



GOLDSPRING
— CONSULTING —

Leadership Exchange

Quarterly Meeting – August 2021

Welcome to Our First Leadership Exchange Webinar

- Honors & Introductions



hello...

Roles: Thank You for Your Participation

GoldSpring Consulting

- Quarterly Updates
- Facilitate Group Exchange
- Opportunities to Present
- Annual State of Industry for Your Executives
- Private Resource Web Page
<https://www.goldspringconsulting.com/leadership>

Leadership Exchange

- Peer Networking
- Benchmarking
- Participation (as you are able)
 - Polls
 - This Forum
- Continued Leadership
 - Bring Forward Internal/External Challenges
 - Share Ingenuity

Our Agenda Today

- Recent Happenings & What to Watch
 - TMC
 - Air
 - Hotel
 - Meetings
- GoldSpring Answers Your Important Questions
- Exchange Open Discussion



Recent Happenings & What to Watch

Using only one word, what is your key STRATEGIC focus for 2022?

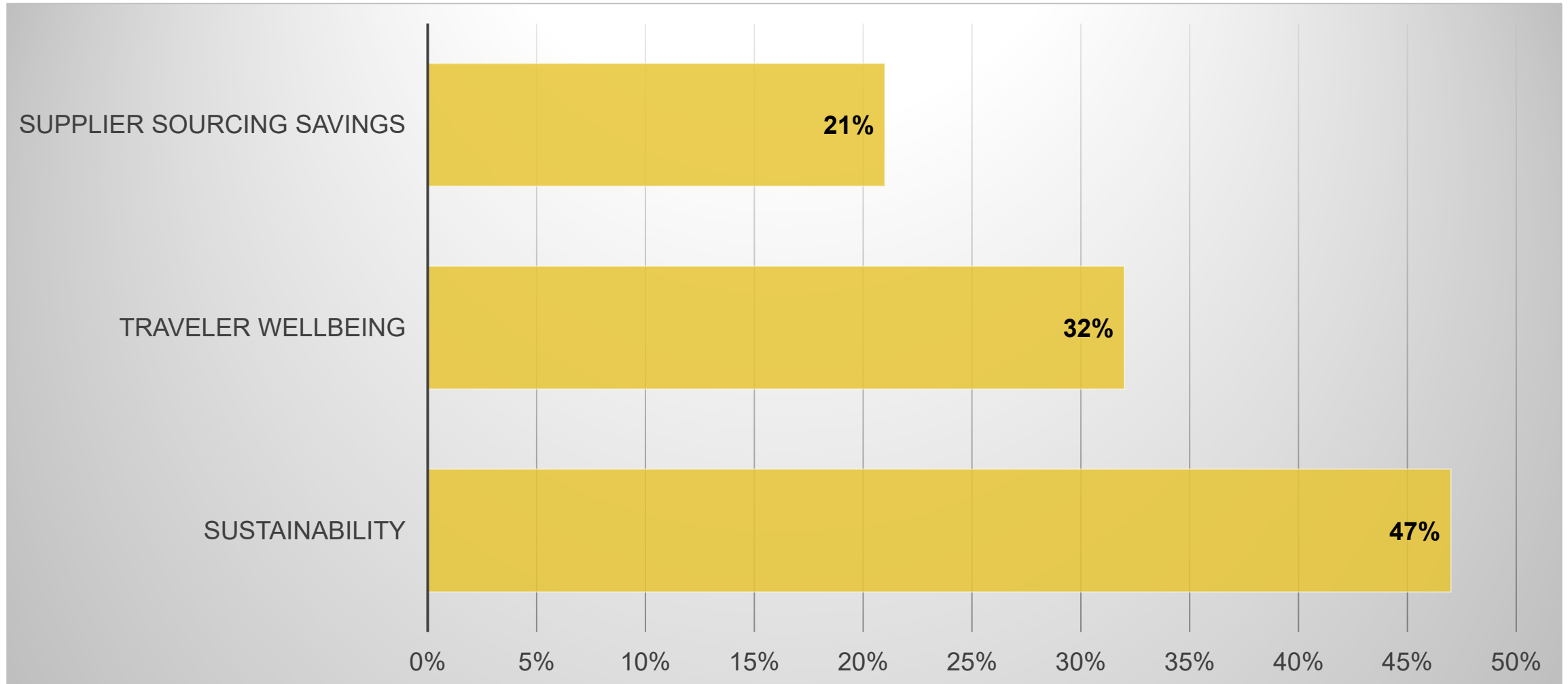


TMC: Recent Happenings & What to Watch

- Industry Consolidation
- Financial Changes
- Operational Changes
- Hotel and Mobile Emphasis

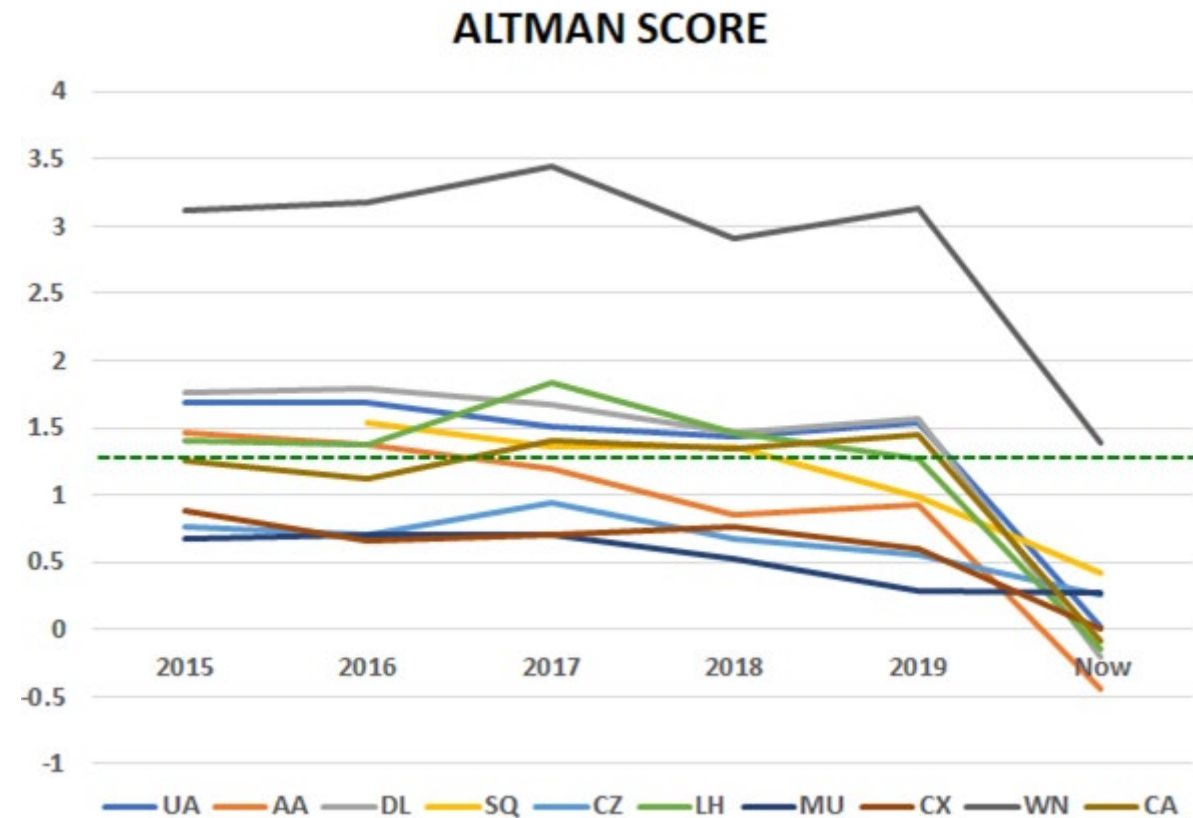


What's the most important focus for your 2022 air program?



Air: Recent Happenings & What to Watch

- **Altman Score:** Chance of Bankruptcy (within 2 years)
- **Intended Use:** Stock Investment Screening
- **Risk Level:** Score Between 1.8 and 2.99 “caution”
- **Caveat:** Industries which operate with high leverage such as airlines will always show a more unfavorable score
- **Airline Industry:**
 - 2015 – 2019 Highly Profitable Years
 - We can assume Avg. Score of 1.3 is a reliable indicator of airline health
 - COVID-19 Severely Impacted Industry



Air: Recent Happenings & What to Watch

- Virgin Australia: Restructured airline, different pricing model. Ceased partnerships with SQ, DL
- AA: Relationships with Jet Blue, Alaska and JetSmart
- Latin America: Highly stressed region with many of the key airlines having ceased operations at times during Covid
- US downgrades Mexico safety rating. Same level as Thai Airlines and Malaysian
- Increased focus on sustainability reporting
- Recent sourcing has produced positive results and airlines have still been prepared to use 2019 data for RFPs



Air: Sustainability

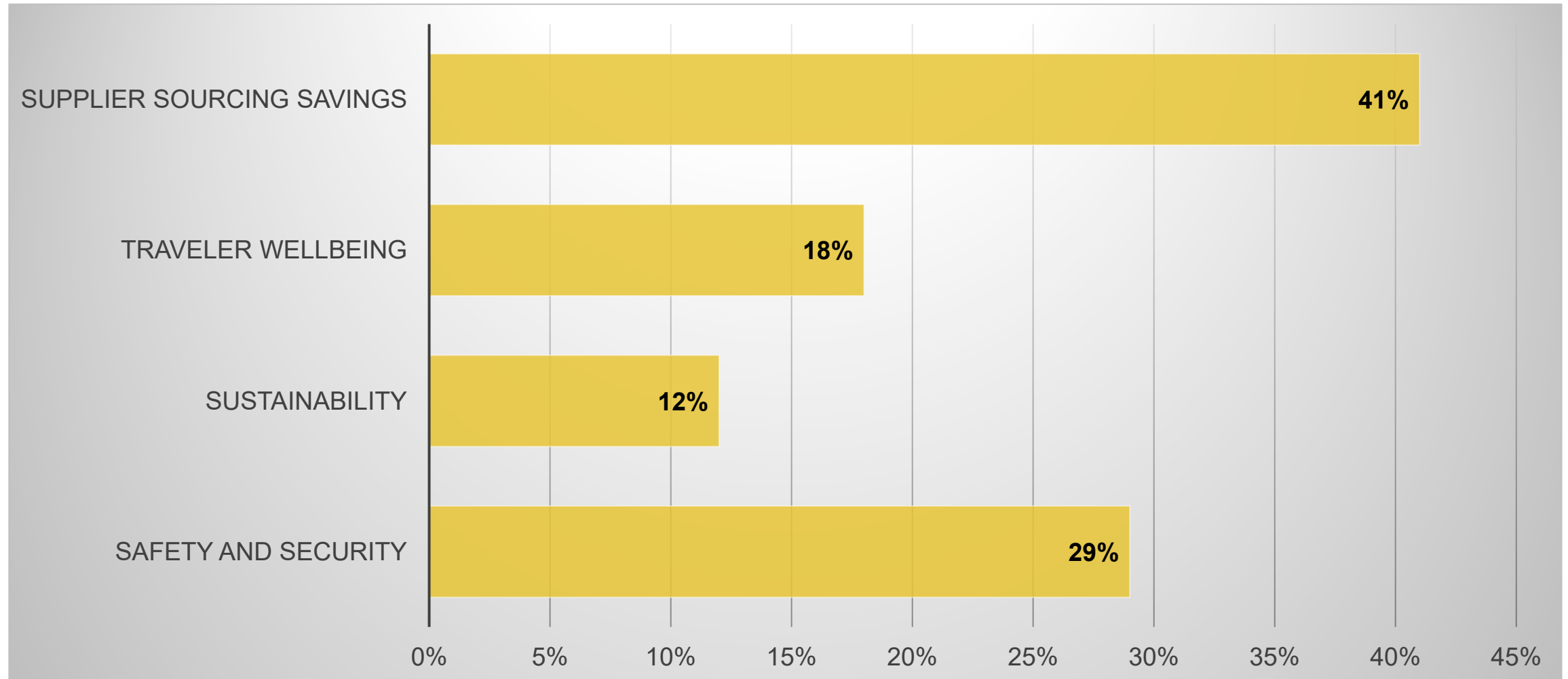
System Developments

- Electric Airplanes
- Carbon Neutral date
- Renewable Energy
 - Bio Fuels, Solar, Wind, Credits
 - CO2 per passenger
- Offset Efforts

Policy Developments

- Aircraft type
- Alternatives: Rail / Teleconferencing
- Direct Flights Versus Connections
- Class of Service

What's the most important focus for your 2022 hotel program?



Hotel: Recent Happenings & What to Watch

- Preparing for 2022 season with flexible rollover proposals
- Pricing has begun to return to pre covid levels



“YES unless supporting data volume increase for consolidated hotels is provided to support a more competitive rate”

“Our global position is not to just roll over all of the contracts from 2021 to 2022. It should be looked at by account and market”

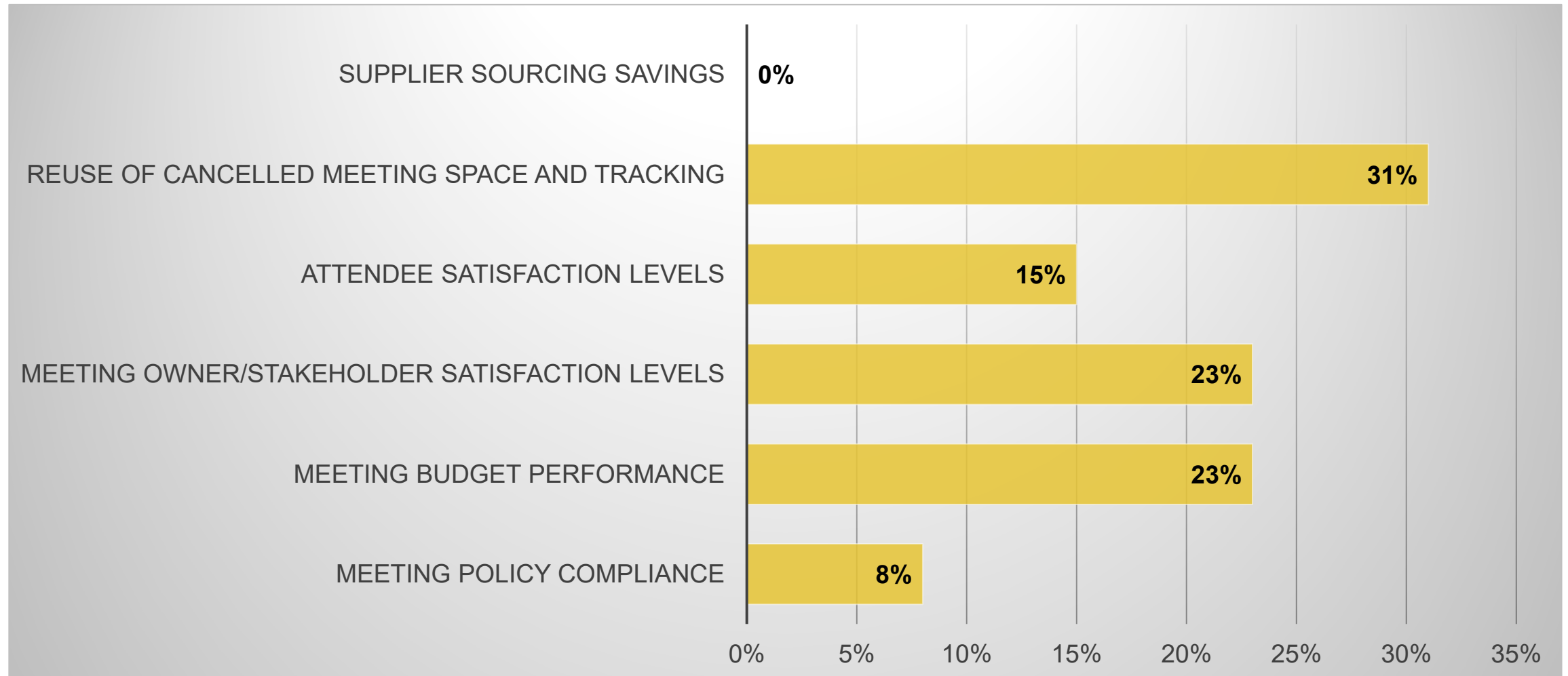
“No. We will do whatever the customer prefers.”

“Since there’s barely any production due to pandemic, we encourage all our clients to roll over however new bids are still doable.”

Technology Platforms

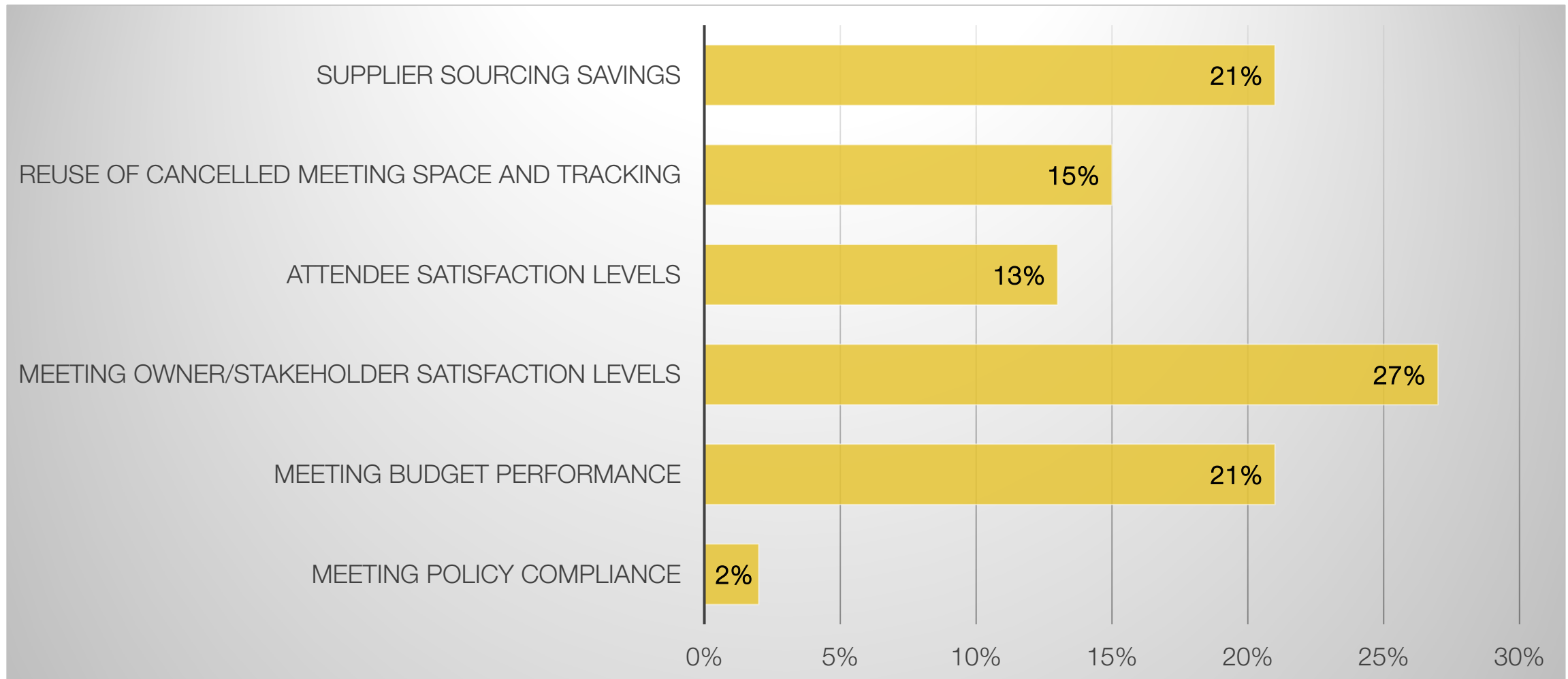
- Lanyon / Cvent Business Transient has upgraded its system to cater for the static rate + float option
 - Other platforms such as HRS, Readybid may not be supported by the central chain contact and will need to go to individual properties
 - Rate re shopping sourcing capabilities
 - BTP automation is also entering the arena with data consolidation, re shopping and sourcing capabilities
- *We currently are not actively engaged with HRS on chain level as HRS has decentralized RFP process.*
 - *We do not currently import HRS RFPs into our central Lanyon domain as there are too many errors with outputting them back to HRS format so we ask hotels to work directly with HRS for those programs.*
 - *We do not currently work with Readybid RFP platform either as they don't have NAM central set up for the RFPs so we can't work them centrally. They go direct to hotels and rely on hotels to answer and load their own rates.*
 - *If a client uses a different RFP platform, then we will run the RFP in Cvent/ Lanyon and pull the file to upload into the clients preferred RFP tool.*

What's the most important metric within your company's meeting program?



What's the most important metric within your meeting program? (Meetings Management Master Class 1)

16

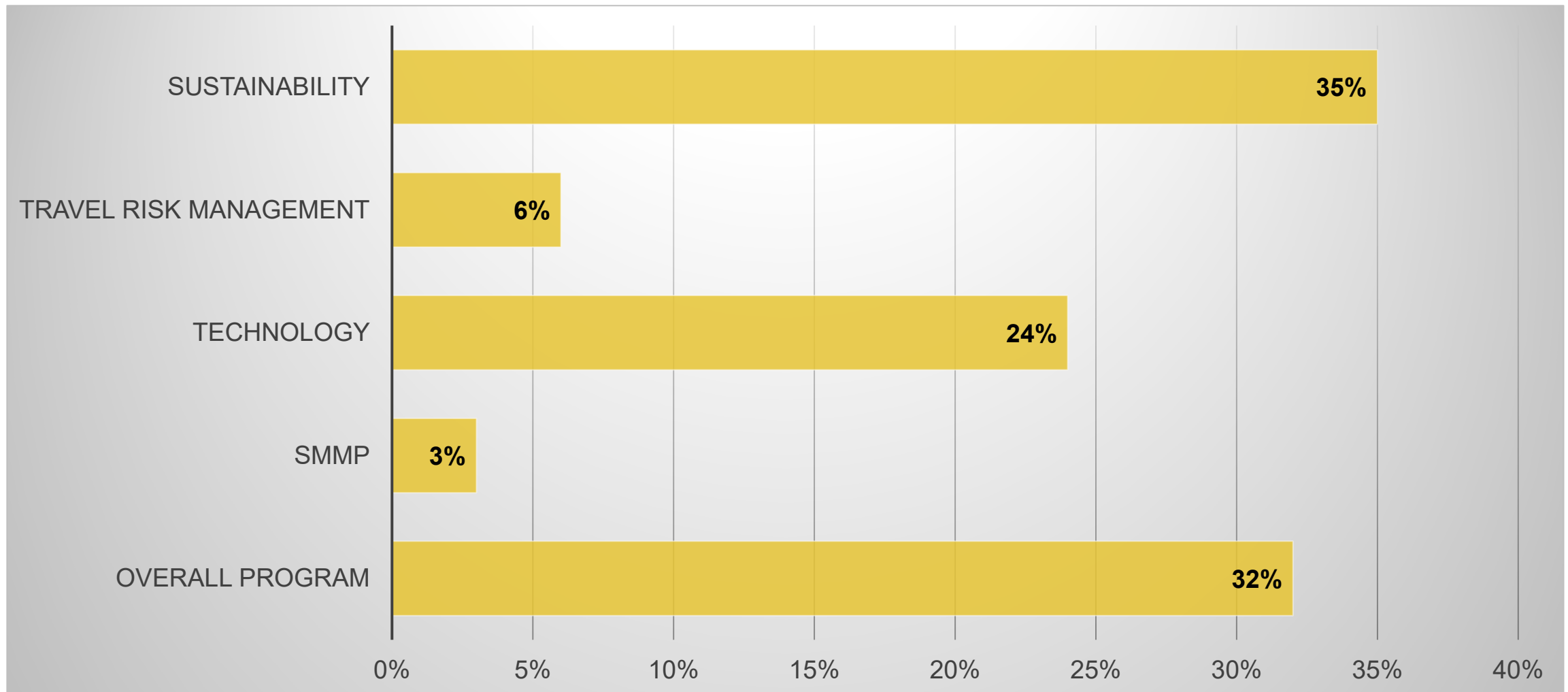


Meetings: Recent Happenings & What to Watch

- Meetings are increasing: Leisure, meetings, and then business travel
- New meeting dynamics
 - Virtual meeting on demand element is changing static meeting dates
 - Companies are producing one event with two experiences: the hybrid.
 - Production has moved to “broadcast quality” to keep attendees engaged
- Key metrics have slightly shifted
 - Attendee engagement



Which of the following areas would you be interested in more comprehensive benchmarking?



Open Exchange



Wrap Up

- Recap of Benefits:
 - Rapid response polls
 - Your desired polls for future
 - Appear on any panels/presentations and article inclusion
 - Invitation to executive presentation:
 - to enhance advocacy for your initiatives
 - to enhance value of your program
- Our Next Meeting: Q4



GOLDSPRING
— CONSULTING —

Leadership Exchange

Quarterly Meeting – August 2021