



# CTM Luxury Hotel Program

2026 OVERVIEW



# CTM Luxury Hotel Program Update

CTM is excited to announce that the Luxury and Lifestyle Collection is evolving into the CTM Luxury Hotel Program, a strategic shift designed to deliver elevated experiences with even greater efficiency, visibility, and impact to our hotel partners.

We've reimagined the program to better support our hotel partners and our customers and to meet the growing demand for premium lodging experiences. This evolution brings several key enhancements that will benefit both our hotel partners and our clients:



## Differentiated Exposure

- Participating properties receive enhanced visibility across CTM including, CTM's Partner Program.



## Wider Reach Across Key Markets

- The new program expands access to a broader client base, attracting premium and high-yield travelers.



## Reduced Complexity, Greater Value

- We've minimized administrative steps, making participation simpler and more impactful for your teams. Now, for one fee, for both the historical Luxury and Lifestyle collection and Global Hotel Program, hotel partners can save money on participation with CTM.



## Sleep Space Integration Opportunity

- Sleep Space is CTM's proprietary hotel distribution solution, designed to eliminate unnecessary intermediaries and drive more efficient, cost-effective bookings. It offers hotels direct access to CTM's global client base while providing greater rate integrity, enhanced visibility, and stronger conversion from corporate travelers. [Further information on Sleep Space is included in brochure.](#)

# CTM Partner Program

## CTM Partner visibility and partnership.

- CTM Partner Program – a network of best-in-market travel management companies in 130+ countries
- Common technology, servicing, and data provides global servicing, delivered consistently and expertly in every market you operate in

GLOBAL NETWORK IN

**130+ countries**

**one partner**

GLOBAL TRAVEL

**local experts**

**award-winning**  
IN EVERY REGION

CTM OFFICES IN

**4 continents**



# CTM Sleep Space

## Sleep Space Option **\*New\***

Sleep Space is a direct distribution channel connecting your property with CTM's growing base of SME clients, outside of the traditional GDS.

Sleep Space is an enhancement to CTM's Hotel Program, strengthening your positioning with CTM clients, and providing an additional revenue stream.

## Why Join?

- Enhanced positioning and visibility in the CTM and client booking platform
- Increased revenue potential
- Lower distribution costs while staying competitive

## Free to Join

- Pay per performance structure - No sign-up fee or onboarding costs

**Want to learn more about adding Sleep Space to your CTM Luxury participation?**

Contact our team at: [CTMhotelprograms@travelctm.com](mailto:CTMhotelprograms@travelctm.com)



# CTM Luxury Hotel Program Details

## The CTM Elite Customer Base

The CTM Luxury program is geared to complement our VIP travelers and CTM Elite client programs who do business in the Private Equity, Fashion, Legal, Finance and Entertainment industries.



Private  
Equity



Fashion



Legal



Finance



Entertainment



**"Our CTM Elite clients seek top-tier personalized service from our advisors and suppliers alike. Therefore, we choose the CTM Luxury program to meet their hotel requirements."**

Sarah D'Alessandro Senior Vice President & General Manager, North America

## 2024 Program Highlights



**2.4-night** stay on average



**90%** corporate,  
**10%** leisure and M&E



Most frequent travel days: **Mon, Tues, Wed**



**40%** of nights, booked 15+ days in advance



**2 billion USD** hotel revenue



**11.9 million** room nights

# CTM Production



**North America**

[View Production >](#)

**Latin America  
& Caribbean**

[View Production >](#)

**Asia Pacific**

[View Production >](#)

**Europe, Middle  
East & Africa**

[View Production >](#)



# 2026 Marketing Packages

## GOLD - \$2,195

One promotional flyer, dedicated rate code for all GDS', digital directory listing, invitation to annual program webinar in 2026, quarterly updates with regional production information

## PLATINUM - \$2,495

One promotional flyer, dedicated rate code for all GDS', digital directory listing, invitation to annual program webinar in 2026, quarterly updates with regional production information, banner ad in Weekly Travel Update Newsletter to employees and primary client contacts

Upon acceptance into the program, those interested in pursuing additional marketing opportunities are encouraged to contact [Taylor.Schmidt@travelctm.com](mailto:Taylor.Schmidt@travelctm.com) to request the 2026 media kit.

### Marketing Opportunity Details & Descriptions

Gold  
\$2,195

Platinum  
\$2,495

Dedicated Rate Codes + Preferred Status



Digital Directory Listing



Invitation to CTM Annual Program Update



Quarterly Updates with Production



Promo Flyer on myCTM



Banner Ad in WTU Newsletter



# Program Details

## Requirements

- Acceptance must be completed via Cvent
- Must participate in a marketing package

## Rates

- Minimum 5% Discount off BAR or Static Rate
- Minimum 10% Commissionable
- Complimentary Wi-Fi
- LRA

## Bonus Value Adds

- An additional amenity offer is required:
  - Breakfast
  - Food & Beverage credit
  - Upgrade (space available)
  - Early check-in/late check-out

## Next Steps

1. Review and select your 2026 marketing package through Lanyon and submit by Nov. 30, 2025
2. Payment is required within 30 days
3. Rate loading instructions and marketing details will be shared after payment is received
4. Load rates
5. Plan marketing activities

Any hotel wishing to participate in Sleep Space will be asked to supply an enhanced discount level and commission.







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