

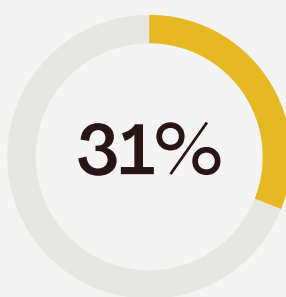
## #MICEBEAT: Independent Hotels excel in People-to-People Meetings

In November 2021, we surveyed our member hotels to get the independent hotelier's beat on what's new in Groups Business for 2022. Our survey revealed that, in 2022, personal and direct sales lead the way. But also, that hotels need to invest in tech, to succeed in today's reality of selling Meetings & Events...

### Groups Pipeline

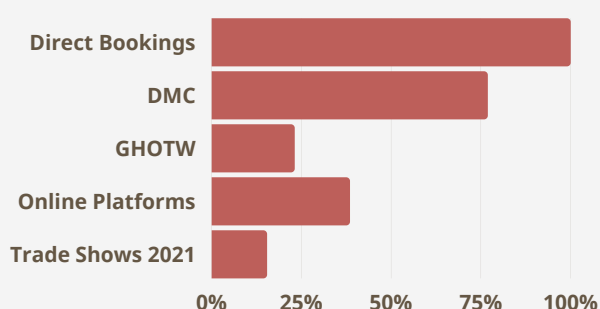
#### Yes, international events are coming back!

International groups are coming back: 30% of hotels claim that over half of enquiries are international.

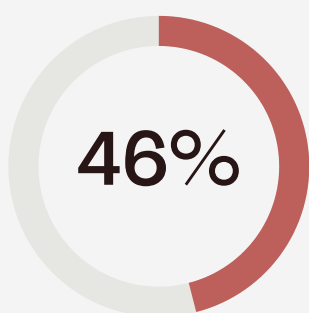


#### Where are leads and bookings coming from?

Direct bookings reflect the importance of the local market and DMCs rank second.



#### How does your Q4 2021 MICE enquiries pipeline compare to Q4 2019?

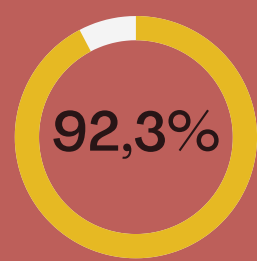


46% of our hotels are experiencing group pipelines of between half and three-quarters of the 2019 levels. The remaining 54% of hotel members are facing volumes less than half of what they had in Q4 2019.

Bleisure trumps in group business as well: clients need hotels to provide exciting team-building, leisure and outdoor activities to regroup and align their teams.

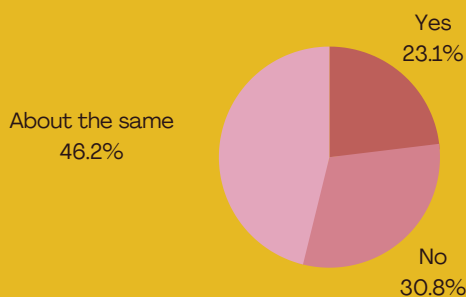
### What has changed?

#### Size



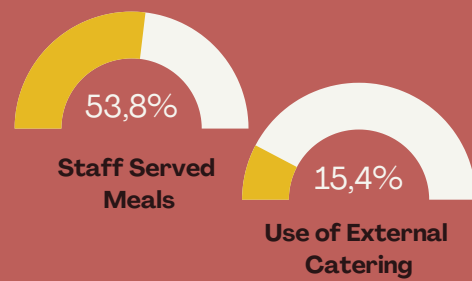
Almost all hoteliers' groups pipeline is for smaller events and this is expected to remain the case in 2022.

#### Leisure



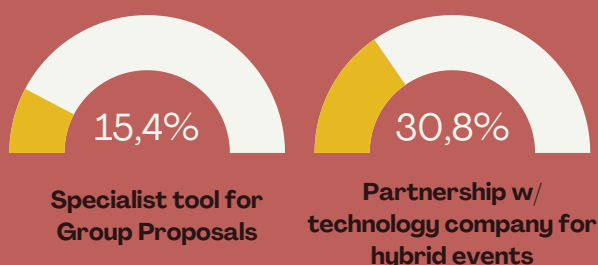
Leisure and outdoor activities are requested in over 70% of enquiries.

#### F&B



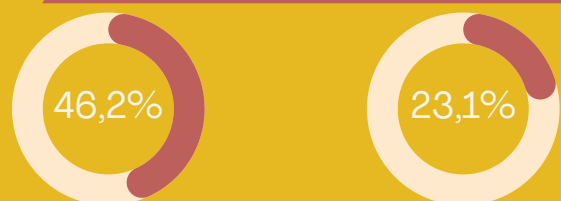
Health & safety lead the way to changes - more staff-served meals and external catering.

### Technology



Potential for more and better technology in Groups Departments.

### Adapting to Consumer Trends



Local market leads the way, Staycation and workcation win the day. And Bleisure rules.