

IS THIS A PITCH?

The economy

HOW ABOUT THIS?

- The economy sucks
- Businesses are suffering
- What businesses are doing to survive

IS THIS A PITCH?

- California hotels are offering some creative and very unusual deals to lure customers back.

CLOSER. BUT NEED DETAILS

- A room at the Four Seasons Hotel includes a free car rental: Mercedes, Porsche, or BMW Convertible
- a 2-night stay at the Hard Rock Hotel comes with a Harley.
- The Hotel Erwin in Venice offers a free tattoo and bottle of tequila

RESEARCH/FACTOIDS

- Four out of every ten hotel rooms in America are empty
- The hotel business hasn't been this bad since 9/11

CONTACTS

- Every hotel has been contacted and agrees to work with us
- We can shoot at the hotels, interview management and guests

DELIVER THE SALES PITCH

- IN WRITING
- IN PERSON

A GOOD PITCH

- Timely
- New and newsworthy
- Good characters
- Access to information & sources (can you deliver?)

Sample Pitch: Hard Times for Hotels

It's called the hospitality industry, but the numbers are anything but welcoming. With 4 out of every ten rooms empty, hotels are trying some fairly unconventional methods to fill them.

--A room at The Four Seasons in Beverly Hills comes with a free rental--your choice of a Mercedes, Porsche, or BMW convertible.

--A 2-night stay at The Hard Rock Hotel in San Diego comes with a complimentary Harley Davidson . Hard Rock and a Hog, it's called.

--The price of the second night at LA's Airport Westin is equal to the last two digits of your birth year.

--Free surf lesson at the Ritz-Carlton in Laguna Niguel

--A tattoo and a bottle of tequila at the new Hotel Erwin in Venice, CA

We've contacted each business. They all will let us shoot at their hotel, provide someone to talk to us on camera, and let us talk to customers.

Those tracking the hotel industry say managers would rather offer extras than drop the price of a room because if and when the economy recovers, it's easier to drop the freebies than tell customers the room rates have gone back up.

The hotel business hasn't been this bad since the days and weeks following Sept 11, 2001. With newly frugal businesses and consumers staying away, predictions are that this industry may not start coming back for several years.

Perhaps this could be an Eye on the Economy... pegged to various economic statistics such as the consumer confidence numbers due out later this month.