

THE CVB & THE FUTURE OF THE MEETINGS INDUSTRY

Marketing & Advertising Strategy Edition 2021

PRESENTATION OF FINDINGS

February 2021

Destination  Analysts



Destination  Analysts



digitale^{edge}

miles
PARTNERSHIP

RESEARCH CONDUCTED
BY DESTINATION
ANALYSTS, INC.
FOR THE DMO INDUSTRY
IN PARTNERSHIP WITH:

THE RESEARCH

- Survey of Meeting Planners
- First launched in 2017
- Fielded 2x this year: June 2020 and October 2020
- 528 completed surveys this wave

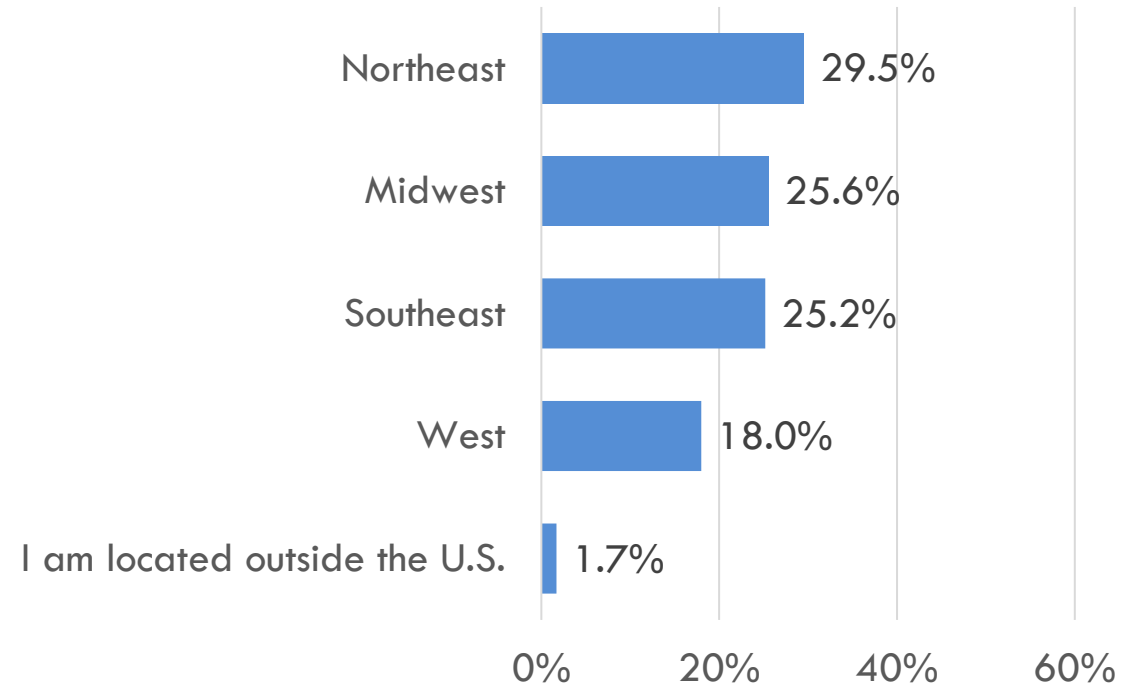
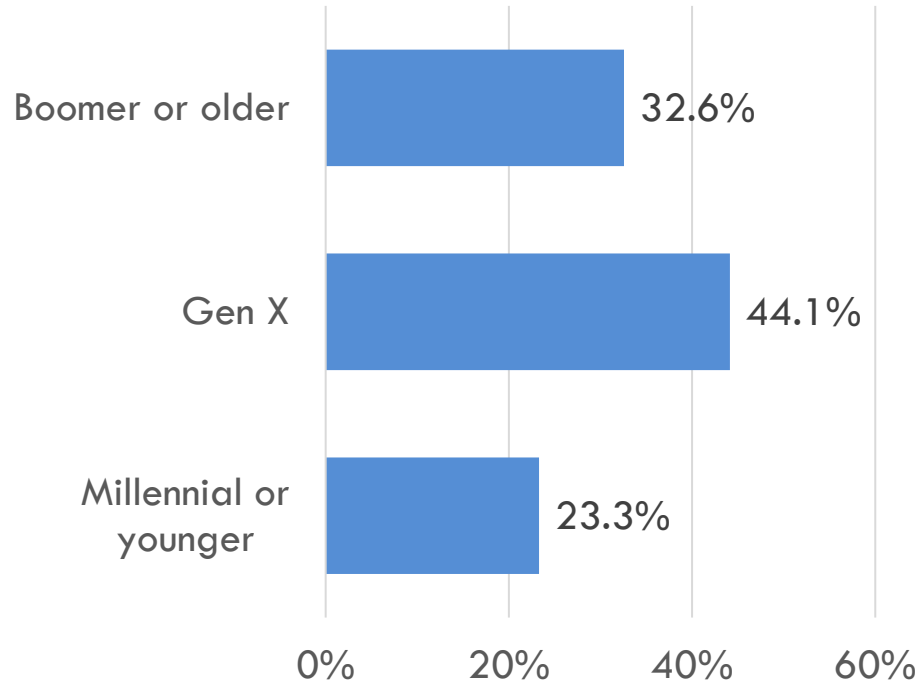
AGENDA

- Meeting Planner Profile
- Looking Ahead for the Meetings Industry
- Meeting Planners & The CVB
- Marketing Your Destination for Meetings



MEETING PLANNER PROFILES

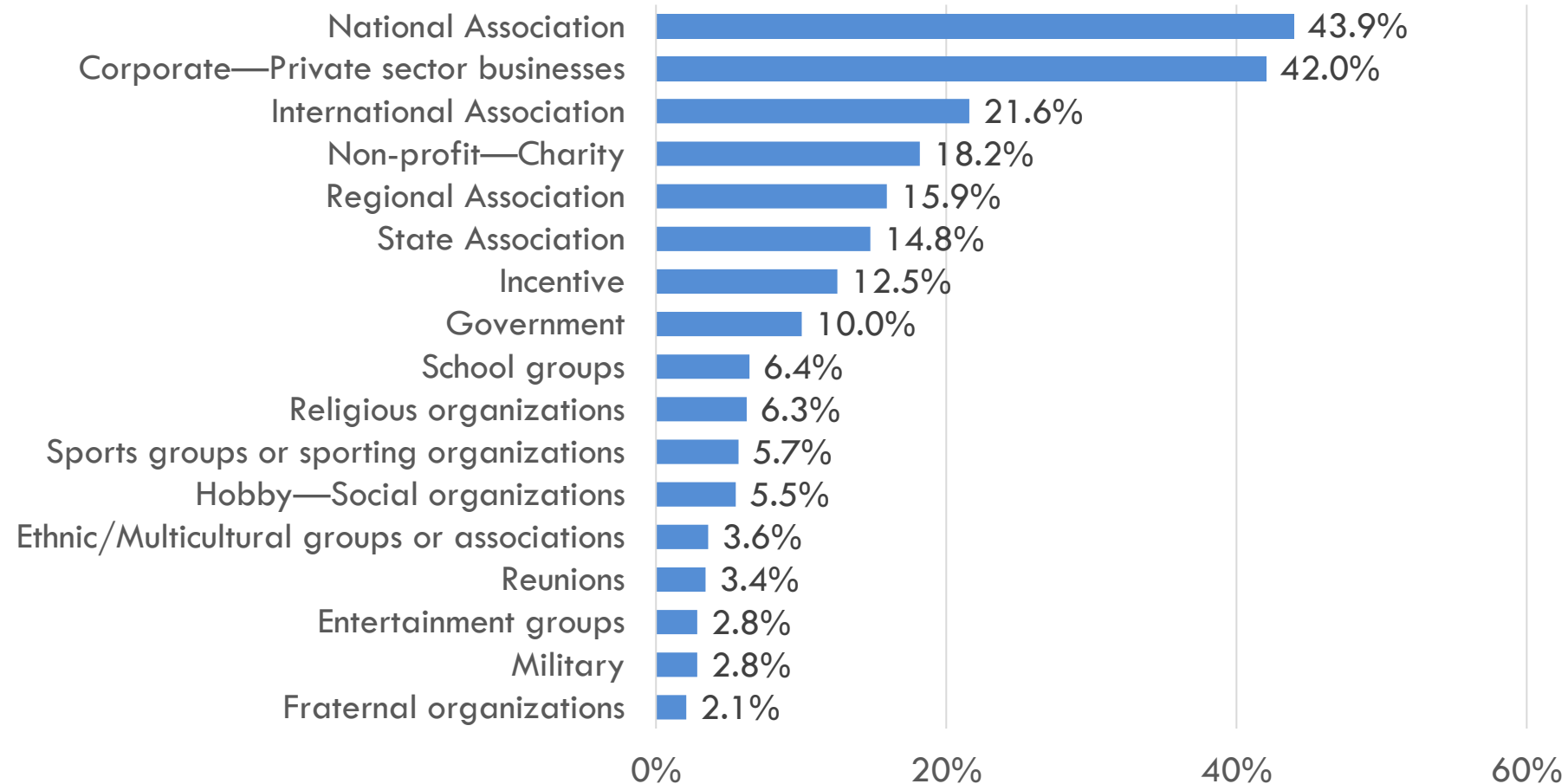
GENERATION & REGIONAL LOCATION



Question: Which generation do you belong to?
Base: All respondents. 528 completed surveys.

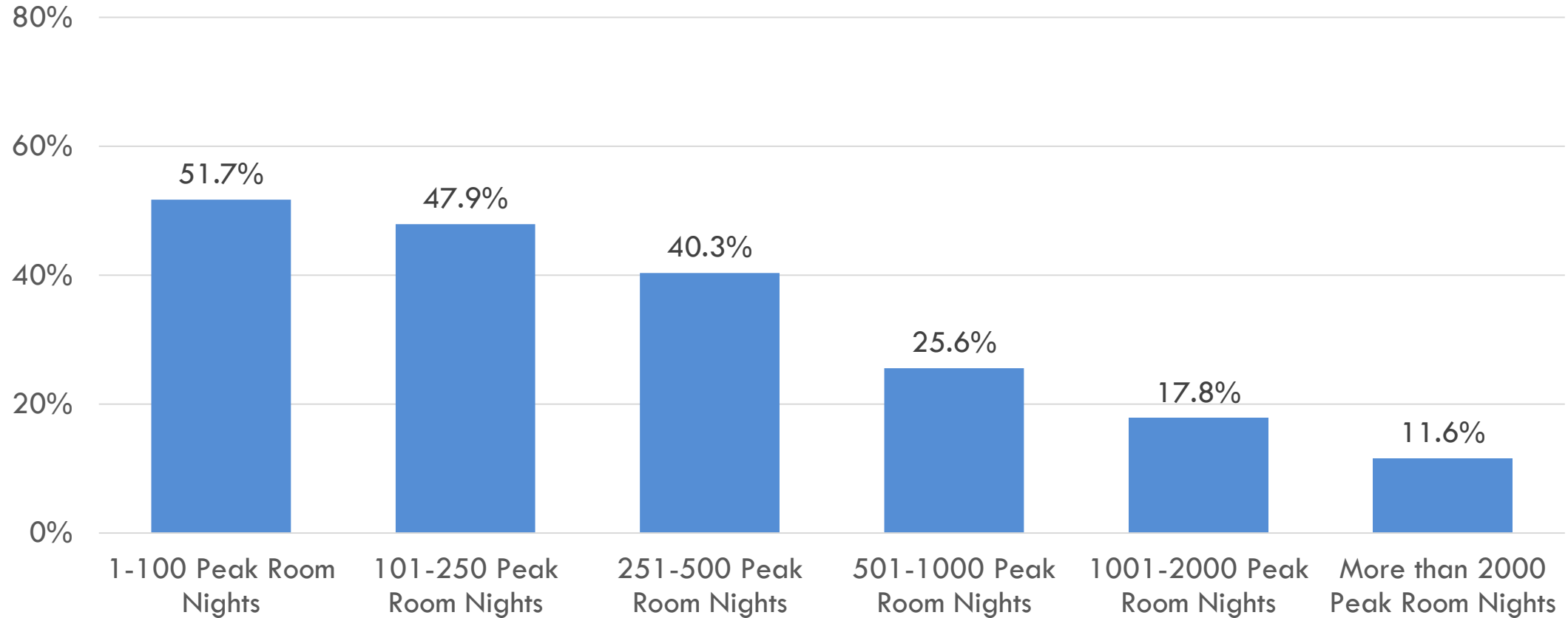
Question: Which area of the United States are you located in?
Base: All respondents. 528 completed surveys.

TYPES OF BUSINESS/GROUPS



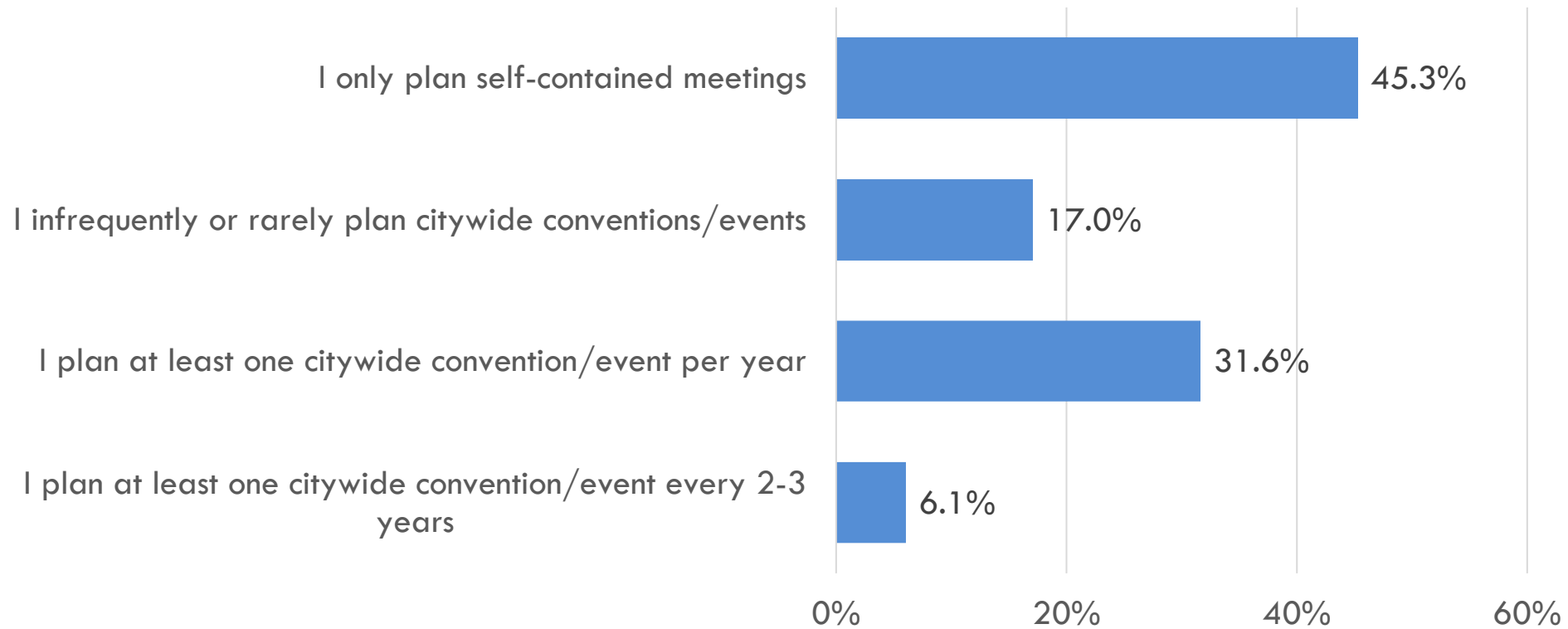
Question: Which types of these groups do you most typically plan meetings for? (Select all that apply)
Base: All respondents. 528 completed surveys.

TYPICAL MEETINGS SIZES



Question: How large are the meetings you typically plan (in peak room nights)? (Select all that apply)
Base: All respondents. 528 completed surveys.

FREQUENCY OF CITY-WIDE CONVENTIONS/EVENTS PLANNING

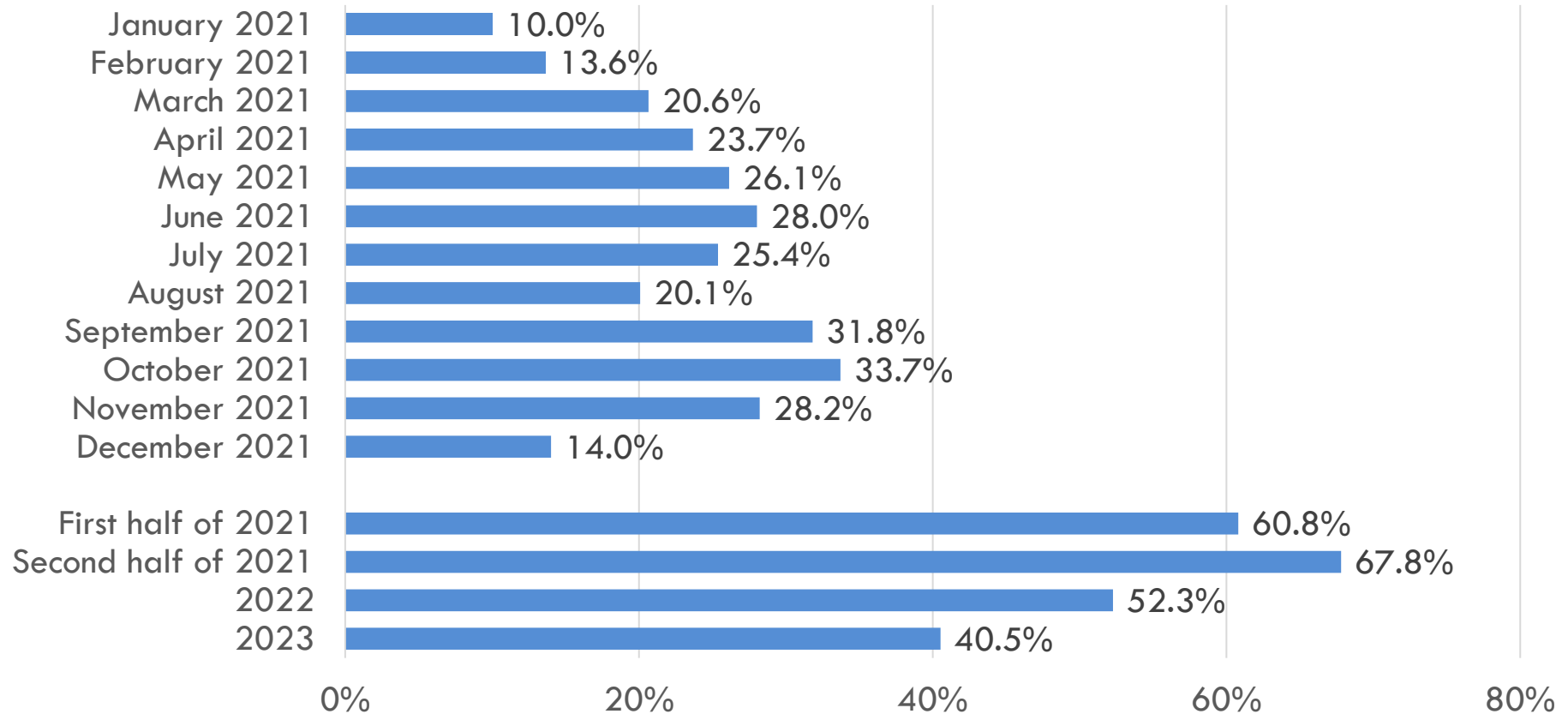


Question: Which best describes how frequently you plan city-wide conventions and/or events? (Select one)
Base: All respondents. 528 completed surveys.

A man in a dark suit stands with his back to the camera, looking towards the right. He is standing on a large, dark arrow that points towards the right side of the frame. The background is a dark, gradient grey. To the left of the man is a vertical teal line. In the center-right of the image, the words "LOOKING AHEAD" are written in a bold, white, sans-serif font.

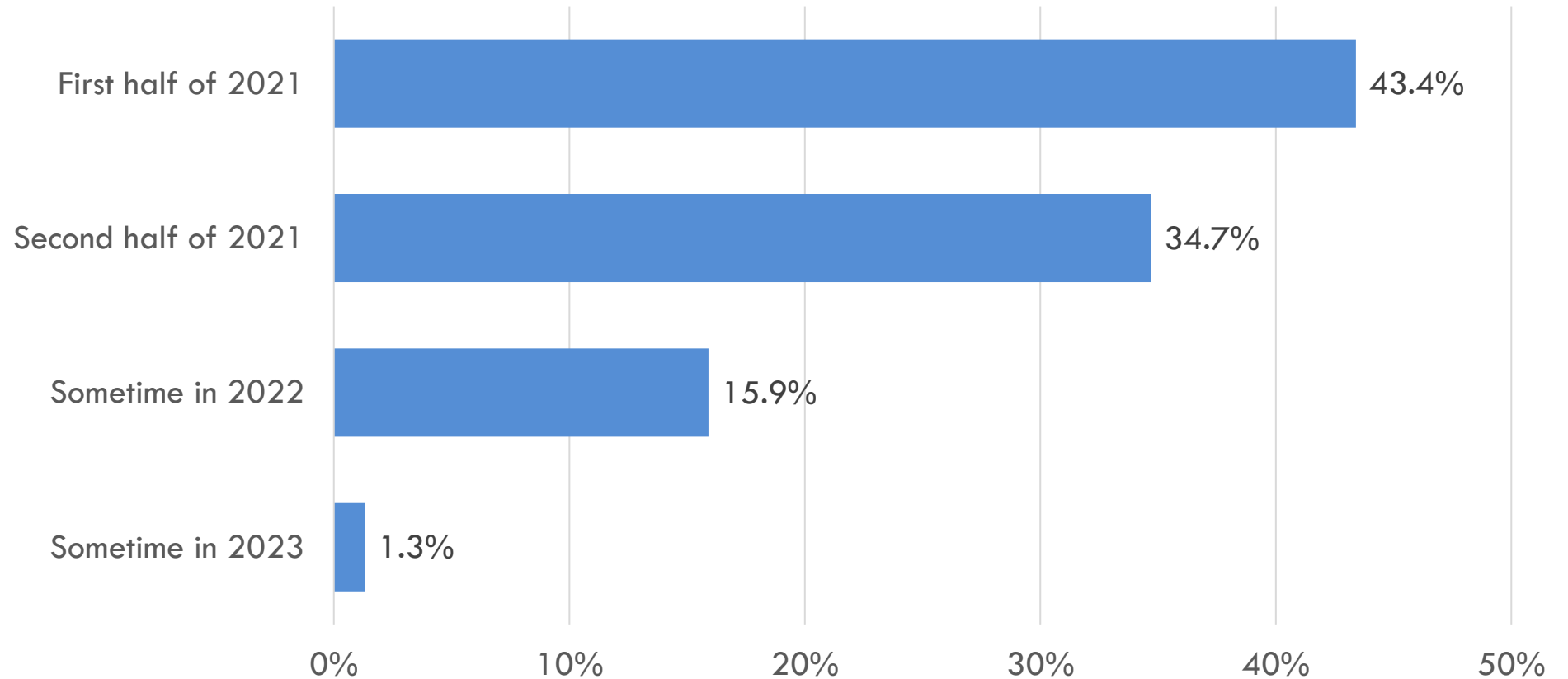
LOOKING AHEAD

TIMING OF CURRENT BOOK OF BUSINESS (LIVE EVENTS)



Question: Please tell us about the live meetings and events you currently have on the books. In which months and years do you have live meetings or events scheduled? (Select all that apply) Base: All respondents. 528 completed surveys.

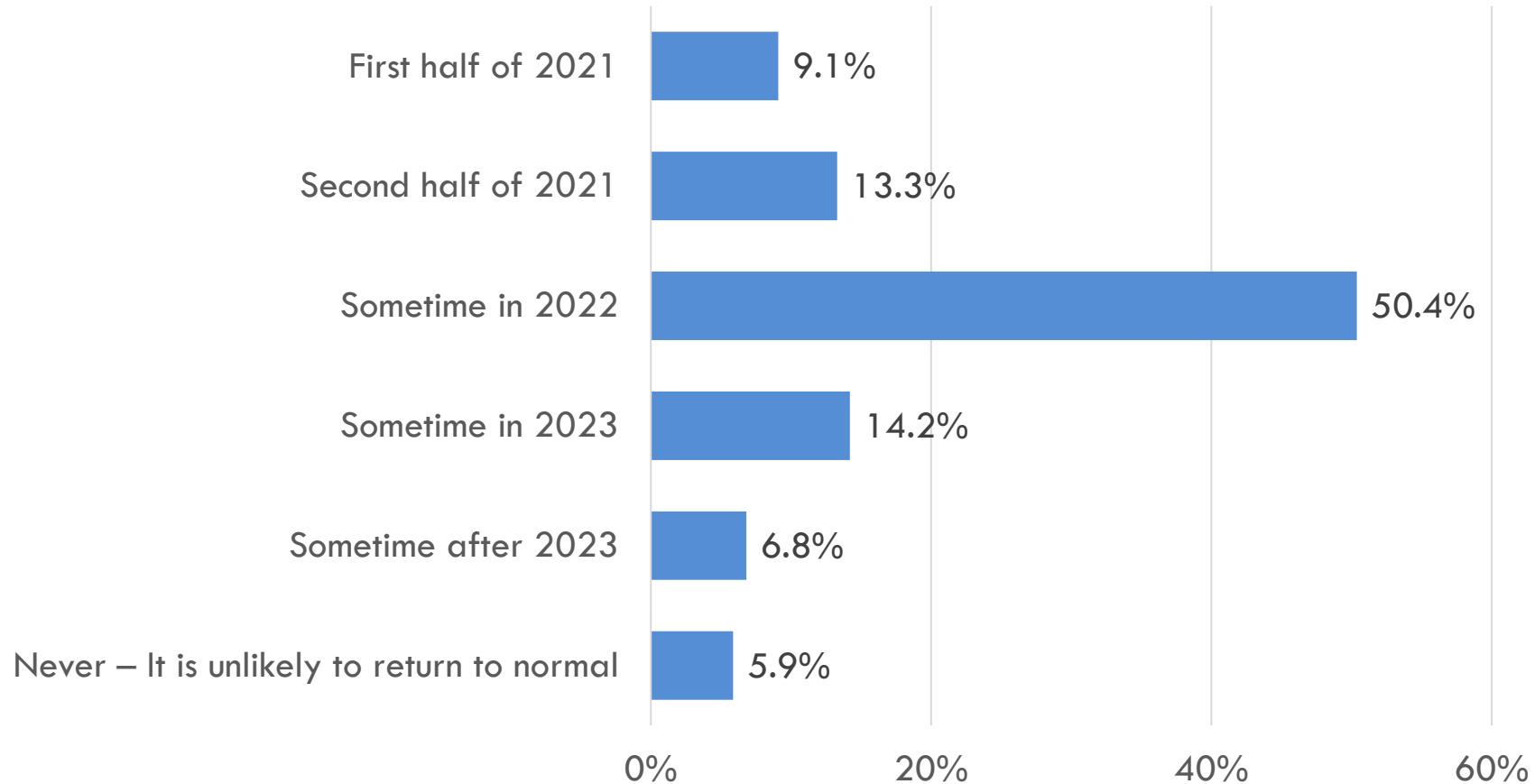
ADVISED PERIOD FOR HOLDING LIVE MEETINGS OR EVENTS



Question: Please think about your expectations for the meetings and events industry. If you were advising on the timing of holding a live/in-person meeting or event, which month would you say is the soonest they should consider holding their live event? (Select one)

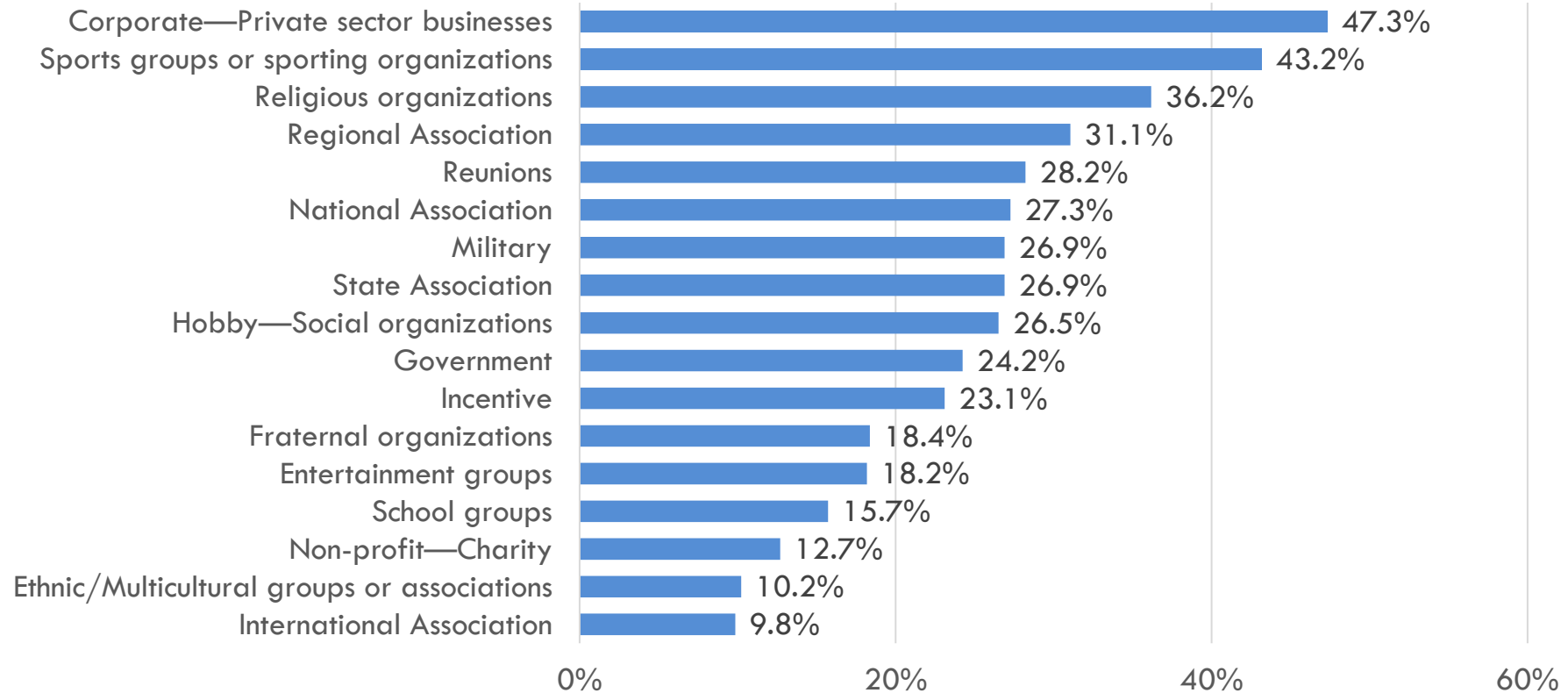
Base: All respondents. 528 completed surveys.

INDUSTRY'S EXPECTED RETURN TO NORMALCY



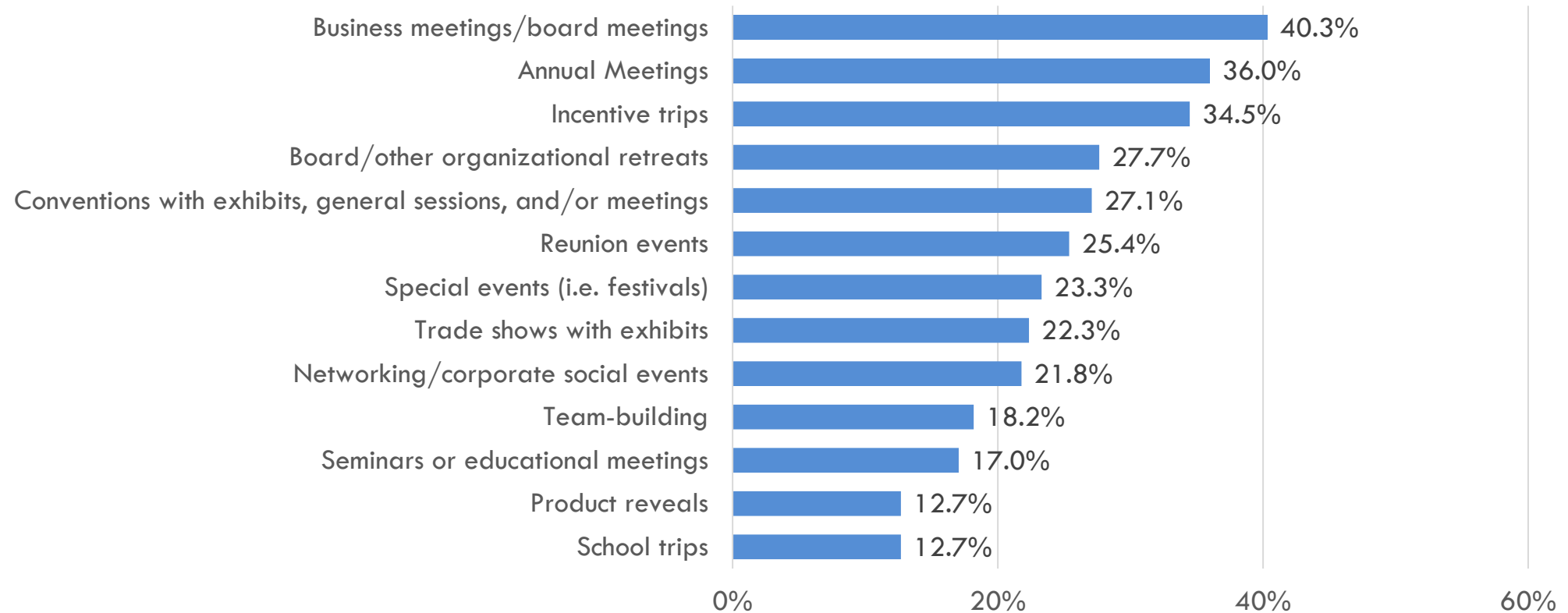
Question: If you had to predict, when do you think the meetings and events business will return to normal (or near normal) levels? Please consider normal to be the volume of live events and attendees being back to pre-pandemic levels. Base: All respondents. 528 completed surveys.

GROUPS THAT WILL REMAIN FACE-TO-FACE



Question: In the current environment, what groups do you believe will remain meeting primarily face-to-face? (Select all that apply)
Base: All respondents. 528 completed surveys.

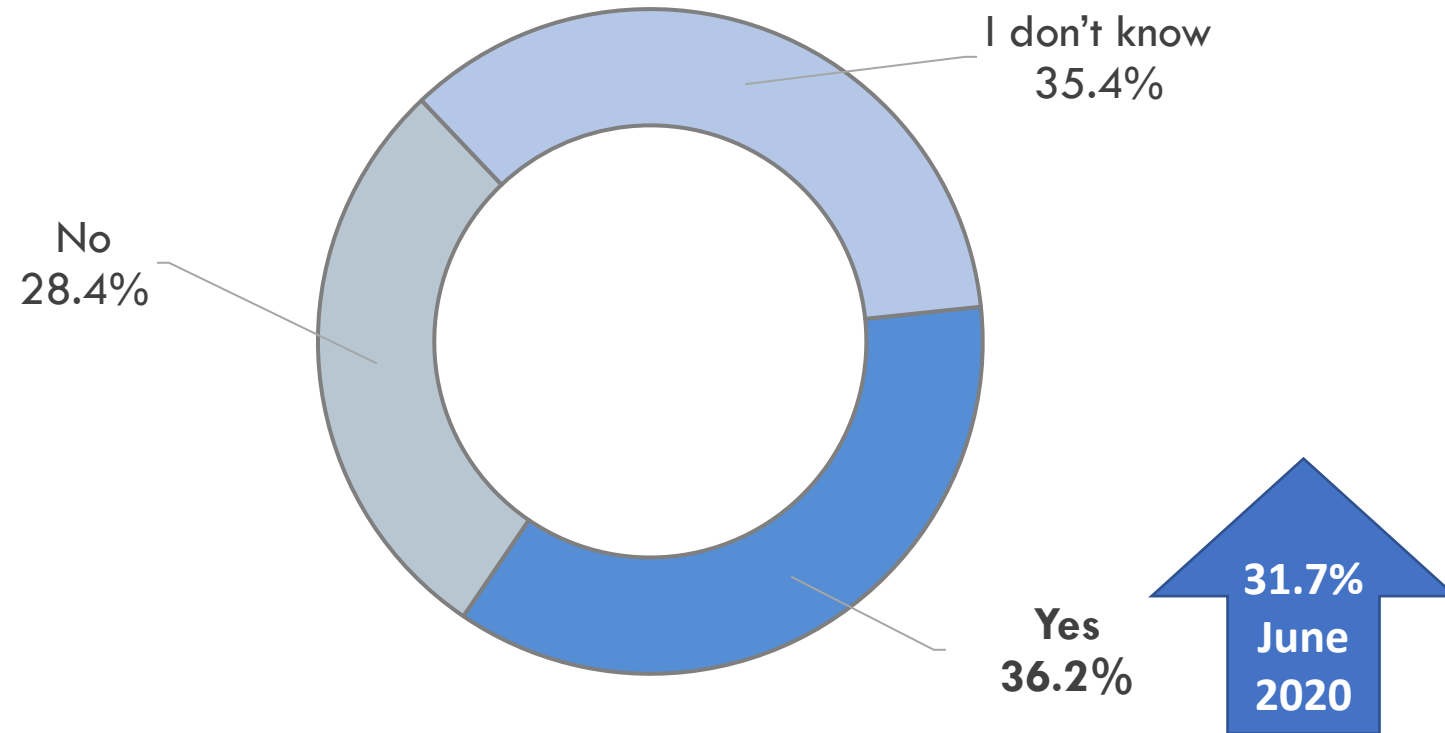
PROGRAMS THAT WILL REMAIN FACE-TO-FACE



Question: In the current environment, what type of programs do you believe will remain primarily face-to-face? (Select all that apply)

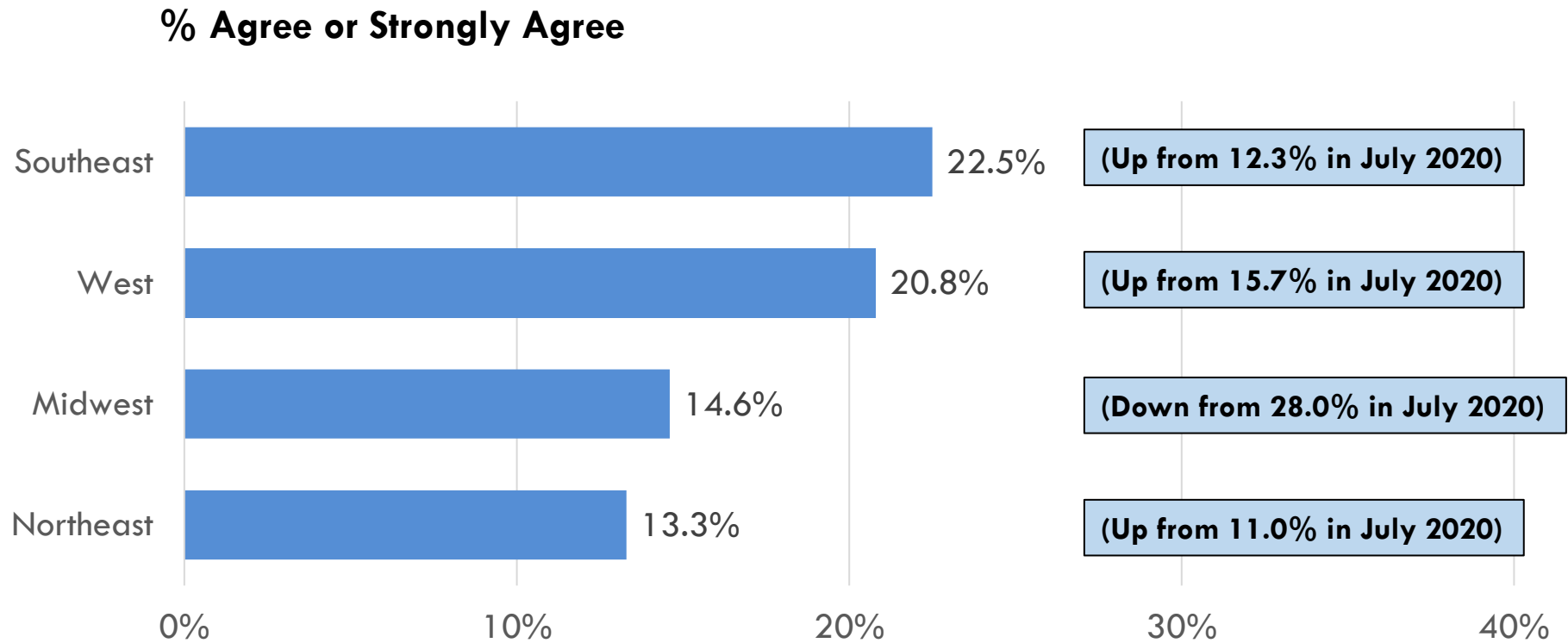
Base: All respondents. 528 completed surveys.

EXPECTATION OF CHANGES TO DESTINATION TYPES SOURCED



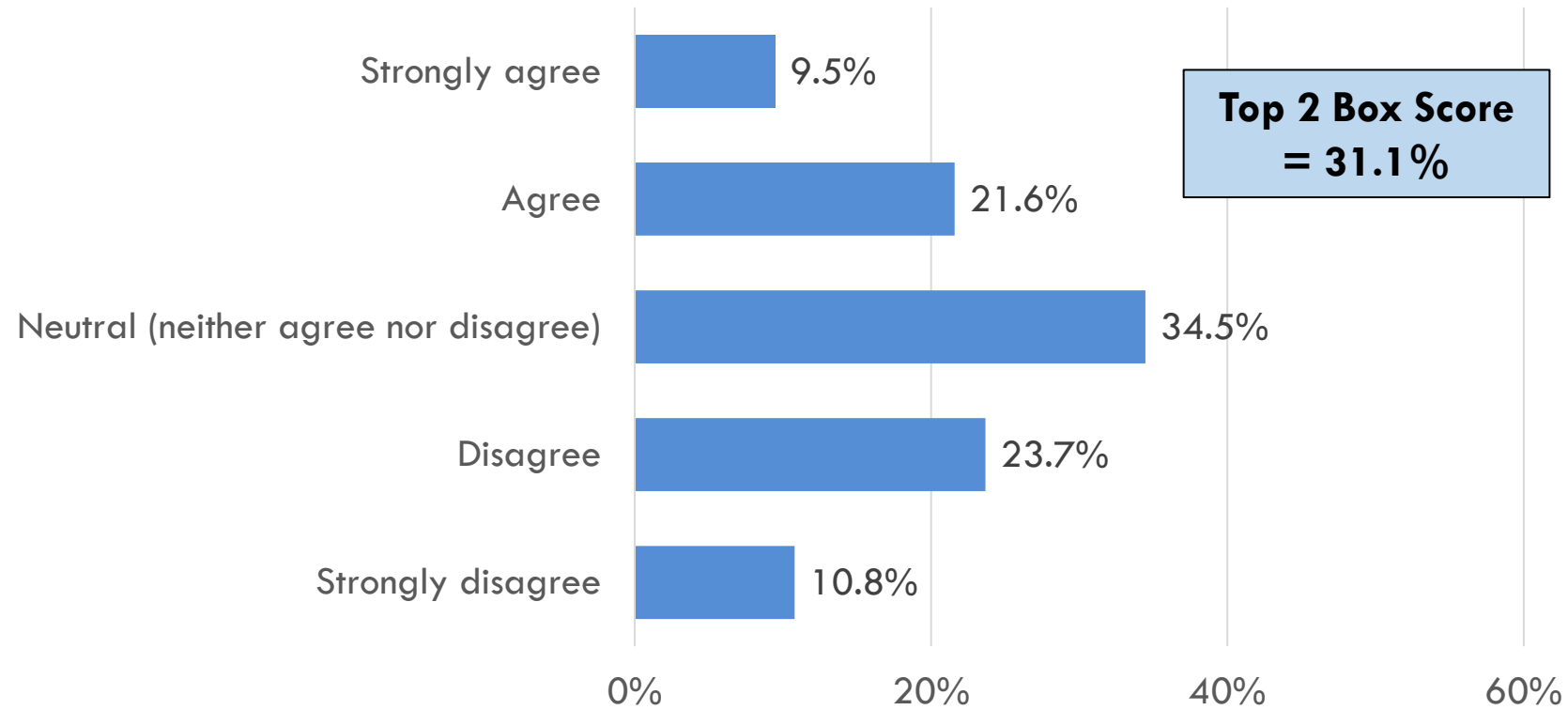
Question: Do you expect that the types of destinations that are selected for your meetings and events will change over the next 12 months? Base: All respondents. 528 completed surveys.

REGIONS MORE ATTRACTIVE FOR MEETINGS NOW



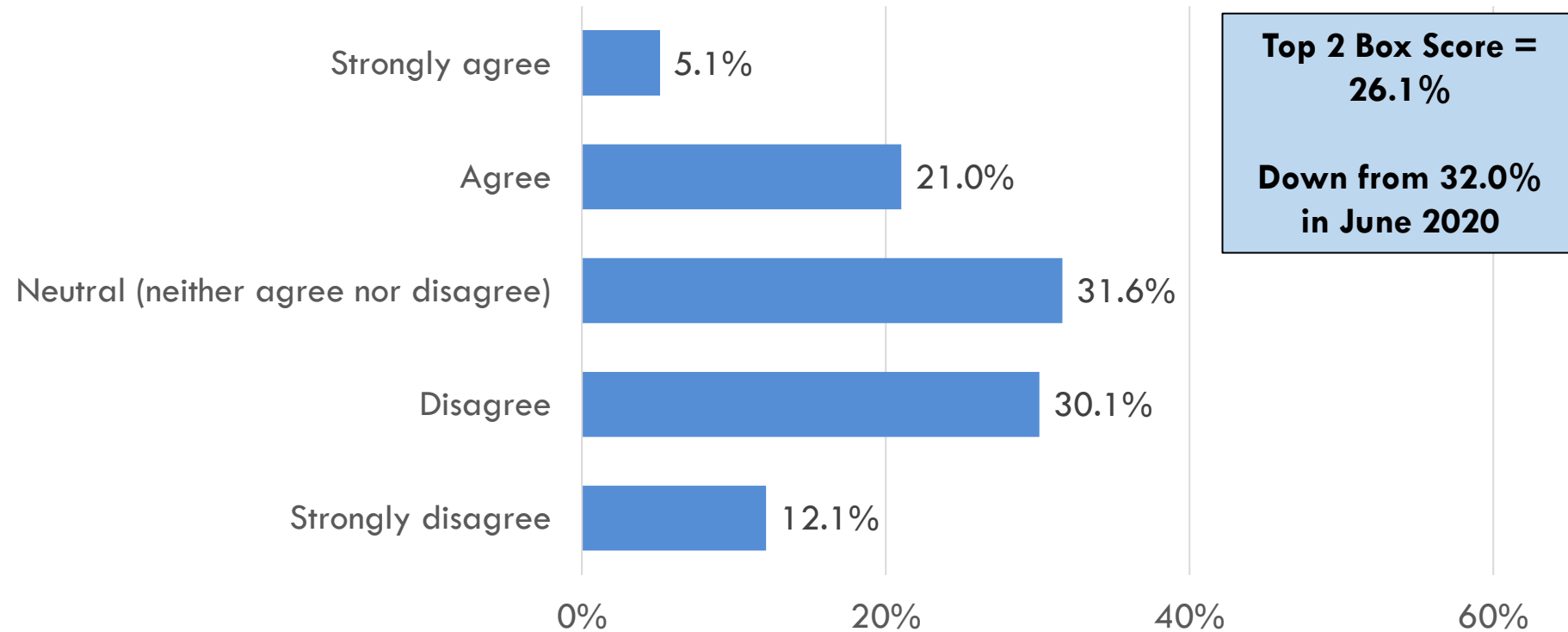
Question: Please rate your level of agreement with each statement: The US West / Midwest / Northeast / Southeast is a more attractive region for meetings now.
Base: All respondents. 528 completed surveys.

BREAKING UP LARGER MEETINGS INTO SMALLER REGIONALS



Question: Please rate your level of agreement with each statement: In the next 12 months I am likely to break up larger meetings into smaller regional meetings.
Base: All respondents. 528 completed surveys.

LIKELIER TO USE MULTIPLE HOST PROPERTIES

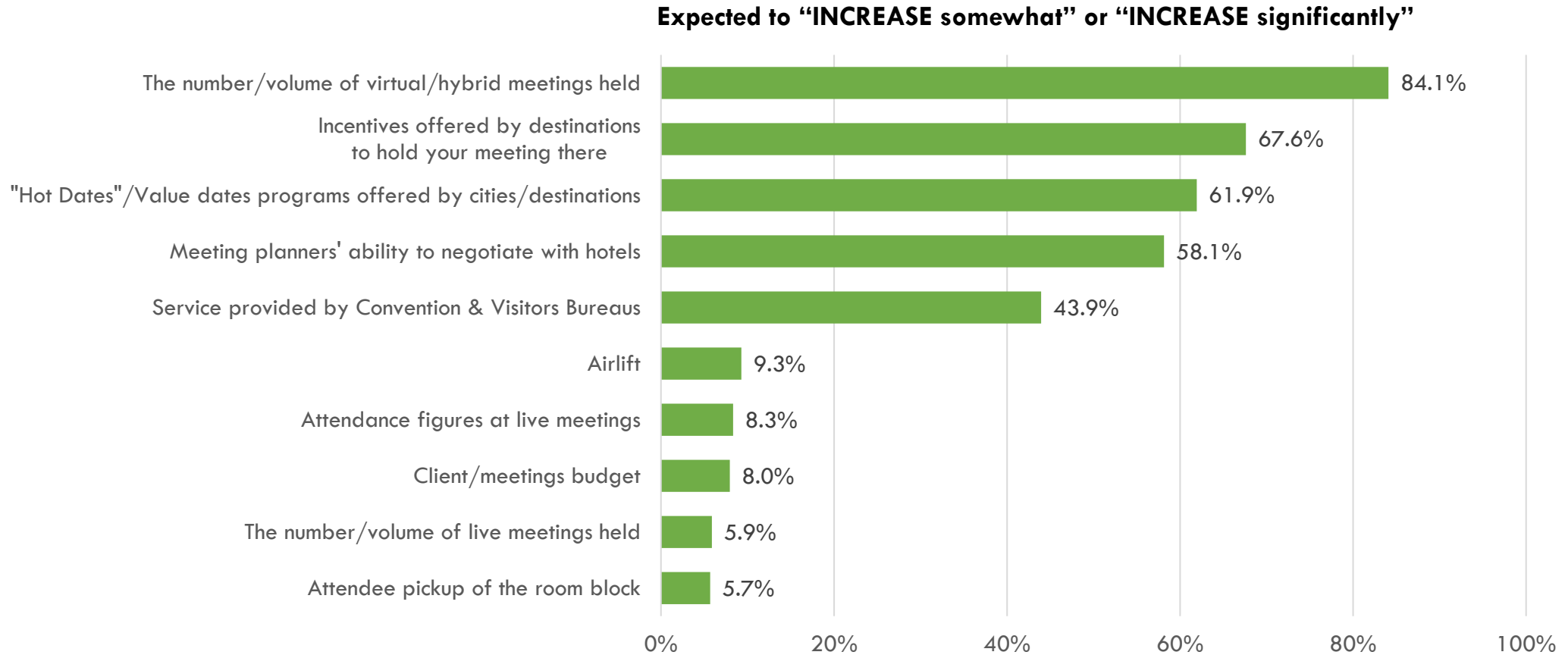


Question: Please rate your level of agreement with each statement: For live meetings, I am more likely to use multiple host hotels/properties to account for capacity limitations.

Base: All respondents. 528 completed surveys.

Thinking about the future of the meetings industry, in the next 3 years, **how do you expect the following factors related to the meetings industry to change (if at all)?**

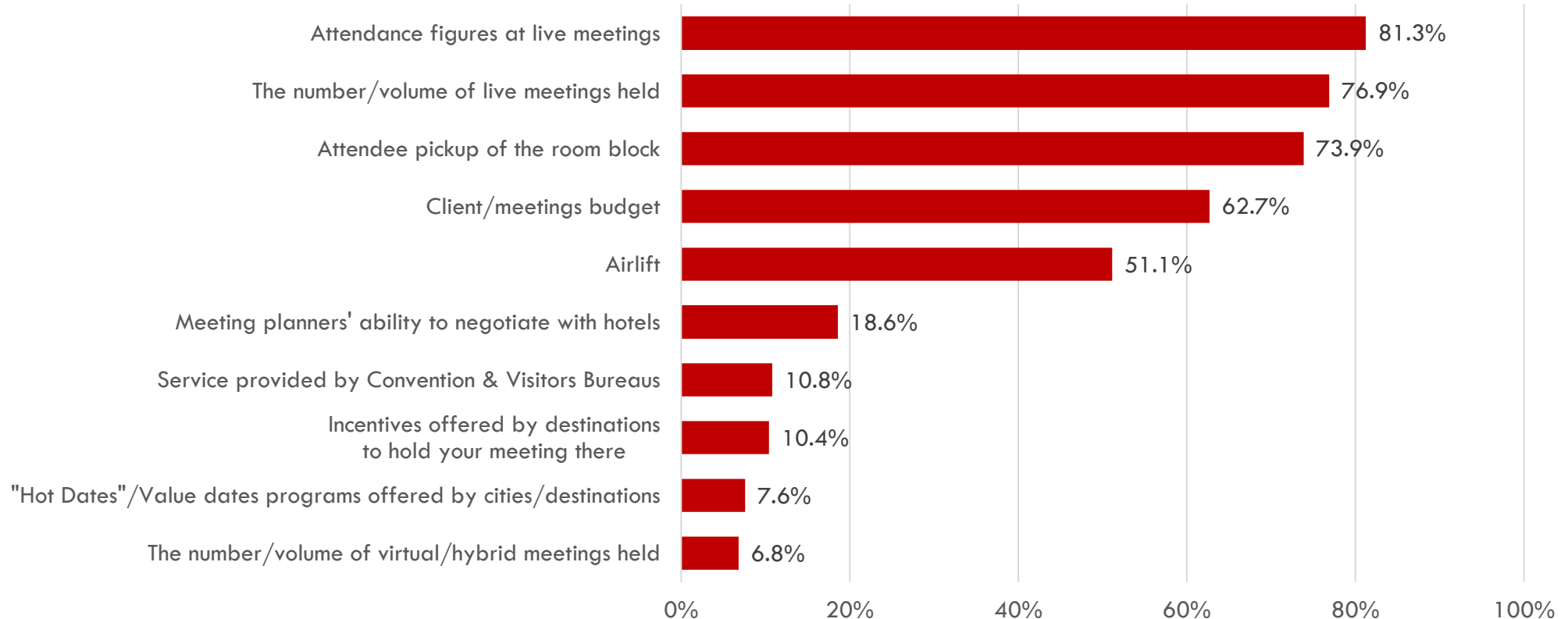
EXPECTED CHANGES TO MEETINGS INDUSTRY (NEXT 3 YEARS)



Question: Thinking about the future of the meetings industry, in the next 3 years, how do you expect the following factors related to the meetings industry to change (if at all)? (Select one) Base: All respondents. 528 completed surveys.

EXPECTED CHANGES TO MEETINGS INDUSTRY (NEXT 3 YEARS)

Expected to “DECREASE somewhat” or “DECREASE significantly”

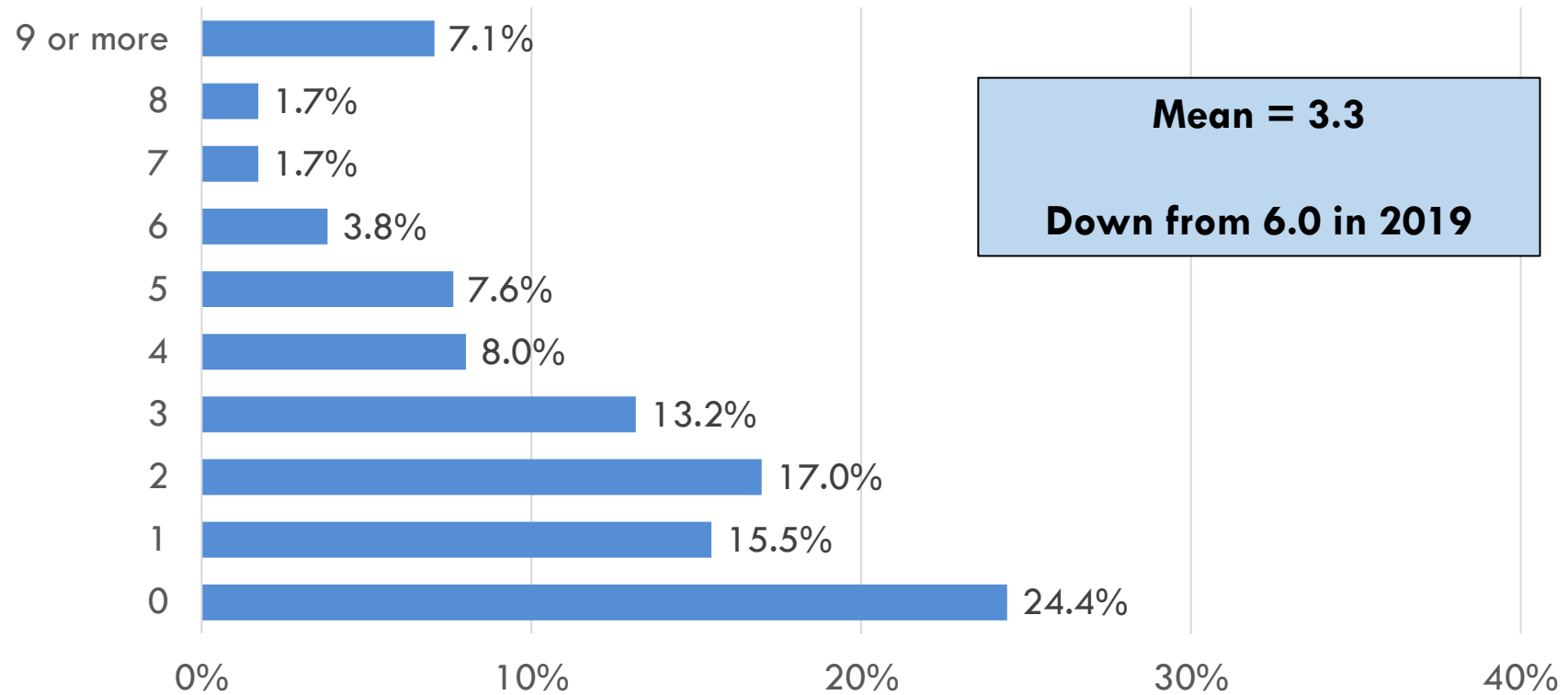


Question: Thinking about the future of the meetings industry, in the next 3 years, how do you expect the following factors related to the meetings industry to change (if at all)? (Select one) Base: All respondents. 528 completed surveys.



THE MEETING PLANNER & THE CVB

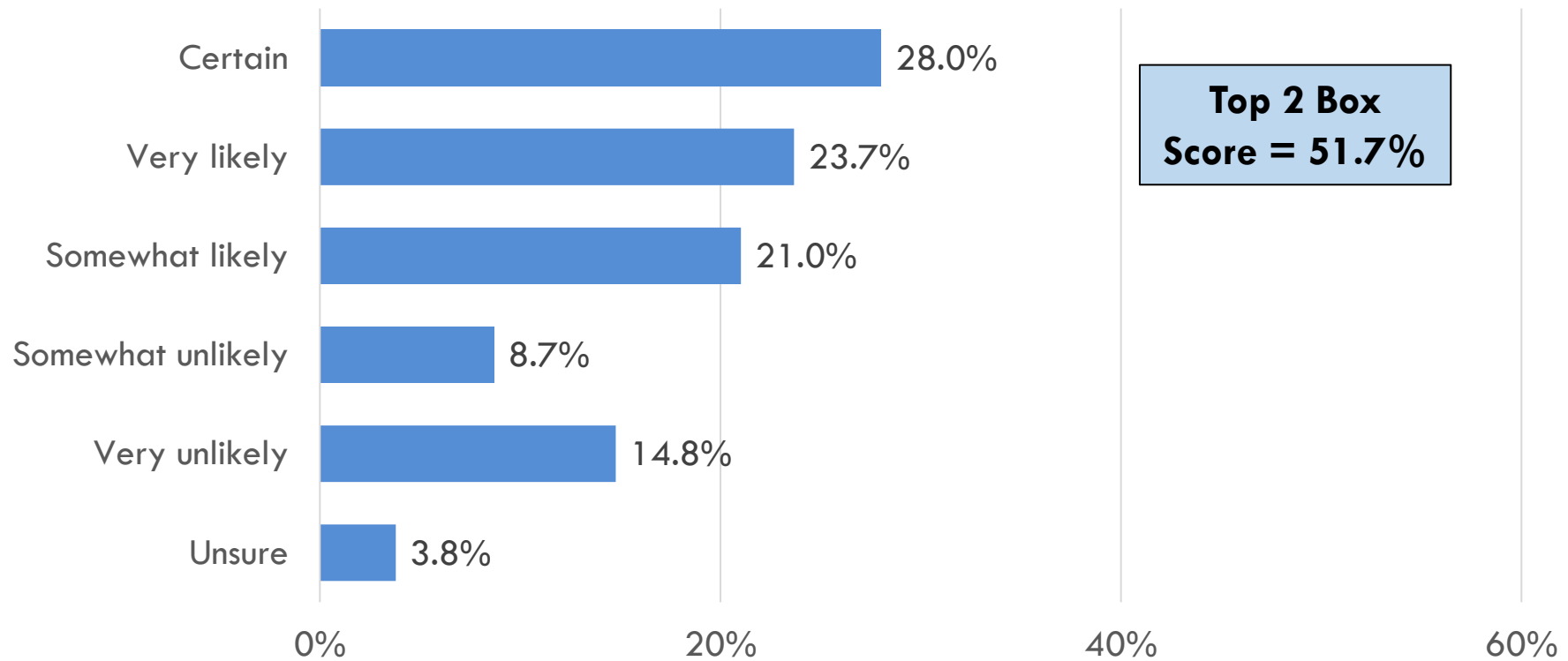
CVBs USED (PAST 12 MONTHS)



Question: How many different CVBs/DMOs have you contacted for any assistance planning your meetings or events in the PAST 12 MONTHS?

Base: Planners who have heard of CVBs prior to taking the survey. 524 completed surveys.

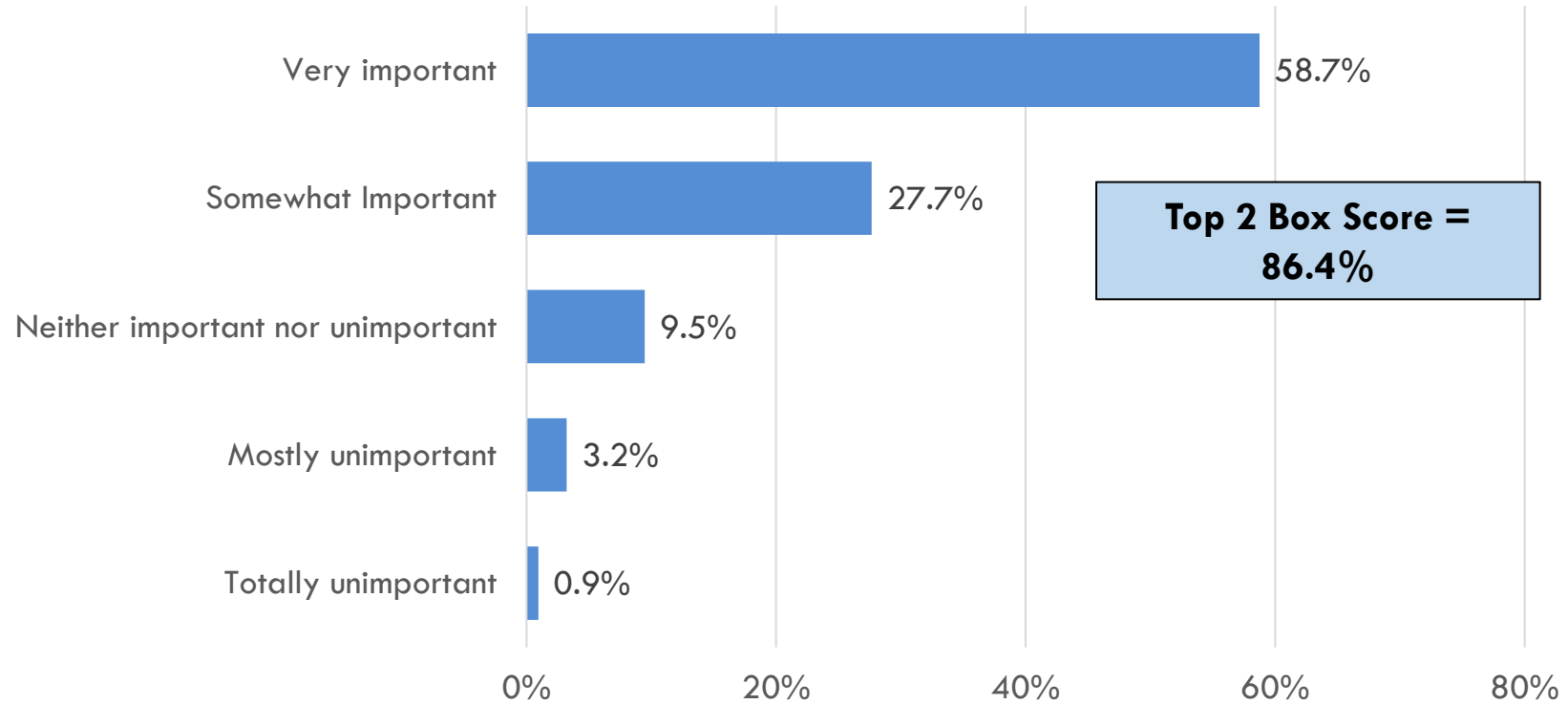
LIKELIHOOD TO USE CVBs (NEXT 12 MONTHS)



Question: How likely are you to use Convention & Visitors Bureaus (CVBs) as a meeting and event planning resource in the next 12 months? (Select one)

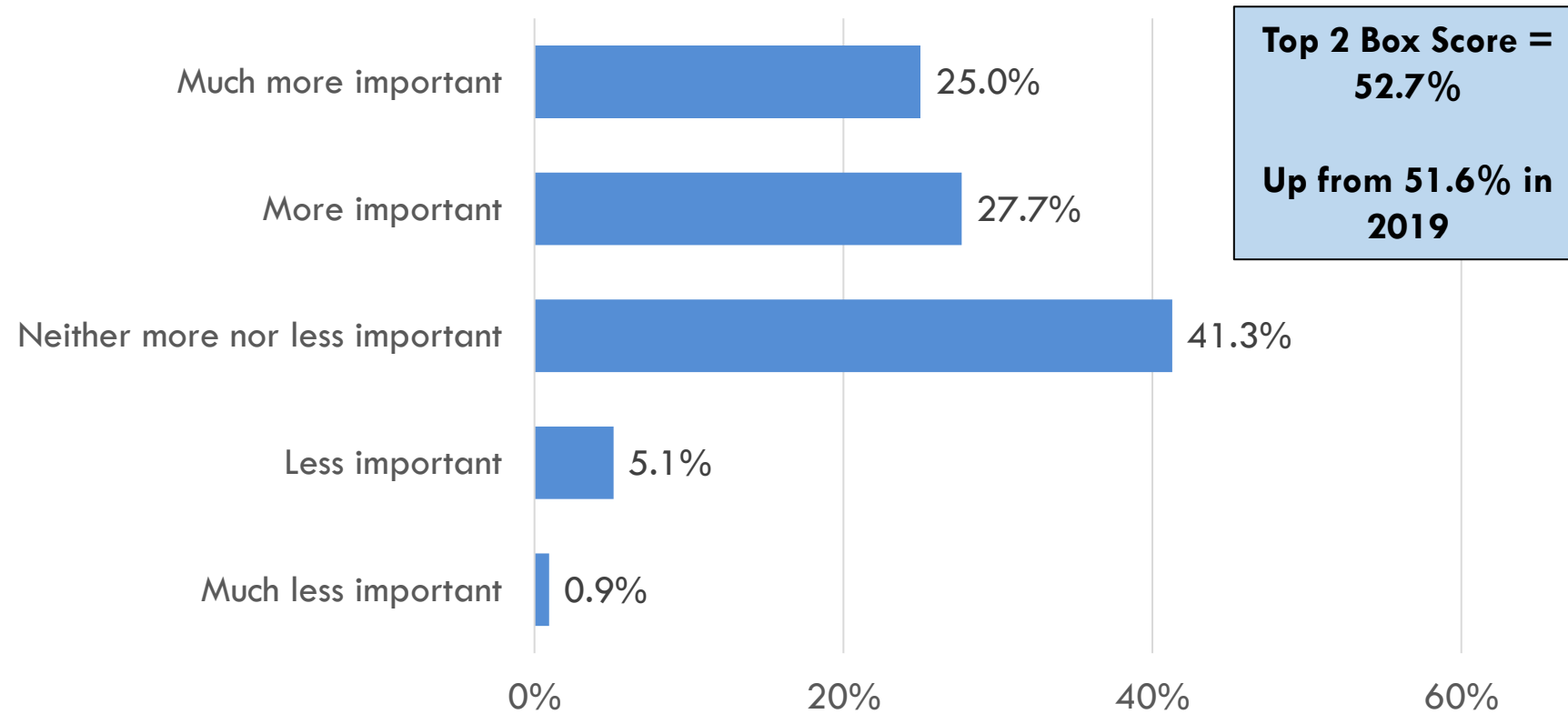
Base: All respondents. 528 completed surveys.

IMPORTANCE OF CVBs TO MEETINGS INDUSTRY



Question: In terms of their overall importance to the meetings industry, how important are CVBs? Base: All respondents. 528 completed surveys.

THE CHANGING IMPORTANCE OF CVBs




Question: In terms of their overall importance to the meetings industry, are CVBs becoming more or less important? (Select one) CVBs are generally becoming ____.

Base: All respondents. 528 completed surveys.



Why CVBs are Becoming More Important

“As a meeting planner, I am really going to need an advocate to help smooth over the changed landscape with hotel partners. I also will need help getting out the word that it is safe to attend meetings again.”

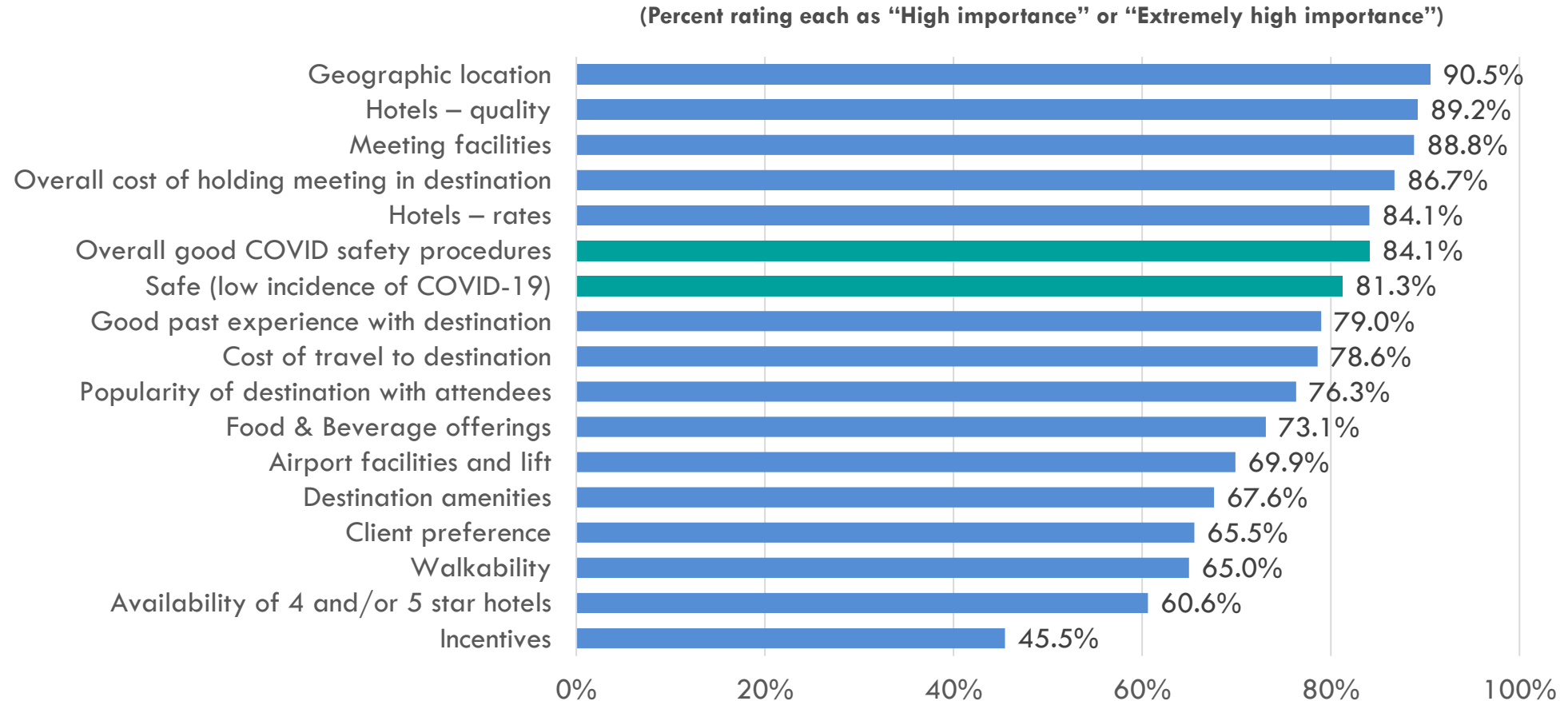
A woman with long brown hair, wearing a blue ribbed sweater, is seen from the back, looking towards a man. The man is wearing a blue button-down shirt and dark jeans, and is smiling while holding a stack of white papers. The background is a bright office space with a window and some blurred office equipment. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text.

“Local knowledge is king with COVID. Understanding restrictions and the communication of the timing of restriction changes allows us to make informed decisions. A critical asset above and beyond their normal, incredibly valuable insight.”



MARKETING TO MEETING PLANNERS

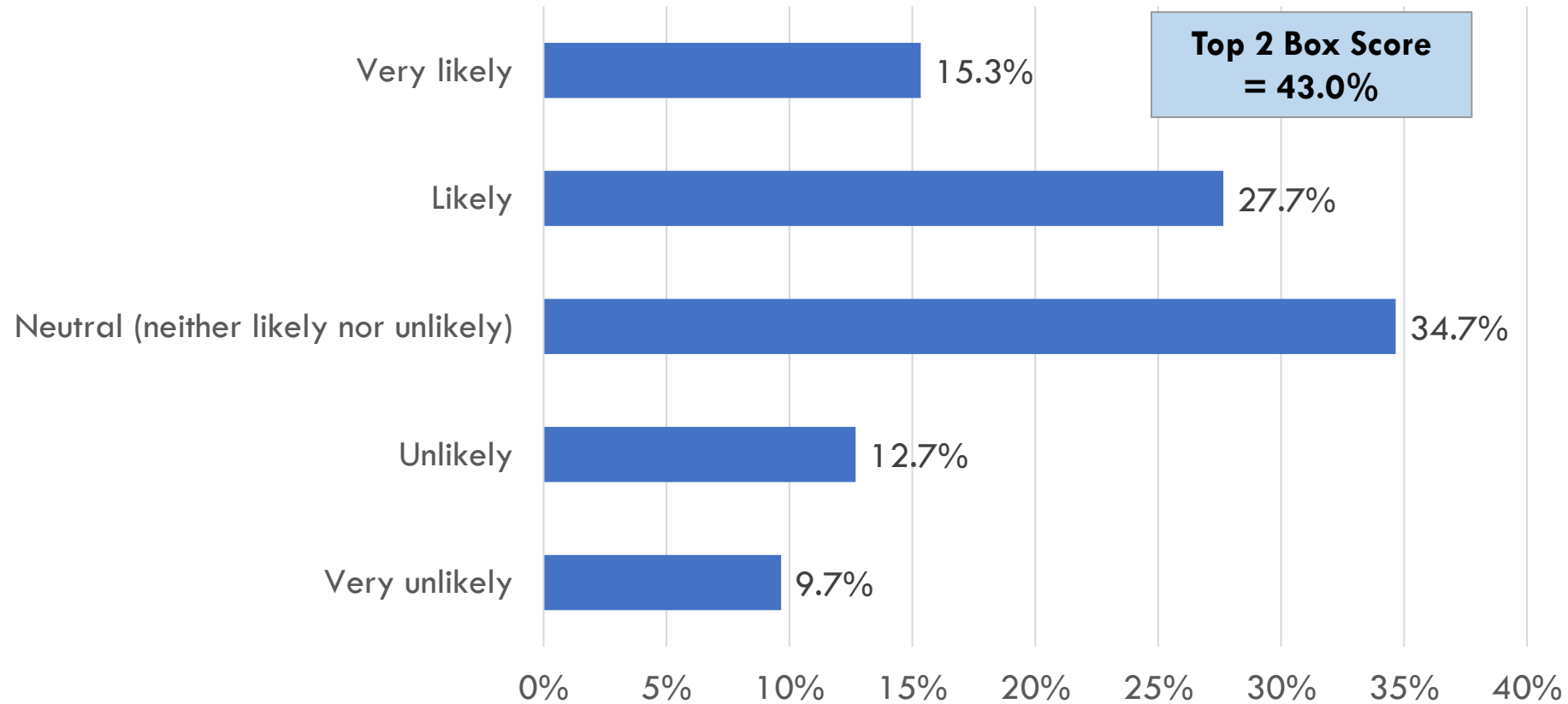
IMPORTANCE OF ATTRIBUTES IN DESTINATION SELECTION



Question: In general, how important are each of the following in determining the destination in which you hold your in-person meetings? Please use the scale from "Extremely low importance" to "Extremely high importance" to rate how important each factor generally is to your meetings destination decision.

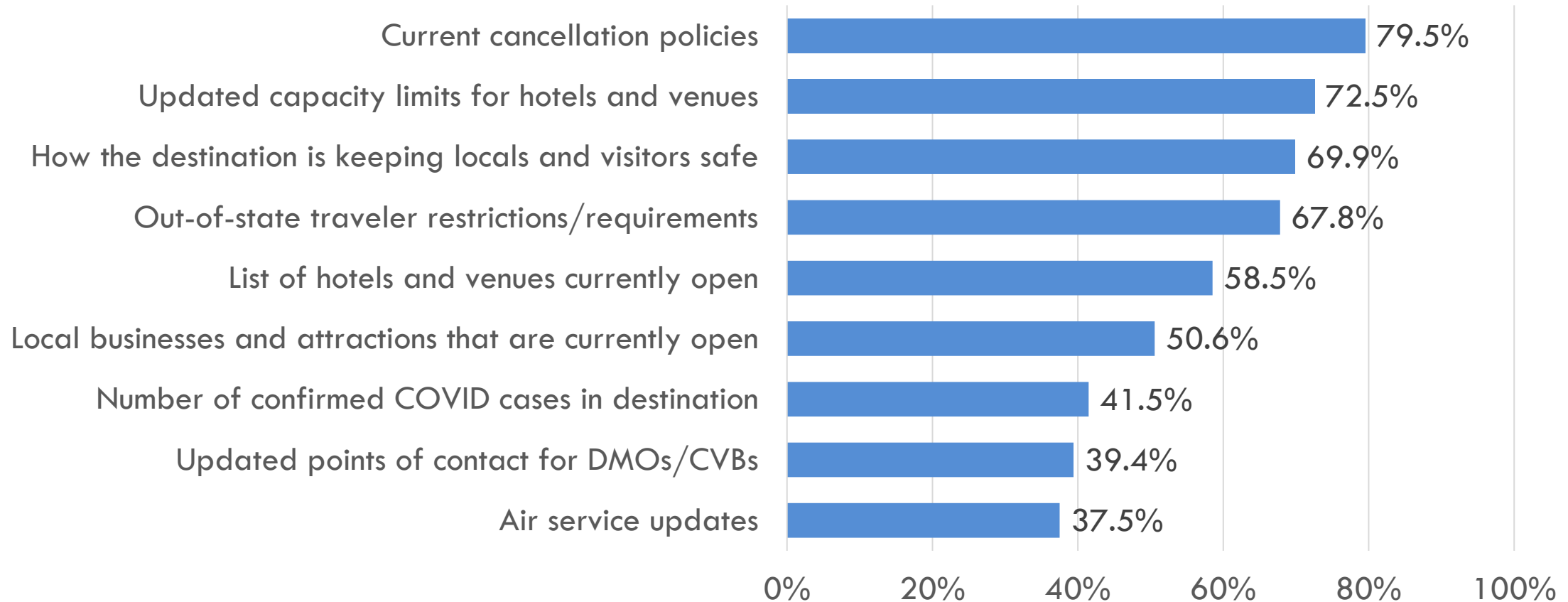
Base: All respondents. 528 completed surveys.

LIKELIHOOD TO ENGAGE IN VIRTUAL FAMs & ONLINE SITE TOURS



Question: How likely are you to engage in Virtual FAMs and online site tours?
Base: All respondents. 528 completed surveys.

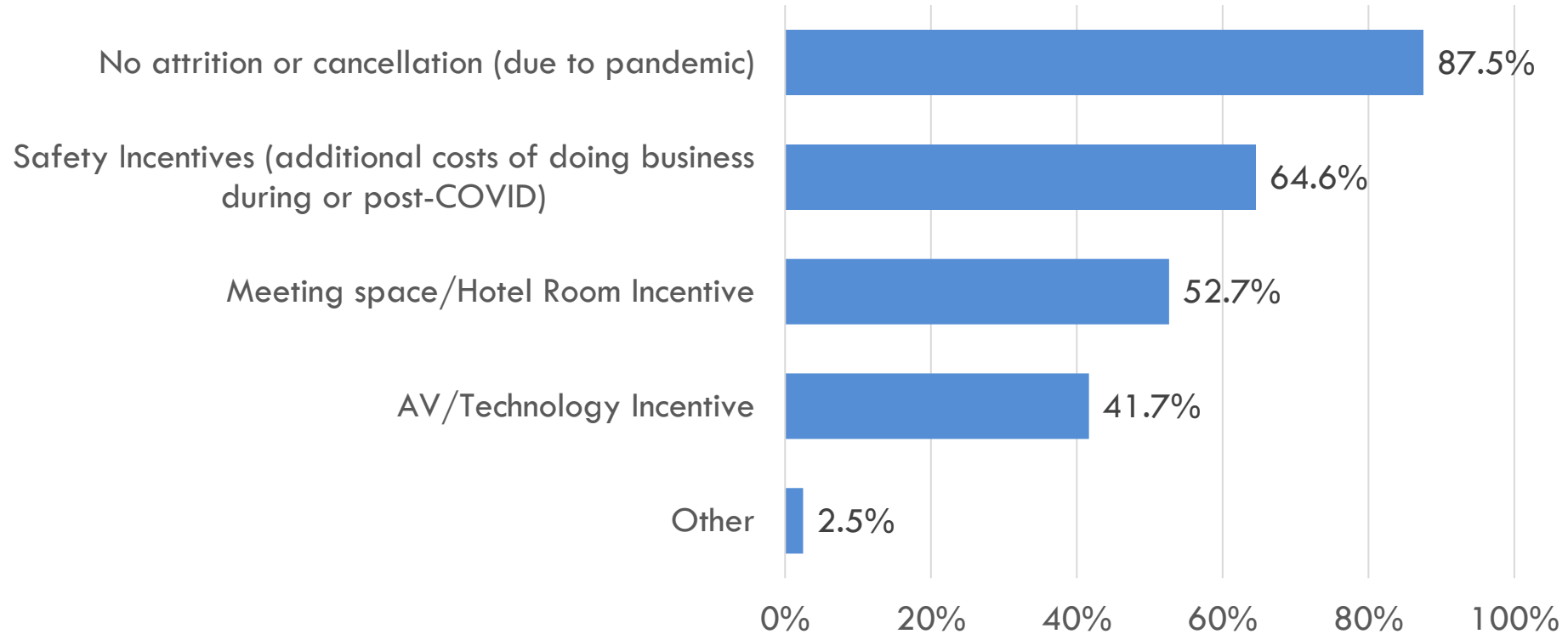
DESIRED INFORMATION IN DESTINATION ADVERTISING



Question: What information do you want communicated or advertised to you right now? (Select all that apply)

Base: All respondents. 528 completed surveys.

TYPES OF PACKAGES AND INCENTIVES CVBs SHOULD OFFER



Question: What type of packages or incentives would you recommend CVBs offer based on the current environment?
Base: All respondents. 528 completed surveys.



**The CVB & The Future
of the Meetings
Industry—Marketing &
Advertising Edition**

**FULL REPORT
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DestinationAnalysts.com/MeetingsReport

MORE RESEARCH WE CAN PROVIDE

- Visitor & Target Audience Profiles
- Audience Persona Identification
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Resident + Stakeholder Research
- Advertising Testing

info@destinationanalysts.com



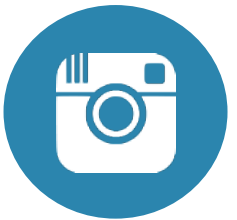
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