

An isometric illustration of a hotel room block, showing multiple rooms arranged in a grid. Each room contains a bed, a desk, and a television. The rooms are colored in shades of blue and teal, with some rooms having a darker blue accent. The perspective is from above, looking down at the rooms.

RESEARCH BRIEF

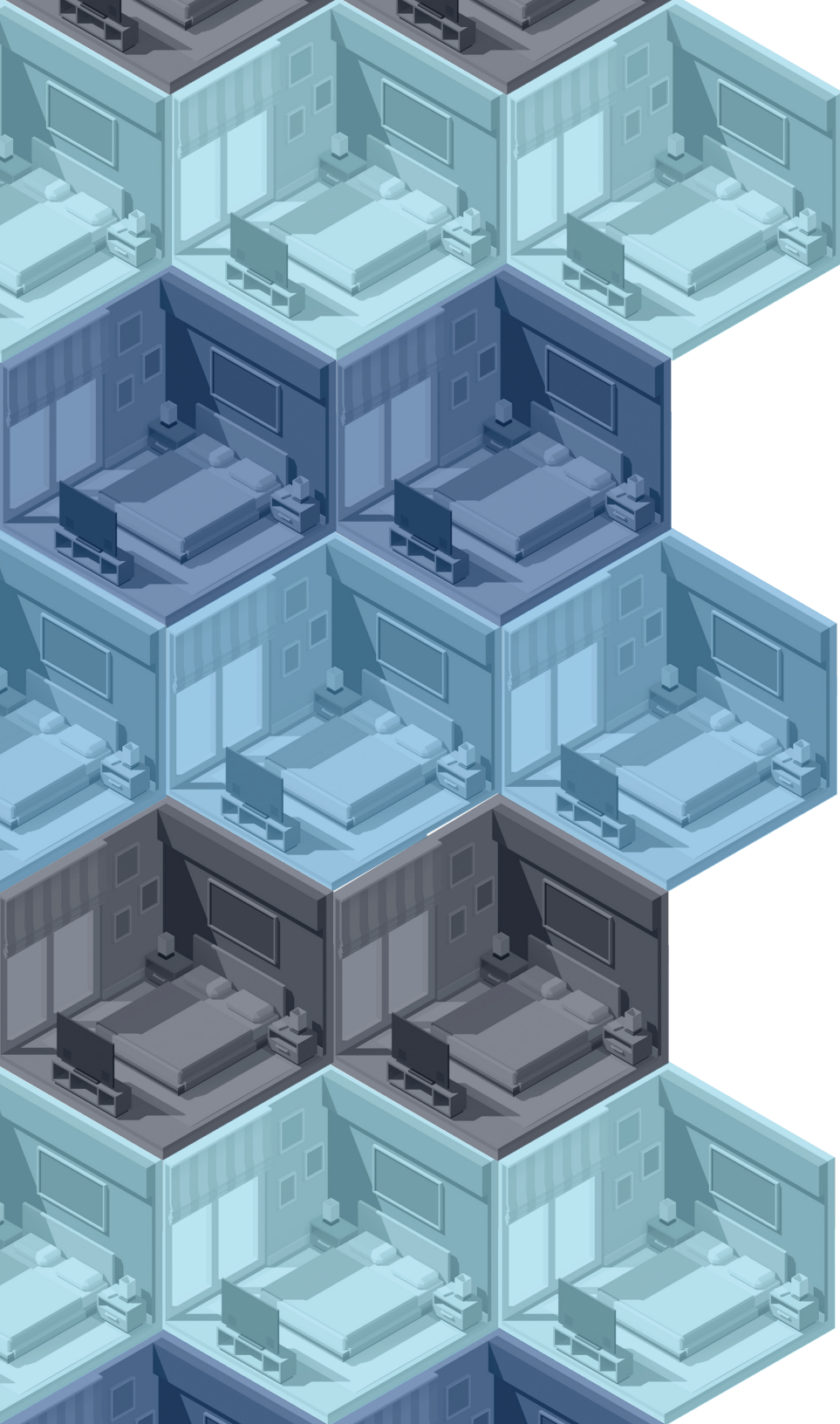
ROOM BLOCK OF THE FUTURE

A study co-funded by



*Rooms Data Analysis by Kalibri Labs
Consumer Survey by Prism Advisory Group*





ABOUT THIS STUDY

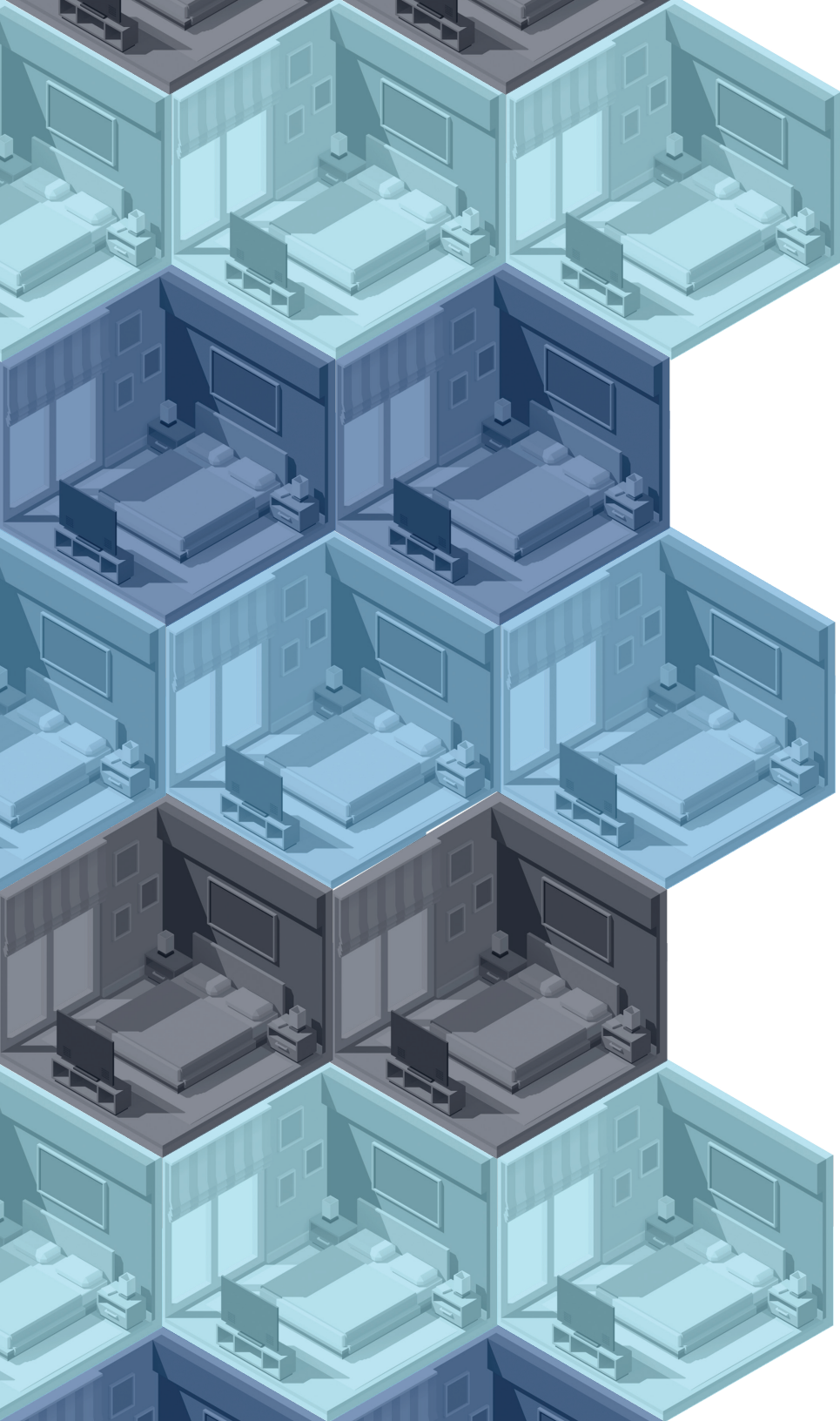
ROOM BLOCK OF THE FUTURE

Hilton, NYC & Company and the PCMA Foundation

collaboratively conceived of and funded the Room Block of the Future study to better understand room booking behaviors within the business events industry, with the hope of developing a delivery system that better suits attendee needs in an ever-evolving meetings landscape.

Kalibri Labs and Prism Advisory Group were lead research consultants on phase one of the study and identified the behaviors and motivations driving this decision-making by analyzing anonymous guest records and surveying a sample size of U.S. business travelers.





FAST FACTS

1 in 3

business travelers
attend city-wide
conventions.

25%

book in hotels
designated as part of
the room block, but not
through the conference
room reservation system.

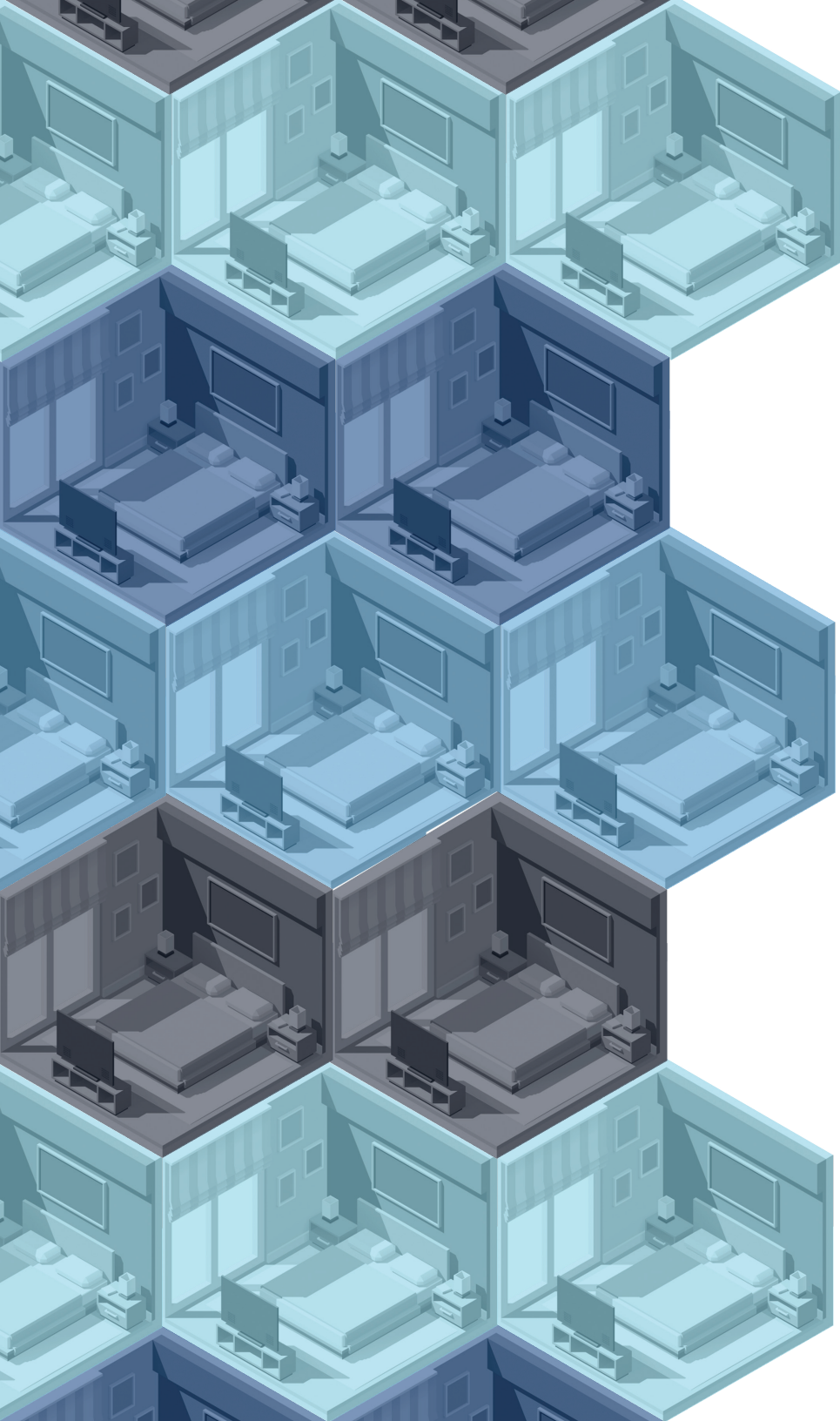
50%

of city-wide
convention attendees
book through the
conference organizer's
room reservation
system.

25%

book in hotels that
are not in the room
block or in alternate
accommodations.





REASONS WHY



COST: A common attendee misperception — affecting booking patterns across different sizes and types of conferences — is that hotel rooms within the block are more expensive. However, the research proves that in a majority of cases (66 percent), rooms within the block are more affordable.



LOYALTY: An inability to enter in a loyalty program number was among the top reasons attendees booked in hotels that are part of the room block, but not through the conference organizer's reservation system.

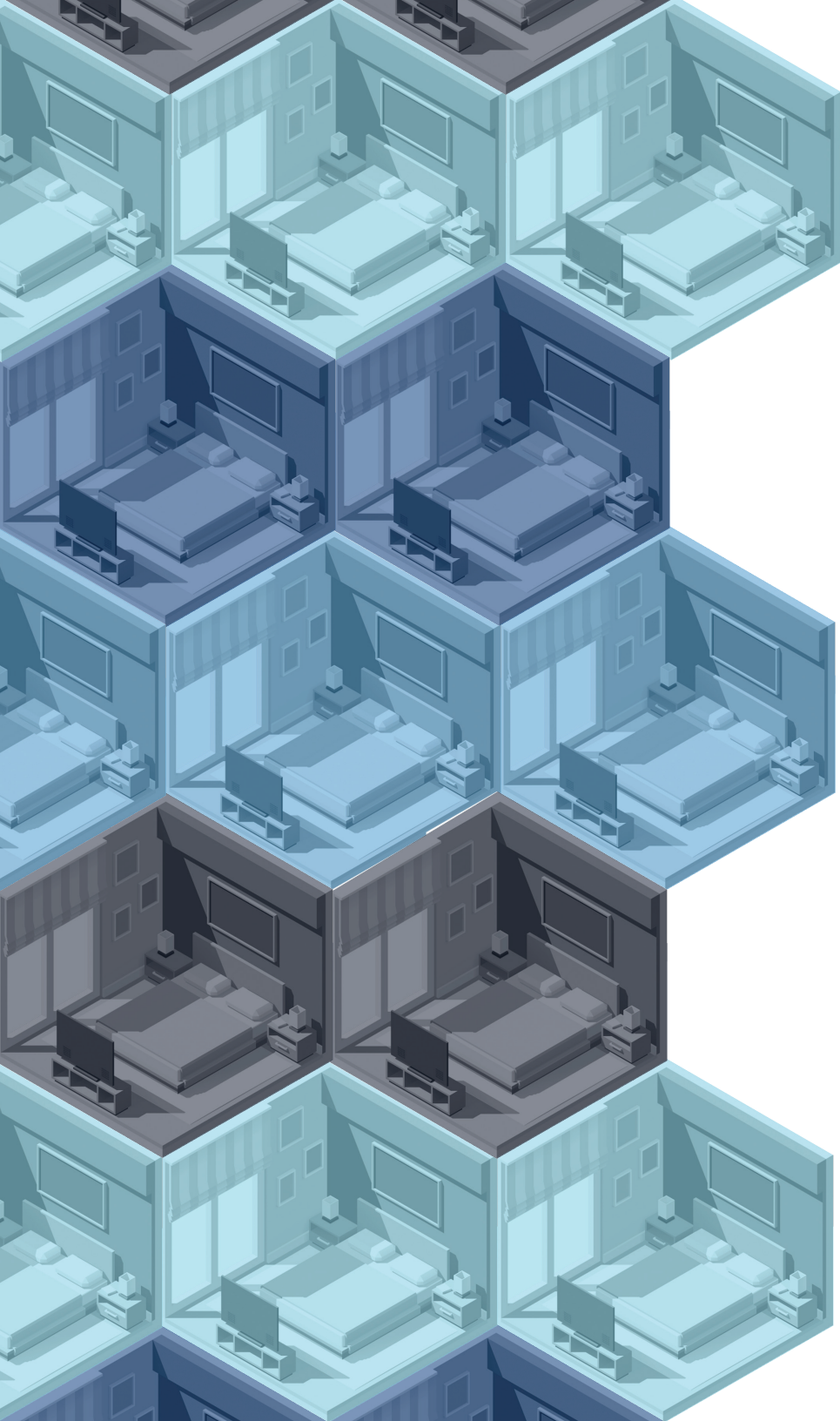


ROOM CHOICE: Room variety, or lack thereof, is another factor affecting booking patterns. Among many business travelers, a perceived rigidity and the inability to choose a preferred room type played a role.



AGE: Overall, younger attendees (59 percent) are more likely to use alternative accommodations like Airbnb.





METHODOLOGY

Kalibri Labs and Prism Advisory Group jointly analyzed more than 2 million anonymous hotel and Airbnb guest records from conventions held in Houston, New York City and San Diego between 2015 and 2018 in addition to surveying a sample of U.S. business travelers who have attended a city-wide convention.

PHASE TWO

Now that research has identified room-booking behaviors of city-wide convention participants, phase two will engage all of the stakeholders involved in the room booking process. Kalibri Labs and Prism Advisory Group will interview and organize co-creation sessions with event organizers, hotel executives, housing management firms, and others to participate in innovating the room booking model to adapt to changing attendee preferences.

DOWNLOAD THE FULL REPORT

pcma.co/roomblockresearch

