



SURVEY

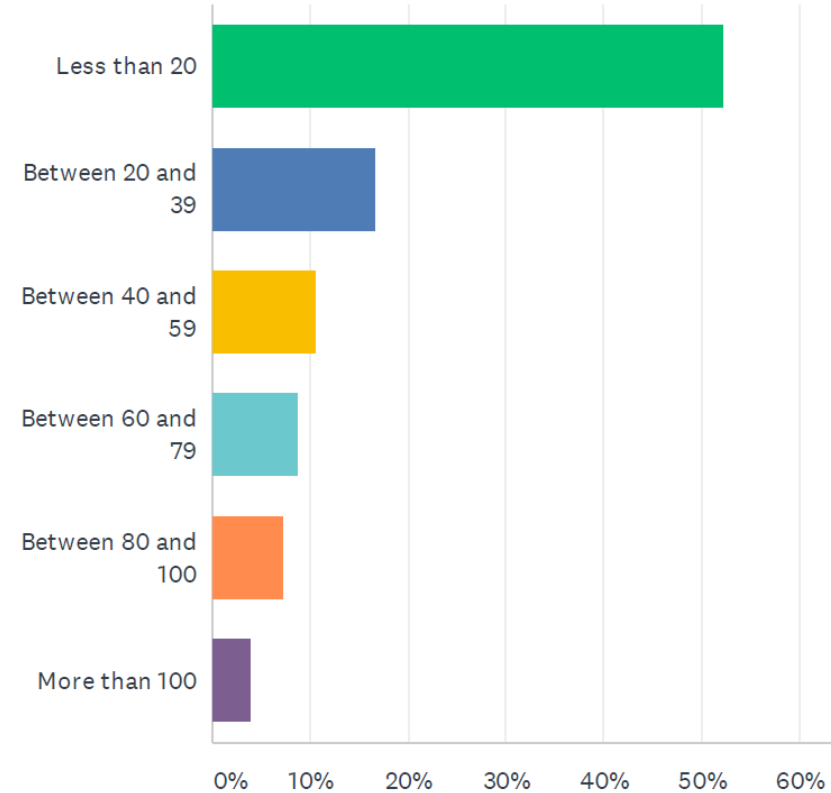
PLANNING FOR POST-COVID-19: CONVENTION SALES AND SERVICES

WEDNESDAY, APRIL 8, 2020

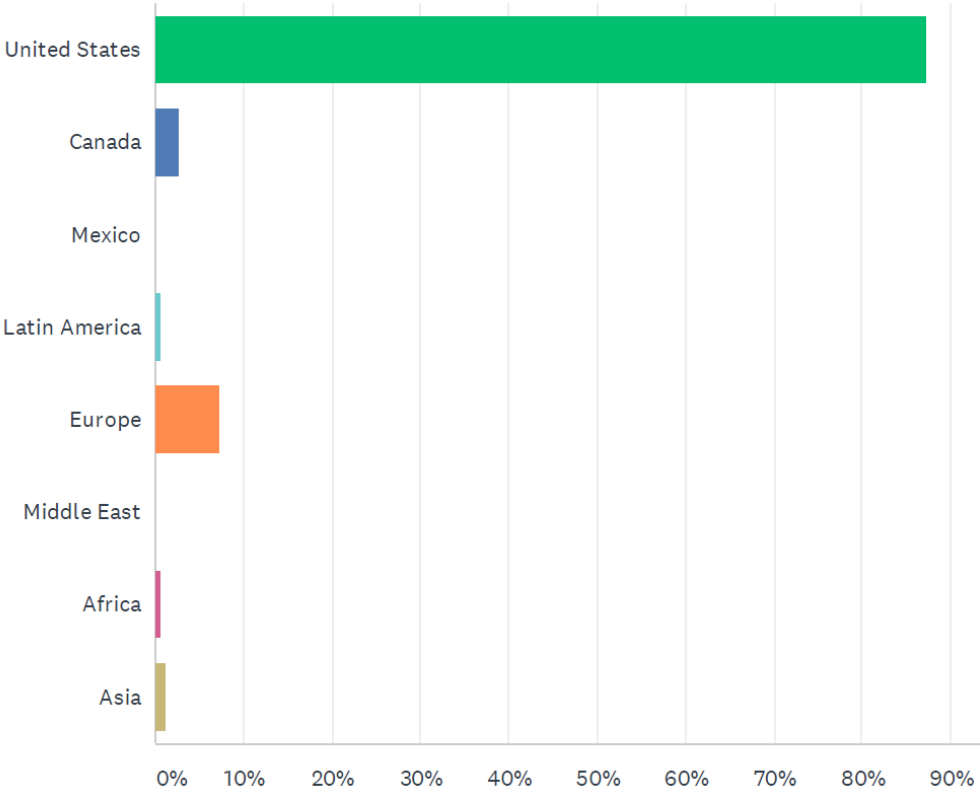


Number of employees, full and part-time, prior to the COVID-19 crisis, and location

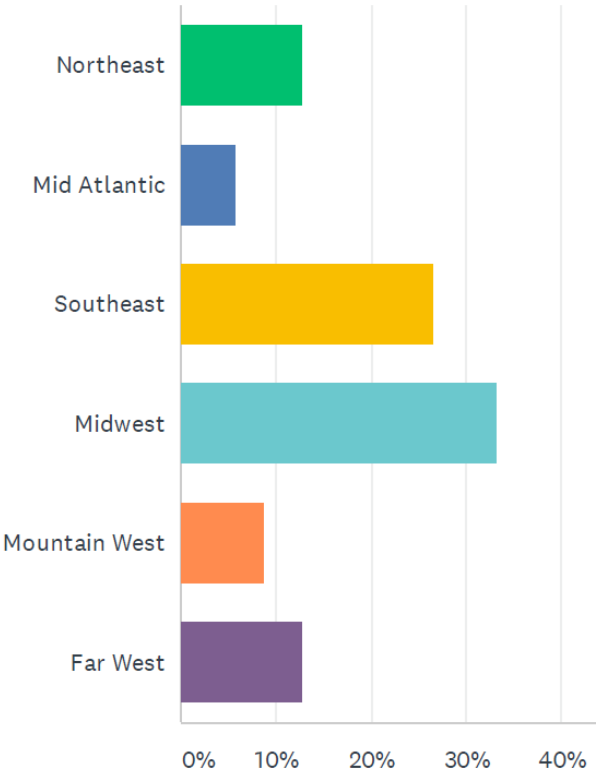
Size



Location



US Region



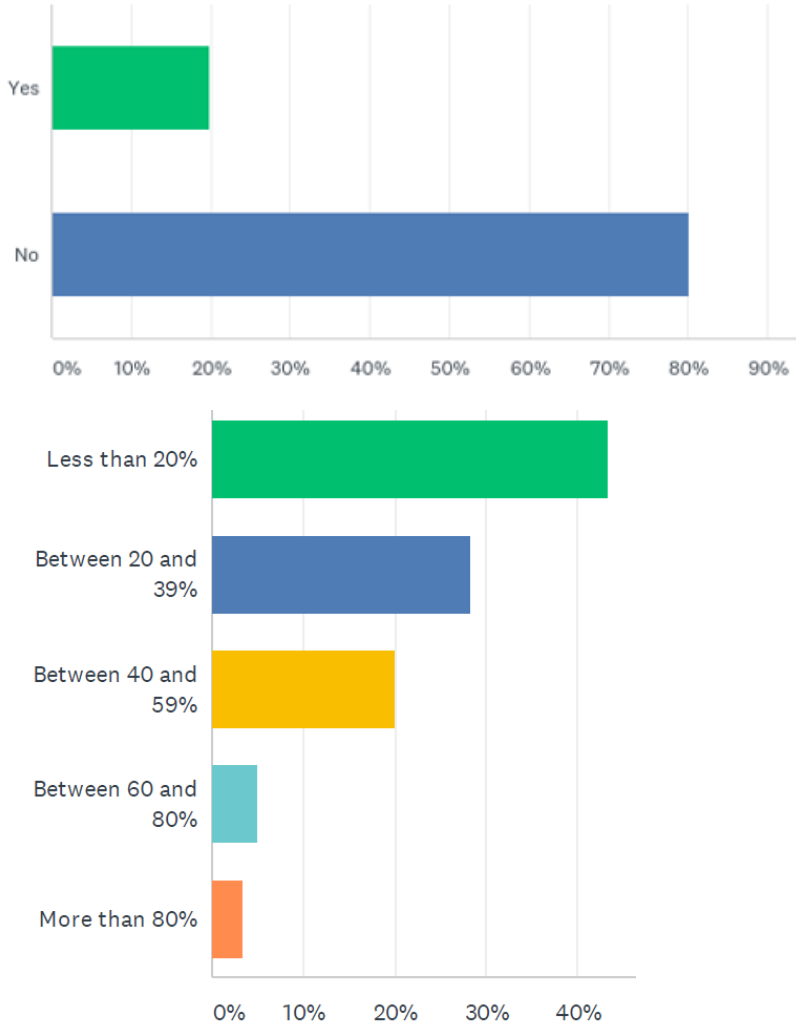
Responses: 298

Permanent layoffs and/or furloughs

Layoffs



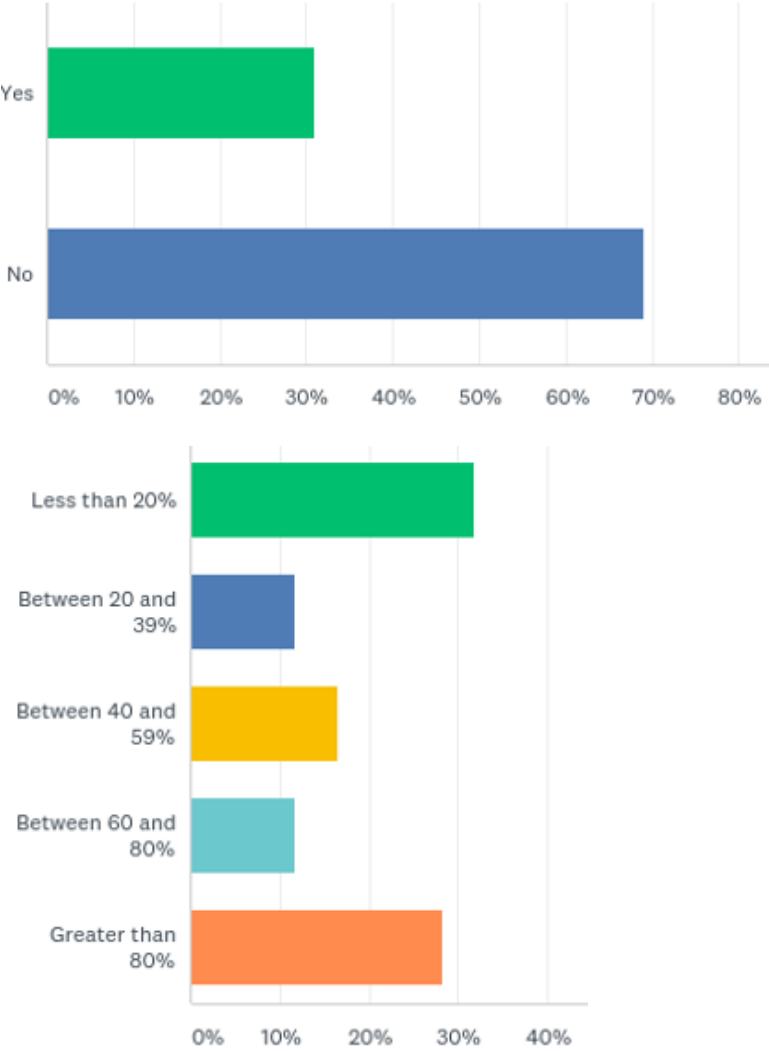
Layoffs %
of total



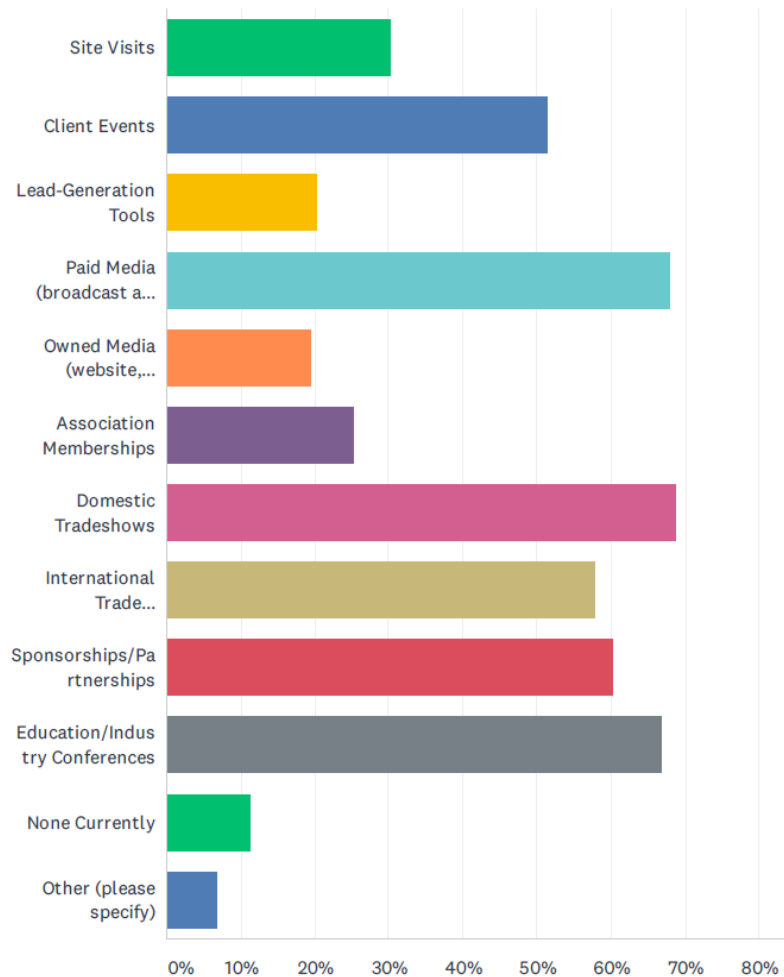
Furloughs



Furloughs %
of total



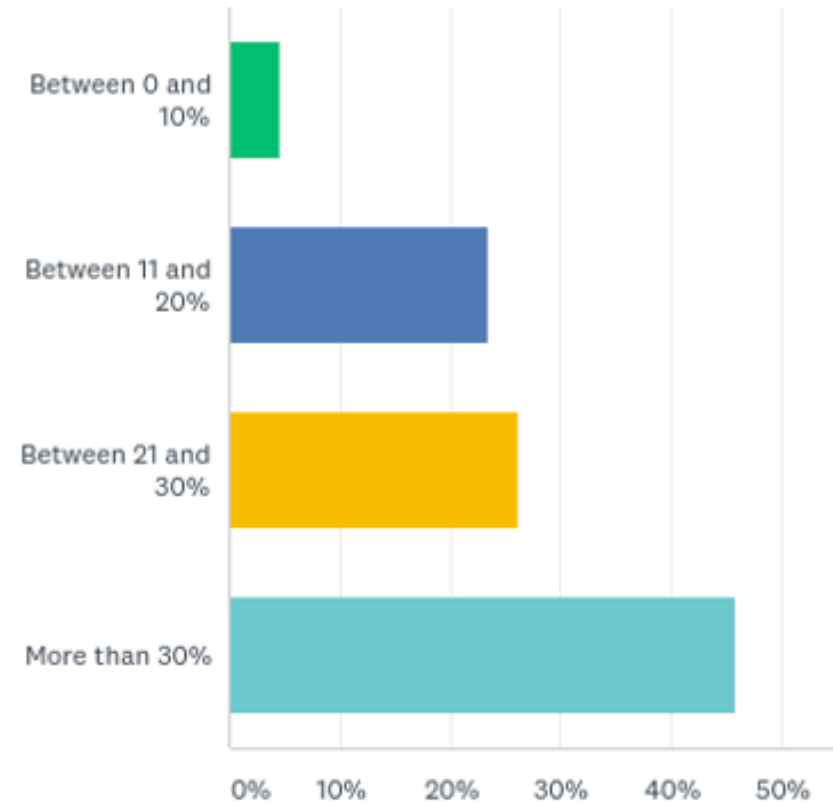
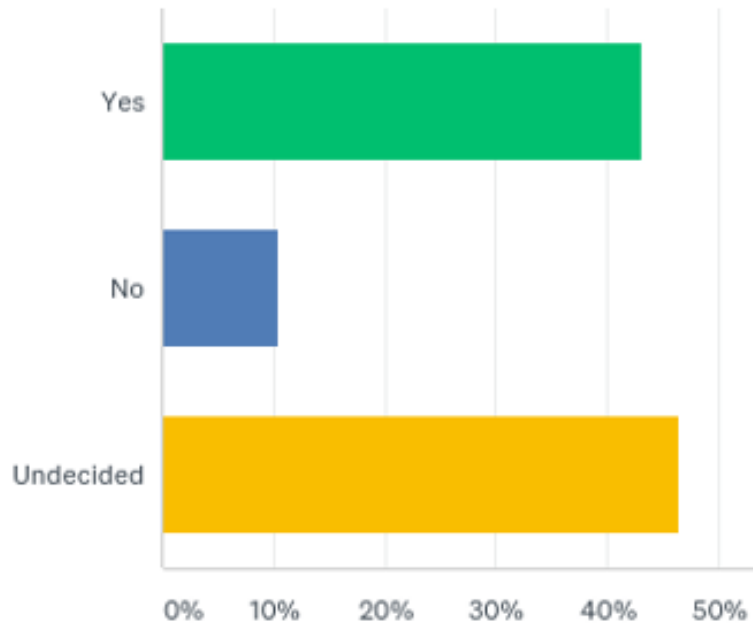
Meetings and Conventions budget cuts



ANSWER CHOICES	RESPONSES	
Site Visits	30.35%	78
Client Events	51.36%	132
Lead-Generation Tools	20.23%	52
Paid Media (broadcast and print advertising, digital banners, e-newsletters, paid social, SEO etc)	68.09%	175
Owned Media (website, social media channels, email marketing, online/print meeting planner guide)	19.46%	50
Association Memberships	25.29%	65
Domestic Tradeshows	68.87%	177
International Trade Missions/Tradeshows	57.98%	149
Sponsorships/Partnerships	60.31%	155
Education/Industry Conferences	66.93%	172
None Currently	11.28%	29
Other (please specify)	7.00%	18
Total Respondents: 257		

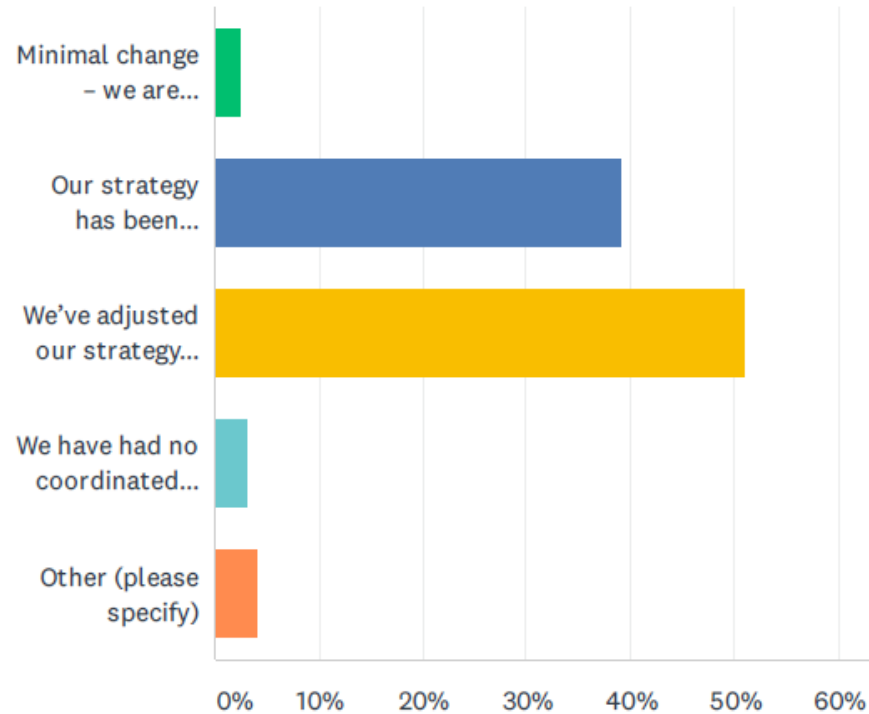
Sales goal reductions

Those who have, have reduced goals decisively



Sales strategy changes

Securing the long-term, optimizing the short-term. . . .



ANSWER CHOICES	RESPONSES	
Minimal change - we are operating to service existing business without any coordinated change to our strategy.	2.58%	5
Our strategy has been narrowed to rescheduling current business and winning canceled business, through the current year and upcoming fiscal year as our top priorities.	39.18%	76
We've adjusted our strategy to the current circumstances but have continued to extend our focus beyond the near-term.	51.03%	99
We have had no coordinated change to our strategies.	3.09%	6
Other (please specify)	4.12%	8
TOTAL		194

How are you handling group business?

Partners

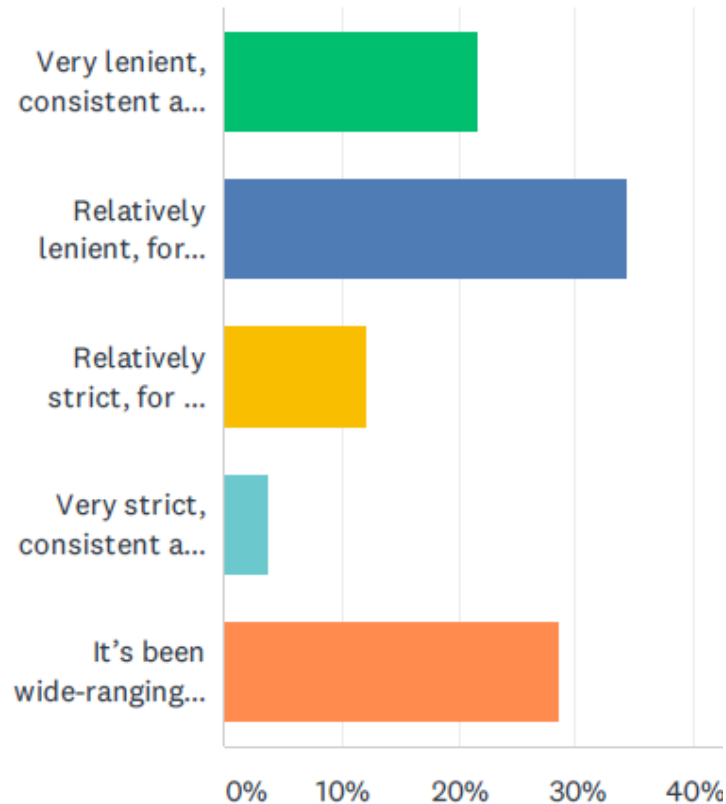
ANSWER CHOICES	RESPONSES	
We've been well-coordinated and have communicated consistent policies among partners and to groups.	44.50%	85
Policies have been communicated among partners but application to groups has been inconsistent.	10.47%	20
Policies have been communicated among partners but application has been difficult, as the need for exceptions has been the rule.	20.94%	40
No policies have been communicated; partners are managing the near-term business on an ad hoc basis.	17.80%	34
Other (please specify)	6.28%	12
TOTAL		191

Customers

ANSWER CHOICES	RESPONSES	
We are prioritizing rescheduled business and only scheduling the most profitable groups based on their value during this current fiscal year.	14.29%	27
We are prioritizing rescheduled business and scheduling long-standing customers first regardless of current fiscal year considerations.	40.21%	76
We are attempting to re-negotiate business with current groups that are less profitable to accommodate more profitable groups.	7.94%	15
We are not renegotiating any current scheduled group business to accommodate any rescheduling.	21.16%	40
Other (please specify)	29.63%	56
Total Respondents: 189		

Force majeure

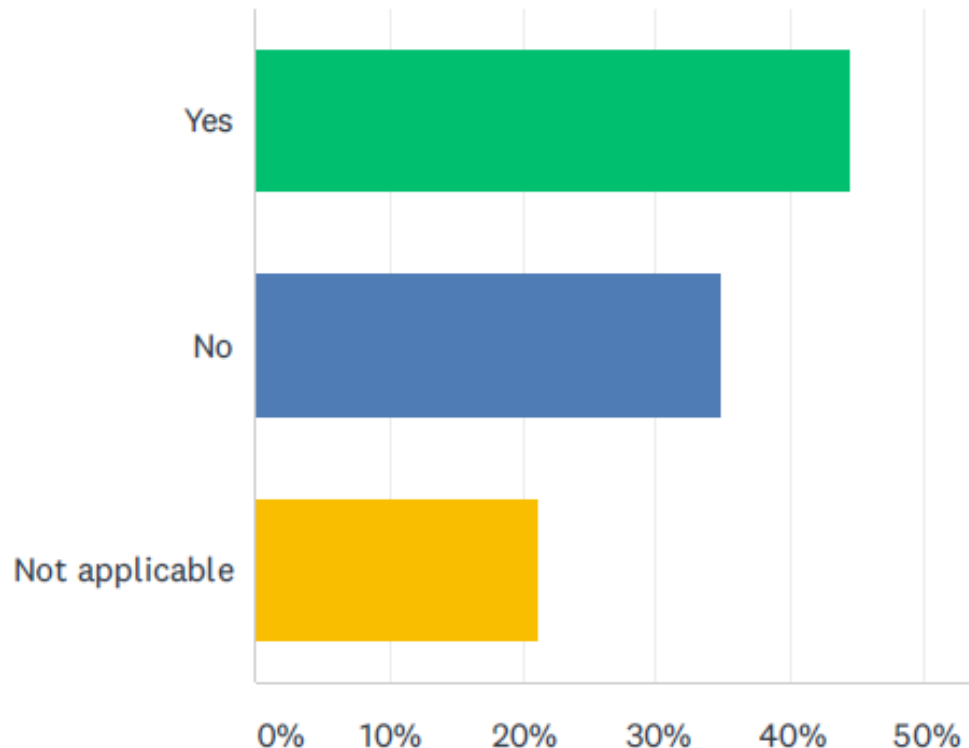
Wide-ranging, but willing



ANSWER CHOICES	RESPONSES	
Very lenient, consistent and across-the-board among partners.	21.58%	41
Relatively lenient, for the most part with a few exceptions, across-the-board among partners.	34.21%	65
Relatively strict, for the most part with a few exceptions, across-the-board among partners.	12.11%	23
Very strict, consistent and across-the-board among partners.	3.68%	7
It's been wide-ranging and inconsistent among our various partners.	28.42%	54
TOTAL		190

Has your convention facility been repurposed?

With it too early to project when it will reopen, and the potential impact. . . .

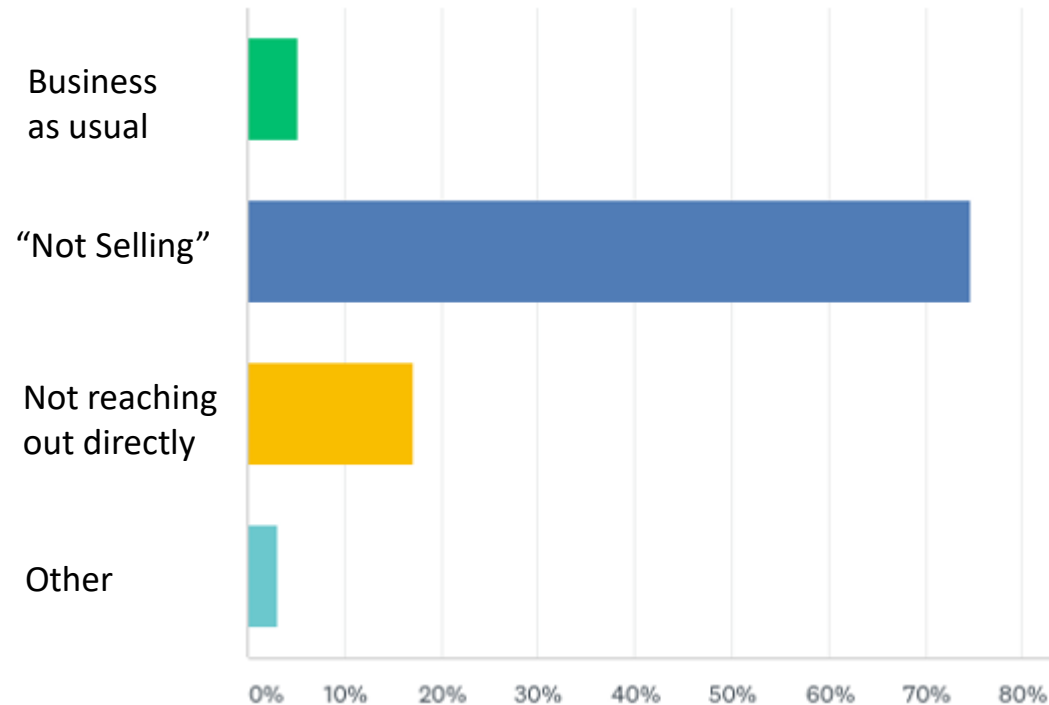


“Depending on what the use becomes, especially if it becomes a quarantine or triage facility, I am sure planners will want to know what level of certified deep clean has been done to ensure their guests' safety when they return.”

“There will definitely be concerns but the proper cleaning steps will happen before they reopen.”

Direct sales prospecting

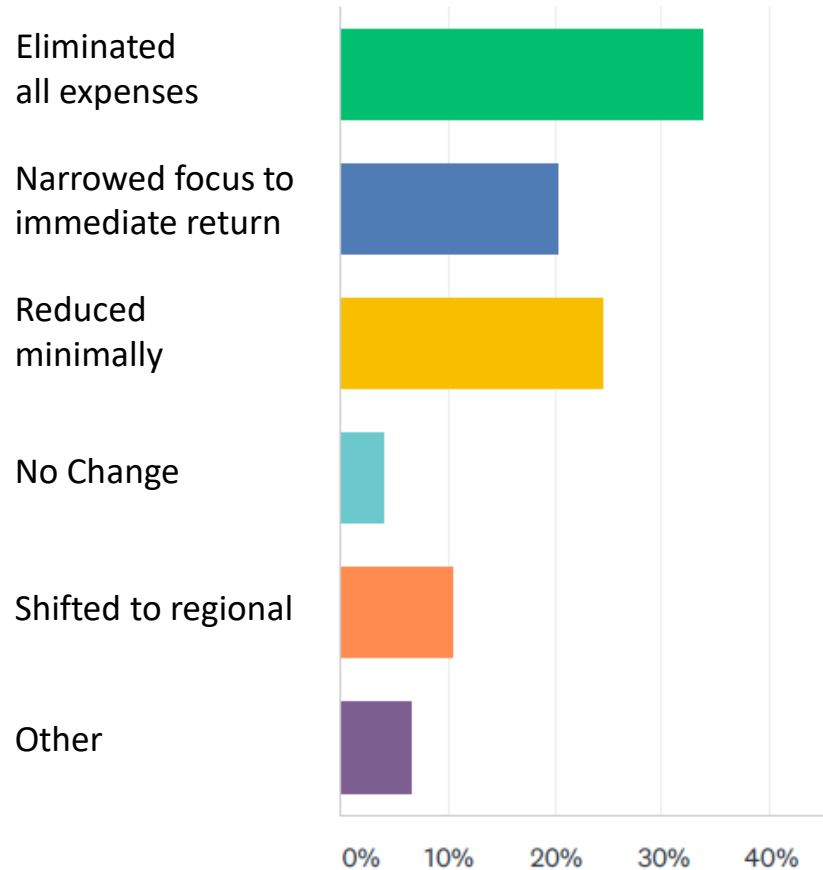
Selling is “not selling”



ANSWER CHOICES	RESPONSES	
It's business as usual for us.	5.18%	10
We are contacting customers and prospective customers to maintain customer relations, but not “selling” during the crisis.	74.61%	144
Other than general communications via email we have not been reaching out directly to our clients and prospects, but we intend to do so soon.	17.10%	33
Other (please describe)	3.11%	6
TOTAL		193

Marketing shifts to support future group sales

First to cut, last to restore. . . . but some are thinking ahead.

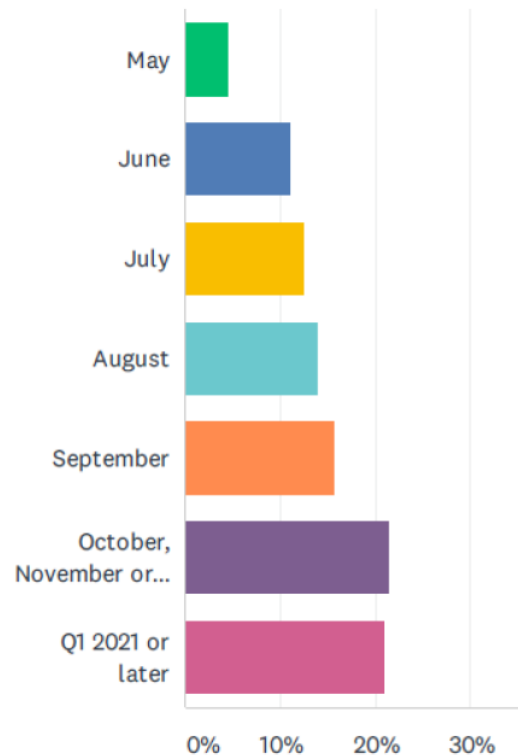


ANSWER CHOICES	RESPONSES	
We have eliminated all expenses supporting meetings marketing, including all advertising, sponsorships, event attendance and lead-generation initiatives.	33.85%	65
We have narrowly focused our expenses to only those initiatives that have demonstrated an immediate return, like targeted data acquisition and hosted buyer events that have traditionally demonstrated a high rate of return.	20.31%	39
We have reduced our marketing expenses minimally, to position ourselves as favorably as possible for the recovery.	24.48%	47
We have left our meetings marketing budget intact.	4.17%	8
We have shifted to more regional marketing efforts.	10.42%	20
Other (please specify)	6.77%	13
TOTAL		192

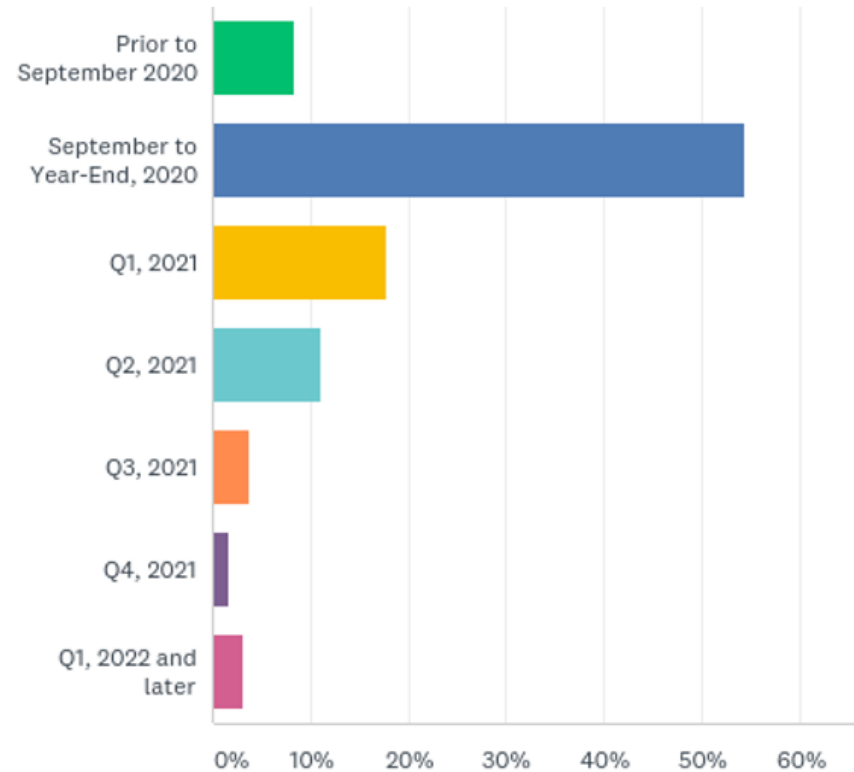
Future Forecast for Meetings and Conventions

"Our biggest challenge is determining when we are comfortable hosting events in the future."

Planner Perspective, March 31

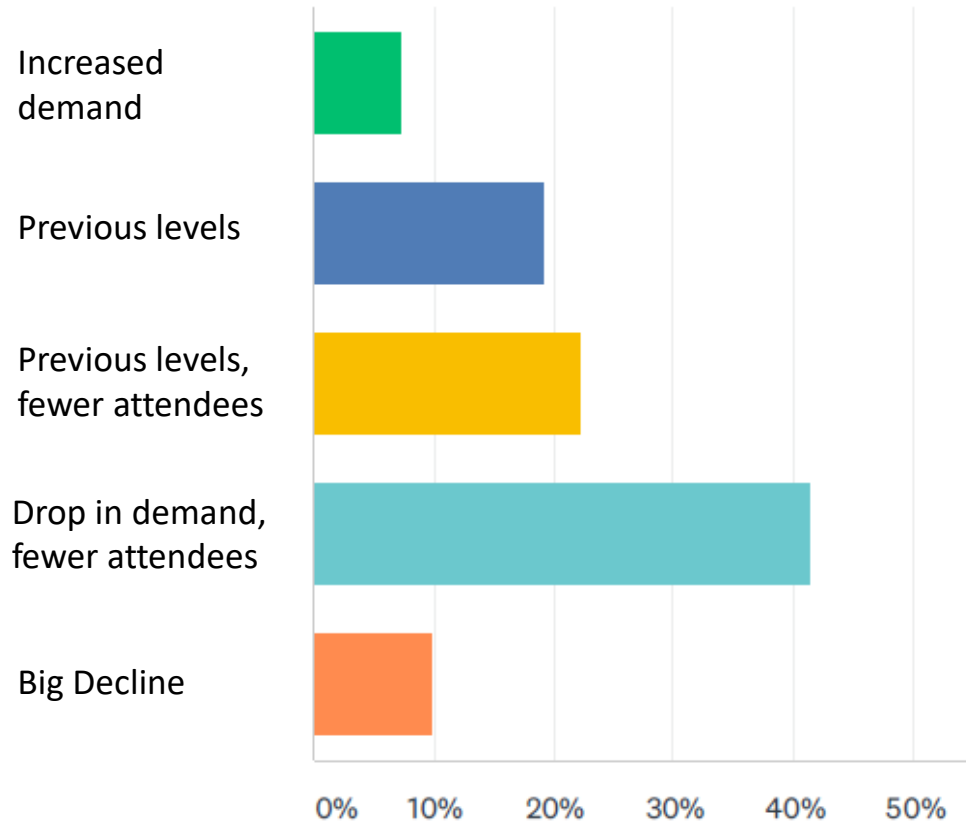


DMO Perspective, April 6



Future Forecast for Meetings and Conventions

Over the next 12 to 18 months, expectations are guarded



ANSWER CHOICES	RESPONSES	
We expect the demand to be stronger than before the crisis.	7.25%	14
We expect the demand to return to its previous levels.	19.17%	37
We expect the demand to return to its previous levels, but with fewer attendees.	22.28%	43
We expect the demand to drop slightly and with fewer attendees.	41.45%	80
We expect the demand to drop materially.	9.84%	19
TOTAL		193