

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 in-depth 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 & 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 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, as 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 stories and coverage about the property. <u>Hotels must include additional complimentary activities</u> (defined by 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's 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 communicate the property's USP's.		
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	The requests will be made by the members of HME&A Communication-PR team. 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 will manage the requests of journalists/influencers whose country of origin is in a BU different to the BU of the country they will travel to.	The BU's Communication-PR team will manage the requests of journalists/influencers whose country of origin is in the same BU of the country they will travel to.	
Approval	COO will approve those requested by RO Communication-PR, 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	The corresponding Communication-PR team will check forecasted occupancy and will manage the request and all complimentary services with the hotel via email. <u>The hotel must always reply to Communication-PR within 24 hours.</u> The Communication-PR team will manage the required approvals.		
Invoicing	The TMS reservation should be created with the Internal Customer number (starting with 99) corresponding to the hotel and PRESSTRIP as Voucher information. In the tab Statistics, Source of Business should be IC-CRM & LOYALTY and Travel Reason IC-PRESSTRIP. Contract NH_HOTELS, Rate FREE Complimentary Press Rate and Price code Complimentary. Apply 100% discount to the rest of services, both internal and external. Invoices to the own hotel are not allowed. They shall be ZERO invoices. <i>For the reallocation of the corresponding cost, contact Controlling and Finance Department.</i> These reservations are included in the general InterCompany Reservations Policy .		