



Why get listed on World Executive

World Executive is a comprehensive directory of over 30,000 hotels across over 130 different brands, including hundreds of independent hotels and service providers, and listing hotels and services in over 150 different countries.

What sets us apart from many other directories are the World Executive City Guides, providing our visitors with detailed information on all aspects of their visit to a particular city: from weather to business advice, they offer the corporate traveller the opportunity to inform themselves and prepare for the trip ahead.

World Executive is a competitive arena for any company to gain exposure for its hotel, restaurant or business and travel service, specifically tailored to the busy corporate traveller's lifestyle.

How to list your hotel, restaurant or service with us

All hotels, restaurants and services should be relevant to the high-end traveller. Please consider this when applying to list your hotel with us, and when creating the entry for your hotel to be used on the World Executive website. The details on how to get listed vary from business to business and are listed below.

Group Hotels

If your hotel is a part of a group currently listed on the World Executive site you need to provide us with a property code, along with the information detailed below.

If your group is not currently represented, then you will need to have an active affiliate program, or be a registered [Pegasus](#) user. You must have a means of processing online reservations and commission payments in order to provide us with your reservations URL and property codes(s), along with the following information:

- **Basic Property details:** These should include all relevant contact details, as well as the distance from the airport if you would like to be listed on our sister site, [World Airport Guides](#).
- **A detailed description of your hotel:** This should include a general introduction, star rating, information on the rooms and amenities available, the dining and entertainment facilities, any additional services provided, nearby attractions, and how to get to your hotel. When writing your text please consider the use of keywords related to your hotel and its location as this will aid search engine optimisation.
- **Images of your hotel:** These should be of high quality and at least 500 pixels in width or height, with a resolution of 72 ppi. Please provide us with images of key aspects of your hotel – both external and internal.

If a valid property code and reservations URL have been supplied, and all images are of a high enough standard, then your hotel will be visible on the live site within five working days.

Please obtain your property code and/or reservations URL before contacting us – we cannot process your request without them.

Independent Hotels

To get your hotel listed on the site, you first need to be a registered [Pegasus](#) user, which provides you with the means to track and pay commission to World Executive.

Please obtain your Pegasus property code before contacting us.

Once you have received your code from Pegasus, forward that on to us, along with the following:

- **Basic Property details:** These should include all relevant contact details, as well as the distance from the airport if you would like to be listed on our sister site, [World Airport Guides](#).
- **A detailed description of your hotel:** This should include a general introduction, star rating, information on the rooms and amenities available, the dining and entertainment facilities, any additional services provided, nearby attractions, and how to get to your hotel. When writing your text please consider the use of keywords related to your hotel and its location as this will aid search engine optimisation.

- **Images of your hotel:** These should be of high quality and at least 500 pixels in width or height, with a resolution of 72 ppi. Please provide us with images of key aspects of your hotel – both external and internal.

If a valid property code has been provided, along with high quality images, then your hotel will be visible on the live site within five working days.

Restaurants

In order to have your restaurant listed on World Executive, you need to provide us with as much information as possible to ensure that your restaurant is one which will appeal to our customers.

If you have the means to take reservations online, then you should either be a registered [Pegasus](#) user, or be part of an affiliate program such as [Commission Junction](#), [TradeDoubler](#), or a similar service that allows you to track and pay commission to World Executive.

Those restaurants with an online reservations facility will take preference over others. We would strongly recommend researching the potential for taking reservations via your website.

Other Services

In order to have your service listed on World Executive, you will need to provide us with as much information as possible so that we can assess whether the service you are providing is in line with what our visitors are looking for, and whether it is something we would like to make available on the World Executive site.

You need to be able to take online reservations, and either be a registered [Pegasus](#) user, or be part of an affiliate program such as [Commission Junction](#), [TradeDoubler](#), or a similar service that allows you to track and pay commission to World Executive.

Before we can even consider listing your service you must obtain the above information.

Further information, such as images and content for a more comprehensive listing, may be required at a later date.

Frequently Asked Questions

Charges

There is no charge for a listing on World Executive, but there is a commission or, where appropriate, PPL (Pay Per Lead) charge on fulfilled service reservations made by customers via our website.

Linking

We do not generally link to other sites, except those of our clients, and do not have a link exchange policy. However if you feel that there would be a mutual benefit for a link exchange, we would be happy to receive a detailed proposal.

Partnership

Partnerships in any form other than that detailed above for hotels, restaurants and other travel services, are encouraged, but will require a presentation of the product or service provided, along with details of the mutual benefit gained by the partnership.

Content Sharing

We will not share our site content or database with any third party.