

 NORTHSTAR
meetings group

cvent

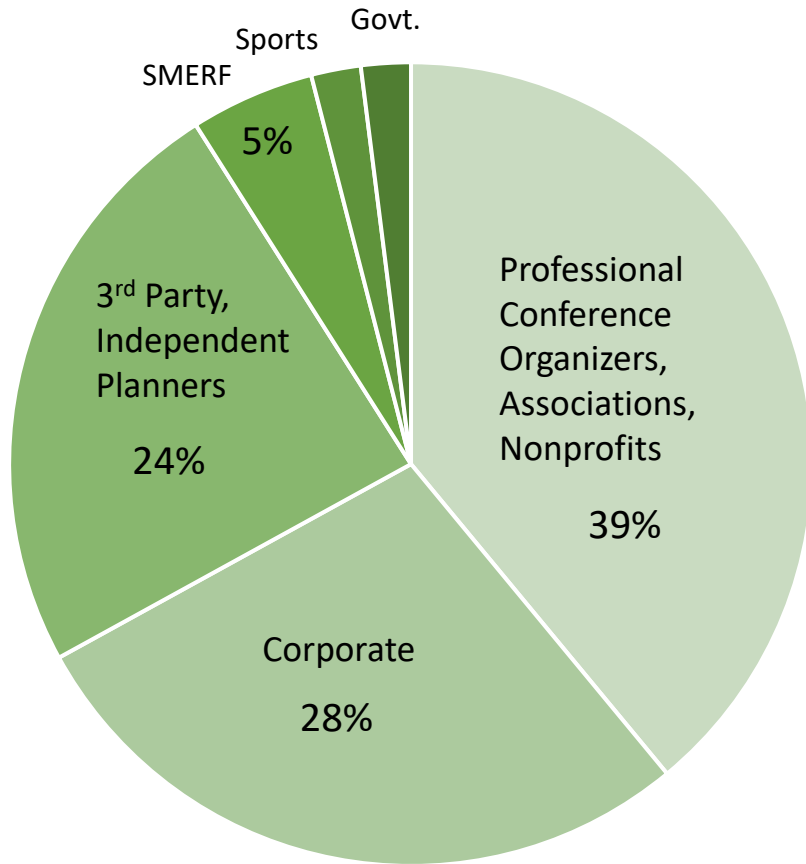
MEETINGS INDUSTRY PULSE SURVEY

**NEW
DATA**

DECEMBER 2022

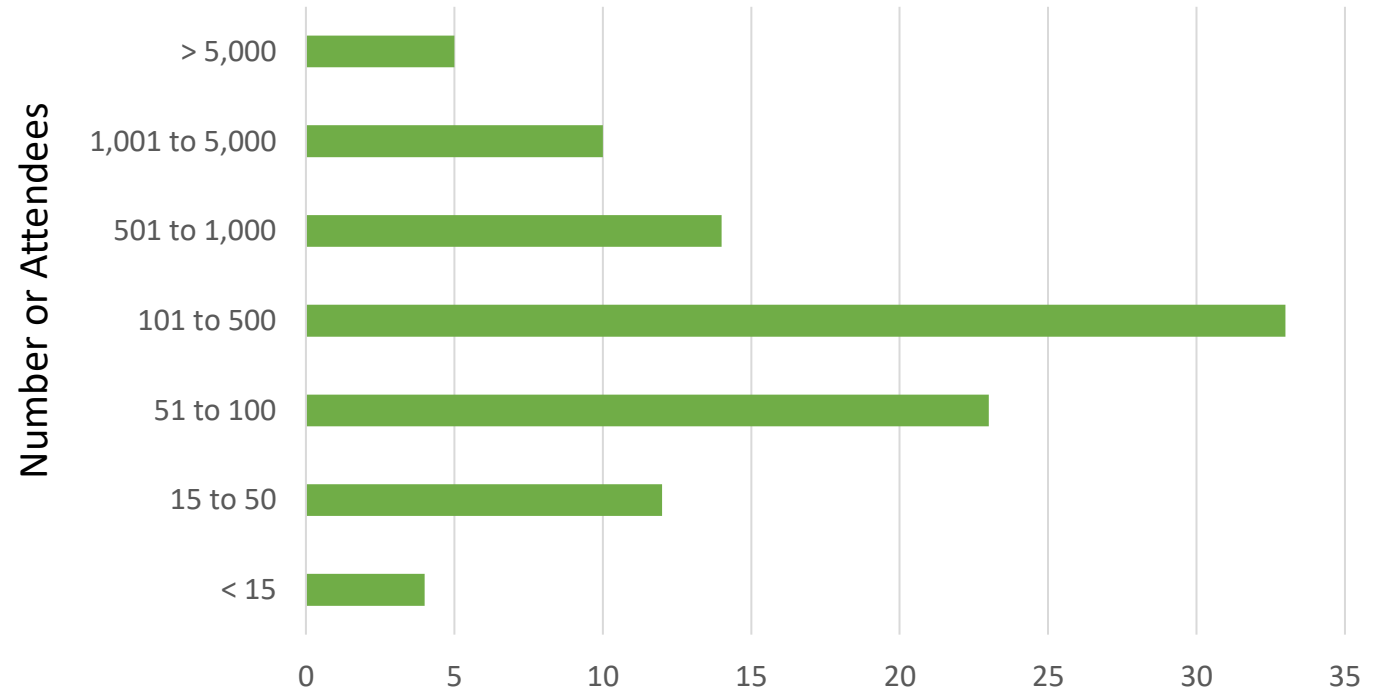


407 Valid Planner Responses as of December 7, 2022



Planner Type

Average Size of Meetings in 2022



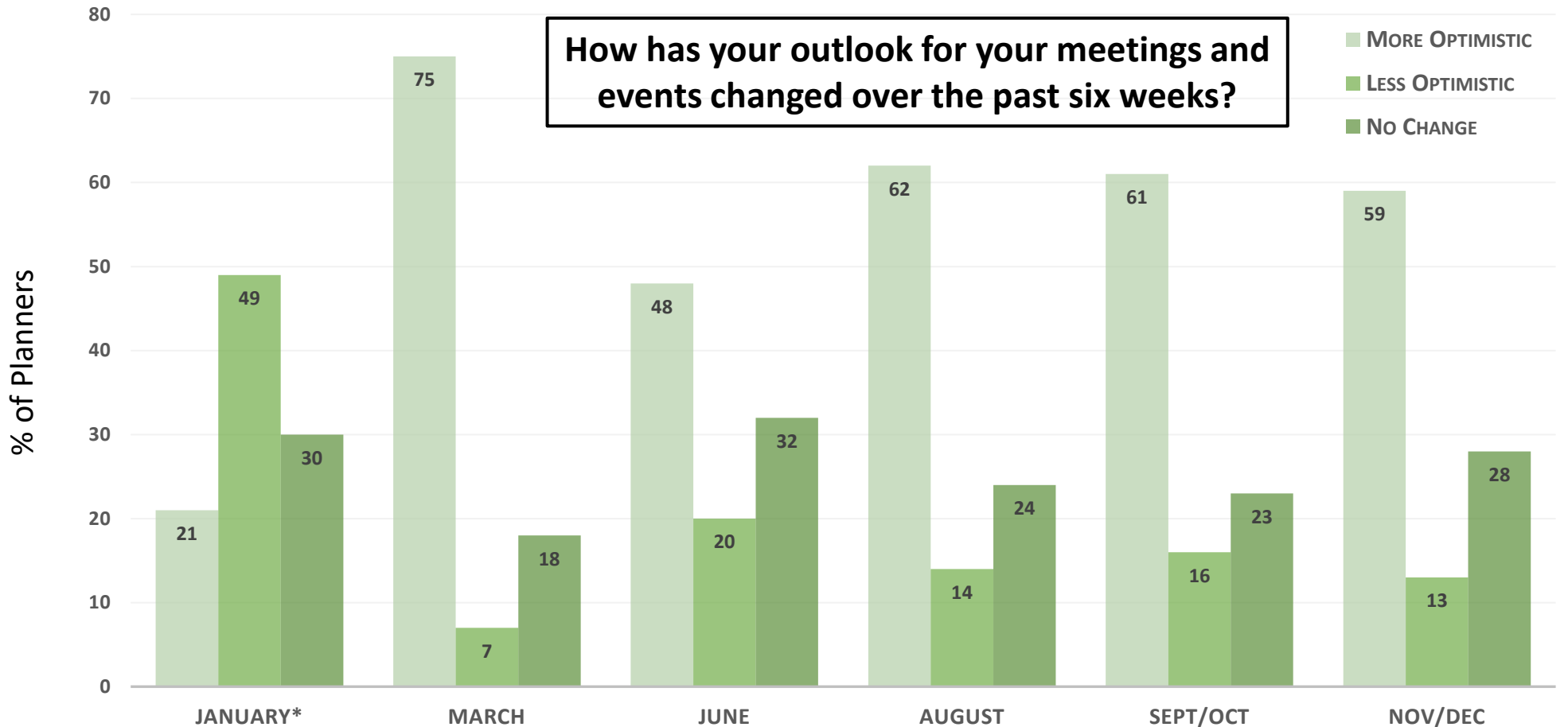
% of Total Respondents

2023 Will Bring More Business, Higher Spending Levels



- Optimism remains high. In fact, **only 13% of planners were less optimistic** than they were in the previous cycle, a new pessimism low for the year.
- Planners are closing the year booking business; **41% report their primary activity is booking events**, a high for the year.
- December will be a busy month. **Nearly one-third will produce an event before year-end**, and 43% will produce their next event in Q1.
- Planners are planning to spend. **Budgets are expected to at least match cost increases**, if not outpace them.
- Although budgets are flexing, **costs remain the top concern**.
- More planners expect to produce **more meetings next year**.
- The only drawback – **attendance levels will continue to lag**.
- Although Covid cases are up, **concern for Covid among planners continues to trend down**.
- Supplier **satisfaction levels are up**, indicating planners are either perceiving progress or adjusting to current realities (or both).
- For the first time post-Covid, **concern for hotel staffing has declined**.

Planner Optimism Remains High for Meetings



• January Omicron surge required wave of cancellations

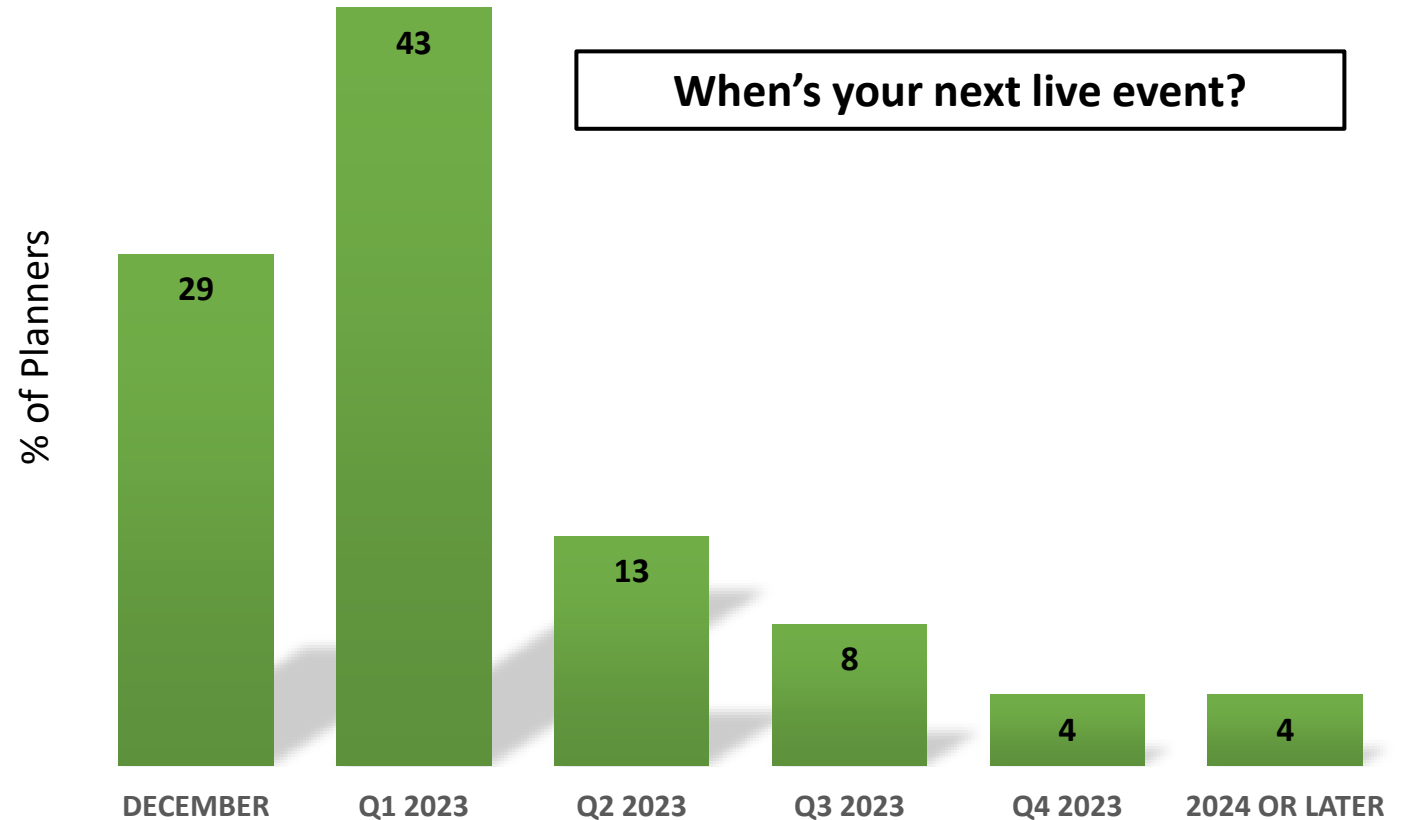
Year-end Booking Levels Reach New Highs

Planners are actively booking future events now.



A Solid Year Closes Strongly

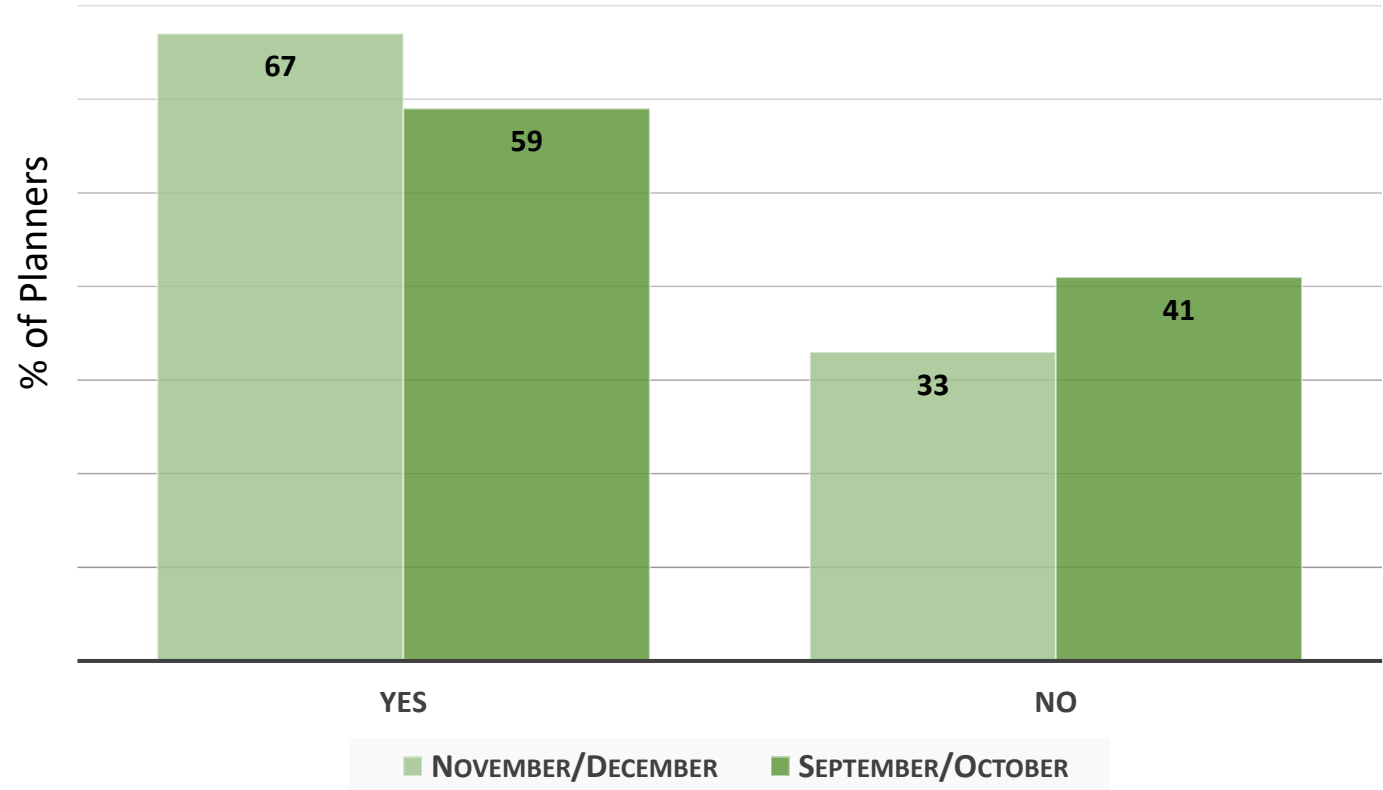
Nearly one third of all planners will produce an event before year-end.



More Planners Expect to Produce More Meetings

Do you expect to produce more meetings in 2023 than you did in 2022?

Two-thirds expect to produce more meetings next year. That's 14% more planners who are currently anticipating greater meeting volumes than the previous survey cycle.

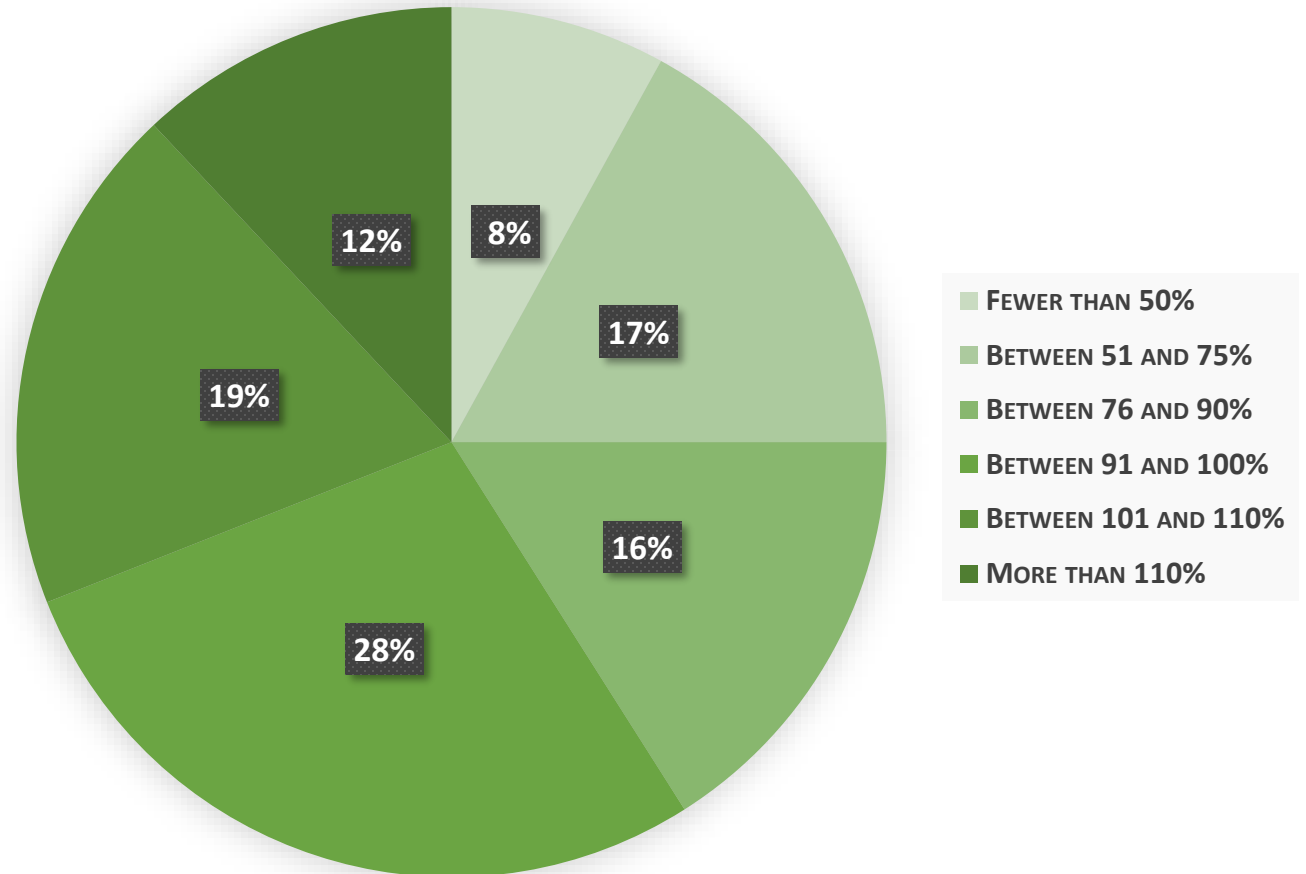


If You Plan It, Will They Come?

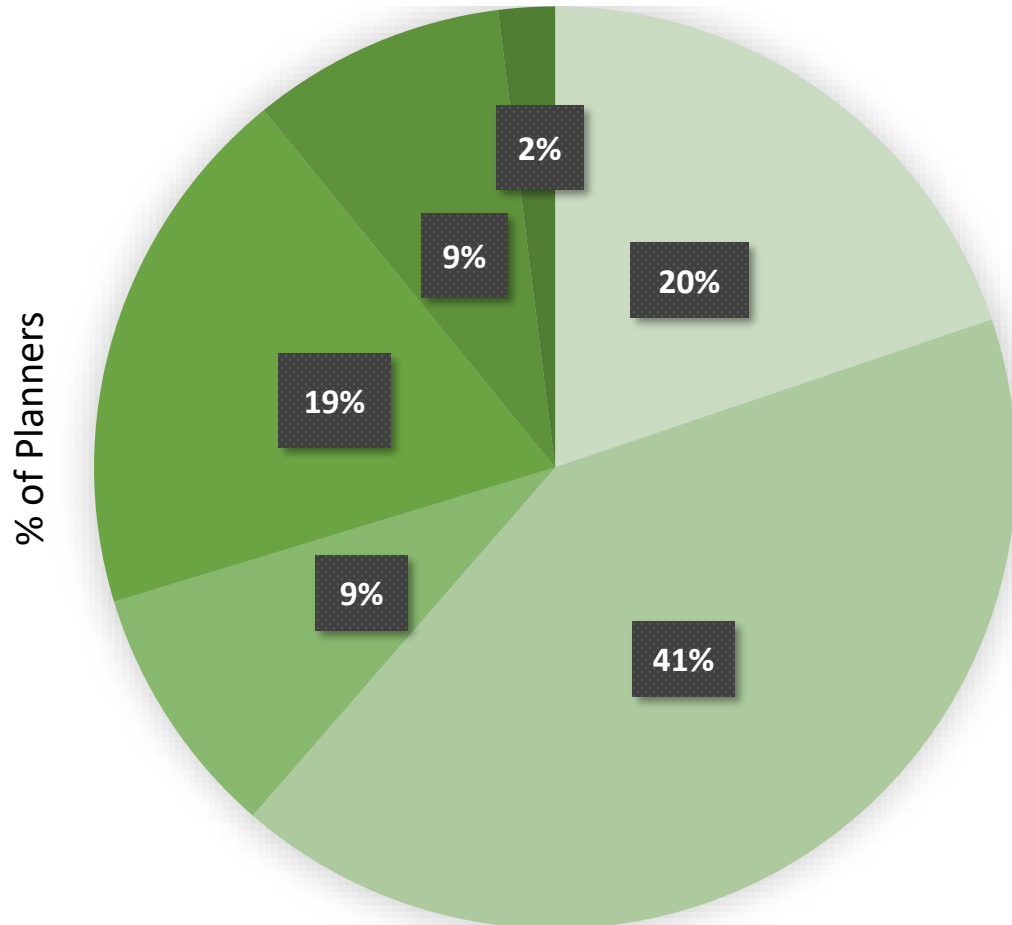
Less than one-third of all planners expect more attendees at their events in 2023 compared to 2022.

In the previous PULSE cycle, less than 10% reported their attendance in 2022 was at 90% or better than their pre-pandemic average.

How many in-person attendees do you expect in 2023 for your average meetings vs. your 2022 results?



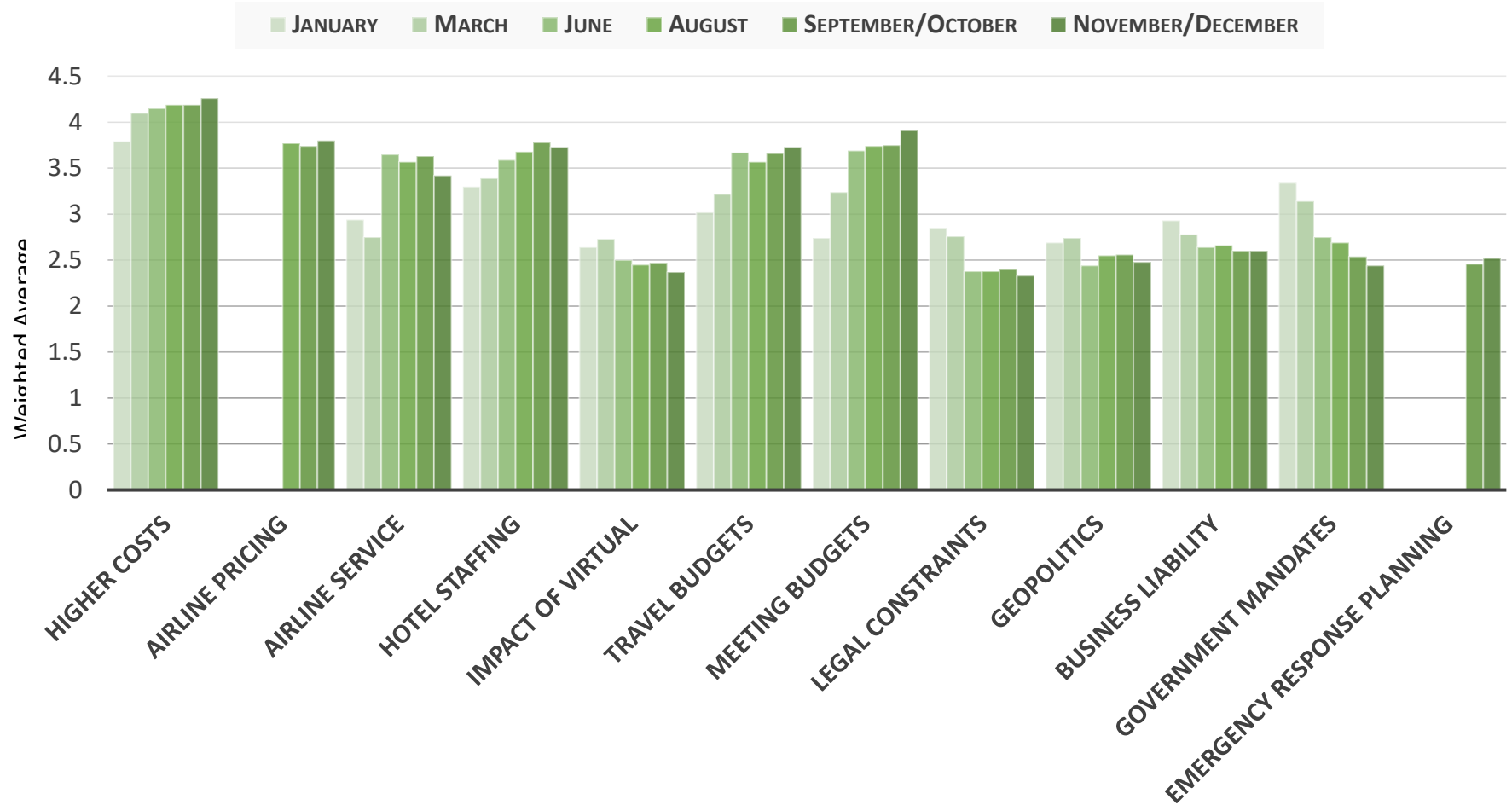
Most Budgets are Flexing to Match Inflation, or Better



Which of the following best describes the current status of your 2023 meeting budgets?

- WE ARE ESTIMATING AND INCREASING OUR COST BUDGETS BY MORE THAN WHAT WE ARE SEEING IN THE MARKET AS CURRENT ACTUAL COSTS.
- WE ARE INCREASING OUR COST BUDGETS TO FACTOR IN AND MATCH WHAT WE ARE SEEING IN THE MARKET AS CURRENT ACTUAL COSTS.
- WE ARE ESTIMATING, INCREASING AND CAPPING OUR COST BUDGETS TO A PERCENTAGE LESS THAN WHAT WE ARE SEEING IN THE MARKET AS ACTUAL COSTS.
- WE ARE CAPPING OUR COSTS BUDGETS TO REMAIN FLAT COMPARED WITH WHAT WE SPENT IN 2022, ON AVERAGE.
- OUR BUDGETS WILL BE LESS IN 2023 COMPARED WITH WHAT WE SPENT IN 2022, ON AVERAGE.
- OTHER

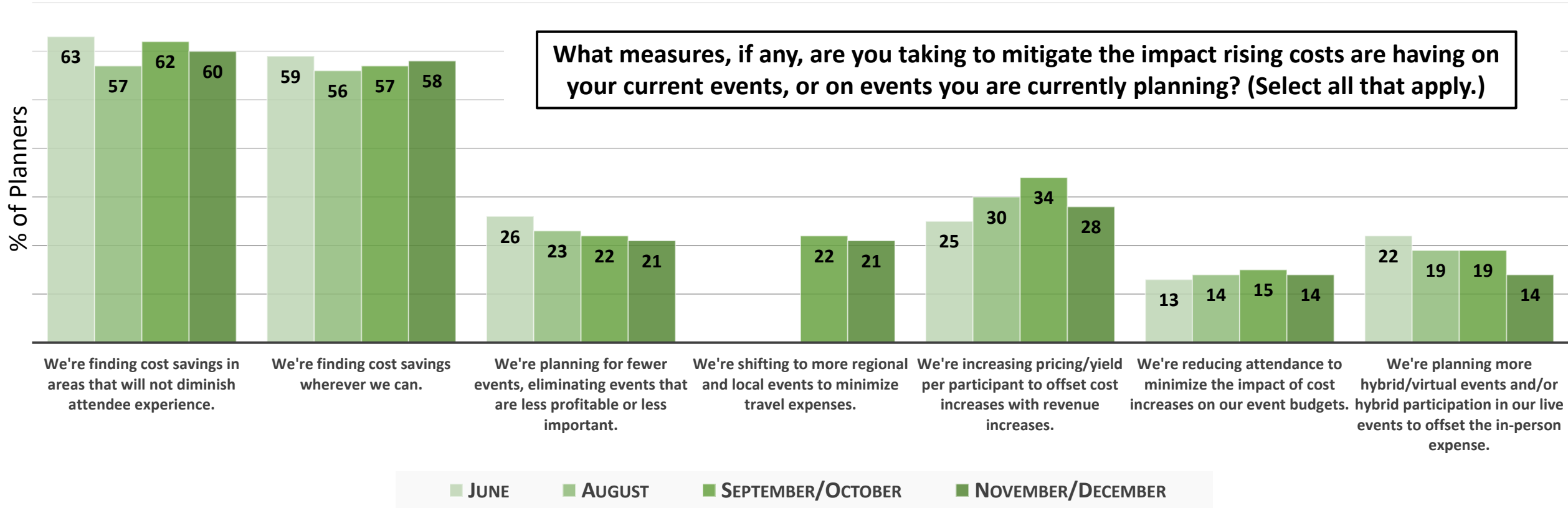
Although Budgets are Flexing, Costs are Still the Top Concern



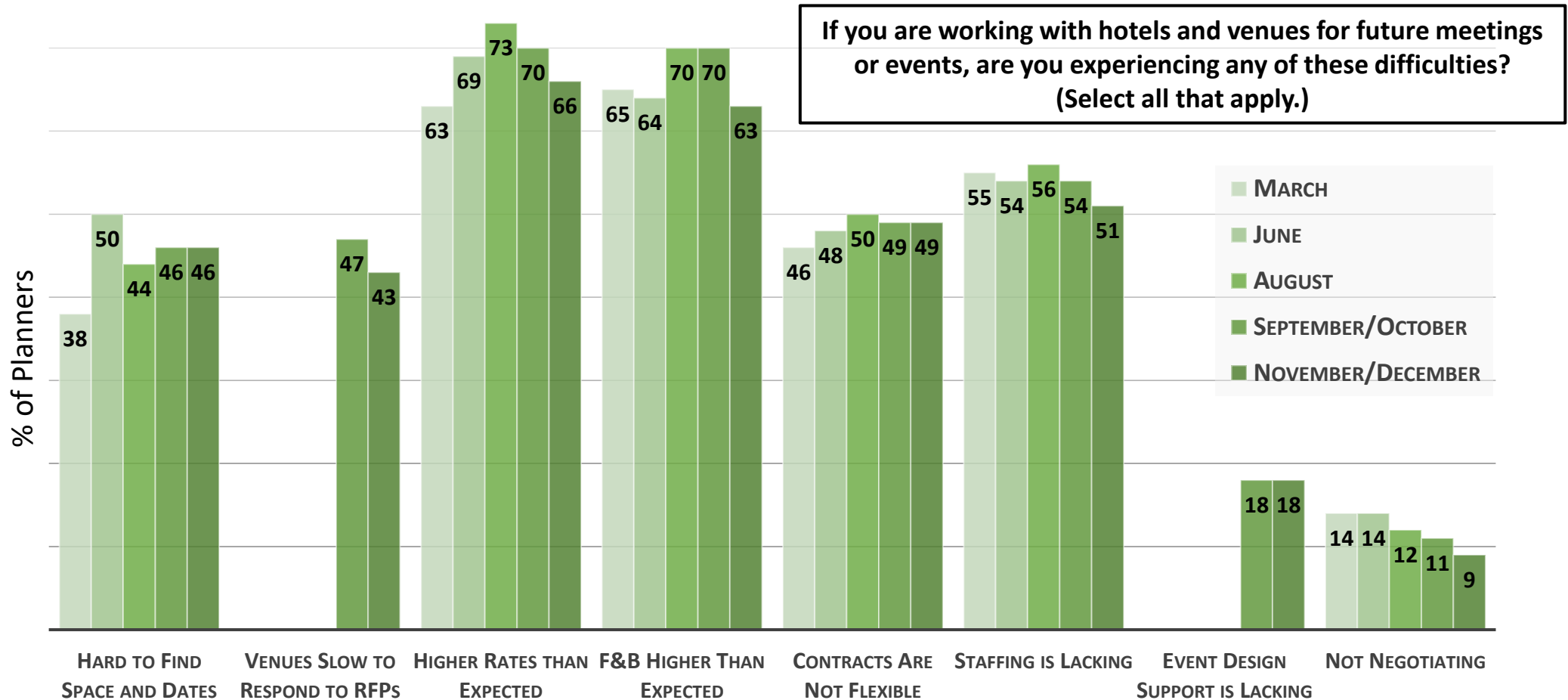
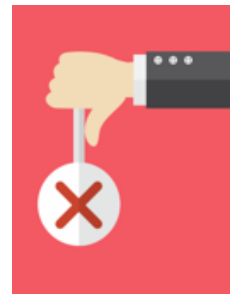
For your future in-person or hybrid events, how concerned are you about the following? Rate each on a scale of 1 to 5 (with 1 being "not at all concerned" and 5 being "extremely concerned"). Ranked by weighted average.

Planners Will Stay Calm and Carry On; They're Not Panicked About Costs

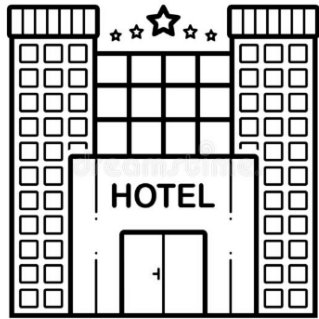
What measures, if any, are you taking to mitigate the impact rising costs are having on your current events, or on events you are currently planning? (Select all that apply.)



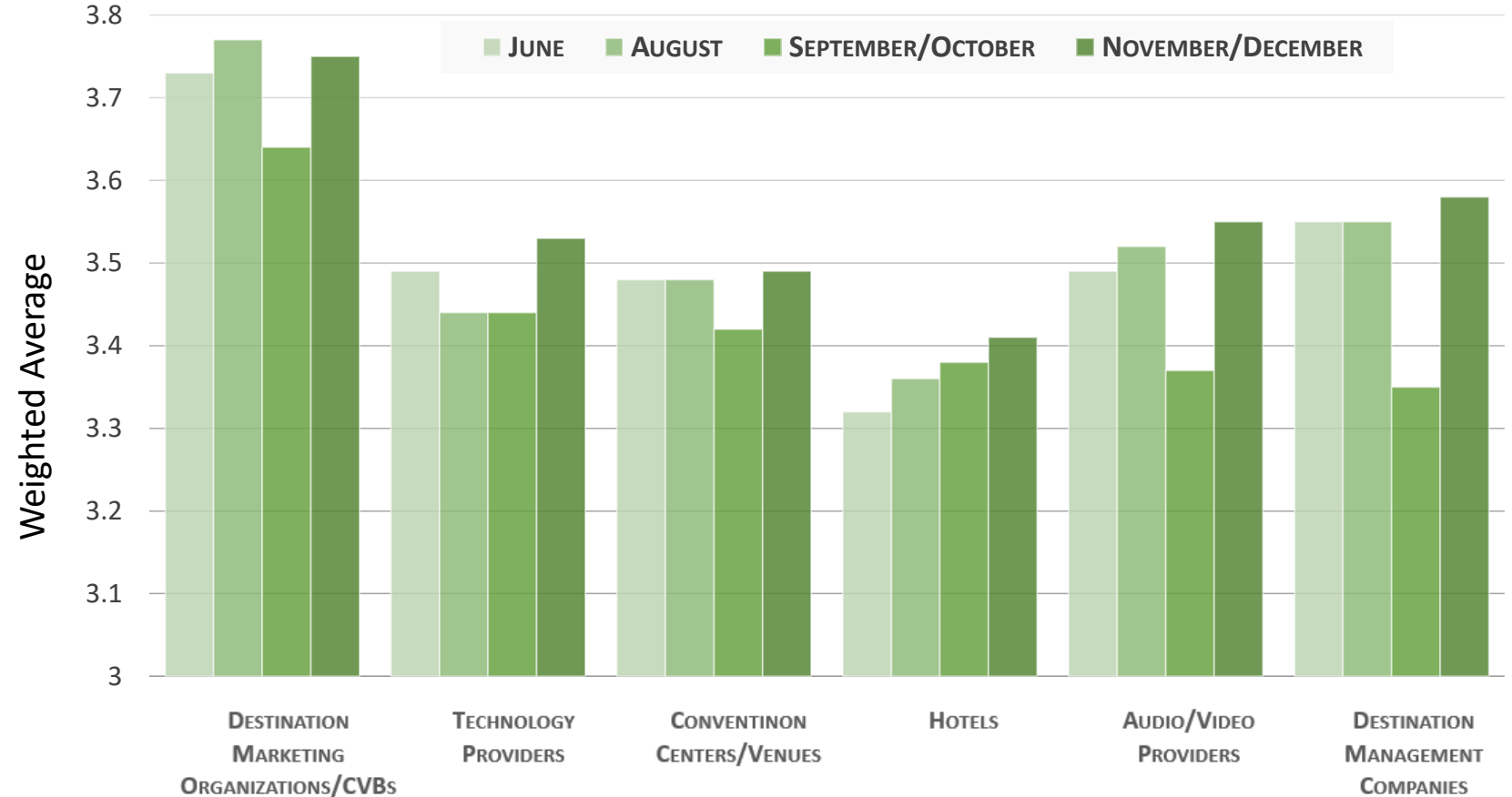
Hotel Satisfaction Levels Are Still Not Good, But They're Improving



Supplier Satisfaction Levels Are Up, Demonstrating Progress



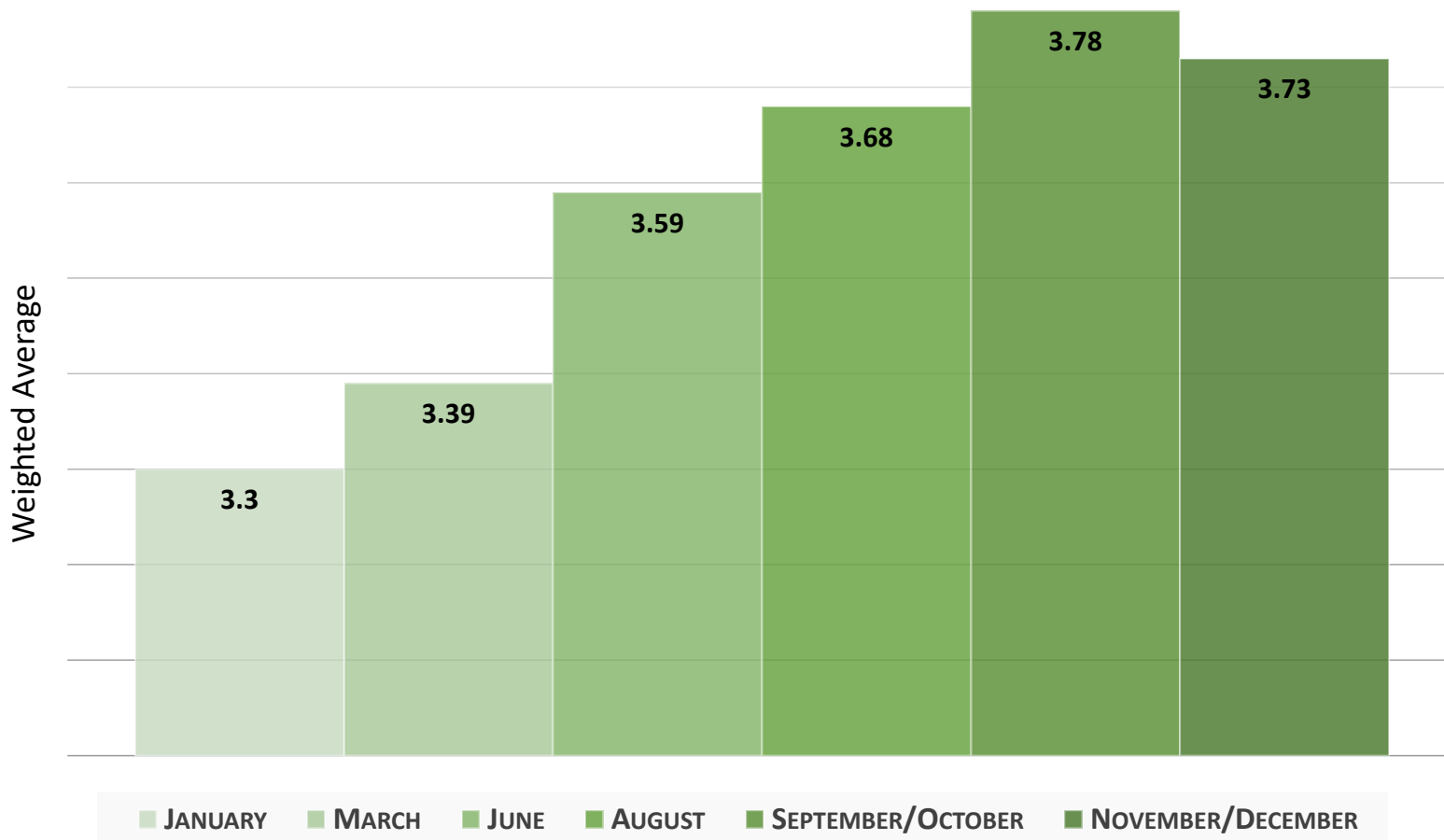
Given current circumstances, how satisfied are you with the level of support you are getting from the supplier organizations with whom you are planning your meetings or events (on a scale of 1 to 5, with 1 being “not at all satisfied”, and 5 being “extremely satisfied”)?



At Last! Concern for Hotel Staffing Ticks Down



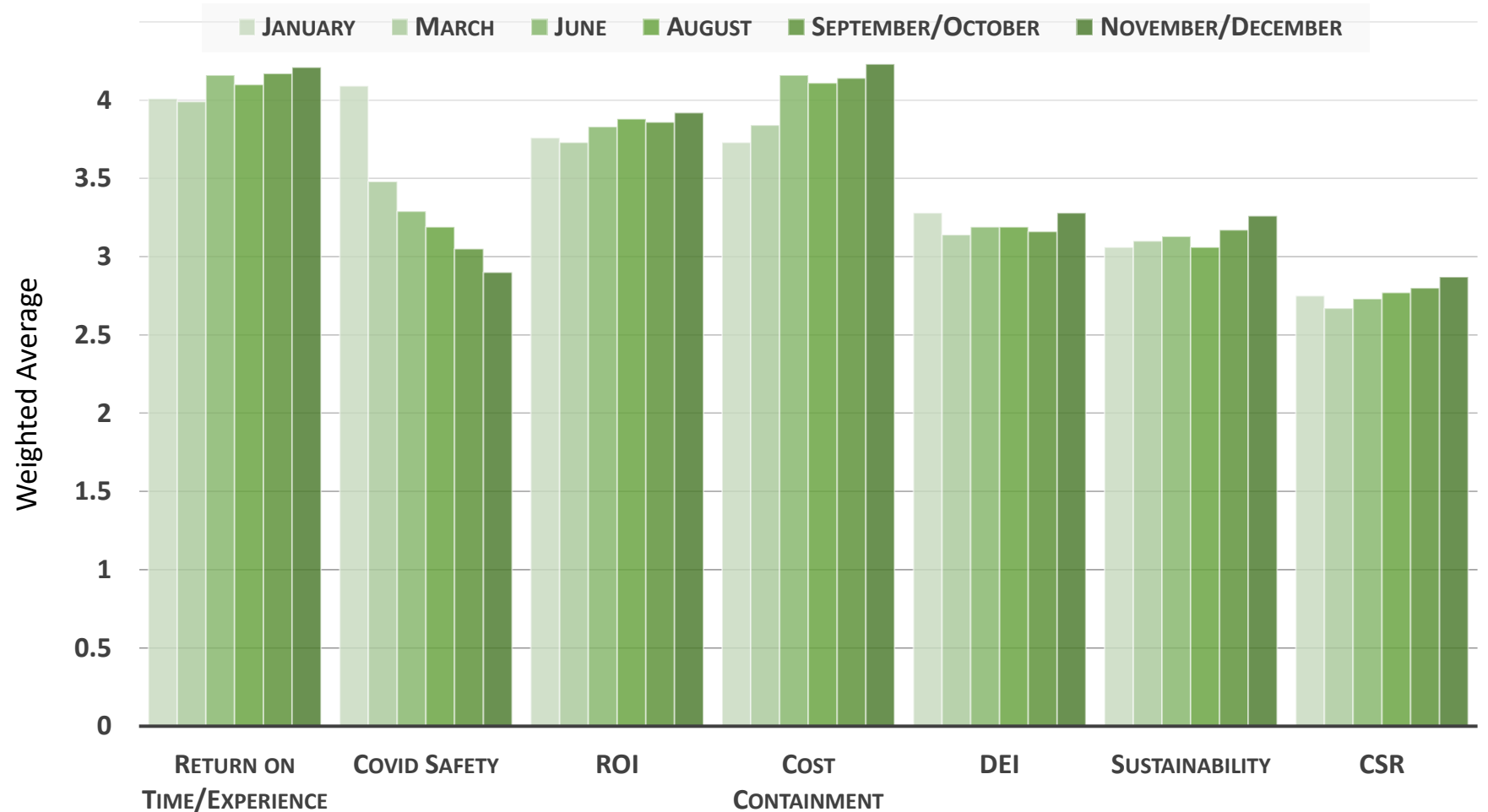
For your future in-person or hybrid events, how concerned are you about hotel staffing? Rate each on a scale of 1 to 5 (with 1 being “not at all concerned” and 5 being “extremely concerned”).



Cost Containment and ROE: Can You Achieve Both?

How Meetings Industry Trends Rank in Importance Among Meeting Planners Today

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").

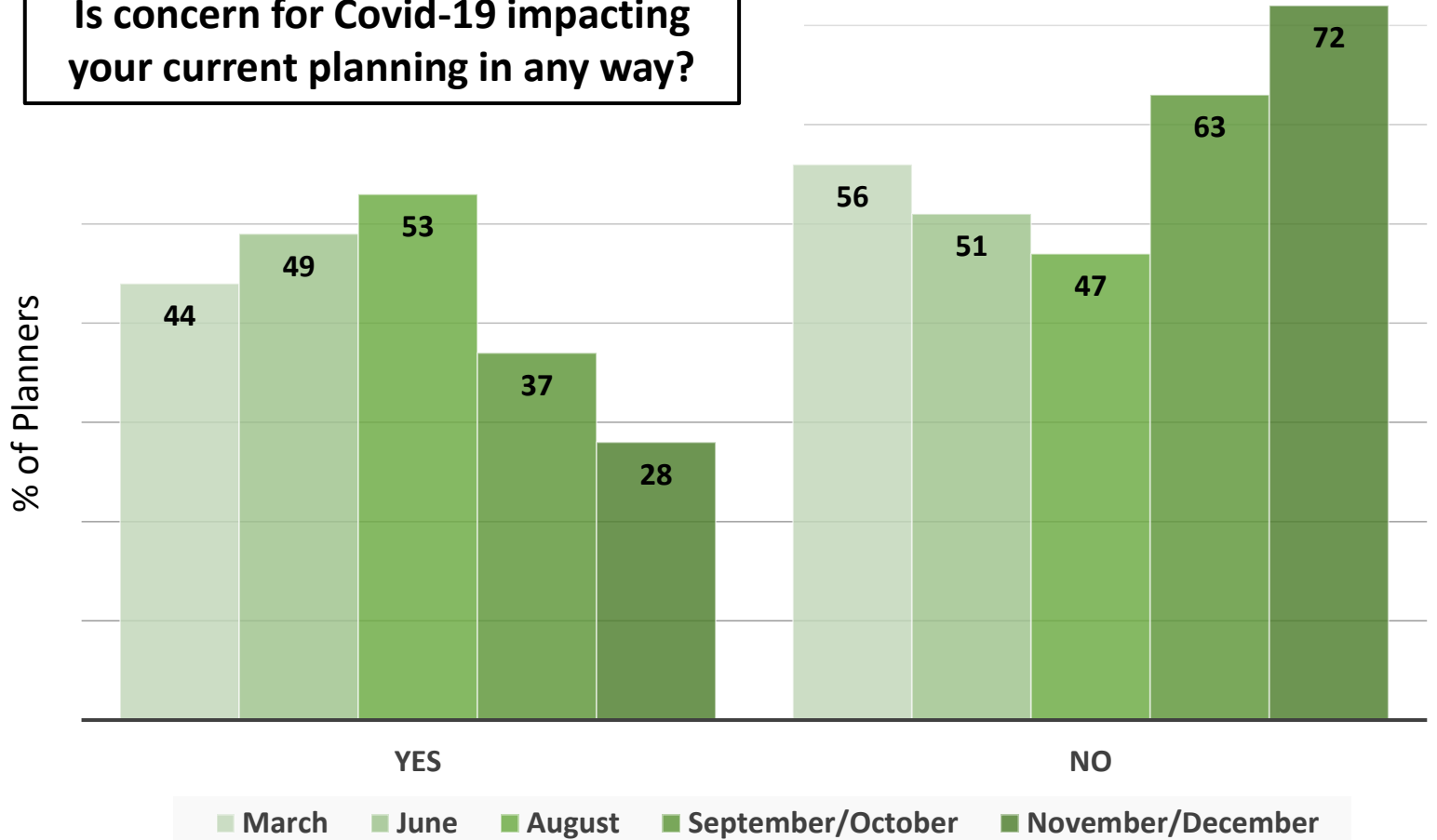


Covid's Impact on Event Planning Continues to Wane

The recent increase in Covid cases (and the flu) has not increased concern for Covid safety.

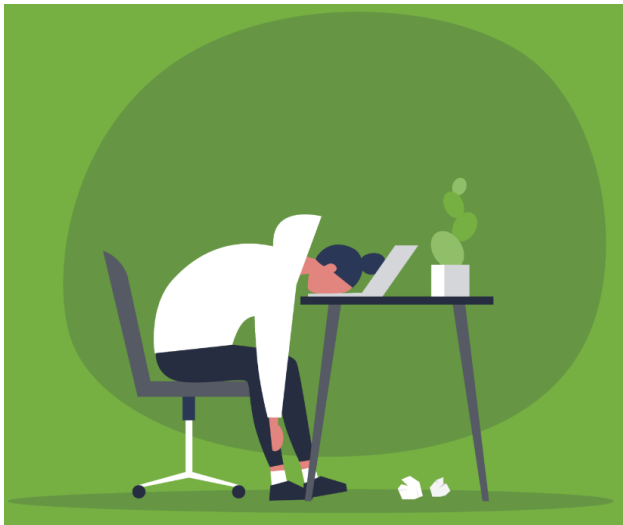


Is concern for Covid-19 impacting your current planning in any way?

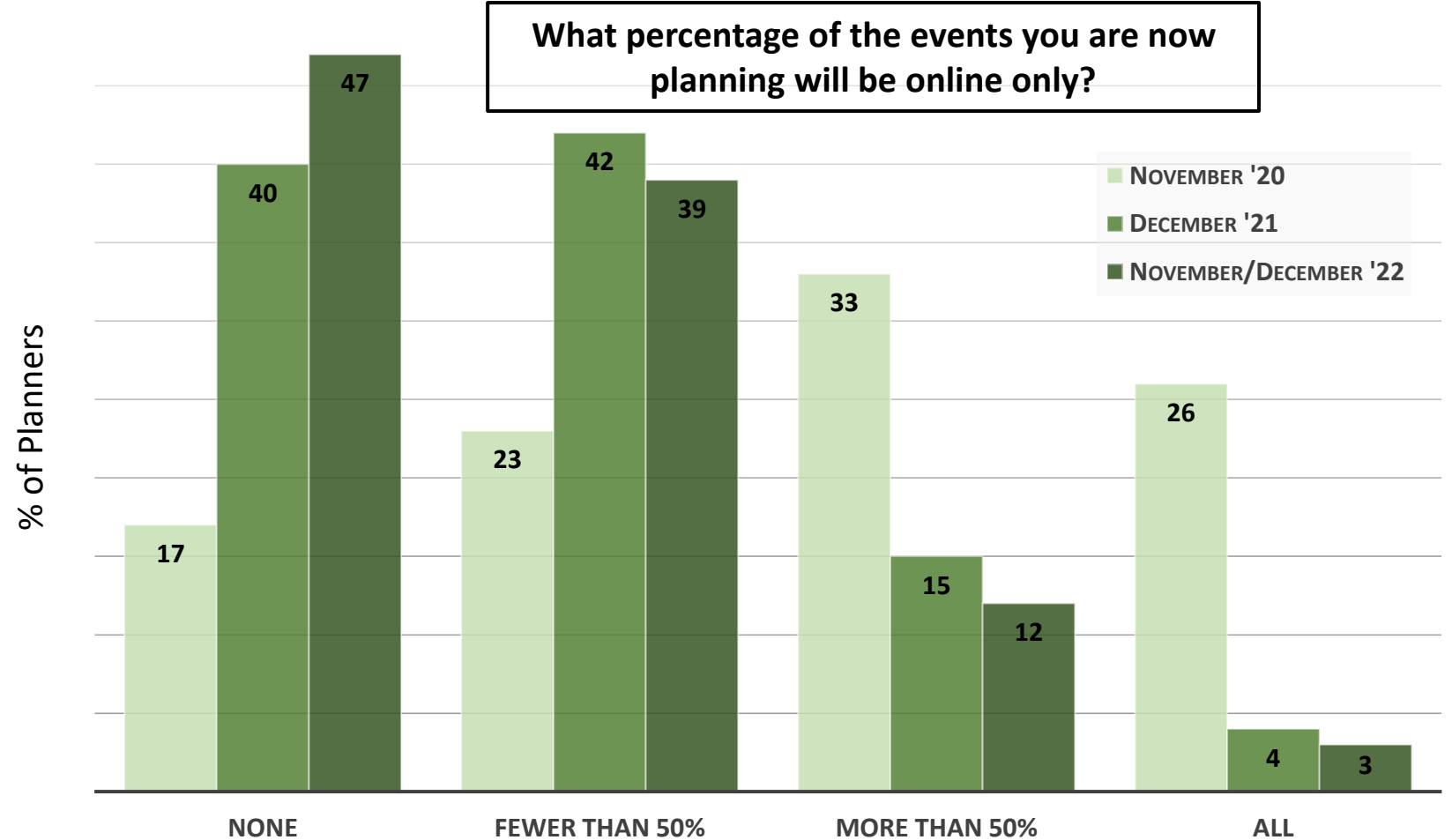


For Online-Only Events the Boom Is Over, But It's Not a Bust

In the midst of the pandemic, 83% of all planners were producing at least one online-only event. Only 53% of planners will produce an online-only event now.



What percentage of the events you are now planning will be online only?



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Selected Verbatim Comments:

- “There is a lot of churning and client hesitation. Programs are smaller and/or delayed. Late bookings are more common. Inflation, political uncertainty, excessive air costs, inflated hotel rates are all impacting planning. The leisure market is temporarily overshadowing the MICE market and reducing availability and raising prices.”
- “We are mindful of the current state of pricing for events across the industry and are adjusting our costs accordingly but we’re updating our program to ensure that we are not exceeding our 2022 budget by an enormous amount. It requires me to be creative with our F&B and off-site events, while maintaining the integrity of the event.”
- “Given the current economic conditions, which reduce the number of attendees and available sponsorship dollars, combined with the necessity of increasing registration fees to cover skyrocketing a/v, technology and catering costs, it’s a “perfect storm” raising the level of business risk for our meetings and conferences.”
- “Attendance is still our single biggest issue with our return to face-to-face.”
- “We’re stressing to our business partners that we need more advance lead time. We are having a hard time finding space for 2024.”
- “Budgets vary depending on the client. We are focusing on being more efficient with our planning and more accurate with our budgeting.”