



Simpleview Sales Quarterly — Year-End 2024

TRENDS & INSIGHTS FOR DESTINATIONS

A photograph of two men in business suits shaking hands. The man on the left is wearing a dark suit and a light blue shirt with a dark tie. The man on the right is wearing a dark suit with a plaid patterned sleeve. The background is a blurred city street.

SIMPLEVIEW SALES QUARTERLY | Year-End 2024

Introduction



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Welcome to the 2024 year-end edition of the **Simpleview Sales Quarterly**

What is the **Simpleview Sales Quarterly**?

This report is the most comprehensive review of the destination marketing organization (DMO) industry's sales performance. It illustrates how leads and booking patterns for meetings and events have changed and evolved since the widely-accepted benchmark of 2019.

Throughout the report, we aim to understand the progress made since March 2020. We also look forward at the health of the DMO's critical lead pipeline.

Moving forward, we will shift the report to focus more on year over year growth instead of just comparing to 2019.

Our goal is to provide DMOs with the information needed to support their sales strategies and stakeholder communications.



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Report Navigation

Navigating the Simpleview Sales Quarterly report

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[Report highlights](#)

[Industry aggregate](#)

We provide the big picture of progress achieved for leads and bookings, as well as the overall pipeline health for U.S. and Canadian DMOs compared to previous years.

[About us](#)

[DMO categories](#)

Compare your DMO's progress and pipeline health to destinations with relative-size convention facilities.

[CATEGORY A](#)

[CATEGORY C](#)

[CATEGORY B](#)

[CATEGORY D](#)

[Regions](#)

Compare your DMO's progress and pipeline health to destinations within your region.

[REGIONS MAP](#)

[SOUTH/SOUTHEAST](#)

[CANADA](#)

[SOUTHWEST](#)

[MIDWEST](#)

[WEST/PACIFIC](#)

[NORTHEAST](#)



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Methodology

Methodology

We aggregated the Simpleview CRM data of more than 200 DMOs that generated 50 or more leads in 2019 and have had leads each year since 2019. We excluded events with fewer than 10 rooms on peak.

In addition to the industry-aggregate analysis, **we defined two segmentations as follows:**

DMO categories:

- **Category A:** No convention facility
- **Category B:** Less than 100,000 exhibit gross square feet (GSF)
- **Category C:** 100,000-499,000 exhibit GSF
- **Category D:** 500,000+ exhibit GSF

Regions:

- Canada
- Midwest
- Northeast
- South/Southeast
- Southwest
- West/Pacific

Data may change from previous quarterly reports due to destinations updating or adjusting their data throughout the year.



SIMPLEVIEW SALES QUARTERLY | Year-End 2024

Report Highlights



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Report highlights — Year-End 2024

- **Lead volume was up in all quarters of 2024**, resulting in an 11.8% increase from 2019 and a 1.7% increase year-over-year, thanks to a strong Q3 2024.
- There were 44,000 definite bookings through December 2024. **Definite bookings are still down 6.3% compared to 2019**, but up 4% year-over-year.
- Despite definite bookings being down, **definite room nights were up 3.3% versus 2019** and up 11.2% versus 2023 thanks to a strong Q1 2024.
- The net number of **convention center leads in the pipeline shows negative variances** compared to 2019 for both **five and six years out from arrival**.
- The number one market segment, **Health & Medical/Pharmaceutical, has seen the most growth**. It's currently 12% over 2019 levels. All of the top 10 market segments have seen growth since 2019.
- **All regions saw increased lead volume compared to 2019 and 2023 except Canada and the West/Pacific**. The deficit in West/Pacific quarterly leads appeared to be getting smaller in Q4.
- The average booked peak rooms for hotel meetings grew by 7.6% versus 2019. **Booked peak rooms for convention center bookings grew 8.1% from 2023**. Attendance numbers for hotel meetings and convention center events were up compared to 2019.

SIMPLEVIEW SALES QUARTERLY | Year-End 2024

Industry Aggregate Results

Terminology

Lead: Can be both a status level and the actual inquiry sent to the hotel(s)/convention center. However, for this report, leads are defined as events with a “lead created date.”

Booking: Considered contracted events and designated by a status of “definite” with a “date definite.”

Hotel meetings and convention center events: Convention center events are distinguished by “CC = Yes” in CRM. Conversely, hotel meetings are distinguished by “CC = No.”

Event cycle and sales-production cycle: Refers to the length of time from the beginning of sourcing (lead create date) to event arrival (meeting start date). The sales-production cycle refers to the length of time from the beginning of sourcing (lead create date) to when the lead is converted to definite status (date definite).

Market segment: Converted into the MINT+ key classifications. More than 75% of CRM leads were successfully converted to one of 19 key classifications for analysis.

Progress



Throughout this quarterly report, we gauge **progress compared to performance pre-pandemic, using 2019 as an index as well as year-over-year growth.**

Specifically, we will touch on the number of leads and explore bookings by **reviewing the number of bookings, room nights, attendance, and average peak room.**

Progress sections answer the following questions:

Lead volume: How many leads, lead room nights, and lead attendance have been created in 2024?

What kind of progress have we made compared to previous quarters and years?

Booking volume: How many events, room nights, and attendance have we confirmed definite in 2024? **What kind of progress have we made compared to previous quarters and years?**

Pipeline



The DMO pipeline serves as a bellwether for future production. The questions are: **Do we have enough business in our pipeline, and will we realize our sales production goals?**

Our pipeline health is described using the following measures and dimensions. **Measures are presented as the percentage change from 2019** – when lead activity was robust in the industry – to the current reporting period of 2024.

Pipeline health sections answer the following questions:

Lead volume: How much business in terms of leads, room nights, and attendance do we have in the pipeline compared to 2019? What is the impact of peak room averages on overall lead room nights?

Event cycle and sales cycle: The event cycle refers to the length of time from the beginning of sourcing (lead create date) to event arrival (meeting start date). The sales cycle refers to the length of time from the beginning of sourcing (lead create date) to when the lead is converted to definite status (date definite).

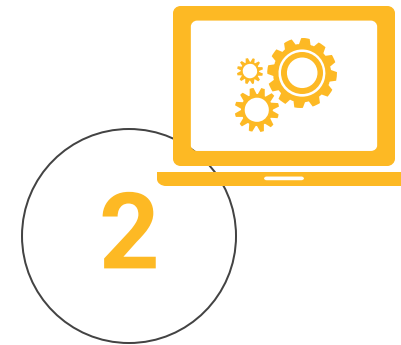
How are these two cycles changing, and what is the impact on future years?

Market segments: For the strongest market segments, how did our 2024 pipeline compare to 2019? Does our pipeline continue to align with these segments in future years?

Progress



Lead volume created through 2024 surpassed 2019 by 11.8%, and lead room nights exceeded 2019 levels by 21%.

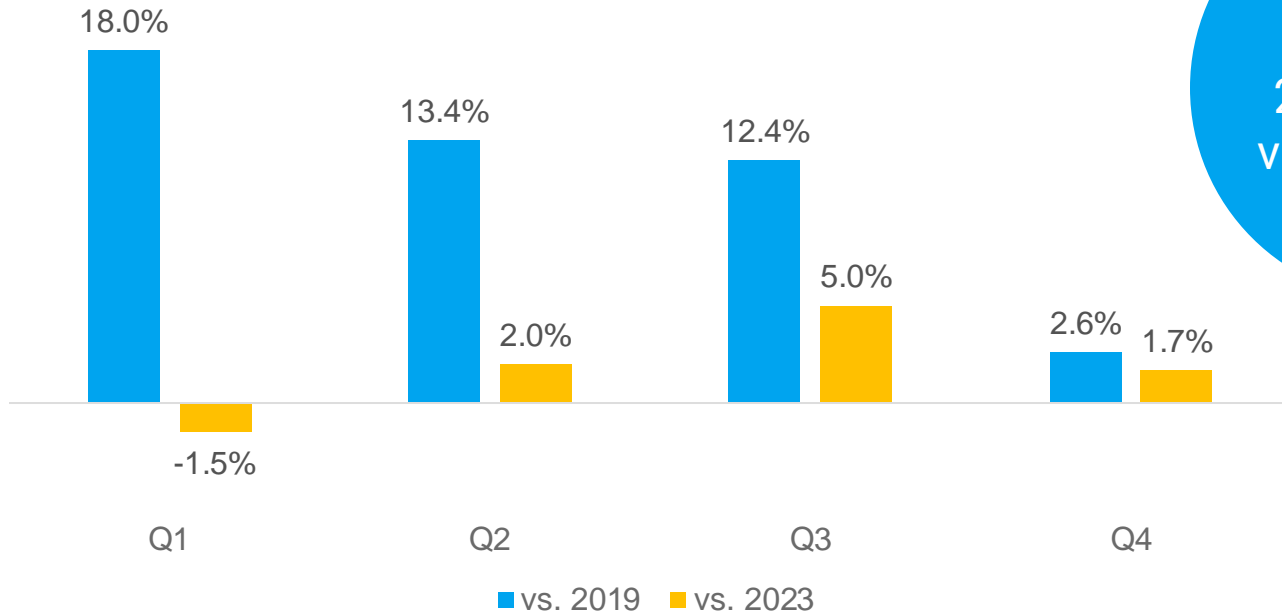


The number of booked events through 2024 was up 4% from 2023. **Booked room nights were up 3.3%** from 2023.



Lead volume up over 2019 and year-over-year

2024 Leads Compared to Previous Years Through December 2024



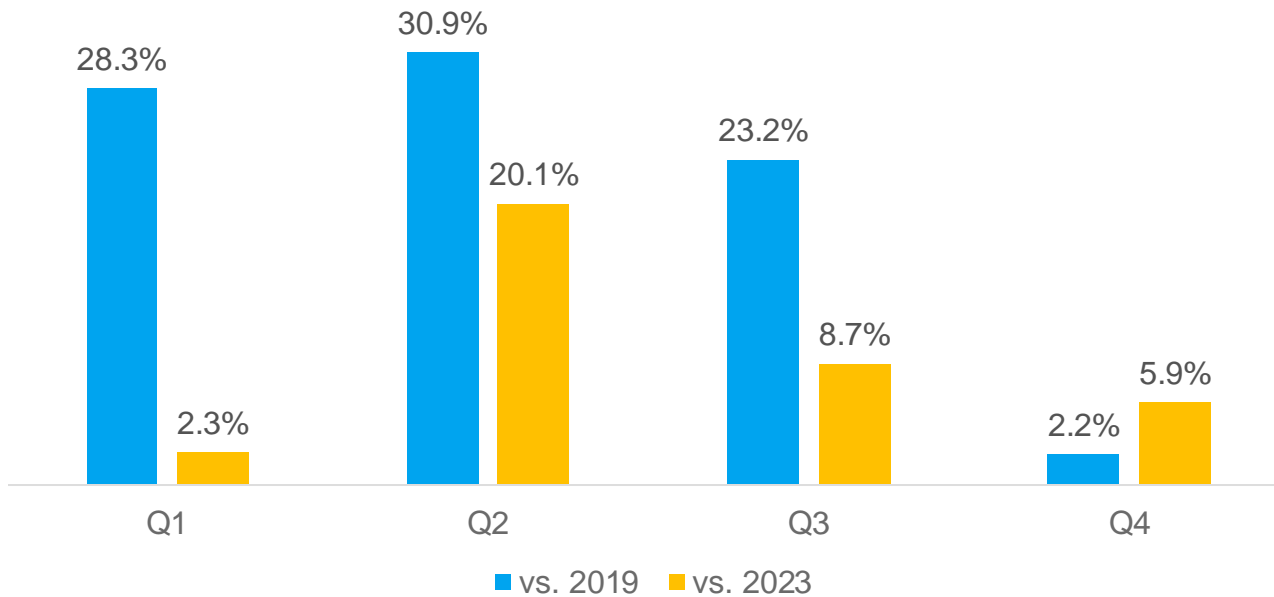
YTD
2019: 11.8%
vs 2023: 1.7%

Leads created in 2024 outperformed 2019 by close to 12%
Year-over-year growth was steady at 1.7%



YTD
2019: 21.1%
vs 2023: 9.1%

2024 Lead Room Nights Compared to Previous Years through December 2024



Here's what we're seeing ...

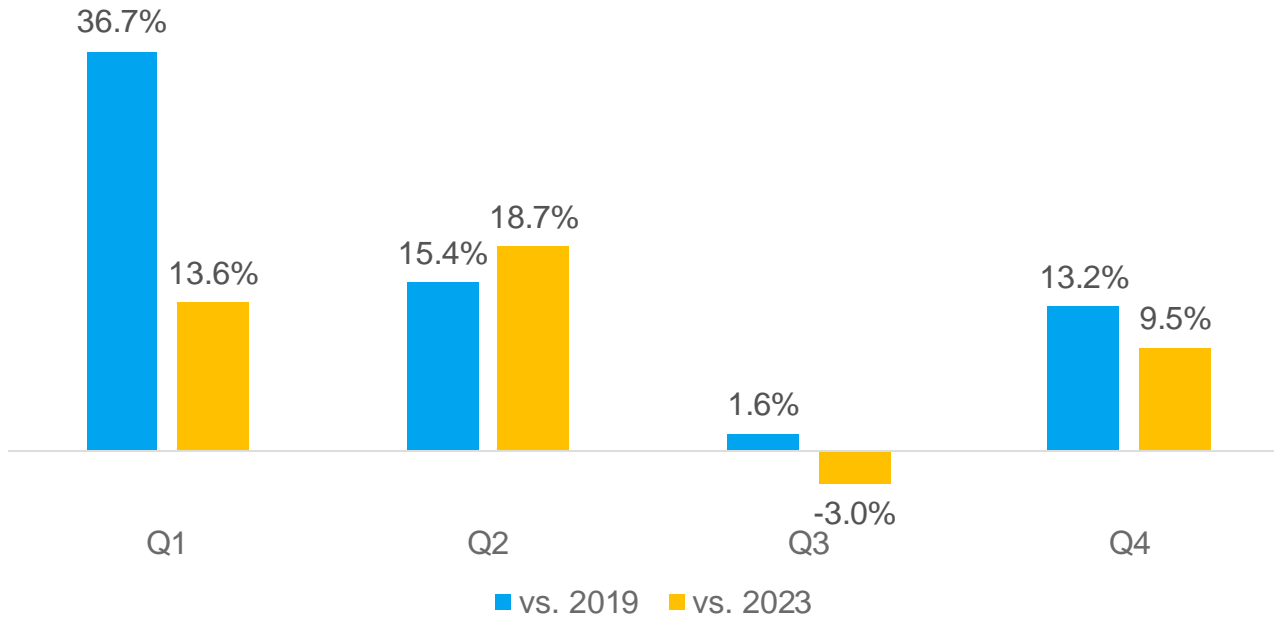
Year-over-year, lead room nights through December 2024 were up 9.1%.

Driving lead room night volume in 2024 were more than 140 leads with more than 10,000 peak room nights.



YTD
2019: 16.1%
vs 2023: 9.4%

2024 Lead Attendance Compared to Previous Years through December 2024



Lead attendance was up 9.4% through December 2024 compared to the same period in 2023.

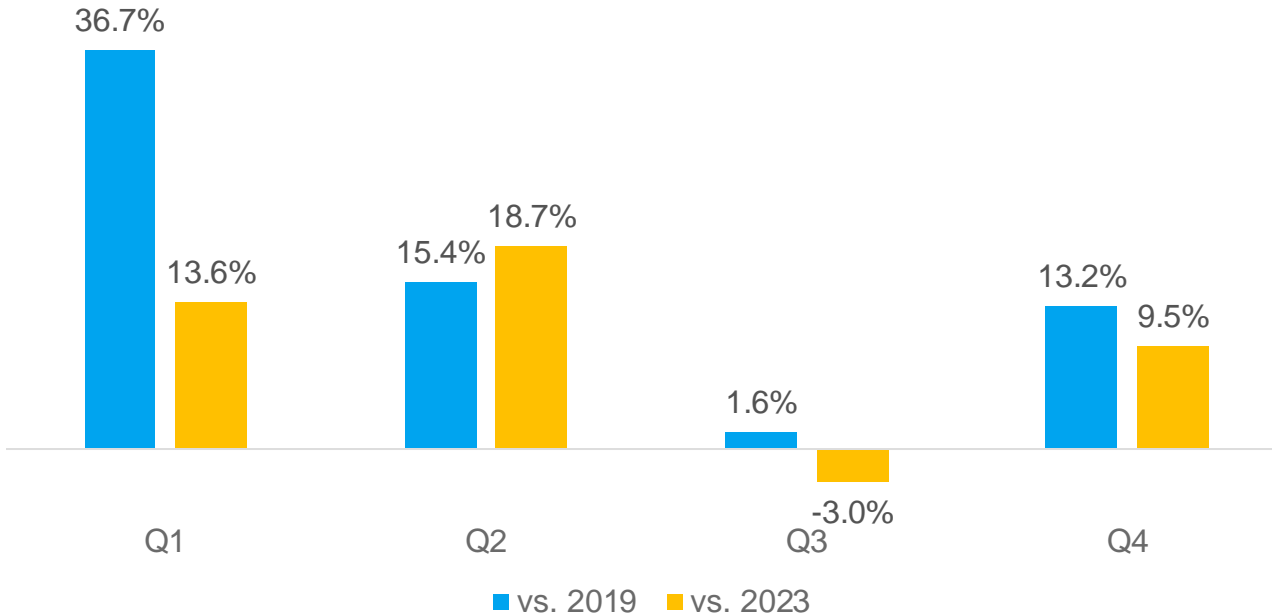
Lead attendance can be inconsistent due to the event type of leads, multi-year leads being entered simultaneously, and other factors.



Booking volume

YTD
2019: -6.3%
vs 2023: 4%

2024 Bookings Compared to Previous Years Through December 2024



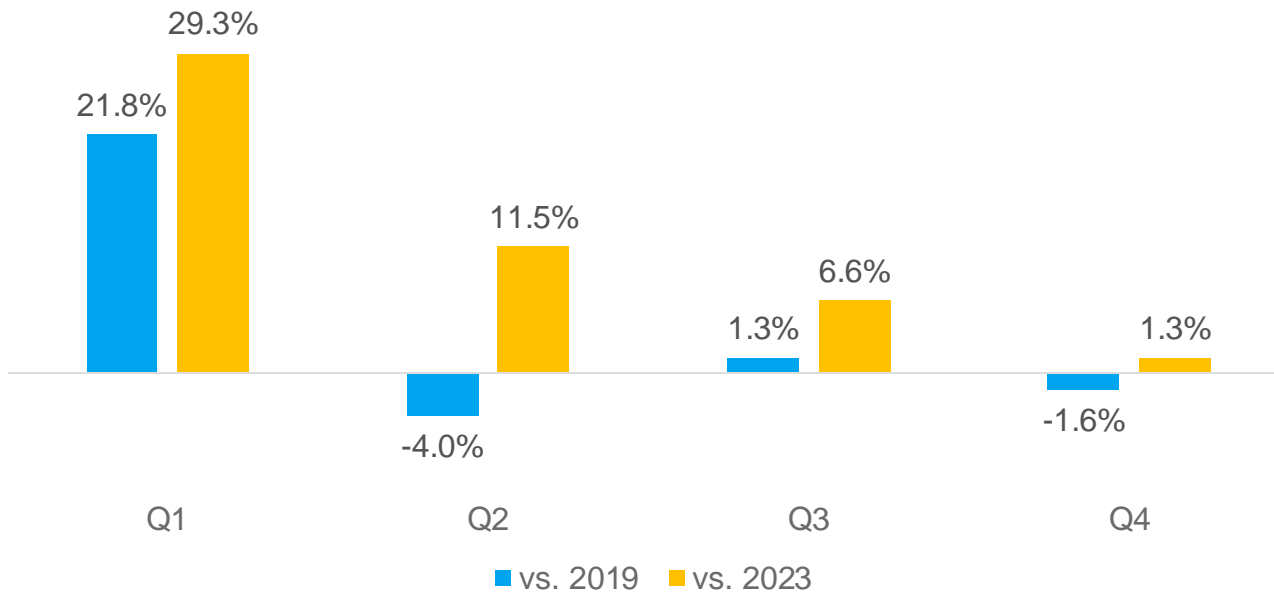
2024 started strong in bookings compared to the previous year. Year-to-date, bookings are up 4% compared to 2023.

There were more than 44,000 definite bookings through December 2024.



YTD
2019: 3.3%
vs 2023: 11.2%

2024 Booked Room Nights Compared to Previous Years Through December 2024



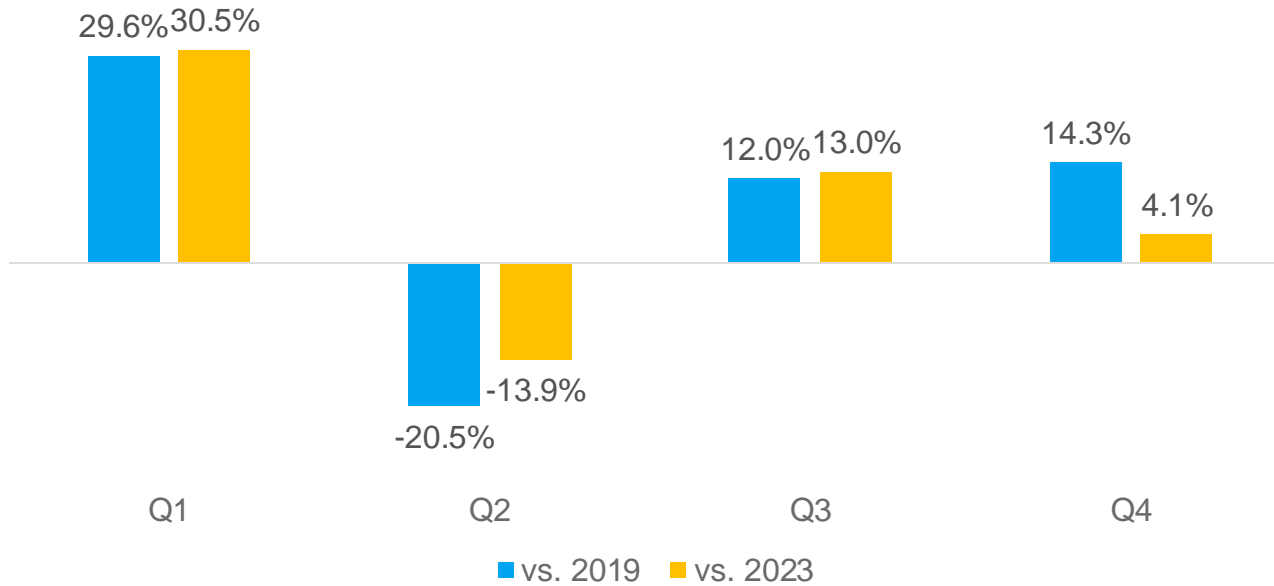
Here's what we're seeing ...

While bookings are down compared to 2019, booked room nights through December 2024 were 3.3% above the 2019 index. (Q1 2024 had one destination turn several large annual events definite.)



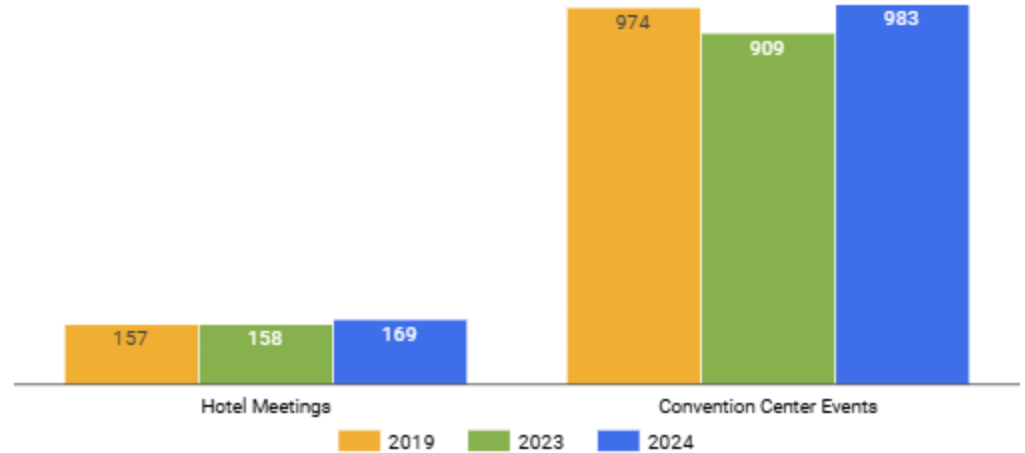
YTD
2019: 5.9%
vs 2023: 6.4%

2024 Booked Attendance Compared to Previous Years through December 2024

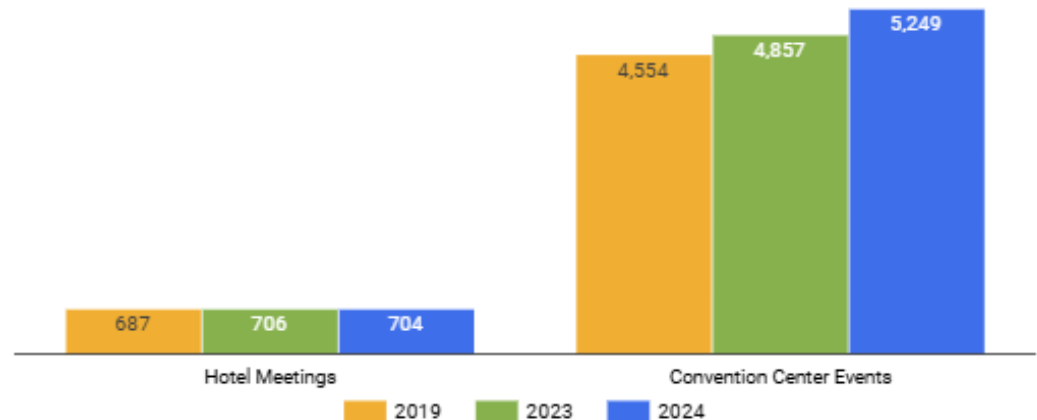




Average booked peak rooms through December 2024



Average booked attendance through December 2024



Here's what we're seeing ...

Average booked hotel meeting peak rooms were up 7.6% through December 2024 compared to 2019, while average booked convention center peak rooms were up 1%.

Attendance numbers for both hotel meetings and convention center events were up compared to 2019, with convention center events up 15.3%.

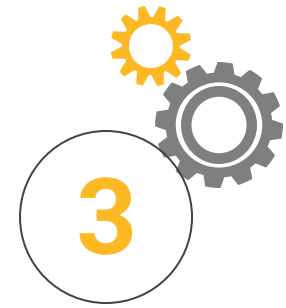
Pipeline



How does the **overall lead volume** in the pipeline compare to 2019 and the previous year? Are the leads trending larger or smaller?



How are **event cycles shifting**? How much of our lead volume is short-term?



What **shifts do we see** in our key market segments? How has the pipeline changed compared to 2019 and the previous year?

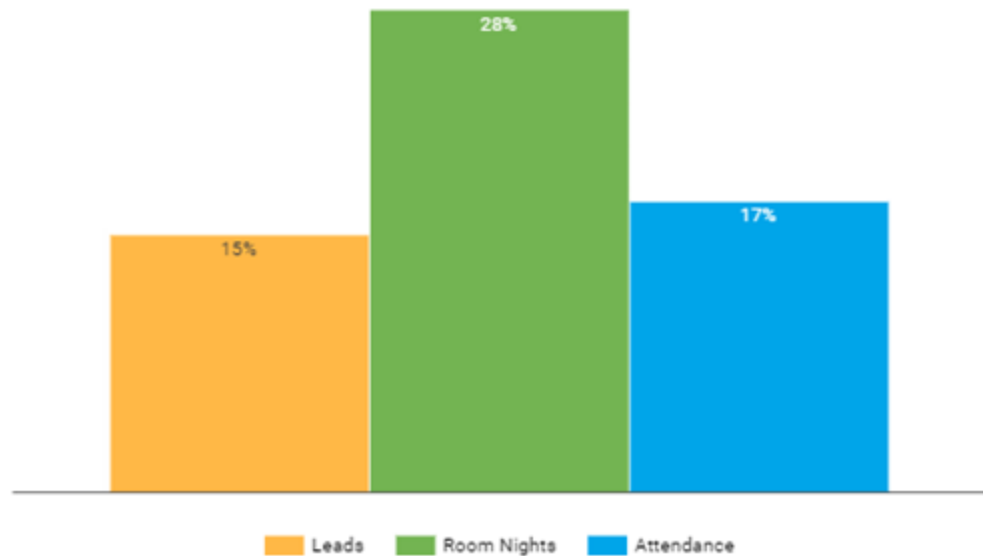
Summary of pipeline health

What are the pipeline trends?

Through December 2024, the health of the lead pipeline (number of leads, lead room nights, and lead attendance) **was strong compared to the same time in 2019.**

Lead room nights were particularly strong. There were more than 211 million room night leads generated in 2024.

Leads, lead room nights, and lead attendance through December 2024 compared to 2019



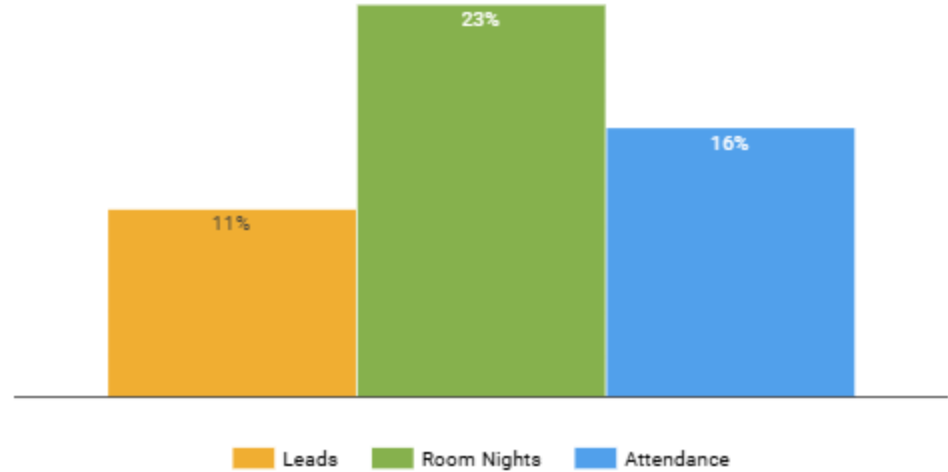
The numbers reveal ...

Both hotel meetings and convention center leads show growth through December 2024 compared to the same time in 2019.

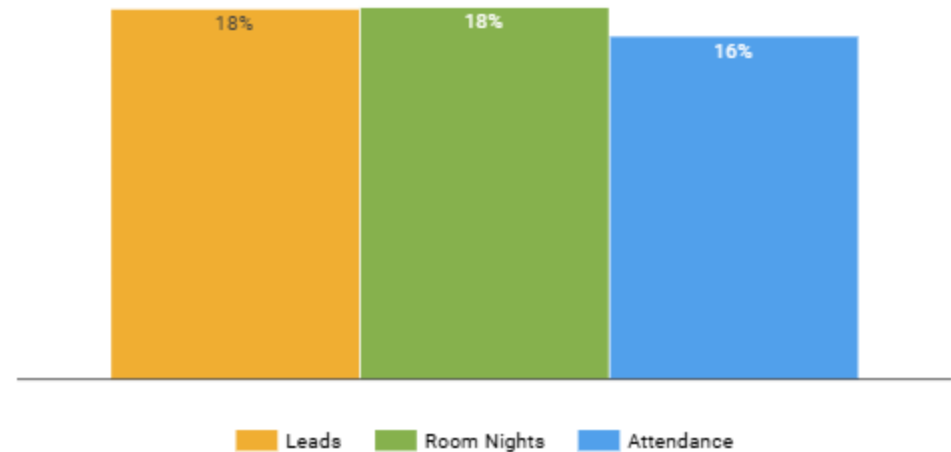
Note that several large citywide events turned definite, impacting convention center numbers.

Attendance can be volatile depending on whether a destination puts in multiple large attendee-driven events for several years.

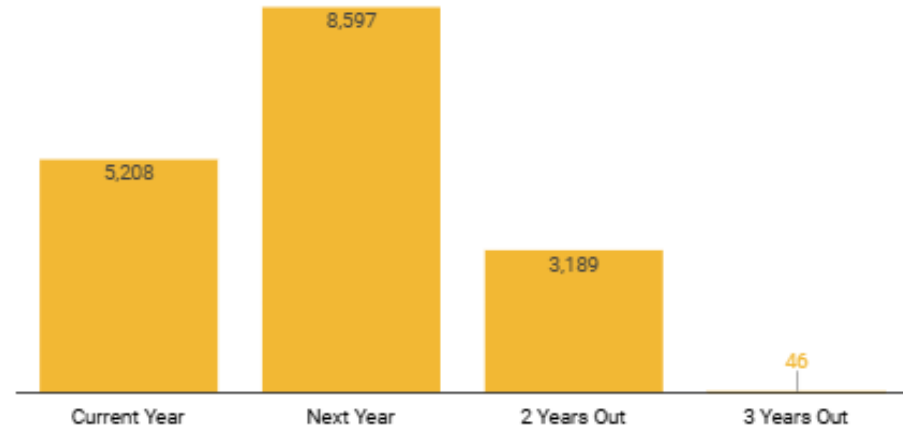
Hotel meeting leads, room nights, and attendance through December 2024 compared to 2019



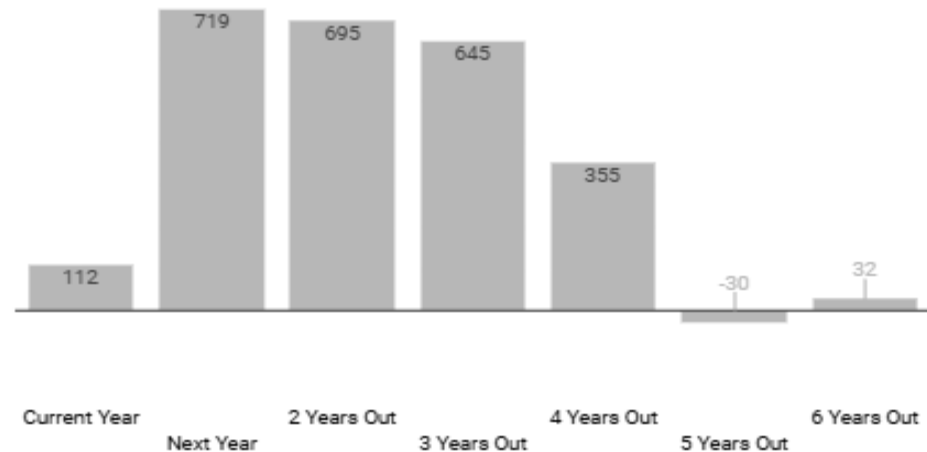
Convention center leads, room nights, and attendance through December 2024 compared to 2019



Net **number of hotel meeting leads** in the pipeline through December 2024 compared to the same time in 2019



Net **number of convention center leads** in the pipeline through December 2024 compared to the same time in 2019

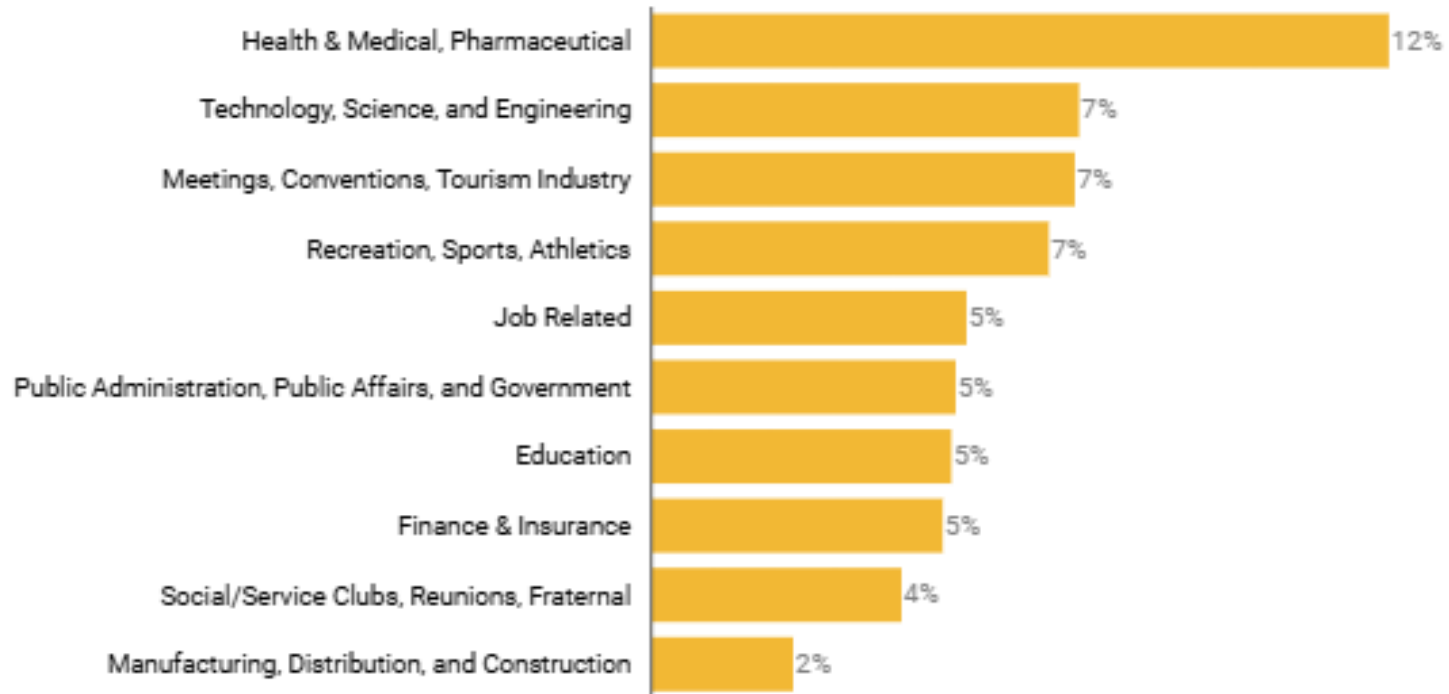


A deeper look ...

More than **5,200 hotel meeting leads had arrival dates within the same year** versus the same period of 2019, underscoring the shorter event cycles for hotel meetings.

As we look further out, we note **some negative lead variances in our pipeline** for convention center events.

Top market segments: Change compared to 2019



Here's what **we are seeing** ...

The number one market segment, Health & Medical, Pharmaceutical, has also seen the most growth. It's currently 12% over 2019 levels. All top 10 market segments have seen growth since 2019.

A photograph of a person with blonde hair, seen from behind, wearing a bright orange t-shirt and a large, dark green backpack. They are holding a white map or document. The background is a blurred indoor space with warm, bokeh-style lights, possibly a convention or trade show. A white semi-transparent banner is overlaid on the left side of the image.

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DMO Categories



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DMO **categories**

To further understand progress and pipeline trends, the industry aggregate of 224 DMOs was segmented by four categories. Each category is defined by the presence and size of the destinations' convention center exhibit space as follows:

Category A – DMOs without a major convention facility (78 destinations)

Category B – DMOs with a convention center exhibit space of less than 100,000 GSF (79 destinations)

Category C – DMOs with a convention center exhibit space between 100,000-499,999 GSF (48 destinations)

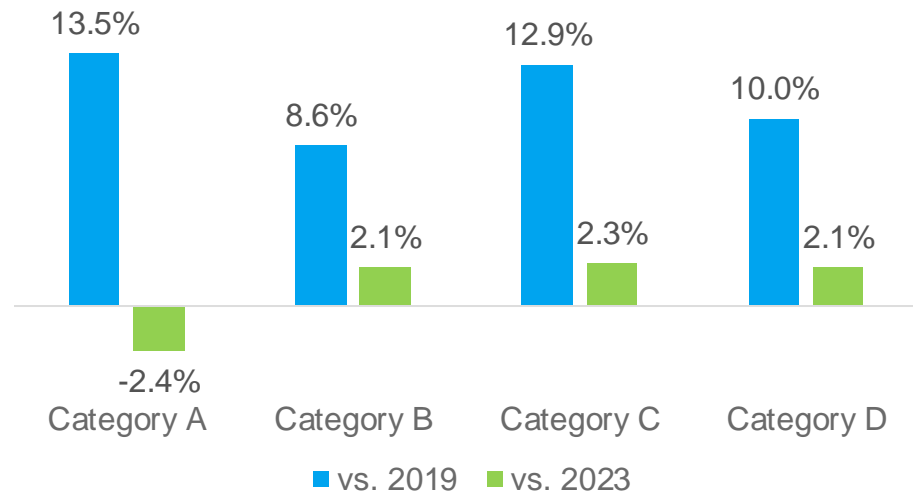
Category D – DMOs with a convention center exhibit space of 500,000 GSF or greater (19 destinations)

DMO category comparisons ...

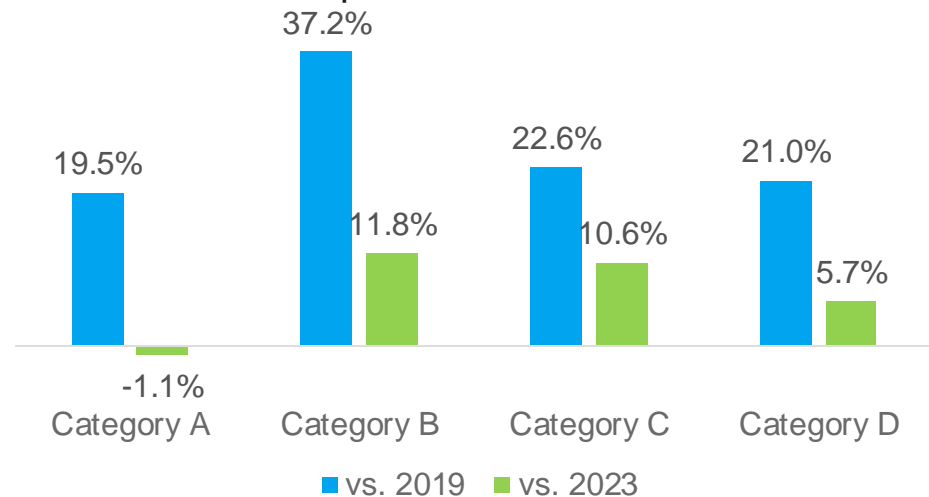
While all categories saw an increase in number of hotel meeting leads compared to 2019, Category A did not see year-over-year growth.

Categories B-D saw year-over-year growth in hotel meeting lead room nights with Category B seeing the largest growth.

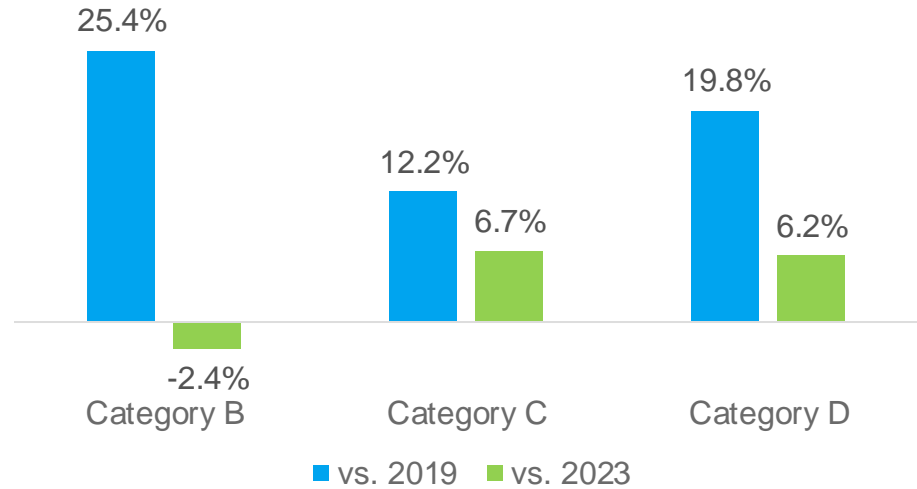
Number of hotel meeting leads by DMO category through December 2024 compared to the same time in 2019



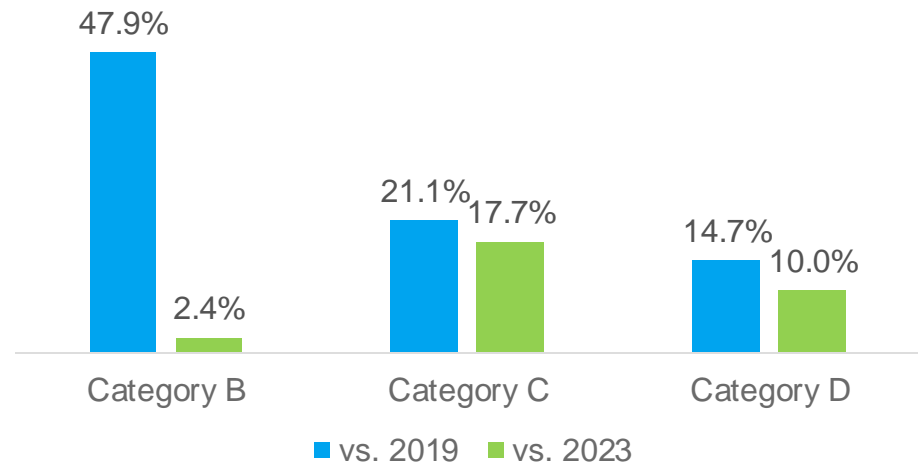
Hotel meeting lead room nights by DMO category through December 2024 compared to the same time in 2019



Number of convention center leads by DMO category through December 2024 compared the to same time in 2019



Convention center event lead room nights by DMO category through December 2024 compared to the same time in 2019



All categories saw an **increase over 2019 in number of leads and lead room nights for convention center events.** However, Category B saw a slight decrease year-over-year.

Convention center lead room nights were up over 2019 levels and year-over-year.

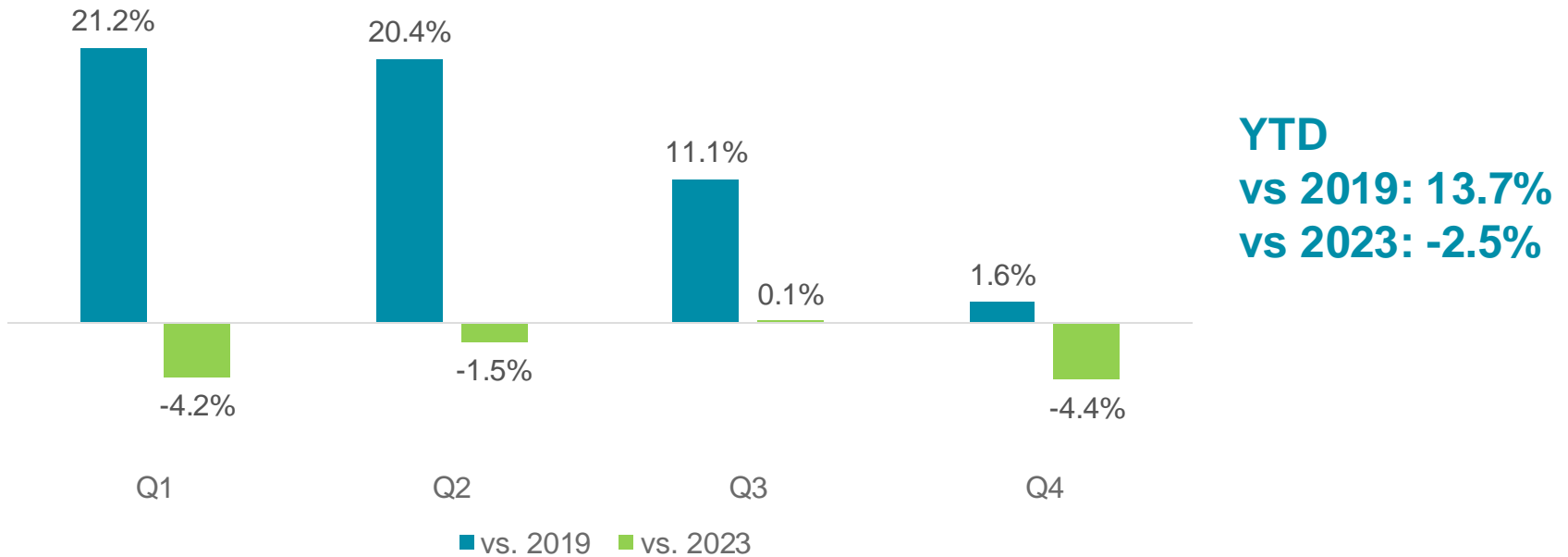


Category A: DMOs' Progress and Pipeline Health

Category A – DMOs without a major convention facility
(78 destinations)

Category A: Number of leads down year-over-year

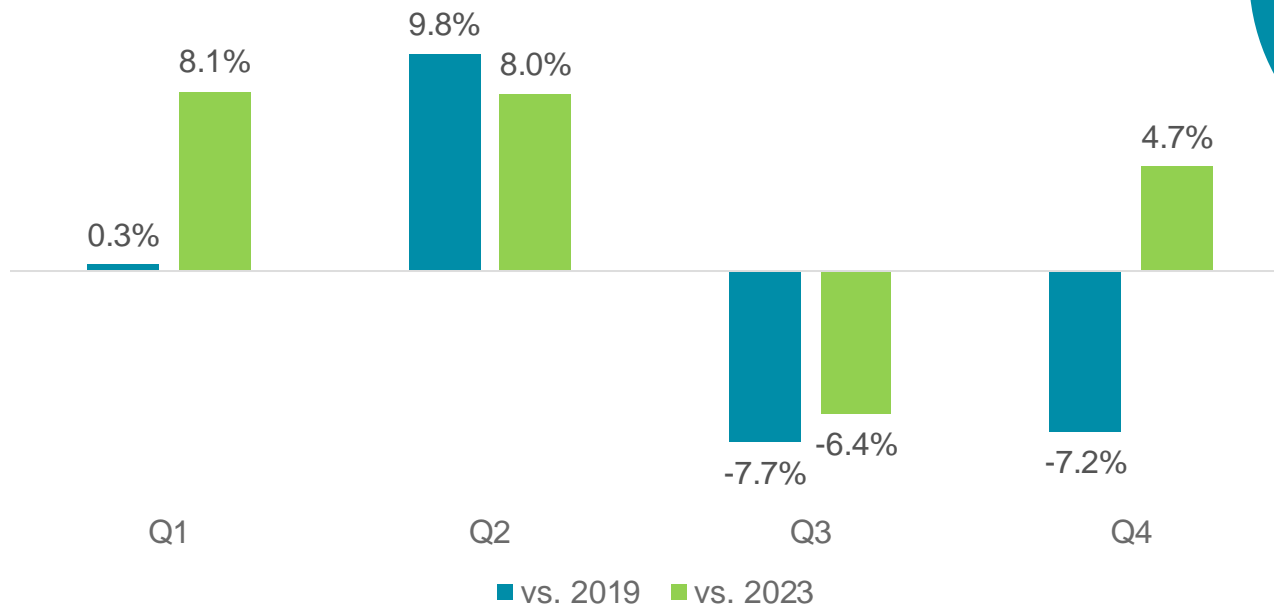
Quarterly number of meeting leads through December 2024



While leads are up nearly 14% compared to 2019, they are **down 2.5% year-over-year**.

Category A: Number of booked meetings shows growth year-over-year

Quarterly number of booked meetings through December 2024
Percentage of 2019 index



YTD
vs 2019: -1.3%
vs 2023: 3.6%

For Category A, bookings are slightly down compared to 2019 by just over 1%, and year-over-year bookings are up 3.6% thanks to a strong Q1 and Q2 in 2024.



Category A: Booked room nights and attendance

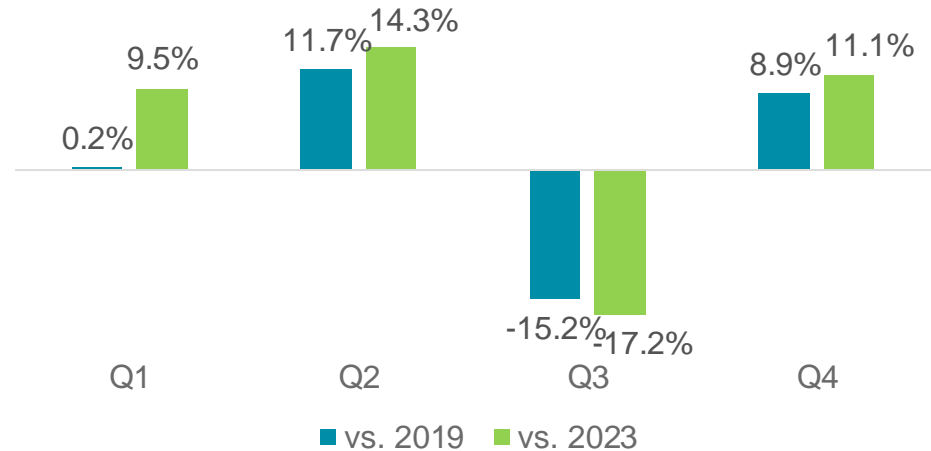
Booked room nights were **up 1.1% through December compared to the same time in 2019** and up 4% year-over-year.

However, definite attendance through December 2024 was down 6.7% compared to same time in 2019 and down 9.2% from 2023.

Note: The spikes are from a few large sporting events with high attendance that turned definite in those quarters.

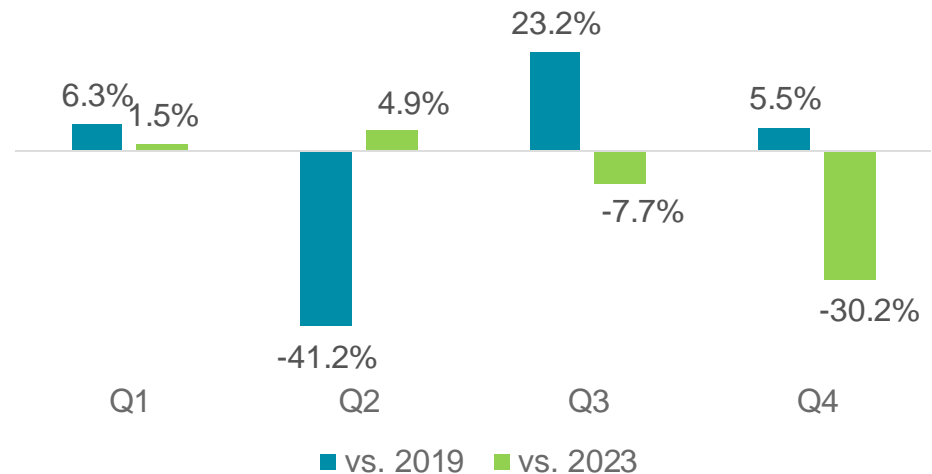
Quarterly booked room nights through December 2024

Percentage of 2019 index



Quarterly booked attendance through December 2024

Percentage of 2019 index



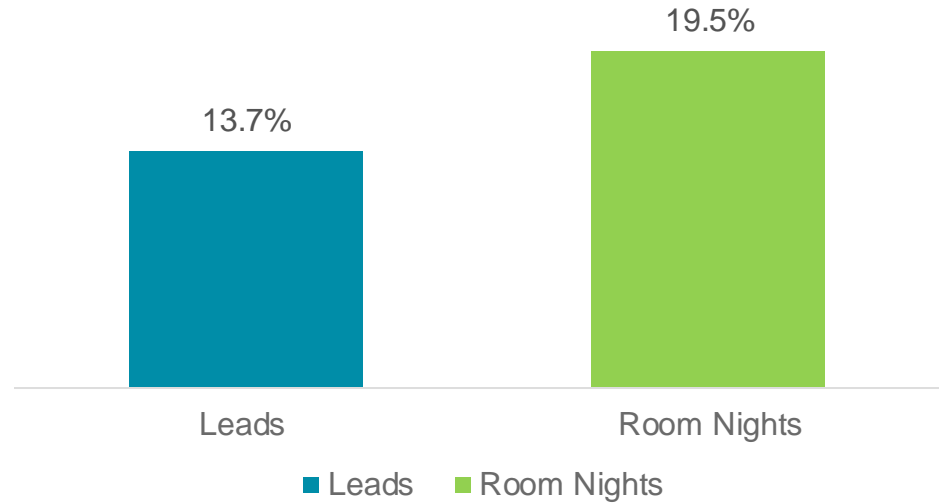
Category A: Lead volume and pipeline

What are we seeing?

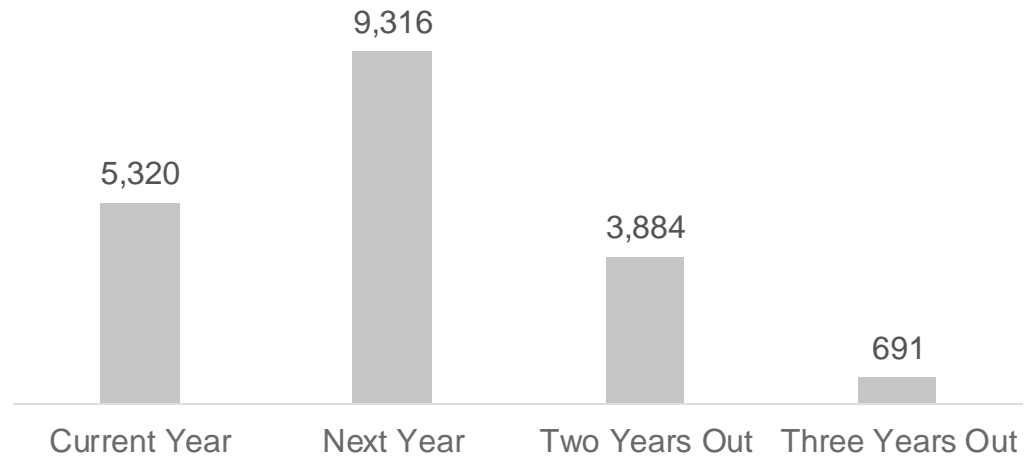
Both number of **leads and room nights** continued to **show strong growth through December 2024** compared to the same time in 2019.

Lead volume in the pipeline became more short-term, with **more than 5,300 more leads arriving ITYFTY** through December 2024 compared to the same period in 2019.

Number of leads and room nights through December 2024 compared to the same time in 2019



Net number of leads in the pipeline through September 2024 compared to the same time in 2019



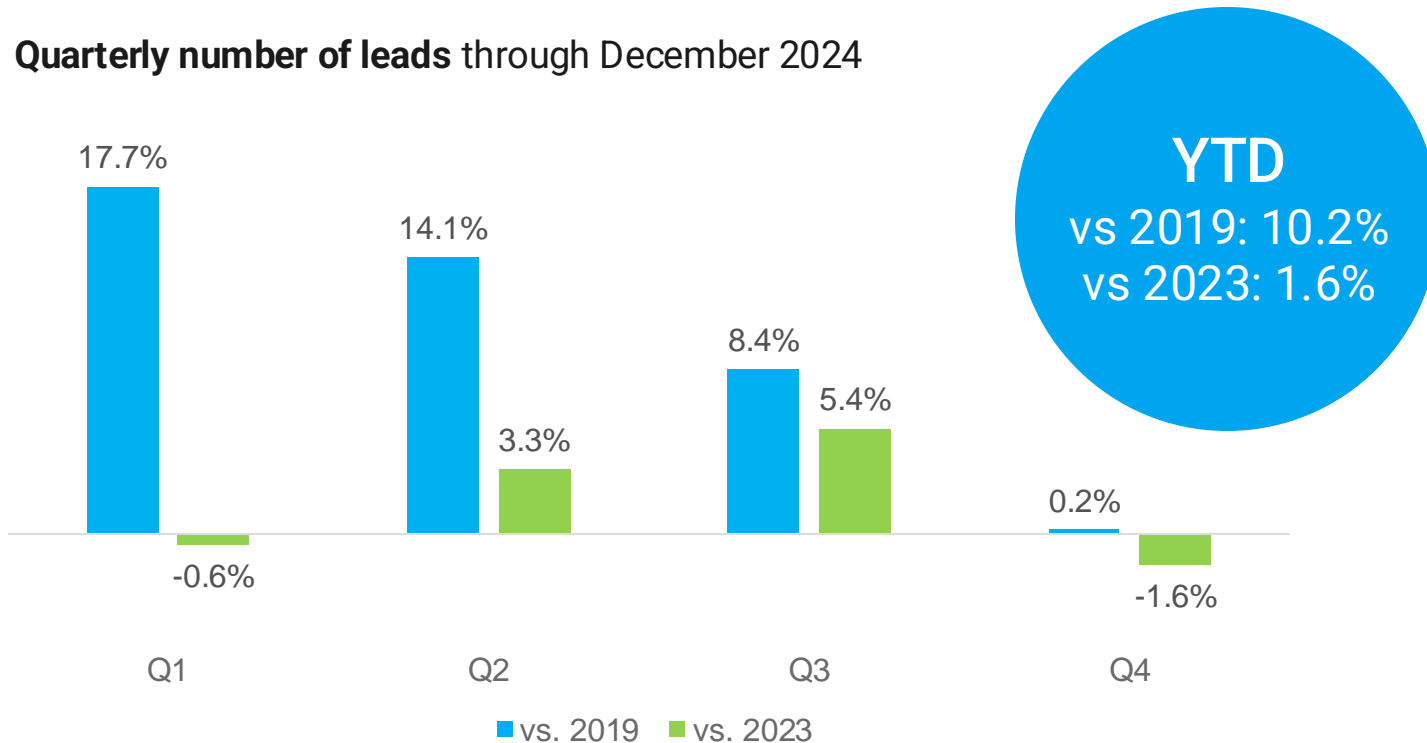


Category B: DMOs' Progress and Pipeline Health

Category B – DMOs with a convention center exhibit space of less than 100,000 GSF
(79 destinations)

Category B: Number of leads up year-over-year

Quarterly number of leads through December 2024



Thanks to a strong Q3, leads for Category B are up 10.2% over 2019. There were 51 leads with more than 3,000 rooms on peak for Category B (destinations with less than 100,000 GSF of exhibit space) in 2024.



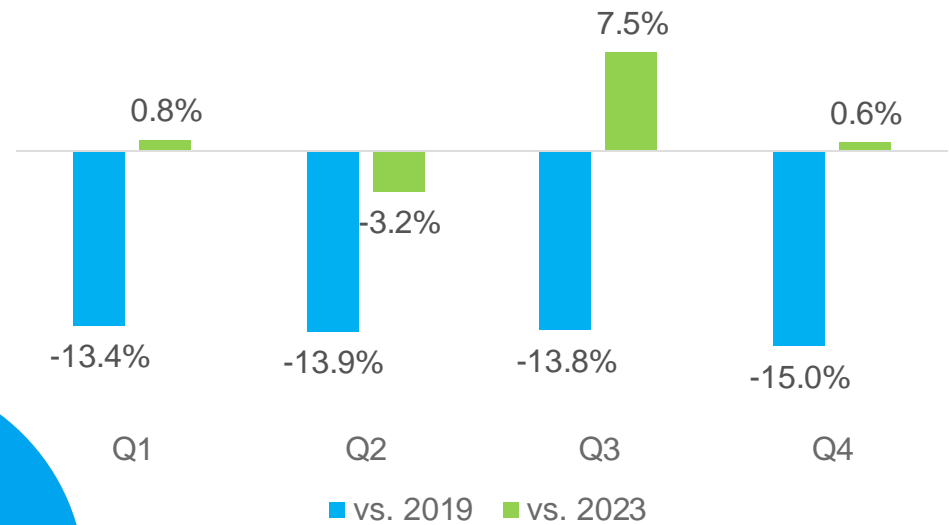
Category B: Number of booked hotel meetings

The total number of booked hotel meetings through December 2024 is still down 14% compared to 2019. On a positive note, **bookings year-over-year showed growth of 1.4%**

More than 7,400 hotel meetings turned definite this year, with an average peak size of 144.

YTD
vs 2019: -14.0%
vs 2023: 1.4%

Quarterly number of booked hotel meetings through December 2024





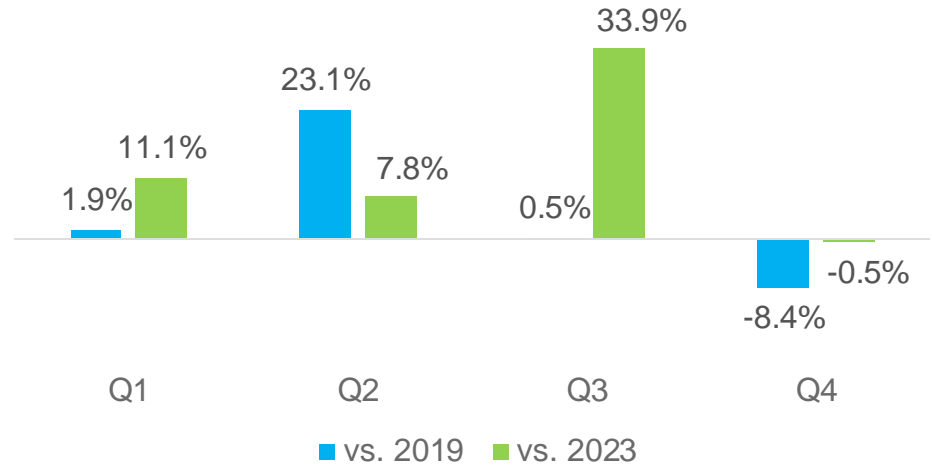
Category B: Booked hotel meeting room nights and attendance

Here's what we're seeing ...

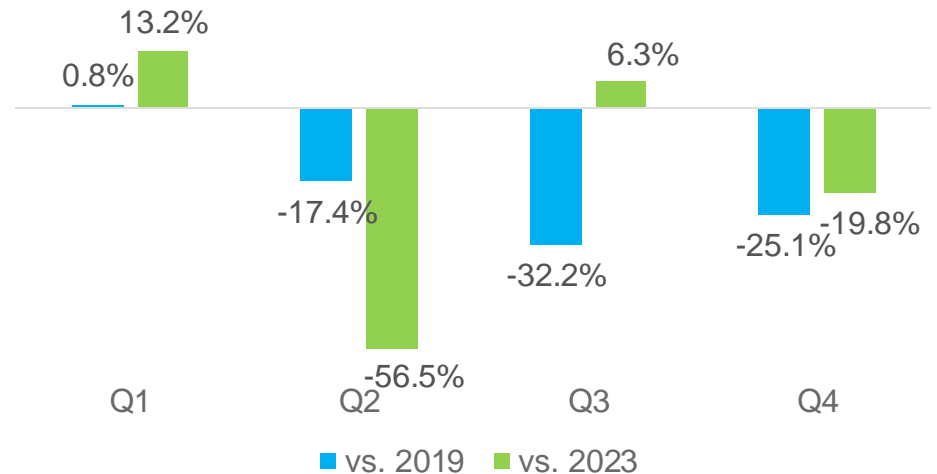
YTD, booked hotel room nights are up 3.1% over 2019 and up 12% year-over-year, thanks to a strong Q3 in 2024.

Booked hotel meeting attendance through December 2024 was **down 16.1% from 2019 and down 21.9% year-over-year.**

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





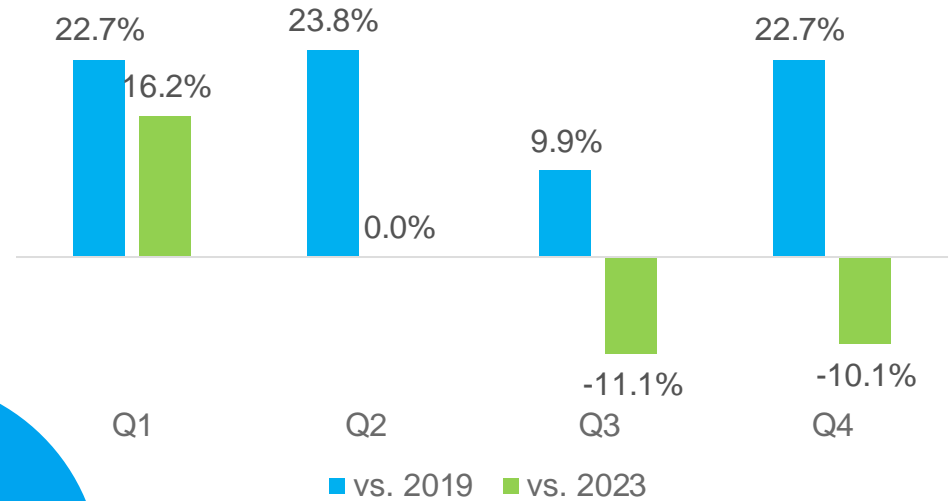
Category B: Number of booked convention center events

On the bright side, booked convention center events have **surpassed 2019 levels by 19.6%** through December 2024. Year-over-year growth was down 1.5%.

More than **1,174 convention center events turned definite last year**, with an average peak size of 248.

YTD
vs 2019: 19.6%
vs 2023: -1.5%

Quarterly number of booked convention center events through December 2024





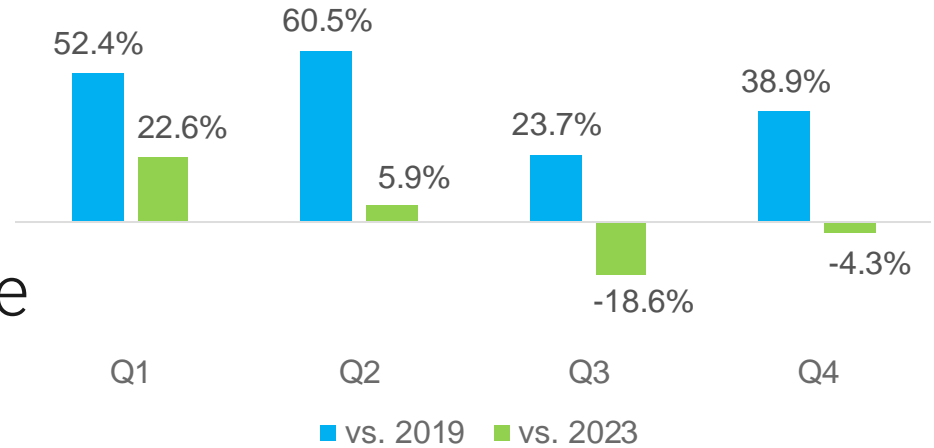
Category B: Booked convention center event room nights and attendance

Convention center event room nights through December 2024 were up 43.9% compared to 2019 and up 0.6% from 2023.

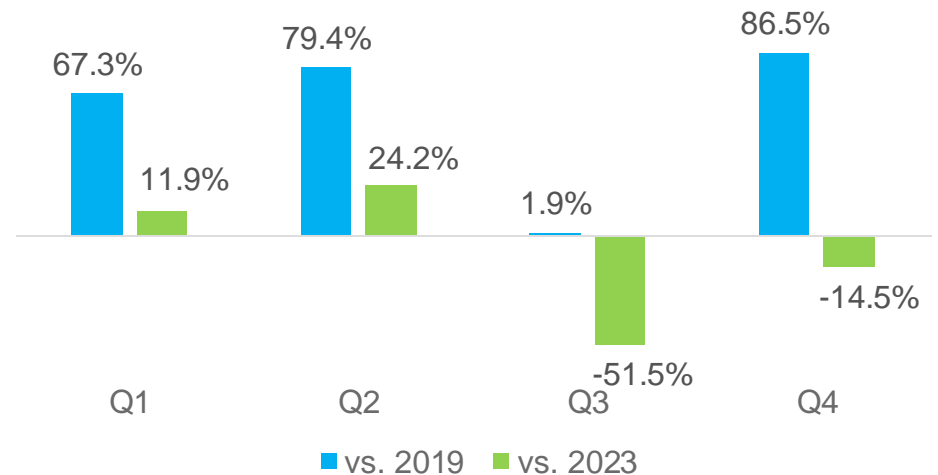
Booked convention center event attendance through December 2024 was **up 52% compared to 2019 but down 16% from 2023.**

Category B destinations have a much higher proportion of hotel meetings than convention center events. **Therefore, convention center events tend to be more volatile when larger events book in a given quarter.**

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024

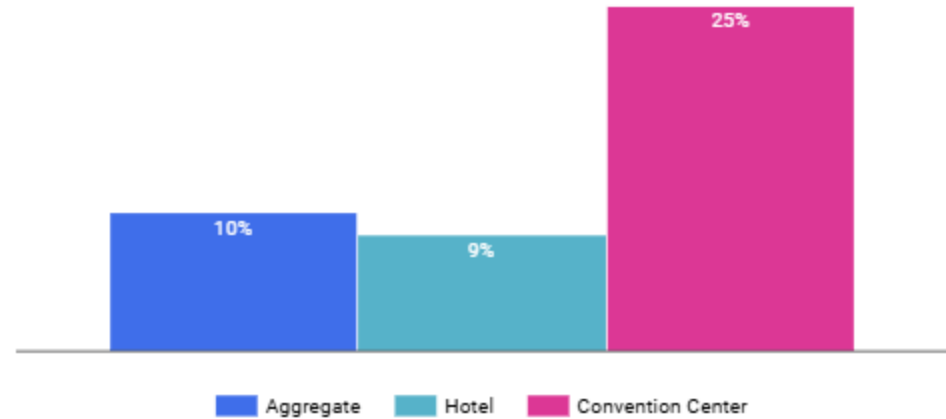


Category B: Lead volume and room nights

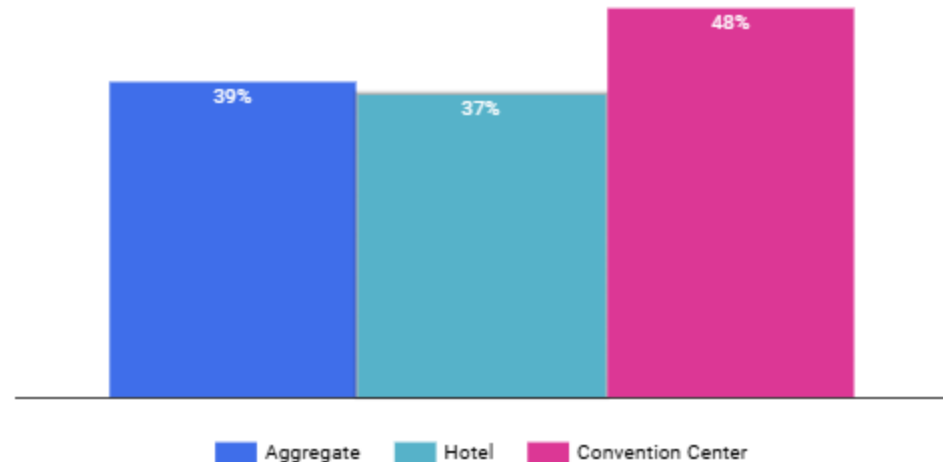
Aggregated leads in the pipeline were up 10% through December 2024 compared to 2019, with the largest progress made in convention center events, up 25%.

For total room nights, the largest increase came in convention center events, which are up 48%.

Number of leads through December 2024 compared to the same time in 2019



Number of room nights through December 2024 compared to the same time in 2019

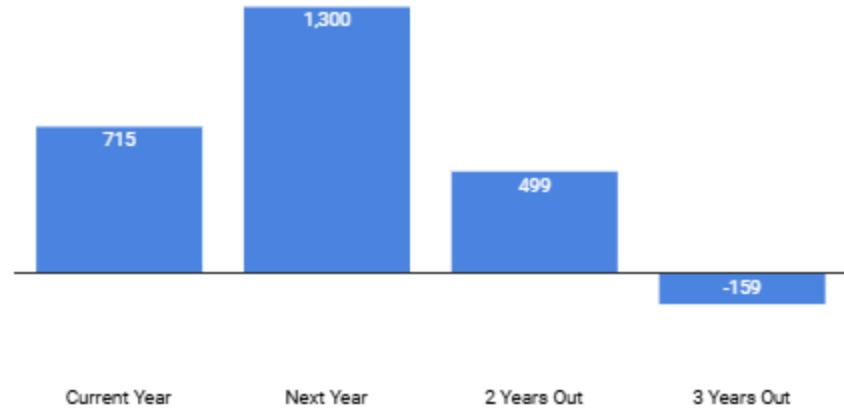


Category B: Number of hotel and convention center leads

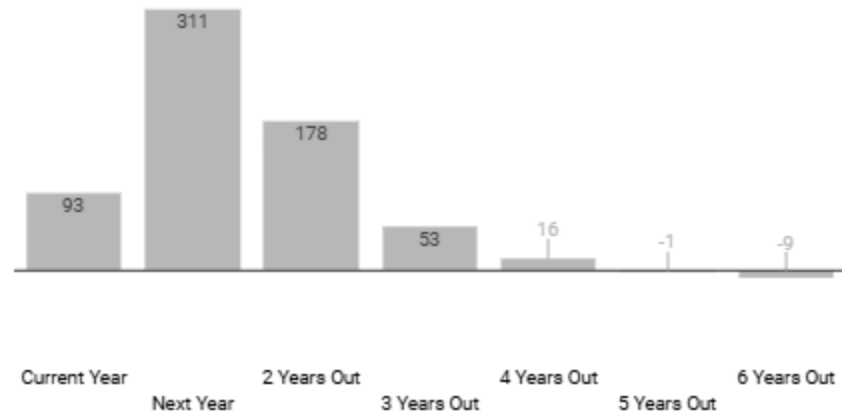
The numbers reveal ...

The event cycle shifted shorter-term, with 715 more hotel meeting leads and 93 more convention center leads ITYFTY compared to the same time in 2019.

Net number of **hotel meeting leads** in the pipeline through December compared to the same time in 2019



Net number of **convention center leads** in the pipeline through December 2024 compared to the same time in 2019



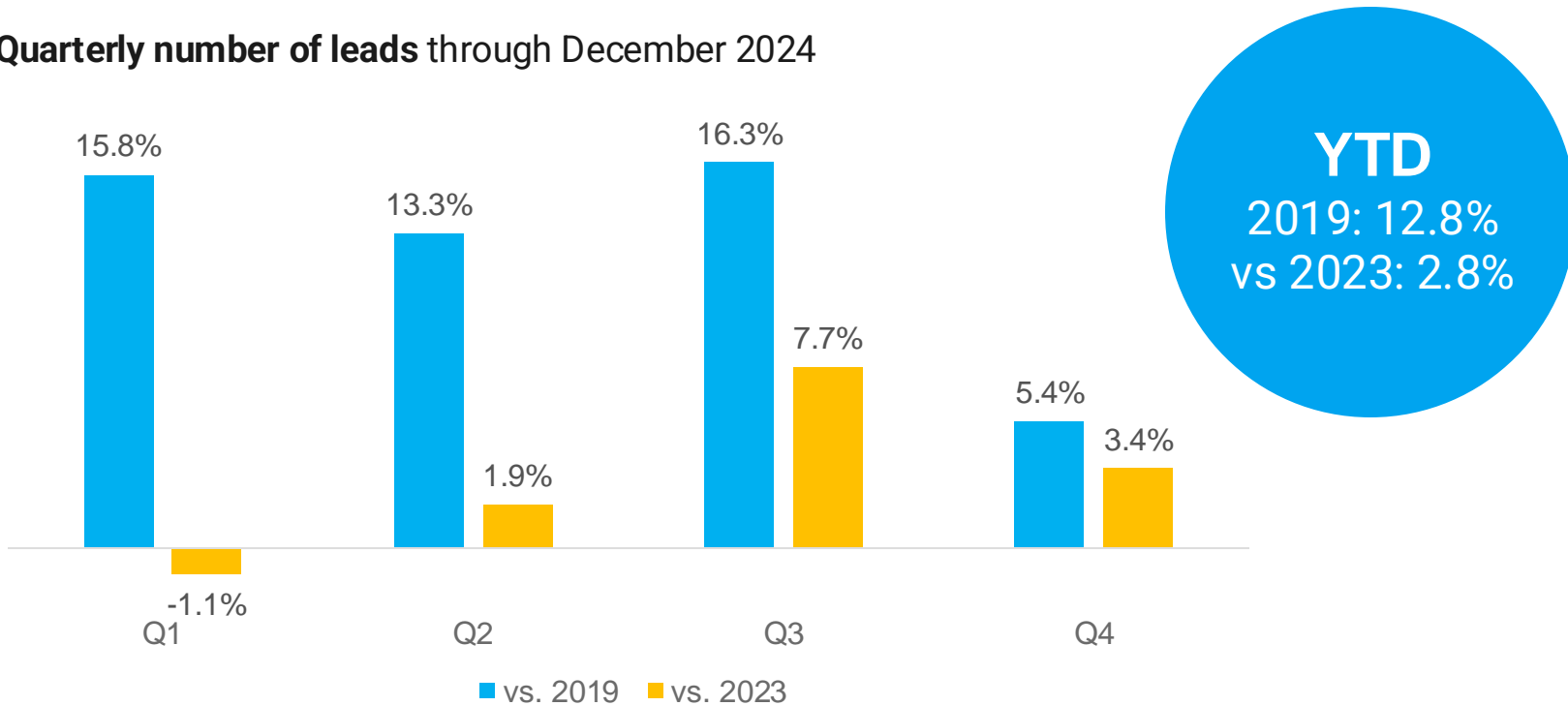


Category C: DMOs' Progress and Pipeline Health

Category C – DMOs with a convention center exhibit space between 100,000 - 499,999 GSF
(48 destinations)

Category C: New leads up year-over-year

Quarterly number of leads through December 2024



Thanks to a strong Q3 and Q4 2024, **total number of leads grew 2.8%** year-over-year and 12.8% over 2019.



Category C: Number of booked hotel meetings

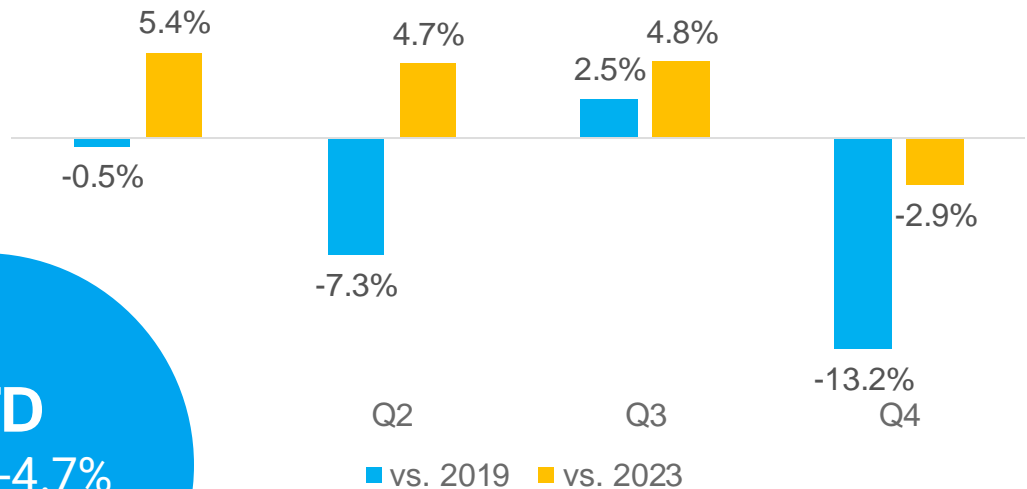
Quarterly number of booked hotel meetings through December 2024

While bookings are down compared to 2019, bookings have shown growth year-over-year.

Bookings were up 3.1% compared to 2023.

In 2024, there were more than 14,400 bookings for Category C destinations with an average peak size of 184.

YTD
2019: -4.7%
vs 2023: 3.1%





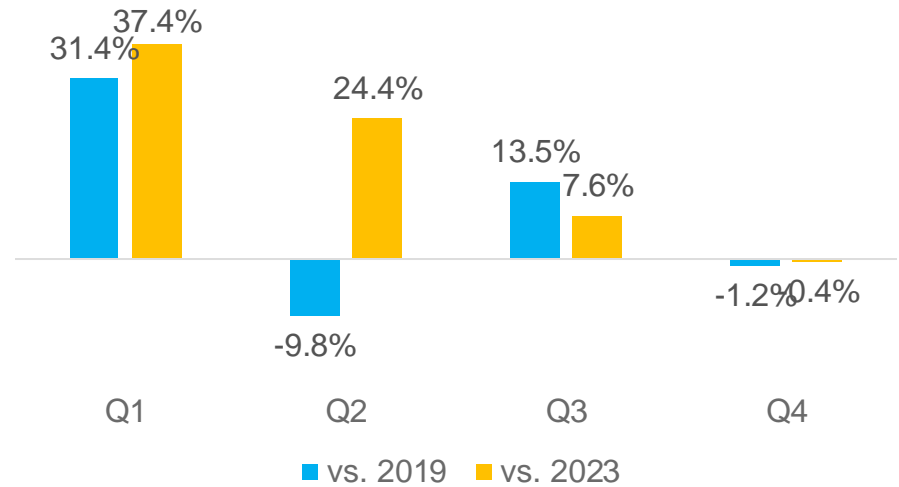
Category C: Booked hotel room nights and attendance

Booked hotel meeting room nights were up **7.4% through December 2024** compared to 2019 and **up 16.8% from 2023**.

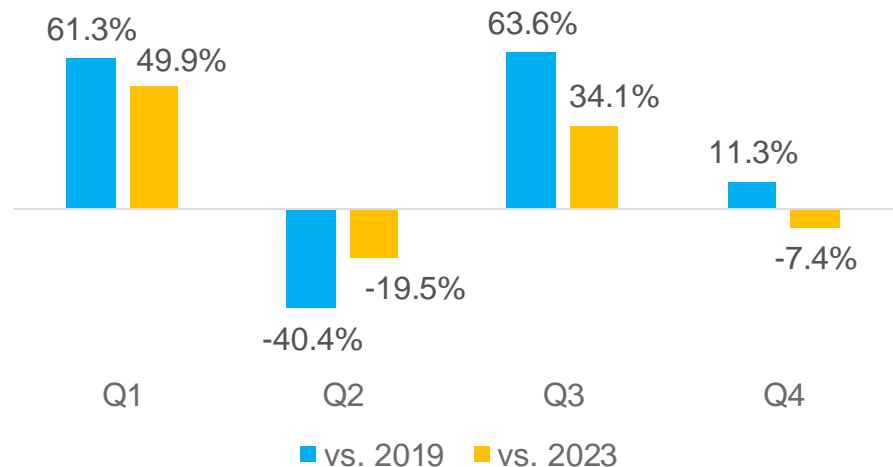
Booked hotel meeting attendance was **up 12% through December 2024** compared to 2019.

Attendance within Category C continued to vary depending on the types of events booked for the month (annuals, etc.).

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





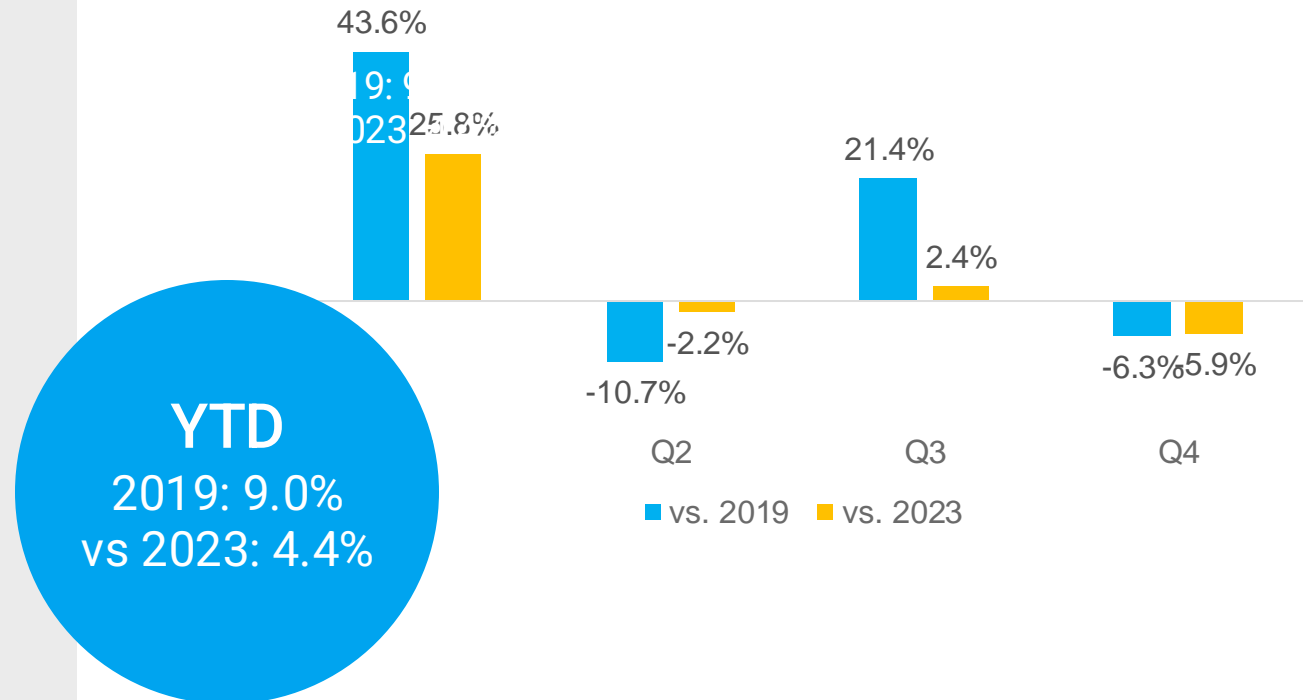
Category C: Number of booked convention center events

There were more than 1,800 convention center events turn definite in 2024. **Definite convention center events were up 9% over 2019.**

The average peak size was 683 for center events.

Note: A few destinations turned multiple annual year events definite in Q1 2024, which could possibly skew the numbers in future quarters.

Quarterly number of booked convention center events through December 2024



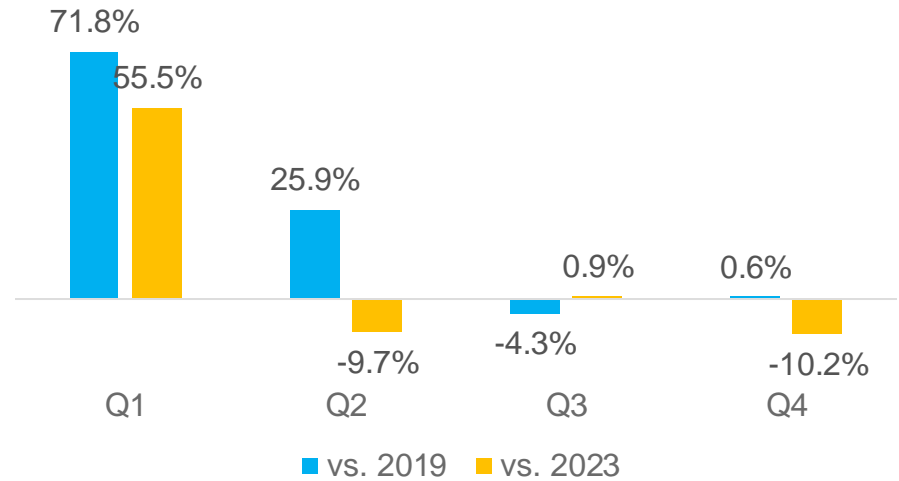


Category C: Booked convention center event room nights and attendance

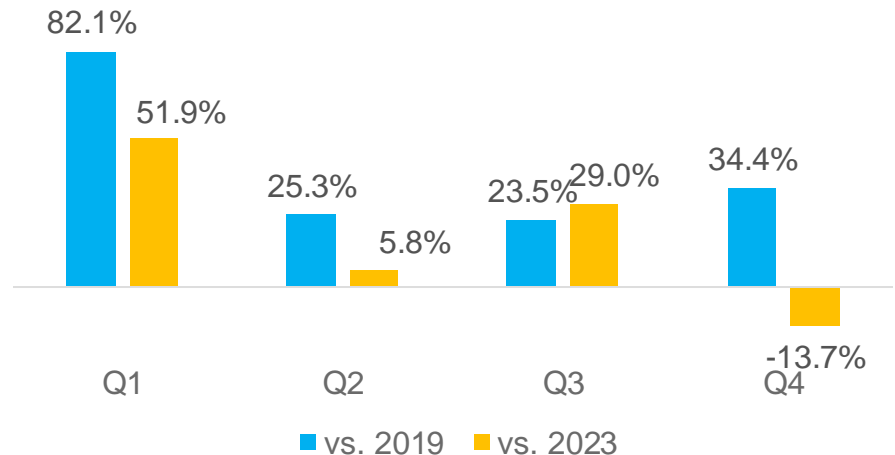
Booked convention center event room nights **were up 19.1%** through December 2024 compared to 2019, thanks to a strong Q1 2024.

Overall, **convention center event attendance was up 37%** through December 2024 compared to 2019 due to several multi-year annuals turning definite.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024

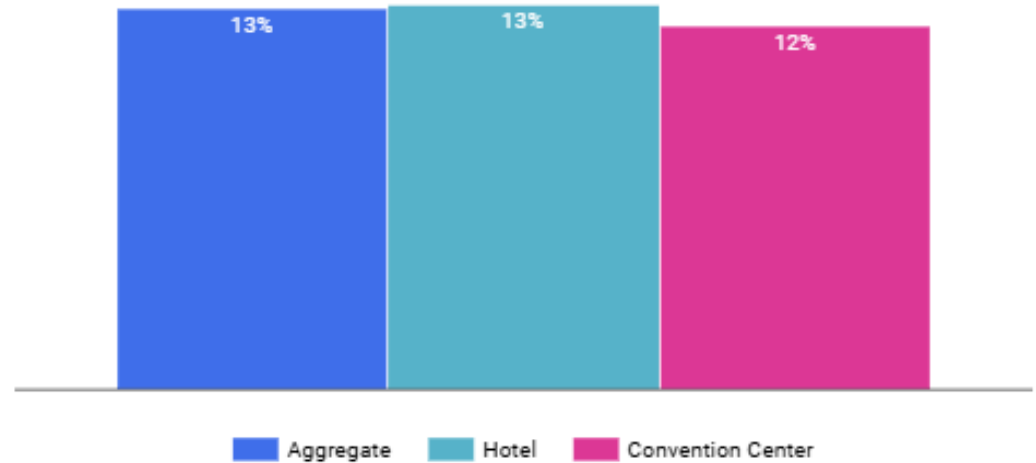


Category C: Lead volume and room nights

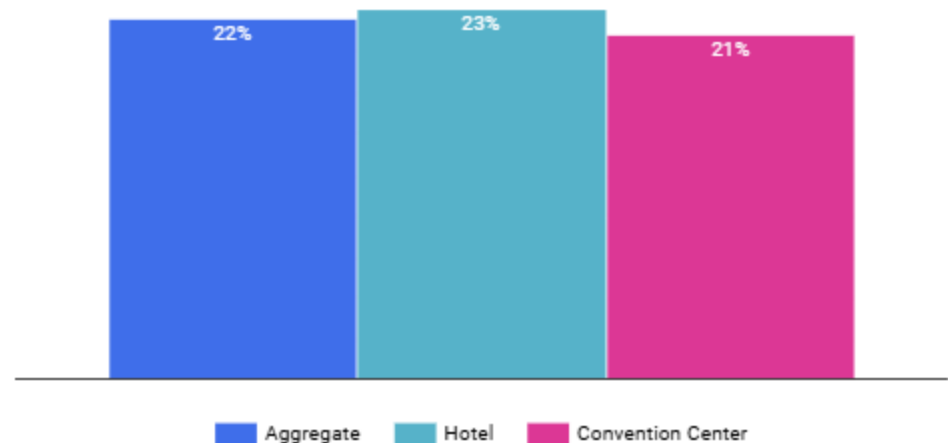
Through December 2024, leads in pipeline were up 13% compared to the same time in 2019.

The total number of lead room nights was up 22%, with hotel meetings up 23%.

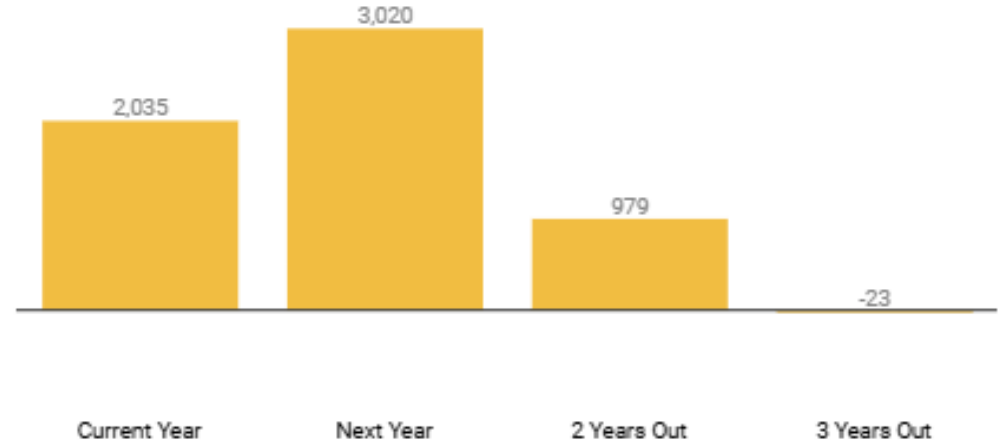
Number of leads through December 2024 compared to the same time in 2019



Number of room nights through December 2024 compared to the same time in 2019



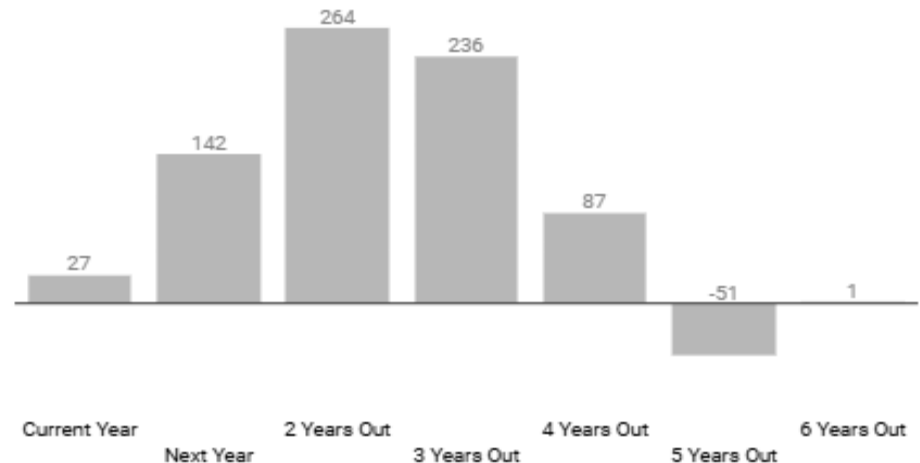
Net number of hotel meeting leads in the pipeline through December 2024 compared to the same time in 2019



What this means for you ...

The event cycle shifted shorter term, with **more than 5,000 hotel meeting leads and 169 convention center leads** meeting within the same year and next year compared to 2019.

Net number of convention center leads in the pipeline through December 2024 compared to the same time in 2019



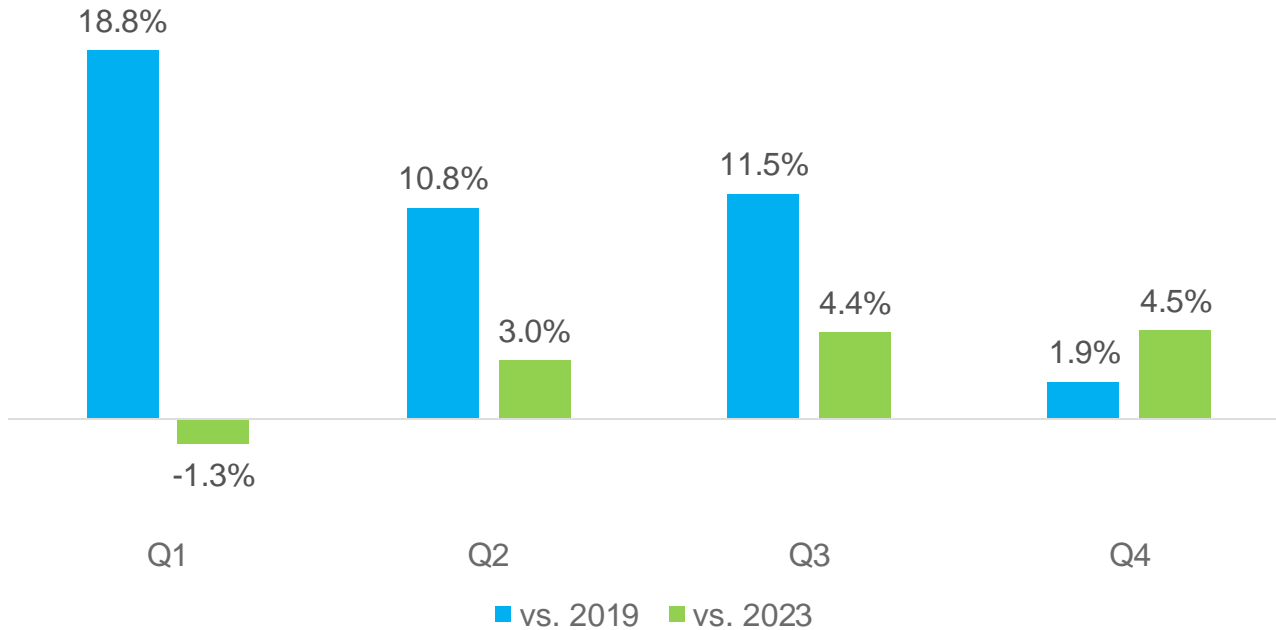


Category D: DMOs' Progress and Pipeline Health

Category D – DMOs with a convention center exhibit space of 500,000 GSF or greater (19 destinations)

Category D: Number of leads continue to be strong

Quarterly number of leads through December 2024



YTD
vs 2019: 10.9%
vs 2023: 2.4%

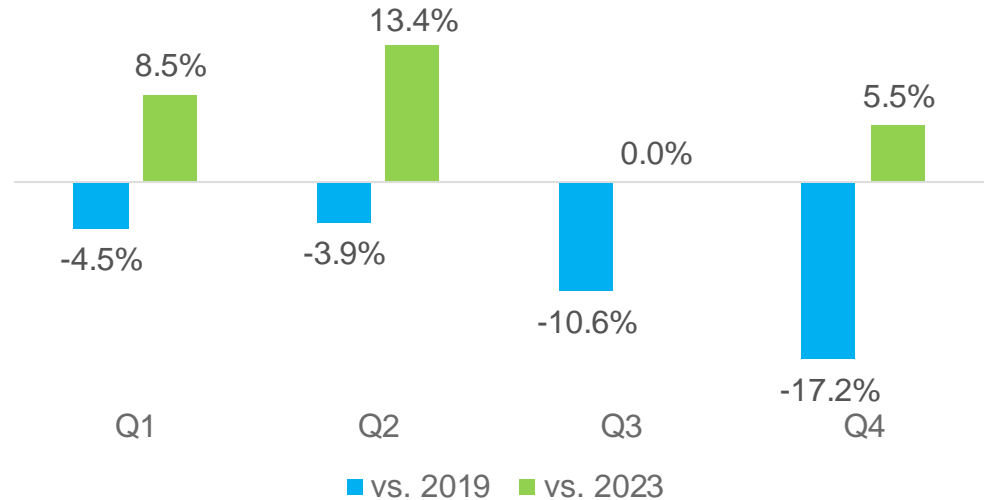
Category D total number of leads is up 10.9% compared to 2019 and 2.4% compared to last year.

Category D: Number of booked hotel meetings

While bookings were still down compared to 2019, the number of bookings for Category D destinations were **up 6.9% compared to 2023**.

There were **more than 880 more definite bookings** than there were at this time in 2023.

Quarterly number of booked hotel meetings through December 2024



YTD

vs 2019: -9.1%

vs 2023: 6.9%



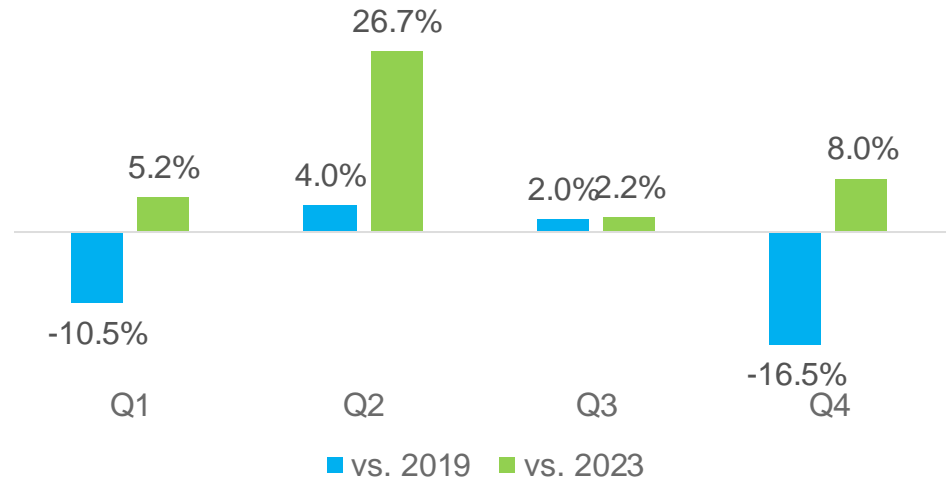
Category D: Booked hotel meeting room nights and attendance

Booked hotel meeting room nights were **down 5.7% through December 2024 compared to 2019**.

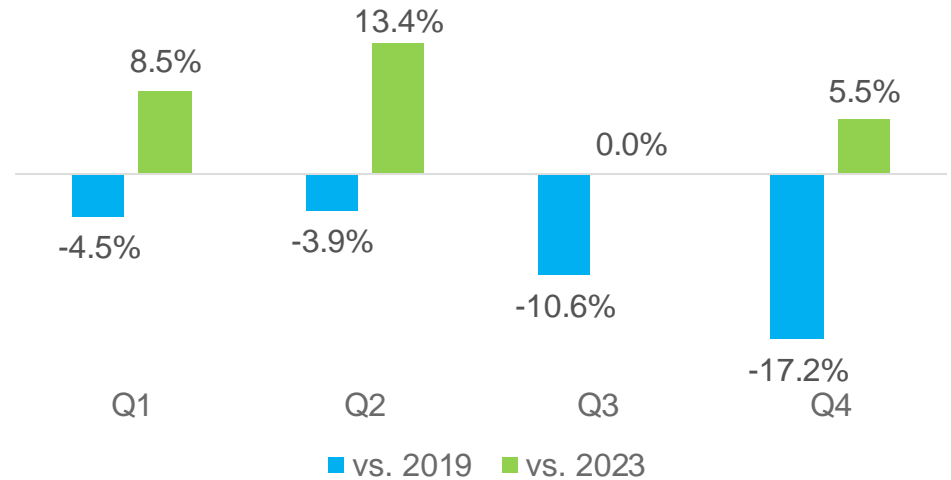
Booked hotel meeting attendance was **down 22.6% through December 2024 compared to 2019**.

Hotel attendance can vary due to some large events or multiple years booked within the same month.

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024



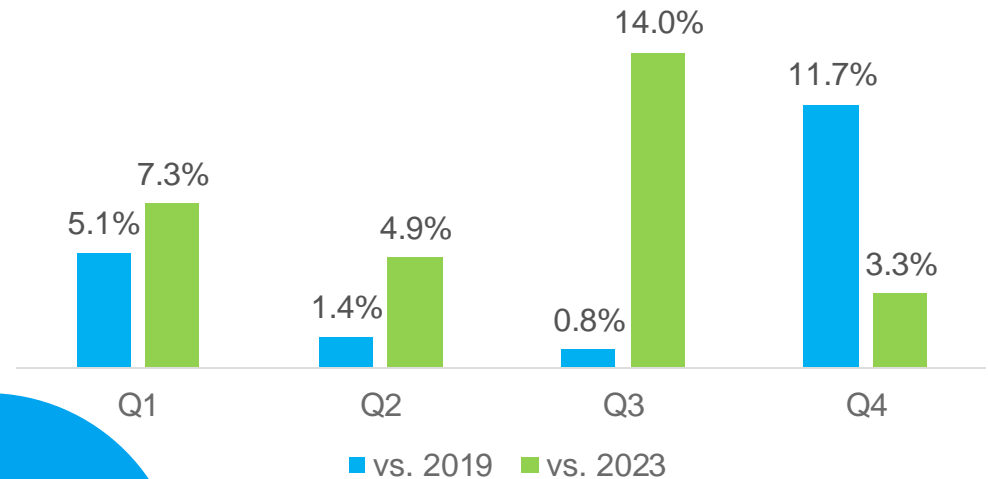
Category D: Number of booked convention center events

For the destinations with the largest convention centers, **definite bookings were up 6.9% year-over-year and up 4.8% from 2019.**

The average peak size for center events were 2,383 through December 2024.

The most definites were confirmed in Q4, with 315 definites with an average peak size of 2,525.

Quarterly number of booked convention center events through December 2024



YTD
 2019: 4.8%
 vs 2023: 6.9%

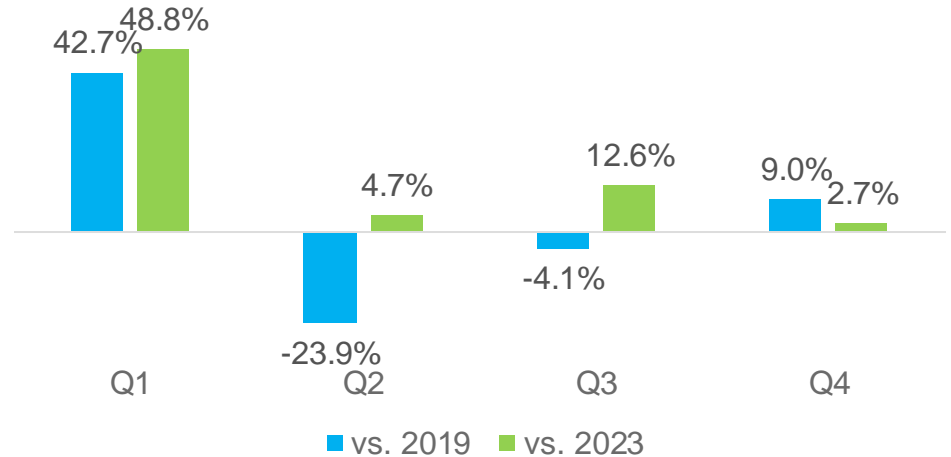


Category D: Booked convention center events room nights and attendance

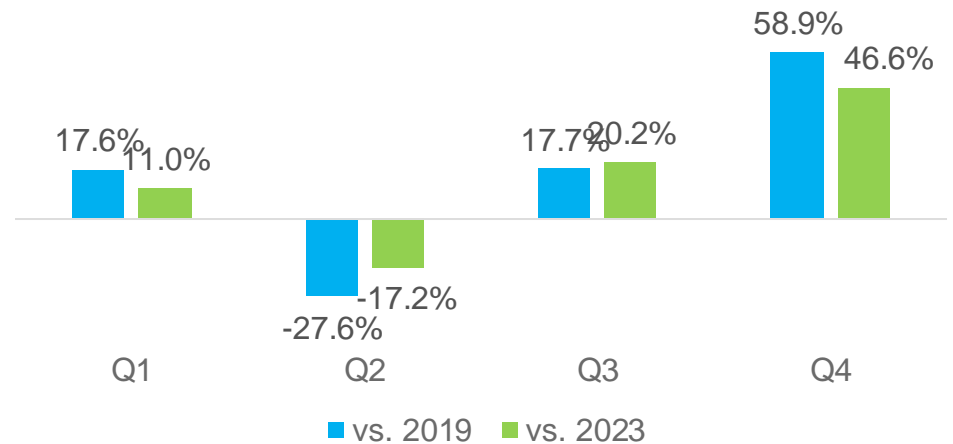
Booked convention center event room nights were **even through December 2024 compared to 2019**, and up 13% compared to 2023.

Booked convention center event attendance was up 14.4% through December 2024 compared to 2019, and up 15.7% year-over-year.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024



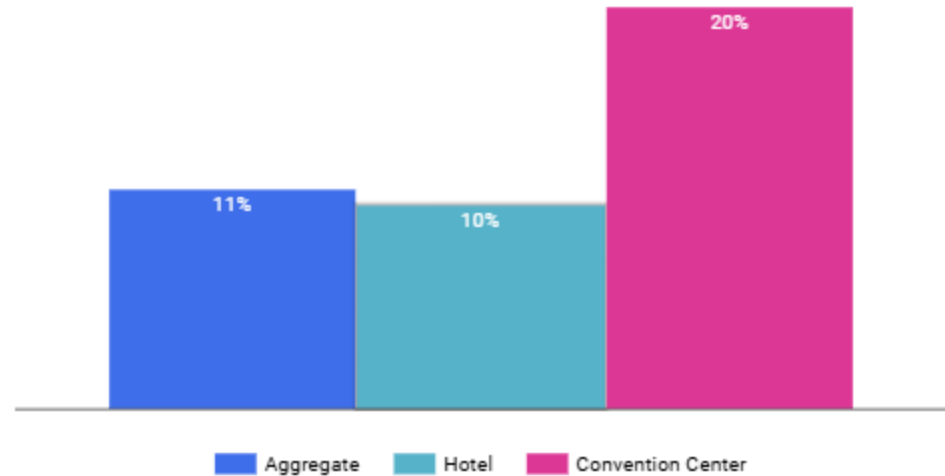
Category D: Lead volume and room nights

What are we seeing ...

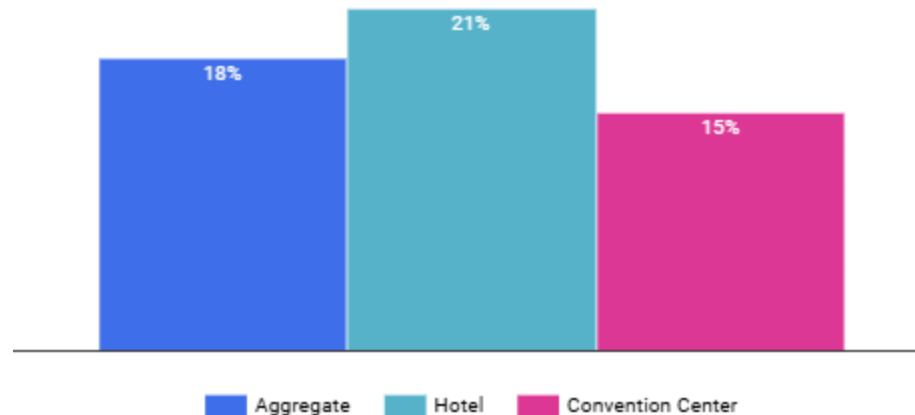
The number of leads in **Category D's pipeline** was **up 11% compared** to 2019.

Total room nights were up **18%** over 2019, with hotel meetings up 21% over 2019.

Number of leads through December 2024 compared to the same time in 2019



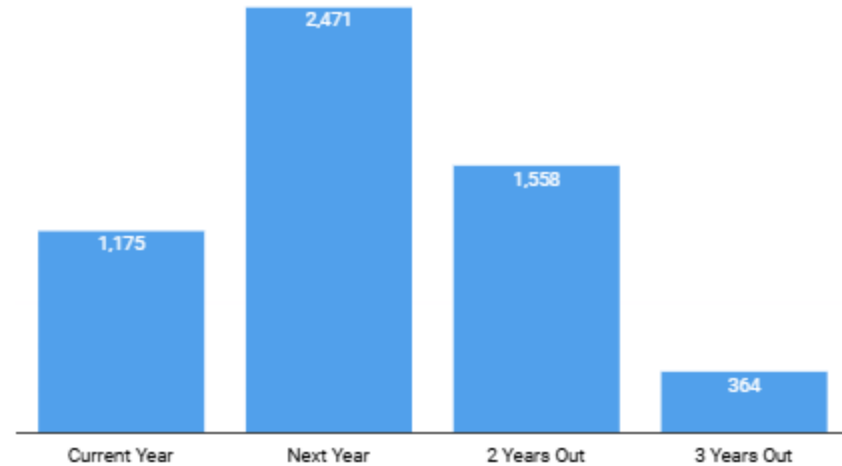
Number of room nights through December 2024 compared to the same time in 2019



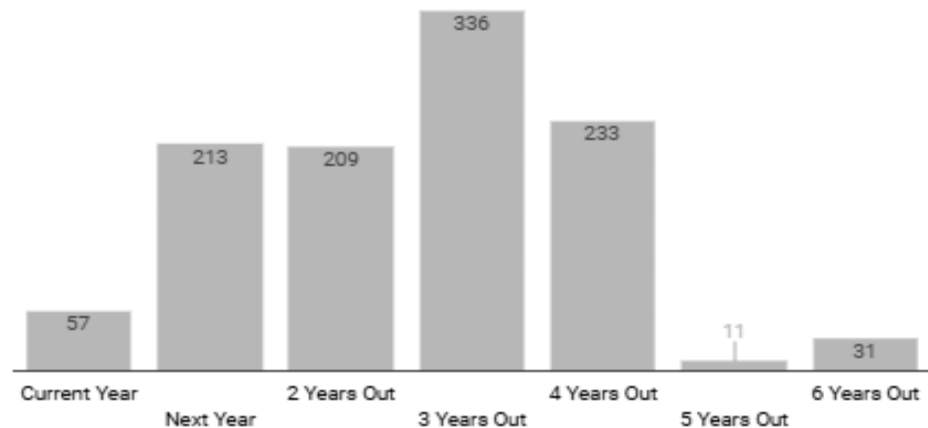
What this **means for you ...**


The event cycle shifted shorter term, with more than **1,175 hotel meeting leads and 57 convention center leads** meeting within the same year compared to the same time in 2019.

Net **number of hotel meeting leads** in the pipeline through December 2024 compared to 2019



Net **number of convention center leads** in the pipeline through December 2024 compared to 2019



A scenic landscape at sunset with mountains and cacti. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, several tall saguaro cacti and a cholla cactus are visible. The background shows a valley with a city and distant mountains under a cloudy sky.

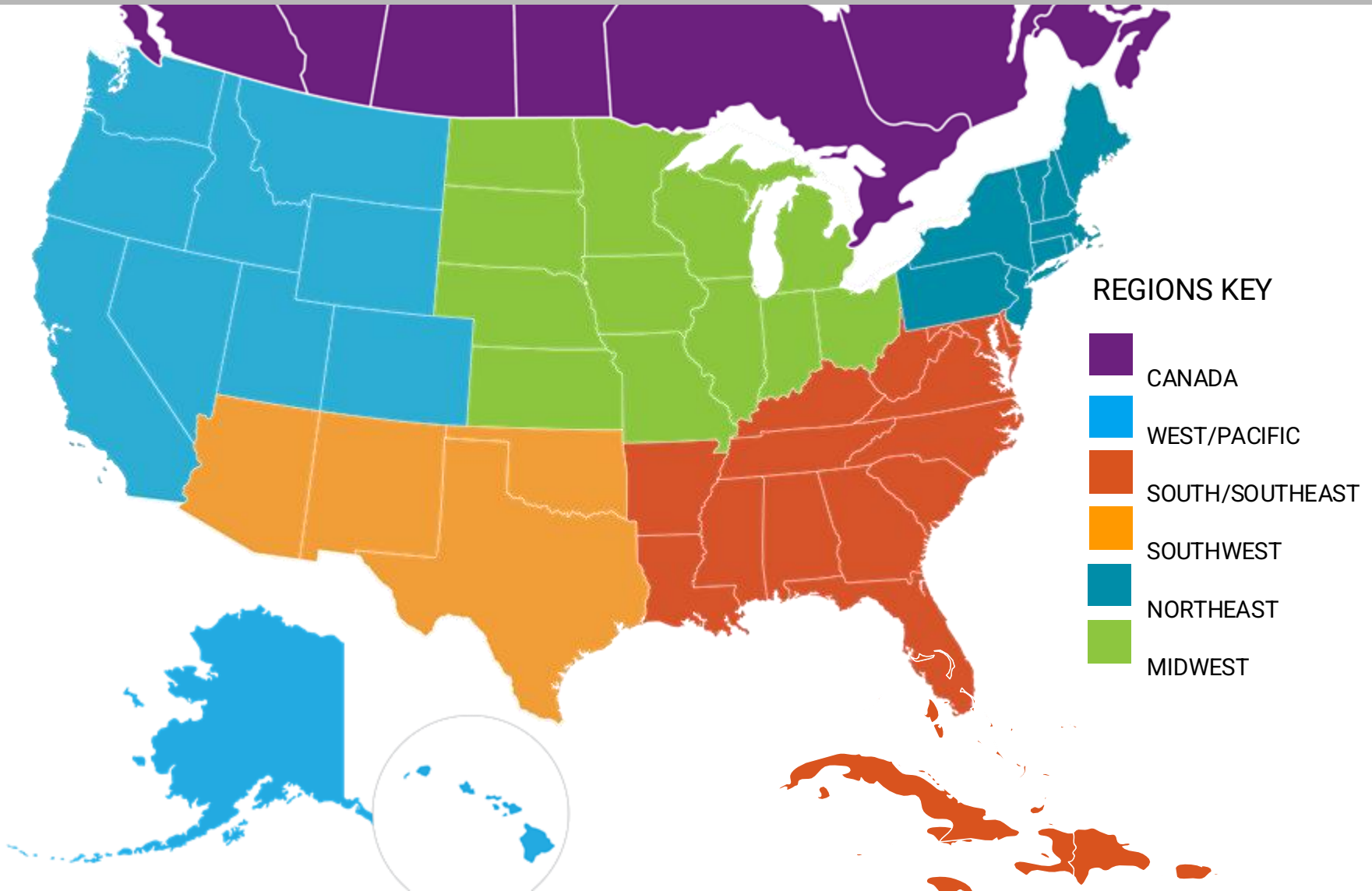
SIMPLEVIEW SALES QUARTERLY | Year-End 2024

Regions

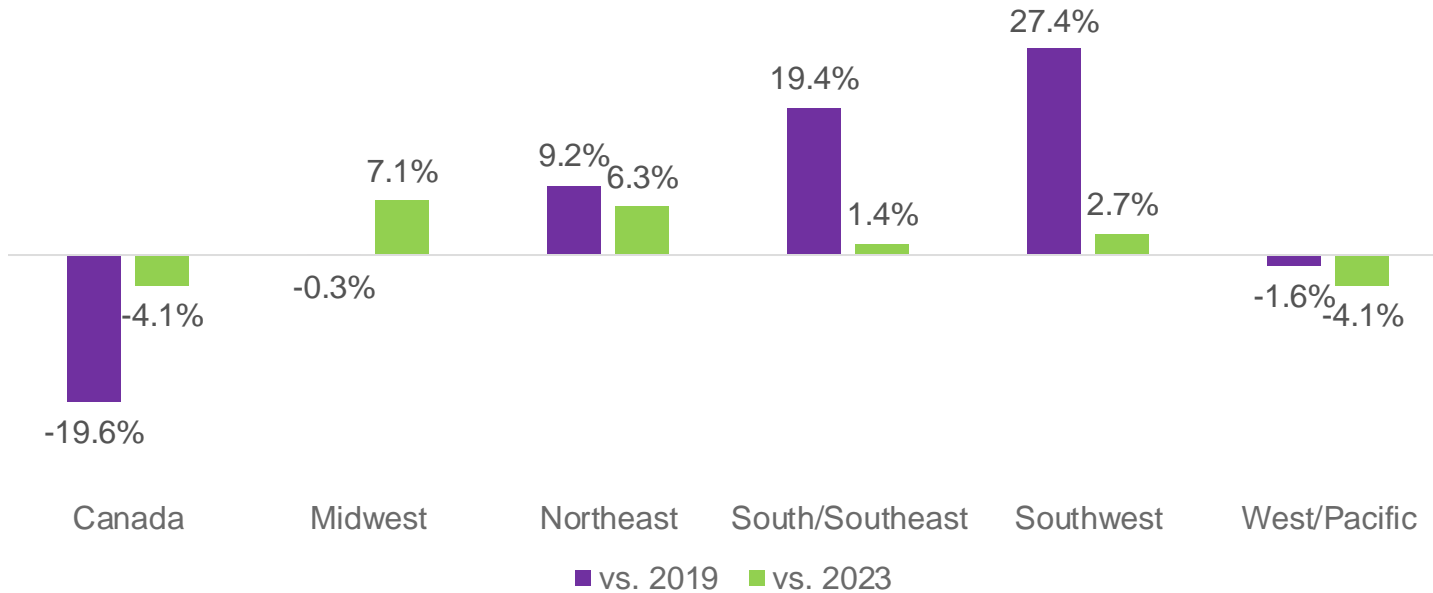
Canada (12 destinations)
Midwest (49 destinations)
Northeast (28 destinations)

South/Southeast (74 destinations)
Southwest (25 destinations)
West/Pacific (36 destinations)

To further understand progress and pipeline trends, **the industry aggregate of 224 DMOs was segmented into six regions.** Each region comprises states, provinces, and/or territories.



Number of leads by region through December 2024 compared to 2019 and 2023

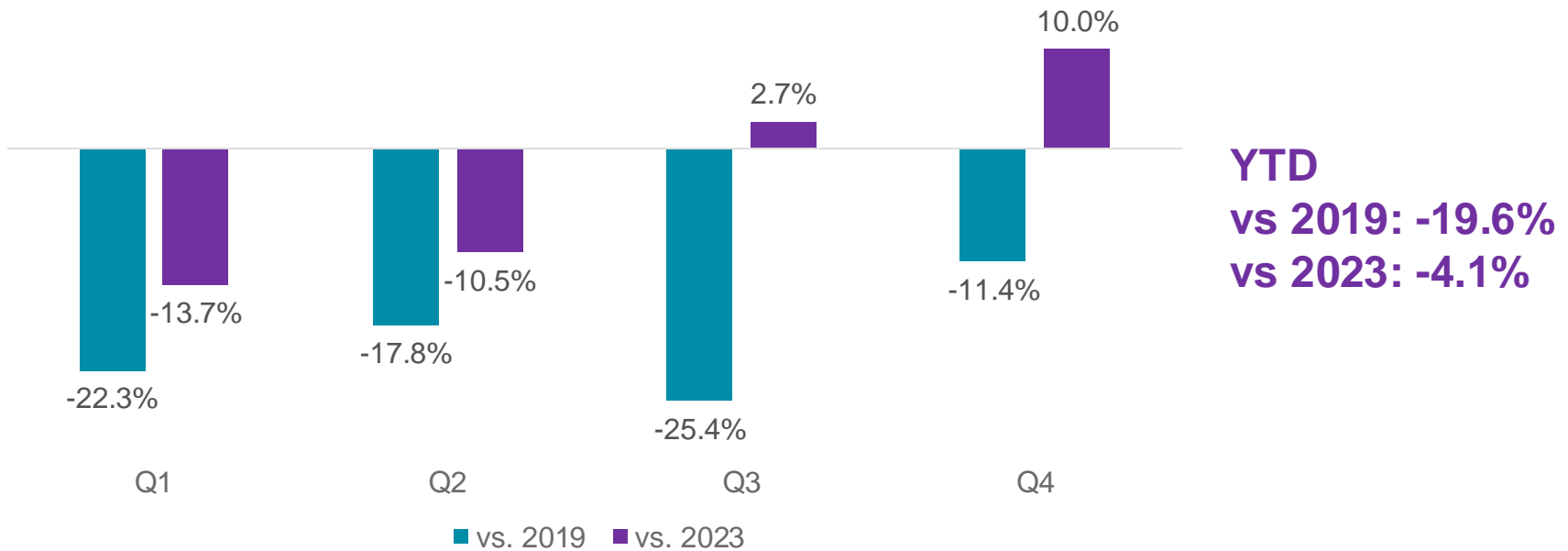


Region comparisons ...

Looking at lead volume by region, the **Midwest and Northeast saw the strongest growth in leads compared to the previous year**. Both Canada and the West/Pacific are down.

Canada: Number of leads in 2024 still lag 2019

Quarterly number of leads through December 2024



While Canada is down 4.1% year-over-year in number of leads, **the region had a strong Q3 and Q4, growing by 6.3% compared to those periods in 2023.**

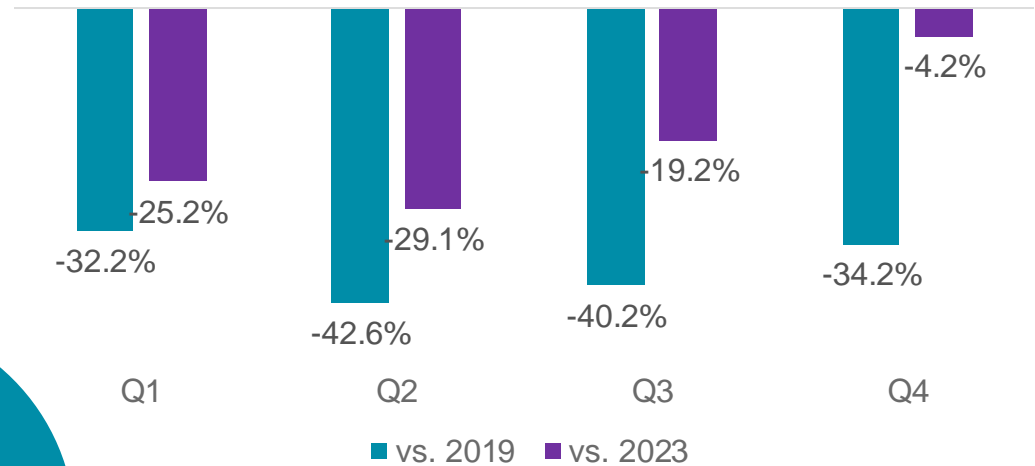
Canada: Number of booked hotel meetings

Hotel bookings remain down compared to previous years. The strongest quarter of 2024 was Q1 followed by Q4.

There have been **more than 950 bookings for Canadian destinations this year.**

YTD
 2019: -37.2%
 vs 2023: -20.2%

Quarterly number of booked hotel meetings through December 2024





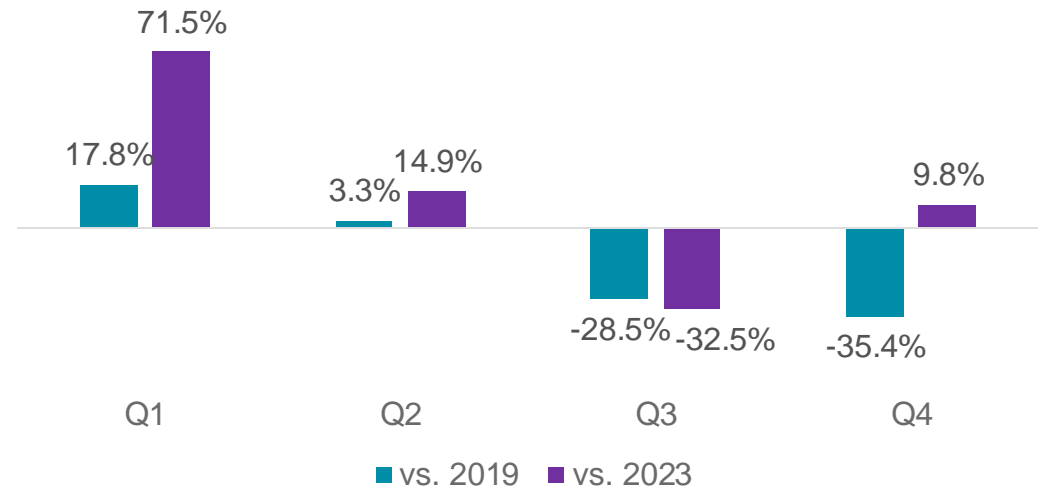
Canada: Booked hotel meeting room nights and attendance

Hotel bookings for Canada in room nights were up 14.5% through December 2024 compared to the same time in 2023.

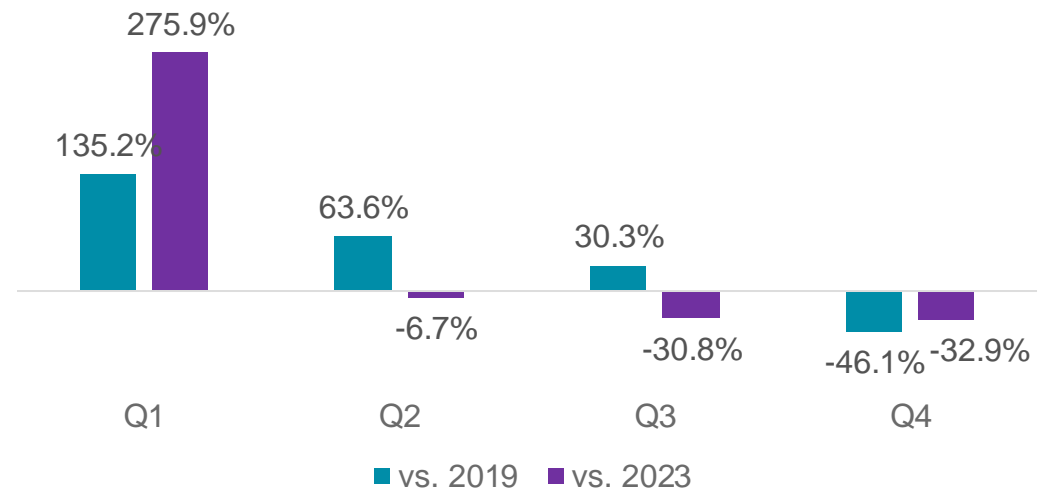
Booked hotel meeting attendance was up 39.8% through December 2024 compared to 2023.

The rise in attendance and room nights was **due to a large sporting event in Q1 2024.**

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024



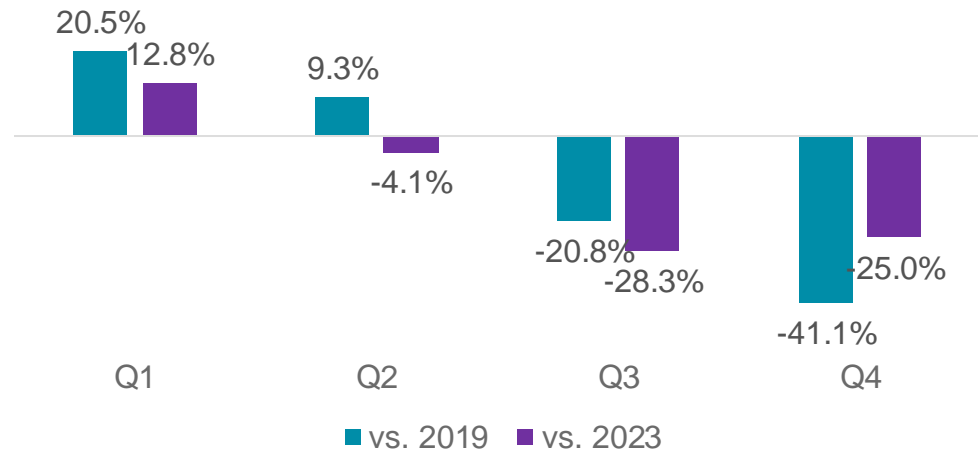
Canada: Number of booked convention center events

Total number of **definite convention center events ended 2024 down 10.5% over 2019, and 11.4% year-over-year.**

The average peak size for center events was 448 through December 2024.

YTD
 2019: -10.5%
 vs 2023: -11.4%

Quarterly number of booked convention center events through December 2024





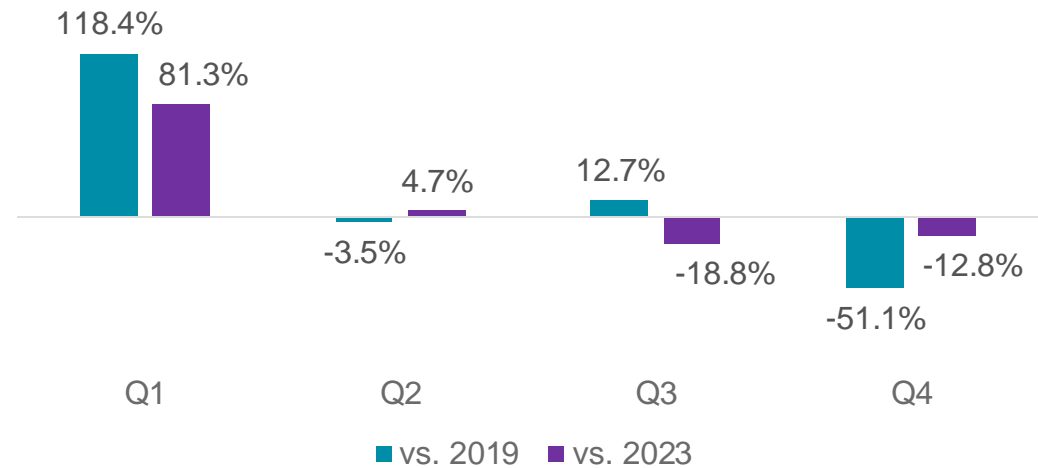
Canada: Booked convention center event room nights and attendance

Overall, convention center room nights through December 2024 were **7.6% ahead of 2019 levels and 14% ahead of 2023.**

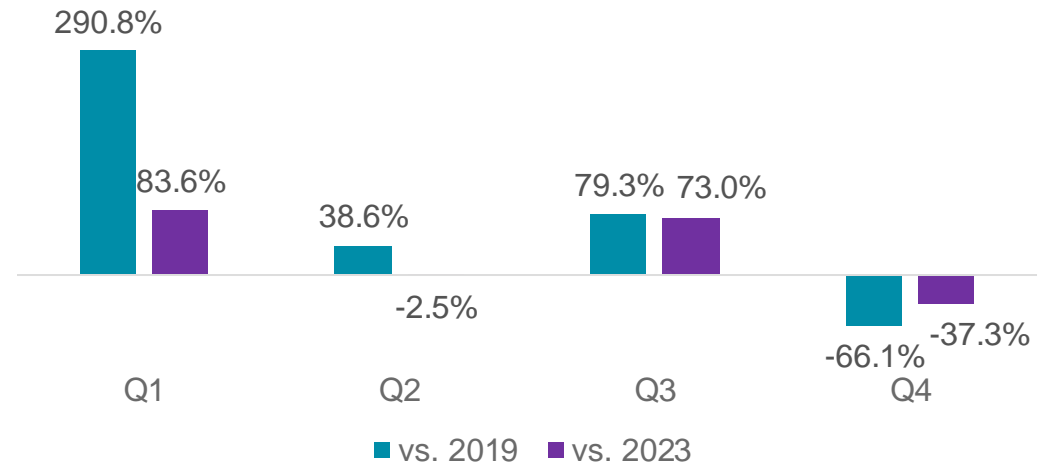
Attendance was **up 38.8% through December 2024 from 2019 levels and 32.4% ahead of 2023.**

There were a few large citywide events booked for future years.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024



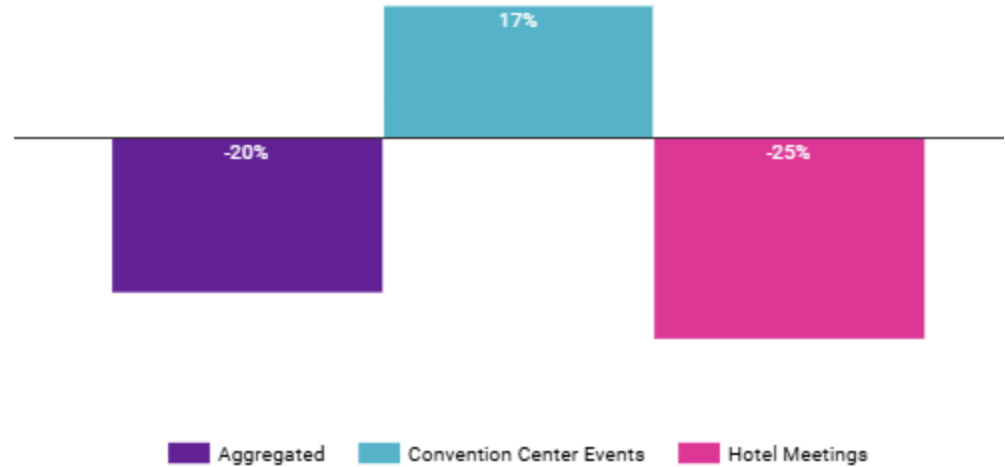
Canada: Lead volume and room nights

What are we seeing ...

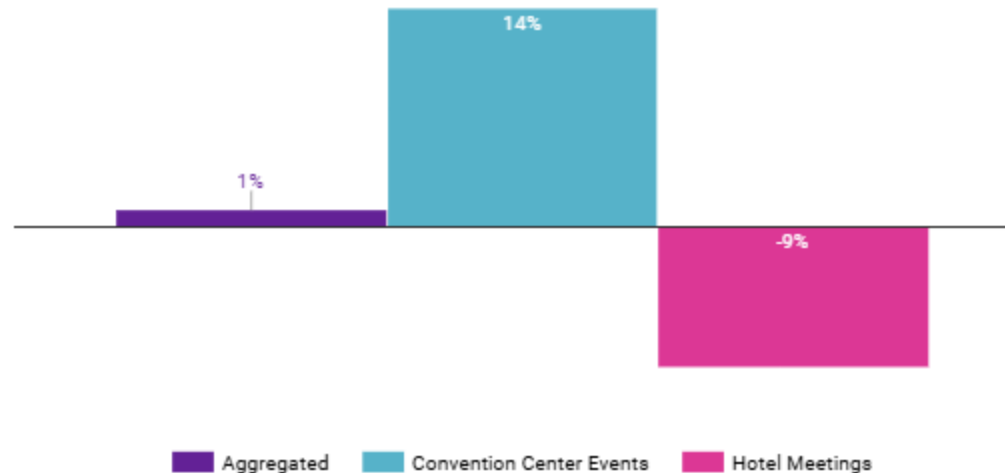
The number of leads in the Canadian DMO pipeline through December 2024 were down 20% compared to the same time in 2019. The biggest contributor to this variance was hotel meetings decreasing by 25%.

Lead room nights for Canadian destinations were down by only 1%.

Number of leads through December 2024 compared to the same time in 2019



Lead room nights through December 2024 compared to the same time in 2019





MIDWEST

Progress and Pipeline Health

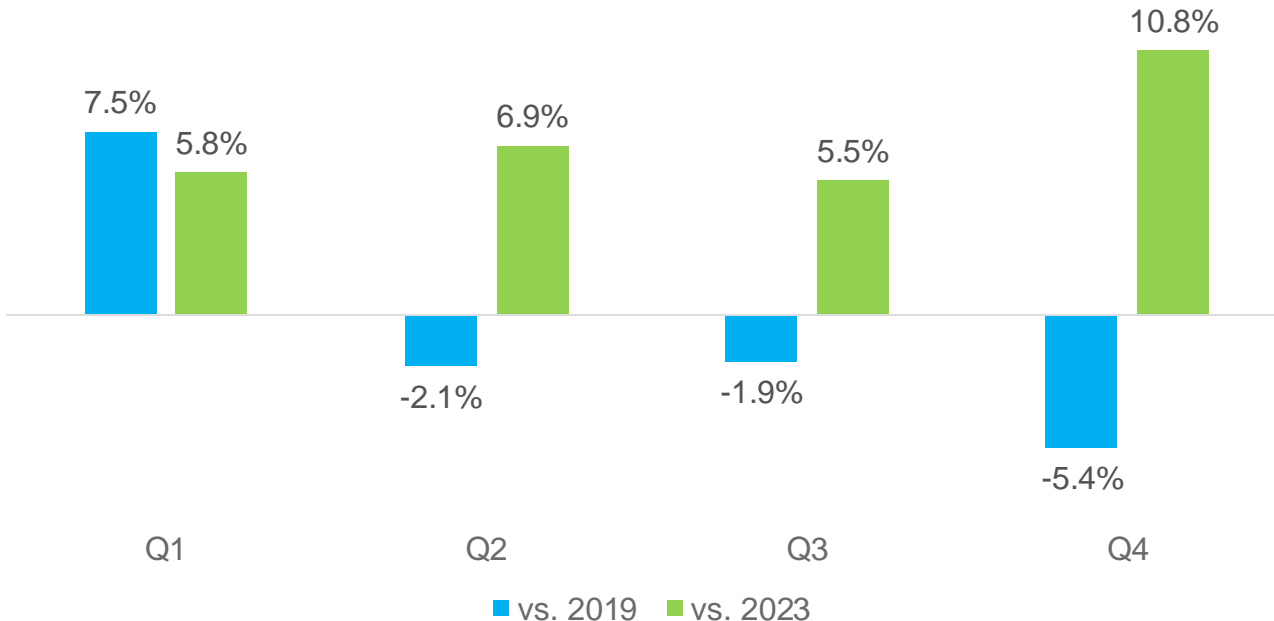
49 destinations



YTD
2019: -0.3%
vs 2023: 7.1%

Midwest: Strong year-over-year growth

Quarterly number of leads through December 2024



The Midwest has been one of the strongest performing regions when looking at year-over-year lead growth. Thanks to another strong quarter, leads were 7.1% above 2023 levels.



YTD
2019: -19.0%
vs 2023: 3.5%

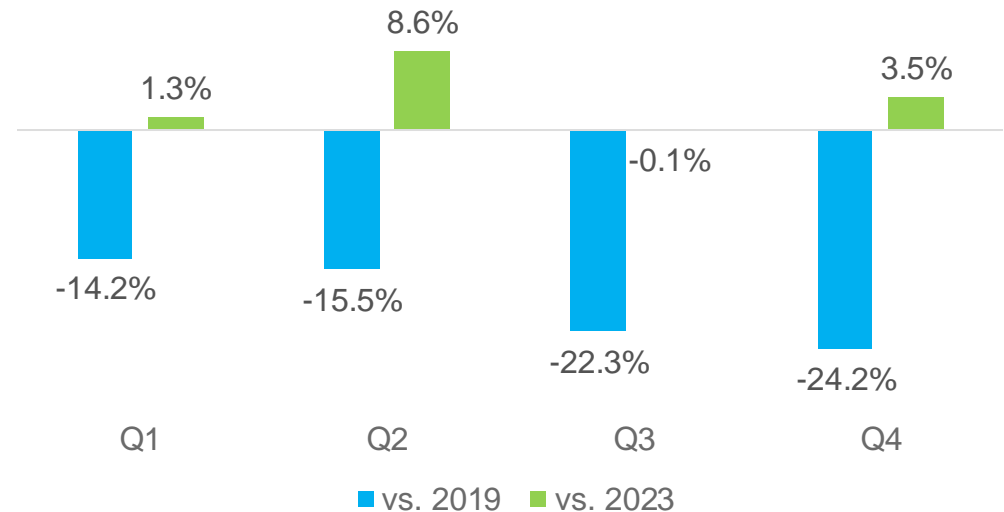
Midwest: Number of booked hotel meetings

Booked hotel meetings have seen growth when compared to last year, however are still down 19% from 2019.

So far this year, **there have been 1,195 fewer hotel bookings when compared to the same time in 2019.**

On the other hand, there have been more than 170 bookings this year compared to last year.

Quarterly number of booked hotel meetings through December 2024





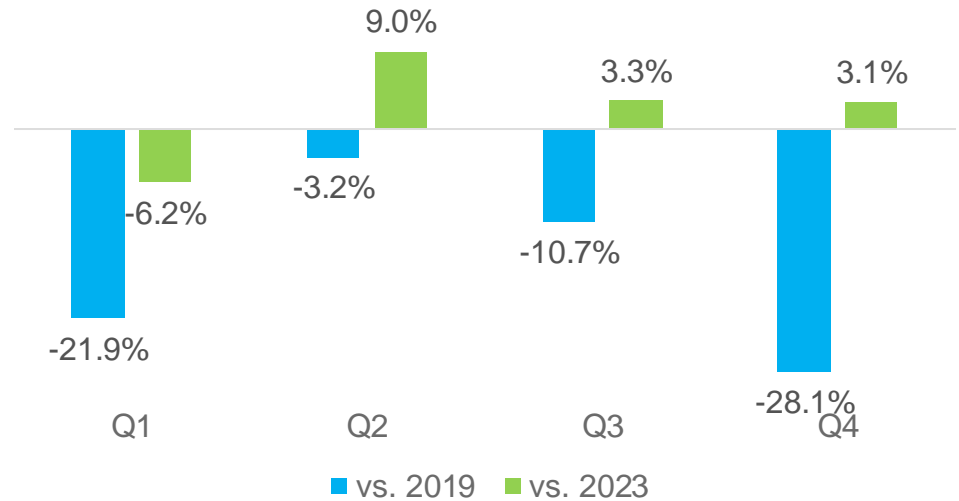
Midwest: Booked hotel meeting room nights and attendance

Through December 2024, booked hotel meeting room nights were **down 16.6% from 2019**.

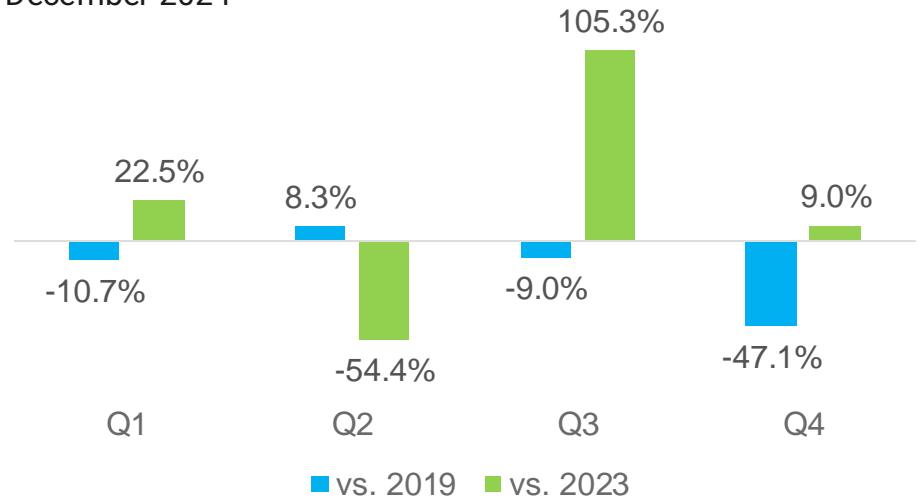
Booked hotel meeting attendance through **December 2024 was down 17.2% from 2019**.

In Q2 2023, there was one event that had a large amount of attendance, driving that number up.

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





YTD
vs 2019: 6.7%
vs 2023: 7.0%

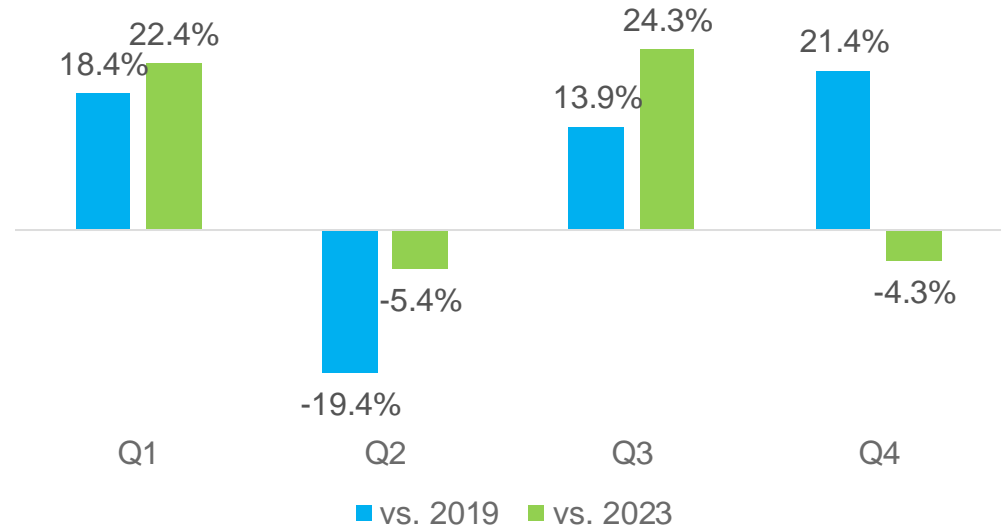
Midwest: Number of booked convention center events

Total booked convention center events through December 2024 for the Midwest were up **7% year-over-year** and up **6.7% compared to 2019**.

The average peak size for convention center events was 1,139.

This year, there have been more than 764 definite convention center events confirmed for future dates.

Quarterly number of booked convention center events through December 2024





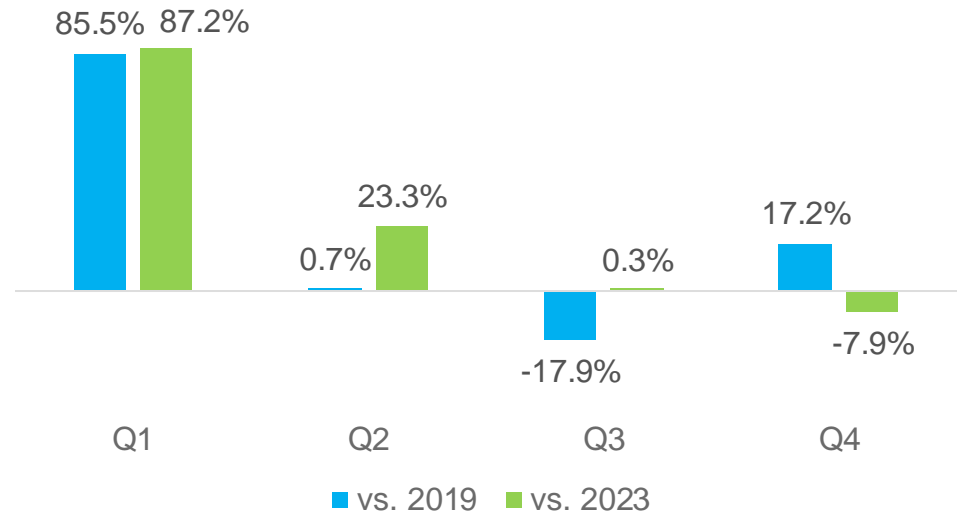
Midwest: Booked convention center event room nights and attendance

Through December 2024, **booked convention center event room nights were up 12.8%** compared to 2019 and 14.5% year-over-year.

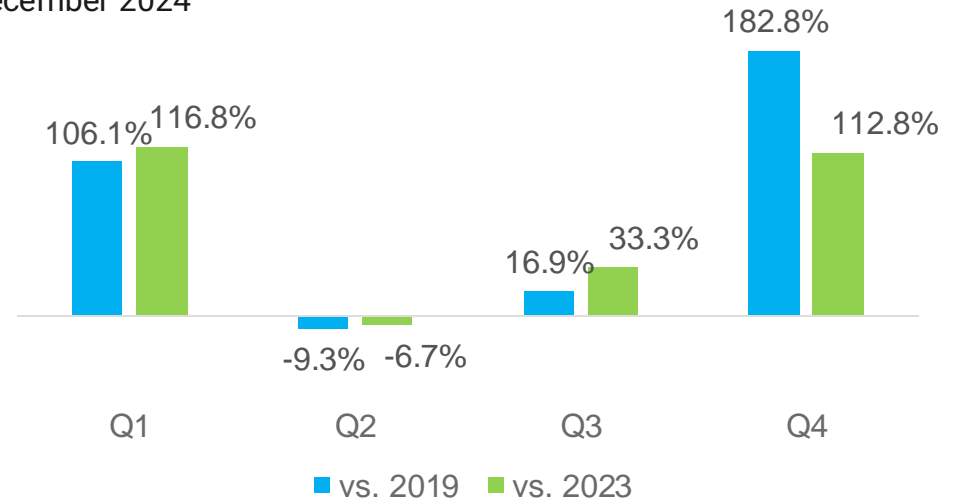
Booked convention center attendance was **up 63.1%** compared to 2019 and **up 56.6%** year-over-year.

One destination booking several annual events drove the growth in Q1 and Q4 2024.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024





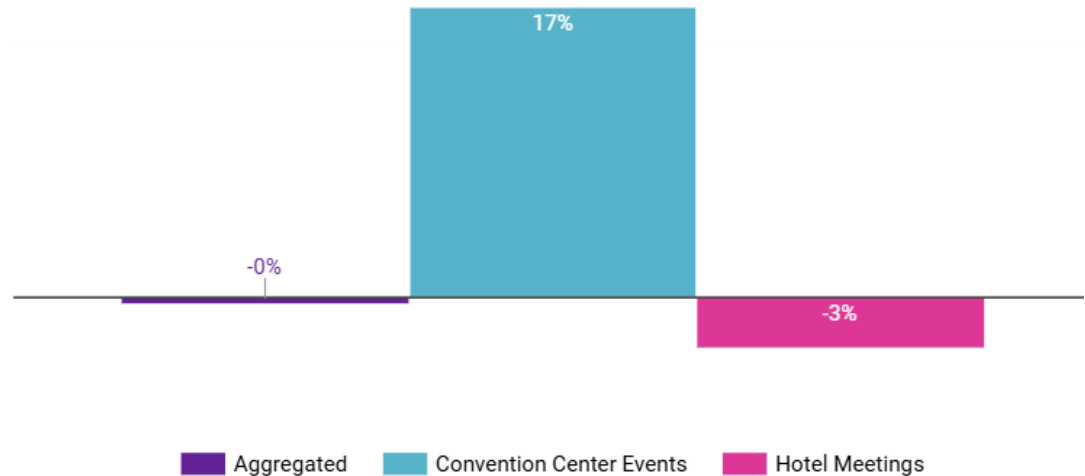
Midwest: Lead volume and room nights

The number of leads through December 2024 was even compared to the same time in 2019.

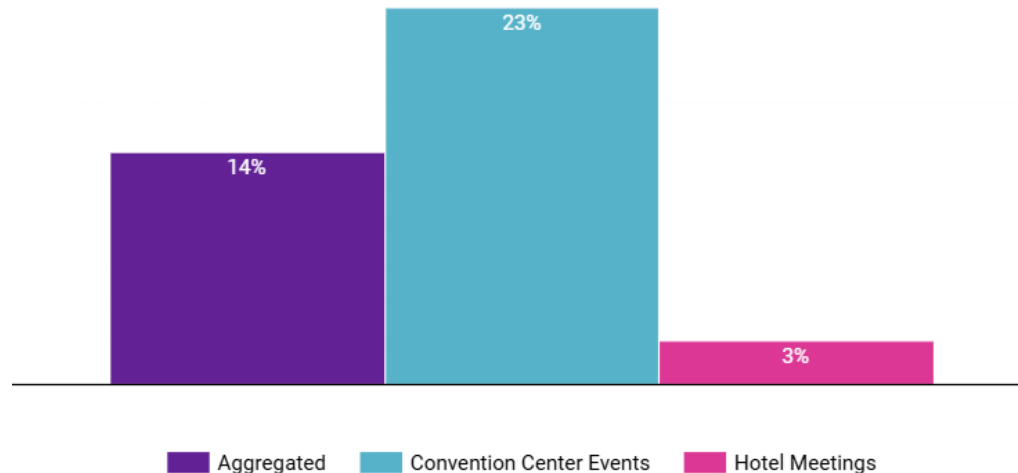
The biggest contributor to this growth was in **convention center events, up 17%**.

Lead room nights were up 14% compared to 2019.

Number of leads through December 2024 compared to the same time in 2019



Lead room nights through December 2024 compared to the same time in 2019





NORTHEAST

Progress and Pipeline Health

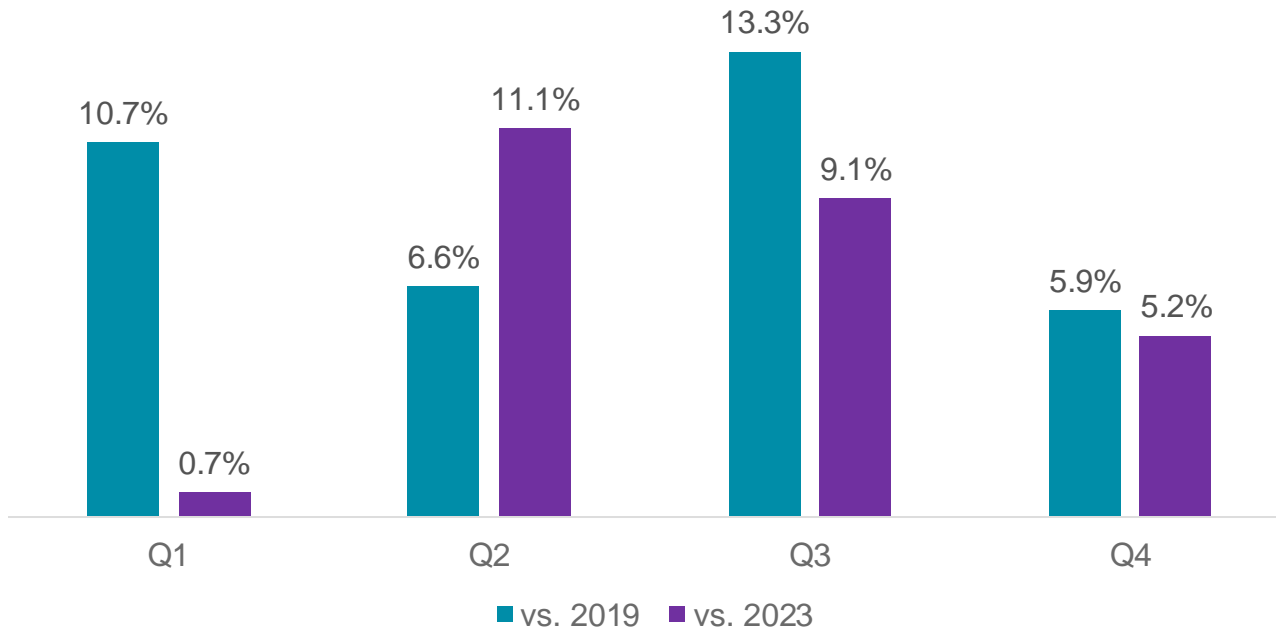
28 destinations



YTD
2019: 9.2%
vs 2023: 6.3%

Northeast: Number of leads continue to show growth

Quarterly number of leads through December 2024



Thanks to three strong quarters, **leads were up 6.3% compared to 2023.**



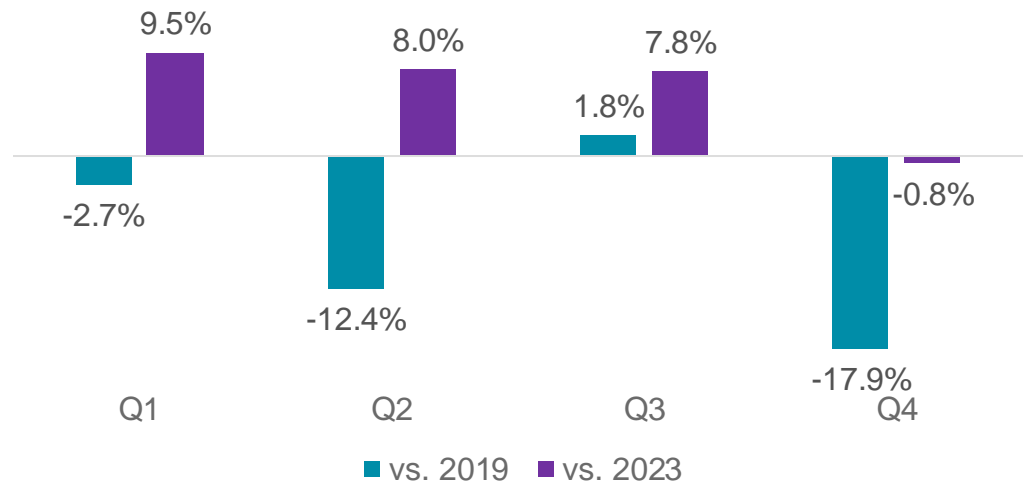
YTD
2019: -7.8%
vs 2023: 6.4%

Northeast: Number of booked hotel meetings

While hotel bookings in the Northeast were still down compared to 2019, **bookings grew year-over-year by an impressive 6.4%.**

There were nearly 5,000 new hotel bookings in 2024 with an average peak of 123.

Quarterly number of booked hotel meetings through December 2024





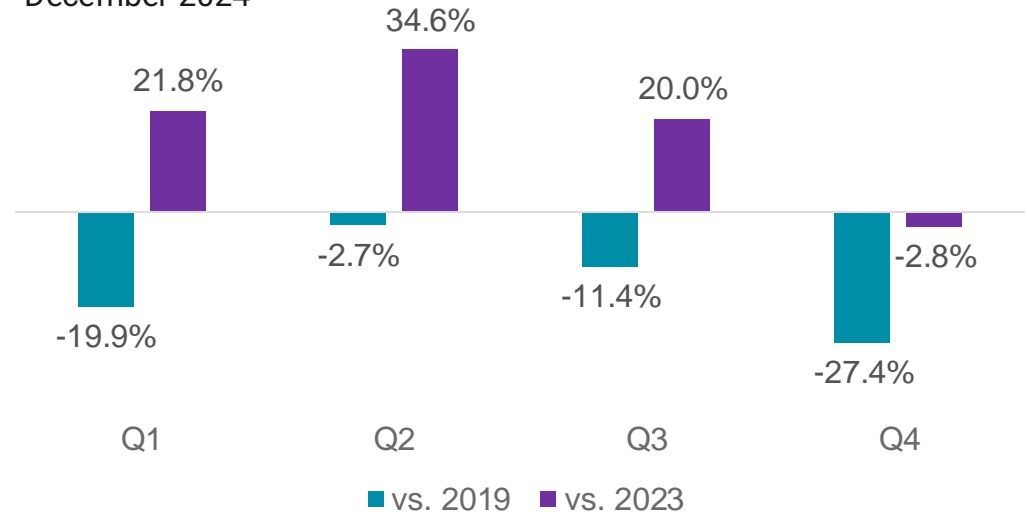
Northeast: Booked hotel meeting room nights and attendance

Through December 2024, **booked hotel meeting room nights were down 15.7%** from 2019, but up 17.8% from 2023.

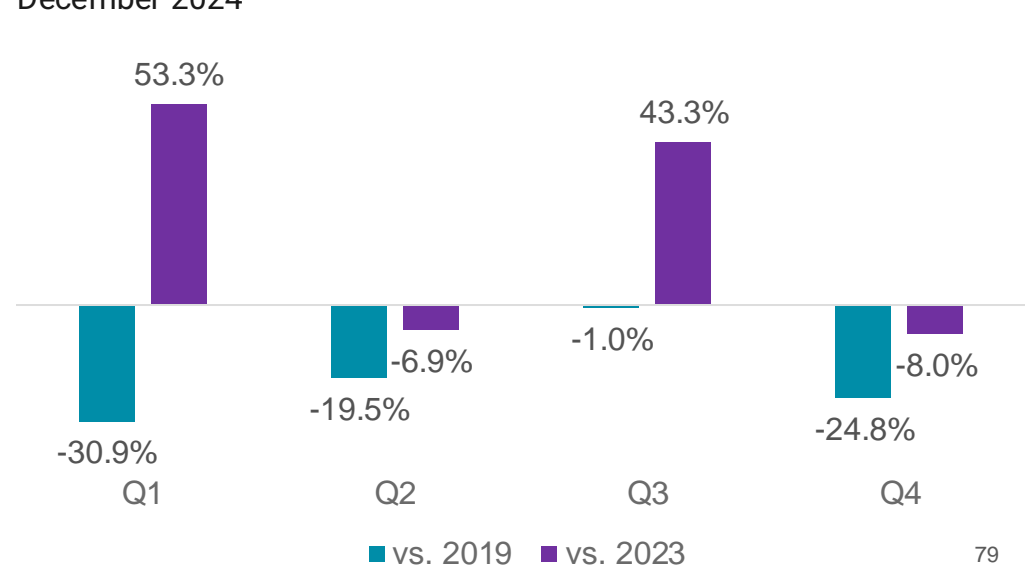
Booked hotel meeting attendance through December 2024 was **down 18.7% from 2019**, but up 15.3% compared to 2023.

In Q1 2019, there were several large events booked that skewed the numbers for Q1 2023 and 2024.

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





YTD
2019: 0.5%
vs 2023: -2.6%

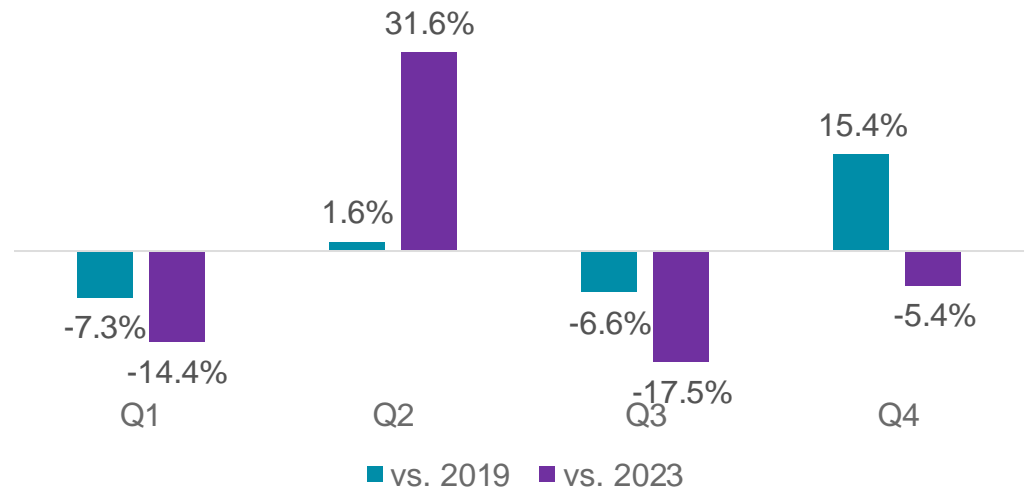
Northeast: Number of booked convention center events

While the Northeast number of leads was up compared to 2019 and 2023, definite bookings were still **even compared to 2019 and down 2.6% from 2023**.

The average peak size for convention center definite events was 1,020.

More than 410 convention center events have been booked in 2024.

Quarterly number of booked convention center events through December 2024



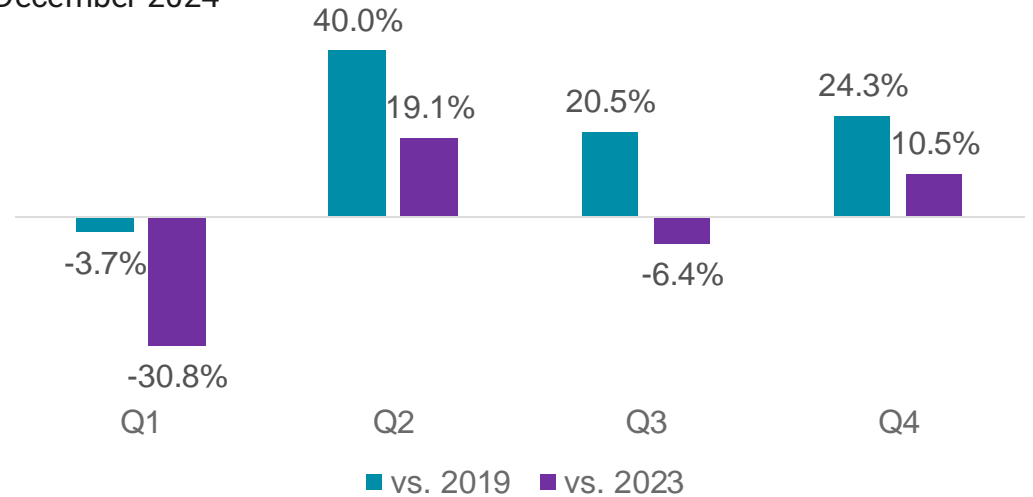


Northeast: Booked convention center event room nights and attendance

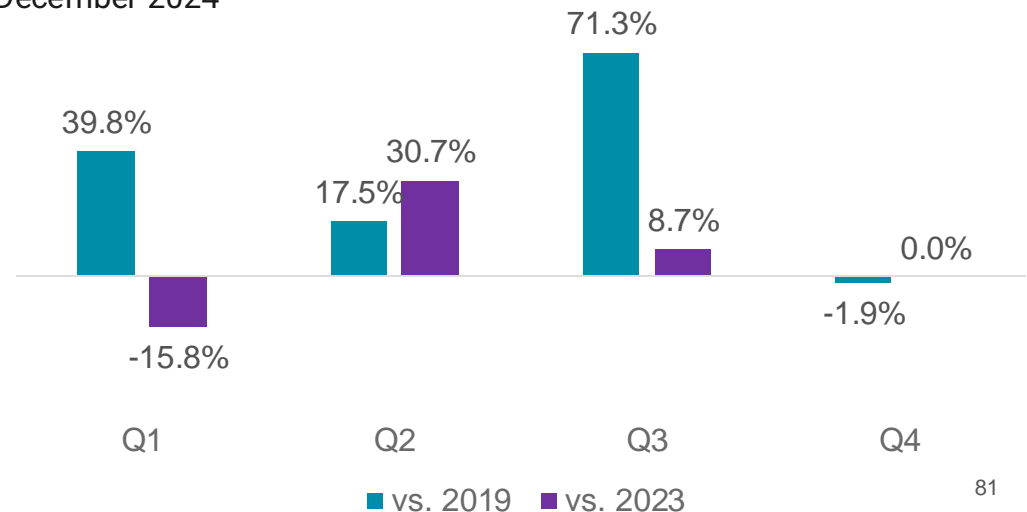
In the Northeast, booked convention center room nights through December 2024 were up 18.6% compared to 2019, but down 5.2% from 2023.

Booked convention center events attendance through December 2024 was up 23.2% compared to 2019, and up 2.6% year-over-year.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024



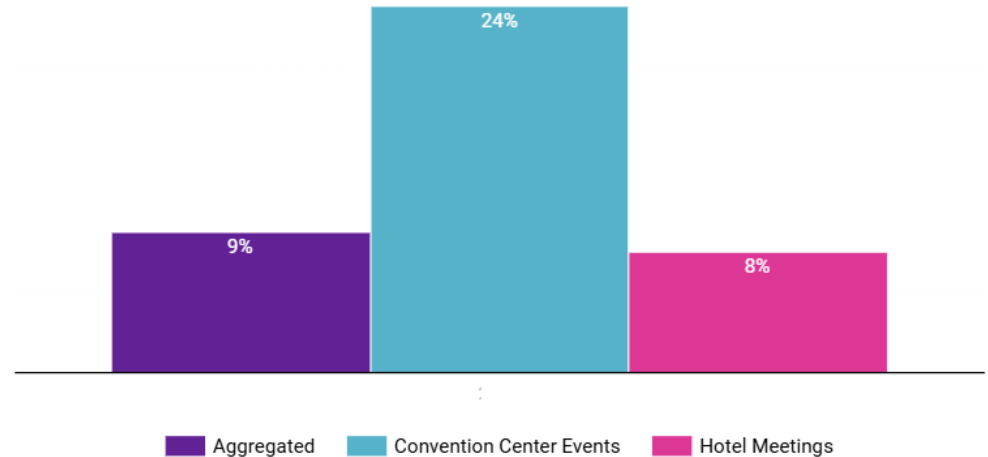
Northeast: Lead volume and room nights

The number of leads in the **Northeast** was up **9%** compared to the same time in 2019. **Convention center leads were up 24%** over 2019.

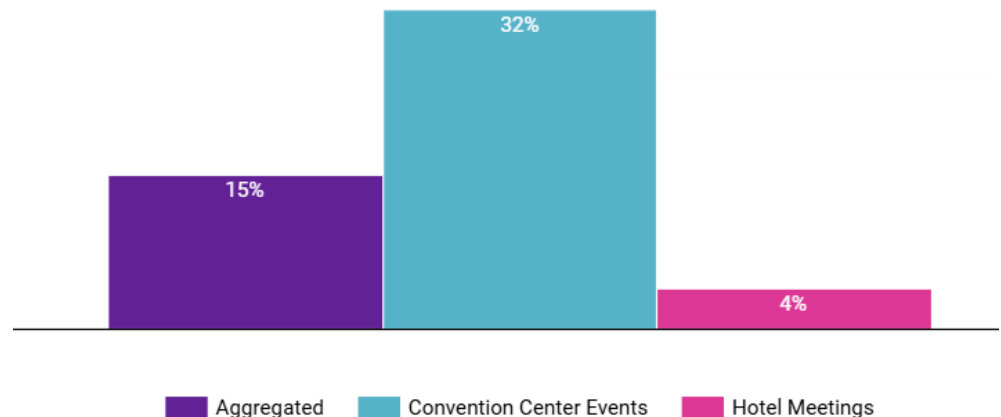
Overall, **lead room nights were up 15%**, with **convention center room nights up 32%**.

One destination booking a multi-year event (five years) drove the growth in convention center event room nights.

Number of leads through December 2024 compared to the same time in 2019



Lead room nights through December 2024 compared to the same time in 2019





SOUTH/SOUTHEAST

Progress and Pipeline Health

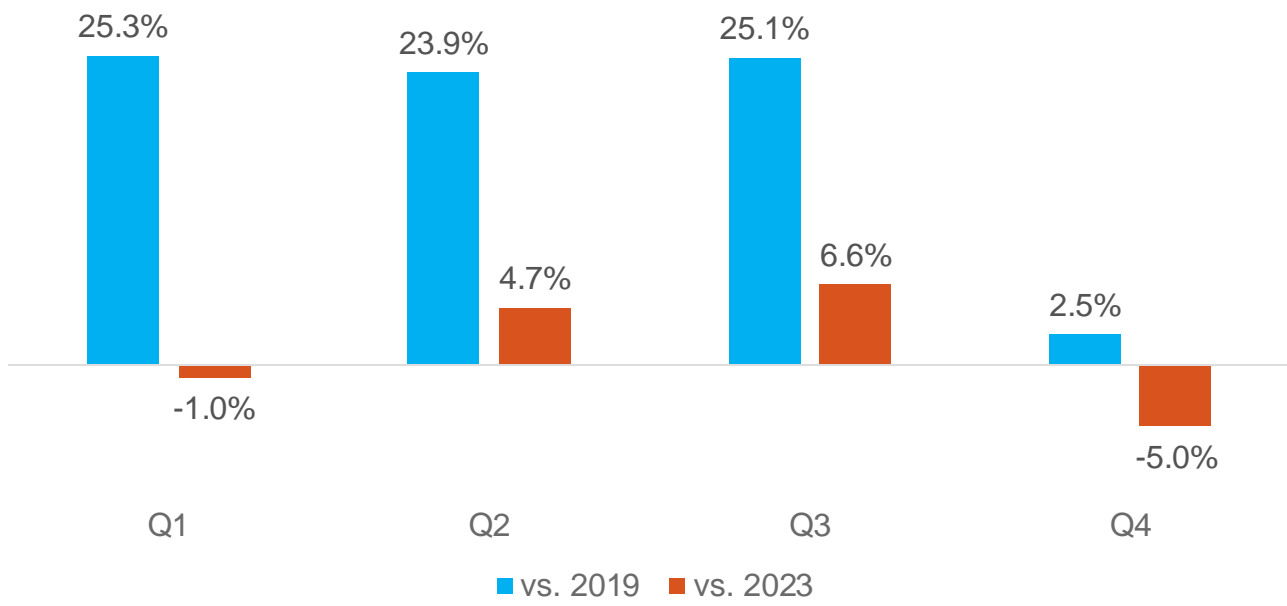
74 destinations



YTD
2019: 19.4%
vs 2023: 1.4%

South/Southeast: Region continues strong growth in number of leads

Quarterly number of leads through December 2024



Leads created for the South/Southeast region are an impressive 19.4% above 2019 levels and **saw moderate growth of 1.4% year-over-year.**



YTD
vs 2019: -1.0%
vs 2023: 6.1%

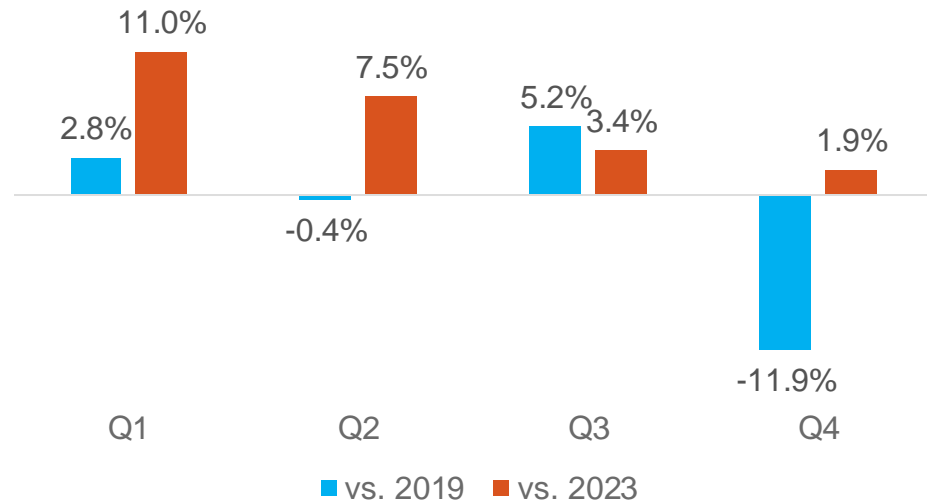
South/Southeast: Number of booked hotel meetings

The South/Southeast region is not only the largest region in the study, it is also one of the top performing regions.

Hotel meeting bookings were up 6.1% year-over-year and up against 2019 levels as well.

There more than 15,000 new hotel bookings in 2024, surpassing last year by almost 1,000 bookings

Quarterly number of booked hotel meetings through December 2024



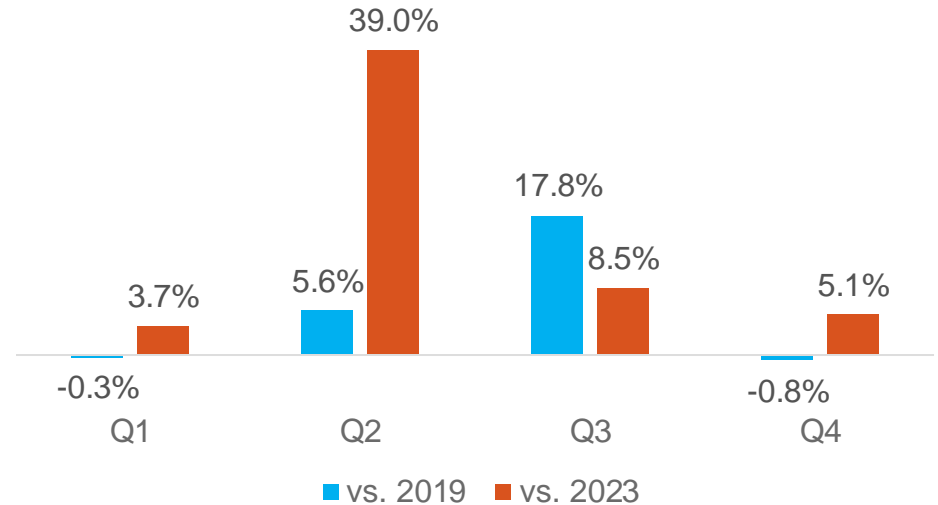


South/Southeast: Booked hotel meeting room nights and attendance

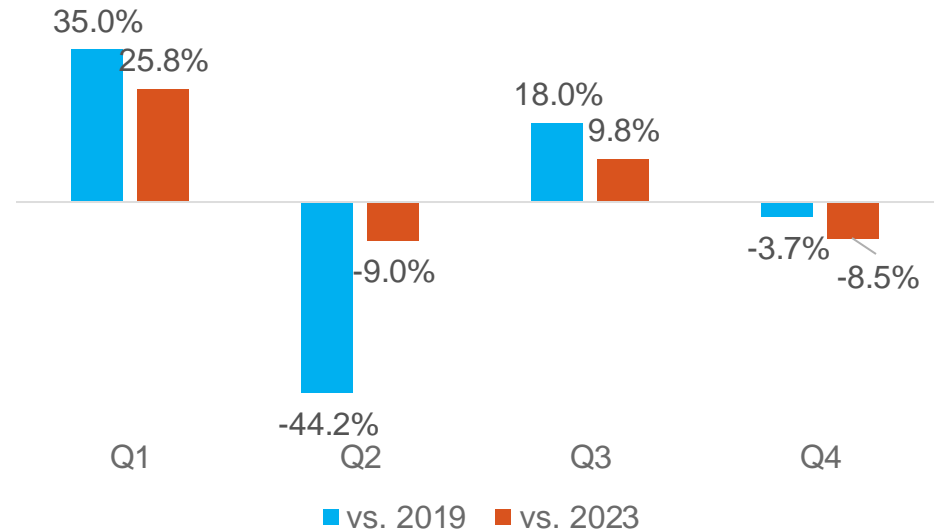
Booked hotel meeting room nights through December 2024 were **up 5.1% compared to 2019 and up 13.3% year-over-year.**

Booked hotel meeting attendance was **down 3.7% from 2019, but up 5.2% from 2023.**

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





YTD
2019: 14.5%
vs 2023: 0.4%

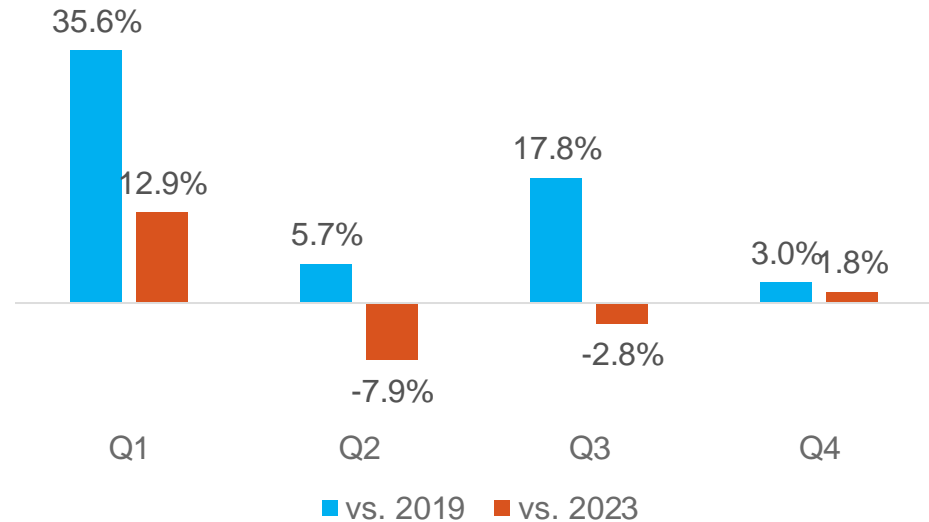
South/Southeast: Number of booked convention center events

Definite convention center events were up a region-leading **14.5% compared to 2019**. Bookings were even year-over-year.

The total peak size for center events was **931 through December 2024**.

Q3 saw the most center bookings in 2024 and compared to the previous five years.

Quarterly number of booked convention center events through December 2024



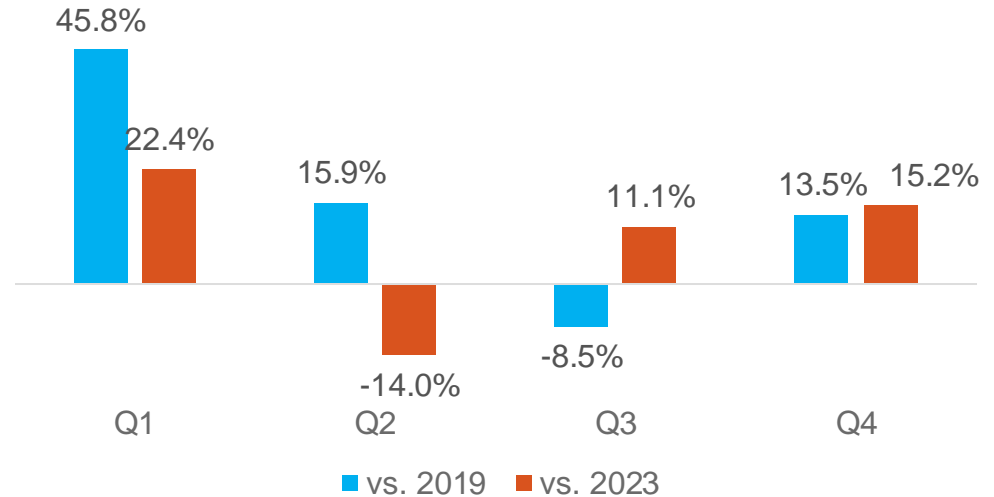


South/Southeast: Booked convention center event room nights and attendance

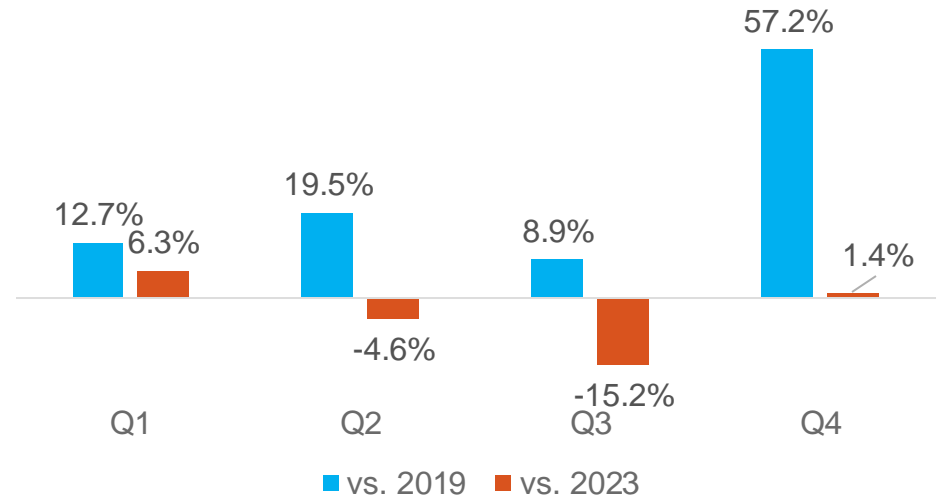
Booked convention center event room nights through December 2024 were up 13.6% compared to 2019 and up 5.7% over 2023.

Booked convention center event attendance was up 25% compared to 2019 and down 3.7% year-over-year.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024





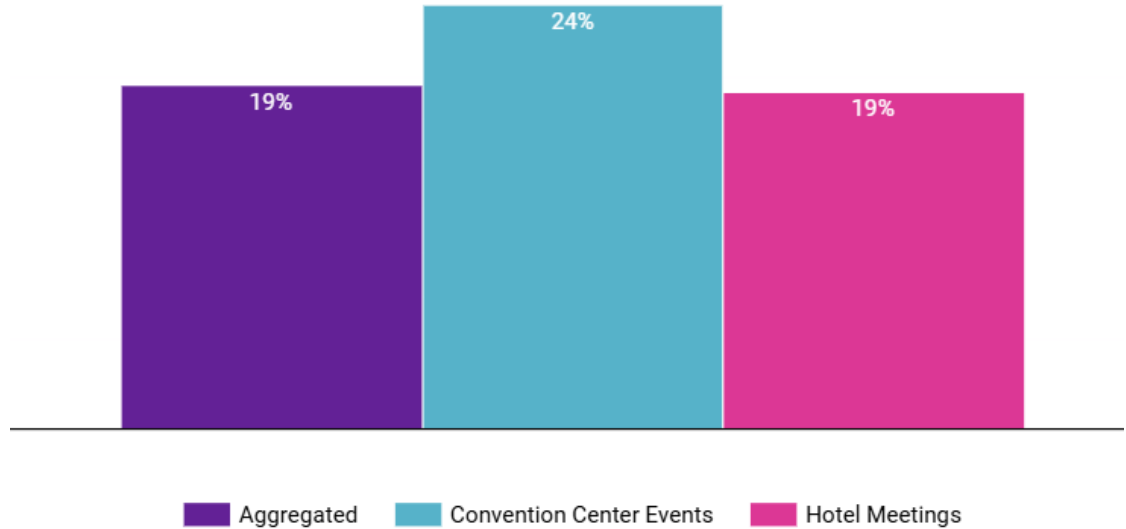
South/Southeast: Lead volume and room nights

What this means for you ...

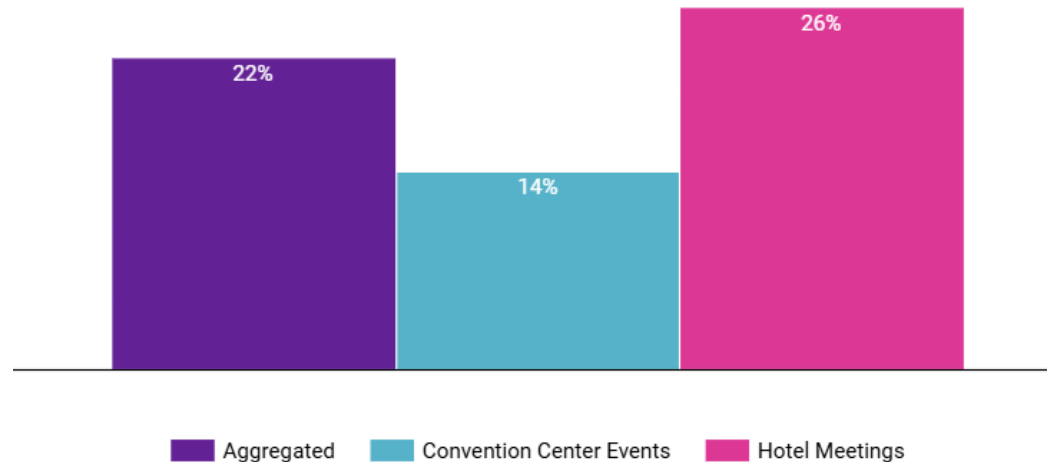
The number of leads in the South/Southeast pipeline through December 2024 grew by 19% compared to the same time in 2019. Convention center events were primarily responsible for this lead growth.

Lead room nights through December 2024 were up 22% compared to the same time in 2019.

Number of leads through December 2024 compared to the same time in 2019



Lead room nights through December 2024 compared to the same time in 2019





SOUTHWEST

Progress and Pipeline Health

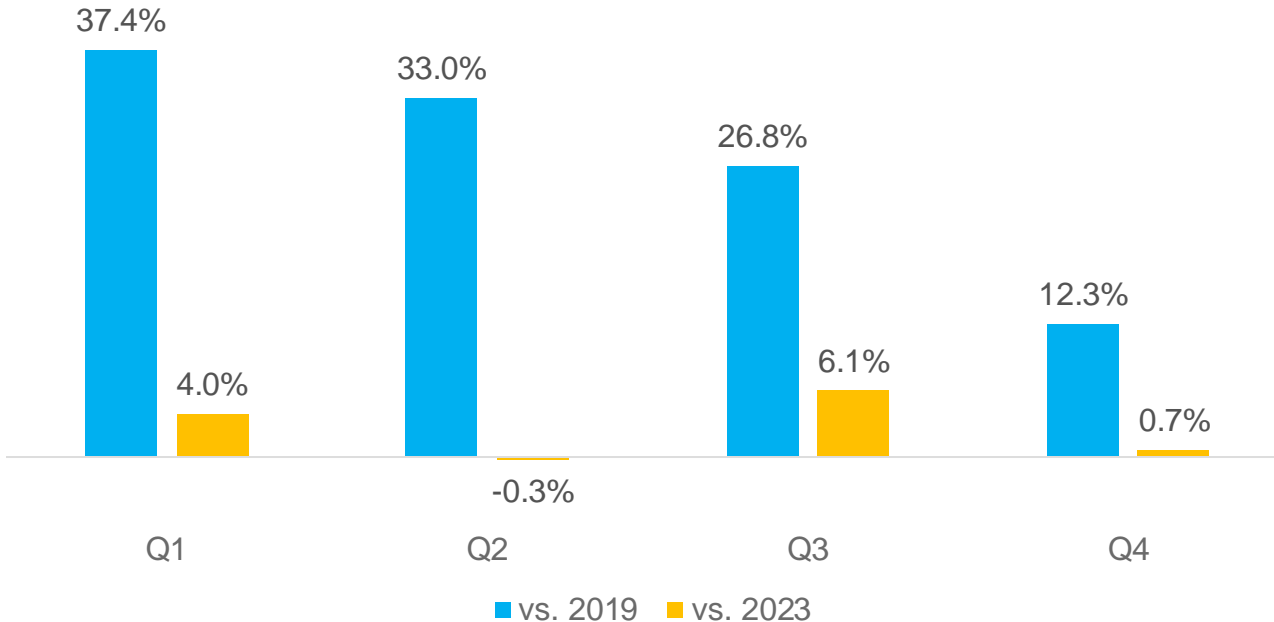
25 destinations



YTD
2019: 27.4%
vs 2023: 2.7%

Southwest: Region leading the growth of leads compared to 2019

Quarterly number of leads through December 2024



While leads showed tremendous growth compared to 2019, **leads year-over-year grew 2.7%** while some other regions grew at a higher pace.



YTD
2019: 1.7%
vs 2023: 9.4%

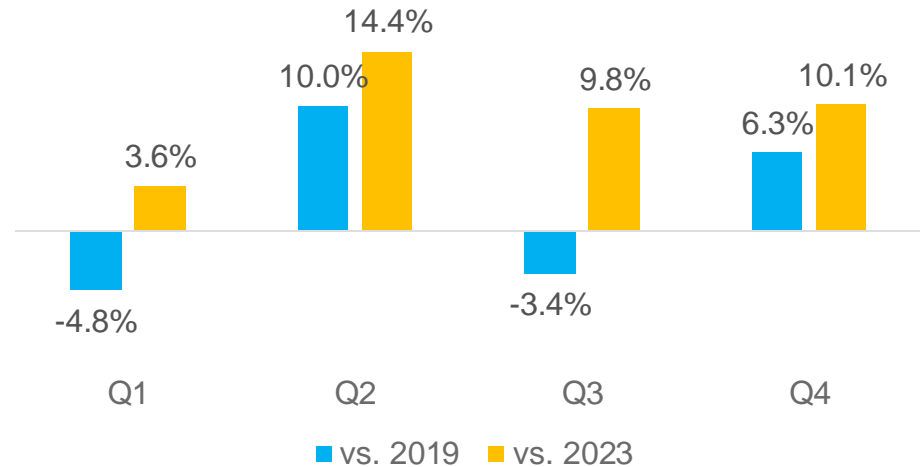
Southwest: Number of booked hotel meetings

Total number of hotel bookings for the Southwest were **up 9.4%**, leading all regions. Compared to 2019, bookings were up 1.7%.

The strongest performing quarter was Q4 2024.

The average peak size for hotel meetings in the Southwest region was 178.

Quarterly number of booked hotel meetings through December 2024



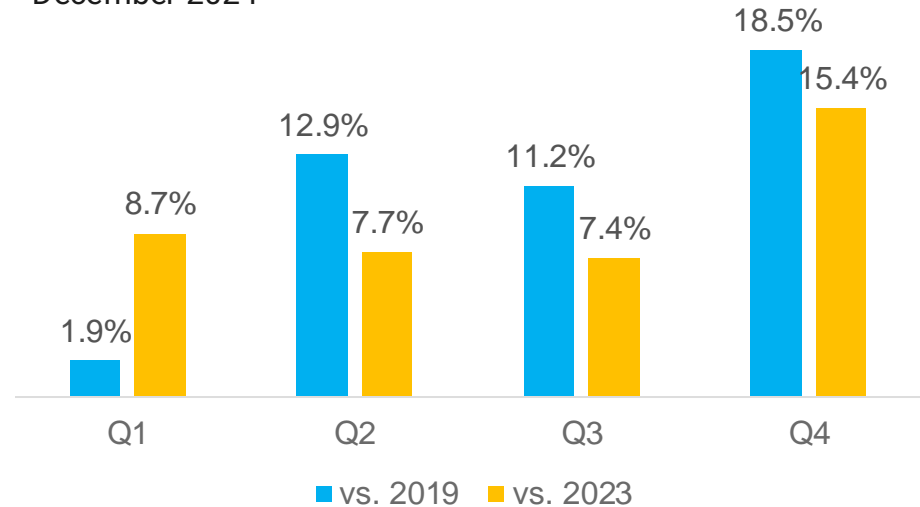
Southwest:

Booked hotel meeting room nights and attendance

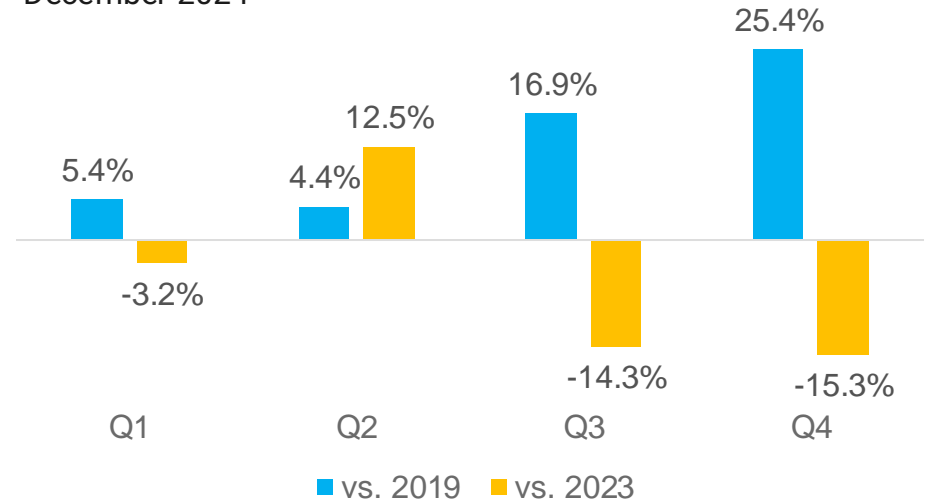
Booked hotel meeting room nights through December 2024 were up 11.3% compared to 2019, and up 9.9% compared to 2023.

Booked hotel meeting attendance through December 2024 was up 12.7% from 2019, but down 6.7% compared to 2023.

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024





YTD
2019: 4.1%
vs 2023: 4.9%

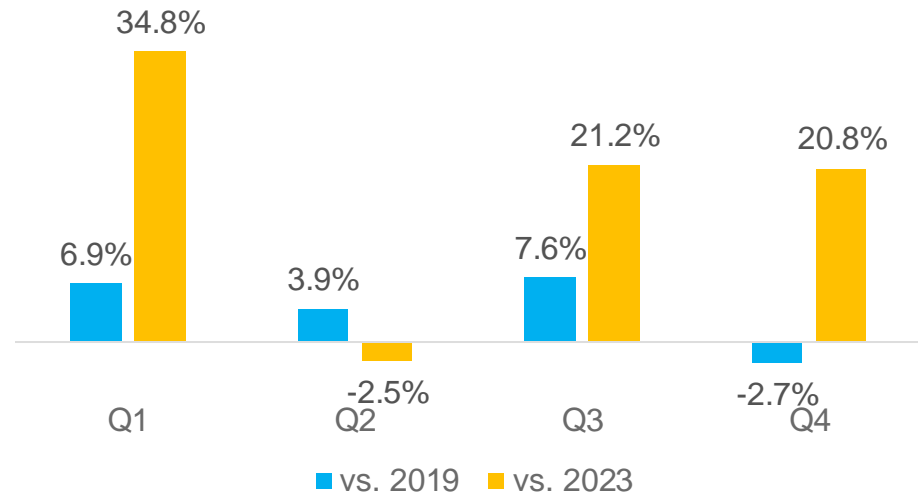
Southwest: Number of booked convention center events

Thanks to a very strong Q3 2024, **definite convention center events were up 4.9% year-over-year** and up 4.1% compared to 2019.

Total peak size for center events was 994.

Q3 2024 had the most definite events booked than any year since 2019.

Quarterly number of booked convention center events through December 2024



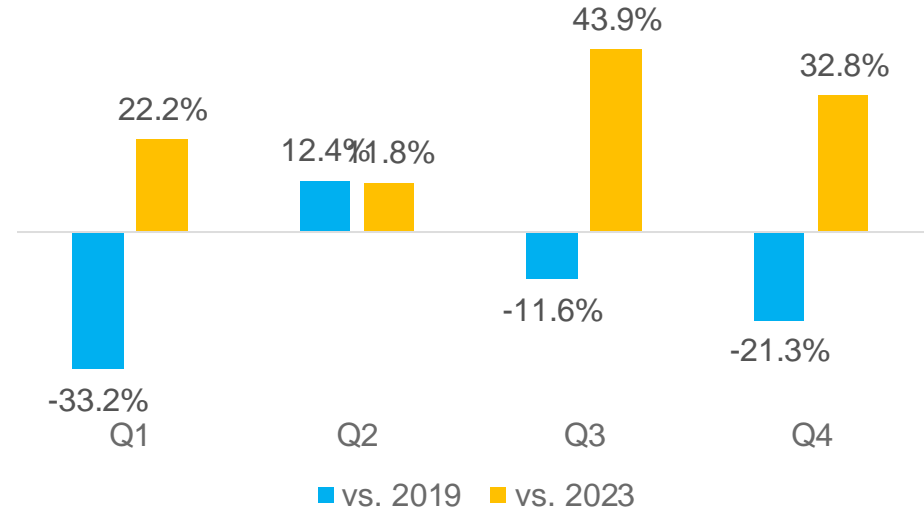


Southwest: Booked convention center room nights and attendance

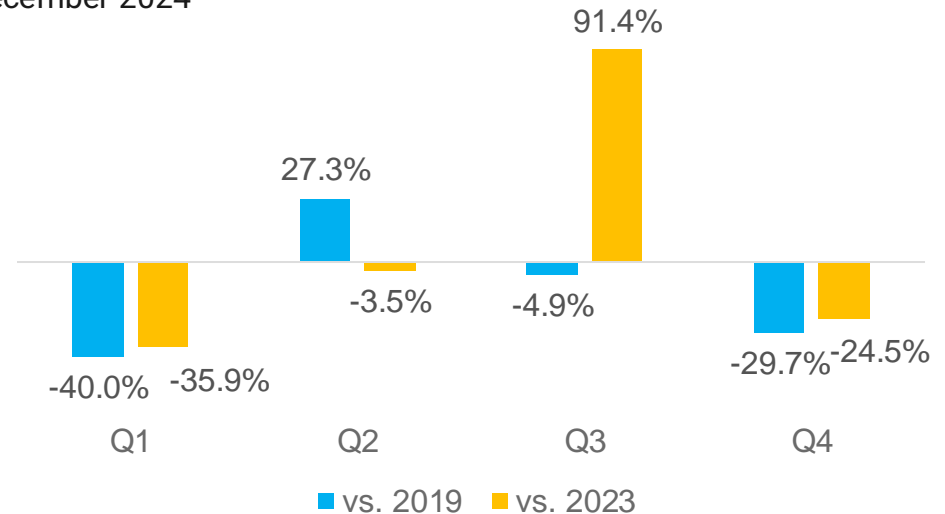
Booked convention center room nights through December 2024 were down 13.4% from 2019, but up 3.9% from 2023.

Booked convention center attendance was down 10.3% compared to 2019, and event with 2023.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024



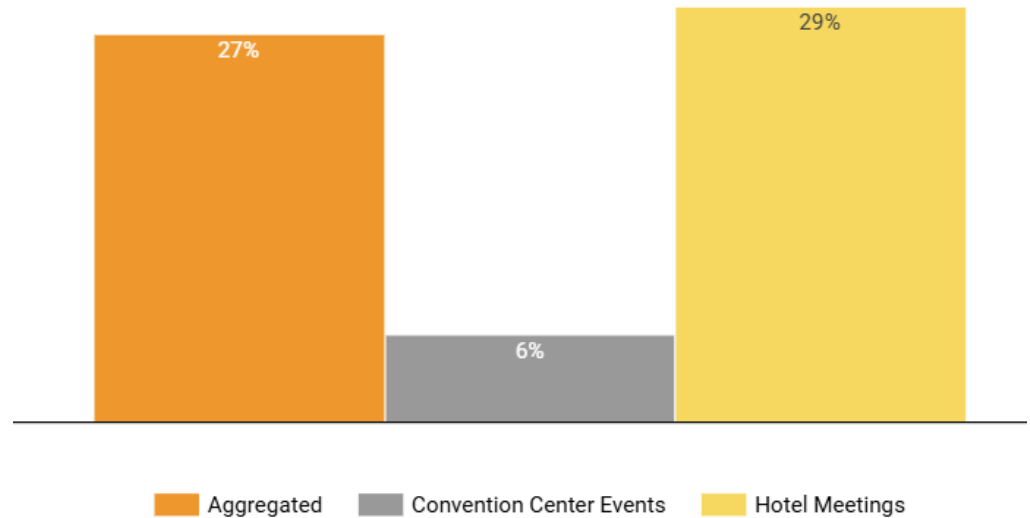
Southwest: Lead volume and room nights

What this means for you ...

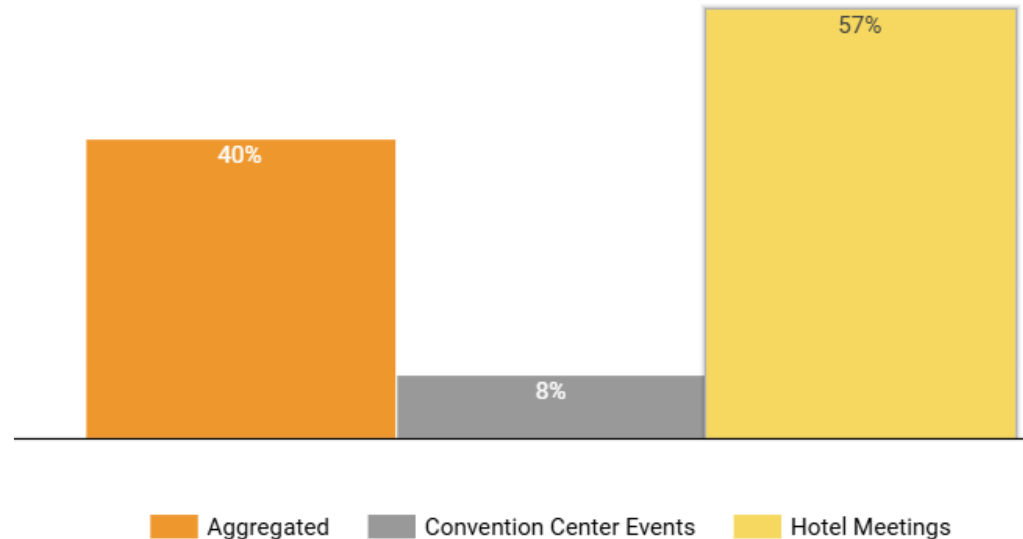
The number of leads in the pipeline through December 2024 was **up 27% compared to 2019**. The biggest contributor to this growth was **hotel meetings, up by 29%**.

The total number of **lead room nights was up 40%**.

Number of leads through December 2024 compared to 2019



Lead room nights through December compared to 2019





WEST/PACIFIC

Progress and Pipeline Health

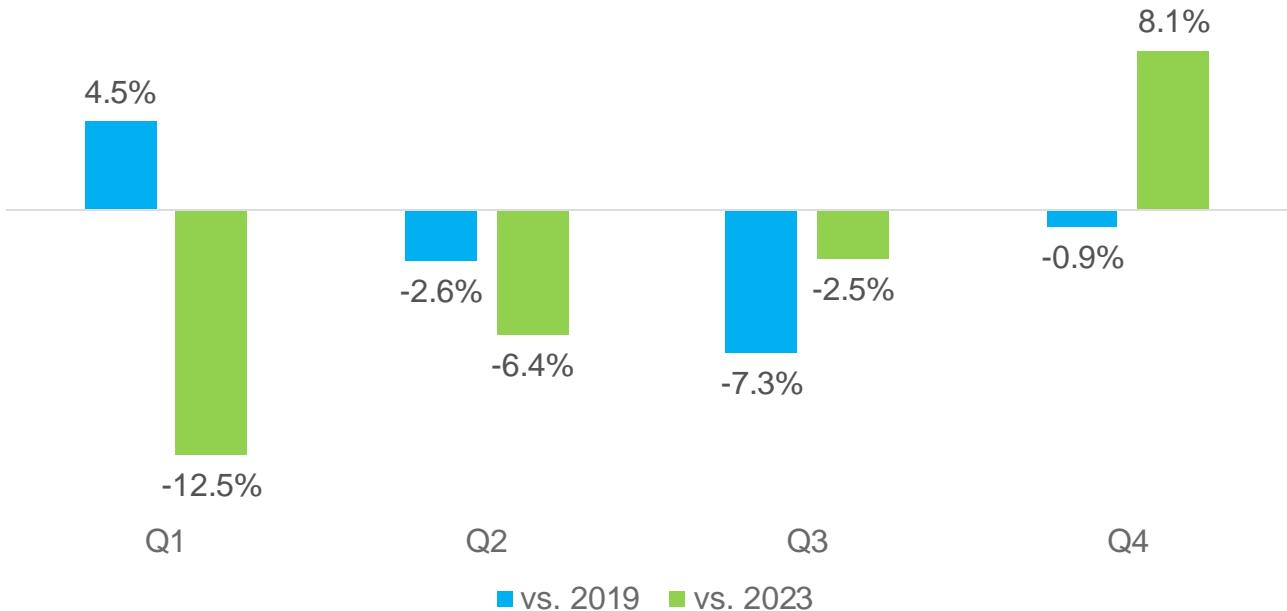
36 destinations



YTD
2019: -1.6%
vs 2023: -4.1%

West/Pacific: Number of leads show improvement in Q4 2024

Quarterly number of leads through December 2024



The West/Pacific region is the only U.S. region not showing growth year-over-year. The lack of growth is largely in the larger destinations in the region.



YTD
2019: -15.2%
vs 2023: -1.9%

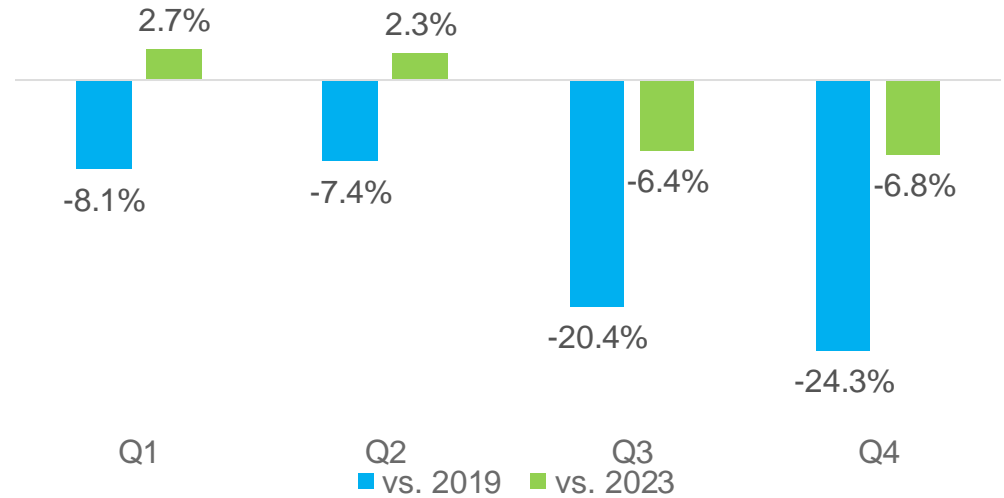
West/Pacific: Number of booked hotel meetings

After two quarters where hotel meeting bookings exceeded 2023 levels, Q3 and Q4 were down.

YTD, hotel bookings were down 1.9% compared to 2023 and down 15.2% versus 2019.

Average peak rooms for this year was 164.

Quarterly number of booked hotel meetings through December 2024





West/Pacific:

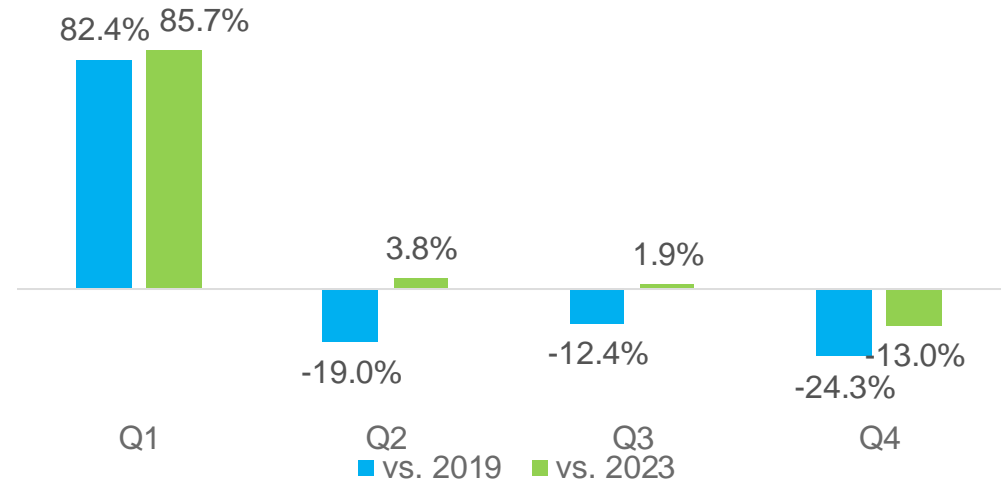
Booked hotel meeting room nights and attendance

Booked hotel meeting room nights through December 2024 were up 4.4% compared to 2019, and up 20% compared to 2023.

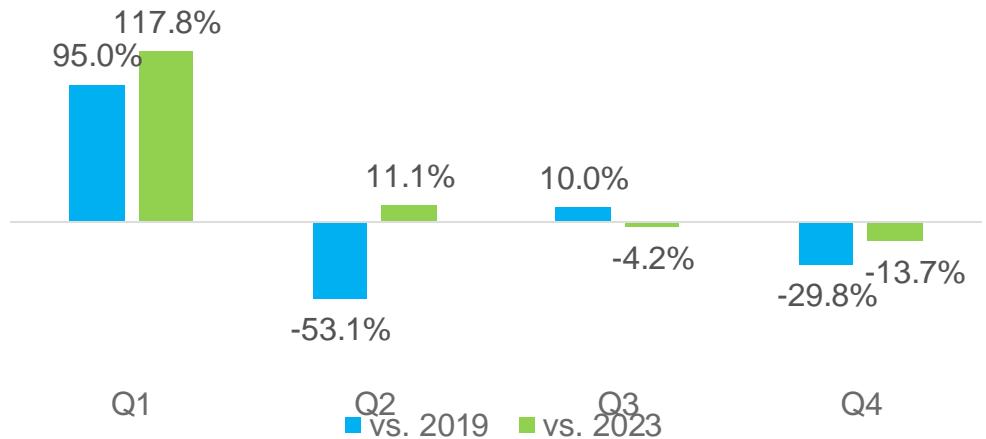
Booked hotel meeting attendance through December 2024 was down 8.7% from 2019, but up 26% compared to 2023.

There were a few destinations that turned multiple annuals in Q1 2024.

Quarterly booked hotel meetings room nights through December 2024



Quarterly booked hotel meetings attendance through December 2024



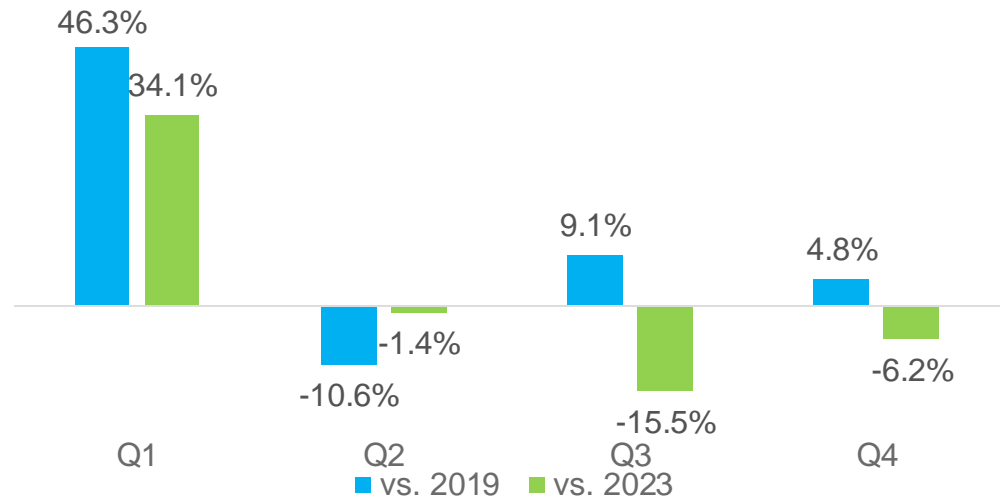
YTD
 2019: 10%
 vs 2023: 1.5%

West/Pacific: Number of booked convention center events

Thanks to a strong Q1 2024, definite convention center bookings were **up 1.5% compared to 2023 and up 10% compared to 2019.**

The average peak size of definite center events was 1,012.

Quarterly number of booked convention center events through December 2024



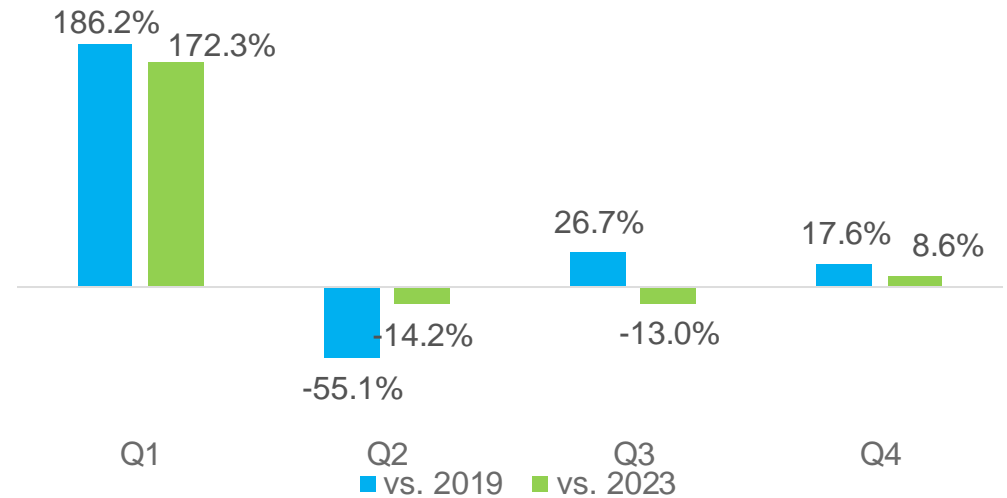


West/Pacific: Booked convention center room nights and attendance

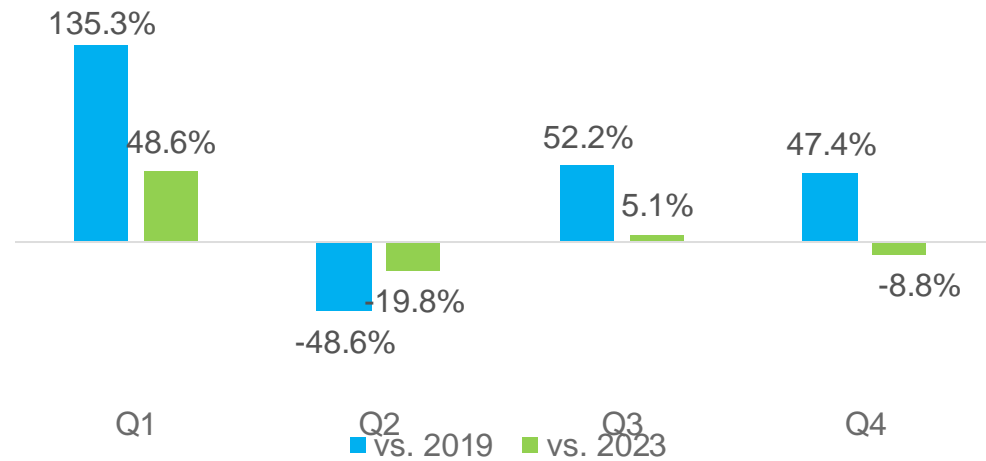
Booked convention center room nights through December 2024 were up 4.6% from 2019, and up 21.2% from 2023.

Booked convention center attendance was up 13.9% compared to 2019, and up 3.1% from 2023.

Quarterly booked convention center events room nights through December 2024



Quarterly booked convention center events attendance through December 2024



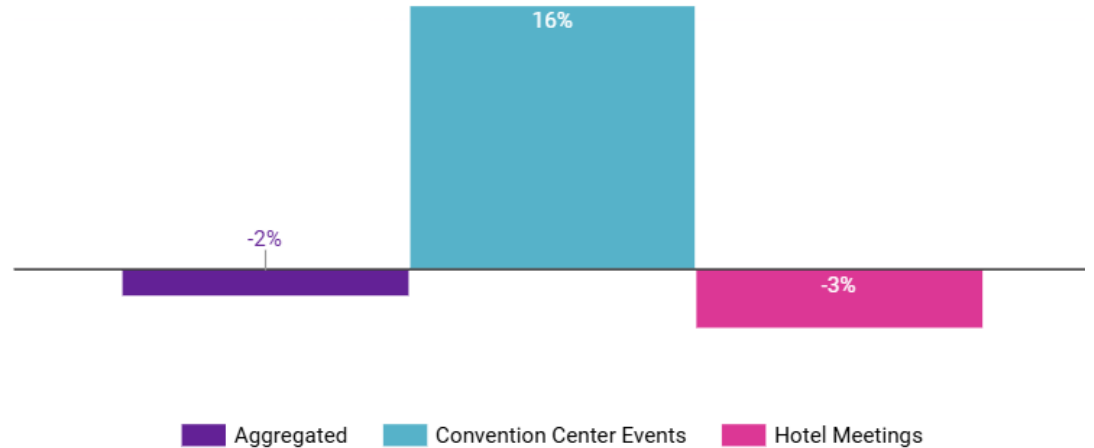
West/Pacific: Lead volume and room nights

What this means for you ...

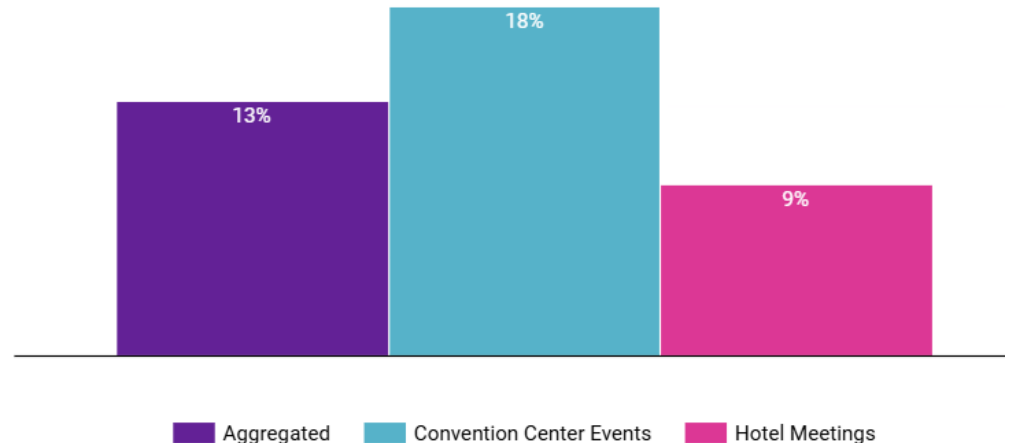
The number of leads in the West/Pacific pipeline through December 2024 was down 2% compared to the same time in 2019. However, hotel meetings are up 16%.

The total number of lead room nights was up 13%.

Number of leads through December 2024 compared to the same time in 2019



Lead room nights through December 2024 compared to the same time in 2019





SIMPLEVIEW SALES QUARTERLY | Year-End 2024

About the Experts



Meet **Suzanne**

Suzanne Ravitz is the Director of Customer Success at 2Synergize, a Simpleview consulting agency. She develops primary and secondary market research studies, analyzes data, communicates recommendations, and serves as a client resource.

She brings more than twenty years of sales, analytics, marketing, and business development experience from the San Diego Tourism Authority, the San Diego Convention Center, and Destinations International. In her previous roles, she worked to create actionable strategies to drive visitor demand and group bookings.



Meet **Carleigh**

Carleigh Dworetzky is the Director of Convention Sales Strategy & Analytics at 2Synergize, a Simpleview consulting agency. She focuses on providing research, data analysis, and consulting to the DMO sales community.

She brings almost twenty years of hospitality experience from Knowland/TAP Report, Destination DC, and various hotels. In previous roles, she has lead destination sales strategies. Carleigh holds her MBA with a concentration in Data Analytics.

About **2Synergize**

2Synergize, LLC is a Simpleview consulting agency specializing in the DMO industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market.



About Simpleview

Simpleview, now part of Granicus, is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents. For more information, please visit <https://www.simpleviewinc.com/>

