

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

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**amadeus**

# Five trends that will define group travel in 2022





## Executive Summary

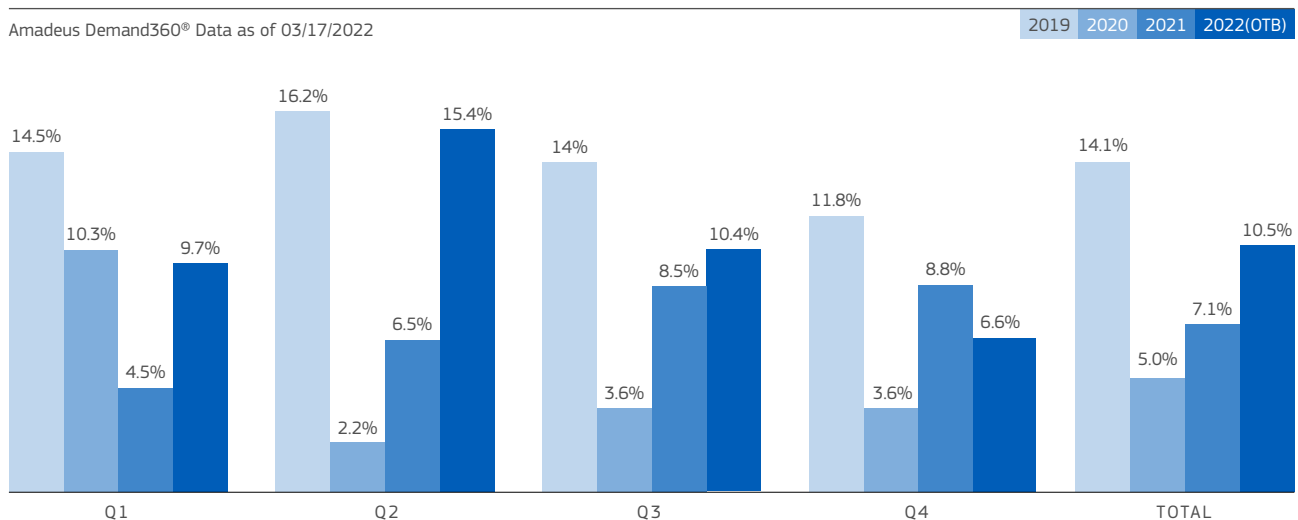
2022 is upon us and uncertainties around domestic and international travel remain firmly in place. Despite this, group travel, and hospitality leaders continue to be remarkable in their ingenuity and response to the requirements from guests and governors alike. And as the picture for 2022 continues to evolve, there are some areas where it is possible to be realistically optimistic about the short and medium-term future.

In the United States, the group travel market showed signs of improvement during the second half of 2021, and forward-looking figures for 2022 are increasingly positive. Amadeus' Demand360® data shows that as of March 17, 2022, on-the-books hotel group occupancy rates for the first half of 2022 already exceed final occupancy rates for 2021 and 2020 and are quickly approaching 2019 levels, indicating a desire for groups to return to meeting in-person. Similarly, according to a report<sup>1</sup> released in January by data analytics company Knowland, 2021 ended strongly. The last three months of the year came in at just under half (46.5%) of the whole of 2019's volumes.

Nearly half (48%) of US planners expect 2022 to at least equal 2021 and looking ahead, the January report confirms previous predictions, suggesting that the market overall is starting to stabilize. Looking further ahead, 2024 will see growth restored to pre-pandemic levels, with business for the year predicted to be 109% ahead of 2019.

### U.S. Group Performance by Quarter

Amadeus Demand360® Data as of 03/17/2022



1. Knowland White Paper | 2021 Planner Survey (knowland.com)

*Our customers are facing competing challenges - reduced levels of staffing, a need to flex operations according to pandemic levels, and an increased expectation for guests to personalize the type of stay that they want. The only way to satisfy all three together is to improve levels of automation at the hotel.*



Daniel O'Keefe

SVP HOTEL PROPERTY SOLUTIONS, HOSPITALITY, AMADEUS

Significant changes to the fundamentals of group travel are evident already – with the size, spend, duration and mix of groups all changing materially, which require adjustment by the hospitality sector. The prediction is that there will be an increase in group business, but the groups that are booking will all be incrementally smaller in size and value than they have been in the past.

This shift in the size/spend/duration/mix of groups is also having an impact on how meeting planners and event organizers are working with hotels. Hybrid meetings and events, plus working from home are contributing to these new group travel trends. The benefit of face-to-face interaction in the physical world is not in doubt, while the value of hybrid meetings is also undeniable. The technology for hybrid meetings has improved beyond recognition over the past few years and will keep developing as demand continues.

Hoteliers are also striking new partnerships to take advantage of shifts in the ways companies are working as well as the ever-changing restrictions as the pandemic ebbs and flows in different regions.

Elsewhere, COVID-19 variants are also having an indirect impact on how hotels will operate this year. The search for talent is global, across all industries, and US hospitality is no exception. Many hotels will start 2022 with a streamlined sales team, who will be tasked with selling more units but at a lower cost (and therefore lower commission). Operations and front-of-house staff shortages mean hotels must align what they sell more with what they can deliver, an area where sales and catering technology can help to streamline processes from leads to execution in a single solution. ■



## Introduction

One of the hardest features of the pandemic has been the change it has induced to normal, previously predictable patterns of behavior. As new variants emerge and pandemic restrictions change constantly from state to state, group travel professionals are required to stay on top of the latest information and make the best choices they can at that time with relatively short notice.

Many hotels have survived the pandemic through sheer hard work and by responding quickly to an ever-changing landscape. The next twelve months will be make-or-break for many properties, for whom the planning focus is very much quarter by quarter, rather than anything more long-term.

This report surfaces five key trends that will govern 2022's group travel and events market. It includes strategies for executives to consider as they navigate another year defined by this uncertainty. The insights are gathered using Amadeus' MeetingBroker™ and Demand360® business intelligence data as well as interviews with hoteliers, industry experts, and Amadeus executives.

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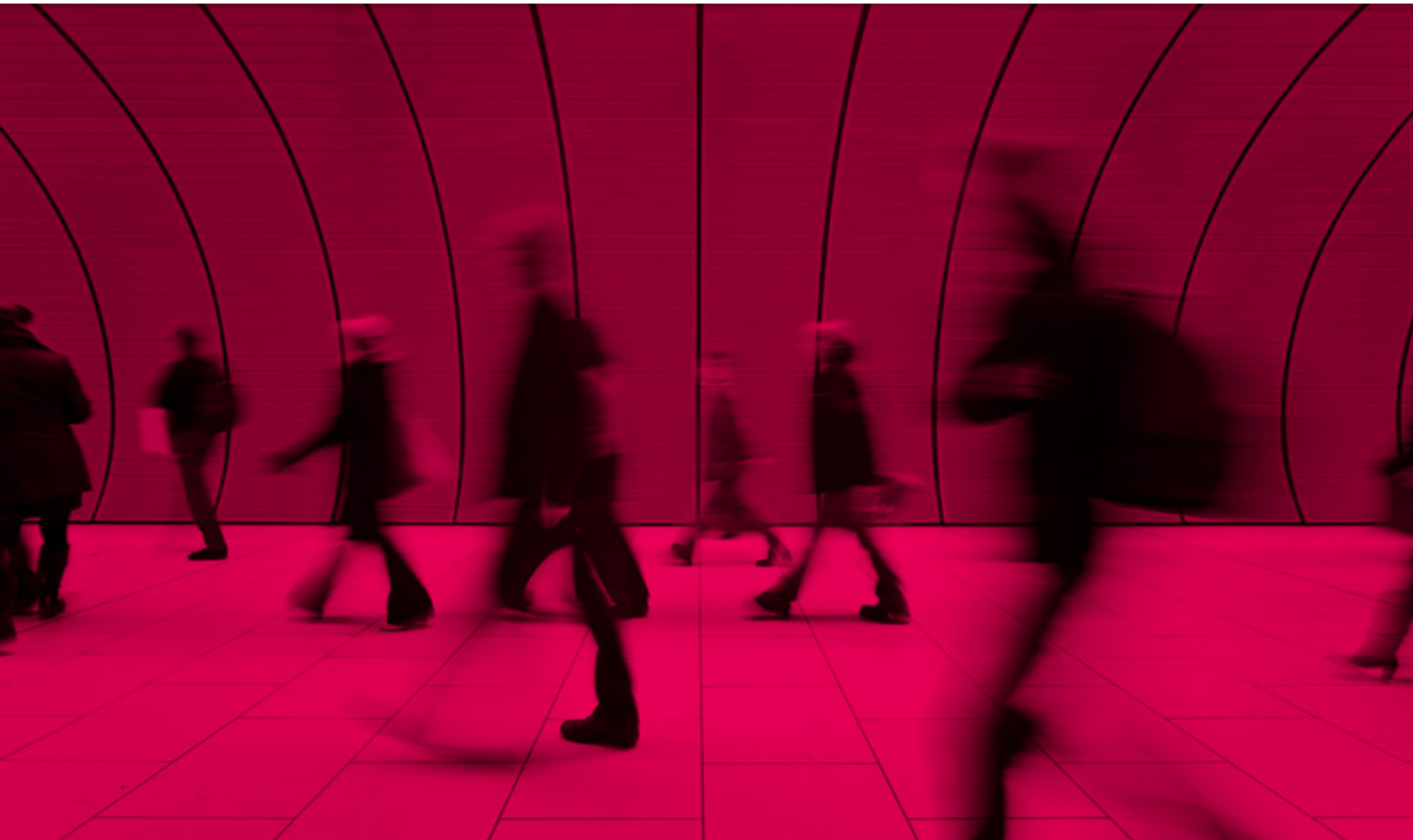


**5. Innovative partnerships are unlocking new potential**





# 1 Group travel requirements have changed



## Smaller, leisure groups will continue to considerably outstrip large corporate events in 2022

Data shows us clearly that the destination, size, booking window, type and purpose of groups traveling has shifted quite considerably since the start of the pandemic. Hotels in remote destinations are seeing unheard of group travel bookings, whereas many hotels in city centers normally booked out months, even years in advance, have been struggling.

At the time of writing, Amadeus business intelligence data shows hotels in San Francisco, CA with very low on-the-books group bookings for 2022, compared with 2019 when one-in-five bookings were a group. The strongest group travel cities in 2022 so far are Kailua/Kona and Hahului, HI with unexpected destinations like Anchorage, AK and Tuscaloosa, AL finding themselves amongst the top 20 destinations in 2022, (up from number 99 and 195 in the ranking in 2019). Orlando, FL, New Orleans, LA, and Palm Springs, CA are indicated as the best performing urban markets, which is consistent with 2019 destination preferences.

When given the choice, hoteliers generally prefer business travel to leisure because it is more predictable, and business guests tend to be less time intensive to manage on-site than leisure guests. And within the business travel revenue line, groups are often a better option than individual, transient road-warriors. As business travel is recovering more slowly than leisure, many hotels that relied on corporate and groups have had to pivot their business strategy and people towards serving leisure guests. Meanwhile, other properties which are structurally embedded with business travelers and groups are trying to find ways to win the corporate and group business up for grabs.



*We've asked our people to do more, and we have reworked markets, regions, and verticals so our teams are now deployed more efficiently. We drew on the data that Amadeus business intelligence provides to work out the deployments, to better understand our mix of business to allocate the resources we have more appropriately. There's a lot of tools out there that can be brought in to help.*



Dana Cariss


VICE PRESIDENT OF REVENUE STRATEGY, CORALTREE HOSPITALITY

According to Amadeus data, US hotel occupancy volumes in 2021 were up 44% over 2020 and, despite restrictions, there was some corporate and group travel taking place. Looking at 2022 and beyond, there is clear evidence to suggest that the market is returning, albeit with some significant shifts compared to pre-pandemic. At this time, trends are showing that there will be fewer 500+ person multi-day conventions and many more 30 to 50 person gatherings with overnight stays.

Booking windows have also shortened considerably, meaning less time from request for proposal (RFP) distribution to the event itself taking place, and much less time for hotels to plan or work with the locked in revenue.

Amadeus' MeetingBroker data shows that throughout 2021, the average lead-in time for an RFP (the timeframe from when the RFP was issued to the expected date of the event taking place) was 193 days. By contrast, in 2019, hoteliers could expect the average lead time to be around 223 days. This tightening of timelines for 2021 reinforces the need for hotels of all sizes to have technology in place to support the changing market dynamics and be able to respond quickly not only to the RFP but also the demands of the event itself.

Our data shows that group sizes have also shifted. In 2019, 58% of event RFPs were for groups of 50 people or less. In 2021, this figure increased to 61%.



According to Amadeus' MeetingBroker RFP data for 2022, the percentage of RFPs for small groups has increased to 63%.

Groups will be different in 2022 but some fundamentals will stay the same - meeting planners will want everything they have requested to be delivered, businesses will expect hotels to meet duty of care requirements, and individuals in the group will expect an exceptional on-site experience.

Similarly for larger properties in particular, issues around balancing the flow of small meeting bookings while keeping sufficient availability for potential larger groups is even more complex. Real-time forward-looking data from multiple sources will be a better guide than historical, pre-COVID insights.

The shift towards **smaller meetings** is an opportunity for hotels which are used to dealing with this group size. If a property is trained in delivering a high-quality experience for groups of 30 to 50, the groundwork is in place and the internal conversation is about how to scale to get in more groups, or how to add value to your existing group offer in order to grow revenue. Properties which have traditionally relied on bigger groups have to change their processes and road-test these changes before starting to try to market themselves to a brand-new customer segment.

These changes need to be understood and reflected by the operational teams too so that they are primed and ready to serve the needs of the customers arriving. The more insight and information that can be shared among hotel staff preparing for the group arrival such as past visits, length of stay, previous requirements etc, the more successful the booking is likely to be. ■

## Key trend takeaways

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- » Access to both historical and forward-looking data is fundamental to overcoming many of the challenges hotels will face as a new pandemic era world of groups, meetings, and events emerges. This is vitally important when resources are scarce, and staff need to be allocated where they can add the most value.
- » With limited staff, automating processes—from digital **proposals** and signatures to online payments and event logistics—is key to winning and efficiently managing business.
- » A CRM can be used to review small groups and understand if they are back to booking.
- » Communication is also key with all customers to nurture relationships and share updates on how events are being managed at each property.
- » Market demand and competitor pricing will remain business-critical but just as important will be the services offered, and trust from existing relationships during the decision-making process.

# Lean teams have to do more with less



## Sales and operations teams must adapt to service a higher volume of smaller deals

The global talent shortage is real. Before COVID-19 this was framed as a battle between the technology giants for developers and data scientists – now we are seeing shortages across all industries and at all levels. Hospitality is no exception, from front-of-house to the C-suite.

Sales and event teams have seen huge reductions in headcount during the pandemic – with travel so restricted, the requirement for a sales team has been minimal. The return of a groups market, in which there will be a lot more business to win but this business will be smaller, means that many hotels will inevitably have to do more with less.


For sales teams at larger hotels, this requires a new approach. With fewer 500-person-plus large-scale events to sell to, salespeople will need to turn their hand to selling more lower-value events. With commission invariably related to the income, a rethink in remuneration is required. Already some sales directors are beginning to find ways to incentivize and reward sales teams based on the relationship formed as well as the dollar amount of the sale.

For example, a recent article in HVS<sup>2</sup> looked at how hotels need a reward structure for salespeople, flexed to reflect the current market and which recognizes the correlation between so-called hunters (salespeople bringing in new business) and farmers (those who nurture existing clients).

A shift in how sales teams operate has a direct connection with the on-property experience of a group. Chains and groups adopting a more centralized approach to address the new higher volume/ lower transaction value market need to make sure that property-specific expertise is not lost in the drive towards efficiency. The theory and practice of selling centrally and executing locally will be tested and refined during 2022.

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<sup>2</sup>. *Hotel Sales Teams: 2020 is Behind Us but Not the Pandemic. Now What?* (hvs.com)



*Amadeus Sales & Event Management allows us to provide a more personalized experience through the accessibility of customer data. Previously many customer or prospect details were stuck in a salesperson's head. Now anyone can access the information and we can act on it more efficiently. When you do that, it shows customers that the entire property cares about their experience.*



Tiffany Gilmore

DIRECTOR, SALES & MARKETING, EASTON'S GROUP OF HOTELS

Similarly, the on-property experience of groups is related to the global talent shortage. Put simply, there is a limit to how many groups a property can serve with the operational staff available. Examples abound of hotels suffering from staff shortages and having to cap occupancy to reflect the service they can offer.

As anyone in the industry will know, doing more with less applies across the board for hotels, covering housekeeping, maintenance, and front of house as much as sales and catering. Modern technology can ensure that sales and operations are aligned and that data from an integrated CRS/PMS about how many rooms have been sold is fed through to other integrated solutions, so the staff knows how group business is performing in addition to how many rooms need to be cleaned or breakfasts prepared. Technology can also help hoteliers manage disruptions related to COVID-19 restrictions, such as staff having to isolate or groups rescheduling or cancelling on short notice. Where a pen and paper were once the order of the day, hotels that have adopted technology to help streamline operations are much better positioned to deal with the constantly changing hospitality landscape. ■

## Key trend takeaways

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- » Hoteliers need to look at their sales teams to make sure they are structured and ready for smaller group sales with shorter lead times.
- » Incentivization for sales needs review to ensure it correctly matches the type of sales on offer and the requirements of the sales team as it stands today. Even when pre-pandemic volumes return, 2022 is unlikely to see business as usual so remuneration/bonus schemes need to reflect this.
- » Information on group and guest requirements and preferences needs to be actively shared with catering/banquet, housekeeping, and operations teams to give them the best chance of delivering exceptional onsite service.



Both hybrid and  
in-person meetings  
are here to stay



## Hybrid meetings will continue to thrive, but the on-property experience is more important than ever

Many aspects of life have changed in response to COVID-19. Traditional work culture is unlikely to return to how things were, from massive tech companies – Amadeus included – formalizing flexible working arrangements, to the establishment of hybrid as a viable option for conferences, meetings, and events. All these changes to how we work has a direct connection to how and why we travel for work, individually and as a group.


These paradigm shifts can be converted into profitable revenue streams for all types of properties. The question many hoteliers are asking is, how can I monetize an event or meeting taking place on-site when half the guests are attending online?

Global chains have recognized that hybrid meetings and events are now an established part of business travel and have launched initiatives targeted at this market. Marriott International's Connect with Confidence initiative<sup>3</sup> has been expanded to offer a holistic hybrid event solution, from booking to delivery, supported by partnerships with Cvent, Encore, Convene, MeetingPlay and Hopin. Attendees of hybrid events are backing the concept. In January 2021, Gaylord Rockies Resort and Convention Center organized an event through Connect with Confidence, which brought together 100 in-person and 800 virtual attendees. When asked if they would attend another event designed along the same lines, 95% of people at the event said they would.

Overall improvements in technology for hybrid meetings and events have created and will sustain the market. Before the pandemic, the appeal of hybrid events and meetings was limited because the technology fell short. Also, there was a feeling that “being there” and/or “needing to be seen” mattered more than any quantitative or qualitative reason for attending.

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<sup>3</sup>. *Marriott International Offers Planners New Hybrid Meeting Solutions Across Brands as It Expands Connect with Confidence Program* ([mariott.com](https://www.marriott.com))

A background image showing a man with glasses and a woman wearing a headscarf sitting at a table, looking at a laptop. The image has an orange tint.

*As I see it, hybrid meetings emerged to satisfy a need – to get people working together in whatever capacity they needed during a period when travel was restricted. Many of these different pandemic related disruptions will be alleviated over time, which takes away the rationale for many hybrid meetings. But I don't think they will ever go away.*



Dana Cariss

VICE PRESIDENT OF REVENUE STRATEGY, CORALTREE HOSPITALITY

Running a hybrid event is a challenge for hotel teams that are not experienced in doing so though. The approach taken by global chains has shown that making a success of hybrid meetings requires strong partnerships because outsourcing delivery of an event's virtual components to experts frees up in-house staff to focus on delivering the on-site experience.

For the foreseeable future, there will always be a group of people who will attend remotely rather than staying – and spending – at the hotel. The ability to offer professional-grade hybrids may significantly enhance an event or group meeting. For example, a high-profile CEO or VP can join a senior sales meeting more easily via a video link than by finding a time in their schedule to make a special trip. Similarly, conference organizers can improve their content program by allowing keynote speakers to attend virtually rather than in person.

Hybrid events are a major contributor to the trend towards smaller group size and the implications this has on the hotel industry. But hybrid reinforces the need for hotels to deliver an outstanding on-property meeting and event experience. It is important that attendees and businesses alike feel the benefit of traveling to an event and meeting in person, because today there are viable options for not attending in person. The on-property experience is a vital part of the hybrid package and feedback from attendees will be business-critical for hotels looking at return bookings and positive sentiment. ■

## Key trend takeaways

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- » The hybrid trend has added to the workload for hotels at a time when human resources are scarce, so managers need to ensure they have the right partnerships in place to lift the technical and administrative burden from in-house teams who are adapting to this new way of working.
- » On-property staff need to ensure that the experience for attendees is positive while managing execution of the virtual elements. Whether this is a big conference and exhibition or a team meeting for six, service expectations from guests remain high.
- » Hotel event managers can work with customers who may be new to hybrid events to help plan and tie together the in-person and at-home experiences by making sure that those attending remotely receive the same giveaways or goodie bags which are branded and in keeping with the event being staged.

4

Meeting planner  
relationships will  
be (even more) key

## Nurture and negotiation will be central for hoteliers in 2022

As we adapt and learn to live with the virus, meeting & event planners are increasing the number of RFPs that are being put out to tender for 2022. In December, the GBTA conducted a lightning poll of its members<sup>4</sup> which showed that more than half (53%) of US respondents said their company plans to resume or continue to allow employees to attend larger meetings, events and/or conferences.

Amadeus data shows that RFPs from meeting planners increased by 51% in 2021 compared to 2020 which is fantastic news for the industry. In this highly competitive environment, speed of response to RFPs has never been more important too – the old adage of the faster the response, the more likely the deal still rings true. It is a key priority for the sector to make sending and responding to RFPs as efficient as it can be. Hoteliers also need fully integrated systems to be able to respond quickly, accurately, and profitably.

Meeting planners are finding themselves in a strong position when it comes to the terms and conditions they can request of their hotel prospects, as hoteliers go to exceptional lengths to win back business. Amadeus customers commented in 2021 that attrition rates are becoming tighter, with some planners asking for terms which would have been dismissed out of hand by the property pre-pandemic. Planners are also keen to factor in much more flexibility in terms of food and beverage commitments into their contracts.

Negotiations with planners will be increasingly tough in 2022 and this is another area where real-time accurate and market-wide data can help hoteliers make the right decision on whether to respond to the RFP and what lengths are sensible to go to. For example, if a planner needs a room in three days' time for twenty people with breakfast and hybrid compatibility, and the hotel can see that other local hotels are booked out, the demand is strong and the decision is unlikely, at such short notice, to be as price sensitive.

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<sup>4</sup> As omicron emerges, the business travel industry shows concern for potential economic impact but stays the course on returning to corporate travel (gbta.org)

*The challenge is pushing people through the funnel, getting people to convert. There's a lot of hotels fighting for this business, so the game has gotten a lot more intense. Meeting planners know it and are asking for more flexibility in attrition and cancellation terms but we're finding ADR is holding strong. The rules of engagement have certainly evolved since COVID.*



Dana Cariss

VICE PRESIDENT OF REVENUE STRATEGY, CORALTREE HOSPITALITY

*Relationships are what's really going to give you the business. Being top of mind and staying in touch with customers increases your chances of getting the deal. If there's an RFP, you have to be one of the few that gets that lead, and if you're not top of mind, you're not going to get that lead in the first place. Customers need to know you're going to respond quickly, be priced properly, and have a sense of urgency when it comes to closing business.*



James Anderson

AREA DIRECTOR OF SALES AND MARKETING, DREAM HOTEL GROUP

Planners are also pivotal in managing the upstream and downstream expectations in today's environment. Upstream influences come from what their clients want, reflected in the RFP; downstream from how the venue can meet these new needs and managing the on-site requirements of attendees (not forgetting the digital experience of virtual attendees of hybrid events).

For example, evidence is growing that corporations assume now that all venues hosting events will have protocols in place as standard to minimize the opportunity for the virus to spread. "Health and safety" are no longer top of the guest wish list and have been downgraded to one of the top five, perhaps as a result of COVID-19 fatigue and the widespread roll-out of vaccines (and now boosters). The relationships with planners are instrumental in hotels staying abreast of what their customers need and what success looks like to them.

Recognizing the key importance of relationships with planners is central to the revival of group travel. At the height of the pandemic in 2020, many hotels focused on organizing virtual get-togethers of a social rather than sales context to maintain vital relationships and to keep the property front of mind for when the market returned. These investments have been fruitful, particularly now as we are in an era of planners being busier than ever as group bookings resume again. Investing in and building on these ongoing relationships will also be key as negotiations get tougher in 2022. ■

## Key trend takeaways

- » Hotels need to make sure their RFP response is as quick, accurate, and engaging as possible. Technology can also be used to automate and optimize RFPs according to pre-determined criteria, create escalation processes, and prioritize requests.
- » Finding creative ways to develop and nurture relationships with planners will help close deals as the pandemic continues to put considerable strain on both planners and hoteliers alike.
- » Fast and accurate data insights are central to supporting hoteliers in achieving a successful and fair negotiation.

# 5 Innovative partnerships are unlocking new potential



## Fresh alliances and business connections are helping to broaden reach and secure bookings

The shift away from corporate HQs and campuses for many businesses has created a new dynamic in the world of work. Many companies – from global blue-chips to SMEs and start-ups – are innovating the way they work now.

This new paradigm has created demand for function space and meeting rooms for employees to meet, either informally for social-led interactions or more formally for business meetings. This market can be served by many types of hotels, creating an opportunity where both large and small hotels can profit.

Major chains such as Accor have launched products to meet this demand. Its “hotel office” concept – “a work from anywhere solution that offers socially isolated workspaces with the added perks of room service and a bar below the office” – launched this September shortly after Commute and Stay – another service emerging out of working from home. In this case, the Accor offer gives workers a central base in a city hotel (with up to a 15% discount) enabling two days in the office and a venue for evening entertainment with clients, colleagues, and friends before commuting back home out of the city.

Smaller hotels in particular might have the edge for this type of business, based on their being historically more familiar with smaller, shorter meeting bookings compared with larger hotels where issues around economies of scale meant this type of business was dismissed as low-value and low margin with a high cost of sale in the past.

New types of partnerships and offers that would not have been even considered before the pandemic are being formed. For example, The Wythe Hotel in New York has linked up with Industrious<sup>5</sup>, a flexible workspace specialist, to provide a work-from-hotel experience tailored for its Brooklyn location. During 2021 it was seeing a 40% return rate from new users and has recently started converting guest rooms to office suites. Similarly, the Selina Hotel in Chicago<sup>6</sup> flexed its food and beverage offer to target millennial and Gen Z remote workers and digital nomads by concentrating on non-alcoholic drinks and a plant-based menu.

Elsewhere, as restrictions and infection rates shift, hoteliers are striking deals with either sister hotels in different states or hotels with a similar profile and offer to refer and share bookings with each other rather than lose bookings altogether. Large multi-brand groups have been working on this for some time with modern technology and CRM solutions enabling properties to share leads across brands and global regions. This helps to be able to keep all bookings within the portfolio – if the Crowne Plaza Midtown is booked, can we cross-sell the Crowne Plaza in Times Square?

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5. Industrious And Wythe Hotel Expand Partnership To Offer Flexible Workspace ([allwork.space](#))

6. A Hotel Built For Nomadic Guests Focuses On Wellness ([restaurantbusinessonline.com](#))

Some smaller boutique brands are also working together to stay competitive, offering leisure guests a better experience through hotel affiliations. Loews and Omni Resorts<sup>7</sup> have linked up to target both companies' leisure travelers. Omni guests booked into its South Beach Miami hotel can use the facilities at Loews Miami Beach Hotel. The pair have said that they are looking at how this type of partnership approach can extend to work in the specific context of meetings and groups.

Watching the market and thinking differently is the name of the game. Changes have not stopped taking place and it is the hoteliers that can create the environment to do things differently and respond to the latest dynamics that are staying ahead of their competition. ■

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<sup>7</sup>. Loews, Omni join forces for cross-selling and marketing ([hotelmanagement.net](https://www.hotelmanagement.net))

## Key trend takeaways

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- » New ways of working inevitably leads to a new world of meetings and events, within which there are many opportunities for hotels who can uncover new opportunities for growth.
- » Hotels with a strong data background are in a better position to highlight the benefits of a tie-up to potential partners. A forensic understanding of guest personas and preferences is also advantageous as hotels can seek out partners which might be interested in working with these specific profiles.
- » Hoteliers should also think about the partnerships of their partners. For example, any property using Amadeus tech will – directly and indirectly – benefit from Amadeus' own approach to partnerships. Within the hospitality space Amadeus works with more than 1,200 global partners including Salesforce, IDEaS, Cvent and various industry associations among others. Technology partners, investors or commercial industry associations all have well established networks that could present new opportunities.

*Group business is critical for the recovery of the hospitality industry. Our support of Cvent Instant Book, powered by function room inventory in Amadeus Sales & Event Management, will be the first step to help equip hoteliers and planners with the solutions they need to quickly book space. It is the start of a shift in our industry where booking a small meeting or event can be done as easily as booking air, rail, car or overnight accommodation and we're very excited about our expanded partnership with Cvent to bring this to the market.*



Katja Bohnet

DIRECTOR OF HOTEL DISTRIBUTION, HOSPITALITY, AMADEUS



## Conclusion

Group travel covers a wide and varied market – from one-day team meetings to industry and association mega-events for thousands of people, plus a full spectrum of social-oriented groups. As business travel slowly starts to happen again, so too will the volume of corporate meetings and conferences. These events are likely to be smaller, with a hybrid element and more demanding terms and conditions, but the business – and revenue potential – is there.

In order to secure the maximum revenue from group travel though, hoteliers need as many aspects of the business as possible to be integrated within the hotel tech stack – from the requests within the RFP and the data generated around the group visit, to the sales and catering and service provisions.

Technology can automate and streamline the full lifecycle of meetings and events, from the point at which the property receives a detailed RFP, to the onsite preparation and management of the event itself, to nurturing a relationship in a CRM for future events.

But the best use-case for building a sound technology platform is the delivery of good, insightful data, and the ability to pull in accurate retrospective and forward-looking data from different sources into a dashboard with actionable views. Hoteliers with the right tech partner are using business intelligence data to understand detailed trends and to make quick decisions.

A single, integrated platform for everything data and technology related is the ideal situation and great strides are being made towards this. But hotels across the world are at different stages of their technology journey, and for those looking for a building blocks approach, solutions are there to enable the hospitality industry to outsource many manual and administrative tasks and allow staff to concentrate on delivering the best real-world experience.

At the end of the day, it is that experience that will enable hoteliers to realize success. Be it the experience of the planner interacting with the hotel, or the guest themselves, all have the capacity to return or not, depending on how well they felt their needs were met.

[Learn more about preparing for the return of group travel](#)





A MESSAGE FROM

**salesforce**

# Rebuilding Hospitality Together

At Salesforce, we recognize that new ways of working in the space still include intermediation and its effects on the cost of customer acquisition now more than ever. Traditionally, intermediaries were perceived as not facilitating the contact between demand and supply but as interfering in the direct relationship hotels want to have with their hosts.

Distribution costs and group purchasing trends, especially post pandemic, are forcing hoteliers to optimize direct revenue streams, redefine operational models, and focus on cutting costs and boosting efficiency for group business. As we open back up group travel, the increase in labor costs for hotels still looms. Post pandemic, there is a reduced ability to understand new account requirements, provide the right type of personalized services, and limited tools allow for maximum efficiency between marketing, revenue managers, and sales teams. The result is that hotels are unable to close the gap of intermediation and deliver personalization and recommendations to win business.

We partner with Amadeus to be able to enable the right capabilities for hotels to automate their operations process workflows, increase response effectiveness through collaboration tools, and identify future opportunities for increased business value. By providing digital processes that improve workflow and collaboration, our solutions help lower the cost of customer acquisition and close the gap of intermediation through the early capture of customer intent, analyzing demand signals, and utilizing analytics to drive sales and personalization directly to hosts.

**Salesforce's Industry Advisors**

# Technology to support evolving industry dynamics

## **Amadeus Sales & Event Management**

*Elevates hospitality teams of all sizes and service levels around the globe to increase group business by efficiently selling, organizing, and managing events.*

- » Teams can respond promptly to incoming RFPs through customized workflows and access them anytime, anywhere, while reserving group function space with the click of a button.
- » Enhance group business by strengthening customer relationships, converting leads, and managing events with ease by automating processes.
- » Effectively prospect and manage the increased volumes of small group events with less staff.
- » Quickly communicate between the planner, staff, and departments to ensure rooms and configurations are set correctly, preferences are executed perfectly, and menus are delivered according to customizable BEOs.
- » Share and manage leads between properties within a brand or management company across global regions.
- » Ensure growth opportunities and areas for optimization in 2022 with reporting and insights into group performance.
- » Build dimensionally accurate event floor plans with Amadeus Hospitality Diagramming to support regionalized social distancing guidelines.
- » Enhance the speed and ease of conducting business in this new digital era with MeetingBroker, eProposal, Sertifi signature integrations.

## **Amadeus Business Intelligence**

*Empowers hotels to increase revenue and profitability with the world's only comprehensive business intelligence suite for hospitality.*

- » View the most comprehensive business intelligence data in the industry, with insight into rates, occupancy, and revenue on-the-books across your portfolio and competitive sets from over 35,000 data providers.
- » Gain a clear view of how the market and your competitive sets are performing today. Then analyze how you can expect performance to shift in the coming months based on forward-looking data.

## **Amadeus Service Optimization**

*Helps hotels gain a competitive edge by setting a new standard of efficiency across operations.*

- » Automate the flow of information between staff, maintenance, and housekeeping teams for faster service, optimized labor management, and increased guest satisfaction scores.
- » Enhanced visibility and solution integrations improves processes and increases visibility with sales and event solution integrations.
- » Connect with the hotel's PMS to ensure pick up is entered and accurate across systems.

# Let's shape the future of hospitality

At Amadeus, our mission is to make the hospitality industry run smoothly by enabling our partners to create memorable guest experiences. Our best-in-class marketing, distribution, operations, and business intelligence solutions are designed to help global hospitality organizations profitably drive demand and convert guests into loyal fans.

For further information, visit

**[amadeus-hospitality.com](https://amadeus-hospitality.com)**

or speak to an Amadeus representative today.

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