

Meetings Industry PULSE Survey

NORTH AMERICAN REGION

New Data

JUNE 2026



Executive Summary: Planner Outlook Is Decidedly More Optimistic

EVEN AS COST PRESSURES INCREASE, PLANNERS ARE BOOKING MORE AND ANTICIPATING HIGHER VOLUME.

- Planner sentiment has taken a sharp turn towards optimism. More than a third (35 percent) are more optimistic than they were two months ago, nearly twice the number who were more optimistic in March.
- Effects from the conflict in Iran are being felt by more planners. Now 44 percent say their event outlook, planning or execution have been affected, and 15 percent are unsure. Although an agreement to end the war is now in place, increased transportation costs are causing issues for many planners.
- Booking activity is strong, with new bookings now eclipsing those from the past two years during this time period. Many new events are being booked 7 to 9 months out.
- Attendance expectations are slightly up, though still well below the 2024 outlook. One-quarter of planners expect to surpass last year's numbers, slightly exceeding year-over-year expectations and reversing the trend we noted in March. Planners are seeking larger room blocks and are more confident in negotiations vs. a year ago.
- The volume of meetings will rise. Nearly six in 10 planners (58 percent) expect to produce more meetings this year than last, the highest percentage since 2024.
- More organizations are investing in event tech. Half of planners say spending on technology has increased vs. last year, while 41 percent reported the investment hasn't changed year over year.
- AI is having an impact on event programs. Half of planners have realized time savings and efficiency gains, while just 17 percent haven't seen a measurable impact on their programs from AI use.

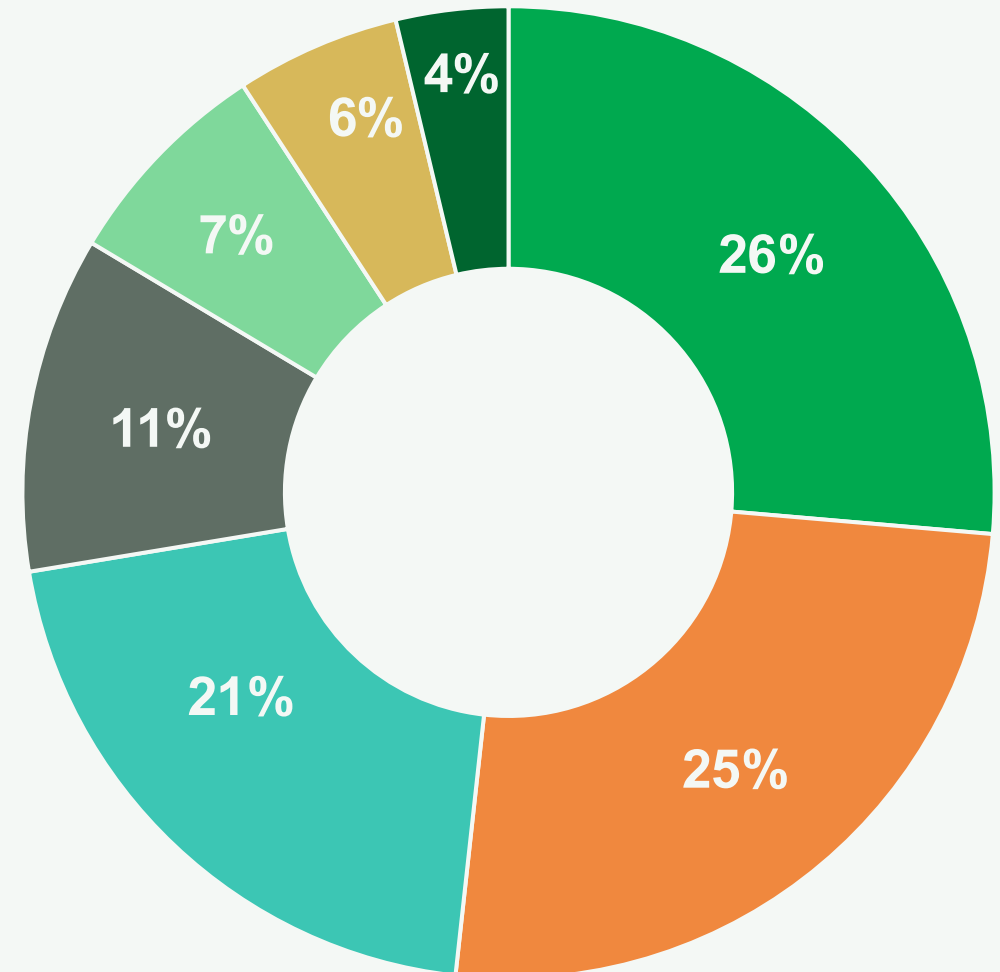
429 Planner Responses

June 3 – 16, 2026

What Is Your Primary Business?

- Third Party/Independent Planner/Travel Agency/Event Agency
- Association/Nonprofit Organization or Association Management Company
- Corporate
- Professional/Conference Organizer
- Other
- Sports
- Government

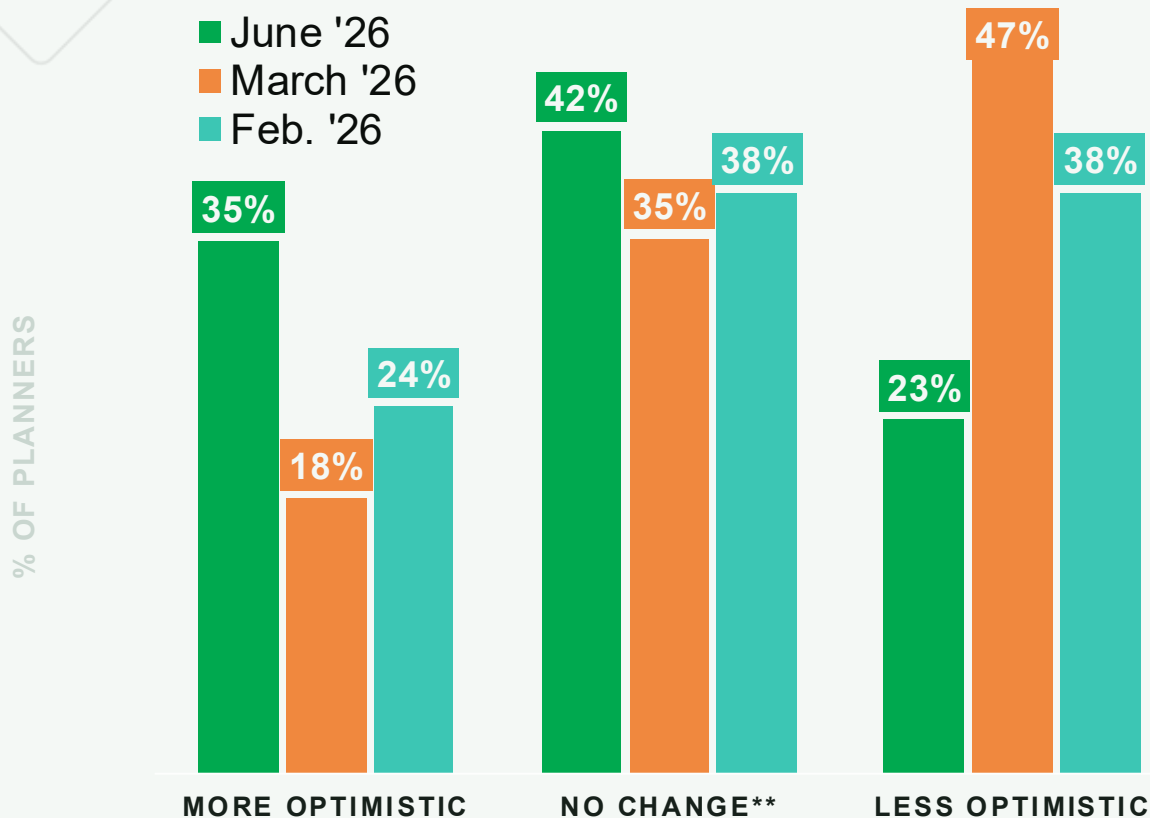
% OF TOTAL RESPONDENTS



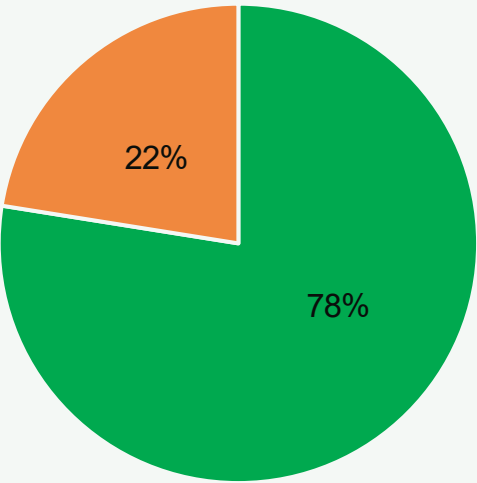
Planner Optimism Is Surging

THE PORTION OF PLANNERS WHO ARE MORE OPTIMISTIC IS TWICE THAT OF THE PREVIOUS SURVEY.

How has your outlook for your meetings and events changed over the past two months?



** Has your outlook remained unchanged due to continued optimism or continued pessimism?

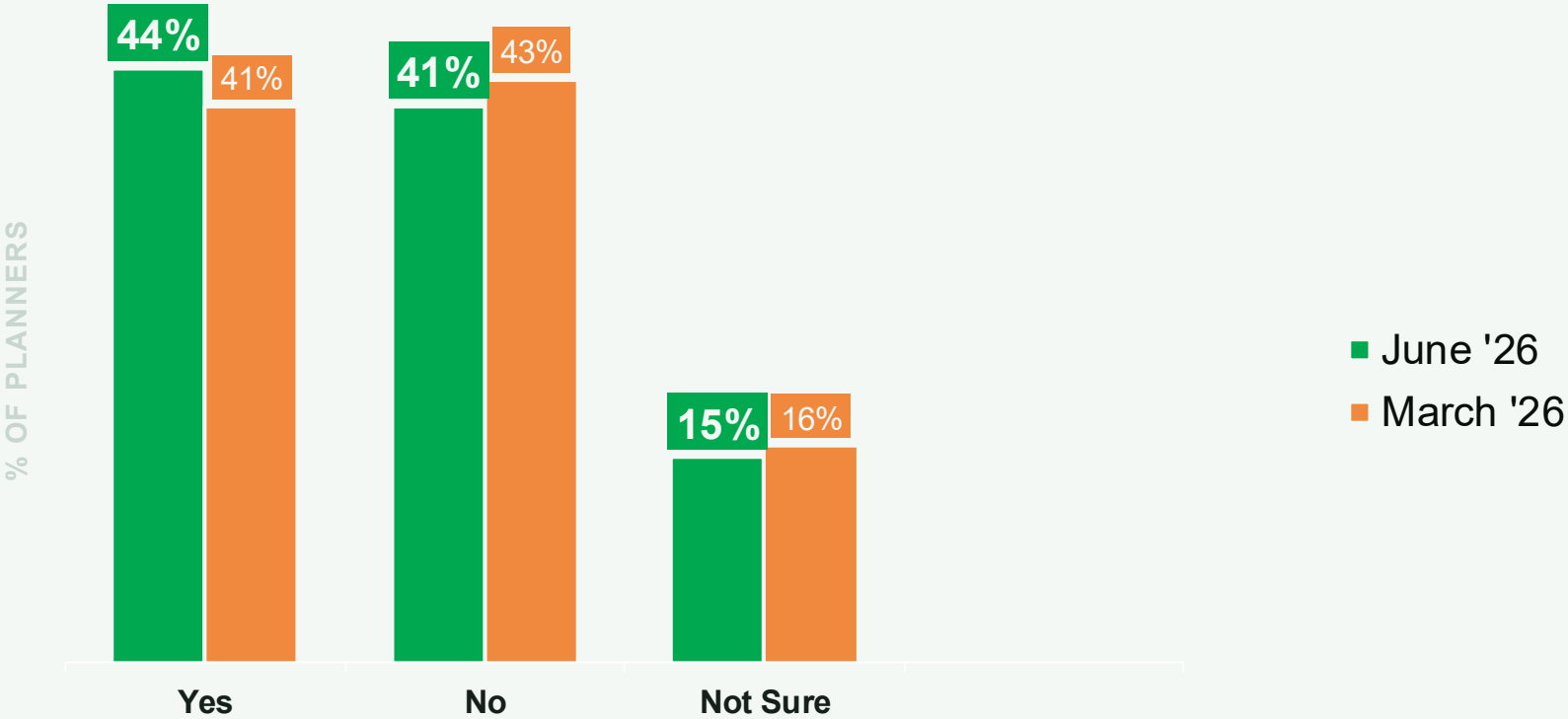


Continued optimism Continued pessimism

Disruption From Global Conflict Is Rising

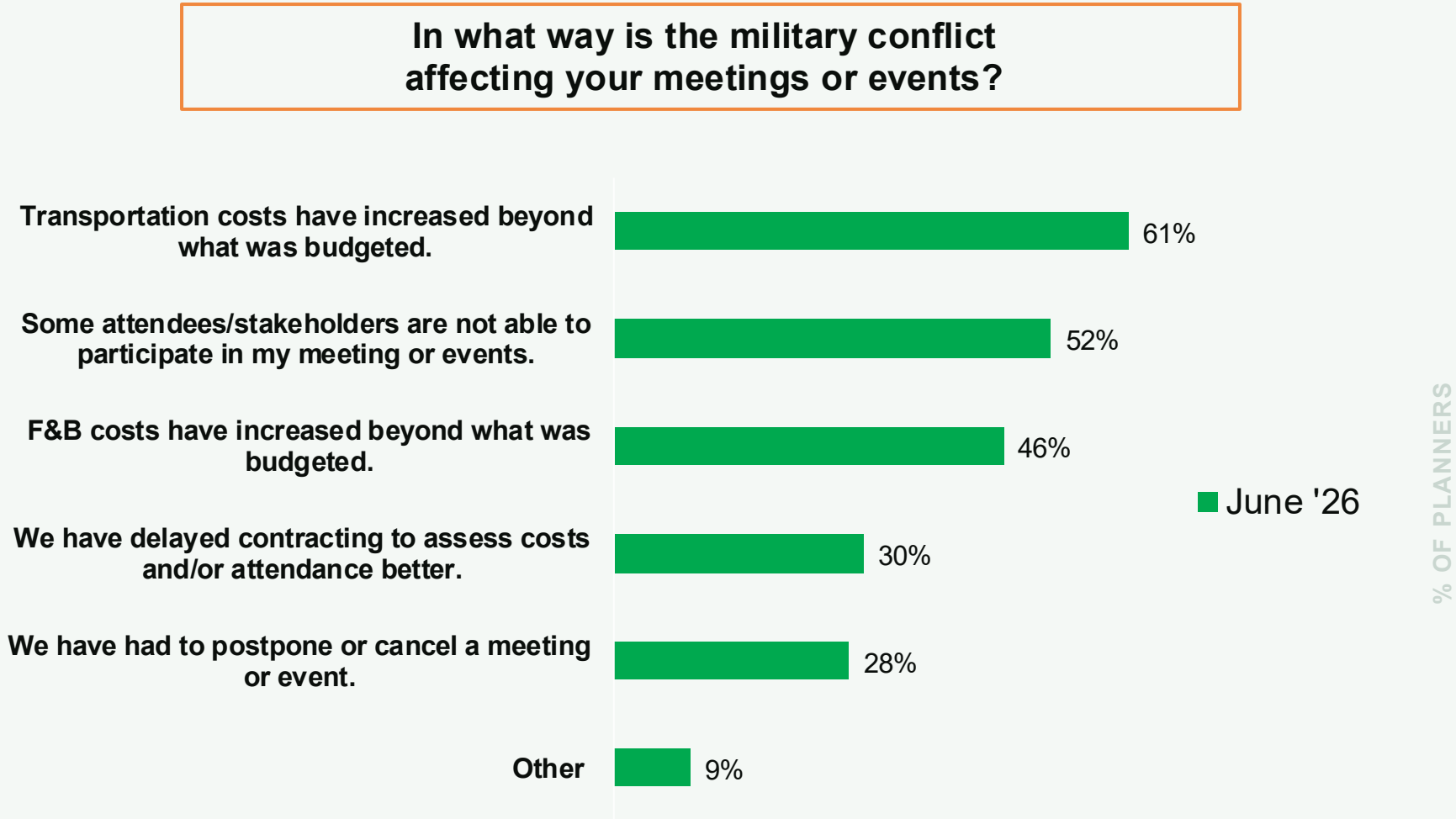
MORE PLANNERS ARE NAVIGATING CHALLENGES THEY ATTRIBUTE TO THE EFFECTS OF THE CONFLICT.

Is the current military conflict in the Middle East affecting the outlook, planning or execution of your meetings or events, either for you or your event stakeholders?



Higher Transportation Costs Are the Most Common Effect

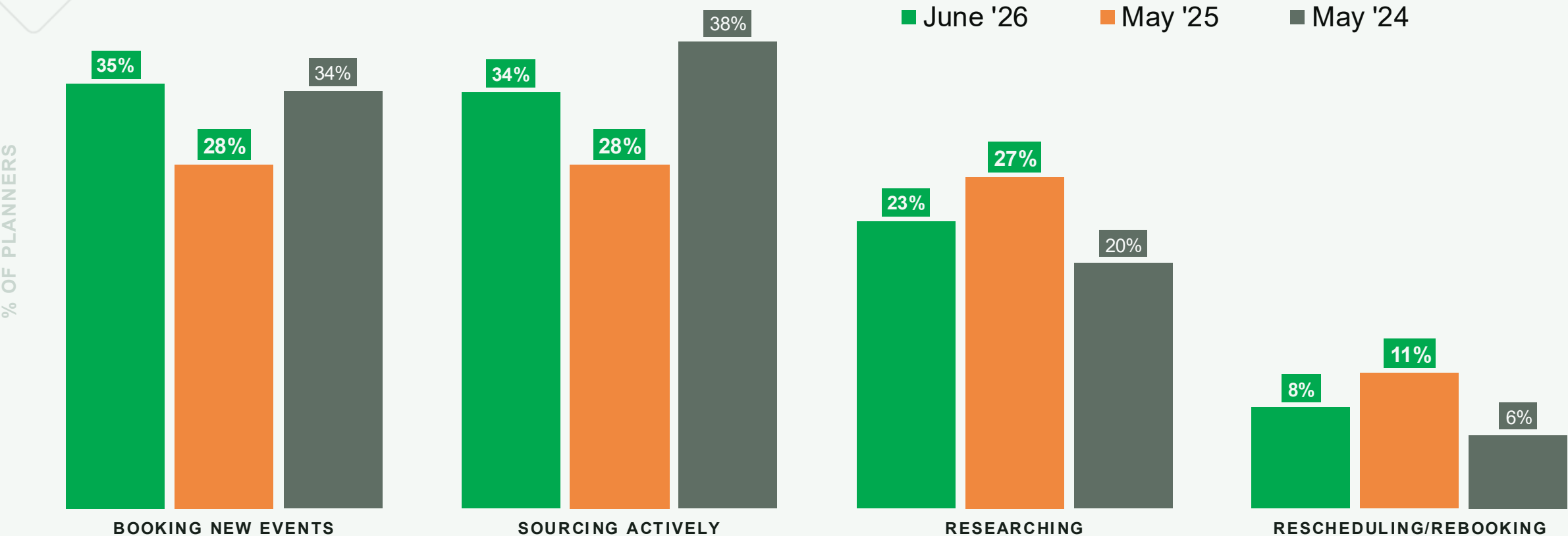
THE MIDDLE EAST CONFLICT ALSO IS AFFECTING ATTENDEE AND STAKEHOLDER PARTICIPATION.



New Bookings Are the Highest in Two Years

STAKEHOLDERS ARE COMMITTED TO MEETING, SHIFTING ACTIVITY TO BOOKING AND ACTIVE SOURCING.

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

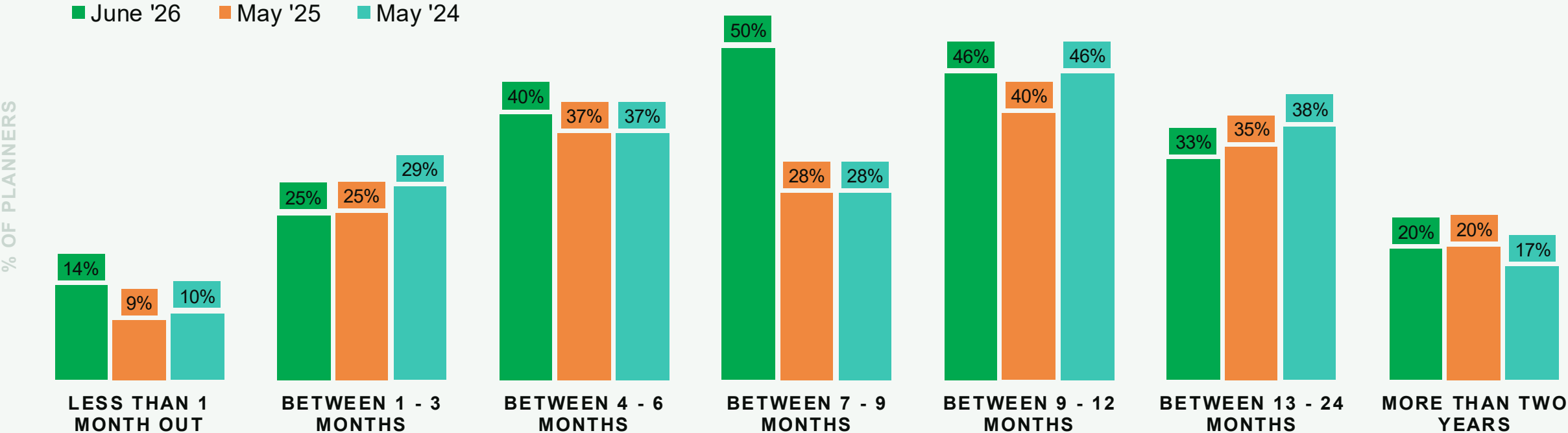


Source: Meetings Industry Pulse Survey NA June 2026

Bookings in the Year, For the Year Are Up Considerably

THE PERCENTAGE OF PLANNERS BOOKING 7–9 MONTHS OUT HAS NEARLY DOUBLED YEAR OVER YEAR.

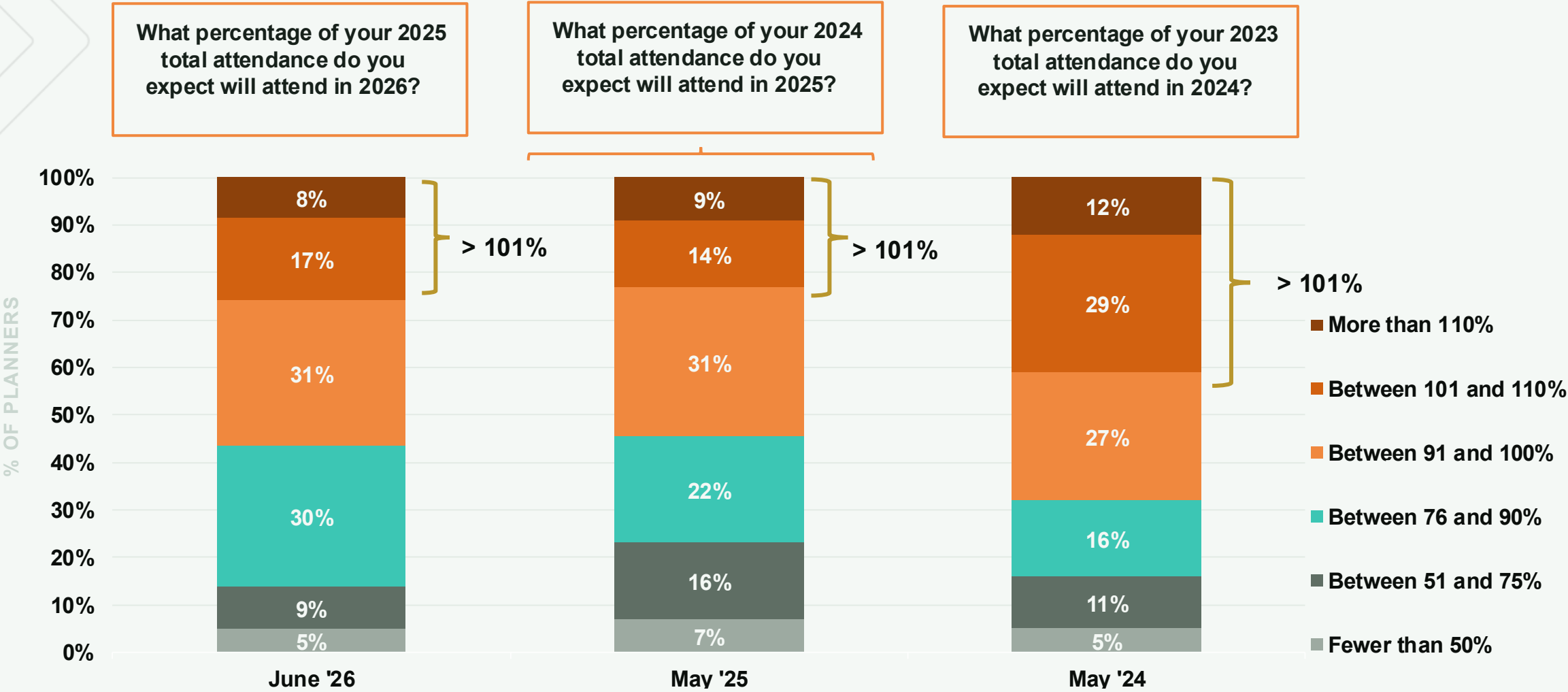
For current events you are now booking or actively sourcing, when is the expected start day (months out)? (Please select all that apply.)



Source: Meetings Industry Pulse Survey NA June 2026

Attendance Expectations Hold Steady

ONE-QUARTER OF PLANNERS EXPECT TO EXCEED 2025 NUMBERS, SLIGHTLY UP YEAR OVER YEAR.

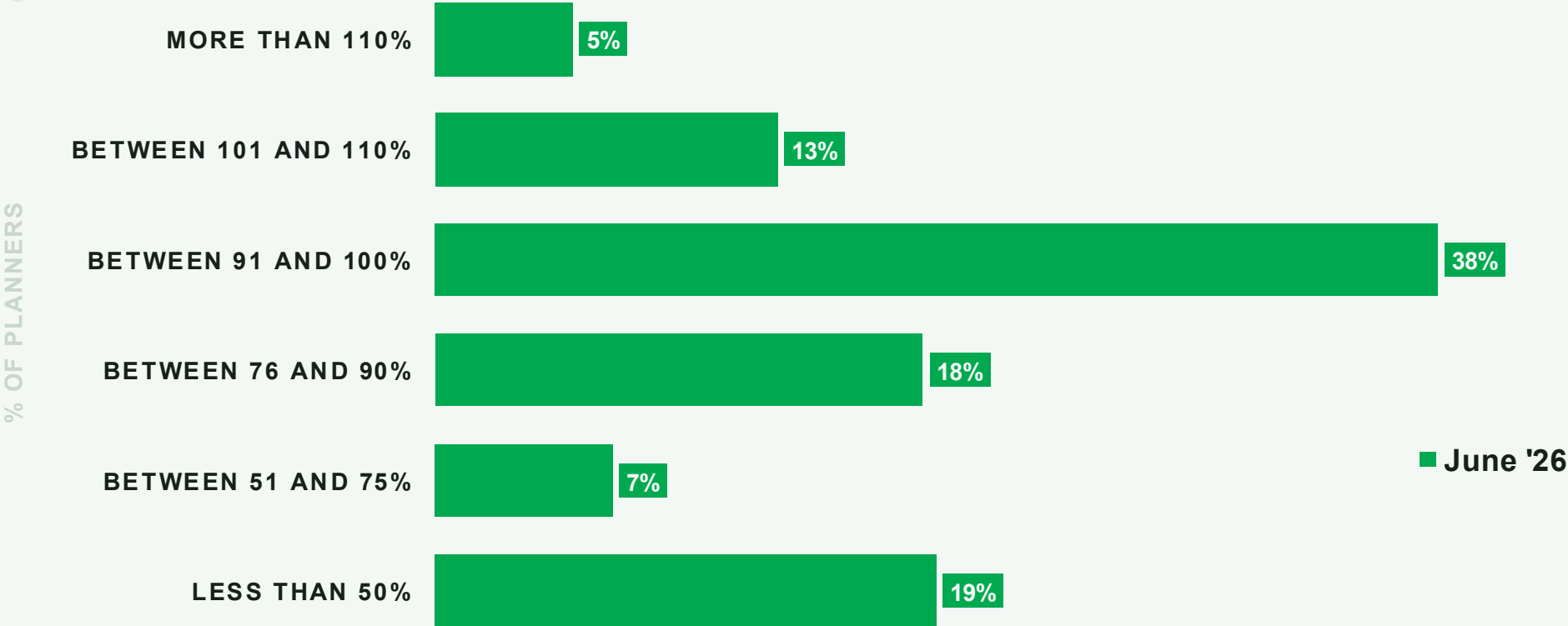


Source: Meetings Industry Pulse Survey NA June 2026

Exhibitor and Sponsor Revenue Projected to Decline

JUST 18% EXPECT TO EXCEED LAST YEAR’S REVENUE; 19% ANTICIPATE MAKING LESS THAN HALF.

How much exhibitor/sponsor revenue do you expect to raise for your meetings and events compared with your 2025 results?

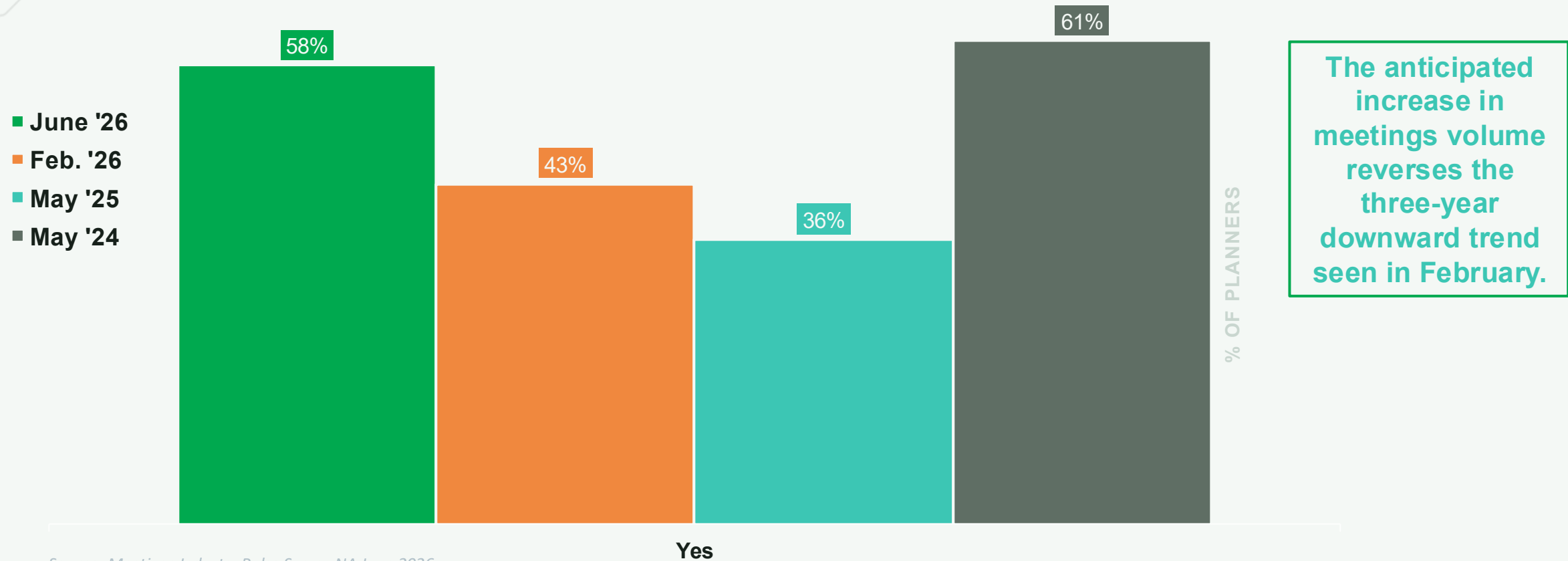


Source: Meetings Industry Pulse Survey NA June 2026

More Planners Expect to Produce More Meetings

NOT SINCE 2024 HAVE THIS MANY PLANNERS EXPECTED MEETINGS VOLUME TO RISE YEAR OVER YEAR.

Will you or your organization produce more meetings this year than you did last year?

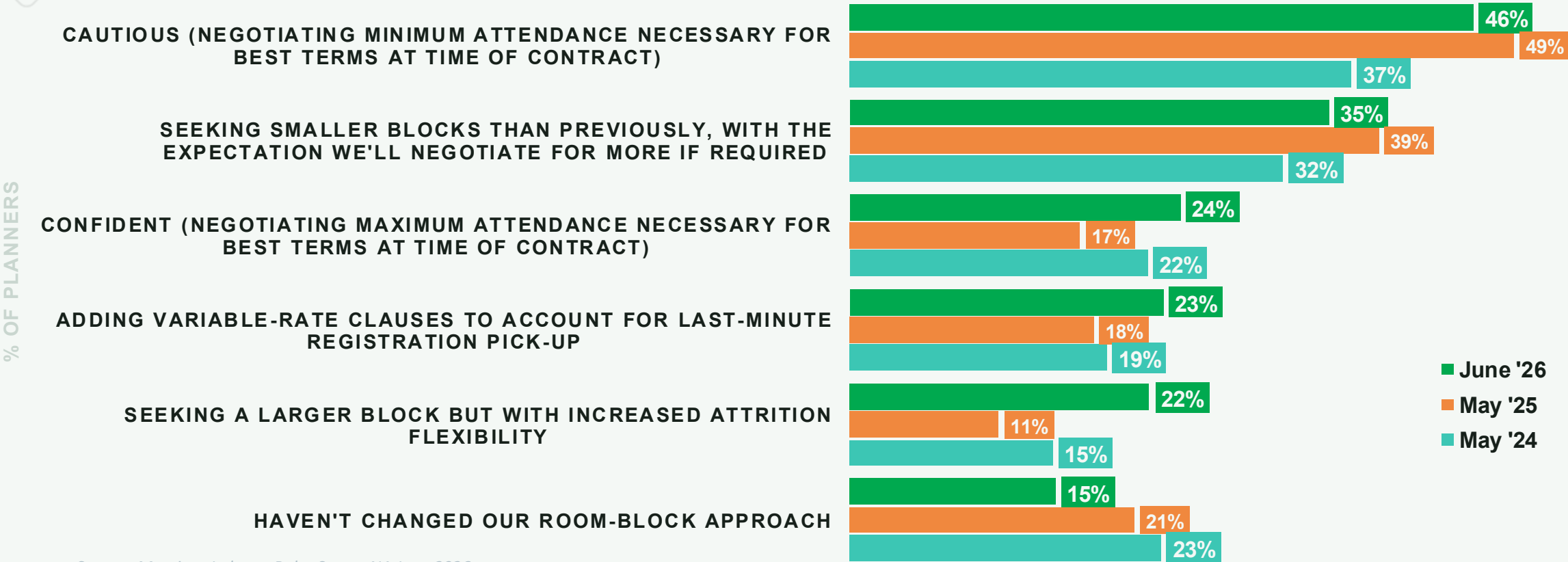


Source: Meetings Industry Pulse Survey NA June 2026

Planner Negotiation Strategy Is More Confident

CAUTION STILL PREVAILS, BUT INCREASED CONFIDENCE AND LARGER ROOM BLOCKS ARE NOTABLE.

When dealing with hotels and venues, which of the following matches your negotiating strategy? Please select all that apply.

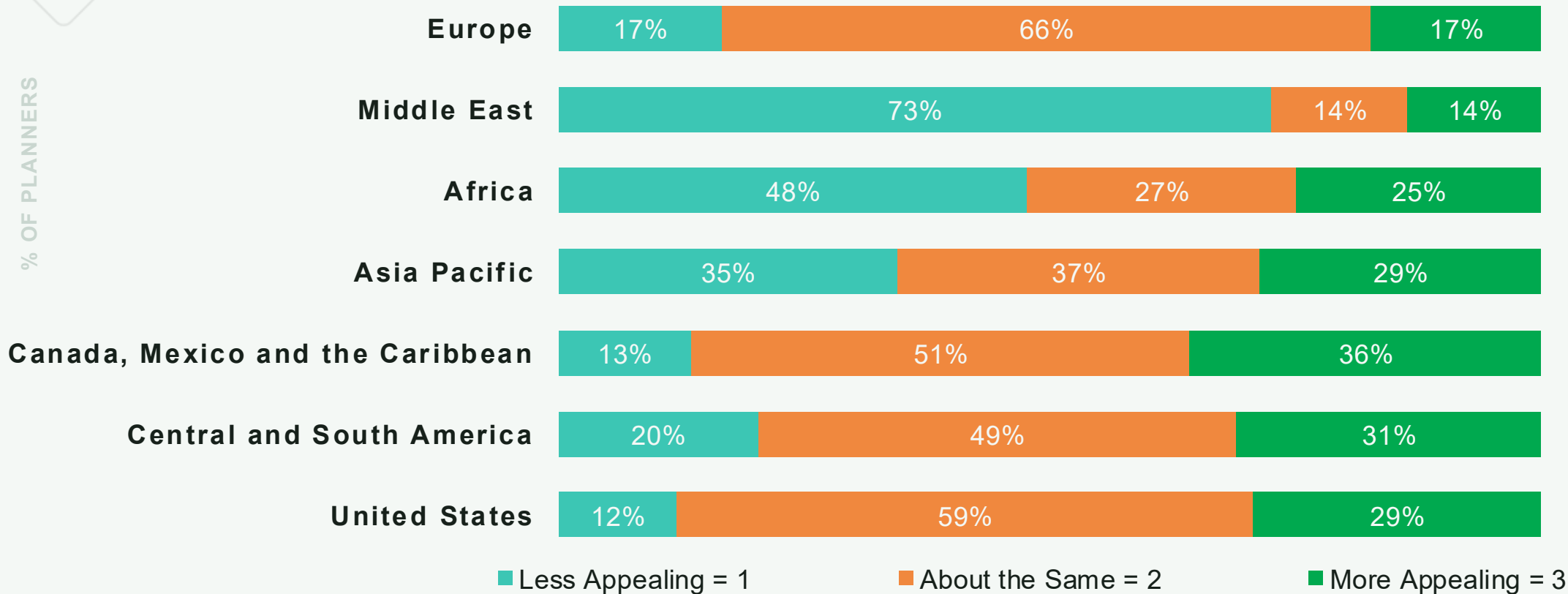


Source: Meetings Industry Pulse Survey NA June 2026

Far-Flung Regions Losing Appeal in Current Climate

EUROPE’S APPEAL FOR EVENTS REMAINS LARGELY UNCHANGED WHILE THE MIDDLE EAST PLUMMETS.

Compared with six months ago, how do the following regions appeal as potential destinations for your meetings and events?



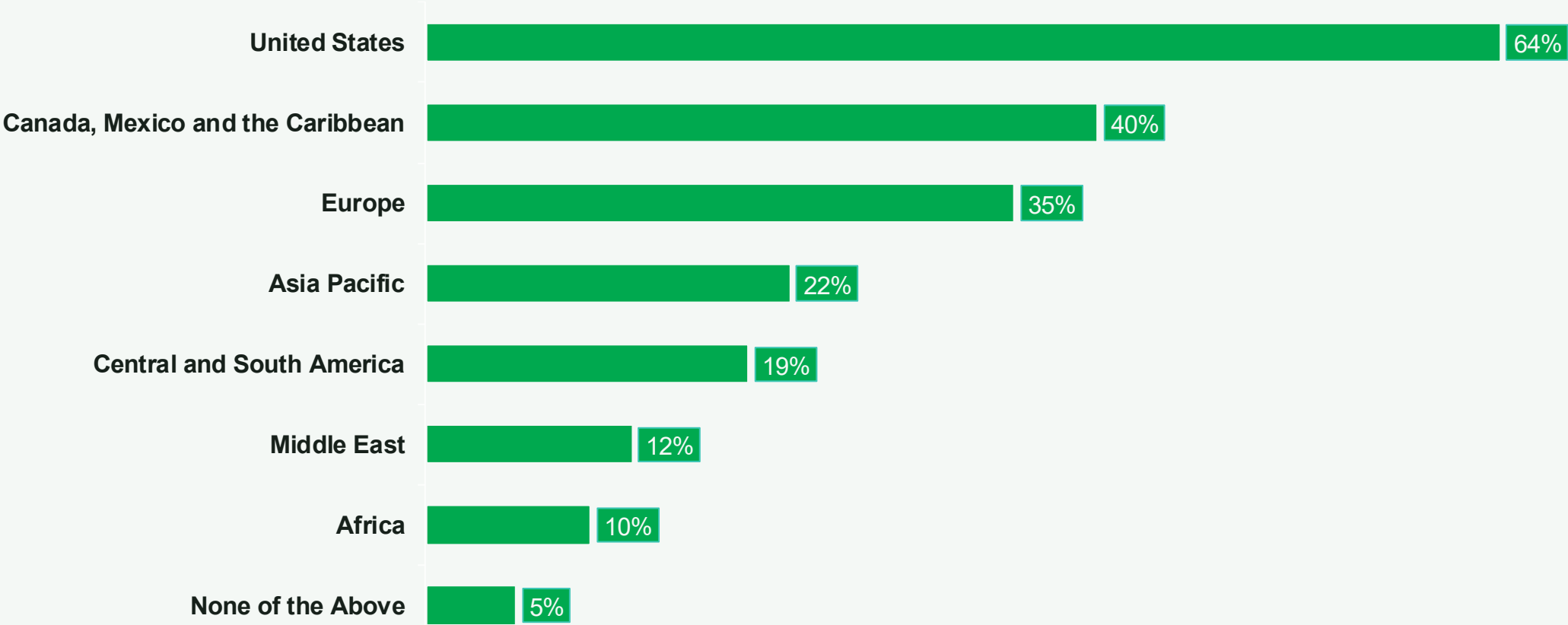
Source: Meetings Industry Pulse Survey NA June 2026

Most Planners See Growth Opportunities Close to Home

BUT MORE THAN ONE-THIRD EXPECT GROWTH IN EUROPE AND ONE-FIFTH ARE EYEING APAC.

Looking ahead over the next five years, in which of the following regions do you currently expect opportunities for growth for your events?

% OF PLANNERS



■ June '26

Rising Costs and Constrained Budgets Plague Planners

HIGH AIRFARES FURTHER STRETCH BUDGETS, AND GEOPOLITICAL ISSUES REMAIN A TOP CONCERN.

For your future in-person 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”).

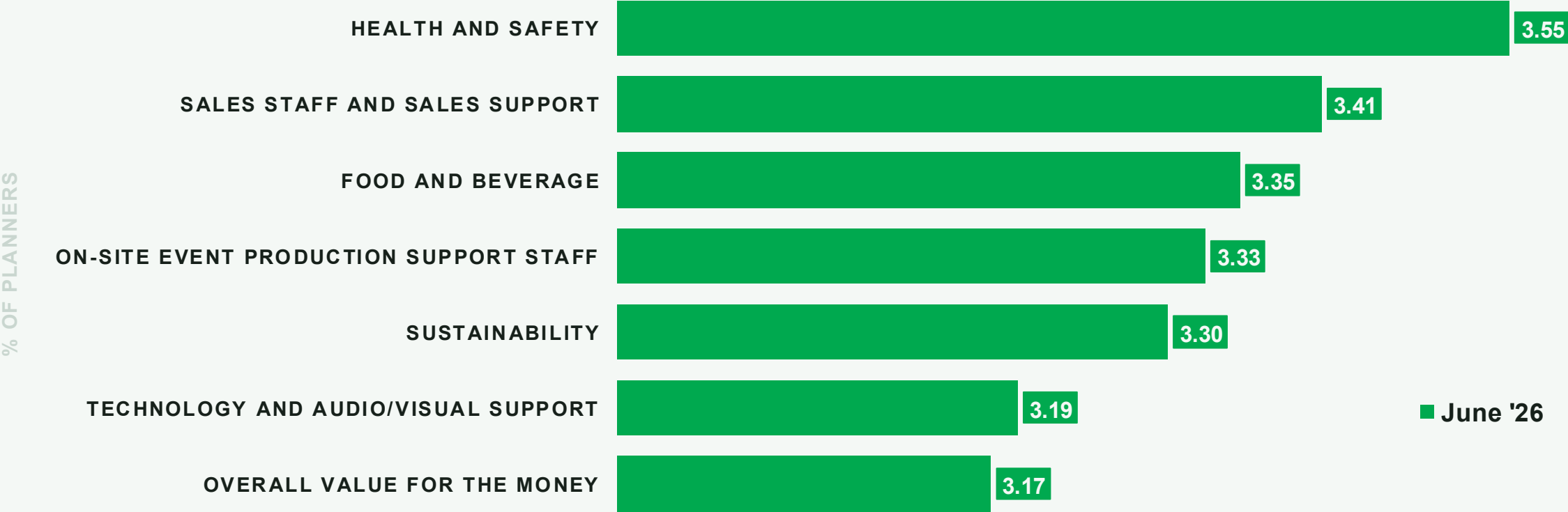


Source: Meetings Industry Pulse Survey NA June 2026

Planners Relatively Satisfied With Hotel Safety and Sales

ALTHOUGH THEY ARE DECIDEDLY LESS PLEASED WITH A/V SUPPORT AND OVERALL VALUE.

How satisfied are you with the service you are receiving from the hotels and venues you are now working with for your meetings and events (on a scale of 1 to 5, with 1 being "not at all satisfied" and 5 being "extremely satisfied")?



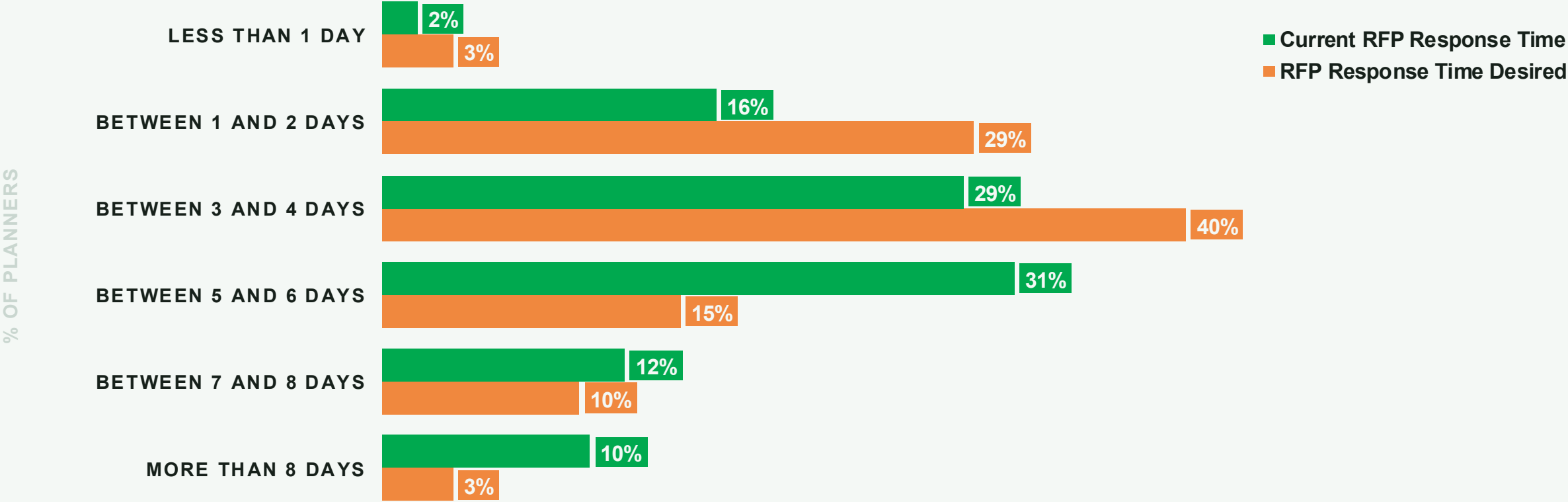
Source: Meetings Industry Pulse Survey NA June 2026

RFP Responses Are Coming in Three to Six Days

BUT PLANNERS WOULD PREFER TO GET THEM MORE QUICKLY, BETWEEN ONE AND FOUR DAYS.

How quickly are hotels and venues responding to your RFPs?

Generally, how quickly do you want hotels and venues to respond to your RFPs?

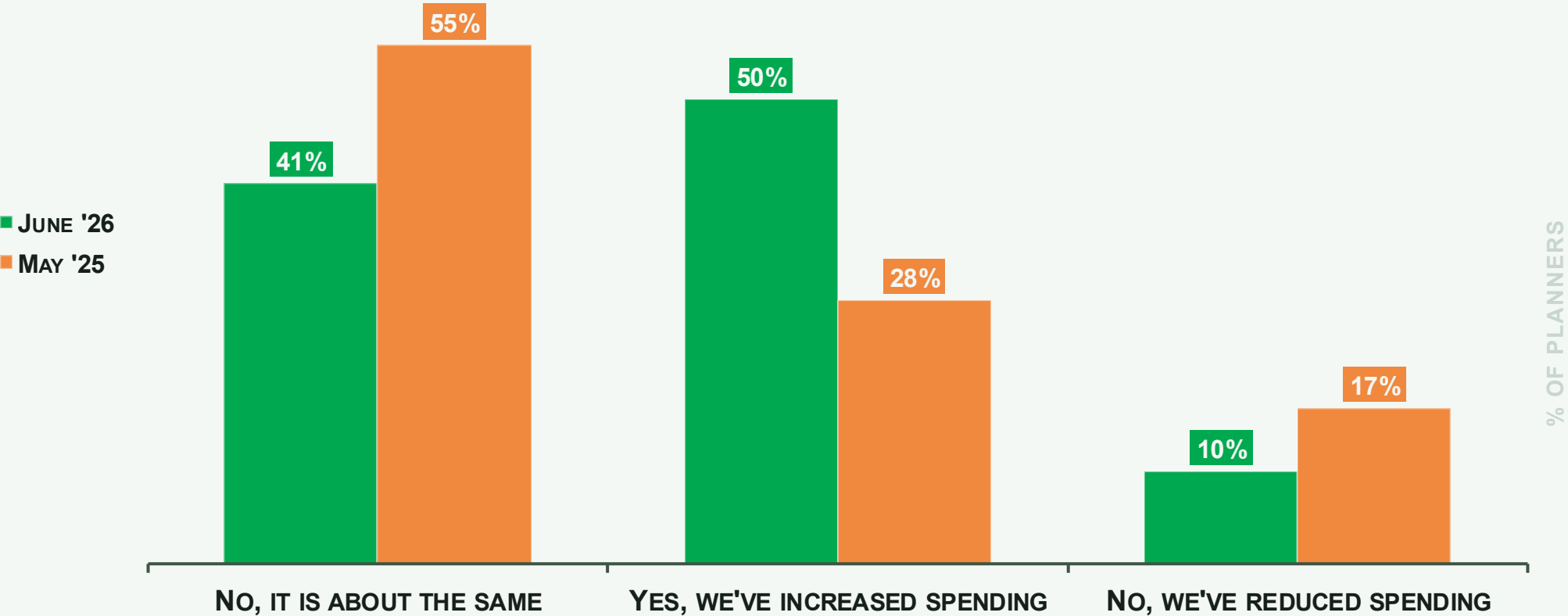


Source: Meetings Industry Pulse Survey NA June 2026

Organizations Are Investing More in Event Technology

NINETY-ONE PERCENT ARE SPENDING AT LEAST AS MUCH AS LAST YEAR, WITH HALF SPENDING MORE.

Have you increased your organization's spending on meetings/event tech and meetings/event-tech support (including registration, but not including A/V or A/V support) this year compared with last year?

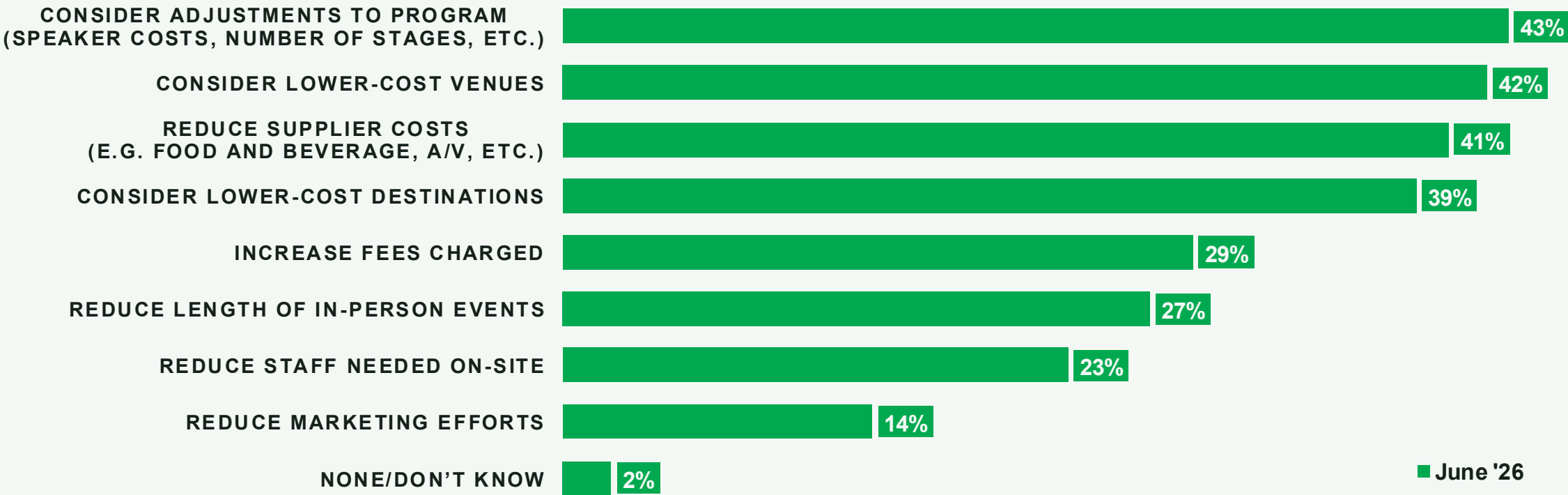


Source: Meetings Industry Pulse Survey NA June 2026

Streamlined Programs, Venue Changes Are Possible

PLANNERS ARE MOST LIKELY TO ADJUST SPEAKER, VENUE AND SUPPLIER COSTS WHEN NECESSARY.

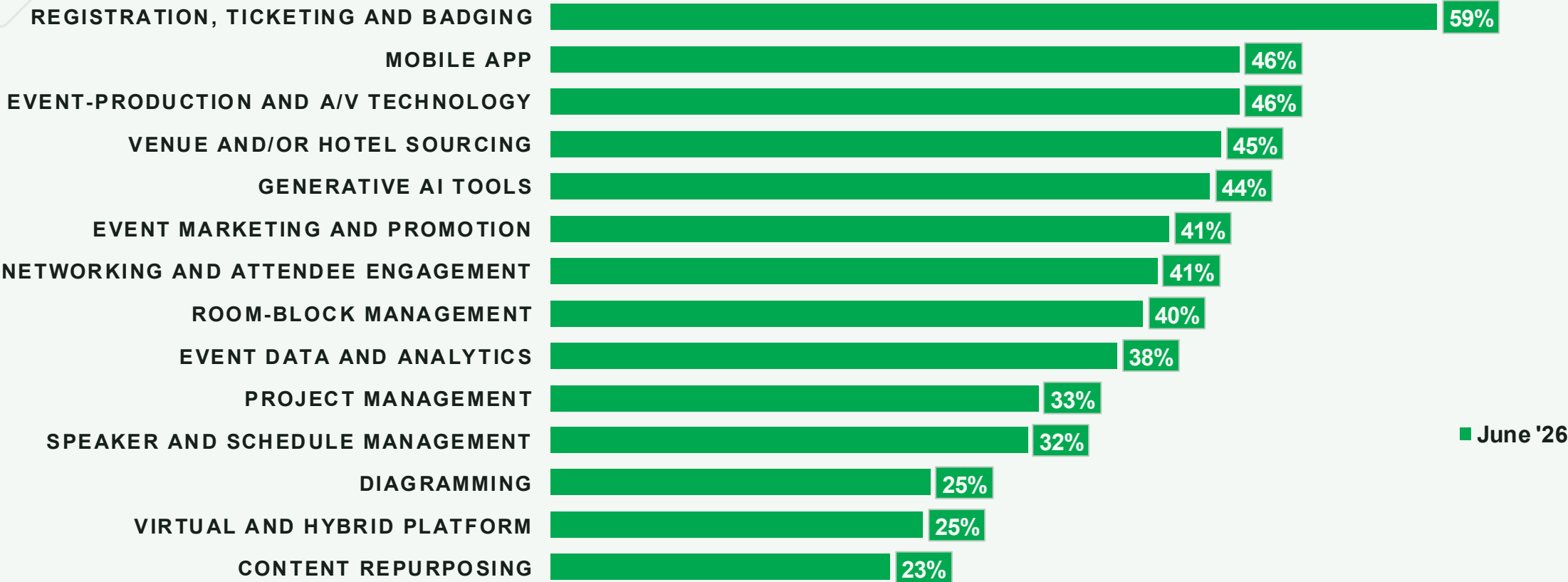
When you face higher-than-expected costs, which adjustments are you most likely to make?



Most Are Using Registration, Ticketing and Badging Tech

MOBILE APPS AND EVENT PRODUCTION ALSO ARE COMMON, AHEAD OF VENUE-SOURCING PLATFORMS.

Are you currently using the following event-technology applications in support of your current meetings and events? Select all that apply.



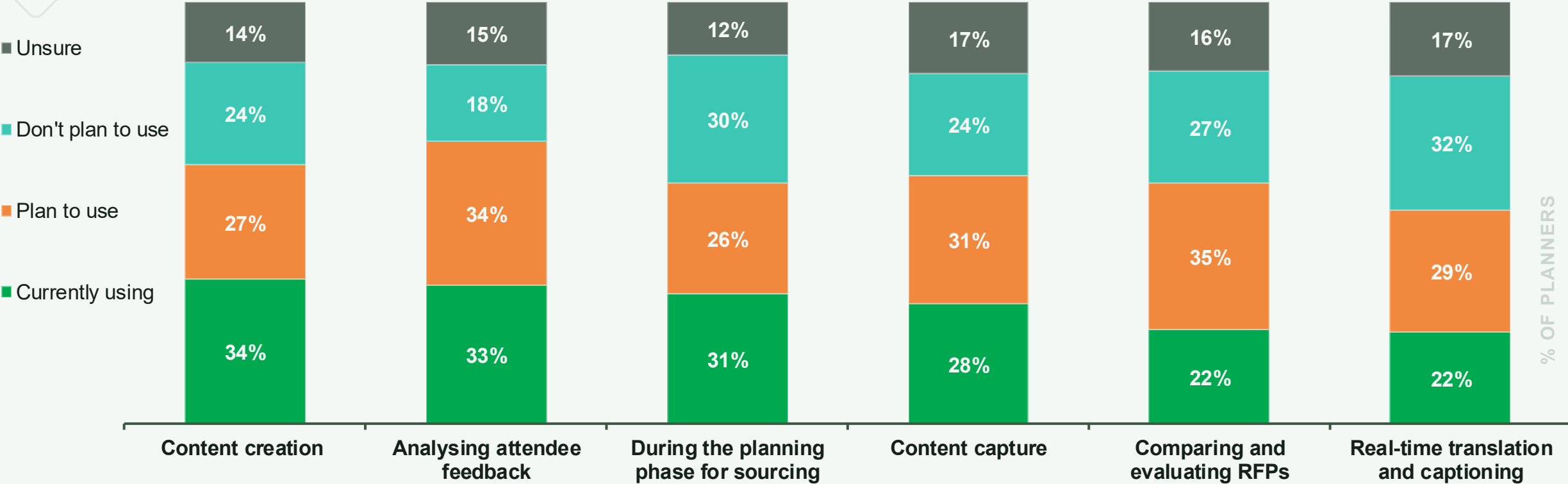
Source: Meetings Industry Pulse Survey NA June 2026

One-Third Use AI to Create Content, Analyze Feedback

NEARLY AS MANY REPORT USING AI FOR SOURCING DURING THE PLANNING PHASE.

Which ways are you currently using, or plan to use AI tools to support your meetings and events?

(1 of 2)

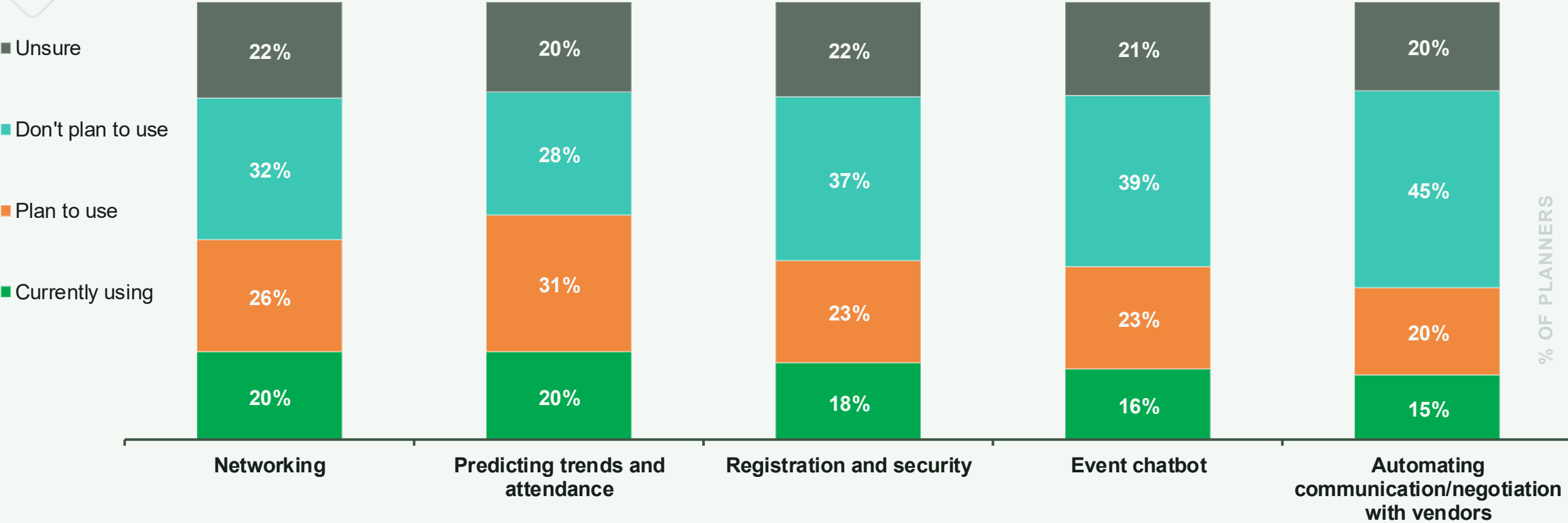


Predictive AI, Chatbots Are Used Less Commonly

NEARLY HALF DON'T INTEND TO USE AI FOR COMMUNICATION AND NEGOTIATION WITH SUPPLIERS.

Which ways are you currently using, or plan to use AI tools to support your meetings and events?

(2 of 2)

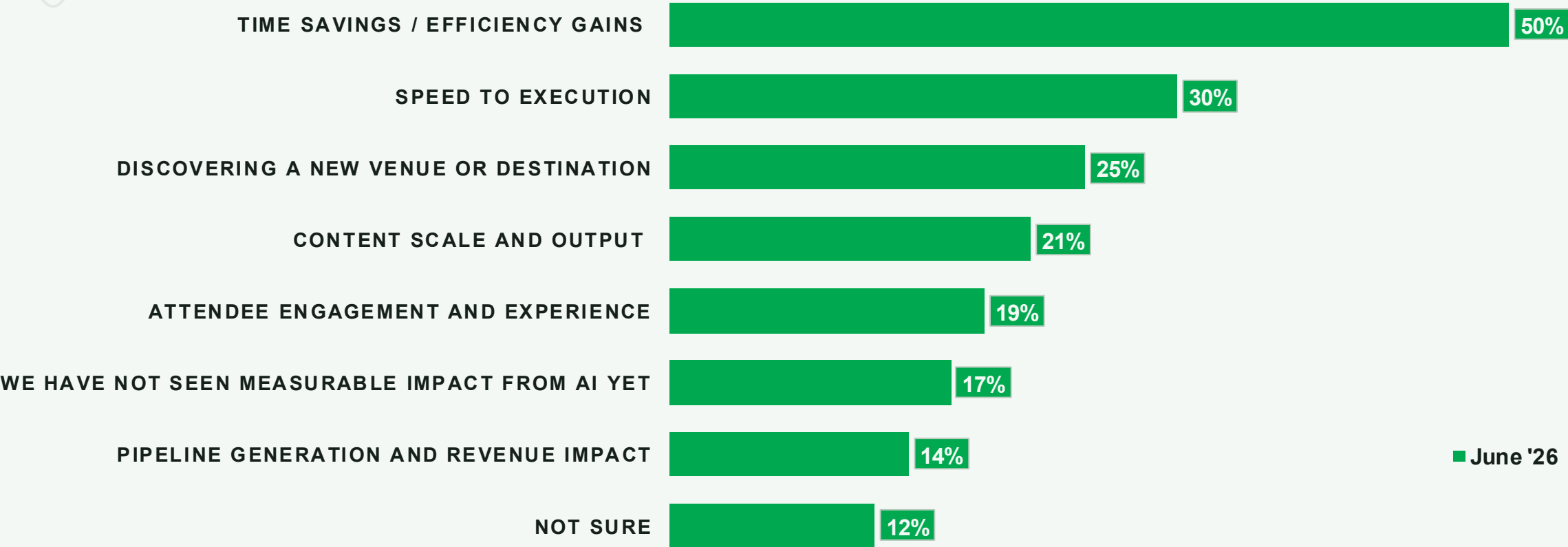


Source: Meetings Industry Pulse Survey NA June 2026

AI Is Saving Time, Improving Efficiency for Half of Planners

EIGHTY-THREE PERCENT HAVE SEEN A MEASURABLE IMPACT FROM AI USE.

In which areas, if any, has AI already driven measurable impact for your meetings and events programs?

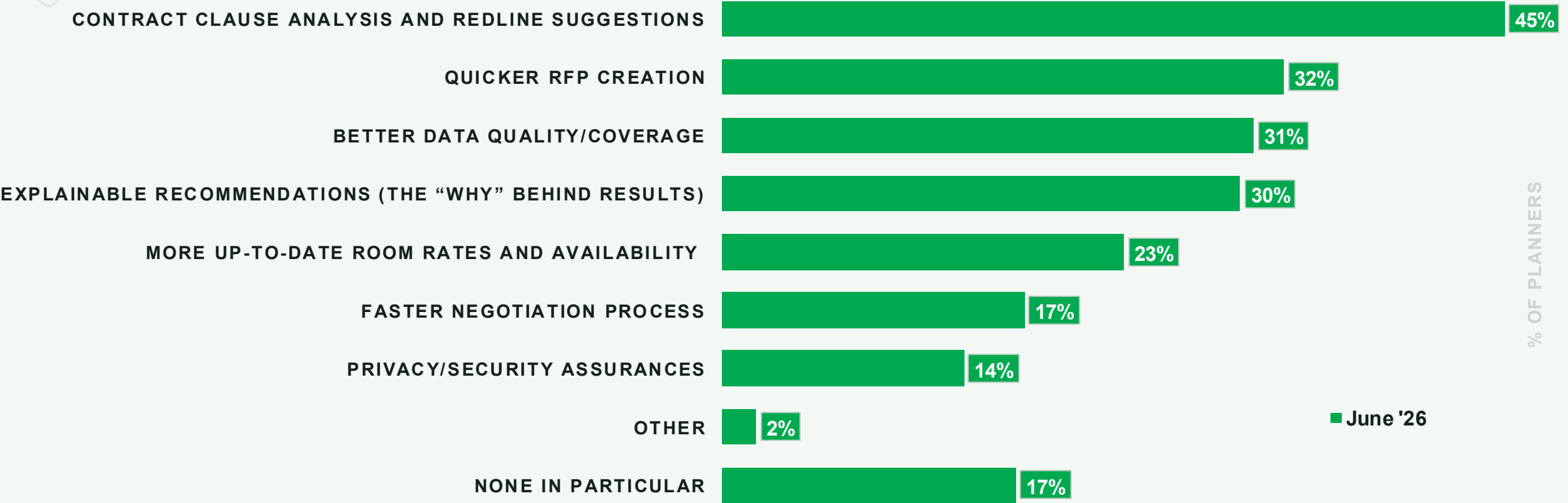


Source: Meetings Industry Pulse Survey NA June 2026

Demand for AI Contract Clause Analysis Is Strong

AI-DRIVEN RFP CREATION AND IMPROVED DATA COLLECTION ARE SOUGHT AS WELL.

In which areas could AI assist your event management process better?



Source: Meetings Industry Pulse Survey NA June 2026

Select Planner Verbatim Comments

DESPITE OVERALL INCREASES IN OPTIMISM AND CONFIDENCE, PLANNERS BEMOANED CHALLENGES WITH AI, SERVICE LEVELS AND GEOPOLITICAL ISSUES.

- “AI is a huge distraction and is very bad for the environment. Our industry is about people, and AI is still very generic in its output.”
- “The negative effects of AI are not being discussed enough. The environmental concerns are significant in terms of water use, electricity and negative impacts on local climates (increased temperatures).... There are other concerns related to human cognition, further hurting marginalized communities, etc.”
- “Big-brand hotels have become almost impossible to negotiate with. Seasoned salespeople seem to have all left after Covid. New salespeople are... not empowered to negotiate or make decisions. DOS's are too busy so everything gets sent to their legal department and that is the end of trying to build any goodwill with the sales and hotel staff.”
- “We own most of the equipment we need for events, so we rarely use large production and A/V companies. In most cases the rental companies charge more than the cost of purchase; owning has saved us a tremendous amount on the cost of our events.”
- “Politics in the Middle East is hurting us. This was not expected at all. This needs to stop as soon as possible.”
- “We have seen a precipitous drop in conference registration after Trump declared war on Iran.”
- “Many of my participants are choosing not to travel to the United States until there is a change at the top. His comments insulting every country, especially ours in Canada, have irked many of our participants to the point that they simply won't travel to the United States until they see a substantial change in tone to Canadians and other allies. Last year my numbers of Canadians (which are 75 percent of my clients) were down 35 percent compared with historic numbers.”