



Entertainment Sales Webinar

Hosted by
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ENTERTAINMENT SALES TEAM

PREFERRED HOTELS & RESORTS



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PREFERRED HOTELS & RESORTS



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AGENDA

- Corporate Entertainment Relationships & RFPs
- Entertainment Sourcing Best Practices –
Transient and Group
- Agency Entertainment Programs
- Preferred Entertainment Rate Programs
- Review Preferred Entertainment Confirmation
Form Procedure
- I Prefer Planner - Entertainment
- Industry Events & Exposure
- Q&A



ENTERTAINMENT MARKET

IS IT RIGHT FOR MY HOTEL?

What does it take to be considered an “entertainment friendly” hotel?

1. Know the key players
2. Understand the specific needs of this market vs. others
3. Confidentiality and trust
4. Flexibility
5. Desirable location (specific to entertainment needs)

Corporate Entertainment & Agency Relationships



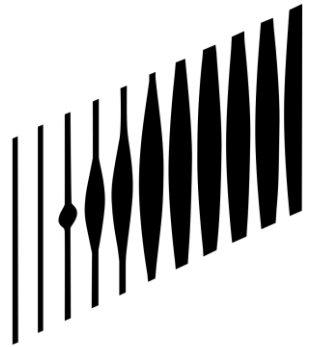
CORPORATE ENTERTAINMENT

ACCOUNTS



UNIVERSAL MUSIC GROUP

NETFLIX LIONSGATE®



SONY
PICTURES

AMC NETWORKS



The WALT DISNEY Company

COMCAST
NBCUNIVERSAL



WARNER BROS.
DISCOVERY

FOX
ENTERTAINMENT

ENDEAVOR

Preferred™
HOTELS & RESORTS

ENTERTAINMENT

TRAVEL AGENCIES

- TAG (formerly The Appointment Group)
- BCD Media & Entertainment
- Global Travel Collection/Altour
- Ascot Travel
- First in Service
- Bruvion
- Stage & Screen
- Frosch Entertainment
- Aspen Travel
- The Hotel Guy
- Ovation/Glide Travel

.... and many more



Entertainment Sourcing Tools



ENTERTAINMENT GROUP

SOURCING PLATFORMS

The logo for cvent, featuring the word 'cvent' in a lowercase, sans-serif font. The 'c' is blue, and the rest of the letters are black.

CVENT

"A powerful venue sourcing network. Find your next event venue quickly with a venue sourcing platform that connects you to the right global hotels and venues for any sized event."

The logo for Tour Connection, featuring a black square with 'TC' in white, followed by the words 'TOUR CONNECTION' in a sans-serif font. There are five orange stars between 'TOUR' and 'CONNECTION'.

TOUR CONNECTION

"Experience unsurpassed exposure to the travel buyers responsible for booking concert tours, production travel for film, television and theatre, VIP travel and more!"

ENTERTAINMENT GROUP

SOURCING PLATFORMS



CATCH

"CATCH is a must have for Group Travel Planners, Globe Trotters, and Hotel Sales Teams"



CREWFARE LAUNCHPAD

"Effortlessly access event RFPs from Crewfare and other large-scale events."

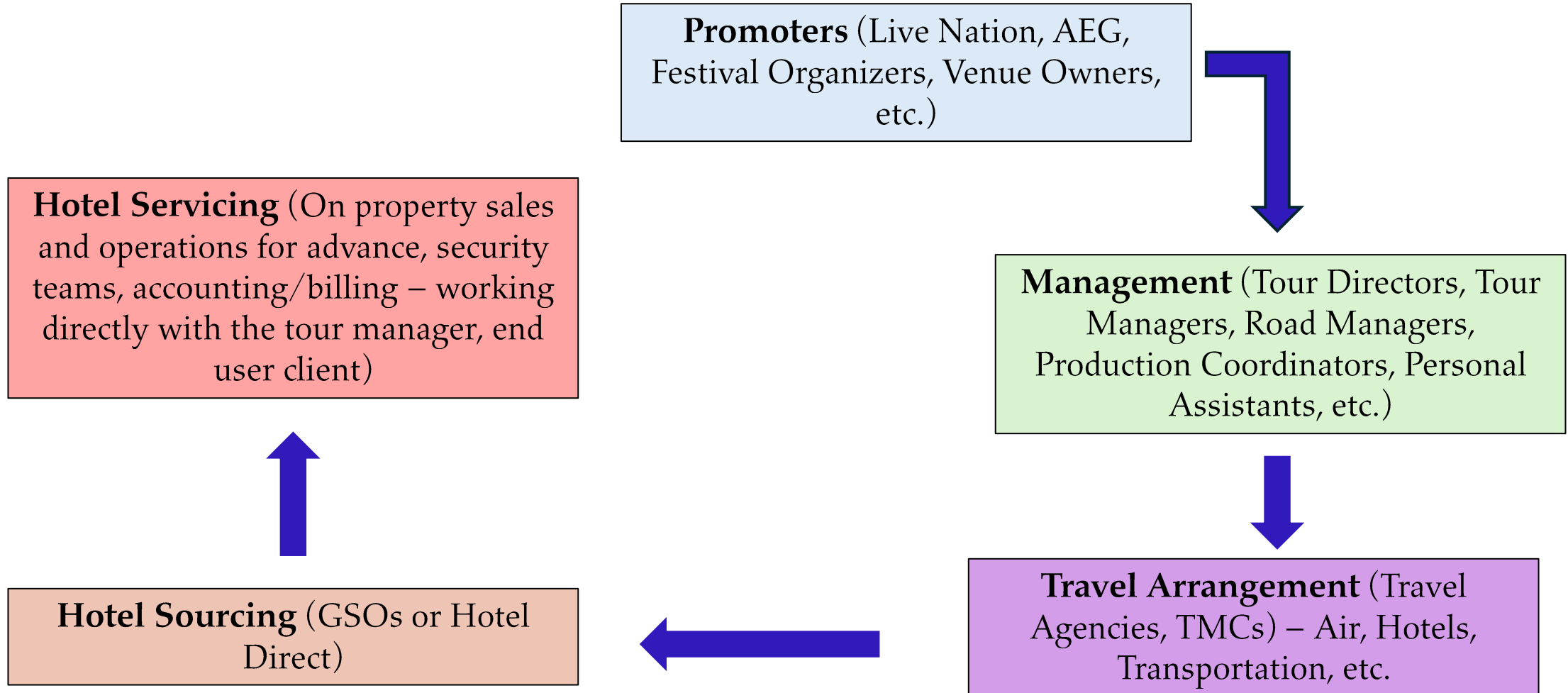


Music Touring



LIFE CYCLE – MUSIC TOURING

SOURCING PROCESS



MUSIC TOURING

PARTIES

- **A Party** – Artist Party (Talent, Headliner, Lead Singer)
- **B Party** – Band Party
- **C Party** – Crew Party
- **D Party** – Bus Drivers OR Dancers
- **S Party** – Security

**Depending on the tour, there may be overlap between parties, and different agencies may define them differently.*



KEY ELEMENTS FOR MUSIC TOURING

TO SET UP FOR SUCCESS

- Competitive Rate & Commission
- Complimentary room/suite upgrade for the tour manager
- Complimentary late check outs between 3-4pm
- Flexible Cancellation and Attrition Terms
- Amenities – Bus Parking, Riders, Special Requests, Private Entrances
- Floor Plans & High-Resolution Images of Suites/Floors
- Operations – Creating key packets, accurate rooming lists, timely and accurate billing
- No Construction or Refurbishment in or around the property due to noise concerns
- Response Timeliness
 - ❑ Answer all entertainment leads as soon as possible, no more than 24 hours after the lead is received, ideally within 1-3 hours
- Lead Response Accuracy – Reply to ALL questions in the RFP the first time.
 - ❑ If there is a concession you cannot accommodate, clearly define that when communicating with the client on the first round.

RIDERS & HOTEL ADVANCE

REQUIREMENTS

A rider is a document which outlines concessions and special requests of the artist or group.

A hotel advance is when a group is confirmed and all details including arrival time, final rooming list, authorized security personnel, tour manager contact information, riders, and other pertinent details are shared by the travel agency/booking agent.



- Rider requests may range from how many water bottles are in the room upon arrival, to special requests like black out shades in rooms, steam rooms/saunas, humidifiers placed in rooms, specialty foods in room upon arrival, etc.
- If any of these requests are outside the scope of what you provide, it is fair to inform the client that while you may not have a particular item, you can procure that item and pass the charges back to the guest (or decide to offer complimentary on a case-by-case basis).
- This is all at your discretion: smaller items you may wish to procure and include complimentary, while others might incur a significant cost to the hotel, in which case it is acceptable to communicate that the service will be available for a fee.
- After hotel advances are sent and once the tour manager is in touch with the hotel directly, they will often ask to set up a WhatsApp group with all of the pertinent personnel from the group's camp and from the property to ensure a smooth arrival, stay, and departure.

BUS PARKING

REQUIREMENTS

If your property cannot accommodate a large bus (or several busses) in your parking structure or lot, it is acceptable to provide alternative parking arrangements to the client.

The clients are not looking for you to give them a phone number to an exterior lot to call themselves. They are expecting **personalized service** and expect their entertainment sales contact on property to be invested in the group as well.



CONTRACTS/COMMISSION

RECOMMENDATIONS

No Contracts/Short Form Entertainment Contracts

- Depending on hotel size, the general recommendation is **no contracts for less than 20 rooms** and a short form entertainment contract for more than 20 rooms on peak.
- For larger groups where a contract is acceptable, it is paramount that a simplified entertainment “short form” contract is provided, no more than one to two pages.
- Simplified terms to outline cancellation/attrition, force majeure clauses, commission, etc.
- Failure to provide a simplified contract will slow down the booking process and may disqualify your bid entirely.
- Most clients will not accept hotel’s requirements for large deposits or 30+ day cancellation policies, unless there are extreme circumstances like a citywide or compression due to a film festival.

Include Requested Commission and Know Your Customer

- Note that the corporate entertainment accounts such as Sony Pictures will not request commission, and they will want NET rates. Agencies that support independent contractors will request commission. Increased commission of 12-15% will make your offer more appealing, although most advisors book the properties based on client needs and request.

FORCE MAJEURE – MUSIC TOURING

Force majeure clauses will usually indicate the following (example):

*In the event of a Force Majeure Event (as defined below), the obligations of the parties and the time period for the performance of such obligations (other than payment of money) shall be adjusted to the extent such parties are prevented, hindered, or delayed in such performance during the period of such Force Majeure Event. Upon the occurrence of a Force Majeure Event, the affected party shall give prompt, written notice of such Force Majeure Event to the other party. A Force Majeure Event shall mean any one or more of the following events or circumstances that, alone or in combination, directly or indirectly, adversely affects the operation of the hotel or the obligations of either party under this Agreement: **illness to artist, show cancellation**, fire, earthquake, storm or other casualty; strikes, lockouts, or other labor interruptions; war, rebellion, riots, acts of terrorism, or other civil unrest; or any other event beyond the Parties' reasonable control.*

Production



PRODUCTION

KEY TERMS

Above the Line - Creative development of the film; roles such as the Producers, Directors, Cinematographers/Director of Photography, Screenwriters, and Talent.

Executive Producer - The person responsible for the financing of the film and therefore the one in charge of the production.

Line Producer - The person responsible for the daily operations of the feature film. They serve the budget, hiring, locations and schedule. During production they handle the day-to-day logistics. In post-production they manage deadlines and make sure the budget is on track.

Below the Line- Those who are responsible for the day-to-day filmmaking involved in pre-production, production, and post-production. Departments such as Camera, Electrical, Grip, Production Design, Costume and Makeup.

Unit Production Manager: Responsible for budget, schedule and general management of set.

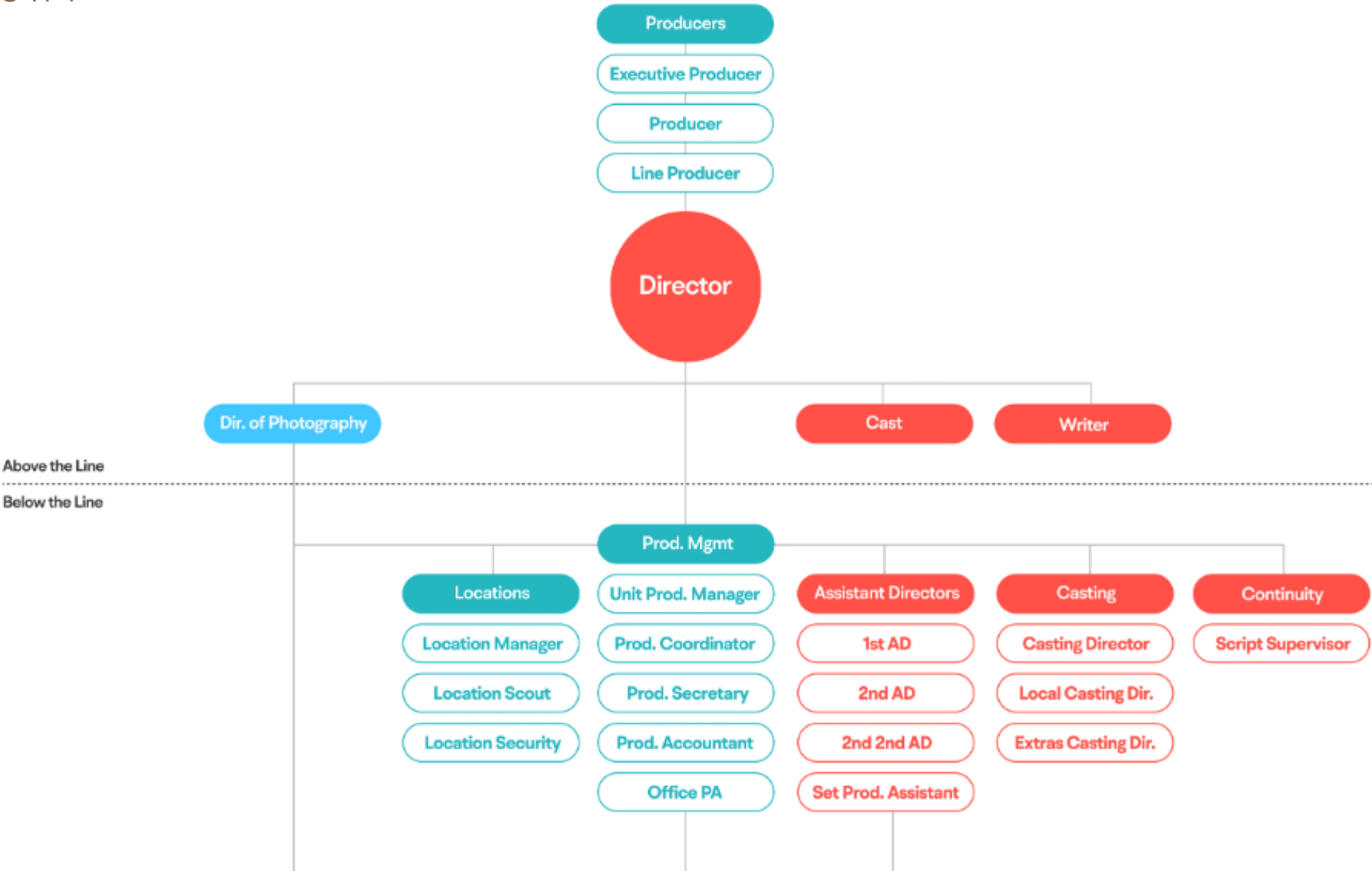
Production Coordinator: Sets up the production office and organizes equipment, supplies and staff.

Production Accountant: Is responsible for managing finances and maintaining financial records during film production, working closely with the producer and the production office.



BREAKDOWN OF FILM CREW POSITIONS

HIERARCHY



PRODUCTION BEST PRACTICES

KEY TAKEAWAYS

- **Tax Incentives** – States such as Georgia, New Mexico, Louisiana, New Jersey, etc. have great incentives to film. The UK government has also announced additional incentives to bolster production in the next decade.
- **Flexible Terms** – Similar to music touring, production groups are looking for very flexible terms as there can be last minute changes to the rooming list.
- **Favored Nations** – This is an industry term which means that you are getting equal contractual treatment to others on the project – billing, accommodations, and any other contractual provision.
- **Gear Storage** – Some productions request a complimentary meeting room for gear storage if they are filming off site.
- **Contracts will be signed** in many cases (unlike music touring).



Publicity

PRESS JUNKETS

OVERVIEW

A "press junket" is a promotional event where media representatives are invited to interview and engage with the cast and crew of a film or TV show, usually in a short, concentrated period of time before its release.



Purpose: The primary goal of a press junket is to generate publicity and build excitement for a movie or TV show before it's released.

Format: Junkets typically involve back-to-back media interviews, often held in a hotel or other convenient location.

Participants: Media representatives (journalists, bloggers, etc.) are invited to attend, along with the film or TV show's stars, directors, and producers.

Timing: Press junkets usually take place a few weeks before the release date of the film or TV show.

PRESS JUNKETS

HOTEL REQUIREMENTS

Dedicated Spaces: Some hotels designate entire floors or suites for press junkets, offering a centralized location for media interviews and events.

Junket-Standard Wiring: These spaces are wired with high-quality, HD-rated cables to ensure reliable video and audio connections.

Control Rooms: Control rooms allow technical staff to manage the audio and video feeds during interviews and events.

Green Rooms: Green rooms provide a comfortable space for celebrities and other guests to relax and prepare before or after interviews.

Hospitality Suites: These suites offer amenities like catering and refreshments for media representatives.

UPFRONTS

TELEVISION ADVERTISING

Upfronts are presentations where networks promote their upcoming content and innovations to advertisers. They are a decades-old practice of buying and selling TV advertising time months in advance. Typically taking place in Spring (April/May) mainly in New York City.



Agency Entertainment Programs



TAG's THE LIST

AGENCY ENTERTAINMENT PROGRAM



EXPECTATIONS

- The List Fee: \$3,000.00 (US), £2500 plus vat (UK)
- Minimum 15% commission rate
- Dynamic, discounted rates off BAR for GDS bookings
- TAG staff bed-bank (optional)
- TAG event-fund contribution (optional)
- PCI compliant
- Flexible and reasonable cancellation requirements—in lieu of signing hotel contracts, accepts TAG confirmation paperwork
- Acceptance of our agency billing instructions accompanied by CC documents - including acceptance of Egress emails
- Prompt handling of commissions (within 30 days)
- Commissions paid for no shows and cancelled rooms that are billed
- Prompt response time (within 24 hours)
- Sustainability practices and environmental responsibility

POTENTIAL REQUESTS

- Check-In Facilitation
- Early Check-In
- Late Check-Out
- Accurate Rider Fulfillment
- Complimentary Upgrades
- Buyouts
- Amenities
- Day Rooms
- VIP Treatment
- Butler Service for VIPs/A-List/Talent
- Extended Bar Hours and F&B Discounts

ALTOUR ENTERTAINMENT (GTC)

AGENCY ENTERTAINMENT PROGRAM

ALTOUR

TIER #1 - Complimentary

For Transient Entertainment bookings

(less than 9 Rooms)

- 15% Minimum Commission
- 5% Minimum Off BAR
- High Speed WIFI
- Water in Room Daily
- Rates Loaded in the GDS
- All Entertainment bookings to be serviced as a group

For Group Entertainment Bookings

(more than 9 Rooms)

- 15% Minimum Commission
- 5% Minimum Off BAR
- High Speed WIFI
- Water in Room Daily
- No non-refundable Rates for Groups
- Covid-19 cancellation flexibility
- Upgrades for Talent

TIER #2 - \$1000 Participation Fee (Two Year Program)

For Transient Entertainment bookings (less than 9 Rooms)

- 10% Minimum Commission
- 15% Minimum Off BAR
- High Speed WIFI
- Water in Room Daily
- Rates Loaded in the GDS
- All Entertainment bookings to be serviced as a group

For Group Entertainment Bookings (more than 9 Rooms)

- 10% Minimum Commission
- 15% Minimum Off BAR
- High Speed WIFI
- Water in Room Daily
- No non-refundable Rates for Groups
- Covid-19 cancellation flexibility
- Upgrades for Talent

ASCOT ABOVE

AGENCY ENTERTAINMENT PROGRAM



ASCOT Above Tier 1

- Minimum 15% Commission effective through Dec. 31, 2025
- Dynamic, discounted rates off BAR for GDS bookings
- Flexible and reasonable cancellation requirements - in lieu of signing hotel contracts, a simple group cancellation agreement
- Prompt handling of commissions (within 30 days)
- Commissions paid for no shows and cancelled rooms that are billed
- Prompt response time acknowledgement (within 4 hours)
- Sustainability practices and environmental responsibility

ASCOT Above Tier 2

- Annual fee of \$500 per property, effective until Dec. 31, 2024
- Best commissionable rate
- Dynamic, discounted rates off BAR for GDS bookings
- Flexible and reasonable cancellation requirements - in lieu of signing hotel contracts, a simple group cancellation agreement
- Prompt handling of commissions (within 30 days)
- Commissions paid for no shows and cancelled rooms that are billed
- Prompt response time acknowledgement (within 4 hours)
- Sustainability practices and environmental responsibility

F1S (FIRST IN SERVICE) ENTERTAINMENT

AGENCY ENTERTAINMENT PROGRAM



F1RST Tier – Complimentary

For Transient Entertainment
bookings

(less than nine rooms)

- 15% Minimum Commission
- 5% Minimum Off BAR
- High Speed WiFi
- Water in Room Daily
- Rates Loaded in the GDS

For Group Entertainment bookings

(more than nine rooms)

15% Minimum Commission

5% Minimum Off BAR

High Speed WiFi

Water in Room Daily

Flexible and Reasonable

Cancellation Requirements

Second Tier - \$500

For Transient Entertainment
bookings

(less than nine rooms)

- 10% Minimum Commission
- 15% Minimum Off BAR
- High Speed WiFi
- Water in Room Daily
- Rates Loaded in the GDS

For Group Entertainment bookings

(more than nine rooms)

10% Minimum Commission

15% Minimum Off BAR

High Speed WiFi

Water in Room Daily

Flexible and Reasonable

Cancellation Requirements

Regardless of which Tier you select, we expect the following from our participating partners:

- PCI compliant
 - Acceptance of our agency billing instructions
 - Prompt handling of commissions (within 30 days)
- Prompt response time (within 24 hours)

FROSCH ENTERTAINMENT HOTEL PROGRAM

AGENCY ENTERTAINMENT PROGRAM



Program Highlights

- Sales Volume Research: Collaborate with us to analyze your hotel/brand's sales volume through our IATA.
- Discounted & Commissionable Rates: Offer a competitive 12-month discounted and commissionable rate for our entertainment agents, accessible via GDS.
- Streamlined Operations: Benefit from comprehensive rate loading instructions to ensure seamless integration and tracking of sales revenue and commissions

Requirements

- Minimum 10% off BAR
- 10% commission
- 24-hour cancellation
- Value added amenities a plus

Preferred Hotels & Resorts Entertainment Rate Programs



PH&R ENTERTAINMENT RATE PROGRAMS

OVERVIEW

- Introduced in mid-2024, PH&R now offers entertainment rate programs for entertainment travel advisors.
- Rates will NOT be loaded in the GDS. Instead, the advisors simply email their Preferred GSO with the inquiry (from 1-9 rooms on peak) and we will be able to quote entertainment rates for participating hotels.
- If the client agrees to the rate offer, the Preferred GSO will book the reservations in SynXis Voice, will provide the confirmations, and will then connect the client with the hotel team to advance the client's stay (billing, special requests).
- If hotels have not yet opted into this program, we can still source leads to the correct individual on property who handles entertainment requests.
- Working with a Preferred GSO offers you the benefit of having our support during the booking process. We work closely with our clients and advocate for our hotels during the sourcing process. Email entertainment@preferredhotels.com if you are interested in participating.



PH&R ENTERTAINMENT RATE PROGRAMS

TERMS & CONDITIONS



Entertainment Rate Program – Net

- No participation cost
- Transient high touch bookings from 1-9 rooms on peak
- Dynamic rate of **minimum 20% off BAR**
- Net, non-commissionable rates required
- Maximum 48-hour cancellation policy (24 hours recommended)
- Must be lower than any publicly visible rates
- Rate loaded on all room categories, including suites
- 5% Voice fee on revenue for confirmed bookings (in lieu of contracted Voice fees, not in addition)

Entertainment Rate Program – Agency/ Third Party

- No participation cost
- Transient high touch bookings from 1-9 rooms on peak
- Dynamic rate of **minimum 15% off BAR**
- **10% commission** required
- Maximum 48-hour cancellation policy (24 hours recommended)
- Must be lower than any publicly visible rates
- Rate loaded on all room categories, including suites
- 5% Voice fee on revenue for confirmed bookings (in lieu of contracted Voice fees, not in addition)



CONFIRMATION FORM

PART ONE



The booking confirmation form serves as a record of entertainment business that PTG GSO's send to member hotels.

It's important for us to record entertainment business going into our member properties so we can find trend data for certain cities, hotels, and agencies/companies booking our hotels.



ENTERTAINMENT BOOKING CONFIRMATION FORM

This form serves as a record of business placed by Preferred Travel Group into our member hotels, from segments including but not limited to entertainment, media, sports, gaming, and creative industries.

Hotel Name:

PH&R Client:

PH&R Hotel Code:

Group Name:

Hotel Contact:

PH&R Sales Manager:

PART 1: ESTIMATED ROOM REVENUE				
Arrival	Departure	Total Room Nights	Average Room Rate	Total Room Revenue

By signing this form the hotel acknowledges and agrees to Preferred Hotels & Resorts involvement with this Entertainment booking and fee schedule as notated below.

Fee schedule:
Third Party – 5% of actualized room revenue
Direct Business – 10% of actualized room revenue

SIGNATURE: Director of Sales or Authorized Contact

Please Print Name

Date:

CONFIRMATION FORM

PART TWO

PART 2: ACTUAL ROOM REVENUE				
Arrival	Departure	Total Room Pickup	Average Room Rate	Actual Room Revenue (including cancellation fees)

PLEASE NOTE: You will be billed on the Actual Room Revenue in the month after the group’s departure provided you have completed Part 2; otherwise you will be billed on the estimated revenue. This form will accompany the invoice. Upon payment and within thirty (30) days of invoice issuance, Hotel may make adjustments to the Estimated Room Revenue based upon Actual Room Revenue.

SIGNATURE: Director of Sales or Authorized Contact

Please Print Name

Date:

Part 2 of the form is required for us to understand final consumption of the entertainment program sent to the hotel.

This is required for us to have in order to accurately award *I Prefer* planner points to clients.

I Prefer



***I PREFER* PLANNER - ENTERTAINMENT**

WHAT IS *I PREFER* PLANNER?

- A points-based loyalty program designed to reward meetings and events planners for programs booked and consumed at participating *I Prefer* properties.
- As an *I Prefer* Planner, clients can earn points for programs booked through the Preferred Hotels & Resorts Global Sales Office.
- We offer planner points for entertainment groups of 5 rooms on peak or more (based on consumed business).
- Members will earn five (5) points for every one United States dollar (\$1 USD) on eligible actualized rooms revenue (less taxes, gratuity, service charges), with the maximum amount of 500,000 points per event.
- Points do expire with two years of account inactivity.
- Hotels have the option to pay for additional points to drive business.



***I PREFER* PLANNER – Custodial Accounts**

WHAT IF A COMPANY PROHIBITS INDIVIDUAL POINT-EARNING?

- If a company prohibits the accumulation of points by individuals, Preferred Hotels & Resorts can offer a Corporate Custodian Account to allow companies or agencies to earn points for their business.

WHAT IS A CORPORATE CUSTODIAN ACCOUNT?

- A Corporate Custodian Account is an account that a procurement member or executive team manager can manage.
- For example, TAG has a Corporate Custodian Account.
- Hotel and customer support available at planner@iprefer.com.



I PREFER PLANNER

WHAT BENEFITS DO I RECEIVE AS AN I PREFER MEMBER?

All *I Prefer* Members earn points for eligible stays at participating hotels. Membership is free, and you can expect the following benefits with every stay.

(Program terms and conditions apply)



I Prefer Member Tiers and Benefits			
	Silver 0 - 24,999 Points	Gold 25,000 - 49,999 Points	Titanium 50,000+ Points
Points Bonus*		20%	50%
Access to Exclusive Member Rates	●	●	●
Early Check-in, Late Check-out**	●	●	●
Enhanced Room Upgrades**	●	●	●
Complimentary In-room or Enhanced Internet Access	●	●	●
Welcome Amenity***		●	●
Food and Beverage Voucher***			●
Digital Anniversary Gift			●
Access to Special Offers and Experiences			●

*Silver Tier Members 10 points per US\$1 spent; Gold Tier Members earn 12 points per US\$1 spent; Titanium Tier Members earn 15 points per US\$1 spent
Based on availability *Varies by property

Events



ENTERTAINMENT INDUSTRY

EVENTS

- **Tour Connection**
 - ❑ Los Angeles – March 21-22, 2025
 - ❑ New York – May 1-2, 2025
 - ❑ Nashville – October 17-18, 2025
- **GTL Sessions, Mykonos – May 2025**
- **SET (Specialists in Entertainment Travel)**
 - ❑ New Orleans - November 12-14, 2025
- **The Conference Live at Lititz – December 2025**
- **Live Production Summit – January 2026**



TOUR
CONNECTION



PH&R ENTERTAINMENT CLIENT ENGAGEMENT OPPORTUNITIES IN 2025

E V E N T S



- **Los Angeles Showcase**
 - ❑ June 4th at the Academy of Motion Pictures Sciences Museum
- **London Group & Global Sales Showcase**
 - ❑ June 26, 2025
- **UK Entertainment Roadshow**
 - ❑ September 24 – 25, 2025
- **Los Angeles Entertainment Client Events**
 - ❑ October 28 – 30, 2025



RECAP

KEY TAKEAWAYS

- ✓ **Flexibility** is key
- ✓ **Competitive Rates** – rates must be competitive and less than a client can find on the GDS, website, etc.
- ✓ **Own the Segment** – from beginning to end.
- ✓ **Understand the Client's Needs** – know that entertainment business is not just about talent and celebrities...there's so much more to it.
- ✓ **PH&R Entertainment Rate Programs**
 - entertainment@preferredhotels.com
- ✓ Will this market segment work for *your hotel*?





QUESTIONS?