



Leadership Exchange

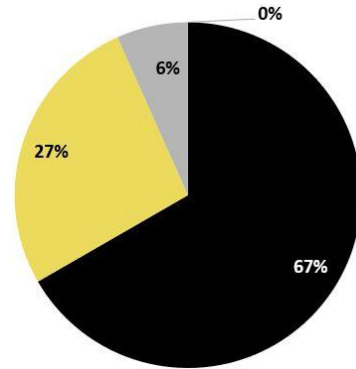
October 2022

Leadership Exchange 2023 Hotel Program Poll Results

15 out of 23 Exchange members replied to the following poll questions, resulting in a 65 percent response rate.

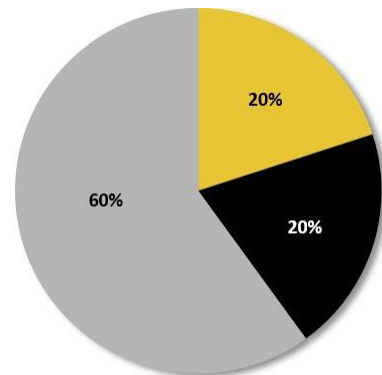
1. What is your estimate of the overall 2023 negotiated rates compared to 2022?

- Decrease
- 0 - 5% increase
- 6 - 10% increase
- More than 10%



2. What percentage of properties in your 2023 program will have dynamic discounts compared to 2022?

- More
- Less
- About the same



What you Need to Know

Our polling shows that buyers are expecting a significant rise in negotiated rates for the 2023 program year. However overall there is no net sentiment towards switching more of the program to dynamic discounts. Some buyers feel that with market rates on the rise, keeping the static program is the best way to mitigate the increase. Other buyers feel that the higher availability of dynamic discounts will offer more value overall. GoldSpring recommends that either of these two strategies can work depending on the situation. If a property has historically honored LRA rates then a good static rate versus market rate with high activity is the best way. However for lower activity properties and where LRA rate usage has not been honored in the past, the dynamic discounts are likely to be the best strategy. Continual program monitoring will be the key to validate the sourcing decisions and adjusting the program where necessary.

