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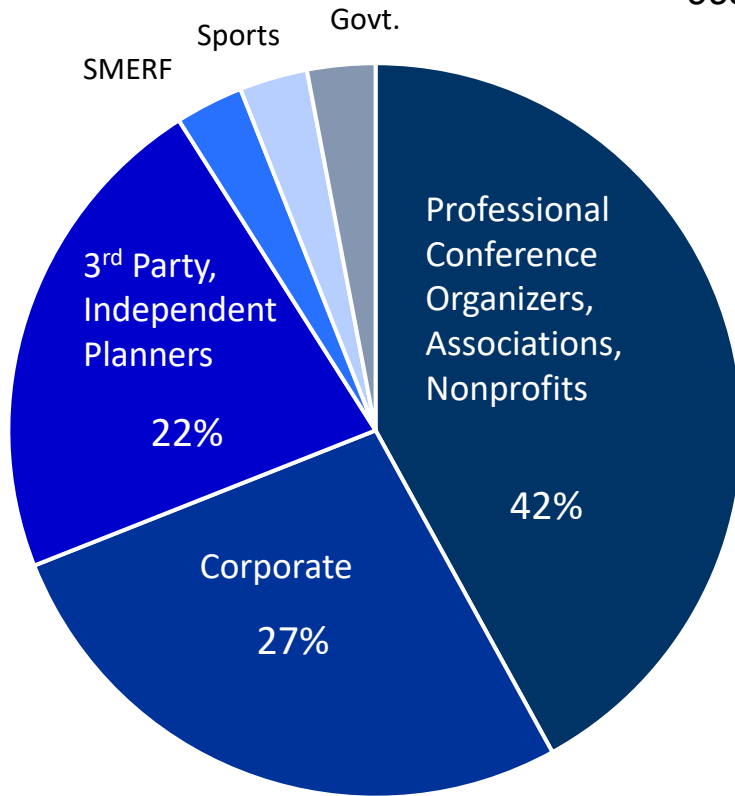
MEETINGS INDUSTRY PULSE SURVEY

**NEW
DATA**

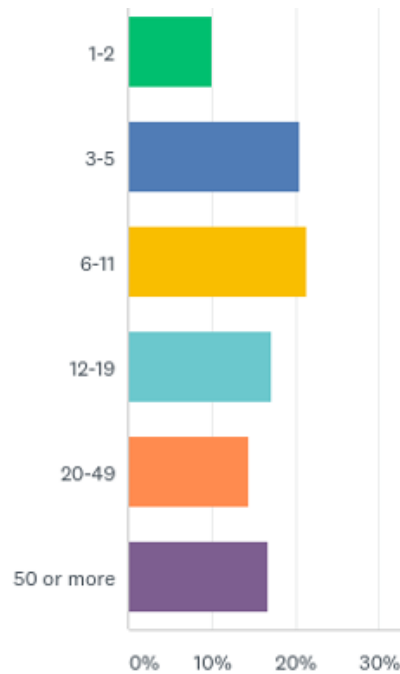
JANUARY 27, 2022

Respondents by Type, Meetings Volume and Size

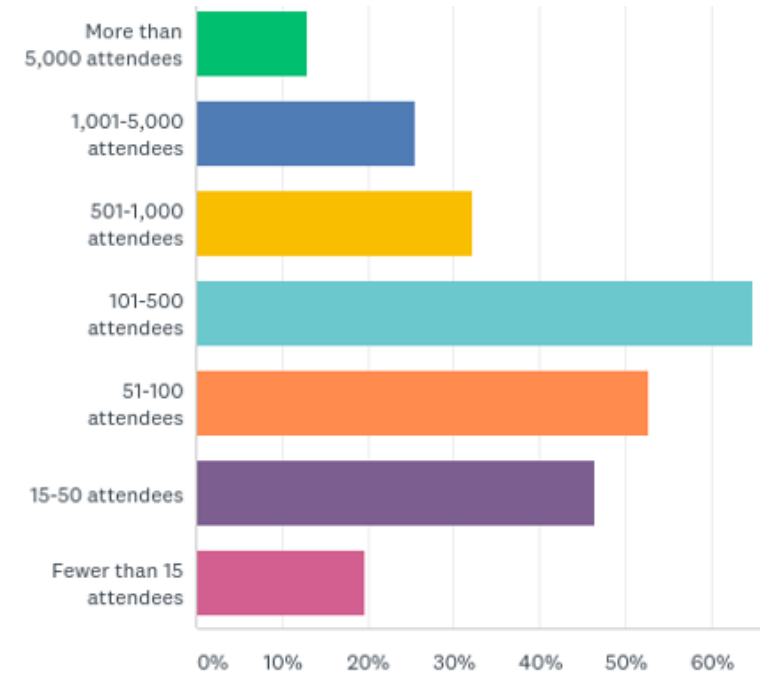
668 Valid Planner Responses as of January 27, 2022



Type



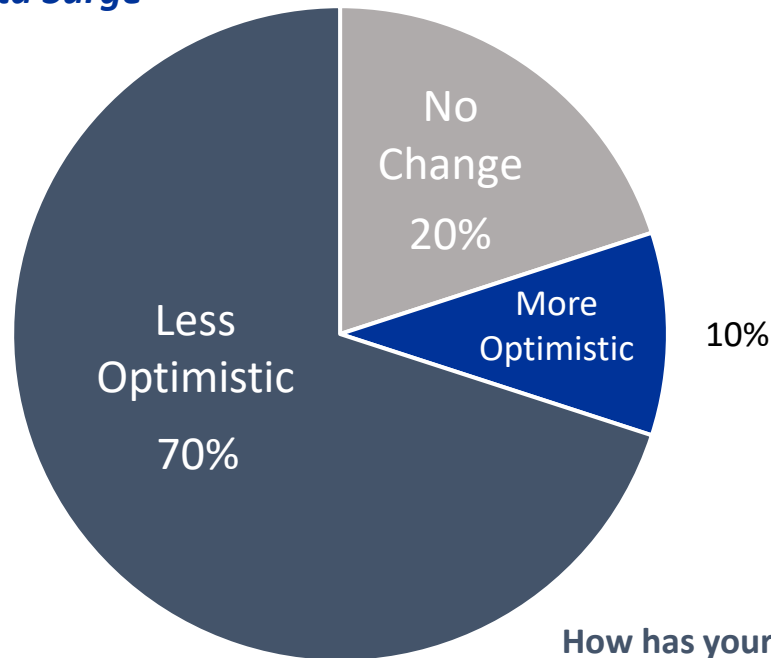
of Meetings



Size of Meetings

Relative to the Delta Surge, Planners Demonstrate Resilience, If Not Confidence

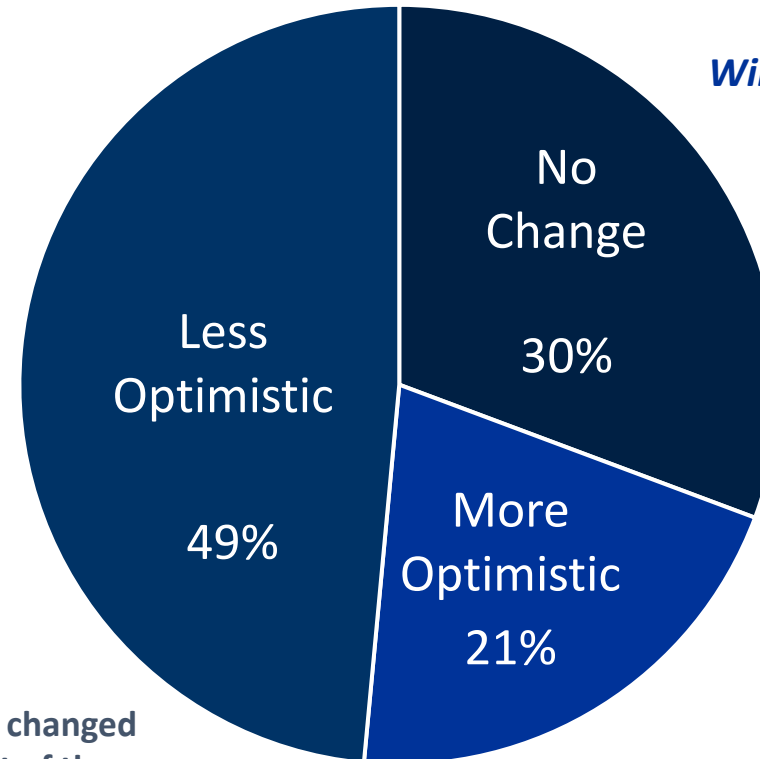
Summer Delta Surge



August 19, 2021

How has your outlook for recovery changed over the past six weeks as a result of the surge in Covid-19 cases?

Winter Omicron Surge



January 27, 2022

Down, But Not Out

New booking activity is down since December and rebookings are up, but nowhere near the levels of one year ago.

Planners “Not Focused on Live Events” Falls to Lowest Level Since Pandemic

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

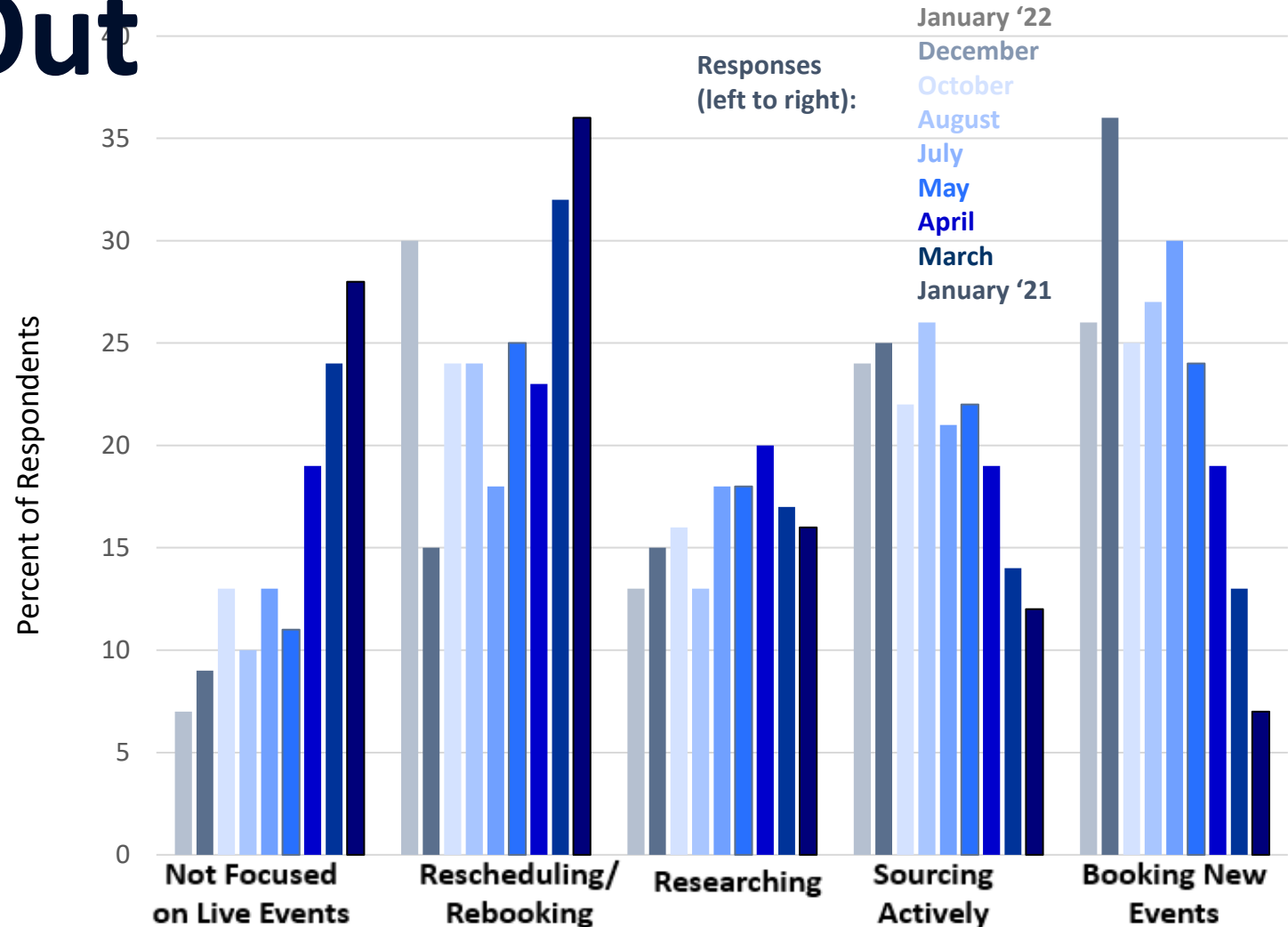
Responses as of January 27, 2021

ANSWER CHOICES

- ▼ I am rescheduling or rebooking events
- ▼ I am researching potential new events, but not ready to issue an RFP or lead
- ▼ I am actively sourcing (issuing RFPs or leads) for new events
- ▼ I am booking new events
- ▼ I am not currently focused on in-person events

RESPONSES

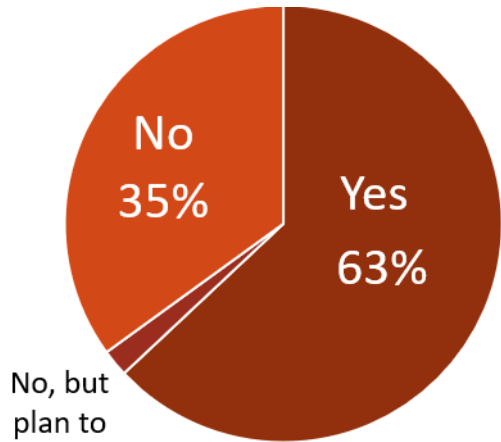
29.72%
12.32%
25.12%
25.29%
7.55%



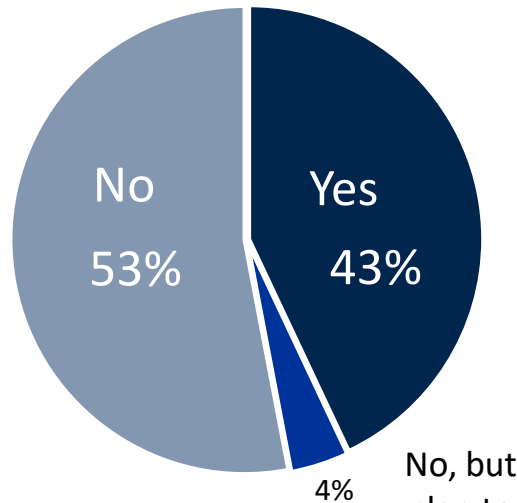
More Planners Have Revised Their Events, Again

In early December, planners rescheduling their events were in the minority. The last six weeks have seen a shift, with nearly two-thirds reporting changed (or changing) plans.

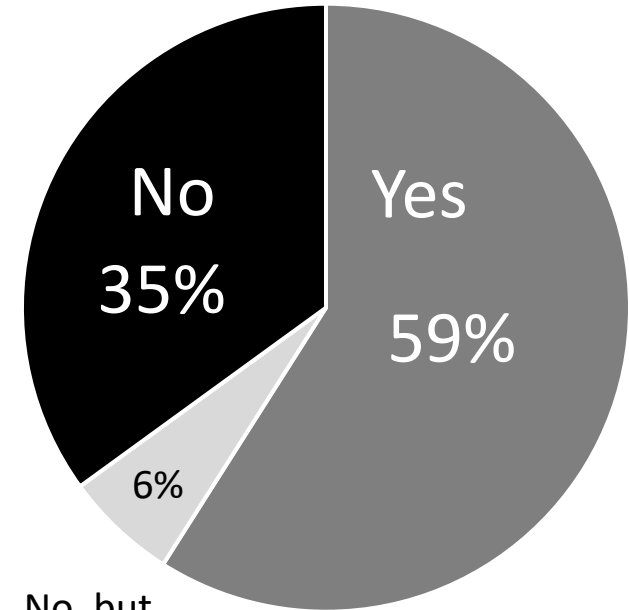
Over the past six weeks, have you delayed, rescheduled, moved or cancelled an in-person meeting or event?



October 6, 2021



Dec. 8, 2021



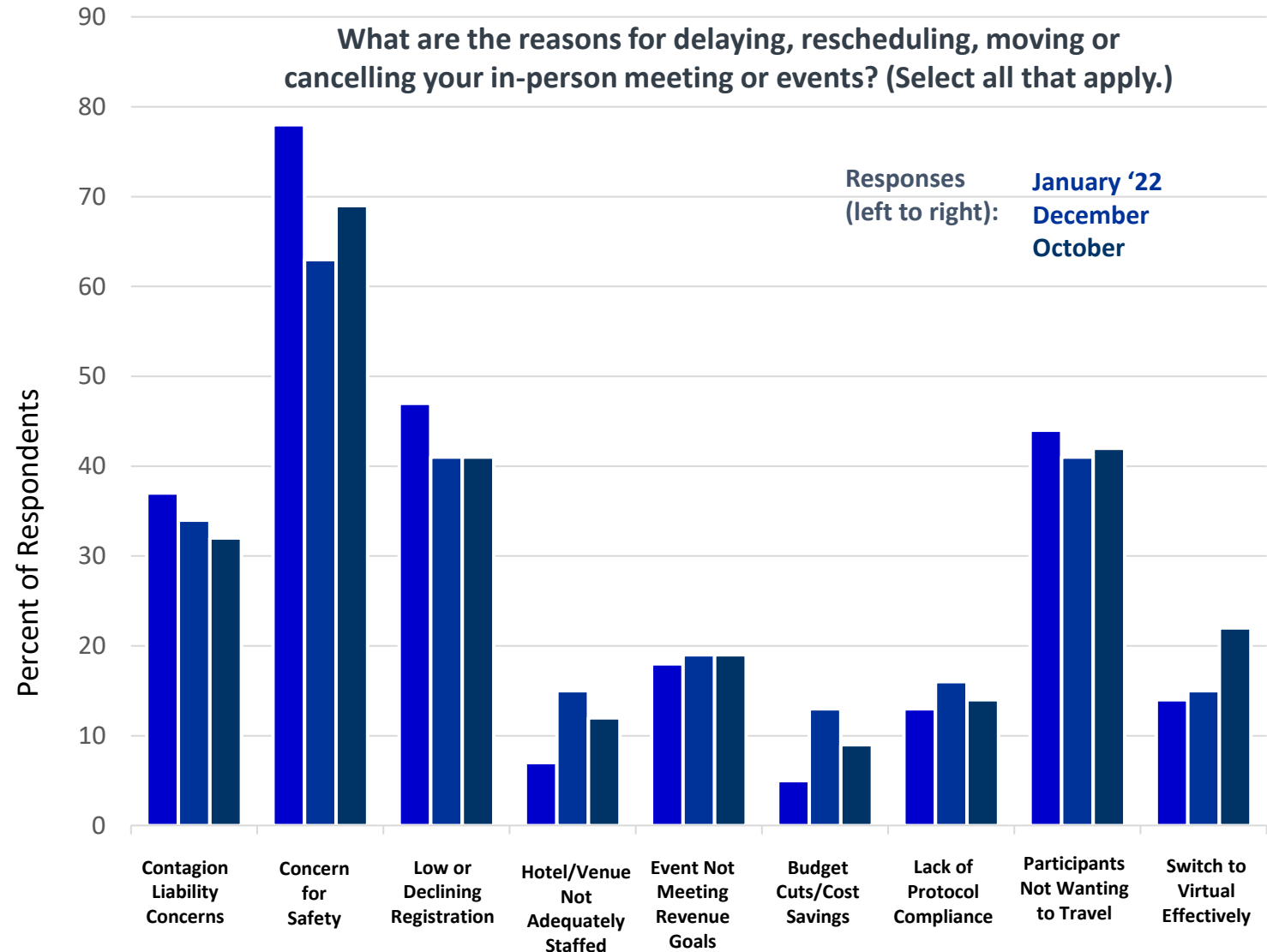
Jan. 27, 2022

What Prompted Your Change in Plans?

As Concerns for Safety Have Grown to New Highs, Rebookings Have Jumped



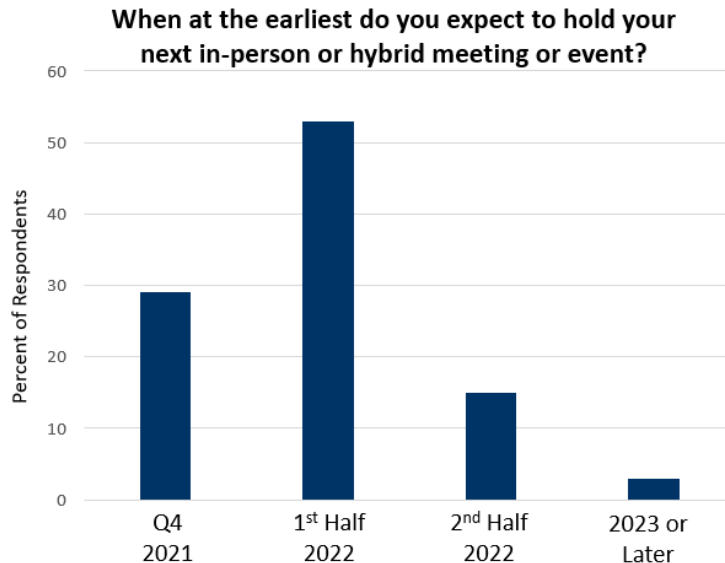
January 27, 2022



When's Your Next Live Event?

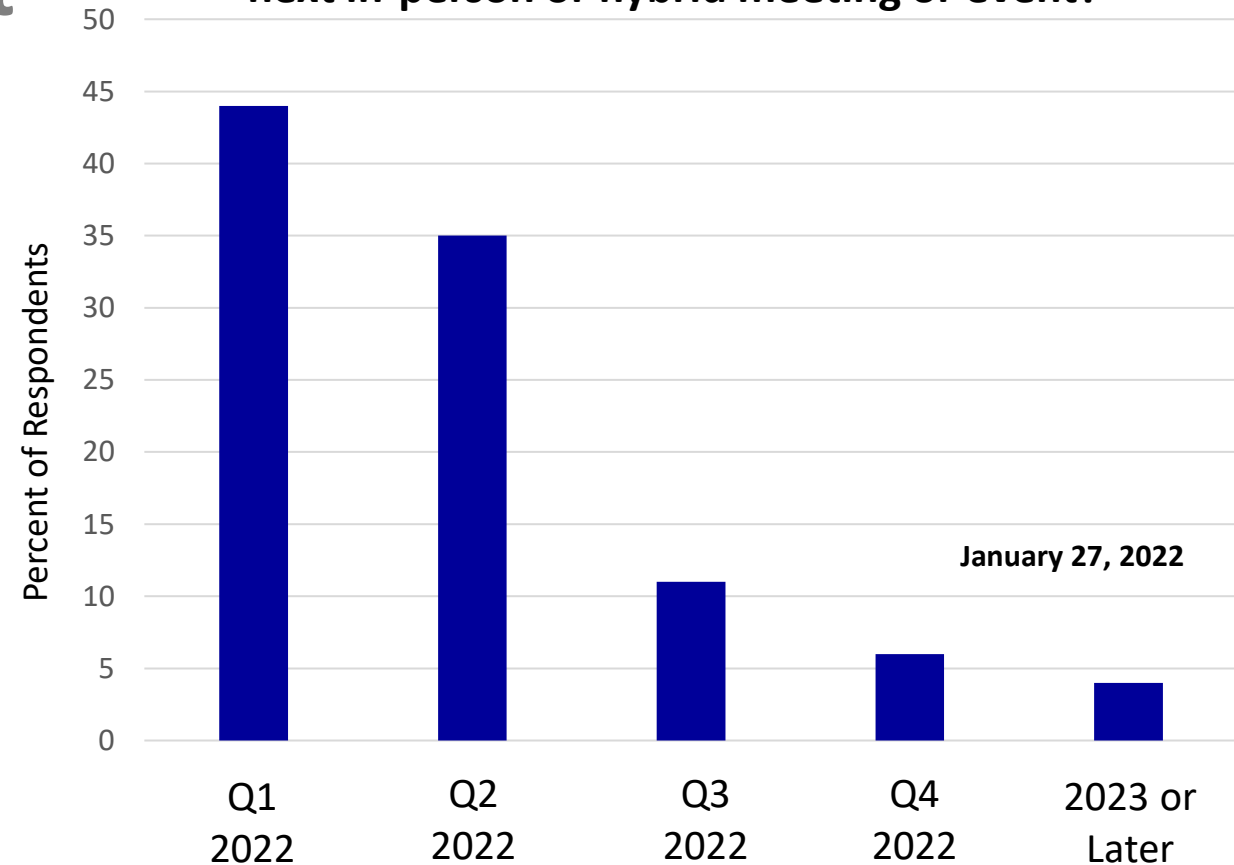
Nearly 80% will produce their next event in the next six months.

The next six months appear to be even more active than they were expected to be six weeks ago, supported in part by rebooked events accommodated in the near-term.



December 8, 2021

When at the earliest do you expect to hold your next in-person or hybrid meeting or event?



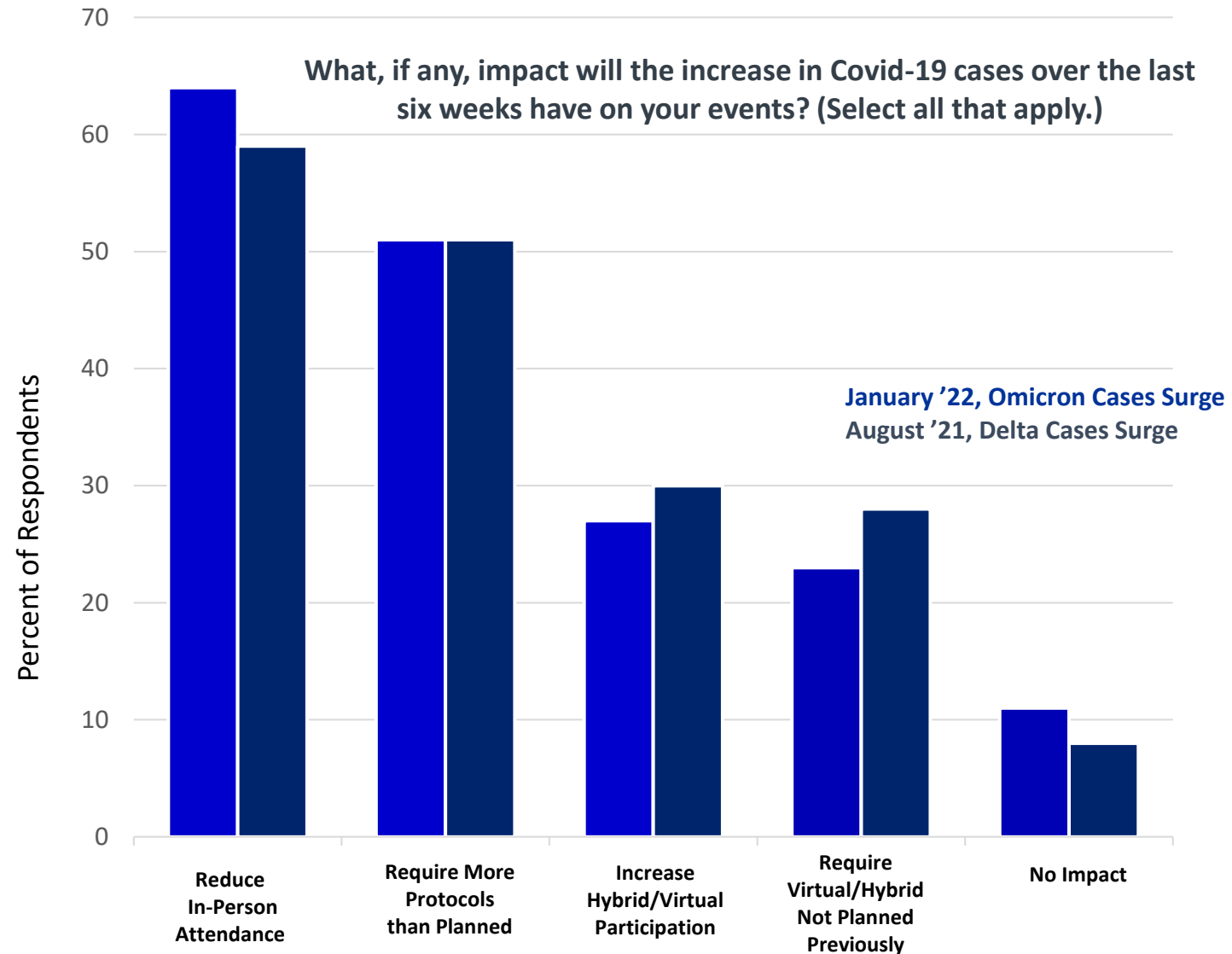
Fears Grow for Omicron's Impact on Attendance

Intent to Pivot to Virtual/Hybrid Alternatives Declines

Indicating growing commitment to their in-person events, planners are less inclined to plan virtual/hybrid alternatives – even with a greater likelihood of reduced in-person attendance. In-person protocols remain unchanged from the August 2021 cases surge.



January 27, 2022

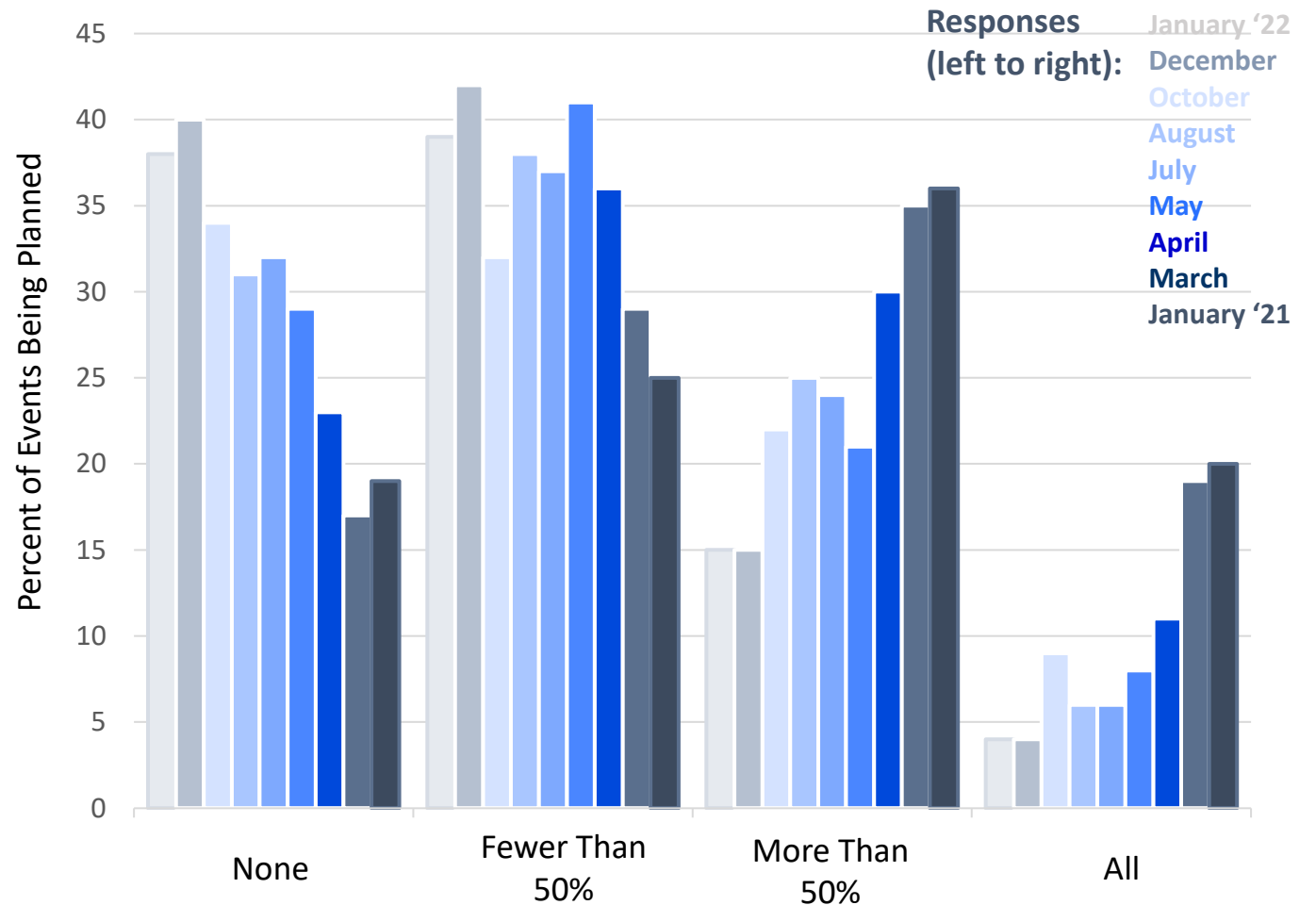


Live Events' Current Volatility Has Not Impacted Demand for Virtual-Only Events



January 27, 2022

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



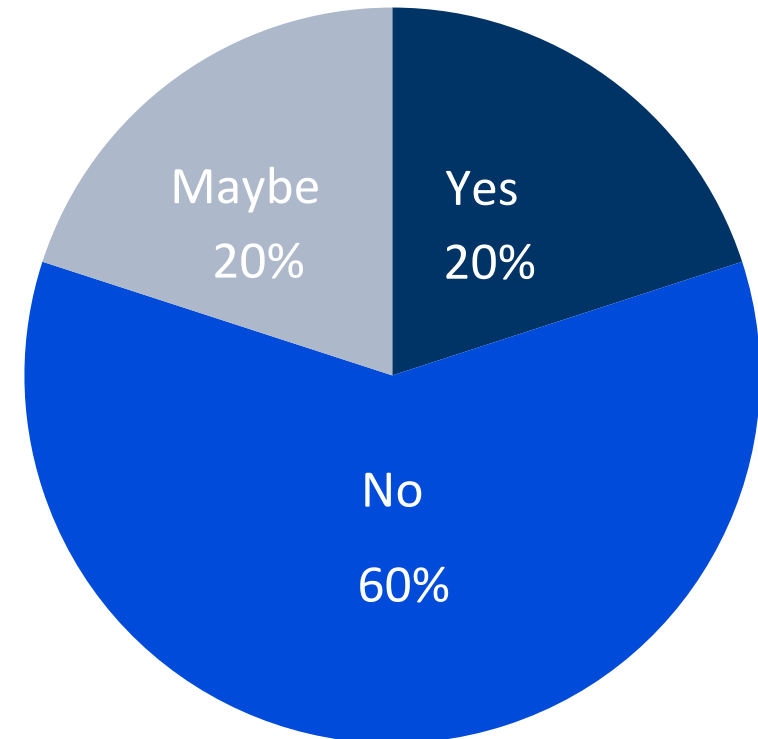
Living with Covid?

For 20% or more of planners,
it may mean moving their
events out of winter months.



January 27, 2022

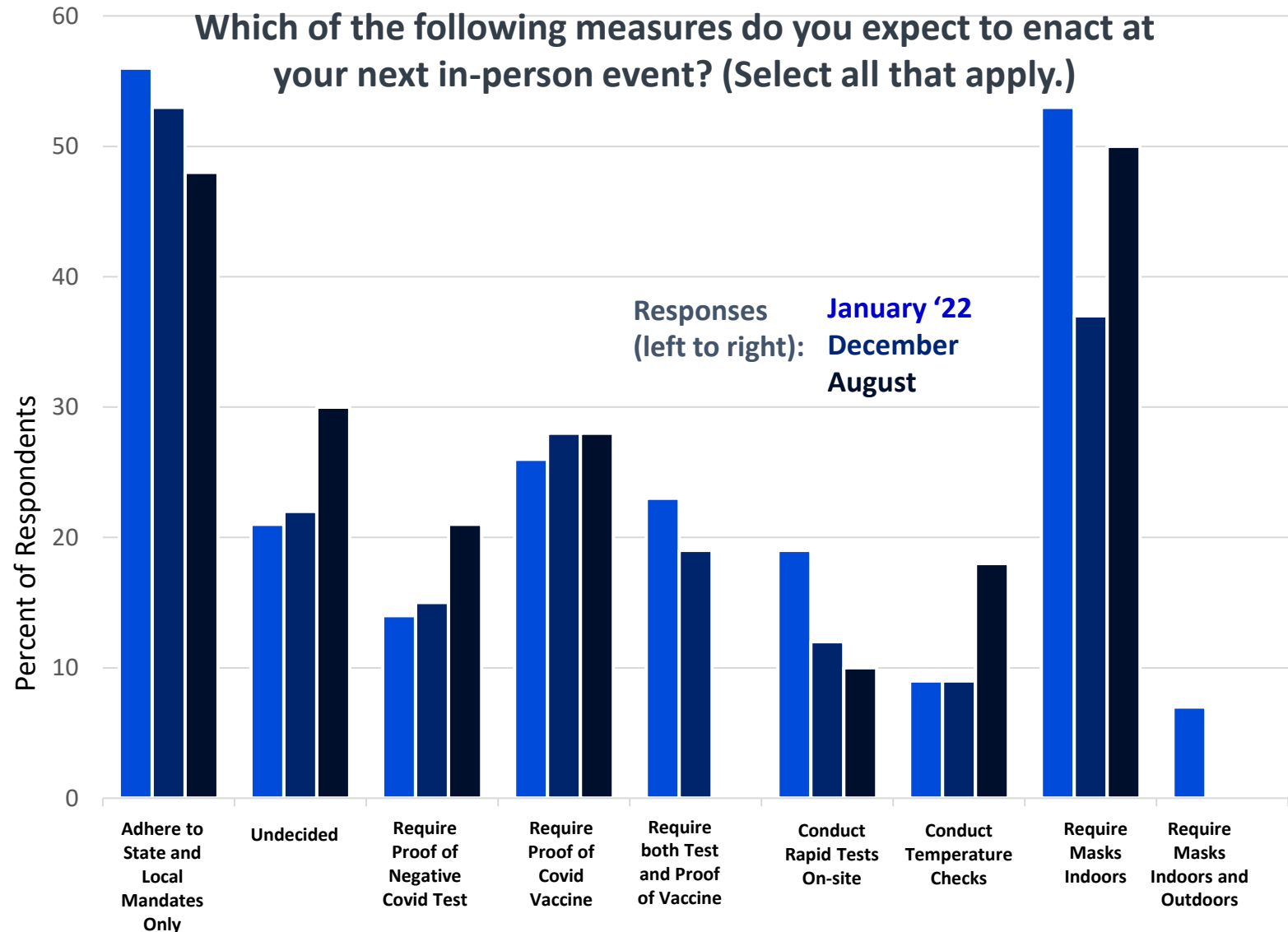
Are you considering rescheduling events that are currently planned for winter months in future years, or not scheduling events in December through March due to safety and health concerns?



With Cases Up, Planners are Quick to Comply with Mandates, Mask Requirements



January 27, 2022

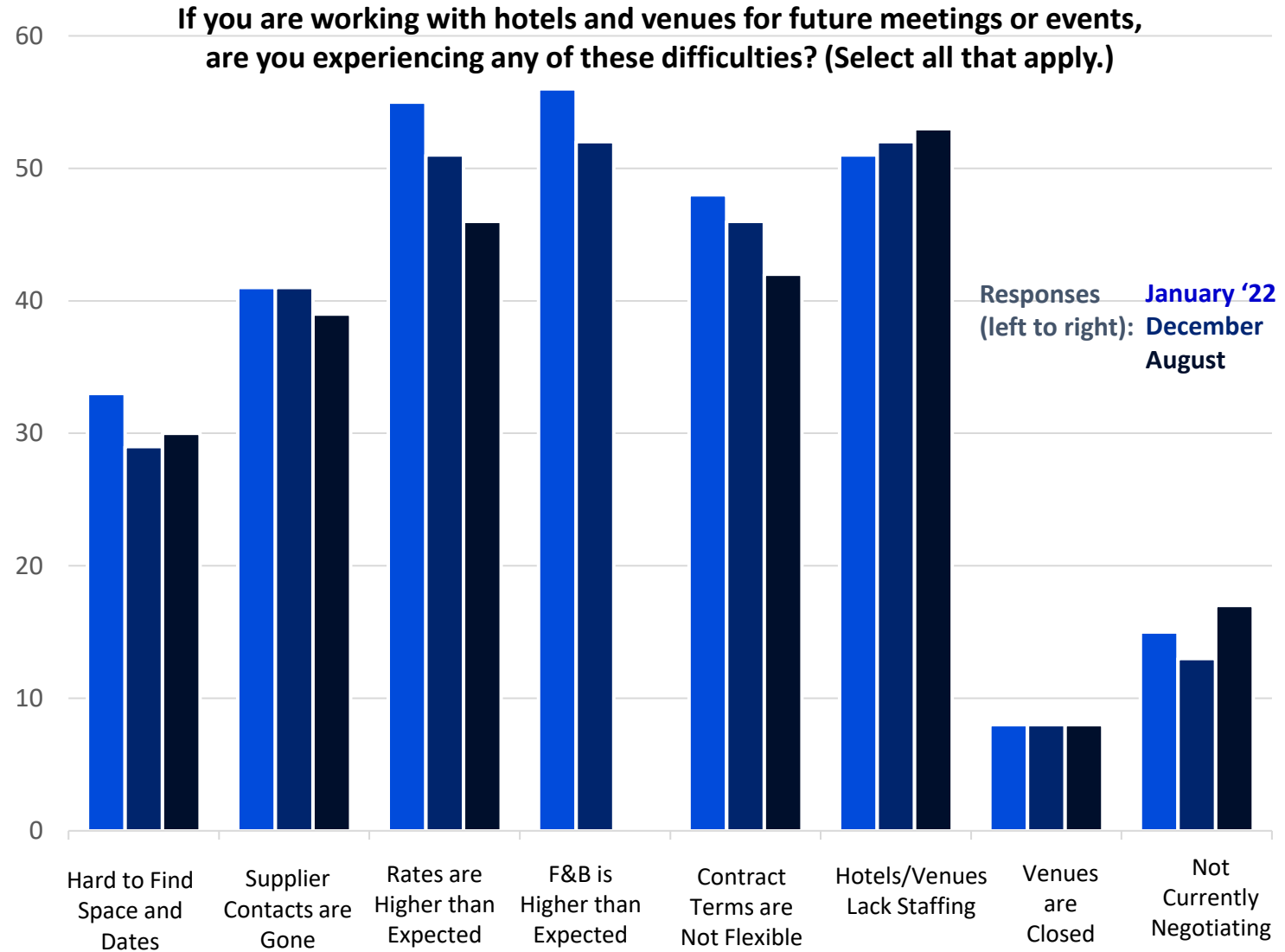


Rising Prices are a Growing Problem

Since August, F&B, rates and contract terms all have become more challenging.



January 27, 2022



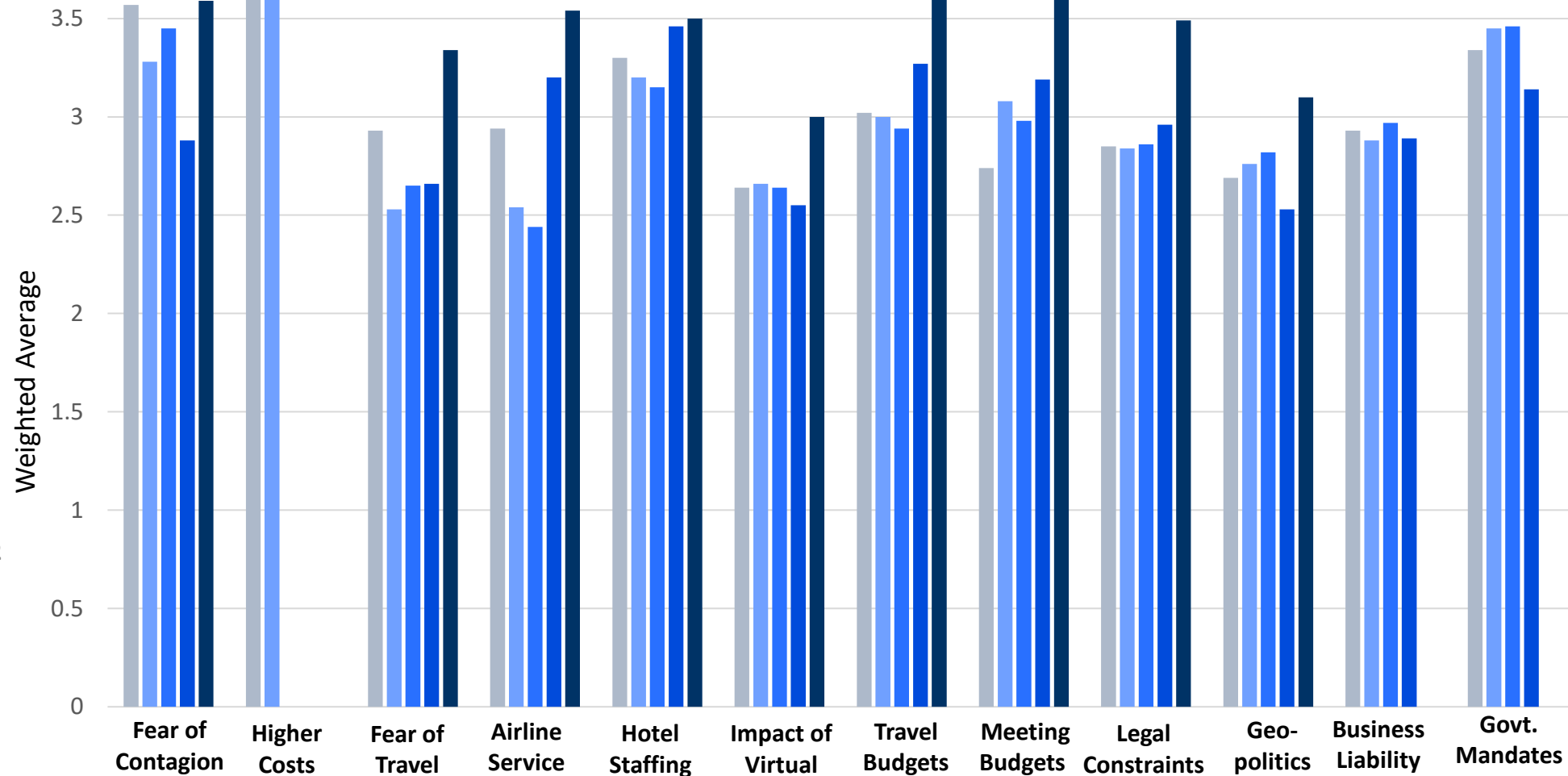
Concern for Meetings Budgets Declines

Worries Grow Over Costs, Contagion, Airline Service and Travel Overall

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.

Responses (left to right):

January'22
December
October
August
March



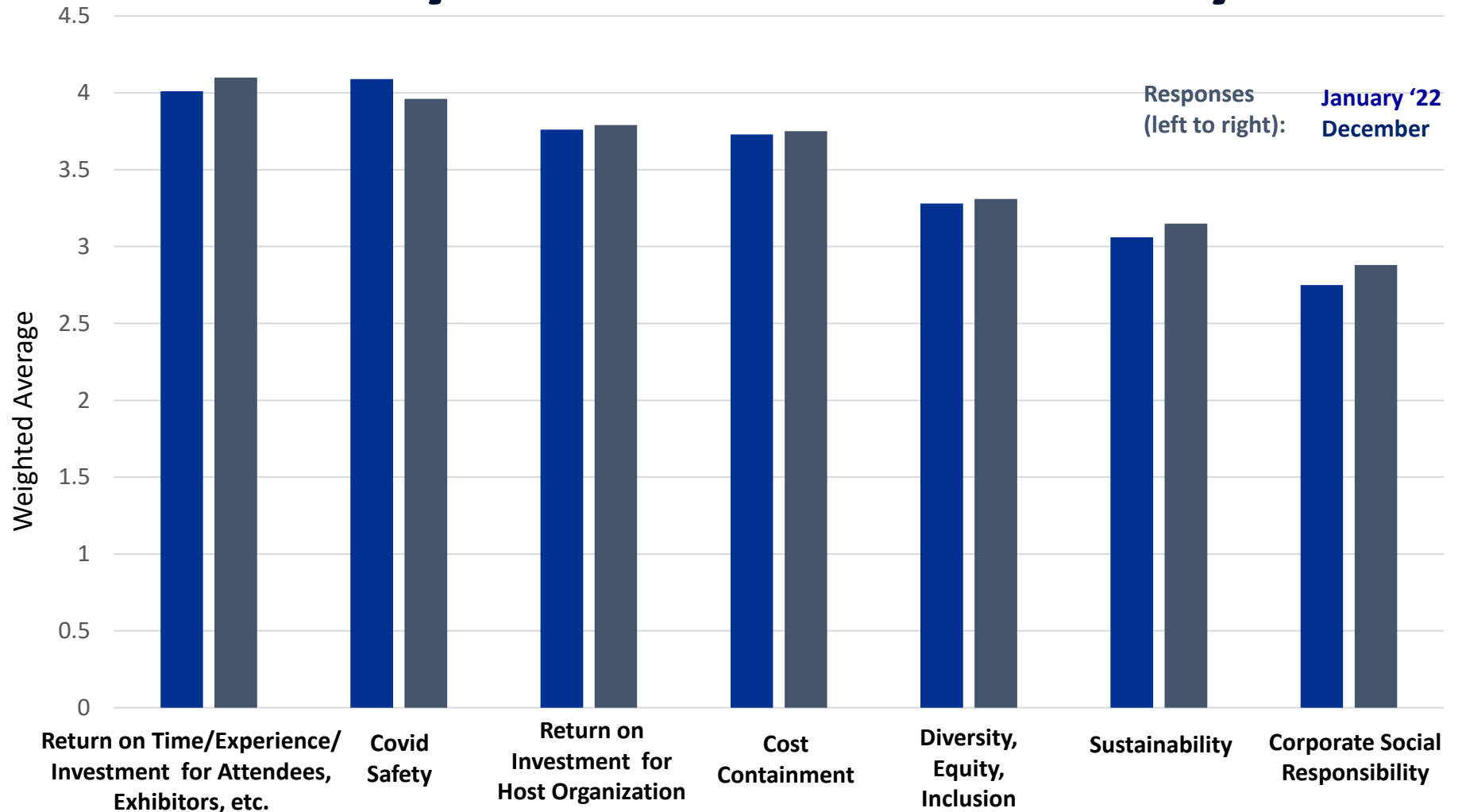
January 27, 2022

Top Priorities: Safety and Business Viability

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").

January 27, 2022



In Summary:

- ✓ Relative to the Delta surge, planners are demonstrating greater resilience.
- ✓ The increase in cancellations/rebookings has been pronounced since December, but nowhere near the levels of one year ago.
- ✓ Events planned over the next six months indicate planners have rebooked over the near-term.
- ✓ Fears grow about Omicron's impact on attendance, but fewer planners are pivoting to virtual/hybrid.
- ✓ For some planners, living with Covid means not planning events over the winter months.
- ✓ Concerns for costs, rates, and contract terms continue to grow, but planners are less and less concerned for their budgets over time.
- ✓ As for protocols, most will follow state mandates and require masks indoors.

Selected Verbatim Comments:

- “For the in-person events that I have been involved with over the past 18 months, the number of attendees has been lower than in previous years but the quality of the people, the connectivity and the conversations have been markedly better.”
- “There is cautious optimism about returning to in-person events but also a sense of higher risk as Omicron demonstrated how rapidly the environment can change.”
- “Decisions are delayed, lead times are shorter, and costs are getting higher, none of which is helping any of us at this time. However, the need for safety is of paramount importance, but I believe now we have to get a balance so we can get on with our lives.”
- “Our clients tend to be on either side of the spectrum when it comes to Covid. Some are ready and are traveling and some are concerned and pulling back from the live event experience.”
- “Our attendees come from across corporate America. When will they be allowed to attend a 'non-essential' conference? They're not back to the office yet!”
- “The fluid nature of Covid is making participants not want to commit to anything.”
- “Hybrid meetings will become our long-term norm. Our online meetings have attracted a lot of newcomers and past lapsed members. From a younger demographic as well.”