



## **United States-Market Update- Q3 2023**

### **America East-Market Update – Q3 2023**

#### **Miami/Southeast**

Travel is busy. During my last road show Japan was a huge topic and of course Europe. Clients in the South East are planning holiday trips to Caribbean, etc. For corporate, Wells Fargo just launched the RFP. Corporate clients are requesting flat or lower rates.

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### **America West -Market Update – Q3 2023**

Outbound travel to Europe (Italy, Spain, Croatia, Greece) and destinations remain strong. Booking already starting for Summer 2024. Strongly encourage hotels to load rates now to ensure they have the opportunity to gain reservations.

Japan also remaining strong outbound destination, along with other Southeast Asia countries. Seeing more hotel bookings via our channels for Japan, whereas other destinations continue to book through tour operators.

Best Practices for hotels:

- Load rates for 1.5 years+ in advance.
- Sign up for Preferred Travel Advisor rate via our chain agreements. This is the first place we direct TA's looking to experience our hotels. Be competitive with more than 35% off (yieldable) and offer stronger discounts over need dates.
- Preferred Platinum: offer \$100 credit per room for suites and villas with multiple bedrooms, offer breakfast for each occupant in the room.

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