

MEETINGS INDUSTRY PULSE SURVEY



**NEW
DATA**

MARCH 31, 2022

Right Now: Planners are Optimistic About Their Present and Future

Key Takeaways:

- **75%** are more optimistic, more than tripling from 6 weeks ago
- **66%** are booking or actively sourcing, well above previous highs
- **81%** of all respondents report their next event will take place over the next 6 months, another high
- **At around 10%**, re-schedulings and cancelations are at an all-time low
- **56%** are not concerned about a new variant
- **40%** expect to plan more meetings/events in future years

About the Northstar/Cvent Pulse Survey

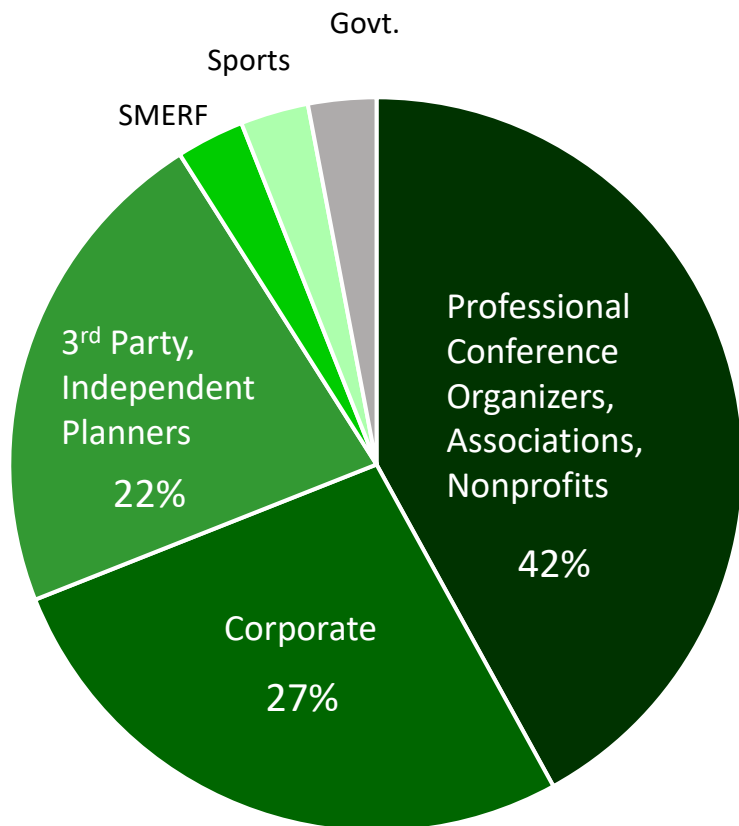
Northstar Meetings Group and Cvent surveyed 463 event professionals from March 15 to March 29, 2022 to get a glimpse at how the meetings and events industry is recovering.

Since March of 2020, the PULSE Survey has tracked planner sentiment, with many of the same questions asked consistently since the survey's inception. It provides the most statistically significant perspective of planner expectations, to guide both planners and suppliers in support of industry recovery.

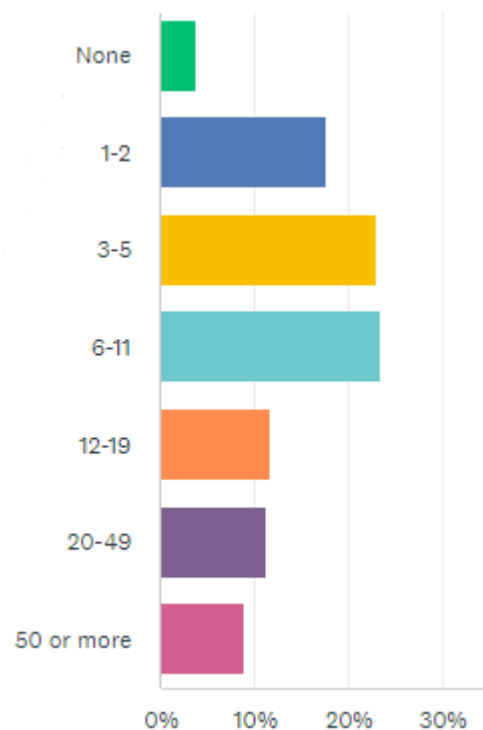
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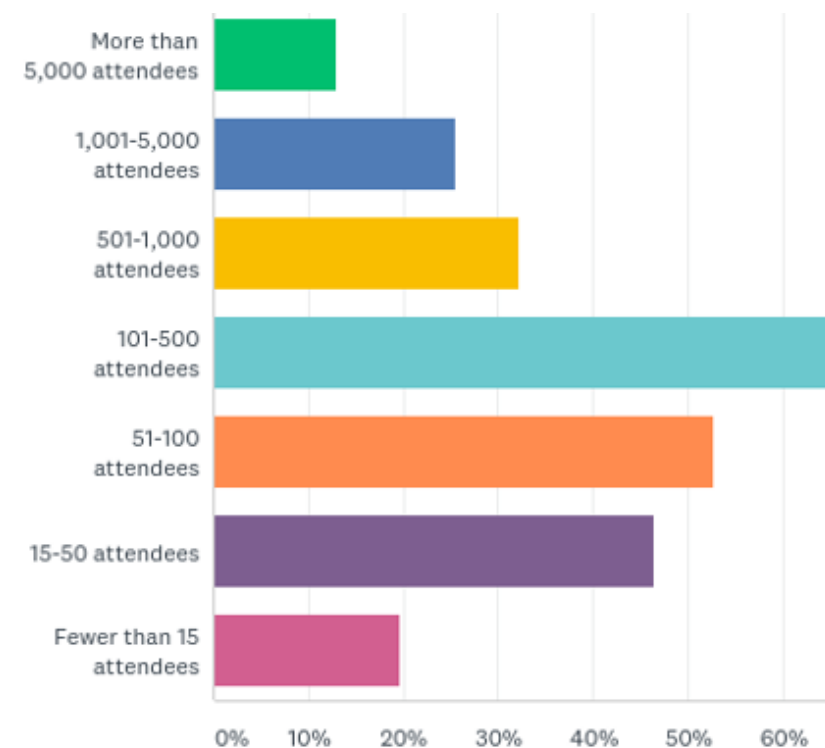
463 Valid Planner Responses as of March 29, 2022



Type

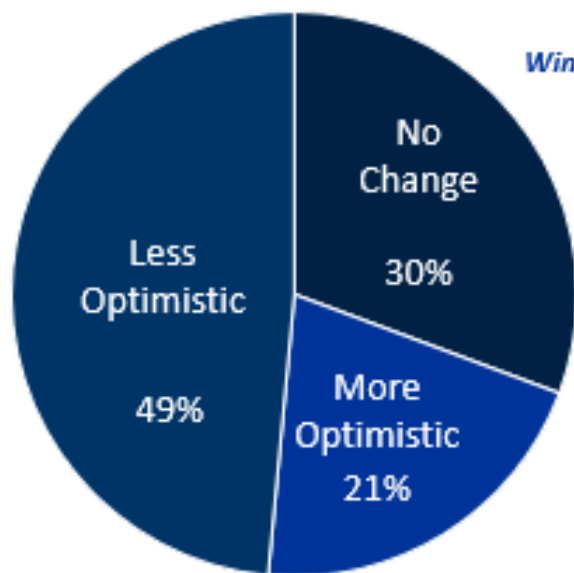


of Meetings

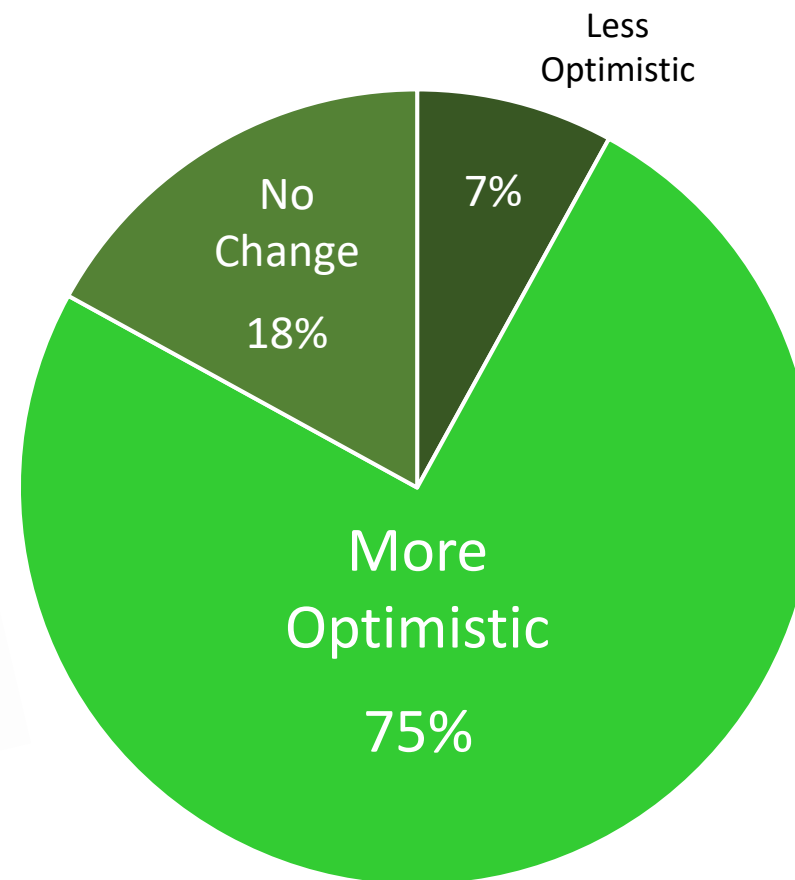


Size of Meetings

The Biggest Surge Now: Planner Confidence Levels

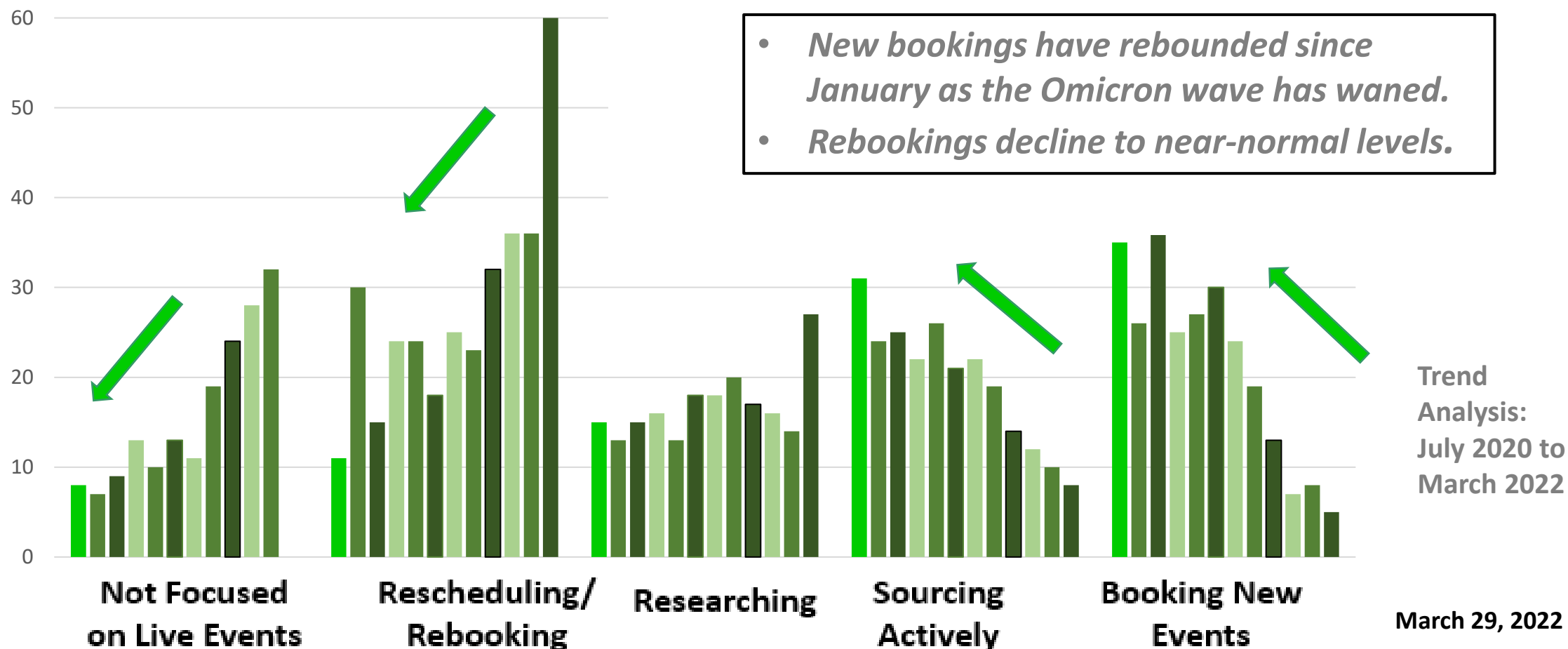


January 27, 2022



March 29, 2022

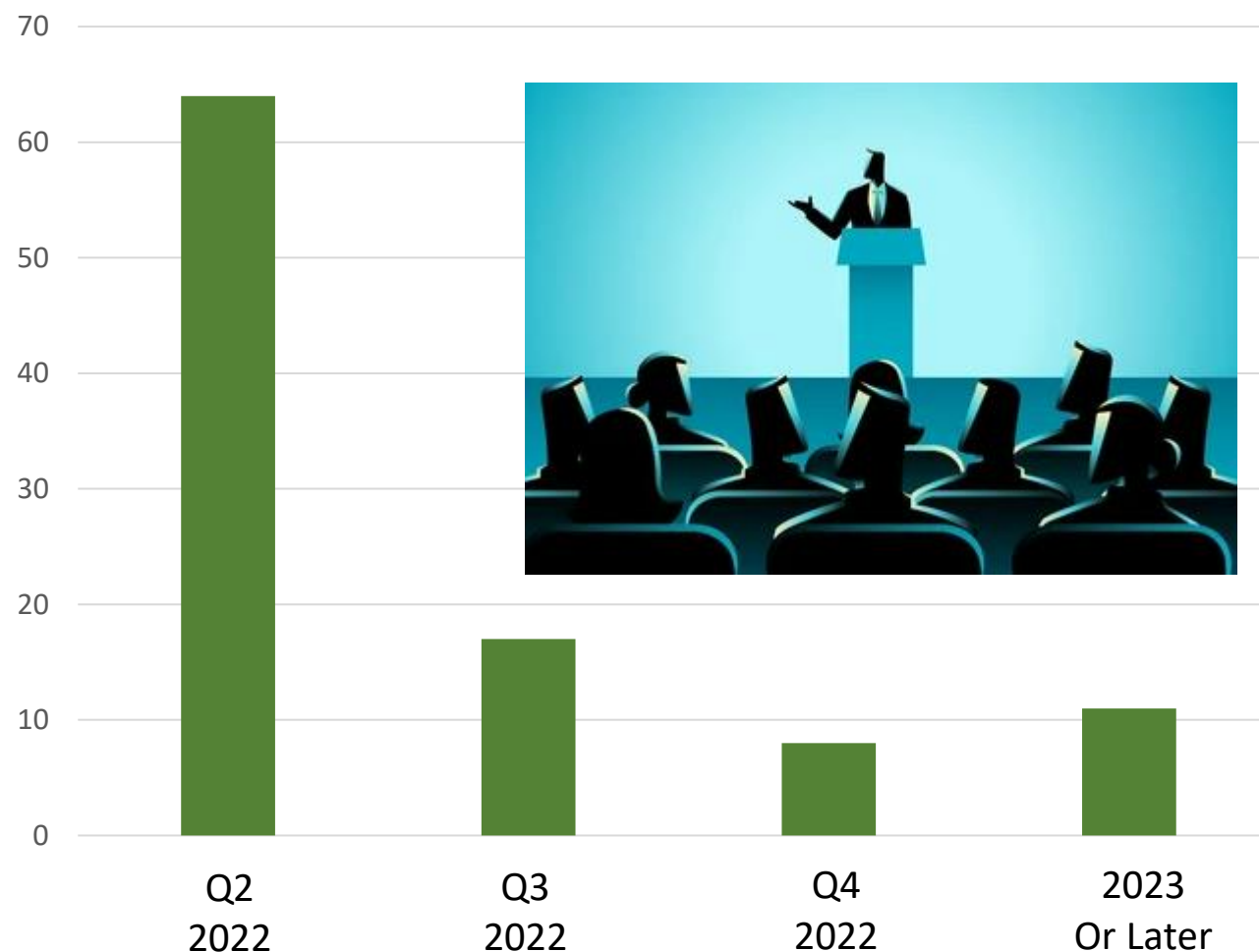
The Road to Recovery



The Next Surge? It's the Volume of Upcoming Meetings

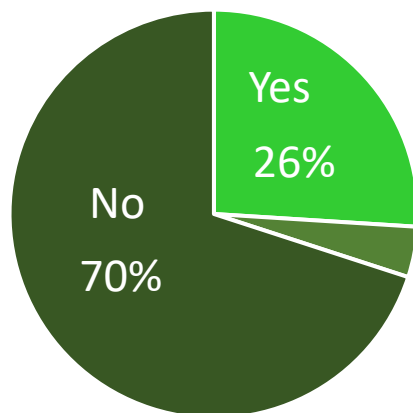
When's Your Next Live Event?

64% of planners will produce their next event during the next three months, potentially representing the most active quarter since the beginning of the pandemic.

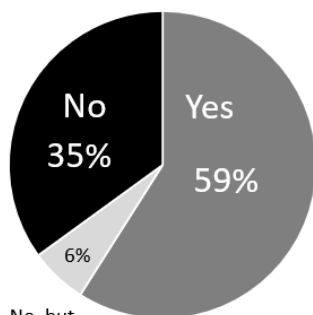


As the Wave of Rebookings Has Waned, So Have Concerns for Safety

Over the past six weeks, have you delayed, rescheduled, moved or cancelled an in-person meeting or event?



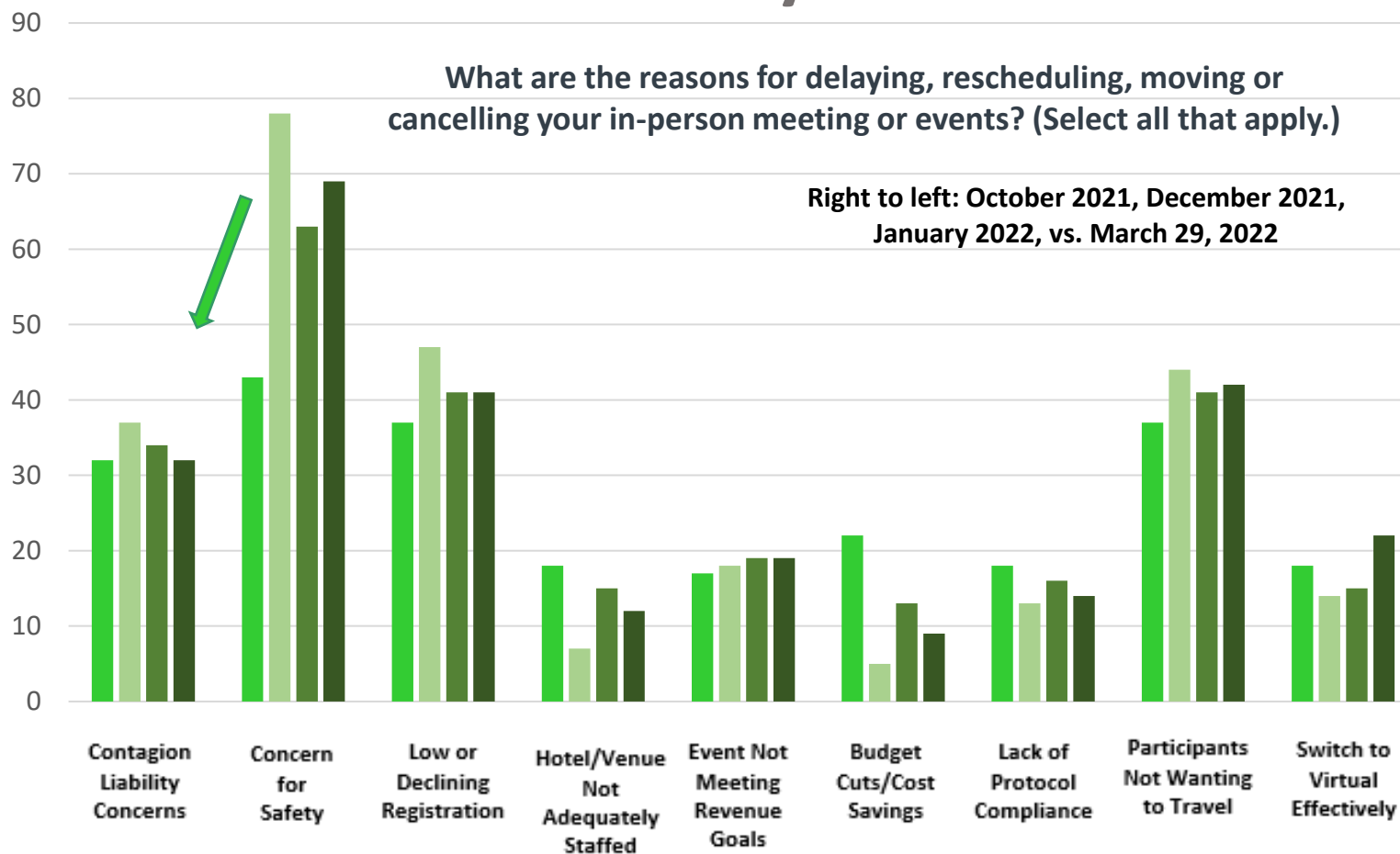
March 29, 2022



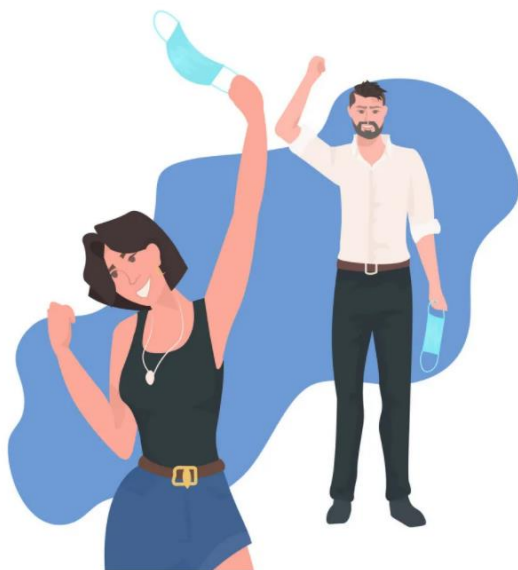
January 27, 2022

What are the reasons for delaying, rescheduling, moving or cancelling your in-person meeting or events? (Select all that apply.)

Right to left: October 2021, December 2021, January 2022, vs. March 29, 2022



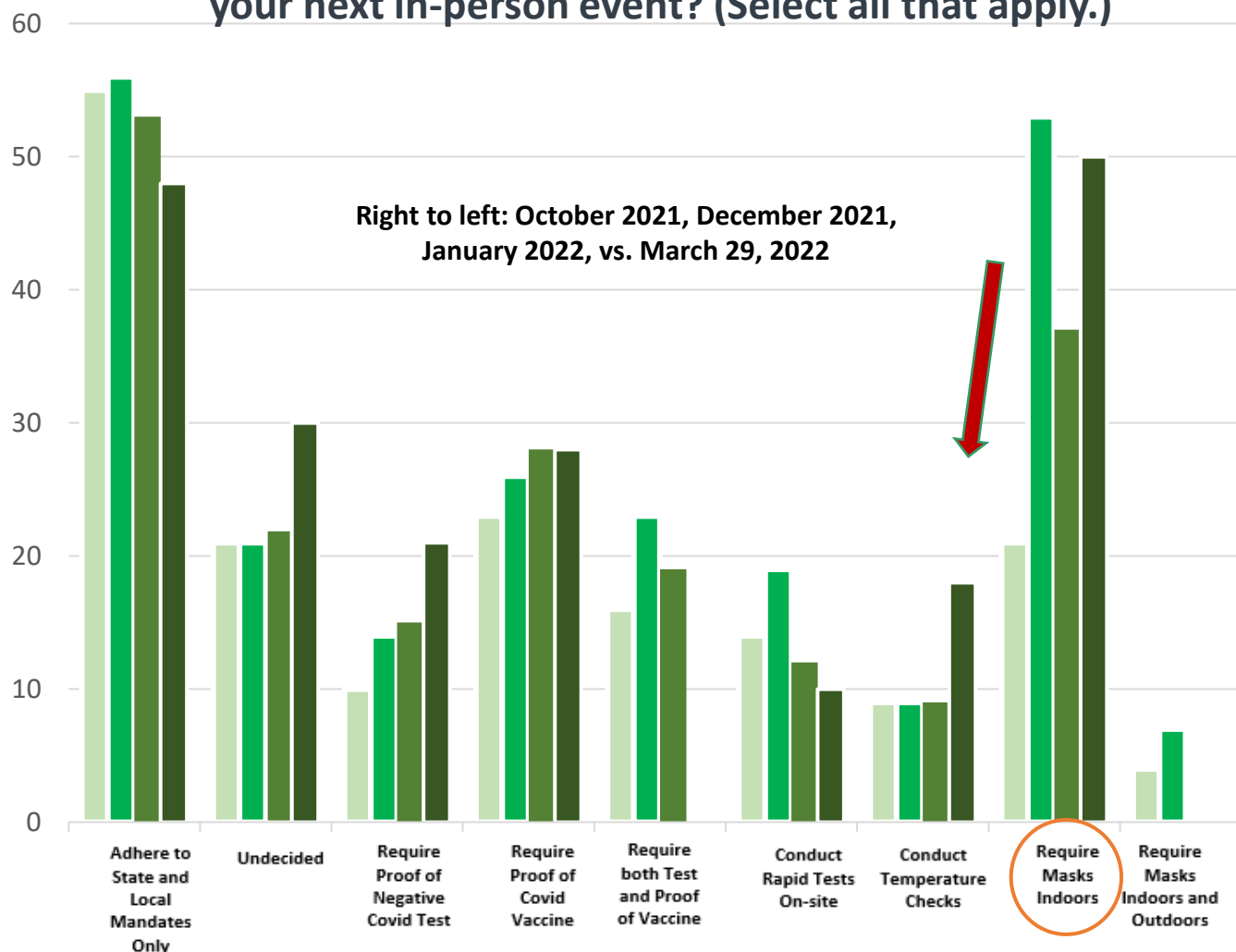
Meetings Unmasked

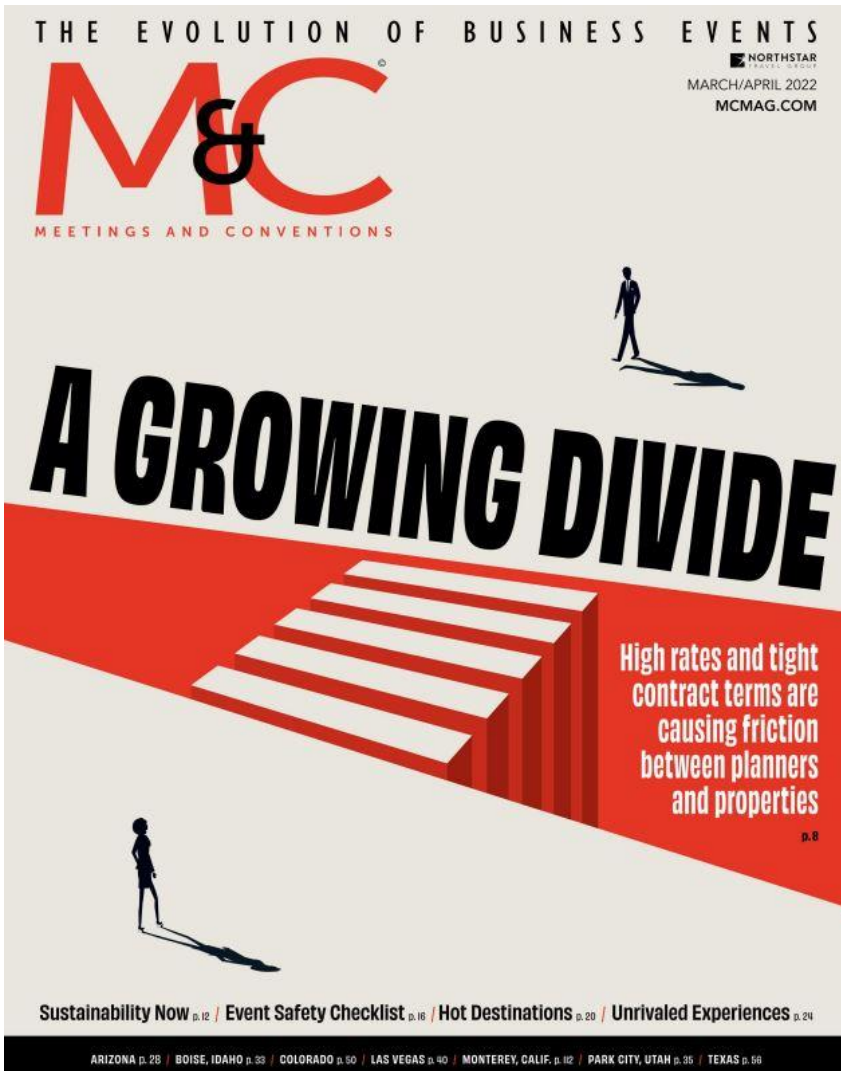


As quickly as mask mandates were restored post-Omicron, only 20% of planners expect to enact them at their next event.

March 29, 2022

Which of the following measures do you expect to enact at your next in-person event? (Select all that apply.)





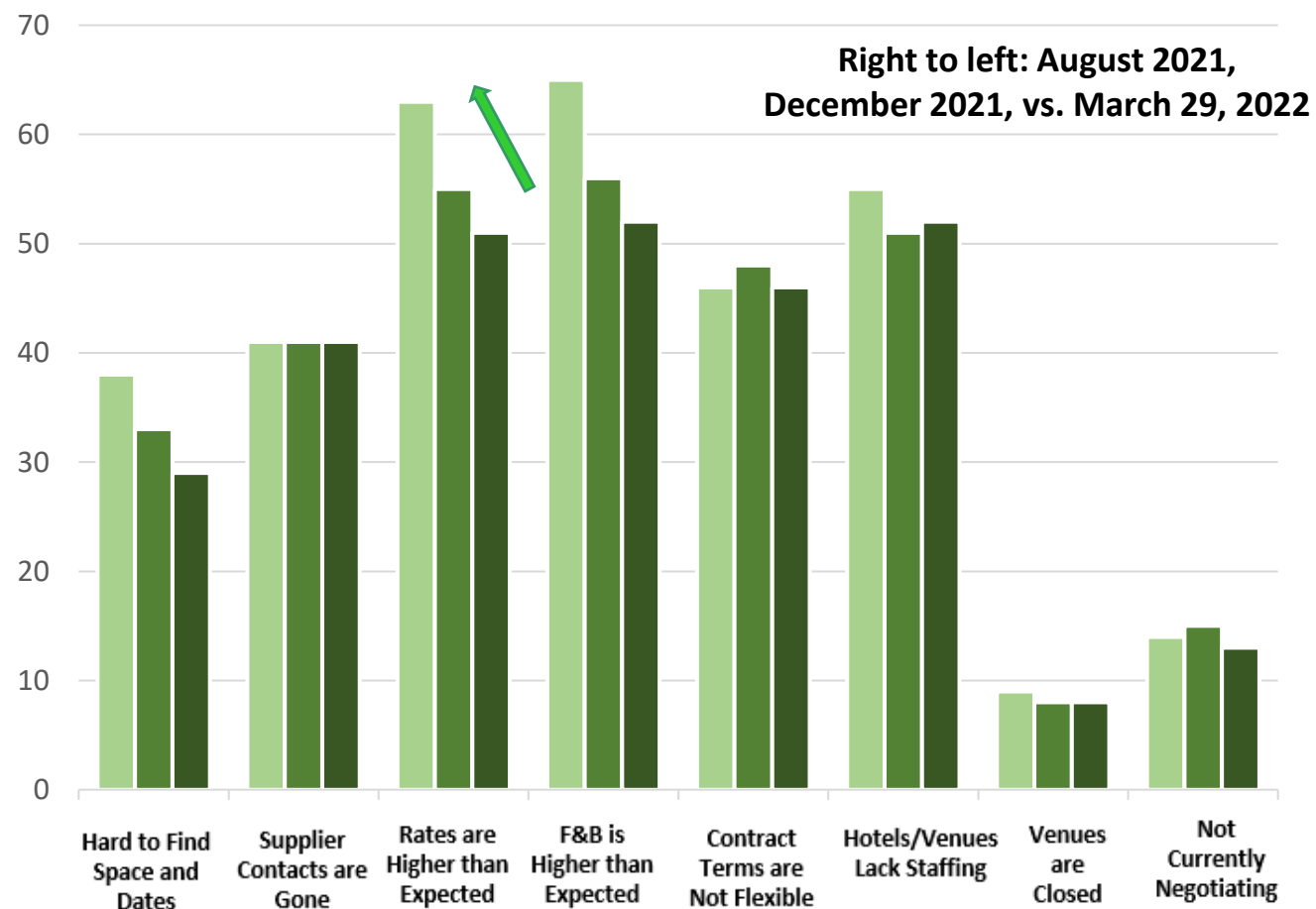
Planner Challenges . . .

- Higher Rates
- Contract Terms
- Market Compression
- Short Lead Times
- Supply-Chain Delays
- Labor Shortages
- Inexperience

Rates, F&B, Staffing Grow in Concern



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



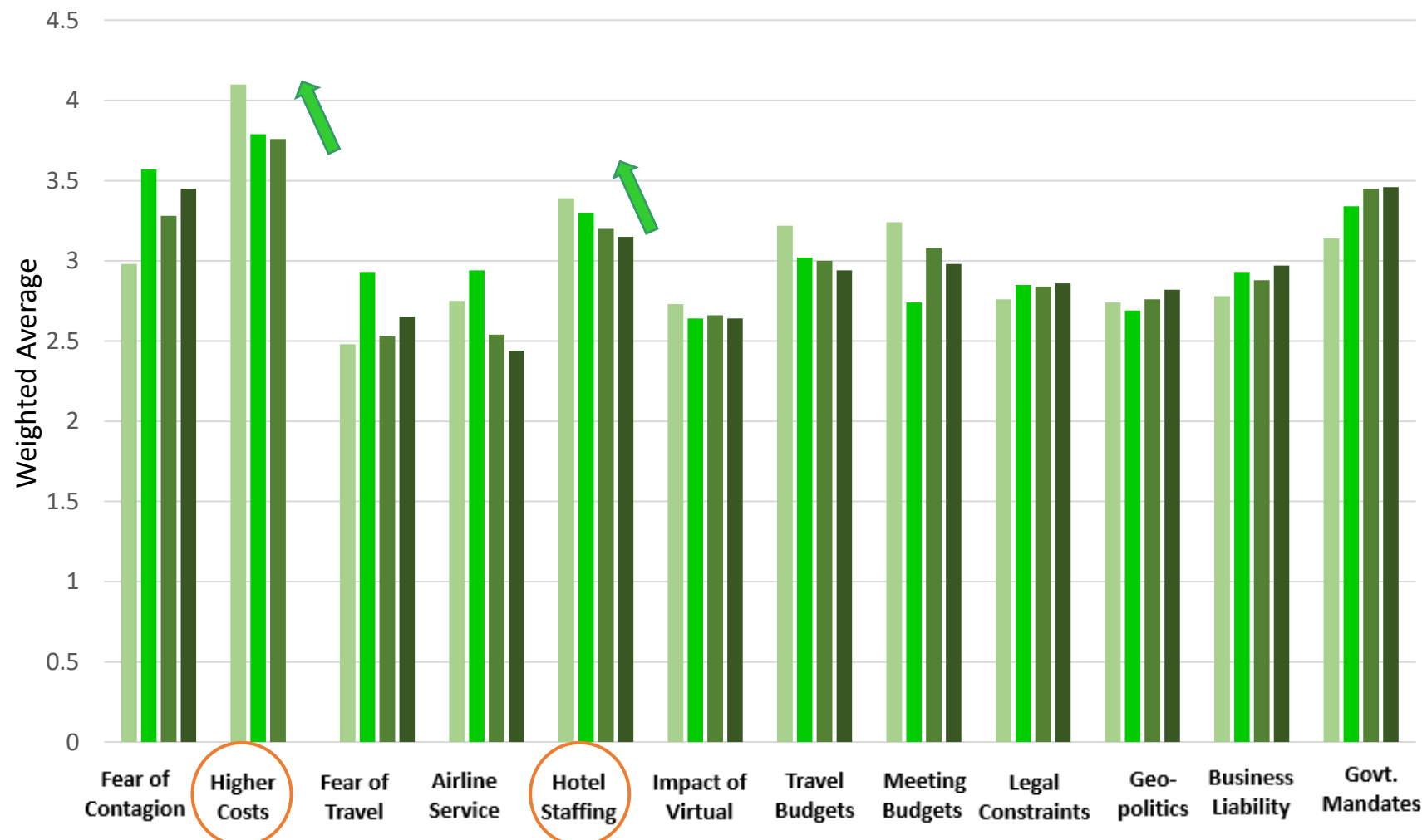
Concerns on the Rise: Costs, Hotel Staffing

Hotel Staffing Now the #2 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.

**Right to left: October 2021,
December 2021, January 2022,
vs. March 29, 2022**

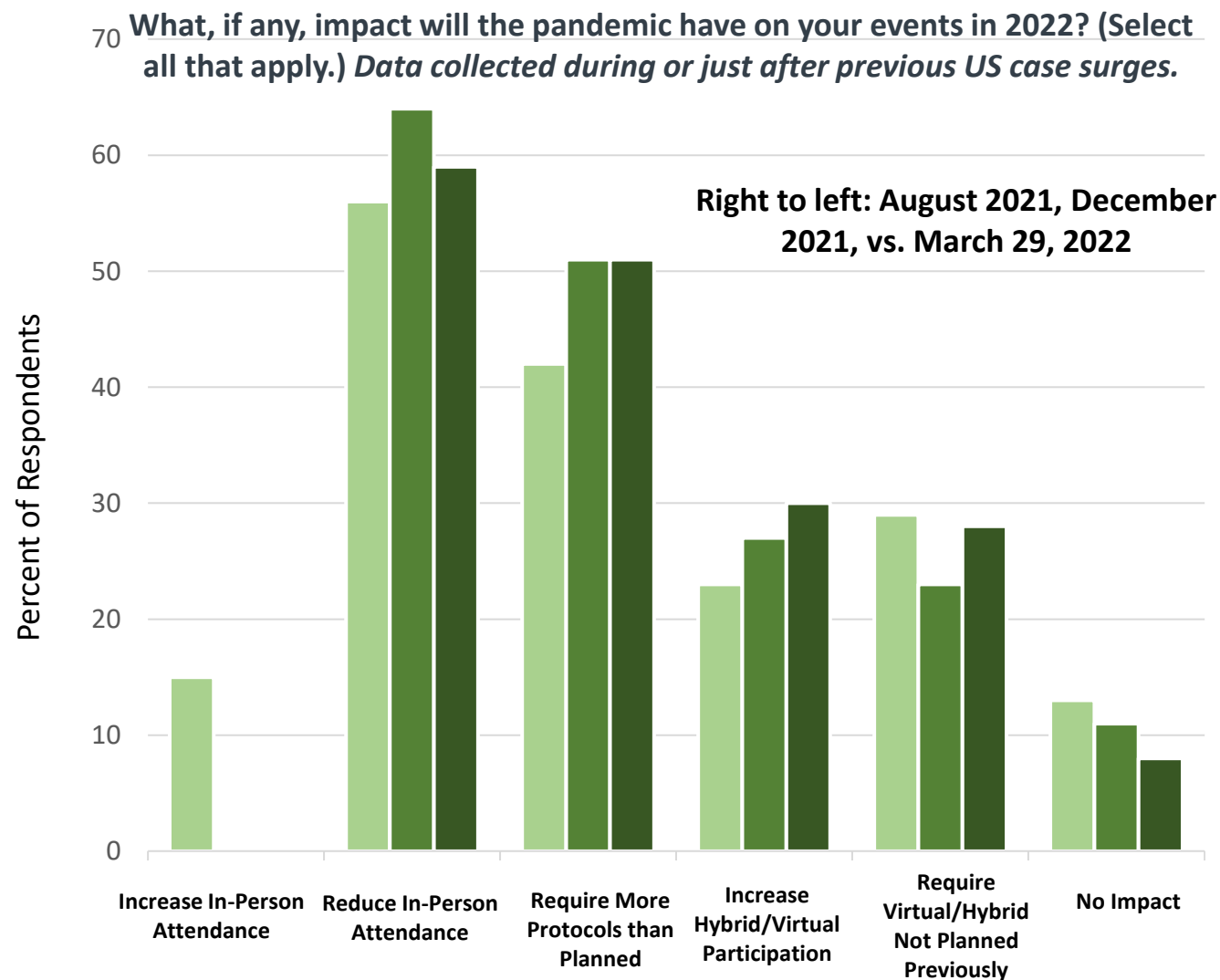


Current Expectations for 2022 Events

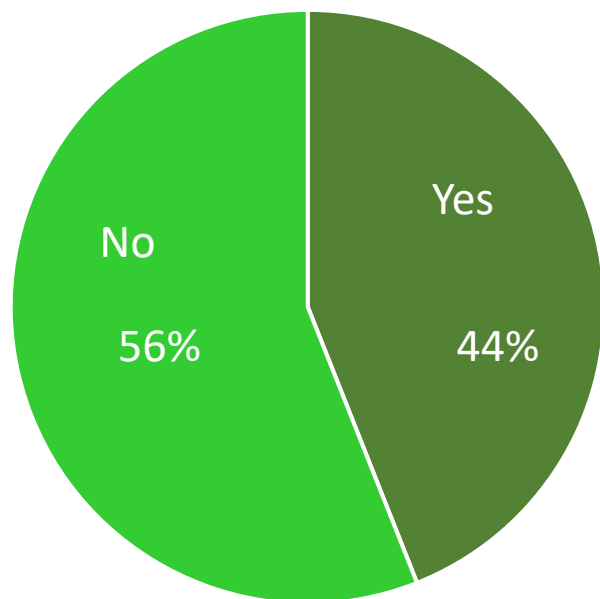
- **Nearly 30%** will produce hybrid/virtual events for fewer participants
- **56%** expect fewer attendees, down from previous surges
- **15%** expect increased attendance



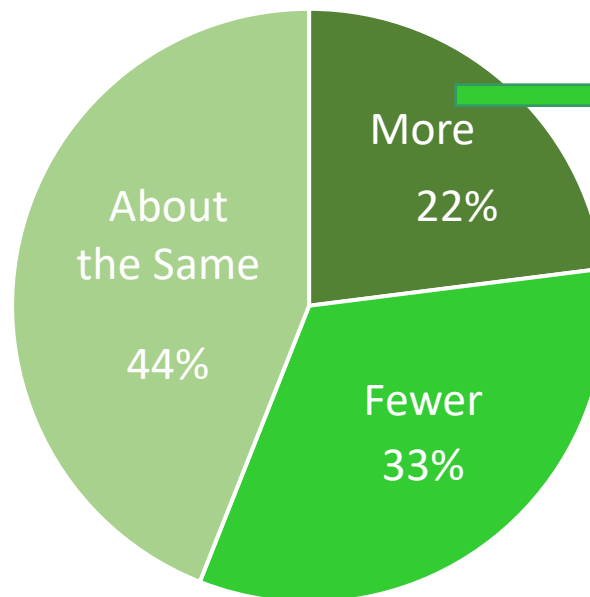
March 29, 2022



Less Concern for Variants . . .

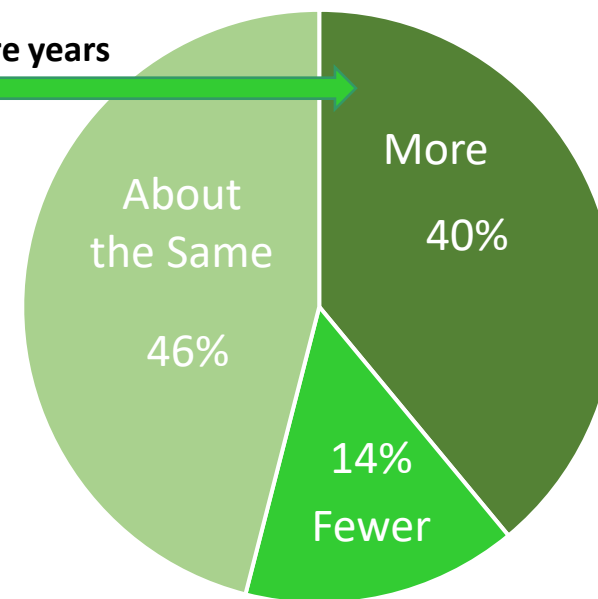
Spurs Confidence for
Post-Pandemic Meetings Volumes

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



Do you expect to plan more or fewer meetings/events in 2022, compared to prepandemic business activity?

2022 vs. future years



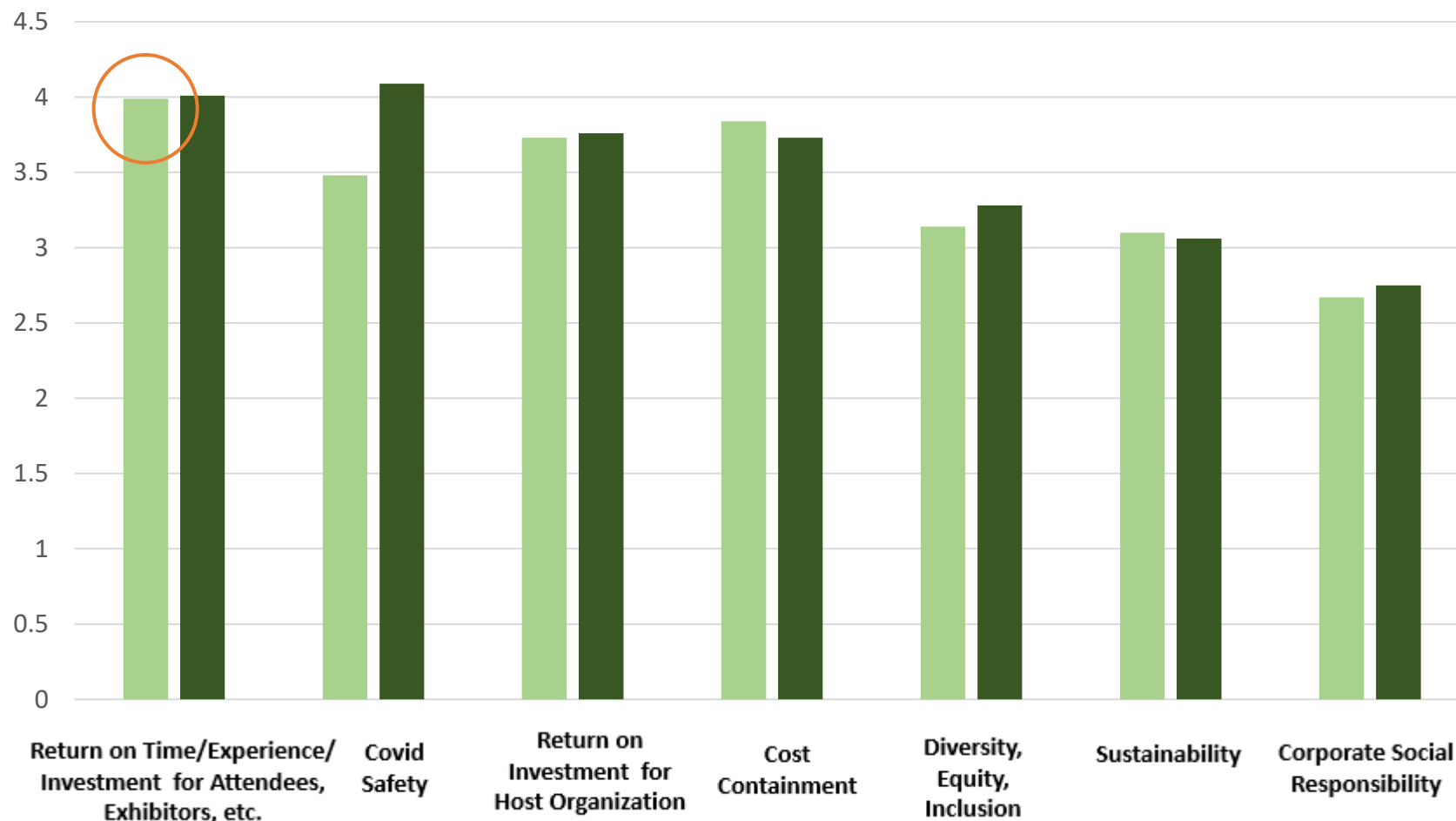
Do you expect to plan more or fewer meetings/events in future years, compared to prepandemic business activity?

Top Priority: Return on Experience, but Affordably

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”).

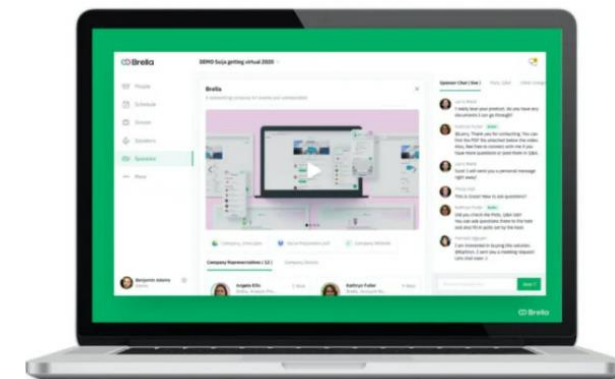
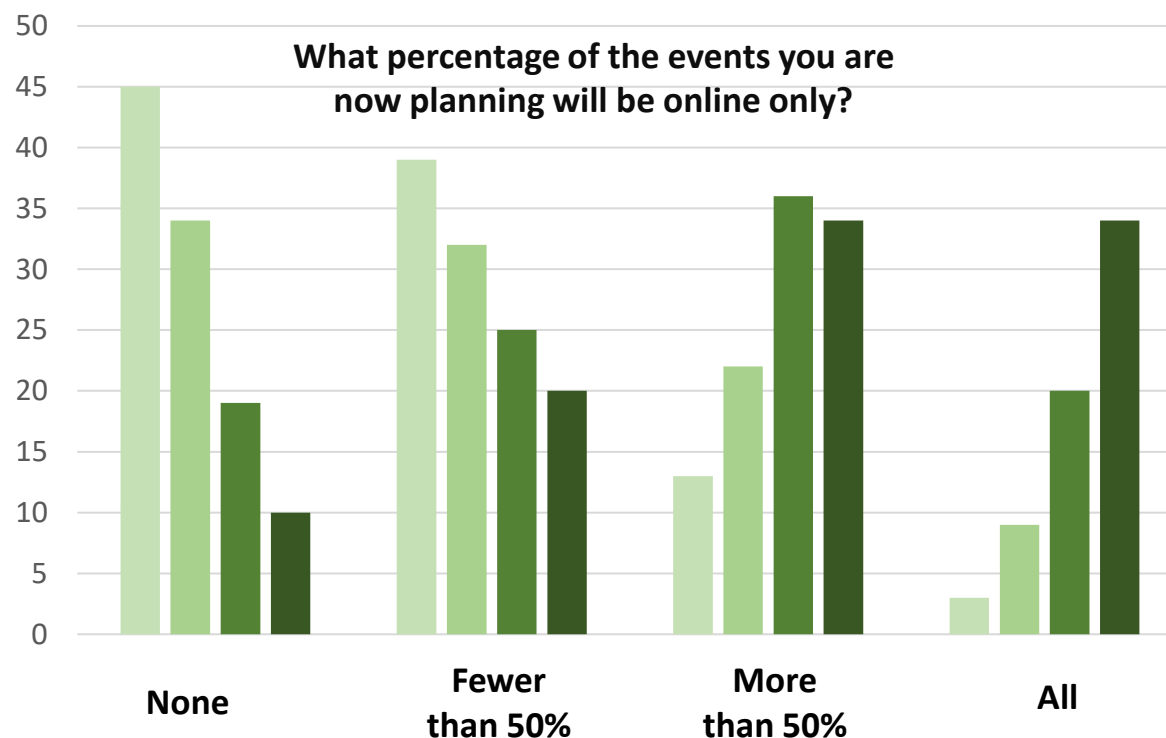
Right to left: January 27, 2022,
vs. March 29, 2022



A Growing Trend: Planners Not Planning Any Online-Only Events

In September of 2020, at the height of the pandemic, 90% of planners were planning online-only events.

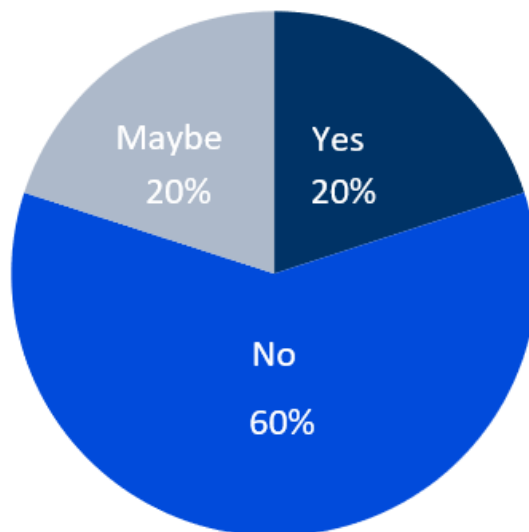
Right to left: September 2020,
March 2021, October 2021, vs.
March 29, 2022



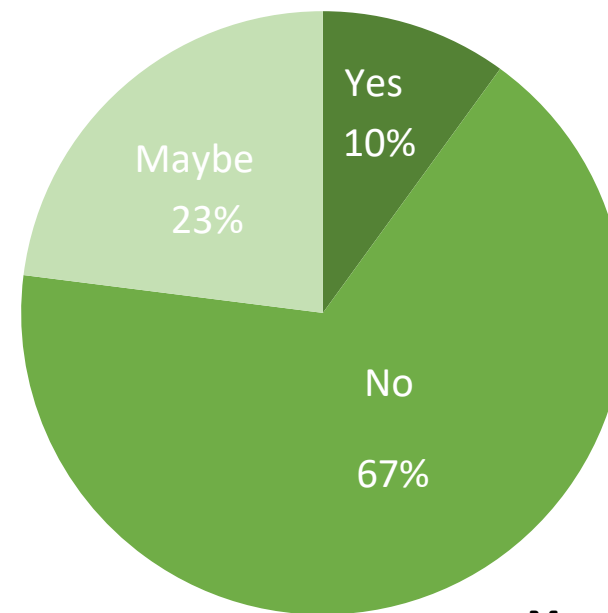
March 29, 2022

Living with Covid?

Fewer planners are considering moving their events out of the winter months.



January 27, 2022



March 29, 2022

Are you considering rescheduling events that are currently planned for winter months in future years, or not scheduling events in December through March due to safety and health concerns?

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In Summary:

- ✓ Optimism abounds. The number of **optimistic meeting planners** has **tripled** since late January.
- ✓ New **bookings** have **rebounded**, and cancellations/rebookings are nearing “normal” levels again.
- ✓ Expect a **big surge in meetings** over the next six months.
- ✓ Confidence for **more meetings next year** soars; **86% expect to produce as many if not more meetings** than they did in 2019.
- ✓ As Covid concerns diminish, **costs and hotel staffing** vex planners most now.
- ✓ Masks off! **Only 20% of planners will require masks** for indoor events.
- ✓ Planners **seek return on experience**, but affordably.

Selected Verbatim Comments:

- “I think things are moving in a positive direction and absent any new variants that pose serious risks or other unknown events, I think we will be back in a ‘normal’ mode by fall. Inflation driving higher event costs will be a challenge, though.”
- “Staffing and service issues along with rising costs in the United States are a greater hinderance to recovery than fear of Covid.”
- “I’m excited that I’ve been busier booking many new events this year than I have in almost five years, not just from pre-Covid times.”
- “Not only is staffing an issue but trained staffing is an issue. Many of the experienced staff are gone, and with them institutional knowledge and relationships.”
- “I’m seeing growth in all areas of business currently. I feel an optimism overall building. Many people are done with masks and mandates.”
- “I’m finding that venues are not adapting well to the changing needs of organizations. They want to continue doing things the same old way. They’re not very open to new ways of doing things, updating facilities and services to better meet the needs of hybrid meetings.”
- “There needs to be flexibility and understanding on both sides, the planner and the venues. It has been surprisingly difficult to predict attendance, registration patterns, etc.”