



Patti Palacios - Founder/President



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Listen to the latest Women IN Leadership podcast. Produced by GlobauxSource and our own Wayne Wallgren, the Women IN Leadership podcast is sponsored by GlobauxSource, SITE and Skift Meetings.

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GS Round-up

2025 1st qtr. news round up...

Welcome to the second quarter of 2025 and to good news in the hotel segment from our friends at Northstar. According to a report from Hotel Investment Today, the U.S. hotel industry demonstrated resilience and growth throughout 2024, with new construction projects flourishing across the country's top metropolitan areas. Lodging Econometrics data show that, despite economic headwinds in other sectors, hotel developers pushed forward with expansion plans and the top 50 markets added 675 new project announcements resulting in an addition of more than 95,000 rooms to the national pipeline. LE experts view this widespread construction activity — with nearly two-thirds of major markets announcing at least ten new projects — as evidence of a new phase of strategic expansion across the country.

Great news for all the Starwood fans out there! It's official: Starwood Hotels is back. Chairman Barry Sternlicht recently announced the official Starwood Hotels relaunch, rebranding from SH Hotels & Resorts with more than 40 properties open or in development across three brands and four continents.

"Our journey has just begun," said Sternlicht, founder and chairman of Starwood Hotels and chairman of Starwood Capital Group. "As we embrace bold ideas, expand into new markets, and continue to reinvent the hospitality landscape, we hope to build a legacy that will inspire future generations."

Today's Starwood pipeline includes the debut of flagship properties in Tokyo, Melbourne, and Copenhagen, as well as further expansion into new markets such as the Middle East and Southern Europe.

Moving on to Marriott, [Business Travel News](#) reports that Marriott International has opened its first U.S. property under the "affordable midscale" City Express brand it acquired in 2022 and announced recently it planned to open "more than a dozen" additional such properties in the U.S. and Canada in 2025.

If you're looking for more information on these or any other properties, the team at GlobauxSource has all the latest updates you need to help make an informed decision for your next meeting or event.

We often hear about how important fitness is—how you should eat right, get 150 minutes of exercise per week, and cut down on alcohol

- National Women's Month -

Moving Forward Together!

Sound familiar? For some, yes; others think it does but aren't sure, and others just say no. The three-word phrase is actually the 2025 National Women's Month theme for March 2025.

Women constitute around 54% to 58% of the global travel and tourism industry workforce. For over 30+ years, I've had the privilege of working with the majority of women as clients, informal mentors, suppliers, staff, and industry friends. My life is richer because of it. I wouldn't have had it any other way.

When I sold my company to GlobauxSource six years ago I joined a team of very smart and capable women, with my new boss, Patti Palacios, GlobauxSource founder and President, at the top of the list. GlobauxSource is a proud woman-owned business that delivers on its promises and commitments to clients every single day. The company also sponsors, produces and hosts the Women IN Leadership podcast in support of the SITE Women In Leadership Initiative. I feel fortunate to be part of it.

And, just as a little side-note, Geraldine Gatehouse, a member of the GlobauxSource Marketing Communications Team, shares her birthday of March 8 with International Women's Day! Happy birthday, Geraldine!

Wayne Wallgren,
Director of Global Development.

—but how does one do that when traveling once, twice, or even three times a month? It doesn't help when the host property treats the fitness center as an afterthought—a room never to be stepped into, looked at or spoken about. Fortunately, how hotels treat their fitness centers is looking more in shape. No longer a minor amenity, they're now a feature that hotels are putting serious money into, replete with updated equipment on par with standalone gyms, personal trainers and fitness programs to engage with. [Smart Meetings; Fitness on the Go](#)

Safe and reliable air travel is something we take for granted and with major global events like the 2026 FIFA World Cup and 2028 Olympics on the horizon, the U.S. Travel Association is calling for [immediate action](#) to modernize America's outdated travel infrastructure. On the morning of President Trump's address to the nation, the organization made its case with a full-page ad in *The Wall Street Journal*, urging the administration to take bold steps before the system reaches a breaking point. There's more information on this if you scroll down on this link: [Smart Meetings](#).

To further drive awareness, U.S. Travel has launched [Show Case American Travel](#), an online hub dedicated to the issue, along with a new video advocating for immediate reforms.

President and CEO Geoff Freeman has applauded the choice of Republic Airways CEO Bryan Bedford as the new Federal Aviation Administration (FAA) Administrator. Notes Freeman: "Bedford brings more than 30 years of aviation experience — including as both a pilot and President and CEO of a regional airline since 1999." More here: [FAA Nominee](#)

Spirit Airlines recently emerged from financial restructuring following its [Chapter 11 bankruptcy](#), aimed at restoring the budget airline to profitability with a new approach focusing on premium travel experiences. The airline [declared bankruptcy](#) in November 2024 and has remained largely in operation throughout the bankruptcy period, though it has furloughed several hundred airline pilots in the interim. More here: [Travel Pulse: Spirit Airlines](#)

At Southwest Airlines, bags will no longer fly free. The airline is changing its business model, a move that aligns with its competition, effective May 28. There are concessions for its business card holders, Rapid Rewards A-List status flyers and passengers who purchase Business Select fares. Read more at [SouthWest's new bag policy](#).

In contrast, [Frontier Airlines](#), recently announced it was offering a free checked bag on select flights this summer as part of its economy bundle, which also includes a free carry-on, seat selection and flight flexibility.

Frontier CEO Barry Biffle hinted that the deal could stick around. "We've always had heart," he said. "Some airlines are walking away from what travelers love, but we're running towards it. Think of this as the ultimate 'divorce your old airline' deal. If travelers show us the love, we'll make these perks permanent."

In Europe, the EU's long-delayed electronic border control system is now expected to become operational in October 2025, however the rollout will take place over a six-month period. EU Home Affairs Ministers on 5 March endorsed a revised timeline for the implementation of the Entry-Exit System (EES), which [had been due to launch last November](#), and endorsed a "progressive start of operations" that will see 29 countries in the [Schengen Zone](#) gradually introduce the system over a period of six months. More here: [Business Travel News Europe](#)

Good news for international inbound travelers! Currently, nearly every passenger must clear customs, collect their bags, and, if they are catching a connecting flight, recheck said bags and pass through security at their first American port of entry.

The process adds time to every flight connection and another layer of potential disruption to every trip. At select airports in the US, a new pilot program - [One-Stop Security](#) - will let passengers skip the screening between customs and connecting flights, saving time and missed connections.

More good airport news with digital screening coming soon to an [airport security checkpoint](#) near you. Clear, the private airport security screening service, expects to have completed the rollout of its fast-working facial identify pods by early April.

As of the second week of March, 70% of Clear's more than thirty million members were using the company's EnVe facial recognition pods, on which deployment began in November, said Kyle McLaughlin, Clear's executive vice president of aviation. The machines were up and running in forty of the company's 59 airports.

Users of EnVe machines need only pause for a few seconds for their face to be verified biometrically against passport or driver's license images held in the Clear database. The company says the machines have sped up processing by a factor of five compared to its previous generation of identity verification pods, which rely on iris or fingerprint checks.

A concierge service is also now on offer at six airports. And Clear has begun experimenting with automated entry gates in Greenville, S.C., and Oklahoma City, with a wider rollout targeted for later in the year. Those would replace the current manual ID checks of Clear members at the head of its cordoned-off lanes.

On the DMC front, [360 Destination Group](#) and [CSI DMC](#) are merging, which will result in one of the largest DMCs in the US. The two organizations will continue operating as separate entities for the near future but intend to unify under a single brand before year's end. The merger brings together a combined \$200 million in revenue and 360 employees, with operations in 46 destinations nationwide.

"This is truly a game-changer for the DMC industry," said [Trevor Hanks](#), managing partner of 360DG. "By combining our expertise, destination knowledge and creative capabilities, we can provide our clients with an even more seamless, innovative and high-touch experience. This merger isn't just about growth, it's about further elevating what we deliver to our clients at every stage of the event planning process." More details: [360 Destination Group and CSI DMC](#)

According to the World Economic Forum, the current pace towards gender equality will see women achieving total equality by 2158, about five generations in the future. Read more about the state of [women's equality](#) in the travel industry in 2025 and how much farther we still have to go.

We'll end on a sustainable note with the [IMEX Sustainable Event Report](#) for Frankfurt 2024. Each year the IMEX Group publishes its report on the prior year exhibition. It's not only visually appealing, but it also has detailed statistics and ideas to emulate. It's a worthwhile read!

That's a wrap! Thanks for your support of GlobauxSource and please let us know if we can help!

Patti

GS Destination BLOG

'O Canada - Part 3 - Fairmont Hotel Vancouver, August 2024

Fairmont Hotel Vancouver

As the president of the Canadian Pacific Railroad, William Cornelius Van Horne, famously said, "If we can't export the scenery, we'll import the tourists".

Fast forward to today, and the mission at the Hotel Vancouver remains the same. [click here](#)



(L-R)

*With Heike Tiemann, Group Sales &
Brent Iverson, DOSM*

'O Canada - Part 4 - The JW Marriott Parq Vancouver, September 2024

JW Marriott Parq Vancouver

My relationship with the JW and its sister property, The Douglas, started before they even opened.

In 2017, via one of the many hospitality industry silent auctions I participate in over the course of a year, I bought a certificate for two nights in a Suite in the JW and two nights in its sister hotel, The Douglas.

It was love at first sight.

[click here](#)



*With Michael Parsons, Director of
National Accounts*

Places you might see us! Events & Conferences 2025

Global Meetings Industry Day
April 3

The Meetings Show Asia Pacific
April 16-17
Marina Bay Sands, Singapore

Global Meeting & Incentive Travel Exchange (GMITE)
May 6-9, 2025
Chateau Elan Winery & Resort
Braselton, GA

IMEX Frankfurt
May 20-22
Messe Frankfurt

MPI WEC
June 18-20
St. Louis, MI

Global Business Travel Association (GBTA) Convention
July 21-23
Denver, CO

CEMA Summit
July 27-29
Austin, TX

ASAE Annual Conference & Exposition
August 9-12
Los Angeles, CA

Incentive, Business Travel, and Meetings (IBTM) Americas
August 20-21, 2025
Centro Banamex
Mexico City

IMEX America
October 6: Smart Monday
October 7-9: Trade Show
Mandalay Bay Convention Center, Las Vegas

FICP Annual Conference
November 2-5
Washington Hilton
Washington, DC

IBTM World
November 18-20
Barcelona, Spain
