

NH FAM TRIP Procedures

“A complimentary trip for decision makers, travel agents and consultants organised by NH in collaboration with external suppliers, with the objective of showcasing our properties and services and increasing revenue in the short, medium and long term”.

Defining the objectives and what you want to achieve

from it, should be the first step when considering hosting a Fam Trip.

Apply strategic sense when setting the date, taking into account when the business is needed, account lead time and customer life cycle.

- NH HOTELS** Avoid mixing segments & feeder markets; language barriers and culture requirements might become an issue.
- NH HOTELS** FAM Trips can be requested by POS or POD.
- NH HOTELS** DBD or Segment Leader POS/POD must be involved in the Business Case preparation.
- NH HOTELS** **Site Inspection:** “THINK OUTSIDE THE BOX”. Must be conducted by the Hotel GM and/or BU senior sales representative, as it is the moment to create a memorable experience for our client.
- NH HOTELS** **Transportation:**
 - Major transportation: Search for an airline or rail partner to reduce costs.
 - Ground transportation: Mandatory to arrange private shuttle for ground transportation.
- NH HOTELS** **A new Travel Reason has been created in TMS NH FAM TRIP, all FAMs should be under such condition.**





Create a retro plan including:

- Periodical catch ups POS & POD
- Conference call rehearsal POS & POD: minimum 2 weeks before Fam Trip to review the entire event: logistics & flow of the action (all disciplines must be involved)
- Onsite meeting rehearsal POS & POD: to go through the entire Fam Trip event to review logistics & action flow
- After the event catch up call POS & POD: to share feedbacks & learnings



Avoid providing exact times in the draft of the programme.



The Save the Date will be a catch phrase to drive attention and confirm client attendance, think outside the box and make it attractive and different to ensure success.



Save the Date to be done by LAH or Sales Representative responsible of the account at POS.



The scope of invitees should be negotiation influencers or key decision makers.



FAM TRIP: Musts & Golden Rules

NH
HOTELS Invitation should not be transferable and only valid for the customer invited. Exception will be reviewed on an individual basis.

NH
HOTELS Pick-up service at the airport or train station.

NH
HOTELS Print signs to make it easier for them to find you.

- An NH representative must be present at pick-up service
- Welcome pack to be delivered in the shuttle: welcome letter, room key, copy of agenda and any additional items.

NH
HOTELS Welcome to the hotel: welcome beverage hosted by DBD or CD.

NH
HOTELS On top of the VIP treatment ensure is included the following:

- Luggage delivery service to the room.
- Upgraded rooms for entire group.
- VIP amenities in all rooms including local gifts/ sales material which can be taken back home in luggage.



Forecast Occupancy <60%

- NH: 35€ BB inc. VAT
- NHC & nhow: 40€ BB inc VAT

For LATAM hotels rates will stay the same but currency will be in \$

Forecast Occupancy <90%

- NH: 60€ BB inc. VAT
- NHC & nhow: 70€ BB inc VAT

For LATAM hotels rates will stay the same but currency will be in \$

Forecast Occupancy >90%

- 35% off BAR LRA

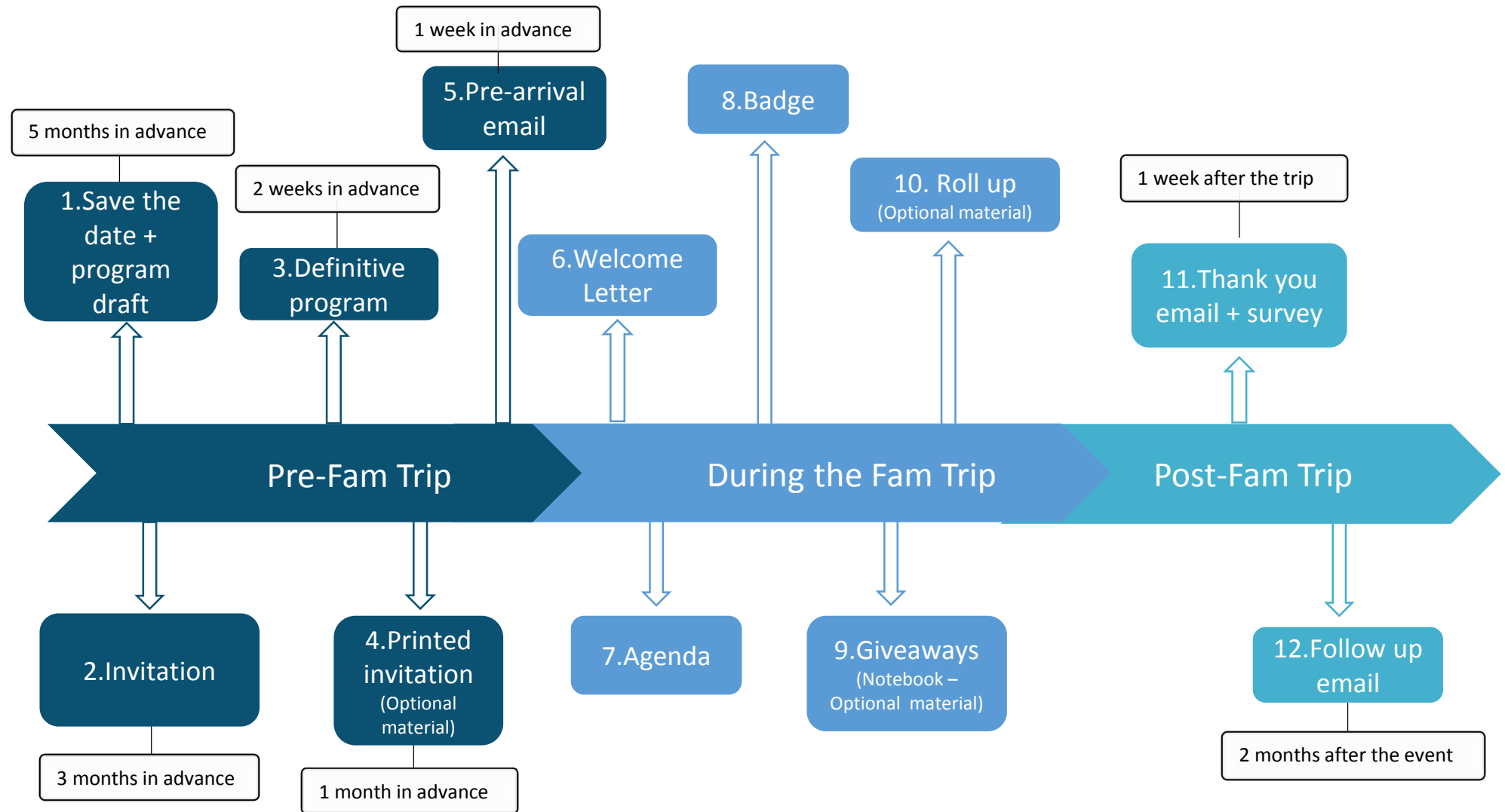
Fam Trips exclusively for one property with forecasted occupancy <90% rooms will be on complimentary basis

Above conditions are always available excluding during BOD periods, in which FAM Trips aren't allowed

NH FAM TRIP

Marketing & Communication

FAM TRIP: Communication Plan Fam Trip



MATERIALS TEMPLATES

1.SAVE THE DATE + 1st PROGRAM DRAFT

- **WHAT:** pre-invitation sent to your potential customers with RSVP confirmation.



- Fam trip month, year and date

- Fam trip name

- Welcome introduction & destination
Fam trip date(s) (from –to) & Fam trip hotel name(s)

- Fam Trip text where:
 - To raise its highlights (“sell the destination”)
 - Trip educational sessions
 - Highlight OUTSIDE THE BOX activities
 - Include RSVP deadline (when to confirm)
 - Email where to confirm client attendance

- Fam Trip draft of the Program (button with specific link)
 - Details on the slide 5

- Picture: include a photo of the destination (make it VISUAL and appealing)



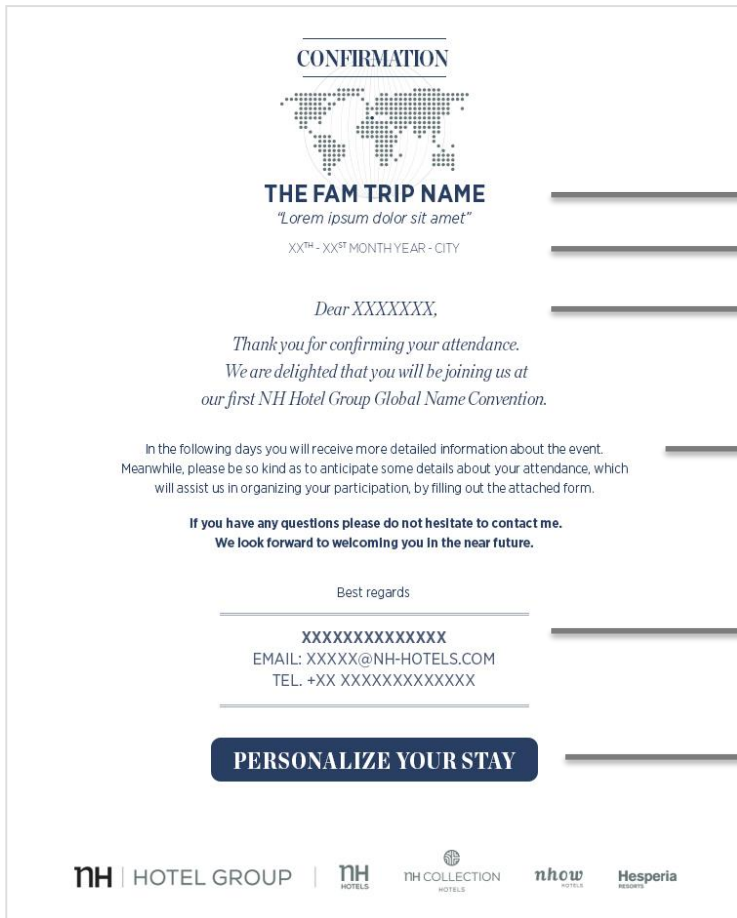
- ✓ Avoid providing exact times in the draft of the program
- ✓ The Save the Date will be a catch phrase to drive attention and confirm client attendance, think outside the box and make it attractive and different to ensure success

MATERIALS TEMPLATE

2. INVITATION EMAIL + SPECIFIC BUTTON “Personalize your stay”

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- **WHAT:** official communication to clients that have confirmed attendance to Save the Date.



- Fam trip name
- Fam trip date(s) (from –to) & city
- Name of the client & “Thank you” introduction
- Fam Trip text informing about the next communications and actions.
- NH Contact details.
- Specific button “Personalize your stay”:
Survey where you have to include relevant information:
 - Food allergies
 - Physical limitations
 - Other relevant information



- ✓ Invitation should not be transferable and only valid for the customer invited.
Exception will be reviewed on an individual basis

MATERIALS TEMPLATE

3.PROGRAM: DRAFT & DEFINITIVE

- **WHAT:** schedule of activities from the start of the event to its conclusion.

*For both programs (draft & definitive) the template is the same.



- Fam trip name

- Fam trip day & month

- Fam trip schedule & short activity description

Program **MUST** include:

- ☐ WOW Effect
- ☐ Promote the destination
- ☐ Cultural and educational content
- ☐ Site Inspections hotel accommodation & other NH properties
- ☐ Property exposure focusing on USP
- ☐ In-house F&B lunch/dinner, If outside add value
- ☐ Secure a minimum of two hours free time per day



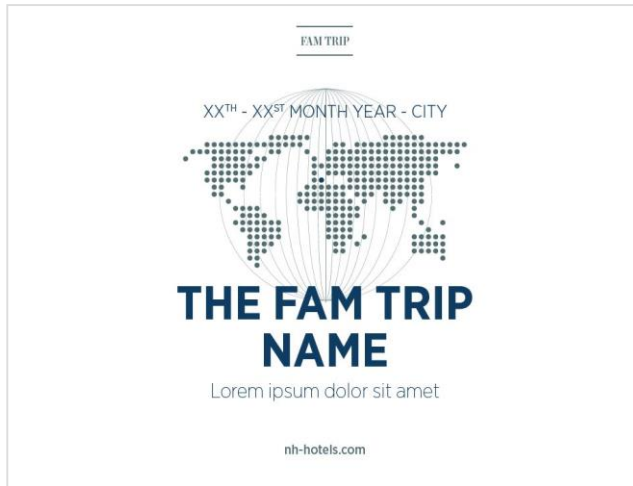
- ✓ Avoid providing exact times in the draft of the program because it may change

MATERIALS TEMPLATE

4.PRINTED INVITATION (OPTIONAL MATERIAL)

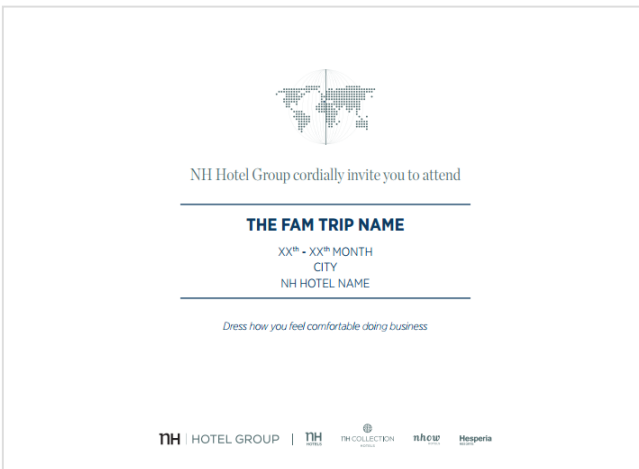
- **WHAT:** printed pre invitation send by post to the customers one month in advance with the most important information.

OPTION: A



FRONT

- • Fam trip name
- • Fam trip date(s) (from –to) & city
- • Fam trip name



BACK

- • Fam trip name
- • Fam trip date(s) (from –to)
- • City
- • Hotel name(s)

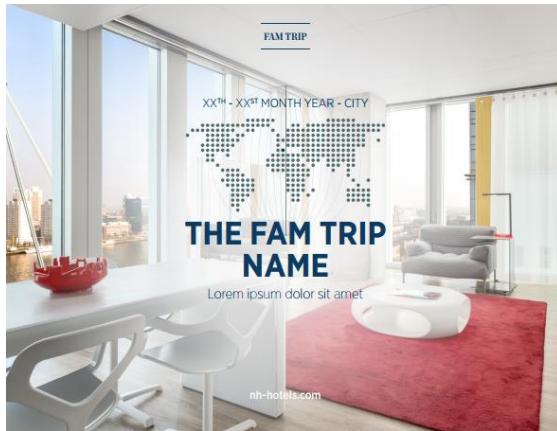
MATERIALS TEMPLATE

4.PRINTED INVITATION (OPTIONAL MATERIAL)

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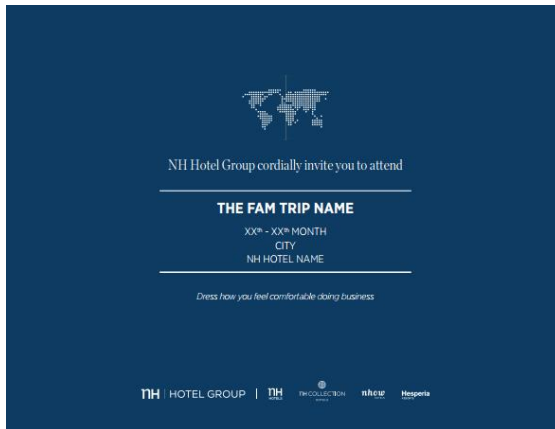
OPTION: B

FRONT



- • Fam trip name
- • Fam trip date(s) (from –to) & city
- • Fam trip name

BACK

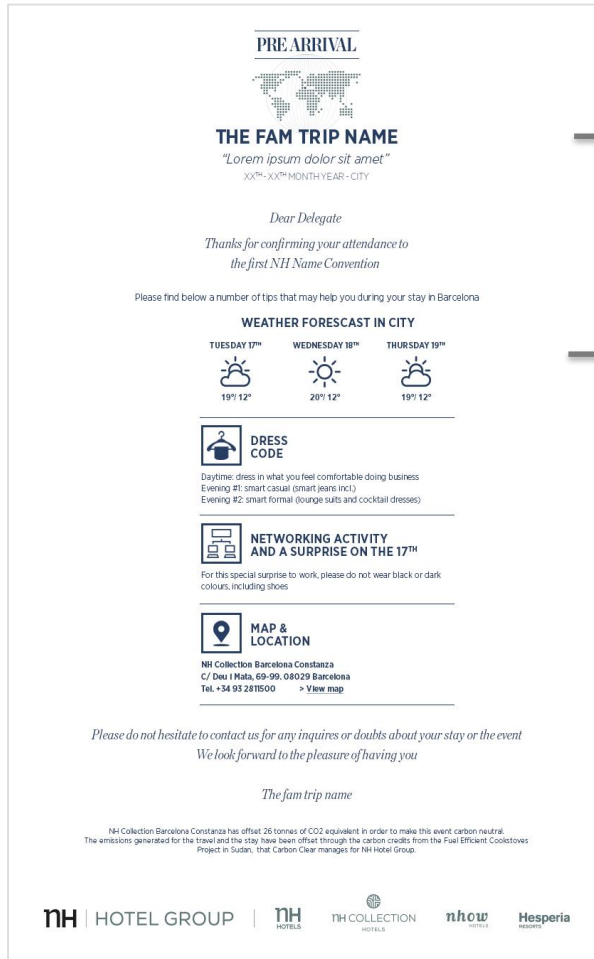


- • Fam trip name
- • Fam trip date(s) (from –to)
- • City
- • Hotel name(s)

MATERIALS TEMPLATE

5. PRE-ARRIVAL EMAIL

- **WHAT:** pre-invitation sent to your customers one week in advance including relevant information.



- Fam trip name
- Fam trip date(s) (from –to) & city

Body **MUST** include relevant information for customers:

- ☐ Weather forecast
- ☐ Dress code
- ☐ Directions
- ☐ Phone numbers
- ☐ Map & Location
- ☐ Last update on full agenda

MATERIALS TEMPLATE

6. WELCOME LETTER

- **WHAT:** welcome to guests written by a NH BU's high rank representative.

Must be allocated in the customer's room before his/her arrival together with the agenda (slide 10)

FRONT

XXth-XXth MONTH YEAR - CITY



WELCOME TO THE FAM TRIP NAME

DEAR DELEGATE,

I'd like to personally welcome you to the NH Global Customer Summit. It's an exciting time for NH Hotel Group as we continue to grow, remaining as always adaptable, motivated and open to new ideas. The world of Business Travel is an exciting area in which to work, and we'll continue to meet and bring inspired people together in forums like this, to ensure our company remains on the cutting edge.

Our employees and partners have continued to meet the challenges of our field and excel despite setbacks. We should all be very proud of where we are today and excited about where we are headed.

Before I close, I'd like to thank you for attending our conference and bringing your expertise to our gathering. You, as organization leaders, have the vision, the knowledge, the wherewithal and the experience to help us pave our way forward. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support and leadership. Throughout this conference, I ask you to remain engaged, keep us proactive, and help us shape the future of NH Hotel Group.

Yours sincerely,

Rufino Pérez Fernández
Chief Commercial Officer, Chief Transformation Officer.
NH Hotel Group

NH Collection Barcelona Constanza has offset 26 tonnes of CO2 equivalent in order to make this event carbon neutral.



- Fam trip date(s) (from –to) & city
- Fam trip name
- Welcome “Fam trip name”

Body **MUST** include:

- ☐ Header can be personalized or use “Dear delegate”
- ☐ First paragraph with a "welcome" message
- ☐ Closing paragraph with "appreciation" to guests
- ☐ Signature line from event host, including title

BACK



- Fam trip name

MATERIALS TEMPLATE

7.AGENDA

- **WHAT:** printed agenda of the fam trip. This agenda cover with the details of all the activities that will take place during the all Fam trip . Will allocated together with the welcome letter (slide 9)

BACK COVER

COVER



→ • Fam trip date(s) (from –to) & city

→ • Fam trip name

→ • Picture & short description about:

- Destination
- Hotel that the are going to visit
- Activities
- Actions

**It is and example from a Summit event*

MATERIALS TEMPLATE

7.AGENDA

INSIDE

Agenda **MUST** include:

- Fam trip name

 PROGRAMME THE FAM TRIP NAME	
MONDAY 16TH NOVEMBER	WEDNESDAY 18TH NOVEMBER
20.30 OPTIONAL, INFORMAL DINNER OR PRIVATE TIME Negro y Rojo Restaurant - Av. Diagonal, 640, 08017 Barcelona.	09.00 WELCOME BACK - Barcelona Meeting Room, 1 st Floor Speaker: Catherine McGavock, Regional VP - EMEA at GBTA.
	09.30 SESSION 1: CREATIVITY IN MOTION - Barcelona Meeting Room, 1 st Floor Addressing the needs of business travel and meeting programmes today requires an increased need for creativity. A panel considers the fundamental challenges and offers creative solutions. Speakers: Amon Cohen, Director at TravelWord; Andreas J. G. Wellauer, CEO at GALIANT Consulting; Yves Galimidi, Owner at Business Travel, Meetings & Mobility Solutions.
	11.00 TEMPTING BREAK - Foyer Area, 1 st Floor
	11.30 SESSION 2: THE CUSTOMER - ROOM 101 - Barcelona Meeting Room, 1 st Floor In this session we find out what the customer truly wants as we hear from a travel management panel in a "Room 101" style session. Panelists are asked to present their pet-hates in the world of travel and meetings management. In each round the audience will vote on the most frustrating aspect of travel & meetings management to be banished to Room 101 and one panelist will emerge a victorious winner. Speakers: Carlos Sanchez, Manager Big Data Analytics, Product Innovation at CWT; Deborah Short, Global Travel Manager at Willis; Inmaculada Martínez-Ruiz, VP Corporate Sales at NH Hotel Group.
	13.00 LUNCH TIME - Buffet restaurant. PP Floor
	14.30 SESSION 3: MODELLING CHANGE - THE COLLABORATIVE DISTRACTION - Auditori and Kursal Meeting Rooms, 1 st Floor With so many developments in travel & meetings management, how do you effectively manage change? Here, the conference gets creative and applies your teamwork skills to create models for managing change. Speaker: Eric Billaut, Director Supplier Management & Procurement EMEA at American Express Business Travel.
TUESDAY 17TH NOVEMBER	16.00 TEMPTING BREAK - Foyer Area, 1 st Floor
09.00 OPTIONAL, CITY TOUR - Meet us in the lobby.	16.30 SESSION 4: VIRTUAL REALITY CHECK - INTELLIGENT TRAVEL MANAGEMENT - Barcelona Meeting Room, 1 st Floor Featuring the NH Hotel Group proprietary holographic technology, this session will consider the latest technology in travel and meetings management, its impact, challenges and opportunities for the programmes of today. Speakers: Chris Elmitt, Managing Director at Crystal Interactive; Luis Aparicio, Senior Global Account Manager at Amadeus IT Group; Verónica González, Business Development Director at NH Hotel Group.
12.30 WELCOME LUNCH - Foyer Area, 1 st Floor	18.30 FREE TIME
14.00 WELCOME BY NH HOTEL GROUP - Barcelona Meeting Room, 1 st Floor Speaker: Hugo Rovira, Managing Director Spain, Portugal and Andorra at NH Hotel Group.	20.00 CLOSURE DINNER - Don Giovanni Restaurant, PP Floor
14.30 BE INSPIRED BY NH HOTEL GROUP'S FEATURED SPEAKER - Barcelona Meeting Room, 1 st Floor Speaker: Enghem Enghem, Motivational Speaker.	
15.30 TEMPTING BREAK - Foyer Area, 1 st Floor	
16.00 HOTEL STRATEGY CHECK - ACCOMMODATION STRATEGIES OF THE FUTURE - Barcelona Meeting Room, 1 st Floor Hear the perspectives of NH Hotel Group leadership on consistent and emerging hotel and venue management challenges and the NH Hotel Group strategy. Ask your challenging questions. Speaker: Rufino Pérez, CCO at NH Hotel Group.	
17.00 COCKTAILS & NETWORKING - Foyer Area, 1 st Floor Relax and meet other delegates whilst taking a behind-the-scenes look at NH Hotel Group's amazing holographic technology. Some lucky delegates will be invited to be recorded as a hologram.	
18.30 FREE TIME	
19.45 WELCOME RECEPTION & DINNER - Hesperia Tower Hotel - The Dome. Meet us in the lobby.	
	THURSDAY 19TH NOVEMBER
	09.30 Optional, Escorted tour to IBTM - Meet us in the lobby.

- ☐ Name, date and location of the event
- ☐ Every activity must have a specific time and place
- ☐ Attendees should know where they can find more information
- ☐ The agenda will have information presented in two columns: the left column should provide day and time information, and the right column, detailed descriptions of the agenda.



- ✓ Your agenda should be easy to follow, and if possible, try to get everything on one page

MATERIALS TEMPLATE

8.BADGE

- WHAT: ID worn at all times during the fam trip

8.1 FOR NH STAFF

BACK COVER

COVER



- Fam trip name



- NH staff name

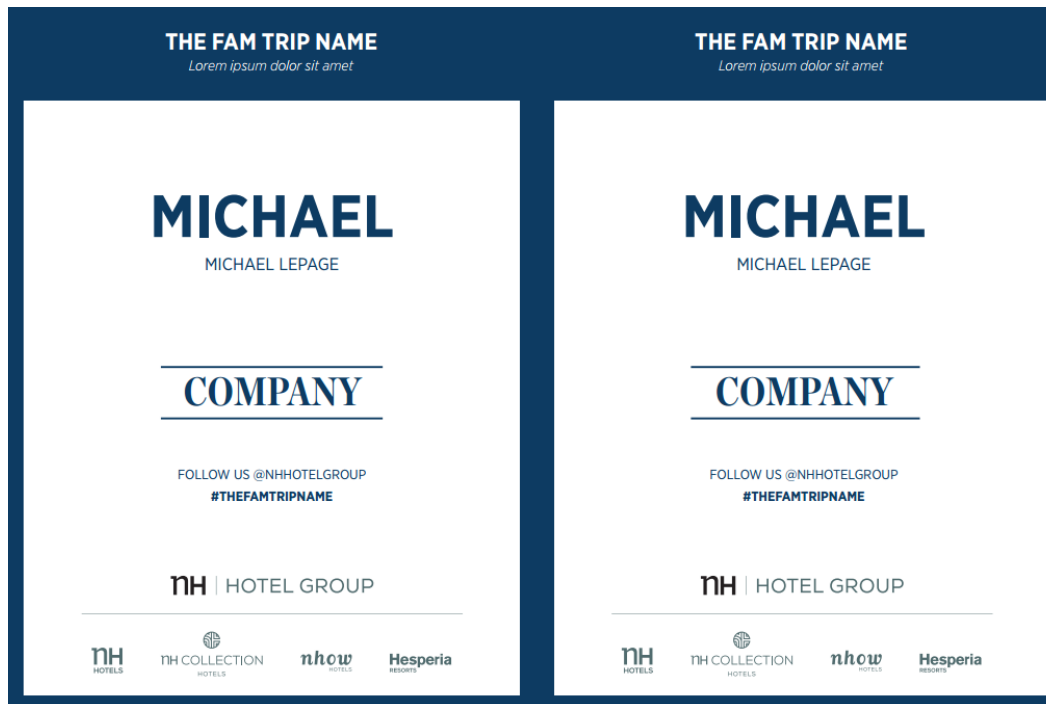


- Social Media Hashtag & content
(in case you have it)

8.2 FOR ATTENDEE

BACK COVER

COVER



- Fam trip name
- Attendee name
- Attendee company name
- Social Media Hashtag & content (in case you have it)

MATERIALS TEMPLATE

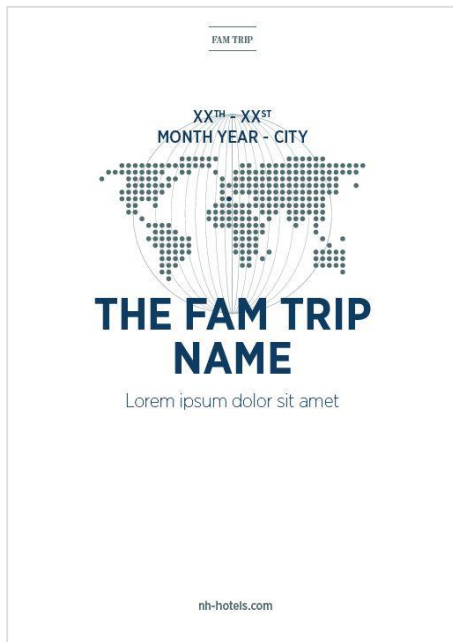
9.GIVEAWAY – NOTEBOOK – OPTIONAL MATERIAL

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- **WHAT:** notebook - it is an optional material. You will give to your customer during the first activity.

OPTION: A

COVER



- Fam trip date(s) (from –to) & city



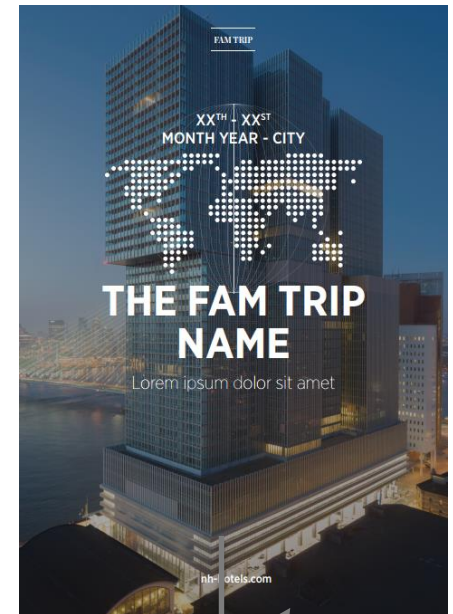
- Fam trip name



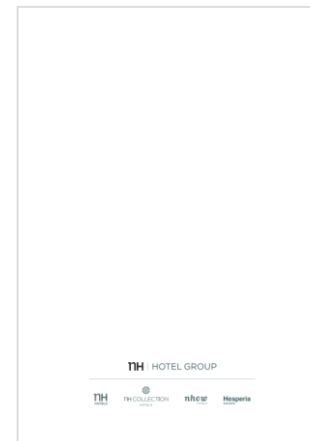
BACK COVER

OPTION: B

COVER



You can personalize the image with an NH product



BACK COVER

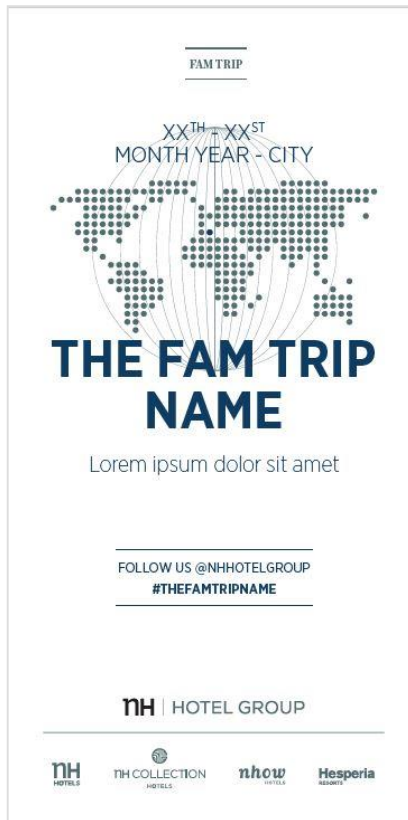
MATERIALS TEMPLATE

10.ROLL UP – OPTIONAL MATERIAL

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- **WHAT:** Poster situated close to welcome desk with the most important information. It is an optional material.

OPTION: A

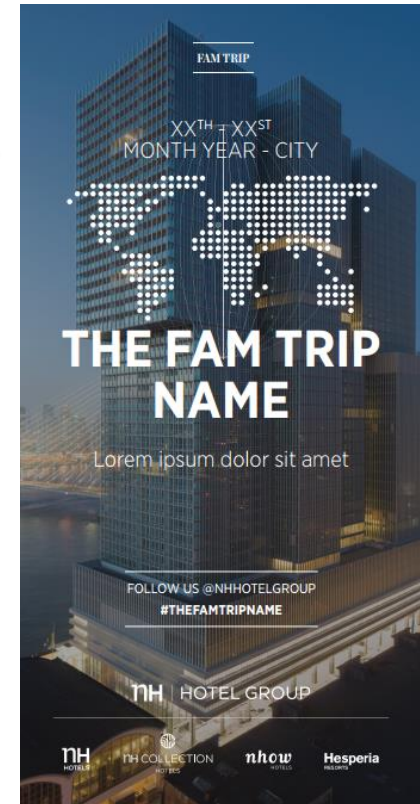


← • Fam trip date(s) (from –to) & city →

← • Fam trip name →

→ You can personalize the image with an NH product

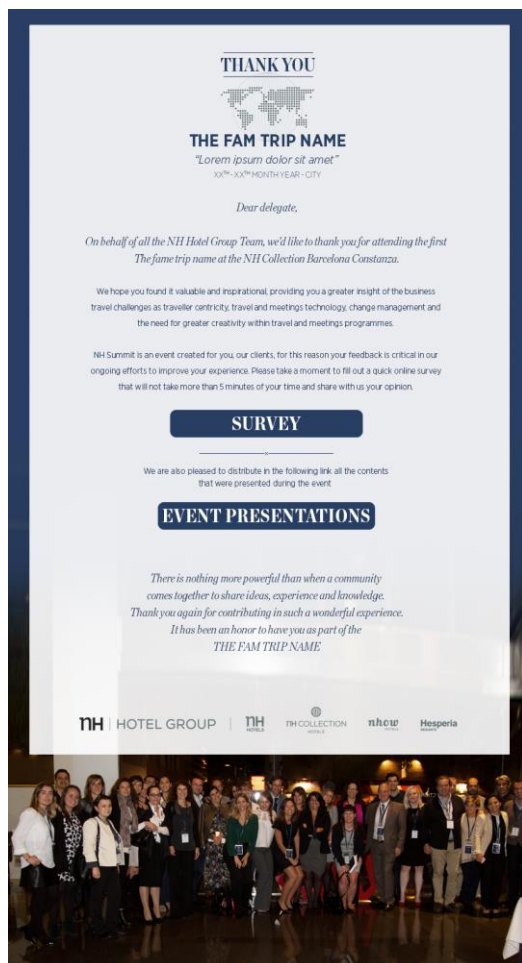
OPTION: B



MATERIALS TEMPLATE

11.THANK YOU EMAIL

WHAT: official communication sent one week after the fam trip together with satisfaction survey to clients and NH representatives that attended the trip.



- Fam trip name
- Fam trip date(s) (from –to) & city
- Body **MUST** include:
 - ☐ Thank you for their assistance
 - ☐ Ask feedback about their experience during the fam trip
- Prepare survey monkey for customer survey
- Include a picture of the event's group

MATERIALS TEMPLATE

12.FOLLOW UP EMAIL

WHAT: official communication sent to customers that attended the fam trip two months after the fam actions.



Lorem ipsum dolor sit amet

Dear XXXXXXXX,

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

*Ut enim ad minim veniam, quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea commodo consequat.*

**If you have any questions please do not hesitate to contact me.
We look forward to welcoming you in the near future.**

Best regards

XXXXXXXXXXXXXXXXXX
EMAIL: XXXXX@NH-HOTELS.COM
TEL. +XX XXXXXXXXXXXXXXX

NH | HOTEL GROUP

NH
HOTELS

NH COLLECTION
HOTELS

nhow
HOTELS

Hesperia
RESORTS

← • Fam trip name

← • Header can be personalized or use "Dear xxxx"

Body **MUST** include :

- ☐ Thank you for their attendance
- ☐ Remember them NH is at their complete disposal

← • Contact details