

ANNUAL STATE OF THE INDUSTRY REPORT

Today's Meeting Industry: Stable & Healthy

Meeting professionals from around the country indicate that the meetings, conventions and special events industry has reached a level of stability and is growing at a healthy pace, according to a survey recently conducted by *ConventionSouth*.

Asked about their predictions for 2017, all (100 percent) of the meeting planners from across the country who participated in the survey said that they expect the number of meetings they plan next year to stay the same or increase slightly. Since 90 percent of the respondents said that the number of meetings they planned in 2016 stayed the same or increased slightly as compared to 2015, it seems evident that planners are enjoying a period of stability, and feel a bit of cautious optimism about the near future.

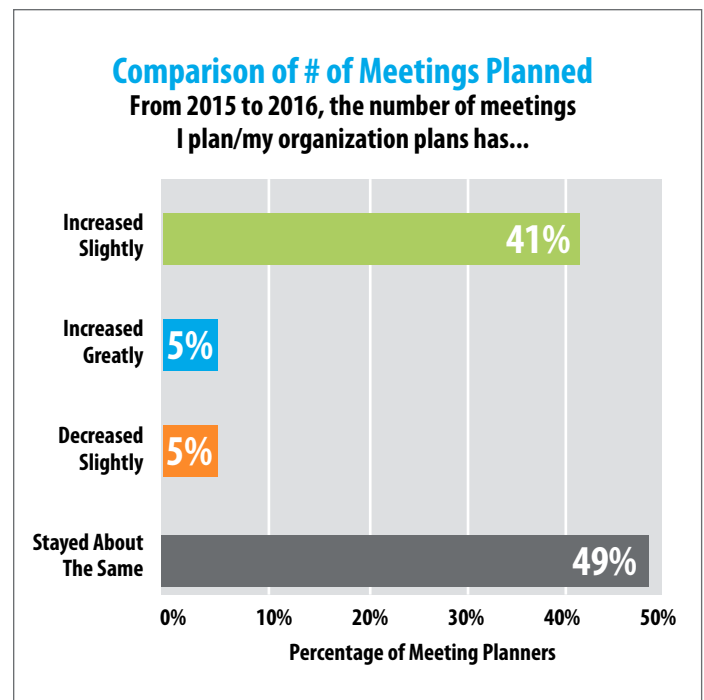
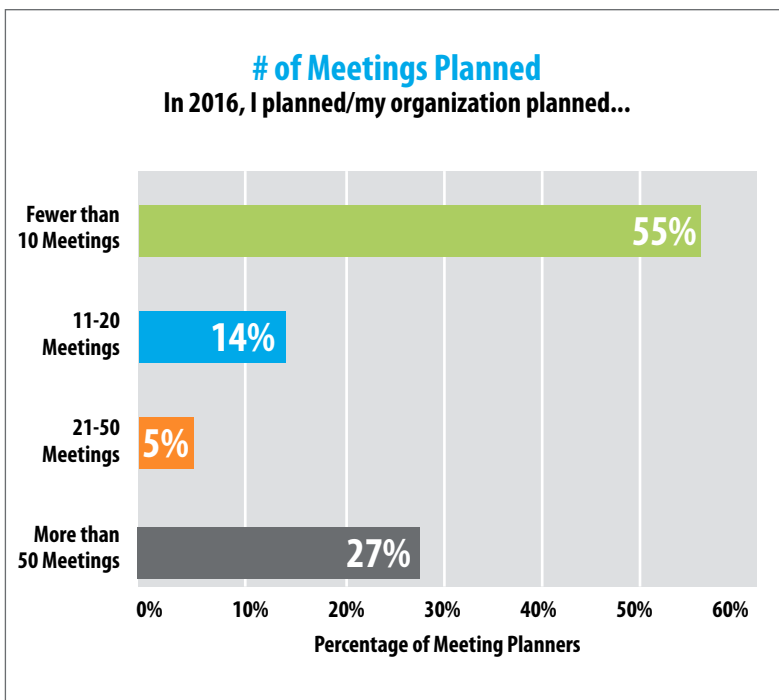
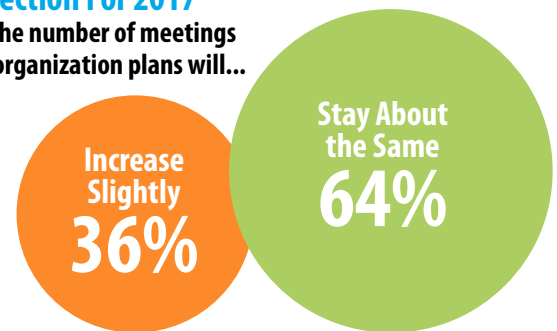
Another indication of industry stability can be seen in the number of meetings these professionals plan, with more than one-quarter reporting that they planned more than 50 meetings in 2016. Additionally, a large majority (82 percent) indicated that their meetings involved more than 100 attendees, on average, and a significant number (23 percent) said their events involve more than 1,000 participants. Another indicator was that 37 percent of the respondents booked more than 1,000 hotel rooms for their events held in 2016.

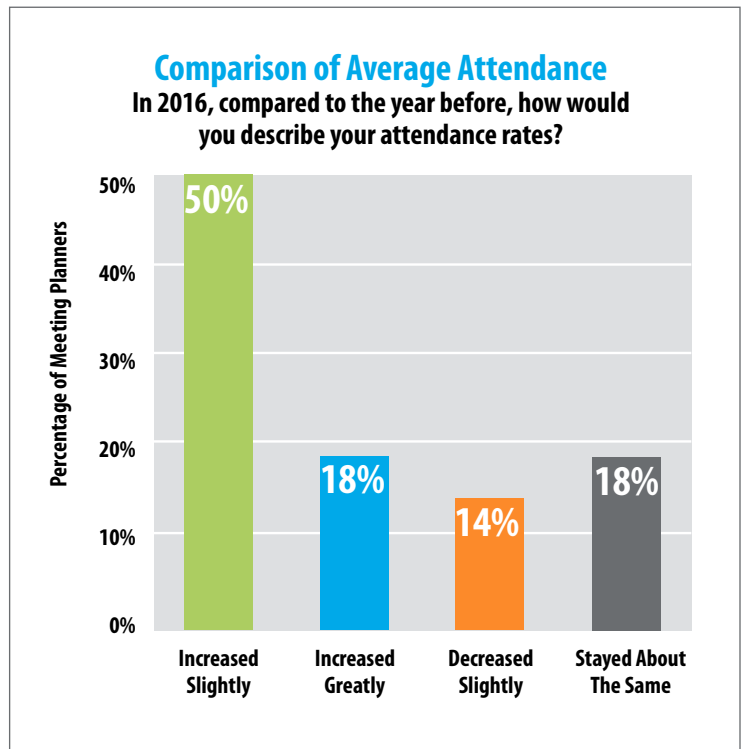
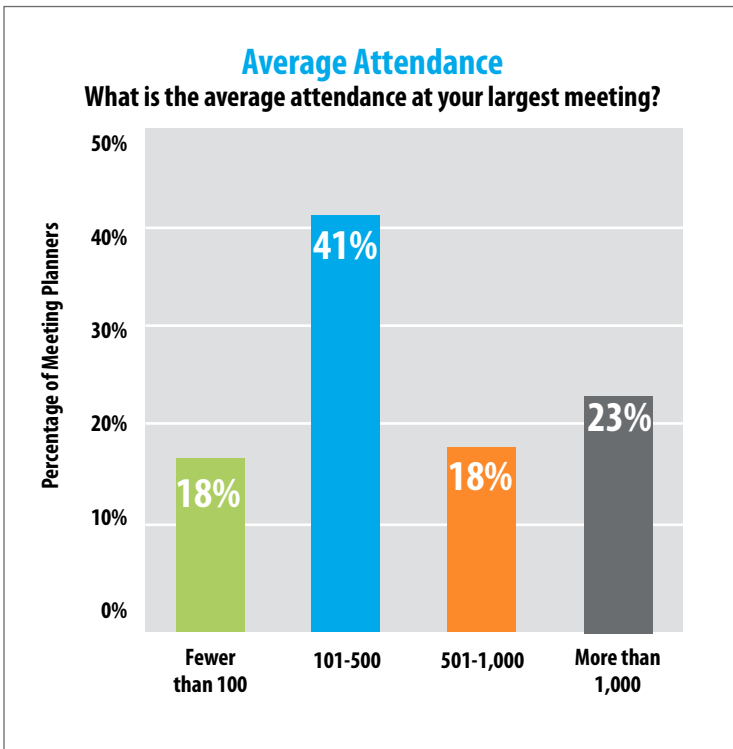
While meeting expenditures are rising across the board, the greatest

increases are in food and beverage, guest room rates and a/v equipment. However, planners indicated that hotels are offering concessions to gain meeting business, with reduced costs for Internet access, resort fees and food and beverage offered most often.

In terms of outreach and marketing, more than 90 percent of the respondents said they use convention and visitors bureaus to assist with certain aspects of planning a meeting and 86 percent said they use social media tools for marketing, connecting with attendees, suppliers and other planners and to share ideas about event planning. ■

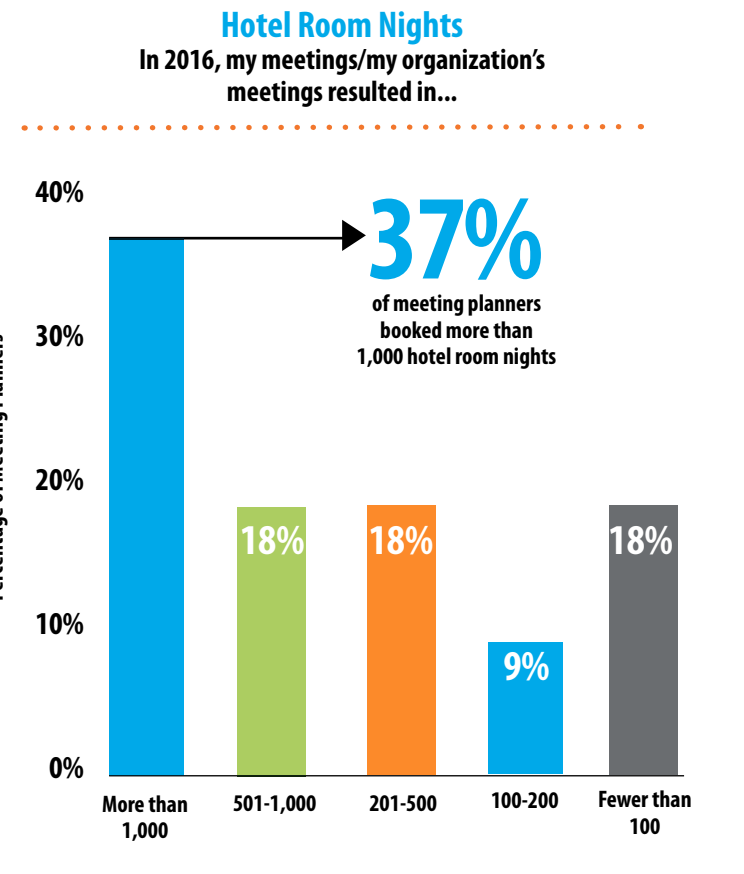
Projection For 2017
For 2017, the number of meetings I plan/my organization plans will...





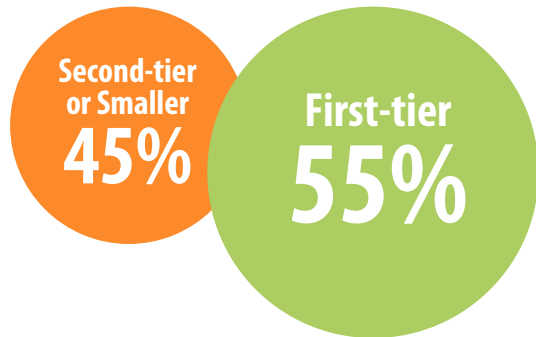
How Do You Use CVBs?

Initial Destination Research	47.62%
Site Visits	47.62%
Housing Bureau	4.76%
Materials to promote meeting	57.14%
Registration assistance	19.05%
Tour planning/arrangements	57.14%
Other	28.57%



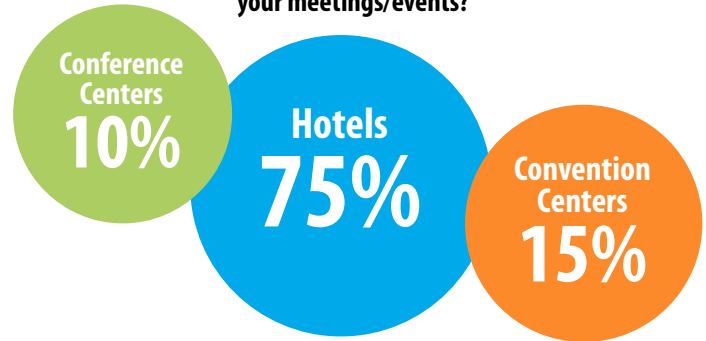
First Tier or Second Tier or Smaller Destinations

Most of the meetings I plan are held within...



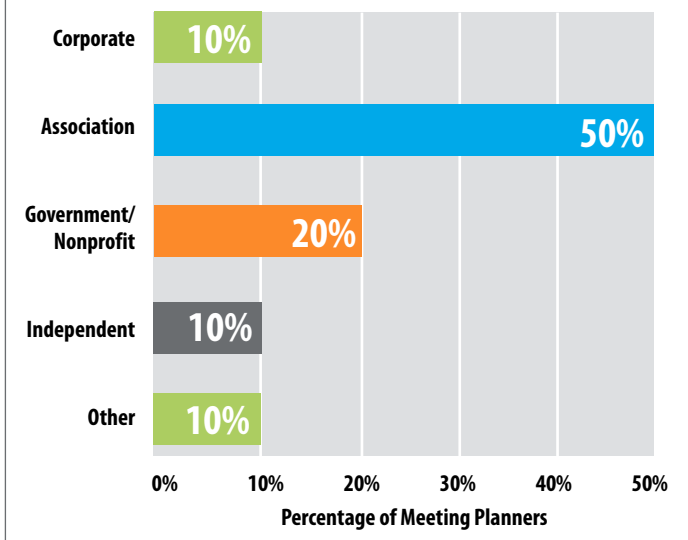
Where Do You Hold Your Events?

What types of facilities do you use most frequently for your meetings/events?



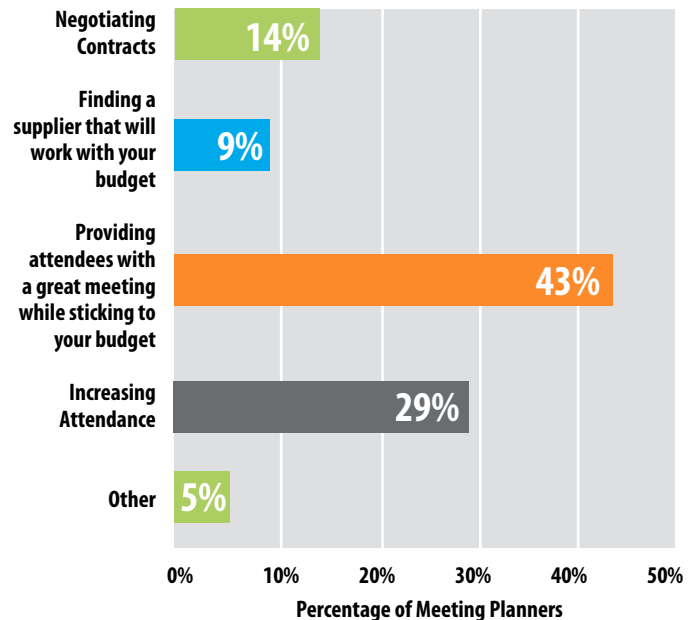
What's Your Role?

Which best describes your role as a meeting planner?



What's Your Biggest Challenge?

What is your biggest challenge as a meeting planner?



Transportation

What method of transportation do your attendees typically use?



41% of meeting planners say:
More than 50% of their attendees **DRIVE** to meetings



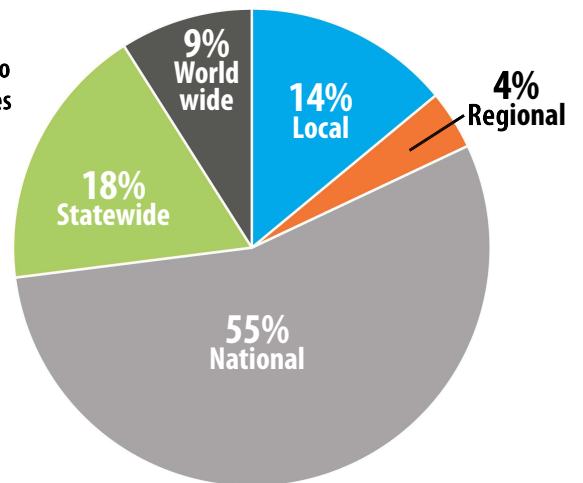
36% of meeting planners say:
More than 50% of their attendees **FLY** to meetings



24% of meeting planners say:
A mix of **FLY-IN & DRIVE-IN** attendees

Travel

From where do your attendees typically originate?



Negotiating Concessions

Compared to one year ago, which of the following items are hoteliers more willing to give concessions for?

Room Rates
20%



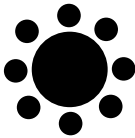
Food & Beverage
35%



Internet Access
55%



Meeting Space
40%



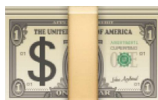
Meeting Services
15%



Cancellation Fees
10%



Attrition Fees
20%



Resort or Amenity Fees
20%



Social Media

What social media avenues to you use most often and in which of the following ways are you using social media tools?



Facebook
47%



Twitter
16%



LinkedIn
16%

67%

To market my meetings

67%

To connect to attendees

38%

To share ideas about event planning

33%

To connect with other meeting planners

33%

To connect with suppliers/vendors

14%

Not using social media tools



YouTube
5%



Instagram
5%



Pinterest
0%

Event Expenditures

In 2016, as far as your event expenditures.....

	Spending more	Spending less	Spending the same	Not applicable
Guest rooms/housing	50.00%	0.00%	31.82%	18.18%
Meeting rooms	19.05%	4.76%	52.38%	23.81%
Programming/content	31.82%	0.00%	59.09%	9.09%
Food & Beverage	59.09%	4.55%	27.27%	9.09%
Audio/Visual	45.45%	4.55%	45.45%	4.55%
Off-site events or parties	18.18%	9.09%	50.00%	22.73%
Incentives/rewards	22.73%	0.00%	22.73%	54.55%
Transportation	27.27%	4.55%	36.36%	31.82%