



Preferred Hotels & Resorts Entertainment Rate Program Agency/Third Party

FREQUENTLY ASKED QUESTIONS (FAQ)

Q. What is the Preferred Hotels & Resorts Entertainment Rate Program – Agency/Third Party?

A. This is a Preferred Hotels & Resorts invitation-only program offered to targeted entertainment accounts which require commissionable rates. We have developed this program to be more competitive against other brands within the entertainment market to bring more entertainment business to participating member hotels.

Q. How does this program benefit my property?

A. This will enable hotels to compete effectively for entertainment business by offering desired rates and commission that many entertainment accounts already seek. By having this rate available for the Preferred Hotels & Resorts entertainment global sales team to quote on your behalf, this will streamline the booking process and will minimize the need for email exchanges on high touch bookings less than 9 rooms. Hotels that agree to offer entertainment rates will be seen by the clients as “entertainment friendly” properties, therefore increasing exposure with this highly valuable market segment.

Q. Is there a fee to participate in this program?

A. There is no participation cost to join the program. Our team of entertainment specialists will be working to secure this business and support servicing the clientele. A 5% transaction fee will be assessed on each consumed booking and subject to audit adjustment.

Q. Why offer a minimum of 15% off BAR and 10% commission?

A. To compete effectively for maximum market share among major global hotel chains, Preferred Hotels & Resorts surveyed many of our top entertainment agency accounts. The results determined the criteria for this program. Some entertainment clients request increased commission. If your hotel would like to offer more than 10% commission, that is at your discretion. If you choose to do this, it would be applicable to all bookings generated under this program’s rate code.

Q. Can I offer more than the requested 15% off BAR?

A. Yes, you may offer more than the requested 15% off BAR and yield the rate to a higher percentage off BAR during need periods. However, the minimum discount threshold must always be met.

Q. Will this rate be viewable on the GDS?

A. No, this rate is closed to the Preferred Hotels & Resorts Voice Agent Channel and will **not** be loaded on the GDS or any public facing channel.

Q. Why do I need to load this rate on suites in addition to standard room types?

A. Many of the entertainment bookings we receive are for talent or require upgraded room types/suites for tour managers or VIPs. Having this rate plan loaded on your suite inventory allows the Preferred Hotels & Resorts entertainment global sales team to quote the entertainment rate on your hotel’s behalf. This will streamline the booking process and provide quick and efficient service to the entertainment clients since most entertainment bookings are very time sensitive.

Q. What is a rider?

A. A rider is a document provided by the entertainment client to communicate special needs for the entertainment booking. This could be as small as providing a complimentary fruit platter upon arrival, to more involved requests

such as the requirement for private entrances, blackout curtains in rooms, humidifiers placed in rooms, or any other specific needs of the talent or artist. Once a booking is made under the PH&R Entertainment Rate, the Preferred Hotels & Resorts entertainment global sales team will communicate directly with your hotel if there is a client rider or any specific details to share about arrival to advance the client's stay. It's important to note that the general client expectation is that some items like standard in room amenities should be provided on a complimentary basis, while other, more complex requests may induce a charge by the hotel (which should be communicated to the client as soon as possible, once requested).

Q. What if I don't have bus parking on site at my hotel?

A. Bus parking is definitely a benefit for music touring groups so their buses are in close proximity to the artist/band/crew staying at your hotel; however, it is not a deal breaker in some scenarios. Many city center hotels cannot accommodate bus parking on site at their properties and instead provide information as well as pricing for bus parking off site. In some instances, buses also stage at the venue if they are close enough to the hotel. Knowing your bus parking options, having maps available, and being able to provide pricing for bus parking in your city are key if you cannot accommodate buses on property. Also ensure you are aware of where buses can stage near your property for arrivals and departures.

Q. Can my property measure the room night production from the Preferred Hotels & Resorts Entertainment Rate Program – Agency/Third Party?

A. Hotels will be able to track all production associated with this program's assigned rate code (to be distributed at the time of RFP acceptance). To identify specific agencies booking this program, the booking IATA can be used.

Q. Does Preferred Hotels & Resorts have estimated room night volume to provide for this program by city?

A. Since this is a pilot program, there is currently no historical room night volume data to share. Hotels are good candidates for this program if they are near a music venue (concerts/theater), in a city with significant tax incentives for film/tv productions (Atlanta, New Orleans, Albuquerque, etc.), in a desirable destination for filming on location, or in a destination that attracts entertainment VIPs traveling on entertainment business/"bleisure" needs. Room night production is not guaranteed by participating in this program.

Q. What do I need to do to participate?

A. Submit the RFP via the Cvent Transient platform. Once you have received notification of acceptance via Cvent, Preferred Hotels & Resorts will provide further instructions regarding rate mapping.