

## Refreshing Operations Before Peak Demand Returns

Seasonality is a defining reality of the hospitality industry. Demand fluctuates throughout the year as travel patterns shift with weather, holidays and consumer behavior. While peak seasons often command attention, slower periods present a valuable opportunity for properties to reset operations, refine guest experiences and prepare for increased demand.

Industry data clearly illustrates these seasonal swings. In July 2025, the average hotel occupancy rate in the United States reached 68 percent, with high-demand markets such as New York City seeing occupancy as high as 85 percent.<sup>1</sup> By comparison, during the offseason in January 2025, average U.S. hotel occupancy dropped to approximately 53 percent.<sup>1</sup> Understanding these cycles allows properties to plan strategically and make improvements that deliver value year-round. Here are some suggestions on how properties can refresh operations before peak demand returns.

### Define seasonality and anticipate demand shifts

Effective planning begins with a clear understanding of seasonality. Hospitality demand rises and falls throughout the year as weather, travel patterns and consumer preferences change. Recognizing these fluctuations allows properties to make informed decisions during slower periods without disrupting peak operations.

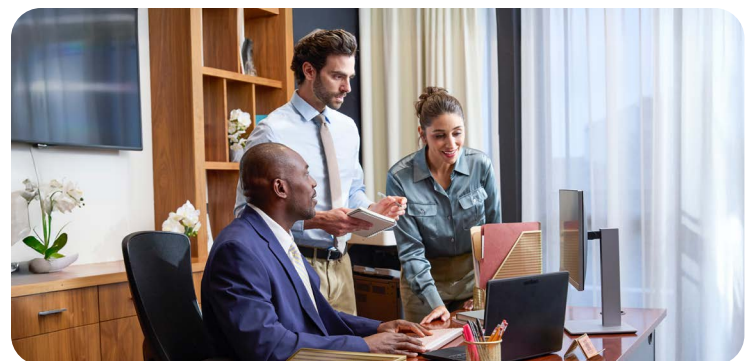
Forecasting tools and historical occupancy data can help operators anticipate when demand is likely to rebound. This visibility allows teams to align operational updates, staffing and investments with expected increases in occupancy. A clear view of seasonality supports proactive planning rather than reactive decision-making.<sup>1</sup>

During slower periods, properties may also be able to protect revenue by focusing on value rather than discounts. Implementing value-added packages and bundled experiences may allow operators to enhance guest stays while maintaining margins. Refreshing amenities, revamping guest experiences or piloting limited-time offerings during the off-season can provide insights that carry into peak demand periods.<sup>2</sup>

### Make a checklist to guide operational refresh efforts

With fewer operational pressures during slower seasons, properties can benefit from a structured checklist that identifies opportunities for improvement. A clear roadmap helps teams prioritize updates, allocate resources efficiently and avoid rushed decisions once demand returns.

One item on the checklist might be evaluating areas that could benefit from remodeling or redesign. [Technology](#) upgrades, refreshed interiors, updated [furniture](#) and improved key amenities can elevate guest experiences during both high and low seasons. These improvements help support consistent and comfortable experiences across all touchpoints.

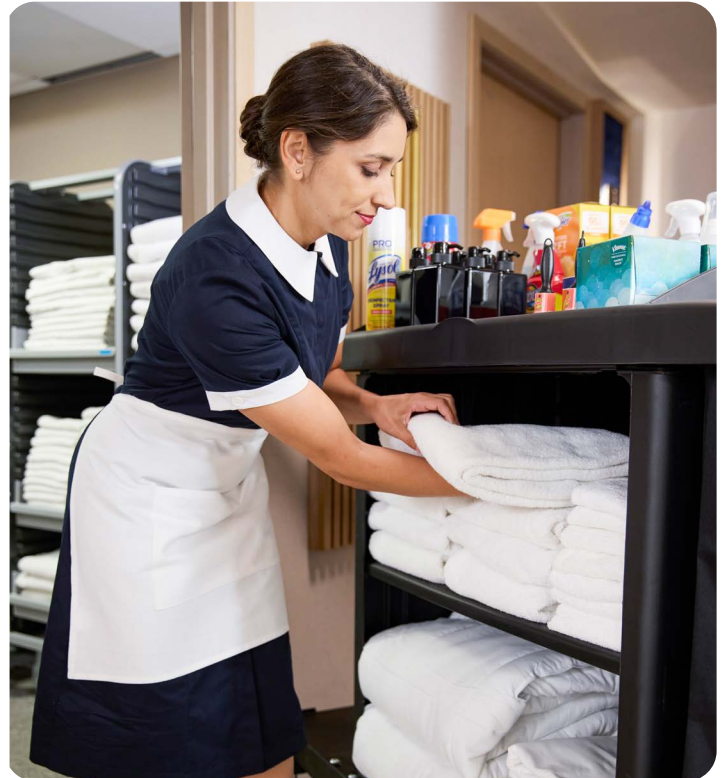


Deep cleaning is another step in off-season preparation. High-touch areas such as guest rooms, lobbies, elevators and shared spaces often show wear after sustained use. Slower periods provide the time needed for thorough cleaning and maintenance.

Intentional planning, reliable supplies, and operational support helps to be prepared for peak demand. ODP Business Solutions works with hospitality operators to support off-season refresh initiatives, from [cleaning and facility supplies](#) to [print services](#) and [workplace essentials](#). The right tools and guidance can help properties enter peak season feeling confident, prepared and ready to deliver exceptional guest experiences.

### Actionable steps include:

- Identifying surfaces and spaces with visible wear and tear
- Using eco-conscious and cost-effective [cleaning supplies](#) to support sustainability goals
- Restocking or upgrading essential tools such as disinfectants, cleaning wipes, mops, vacuums and floor-care products
- Evaluating air filtration solutions to support indoor air quality and guest comfort



Another item on the checklist might be brand readiness and team presentation. Off-season planning allows properties to assess whether branded materials, signage and employee merchandise align with current standards. Updating printed signage, restocking promotional materials and providing consistent employee apparel help create a cohesive guest experience. Addressing these elements ahead of peak demand may allow teams to focus on service rather than last-minute preparation.

Stay ahead by partnering with ODP Business Solutions®. Explore and discover how we can help refresh operations before the peak demands at [odpbusiness.com/hospitality](https://odpbusiness.com/hospitality)

<sup>1</sup><https://www.netsuite.com/portal/resource/articles/financial-management/seasonality-hotel-industry.shtml>

<sup>2</sup><https://www.canarytechnologies.com/post/increase-off-season-hotel-sales>