



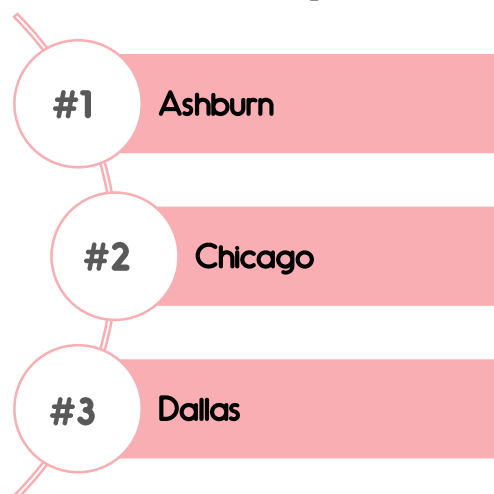
Is there recovery?



With international travel restrictions continuing, we are seeing a continuous rise in domestic bookings. This is leading the recovery for many properties.

Ashburn and Chicago are leading the way with the highest share of domestic travel within the region. Closely followed by Dallas, Houston and Atlanta.

Who is travelling the most?



Recommendations

Targeting domestic travelers is key for recovery and there are many steps a property can take to ensure they grow this market segment.

- Visibility

Being part of performance marketing campaigns during this period will ensure you stay relevant within your market. Campaigns such as AGP, GoLocal and Super Wednesday will help you achieve this.

- Content

Updating your photographs, amenities and especially the new cleanliness & hygiene facilities will help build confidence amongst your travelers.



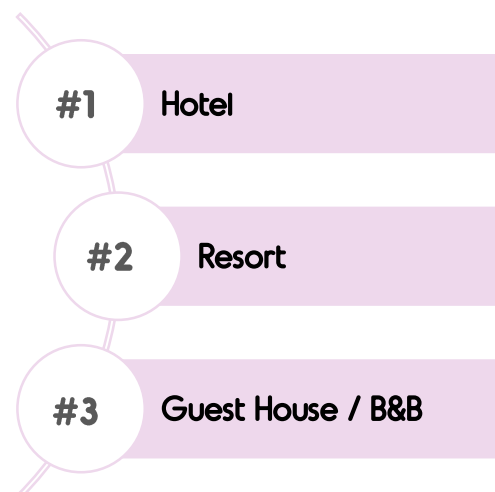
How are they booking and how long are they staying for?



With majority of people working from home and looking to travel domestically, we are continuing to see a growth of bookings via mobile and shorter stays.

Majority of travelers are opting to stay at hotels over other forms of accommodation.

Where are they staying?



Recommendations

Targeting domestic travelers is key for recovery and there are many steps a property can take to ensure they grow this market segment.

- Channels

Having different channels to target different customer segments and grow visibility will help drive bookings.

Ex – Mobile, VIP, APS

- Meals & other amenities

Ensure to offer your travelers a variety of choices as they are seeking to get away being at home. Providing meals, wellness options such as spa treatments, early check-in, late check out will help be competitive and increase revenue.