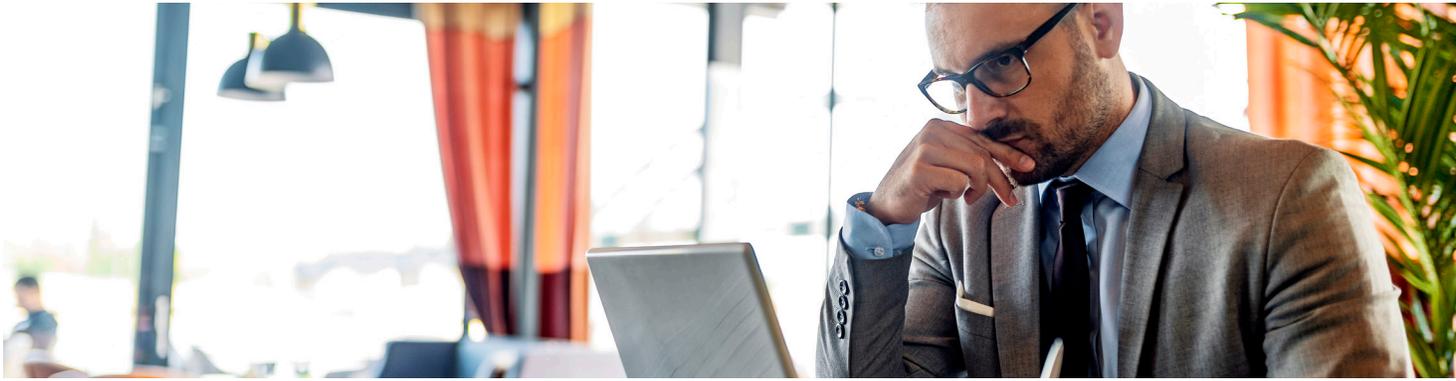


# Managing Group Business During an Economic Crisis



Hoteliers today are navigating an unprecedented and challenging economy due to COVID-19. To help you manage through these uncertain times, we have leveraged our 30 years of experience in the hospitality industry and collaborated with our hotel partners to provide some suggested best practices.



## ACTING TACTICALLY TODAY

Small steps you can take now to mitigate economic fallout and to measure the ongoing impact of the crisis.

- \_ Optimize your cancellation policy to encourage rebooking instead of outright cancellations
- \_ Encourage rescheduling by flexing time and availability of event spaces
- \_ Maintain ADR so that you can command full rates more easily when the crisis passes
- \_ Create a category or field in your CRM to track the crisis and the business impacted by it
- \_ Review historical CRM data from previous crises to understand which groups maintained business and which came back first



## INVESTING IN YOUR TEAM & SPACE NEAR-TERM

Time investments to make as the crisis unfolds that will pay dividends once the situation stabilizes.

- \_ Audit and update your collateral, BEOs, and banquet checks
- \_ Send handwritten notes to valued customers
- \_ Clean and consolidate data from your sales and catering/CRM system to create a prospect list for when the time is right
- \_ Encourage your team to enroll in training and certification courses
- \_ Find new uses for existing event spaces to broaden future opportunities within the local community
- \_ Finish small cosmetic projects to update event spaces



## PREPARING FOR FUTURE RECOVERY

When the time comes to start prospecting again it will be important to prioritize messaging to those who will most quickly influence new business.

- \_ Create a reopening campaign that targets past guests, community partners, and event planners in your network
- \_ Leverage your new prospect list and prioritize local business and past customers
- \_ Look for community events and create geo-targeted “staycation” promotions to jumpstart occupancy
- \_ Utilize software solutions and services to track group business trends in your market and understand how your comp set is shifting their distribution strategies

If you'd like additional resources on managing group business through the COVID-19 crisis, then we recommend checking out our [full blog post](#) for more detail.

Let's  
shape the future  
of hospitality

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