



## HOTEL INDUSTRY Updates

**In recent times, the hotel industry has shown promising signs of recovery, gradually moving towards a semblance of normality following a period of significant challenges.**

The landscape for booking venues has expanded, providing organizers with a diverse selection of cities, dates, and hotels to choose from for their upcoming events. This newfound flexibility empowers event planners to tailor their choices more precisely, ensuring that each aspect of their event aligns seamlessly with their vision and requirements.

**23.9%** year-over-year occupancy growth in Chicago's hotel industry in 2023<sup>1</sup>.

<sup>1</sup> Reis M. H2 2023 U.S. Hotel Industry Outlook. MatthewsTM. <https://www.matthews.com/h2-2023-u-s-hotel-industry-outlook/>. Published July 21, 2023.

