



POCONO MOUNTAINSSM
VISITORS BUREAU

Navigating Group Sales Post Pandemic

The Comeback

- **Overall meetings volume will surpass 2019 levels in 2023.**
- **Group lodging demand is down 10% from pre-pandemic levels, but increased group rates will push performance past 2019.**
- **Leisure travel has been strong these past few years but is expected to calm down, leaving more room for group business.**

The Challenges

- **Staffing: Them and Us**
- **Increased Costs**
- **Inflexibility**



The Planner's Focus

- **Cost Savings**
- **Revenue Sources**
- **Sustainability**
- **Diversity, Equity, & Inclusion**

MEETING PLANNER



What my friends think I do



What my parents think I do



What society thinks I do



What my boss thinks I do



What I think I do



What I actually do

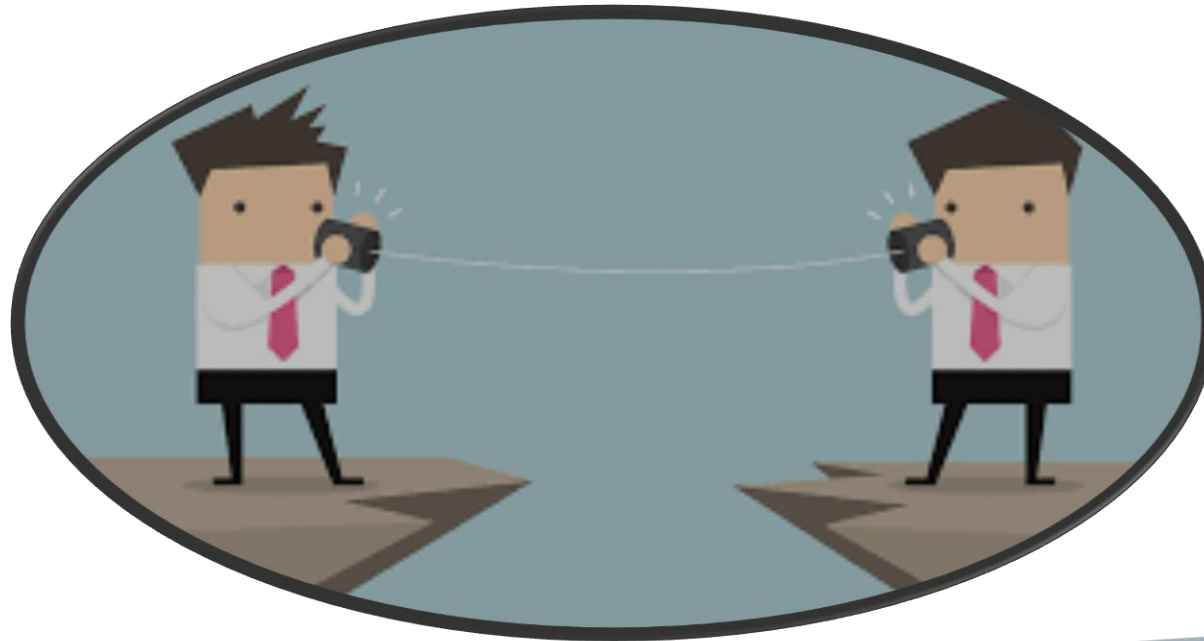
Prospecting Pivot

- **Markets**

- **SMERF (Sports, Military, Education, Religious, Fraternal)**
- **Corporate**
- **Association**
- **Weddings**

- **Networking**

- **Solicitation**



Time to Sell



- **Understand Your Client**

- **Group History**

- **Hot Buttons**

- **Where else?**

The Sale

- **Use Your Intel**
- **Answer the Questions**
- **Highlight Partners / Bleisure**
- **Ask for the Business!**



THANK YOU!

**Questions / Open
Discussion**

TOURISM DAY SUMMIT



3C - Navigating Group Sales Post Pandemic

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