

## **United States-Market**

## **Update- Q3 2021**

**America West -Market Update – Q3 2021**

CORPORATE UPDATES

Uber: Travel manager update: airlines “crowdfunding” with corporate accounts to achieve sustainability goals by asking corporations to invest in Sustainable Aviation Fuel. As of now, Uber is not participating in the funding request.  About 1/3 of Uber’s labor force was let go during the pandemic – starting to rehire as of July 2021.

Paige Jeans: New Preferred Hotels & Resorts Dynamic Chain Agreement (PHRCOMM) signed – Paige Jeans, serviced by New Act Travel in Los Angeles.

Netflix: Account is not accepting unsolicited bids for 2022 season.

Boeing: Production is down significantly – due to the grounding of the 737 Max prior to the pandemic, as well as effects of the pandemic.  Average corporate rates in 2020 mirrored 2006 rate levels.  Expecting gradual increases in travel over the next 5 years.

FedRooms**:** GSA announced a per diem rate freeze for FY2022.  The 2021 per diem rates were set based on pre-pandemic levels.  The freeze is beneficial for hotels to maintain rate integrity with government accounts.

Salesforce: 2021 Preferred Hotels: Expectation for 2022 is to not accept any increase in rate or change in amenity.  Salesforce acquired Slack Technologies in July for $27B –room volume & locations in RFP include Slack locations

Facebook: Not accepting unsolicited bids for 2022 RFP season due to office reopening delays

Romingo: New account – OTA soliciting dog friendly leisure hotels in California for inaugural rollout.  Terms are BAR rates (or discount off BAR), waived pet fees, 10% payment of room revenue to Romingo (commission), allow 2 dogs up to 75 lbs each (Romingo will provide dog toys, bowls, etc.) RFP launched in Cvent (Lanyon).

If you have any additional questions relative to the US West coast or Midwest corporate markets, please contact Michelle Streeter at mstreeter@preferredhotels.com.

U.S. ENTERTAINMENT MARKET UPDATES

* Productions in 2021 have rivaled 2019 numbers.
* Production “bubbles” seen in 2020 are less common as vaccinations rise in the US.

Studio Concierge:Specializing in entertainment/production housing based in New Mexico – owned by BCD – offices in New Mexico, North Carolina, Georgia, Pennsylvania and Louisiana.  Currently working on 30 active productions in LA, Portland, NYC, Pittsburgh, Raleigh, Atlanta, Chicago and Oklahoma.

Upcoming Entertainment Travel Shows:

Live Production Summit (formerly Tour Link Pro Conference) – January 13-15, 2022 – JW Marriott Starr Pass Resort & Spa, Tucson, Arizona. Register direct: <https://www.liveproductionsummit.com/>

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