

## **United States-Market**

## **Update- Q4 2021**

**America Midwest/East -Market Update – Q4 2021**

CORPORATE UPDATES

**Automotive in 2022 (Michigan)**

Recovery in global automotive markets will continue in 2022, with new-vehicle sales achieving similar growth rates to those of 2021. While growth next year will take the sector past 2019 levels, many vehicle makers will still struggle to meet recovering demand amid continuing supply-chain disruptions.

**Boston, MA**

Wellington Management will vacate 150,000 square feet at 100 Federal St. in Boston's Financial District by early 2023, after renewing and expanding its lease at nearby Atlantic Wharf last year, a company spokesperson confirmed.

**Contact for this market is Rose Brown based in Toronto, Canada**

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**America West -Market Update – Q4 2021**

CORPORATE UPDATES

PwC: PwC announced in October 2021 that they would allow associates to work remotely in perpetuity, the first of the Big 4 to make that move with remote work.

AT&T/Warner Media: The account significantly consolidated their program for the 2022 season and removed hotels in destinations where there was little or no volume forecast.

Automation Anywhere: New account for Preferred Hotels & Resorts, based in Silicon Valley, now participating in the PHGCORP chainwide.

* Company that develops robotic process automation (RPA) software.  RPA technology helps companies automate repetitive processes based on rules and structured data so they can improve efficiency and operating costs.  As of 2021, RPA has become the fastest growing sector in the tech industry with growth attributed to the pandemic and the need for organizations to reduce costs.  The global demand for RPA was worth more than US$2.7 billion in 2020 and is expected to reach more than US $18.3 billion in 2027.
* Global Offices:  Bangalore, Baroda, Beijing, Canberra, Dubai, Hong Kong, London, Miami, Mumbai, New York, Osaka, Paris, San Jose, CA (Global HQ), Seoul, Shanghai, Singapore, Tokyo

Seagen: New account for Preferred Hotels & Resorts, based in Bothell, Washington. Seagen is a biotech company focused on developing and commercializing monoclonal antibody-based therapies for the treatment of cancer. The account is now participating in the PHGCORP chainwide.

Boeing: New PHGCORP Chain Agreement

* Listed in the GDS as “Executive Status – Chain Disc”
	+ In the US, Boeing travelers must use per diem rates.  If chainwide rate falls below per diem, then the rate would be eligible for booking.  Otherwise, this will mainly be used by Boeing executives in US.
	+ Globally, Boeing does NOT require per diem rates, so we may see more usage of the chainwide internationally with regular Boeing travelers in addition to Executives.

Accenture**:** Account rolled over their program from 2021.

2K Games: New account signed to the Dynamic Chain agreement (PHRCOMM). 2K Games is a video game company based in Northern California and is serviced by the Protravel Encino office in Southern California.

New Chain Agreements Signed in Q4 2021 from America West & Midwest markets:

* Vista Outdoor - PHGCORP
* PayPal - PHGCORP
* Automation Anywhere – PHGCORP
* 2K Games – PHRCOMM
* Seagen - PHGCORP

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

TAG (The Appointment Group): TAG has launched their own “Platinum Preferred” program for key entertainment hotels.  They have directly solicited properties and will charge $1500 annually for participating hotels.  Hotels must agree to 15% commission, flexible cancellation, no contracts, potential bed banks or marketing/gift funds.  In return, hotels will receive access to TAG offices when they open next year, marketing opportunities in newsletters, and top choice with lead sourcing.

Altour Entertainment: Altour Entertainment released their ENT program RFP directly to hotels.  Two tiers – unpaid tier requires 15% commission, paid tier $500 only requires 10% commission

Upcoming Entertainment Travel Shows:

CANCELLED EVENT - Live Production Summit (formerly Tour Link Pro Conference) – January 13-15, 2022 – This show was cancelled due to the omicron surge. The show will take place in person in January 2023 in Palm Springs. Details can be found on their website: <https://www.liveproductionsummit.com/>

March 2022 – Tour Connection – Surf City – March 18-21, 2022

Registration for events is open to members of Tour Connection. Event sponsorship opportunities are also available. Book direct with TC: <https://tourconnectionla.com/>

If you have any additional questions relative to the US entertainment market, please contact Michelle Streeter at mstreeter@preferredhotels.com.