

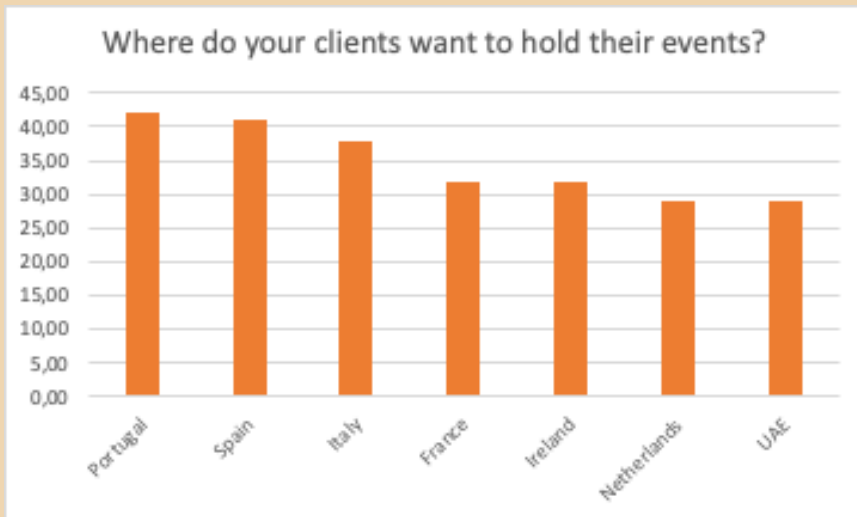
Great Hotels of the World

MICE Trends 2023

In November we reached out to our Buyers' community to gather their perspective on 2023. All signs continue to point towards business growth, in a dynamic industry, where quality trumps quantity and where "connection" is the main driver.

As an independent hotelier, in 2023 you can outsmart your competitors. Create event spaces, activities, and packages that cater to the overwhelming need for up-close-and-personal, experiential and, above all, authentic.

DESTINATIONS



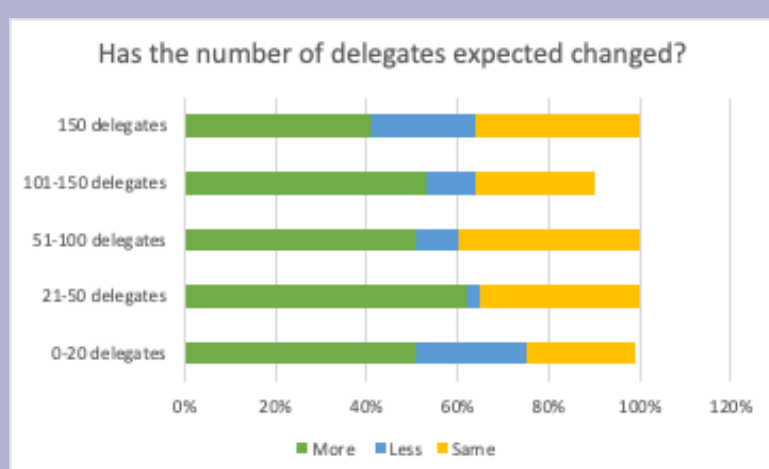
Warm destinations closer to home continue to sit at the top of agency clients' lists

TYPE OF EVENTS

As remote and hybrid teams become mainstream, demand has grown for events centred around relationship building - both with colleagues and industry peers.



SIZE OF EVENTS



Capsule events are on the rise, as are larger ones of 100-150 delegates. Expect return of the largest events further ahead.

Regular team get-togethers appear to be replacing traditional business travel

AGENCY PREFERENCES

Our MICE agencies want exclusive, up close and personal access to you, your hotel and your destination.

Precisely what GHOTW events provide every time.

