribution.GC@ihg.com and they will guide you to complete the Opt-out form. 关于项目的退出：IHG金牌酒店可以随时退出金牌项目。请发送退出申请至 Distribution.GC@ihg.com 以便专员指导酒店填写退出表格。

- Gold Medal Programme Duration:

- For existing gold medal hotel: start from July 1st, 2021.
- For new application and NHOP: start from the launch date of gold medal.
- The commission settlement method remains the same with previous Gold Medal Programme.

本次金牌项目活动时段：现有金牌酒店：2021年7月1日起；新申请以及全新开业酒店：自酒店金牌上线日期起。佣金结算方式保持不变。

附件：携程 OTA 订单及旗舰店订单佣金比率图示：

	Non-Gold Medal hotels 非金牌酒店		Gold Medal hotels 金牌酒店	
	Incl. service charge/tax 包括服务费和税	Excl. service charge/tax 不包括服务费和税	Incl. service charge/tax 包括服务费和税	Excl. service charge/tax 不包括服务费和税
Ctrip OTA Commission	12%	14%	12%	14%
Ctrip Flagship Store Commission	7.90%	9.25%	<u>11%</u>	<u>12.8%</u>

Ctrip Gold Medal Hotel Opt-In Form

携程金牌项目酒店确认参与申请表

ATTN: General Manager

至：酒店总经理

Please complete this form with all requested information in order for us to process your opt in request for the Ctrip Gold Medal Programme.

请根据要求完成此申请表格的填写，以便我们为贵酒店处理并协助确认加入携程金牌酒店项目。

Once this form has been completed and signed please return a scanned copy to:

Distribution.GC@ihg.com

请填写全部信息后签署，并扫描发送至 Distribution.GC@ihg.com

I have read and understand the criteria for opting in as set out above.

我已阅读并理解此项目的加入条件：

General Manager print name:

总经理姓名： 李强 Jake Li

Full hotel name:

酒店全称： 弘拍智选假日酒店

Hotel Inn Code / 酒店代码： Y2YSP

General Manager signature:

总经理签名： 李强

Date/签署日期： 2021.7.13