

DMO BUSINESS INTELLIGENCE: HOUSTON CASE STUDY

How the city of Houston, TX is rebuilding business travel using Amadeus' Demand360[®]

Houston, Texas, America's fourth largest city, is a cosmopolitan destination filled with world-class dining, arts, hotels, shopping and nightlife attracting over 17.5 million visitors annually. Home to more than 80,000 hotel rooms and over 4.4 million square feet of convention space, having the insight into what is driving demand is critical to ensuring the vast hotel room availability and convention space is maximized. The organization responsible for driving tourism within the region, **Houston First Corporation** (HFC), found it challenging to build their strategies for driving future demand based solely on historical data. The need for forward-looking hotel insights ignited a partnership with Amadeus' **Demand360[®]** solution.



“Using forward-looking Demand360® data to understand the actual market performance provided a clear direction on where to focus our efforts to backfill the loss from the business segment.”

Cindy Decker,
Vice President, Business Intelligence and Market Strategy for Houston First Corporation.

The Challenge

The business transient segment has long been a large contributor of the overall room nights sold within the Houston market. As a result of the pandemic, business travel to Houston has declined 30% since 2019, according to Cindy Decker, Vice President, Business Intelligence and Market Strategy for Houston First Corporation.

To back fill the loss from the business transient segment, HFC needed to understand which market segments were driving demand into their region, as well as the dates needing the most attention, so they could pivot their strategies and target accordingly.

The Strategy

HFC leveraged Amadeus' Demand360® insights to gain visibility into the dates where they needed to drive demand most and the market segments they felt had the most potential for driving that demand. Based on the insights found, HFC started strategically marketing to the leisure segment, focusing on specific need periods to backfill the loss from the business travel segment. The adjustment was meant to be a short-term solution, however, with the anticipated return of business travel not materializing as quickly as hoped, HFC plans to continue targeting the leisure segment through summer 2022, as the forward-looking data indicates this segment remains a key driver of demand into the fall.



“As we move forward, we will continue partnering with Amadeus, leveraging the insights, and marketing to the business traveler to help drive the return of our business segment.”

Cindy Decker,
Vice President, Business Intelligence and Market Strategy for Houston First Corporation.

The Results

After realigning their marketing efforts to focus on the leisure segment during their need periods, HFC saw an increase of 9% in leisure travel YTD (year to date) compared to 2019. As a result of realignment, overall occupancy for the market has returned to pre-pandemic levels, largely driven by leisure demand, which has met or exceeded 2019 levels throughout the first half of 2022. As the recovery of business travel improves, this will further support market improvement.



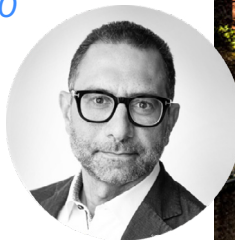
Why Amadeus' Business Intelligence Demand360® solution?

Understanding future market performance

Having insight into future bookings and trends unlocks visibility into the key drivers behind the demand, allowing destinations and hoteliers to be confident in their strategy development or adjustments needed based on what is happening in real-time.

Joe Ahmed-Youssef, Executive Vice President of Business Intelligence and Data Solutions, Hospitality, Amadeus agrees.

“Forward-looking insight from on-the-books data provides visibility into critical key performance indicators and trends. For the past two years, historical trends are misaligned with current recovery patterns and new booking behavior. That’s why we’re so proud of the value Demand360 provides, which we relied on many times ourselves in trying to understand this complex market.”



Click [here](#) to learn more about **Demand360!**

For further information, visit amadeus-hospitality.com or speak to an Amadeus representative today.



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