



Preferred Hotels & Resorts Entertainment Rate Program - NET

The Preferred Hotels & Resorts Entertainment Rate Program - NET is designed to target business from entertainment clients who require discounted entertainment net, non-commissionable rates.

This program will be utilized by the Preferred Hotels & Resorts global sales team and VIP Desk to make quoting easier and more efficient for our member hotels.

Bookings made under this rate plan will be generated under the Preferred Hotels & Resorts Voice Channel and will not be publicly loaded or displayed on the GDS or any other booking sites. This is a completely closed channel so our team can better assist our member hotels to deliver commissionable entertainment net rates to applicable clients.

This program will only be used for bookings from 1-9 rooms on peak, from direct companies specializing in the entertainment industry such as production companies within the film, television, music sector and any other applicable companies within this market.

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 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.
- There is no 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 confirmed booking.
- Dynamic rate of minimum 20% off BAR, net non-commissionable rates 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
- Entertainment rates must always be lower than any publicly visible rates. Your entertainment rate 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
- Hotels that continuously fail rate audits will be removed from the program and will not be eligible for re-entry

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

Michelle Streeter

Senior Director, Global Sales – Corporate & Entertainment

mstreeter@preferredhotels.com