



HOTEL GROUP TRENDS

#SPEED WINS GROUPS

NEXT GEN GROUP PLANNERS

WANT REAL-TIME RATES/AVAILABILITY

81% of Planners



EXPECT A REPLY WITHIN A DAY

49% of Planners



GO TO THE HOTEL WEBSITE

61% of Planners



TODAY'S TRAVELERS WANT TOOLS TO SELF-SERVE & BOOK ONLINE

83% Leisure / 76% of Business



Sales Managers Spend 5-7 hours per day answering emails

Under current eRFP conditions, cost per sale to a hotel is around 28%-36% of group guest room revenue



SMALL IS BETTER



Small Groups Opportunity

- Small Groups (5-25 rooms) is 2/3 of Groups Market
- 40% of online groups are 9 rooms or less, the fastest growing segment which aren't categorized as groups
- Small Meetings represent nearly 2/3 of all meetings

USER EXPERIENCE

20X

The Groupize Booking Engine (GBE) for small groups increases conversions up to 20 X

79% of Hotels Don't Have Group Links On Their Website

79%

SPEED WINS GROUPS

You have 21 X better chance of conversion if lead response is within 5 minutes.



After 20 hours, every attempt to contact a lead hurts your chances of winning the business

GROUPS ARE BROKEN

Online Groups convert at 1-2% through 3rd parties, eRFP's, because of mass distribution of unqualified leads and lead fatigue

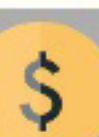
Group events and meetings can account for 1/3 of revenue for hotels, yet only 13% of hotel marketing budget allocated to solicit events & meetings business

It's as much work to book a small groups as it is for a large group

Average Quote Turn-Around Time 3-4 Days and 2 out of 3 RFP's aren't answered

The eRFP Explosion means leads are mass distributed. Average 40 recipients in common

LARGE MARKET SIZE



\$103 BILLION

Groups and Meetings (USA)



\$35 BILLION

Group and Meetings Sleeping Rooms (USA)



30%

Group Revenue is 30% of industry and on the rise

FOR MORE INFO, VISIT:

www.groupizesolutions.com
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groupize

Groupize Solutions is the group hotel booking engine. Our award-winning technology solutions automate all of the tasks involved in planning and booking groups online.