

SEPTEMBER 2021

Hotel Group Meetings: Spirit of Innovation



Naturally, the Hotel Group Meeting business has been rocked during the Covid-19 pandemic, and the effects may be felt for years to come. But according to planners, there is pent-up demand for hotels to resume this area of their business and savvy hoteliers are being exceptionally creative in making that possible. The key is successfully implementing all recommended safety guidelines. For example, in addition to social and physical distancing, some planners are utilizing assigned seating as a way to keep people from using multiple seats and tables throughout an event. Some planners have also initiated a color-coded bracelet system that indicates the wearer's confidence level about being physically approached. Hybrid meetings are also increasingly popular, where some attendees join in person and others are looped in virtually. Other hotels have instituted a "bubble" approach, dedicating an entire wing to smaller groups, essentially walling them off from any health risks outside their area. The September Hotel Business Review will report on what some hotels are doing to address these concerns so that the group meeting business can safely resume.

Editorial Deadline: **Wednesday, August 04, 2021**

Advertising Deadline: **Wednesday, August 11, 2021**

Run Date: **08/29/2021 - 10/02/2021**



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