

Office Hours

Amy Butterfield, CMP, CIS

Senior Vice President, Global Group Sales

Cheryl Siow

Vice President, Global Sales – China

Andrew Kuek

Director, Global Sales – SE Asia & Australia





PH&R Group Sales Update

- ❖ Evolution of Office Hours
- ❖ www.preferrednet.net
 - New Deployment
 - Key Account Profiles
 - Newly Created Sales Manual
- ❖ Lift & Shift – Again?
- ❖ The Future of Leads
- ❖ Hot Buttons – Then & Now

*North America
Leadership & Sales*



AMY BUTTERFIELD, CMP
Senior Vice President
Global Group Sales



CHRISTIE PIENAAR
Vice President
Group Sales



KATY GETTINGER EAGEN
Vice President
Group Sales



ANNE CHAO
Director, Group Sales
Northeast US & Pharma



JENNIFER COLLINS
Senior Director, Group Sales
No. California & Northwest US



KATE ANTHONY
Director, Group Sales
Mid-Atlantic US



KATE NAWRACAJ
Director, Group Sales
Midwest US, Corp. & Association



LIORA SULKIN
Director, Group Sales
Mexico & Latin America



PENNI LEROY
Director, Group Sales
Southeast

*Europe
Leadership & Sales*



NIC WOOD
Vice President, Group Sales
Europe & Middle East



EVA OLLER
Director, Global Sales
Iberian Peninsula & Mediterranean



FEDERICA SCANO
Manager, Group Sales
France



MARK BEVERLO
Director, Regional Sales
Nordics



SILVIA LAVAZZA
Director, Global Sales
Italy



STEFAN SCHOEWEL
Director, Group Sales
Central Europe



STÉPHANE MARCET
Director, Global Sales
France, Belux & Switzerland



TESSA WHALLEY
Director, Group Sales
UK

*ASPAC & MidEast
Leadership & Sales*



CHERYL SIOW
Vice President, Global Sales
Greater China



ANDREW KUEK
Director, Global Sales
Australia & Southeast Asia



NABIL HASSANIEH
Director, Global Sales
Middle East

*Global Group Sales
Support*



BETTINA EGGENSCHWILER
Account Manager
Europe



EMILY KERN
Account Manager
US



KARLY MOSS
Account Manager
US



MICHEL MIRANDA
Senior Account Manager
US



NICOLE NELSON
Director, Group Sales
Account Management



PATRICIA FIDALGO
Director, Group Desk
Europe & Middle East



SCOTT DECHERRIE
Account Manager
US



VANESSA CONNELLY
Account Manager
US



VINCENT NEWMAN
Director, Group Sales
Corporate Projects



PH&R Group Sales Update

- ❖ Evolution of Office Hours
- ❖ www.preferrednet.net
 - New Deployment
 - Key Account Profiles
 - Newly Created Sales Manual
- ❖ Lift & Shift – Again?
- ❖ The Future of Leads
- ❖ Hot Buttons – Then & Now

HOT BUTTONS

| 2019 | 2020 |
|---|---|
| <ul style="list-style-type: none">• Suite Upgrades• Room Rates• Value Adds• Comp Receptions• 1:40 | <ul style="list-style-type: none">• Allowable Attrition• Hybrid Meetings• Duty of Care• Social Distancing• Lower F & B Mins |

BUZZWORDS

| 2019 | 2020 |
|--|--|
| <ul style="list-style-type: none">• Wellness• Authenticity• Customization• Niche Events• Seller's Market | <ul style="list-style-type: none">• Trust• Safety/Sanitation• Space• Flexibility• Buyer's Market |



IT TAKES MONTHS TO FIND A CUSTOMER...

SECONDS TO LOSE ONE

Be Proactive

- *Temperature Check*
- *Communicate*
- *Instill Confidence*

Be Creative

- *Hybrid Meeting*
- *Split into Waves*



Hybrid events combine in-person attendees with digital elements that allow attendees to experience meeting elements in real time from anywhere. They allow for a broader reach and extended audience engagement





Insights for Southeast Asia

- Virtual & Hybrid Meetings gaining popularity
- Travel bubble?
- Pharmaceutical industry starting to recover
- Tech Companies restrict travel
- Thailand & Vietnam reopen for domestic tourism
- Anticipated timeline for resumption of MICE business in Asia:
 - Regional MICE by Q2 2021
 - International MICE possibly in 2022

Insights for Australia

- No timeline for border reopening
- Qantas restrictions through March 2021
- Melbourne & Sydney second wave of infections seen
- Domestic and Regional market focus
- Group leads are being generated for 2021





Insights for Japan

- COVID-19 Infections surging
 - Tokyo excluded from the “Go To Travel” Campaign
 - Many agency employees remain on furlough
 - Limited group movements outbound due to border restrictions
- Financial/Consulting/Legal industries ramping up for Q4 2020 & early 2021 to short haul destinations
- Creative strategy by JTB: New Normal based Corporate Incentive Travel



Insights for India

- MICE recovery window
 - Group/MICE showing signs of recovery in Q4 2020 & Q1 2021
 - Domestic MICE will return first
- Hybrid meetings trending
- Weddings and Social segment will show phased recovery
- Maldives has opened its borders = Resorts can once again accept Groups/Incentives

Tradeshows / Events



- ITB Asia 2020 (21 – 23 Oct 2020) incorporating MICE Show Asia, Travel Tech Asia - going virtual
- Asia MICE Forum





Insight for Greater China

Mainland:

- COVID-19 Pandemic well-controlled
- Rebound of domestic MICE
- Cross provincial travel is allowed
- Once again seeing large groups with hundreds of participants

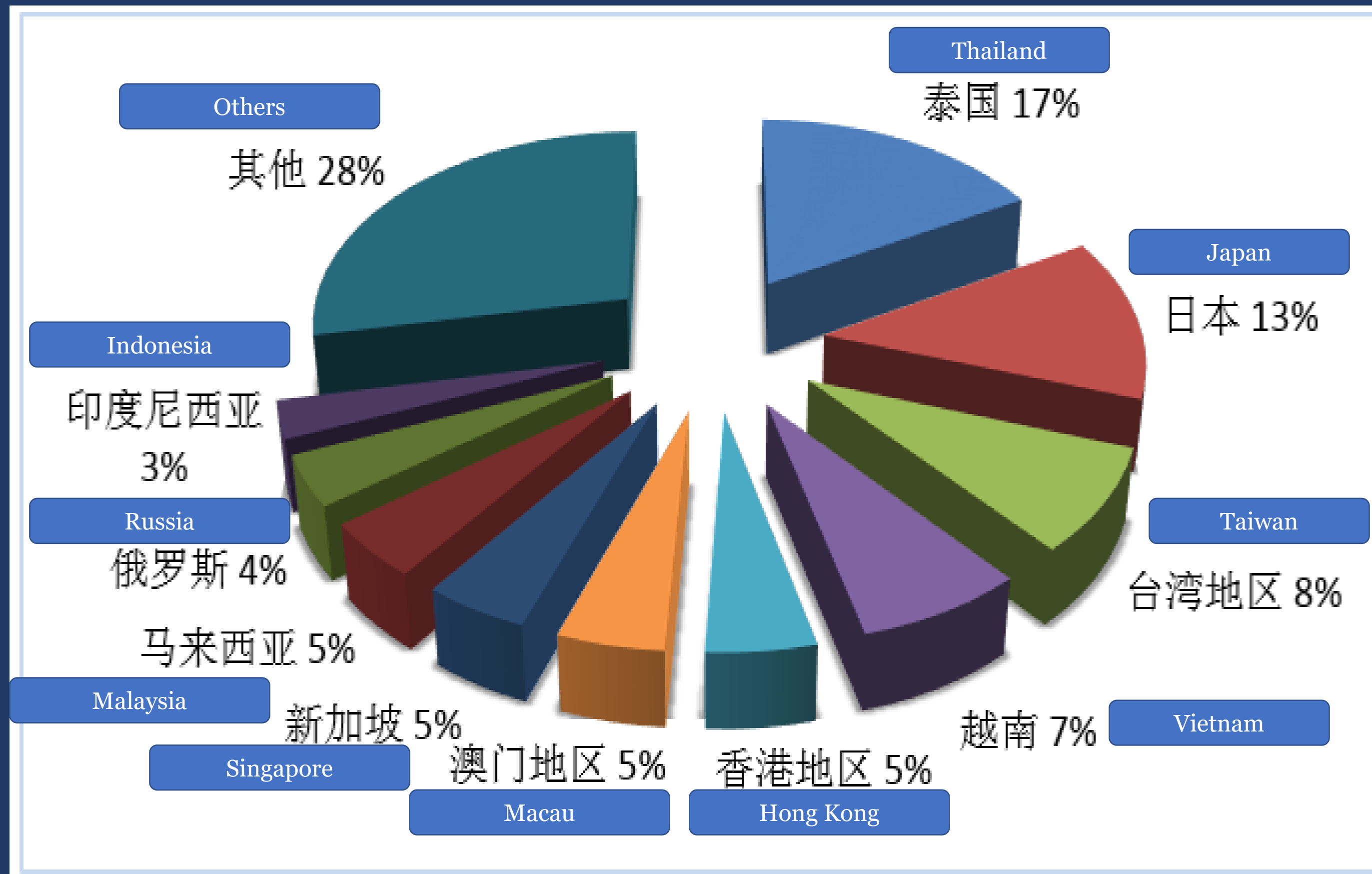
Hong Kong:

- Third Wave of COVID-19
- Partial lockdown
- Public gathering of max 4 people

Greater China – Outbound Travel Policy

A S I A P A C I F I C

Top 10 outbound destinations of Q4 2019



- Currently mostly business travel and expats
- Bilateral Fast Track between China & ASPAC
- International flights operated by Non-Chinese Carriers resumes
- Strict safety requirements for travelers returning to China
 - Negative test within 5 days of departure
 - Test results upload to WeChat to get health code approval



Greater China

How do we support you?

- Preferred Sales Team Associates based in Key 1st Tier, 2nd Tier & 3rd Tier Cities
- Proactively targeting industries that are less affected by COVID-19
- Actively securing MICE RFPs from MNCs
- Strong relationships with top 500 Chinese companies
- Strengthen strategic partnership with Top MICE agencies



Tips for ASPAC Hotels

- Sanitization and safety protocols
- Awareness on updated travel policy
- Prepare Chinese version content
- Visuals of room setups adhering to social distancing guidelines
- Virtual and Hybrid meeting capabilities
- Adapted to Digital Tools



VISITING MEDIA

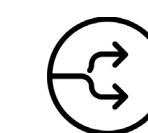
GUEST SPEAKER





Open Forum

Let's Discuss



OBSTACLES



RFP'S



Q & A



Amy Butterfield, CMP, CIS

Manager

Pending posts 0

Requests to join 0

Manage group

277 members

Including Lauri Baker and 128 other connections



Invite connections



Preferred Hotels & Resorts Group Sales Community

<https://www.linkedin.com/groups/13865606//>

Listed group



危机

“When written in Chinese, the word crisis is composed of two characters -
- one represents danger, and the other represents opportunity.”

- John F. Kennedy

THANK
YOU

