

# MEETING INDUSTRY TRENDS, KEY ISSUES, & PROBLEM SOLVING

## GOING GLOBAL

MOVING AWAY FROM VOLUNTEERS RESPONSIBLE FOR CONTENT AND PRODUCT

*the GAME is changing!*



OPT-IN PRINTED COPIES

## MOVING AWAY FROM PRINT

POSSIBLE INTERESTING APPLICATION FOR 3-D PRINTING

## LEGISLATION AFFECTS OUR MEETINGS

WE DON'T BOYCOTT BUT WE MAKE A STATEMENT TO BRING LIGHT TO THE ISSUE

CONTRACT CLAUSE VS NOT "EQUAL TO ALL"

it's a **TIGHTROPE** between FISCAL and SOCIAL

AFFECTS OUR ABILITY to do BUSINESS in that STATE.

## AIRBNB

"DEMOCRATIZATION OF TRAVEL"

HERE to STAY

WE HAVE to adjust

JOB is to transform AIRBNB to hospitality

CHIP CONLEY CHIEF HOSPITALITY OFFICER

1 LOWER ROOM BLOCK COMMITMENTS

2 REG. DISCOUNTS IF BOOKED WITH THE HOTEL

3 ILLEGAL FINE

LEGISLATION HOW WILL THEY DEAL WITH CITIES, SHORT-TERM RENTALS, ETC?

## UNIONS

CONTRACT CANCEL CLAUSE that ALLOWS US to CANCEL IF UNIONS are an ISSUE

WE WON'T EVEN GO TO THE NORTH WEST

## SPONSORSHIPS

MORE important

ALLOWS US to HAVE LOWER REGISTRATIONS

## EVENT

250! LEADS!

WHO'S SERIOUS?!

MULTIPLE leads, DIFFERENT FUNNELS, SAME PIECE of BUSINESS

## DMOs and CITYWIDE

ORLANDO WE ONLY WORK CITY-WIDE

BOSTON WE ARE YOUR ONLY FUNNEL, OR NOT at all

SALT LAKE ?

LOSS of TRUST "I NO LONGER TRUST MY CVB PARTNER CAN GUARANTEE MY BLOCK?"

LOSS of RELATIONSHIPS

WHY ARE WE MAKING DECISIONS BASED on ROOM BLOCKS?

HOTEL COLLECT TAX that PMS FOR DMO.

WALMARTIZATION MAKES IT HARDER

the FOCUS is MORE on REVENUE MGMT and SALES.

MY CVB RELATIONSHIP is CRUCIAL! to HELP with ISSUES

LIMITED INVENTORY HIGH DEMAND

the TEMPERATURE is HOT

## DELTA

AIR TRAVEL IS UP

TAKE CARE OF OUR EMPLOYEES

CHAMPION OUR CUSTOMERS

INNOVATIVE THOUGHTFUL RELIABLE

WIFI CAPABLE

SAFETY

OPERATIONAL EXCELLENCE

REDEFINING OUR CABINS

WE'RE COMMITTED TO SALT LAKE

INVEST IN OUR FLEET.

PARTNERSHIPS

EARNED MEETING INCENTIVES