



Preferred Hotels & Resorts Entertainment Rate Program Agency/Third Party

The Preferred Hotels & Resorts Entertainment Rate Program – Agency/Third Party is designed to target high touch business from entertainment clients who require competitive, commissionable entertainment rates.

The Preferred Hotels & Resorts entertainment global sales team will utilize this rate plan to make quoting easier and more efficient for our member hotels. The program has been developed to provide immediate response to entertainment booking requests and deliver more revenue to our member hotels from invited entertainment travel agencies.

Bookings made under this rate plan will be processed via the Preferred Hotels & Resorts Voice Agent Channel and will not be publicly loaded or displayed on the GDS or any other booking sites. This is a completely closed channel only available through our global entertainment specialists. The Voice Agent fee for the entertainment rate program on dedicated rate codes specific to this RFP will be invoiced at 5% of booked revenue. No other Voice Agent Fee applies to bookings on this program.

The PH&R Entertainment Rate Program will only be used for transient high touch bookings from 1-9 rooms on peak, from the invited entertainment travel agencies or third-party clients that require commission. Leads for groups of 10 rooms or more will be sent to the solicited hotels to return group rates for entertainment business. If an entertainment booking is less than 10 rooms, but requires servicing like a group, the lead will be sent to the hotel as a group lead and will not be booked under this rate plan.

Due to the nature of the entertainment market, hotels must meet the following criteria in order to apply and qualify to participate in this program:

- Two-year program. Rates will be available from time of RFP acceptance for 2024/2025 season, through December 31, 2025. An annual RFP renewal process will be conducted each year thereafter.
- 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.
- The Voice Agent fee for the entertainment rate program on dedicated rate codes specific to this RFP will be invoiced at 5% of booked revenue. No other Voice Agent Fee applies to bookings on this program.
- The PH&R Entertainment rate program will only be used for transient high touch bookings from 1-9 rooms on peak, from the invited entertainment travel agencies or third-party clients that require commission. Leads for groups of 10 rooms or more will be sent to the solicited hotels to return group rates for entertainment business. If an entertainment booking is less



than 10 rooms, but requires servicing like a group, the lead will be sent to the hotel as a group lead and will not be booked under this rate plan.

- Dynamic rate of minimum 15% off BAR and 10% commission required (*an entertainment market specialist will be in touch with your property to determine the appropriate rate offer based on your market location and local competition*)
- Maximum 48-hour cancellation policy (*24 hour cancellation is recommended*)
- Rate must be loaded for all room types including suites (*this allows the entertainment specialists to quote for talent or A Party bookings*)
- Up to 45 blackout dates annually
- Hotels must agree to adhere to riders and advance details that are provided by the client. In some instances, this requires the hotel to provide some in room amenities on a complimentary basis. If a hotel cannot provide rider items on a complimentary basis, the hotel must communicate this to the client and Preferred GSO upon receipt of the booking (*this will be sent via email by the Preferred GSO at the time of booking*)
- Comp Wi-Fi included in the rates
- Rate plan is eligible for *I Prefer* points
- Upgrades based on availability for talent/artists, tour managers, or key VIPs
- Custom RFP questions to inquire about bus parking on site, private entrances for VIPs, late check out
- PH&R Entertainment rates must always be lower than any publicly visible rates. Your discount offer should reflect this and can be yielded to a higher percentage off BAR during need periods, as long as the minimum threshold is met.
- PH&R Entertainment rates at the minimum 15% off BAR and 10% commission are subject to routine rate audits. Hotels failing rate audits will receive a notice to correct within 48 hours, hotels that continuously fail will be removed from the program and will not be eligible for re-entry.

Sample list of entertainment agencies that we work with:

- Altour Entertainment/Music
- Ascot Travel
- BCD Media & Entertainment
- Bruvion Travel
- Corporate Traveler, Stage, Screen & Sports
- Entertainment Travel



- First in Service
- Frosch Entertainment
- In the Know Experiences
- New Act Travel
- Preferred Travel, Inc.
- Protravel
- Road Rebel
- ShowGo
- TAG (The Appointment Group)
- Tzell

If you have any questions about this program, please contact:

Michelle Streater

Senior Director, Global Sales – Corporate & Entertainment

mstreater@preferredhotels.com