

# INFLUENCERS & CREADORS HOSTING POLICY

Social Media - March 2025



Objective	<p>Collaborating with influencers and content creators is key to our promotional strategy, helping us reach new audiences and showcase our hotels authentically.</p> <p>An influencer is someone with a loyal social media following who can shape opinions and travel decisions. A content creator produces high-quality photos, videos, and posts that engage and inspire.</p> <p>By working with them, we generate credible recommendations and visually compelling content that drives bookings.</p> <p>To ensure consistency and maximise impact, we are implementing a network-wide policy with the following guidelines:</p>
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Rates & Conditions			
Room Rate	Forecast Occupancy based on Duetto < 80%	FREE	No approval is needed, and the hotel will cover the cost.
	Forecast Occupancy based on Duetto > 80%		Approval is needed (see below).
Number of Room Nights	Recommended 2 nights, up to 3-4 for medium to long-haul flights.		
Complimentary Services	Properties must provide approved influencers with a welcome amenity in their room and one complimentary meal or beverage, especially if the hotel offers its own distinctive F&B concept, as these inclusions can enhance their content and promote the hotel's unique offerings. We recommend properties to personalise these gestures as advised by Reg. Off. Social Media, ensuring a memorable experience that fosters positive content creation and brand advocacy.		
Experiences	Local experiences should be offered only to top-tier influencers or as part of strategic MK campaigns, ensuring alignment with promotional goals. For reactive collaborations, these are optional at the discretion of Reg. Off. Social Media or the property.		
Hosting	Influencers and content creators must be provided with the most visually appealing room available to enable them to capture the most attractive and shareable content. They should receive a warm welcome from the Front Desk team, complemented by a personalised greeting from the Guest Relations team if the hotel has this role.		
Requests without direct coverage	To be managed on a case-by-case basis with the hotel and with approval if needed. They should include minimum BB and an additional lunch or dinner, plus experience/s where appropriate.		

Request & Approval		
Request	<p>The requests will be made by the members of Reg. Off. Social Media Team.</p> <p>In case the request is received directly by the hotel, must be submitted to Reg. Off. Social Media for approval, using the dedicated request form. Local hotel teams must coordinate closely with Reg. Off. to ensure smooth execution and provide post-collaboration feedback.</p>	
	Regional Office	BU
	The Reg. Off. Social Media team will coordinate directly with influencers or content creators who approach Reg. Off. managing the entire agreement, finalising all details, and providing the hotel with both the collaboration specifics and post-campaign results.	When an influencer or content creator contacts the hotel or BU directly, Reg. Off. must be notified to validate the collaboration and monitor the resulting content. In these cases, the BU or hotel will be responsible for finalising and managing the agreement.
Approval	COO will approve those requested by HQ Social Media, when Occ>80%.	BU Managing Director will approve those requested by BU Communication-PR, when Occ>80%.
	For Management/Franchised hotels each request must be checked with the Hotel General Manager.	

Management & Invoicing	
Management of requests	<p>The corresponding Social Media team will check forecasted occupancy and will manage the request and all complimentary services with the hotel via email.</p> <p><u>The hotel must always reply to Social Media within 72 hours.</u></p> <p>The Social Media team will manage the required approvals.</p>
Invoicing	<p>The TMS reservation should be created with the Internal Customer number (starting with 99) corresponding to the hotel and PRESSTRIP as Voucher information.</p> <p>In the tab Statistics, Source of Business should be IC-CRM &amp; LOYALTY and Travel Reason IC-PRESSTRIP.</p> <p>Contract NH_HOTELS, Rate FREE Complimentary Press Rate and Price code Complimentary.</p> <p>Apply 100% discount to the rest of FREE services, both internal and external.</p> <p>Invoices to the own hotel are not allowed. They shall be ZERO invoices.</p> <p><i>For the reallocation of the corresponding cost, contact Controlling and Finance Department.</i></p> <p>These reservations are included in the general <a href="#">InterCompany Reservations Policy</a>.</p>