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Hospitality Group & Business Performance Index

2024 Q2 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 Global Distribution System (GDS) business and assess the “health” of the industry. It offers insights into event market segments and booking industries, empowering hoteliers, destinations, and convention and visitors bureaus to adapt strategies to effectively grow revenue.

Overall health exceeds 100% for the first time.

The aggregated Index reflects performance for all segments – Group, Corporate Negotiated, GDS, and Events – and shows Q2 2024 achieved 105.5% overall health compared to 2023. This is the first time the overall Index has exceeded 100%, reflecting continued industry health across all reported indices.

Strong group growth with Northeast and Midwest regions leading the charge.

The Group Index has achieved seven consecutive quarters of year-over-year growth, reaching 108%. This includes 103.4% of last year's room nights and a 4.4% increase in the average daily rate. The Northeast and Midwest regions were standout performers, experiencing double-digit growth in group nights.

Performance of indirect distribution rallies beyond 2023, leading all segments in growth.

The GDS Index scored 112% overall, with room night production at 109.1% of last year and a 2.4% increase in average daily rate (ADR).

Negotiated performance remains stable compared to last year.

The Negotiated Index score was 102% with 98.5% of the 2023 room nights and a 3.8% increase in ADR. Eighteen of the top 25 markets achieved 100% or more versus the same period last year.

Event volume is steady as meetings get bigger.

Events remained consistent in 2024 compared to 2023. With the reduction of one-day meetings, some of those events have been moved to multi-day events that may be held less frequently.

Meetings continue to provide stability for hotels after the 2023 boom year.

Average attendee size held steady at 145 guests. The average space used was consistent with Q1 moving slightly from 3,981 to 4,025 sq. ft. Nashville meeting volume rose to 131.6%, Detroit was 120.3%, and Miami was 113.7%.



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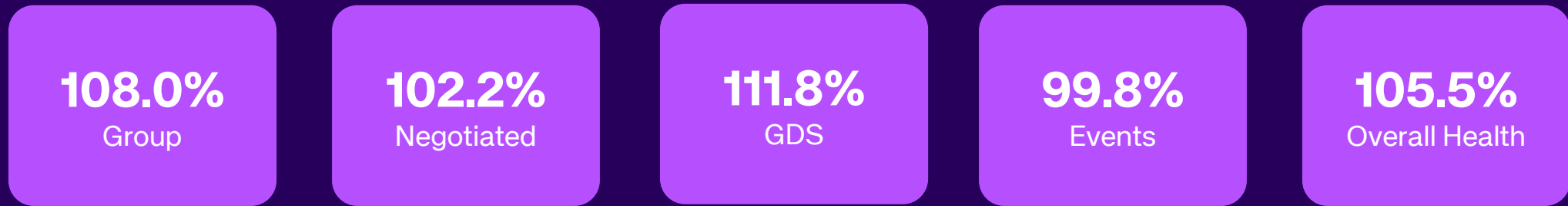


Index Overview

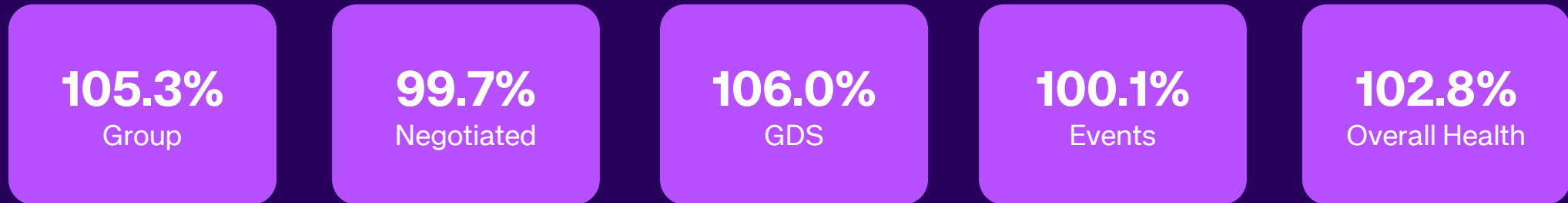
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United States 2024-QTR-2



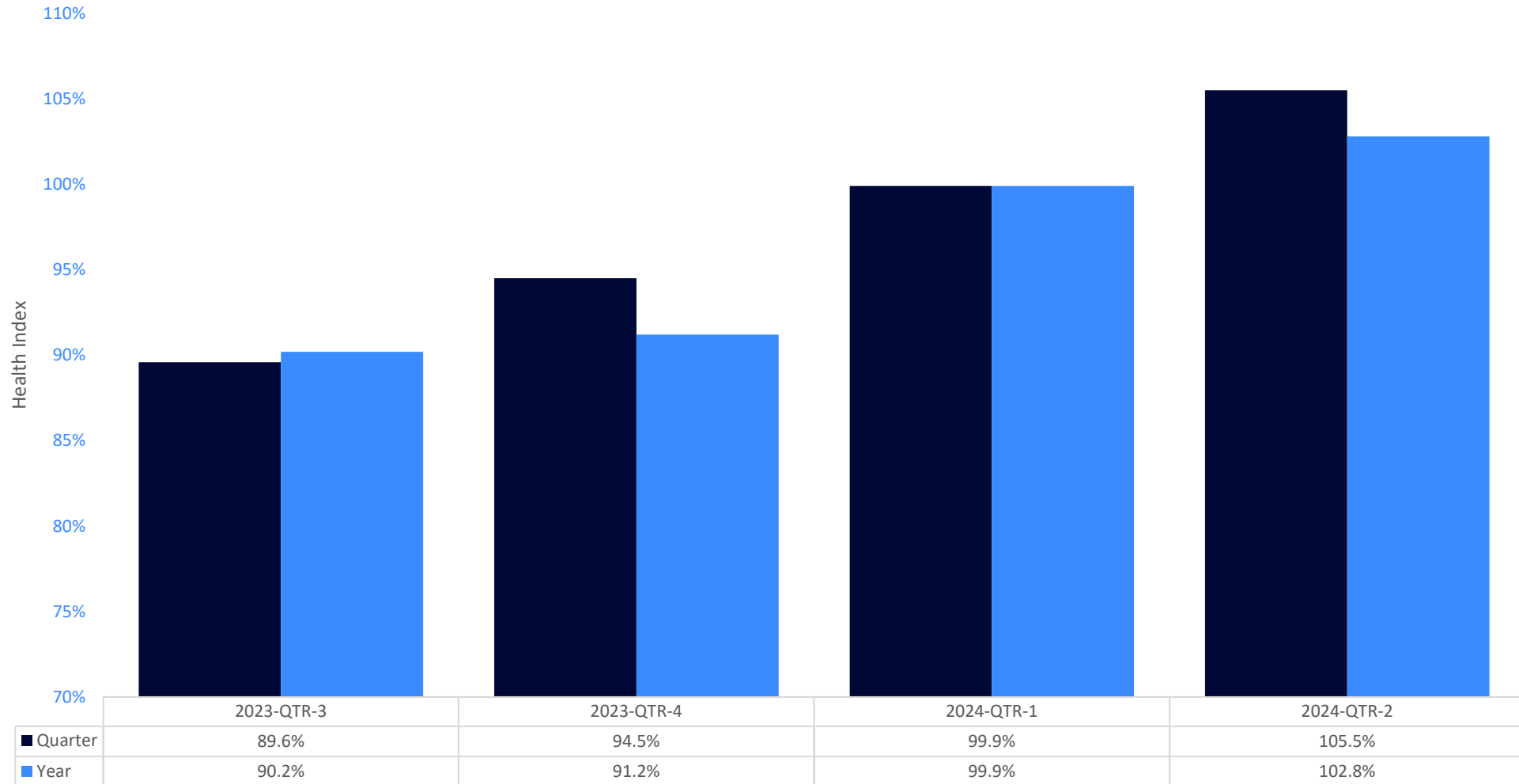
YTD



Index Overview (Last 12 Months by Quarter)

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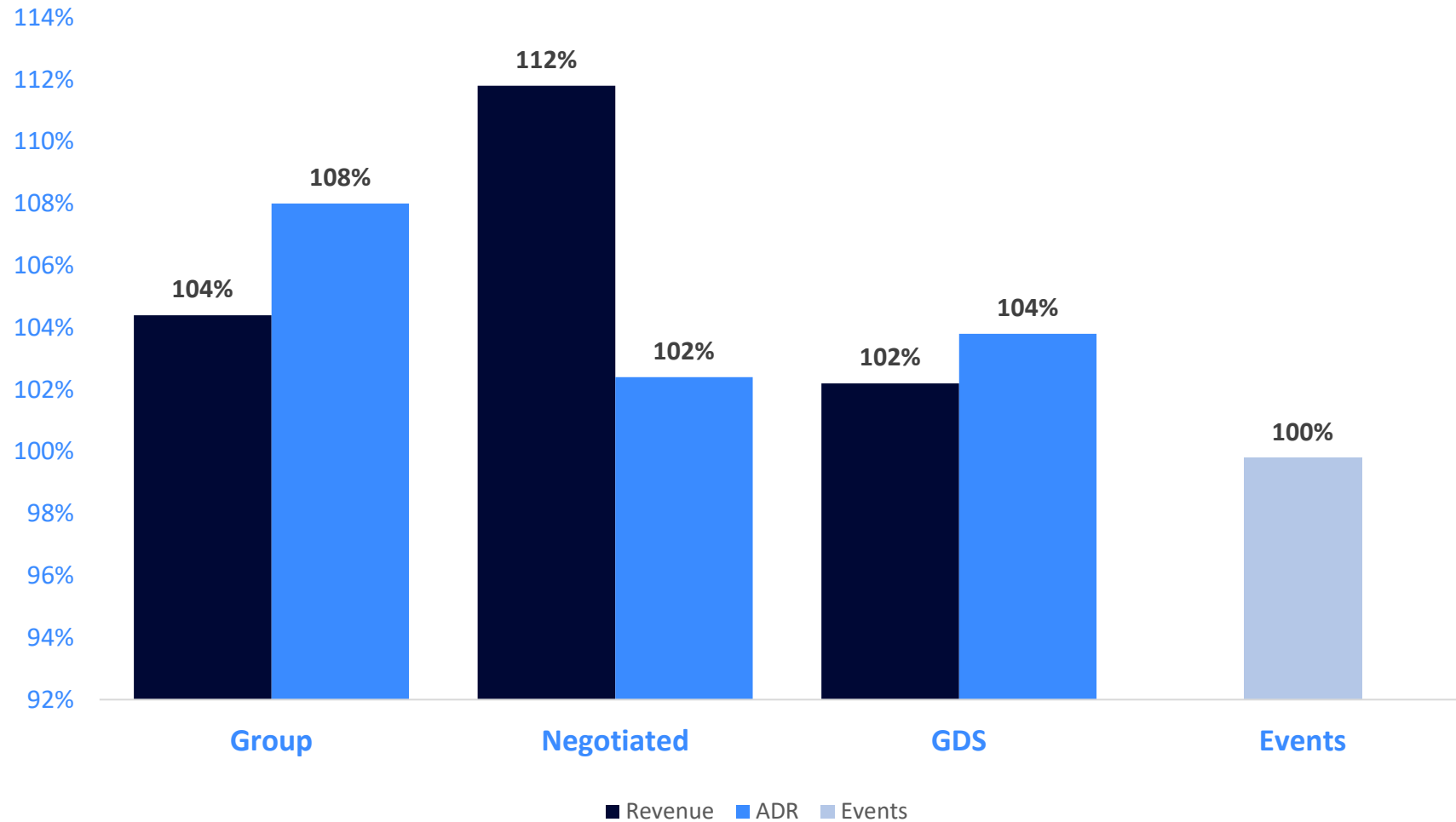
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Sources: Amadeus' Demand360® data and Knowland Platform as of 2024-June-30.

Revenue, ADR, & Events Performance

2024 Q2 Compared to the Same Time in 2023

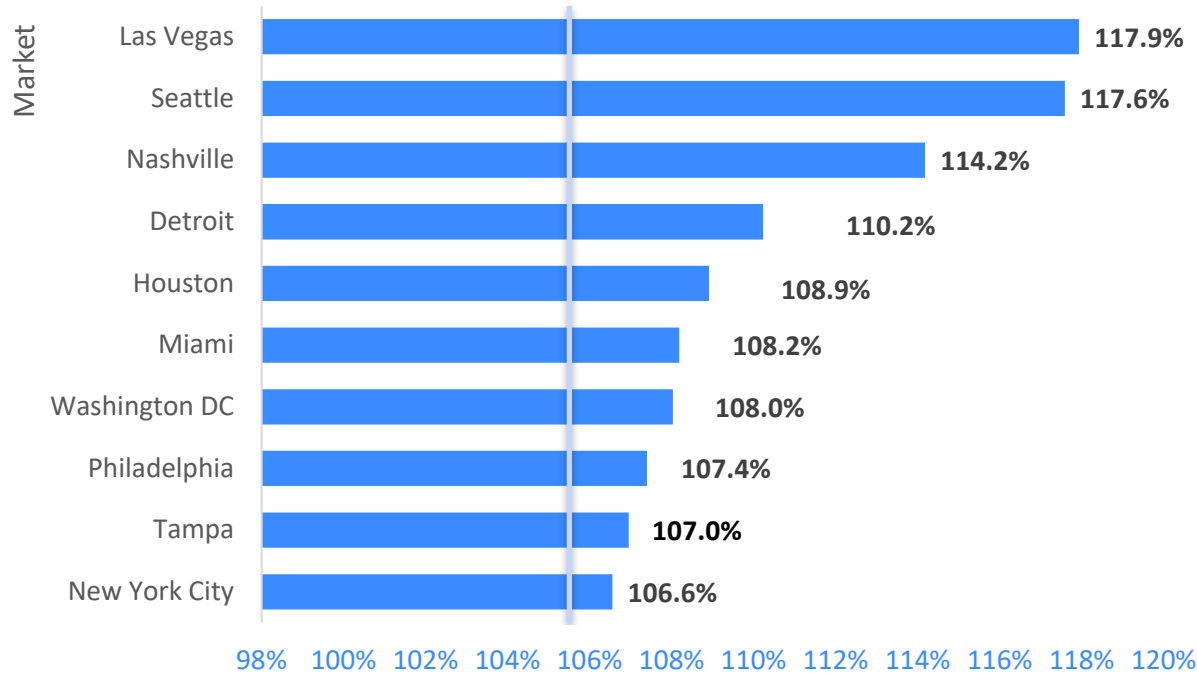
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Top US Markets

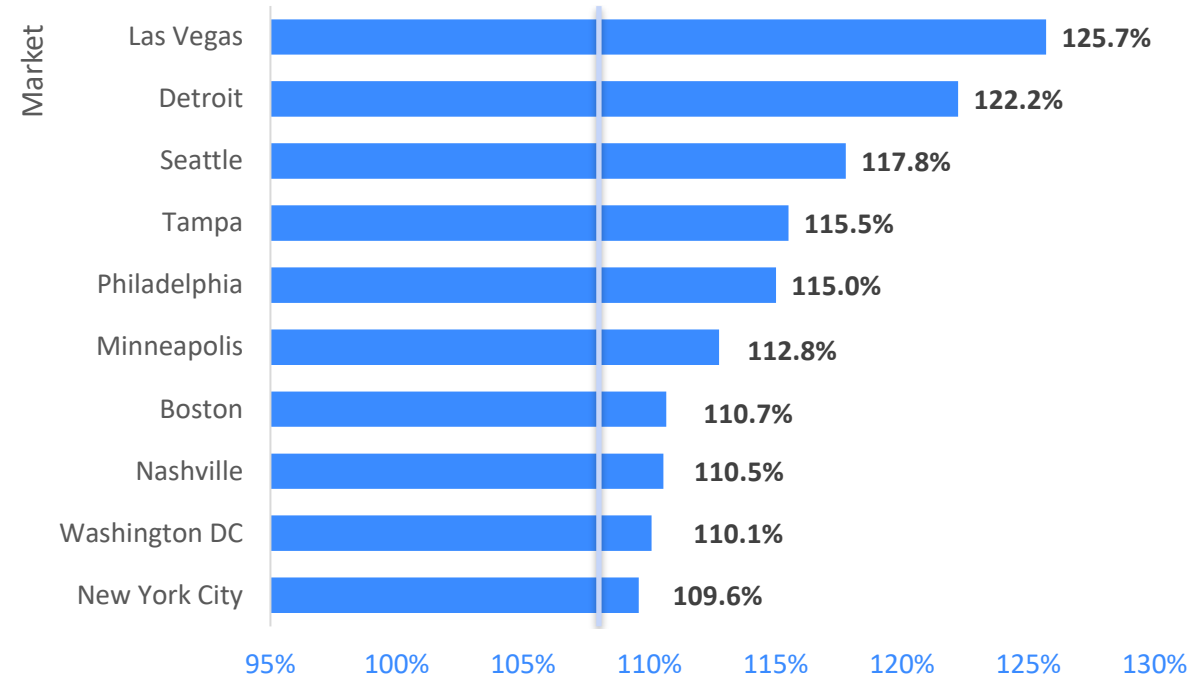
Top US Markets for Overall Health and Group Markets (2024 Q2)

Top 10 Overall Health Index Markets



Vertical line indicates the overall health index for all US markets.

Top 10 Group Markets



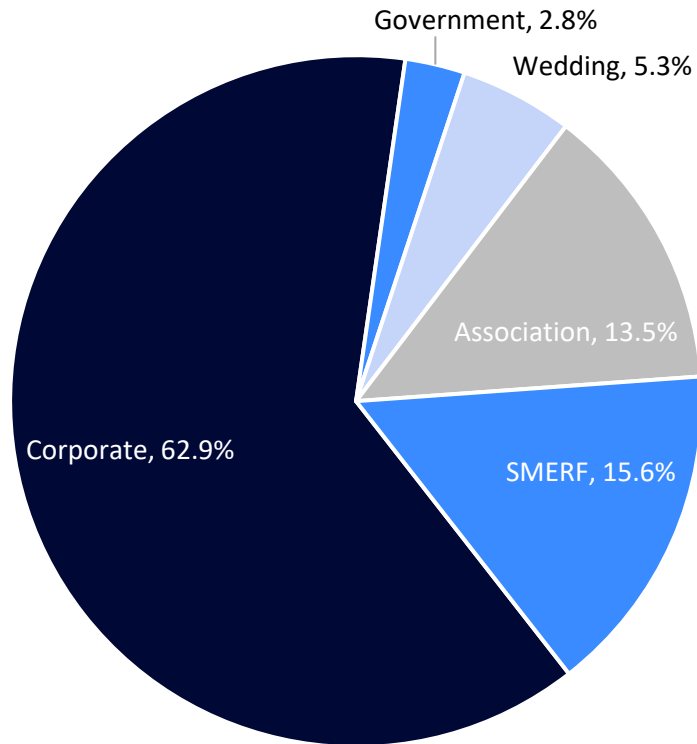
Vertical line indicates is the overall Group health index for all US markets.

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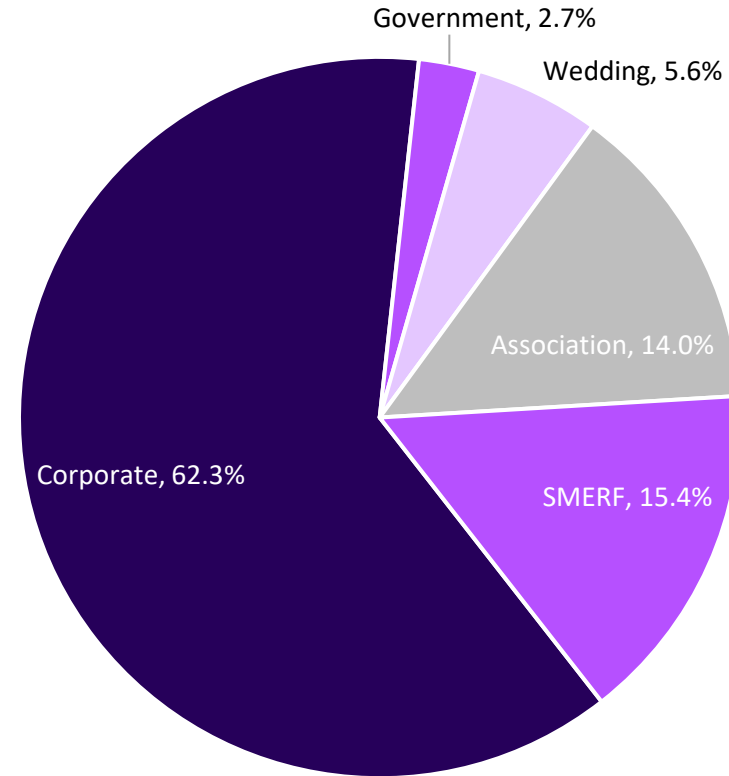
Top Event Market Segments

Top US Markets Segments Compared to 2023 (2024 Q2)

Q2 2024

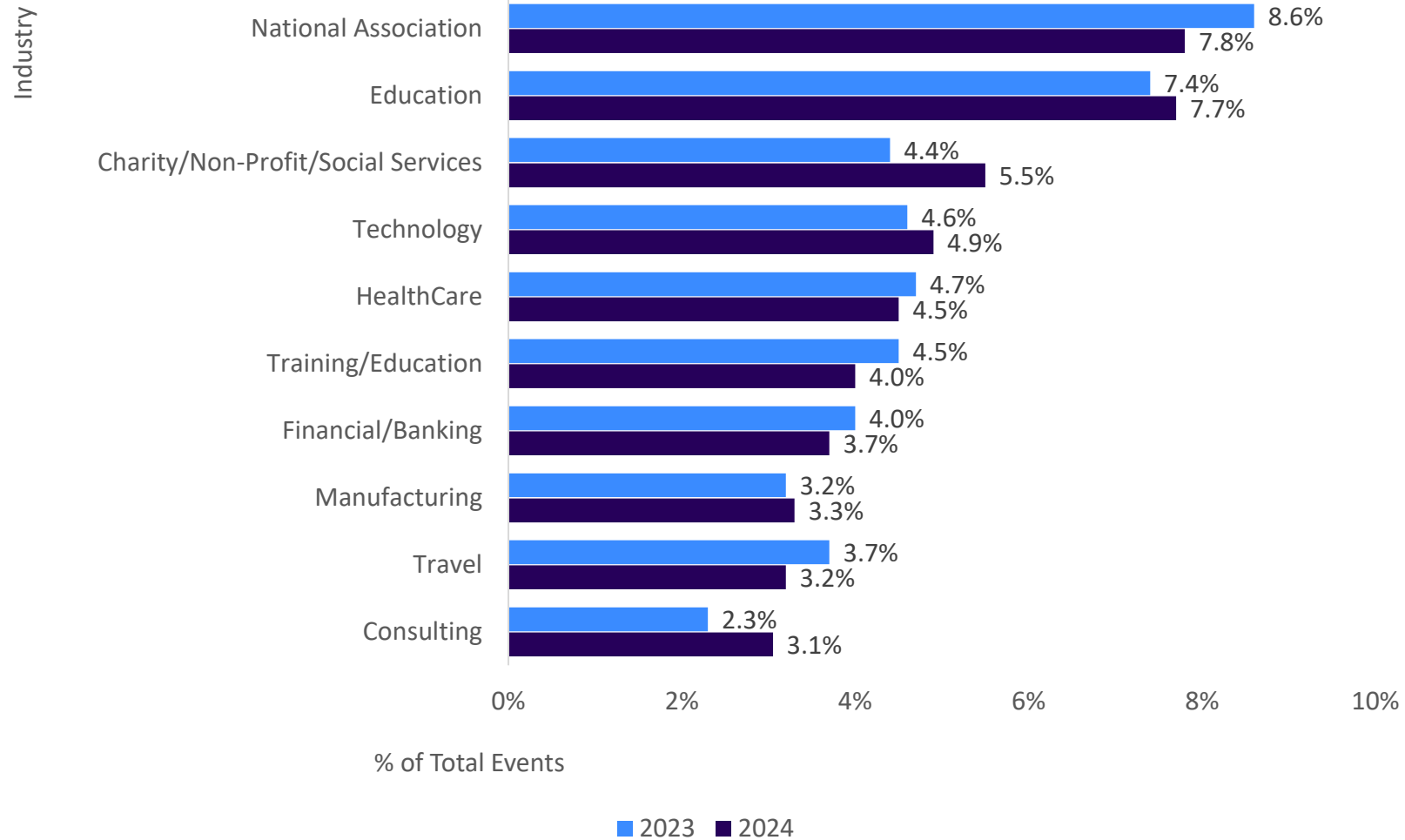


Q2 2023



Top 10 Event Industries (2024 Q2)

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

For more information on Knowland and Amadeus:

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