



United States-Market Update- Q3 2024

America West -Market Update – Q3 2024

Corporate/Leisure Updates

During my recent California Leisure Road Show (October 14-18), I held a panel discussion with the following clients:

- **Asan Askin, Director, West Coast & Entertainment Services
First in Service**
- **Theo Laksmana, DIRECTOR, LEISURE AND ENTERTAINMENT WEST
Global Travel Collection**
- **Star Lasam, Manager, LA Office and Entertainment Services
First in Service**
- **Florence Brethome, General Manager, Palos Verdes
Travelstore**

Here are my notes following the discussion:

Overall Current State:

Asan:

Finding right assistance a challenge, also finding GDS advisors
Entertainment business is booming
First in Service business & offices growing

Florence:

Looking for the right advisors to hire
Signature is assisting with training of advisors
Loves VIP Desk

Star:

Last minute requests are difficult to manage
People are traveling where they can, when they can and advisors are assisting in navigating
Japan is big, but over saturated
Hotel & Counties need to market themselves for the good

Theo:

Difficult finding identity with suppliers with so many changes
Creating a succession plan for advisors that want to retire
Italy & USA are top, looking to pitch new ideas for new destinations

How Do you Define Luxury?

People want to be left alone (new trend especially with younger generation.) “Quiet Luxury”

Managing expectations on both sides: supplier & client

Corporate travel not as much customization, Entertainment more customization (less than BAR and what is needed in their room), Leisure above and beyond (BAR with value adds)

Entertainment: wants to feel “at home” because they are traveling so much, creating a sense of normalcy

Entertainment: best means of communicating is having a dedicated pre-arrival person, an onsite contact and communicate via text

Sustainability:

Not a deal breaker, doesn't drive business

Corporate: some have to have met their sustainability initiatives to be in their program

Clients don't even realize what is being done ACTION: hotels to include sustainable initiatives in their pre-arrival communication, not wait until guest check-ins

ACTION: add notes for each hotel on the Travel Portal?

Relationships between Hotels & Advisors: how to reach each other?

Important for hotels to get in front of advisors

No general “best practice” for advisor engagement. Depends on what is needed, who the agency is, etc.

Client events are most valuable. Smaller are easier to connect & remember the connections

Advisor wants to stay at a hotel, helps to qualify with agency manager prior to offering anything (comp, discount, etc.)

ACTION: Highlight Suites and offer additional commission to book higher room categories

ACTION: work with local CVB to promote more non-stop flights to destinations. Clients will not book economy once business/first is sold out. Will choose the next destination

Commission:

Invoicing each booking for commission is difficult for the advisor

Oynx is charging hotels & taking money from commissions, many commission request sit in a queue: that have a monopoly at the moment

Sion is trying to compete with Oynx and starting to become a bigger player

ACTION: hotels to consider pre-paying commission once room is booked?

What Marketing should be done?

Incentived marketing is best for advisors, they are more likely to push the hotel

Come together as group and advertise for further exposure

Promote special events (Olympics, World Cups, etc.) and include availability

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