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Patti Palacios - Founder/President

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GS Round-up

2025 2nd Quarter News Round-up…

Welcome to our summer news round up! GlobauxSource is busy delivering successful programs to our clients and helping them find the perfect spot for their upcoming meetings. So, let's begin with hotel news.

French hospitality giant Accor announced it is building its own meetings and event ecosystem to support sourcing and booking activities. The new platform aims to unite more than 5,600 Accor hotels around the world and will host an inventory of 2.5 million square meters of event space as well as more than 800,000 guest rooms.

The vision is to provide a self-service option for clients to view and book event space, guest rooms and catering services—and the direct booking system will also integrate with Accor's loyalty program ALL Accor. Read more here: New Accor platform

South of the border in Mexico, Jalisco is planning on investing $1 Billion in 38 new hotels. Going all-in on tourism, officials revealed plans for hotel projects that will add as many as 4,578 rooms across the state by 2028. "The tourism sector will be a fundamental pillar of economic growth in Jalisco. We will exceed 90,000 rooms throughout the state by 2030," Governor Pablo Lemus said in a statement.

As part of the plan, $165 million will be put toward seven hotels operated by InterContinental Hotels Group (IHG), Hilton will invest $90 million in four hotels and Marriott will invest $65 million in four hotels. More here.

Hyatt is also getting a bigger presence in Mexico. As has been anticipated, , Hyatt Hotels Corp. has completed its $2.6 billion acquisition of Playa Hotels & Resorts N.V., which dramatically expands Hyatt's all-inclusive portfolio in Mexico, the Dominican Republic and Jamaica. This transaction includes the acquisition of 15 all-inclusive resorts previously managed and owned by Playa.

On the up and up! Opening this October, the Ciel Dubai Marina with a height of just under 1,200 feet (365 meters) will be the world's tallest hotel, offering luxury stays, panoramic views, sky-high dining, and the world's highest infinity pool. Operated by The First Group Hospitality, the luxury five-star 1004-room property is located in Dubai Marina and spans 82 floors.

SUSTAINABILITY CORNER

Cruise ships can often be seen as symbols of excess and environmental waste, but behind the scenes, the industry is working to create a cleaner course for the future.

While sustainable fuels for cruise ships are still not widely available, preparation for that day is well underway.

The industry aims to reach net-zero emissions by 2050, and is investing heavily in adaptable propulsion systems and a range of potential power sources.

A new hydrogen-powered cruise will launch next year. Here's what that means. Cruise line explores alternative fuel.

Embracing Sustainability :
Tips for Eco-Friendly and Carbon-Neutral Events

From the Cvent community comes some tips to embrace sustainability and create eco-friendly and carbon-events. In recent years, the event planning industry has witnessed a significant shift towards sustainability. As organizers strive to minimize their environmental impact, adopting eco-friendly practices is no longer just a trend-it's a necessity. Here are some ideas to help you incorporate sustainable practices into your events: Embracing sustainbility

Closer to earth, Wyndham wants travelers to know that 'Where There's a Wyndham, There's a Way.' Wyndham Hotels & Resorts has launched a new ad campaign which brings together the company's 25 hotel brands and its Wyndham Rewards program under a single tagline for the first time.

"This campaign is more than a new tagline; it celebrates what Wyndham does best: making hotel travel possible for all. From road trips and family reunions to beach getaways and golf escapes, we want travelers looking to Wyndham, knowing that no matter the destination, no matter the budget: Where There's a Wyndham, There's a Way," said Marissa Yoss, vice president, brand marketing and paid media.

Whatever part of the world you're looking at for your next program, get in touch. Our reach is global! We'd love the opportunity to help you find the best possible destination.

Up in the skies, one company is aiming to make air travel greener and happier. Within the expansive 275,000-square-foot hangar at Long Beach Airport, JetZero is pioneering an exciting new chapter in aviation where engineers are creatively rethinking everything from baggage handling to the boarding experience.

What sets JetZero apart is not just its unique design, which resembles a blend of a stealth bomber and a manta ray rather than a conventional airliner. The real game-changer is its potential to reduce fuel consumption by 50% compared to current jets, which would significantly lower airlines' largest operational cost. This reduction in fuel burn also translates to a decrease in harmful emissions, a win-win for both the industry and our planet. Exciting, right? Read more here.

Just in time for summer flights to Europe, American Airlines is refreshing its in-flight menu with new dishes inspired by its transatlantic destinations.

The new menu recently launched in business class cabin and takes culinary inspiration from France, Italy, Germany, Spain, and the United Kingdom. Dishes range from seafood platters and hearty meat entrees to rustic vegetarian dishes.

Who remembers the iconic Concorde? Well, supersonic travel may just have taken a first step back to making it a reality again. A recent order from the White House has directed the FAA to repeal a ban on supersonic air travel over land. The ban was passed more than 50 years ago in large part because the loud noise that aircraft make when they break the sound barrier, a so-called "sonic boom," was a nuisance to communities below.

The most popular commercial supersonic aircraft of that era was the Concorde, which remained operational into the early 2000s, in destinations like London and Singapore. The lifting of the ban will be a major step forward for emerging aircraft companies like Boom, which is trying to bring back commercial supersonic air travel without the disruptive sonic boom. Under the order, the FAA will "repeal the supersonic speed limit as long as the aircraft doesn't produce an audible sonic boom."

GlobauxSource is an invaluable resource for clients looking for advice and guidance and advice on air bookings and ticketing. Our air management partner works seamlessly with so to provide the best possible service for you, our VIPs and your groups. We're here for you!

Good news for low vision travelers going through Miami International Airport (MIA). MIA has become the first airport in the world to offer free, unlimited access to ReBokeh Vision Technologies' assistive software, supporting travelers with low vision. Developed by Baltimore-based ReBokeh, the app, which also includes AI allows users to customize a live camera feed from their mobile devices by adjusting contrast, color, zoom, and lighting, helping them better navigate the airport environment. Technology helps low vision travelers.

Finally, on the air front, Alaska Airlines is in the process of enhancing its first-class and premium-class seats and features on select aircraft. On Boeing 737-800 and Max 737-8 aircraft, Alaska is increasing the number of first-class seats to 16 from 12. The seats will have new leg rests, seatback device holders and USB-C charging ports. On Boeing 737-900ER and Max 737-9 aircraft, the carrier will have 30 premium-class seats available, up from 24. You can read more here.

Moving on to meetings, IACC, a global association for meeting venue professionals, has published its latest Meeting Room of the Future report with insights into event industry trends and preferences. More than 205 event planners from across Europe and North America were surveyed for the research, which was conducted by IACC and Development Counsellors International. This year marks the 10th anniversary of the Meeting Room of the Future report. The full report can be downloaded for free on IACC's website. For more details, here's the link: 2025 Meeting Room of the Future.

Making the case for experience design for events comes to us from our friends at Northstar. While larger events make the big headlines, the bulk of meetings are a fraction of the size, flying under the radar with 100 or fewer participants.

In such small gatherings, it is easier to create a sense of intimacy and community. The power and possibilities of boutique events offer the opportunity for deeply engaging personalized experiences.

In the article above, you can find out what exactly "experience design" entails in the context of events — and why it's particularly crucial for smaller, more focused gatherings.

A new report is shedding light on who's shaping travel in 2025, and the results may surprise you. According to data released by MMGY Travel Intelligence, younger travelers, particularly Gen Z and Millennials, are expected to drive much of this summer's vacation activity. These groups aren't just dreaming about trips, but they're actively booking them, often prioritizing unique, meaningful experiences over traditional beach getaways.

The report is part of MMGY's Portrait of American Travelers study, one of the industry's longest-running surveys. It found that Gen Z and Millennial households are planning to spend significantly more on travel this summer than their older counterparts, by as much as 15 to 20 percent in some cases. And they're not just spending more; they're also shaping the kinds of trips we're likely to see.

And while the report's focus is on leisure travel, the results it shows are likely to influence Gen Z and Millennial's expectations of meetings, events, conferences and incentive travel. You can read more here.

In tandem with the prior topic, when it comes to event planning, Gen Z is redefining what corporate and incentive events should look and feel like. It's no longer just about logistics, catering and a packed itinerary. For younger generations, including Millennials, these events are an expression of identity, purpose and experience, and they aren't just showing up to be entertained. Their expectations are shaped by digital fluency, social awareness and a strong desire for meaningful connection.

"If your event isn't culturally relevant, visually captivating and values-driven, Gen Z will scroll past it, literally and figuratively," says Amanda Ma, CEO of Innovate Marketing Group in Pasadena, CA. "Gen Z expects more than moments. They want meaning. The events that win them over are the ones that feel personal, inclusive and purposeful." How Younger Attendees Are Changing Things

From immersive art installations to incorporating the outdoors indoors, there are many ways to elevate the attendee experience. Space planning and design can make or break an event. The layout influences how attendees move, interact, and engage with content. With smart and flexible design strategies, a single venue (or hybrid set-up) can transform into multiple zones, energize participants, and help your event stand out.

Read more on six creative ways to elevate your space planning: Make events exceptional

It can be a challenge keeping up with all the developments in group demographics and technology, especially AI. Keep us in mind as a resource for you, whatever the question. We're happy to share our extensive knowledge.

Good news on the domestic travel front. The latest data from Flight Centre Travel Group highlights a notable rise in U.S. domestic business travel, with a 5% increase in bookings over the past three months. This surge in business travel suggests that, despite any ongoing economic uncertainties, companies across the country are still prioritizing investments in business travel, recognizing its vital role in fostering growth and collaboration. More details here.

Growing uncertainty around incentive programs was a primary take-away from the April Northstar/Cvent Incentive PULSE survey. Its study revealed that programs are being impacted by government policies, tariffs, budgeting issues and more in 2025. Northstar asked six industry leaders to share their thoughts on the current business landscape, on these challenges as well as the positive trends that they and their members or clients are experiencing. It's a worthwhile read: Incentive Roundtable: Trends and Challenges for 2025

Northstar concurs that incentive travel programs are remaining strong amid uncertainty. During IMEX Frankfurt 2025, Annette Gregg, CEO of the Society for Incentive Travel Excellence, sat down with Northstar Meetings Group editor Lisa Grimaldi to share insights on how incentive travel is faring in a turbulent global landscape. With Europe being SITE's second-largest membership base, Gregg emphasized the importance of understanding international sentiment — and why incentive travel continues to thrive despite uncertainties.

Growing geopolitical instability, trade tensions, and unpredictable policy shifts are forcing event organizers to rethink everything from show formats to sponsorship models, according to leaders gathered at the Exhibition & Convention Executives Forum (ECEF) on May 28.

“This is a quasi-crisis for the world,” said Consumer Technology Association CEO Gary Shapiro in his opening keynote, warning that visa delays, global safety concerns, and political volatility are threatening international attendance at major events like CES, one of the world’s largest tech gatherings.

Read more from Skift. Because of this and with events under pressure, planners are designing for uncertainty.

More than 50 members of the United States Tour Operators Association (USTOA) gathered in Washington, D.C. recently for the group’s 13th annual Congressional Caucus. The two-day event gave members the chance to speak directly with lawmakers about important issues affecting the travel and tourism industry.
The delegation raised concerns about a wide range of topics, including visa and passport processing delays, funding for national parks, and continued support for Brand USA—the organization that markets the U.S. to international travelers. More here: USTOA Congressional Caucus

Speaking of Brand USA, the organization is looking to AI to enhance international travelers' experience in the United States and drive future tourism growth. The nation's destination marketing organization has announced a new partnership with travel platform Mindtrip, integrating its B2B platform, Mindtrip for Business, into Brand USA's new "America the Beautiful" website.

The result is the ability to generate custom, end-to-end itineraries based on traveler interests. The new tool also connects users with local businesses to make exploring easier and more interesting. You can read more about it here.

Brand USA is not the only organization using AI to promote itself. Playeasy has announced the launch of Playeasy Experiences, a digital platform to help destination marketing organizations deliver event-focused visitor experiences directly through their own websites.

The new service uses AI-powered technology to help destinations customize their offerings to potential event organizers and participants, including the ability for visitor to chat with an AI tour guide, showcase community attractions and track hotel referral bookings, among other functions. Read more at Playeasy.

Later this year, US passports can be added to Apple Wallets for domestic travel use in lieu of a Real ID or physical passport. The Digital ID can be stored on the iPhone or the Apple Watch, used at select TSA checkpoints throughout the United States.

Digital IDs do not replace physical passports, and Apple warns that they cannot be used for international travel or border crossings. In these situations, a physical passport will be required, but for domestic travel, iPhone users won't need to pull out a passport and can instead pass through TSA checkpoints quicker. US passports in Apple Wallets

Who would have thought that AI would be making an impact on your buffet breakfast. Well, hotels are using AI bins to slash food waste and if you’ve noticed your hotel breakfast croissant looking a little daintier lately, you’re not imagining things—and no, you’re not being short-changed.

The pastries have been reduced to a petite 1oz portion as part of a wider effort by Hilton to tackle food

waste with the help of AI powered smart bins. Recognizing that food waste is a significant problem in the hotel industry, Hilton has deployed a waste-tracking system created by British technology company Winnow in nearly 200 hotels. More here: Hilton, AI and food waste

That's a wrap for us – we hope you're enjoying your summer, wherever you are and whatever you are doing. Safe and happy travels and keep in touch! We always like to hear from you.

Patti

GS Destination BLOG

Monterey, CA

Unlike Willie, no one was heartbroken and we weren't headed for Houston.

It was the Monday after Thanksgiving and after four days of eating Turkey and dressing, in all its various forms and combinations, it was time for a change.

click here

Alisal Guest Ranch

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Places you might see us! Events & Conferences 2025

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

MPI: The EVENT
September 7-9
Fredericton, New Brunswick, Canada

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

IBTM World
November 18-20
Barcelona, Spain