



Office Hours: Bridging the Gap Between Group Sellers and Revenue Management

THE WORLD IS
SHORT STAFFED.

PLEASE

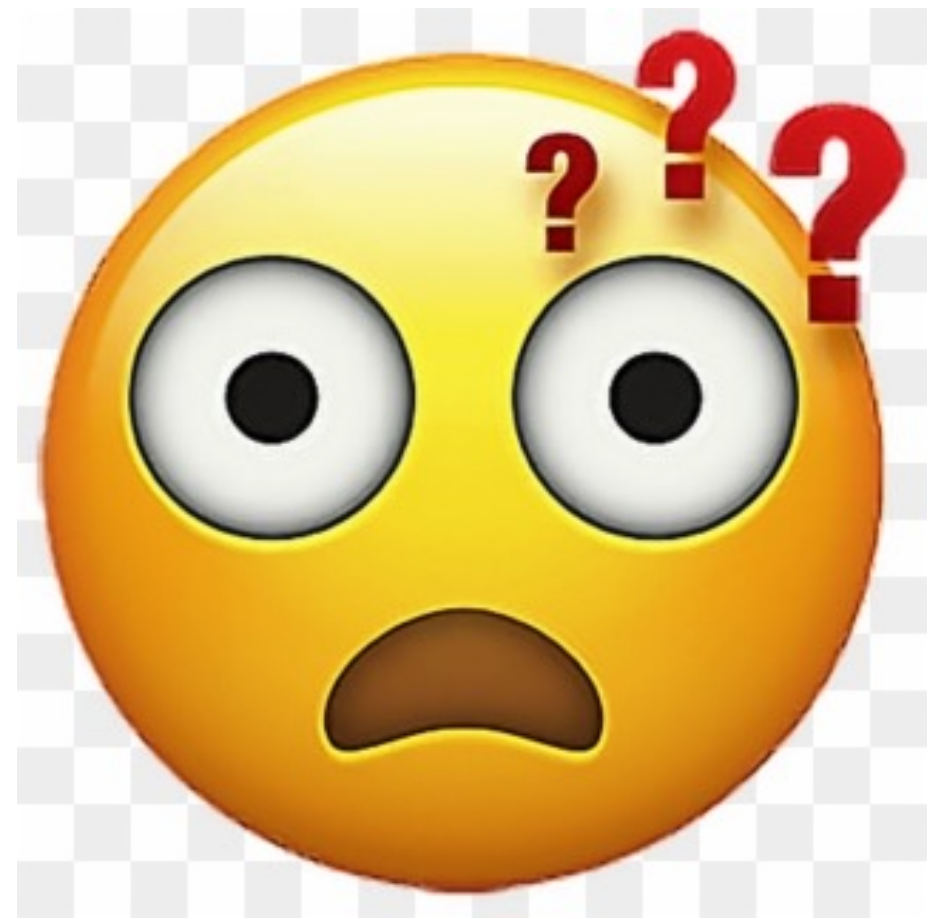
BE KIND TO THOSE
WHO SHOWED UP

Tuesday 2:39 PM
I think if you can just ask Blair
About mid week august availability
For best rates?
Just to see what they may have? He thinks he can be flex
She'll send the site dates / favor rate request separately

Tuesday 2:41 PM
ok so let Blair know they are interested in doing a site in august and ask if they have availability for one room mid week for best rates?

Tuesday 3:12 PM
Ok was able to decipher your last message - assuming you meant Brie and April dates. Checking to see what they can do - FYI her RFP had a budget listed of under \$299 which is why they turned it down - wayyyy low!

Tuesday 3:12 PM
Yes lol
So low
Tuesday 3:12 PM 🤔 1
Steve doesn't have good burgers
Budget



OMG POOR KARLY

OFFICE HOURS

CHRISTIE PIENAAR

VICE PRESIDENT, GROUP SALES

PENNI LEROY

DIRECTOR, GROUP SALES – TEXAS &
SOUTHEAST

ANNE CHAO

DIRECTOR, GROUP SALES – NORTHEAST &
PHARMACEUTICALS

RHETT HIRKO

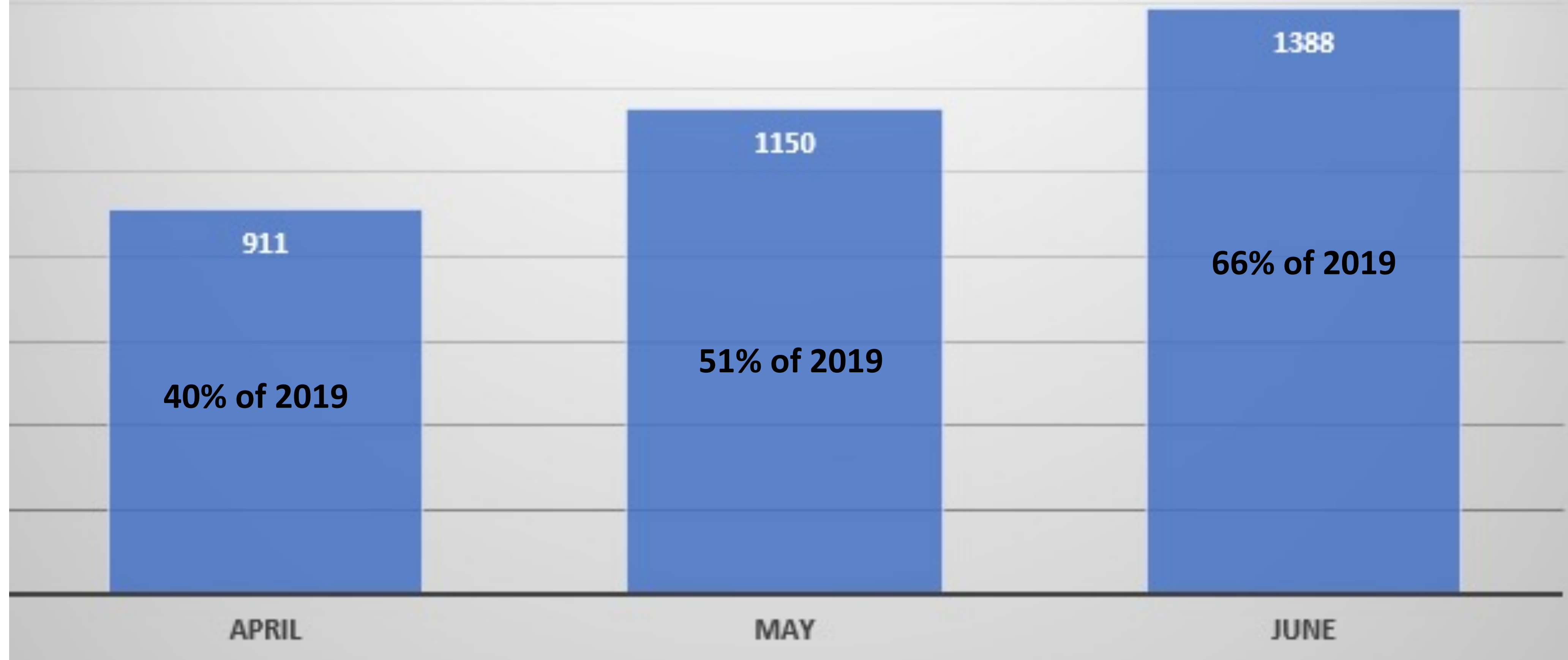
GLOBAL VP, REVENUE OPTIMIZATION





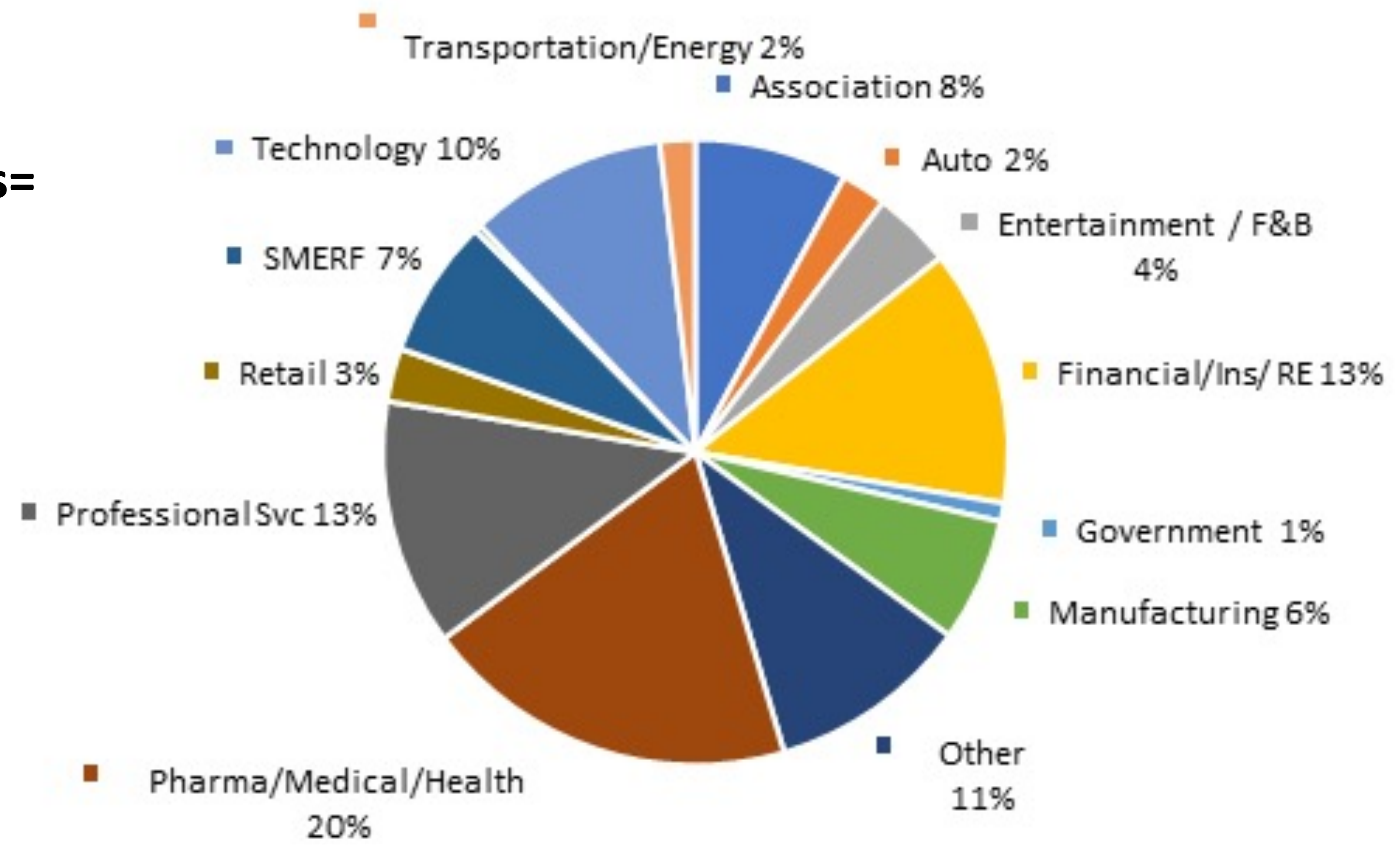
THE LEAD FLOODGATES ARE OPEN!
AND WE'RE STARTING TO SEE A RAINBOW ON THE OTHER SIDE 😊

Lead Volume



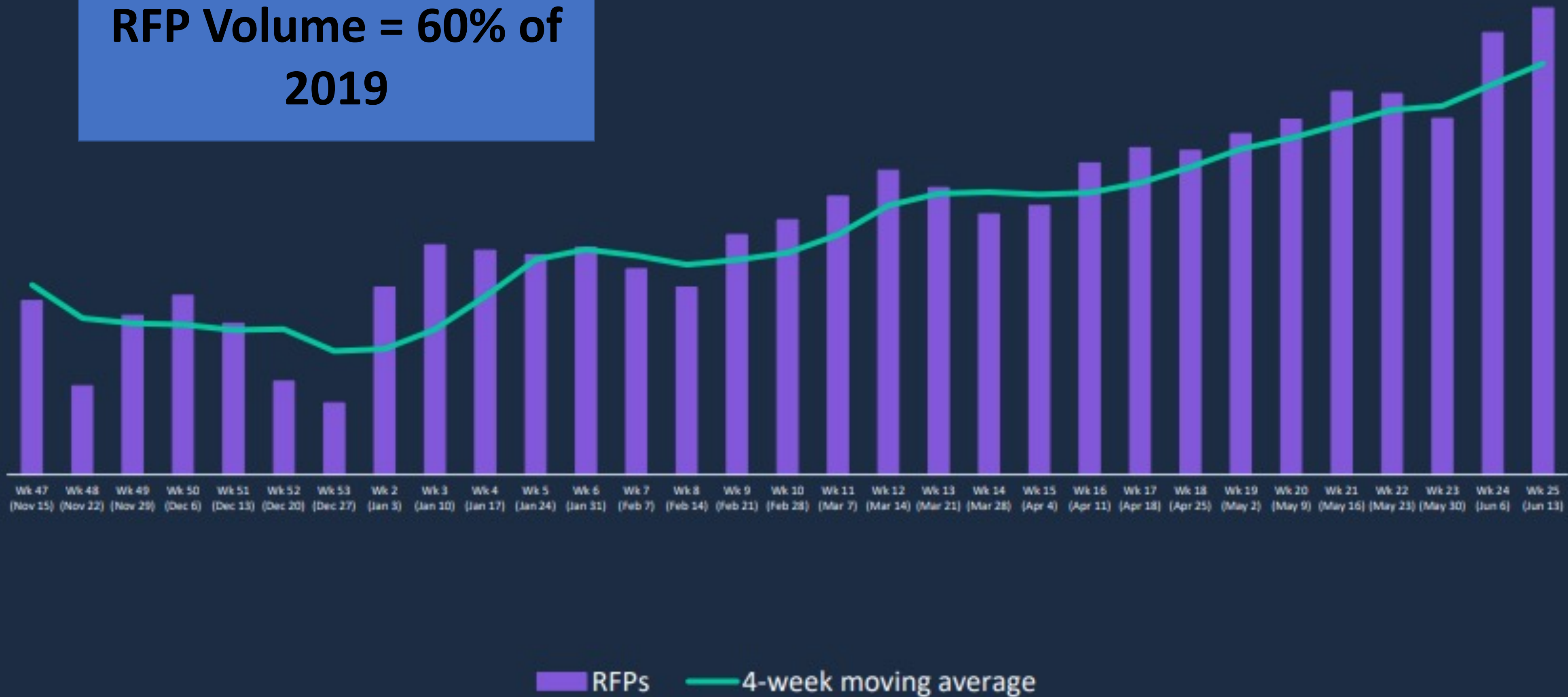
APRIL TO JUNE COVID RECOVERY MIX

**Corporate Business=
80% OF THE PIE**



Continued upward growth

RFP Volume = 60% of 2019



Awarded



■ Awarded RFPs — 4-week moving average



KNOWLAND

Report Statistics

- May 2021 group meetings up 28% over June
- Average attendees in 2021 aligning with 2019
- Average space starting to level off
- Corporate meetings = largest piece of the pie

Team Trends

- Resort Destinations
- Weekends
- Southeast Cities
- LIVE EVENTS AGAIN!





LIVE EVENTS = HAPPY HOTELIERS

Team Trends Continued . . .

- European Business Uptick
- Adventure Trips
 - The Great Outdoors
 - Health & Wellness
- Southeast Cities
- Closer to Home 2021
- Long Haul 2022+
- Airline Crisis
- Resort Mexico
- Flexibility With Contracting
- Organizational Charts



SoCal & Southwest

- Lifting of Corporate Travel Bans
- Utah is HOT with Direct Sales Business
- Toyota Incentives
- California Picking Up



LABOR CRISIS = NEED TO PRIORITIZE



The Northeast and Eastern Canada Market



Smaller Booking Window Q3 and Q4 – 2021

Average Program Size is 25 Rooms on Peak

Pharmaceutical Segment Booking Within 2021

Technology, Advertising, and Incentives Sourcing Heavily for 2022+

Who and Where in 2021?

- C- Level Meetings
- Regional Teams Programs
- Local Driving Destinations
- Outdoor Destinations
- Unique Venues – Team Building

Moving Forward – 2022 and Onwards

Mainly booking outside the US . . . **Caribbean, Mexico, and Europe** destinations

Program sizes are increasing **250 rooms on peak**

Incentive sourcing in full force – **Companies wanting to recognize their employees**



Companies are asking employees to **return back to the office** – hybrid schedule

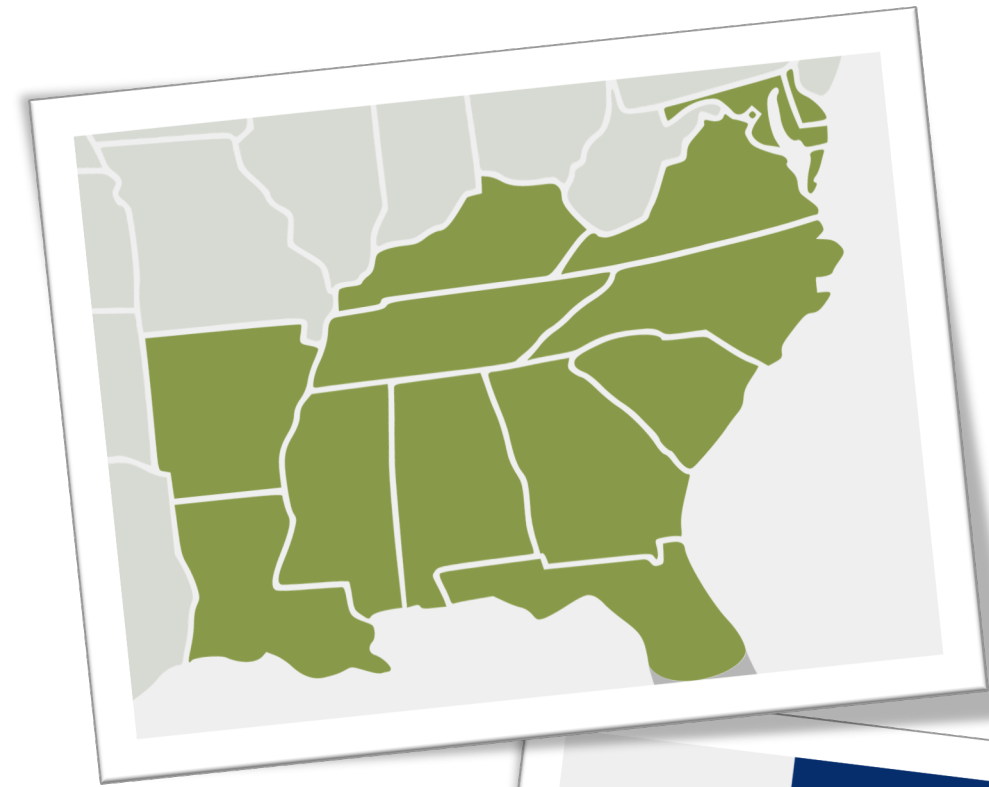
Sourcing flood gates will open in 2022

Increase in client requests to establish Master Service Agreements and pre-established addendums

Texas and Southeast Market



Client Site Visit- Cancun March 2021



Preferred Group Event – Houston May 2021

Increased interest in Mexico and Caribbean for 2021 and 22 Incentives. Seeing more demand for all-inclusive.

Mountain and remote destinations were big for summer. Arizona, Florida, and California are popular for fall and winter.

Renewed interest in city center options now, as well as Europe and Asia.

Clients and hoteliers are excited to attend in-person events. May events had great attendance and feedback.



INTERVIEW

