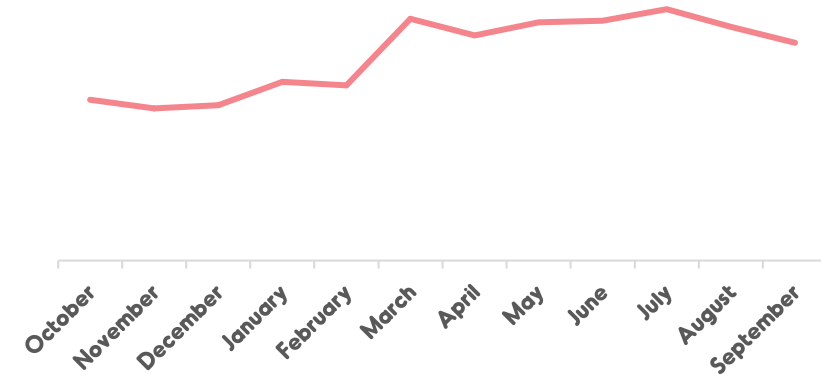




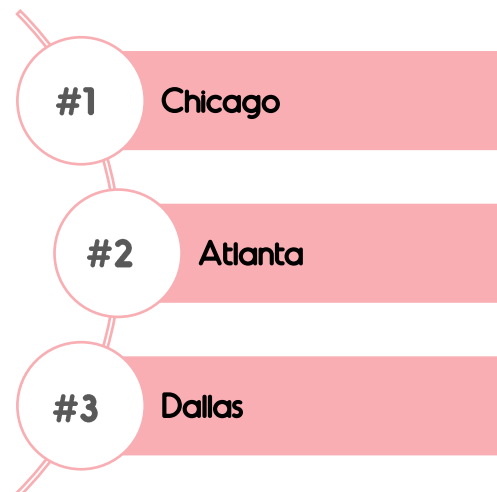
Is there recovery?



We are seeing a slight decline in travelers whilst the market when into lockdowns.

Chicago and Atlanta are leading the way with the highest share of domestic travel within the region. Closely followed by Dallas, LA and Houston.

Who is travelling the most?



Recommendations

Targeting domestic travelers whilst preparing yourself for international is vital.

- Visibility
Being part of performance marketing campaigns during this period will ensure you stay relevant within your market. Campaigns such as AGP, GoLocal and AGX will help you achieve this.
- Flexibility
Offering your customer flexibility such as Pay at the hotel and Easy cancel will help build consumer confidence.
- Content
Updating your photographs, amenities and especially the new cleanliness & hygiene facilities will help build confidence amongst your travelers.



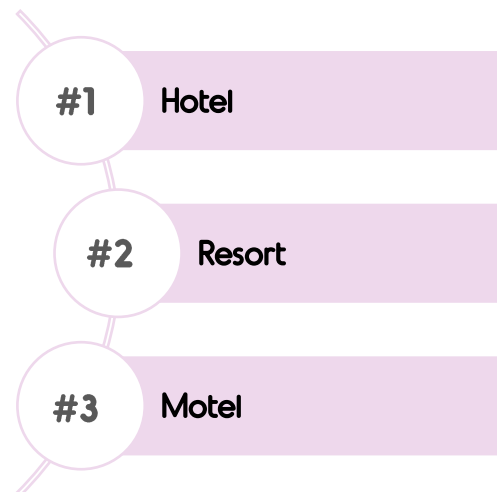
How are they booking and how long are they staying for?



With majority of people domestic travelers, we are continuing to see a growth of bookings via mobile and shorter stays.

Majority of travelers are opting to stay at hotels over other forms of accommodation.

Where are they staying?



Recommendations

Targeting domestic travelers whilst preparing yourself for international is vital.

- Channels
Having different channels to target different customer segments and grow visibility will help drive bookings.
Ex – Mobile, VIP, APS

- Meals & other amenities
Ensure to offer your travelers a variety of choices as they are seeking to get away being at home. Providing meals, wellness options such as spa treatments, early check-in, late check out will help be competitive and increase revenue.