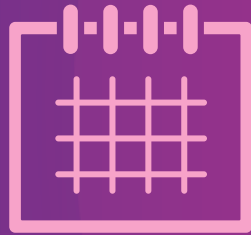


The New Business of Events



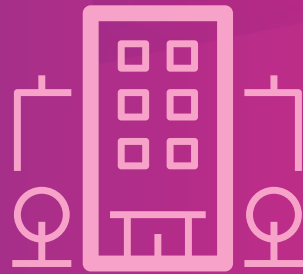
Maritz by the Numbers

12 months ending August 31, 2023



Events
Managed

7K



Room Nights
Contracted

2.9M



Air Tickets
Issued

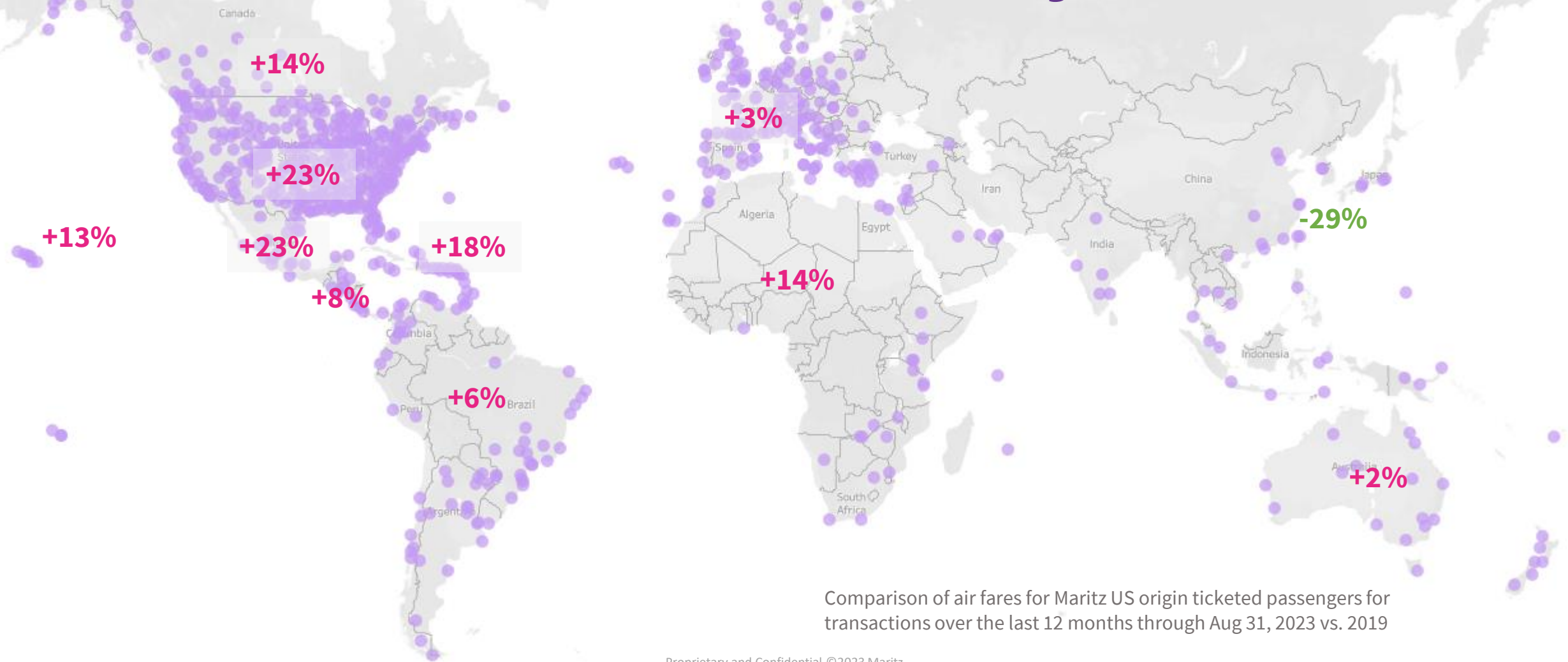
123K



of Guests
Served

2.4M

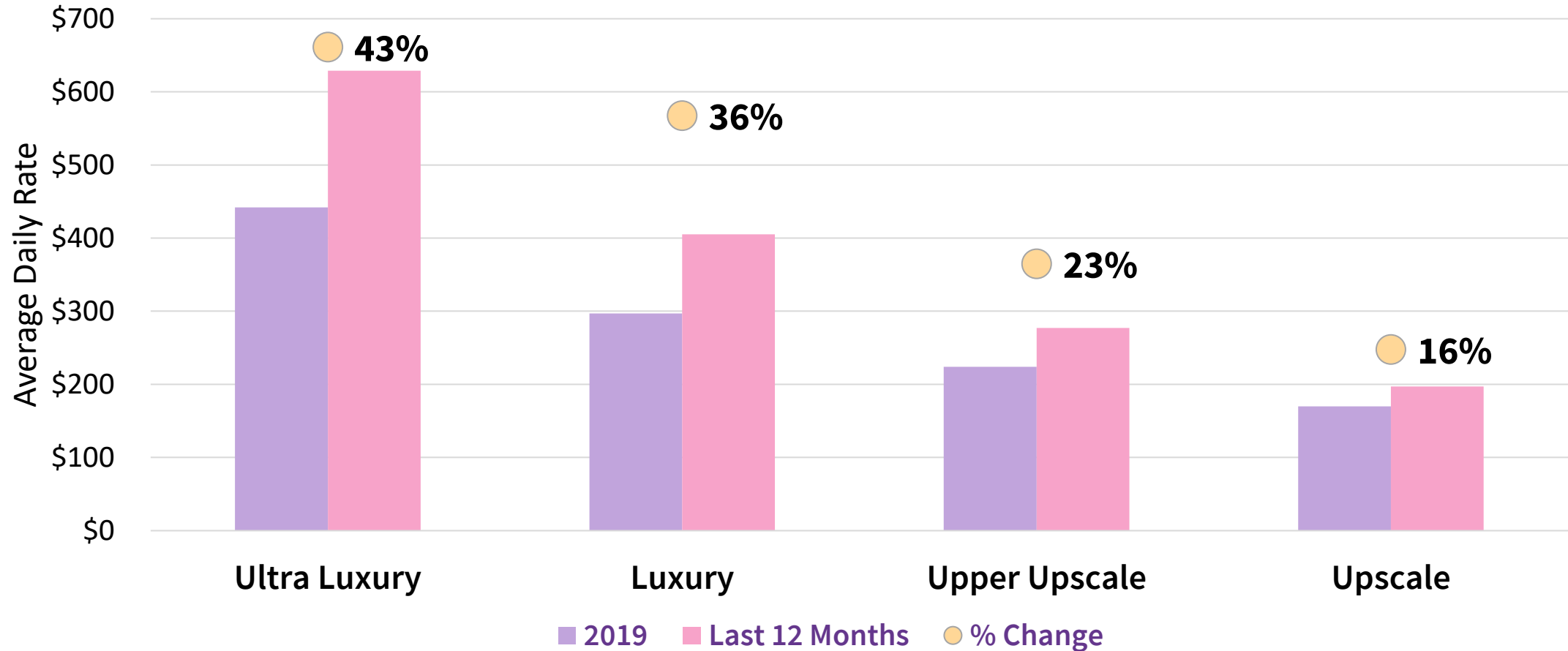
Air fares are up ... international not as drastic...yet



Comparison of air fares for Maritz US origin ticketed passengers for transactions over the last 12 months through Aug 31, 2023 vs. 2019

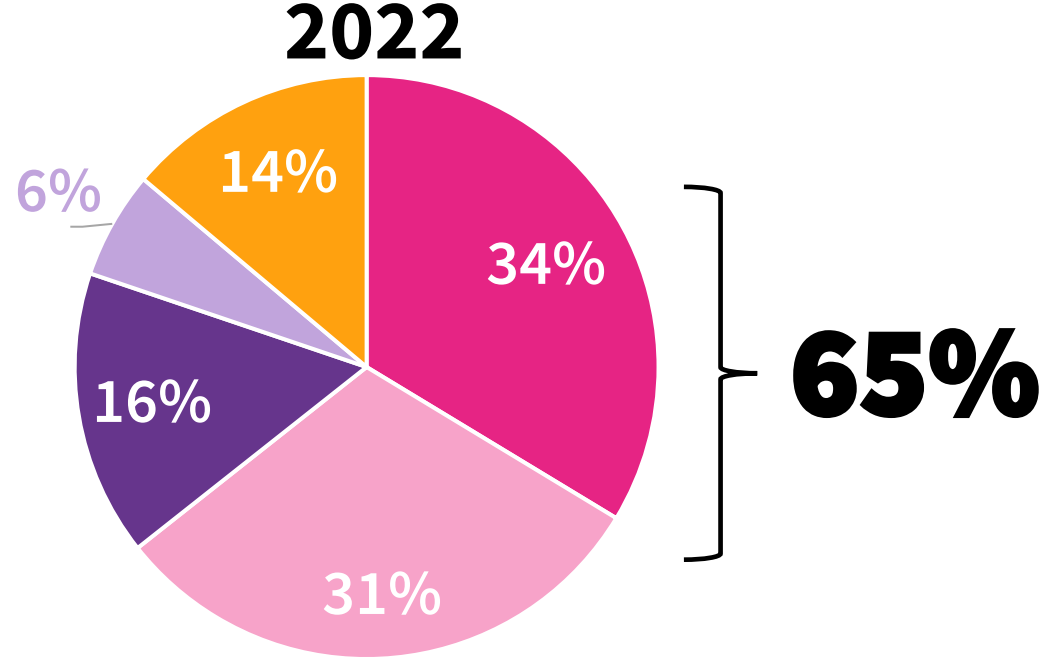
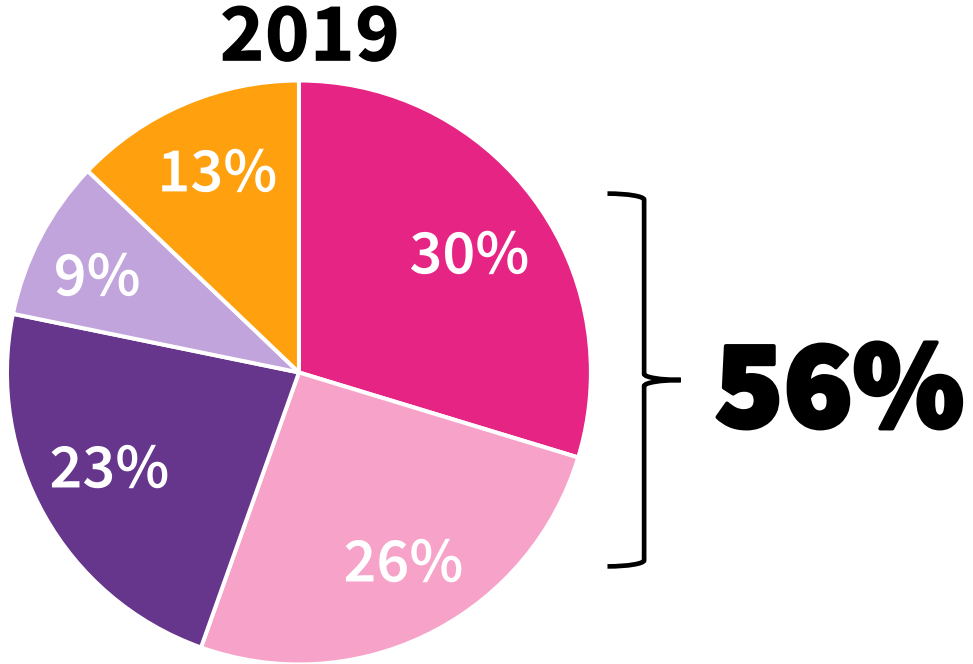
Higher disparity in room rate by category

Maritz Hotel Average Daily Rate by Contracting Period



A story of trade-offs

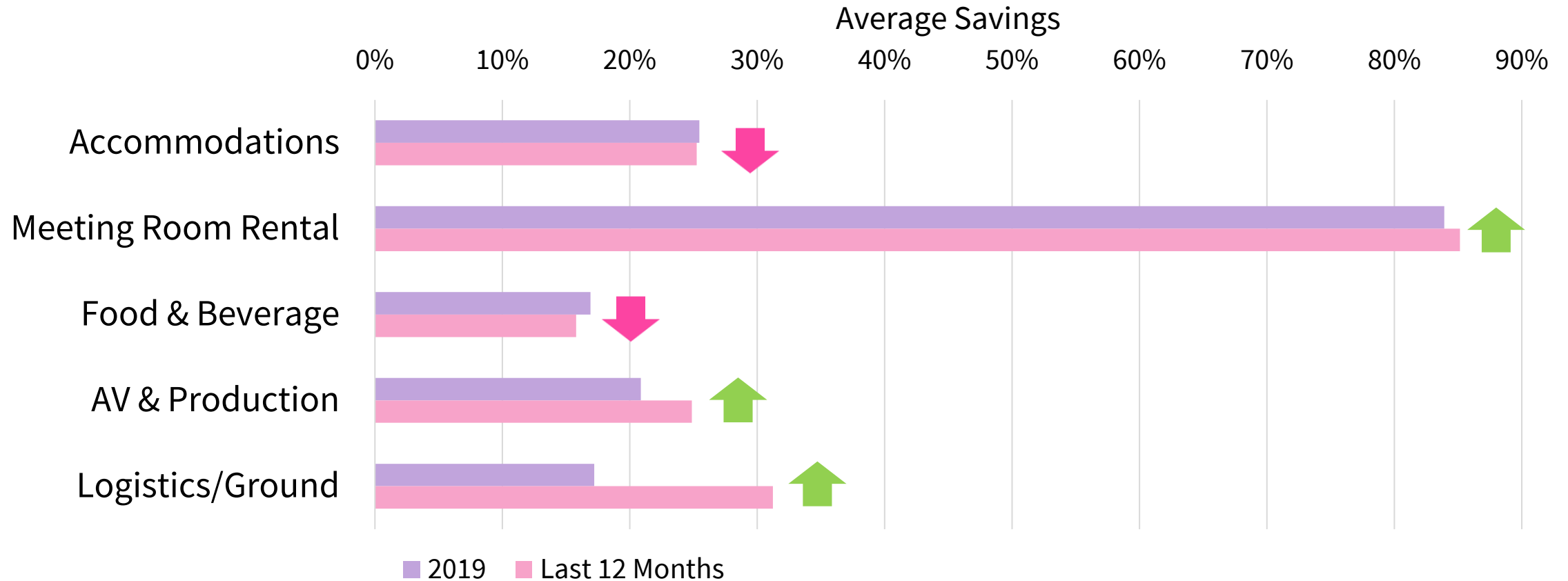
Category Spend as a % of Total Event Spend (excluding Air)



■ Accommodation ■ F&B ■ AV & Production ■ Logistics/Ground ■ All Other

Savings are still being generated







Maritz Average Negotiated Savings by Budget Category



Negotiated savings are calculated as negotiated cost divided by the benchmark (1st Quote) cost

A tale of two markets

2023 RFP Metrics vs. 2019

	Association and Trade show	Corporate
Peak Room Nights	1.3K 	152 
Sourcing Time	749 days 	261 days 
Event Duration	3.7 days 	3.0 days 

Based on RFPs sent for January – August 2019 and 2023

Proprietary and Confidential ©2023 Maritz



Thank You

Dave Minnelli,

Senior Director, Event Analytics – Maritz





U.S. Hotel Outlook

September 2023

Daryl Cronk
Director of Hospitality Analytics

Agenda

1.

Travel is Normalizing

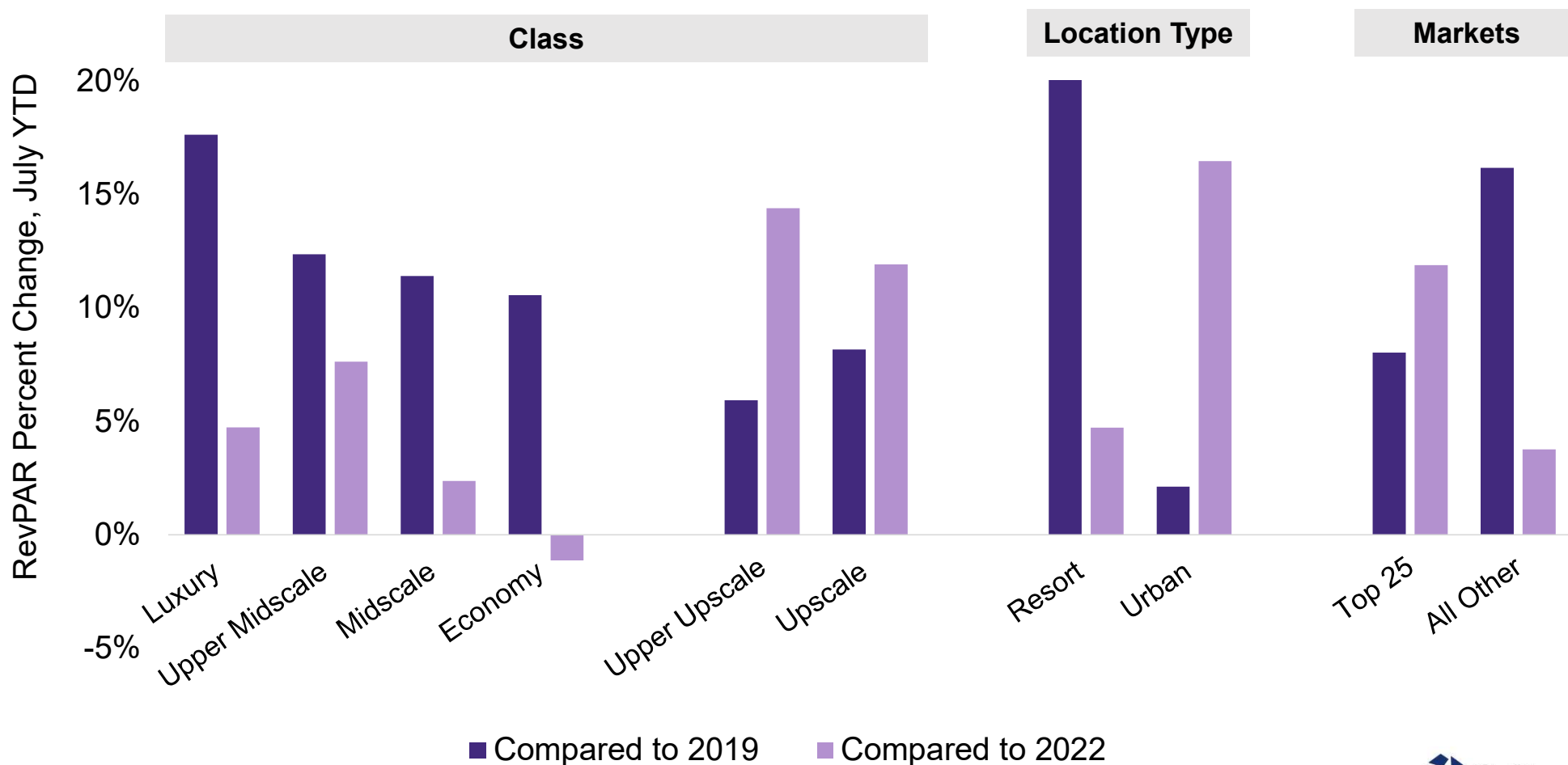
2.

Topline vs Bottom
Line

3.

Forecasts

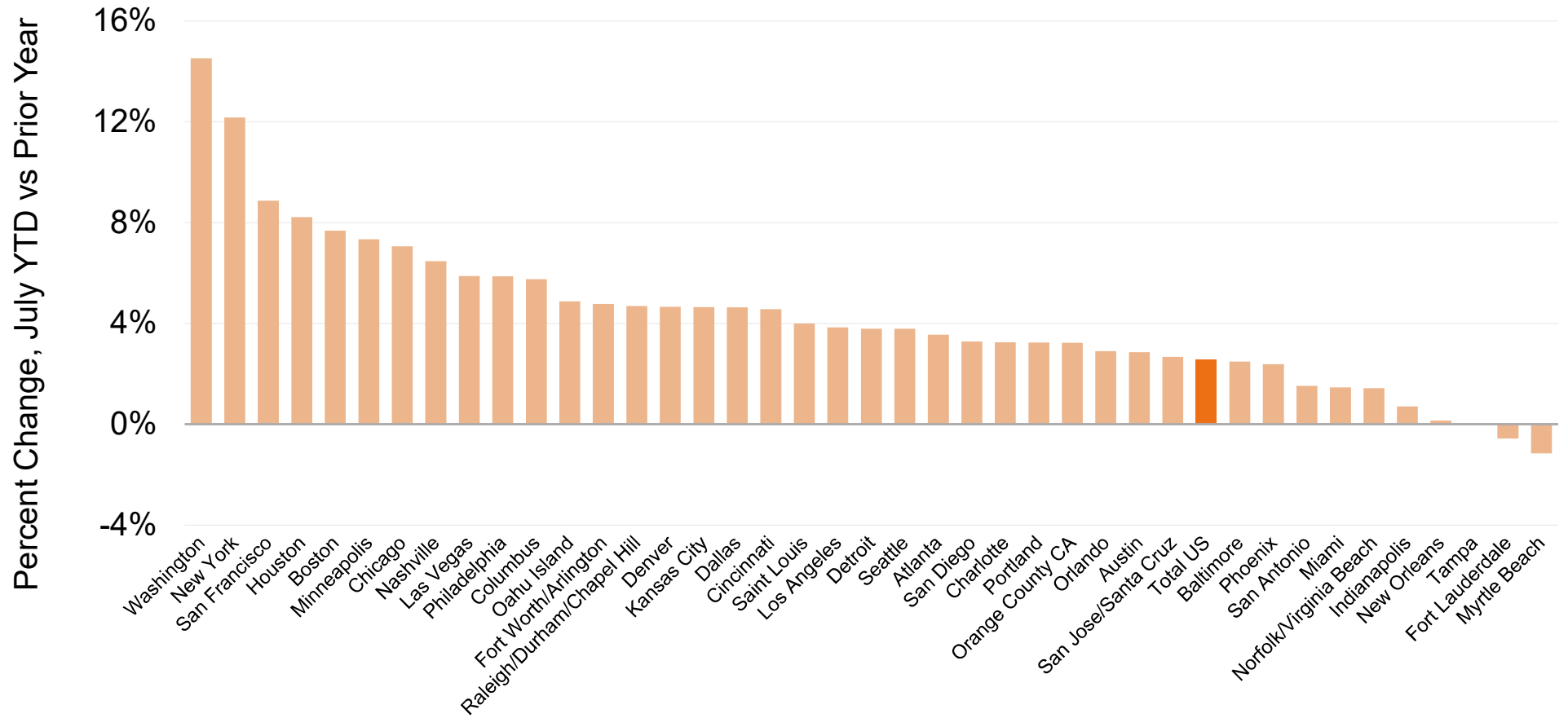
Pandemic Era Winners See Slower Growth



Source: STR



Demand Growth Shifting From Beaches to Urban Destinations



Source: STR

Agenda

1.

Travel is Normalizing

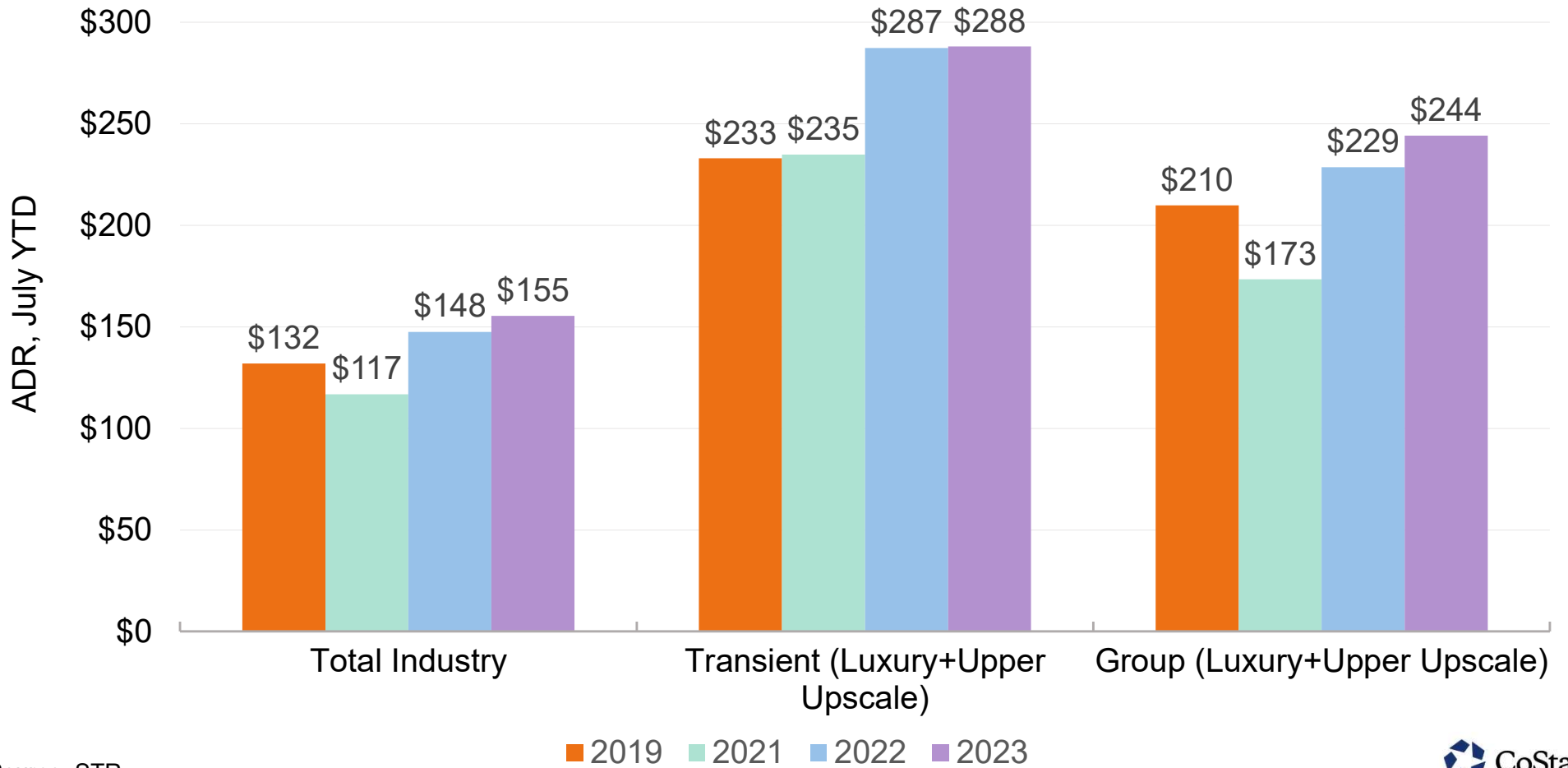
2.

Topline vs Bottom
Line

3.

Forecasts

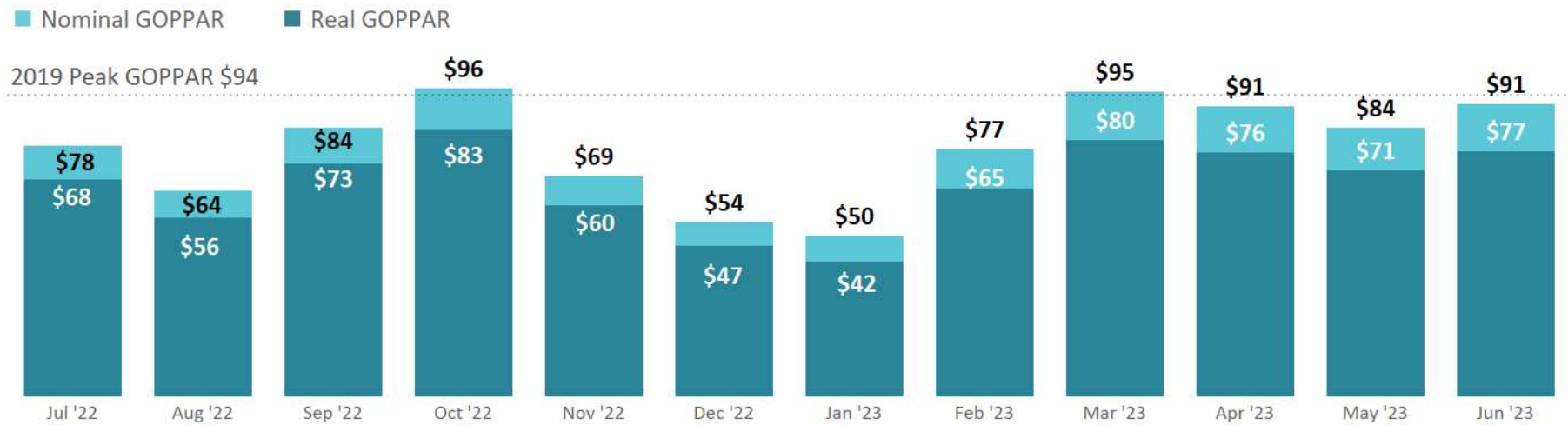
Year to Date ADR at All-Time Highs



Source: STR



Operating Profits Undermined By Higher Costs



Source: STR



Agenda

1.

Travel is Normalizing

2.

Topline vs Bottom
Line

3.

Forecasts

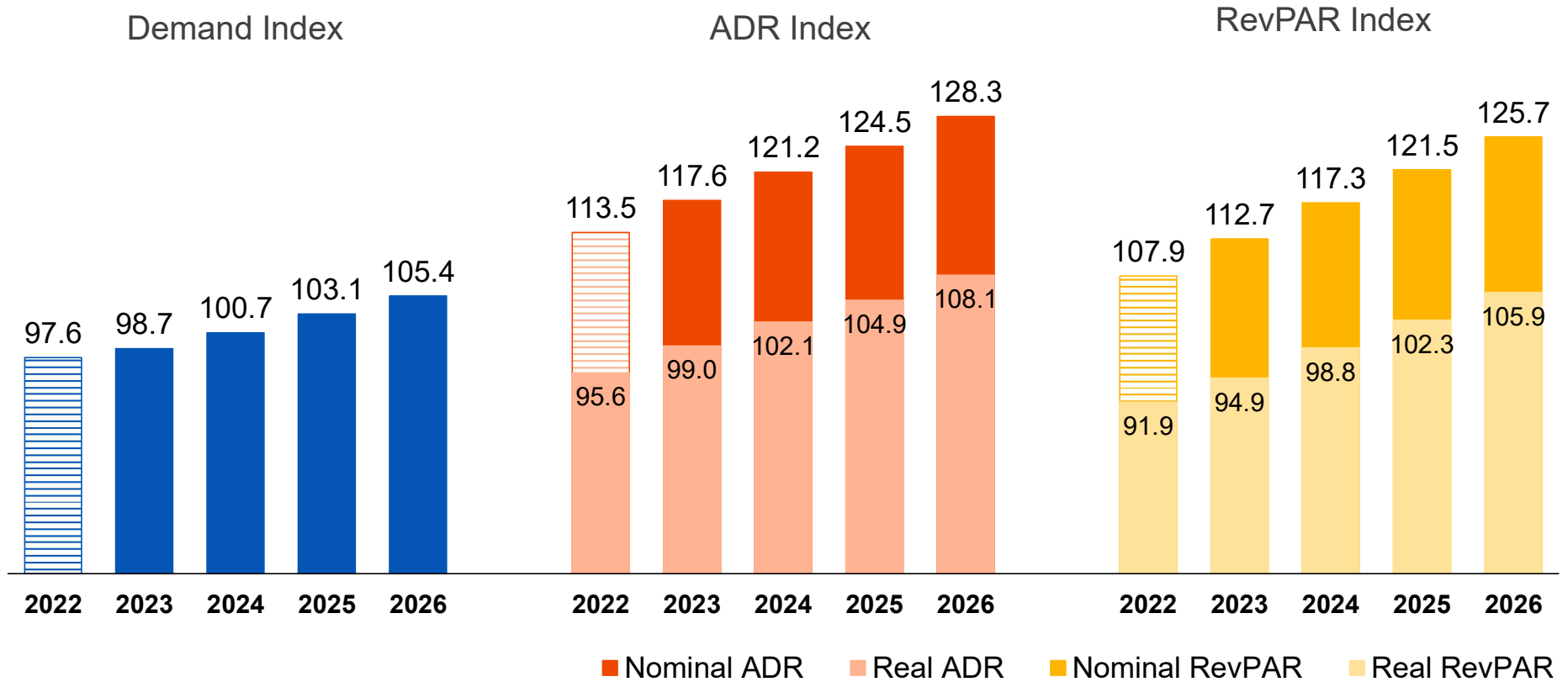
U.S. Hotel Forecasts

- Forecast assumes brief, mild recession in late 2023 – early 2024 with limited impact on hotel sector
- First Time: RevPAR growth with recession

	Demand	Occupancy	ADR	RevPAR
2022	+10.8%	+8.9%	+20.0%	30.6%
2023	+1.2%	+0.8%	+3.6%	+4.5%
2024	+2.0%	+1.0%	+3.0%	+4.1%

REAL ADR, RevPAR Yet To Fully Recover

U.S. KPIs, indexed to 2019



Source: STR





Thank You

Daryl Cronk
Director of Hospitality Analytics
dcronk@costar.com