



Highly exclusive affiliation program with Swedish brand of lifestyle hotels with proven track record in India.

Available only to selected hotels based on rigorous criteria of star classification, TripAdvisor rankings and ratings on Google, Booking.com, Expedia & Makemytrip and proven track record of operational excellence.

Special introductory affiliation offer – waiver of integration and service fees for eligible hotels, with only 15% success-fees payable, excluding any pass-through charges/ commissions for GDS, IBE, TAs, OTAs, etc., with your total cost capped at 25% of the revenues generated by Svenska and/or its channel partners.

Key Benefits

- ✓ **Zero** franchise fees + **Zero** upfront investment + **Zero** ongoing fixed charges
- ✓ Brand recognition and credibility as “**Member of Svenska Hotels**”
- ✓ **Licensed use of Svenska branding** in all your marketing collaterals
- ✓ Online listing on **svenskahotels.com** (5 pages dedicated to each affiliate hotel)
- ✓ Full page listing in the exclusive **Svenska Hotels Directory**, kept in all rooms of our entire network
- ✓ Integration with Svenska Hotels **Internet Booking Engine (IBE)** on our brand website
- ✓ Ability to tap into a wider universe of domestic and international visitors with **payment gateway**
- ✓ Retain **full control** on your rates and offers, with secured, online access for real-time updates
- ✓ Additional bookings through **24x7 Central Reservations Systems (CRS)** of Svenska Hotels
- ✓ Access to Svenska’s network of online and offline sales, marketing and distribution partners
- ✓ Showcase your property to **120,000 IATA agencies** worldwide & **100+** domestic/ international **OTAs**
- ✓ Listings on all the major **GDS platforms**, with electronic distribution by Sabre Hospitality Solutions
- ✓ Direct business from **Svenska’s sales team** and affiliates in **all major Indian cities**
- ✓ Contract with **over 200 Indian and multi-national companies**, which have empanelled Svenska
- ✓ Representation in **major global hospitality shows** and conferences as affiliate of Svenska Hotels
- ✓ Participation in **global RFPs and travel consortia preferred programs** of Amex, CWT, HRG, BCD, HRS
- ✓ Synergies in sales & marketing with other **top-end boutique hotels** in India affiliated with Svenska
- ✓ Technical expertise and knowledge-sharing within the affiliate network, including **training** programs
- ✓ Participation in various **online and offline marketing initiatives** of Svenska Hotels
- ✓ Enhanced presence on **social media** such as Facebook, TripAdvisor, Google Hotel Finder, etc.
- ✓ **Digital marketing** via SEO-SEM, PPC, online portals listings, email-SMS-WhatsApp campaigns, etc.
- ✓ **Joint representations** to national, state and local Government bodies and associations
- ✓ **Networking opportunities** within the affiliate network via annual conference and leadership forum
- ✓ **You only pay for business/ revenues delivered – no fixed fees or hidden charges**

Svenska Awards

the guardian



svenskahotels.com

BLUE CHIP CLIENTS

