



December 2021

# A Portrait of Meeting & Convention Travel

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# OVERVIEW

MMGY Travel Intelligence, a division of MMGY Global, is conducting this quarterly study throughout 2021 to assess the status of the U.S. meeting, conference, and convention industry as seen through the eyes of both prospective attendees as well as professional meeting & event planners.



# *Better insights.* **SMARTER STRATEGY.**

MMGY Travel Intelligence specializes in syndicated and custom market research exclusively for the travel and tourism industry. We boast the industry's most expansive and richest historical database and strive to provide the highest-quality consumer and B2B travel and traveler research.

Our mission is to provide clients with valuable insights they can apply to guide decisions and improve business results. Our portfolio of products and services is designed to power travel industry leaders through actionable consumer insights, reliable travel performance data, and innovations in audience modeling and segmentation.



Travel  
Intelligence

# Survey Methodology

## Meeting Attendees

- We qualify a random sample of 1,012 Meeting Attendees, as defined below, and survey them online each quarter during 2021. Respondents are screened as follows:
  1. 18 years of age or older;
  2. Traveled more than 50 miles from home for a business conference, leisure or business convention, large corporate meeting, or trade show at least once during either 2019 or 2020.

## Planning Professionals

- We also qualify a sample of Planning Professionals (n = 119 in Wave 4), as defined below, and survey them separately online each quarter. Respondents are collected from sponsor destinations' planner lists and are invited via email to respond to the survey. Respondents are screened as follows:
  1. Their current role defined as one of the following: corporate meeting professional, association meeting professional, independent/third-party meeting professional, government meeting professional, conference or convention meeting professional, or other meeting professional;
  2. Planned at least one meeting with more than 100 attendees during the past 10 years.
- Data for this wave were collected between November 9–December 6, 2021.
- The error interval of the statistical estimates appearing in this report at the 95% level of confidence are as follows:
  - Meeting Attendees : +/- 3.1%
  - Planning Professionals: +/- 9.0%



# / Key Findings

As a note to preface these findings, Wave 4 of this report was fielded before and as news of the Omicron variant broke but before we saw widespread cases in the U.S. The findings in this report are based on the data we received this wave. We are aware that with the speed at which this pandemic can change, some of these findings may not reflect each of these group's current perceptions and we will be watching closely in the new year to see what impact the Omicron variant may have on this industry.

- **Continued contradictions on the future of meetings, conferences, and conventions.** Continuing the trend we've seen all year, planners and attendees continue to have contrasting views on what conferences and conventions will look like in the coming months and post-COVID. While the majority of planners believe their attendees prefer in-person meetings given the current COVID-19 situation, attendees are split 3-ways with one-third preferring each type of meeting given the current state of the pandemic. While we saw a decrease in the percentage of attendees who would prefer virtual meetings in a post-COVID world, we saw an increase in those who would prefer hybrid meetings, both significantly greater than the percentage of planners who believe attendees feel this way. 80 percent of planners continue to believe that in-person meetings will be preferred post-COVID while only 44 percent of attendees agree.





# / Key Findings

**While some attendees are focusing less on COVID-related safety measures when planning to travel for meetings, many attendees still find them important, more so than professional planners.**

- Compared to Wave 3, we saw a decrease in the importance of many COVID-related safety precautions, specifically among attendees. Fewer attendees feel it is important for meeting venues to require masks and vaccinations for attendees and staff. While many attendees would still like to see these measures in place, these percentages have declined for the first time this year. Similarly, we saw a decrease in the percent of attendees who are concerned about the number of attendees expected and whether the event is taking place primarily indoors when deciding to attend an event. Lastly, fewer attendees indicate their likelihood to attend meetings in certain destinations changed due to COVID-19. These could be signs that attendees are slowly starting to feel more comfortable attending meetings in-person.
- Although we are starting to see this in the data, it is important for planners to not rush this level of comfort. When comparing these same questions to planners' responses, we see that attendees differ in the safety measures they find important. Despite displaying a decrease from last wave, significantly more attendees find these safety measures to be important compared to planners including mask and vaccination requirements and venues requiring negative COVID-19 tests prior to attending. And while activities nearby the venue, relative safety from violence and civic unrest, and a unique venue are factors that impact decisions to plan and attend, more so among planners, attendees are also impacted by mask mandates and vaccinations rates in host destinations, more so than planners. So again, although we saw a drop in the importance and impact of these factors and precautions among attendees, they are still impacting their decisions to attend meetings, more so than they are planners' decisions.



# / Key Findings

- **With vaccination and booster rates increasing, we saw fewer attendees and planners indicating that the Delta variant is impacting their decisions to travel for conferences and conventions.** Compared to Wave 3, we saw an increase in the percentage of each who said they are not impacted by the Delta variant and still plan to travel for business and host an in-person event (up from 27% to 35% for attendees and up from 20% to 42% for planners) and a decrease among those who said they've canceled previously confirmed business travel and in-person events due to the Delta variant (down from 14% to 10% for attendees and down from 24% to 12% for planners). While Delta may be less of a concern, we will watch in the new year what affect Omicron may have on attendees' and planners' intentions.
- **Safety measures are not the only factors that impact attendees' decisions.** On top of safety measures in host destinations, attendees are impacted by how the destination conducts itself and how it is evolving to address topics that have risen to the forefront of our society in the past few years. 6 in 10 attendees are impacted by whether the host destination exemplifies a commitment to DEI and the environmental responsibility of the destination. Additionally, half are impacted by the politics of the host destination. While these are not the top factors of impact, these still play a role in the majority of attendees' decisions.
- **Extending business travel for leisure continues to be of interest to attendees.** Two-thirds of attendees indicate they are likely to extend a conference or convention business trip for leisure in the next 12 months. With so many companies still offering flex schedules, attendees may be looking to take this opportunity to stay in destination after the event and turn their business trip into a leisure one.



# / Key Findings

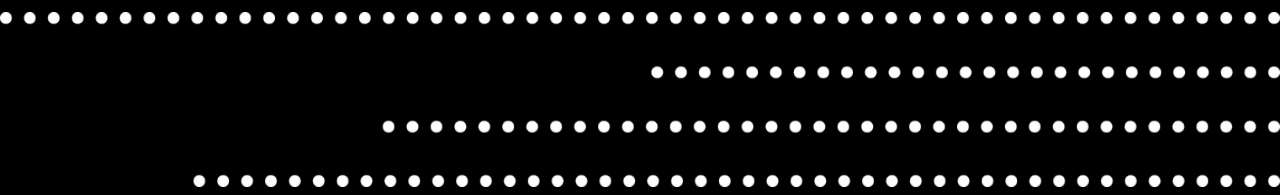
- **The most used words to describe Corpus Christi as a meeting destination are Hot, Beach, Boring, Good, and Texas.**
- **Two-thirds of planning professionals are likely to book in coastal destinations.** 67 percent of planning professional are likely to book a meeting, conference, or convention in a coastal destination.
- **Four in ten planning professionals are willing to choose a destination that requires at least one connecting flight.** 40 percent of planning professional are willing to choose a destination to host a meeting, conference, or convention that requires attendees to take at least one connecting flight.
- **Half of attendees and nearly four in ten planners indicate their decision to attend or host a meeting in a destination is impacted by its politics.** 51 percent of attendees are impacted by the politics of the host destination when deciding whether to attend a meeting, conference, or convention in a specific destination in the next 24 months, while 36 percent of planning professional are impacted when deciding whether to host a meeting, conference, convention in a specific destination in the next 24 months.



# **ATTENDEES vs. PLANNERS**

**A Comparative Perspective**

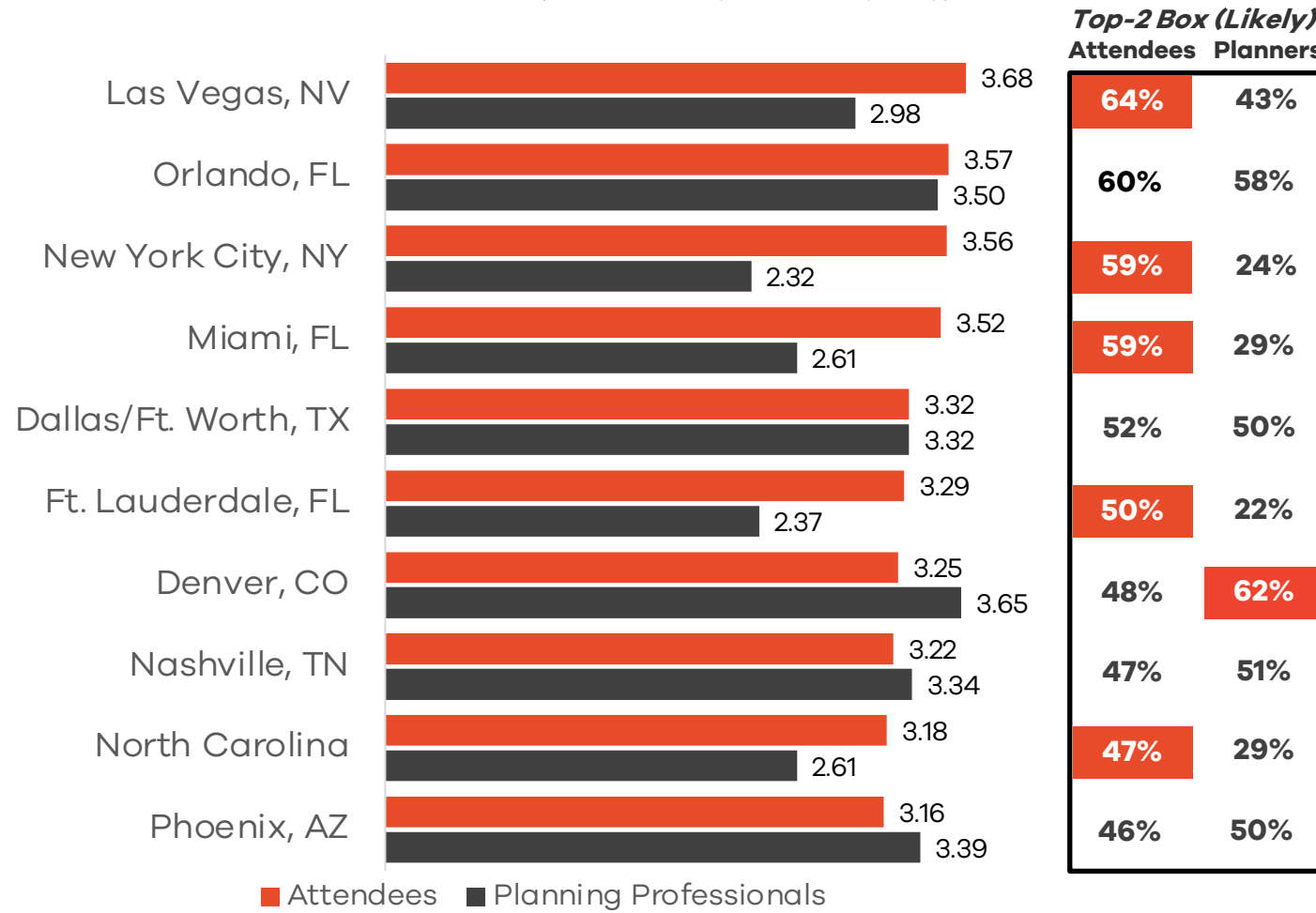




# Meeting Locations

## Destinations in Which Likely to Attend/Plan a Meeting During Next Two Years

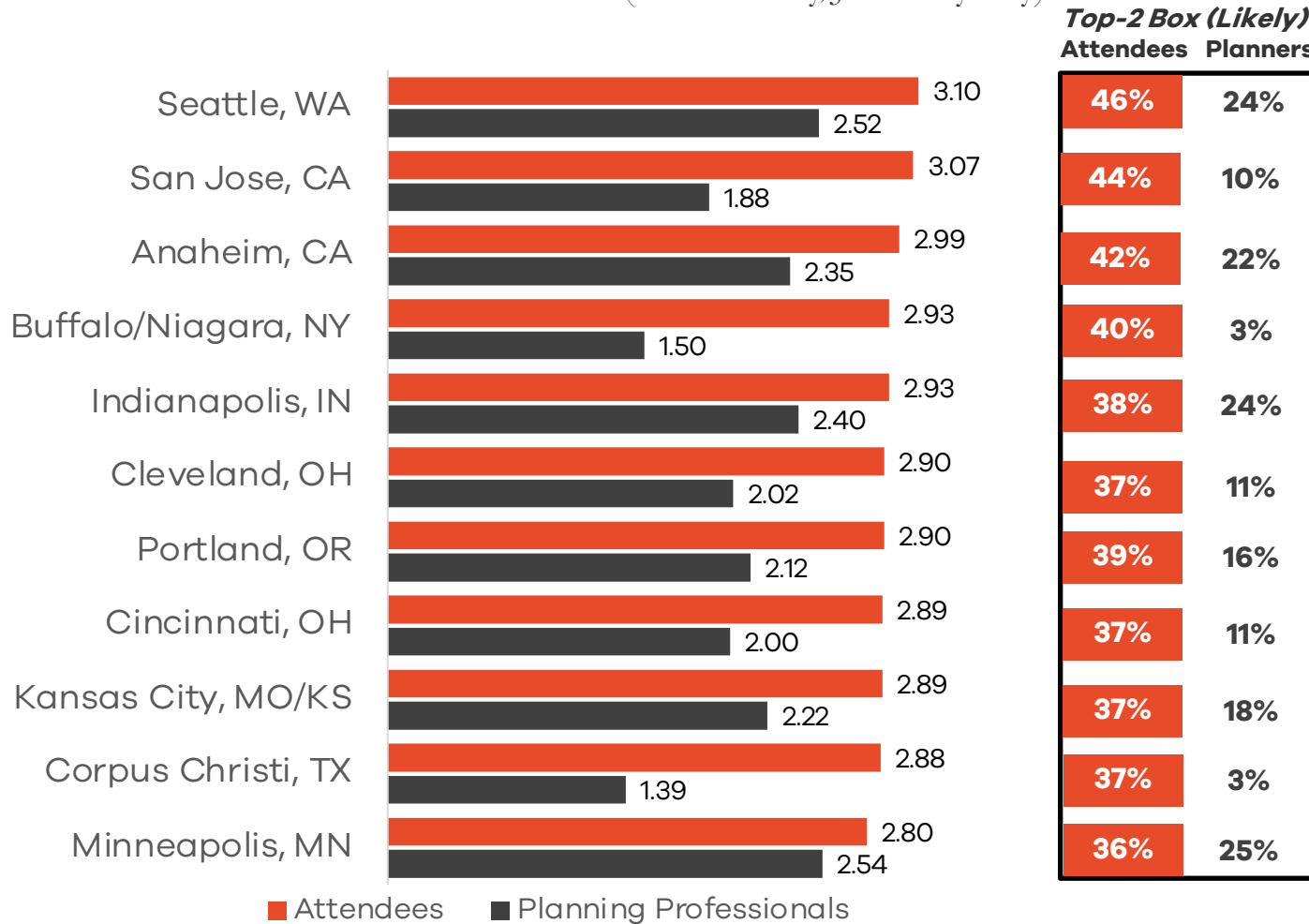
Mean (1=not at all likely, 5=extremely likely)



Among the top destinations of interest for a future meeting, conference, or convention, prospective attendees are more likely to attend (than professional planners are to plan) meetings in Las Vegas, New York City, Miami, Ft. Lauderdale, and North Carolina.

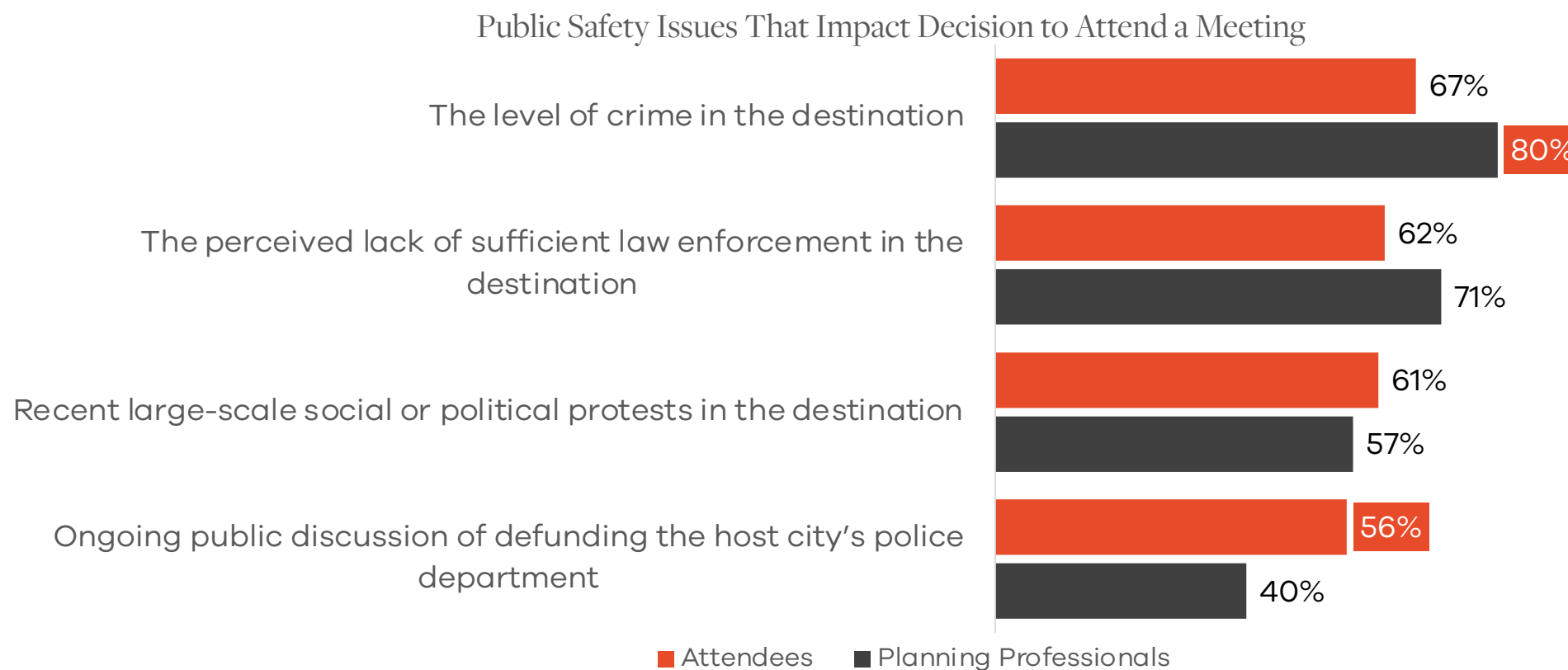
## Destinations in Which Likely to Attend/Plan a Meeting During Next Two Years

Mean (1=not at all likely, 5=extremely likely)



Attendees are also more likely to attend meetings in Seattle, San Jose, Anaheim, Cincinnati, Buffalo/Niagara, Portland, Indianapolis, Kansas City, Cleveland, Corpus Christi, Portland, and Minneapolis than planners are likely to plan meetings there.

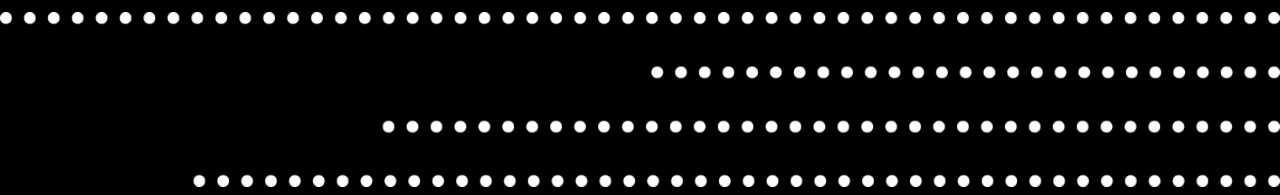
**When choosing a destination, planners are more likely to be impacted by the level of crime in the destination, while attendees are more affected by public discussion of defunding the police.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** When deciding whether to travel to a destination to attend a meeting, conference, or convention, to what extent does each of the following public safety (non-COVID) issues impact your decision? / When selecting a destination to host a meeting, conference, or convention, to what extent does each of the following public safety (non-COVID) issues impact your decision?





# Meeting Venues

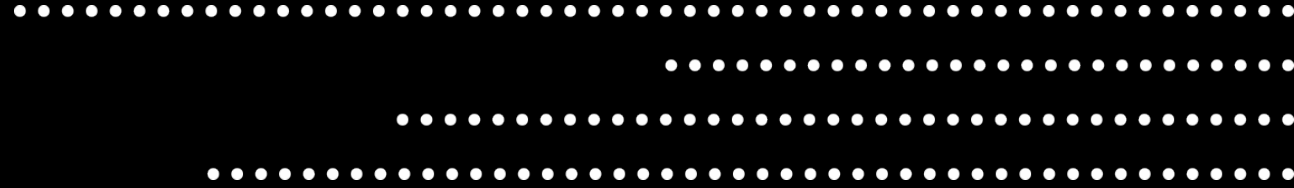
# Attendees Much More Likely Than Planners to Find Unique and Historic Venues Appealing, While Planners Find Hotel/Resort Facilities Appealing

	Attendees	Planning Professionals
Venues that are truly unique to a destination	78%	59%
Historic landmarks or facilities	73%	32%
Hotels & resort ballrooms and conference facilities	70%	87%
Convention centers	65%	55%
Sports venues (ex. stadiums, arenas, golf courses, etc.)	58%	18%

Planning professionals find hotel and resort ballrooms to be most appealing when choosing a meeting, conference, or convention venue in the next 24 months while attendees find more appeal in unique or historic venues, convention centers, and sports venues.

**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

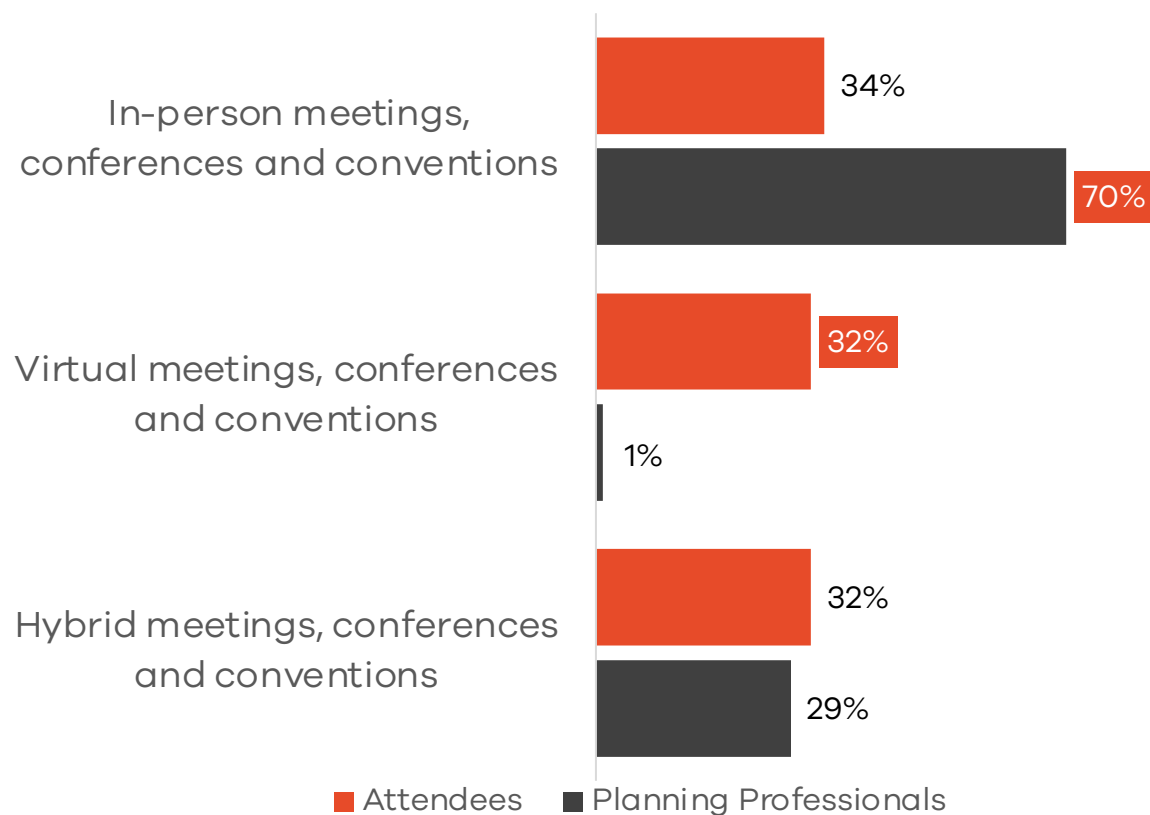
**Question/** Please indicate how appealing you find each of the following types of venues for a meeting, conference or convention you may consider attending in the next 24 months. / Please indicate how appealing you find each of the following types of venues for a meeting, conference or convention you may plan in the next 24 months.



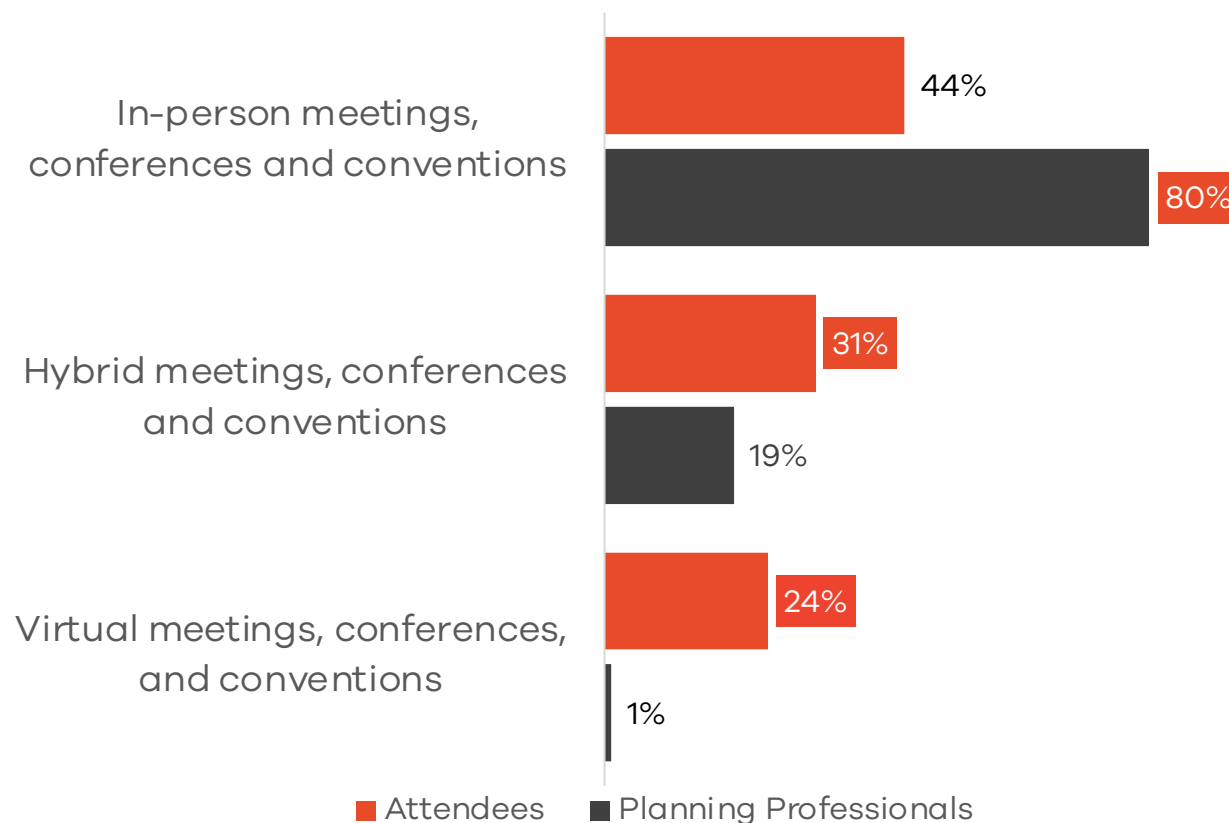
# Meeting Technology

# Planners are ready to get back to in-person meetings while one-third of attendees still prefer virtual or hybrid meetings.

Meeting Preference Given Current COVID-19 Situation



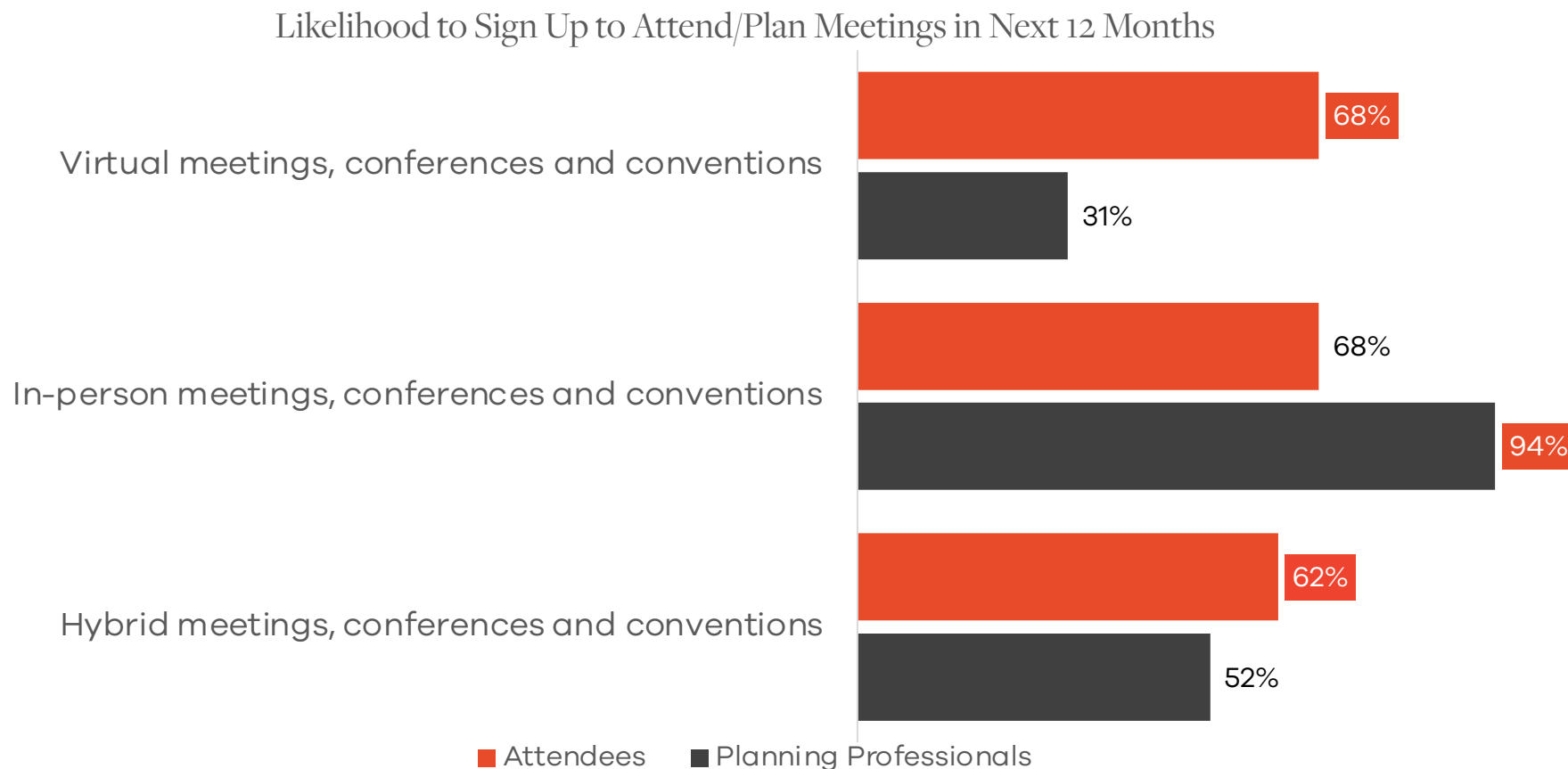
Meeting Preference Post COVID-19 Situation



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** Considering the current COVID-19 pandemic situation, which of the following forms of meetings, conferences, and conventions would you most prefer to attend? / Considering the current COVID-19 pandemic situation, I believe people who choose to attend the types of meetings I most typically plan would prefer... Please select one. / Thinking ahead to when the COVID-19 pandemic ceases to be a major health and safety risk for meeting attendees (due either to a state of herd immunity, the availability of highly-effective therapeutic treatments, or otherwise), which of the following will you most prefer to attend? / Thinking ahead to when the COVID-19 pandemic ceases to be a major health and safety risk for meeting attendees, I believe people who choose to attend the types of meetings I most typically plan will prefer... Please select one.

**Significantly more planners than attendees believe they are likely to plan in-person meetings while significantly more attendees believe they are still likely to attend virtual or hybrid meetings in the next 12 months.**

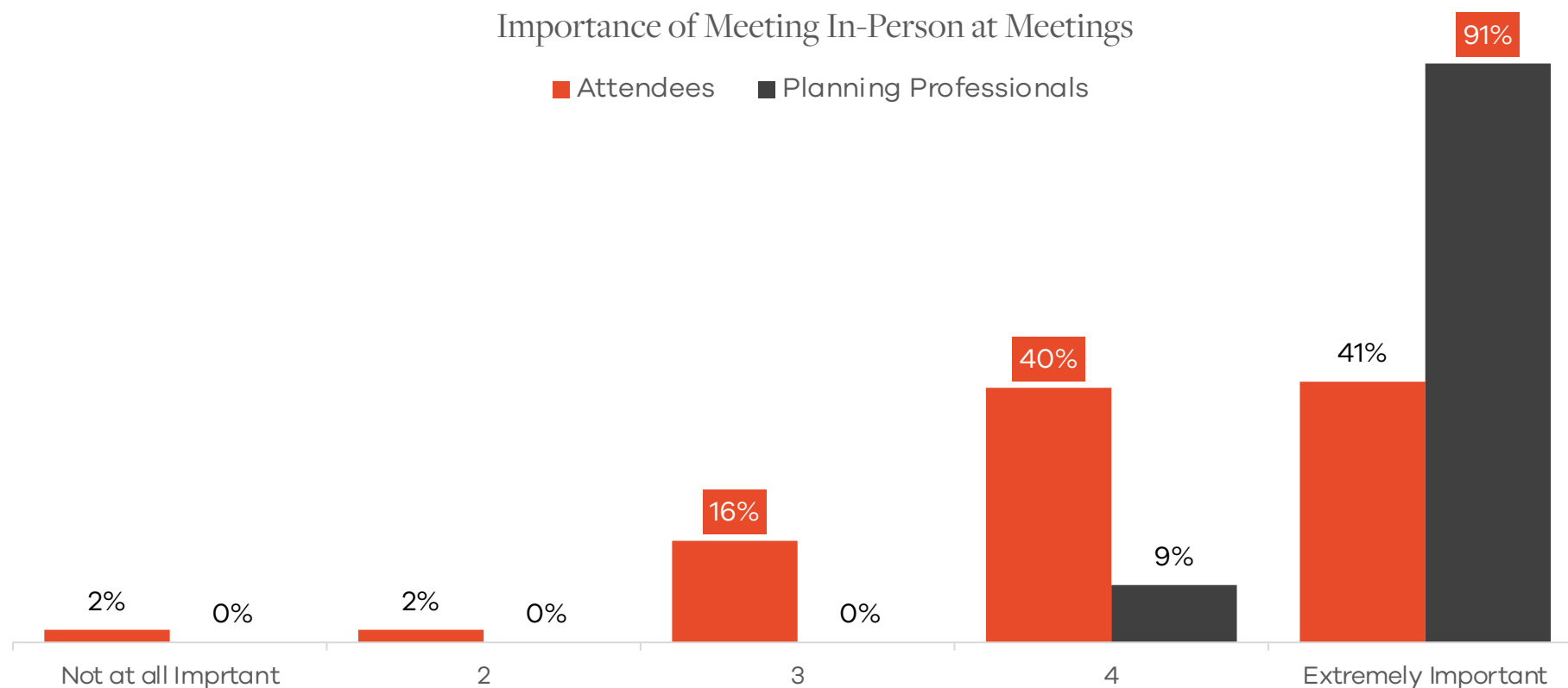


**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** How likely do you believe it is that you will actually sign up to attend each of the following types of meetings in the next 12 months? / How likely do you believe it is that you will plan the following types of meetings in the next 12 months?



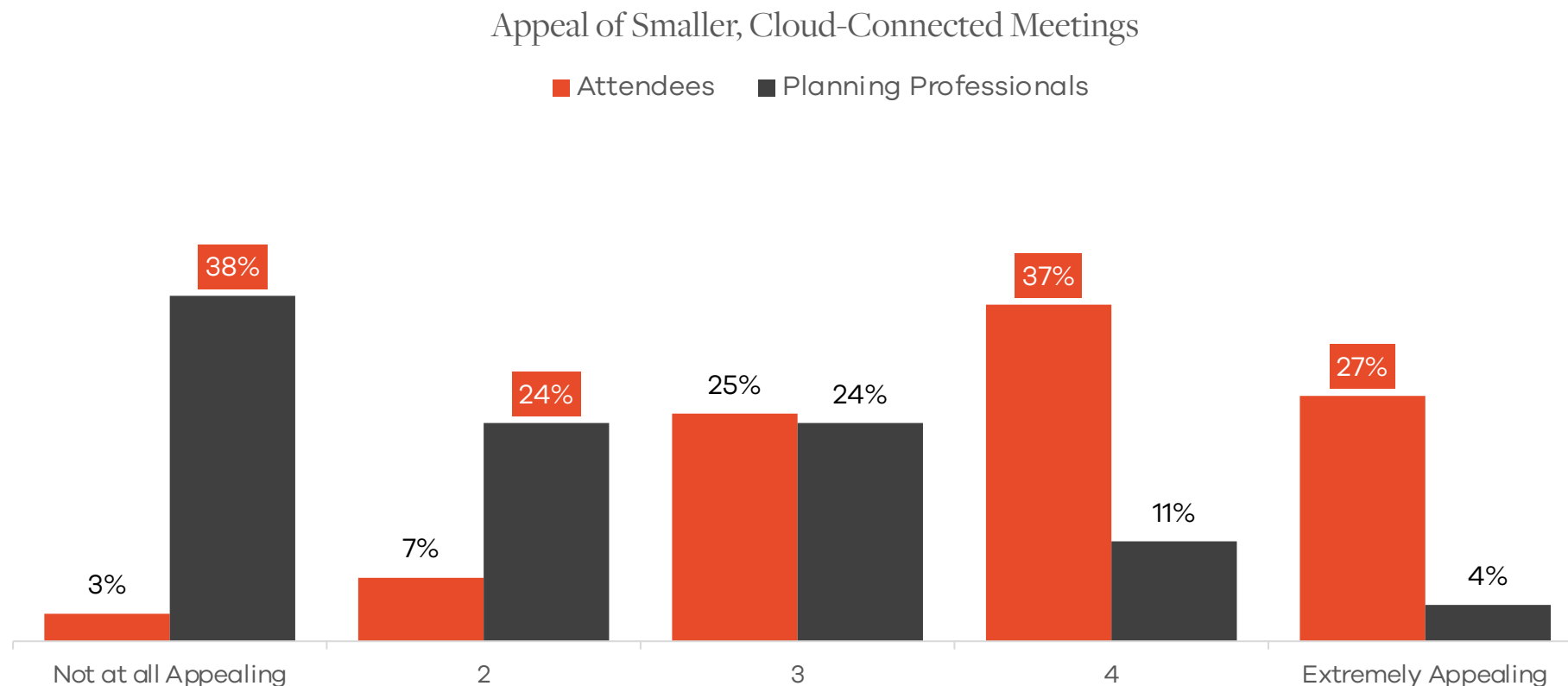
**Both attendees and planners believe it is important to meet in-person, though significantly more planners than attendees believe it is extremely important.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** In order for you to consider it time and money well spent, how important do you believe it is for attendees like yourself to meet in-person with other attendees as part of the meetings/conferences/conventions you attend? / How important do you believe it is for attendees to meet in-person with other attendees as part of the meetings/conferences/conventions you plan?

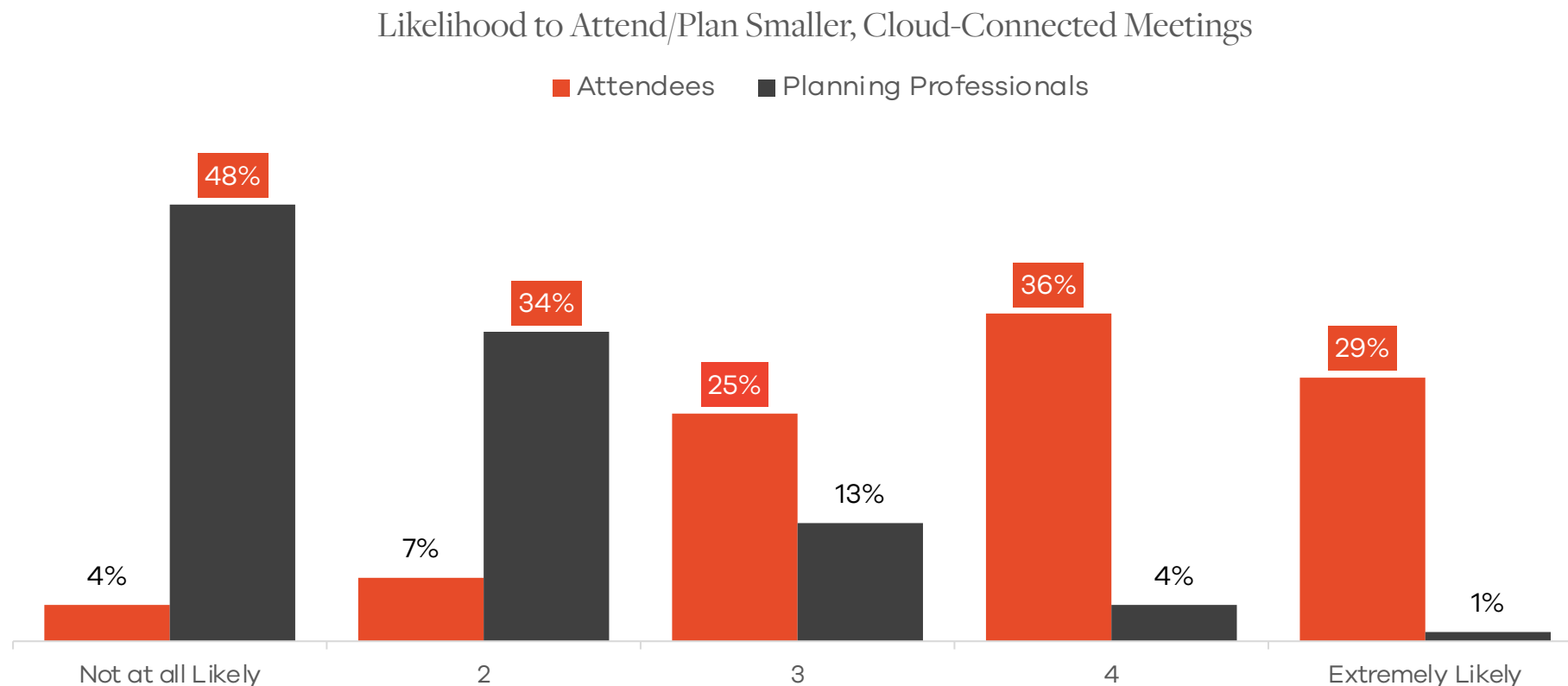
## Attendees are significantly more likely than planners to find smaller, cloud-connected meetings to be appealing.



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** One way to address potential concerns of large conference or convention attendees would be to replace large, single-site host destinations with a collection of smaller, cloud-connected host venues in various geographic locations. To what extent does this option appeal to you based on the types of meetings you attend? / To what extent is this option appealing to you based on the types of meetings you most typically plan?

**Similarly, attendees are much more likely to attend this type of meeting in the next 24 months compared to planners who expect to plan one.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

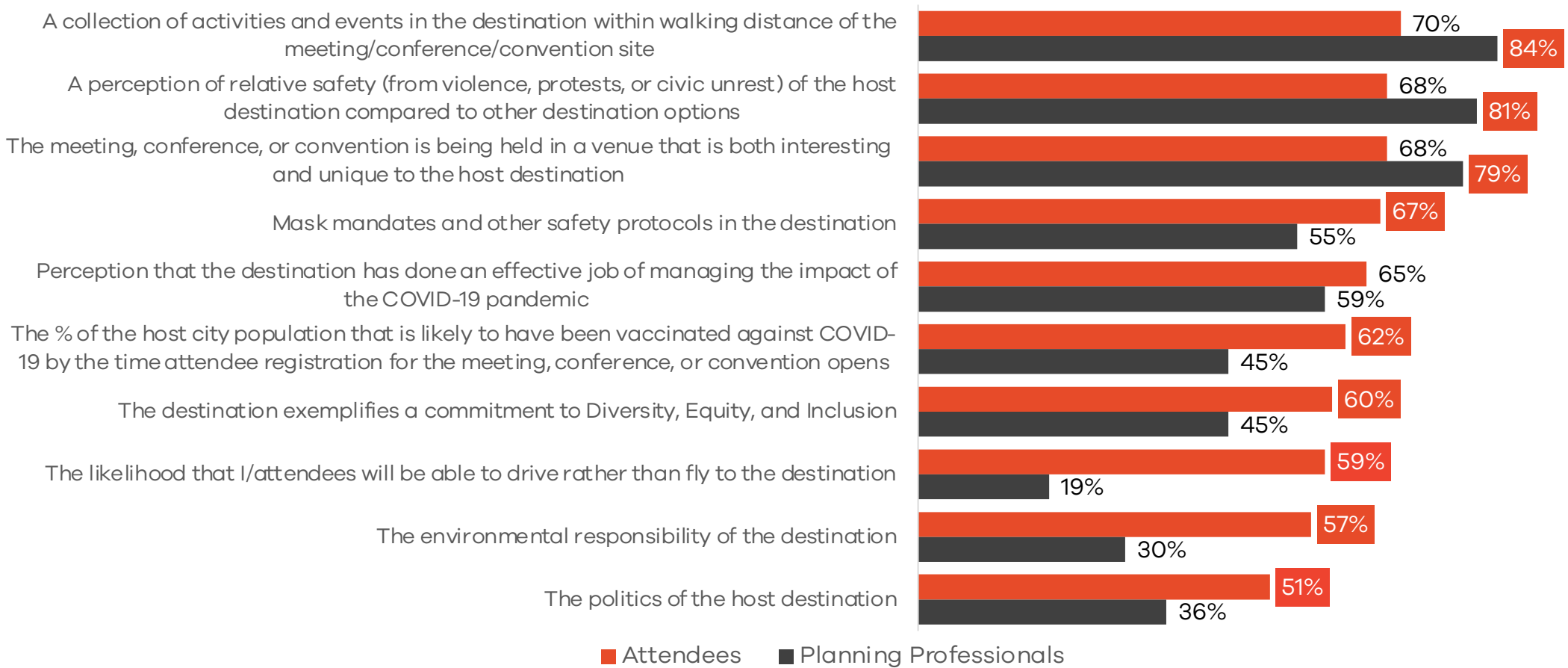
**Question/** How likely are you to attend a meeting/conference/ convention that is designed as a collection of smaller cloud-connected host venues in various geographic locations in the next 24 months? / How likely are you to plan a meeting/conference/convention that is designed as a collection of smaller cloud-connected host venues in various geographic locations in the next 24 months?



# COVID-19 Impact on Planning

**Significantly more planners than attendees are focusing on overall safety perceptions and the availability of activities when planning a meeting, while significantly more attendees are focusing on the COVID-19 safety protocols, the ability to drive to the destination, its commitment to DEI, environmental responsibility, and politics.**

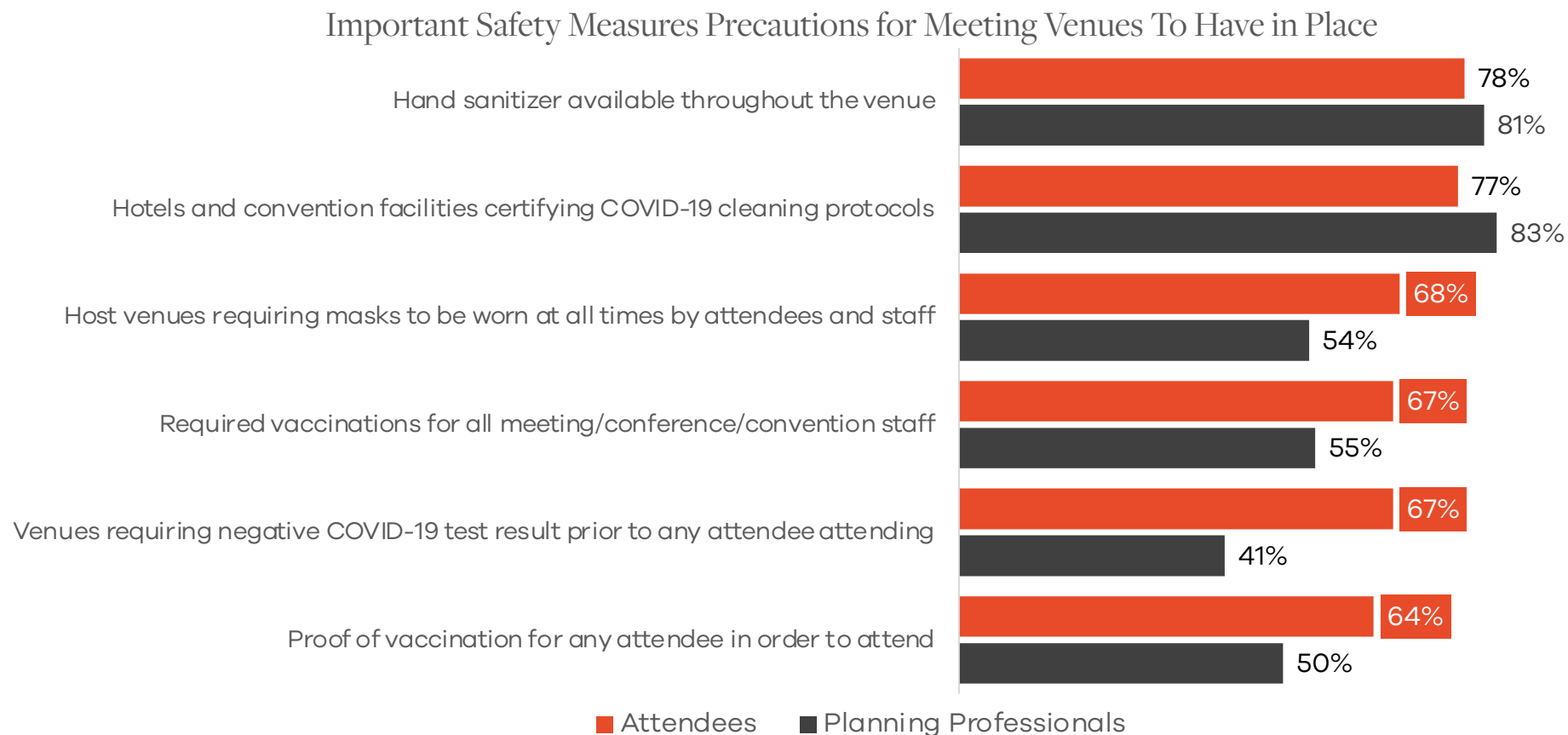
Factors That Impact Decision to Attend/Plan a Meeting



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)



**While cleaning protocols and hand sanitizer are similarly important, significantly more attendees find mask requirements, vaccination requirements for both attendees and staff, and negative COVID-19 test results to be important.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012) / Planning Professionals (n=119)

**Question/** How important do you believe each of the following safety measures is for meetings/conferences/conventions venues to have in place now in order for you to consider attending a meeting there?

Results of the  
**MEETING  
ATTENDEES  
SURVEY**



# / Key Attendee Survey Findings

## *Meeting Locations*

- Attendees are most likely to attend meetings in the next two years in Las Vegas (64%), Orlando (60%), New York City (59%), and Miami (59%).
- Two-thirds of attendees say the level of crime (67%) has an impact on their decision whether or not to attend the meeting.

## *Meeting Venues*

- Venues that are unique to the destination (78%) and historic landmarks (73%) are considered the most appealing in the next 24 months among attendees. Hotel and resort facilities display the largest decrease in appeal compared to pre-pandemic.

## *Meeting Technology*

- Seven in ten attendees have attended at least one virtual meeting (71%) in the past twelve months, while significantly more are also attending in-person (up from 53% to 64%) and hybrid events (up from 49% to 56%) compared to Wave 3.
- The appeal of all types of meetings are relatively unchanged from Wave 3.
- In a post-COVID environment, in-person meetings (44%) will again be preferred. However, hybrid meetings (31%) will remain a popular alternative with preference for hybrid meetings continuing to grow, up from 27% in Wave 3 .
- A. similar percentage of attendees expect to attend each type of meeting in the next 12 months, compared to those who planned to do so in Wave 2 and Wave 3.
- Eight in ten attendees (81%) feel it is important to meet in-person with other attendees.
- The appeal of smaller, cloud-connected meetings is down slightly among prospective attendees compared to Wave 3 with two-thirds finding them appealing (64%, down slightly from 69% in Wave 3), and likely to attend such a meeting in the next 24 months (65%).

# / Key Attendee Survey Findings

## *COVID-19 Impact on Attendee Behavior*

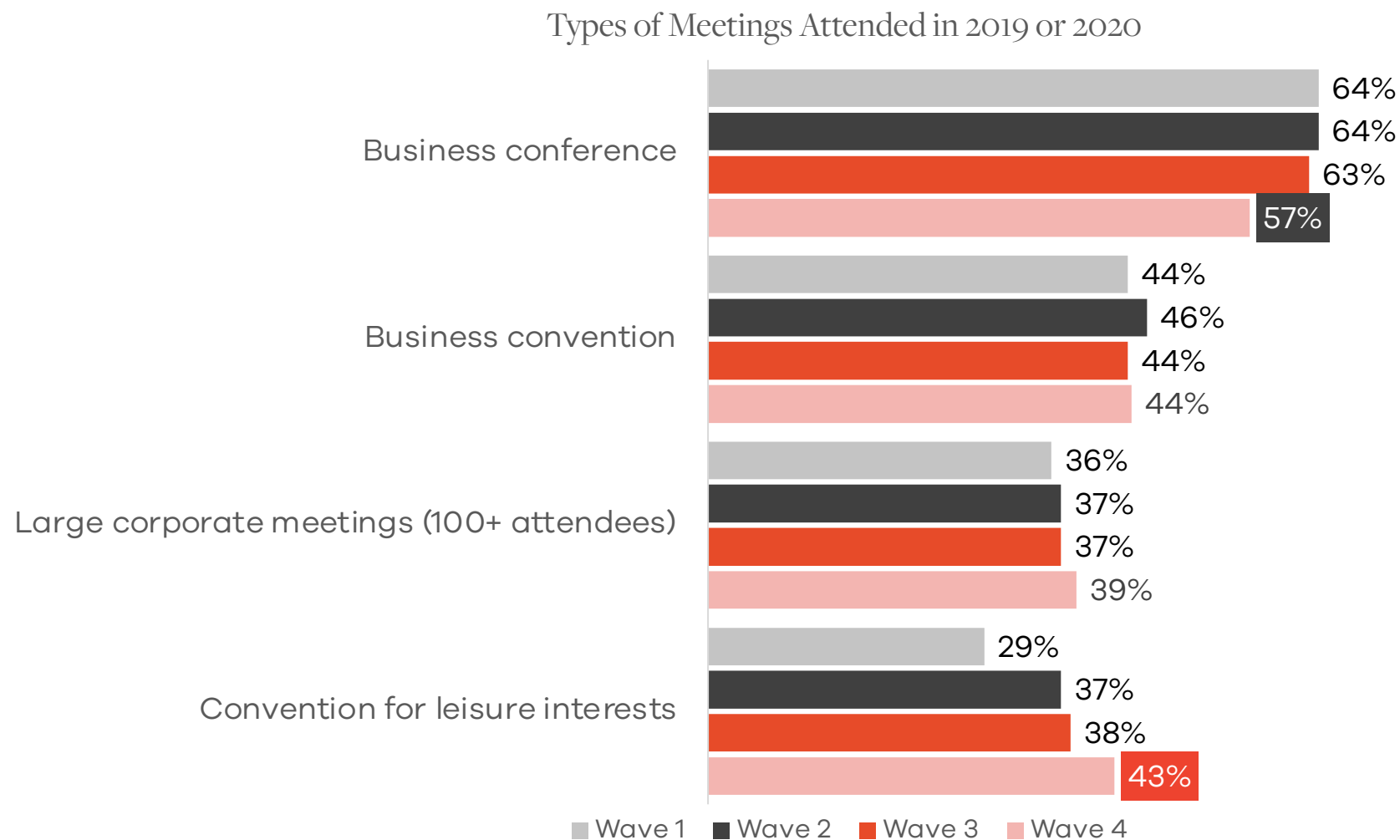
- Significantly more attendees perceive staying in a hotel or resort to be safe compared to those who did so in Wave 3, up from 73% to 79%. Traveling by personal vehicle (82%) is still considered the safest travel activity, followed by staying in a hotel or resort (79%), and taking a flight (66%).
- Two-thirds of attendees (64%) indicate their likelihood of attending meetings, conferences, and conventions in certain destinations has changed as a result of the pandemic, down significantly from Wave 3 (75%). Among those attendees, reasons cited include fear of getting COVID-19, the meetings/conferences they would have typically attended were canceled, postponed or had gone virtual, they would prefer to go to destinations closer to home, they won't attend meetings in COVID-19 hot spots, and their companies have travel restrictions in place.
- The general appeal of the destination (74%), a compelling conference agenda (72%), and the opportunity to meet new people and build my professional network (71%) are the top factors affecting attendees' decisions to attend a meeting, conference, or convention in a specific destination.
- The importance of many safety precautions that were barriers to attending meetings are down slightly from Wave 3 including mask requirements (down from 75% to 68%) and required vaccinations for staff (down from 72% to 67%) and attendees (down from 71% to 64%).
- Three-quarters of attendees (73%) are willing to sign a waiver to attend an event or conference, unchanged from the percentage we saw in Wave 3.
- Compared to Wave 3, concerns of the number of attendees expected and knowing the event is being hosted primarily indoors are less of a barrier to attending a meeting in the next six months (# of attendees: down from 48% to 39%, indoor event: down from 39% to 33%).
- More than two-thirds of attendees indicate the rise in Delta variant cases has caused them to reconsider conference and convention travel plans in the next six months, but they have not made a final decision yet (36%) or that it has not impacted them, and they are still open to traveling for conferences and conventions in the next six months (35%).

## *Extending Business Travel for Leisure*

- Two-thirds of attendees have extended conference/convention business travel for a leisure visit during the past 24 months (64%) and plan to do so in the next 12 months (63%).

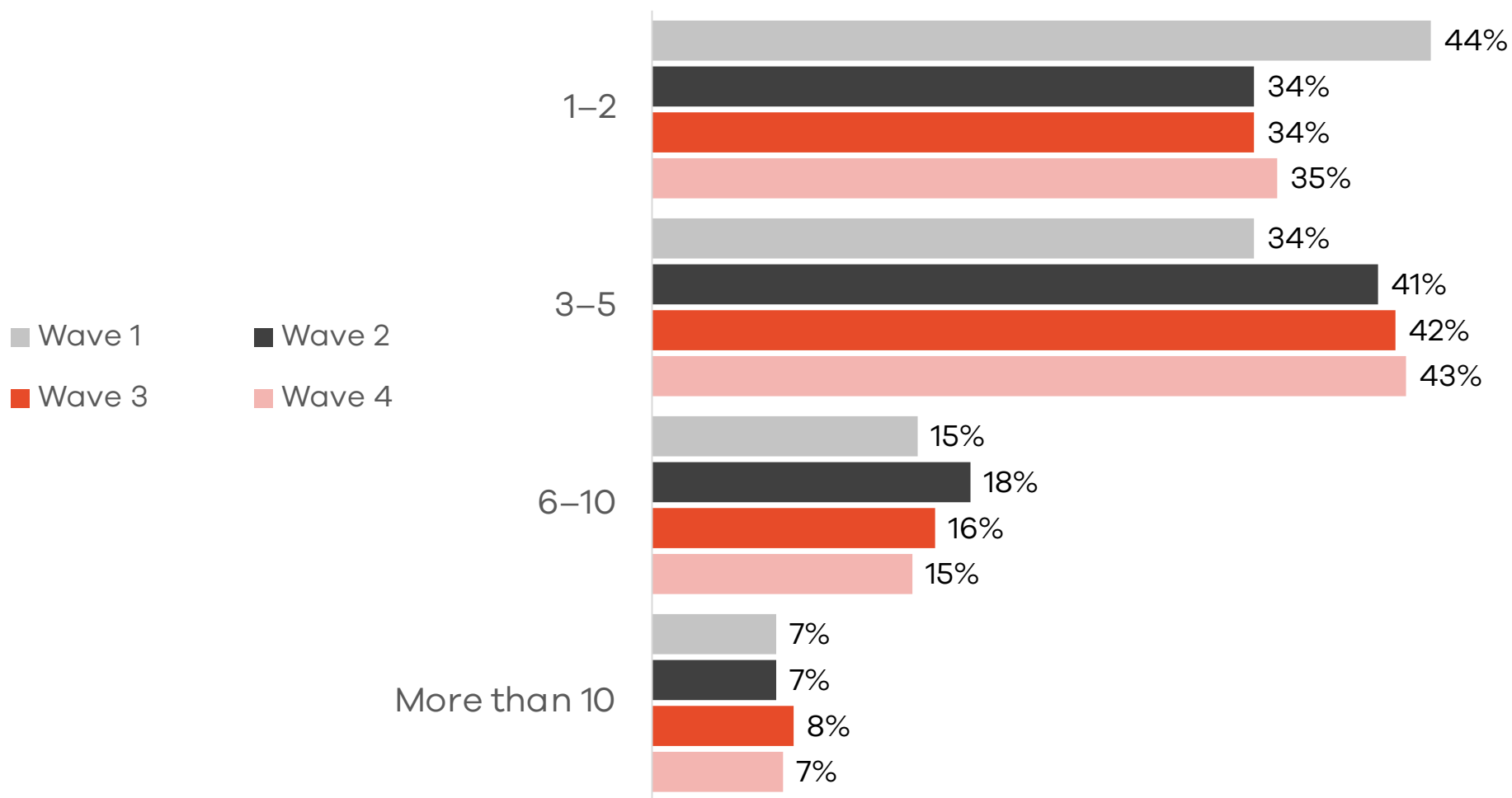
# Attendee Respondent Profile





**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

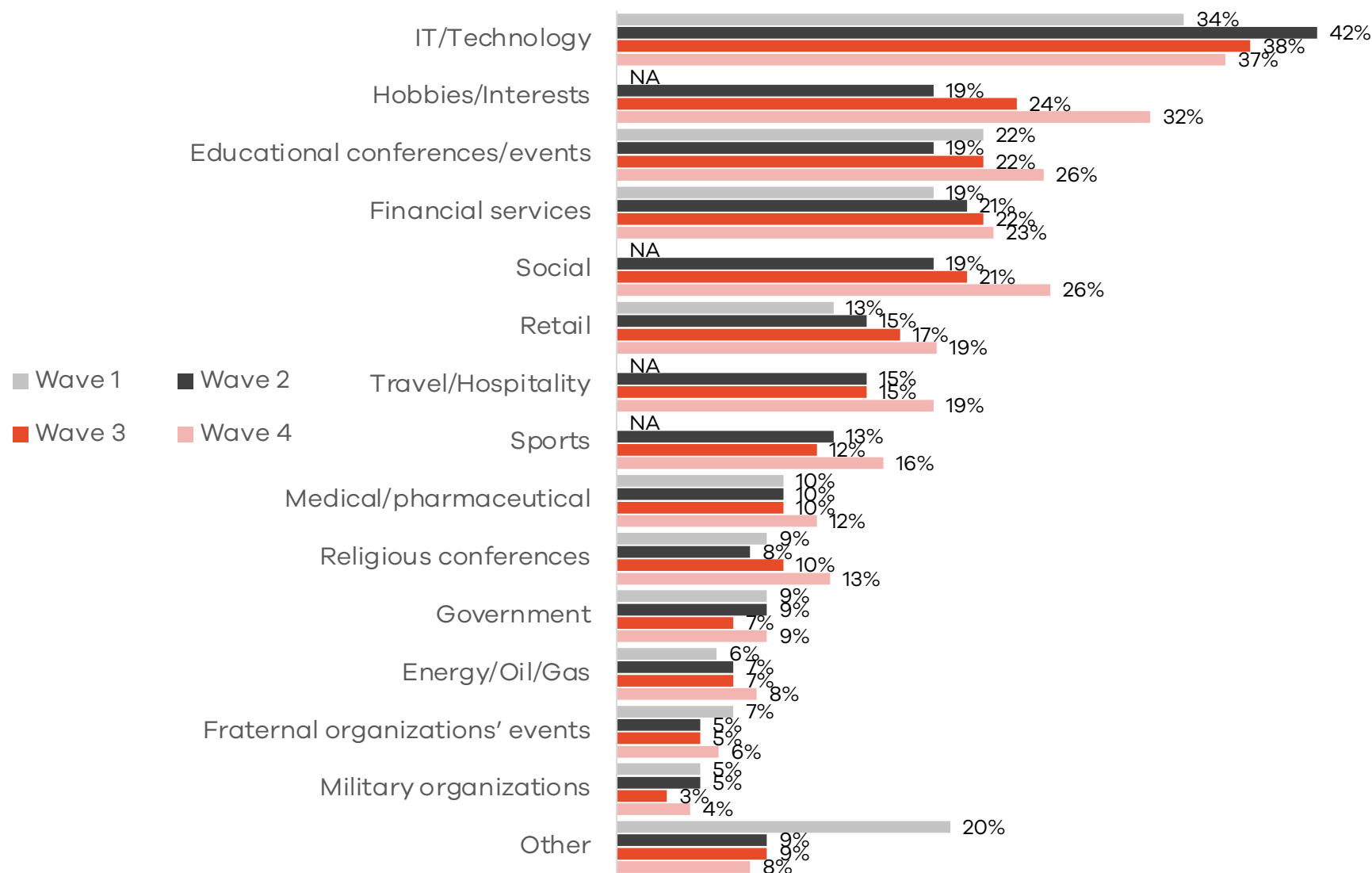
## Numbers of Meeting Attended in a Typical Year



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

## Industries of Meetings Attended

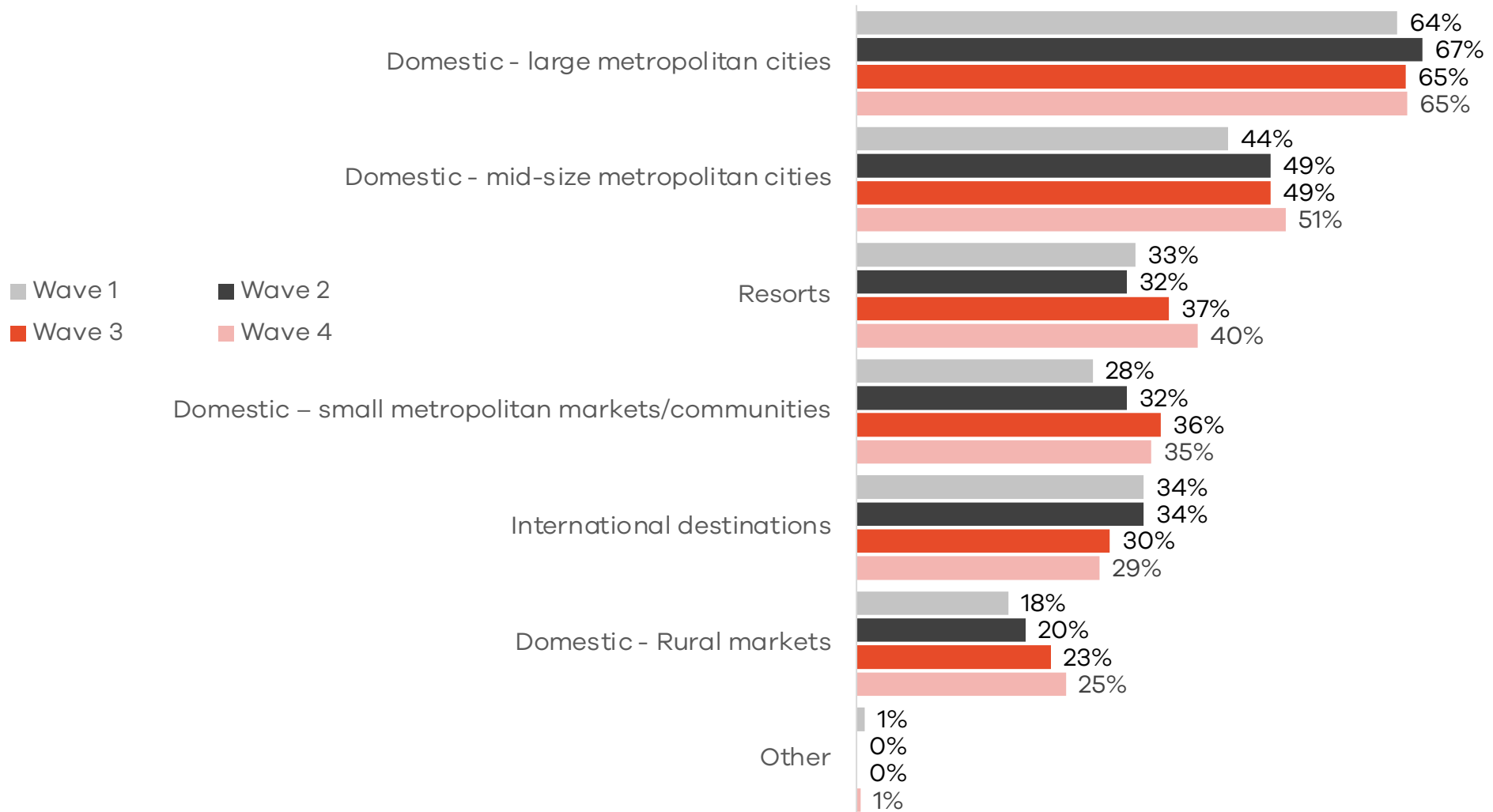


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

**Question /** In which of the following industry segments do you attend meetings/conferences/conventions? Please select all that apply.

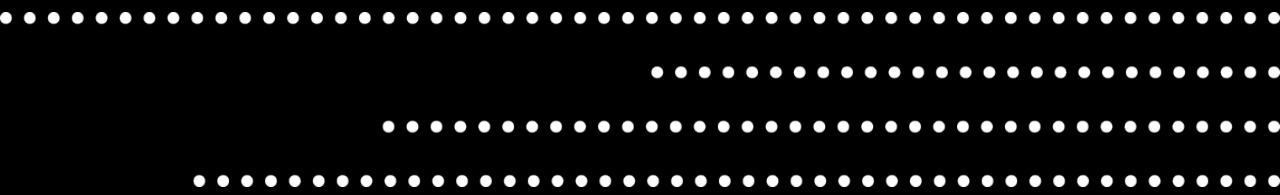
## Types of Destinations Have Attended Meetings within Past Five Years



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

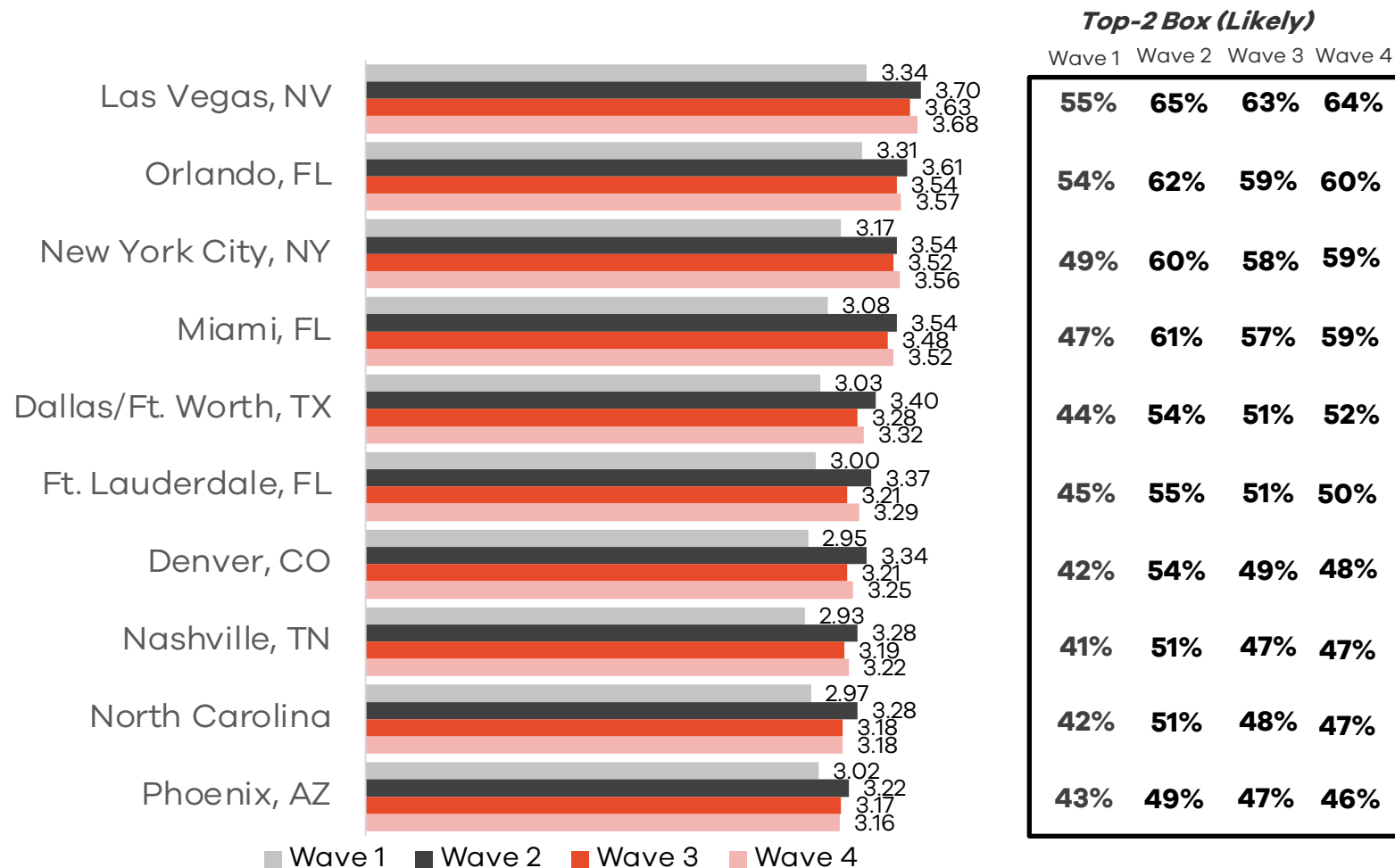
**Question / /** In which of the following types of destinations have you previously attended meetings/conferences/conventions within the past 5 years? Please select all that apply.



# Meeting Locations

## Destinations in Which Likely to Attend a Meeting During Next Two Years

Top 10 - Mean (1=not at all likely, 5=extremely likely)



Attendees are most likely to attend meetings in Las Vegas, Orlando, New York City, and Miami.

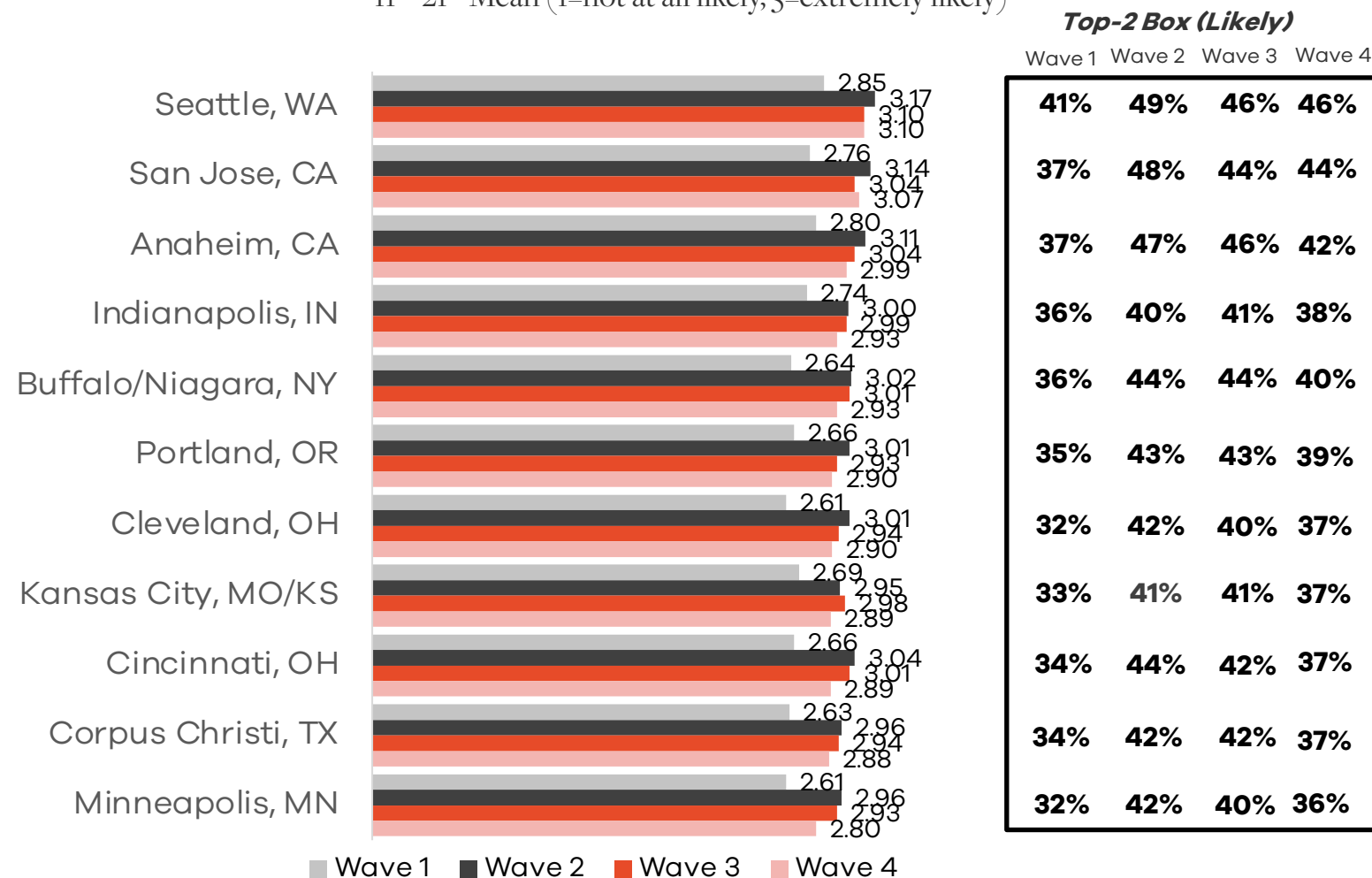
**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

**Question/** How likely are you to attend a meeting/conference/convention, either for business or leisure purposes, in each of the following destinations in the next 24 months?

# Destinations in Which Likely to Attend a Meeting During Next Two Years

11 – 21 - Mean (1=not at all likely, 5=extremely likely)



Source: A Portrait of Meeting & Convention Travel Wave 4

Base: Meeting Attendees (n=1,012)



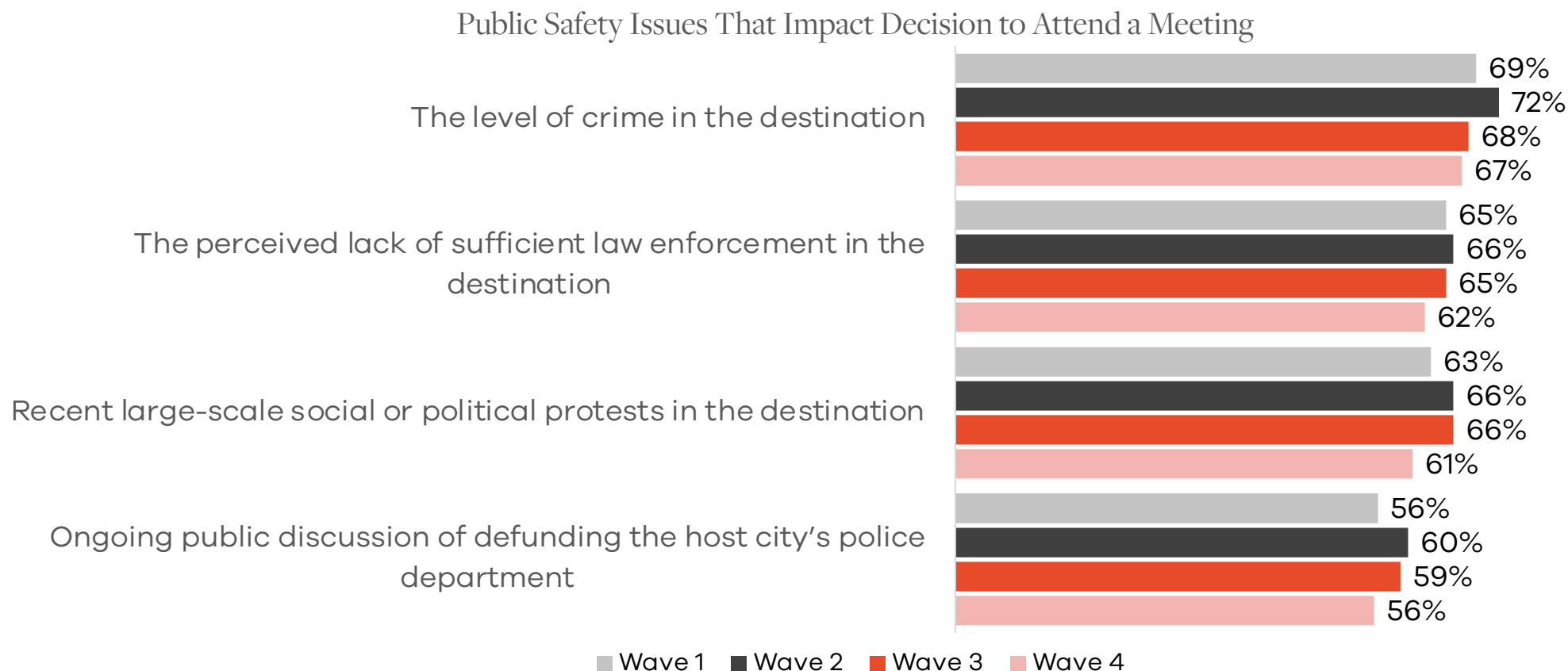
The most cited destinations of interest to attend a meeting, conference, or convention in the next 24 months are New York, Las Vegas, Miami, Orlando, Florida, Los Angeles, and California.

**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** Regardless of whether or not it was included in the previous list of destinations, please provide the top 3 destinations in which you are interested in attending a meeting, conference, or convention during the next 24 months.

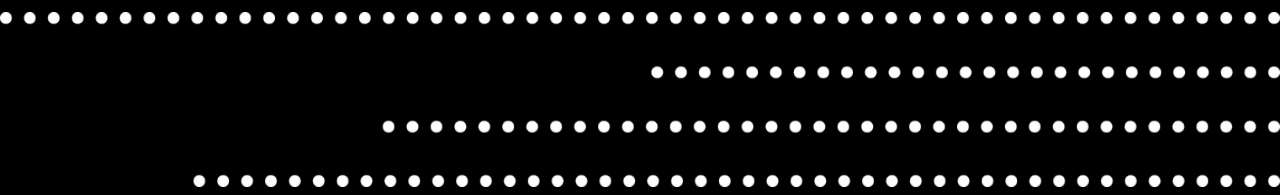


## Two-thirds of attendees' decisions are impacted by the level of crime in the destination.



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** When deciding whether to travel to a destination to attend a meeting, conference, or convention, to what extent does each of the following public safety (non-COVID) issues impact your decision?



# Meeting Venues

## Hotel and resort facilities display the largest decrease in appeal compared to pre-pandemic.

	Wave 1			Wave 2			Wave 3			Wave 4		
	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference
Venues that are truly unique to a destination	72%	71%	-1	76%	77%	+1	77%	76%	-1	76%	78%	+2
Historic landmarks or facilities	69%	67%	-2	72%	73%	+1	73%	72%	-1	72%	73%	+1
Hotels & resort ballrooms and conference facilities	66%	62%	-4	72%	69%	-3	74%	70%	-4	74%	70%	<b>-4</b>
Convention centers	59%	53%	-6	67%	65%	-2	65%	64%	-1	68%	65%	-3
Sports venues (ex. stadiums, arenas, golf courses, etc.)	50%	50%	0	59%	60%	+1	59%	59%	0	61%	58%	-3

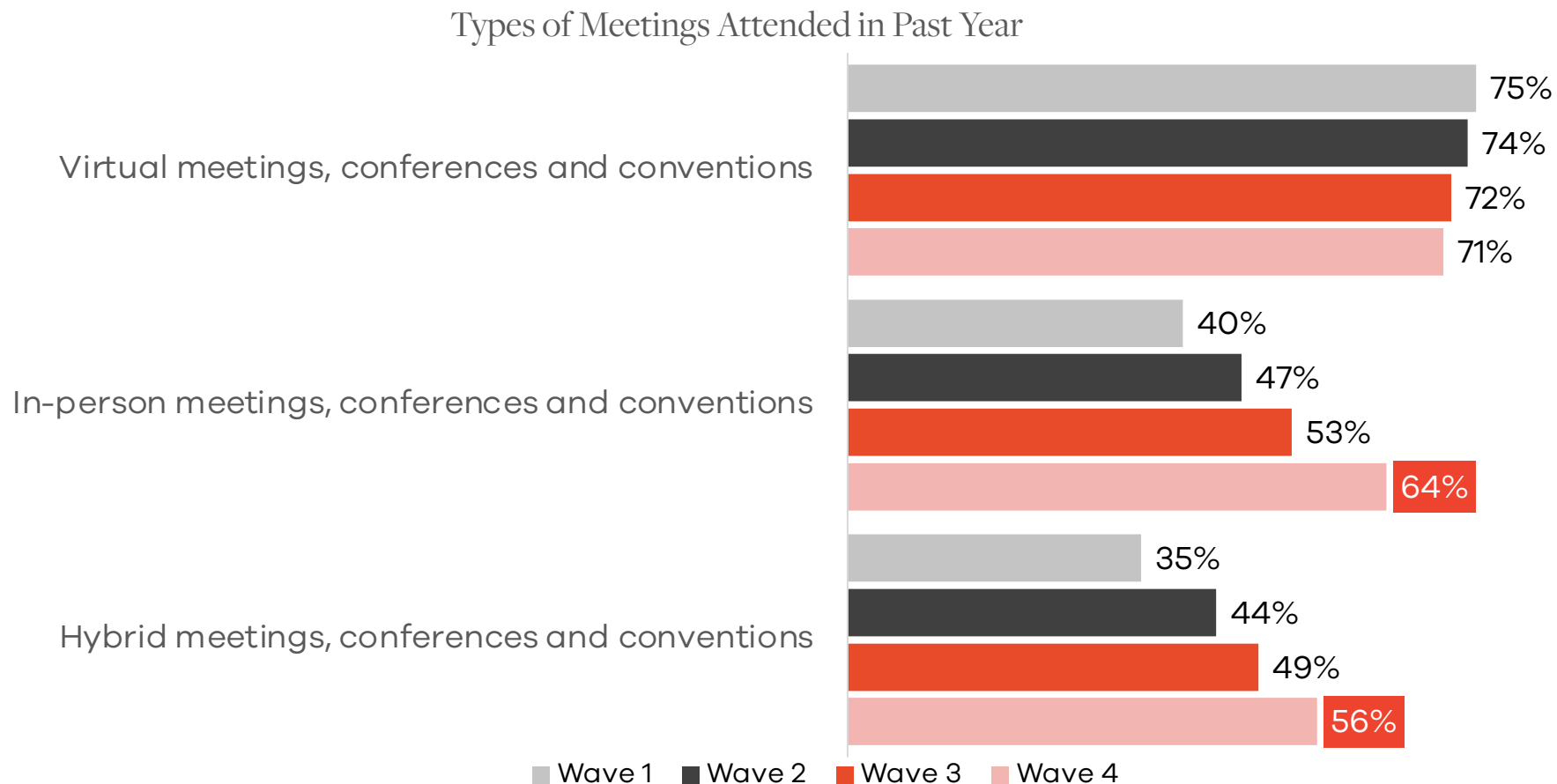
Source: A Portrait of Meeting & Convention Travel Wave 4  
Base: Meeting Attendees (n=1,012)

**Question/** Please indicate how appealing you found each of the following types of venues for a meeting, conference or convention you may have attended prior to the COVID-19 pandemic. / Please indicate how appealing you find each of the following types of venues for a meeting, conference or convention you may consider attending in the next 24 months.



# Meeting Technology

## The percentage of attendees who are attending in-person and hybrid meetings continue to increase.

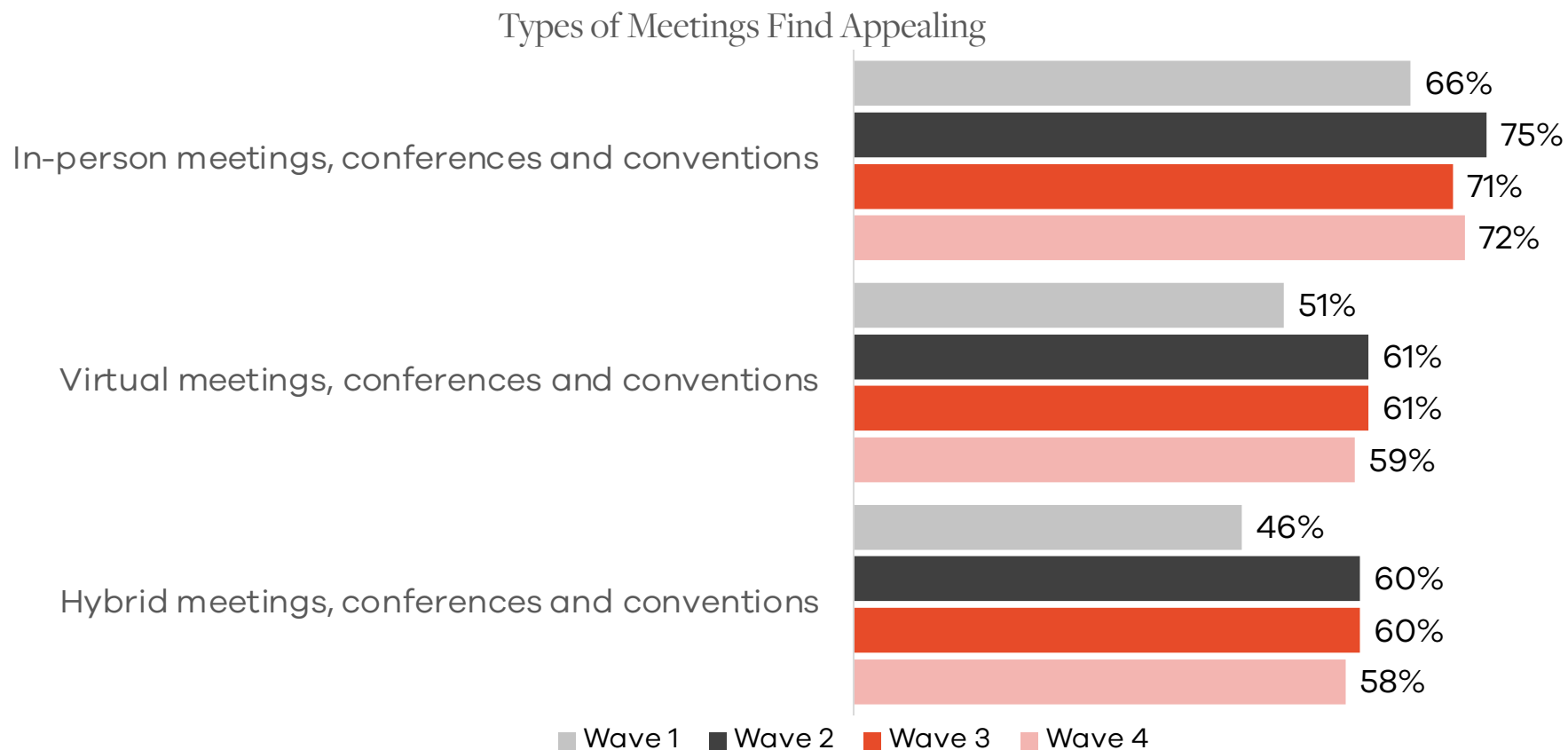


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

**Question/** Which of the following types of meetings have you attended in the past year? Please select all that apply.

## The appeal of all types of meetings are relatively unchanged from Wave 3.



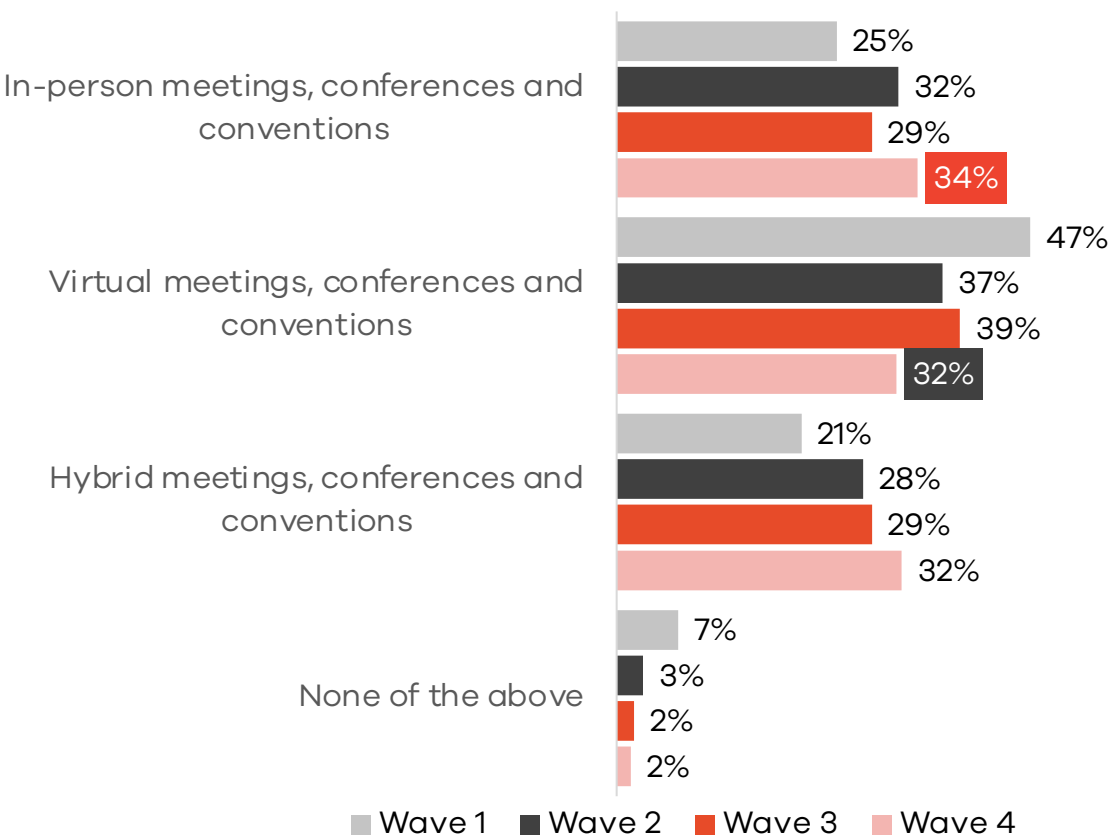
**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

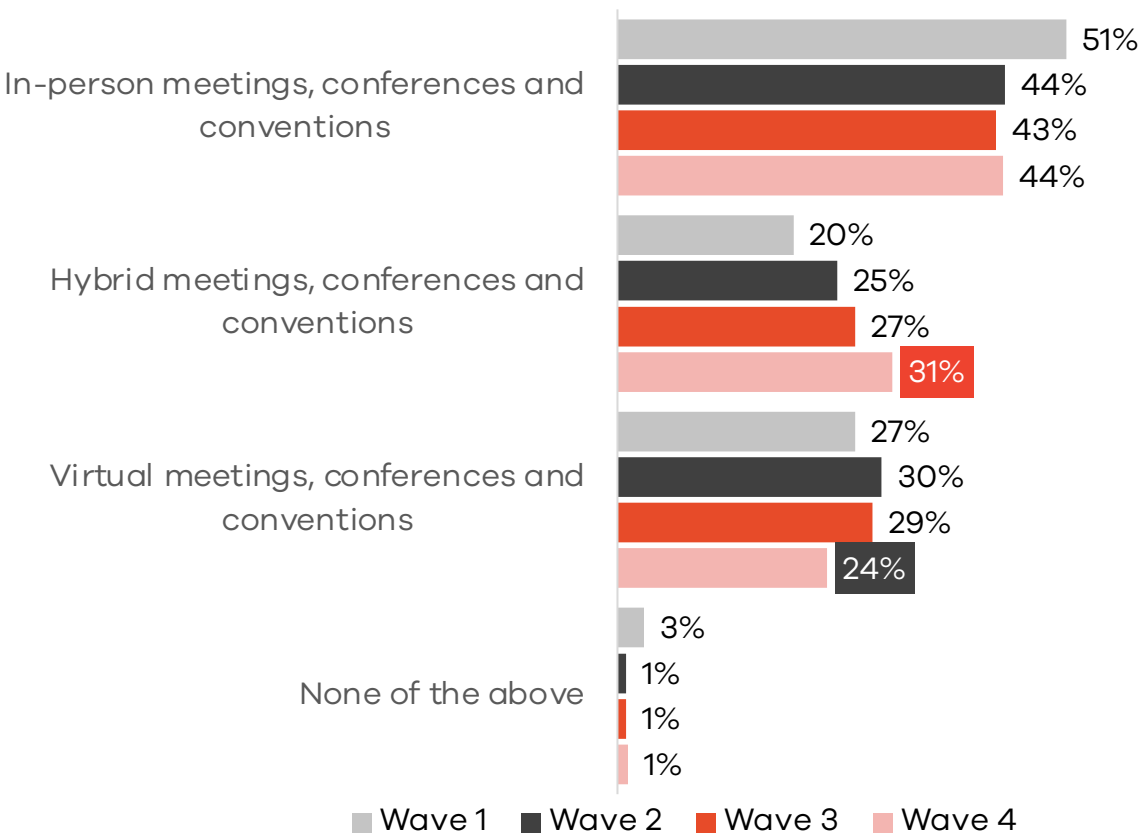
**Question/** From the perspective of a potential attendee of these types of events, please indicate how appealing you find each of the following types of meetings.

**In a post-COVID environment, in-person meetings will again be preferred. However, hybrid meetings will remain a popular alternative with preference for hybrid meetings in a post-COVID world continuing to grow.**

Meeting Preference Given Current COVID-19 Situation



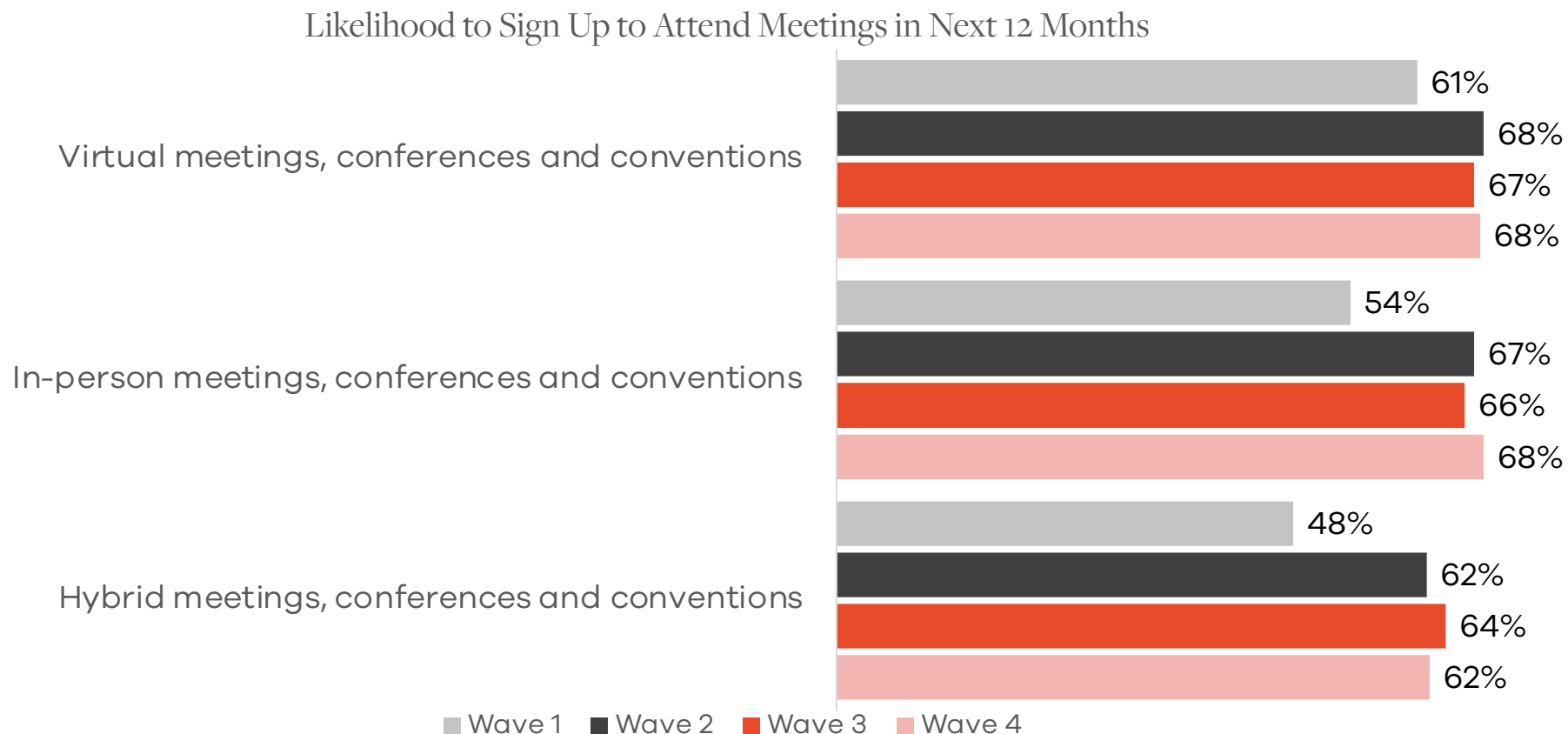
Meeting Preference Post COVID-19 Situation



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** Considering the current COVID-19 pandemic situation, which of the following forms of meetings, conferences, and conventions would you most prefer to attend? / Thinking ahead to when the COVID-19 pandemic ceases to be a major health and safety risk for meeting attendees (due either to a state of herd immunity, the availability of highly-effective therapeutic treatments, or otherwise), which of the following will you most prefer to attend?

## Likelihood to attend each type of meeting in the next 12 months is relatively unchanged from Wave 2 and Wave 3.



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

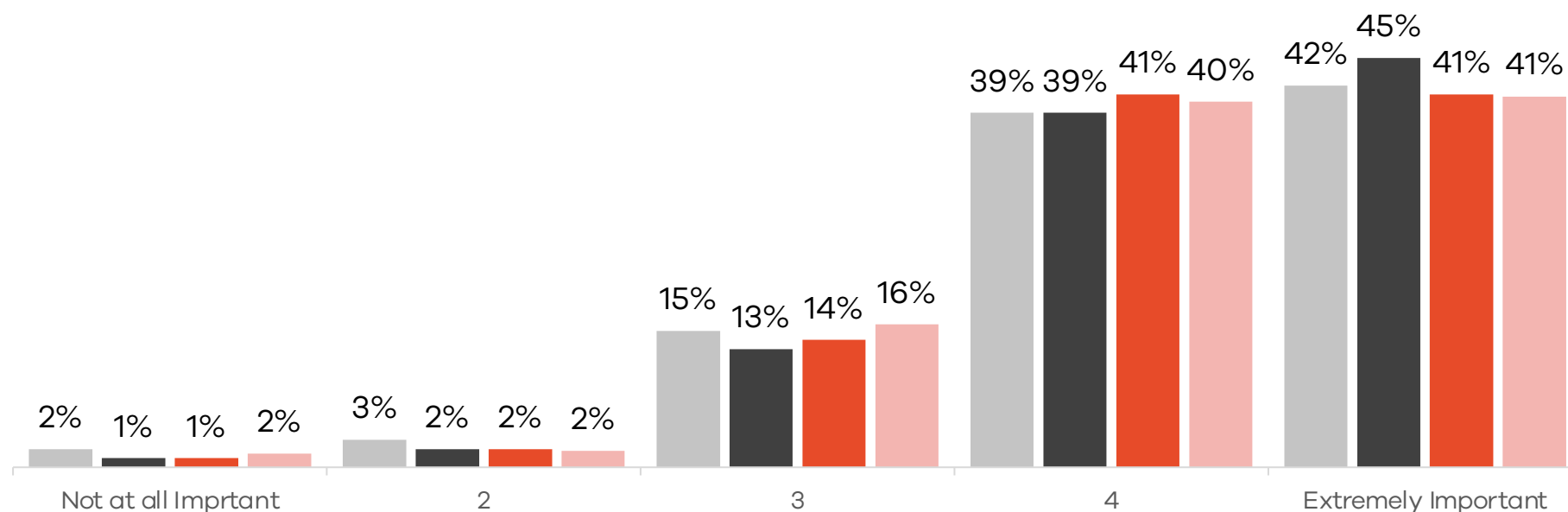
**Question/** How likely do you believe it is that you will actually sign up to attend each of the following types of meetings in the next 12 months?



# Eight in ten attendees feel it is important to meet in-person with other attendees as part of the meetings they attend.

Importance of Meeting In-Person at Meetings

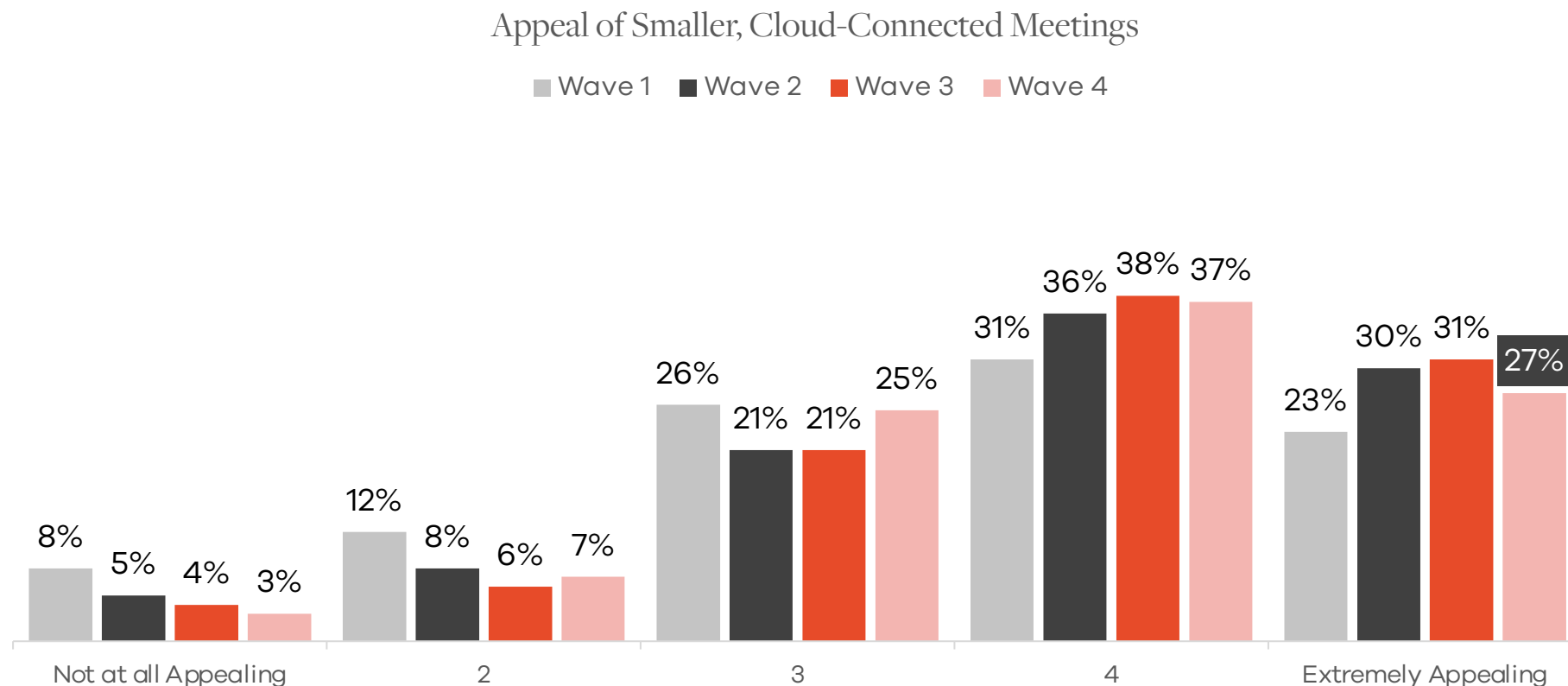
Wave 1 Wave 2 Wave 3 Wave 4



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** In order for you to consider it time and money well spent, how important do you believe it is for attendees like yourself to meet in-person with other attendees as part of the meetings/conferences/conventions you attend?

## The appeal of smaller, cloud-connected meetings is down slightly from Wave 3.



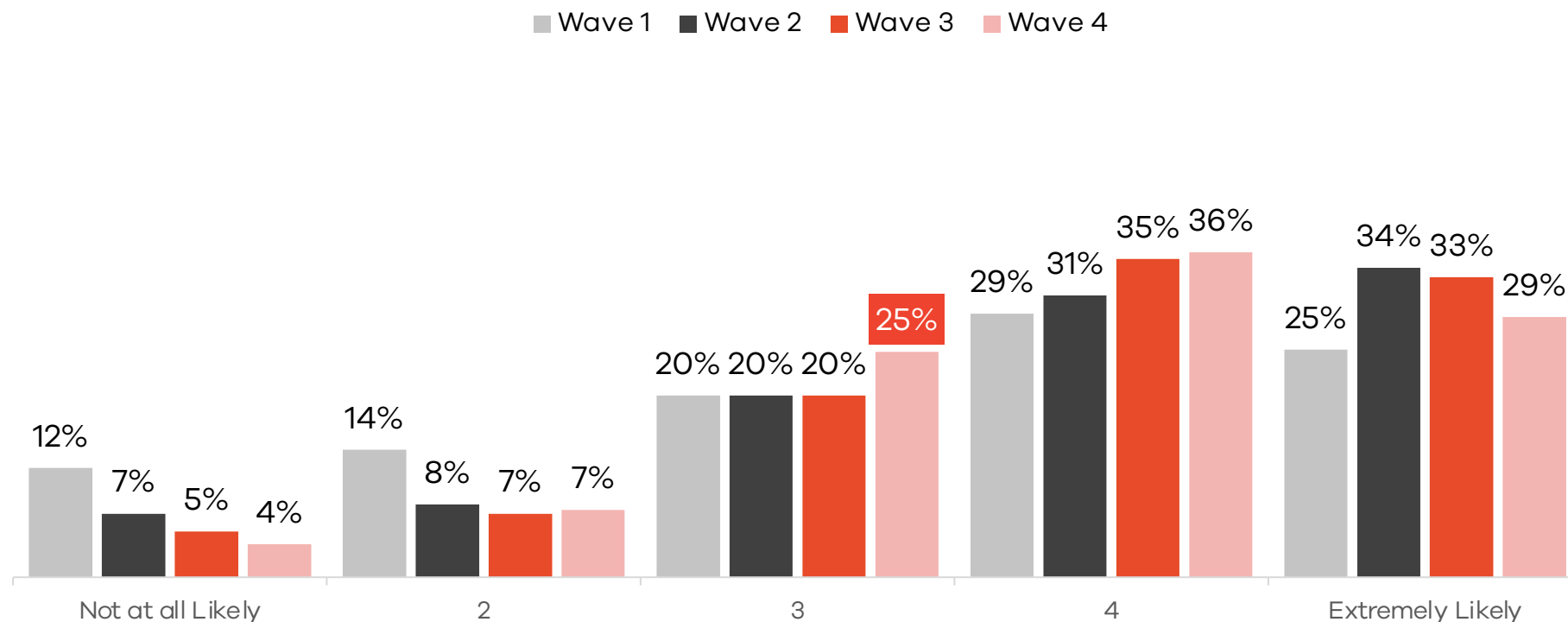
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

© MMGY Global 2021

**Question/** One way to address potential concerns of large conference or convention attendees would be to replace large, single-site host destinations with a collection of smaller, cloud-connected host venues in various geographic locations. To what extent does this option appeal to you based on the types of meetings you attend?

## 65 percent of prospective attendees indicate they're likely to attend a smaller, cloud-connected meeting in the next 24 months.

Likelihood to Attend Smaller, Cloud-Connected Meetings



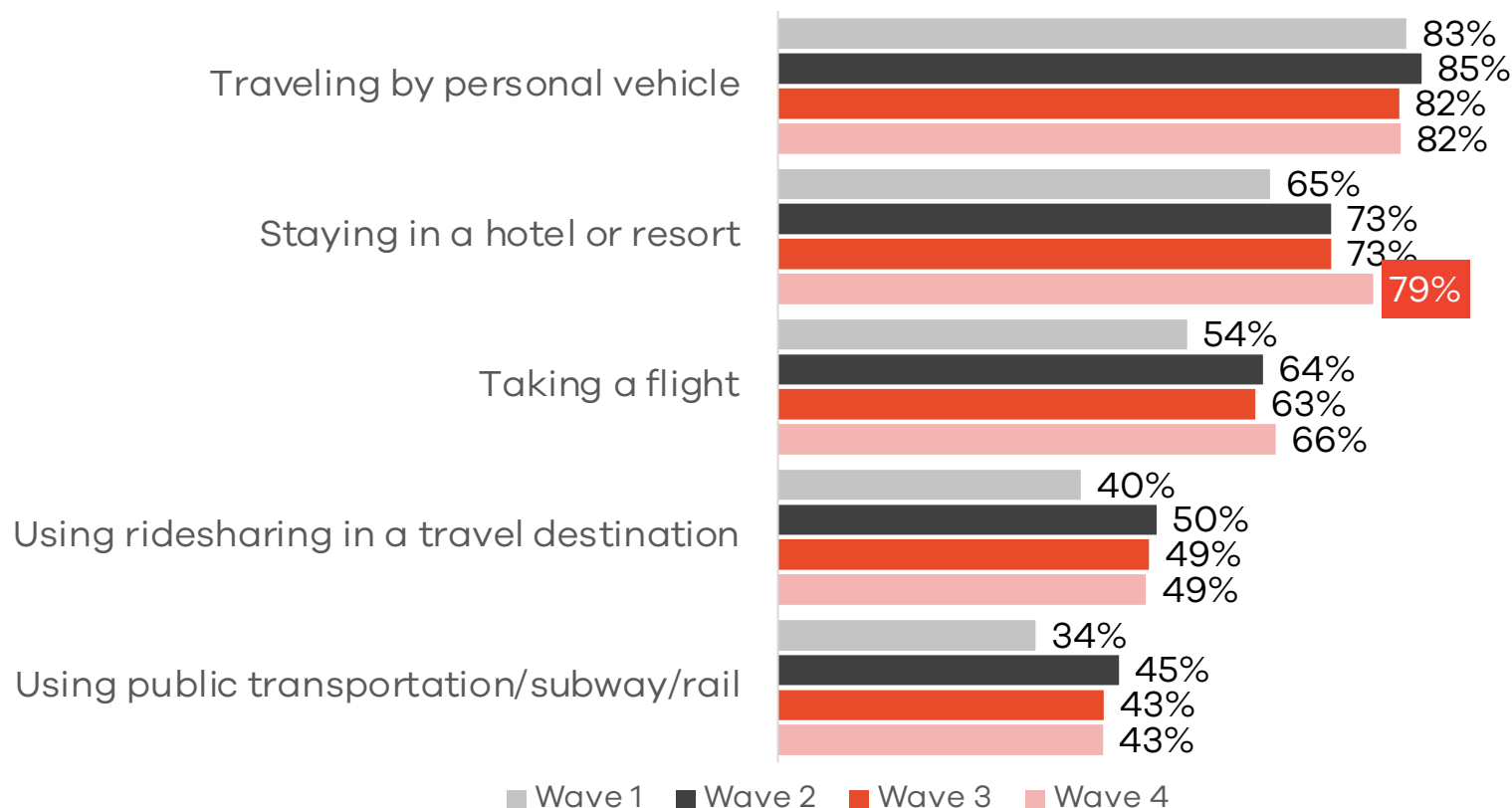
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** How likely are you to attend a meeting/conference/convention that is designed as a collection of smaller cloud-connected host venues in various geographic locations in the next 24 months?



# **COVID-19 Impact on Attendee Behavior**

## Significantly more attendees perceive staying in a hotel or resort to be safe compared to those who did so in Wave 3.

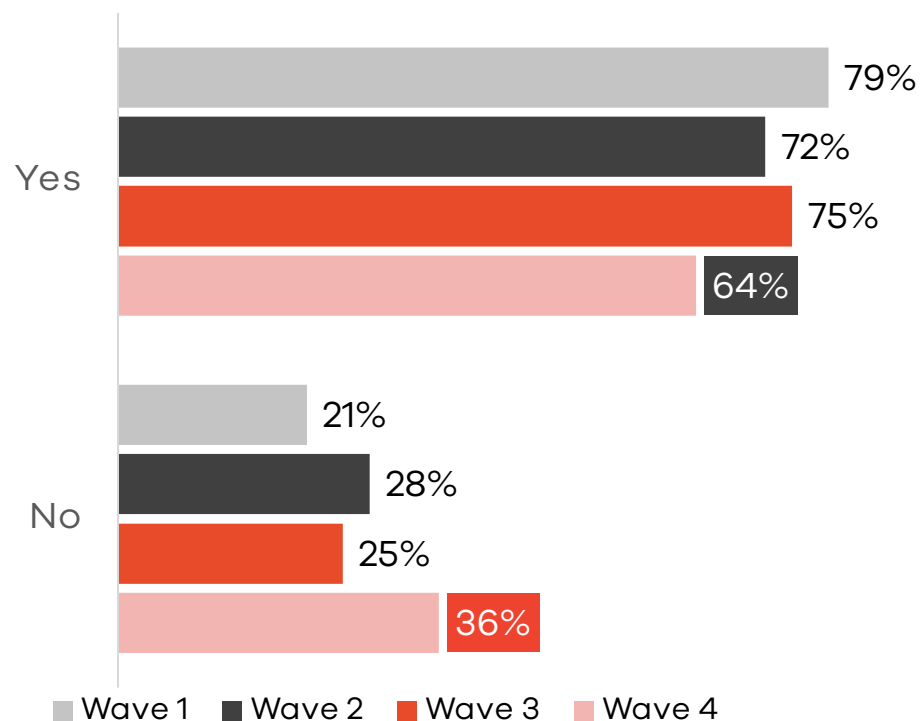


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

## Compared to Wave 3, significantly fewer attendees indicated their interest in certain destinations for meetings, conferences, or conventions has changed as a result of the pandemic.

Has Your Likelihood of Attending Meetings in Certain Destinations in the Future Changed?



Among those who said their likelihood of attending meetings in certain destinations has changed, the following were frequently cited as reasons:

- Attendees just don't want to travel because of COVID-19.
- Many of the meetings/conferences they would typically attend have been canceled, postponed or have gone virtual
- Attendees would prefer to attend meetings in destinations closer to home.
- Attendees won't attend meetings in hot spots
- Companies have travel restrictions in place for employees to travel to meetings and conferences.

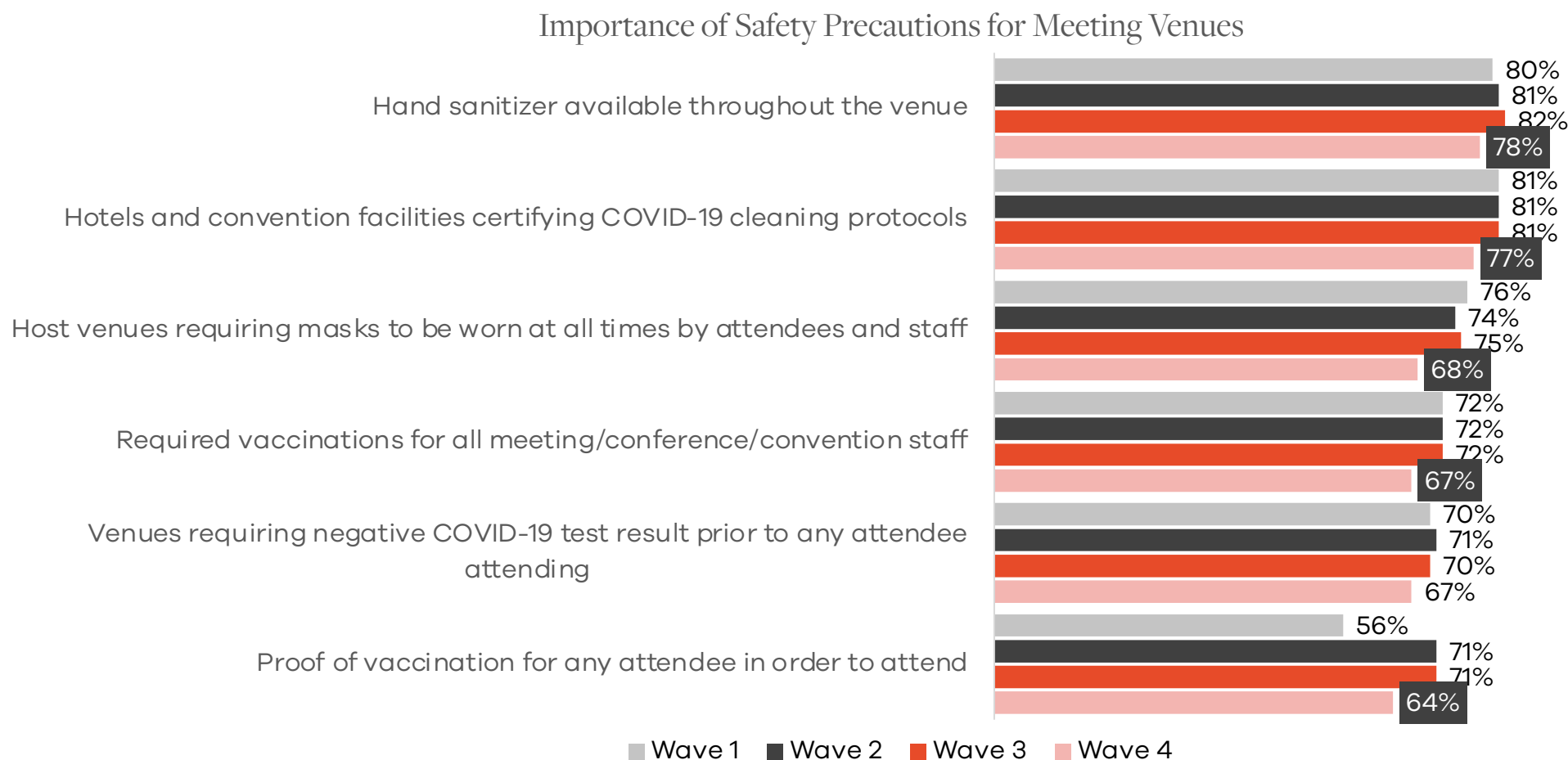
**Compared to Wave 3, significantly fewer attendees are impacted by the perception that the destination has done an effective job of managing the pandemic and the % of the host city population that has been vaccinated against COVID-19 when choosing whether to attend a meeting/conference/convention in a specific destination.**

	Wave 1	Wave 2	Wave 3	Wave 4
The general appeal of the destination	NA	NA	75%	74%
A compelling conference/convention agenda and/or speakers	68%	74%	72%	72%
The opportunity to meet new people and build my professional network	59%	71%	71%	71%
Knowing there are a collection of activities and events in the destination within walking distance of the meeting/conference/convention site	64%	71%	68%	70%
Personally having taken the COVID-19 vaccine	72%	74%	72%	68%
A perception of relative safety (from violence, protests, or civic unrest) of the host destination compared to other destination options	70%	72%	72%	68%
Knowing the meeting, conference, or convention is being held in a venue that is both interesting and unique to the host destination	64%	72%	71%	68%
Mask mandates and other safety protocols in the destination	72%	69%	71%	67%
My perception that the destination has done an effective job of managing the impact of the COVID-19 pandemic	70%	71%	72%	65%
A compelling list of activities and events outside of the core conference/convention agenda	60%	70%	67%	66%
The % of the host city population that is likely to have been vaccinated against COVID-19 by the time attendee registration for the meeting, conference, or convention opens	62%	65%	69%	62%
The destination exemplifies a commitment to Diversity, Equity, and Inclusion	48%	62%	58%	60%
The likelihood that I will be able to drive rather than fly to the host destination	53%	62%	61%	59%
The environmental responsibility of the destination	NA	NA	61%	57%
The politics of the host destination	NA	56%	52%	51%

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

## The importance of many safety precautions that were barriers to attending meetings are down slightly from Wave 3.



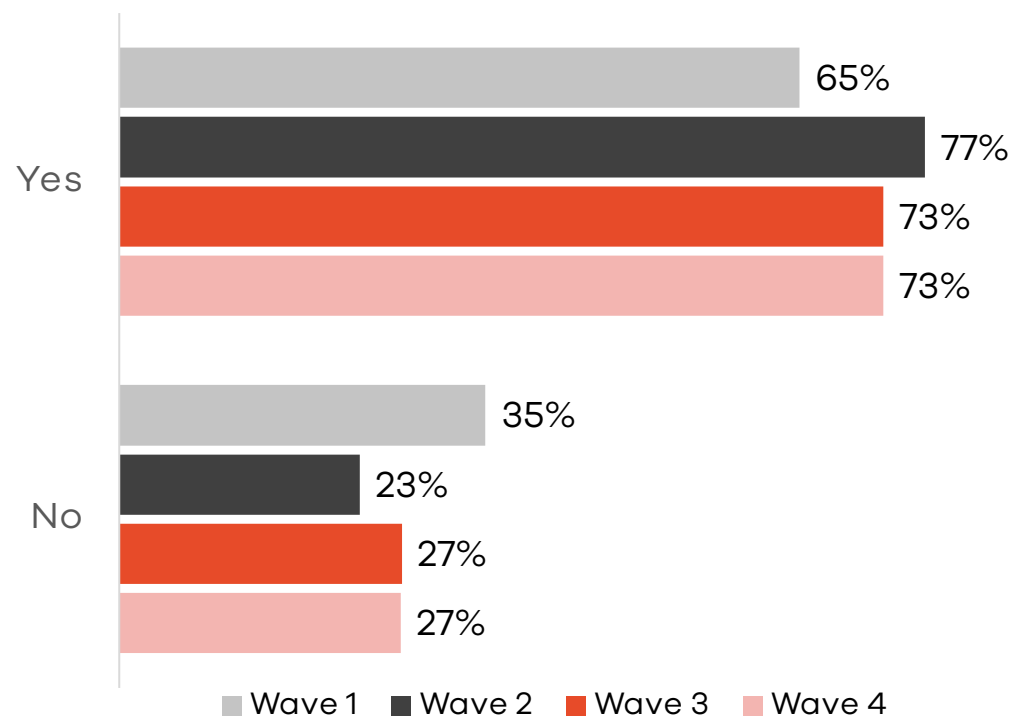
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

**Question/** How important do you believe each of the following safety measures is for meetings/conferences/conventions venues to have in place now in order for you to consider attending a meeting there?



## Three-quarters of attendees are willing to sign a waiver to attend an event or conference, unchanged from the percentage we saw in Wave 3.

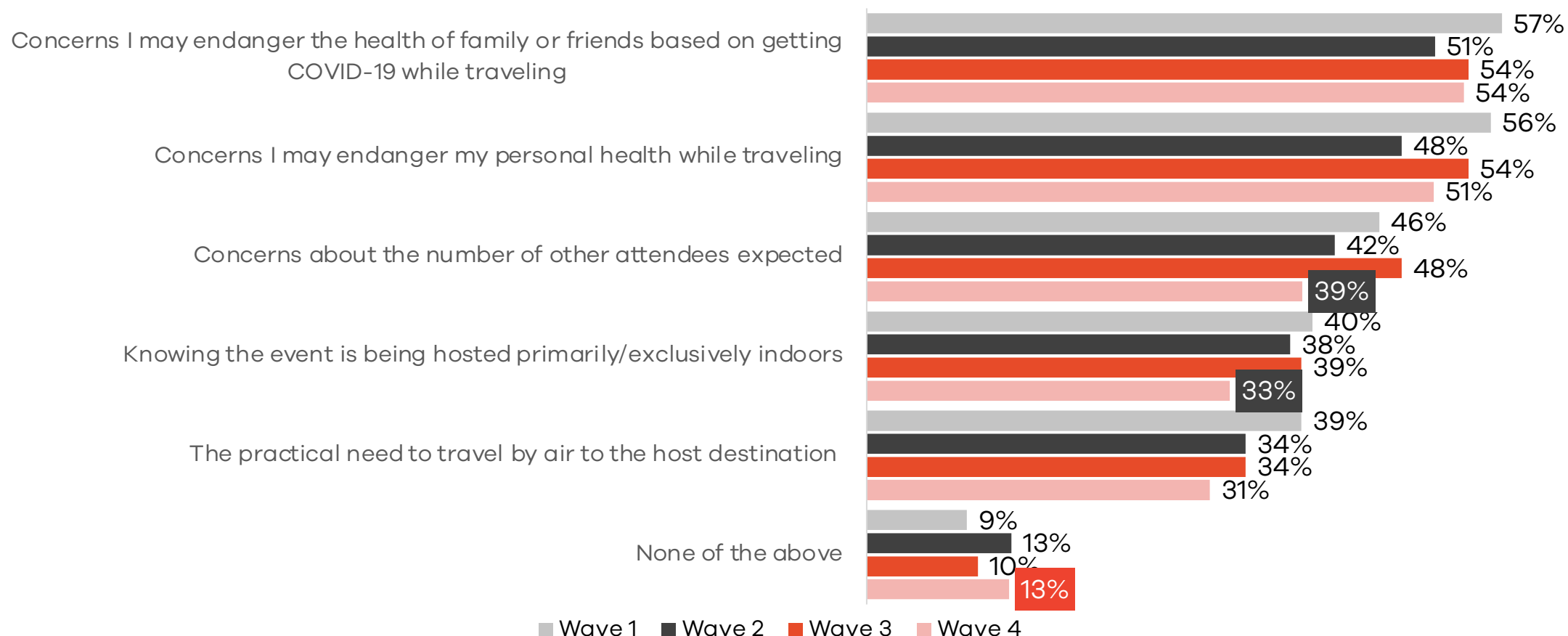
Would you sign a waiver releasing the event/conference organizers from financial liability related to COVID-19?



Source: A Portrait of Meeting & Convention Travel Wave 4  
Base: Meeting Attendees (n=1,012)

## Compared to Wave 3, concerns about the number of attendees expected and whether the event is being hosted indoors are less of a barrier to attending meetings in the next six months.

Barriers to Attending a Meeting

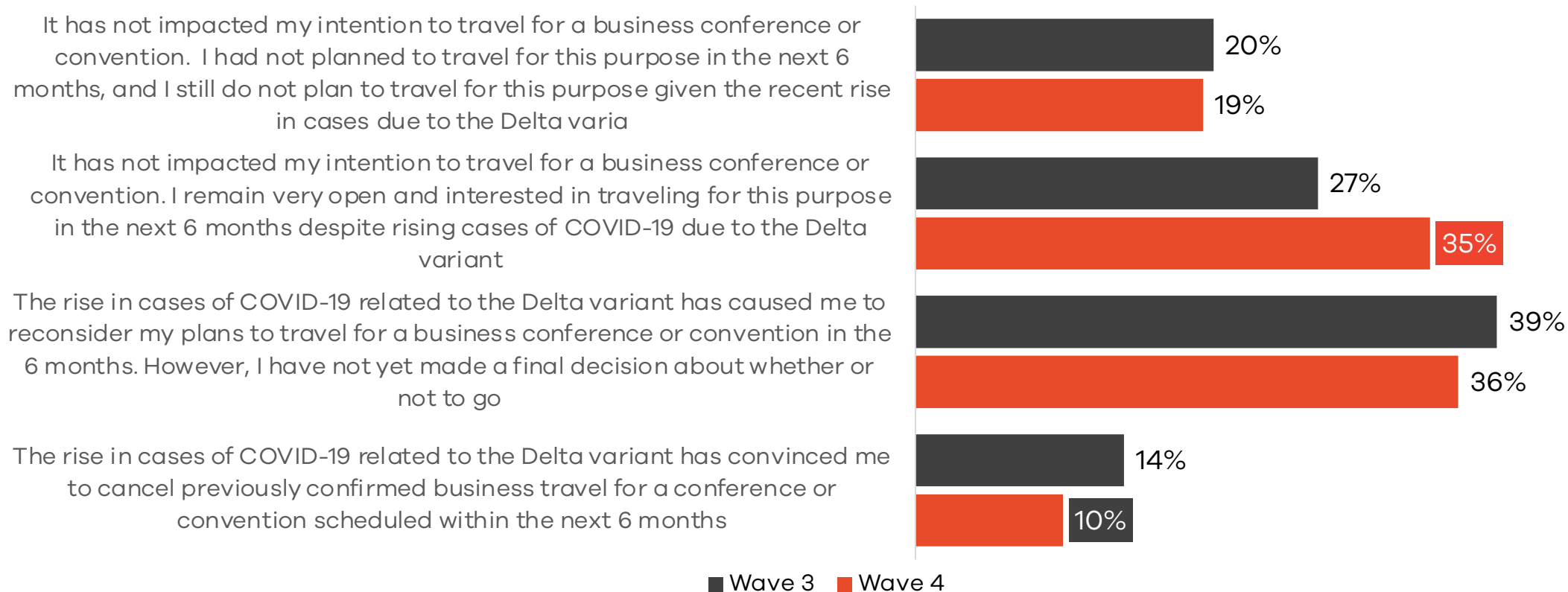


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

## Compared to Wave 3, fewer attendees indicate the Delta variant has impacted their intentions to travel for conferences and conventions in the next 6 months.

How Has The Rise in Delta Variant Impacted Your Intention to Travel for a Business Conference or Convention in the Next Six Months



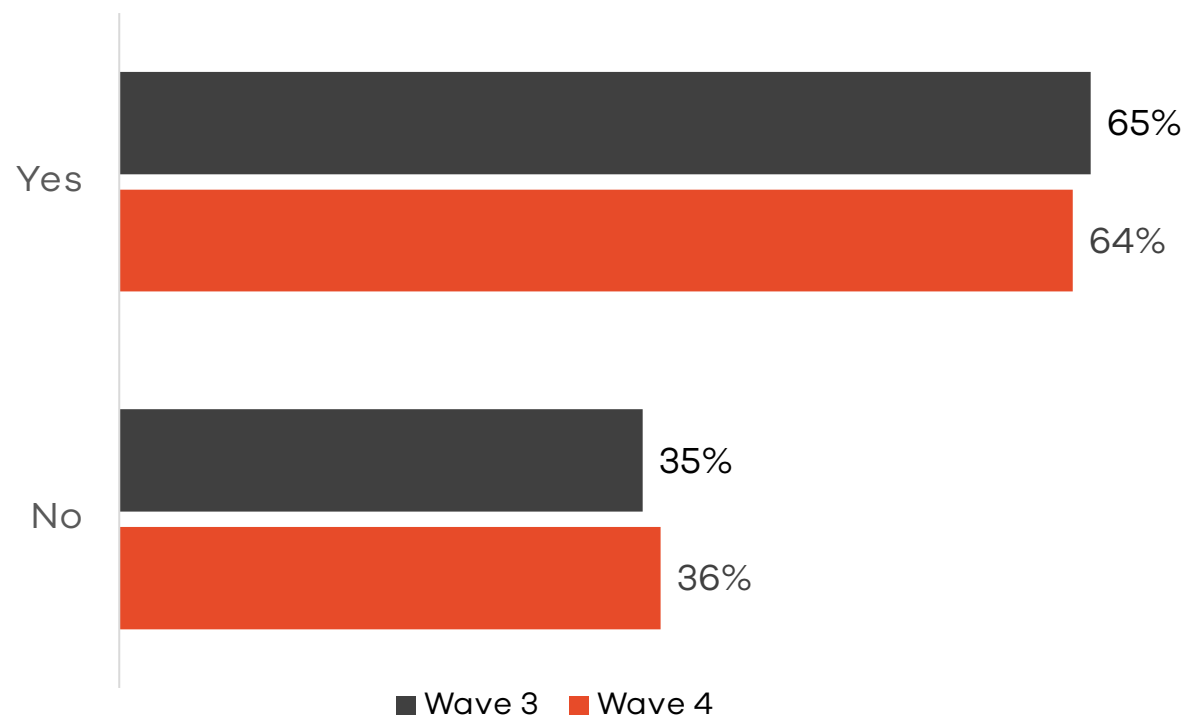
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Meeting Attendees (n=1,012)

Four horizontal dotted lines of varying lengths, starting from the right edge and extending leftwards, creating a staircase effect.

# Extending Business Travel For Leisure

## Two-thirds of attendees have extended conference/convention business travel for a leisure visit during the past 24 months.

Have you extended your conference or convention business travel for a leisure visit in the host destination?

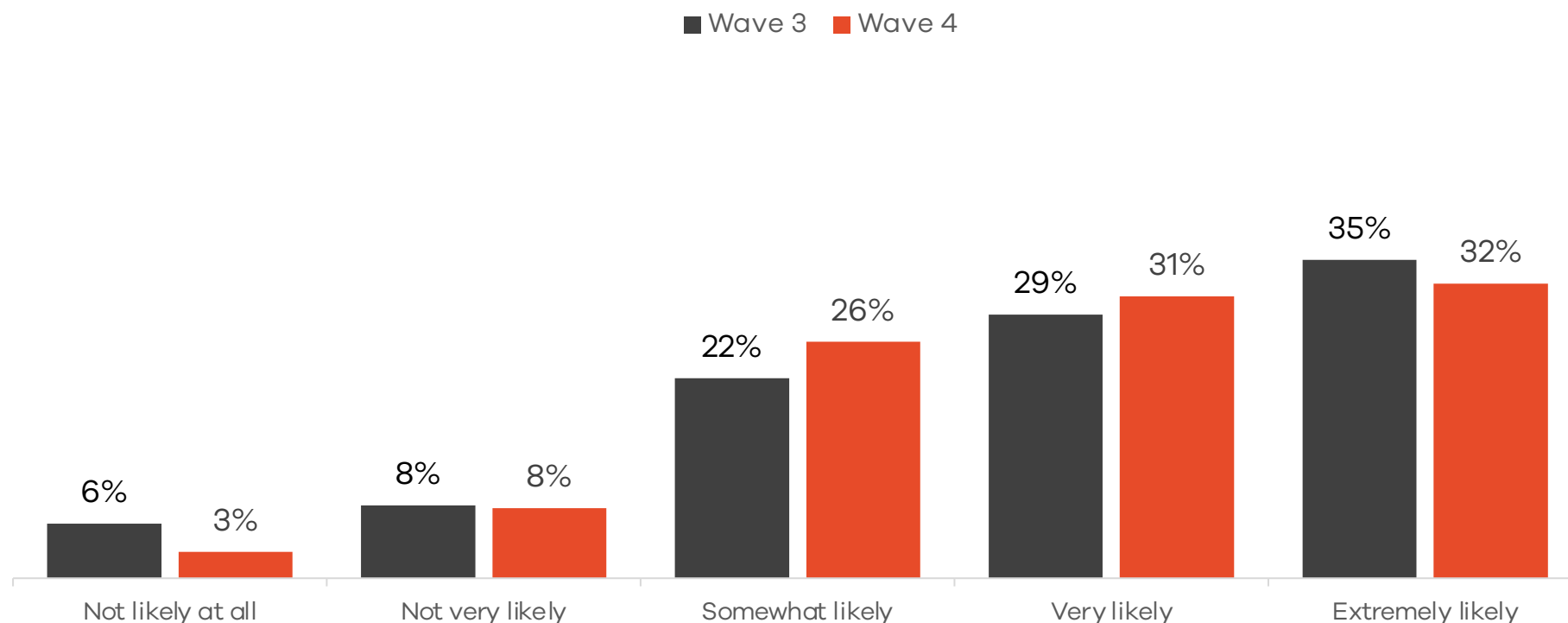


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

## Similarly, nearly two-thirds are likely to extend a conference/convention business trip for leisure in the next 12 months.

Likelihood to Extend a Conference/Convention Business Trip For Leisure Purposes in Next 12 Months



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Meeting Attendees (n=1,012)

Results of the  
**PLANNING  
PROFESSIONALS  
SURVEY**



# Planning Professionals Survey Findings

## *Meeting Locations*

- Database planning professionals are most likely to anticipate planning a meeting in Denver (62%), Orlando (58%), Nashville (51%), Phoenix (50%), and Dallas/Ft. Worth (50%) in the next 24 months.
- Eight in ten planning professionals' decisions to plan a meeting are impacted by the level of crime in a destination (80%), while seven in ten of their decisions are impacted by a perceived lack of sufficient law enforcement (71%).

## *Meeting Venues*

- The appeal of historic venues continues to display large decreases, down 7 points from pre-pandemic.
- Three in ten planning professionals in this survey expressed familiarity (29%) with the GBAC certification, with 25% of them believing it may influence their decision to book a citywide conference.

## *Meeting Technology*

- Three-quarters of planning professionals in this survey have planned an in-person meeting (75%), up from 61% in Wave 3, or a virtual meeting (74%) in the past year.
- Nearly all professional planners (98%) believe in-person meetings are effective, followed by hybrid meetings at 44%.
- Compared to Wave 3, more planners believe attendees would prefer in-person meetings, while fewer believe they'd prefer hybrid and virtual meetings given the current COVID-19 situation.



# Planning Professionals Survey Findings

## *Meeting Technology (cont'd)*

- Planning professionals continue to believe that they are likely to plan in-person meetings (94%) in the next 12 months.
- As expected, all professional planners believe it is important for attendees to meet in person (100%).
- 15 percent of planning professionals find cloud-connected meetings to be appealing and only 5 percent are likely to plan such a meeting in the next 24 months even though attendees seem to find them quite appealing.
- The most important features when planning large conferences in the future will be enough space to social distance (50%) and an on-site production team for technology needs (50%). Compared to Wave 3, significantly more planning professionals believe on-site medical facilities are a must when choosing a venue for a large conference or convention.

## *Group Segments*

- Compared to Wave 3, fewer planning professionals expect corporate meetings to return to pre-COVID volume within the next 6 months.

## *Barriers to Planning Meetings*

- Compared to Wave 3, significantly fewer planning professionals believe lack of attendees' willingness to attend in-person meetings will be a barrier to planning a successful meeting in the next 12 months.
- When asked what destinations could do to better meet their needs now and, in the future, planners cited a need for communication around current vaccination and infected rates, current restrictions, personalized solutions when planning events, and flexibility when it comes to minimums, pricing, timing, and changing needs.

# / Planning Professionals Survey Findings

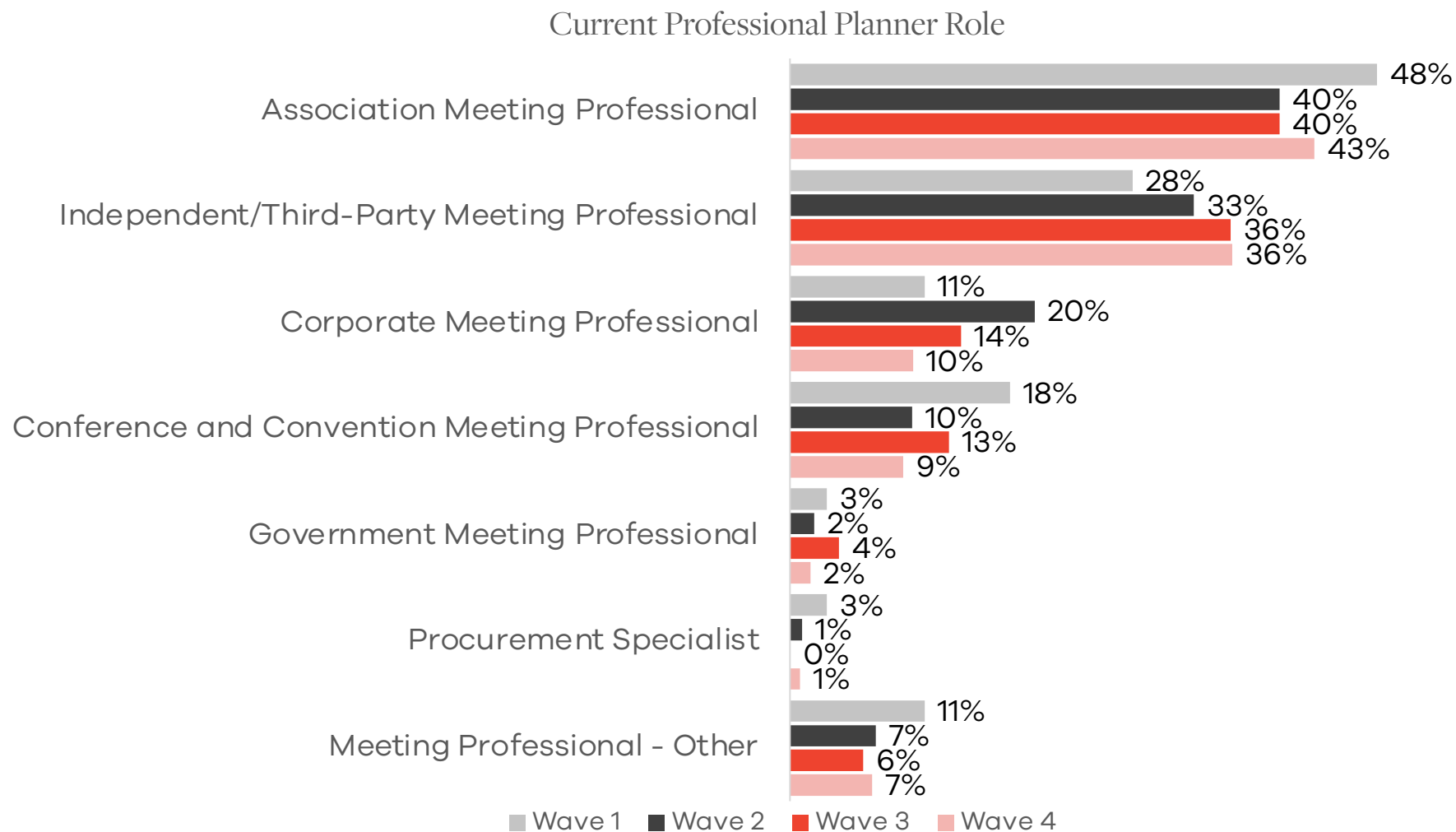
## *Barriers to Planning Meetings (cont'd)*

- The most important metrics of a successful meeting, according to planners, are attendance of the event (45%) and attendee satisfaction scores (30%).

## *COVID-19 Impact on Planning*

- Compared to Wave 3, significantly fewer planning professionals are focusing on how destinations have handled the pandemic (down from 75% to 59%), their safety protocols (down from 70% to 55%), and vaccination rates (down from 61% to 45%) when planning a meeting/conference/convention in the next 24 months.
- Hotel and convention facility cleaning protocols (83%) remain the top safety measure when considering planning a meeting at a destination, followed by hand sanitizer available throughout the venue (81%).
- Compared to Wave 3, significantly fewer planners indicate their likelihood of booking meetings, conferences, and conventions in certain destinations has changed as a result of the pandemic. Among those planners, several reasons were cited, including high COVID-19 rates, restrictions and safety protocols in destinations, booking more 2nd and 3rd tier cities, and booking destinations that can be driven to or with good air access.
- Four in ten planners indicate the rise in Delta variant cases has not impacted them and they are still open to scheduling in-person events, while 37 percent indicate that it has impacted them and they're reevaluating existing plans to host in-person events in the next six months.
- A similar percentage of planners believe nearly all meeting segments will require vaccinations of its attendees in the next 12 months, compared to those who believed so in Wave 3.
- More than half of planning professionals (55%) believe potential legal liability issues related to the pandemic will impact how they book meetings in the next 12 months, while more than four in ten (43%) indicate their clients are asking future attendees to sign liability waivers prior to attending.

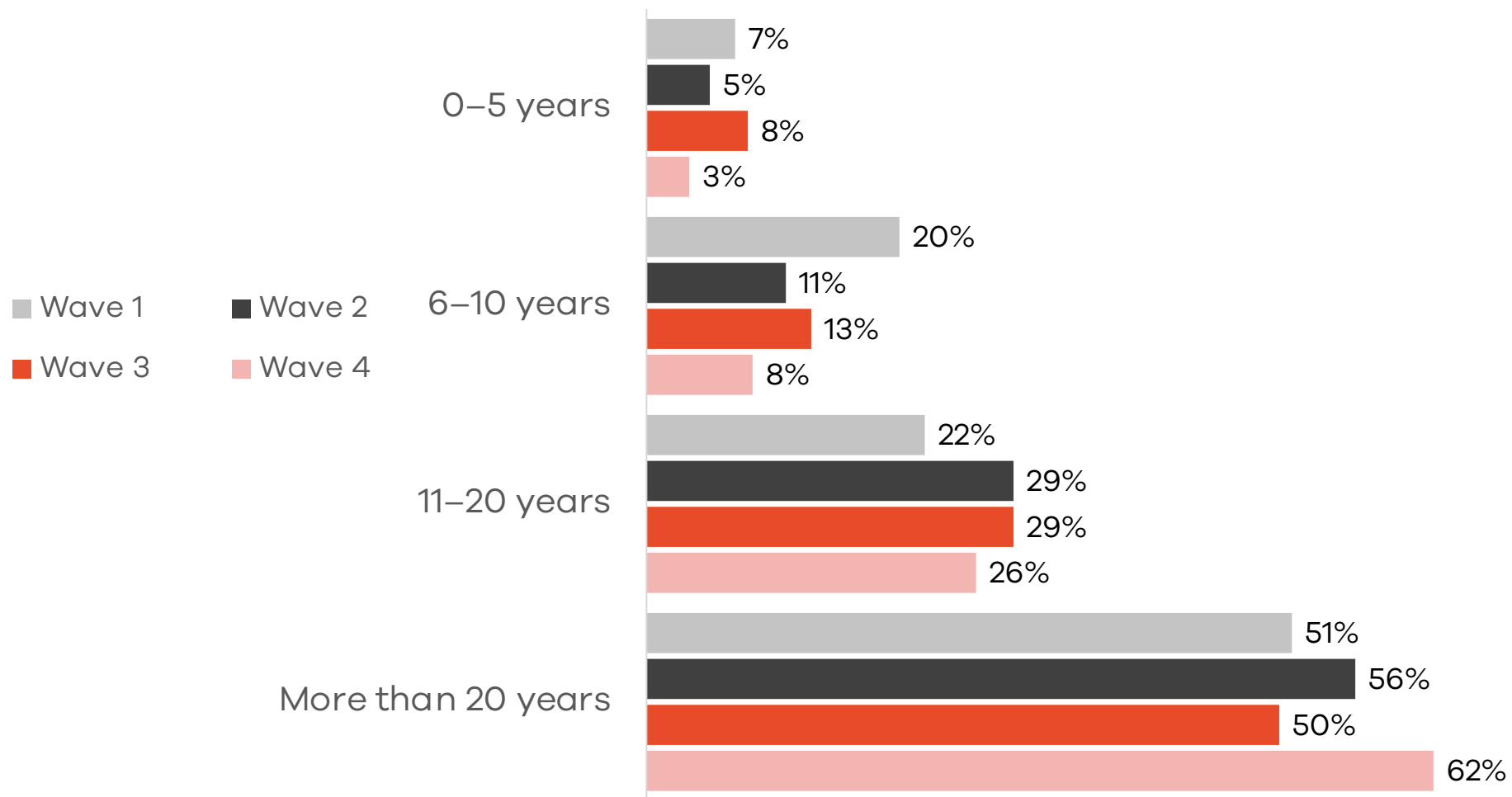
# Planning Professionals Respondent Profile



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

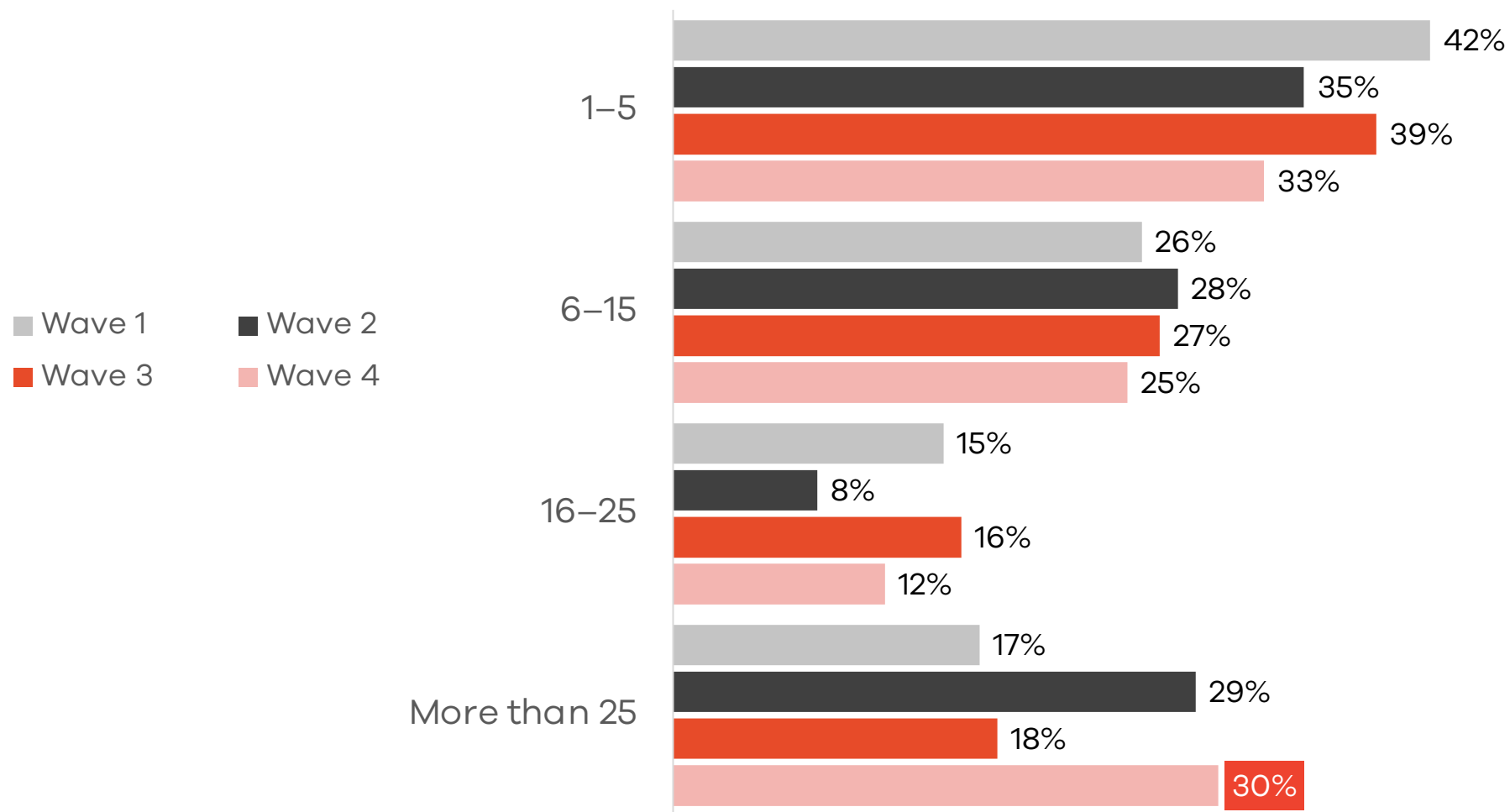
## Years Worked As A Professional Planner



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

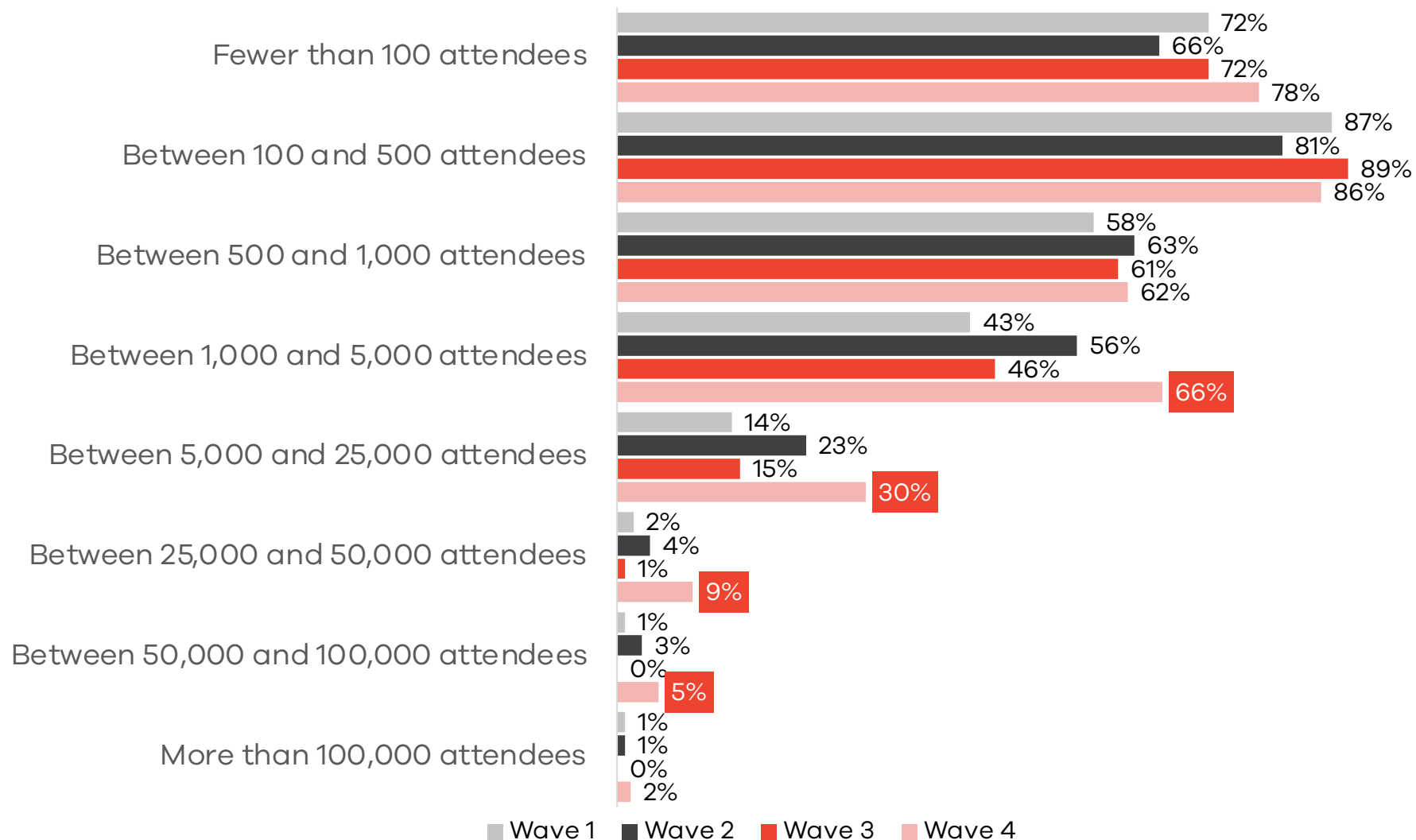
## Typical Number of Meetings Planned in a Year



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

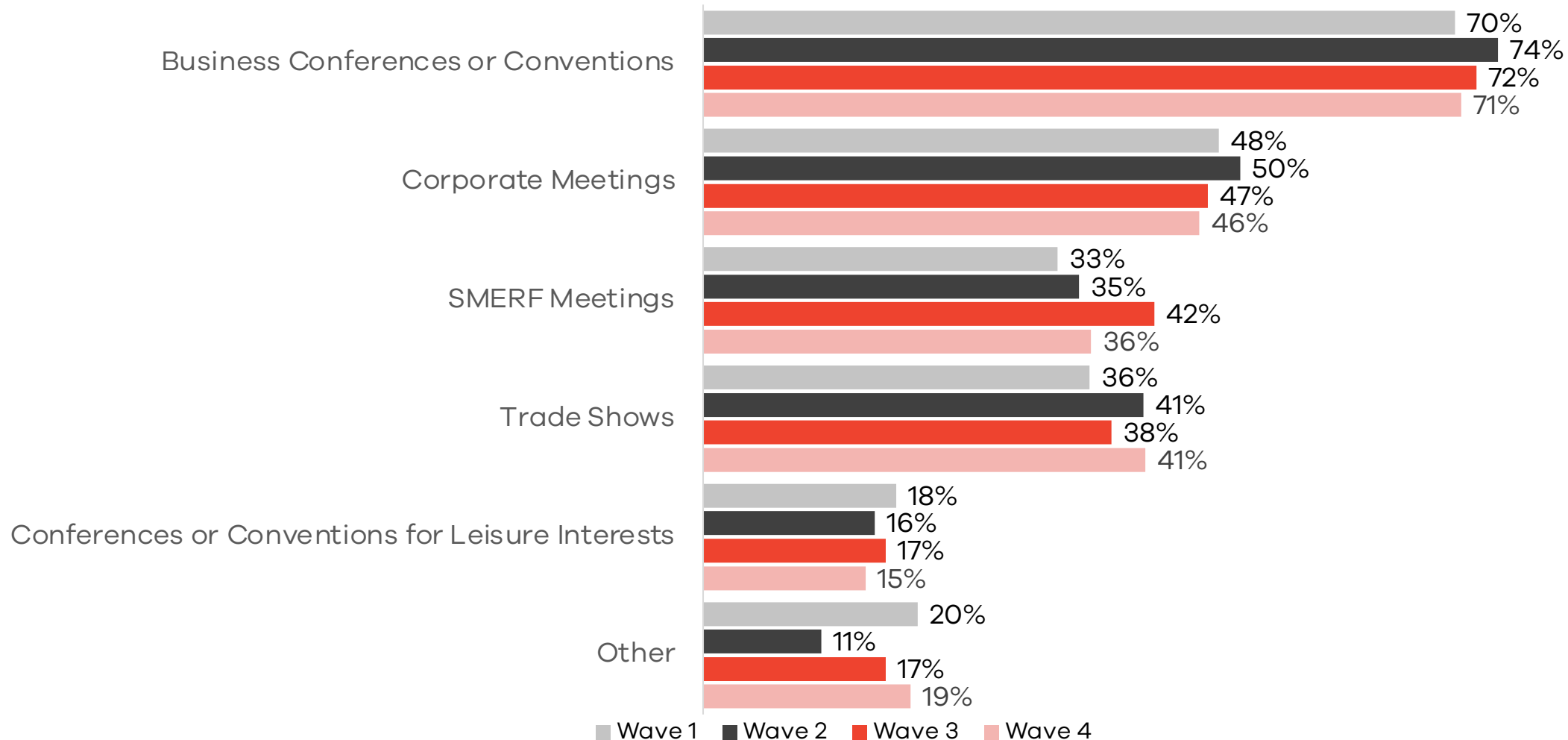
### Size of Planned Meetings in Past 10 Years



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

# Types of Meetings Booked



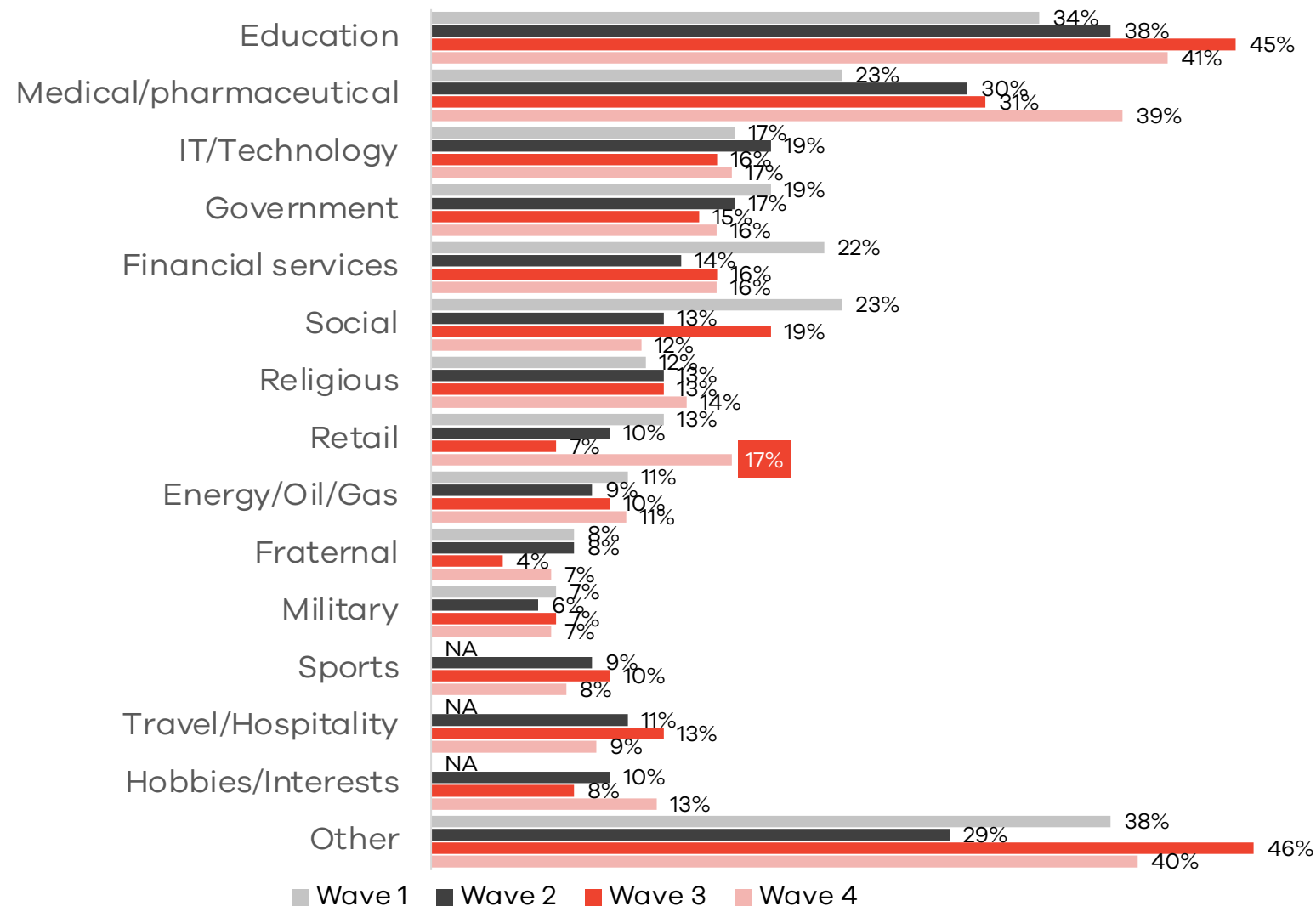
**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** Which of the following types of meetings/conferences/conventions do you book?



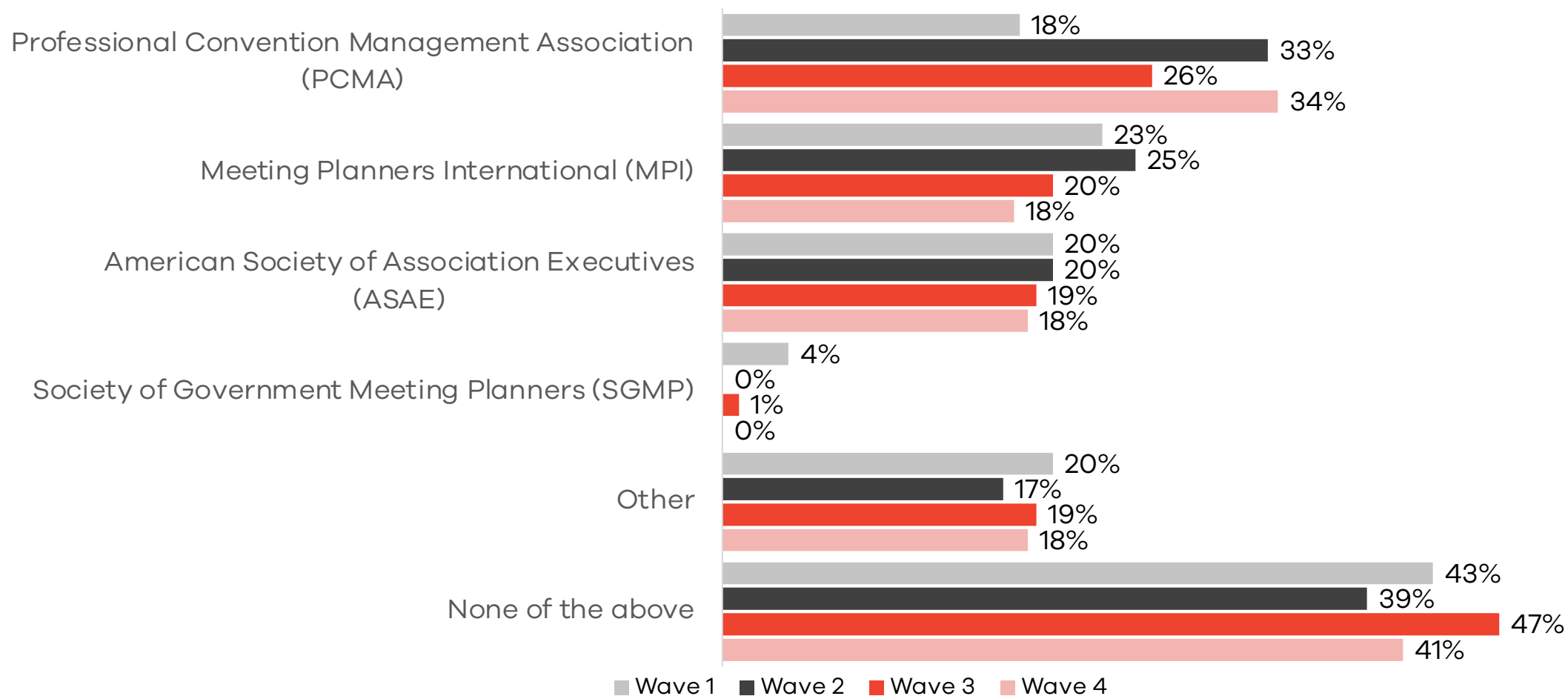
# Booked Meetings for Industry Segments



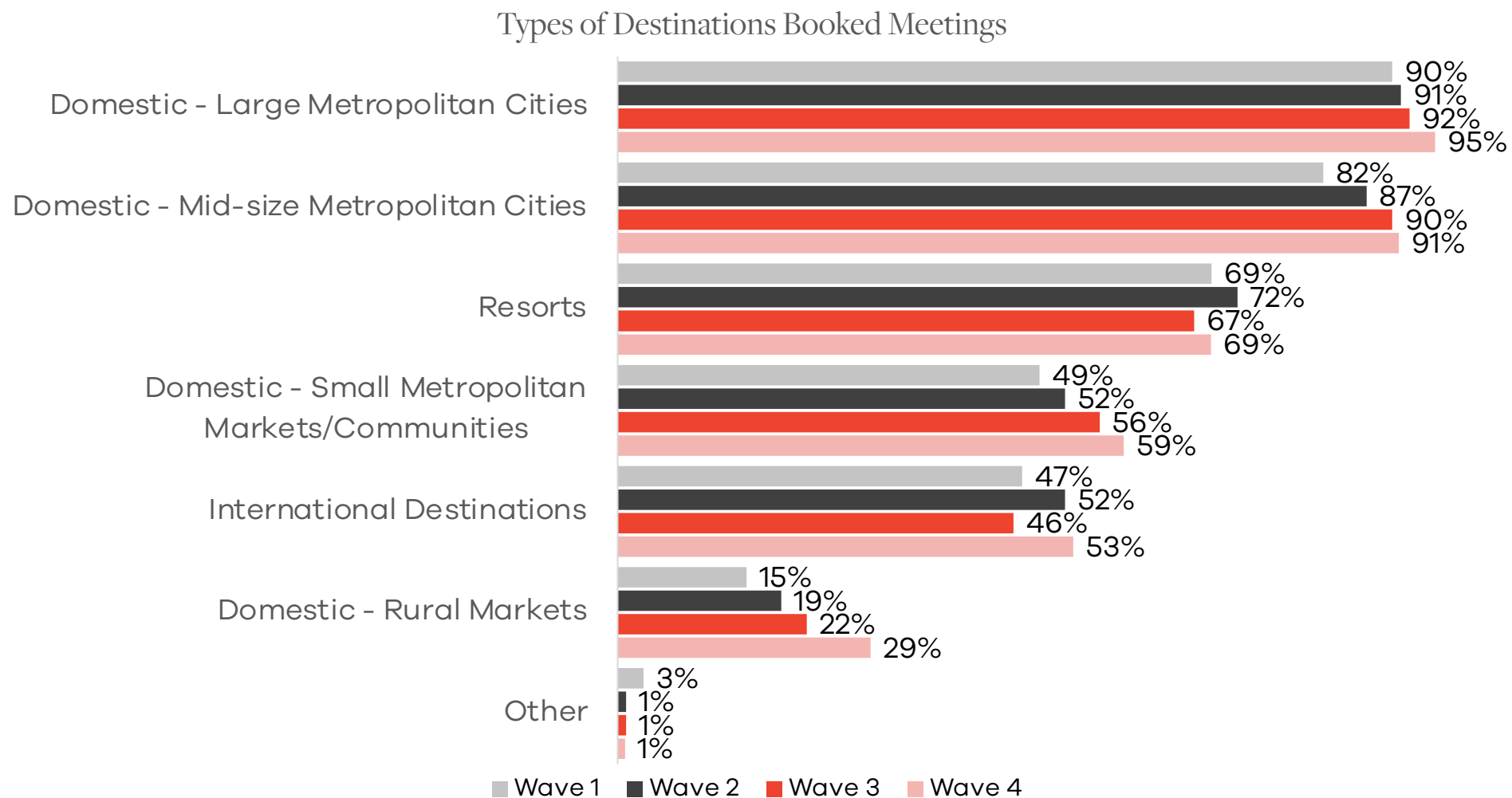
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** In which of the following industry segments do you book meetings/conferences/conventions?

### Member of Professional Organization



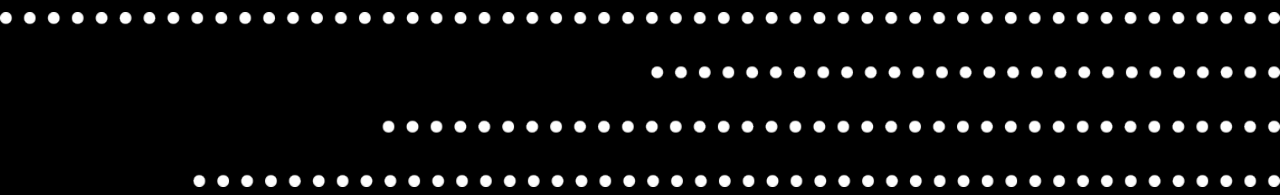
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

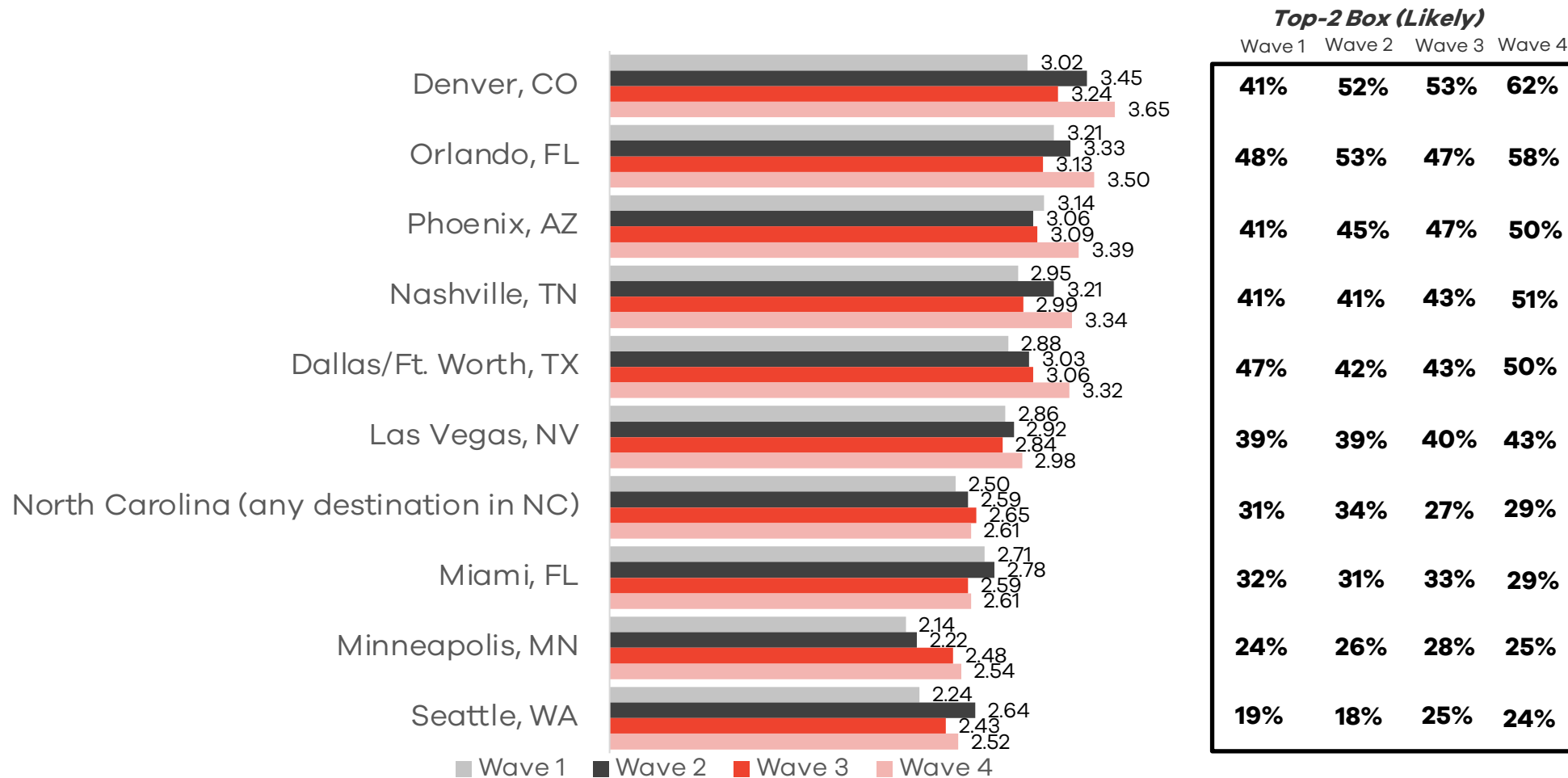
**Question/** In which of the following types of destinations have you previously booked meetings/conferences/conventions?



# Meeting Locations

## Destinations in Which Likely To Plan a Meeting During Next Two Years

Mean (1=not at all likely, 5=extremely likely)



### Top-2 Box (Likely)

Wave 1 Wave 2 Wave 3 Wave 4

<b>41%</b>	<b>52%</b>	<b>53%</b>	<b>62%</b>
<b>48%</b>	<b>53%</b>	<b>47%</b>	<b>58%</b>
<b>41%</b>	<b>45%</b>	<b>47%</b>	<b>50%</b>
<b>41%</b>	<b>41%</b>	<b>43%</b>	<b>51%</b>
<b>47%</b>	<b>42%</b>	<b>43%</b>	<b>50%</b>
<b>39%</b>	<b>39%</b>	<b>40%</b>	<b>43%</b>
<b>31%</b>	<b>34%</b>	<b>27%</b>	<b>29%</b>
<b>32%</b>	<b>31%</b>	<b>33%</b>	<b>29%</b>
<b>24%</b>	<b>26%</b>	<b>28%</b>	<b>25%</b>
<b>19%</b>	<b>18%</b>	<b>25%</b>	<b>24%</b>

Database Planning Professionals are most likely to plan meetings in Denver, Orlando, Phoenix, Nashville, and Dallas/Fort Worth.

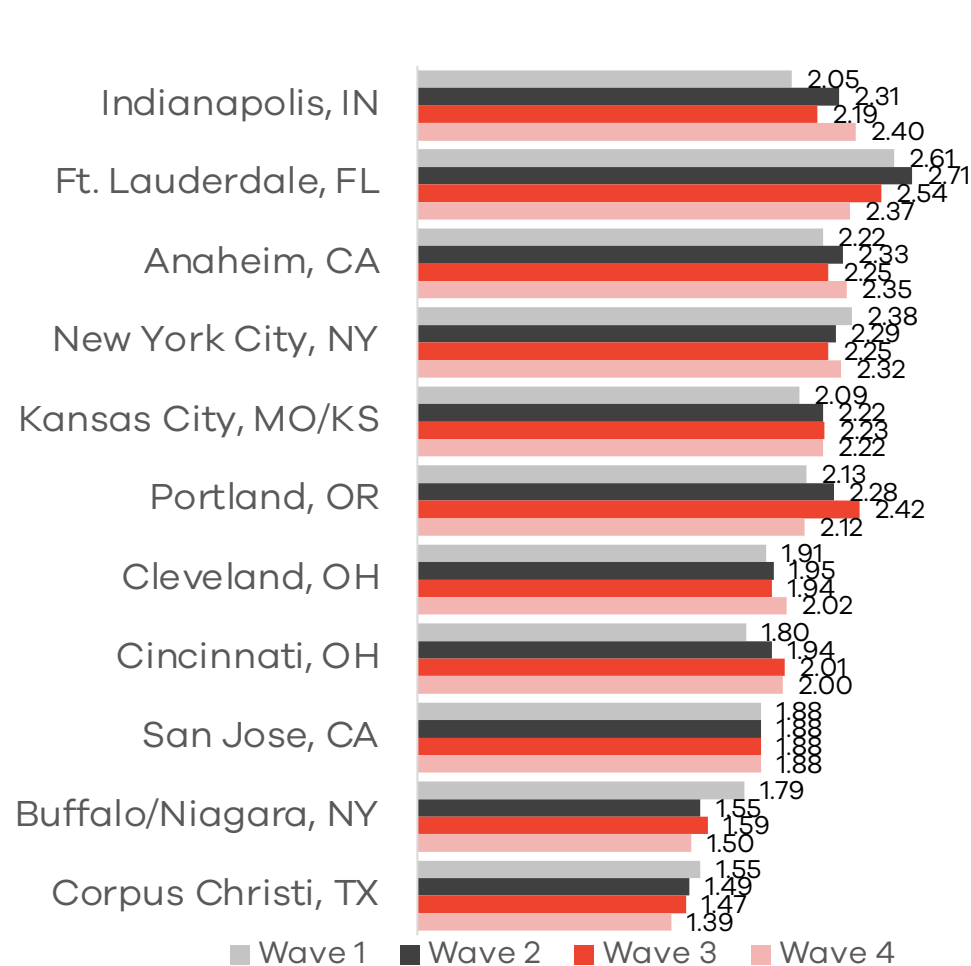
**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** How likely are you to plan a meeting/conference/convention in each of the following destinations in the next 24 months?

## Destinations in Which Likely to Plan a Meeting During Next Two Years

Mean (1=not at all likely, 5=extremely likely)



### Top-2 Box (Likely)

Wave 1 Wave 2 Wave 3 Wave 4

15%	16%	19%	24%
18%	29%	31%	22%
24%	23%	19%	22%
16%	19%	23%	24%
17%	17%	19%	18%
12%	15%	25%	16%
9%	7%	11%	11%
12%	10%	13%	11%
11%	6%	9%	10%
11%	6%	7%	3%
4%	5%	4%	3%

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** How likely are you to plan a meeting/conference/convention in each of the following destinations in the next 24 months?

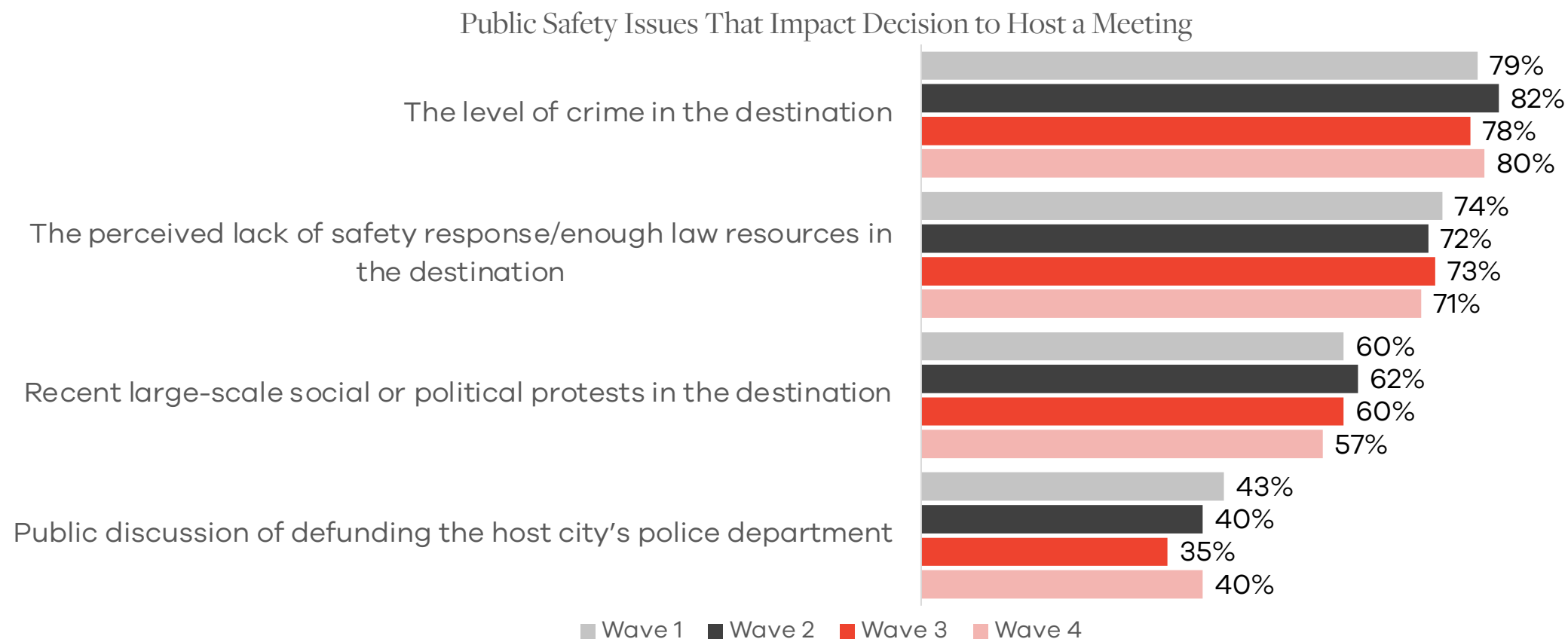


The most cited destinations of interest to plan a meeting, conference, or convention in the next 24 months are Orlando, Las Vegas, Nashville, Denver, San Diego, Atlanta, and Phoenix.

**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** Regardless of whether or not it was included on the previous list of destinations, please provide the top 3 U.S. destinations in which you are interested in planning a meeting/conference/convention during the next 24 months.

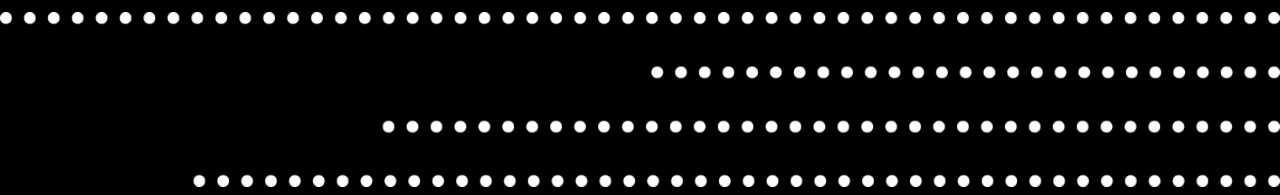
## The level of crime in a destination and perceived lack of safety response in the destination continue to impact planning professionals when selecting a destination to host a meeting, conference, or convention.



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)





# Meeting Venues

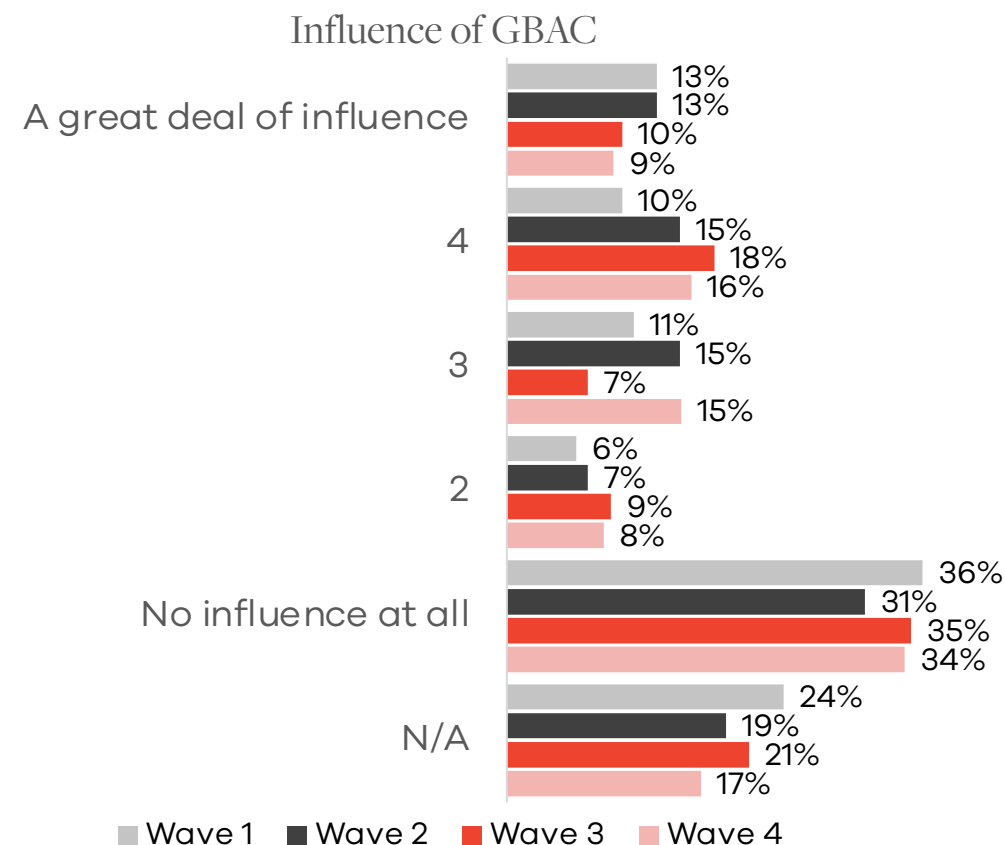
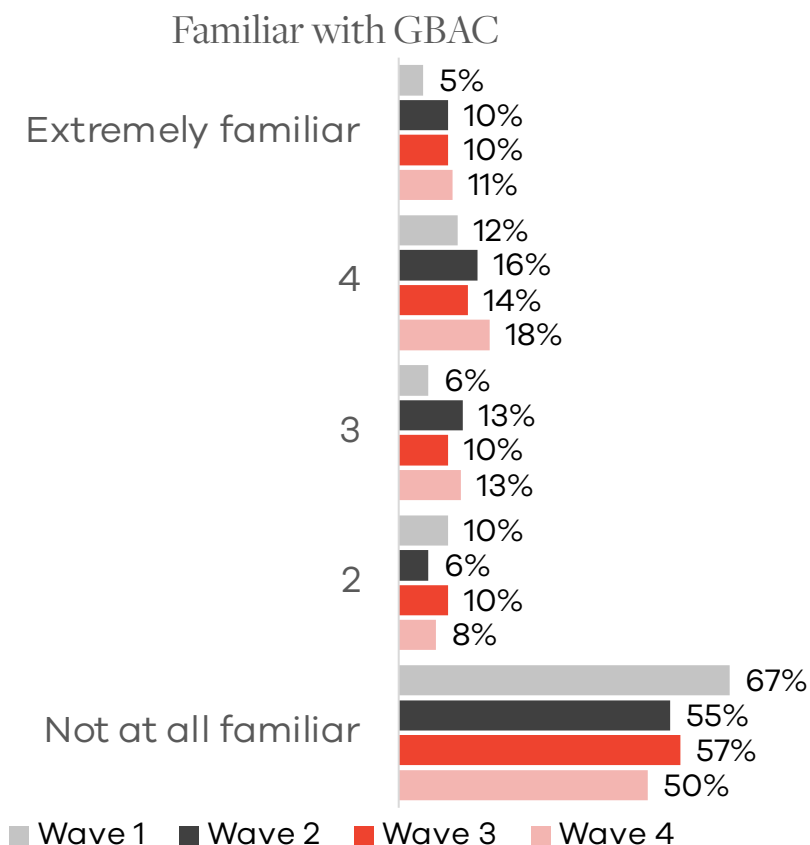
## The appeal of historic venues continues to display large decreases, down 7 points from pre-pandemic.

	Wave 1			Wave 2			Wave 3			Wave 4		
	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference	Prior to COVID-19	Next 24 Months	Difference
Hotels & resort ballrooms and conference facilities	89%	80%	-9	89%	87%	-2	88%	84%	-4	88%	87%	-1
Venues that are truly unique to a destination	59%	53%	-6	60%	53%	-7	66%	63%	-3	60%	59%	-1
Historic landmarks or facilities	45%	43%	-2	42%	37%	-5	42%	38%	-4	39%	32%	-7
Convention centers	44%	41%	-3	50%	48%	-2	35%	33%	-2	57%	55%	-2
Sports venues (ex. stadiums, arenas, golf courses, etc.)	22%	23%	+1	19%	17%	-2	20%	19%	-1	20%	18%	-2

**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** Please indicate how appealing you found each of the following types of venues for a meeting, conference or convention you may have planned prior to the COVID-19 pandemic. / Please indicate how appealing you find each of the following types of venues for a meeting, conference or convention you may plan in the next 24 months.

**Half of planners indicate they are not at all familiar with the GBAC certification, but 25 percent say it influences their decisions to book citywide conferences (top-2-box).**



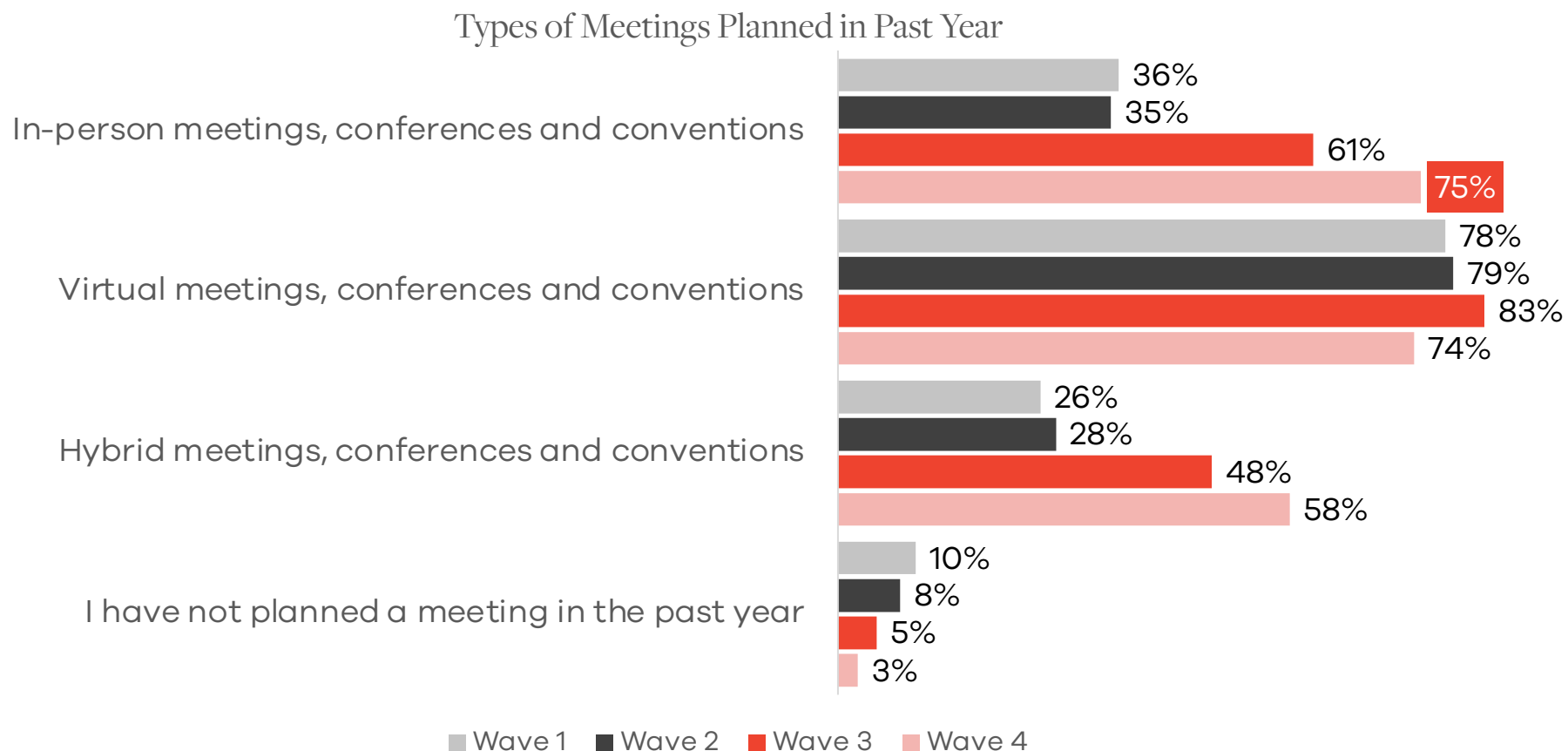
**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** On a scale from 1 to 5, where 1 equals "Not at all familiar" and 5 equals "Extremely familiar", how familiar are you with the Global Biorisk Advisory Council (GBAC) certification program? / How much influence does GBAC certification from airport, hotel to Convention Center and theaters have on your decision to book a destination for a citywide conference or convention?



# Meeting Technology

## Significantly more planning professionals have planned in-person meetings in the past year compared to those who had done so in Wave 3.

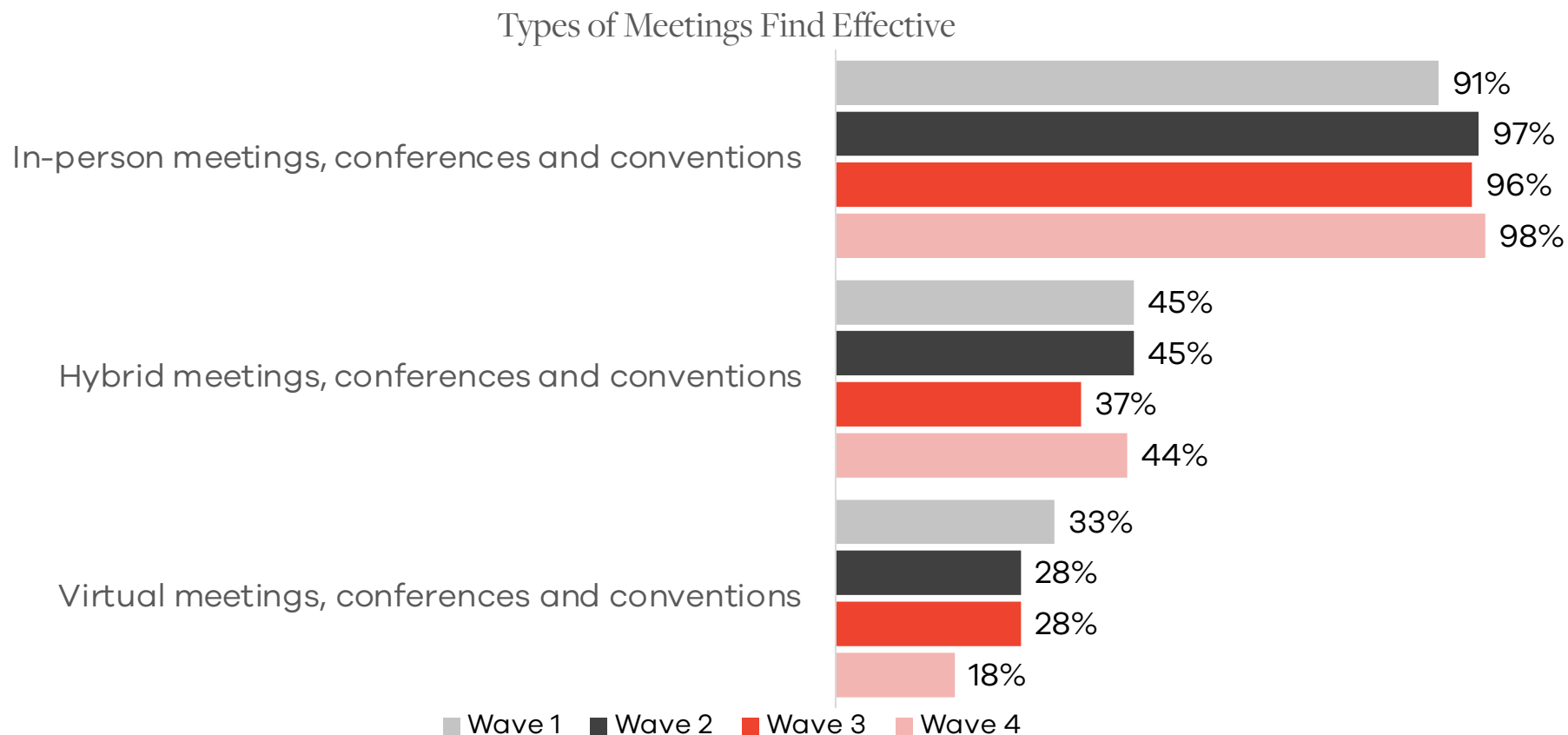


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** Which of the following types of meetings have you planned in the past year? Please select all that apply.

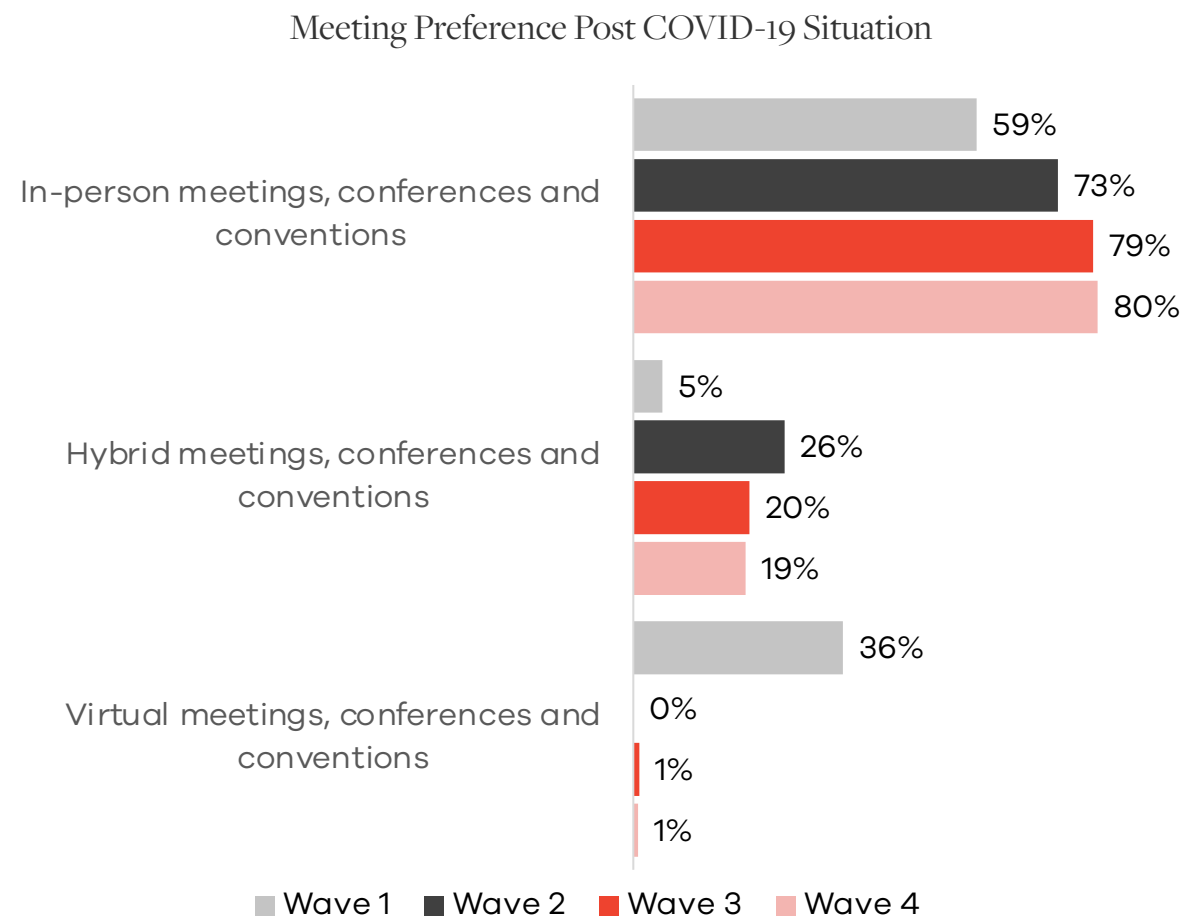
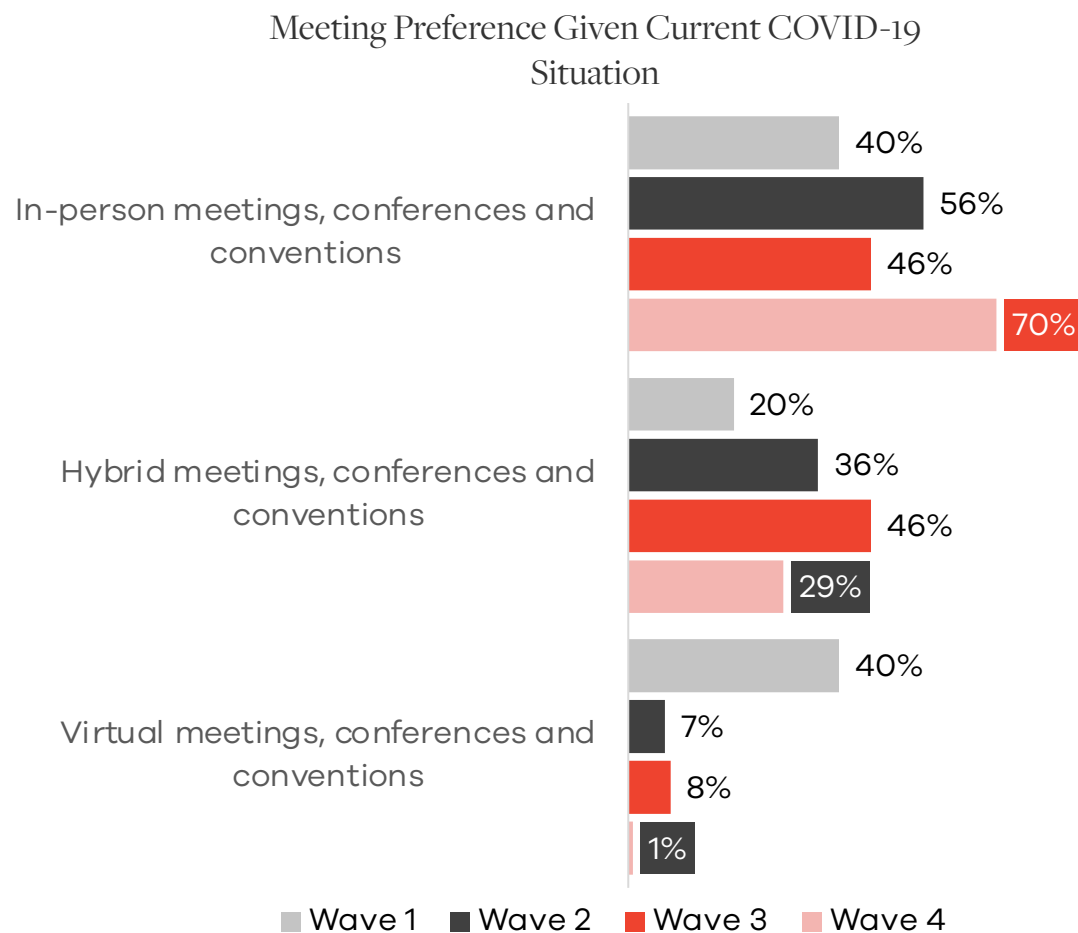
# Nearly all professional planners believe in-person meetings are effective at achieving the goals of these meetings, far higher than for hybrid and virtual meetings.



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** Please indicate your overall perception of how effective each of the following types of meetings is at delivering on what you perceive the benefits of attending meetings, conferences, and conventions overall to be.

# Attendees believe that in-person meetings are the most preferred option of their attendees given the current COVID-19 situation.

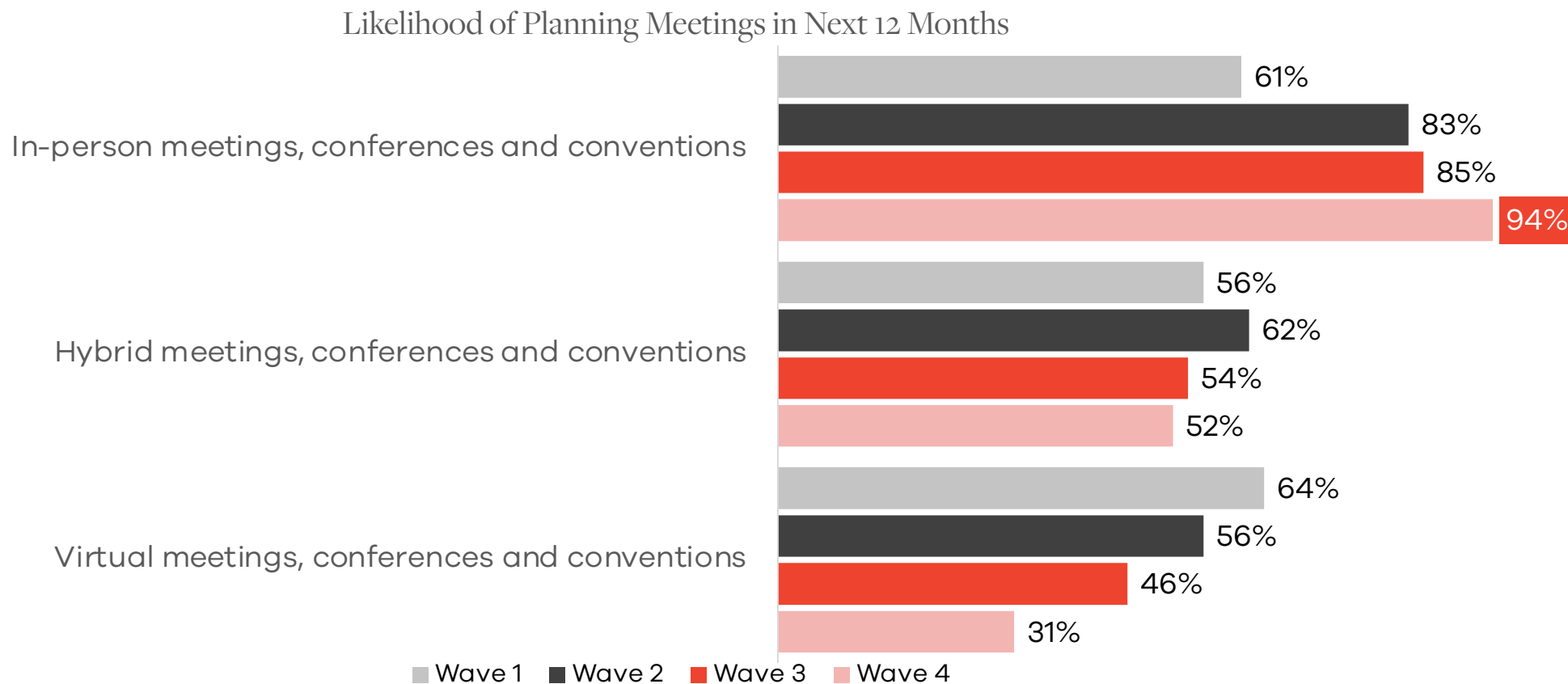


**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** Considering the current COVID-19 pandemic situation, I believe people who choose to attend the types of meetings I most typically plan would prefer... Please select one. / Thinking ahead to when the COVID-19 pandemic ceases to be a major health and safety risk for meeting attendees, I believe people who choose to attend the types of meetings I most typically plan will prefer... Please select one.

## Planning professionals continue to believe that they are likely to plan in-person meetings in the next 12 months.



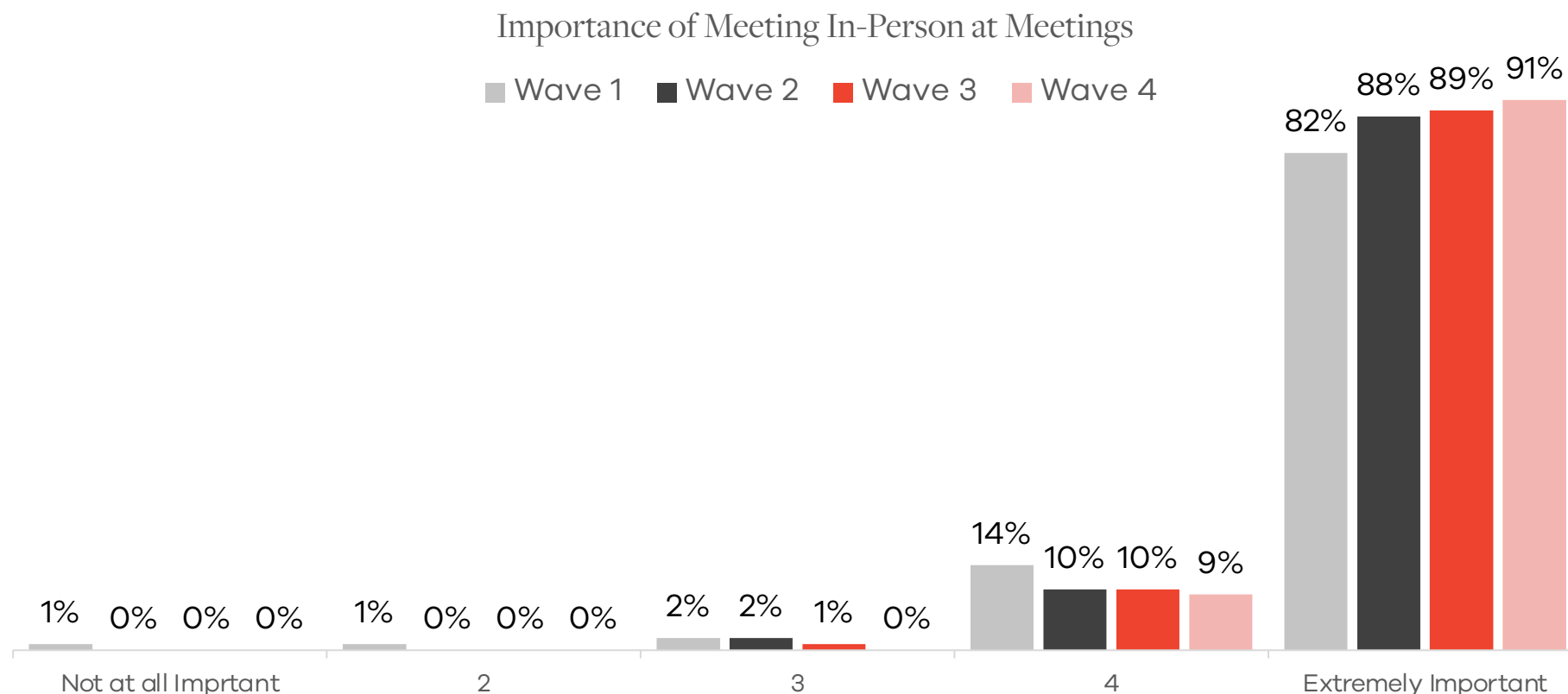
**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** How likely do you believe it is that you will plan the following types of meetings in the next 12 months?



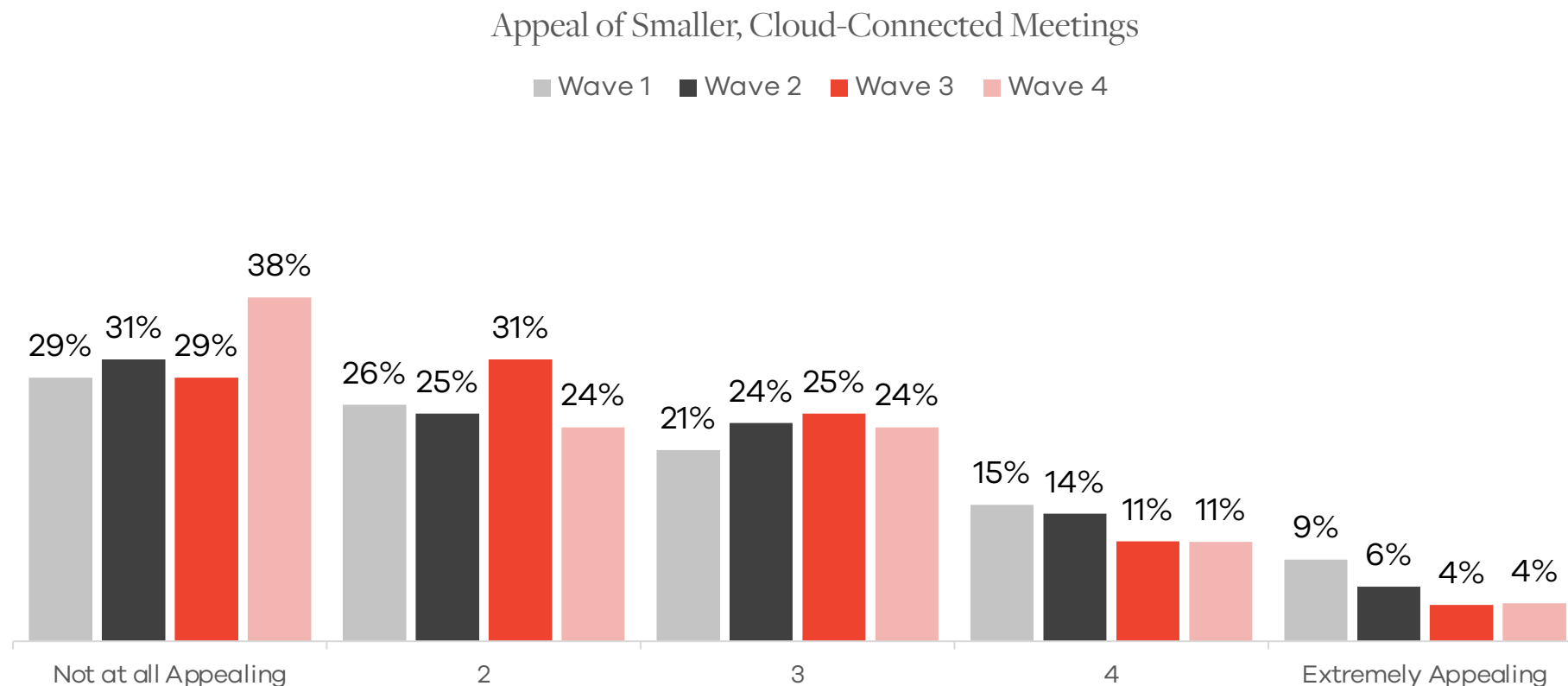
**As expected, nearly all professional planners continue to believe it is important for attendees to meet in-person at meetings.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

## 15 percent of planning professionals find cloud-connected meetings to be appealing.

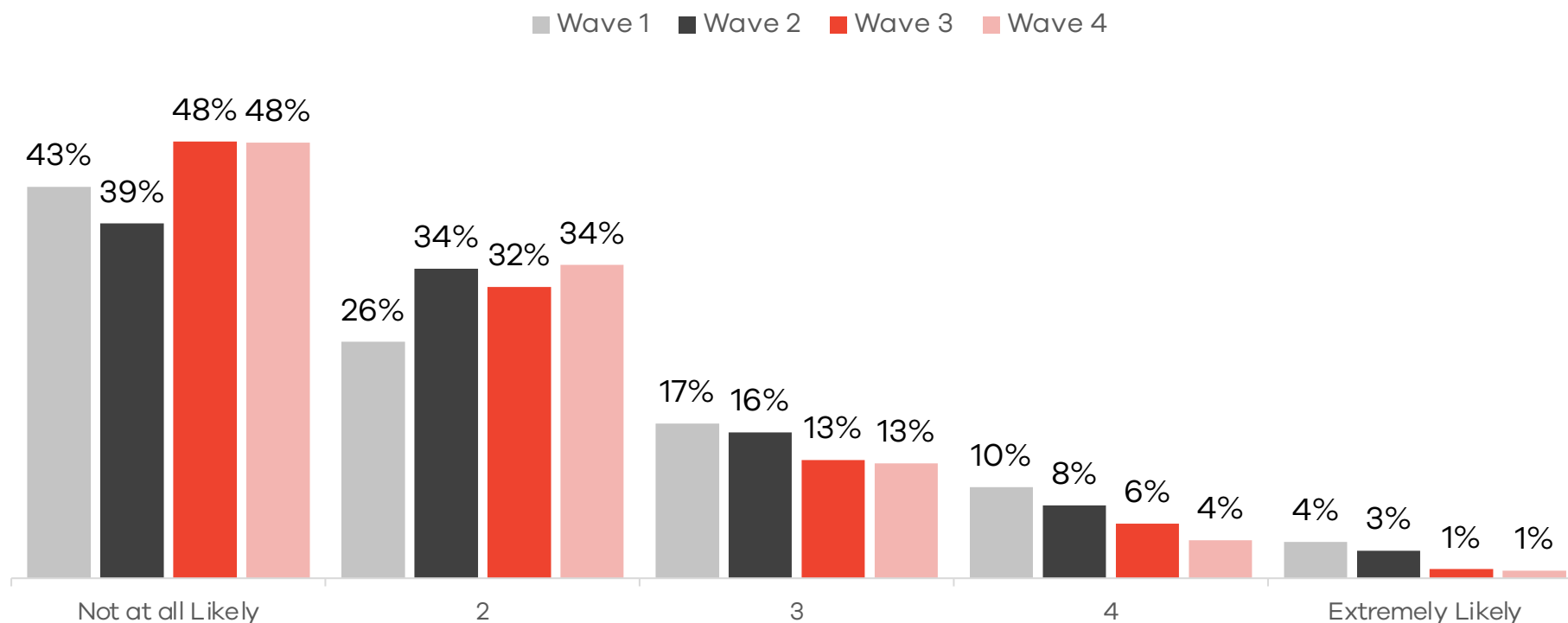


**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** One way to address potential concerns of large conference or convention attendees would be to replace large, single-site host destinations with a collection of smaller, cloud-connected host venues in various geographic locations. To what extent is this option appealing to you based on the types of meetings you most typically plan?

## As such, only 5 percent of professional planners are likely to plan cloud-connected meetings in the next 24 months.

Likelihood to Plan Smaller, Cloud-Connected Meetings



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

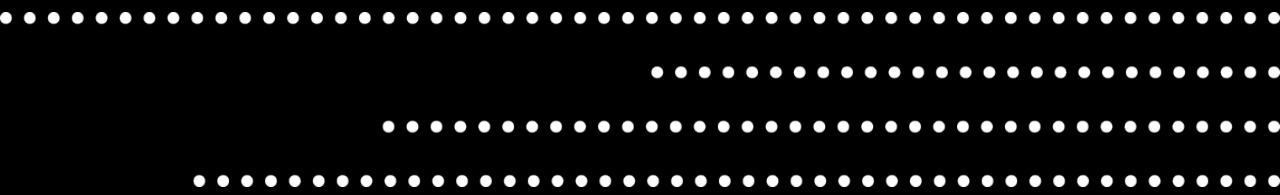
**Question/** How likely are you to plan a meeting/conference/convention that is designed as a collection of smaller cloud-connected host venues in various geographic locations in the next 24 months?

## Compared to Wave 3, significantly more planning professionals believe medical facilities on-site for attendees who exhibit illness symptoms are a must.

	Wave 1			Wave 2			Wave 3			Wave 4		
	Must Have	Nice to Have	Not Important	Must Have	Nice to Have	Not Important	Must Have	Nice to Have	Not Important	Must Have	Nice to Have	Not Important
Enough usable space in the venue for attendee social distancing	76%	22%	1%	73%	23%	4%	62%	37%	1%	50%	44%	6%
On-site dedicated production manager and/or team for all technology needs	57%	35%	8%	50%	38%	11%	53%	40%	7%	50%	43%	7%
Touchless technology as a standard throughout the venue (ex. doors, restroom facilities, food/beverage service, etc.)	39%	58%	3%	37%	59%	4%	19%	77%	4%	20%	72%	8%
On-site digital production studio for hybrid meeting capabilities	28%	58%	14%	25%	53%	22%	18%	63%	18%	17%	59%	24%
On-site medical facility for attendees who exhibit illness symptoms	31%	58%	11%	23%	61%	16%	14%	72%	14%	28%	55%	17%
The ability to project a speaker live in a venue via hologram technology	10%	46%	44%	5%	44%	52%	4%	47%	48%	3%	40%	57%

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=114)



# Group Segments

**Compared to Wave 3, fewer planning professionals expect corporate meetings to return to pre-COVID volume within the next 6 months.**

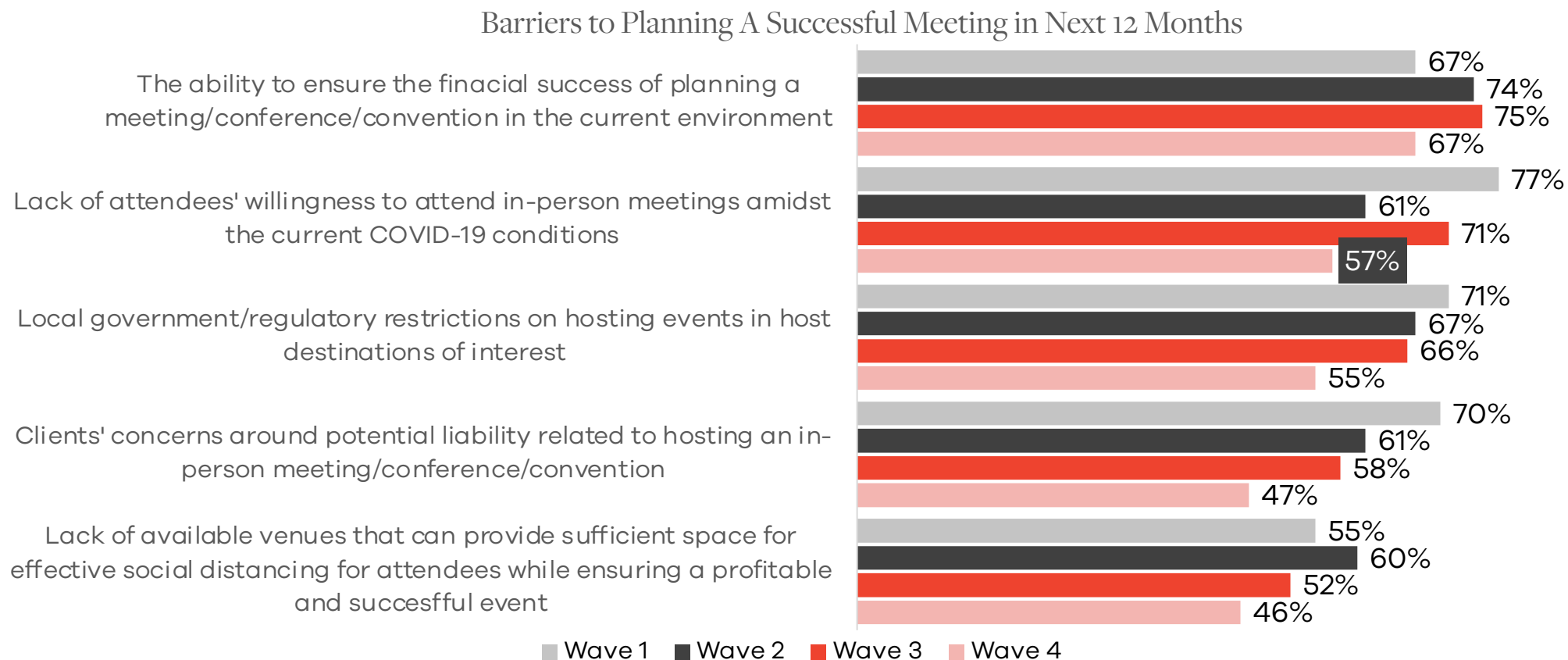
	Wave 3						Wave 4					
	Next 3 Mths	Next 6 Mths	Next Year	Next 2 Years	More Than 2 Years	Never	Next 3 Mths	Next 6 Mths	Next Year	Next 2 Years	More Than 2 Years	Never
Corporate Meetings	9%	25%	37%	22%	6%	2%	12%	13%	39%	29%	6%	2%
SMERF Meetings	9%	25%	34%	25%	6%	1%	10%	21%	32%	27%	9%	1%
Business Conferences or Conventions	7%	20%	36%	34%	3%	1%	13%	12%	33%	34%	8%	0%
Trade shows	6%	13%	36%	34%	7%	4%	9%	10%	34%	36%	11%	0%
Conferences or Conventions for Leisure Interests	4%	18%	33%	37%	5%	3%	5%	21%	38%	29%	6%	1%

Source: A Portrait of Meeting & Convention Travel Wave 4  
Base: Planning Professionals (n=119)



# Barriers To Planning Meetings

**Compared to Wave 3, significantly fewer planning professionals believe lack of attendees' willingness to attend in-person meetings will be a barrier to planning a successful meeting in the next 12 months.**



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)



# What can destinations do to better meet the needs of Planning Professionals in the future?

## Communication & Solutions

Planners would like destinations to proactively provide information on infection rates and current venue/local/city/county/state restrictions. They would also like for destinations to offer helpful ideas and solutions that worked for other events when planning. They would like destinations to work with them to provide options based on their needs and not just offer a standard plan. Many also mentioned frustration that they have a hard time getting quick responses or responses at all to questions and RFPs from the destination and venues.

## Flexibility

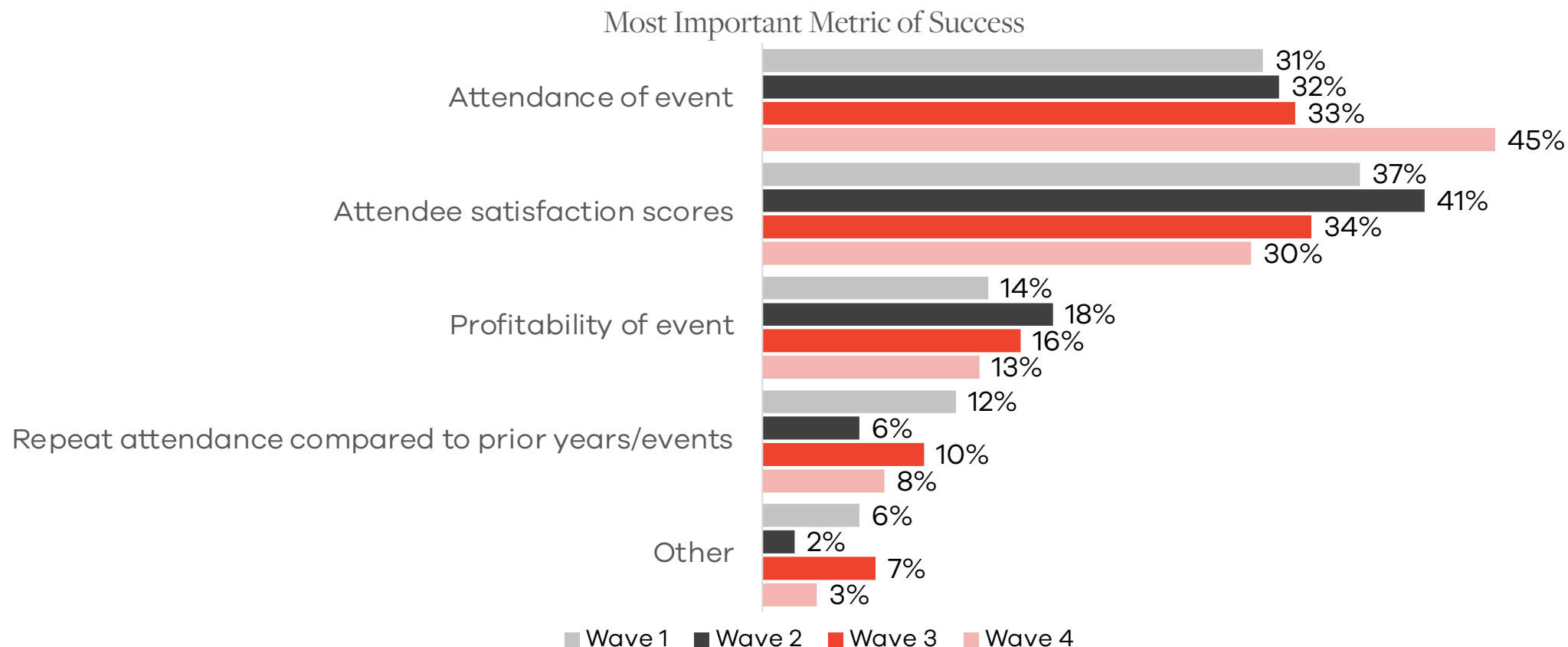
With the uncertainty around travel and meetings due to the pandemic, planners would like venues to be more flexible when it comes to minimums, booking windows, changing meeting models, timing and contracts. They would also like opportunities for rebates and special programs given additional costs incurred due to mandates and A/V.

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** How can destination marketing and management organizations better meet the needs of Planning Professionals now and in the future?

# The most important metrics of a successful meeting are attendance of the event and attendee satisfaction scores.



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** Which of the following factors do you typically consider to be the most important metric of the success of a meeting/conference/convention you plan?



# COVID-19 Impact on Planning

**Compared to Wave 3, significantly fewer planning professionals are focusing on how destinations have handled the pandemic, their safety protocols, and vaccination rates when planning a meeting/conference/convention in the next 24 months.**

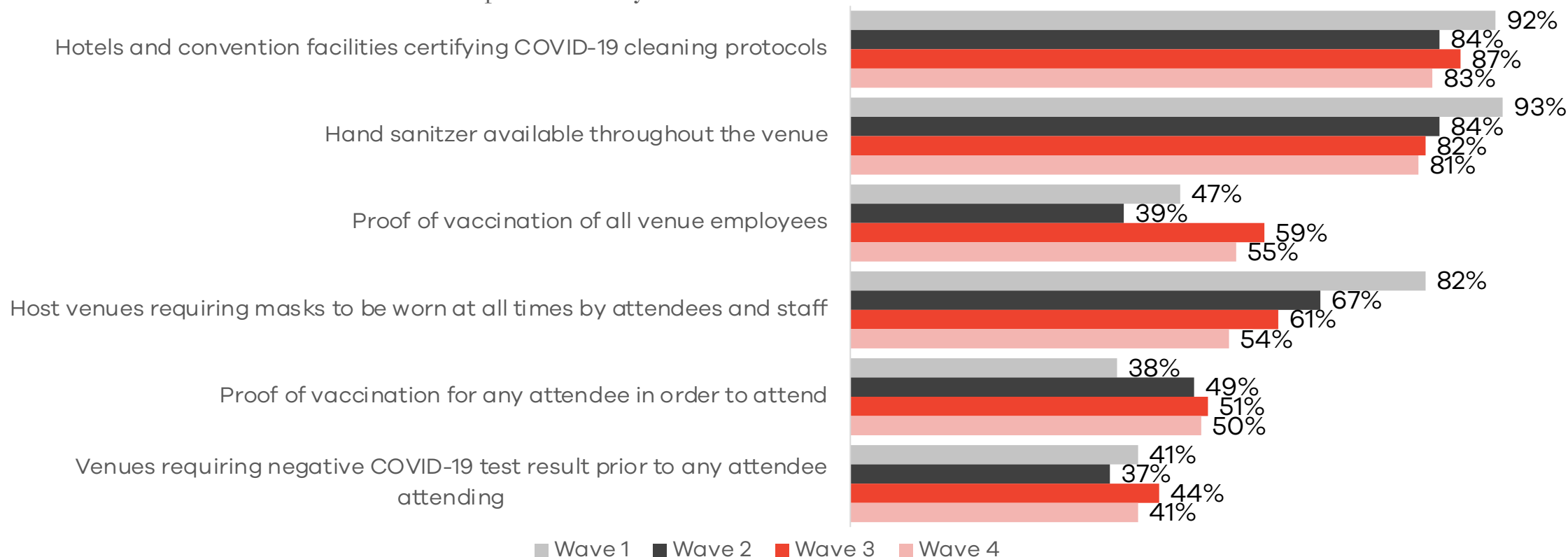
	Wave 1	Wave 2	Wave 3	Wave 4
A compelling collection of activities and events in the destination within walking distance of the meeting/conference/convention site	67%	80%	77%	84%
Clarity and equity in long-term Force Majeure contractual interpretations	93%	86%	89%	83%
A perception of relative safety (from violence, protests, or civic unrest) of the host destination compared to other destination options	84%	86%	85%	81%
A destination's ability to offer a unique and appealing meeting venue	72%	78%	78%	79%
A public perception that the destination has done an effective job of managing the impact of the COVID-19 pandemic	78%	77%	75%	59%
Mask mandates and other safety protocols in the destination	77%	65%	70%	55%
The % of the host city population that is likely to have been vaccinated against COVID-19 by the time attendee registration for the meeting, conference, convention opens	58%	48%	61%	45%
The destination exemplifies a commitment to Diversity, Equity, and Inclusion	51%	56%	49%	45%
The politics of the host destination	%	%	39%	36%
The environmental responsibility of the destination	%	%	42%	30%
The likelihood that the majority of attendees will be able to drive rather than fly to the host destination	35%	25%	26%	19%

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

# Hotel and convention facility cleaning protocols remain the top safety measure when considering planning a meeting at a destination.

Important Safety Measures for Venues to Have in Place

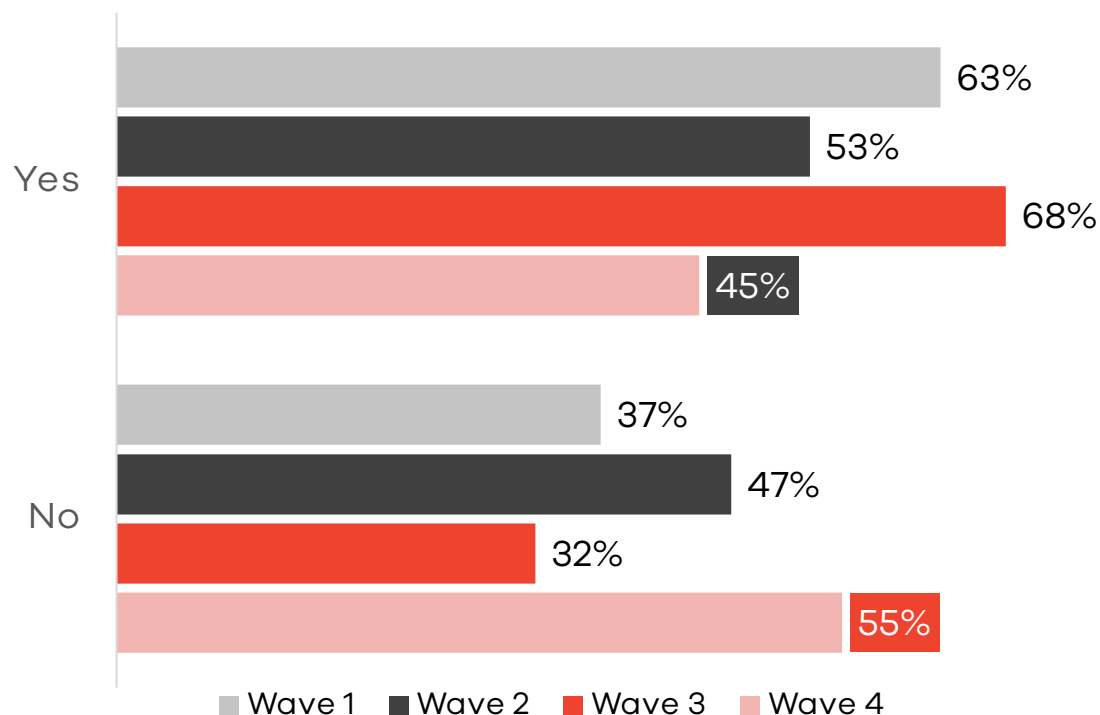


**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

**Question/** How important do you believe each of the following safety measures is for meetings/conferences/conventions venues to have in place now in order for you to consider planning a meeting there?

## Compared to Wave 3, significantly fewer planners indicate their likelihood of booking meetings, conferences, and conventions in certain destinations has changed as a result of the pandemic.

Has Your Likelihood of Booking Meetings in Certain Destinations in the Future Changed?



Among those who said their likelihood of booking in certain destinations has changed, the following were frequently cited as the reason for this:

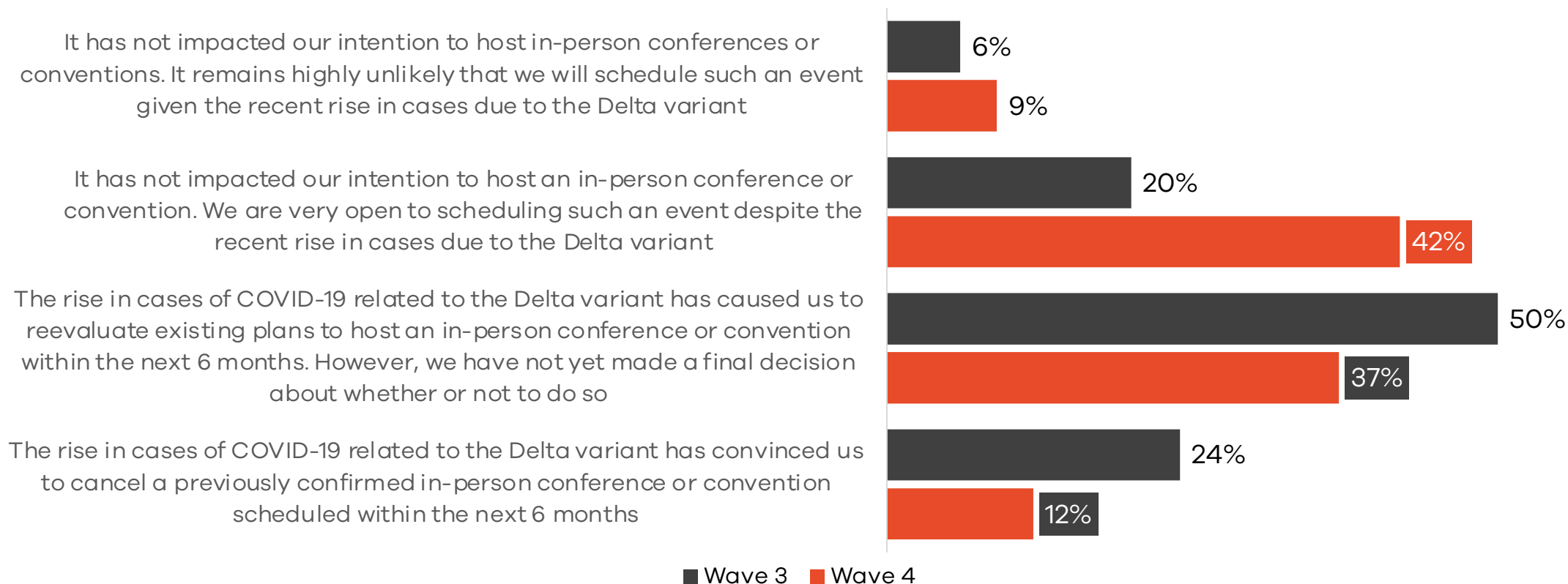
- Not booking in destinations or states that didn't take the pandemic seriously and have high infected and low vaccinated rates.
- On the other hand, some won't book destinations that have too many COVID restrictions in place.
- Booking destinations with ease of access, either within driving distance or good air access.
- Looking at 2<sup>nd</sup> and 3<sup>rd</sup> tier cities
- Only looking at destinations with flexible cancellation policies.
- International travel restrictions
- Some said they won't book politicized cities

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

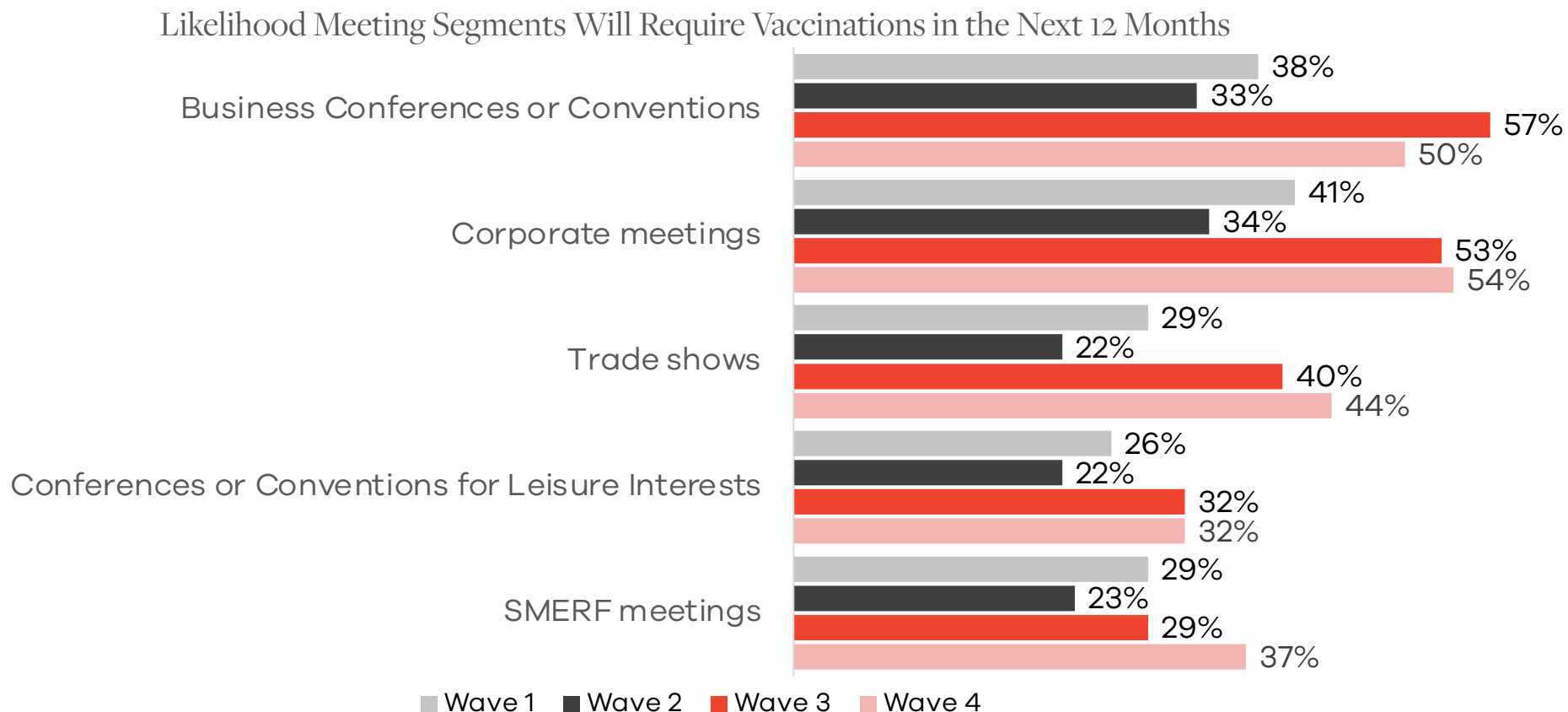
## Compared to Wave 3, fewer planning professionals indicate the Delta variant has impacted their intentions to host in-person conference and conventions in the next 6 months.

How Has The Rise in Delta Variant Impacted Your Intention to Plan/Host an In-Person Event in the Next Six Months



**Source:** A Portrait of Meeting & Convention Travel Wave 4  
**Base:** Planning Professionals (n=119)

## Belief in the likelihood that each meeting type will require vaccination remains fairly consistent from Wave 3.



**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)



## Legal Liability for Planners & Venues

**55%**

**vs. 67% in Wave 3,  
65% in Wave 2 &  
67% in Wave 1**

Believe potential legal liability issues related to the pandemic will impact how Planning Professionals book meetings in the next 12 months

**43%**

**vs. 45% in Wave 3,  
45% in Wave 2 &  
39% in Wave 1**

Clients are asking future event attendees to sign liability waivers prior to attending meetings/conferences/conventions they plan

**Source:** A Portrait of Meeting & Convention Travel Wave 4

**Base:** Planning Professionals (n=119)

**Question/** Do you believe potential legal liability issues related to the COVID-19 pandemic will impact how you approach booking meetings in the next 12 months? / Are your clients asking future event attendees to sign liability waivers prior to attending a meeting/conference/convention you plan?

# CORPUS CHRISTI PROPRIETARY QUESTIONS

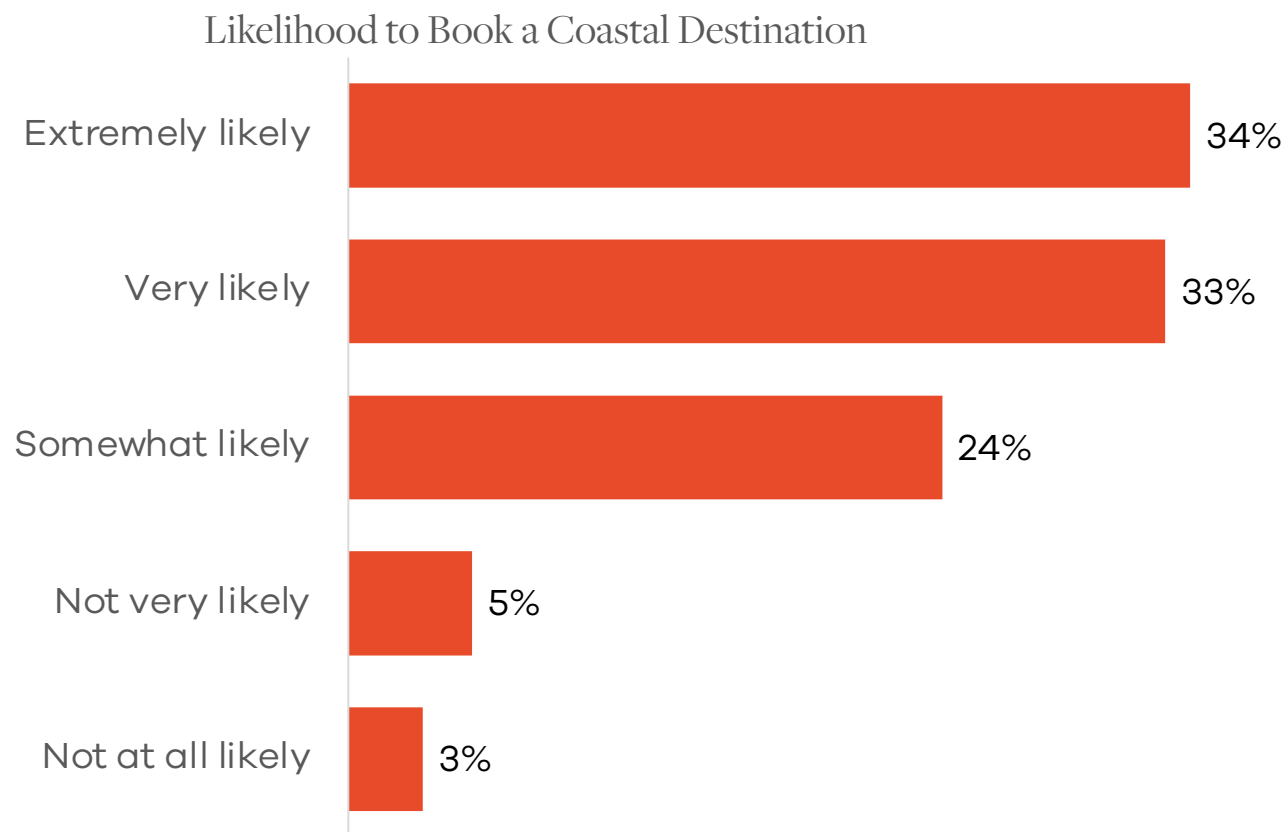


## Words Used to Describe Corpus Christi



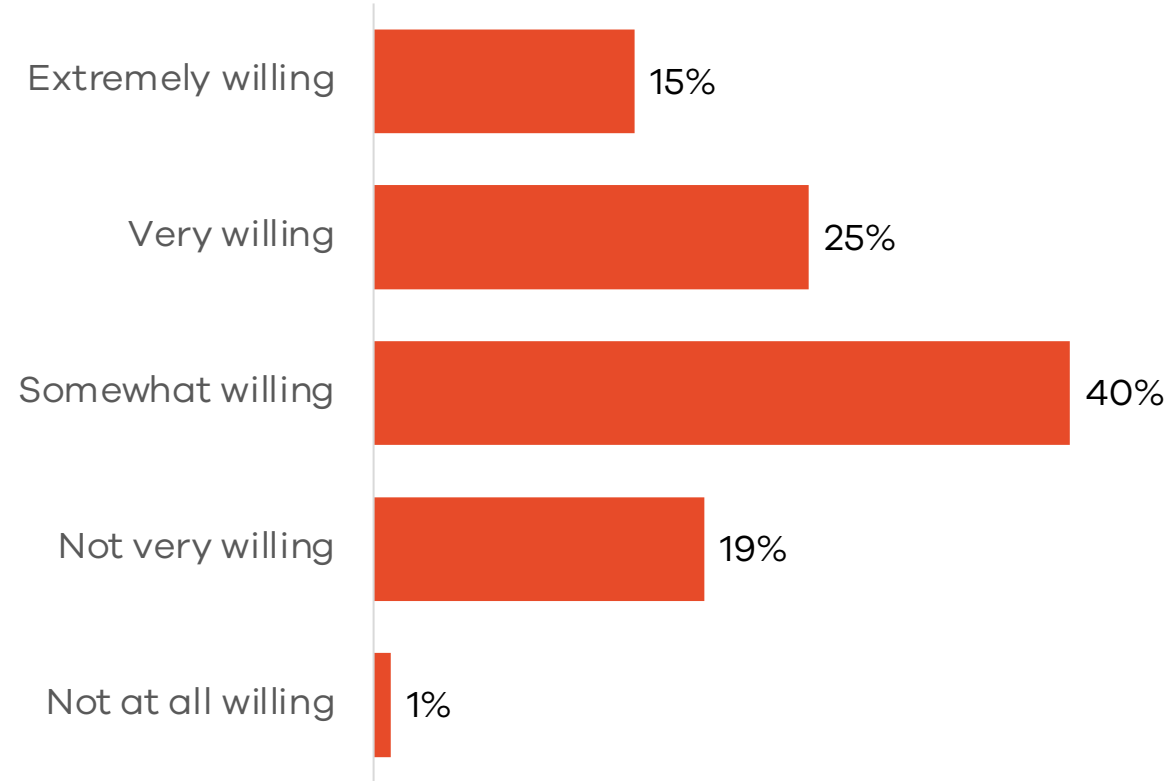
- The most used words to describe Corpus Christi as a meeting destination are Hot (57), Beach (33), Boring (32), Good (29), and Texas (29).

# Two-thirds of planning professionals are likely to book a meeting, conference, or convention in a coastal destination.



# Four in ten planning professionals are willing to choose a destination to host a meeting, conference, or convention that requires attendees to take at least one connecting flight.

Willingness to Choose a Destination That Requires At Least One Connecting Flight



Base: Planning Professionals (n=119)

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**Question/** How willing are you to choose a destination to host a meeting/conference/convention that requires attendees to take at least one connecting flight?



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