

MEETINGS INDUSTRY PULSE SURVEY

**NEW
DATA**

OCTOBER 2023



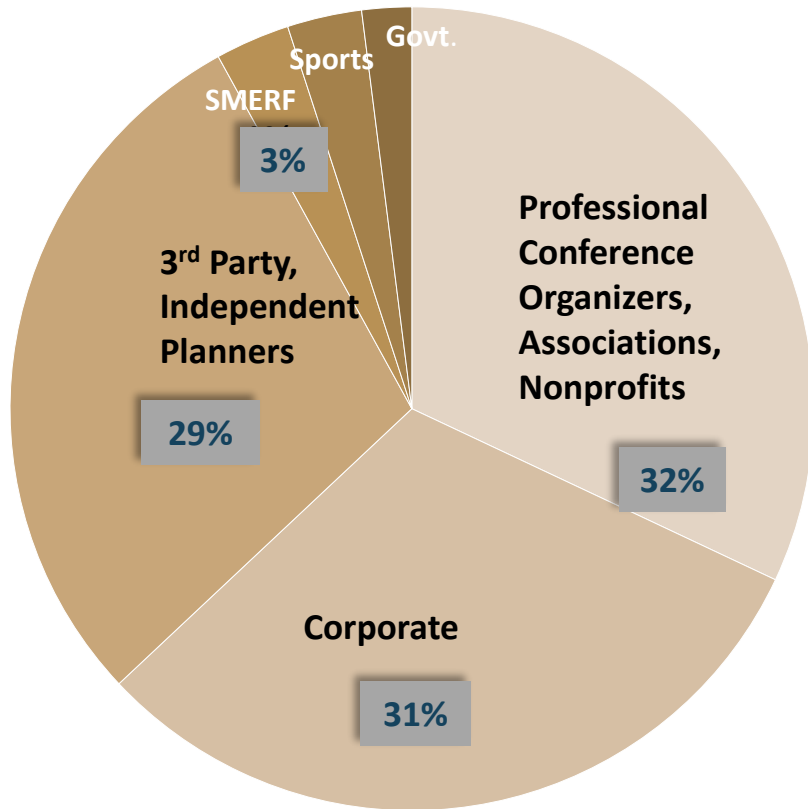


Executive Summary: 2024 Will Be a Good Year For Meetings

Planner optimism remains high as more planners will produce more meetings, they're expecting more attendees, and they're generally more satisfied with their supplier partners.

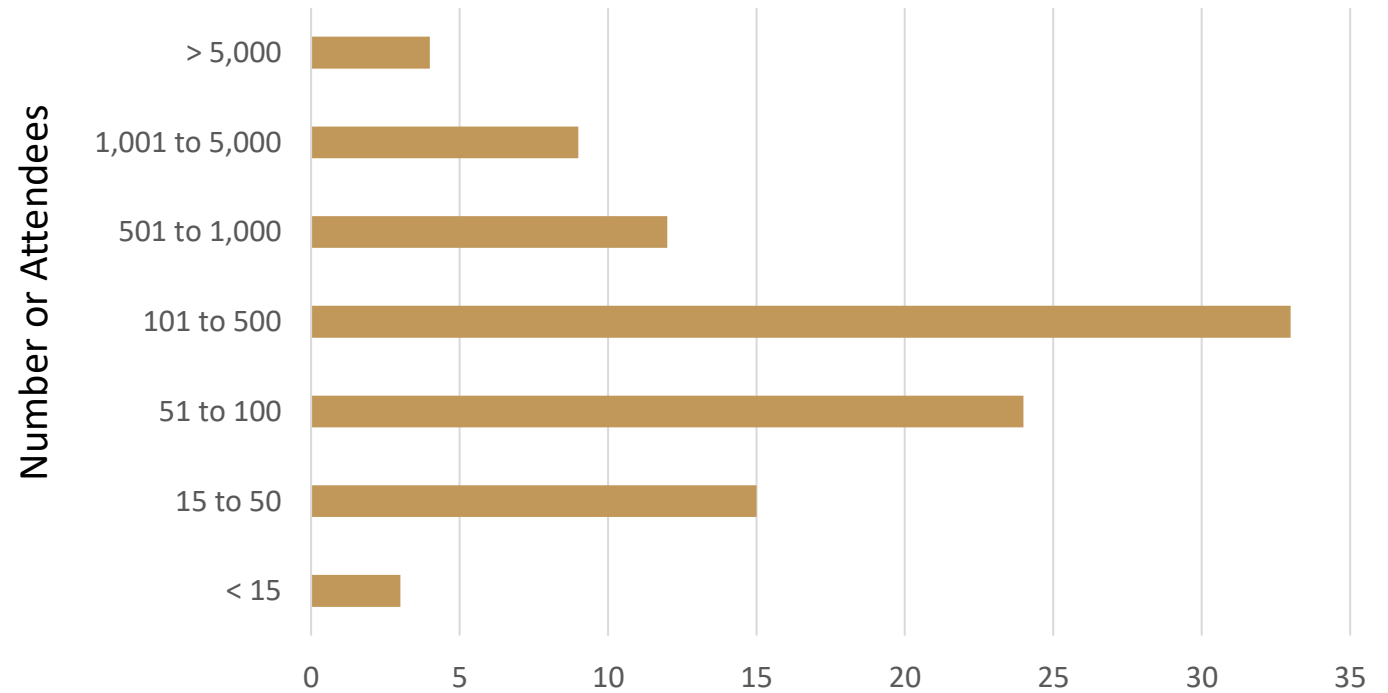
- Planner booking activity is not only up after a late summer pause, but more importantly it's **up compared to the same time last year**.
- The perceived value of face-to-face events remains high, indicating **events are delivering on expectations**.
- Planners report the myriad difficulties they've been experiencing with their supplier partners are being mitigated. As a result, **planner/supplier satisfaction levels have improved markedly**.
- 2024 will remain strong for international events requiring cross-border travel, even though costs, budget constraints and airline pricing are the top three concerns for planners. **Europe, Mexico and Canada are poised for growth, as is US in-bound**.
- Although contagion is the least of planners' worries, for the first time since the pandemic, concern for Covid has increased since the previous PULSE survey, likely because of the recent spike in reported cases in the US.

449 Valid Planner Responses as of October 8, 2023



Planner Type

Average Size of Meetings in 2023



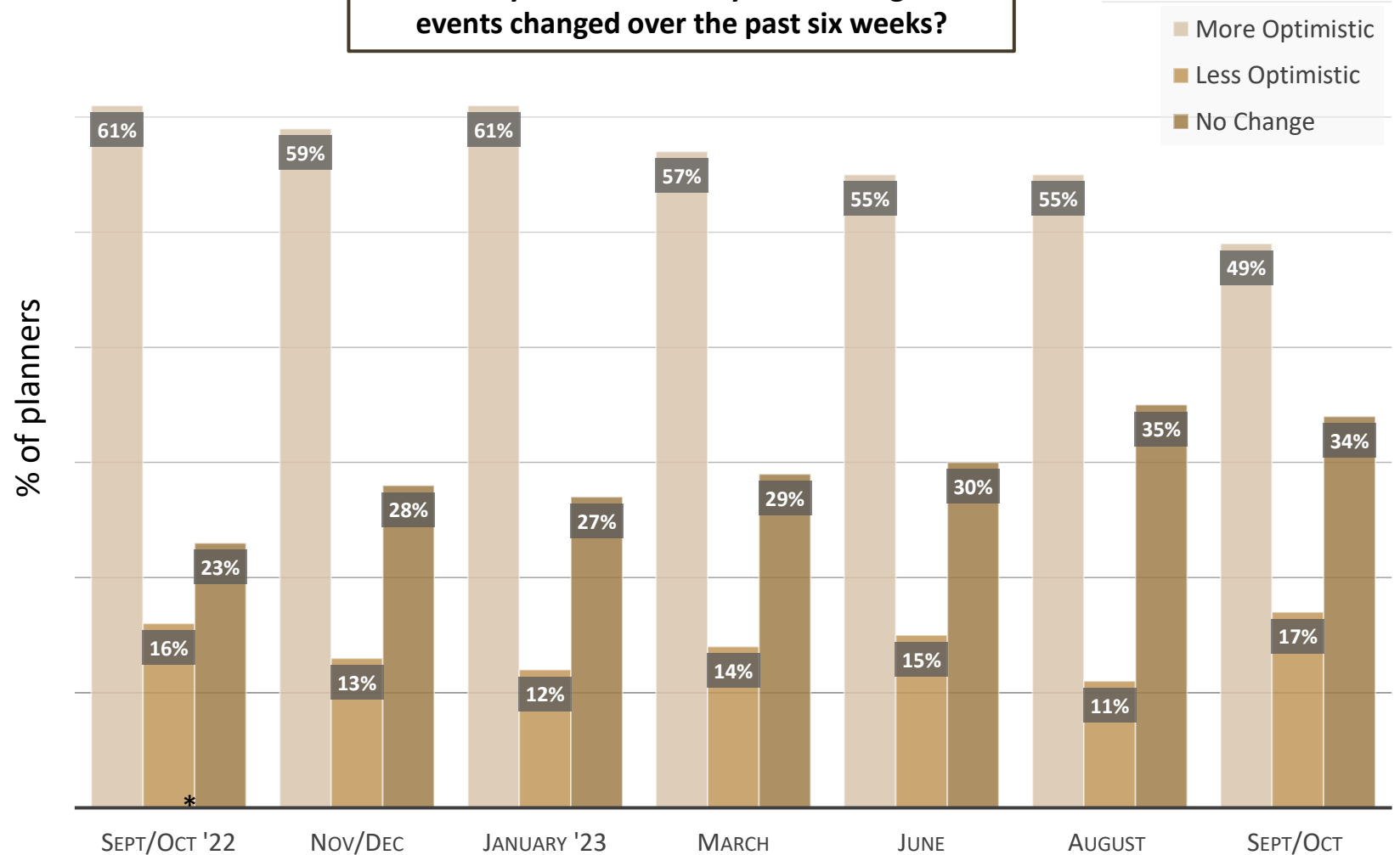
% of Total Respondents



Planner Optimism Begins to Moderate But Remains High

However, for the first time post-Covid, optimists are in the minority.

How has your outlook for your meetings and events changed over the past six weeks?





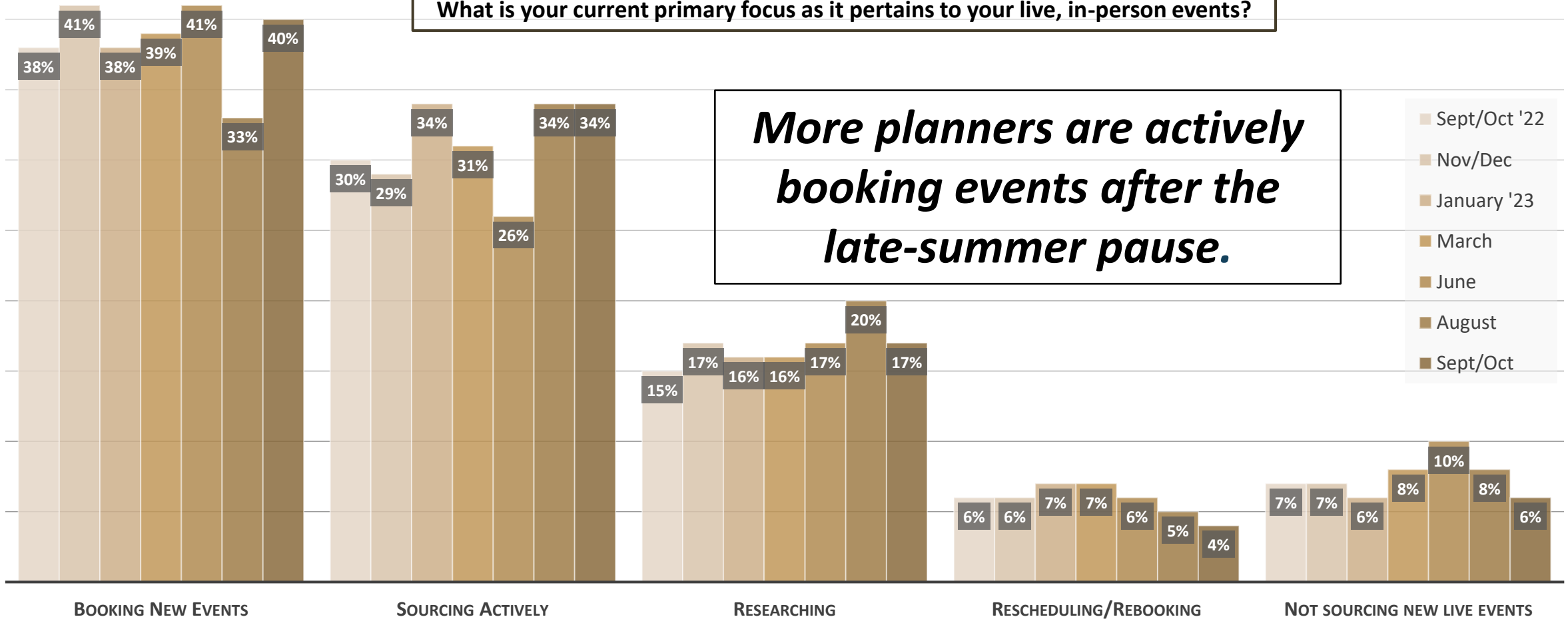
Booking Activity Is Up Over Last Year

What is your current primary focus as it pertains to your live, in-person events?

More planners are actively booking events after the late-summer pause.

% of Planners

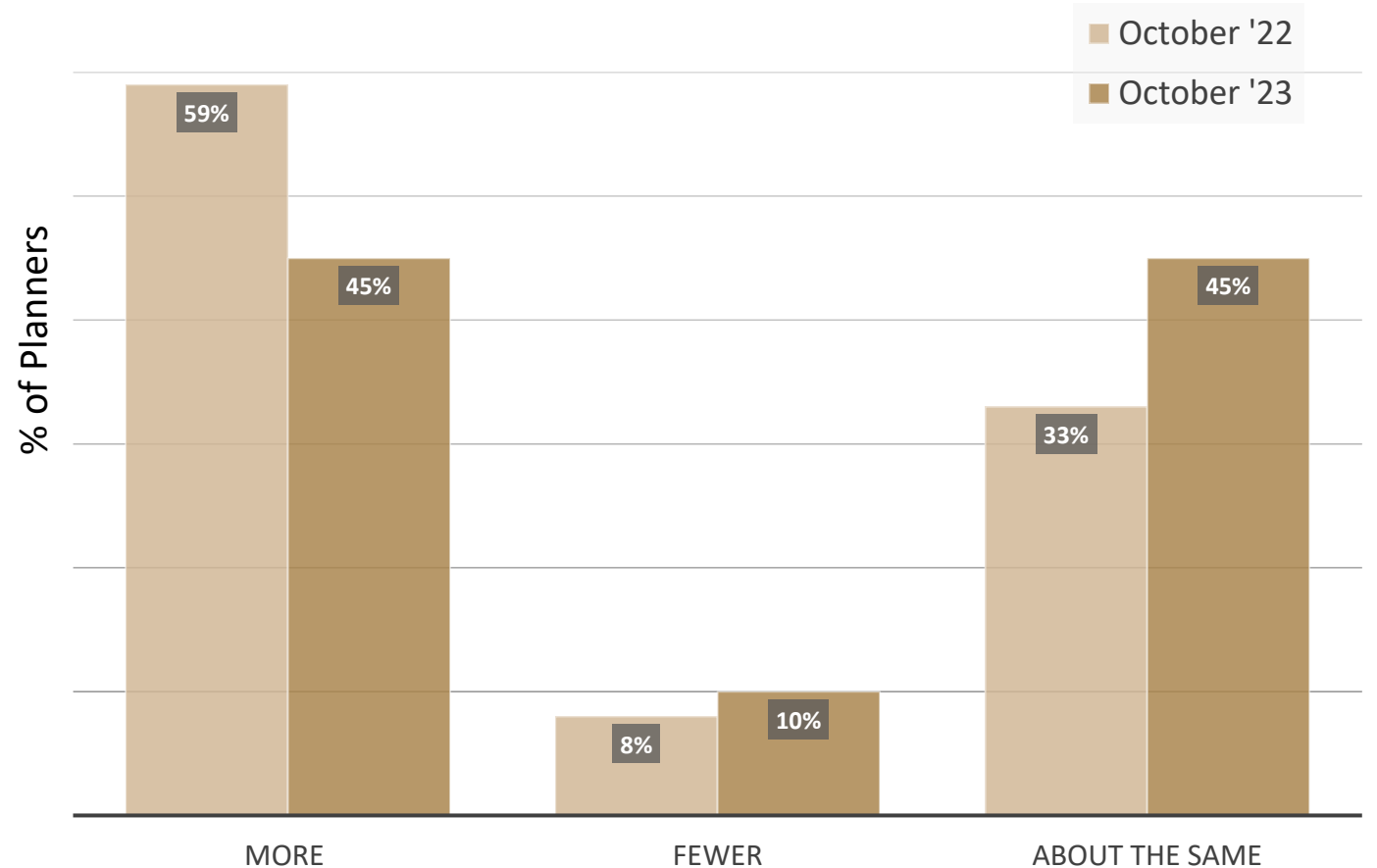
- Sept/Oct '22
- Nov/Dec
- January '23
- March
- June
- August
- Sept/Oct



Most Planners Will Produce As Many Or More Meetings in 2024

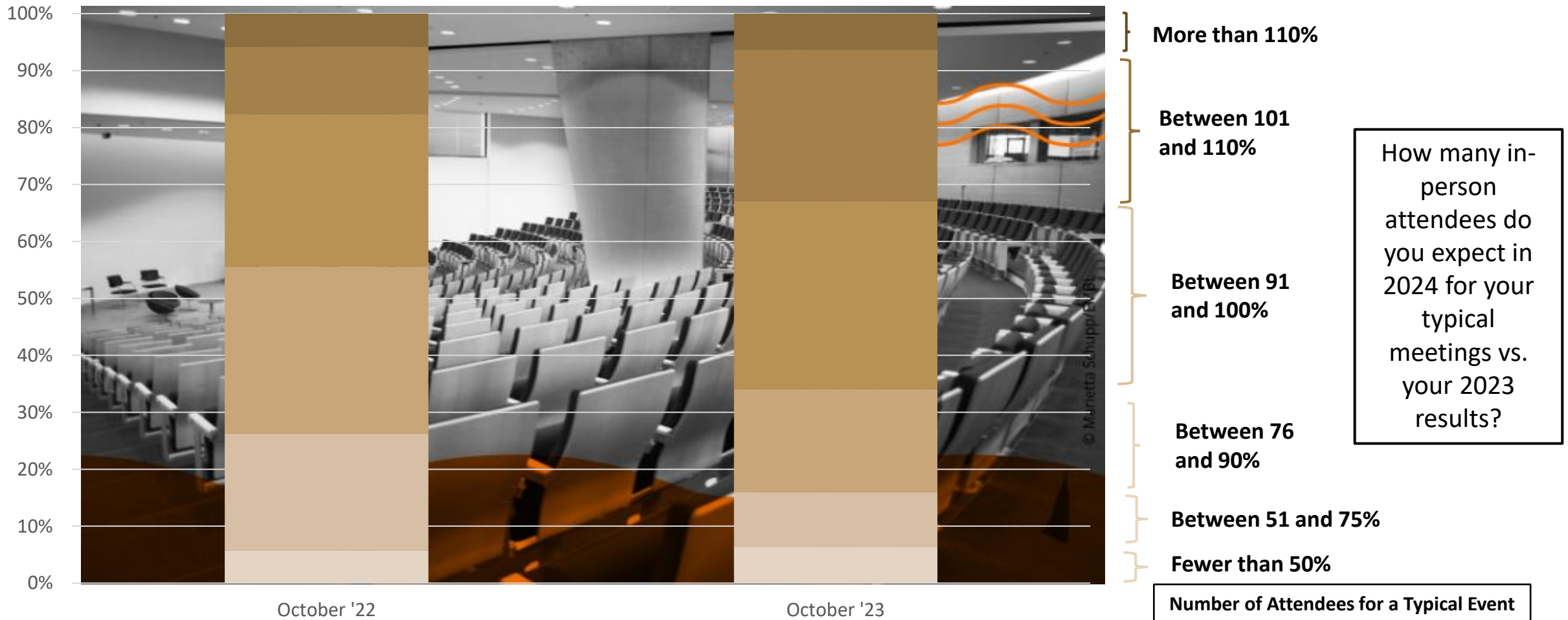
Only 10% of planners say they will produce fewer meetings next year.

Do you expect to produce more or fewer meetings in next year than you did this year?



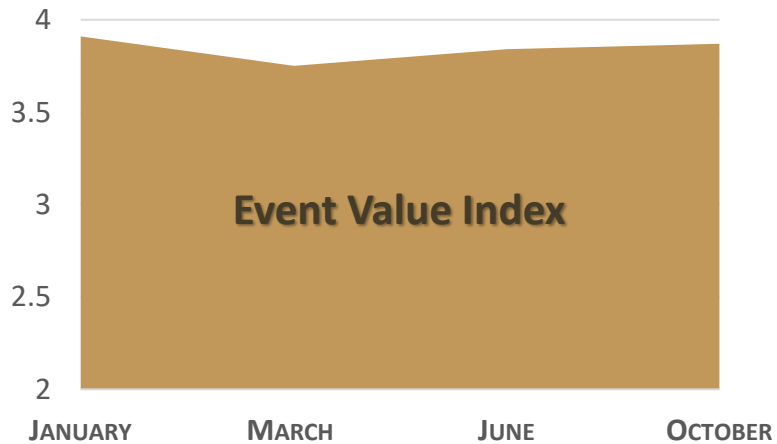


Planners Expect Attendee Levels to Grow Next Year



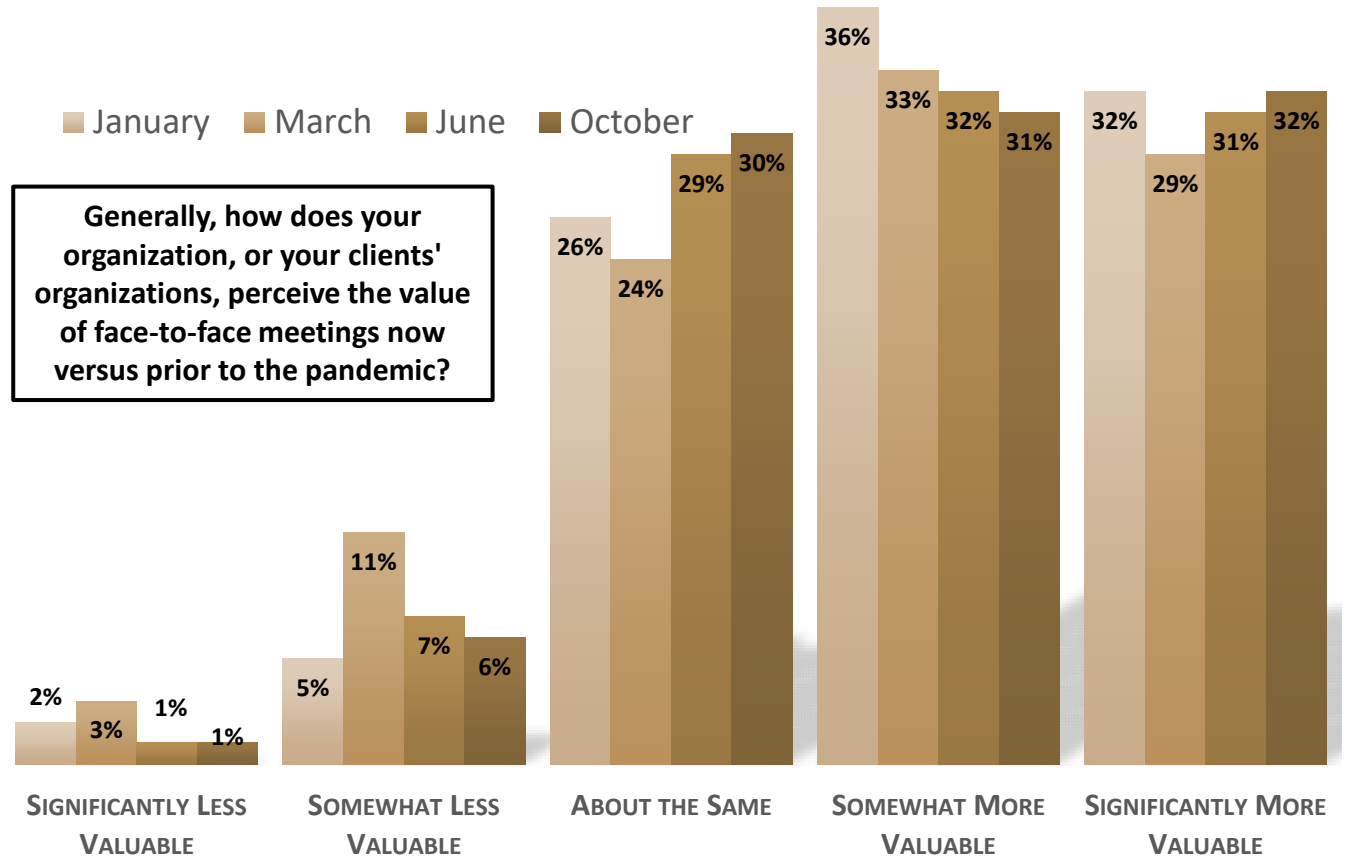


The perceived value of face-to-face events remains high, indicating events are delivering on expectations.



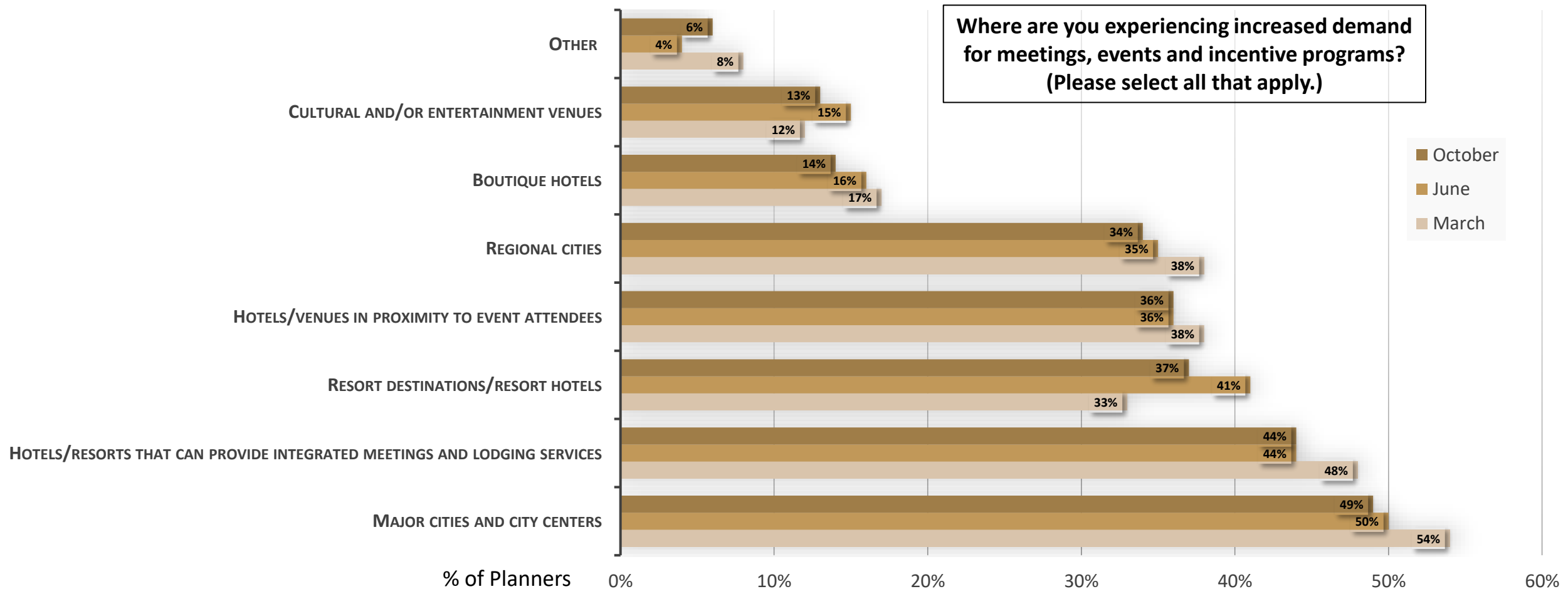
With 1 being “significantly less valuable” and 5 being “significantly more valuable,” face-to-face events currently score 3.87, continuing to skew to being considered more valuable.

% of Planners



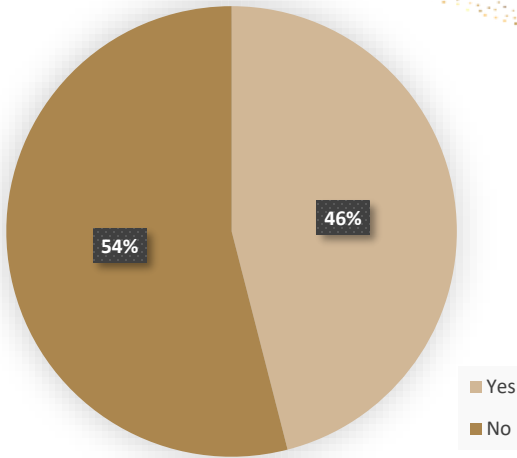


Major Cities, Integrated Venues Remain in Demand

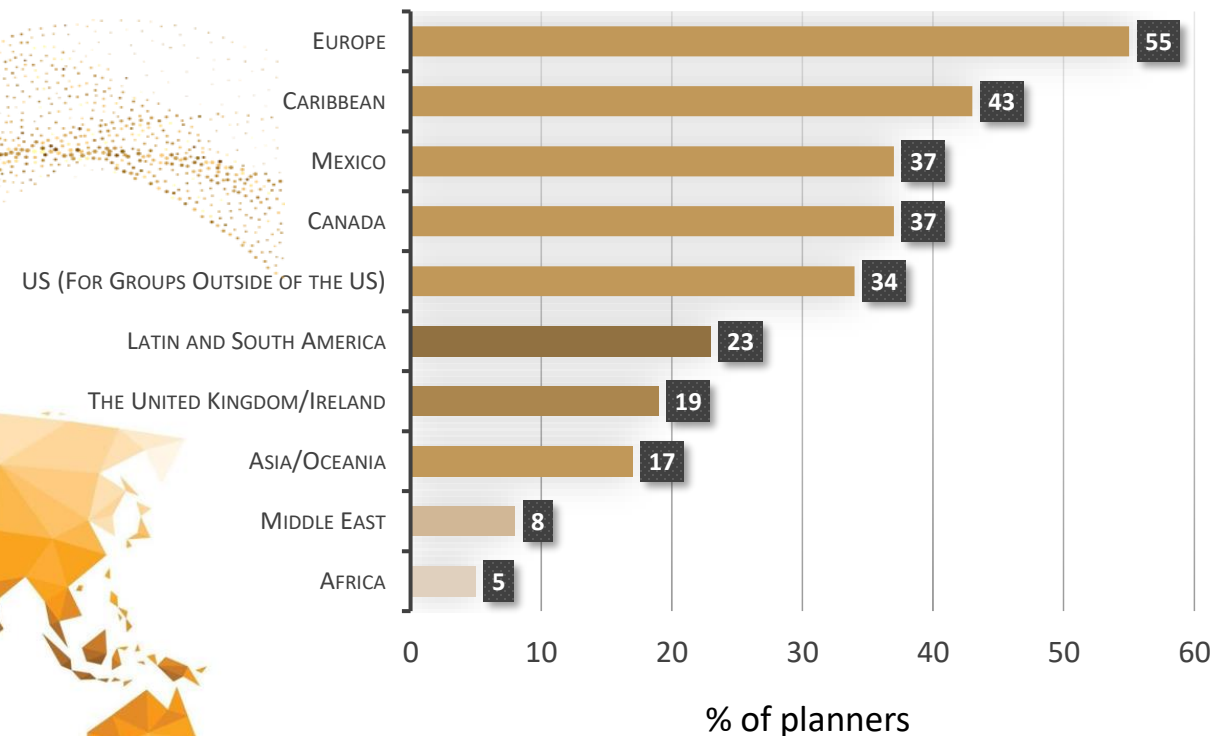


International Meetings Are Poised for Another Strong Year

Nearly half of all planner respondents are planning or will produce cross-border events next year.



■ Yes
■ No

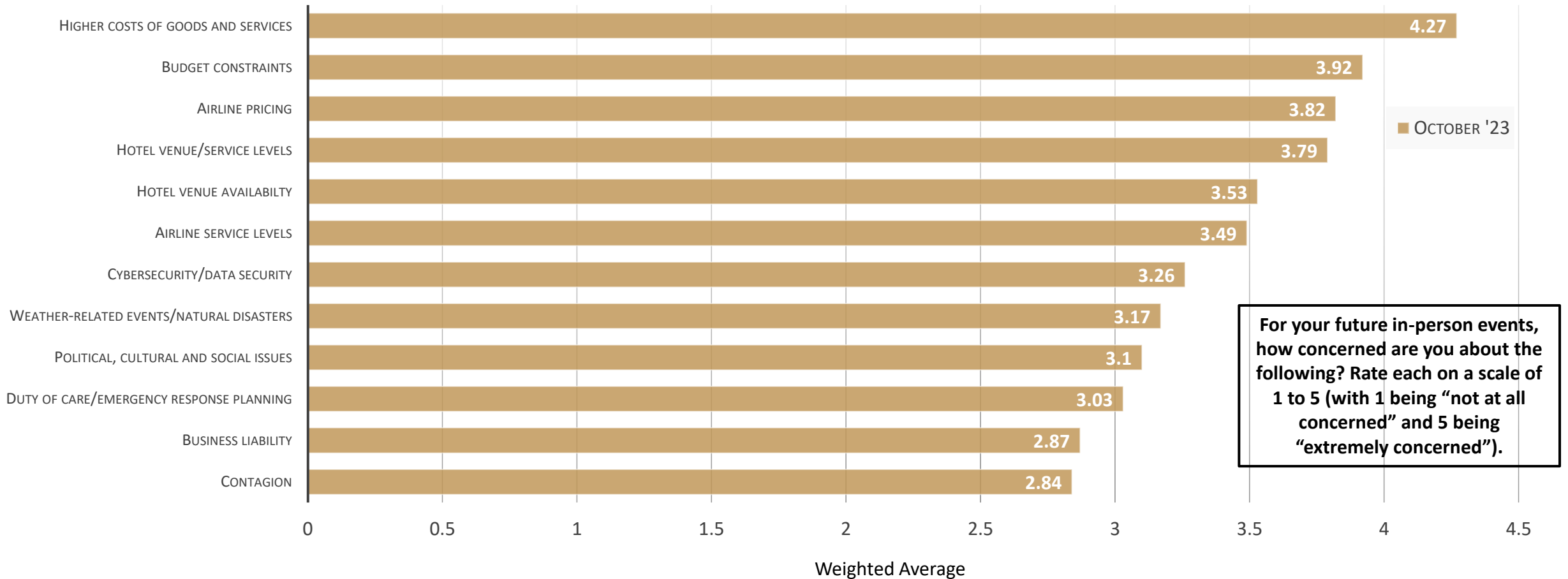


Where are you currently planning or producing international meetings, events and/or incentive programs (requiring cross-border travel)?

Are you currently planning, or will you be producing any international meetings, events and/or incentive programs requiring cross-border travel in 2024?

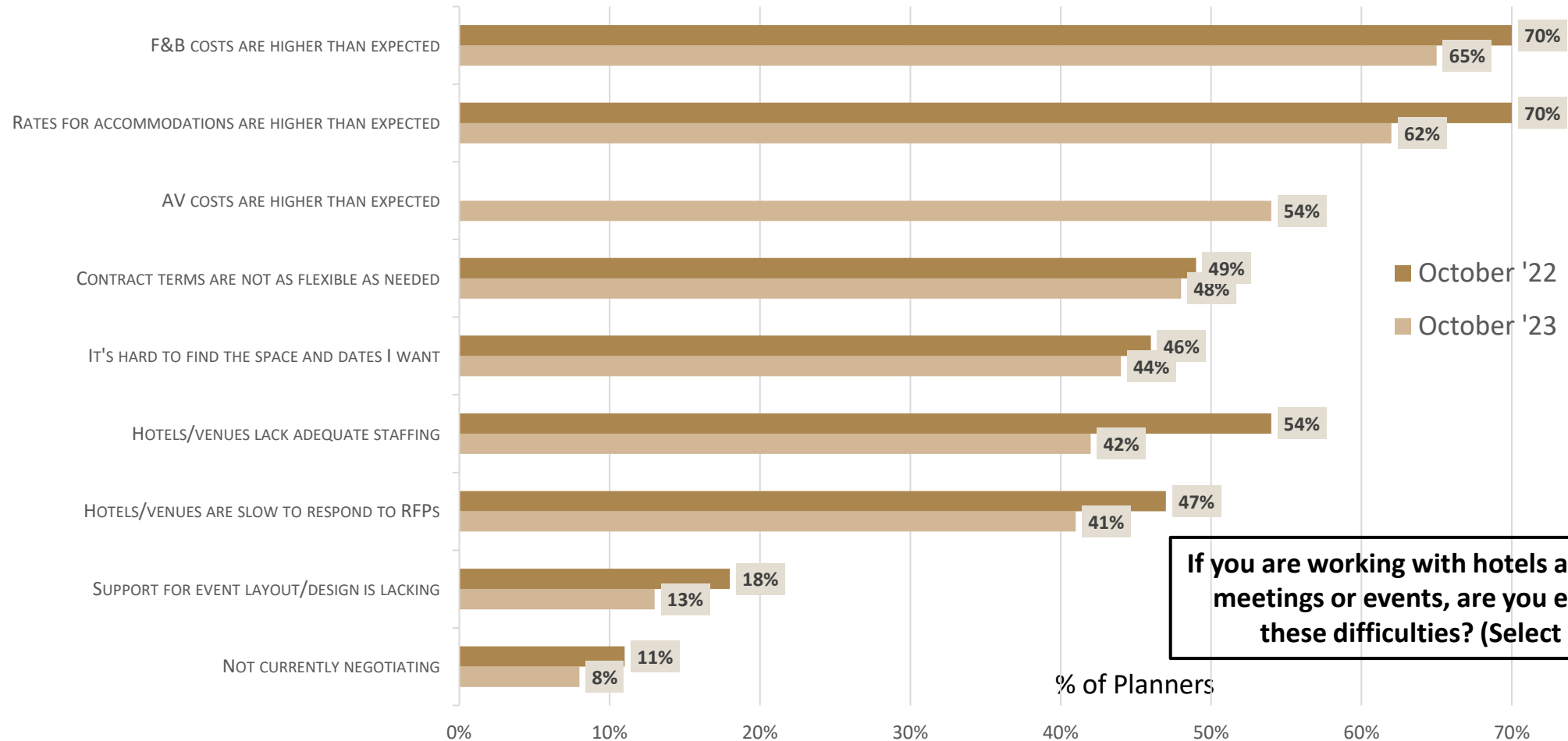


Where's Today's Concerns Rank Among Planners





Across the Board, Difficulties with Venue Partners Decline

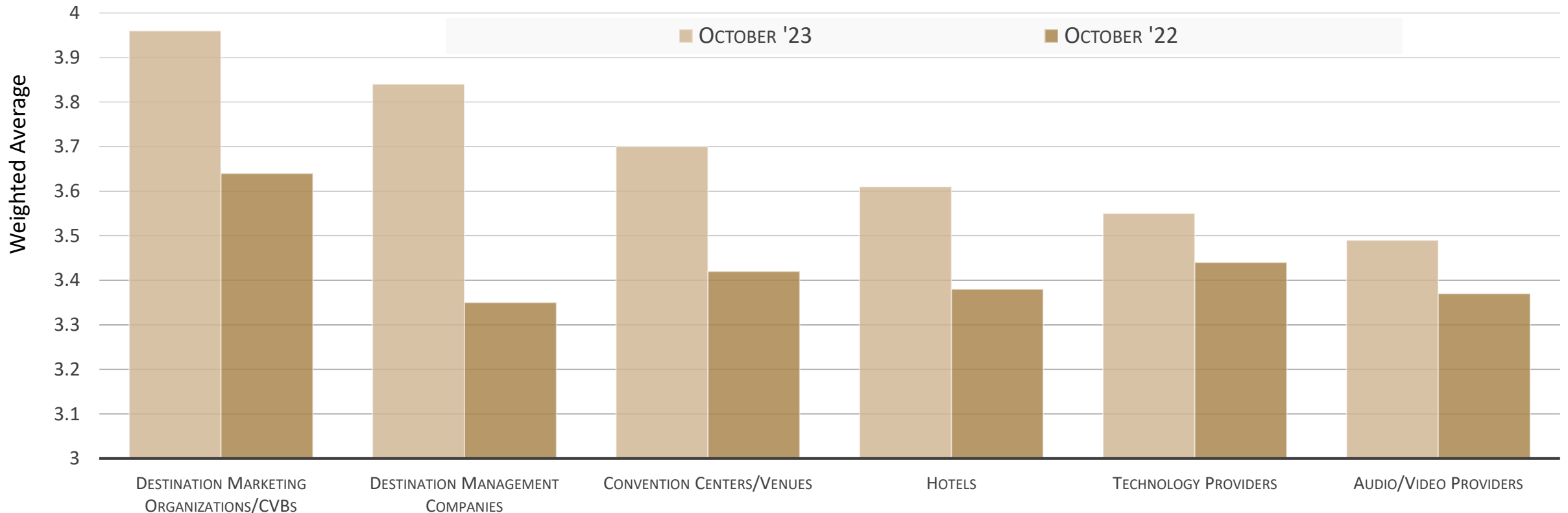


If you are working with hotels and venues for future meetings or events, are you experiencing any of these difficulties? (Select all that apply.)



One Year Later, Planner/Supplier Satisfaction Levels Have Improved

Given current circumstances, how satisfied are you with the level of support you are getting from the supplier organizations with whom you are planning your meetings or events (on a scale of 1 to 5, with 1 being “not at all satisfied,” and 5 being “extremely satisfied”)?

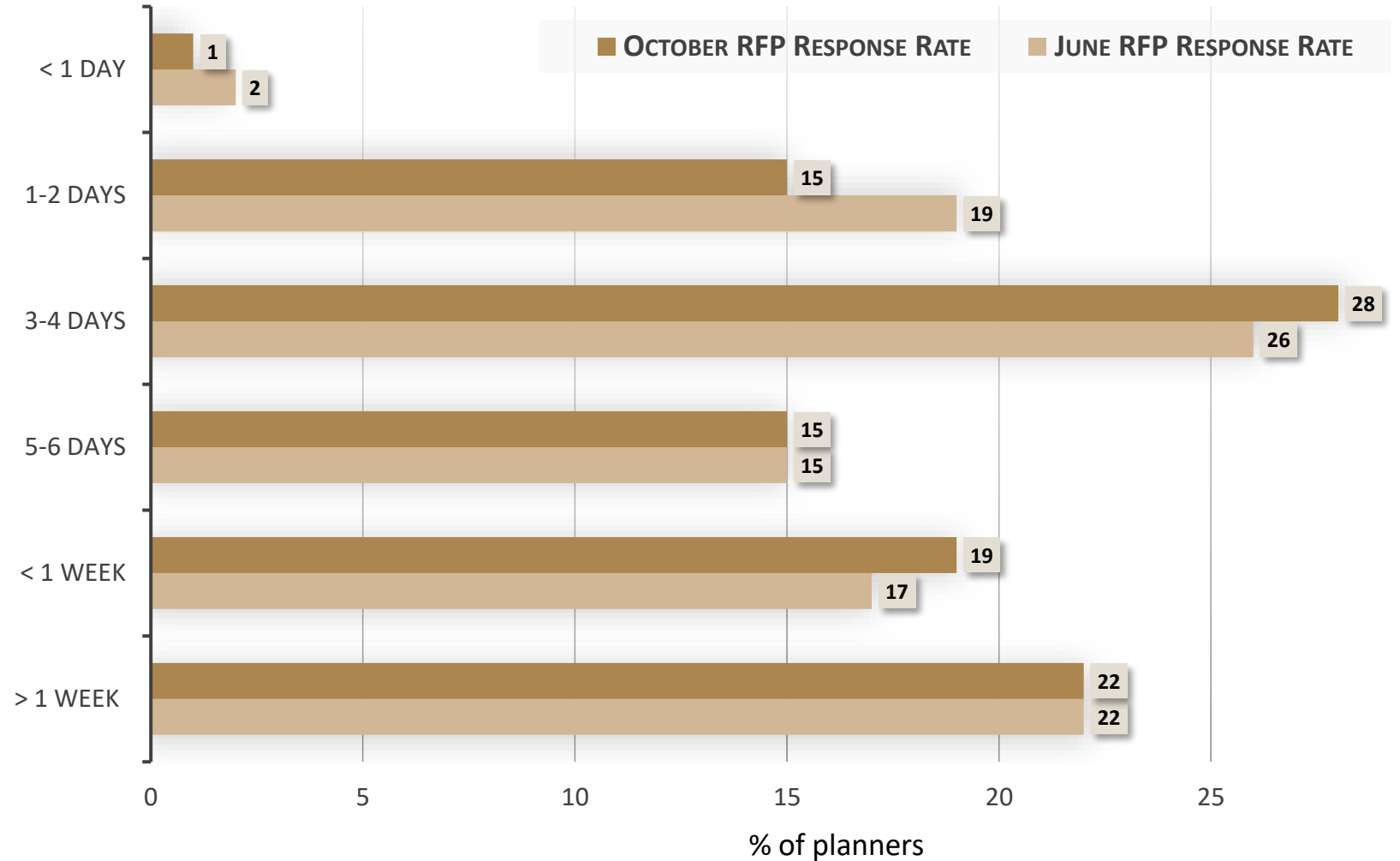




RFP Response Rates Improve

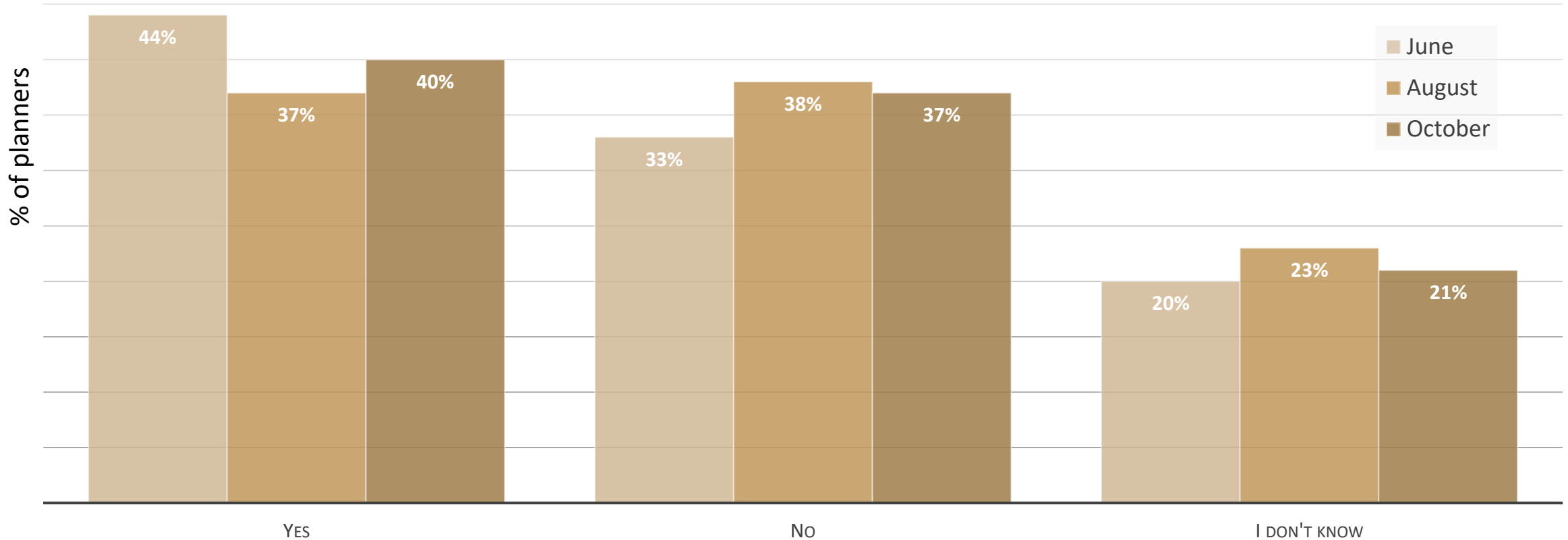
Most planners want RFP responses within 3 to 4 days or less. More hotels are meeting that need.

Currently, how quickly are hotels responding to your RFPs?



Still Bullish, Planner Organizations Are Adding Staff

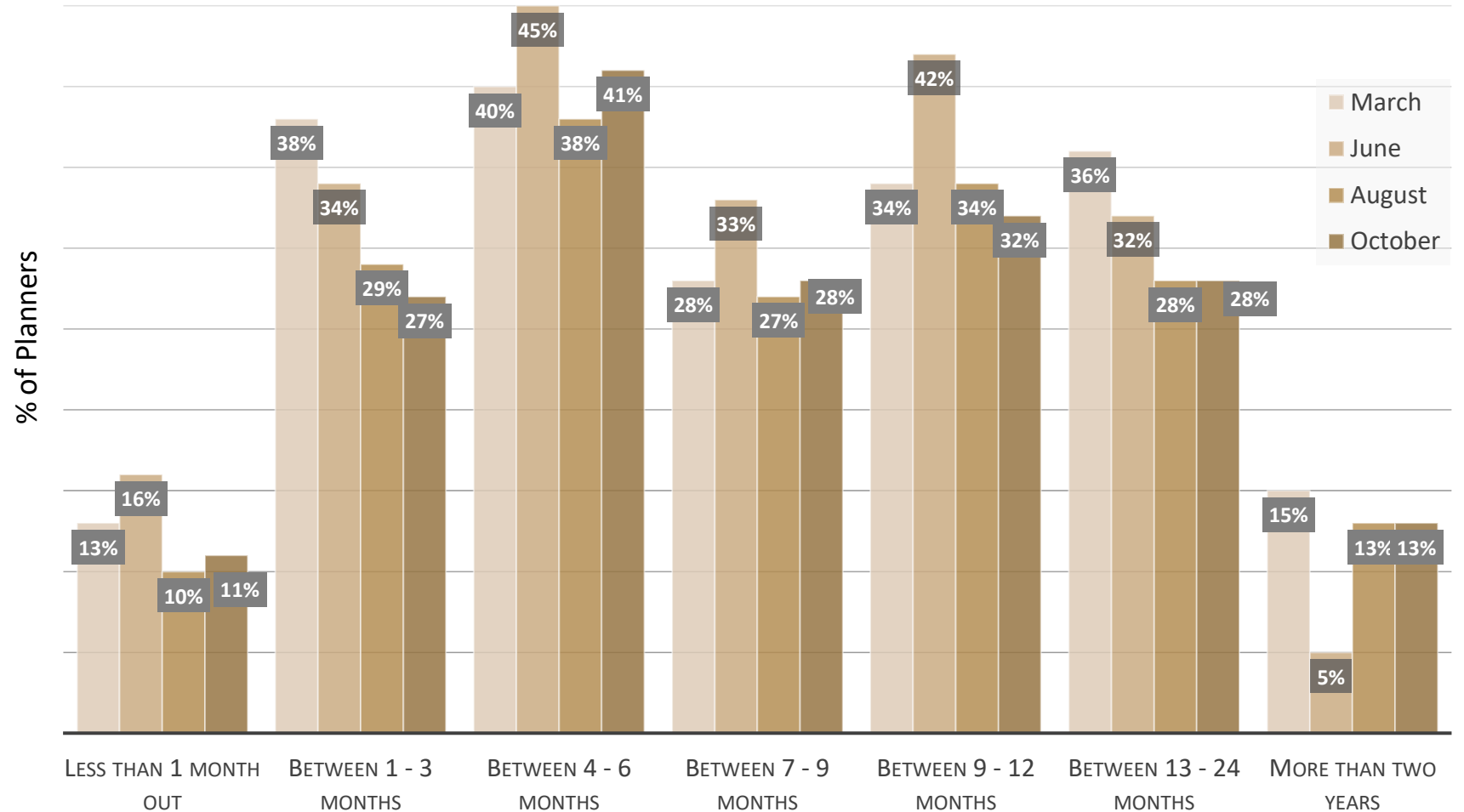
Do you anticipate your meetings and events team will grow in the next year?





Pipeline for New Event Dates Remains Robust, Near and Long-Term

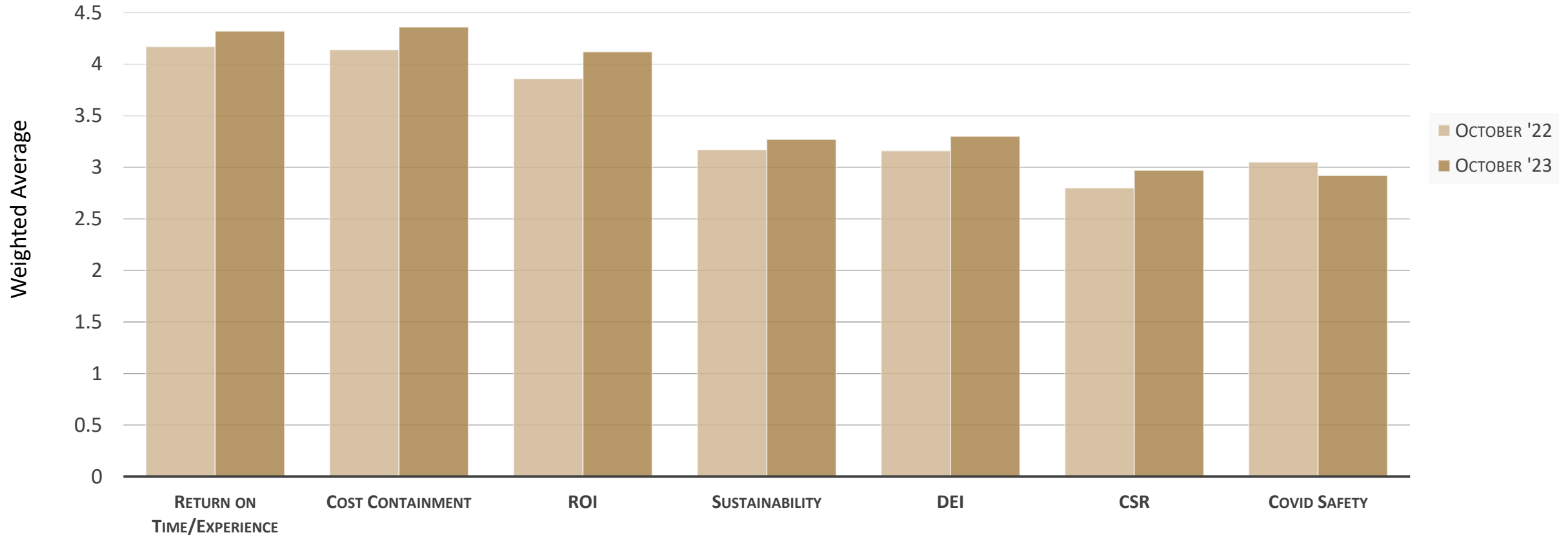
For current events that you are now booking or actively sourcing, when is the expected start date (months out)? (Please select all that apply.)





Cost Containment, Return on Experience Remain Top Priorities

Please rank the relative importance of the following factors for in-person and hybrid events that you are now planning (on a scale of 1 to 5, with 1 being “not at all important” and 5 being “extremely important”).



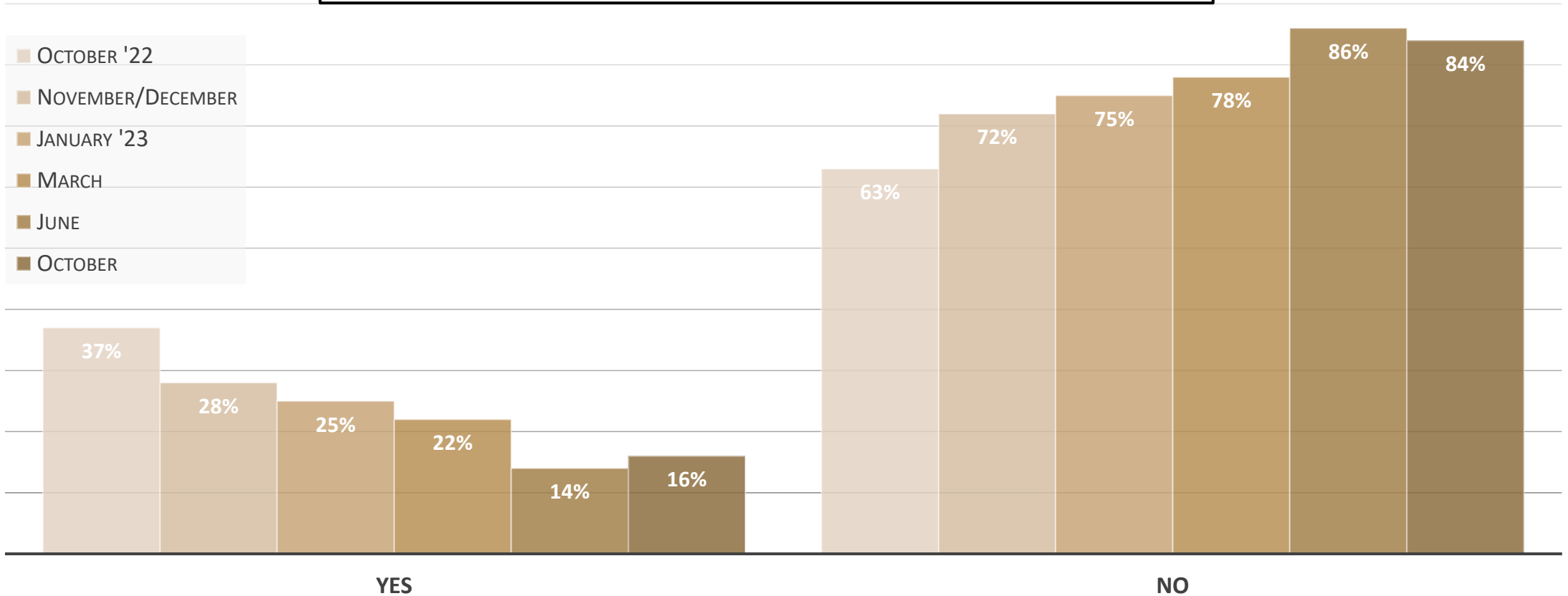


Concern for Covid, Though Low, Ticks Up For the First Time

Is concern for Covid-19 impacting your current planning in any way?

% of planners

- OCTOBER '22
- NOVEMBER/DECEMBER
- JANUARY '23
- MARCH
- JUNE
- OCTOBER



Selected Verbatim Comments:

- “My corporate clients are waiting much longer to make decisions on their events. They also postpone at a late date even if there is a monetary penalty. Attendees are late to respond as well. This makes the planning process more complicated and I'm trying to decide how to be compensated for delays and other changes.”
- “In all fairness, we all need to work together on timelines and deadlines. It's a ‘new normal’ with staffing, expectations, response times and support.”
- “I think that hotel owners, AV companies, hotel management companies and hotel brands are driving planners to look more at alternative venues for programming such as theaters and restaurants. As more clients and planners discover these options are viable, the hoteliers will be wondering where all the business went.”
- “Our virtual offerings have not replaced attendance; they’ve been an add-on. People who would have never gotten a chance to travel can now connect with us. Our hope is, as they mature in the industry, they will gravitate to our in-person events. Right now, our numbers are back to pre-pandemic levels for our in-person events, but we've doubled our overall attendance because of virtual.”
- “Sadly, we are still sorely understaffed which is difficult enough, let alone trying to navigate the new landscape of our business post-pandemic where everything takes longer, is more involved, and more expensive. I feel that my personal brand is suffering tremendously, and I am giving serious thought to leaving this industry after 25 years because I just don't know if I have the fight left in me to thrive.”
- “COVID is always a concern, but we are treating it along with a full implementation of measures as part of our crisis response toolkit. We’re ready if we need to implement it, but for now we’re taking only minor precautions while continuing to offer hybrid models.”