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You to consider when you're looking at, you know, capturing these longer stay travelers really expand what you're considering your content, it's not just your neighborhood hotels, it's also, you know, the verbose and Airbnb ease of the world, especially

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as you get to one week or longer, where we are seeing still 10% of our travelers.

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And then looking for the other boroughs, same chart here.

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You know, we still are seeing 20% come in for five minutes or longer, but it really is that short one, two and then three night length of stays that where the money is going to be made for these markets with three fourths of our bookings coming in over

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this those items.

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Over the last year, we've been asked a ton about cancellation policies and the impact that's having on customer sentiment decisions. And, you know, although I want to say positive we have seen a lot of momentum customer confidence come back into cities

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in New York specifically over the last 28 days.

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Even with all of that extra confidence still 95% of our bookings were made on refundable rate plans and it really doesn't matter what customer path, they were coming in on as you can see the left side, Mo D represents our members.

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If they're looking on mobile, international or package, and that's when we bundle a hotel with an airline or car. Everybody wants a little bit of security still when they're making their purchase decision.

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So I guess the point here, being, you know it's not just a price point it's also what rate plan that price is on. That's going to help you convert travelers right now.

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And then the last bit of data that I wanted to share was about international share for future state months. And I guess a little context here. Typically, pre pandemic we would see about 50% of our bookings coming in from international points of sale.

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So, pretty clearly we're not back towards those numbers and, you know, we're not going to be at least through q3 and q4, but it is encouraging to see international start to come in.

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More in q4 and beyond into q1 of next year. I think, you know, as this might not come as a surprise I think a lot of us are banking on that domestic business to be the first ones to help us with recovery, this data just kind of confirms that and I would

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say, from an Expedia standpoint, the way that we can attract specifically domestic customers we're looking at those who are looking at mobile apps. And then, who are logged in, members, those tend to be higher share domestic and a good way to attract

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the travelers are going to return first.

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And then last piece for me. I also think this is a positive story. One of the main focus areas in q2 for the Expedia group brands from marketing standpoint is city rediscovering, and you know we talked about.

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It was a big year for going to go into nature but I think with the trends that we've seen it's a great opportunity that our brands are taking to really push traveling and inspiring travel back into the great city destinations in the US, and of course,

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New York City being the number one for my perspective on that list. And this is going to come with brand homepage takeovers mobile, mobile pushes pushing the city rediscoveries social pushes and from a hotel perspective, you're going to be able to get

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involved in the action by participating in campaigns and getting on landing pages that are definitely gonna have a lot of visibility drawing their way.

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We're at a stage where we can really start to advertise New York City as a destination again it times out well with state to state travel restrictions going away. And I just I'm excited to be in a place where we can start to drive business back to New

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York.

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And that's it for me appreciate everybody's time and the opportunity to be here happy to answer questions offline, or if you're a hotel that wants to take advantage of these trends reach out and I can connect you with your market manager.

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Thank you.

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Thank you so much. We sharing your optimism and really appreciate you taking time to share these insights with us. It really has been terrific. And I know we have some time for Q and Q amp A at the end so we may have some questions for you.

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So thank you.

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Next up, I would now like to introduce Jeffrey Tucker, Senior Director of analytics at Cvent who will take us through the latest trends for group business for both United States but also for New York City and dive deep into when planners are sourcing

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what rates look like and how New York City compares to other major markets so Jeffrey thank you for being with us.

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Thanks Fred and thanks everybody for allowing me to speak today i'm going to share some data on both overseeing from us perspective and then we'll dive kind of deep into New York City specifically around the latest kind of in terms of group trends.

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So let me start kind of at a at a national level. So, But this chart represents is a bicep week how many RFP is kind of went through our system. And as you can see you know that the trend is positive on the right so the last three weeks that we have data

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on are the best three weeks that we've seen since Kobe head back, you know last March, so definitely kind of positive momentum overall, we're you know we're still obviously way off of where we would normally be, but there's definitely some real kind of

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strong momentum overall from from a volume perspective, from looking at a little bit at specific markets and obviously we're going to I'm going to get into a lot of specifics around New York here shortly.

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What this map kind of shows is a sense of, which markets are accelerating the most, kind of in February will have obviously all of March data soon.

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But what this is showing here is kind of comparing, if I look at all the RFP, that kind of go through our system and what share of those go to a specific network, and I compare that what that share was in February to what it kind of typically runs over

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the last kind of six months.

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The table on the left kind of shows the markets that are growing the fastest, most recently, and I've kind of map them out there as well. A lot of these are markets that you're hearing a lot about obviously Florida is getting a lot of attention Caribbean

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spend doing really well.

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We Hawaii as an example. So a lot of kind of resort destinations are that are there are the places that are seeing a lot of momentum kind of right at the moment kind of from a national perspective.

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One question I get a lot about is conversion. So obviously, there were a ton of cancellations around group last year, and there was, you know, even kind of through the fall, there was you know there's some hope that things were going to come back sooner

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rather than later and obviously that turned out not to be the case.

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We have been taking a look at what conversion looks like these days so understanding of all the things that are going through the system how many of them ultimately are awarded and so that's what these lines represent is the yellow represents kind of

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last year, typically what we see in terms of percentage of our fees are awarded to somebody in the system.

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The blue represents what we've most recently seen and you can actually see since the beginning of the year our conversion is actually running a higher than it has traditionally So does that mean that there are more RPS being awarded overall obviously

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there's not.

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But if you look at the rate of those that are being sent out what percentage of those are ultimately awarded it's running pretty strong right now so planners kind of know what environment they're sourcing into, and generally when they're sending out our

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pays you know they're they're kind of planning on having the meeting at this point and they're awarding a lot of business so this is a definitely kind of real positive trend to see

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this chart here takes a look at booking window and it just kind of shows by week kind of how the booking window has been trending.

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We typically run about 180 days kind of average booking window and see that you can see to the right things I've kind of been trending up lately what we saw in a really kind of when the vaccine news came out in early December, there was a real shift where

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planners really started focusing on the second half of 2021 and early into 2022 and that kind of increase the booking window, it started to drift back down a little bit closer to normal.

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Over the past few weeks and and I think that's a positive sign up or all that that people are getting a little bit more comfortable sourcing meetings that are not quite so far out even kind of into the summer, which will look at in a second so definitely

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a positive sign overall.

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If you look at more specifically, kind of which specific arrival periods people are sending out and sourcing for this shows it so it shows kind of by month and then kind of looking at 2022 by quarter, etc.

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What percentage of all the RFP that were sent out last week were for specific arrival date so surprisingly there's a decent amount of our appease you can see on the left that our source for very near term arrival dates, obviously there's a small meetings

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sure, but there were anecdotally kind of hearing more and more stuff that that is starting to happen in terms of real meetings and then obviously there's still a pretty good spike for q1 of next year and then kind of q2 and beyond kind of all of next

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year as well.

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This chart represents how what I just showed you compares to what we normally see. So, any of the months where the yellow line is below the white line that means, kind of the share of our piece being source for those specific arrival date since last than

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than we would normally expect at this time. And if it's above the line, it means it's more than we would expect at this time so interesting kind of.

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You can obviously see over to the right, that there's kind of more of the RFP than usual are going for kind of next year, less than usual kind of here for April May and June of this year.

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But interestingly kind of July through kind of the end of the year you can see it's a little it's it's a round normal summer months are a little higher a little lower.

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That's that was not true, a month ago if I would have showed you this a month ago, there was a lot less business kind of being filled in for again kind of the summer and into the fall so people are definitely getting a little bit more comfortable source

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and kind of a little bit earlier this year.

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kind of a little bit earlier this year. The show's information on the size of groups being booked. So, over on the left, we're kind of looking at what are typical mix of size of group is by peak room night, and then kind of over on the right is showing

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what we just saw last week and you can see that if you kind of go up to the top, but 27% of the RFP refer people have more than 50 on peak much fewer space only meetings than usual so definitely skewing a little bit larger than we would normally expect

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in this at this time, again, a lot of that as people kind of making up for lost time right big meetings they've kind of been holding out on now they feel a little bit more confident and those are starting to flow through the system more

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from our rates perspective this is one of the other really kind of positive trends that we're seeing and we're going to look at some new york specific rates in a minute.

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This is kind of showing national numbers so to explain this chart the blue line represents for each week I should say the blue column represents what rates were proposed last year at this time the green is what they've been proposed this year at this

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time and that purple line is kind of the moving average of a difference between the two. And what you can see is over the past really kind of six weeks to two months rates have steadily been getting up closer to normal so for quite a long time rates were

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probably off between kind of 15 and 20% what we would normally expect overall. You can see they've almost gotten back in terms of the rates being proposed for different dates in the future, almost back to kind of the same year over year so this is definitely

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kind of a very positive trend overall.

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This kind of shows this data shows what rates look like by arrival date so I just showed you was for a particular week, what was happening for all arrival dates, this is showing kind of broken down by specific arrival date so the green line represents

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January the yellow line represents February, you can see how much rates were changing year over year depending on the arrival date so you can see kind of for dates in q1 which obviously we're just wrapping up here, there's still a lot of discounting going

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on right between kind of 30 and 40% off of what we would normally expect.

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If you look at all of 2021, things got a little bit better in January and they were off about 10% from where they normally are and then you can see once we get to 2022 rates were actually up year over year so some some bullishness around rates for 2022

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specifically was kind of great to see some people kind of feeling a little bit more confident about holding their rate for some of those dates further out this information on organization type I'll kind of go quickly here.

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The main thing to note is that you can see that corporate over on the left is still way off of where it normally is, but it is starting to come back so last week.

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You can see it's kind of up from where we normally are in grain so some of that corporate business that we that we would normally expect to see is still off where usually is but starting to come back a little bit, but definitely a positive sign.

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But to jump into something specifically around New York so this is showing kind of an RFP volumes for New York City specifically kind of by month and what you can see here is you know generally a very positive trend, you can see in March, this was through

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kind of last week, you know already there are more RFP set to New York City.

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In March, you know, for all arrival dates in the future, you know, far more than we've seen in there in the previous month, far more than anything we've seen kind of since last March, you know this is not even a full month's worth of data so definitely

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kind of a very positive trend there terms of when planners are sourcing for so if you think about the chart I showed a little bit ago of kind of how it looked for the US.

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This is what it looks like from New York City specifically a lot last for kind of the spring and right now that we're seeing in some other markets, really big spikes for fall of this year right so a lot of the business that's coming through right now

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is for September and October, and then you can see also pretty good spike kind of for q2 and beyond them next year.

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And this is kind of that comparison to what it looks like in the US right so the green line is what I showed you before, kind of, what us is seeing overall and the blue line is what we're seeing here in New York so again kind of that big spike in September

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and October, and then, you know, pretty healthy stuff in q1 and q2 of next year.

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This shows kind of how New York is pacing kind of relative to some other markets, both for 2021 and 2022 demand overall so let me explain this chart briefly.

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The further you are to the right of this chart, the better your pacing for 2021 kind of relative to other markets. The higher you are on this chart, the better your pacing.

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For 2022, relative to other markets so you can see kind of New York City up there in the upper left in general and I'll show you a little bit more detail on this in a second.

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What a New York City's one of the strongest we're seeing in terms of pace for 2021 of 2021 is less, less so 2021 is one of the weaker markets, it is starting to come back a little bit but relative to others, not quite seeing that strength but for 2022

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is very very strong.

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This kind of breaks that out a little bit more detail. So what I'm showing here is if I kind of, if I look at the 10 markets that New York City most competes with, and I kind of rate their relative strength of pace for each one of these quarters going

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forward. The higher the bar, basically, the stronger they are relative to competitors, so you can kind of see what I mentioned here 2021, not quite as strong relatives as mothers, 2022, the with the exception of q4 which is looking kind of soft right

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now, you can see q1 through q3 of next year, relative some other markets looks looks really good for New York City

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last chart that I have to show is a little bit about rates in New York City. So, what this shows is for specific arrival dates for this year and next year kind of by quarter.

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The blue line that's kind of highlight of their that's dark shows what are they average rates being proposed by hotels in New York for these specific arrival dates all the other lines are kind of those markets at the bottom or you can get get an understanding

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of where rates in New York are relative to some of these other markets and you can see for the most part, as you might expect New York is up kind of up towards the top it's interesting in q1 of next year rates are off it's kind of middle of the pack relative

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to other markets which is kind of interesting to know, back a little bit more towards the top and q2 q3, but there's there's definitely a little bit of, kind of a little bit of softness and rate, kind of late this year in q1 of next year kind of relative

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to what some other markets are proposing from a rate perspective.

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So with that, Fred I'm going to turn it back over to you and I know at the end will be I'll be taking questions as appropriate.

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Great, thank you very much. Jeffrey and there are some questions in the q amp a that have been submitted And to your point, we will get to those at the end so be sure and submit any that you have.

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And thank you for sharing that and into Aaron as well you know it's interesting when you look at the various data points from across the spectrum you begin to see how they come together to create, you know some some optimistic outlook.

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There's no question we have a tremendous amount of work to do, and progress to make, but it's good to see these data points begin to align from various sources into a trend so thank you both and we'll get to questions at the end.

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So now it's my pleasure to turn the program over to my colleagues. First is going to be a professional Charla Managing Director of tourism but he will be followed by Mikiko Masuda Healy.

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Managing Director of tourism development as well and then Jerry pseudo heading up of course our convention team so Reginald take it away.

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Thank you very much, Fred. Thank you very much. Good afternoon everybody and welcome. So it's Fred mentioned so Kiko and I are going to update you on what we the Tourism Tourism Development team have been doing over the past few months.

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First I'd like to acknowledge our third member third member of our team john Marshall.

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So we will talk about how we engage with the trade, provide you with six market updates and talk about our treat activities.

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So let me start with how we engaged with the travel trade to talk about NYC and you are members. So since October, we rolled out the all in NYC traveled tree webinar series, the webinars are designed to keep the travel trade updated and reduced on what

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is happening in New York City, through different themes.

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We've held six webinars so far. They are risky rediscovered New York City, a healthy approach to New York City travel. What's next for family traveled to New York City.

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Why NYC shopping is always in style. How arts and culture shape our city. And let us webinar we just did a few weeks ago is using tours, as an educational tool.

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And of course we are planning more travel three webinars. Over the next few months.

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Also to note in December we launched the embracing diversity webinar series that educates the travel trade about our members, and the diversity found within the five boroughs.

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Today, we've had four out of the six webinars for the series, which are dedicated to black travel.

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First one was intro to black travel. Then came black in the tourism industry, exploring, New York City's rich cultural heritage, expanding business with new audiences.

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And as we continue with the series future webinars with focus on other communities throughout the city.

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Now through these webinars we've updated educated, energy, reduced.

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On average, about 150 Global travel trade to New York City.

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In addition, we participated in various markets specific webinars, hosted by both brand USA, and the visit us a committees.

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Now, since we can't meet in person. The team has participated in numerous virtual travel trade events, such as next in Mexico Seta the revenue Quebec, Randy was a travel week and global marketplace.

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Now in addition. Our monthly newsletter, which is read by over 20,000 travel trade professionals around the world keeps them informed about the latest news and NYC, such as memory openings are virtual programming specific features and tools for the trade.

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Finally, this year we have eight virtual sales missions scheduled.

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The first one we had was the US domestic are to sales mission, which took place last week, and he will go into detail about that shortly.

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We also have the Canadian sales mission coming in April, Mexico sales mission in May, UK, Ireland sales mission in June, Australia, New Zealand, says mission in September, China's sales mission in October, and Japan, Korea and France sales mission in

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November. And as I said, all of those are virtual.

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Now, let's talk about a few markets.

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So, no longer a part of Europe. First up is the UK.

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Currently, they can't travel to New York City yet, but demand and interests are there.

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The first sign of quote unquote travel life in the UK was the announcement of the UK roadmap, which was announced on February 22.

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In fact yesterday. The stay at home corner was lifted in England, which has been in place has been in place since December 2020, and starting June 21 all restrictions will be lifted in England.

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But the biggest news from the roadmap is going to take place on May 17. And that is where the potential for international travel is resumed for the UK.

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And this is hopeful news as Brits would more likely travel to New York City, due to our vaccination process than going to a destination such as Paris, Madrid, or Milan, due to their slow vaccination rollouts, of course.

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That all depends on when the US this travel restrictions from the UK.

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As a side note 46% of the population in the UK has been vaccinated.

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Now, following the roadmap announcements bookings at British Airways were up by more than 60%.

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And bookings at ba holidays were up by 200%.

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Two weeks bookings jumped 500%.

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And this is a special note because I'm in this age group now, but since January, two he has seen the 50 and older travelers coming back. They said that 50% of its bookings made by people were 5050 years and older.

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Just great news.

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And here are a few other statistics on UK traveler, according to the travel counsel network survey 43% of tour operators in the UK and Ireland expect a higher number of bookings because the backseat tour operators are also reporting that Brits are looking

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or looking to take longer trips and plan to spend more on their vacations.

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In addition, more travelers will be more likely to use a travel professional to book their trips. So all that the UK travelers looking for is to rejuvenate recharged and be reassured when they go into vacation, or when they come to New York City.

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And let's wake up north to our friends in Canada.

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Now despite restrictions and closed borders, Canadians want to travel to the US.

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Back in January in February of this year, the government enforce tougher travel restrictions, which caused major reductions in short term domestic international travel.

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Now as a country is ramping up, it's vaccination programs, which right now there are 12% vaccinated.

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Canadians are now moving into the trip planning stage. First are looking to explore domestic destinations this spring and summer, of course, but with plans for easy restrictions of the next few months.

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That could be a surgeon travel to the US this summer and fall.

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What that means is that when the borders between Canada, the US Open, New York City could see surge of Canadians, as it can easily and quickly, Dr. Ed or fly from Ontario and come back to get to New York City, travel to the US.

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New York City is number one for traveling 10, according to TripAdvisor, and in ranked and is ranked in the number, the top five for international destinations in essence for Canadians, New York City is still considered a bucket list destination.

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Now when we look at fit travel, that's going to be returning much faster than groups, the groups are expected to come back in about q4 and the major Canadian airlines are ready for passengers Russell were previously suspended or being brought back online

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for both domestic international travel, for example, Porter airlines is looking at a summer return two flights to New York City.

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Now let's quickly take a. Let's quickly talk about the domestic US market.

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Domestically, group tour operators are planning for New York City to travel as soon as May, but most group tour operators are planning for more significant resumption of travel.

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The Fall 2021 or spring 2022.

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Now, local and regional and regional being Connecticut, Massachusetts, New Jersey, New York, Pennsylvania and Vermont fit travelers have been slowly leading the way for the best of return to New York City, as they make up the drive and trade market, the

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However, the great news is that Governor Cuomo lifted, domestic quarantine quarantines. As of April 1, so that means that domestic travelers beyond local and regional travelers, New York City can see an increase invitation this summer, by those individuals

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coming from California, Texas, Florida, or Illinois, and to note, 29% of the US is vaccinated, and 30% of New Yorkers have been vaccinated as well.

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In fact, several OTS have mentioned, an increase of traffic to their sites for us destinations because of quantity because of the quarantine lifting and York City specifically has seen an increase in inquiries, but as much as other cities.

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So, for all three markets, the key is now actually yesterday is a time for all of you to be re engaging with the trade, as most of them are mapping out the reopening plans.

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They want to know more about your products, your safety protocols, as well as you taking the opportunity opportunity to conduct webinars for their staff.

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So in essence, take advantage of the optimism.

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So, I would like to now introduce my work wife, but since I haven't seen her in a while. She's my virtual work life Mikiko Masuda healing, he go.

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Thank you, my virtual work husband Reginald.

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Good afternoon, everybody. A thank you and I'll call this about three markets Mexico, Brazil and China is where the largest opportunities I discussed these markets from means more to have an opportunity perspective.

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First is Mexico, and this is the immediate opportunity market, the land borders between the US and Mexico are closed until April 21 about an air travel is a different story Mexicans, actually never stopped coming and they are practically the number one

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international market for the US at the moment. And just like the other international business, a narrative PCR test and at least three days, over quarantine are required for the Mexican visa dress.

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However, when they go back home. There is no quarantine, which is one this obstacle for them to come to New York City, about point 6% of American population has been vaccinated so far and the next God's plan is to make all adults eligible to be vaccinated

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by Jim, what capacity between the US and Mexico has actually recovered to almost 70% of the pre college level five Mexican cities now have direct flights to New York City and are served by seven airlines, and several us promotions, including the New York

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City promotion by Mexican protease have been executed in the last you know four or five months. You do not need to worry about readiness of the Mexican consumers.

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A one thing you wanted to keep in mind too, is to have an omni channel approach in Mexico, Mexican consumers are making their travel decisions using both online and offline channels and you know they're going back and forth in between.

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You want to make sure that your products are connected to these consumers through digital space and also travel agent channels.

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Know Brazil and China, a much larger markets, of course, but I in a little more complicated situation as I mentioned, let's talk about Brazil first Brazil's comic 19 case number is the world's second largest after the US.

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And now, countries in the middle of dealing with the new variant. Their us travel ban from Brazil, just like the UK, a European Union area China and so on.

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It's still effective rituals vaccination plans, being patchy so far.

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Their goal is to start the major vaccination push in July, the exchange rate is not grateful Brazilians, the, the Brisbane economy is anticipated to struggle as Fred mentioned, you might be thinking, all that news why Mikiko Why are you even talking about

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Brazil.

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I hear you, but what we cannot underestimate is Brazilian optimism and their desire to come to New York City. Even now, during the travel then some Brazilians have been going to Mexico, containing their, then come to New York City.

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Many affluent consumers in Brazil have not been financially affected by pandemic and then they have been saving money. And, and then the dis segment is our target, and they're even looking at the Winter travel this year, which means cheerfully their,

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their winter or summer.

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winter or summer. Now China. China is very much a high risk, high return opportunity. Again, the US travel ban for China is still effective out the good news is that US embassy and consonants in China recently announced that they are resuming the visa

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Services to summer. China now has their own trouble health passport app on the reject platform that unlike Mexico and Brazil, the requirements to on return quite severe.

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There is a three week accounting, but that's only for citizens who have not been fully vaccinated.

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Flight capacity has been significantly reduced during the pandemic only China, Eastern and Cathay Pacific currently serving China and New York City directly.

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However, there are some green shoes of light applications like highlight mailings.

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China has demonstrated over 102 million doses of vaccines and plans to vaccinate 40%. of the total population by June.

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The relationship between China and the US has been quite fragile, but it is encouraging to know one of the topics of the first, the US in China senior level meeting last week was ease of travel restrictions.

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continue to attract the Chinese market is important because of their.

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Of course the market size and spending. China has practically already recovered from the financial damage of the pandemic China was the only major economy to log, positive growth in 2020.

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So consumers are ready and willing to travel to safe, international destinations, where open air and small private group activities are available in New York City offers all these, the Chinese travel trade, looking for direct contract opportunities to

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secure a high quality product for their customers.

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One thing that we all need to take responsibility for and act on is action against violence and discrimination targeting agents or any other race or group of individuals as Rick mentioned in the beginning, festival that is simply the right thing to do

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as human beings. And second, New York City should lead the way to show the world that living in diversity and harmony is possible.

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And third, if anyone thinks I only do business with the domestic market. This doesn't really affect me.

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You're wrong. This is not just about Asian countries.

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As our source markets, 60% of the world's population has an agent background, and they are a part of the major markets across the globe.

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New York City celebrate diversity, and we should all act accordingly. And the information on how you can support agent communities in New York City and beyond available nyc.com.

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So, with all the market and landscaping and the things that we shared today in mind.

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Here are other trade activities in second quarter of this year, we just completed the first domestic and out to your sales commission virtual just missions, which are not mentioned.

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So with 10 members, our team had a great interaction with the key to our operators and feedback from the attendees proves that now is the right time to be engaged the travel trade to get them ready to welcome their customers back to New York City experiences

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that they've been waiting for. So they said, our virtual sales mission fees, we set our virtual sales commission be very low this year to support your swift recovery, and we encourage all members to join us.

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But, especially the ones that who are first timers really to join us this year, it is an opportunity here also the small business owners, black, Latino, Asian and women owned businesses.

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We will love to have you and be able to share your New York City stories with our trade partners at Canada and Mexico. Soon, and just read it to be be opening soon miniscule Canada in May.

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These are the next opportunity for virtual sales commissions, and besides these missions we that we can take advantage of our team is out there, constantly pushing New York City on your behalf.

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And, you know, you heard about our drug market partnership with quickly.

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We have a quarterly trouble survey that tracks the trouble to a sentiment, and market landscape members have access to that through nyc.com. Last thing I wanted to mention is IPW.

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It will probably be the first in person travel trade show in the year and we will encourage IPW attendees to stop in New York City to experience the city's resilience and energy firsthand.

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So recovery is really starting to take shape. And we are here, right beside you. And that's it for me. And thank you, I would like to now turn the program over to Jeremy Zito Executive Vice President of commercial development to give you the keys update.

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Thank you.

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Jerry.

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Thanks Mikiko Reginald Good afternoon everyone and thank you again for joining us. So, similar to my colleagues are convention development team and feeling optimistic.

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As we enter this spring that there may indeed be light at the end of the very long tunnel.

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Over the next 15 minutes or so I'll cover our past market engagement throughout the pandemic, some additional intel on leads, which is in line with what Jeff shared current customer and industry sentiment presents you are exciting new marketing campaign

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or team has been hard at work on. And then with how you can engage with us and our customers even more in the months ahead so let's jump right in right at this slide Susan thanks so our marketing engagement for the past year, our team has continued to

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engage with our customers and be active in the market and kept attending over 50 virtual industry events pivoted to producing our own virtual content VR NYC mice webinar series, seven coming up, as well as host countless virtual one on one planner presentations

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on a weekly basis, keeping planners updated and engaged being our goal. If you have any virtual presentations coming up, we can participate in please reach out to us, or if you'd like us to present to any of your national sales offices, like we have done

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with a few, please let us know. We found our audience thirsty for our updates and wanting more. Plus, what hasn't changed, is they have to buy new york city before any of your hotels, then use our services so please lean on us in this way.

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Overall Our team has made great strides in RFP production over the last quarter first quarter of 2022 first quarter of, 2021, or team saw a total lead growth of more than 40% some positive news speaking specifically on 2021, no surprise that 80% of our

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leads are for the third and fourth quarters and 70% of the leads received for 2021 or under 100 guests rooms on peak.

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Overall 56% of all these received, or under 100 rooms on peak regardless of arrival date and 39% from the northeast again no surprise that regional activities leading the way.

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24% are from the west coast, while leads from the Mid Atlantic and Midwest split the remaining balance. However, over the past month Midwest opportunities are showing stronger signs and no surprise again.

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Mid Atlantic business tends to pick up typically in the second half of the year. So we're watching that closely.

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Regarding definite programs 46% are from the northeast and 21% from the west coast, following the same the trend. Touching briefly on booking pays 33% of our leads are actually in the next six months, and 56% of the leaves are arriving in the next 12

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months. The remaining programs are arriving in 2023 and beyond closely matching with Jeff covered just moments ago.

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As many of you are aware of city and team are thrilled to welcome the new 1 million square foot expansion space debuting on the north side of Javits within just a few short weeks.

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Our team is well as our partners at Javits have been hard at work for the better part of three years since the project broke ground, identifying crust prospective clients target markets and emerging with many clients who never before had considered Javits

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or NYC as a future home.

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To date, we have identified over 100 prospects representing 650,000 room nights, nearly 30% of these prospects are targets for business to actualize over the next two and a half years.

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In addition, there are 42 active leads representing 300,000 months, nearly 50% of these leads are for programs that were arrived towards the end of this year and into 2022.

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This will continue to be a focus and help lead our recovery efforts, while driving room nights the Hudson Yards Time Square integrator Midtown area along with creating compression citywide to the five boroughs.

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While we are very bullish on our Javits Center possibilities availability and dates and space along with Convention Center rental pricing continues to be a hurdle for our clients that we are working through with the team at Javits.

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So on to industry sentiment, as we work to turn these leads into business opportunities, we wanted to share both industry and customer sentiment and insight.

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We continue to work very closely with USTA meetings mean business coalition which Fred co chairs, restoring customer confidence along with a consistent industry right message is their goal, along with providing a strong united voice to engage with our

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elected officials at the federal, state, and local levels, its message is meant to instill confidence in the safety of travel while communicating the exceptional meeting and event experiences that reinforces the undeniable business and economic benefits

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derived from meeting face to face, and then vs wrote a system, a six month timetable currently underway, which they will engage in thought leadership with the CDC, continue to call upon our elected officials to help restart the meetings industry by separating

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business meetings, from the restrictions placed on mascot gatherings. And finally, deployed grassroots and earned media buys to restore consumer confidence by their soon to be launched.

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Let's meet their initiative. Numerous members of our teams have have participated and helped craft and guide your plan.

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Continuing with their positive news story, a new survey by their marketing firm Apple insight affirms that Americans who have been working from home are eager to return to in person meetings and conventions, the survey finds that even after adapting to

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the new digital workplace over 80% of professionals who attended in person meetings before the pandemic. Miss doing so. And we just as likely if not more likely to attend in person conferences in the future, no argument there from all of us and good news

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for getting groups back to meeting face to face.

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We're excited to once again participate in and in these global meetings industry day next week on April 8, where our local industry chapters are participating in a hybrid event at the Conrad and lower Manhattan will be in attendance live and Fred will

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give you the NYC update and welcome the group and activity, we're always excited to participate in this year for sure. Keep an eye out that evening as well.

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When will once again symbolically showcase the power of meetings by lighting up a number of our iconic buildings meetings blue.

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In addition to the Industry Insight during our teams direct consumer customer engagement, we've come across many trends and developments by market and market segment.

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Over the past 30 days both virtual and in person site requests have been ramping up, and our customers are telling us that pent up meeting a man will come quickly as restrictions ease.

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We've already seen an increase in the level of interest, though, as you all current, though, as you all know, current guidelines, aren't as clear as we'd like.

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Our clients are engaged, but also confused at times but some of the guidelines, we continue to give guidance on what our customers can do face to face on a daily basis.

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Many of our medical associations won't be able to travel until after July 21 for any of their short term meetings, do to travel restrictions, but they already starting their search for future years which is positive news, though many now have a multi

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approval process to source their leads any leads for any size, meaning even longer lead times. They're also stating specifically the liability of the organization, and the health and safety of their members, a hot topic, interesting why, for sure that

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continues to address many corporate accounts of travel bans until at least summer, however we're seeing leads being source for fall 2021, and into 2022, such as national sales meetings and partner retreats, the incentive market for NYC of those slow to

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recover is showing signs of renewed interest because of our overall appeal and shopping, dining, museums, and all that our city has to offer, including our high end luxury hotels that are not only beginning to return, but more options being added which

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Fred referenced earlier.

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Obviously the return of Broadway being a major part of our appeal to this important market, which we all have our eye on our team is working hard to not only engage with our end user clients, but we're seeing a bigger reliance in third party so these

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relationships will be even more important to know as corporations have downsize over the past 12 months. Many internal meeting planner departments have been cut, or eliminated entirely.

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As we rebound. We expect outsourcing to trusted third parties to be a strict strategy for corporations and associations like we've seen that large third parties have undergoing a hiring spree due to the wealth of hospitality associates in the marketplace.

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With this in mind, we're actively engaging with all of our top third party customers including HP CD merits Amex and others ensuring they know. We are a resource for them and their clients.

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Mid Atlantic and Southeast markets are slowly recovering, as I mentioned Mid Atlantic RFP, typically pick up mid year, so we'll be watching that closely.

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We are seeing a renewed interest from the Government Association markets as depressed rates and availability availability or allowing for these associations to reconsider our city.

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overall our message of value is one of most important selling points, as we work towards our recovery, regardless of the region or the market. We know it's not about a fire sale, but more so the value that this moment in time represents as our as our

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city groups up for the, for the recovery.

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As I mentioned, small group meetings requests continue to be strong, out of the Northeast, as we see a regional ization of programming, within a drive and train markets in the immediate short term, many are still waiting details and restrictions, safety

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and internal business demands, but are engaged in hearing the most recent restrictions in order to plan as best possible once clear we anticipate heavy activity within this market.

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Regarding Midwest prospects many Association clients are waiting until their meeting happens in 2021 virtual hybrid or full in person to source their next open year for many it's still unclear if they will have to move their confirmed location in 21 to

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their next open year, pushing the rotation out further for us to bid on something we have an eye out for sure.

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Finally from the west coast. The regionalisation is also expected due to anxiety over long haul flights and projected reduced meeting attendance for the short term, many West Coast companies including the tech sector will be holding smaller meetings around

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key cities on their respective coasts and Georgia in order to engage with customers and clients like we see this as an opportunity for us and NYC is positioned as a top market and tech pharma and financial sectors, as well as a hub for thought leaders.

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We're all position to recover more quickly to these markets than any other destinations. Now on to our digital advertising campaign. As a reminder, we've been running digital media campaigns promoting meetings and events in NYC since March of 2018.

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This effort was initially time with the launch of our newly redesigned meetings website and over the years, we've tested a variety of digital tactic tactics, along with a variety of meeting planner websites, and E newsletters, we paused our campaign at

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the start of the pandemic but decided to reactivate it in November 2020, with a focus on a few key objectives. First, staying Top of Mind with meeting planners throughout the US, the future bookings may have come to a halt at that time, it was important

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to keep our city and still is front and center drive up drive any short term small meetings from the local area that may still be happening, build awareness for any of our member venues providing hybrid meetings for our customers and take advantage of

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and generate signups for our E newsletters and webinar series, in order to connect with them on any possible future opportunities. This campaign initially launched on LinkedIn, Facebook and Google search, and so far the paid media has generated over 1.7

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million impressions, 25 and a half thousand page views on NYC. go. com. Make it NYC and hundreds of new signups for our meeting planner newsletter for our team to follow up on.

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I'm happy to say these results have surpassed the goals and benchmarks that we established prior to its launched. And as I mentioned was a successful way to keep our city Top of Mind with our customers in q2 will be expanding the campaign to include advertising,

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with several meeting planner websites and we'll be sure to keep you updated on the response, which now brings us to our newest campaign and Fred reference, as we all know, face to face meetings will be an integral part of the city's come back, we'll play

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a crucial role in our long term recovery.

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We're excited to announce that on Thursday we will officially launch our commit to the comeback meet local and yc meetings initiative, encouraging local planners to take action and support their city by booking their next meeting or event in the five

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boroughs, we recognize how important it is to engage these local planners in this way, and make them realize a vital role that they can play in the cities, economic recovery.

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As part of this new initiative, the partnerships for New York City, and the New York City Economic Development Corporation have pledged their support and are proactively engaging the organization's members and stakeholders are reminding them that they

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are in the world's most desirable meetings destination right here, with countless resources and experiences, right at their fingertips. Be on the lookout for our press release on Thursday, along with a social media tool kit, so we can help spread the

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message on why local organizations should be part of New York City's come back. Exciting stuff for sure. As I wrap up currently on the screen you'll see the next hundred and 20 days of activity that our team is currently engaged in both virtually, and

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in person. I do want to get special mentioned some of these activities that your team should consider joining last week, Katrina just completed an extremely successful virtual Midwest ministry, where we met with Association corporate and third party planners,

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take note of our other virtual missions that are coming on 30s Mid Atlantic and April, Max northeast in May, and the west coast in June with Corey, the restart of our collective industry I would pay particular attention to the following live events may

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may 24 through the 26th Connect corporate in Las Vegas. June 14 through 17th MPI WC also in Las Vegas, and then July 7 through tonight PC ms edgy con and Phoenix.

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Our team will be on site at each of these events so please let us know if you plan to be there, or sales missions will hopefully be restarting in person as well.

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June 1 through third Corey will host our first live mission and trade show surrounding NYC and Denver, and in July Katrina will be doing an incentive mission in Minneapolis in Chicago.

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Further to the activities mentioned there are conferences and trade shows that you should strongly consider joining with us and add to your 21 travel calendar.

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We would highly recommend joining us for our tri state meeting planner event here in New York City, early fall, but we're looking into this could actually be moved up in the summer based on our cities restrictions, so more on that soon.

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August 1 through the fourth is Cvent connect in Las Vegas, where we'll have an NYC area so please let us know if you have interest in joining, and then November 9 to the 11th IMAX America is in Las Vegas the industry is for sure looking at IMAX was happy

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to hear that it's ago. We're also looking to hold pre and post fam trips in our city around IMAX so more to come on that soon.

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If you have questions on any of these mentioned, please do not hesitate to reach out. One final note for the industry conferences and third party trade shows that you register for interesting participate on such as he is ABC in June, connect marketplace

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in August and CDs just announced September that New Orleans.

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I would suggest reaching out to a member of our team to discuss our client engagement and many of these shows, we're hosting client dinners receptions and or you can join us on our one on one customer meeting so let us know.

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As I close the more we know about your client engagement travel plans, the more we can help you, so please keep us updated the following here shows our current convention development deployment.

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Our team are experts in their regions and are here to help with any industry questions trade show strategy. And of course more market trends that are seeing in the marketplace that we'd happy to share with all of you, big thank you to Trudy Corey, Matt,

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Katrina and Ashley for all they're doing on our behalf, along with our domestic coverage we're currently covering our international regions, but hope to have more resources soon to deploy against are important international markets.

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We sincerely thank your partnership over the past year it's certainly been most trying years however, for all the reasons mentioned our team is hopeful, and we were on our way to recovery.

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So thank you all for being with us. And please let us know how we can help some now if we still have some time we're going to go on to our QA, and Kelly curtain is going to join us and help us with that our VP of membership destination services Cal.

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Thanks. Thanks Jerry.

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I'm, and thank you all. I know we're almost at time and I just wanted to address a few quick questions that were in the q amp a and Aaron This one was for you.

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The ADR that you talked about was that market specific or national.

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The market was listed on the slide. So, in some cases, it was Manhattan specific, in some cases, it was the other boroughs. And in one slide it was all of New York City I'd made it very simple to follow.

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So, yeah, I don't know which slide you referring to, but there was never any national data.

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That might have been free though because I taste Yeah, I did have one slide.

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Yeah, the first slide that I had an ADR was national data, and then I had later on I had some market specific data but that first slide was national.

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Excellent. Thank you, Jeffrey and then there was a question too about your comparison period. And also, if you could quantify how many leads had come in if you could speak to any of that.

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It's probably best to reach me offline about the number of leads because it kind of depends on you know timeframes and markets and national etc in terms of comparisons.

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I was through February, I'd be comparing to last year kind of starting in March and comparing more to kind of 2019 so kind of depended on the slide that I showed right because things were relatively normal through February of last year, so kind of depends

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on the slide.

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Okay, Very good. And we did record this session so we'll be sharing it with with folks afterwards.

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I have to say my, I love the question that came in on the virtual sales missions. So someone was asking if it's necessary to put together a PowerPoint.

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When a member attends one of our virtual missions with Mikiko Jerry badge or anybody on the team, if you guys could answer that one. Sure, all we typically use PowerPoint or video, we try to make it really engaging with the audience.

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So we definitely walk, everybody through the process. So, it is not a complicated, you know, presentation that somebody needs to go through it is doable.

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It's, it's easy to do, you know, we can help. So, you know, please.

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You know, be encouraged to be creative, and really, you know, show your personality to represent your business that's that's really what makes a difference in joining these sales missions.

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The only thing I would add to that is exactly about being engaging and different, and telling your story, we find that our customers are responding, mostly two presentations in that way.

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That's great, but as anything to add on that.

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I concur with with both Mikiko Jerry I just I just think it's the key that you know a lot of the travel trade have had had zoom presentations with this being taught that.

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So if there's a way that you can make it more interesting where you can show a video clip of your of your.

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of as Jerry said when he goes said, Bring your personality out.

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Excellent. And, and I love that because really that's that that question is sort of the essence of what we wanted to convey today we wanted to give you a status on the markets, let you know of the activities that our team has been engaged in, and continues

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to to engage with all of our clients, and to let you know about the opportunities that are coming up, so that opportunities document that has been shared with our members will be reshare later this week in Fred's newsletter.

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And then one little commercial that I wanted to put out there was actually a little bit on the b2c side because people have been asking the membership team.

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How can I promote my business right now, and I just wanted to make sure everyone is aware that the neighborhood getaways campaign that launched last September is still running it's going to run until December 31, and it's it's super flexible members can

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any kind of offer special experience or whatever they like. And neighborhood getaways is really encouraging neighborhood exploration all five boroughs. So we'll make sure that in our next communication will resend that link to sign up for neighborhood

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getaways.

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And I don't want to go too far over so I'd like to bring Fred back on stream.

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Thank you, Kelly, and thank you to our guest speakers Aaron a Jeffrey really appreciate you both being with us and sharing insights with a membership into the team thank you all for presenting.