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# **Hospitality Group & Business Performance Index**

2023 Q4 & Year End Results



# Executive Summary

The Index helps hoteliers identify top drivers of Group, Negotiated, and GDS business and assess industry 'health.' It offers insights into event market segments and booking industries, empowering hoteliers, DMOs, and CVBs to adapt strategies to effectively grow revenue.

## Overall health

The Q4 index indicates the top 20 U.S. markets are recovered at 100% for group business compared to the same time in 2019 and 10 of those have reached 110% or more.

## Group business was up across key metrics

Q4 group business achieved a 110% health index by consuming 95.5% of the group rooms sold in 2019 and increasing the average rate by 14.8%. Overall growth in 2023 was 103% with 92.5% of group rooms sold in 2019, increasing the average rate by 11.7%.

## The volume of smaller groups offer stability for meetings and events

The meetings and event business recovered to 91.9% in Q4, with end-of-year recovery at 91.2%. Today, 70.0% of events have 200 attendees or less, and notably, smaller meetings of less than 25 attendees have experienced the most growth, with a 19% increase since 2019.

## Negotiated rate index strengthened in Q4 exceeding all prior quarters in 2023

The negotiated index achieved a 90.2% health index by consuming 84.0% of the negotiated rooms sold in 2019 and increasing the average rate by 7.3%.

## Corporate groups continue to drive meeting and event volume

The larger percentage of events in the corporate segment bodes well for business travel. In 2023, corporate segment events made up a larger share than in prior years. In Q4 2023, 63.9% of event days were corporate. Last year, that was 58.4% compared to 2019 at 57.3%.

## Segments normalize across the board for the end of 2023

The overall health Index for Q4 is 94.5%, with Group, Negotiated, and Events stabilizing at 90.0% or more compared to 2019. The aggregated Index for 2023 end-of-year achieves 91.2% overall health compared to 2019 across all segments.



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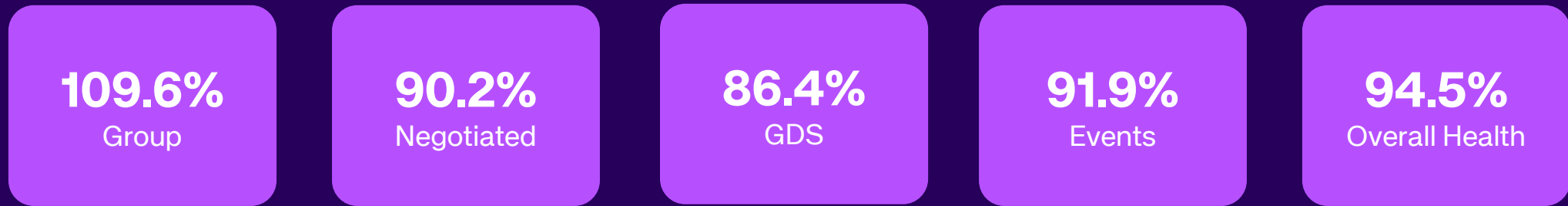


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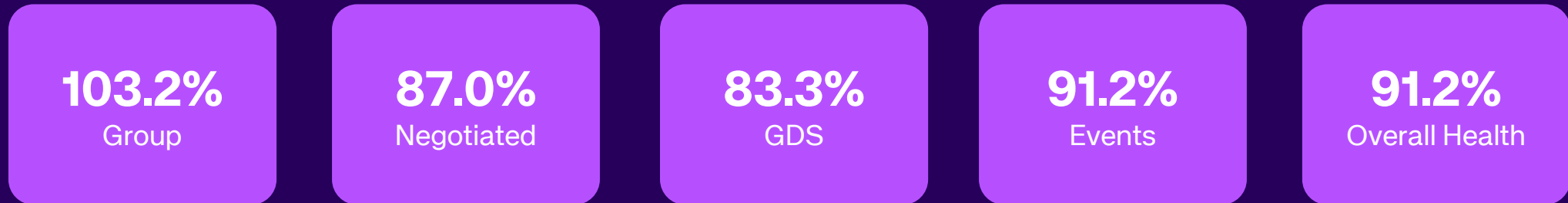
# Index Overview

## Hospitality Group & Business Performance Index

### United States 2023-QTR-4



### YTD

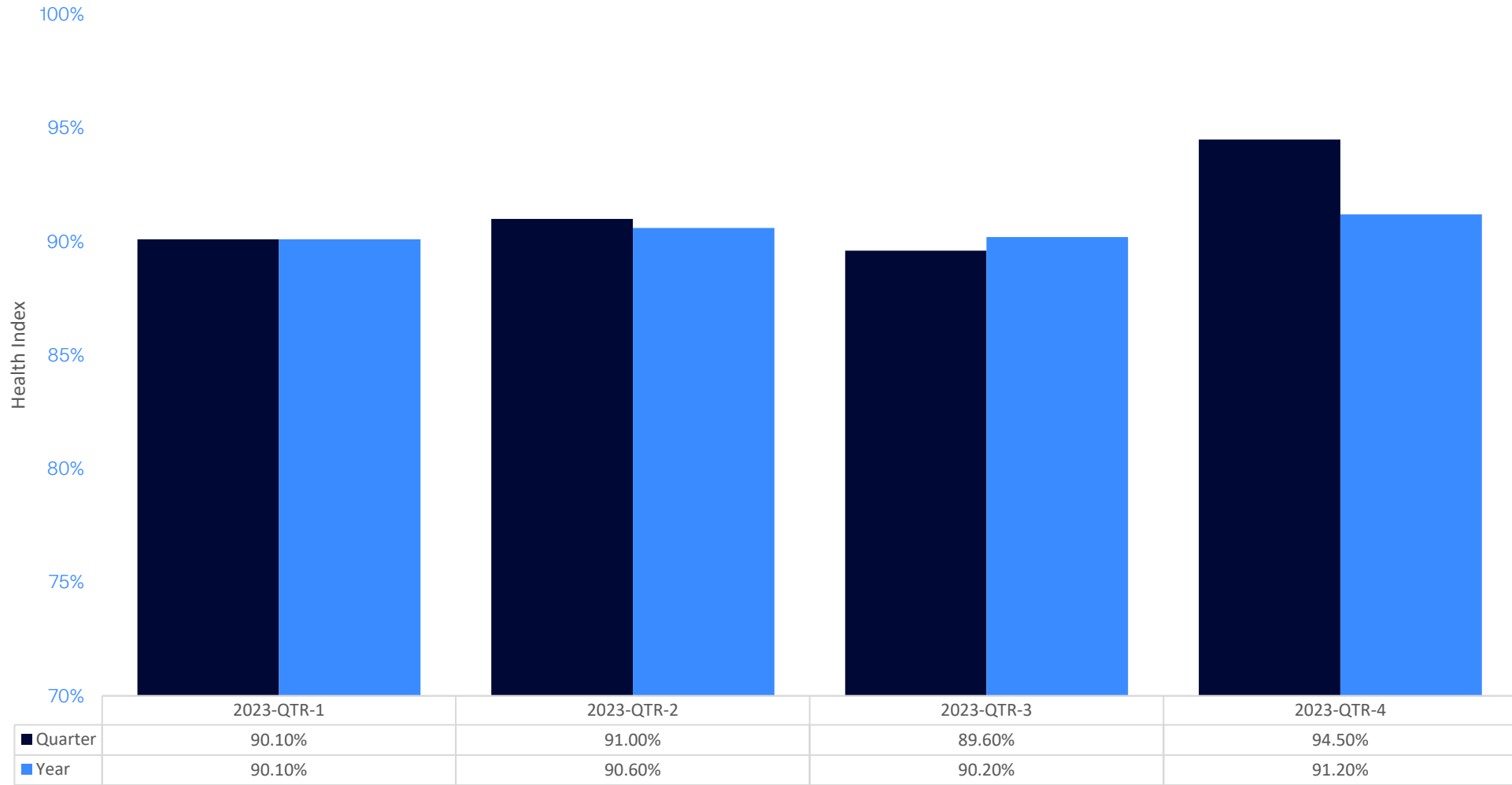


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# Index Overview (Last 12 Months by Quarter)

## Hospitality Group & Business Performance Index

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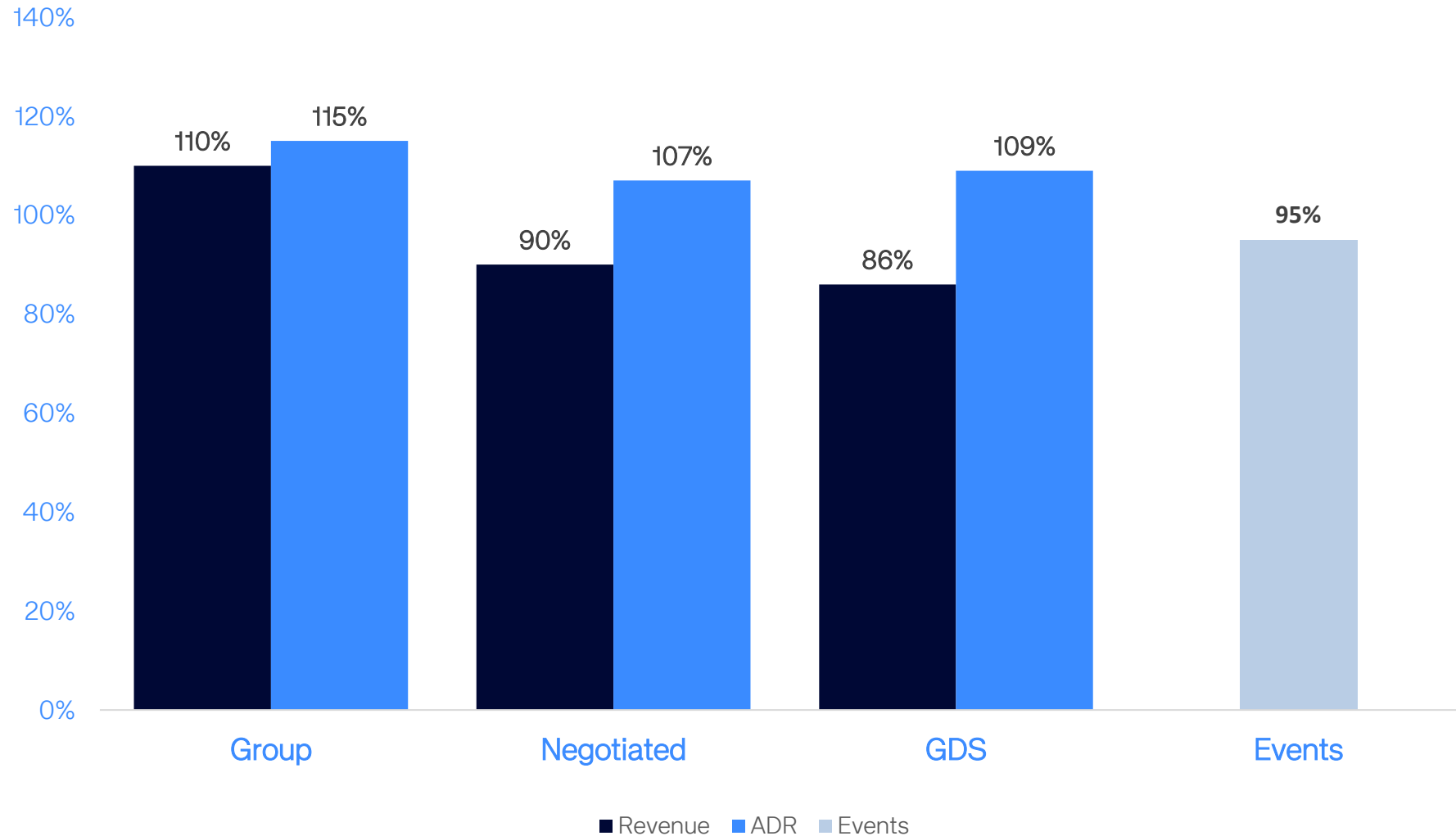


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# Revenue, ADR, & Events Performance

## 2023 Q4 compared to the same time in 2019

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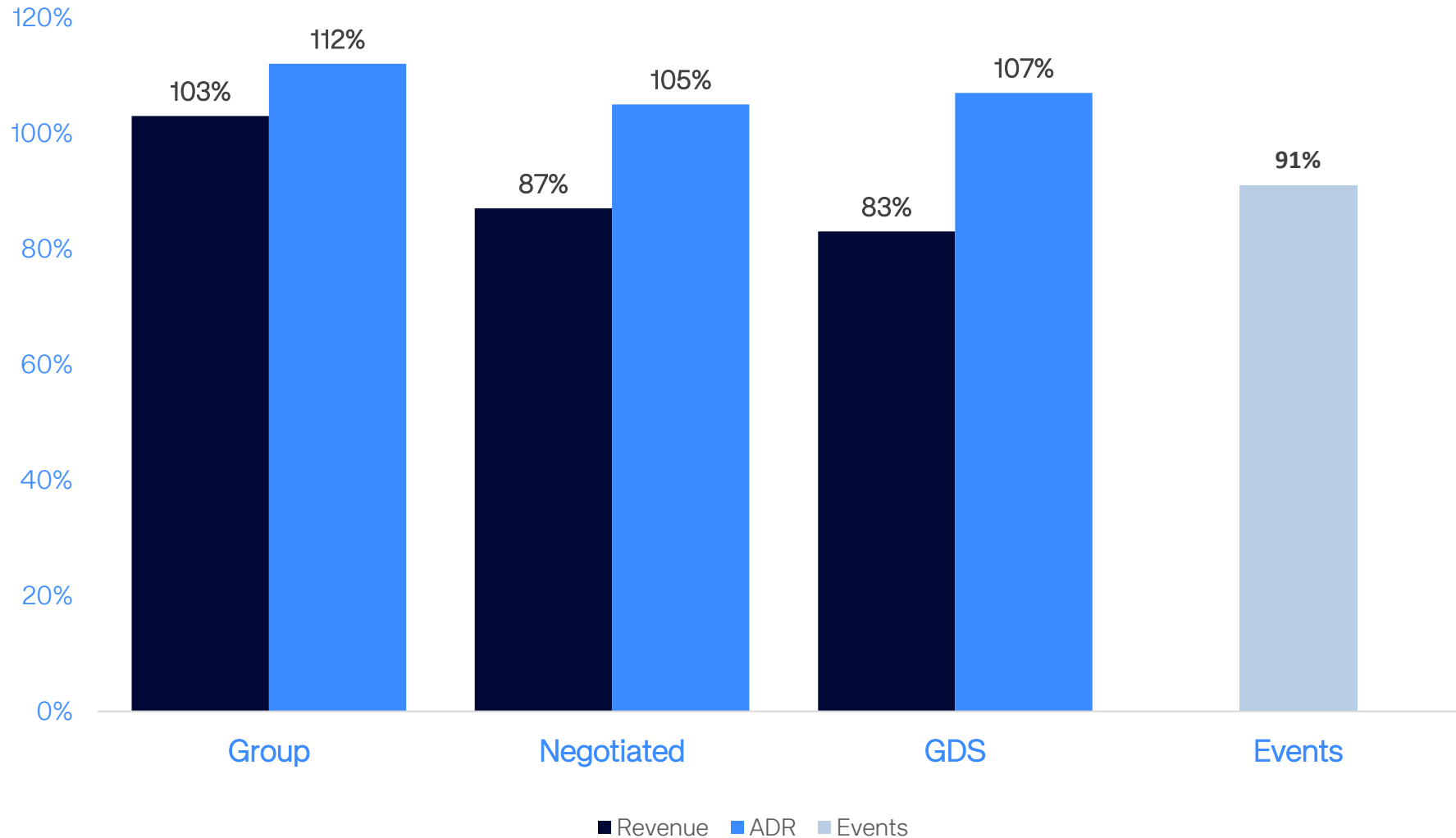


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# Revenue, ADR, & Event Performance

## FY 2023 compared to the same time in 2019

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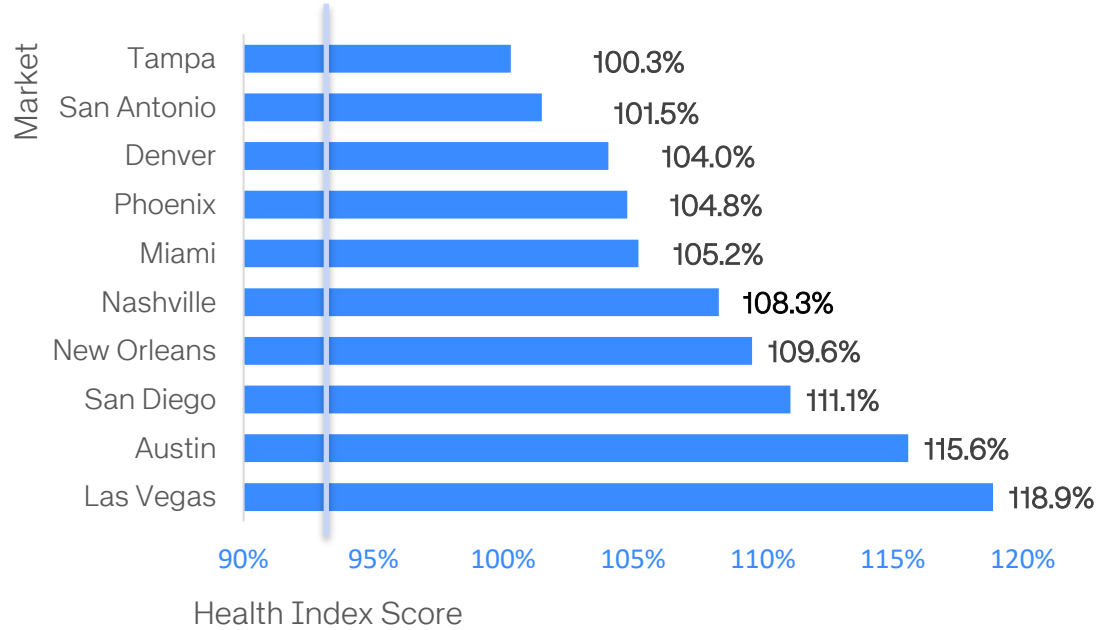


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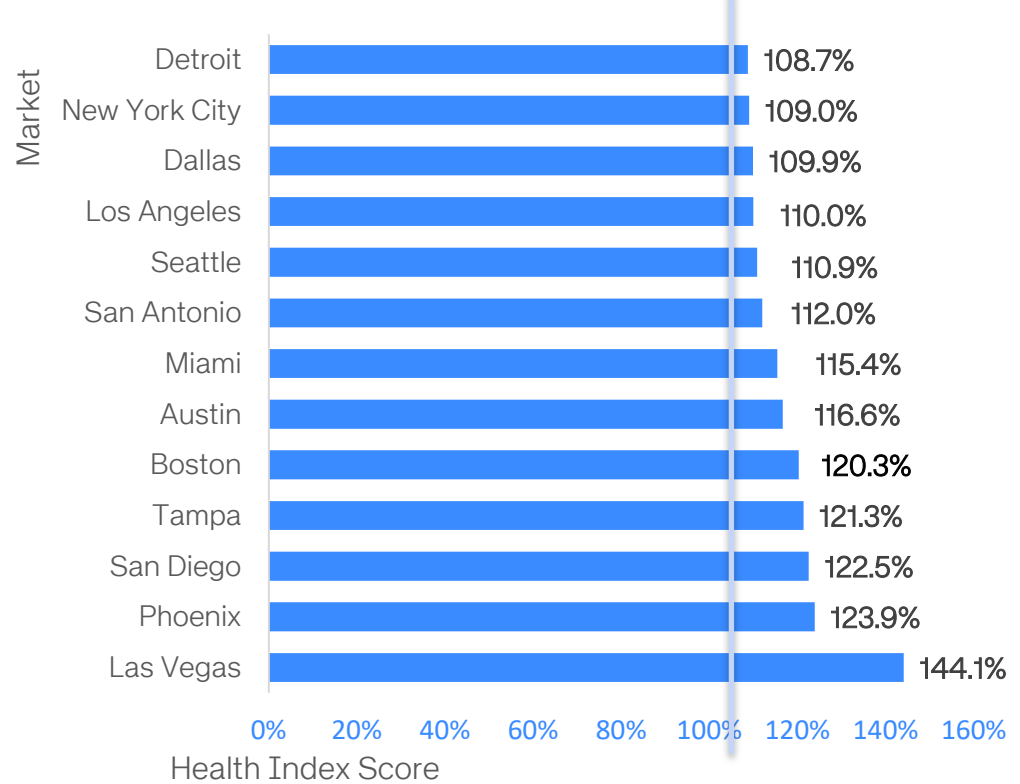
# Top US Markets

## Top US Markets for Overall Health and Group Markets (2023 Q4)

Top 10 Overall Health Index Markets



Top 13 Group Markets



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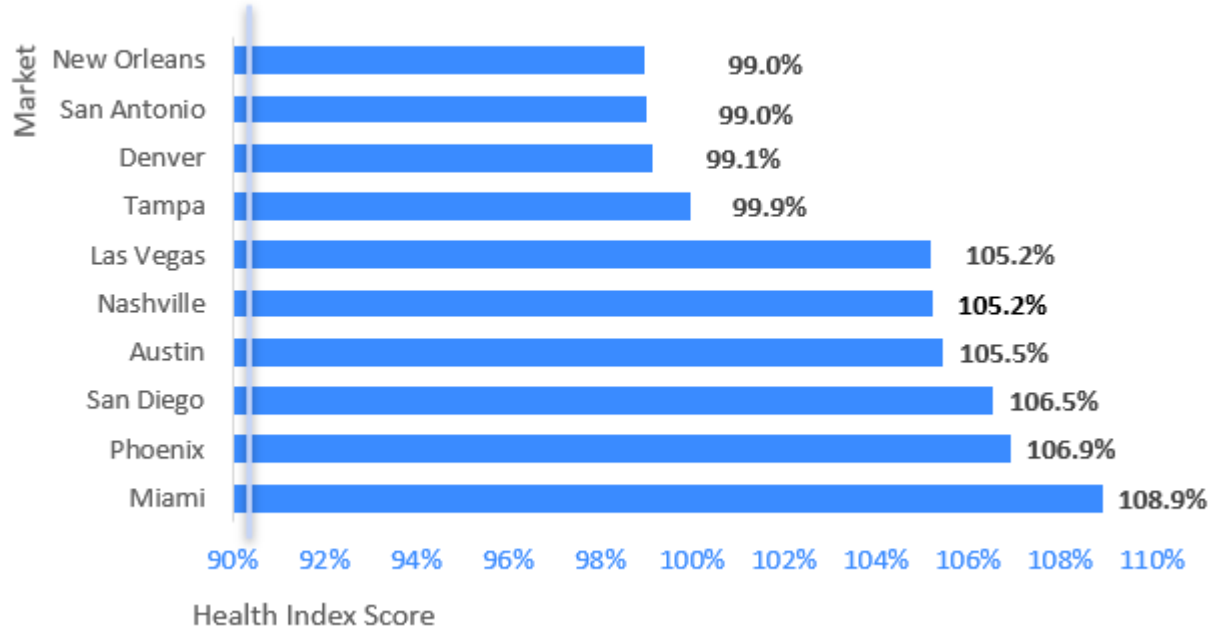
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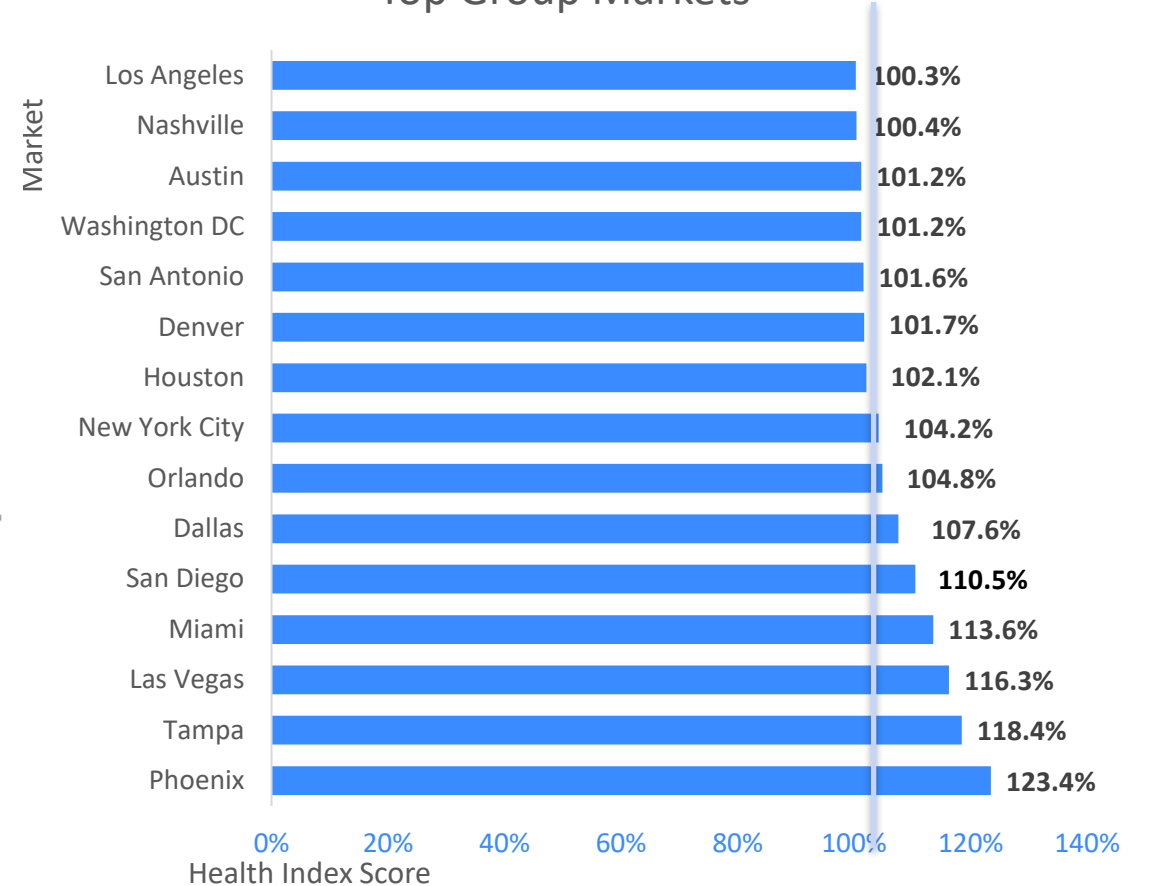
# Top US Markets

## Top US Markets for Overall Health and Group Markets (FY 2023)

Top 10 Overall Health Index Markets



Top Group Markets



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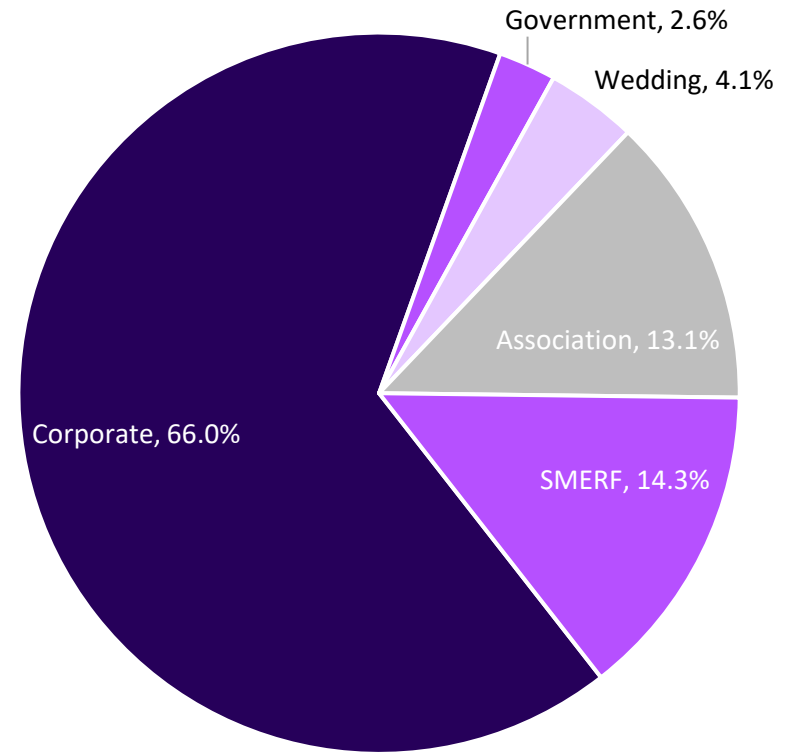
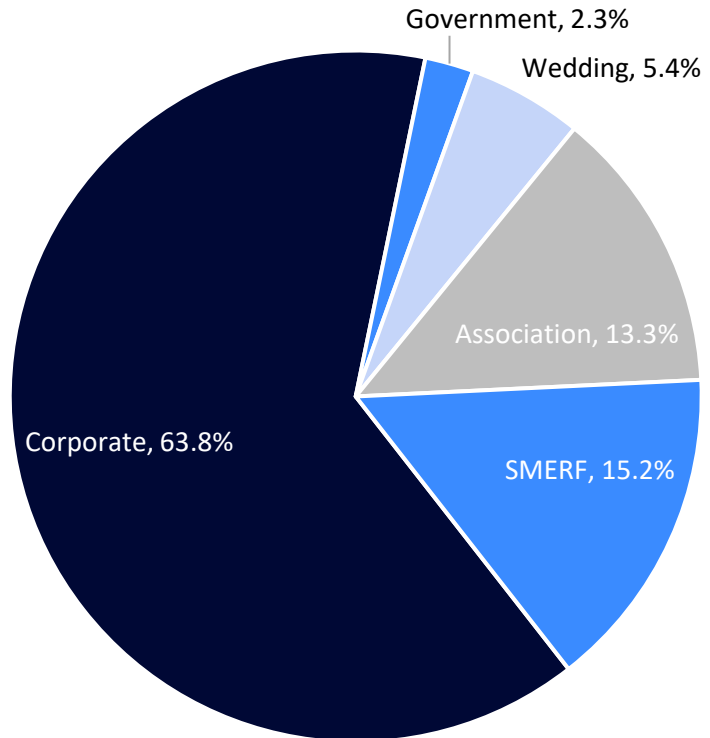
# Top Event Market Segments

## Top US Markets Segments Compared to 2019 (2023 Q4)

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Q4 2023

Q4 2019



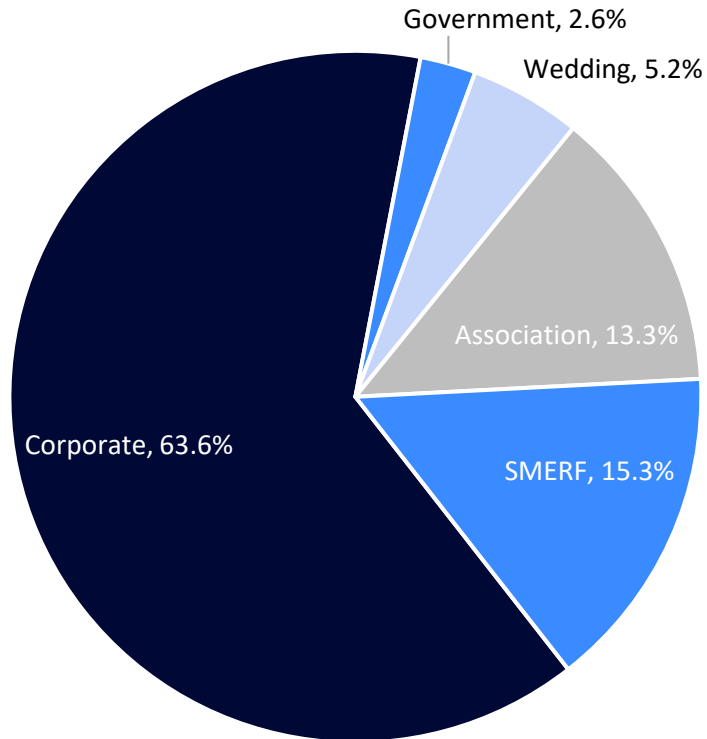
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# Top Event Market Segments

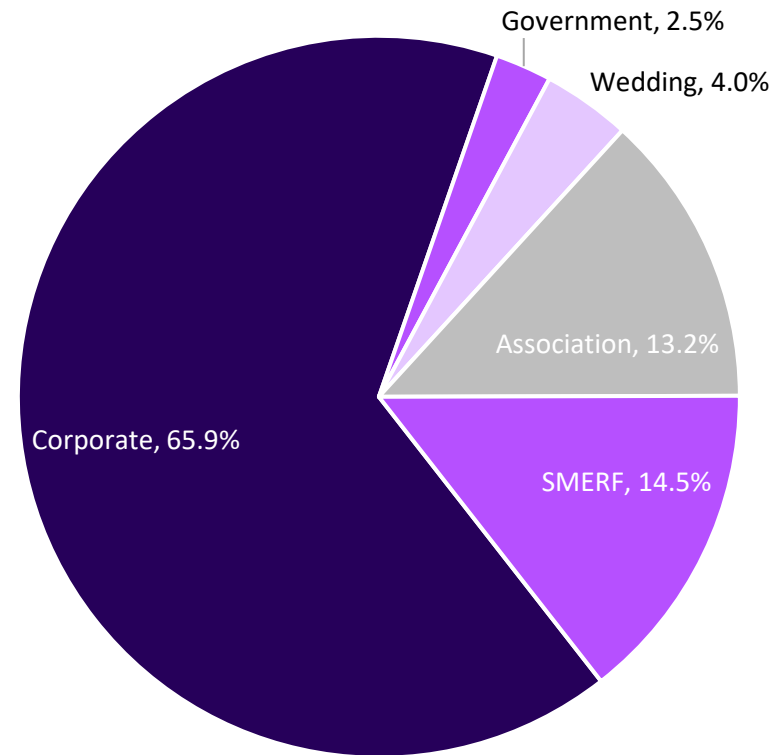
## Top US Markets Segments Compared to 2019 (FY 2023)

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**FY 2023**



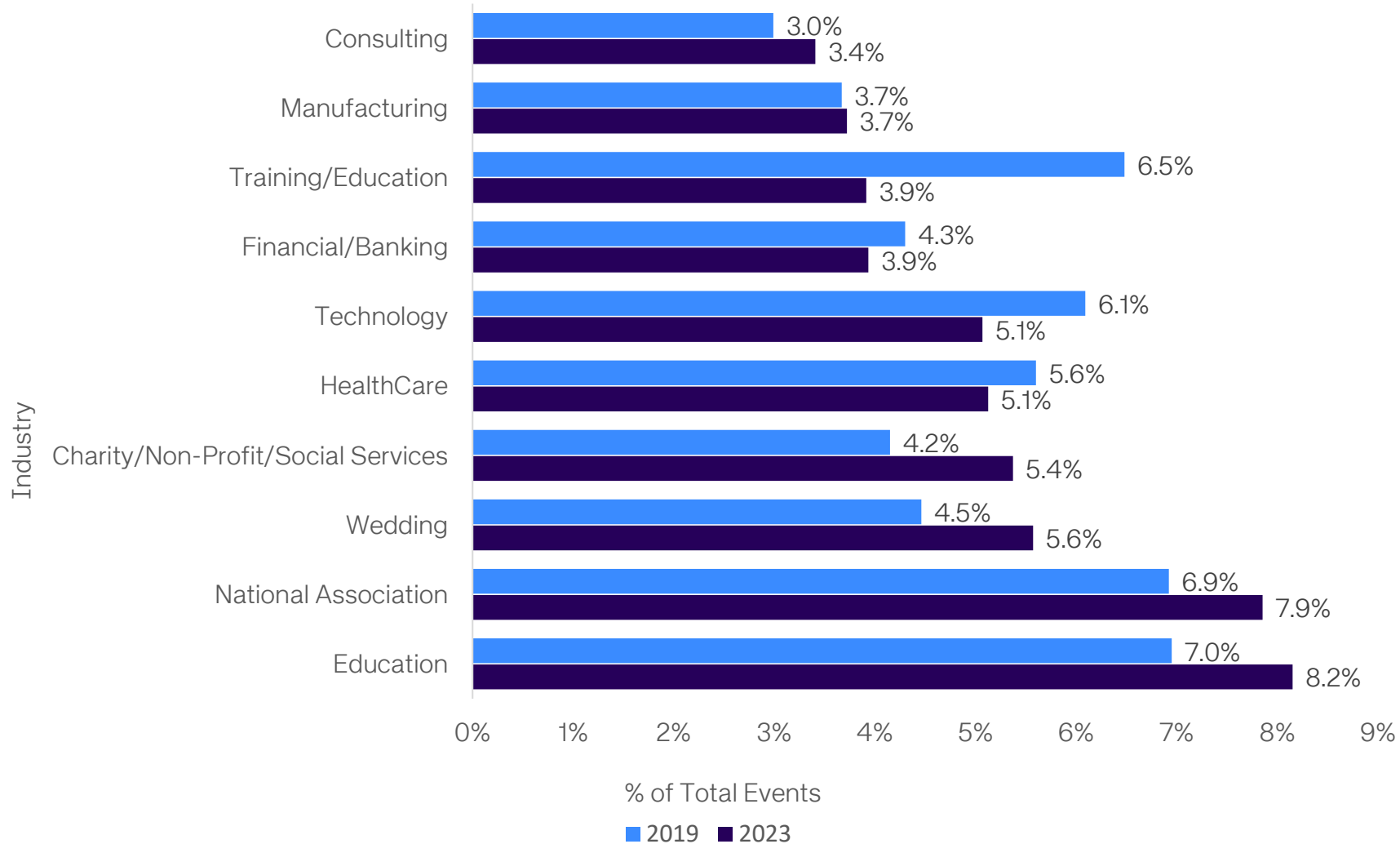
**FY 2019**



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# Top 10 Event Industries (2023 Q4)

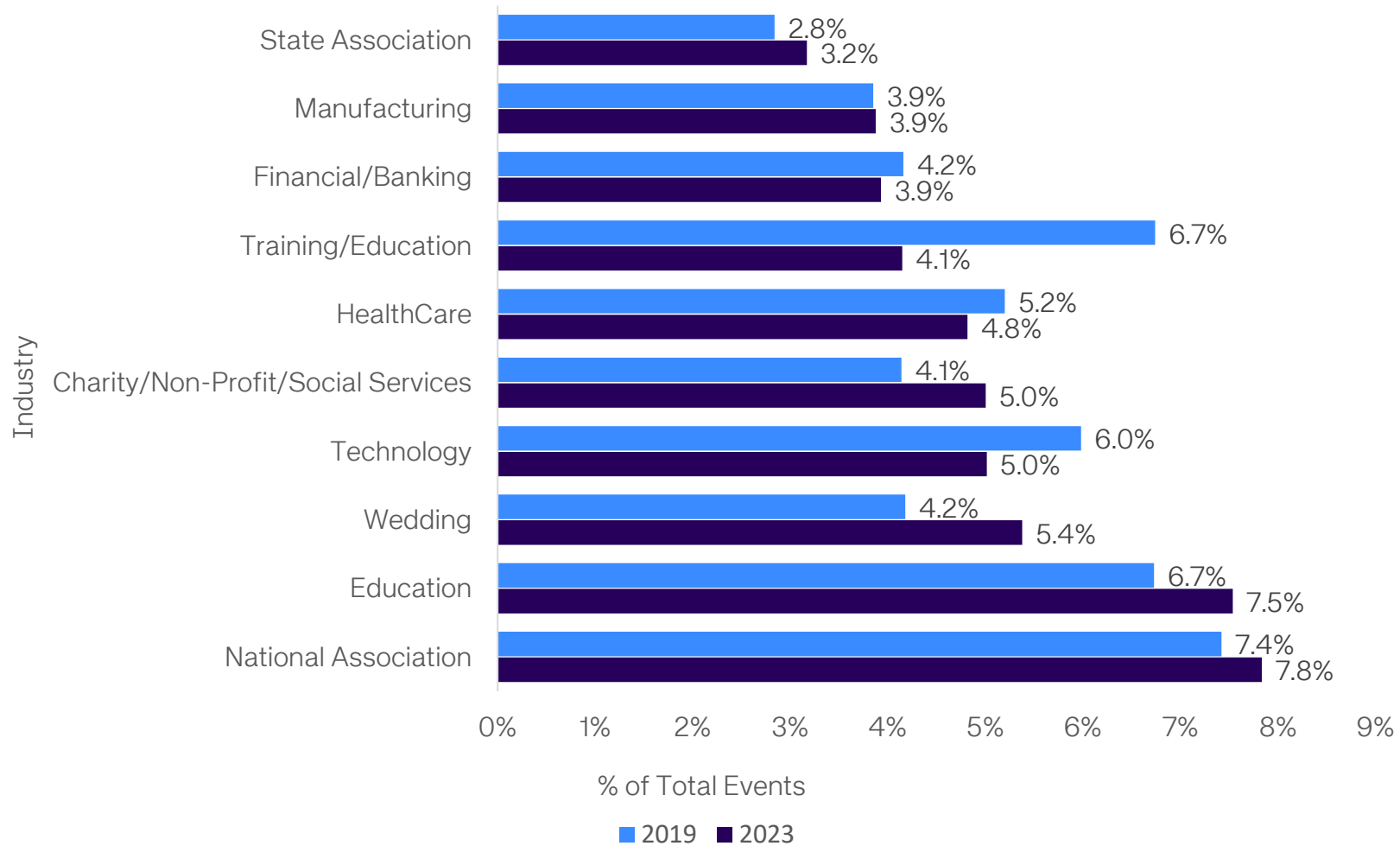
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# Top 10 Event Industries (FY 2023)

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Visit the **Hospitality Group**  
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for more insights.

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- **Knowland Meetings & Events Data**
- **Amadeus Sales & Catering and Business Intelligence**
- **Amadeus Delphi**