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Hospitality Group & Business Performance Index

2024 Q1 Results



Executive Summary

Combining event data from Knowland with hotel booking data from Amadeus' Demand360+®, 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 aggregated index reflects performance for all segments – Group, Corporate Negotiated, GDS, and Events – and shows Q1 2024 achieved 99.9% overall health compared to 2023.

Group Continues to be the Top-performing Revenue Segment

Q1 2024 achieved 102.3% overall health index by maintaining room nights (99.1% of last year - LY) and increasing ADR by 3.2%. In Q1, six of the top 25 U.S. markets have achieved 110% compared to the same time in 2023, including Las Vegas, Boston, Seattle, Houston, New York and Minneapolis.

Negotiated and GDS Performance Rally to 2023 Levels

Negotiated achieved a 97% overall health index. Room night production was 93.6% of Q1 2023 while ADR increased by 3.6%. GDS achieved a healthy 100% overall health index with room night production at 98.2% of LY and ADR increasing 1.8%.

Event Volume Showed Strong Performance with Meetings Getting Bigger

Meetings continue to provide stability for hotels after the 2023 boom year. Average attendees were up 25%, from 116 to 145 estimated number of guests, and the average space used was up 31.1%, from 3,037 to 3,981 sq. ft.

Stabilization of Business Segments is Evident

The comprehensive health index has demonstrated improvement, rising from 94.5% in Q4 2023 to 99.9% in Q1 2024, indicating inherent stability and robustness across all sectors as organic growth gains prominence.



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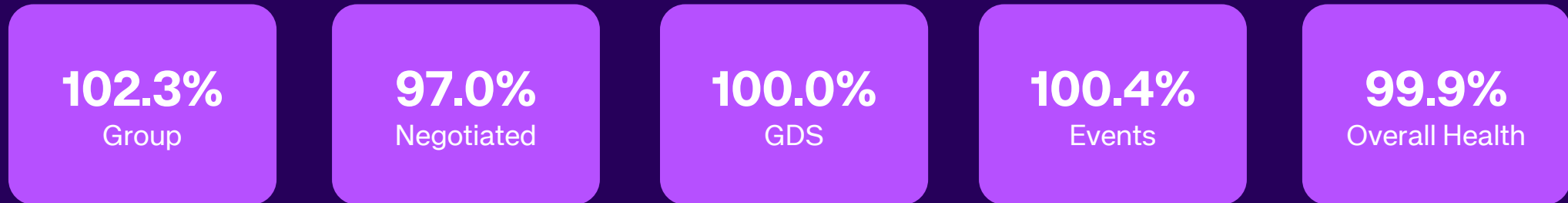
Index Overview

Hospitality Group & Business Performance Index

United States 2024-QTR-1



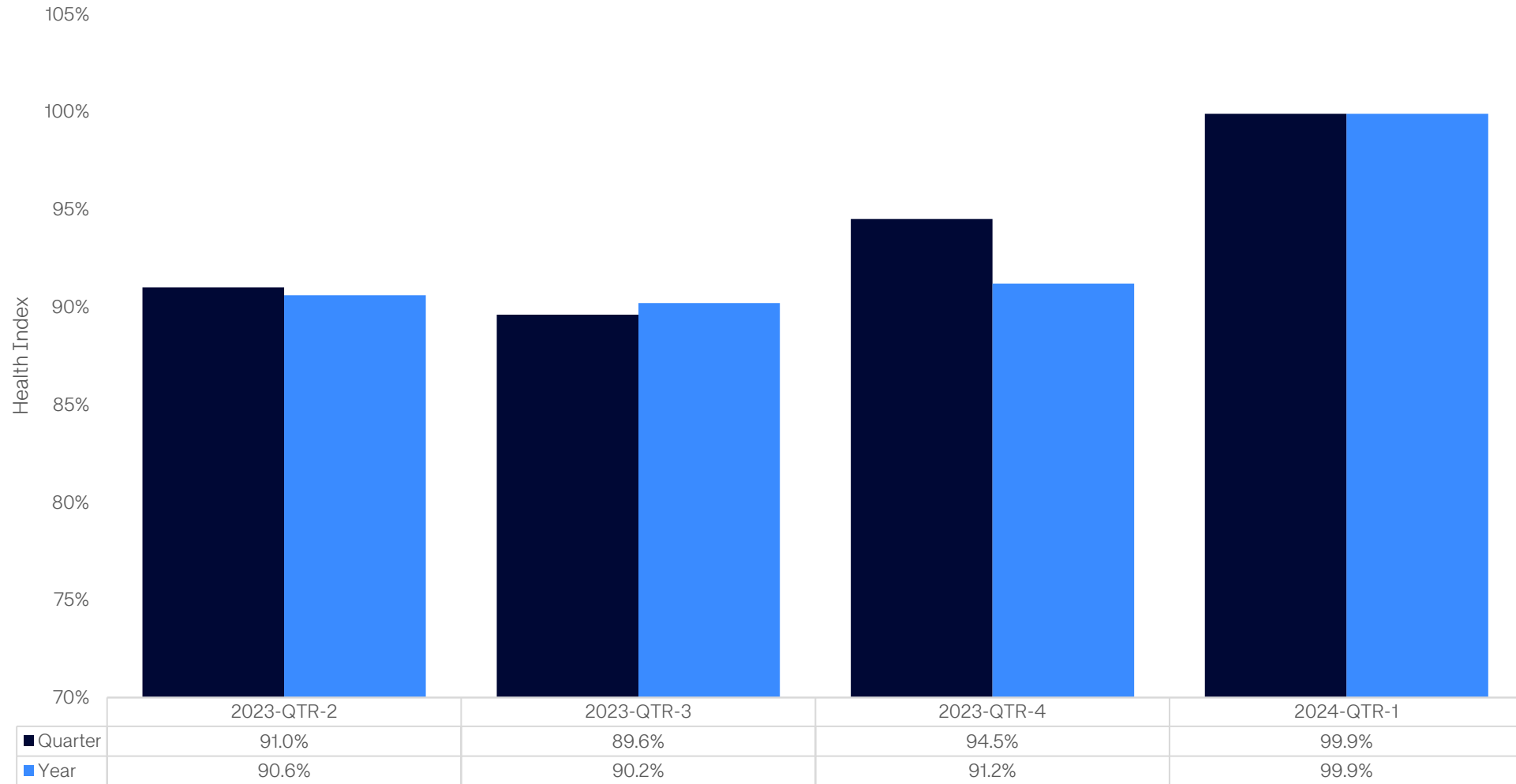
YTD



Index Overview (Last 12 Months by Quarter)

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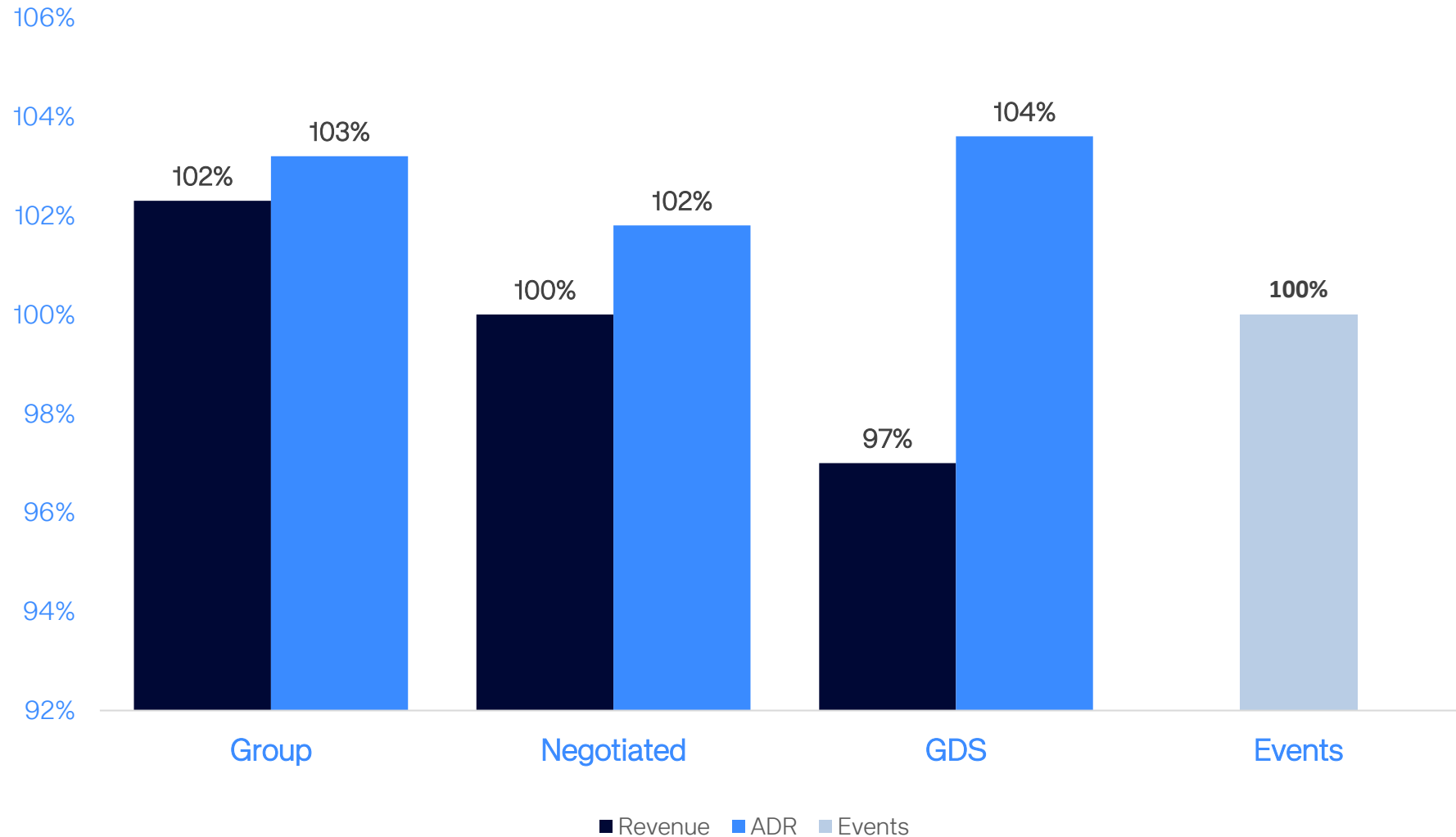
Sources: Amadeus' Demand360@data and Knowland Platform as of 2024-March-31

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Revenue, ADR, & Events Performance

2024 Q1 compared to the same time in 2023

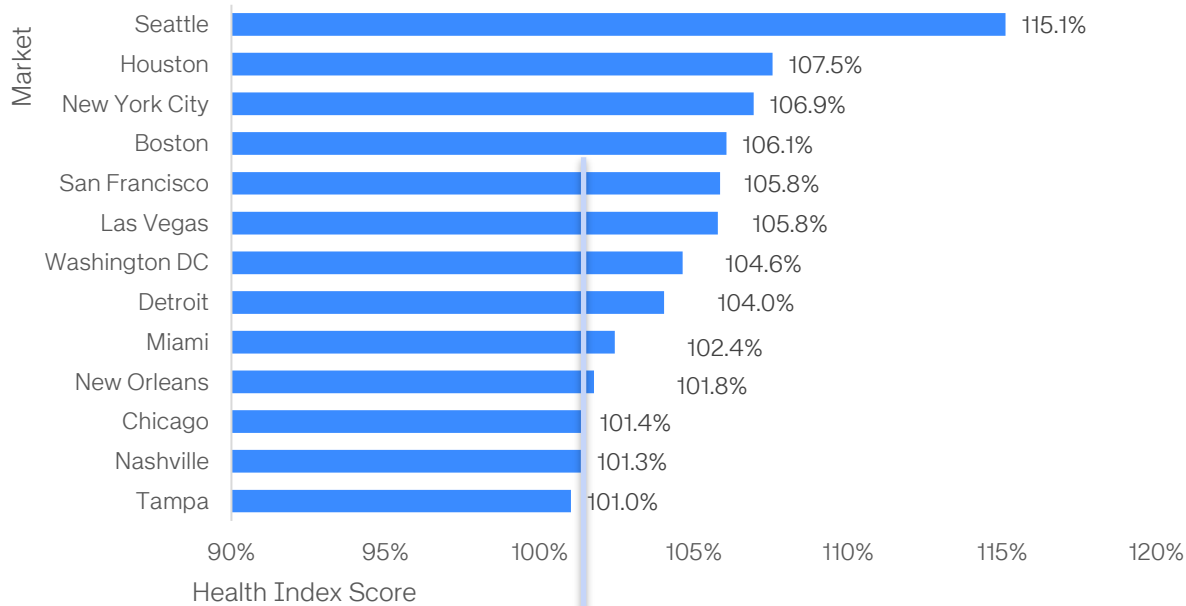
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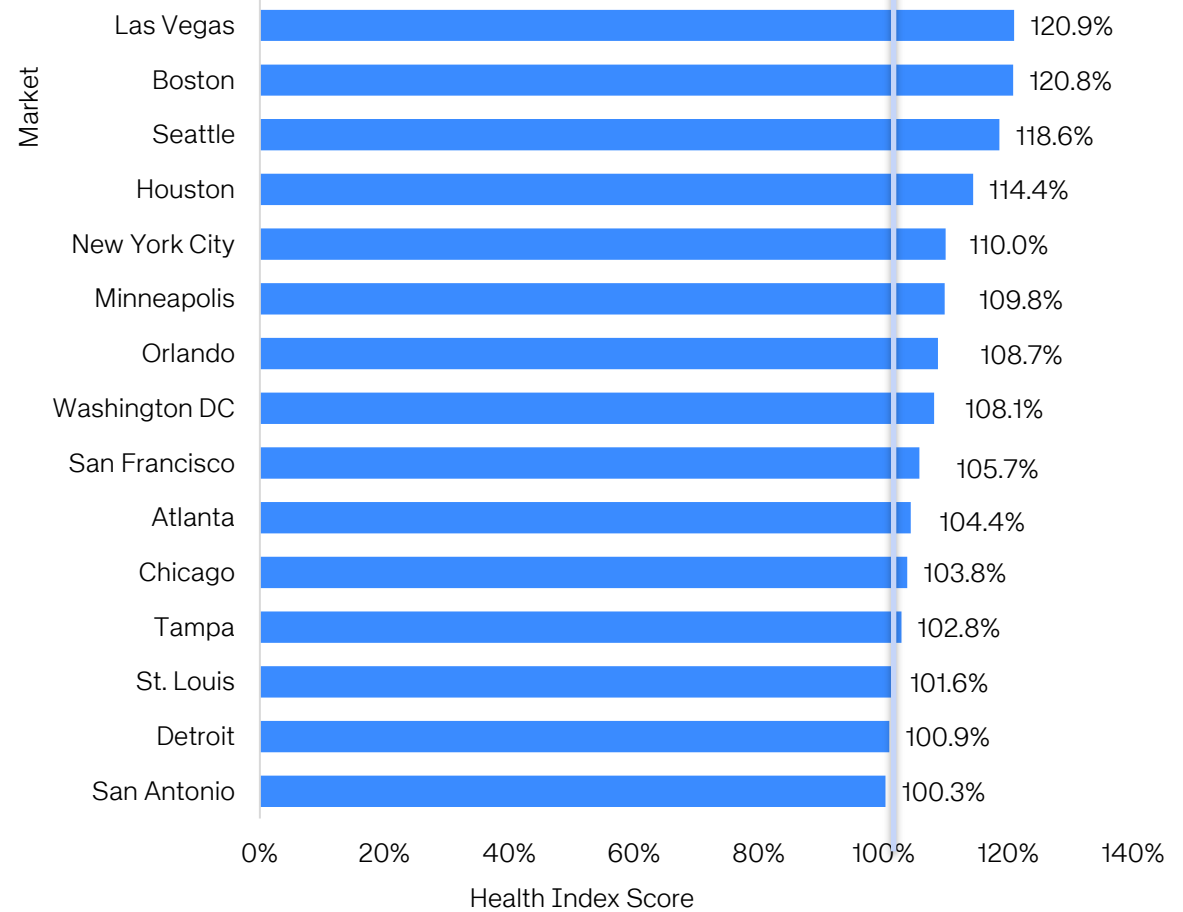
Top US Markets

Top US Markets for Overall Health and Group Markets (2024 Q1)

Top 13 Overall Health Index Markets



Top 15 Group Markets

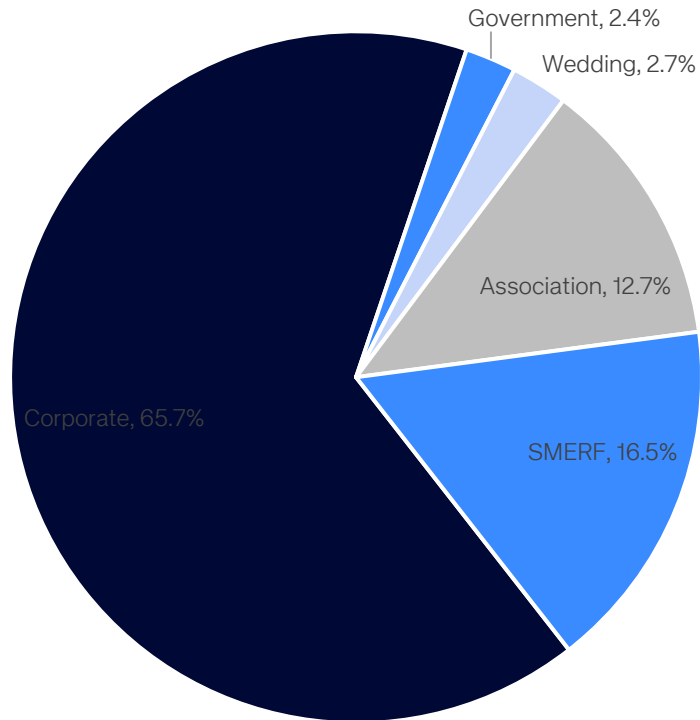


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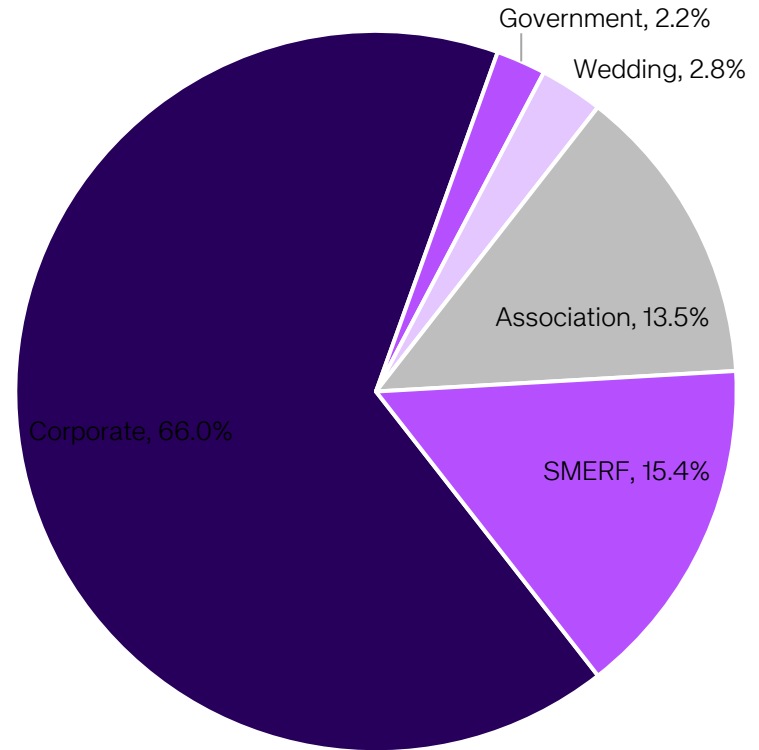
Top Event Market Segments

Top US Markets Segments Compared to 2023 (2024 Q1)

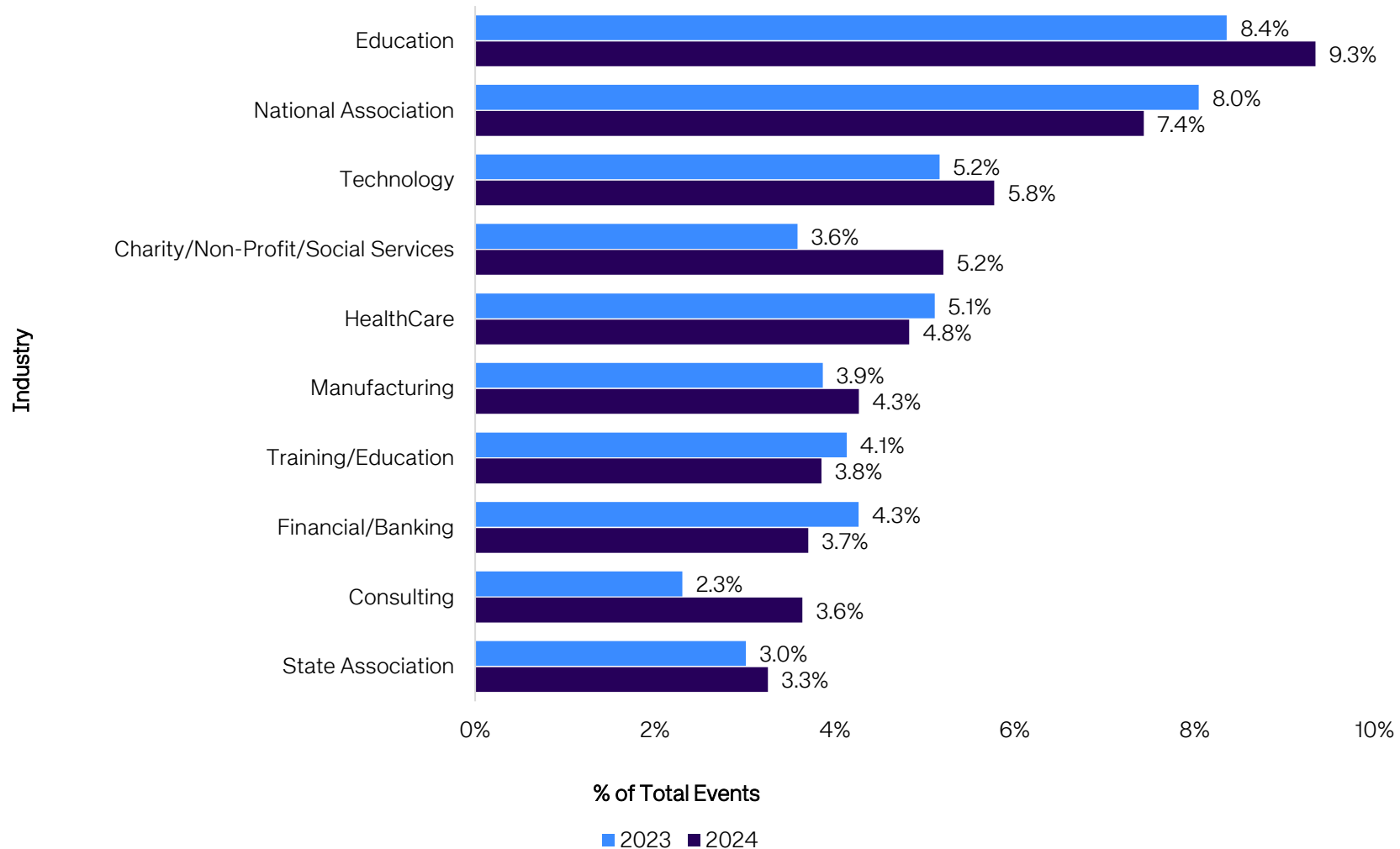
Q1 2024



Q1 2023



Top 10 Event Industries (2024 Q1)





Visit the Hospitality Group & Business Performance Index for more insights.

For more information on Knowland and Amadeus:

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