



2026 Consortia Contracting is on the Horizon... Are you ready?

FIND OUT HOW NAVARINO CAN HELP YOUR
HOTEL GET READY FOR CONSORTIA SEASON!



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Why Participate?

Maximize Visibility and Bookings from the Affluent Corporate Market via GDS:

- Gain instant preferencing on Agent/TMC platforms
- Load preferred rates under a dedicated GDS rate code
- Expose your property to new corporate clients and RFP opportunities
- Benefit from additional sales and marketing activities

TMC vs Consortia

A Travel Management Company (TMC)

oversees the entire business travel process for its corporate clients.

They employ dedicated travel agents who work exclusively on behalf of their clients. TMCs also negotiate and manage their own preferred hotel programmes, which are contracted for the sole use of their business and client base.

Top European TMCs in 2025 include:

American Express Global Business Travel (Amex GBT), BCD Travel, CWT, and FCM Travel.

TMC vs Consortia

Consortia are umbrella organisations that combine the purchasing power of independent travel agents and mid-sized Travel Management Companies (TMCs). This collective strength enables them to negotiate more competitive rates, contracts, amenities, and added value from hotels, airlines, and other travel suppliers.

Examples of well-known consortia include THOR, ABC/CCRA, and Advantage

What's right for my Hotel?

At this time of year, it's important for hotels to review production from the GDS, Corporate Clients and any paid Consortia & TMC programmes, so they can allocate budget for the most relevant 2026 programmes.

Having access to clear and concise reporting is of huge importance when reviewing the success of current partnerships and where potential new opportunities may lie. Understanding how agents and corporates search and book is key to understanding what programmes are right for your hotel. Consortia/TMC participation can come with significant cost, and with NO guarantee of ROI, so careful consideration is required.

Reach out to Us

At Navarino, our specialist Distribution & Demand team are on hand to provide a genuine helping hand to navigate through this challenging time, ensuring you maximise your budget and distribution.

We work in partnership with you, tailoring our recommendations and solutions to help you achieve and exceed your business goals.

Contact our team of experts for more information about our superior support and Global Consortia, TMC & Agency Partnerships.

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Navarino & IHF Members Offer

- **Complimentary GDS HOD Audit – including tailored** recommendations to help your hotel brand generate more bookings and enhance visibility in key markets.

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