

MEDIA HOSTING POLICY

Communication-PR March 2025



Objective

Hosting media at our properties is essential to our company-wide promotional strategy, as it lets us drive indepth media coverage in major publications, forge lasting relationships with influential journalists and create ambassadors for our brands. To ensure uniformity in how our hotels manage media visits and to optimize our public relations opportunities, we are implementing a network-wide policy that requires adherence to the following guidelines:

	Rates & Condition	ons	
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%	PREE	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 offer approved media <u>complimentary meals and airport pick-up services as minimum inclusions</u> . We advise properties to be generous with additional inclusions advised by the PR teams, a these gestures contribute to a memorable experience and favorable media coverage.		
Experiences	Local experiences provide journalists with additional story angles with the potential for favorable storie and coverage about the property. <u>Hotels must include additional complimentary activities</u> (defined b or in collaboration with the PR team).		
Media Hosting	Journalist must be given the best available room and receive an in-person welcome from the property General Manager and/or PR staff and offer at least one hosted meal/coffee/drink during their stay. Time with key team members (Spa Director, Executive Chef, etc.) should be offered (when applicable) to the contract of		
Requests without direct coverage	communicate the property's USP's. 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 & Appro	xx.o.1	
Request	In case the request is received directly by the hotel, BU Communication-PR team must be contacted to coordinate the action. Regional Office BU		
	The Reg. Off. Communication-PR team manage the requests of journalists/influe.		s Communication-PR team will manage th
	whose country of origin is in a BU different t BU of the country they will travel to.	o the origin is travel to.	of journalists/influencers whose country of
Approval	whose country of origin is in a BU different t	o the origin is travel to.	of journalists/influencers whose country in the same BU of the country they was an aging Director will approve tho by BU Communication-PR, when
Approval	whose country of origin is in a BU different t BU of the country they will travel to. COO will approve those requested by	o the origin is travel to. RO BU Ma requested Occ>80%	of journalists/influencers whose country of in the same BU of the country they we maging Director will approve tho d by BU Communication-PR, who
Approval	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%.	o the origin is travel to. RO BU Ma requested Occ>80%	of journalists/influencers whose country of in the same BU of the country they was an aging Director will approve thou by BU Communication-PR, when the country they was a supervised by BU Communication-PR, when the country they are the country to the country to the country they are the country to the country they are the country to the country they are the country the country they are the country they are the country they are the country th
	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Management & Inv	o the origin is travel to. RO BU Ma requested Occ>80% est must be checke oicing will check forecast	of journalists/influencers whose country of in the same BU of the country they with the same BU of the country they with approve those by BU Communication-PR, when the boundary of the with the Hotel General Manager.
Approval Management of requests	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Management & Inv	o the origin is travel to. RO BU Ma requested Occ>80% est must be checke oicing vill check forecast ia email.	of journalists/influencers whose country of in the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country they will be same BU of the country they will be same BU of the country of the same BU
Management of	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Management & Inv. The corresponding Communication-PR team of and all complimentary services with the hotel visit of the services with the services with the hotel visit of the services with the services with the services with the hotel visit of the services with	o the origin is travel to. RO BU Ma requested Occ>80% est must be checke oicing will check forecast ia email.	of journalists/influencers whose country in the same BU of the country they with the same BU of the country they with approve those in by BU Communication-PR, who is distributed with the Hotel General Manager. In a sum of the country they with the same BU of the country they with the boundary and will manage the request description.
Management of	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Management & Invariance The corresponding Communication-PR team wand all complimentary services with the hotel was a long to Communication to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the bottle was a long to Communication to Communication the communicat	o the origin is travel to. RO BU Ma requested Occ>80% est must be checke oicing will check forecast ia email. tion-PR within 2 required approval with the Internal	of journalists/influencers whose country of in the same BU of the country they with the same BU of the country they with a by BU Communication-PR, who is distributed on the Hotel General Manager. I Customer number (starting with 99)
Management of	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Communication-PR team wand all complimentary services with the hotel wand all complimentary services with the hotel wand all communication-PR team will manage the The TMS reservation should be created	o the origin is travel to. RO BU Ma requested Occ>80% est must be checke oicing will check forecast ia email. tion-PR within 2 required approval with the Internal Voucher informa	of journalists/influencers whose country of in the same BU of the country they with the same BU of the country they with a same BU of the country they with
Management of	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Communication-PR team will and all complimentary services with the hotel will be a communication-PR team will manage the The Communication-PR team will manage the Corresponding to the hotel and PRESSTRIP as In the tab Statistics, Source of Business shall be a controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics, Source of Business shall be controlled to the statistics.	required approval with the International of the origin is travel to. RO BU Marequested Occ>80% est must be checketoicing will check forecast in a email. tion-PR within 2 required approval with the International occurrence information of the IC-CRM	of journalists/influencers whose country of in the same BU of the country they with the same BU of the country they with the same BU of the country they with a same BU of the country the same BU of the country they with a same
Management of requests	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Communication-PR team was and all complimentary services with the hotel was and all complimentary services with the hotel was the Communication-PR team will manage the The TMS reservation should be created corresponding to the hotel and PRESSTRIP as In the tab Statistics, Source of Business shapers.	required approval with the International of the contact of the con	of journalists/influencers whose country of in the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country will approve the same approve the
Management of requests	whose country of origin is in a BU different to BU of the country they will travel to. COO will approve those requested by Communication-PR, when Occ>80%. For Management/Franchised hotels each requested by Communication-PR team will and all complimentary services with the hotel will be a communication-PR team will manage the The Communication-PR team will manage the The TMS reservation should be created corresponding to the hotel and PRESSTRIP as In the tab Statistics, Source of Business shapes TRIP. Contract NH_HOTELS, Rate FREE Compliments	required approval with the International be IC-CRM entary Press Rate at th internal and extends of the street of t	of journalists/influencers whose country of in the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country they will approve those dependence on the same BU of the country will approve the same BU of the country when BU of the country will approve the same a

These reservations are included in the general InterCompany Reservations Policy.