

MARKETING THAT BRINGS MEETINGS

Destination  Analysts

LEAD RESEARCH TEAM:



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Destination Analysts



Destination Analysts

WE HAVE WORKED WITH 200+ TRAVEL & TOURISM CLIENTS





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Clients seek us out for unique and more deeply thoughtful analysis, our **actionable storytelling** of data, high quality and defensible findings, and progressive and open approach to research methodologies.

Destination  Analysts

THANK YOU

miles
PARTNERSHIP



THE RESEARCH

Survey
of **Meeting
Planners**

First
Launched
in **2017**

2020
Conducted
in **June**

2020
Conducted
again this
October

300
Completed
Surveys



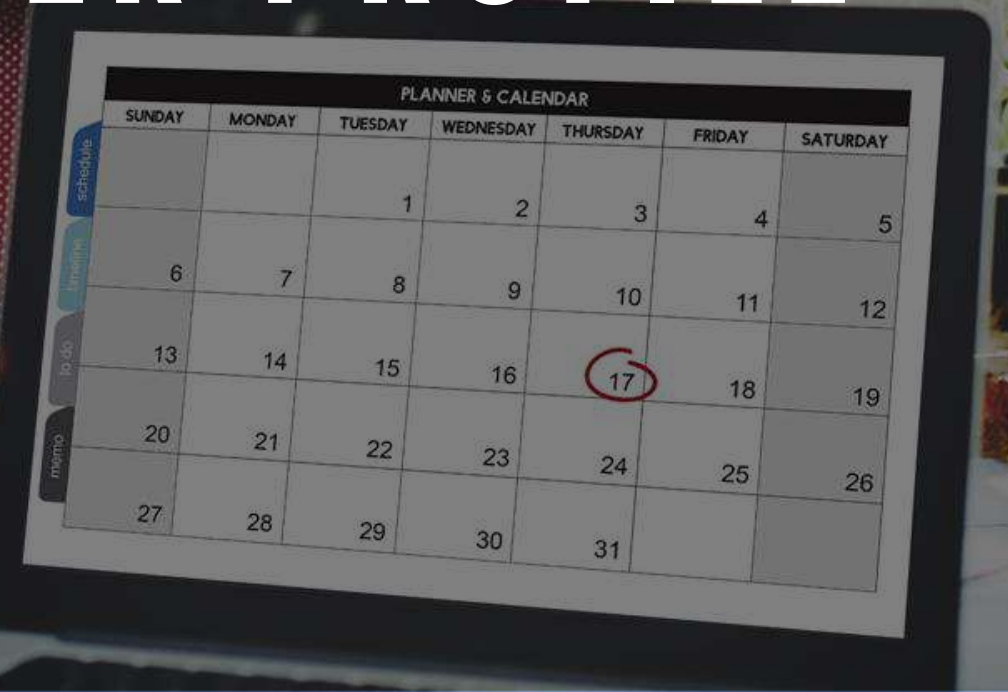
AGENDA

**PLANNER PROFILE &
THE IMPACT OF THE
COVID-19 PANDEMIC**

CHALLENGES & RECOVERY

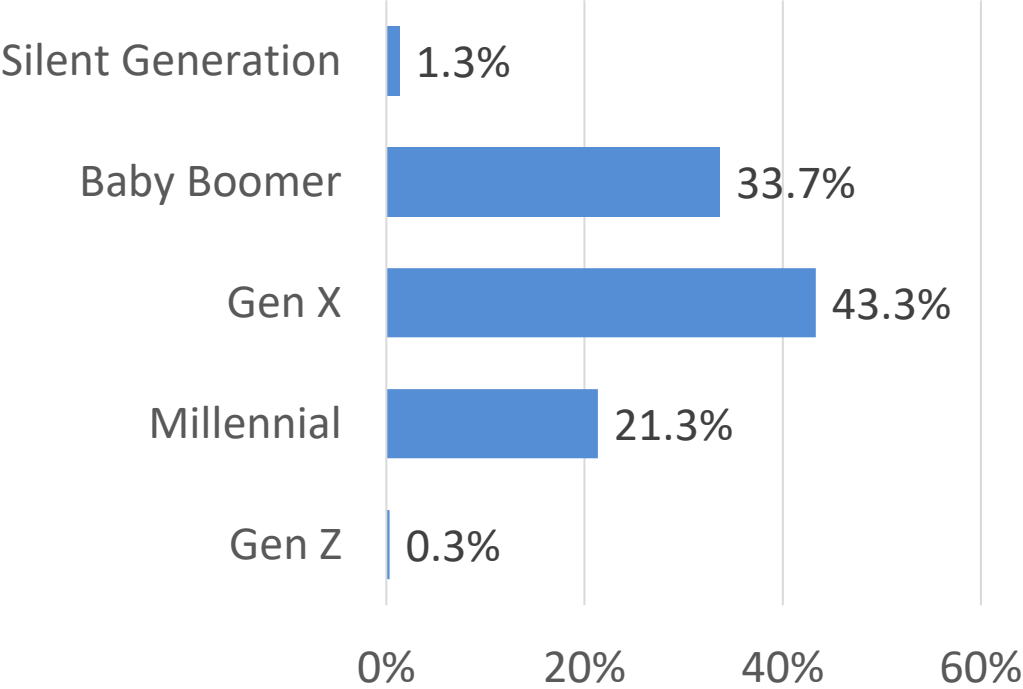
**MARKETING YOUR
DESTINATION FOR MEETINGS**

MEETING PLANNER PROFILE

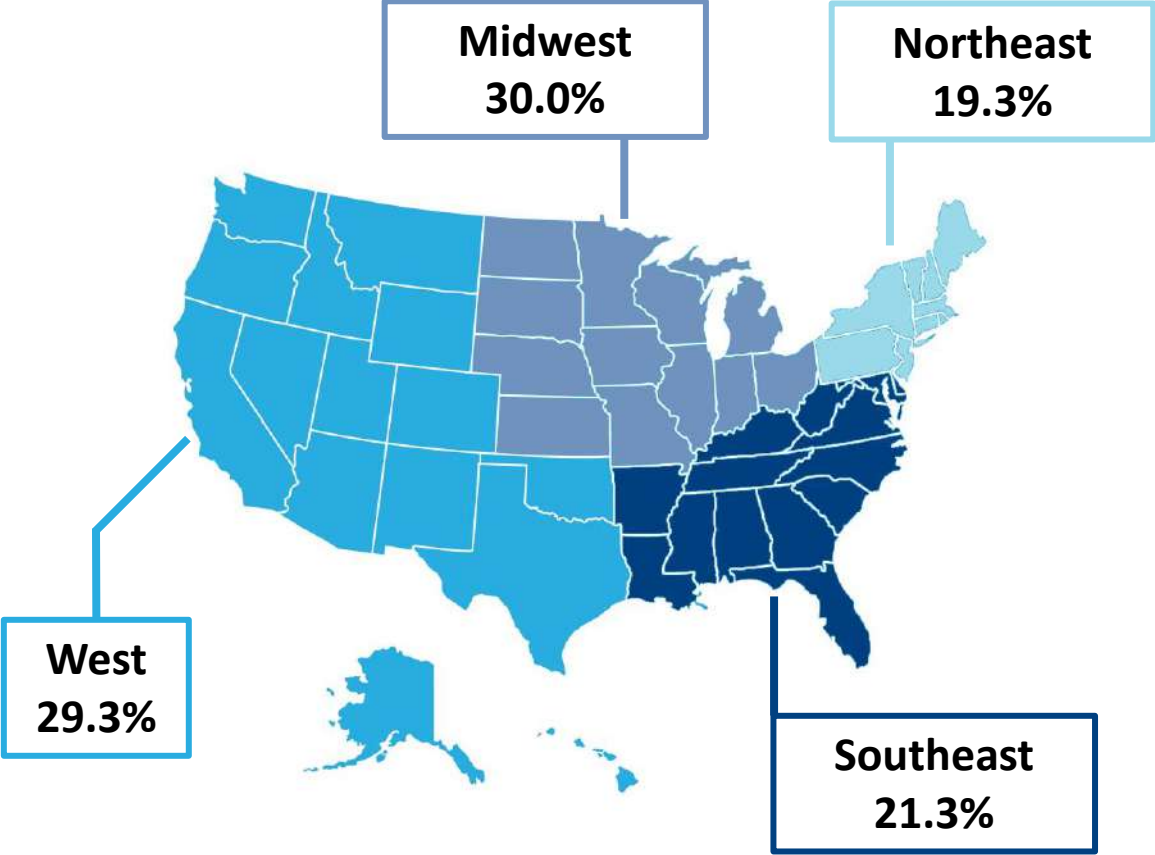


PLANNER & CALENDAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

GENERATION & REGIONAL LOCATION

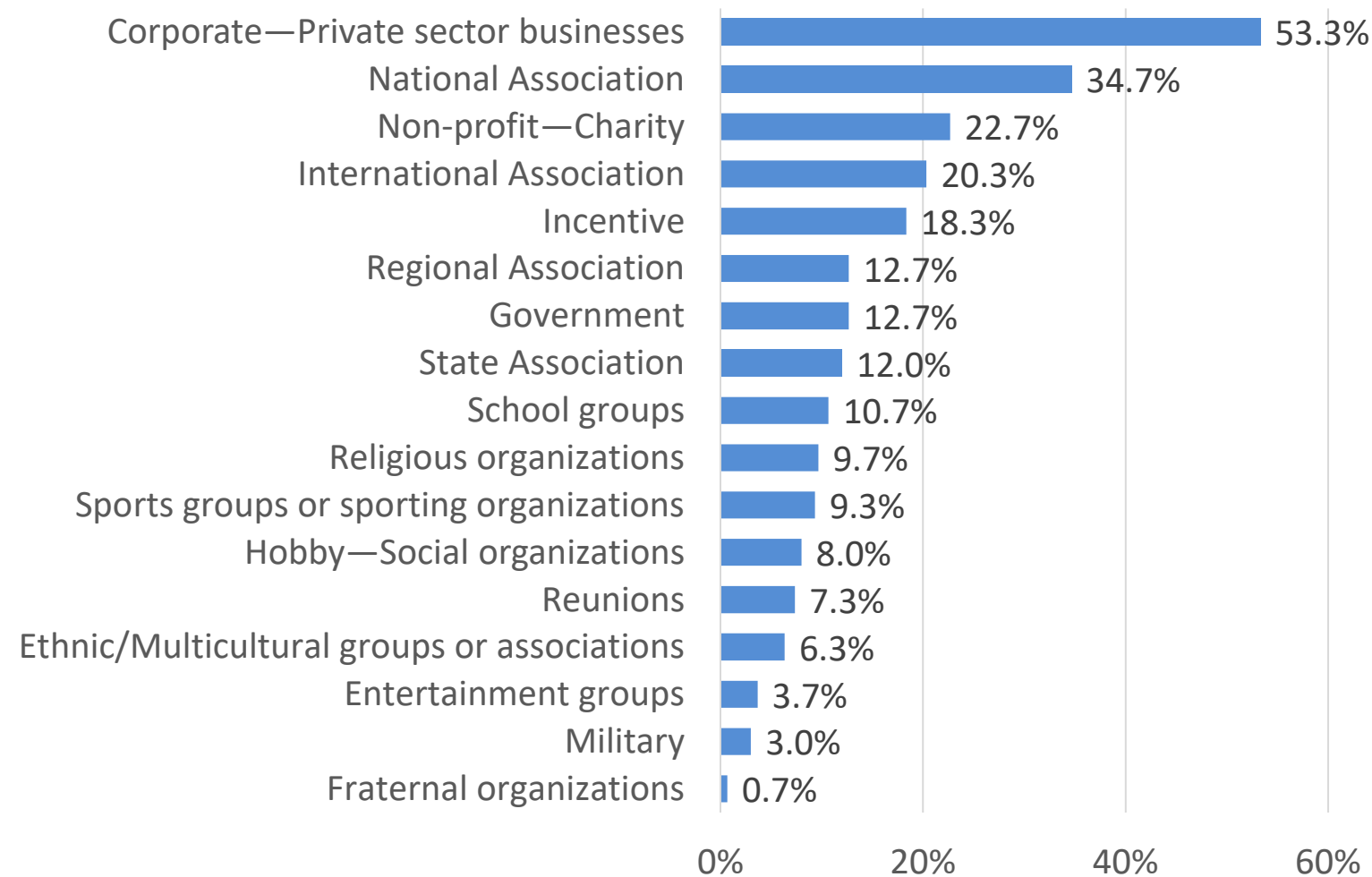


Question: Which generation do you belong to? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300



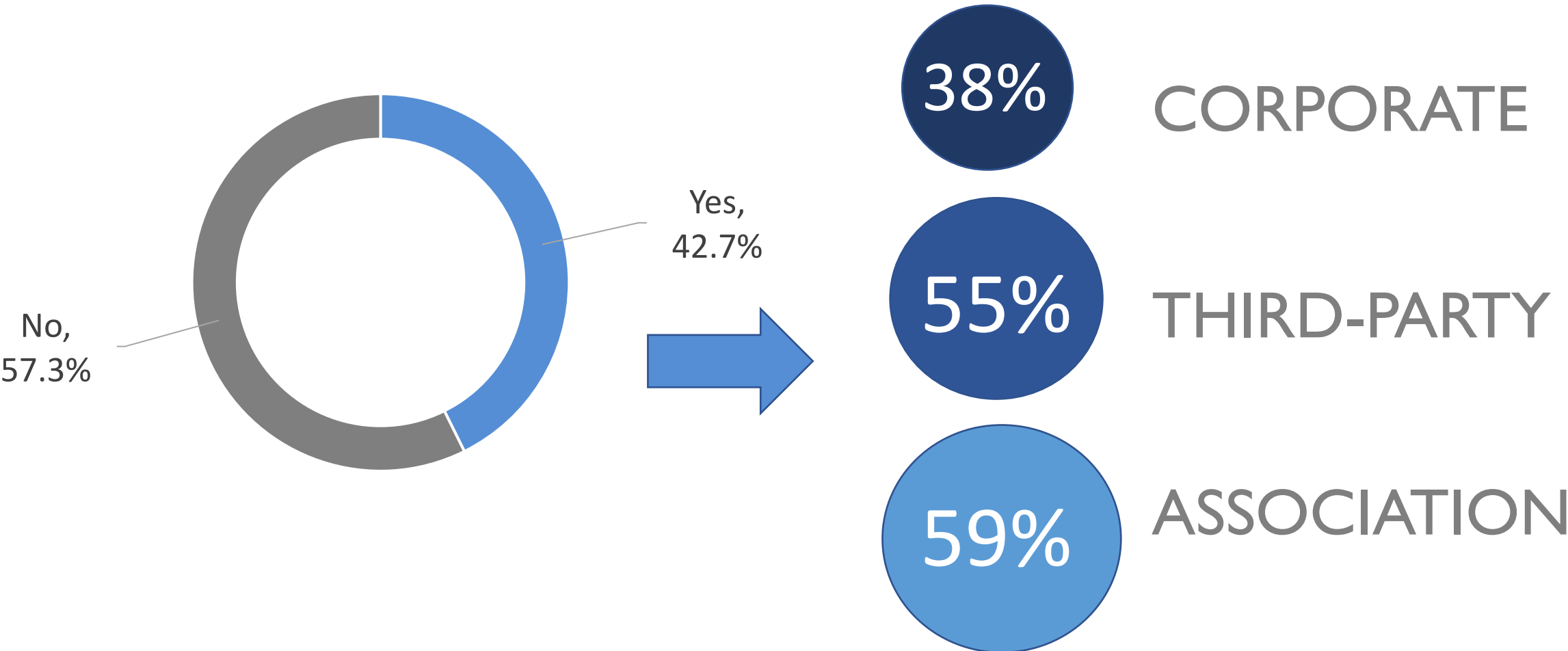
Question: Which area of the United States are you located in? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

GROUPS THEY TYPICALLY PLAN FOR



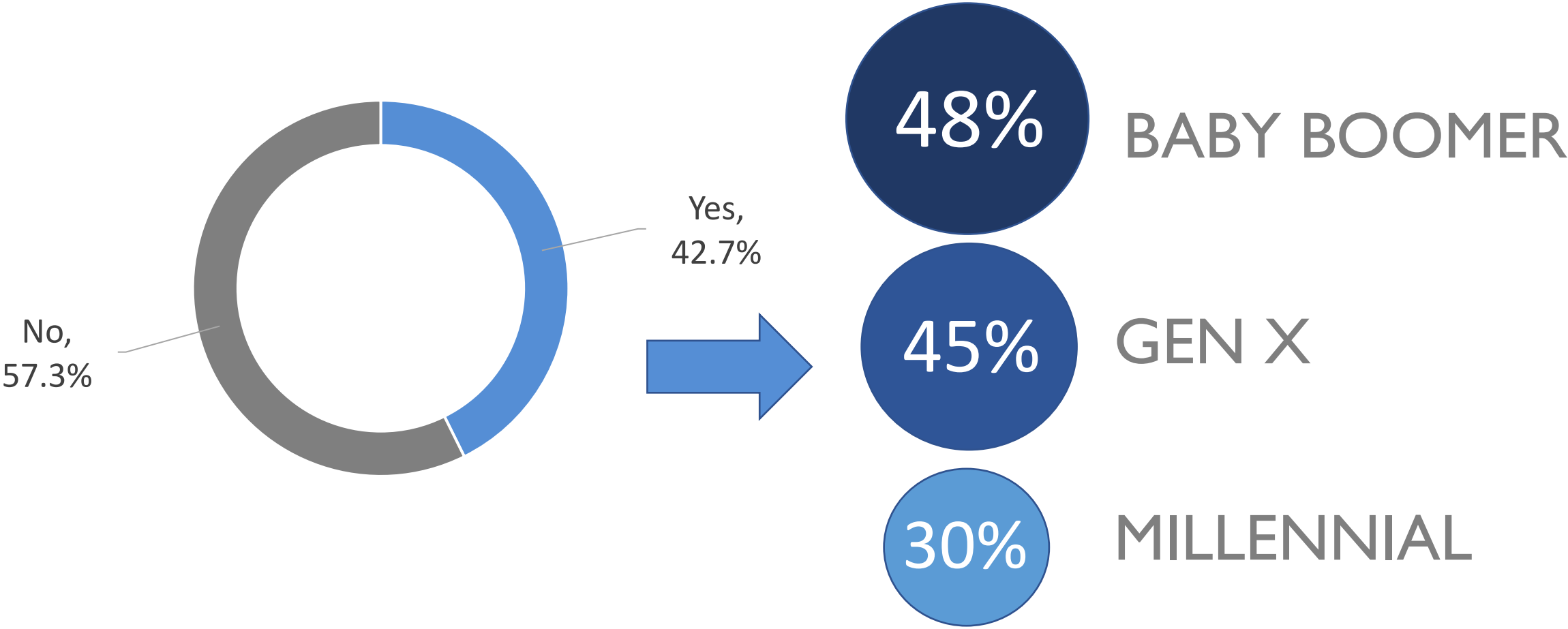
Question: Which types of these groups do you most typically plan meetings for? (Select all that apply) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CURRENTLY WORKING WITH CVBS



Question: Are you currently working with any Convention & Visitors Bureaus? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CURRENTLY WORKING WITH CVBS



Question: Are you currently working with any Convention & Visitors Bureaus? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

THE IMPACT OF THE COVID-19 PANDEMIC



AVERAGE NUMBER OF LIVE MEETINGS CANCELLED



5.6

CORPORATE



6.9

THIRD-PARTY

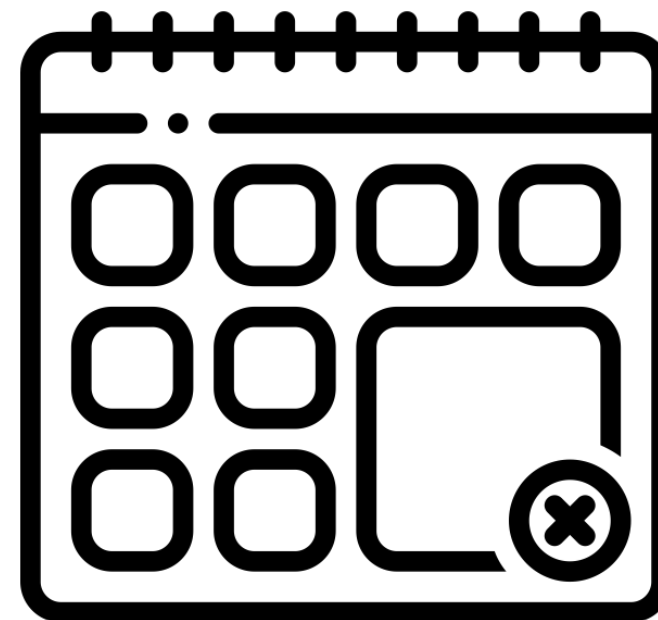
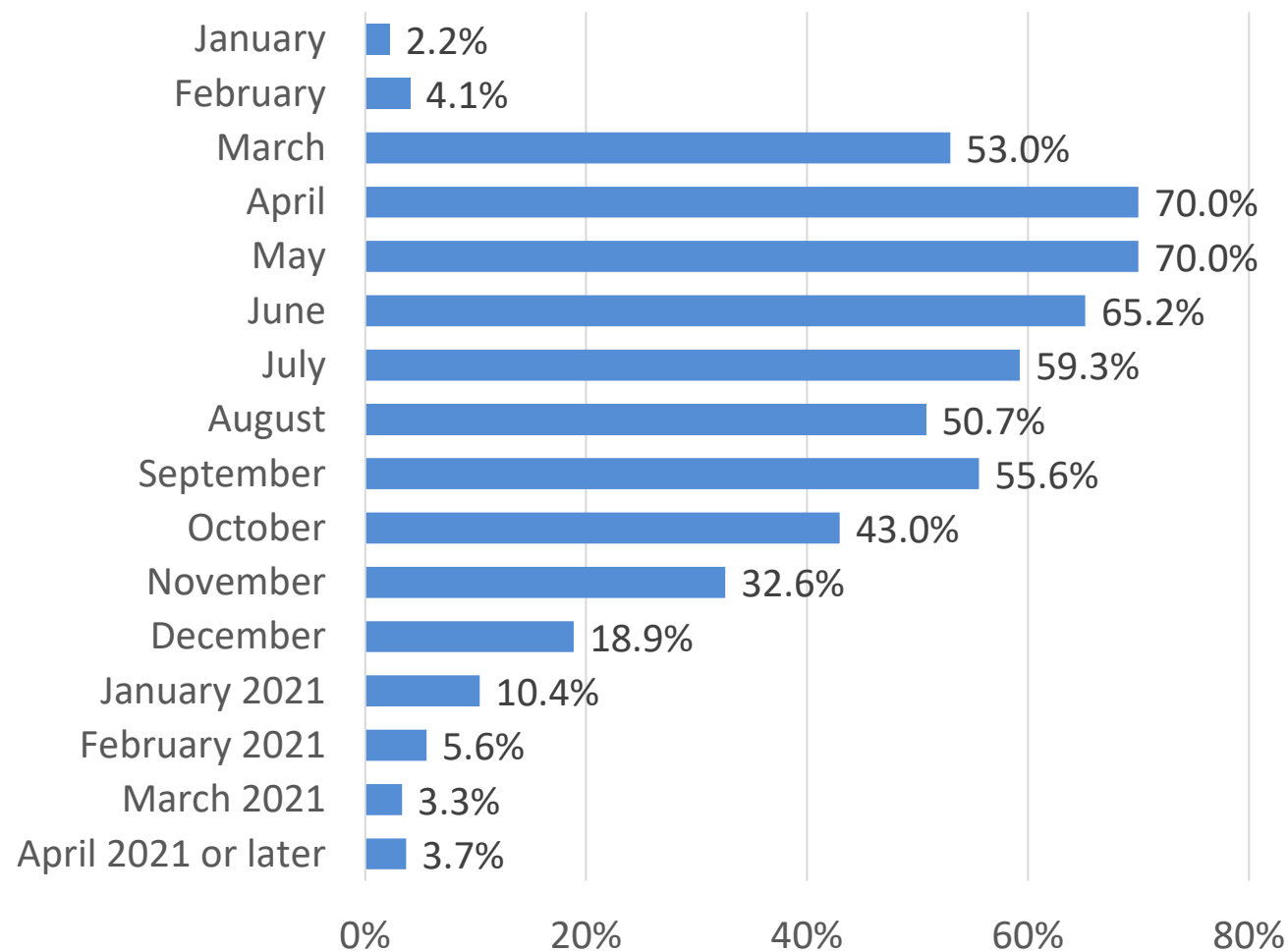


5.5

ASSOCIATION

Question: Since the Coronavirus situation emerged, how many live/in-person meetings or events has your organization or clients cancelled? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

TIMING OF CANCELLED MEETINGS



Question: In which months were any of these cancelled live meetings or events originally scheduled to take place? ?
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 270

AVERAGE NUMBER OF LIVE MEETINGS POSTPONED

3.4

CORPORATE

5.3

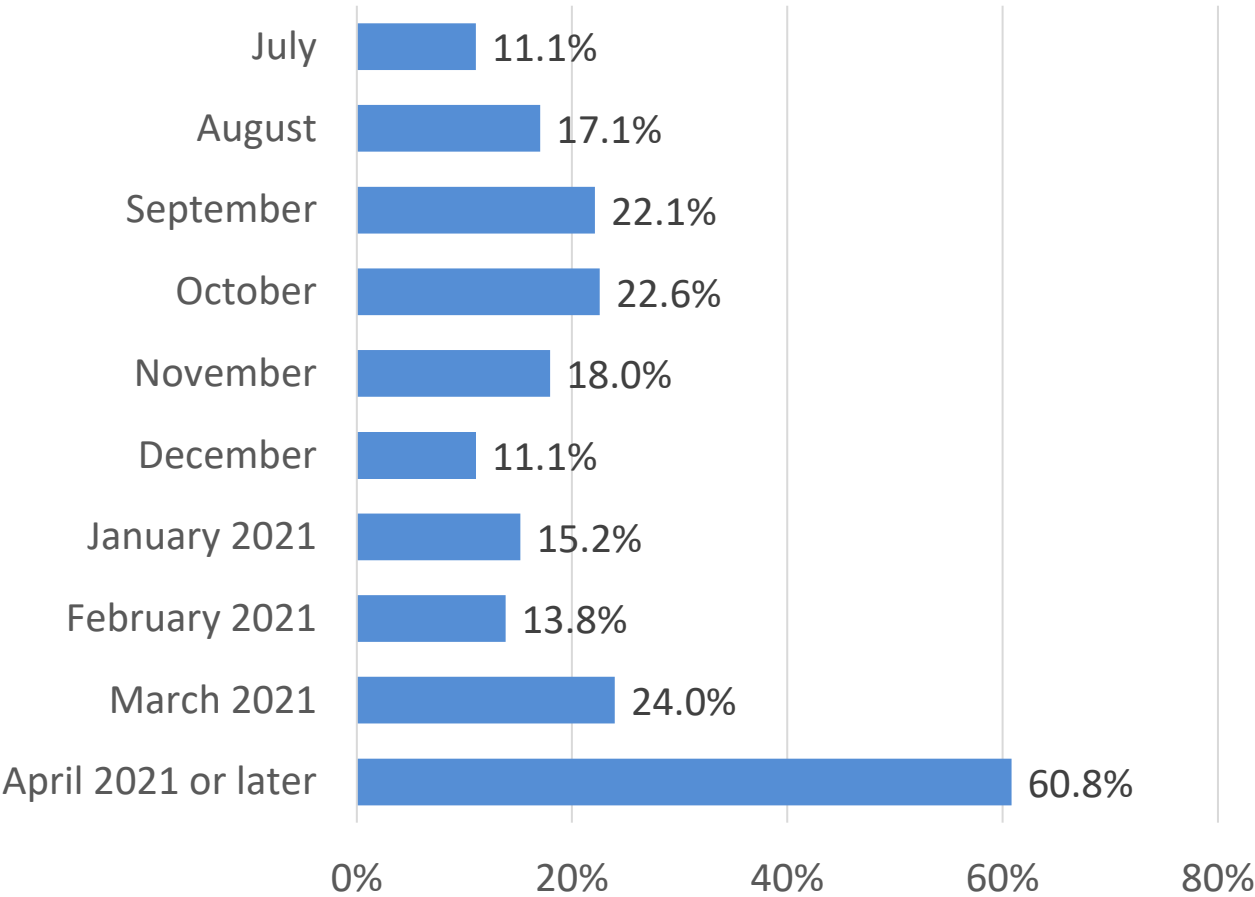
THIRD-PARTY

4.1

ASSOCIATION

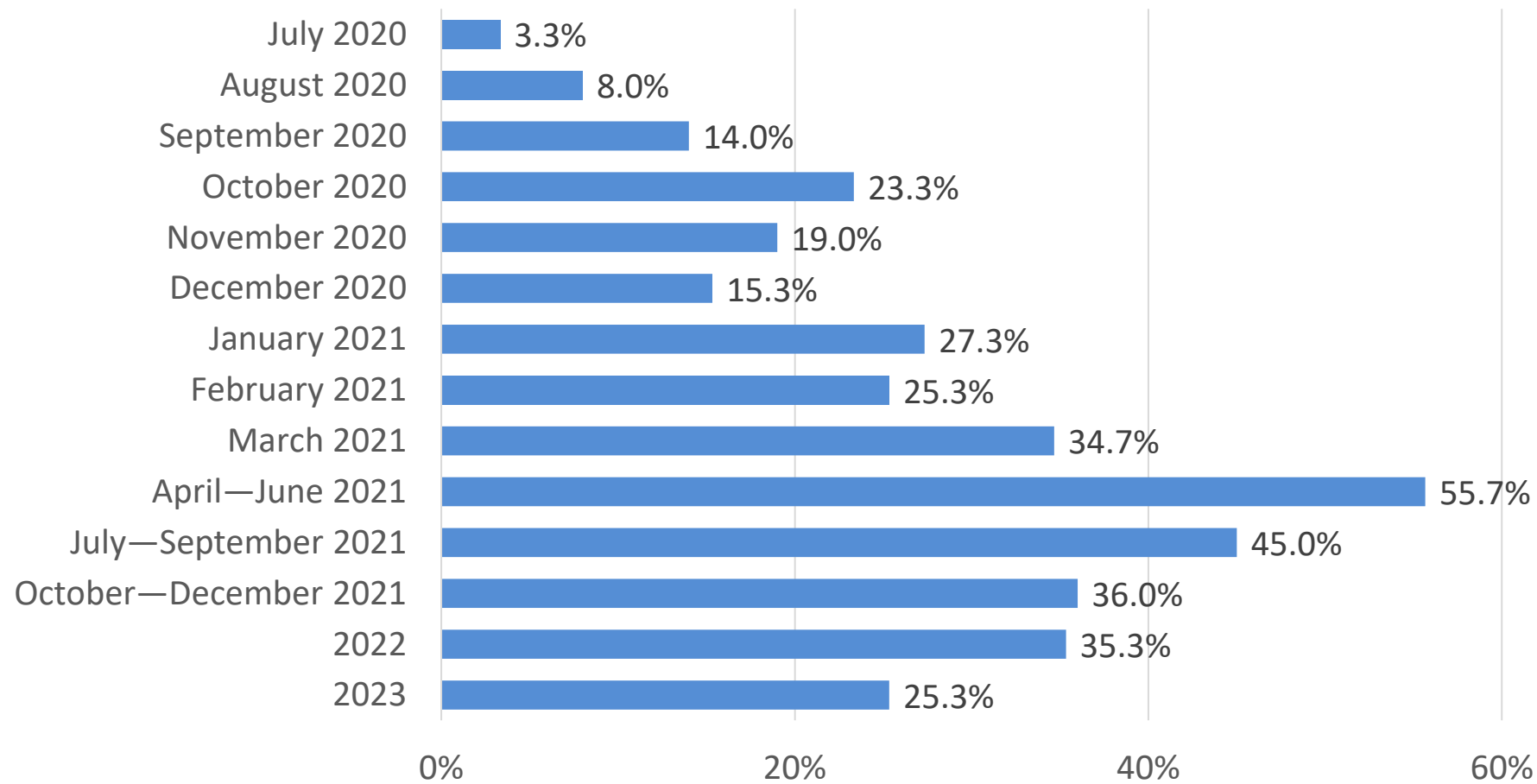
Question: Since the Coronavirus situation emerged, how many live/in-person meetings or events has your organization or clients postponed? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

MONTH OF POSTPONEMENT



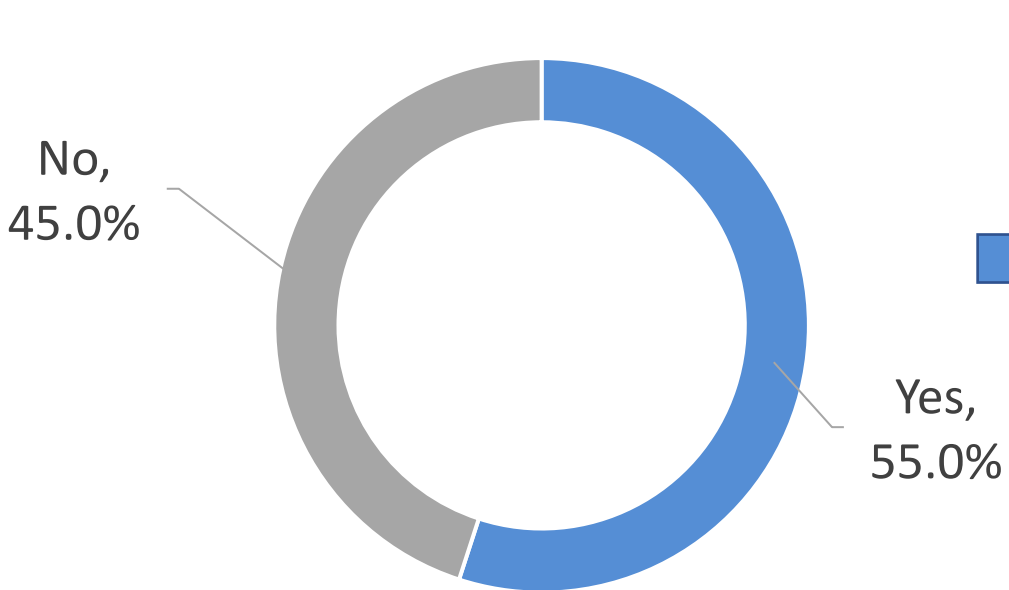
Question: In which months were any of these postponed live meetings or events rescheduled to? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 217

TIMING OF CURRENT BOOK OF BUSINESS



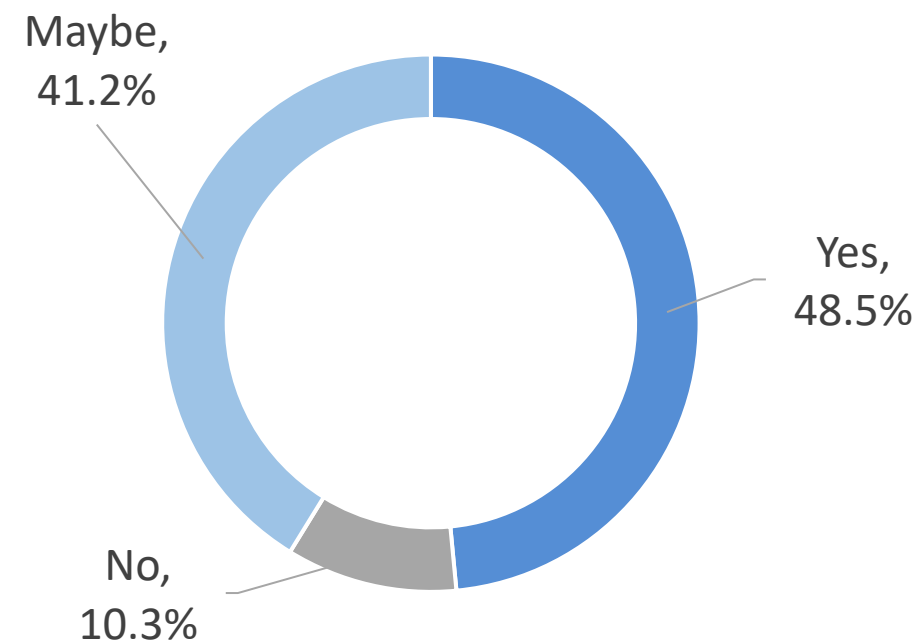
Question: Please tell us about the live meetings and events you currently have on the books. In which months and years do you have live meetings or events scheduled? (Select all that apply) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

WORKING EVENTS SCHEDULED FOR NEXT 6 MONTHS



Question: Are you currently working on any meetings or events that are already scheduled or being considered for the NEXT SIX (6) MONTHS? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

VIRTUAL MEETING COMPONENT FOR LIVE EVENTS

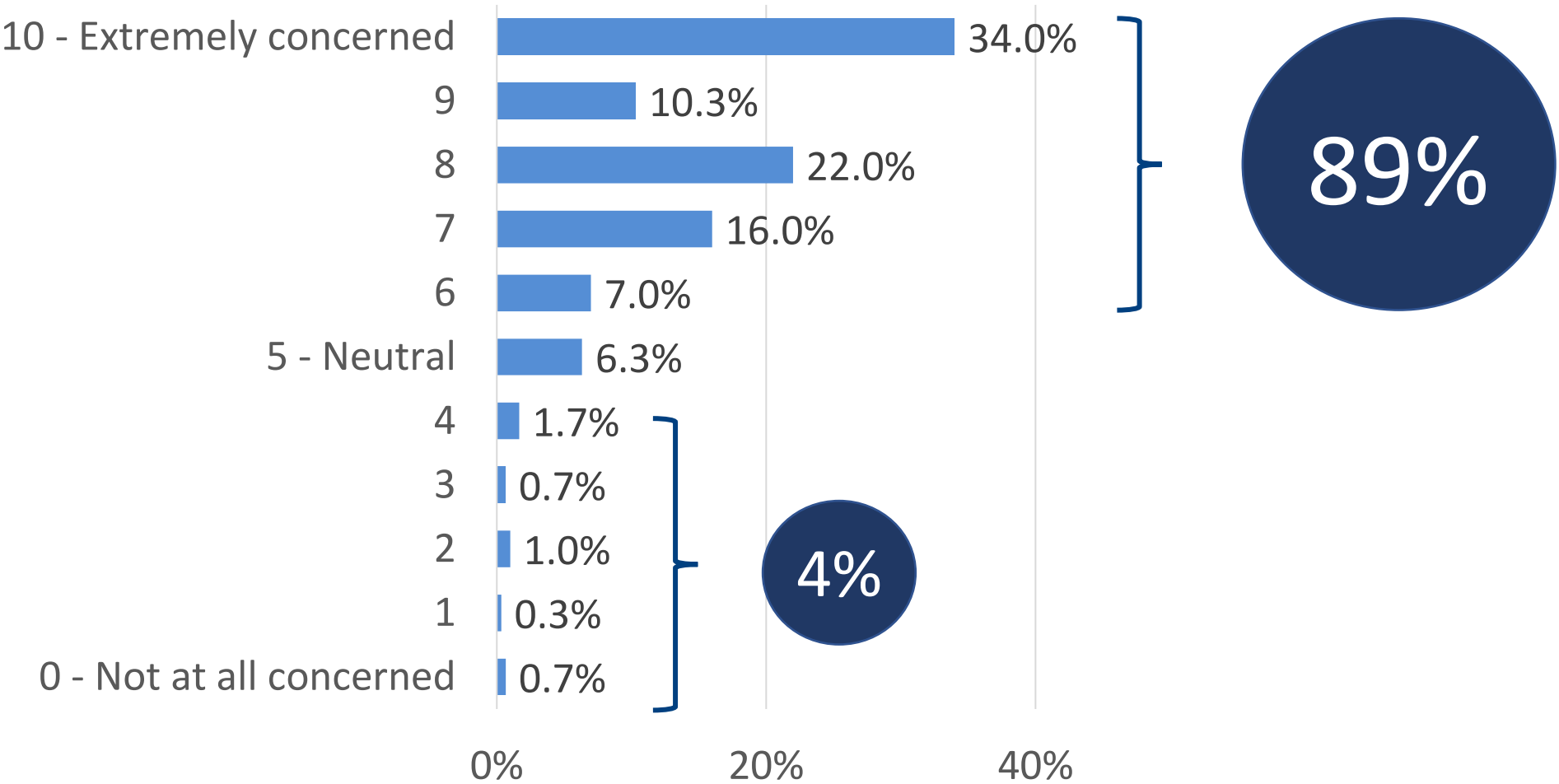


Question: Will any of these live meetings have a virtual option for those that do not want to attend live? Sample Size = 165

A low-angle shot of a red wooden ladder extending towards the top of the frame. A hand is visible on the left, gripping one of the rungs. The background is a deep blue sky filled with soft, white clouds. The overall mood is one of aspiration and overcoming challenges.

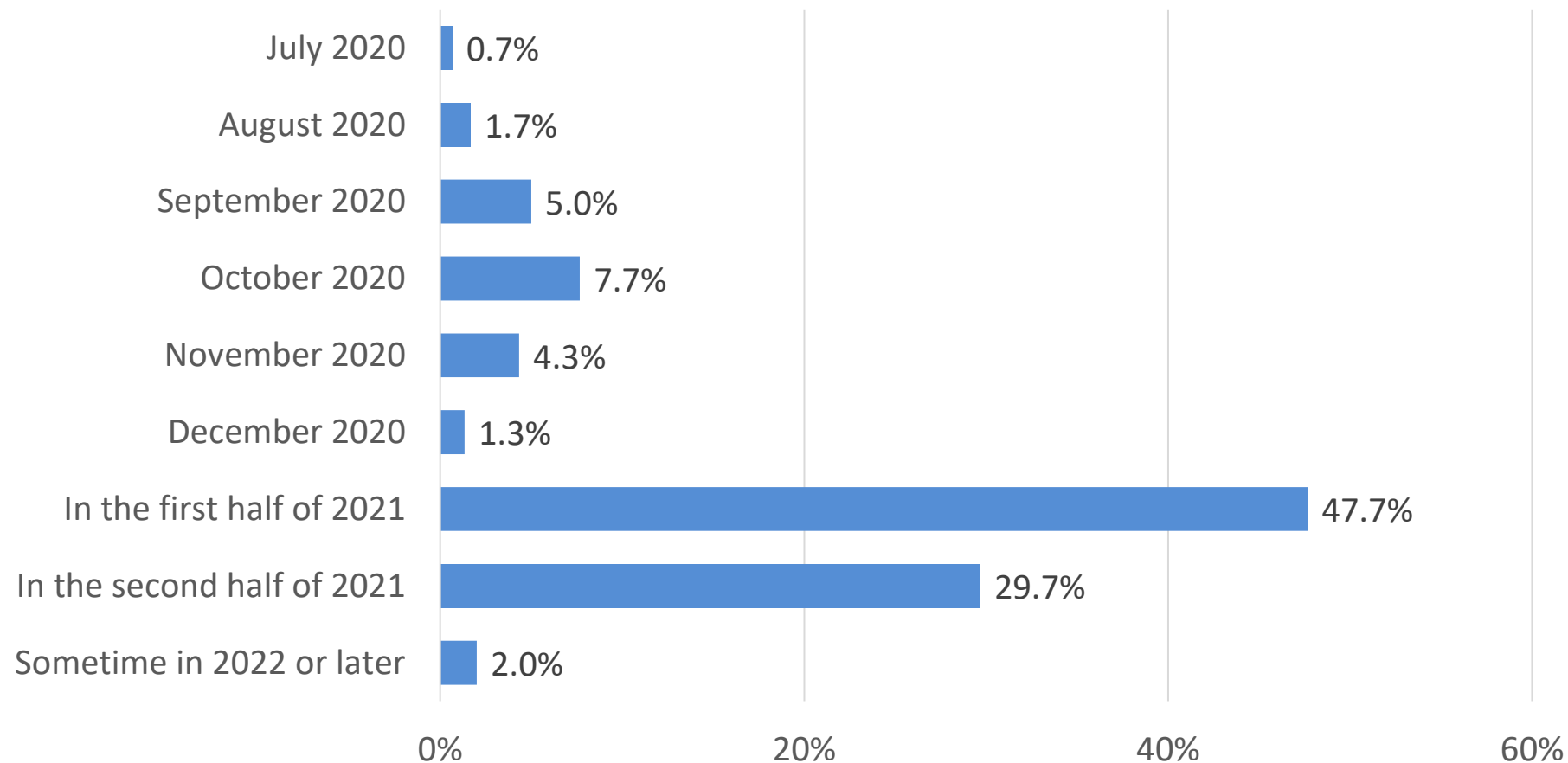
CHALLENGES + RECOVERY

CONCERN ABOUT INDUSTRY'S RECOVERY



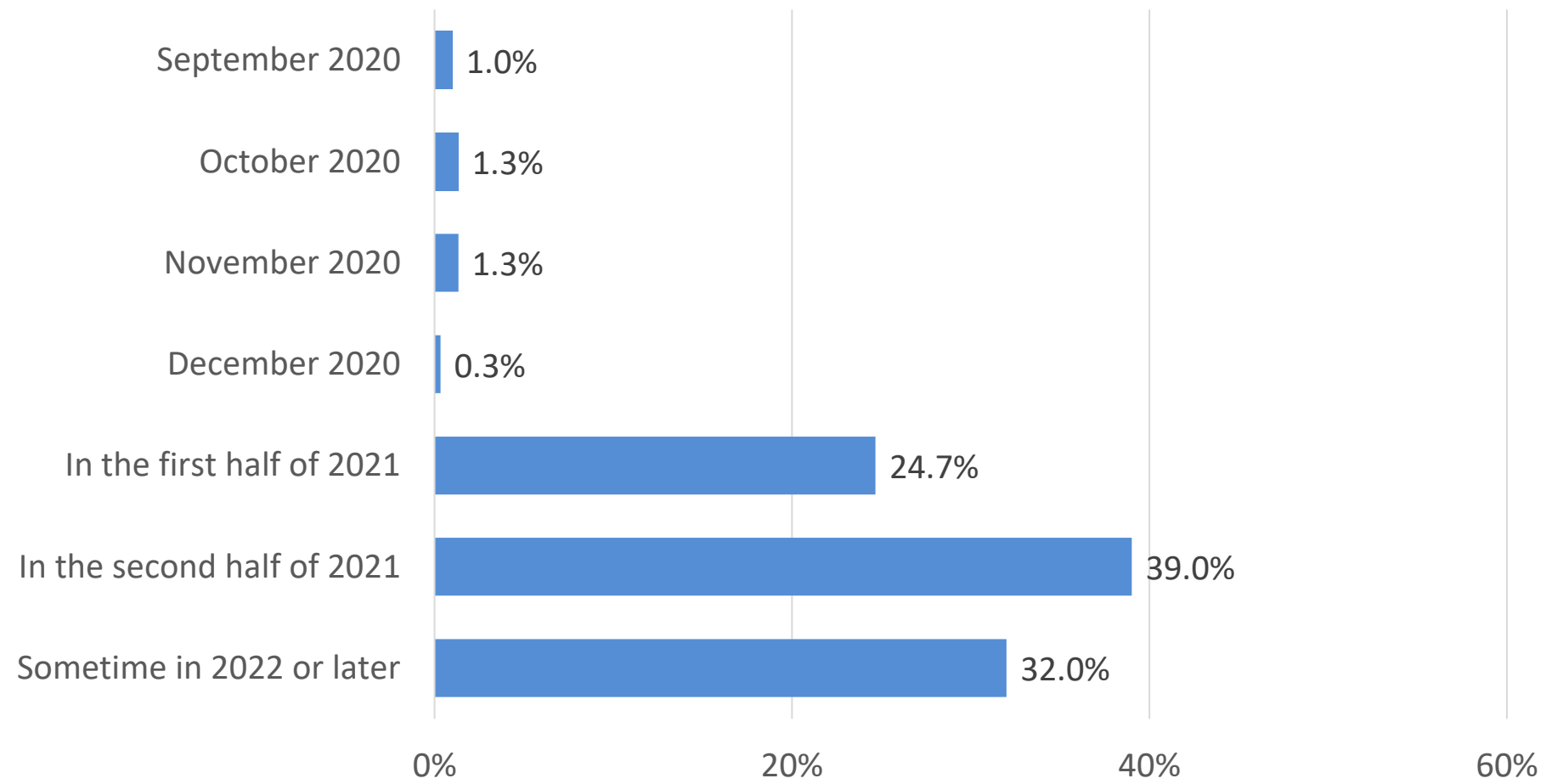
Question: Thinking about the current coronavirus situation, how concerned are you about the meetings industry recovering within the next twelve months? (Please answer using the scale below) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

WHEN LIVE MEETINGS WILL LIKELY RETURN

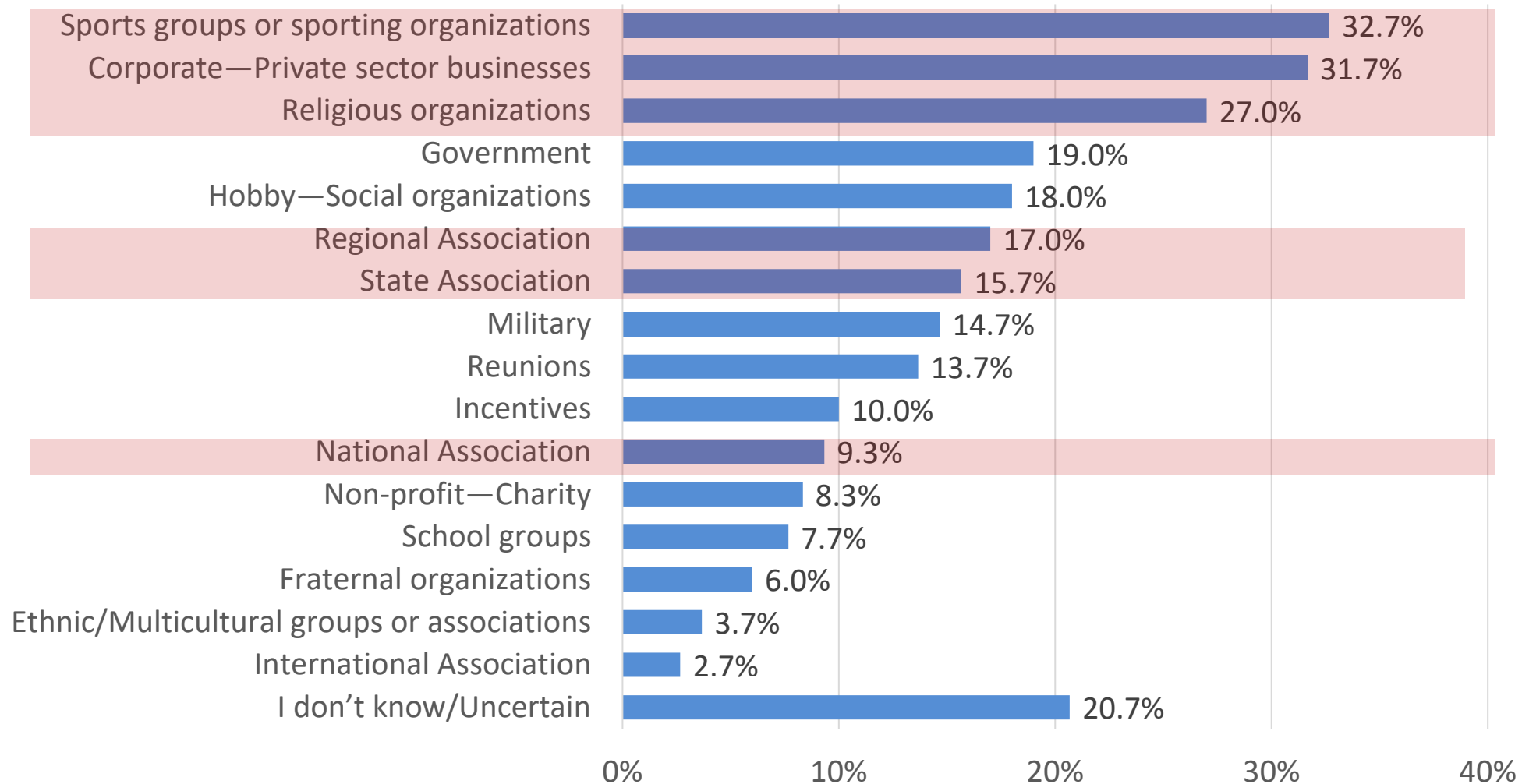


Question: If you were advising on the timing of holding a live/in-person meeting or event, which month would you say is the soonest they should consider holding their live event? (Select one) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

WHEN MEETINGS BUSINESS WILL RETURN TO NORMAL

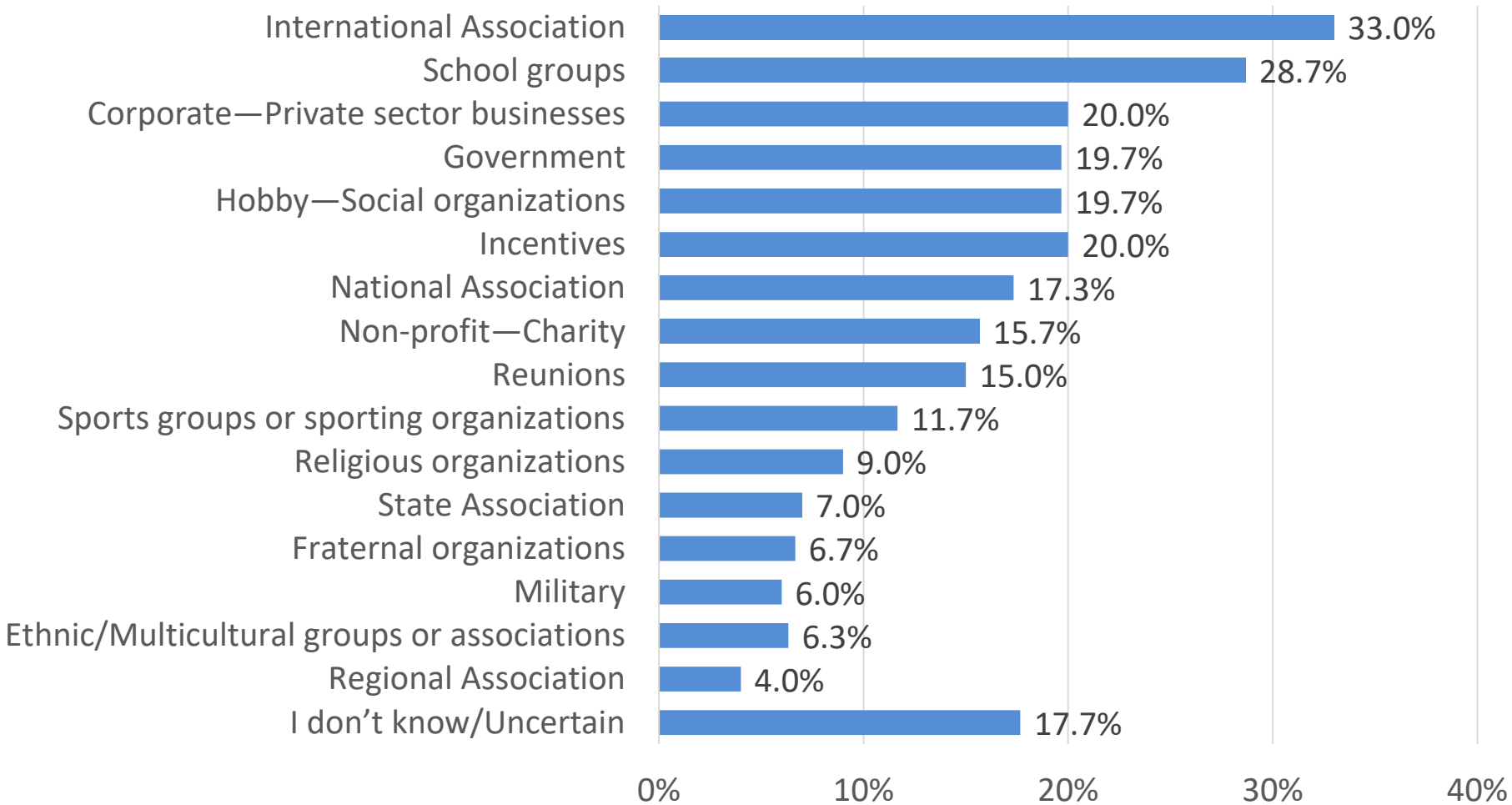


FIRST GROUPS TO RETURN TO LIVE EVENTS



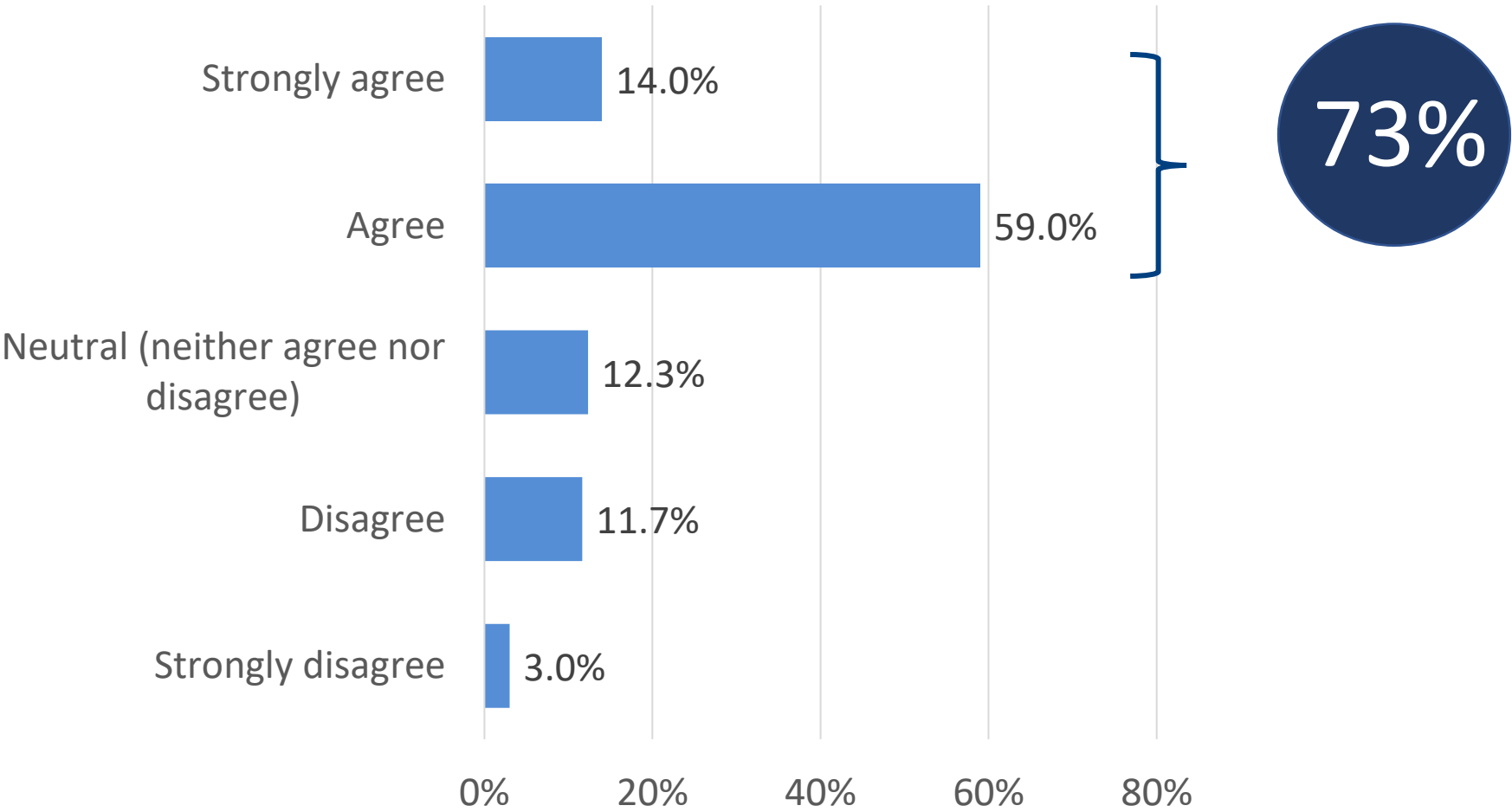
Question: Which types of these groups do you think will be THE FIRST TO COME BACK to live events? (Select all that apply)
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

SLOWEST GROUPS TO RETURN TO LIVE EVENTS



Question: Which types of these groups will be the SLOWEST TO COME BACK to live events? (Select all that apply)
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

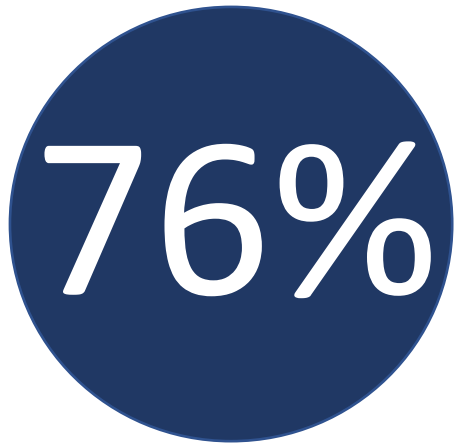
SOME LIVE MEETINGS WILL NEVER RETURN



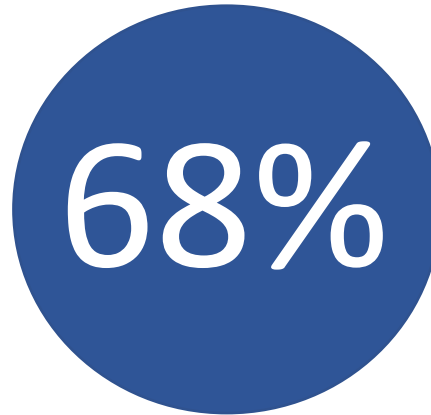
Question: Some companies, organizations and conference/meeting attendees will stick with the benefits of virtual meetings. Some percentage of live meetings will never come back post-pandemic. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

SOME LIVE MEETINGS WILL NEVER RETURN

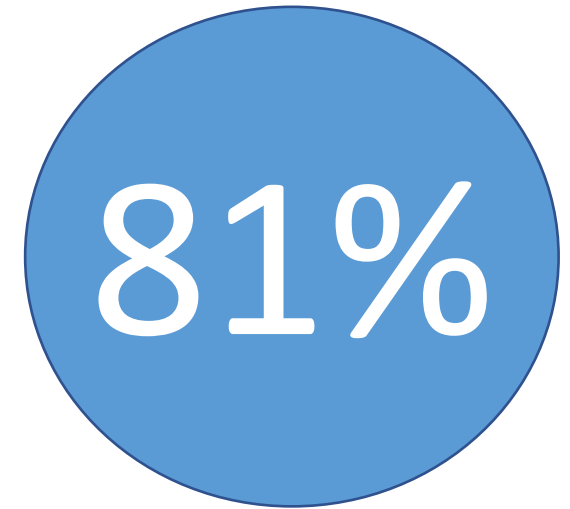
TOP-TWO BOX BY PLANNER GENERATION



BABY BOOMER



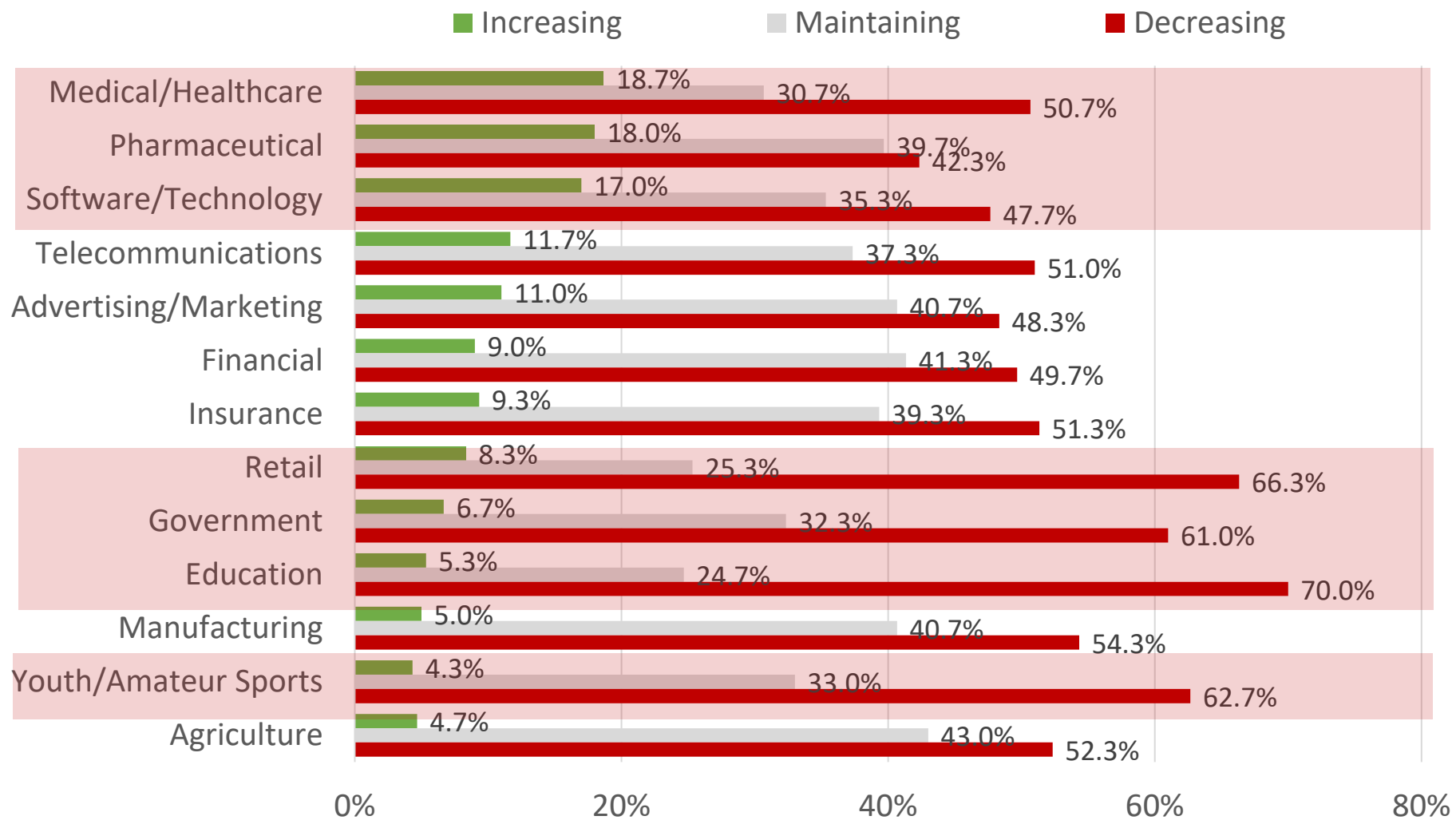
GEN X



MILLENNIAL

Question: Some companies, organizations and conference/meeting attendees will stick with the benefits of virtual meetings. Some percentage of live meetings will never come back post-pandemic. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

LIVE EVENT VOLUME BY INDUSTRY



Question: Do you think these industries will be increasing, maintaining or decreasing their live events in 2021? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

In Their Words

“Right now people are posturing in the space of I’d rather be safe than sorry. But I know that live meetings will rebound because the most critical parts of live meetings is networking and team building which you can’t effectively achieve in a virtual setting. Of course, there won’t be an immediate onset of business as usual, because people need to be cautious.”

“You cannot replace face-to-face. The emotion of it.”

“People feel isolated and miss human connection. Now more than ever I think live/in-person meetings and events are going to be more important. This has made people appreciate the face-to-face interaction even more.”

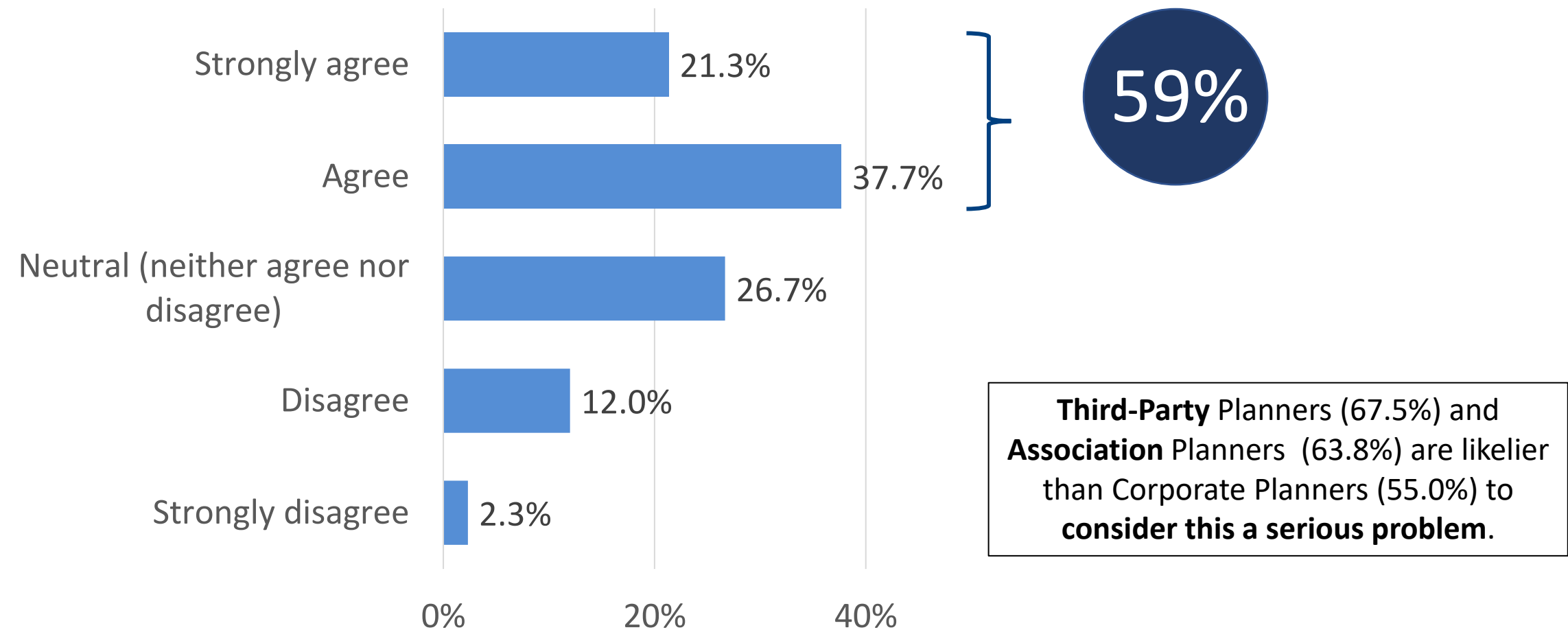
In Their Words

“I really miss conferences and meetings. Whether it’s an internal team retreat to strategize or a customer facing meeting, I miss the social aspect of taking different perspectives and agendas and building a path forward together.”

“It’s the podcast versus the sound bite. You are going to have a fidelity of information, more trust from a social interaction in person.”

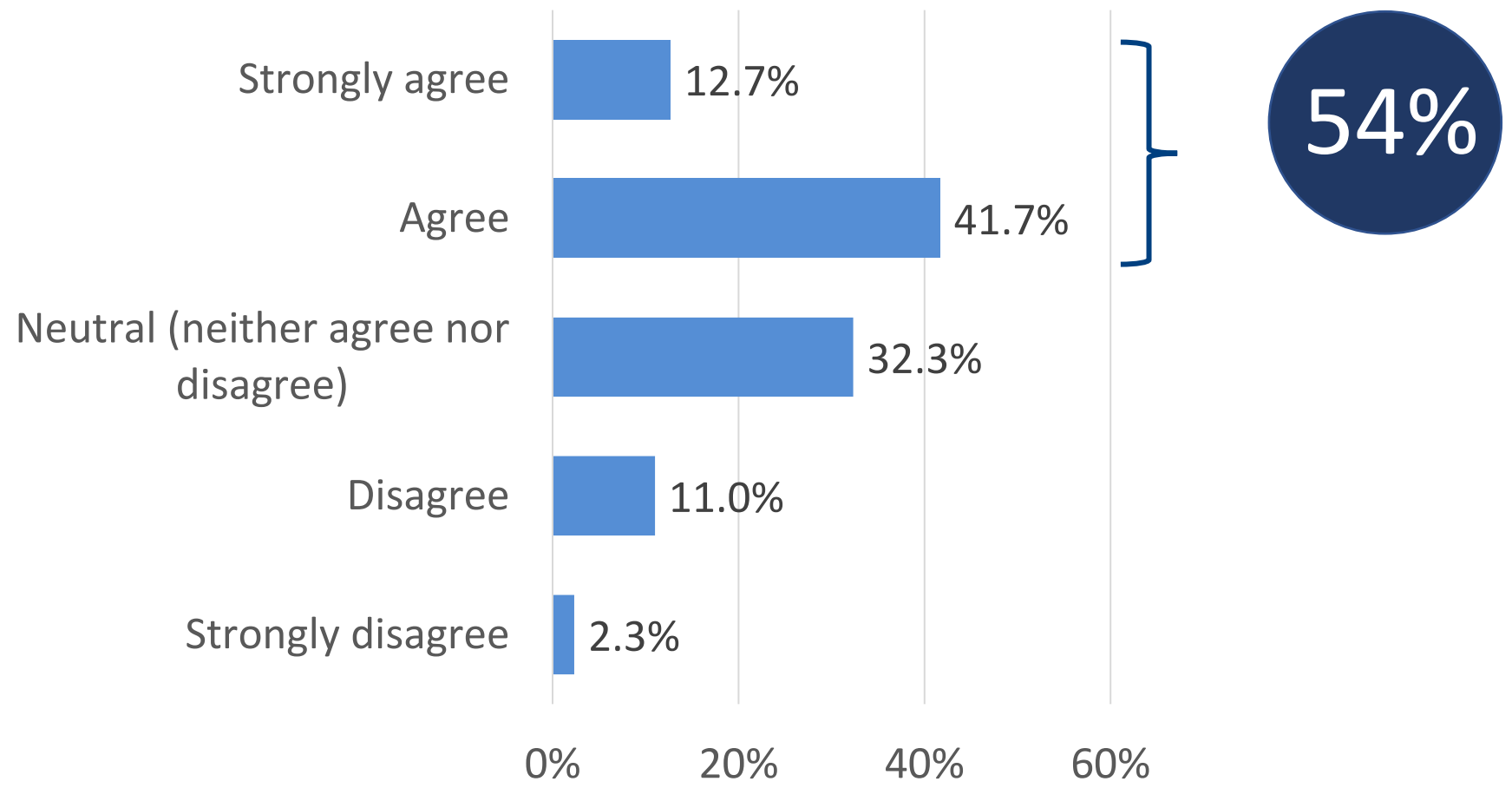
“Body language—the communication system we rely on as humans—is far less than perfectly transmitted over digital. And you want the whole picture, and all the data.”

FORCE MAJEURE ISSUES ARE A SERIOUS PROBLEM



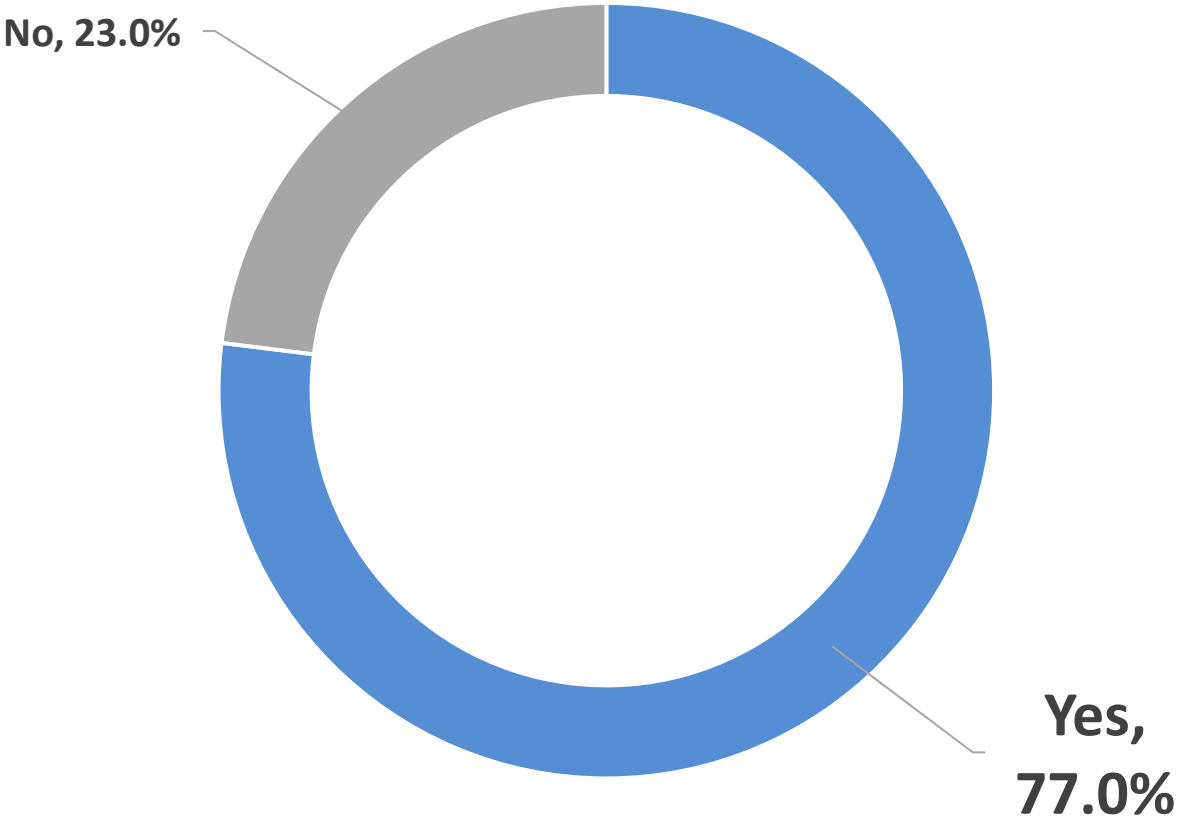
Question: Dealing with force majeure issues is a serious problem for my organization right now. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

MORE NEGOTIATING POWER FOR PLANNERS



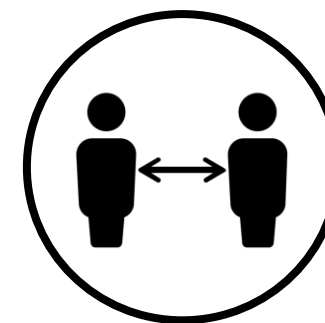
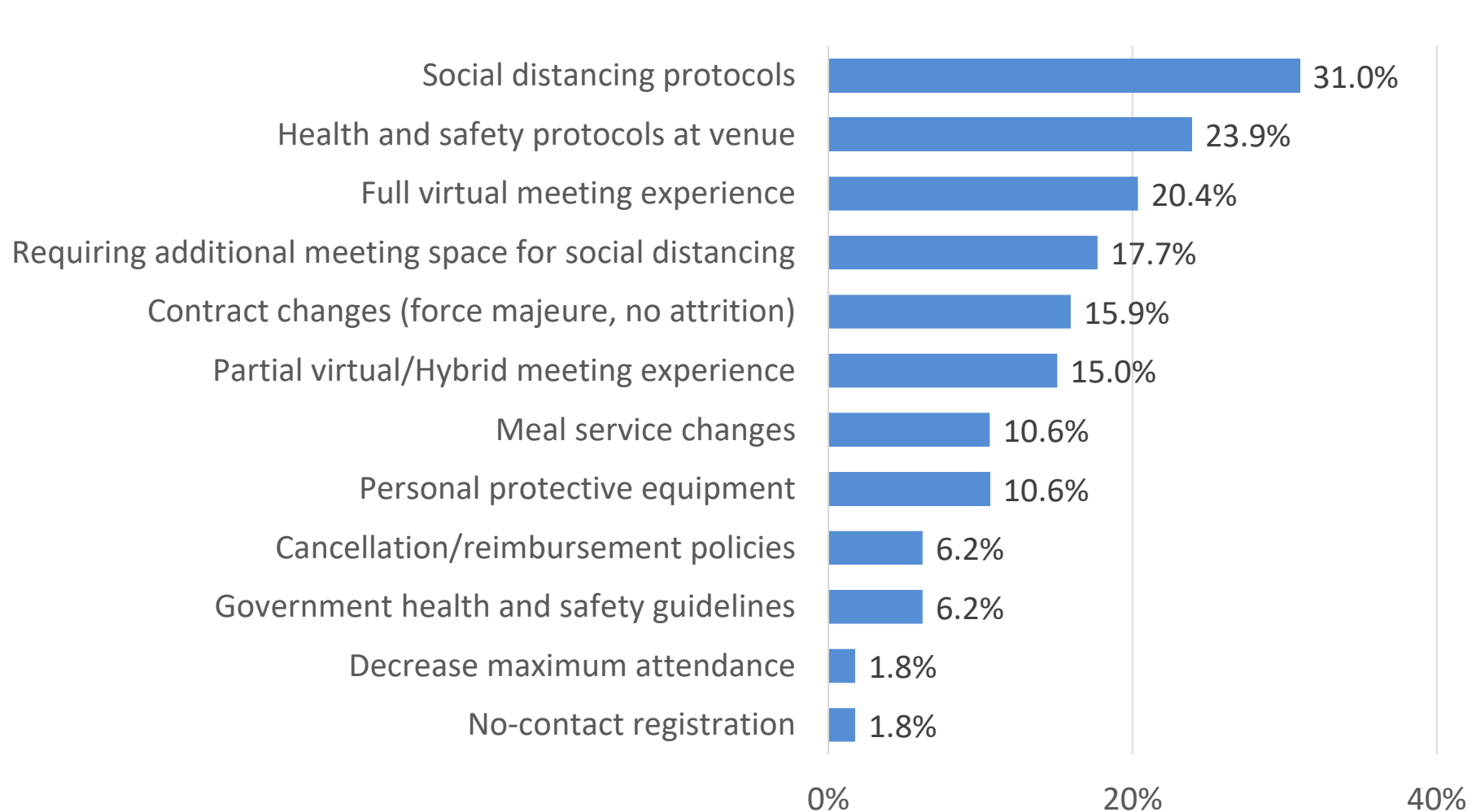
Question: The coronavirus pandemic will end up giving more negotiating power to meeting and event planners and less to hotels.
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

NEW CONSIDERATIONS FOR MEETINGS



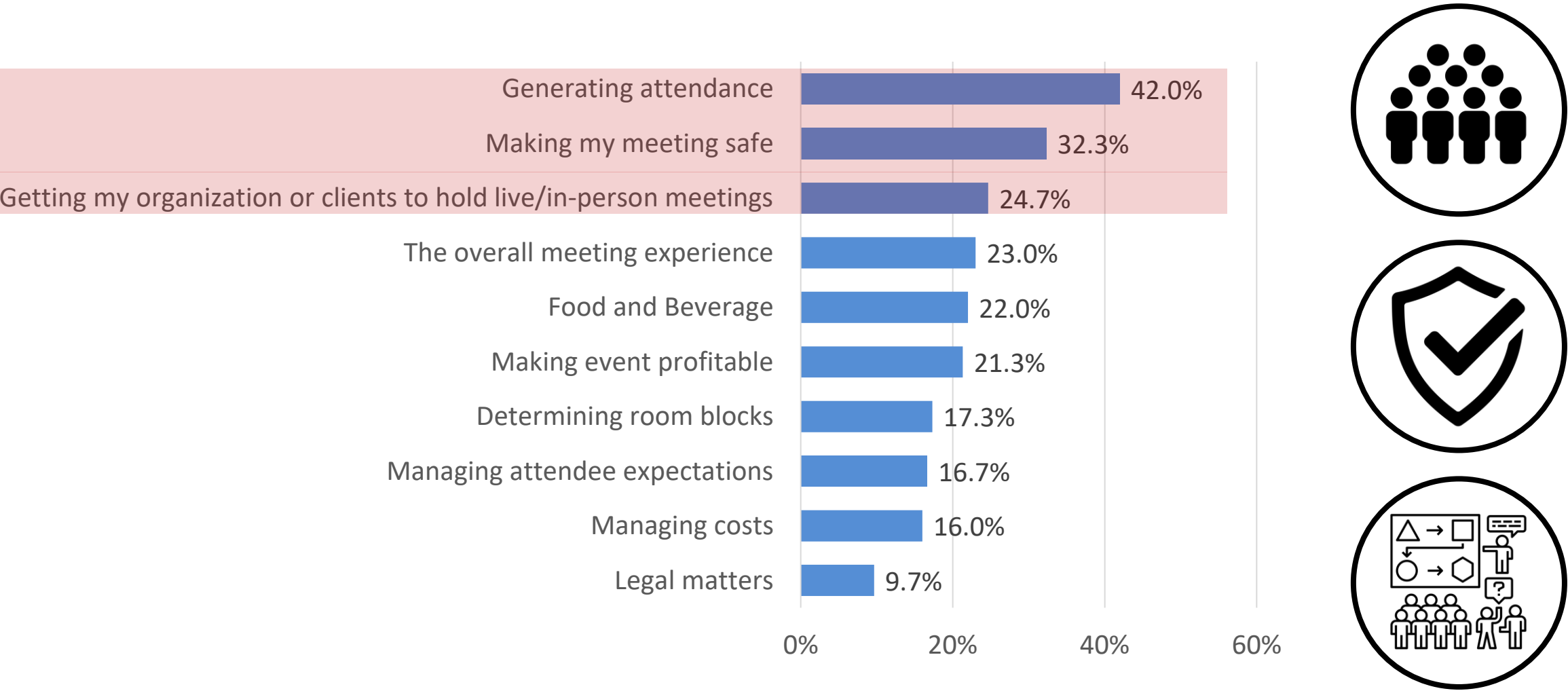
Question: For these meetings, are you being asked to do anything now that you were not being asked to do before the Coronavirus situation? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample Size = 165

NEW REQUESTS FOR MEETINGS (UNAIDED)



Question: (If yes) What are these requests? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample Size = 113

MOST CHALLENGING ASPECTS OF LIVE EVENTS

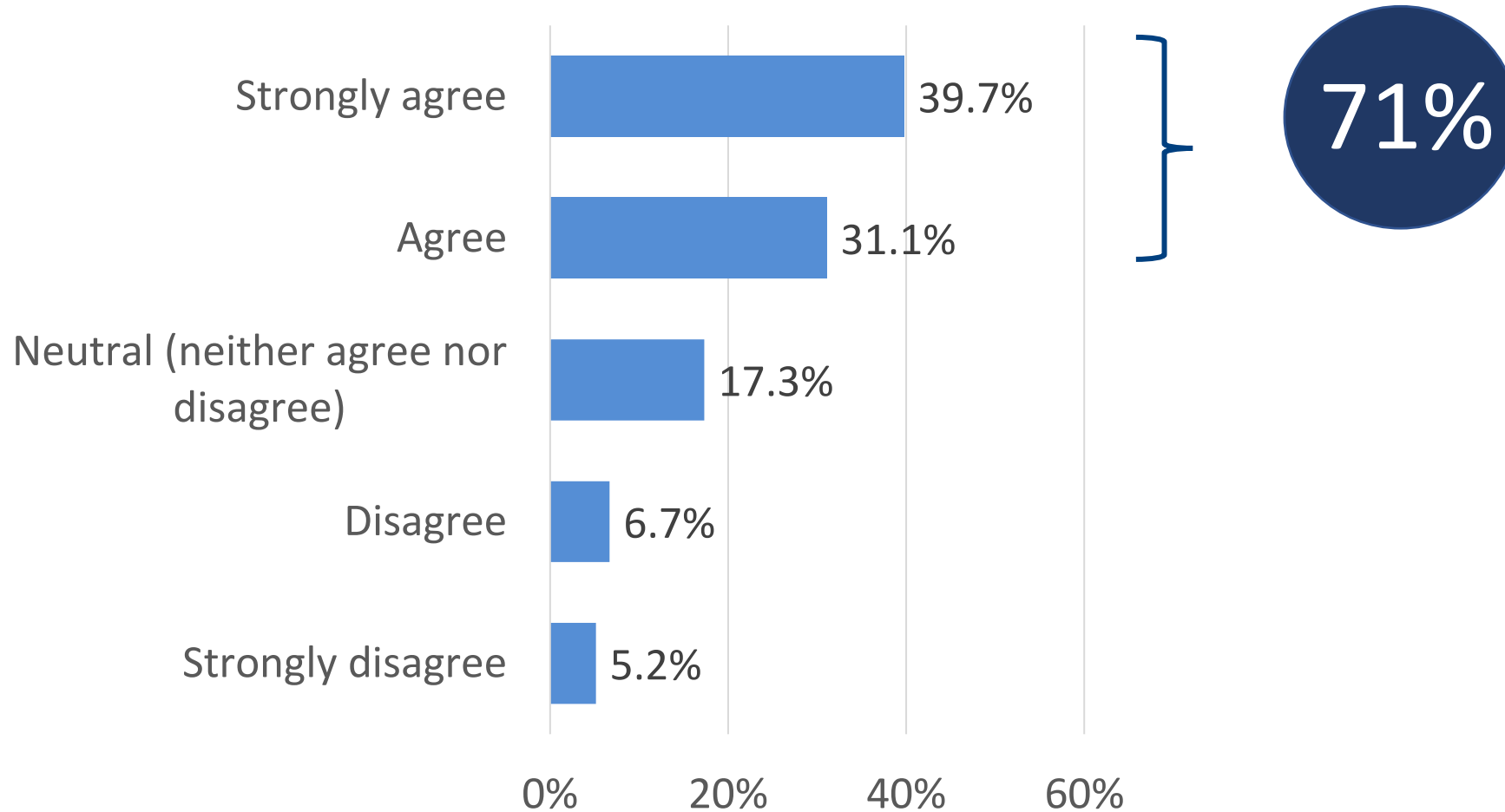


Question: Which three from the question above do you expect to be MOST CHALLENGING? (Select up to 3) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

A group of business professionals in a modern lounge setting, engaged in conversation and holding drinks. The scene is dimly lit with warm, ambient lighting from pendant lamps. Several people are standing and talking, while others are seated at high-top bar stools. The individuals are dressed in professional attire, including suits, blazers, and dresses. The background features large windows with dark curtains and a polished floor that reflects the lights and people.

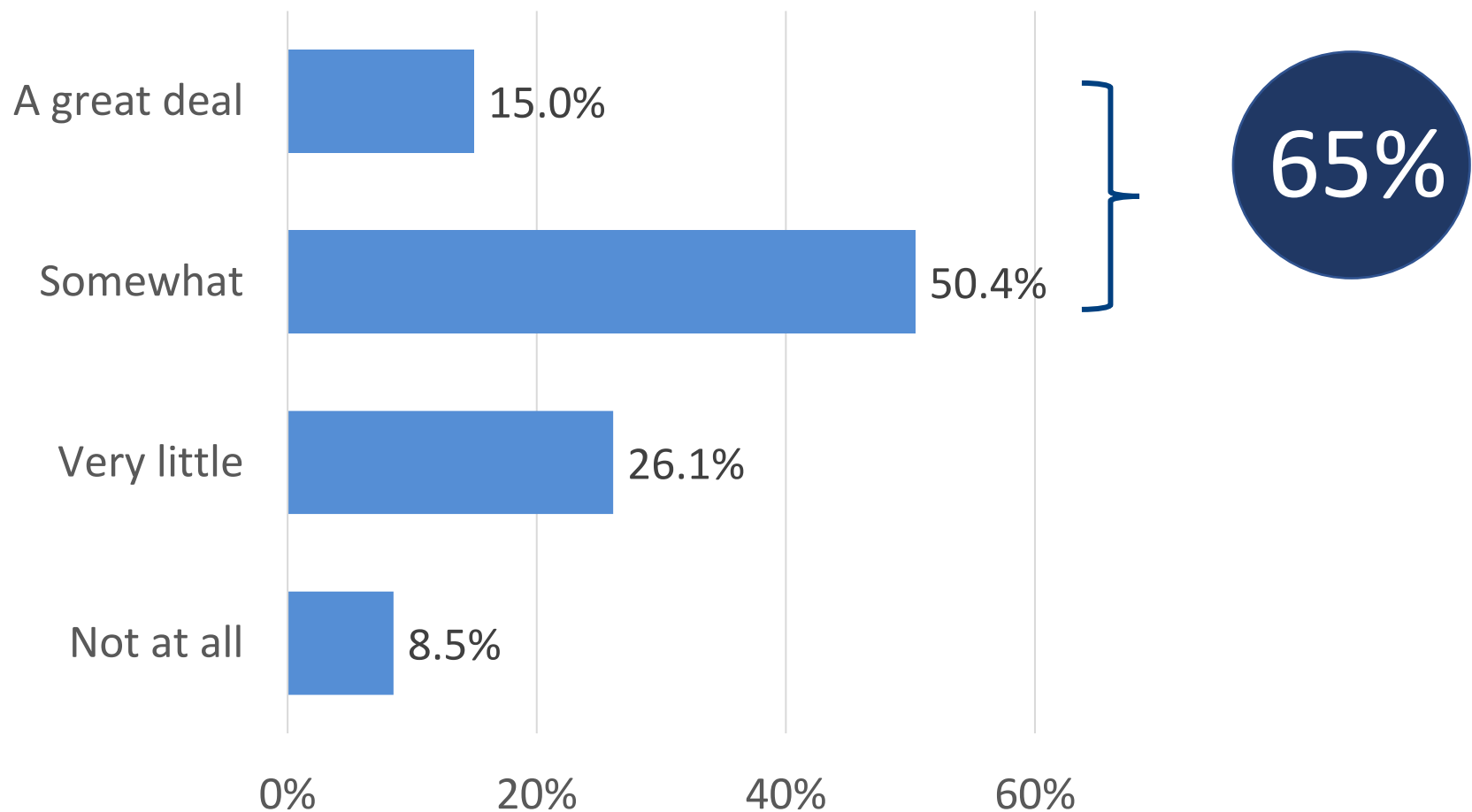
MEETING ATTENDEE SENTIMENT

UNLIKELY TO ATTEND CONFERENCES UNTIL CORONAVIRUS SITUATION IS RESOLVED



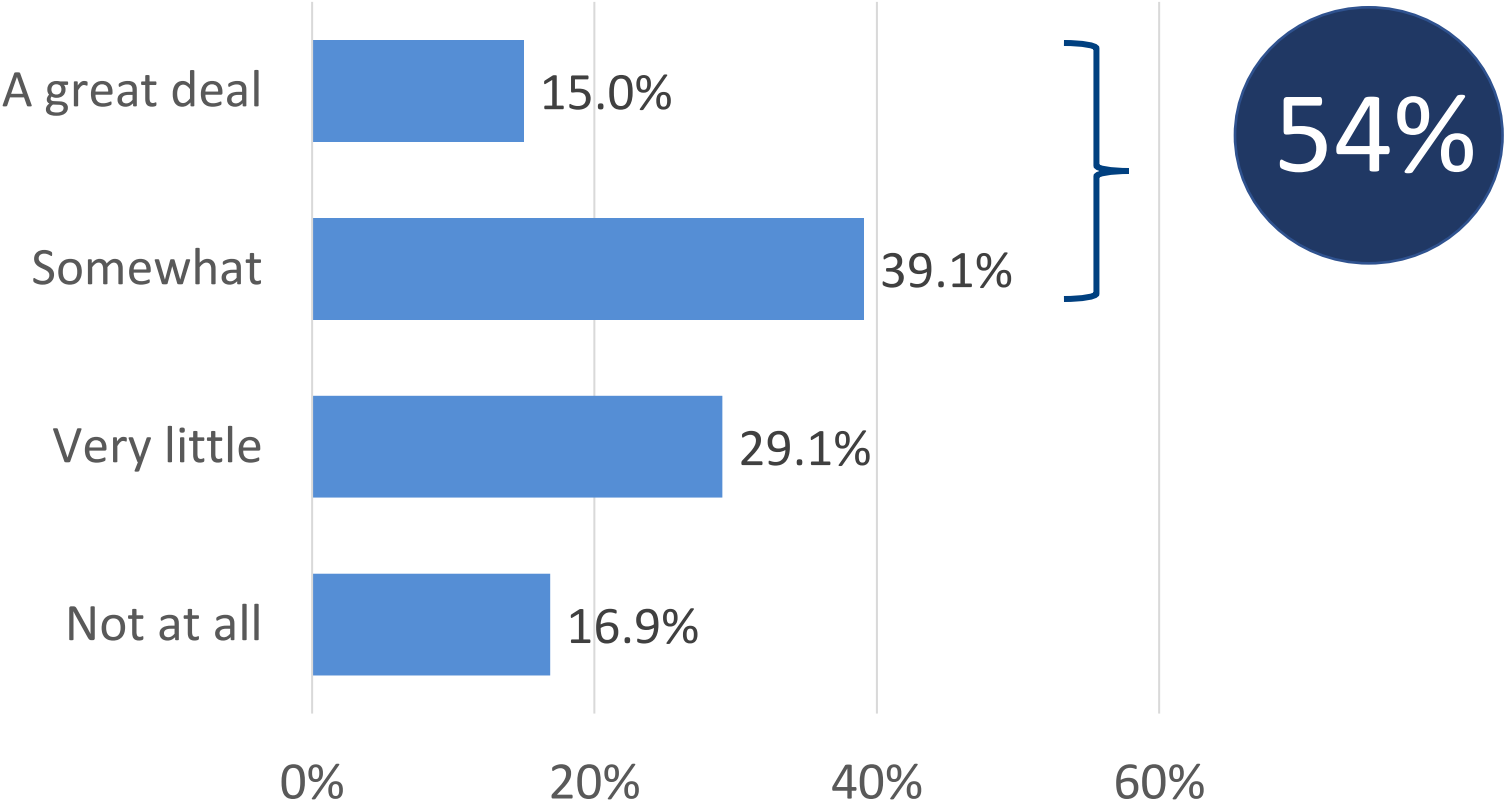
Question: I will be unlikely to attend any conferences or conventions until the Coronavirus situation is resolved. Source: Destination Analysts Coronavirus Travel Sentiment Index Study. Base: American travelers who have attended a conference/convention in past two years. Sample size = 378

TRUST IN HOST ORGANIZATION TO BE SAFE



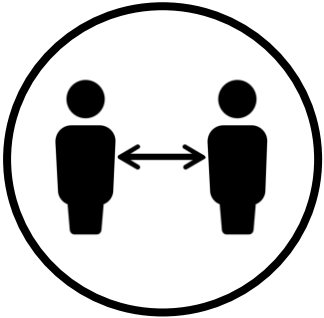
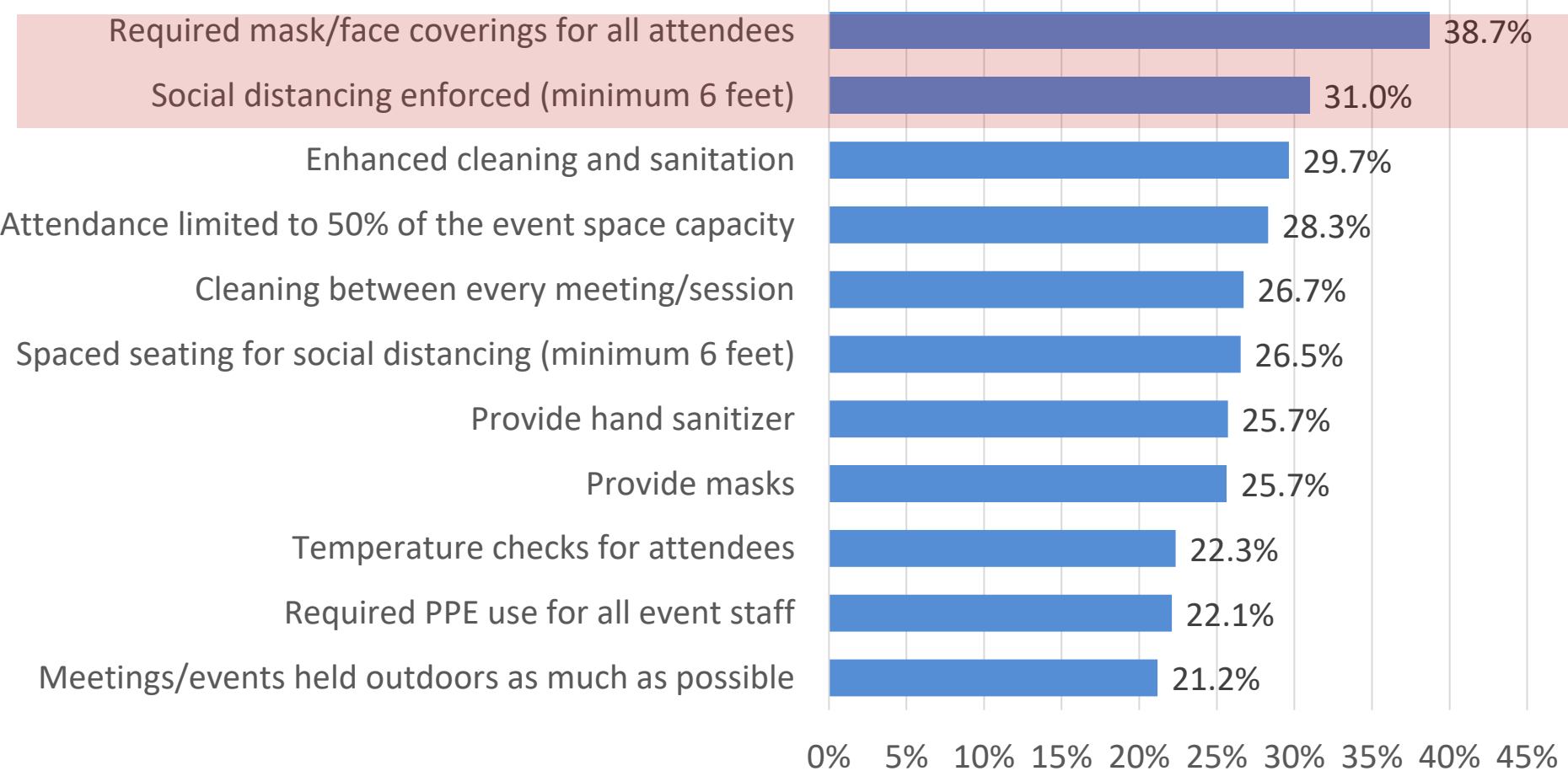
Question: In general, how much would you trust the organization hosting the conference or convention to look out for your health? I would trust the hosting organization _____. Source: Destination Analysts Coronavirus Travel Sentiment Index Study. Base: American travelers who have attended a conference/convention in past two years. Sample size = 378

TRUST IN FELLOW ATTENDEES TO BE SAFE



Question: Suppose you were to attend a conference or convention sometime in the next year. In general, how much would you trust your fellow attendees to conduct themselves appropriately, doing what they can to protect other attendees from exposure to the COVID-19 virus? I trust my fellow attendees _____. Source: Destination Analysts Coronavirus Travel Sentiment Index Study. Base: American travelers who have attended a conference/convention in past two years. Sample size = 378

TOP DESIRED OPERATIONAL PRACTICES FOR MEETINGS



Question: When attending a live event or conference in the future, which operational practices would make you feel most confident that the organization hosting the conference/event is looking after your health? (PLEASE SELECT AT MOST FIVE) Source: Destination Analysts Coronavirus Travel Sentiment Index Study. Base: American travelers who have attended a conference/convention in past two years. Sample size = 378

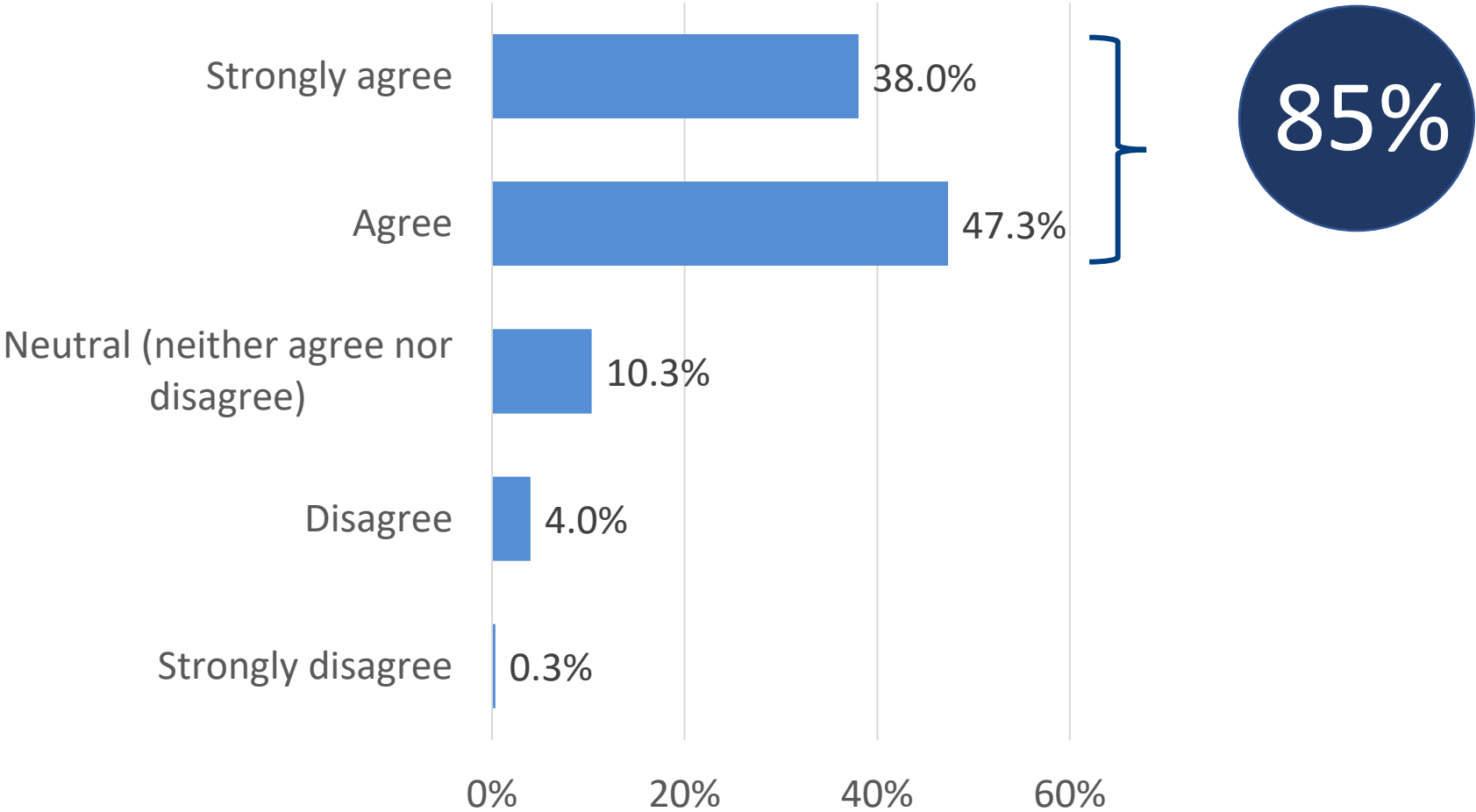
In Their Words

*“And though I yearn to receive energy from my colleagues and clients, I am hesitant to actually do so until it is clearly safe. It is important to move through this period with **caution and patience.**”*

*“Because face-to-face is so important, **the pandemic is actually going to make us enter a period of conservation** for these. Honestly, I saw a lot of people using this kind of travel to escape from their spouse or everyday life before. And that’s not going to happen again for awhile, to preserve the importance.”*

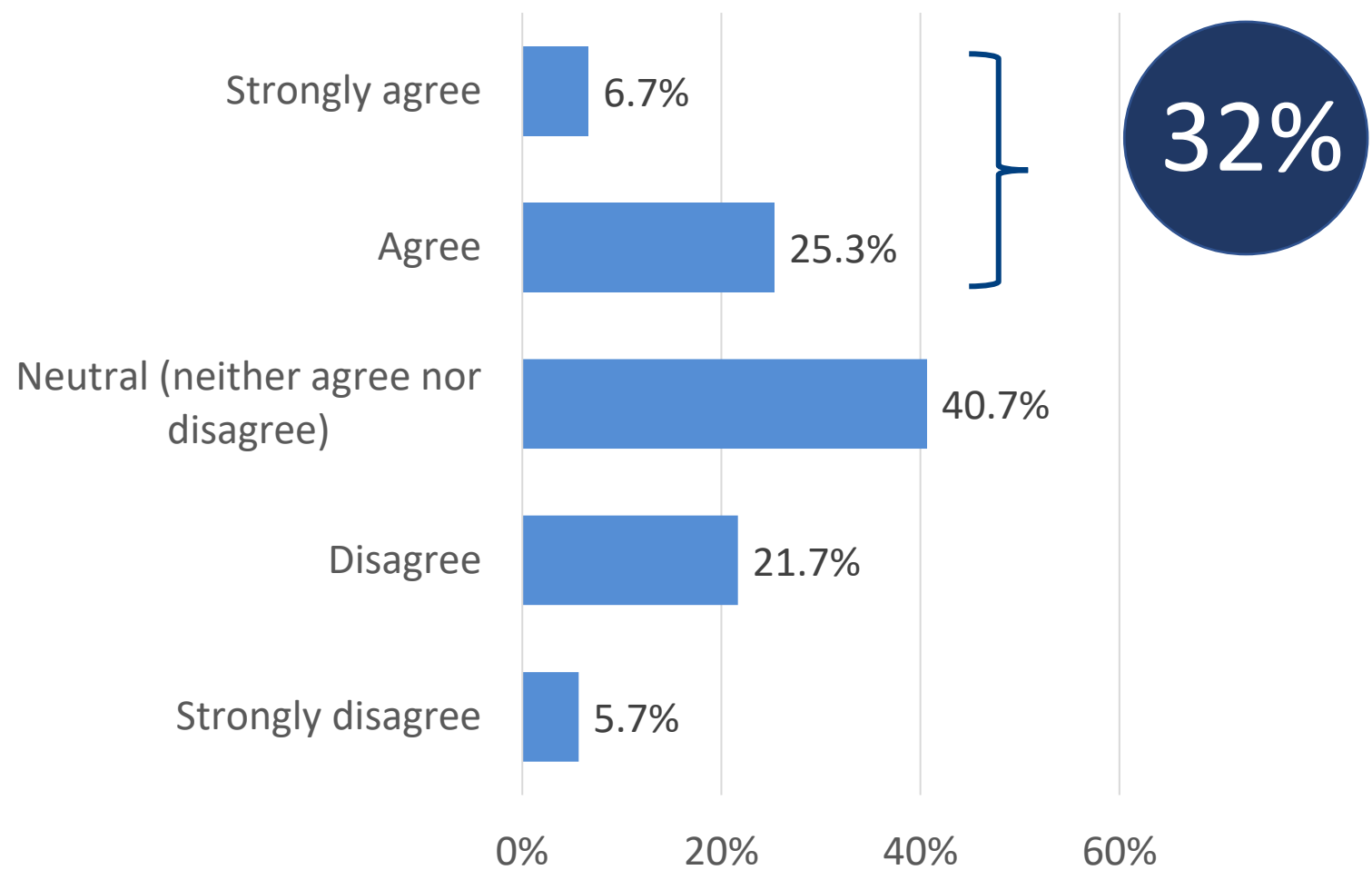


SOCIAL DISTANCING AT LIVE MEETINGS WILL BE CHALLENGING



Question: Enforcing social distancing among attendees will be extremely challenging for the live meetings I plan.
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

LIKELIER TO USE MULTIPLE HOST PROPERTIES



Question: For live meetings, I am more likely to use multiple host hotels/properties to account for capacity limitations.
Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

LIKELIER TO USE MULTIPLE HOST PROPERTIES

TOP-TWO BOX BY PLANNER TYPE



Question: For live meetings, I am more likely to use multiple host hotels/properties to account for capacity limitations. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

LIKELIER TO USE MULTIPLE HOST PROPERTIES

TOP-TWO BOX BY PLANNER GENERATION



34%

BABY BOOMER

29%

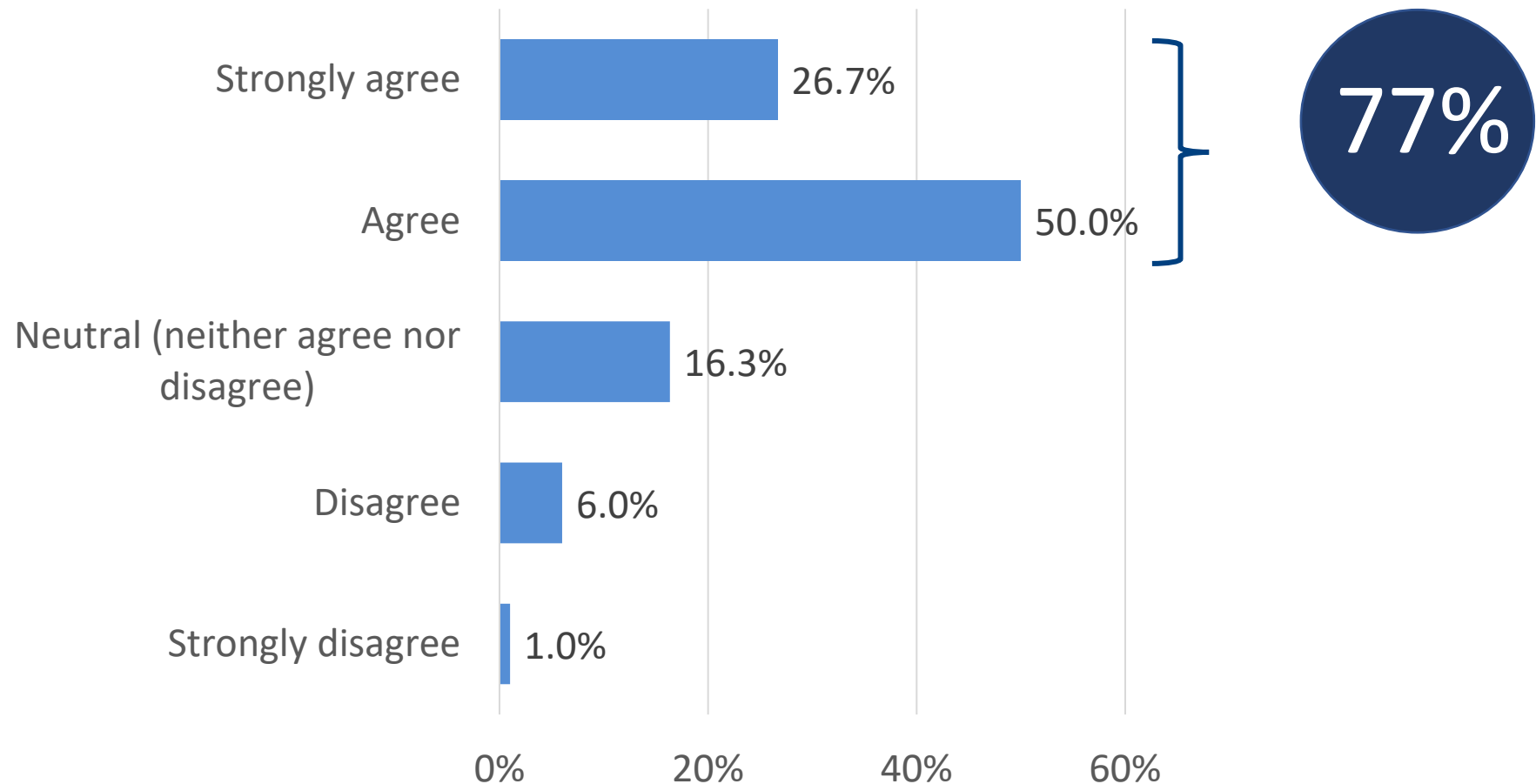
GEN X

36%

MILLENNIAL

Question: For live meetings, I am more likely to use multiple host hotels/properties to account for capacity limitations. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

VIRTUAL/LIVE HYBRID MEETINGS WILL BE THE NORM

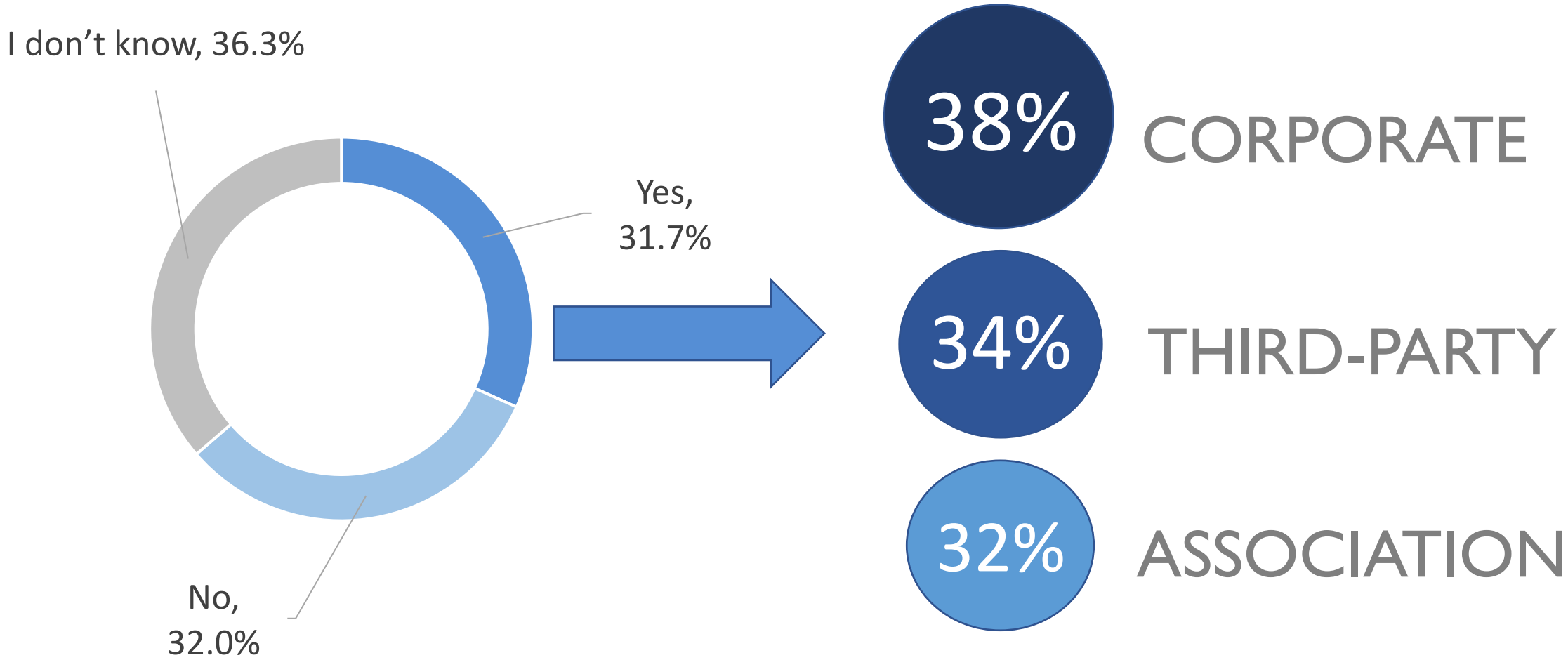


Question: Virtual/Live hybrid meetings will be the norm for the next year. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

A hand is shown pointing at a city map. The map is dark with various location pins. The background is a blurred cityscape at night. The text is overlaid on the map.

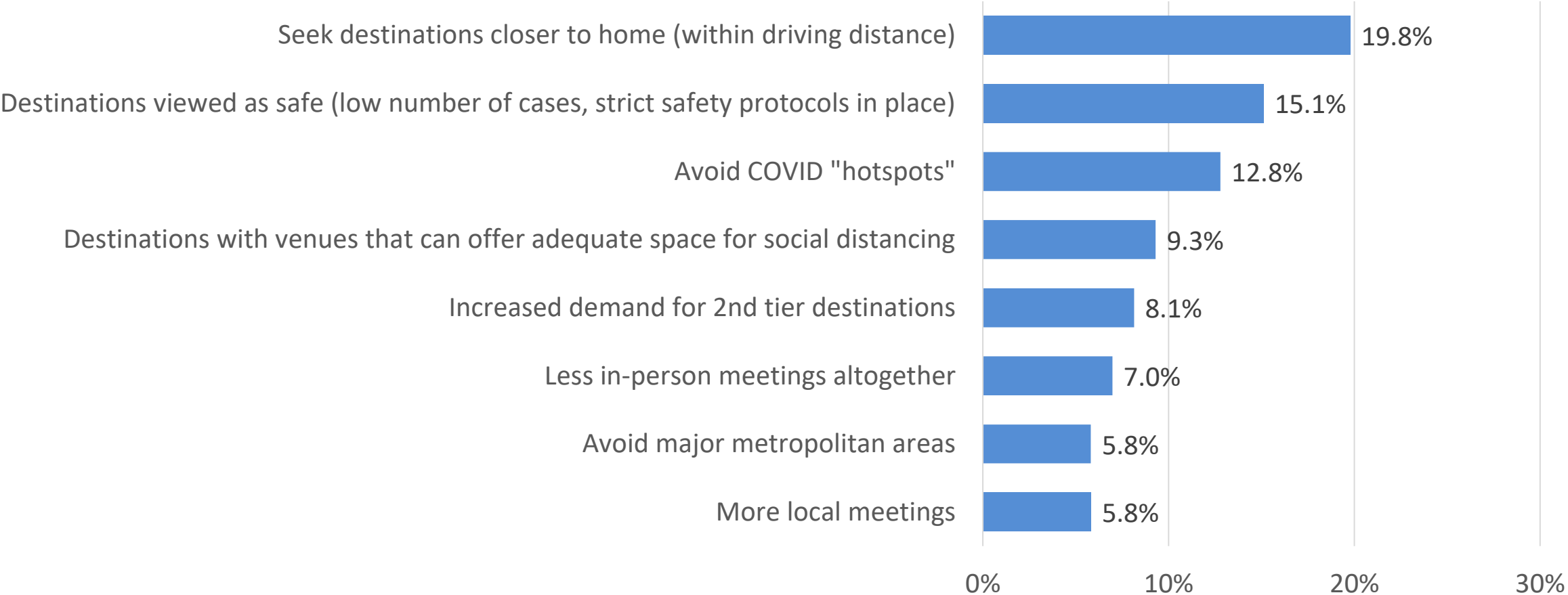
MARKETING YOUR DESTINATION FOR MEETINGS

CHANGES IN DESTINATIONS SOURCED (NEXT 12 MONTHS)



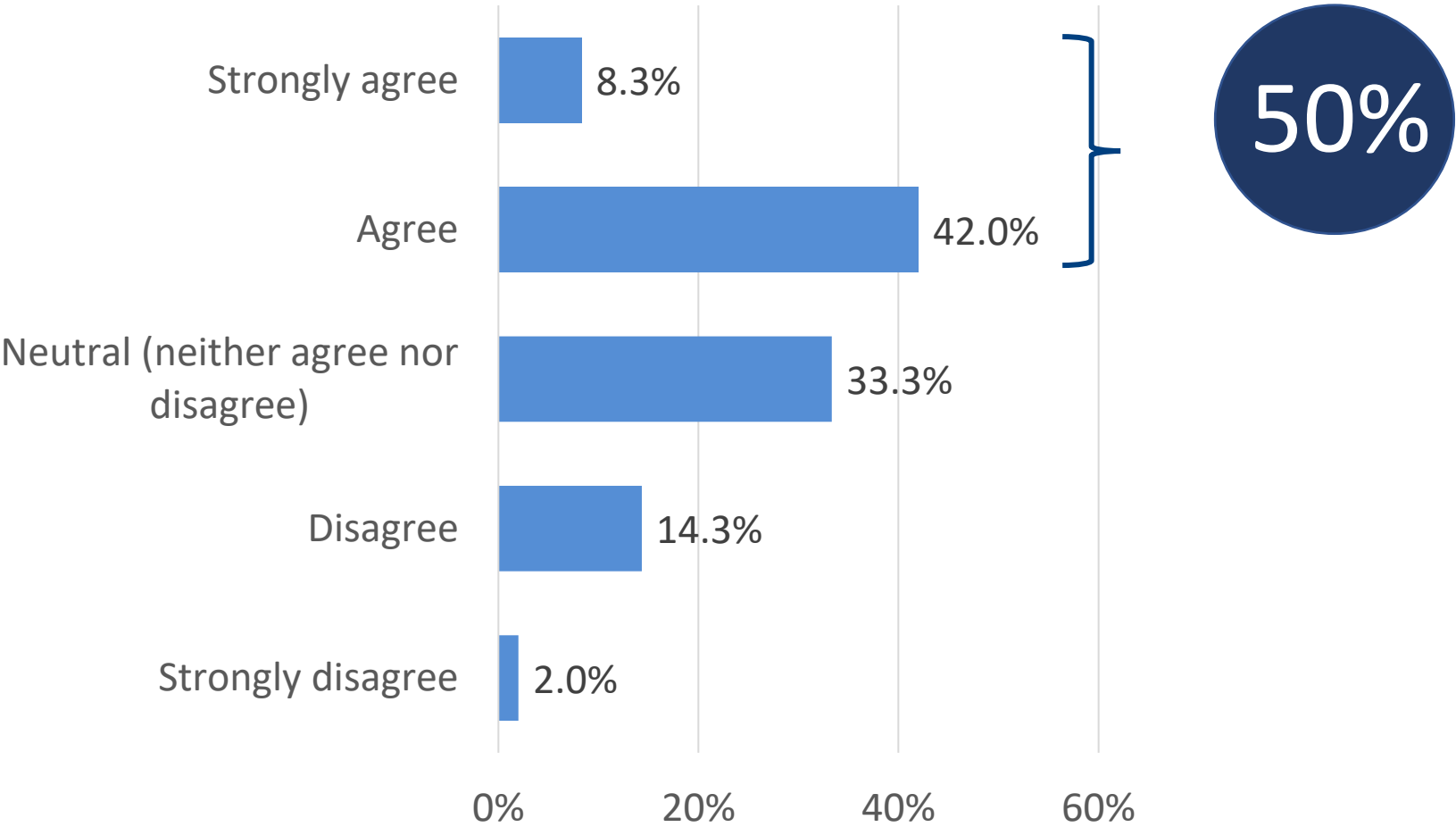
Question: Do you expect that the types of destinations that are selected for your meetings and events will change over the next 12 months? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

HOW SOURCING WILL CHANGE (UNAIDED)



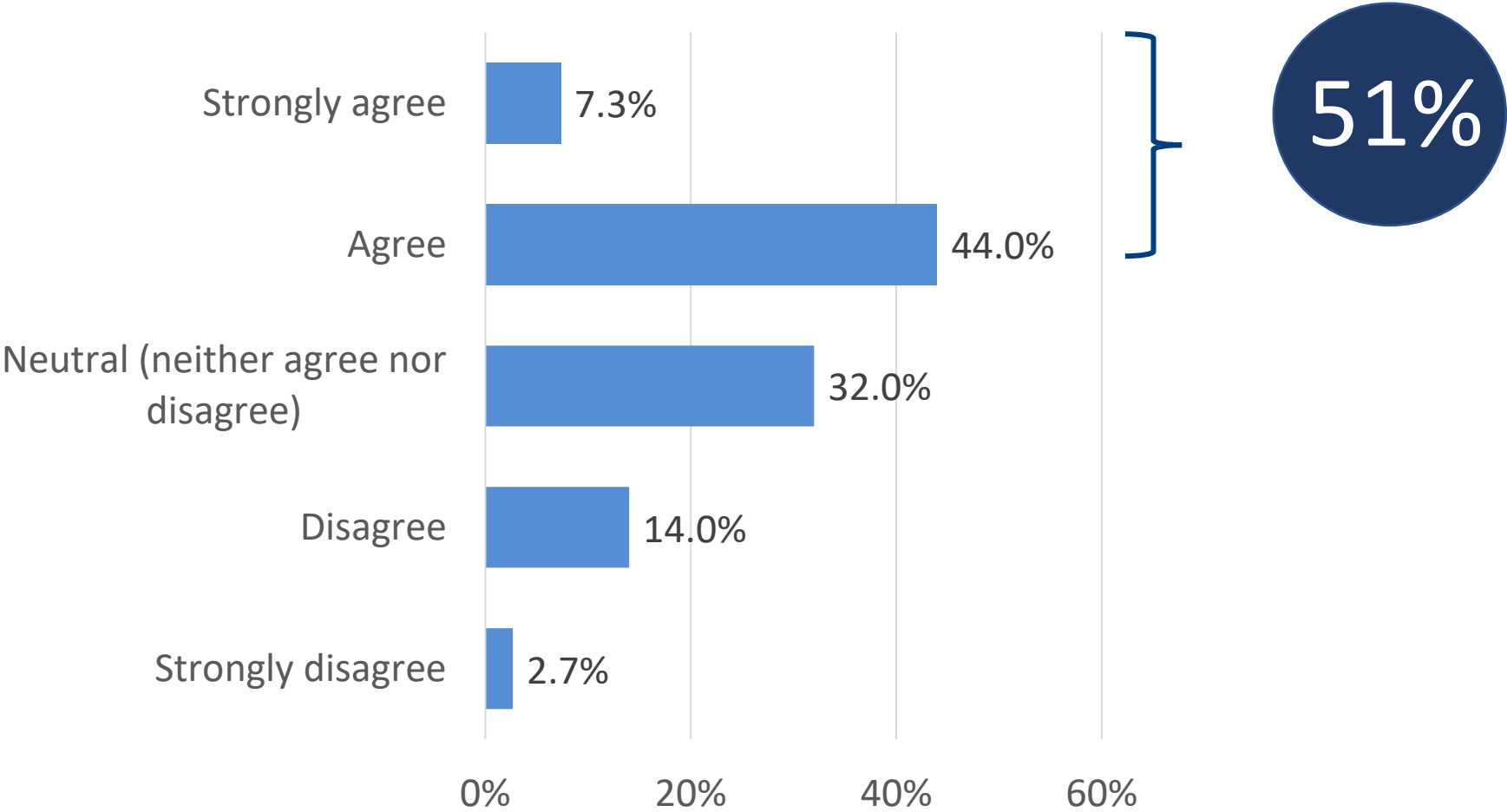
Question: In a few words, how will this change? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 86

BEACH DESTINATIONS HAVE A GREATER OPPORTUNITY



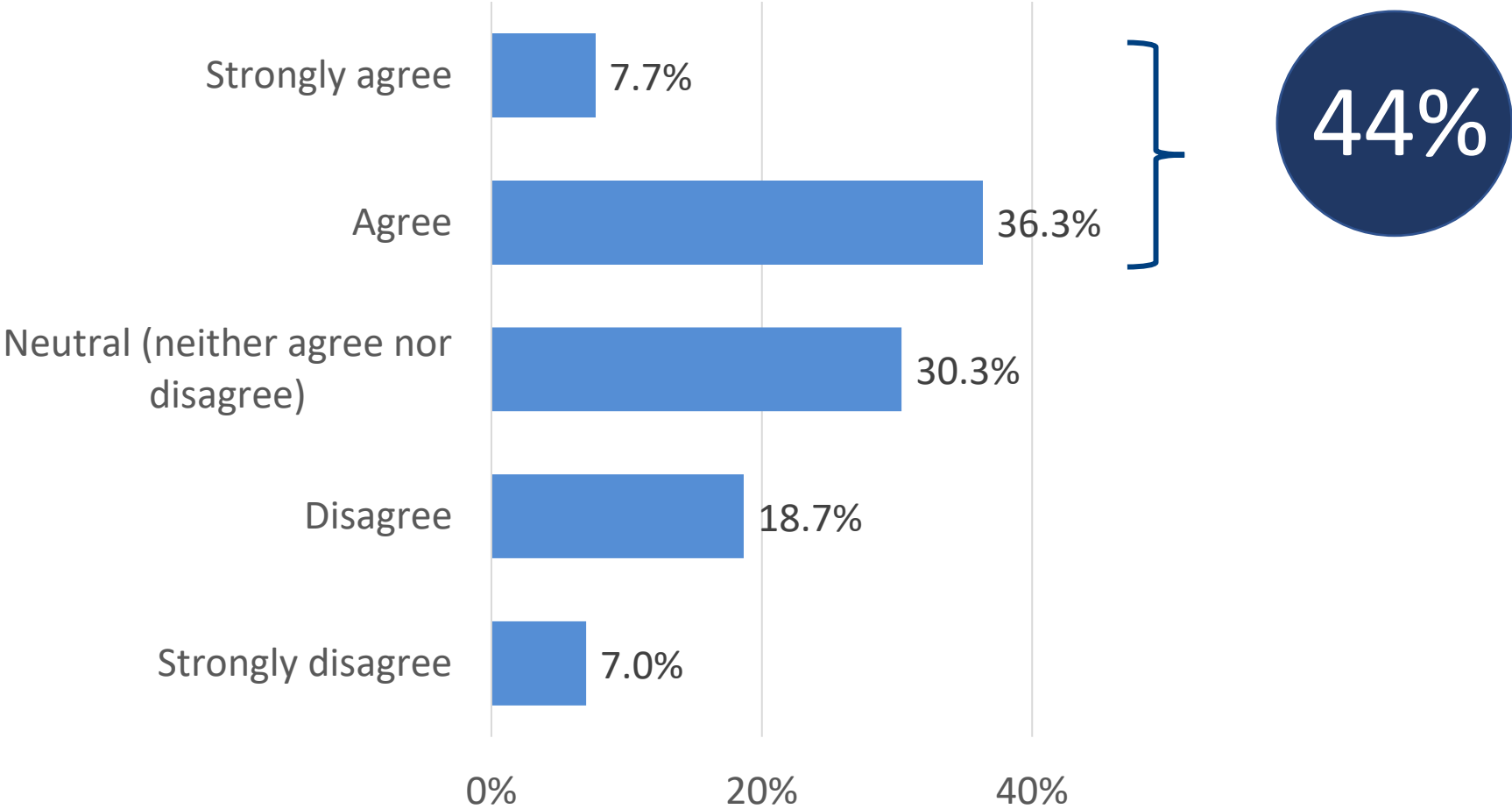
Question: Due to lingering fears, beach destination and resorts will have an opportunity they might not have had before to attract meetings and events business in the post-pandemic period. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

SMALLER TOWNS HAVE A GREATER OPPORTUNITY



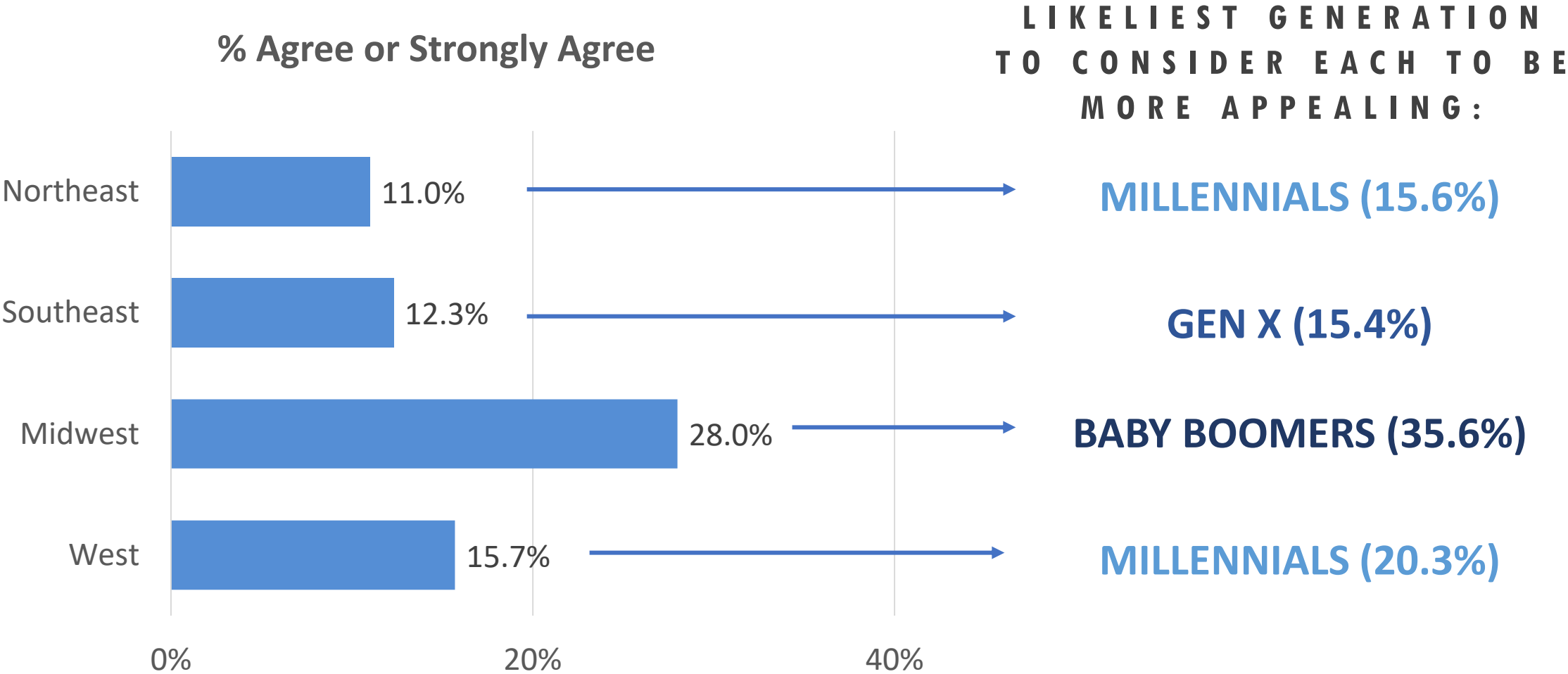
Question: Due to lingering fears, smaller towns or rural destinations will have an opportunity they might not have had before to attract meetings and events business in the post-pandemic period. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

BIG CITIES ARE STILL IN THE CONSIDERATION SET



Question: In the current environment, I would still consider hosting my meetings/events in big cities/metropolitan areas. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

REGIONS MORE ATTRACTIVE FOR MEETINGS NOW

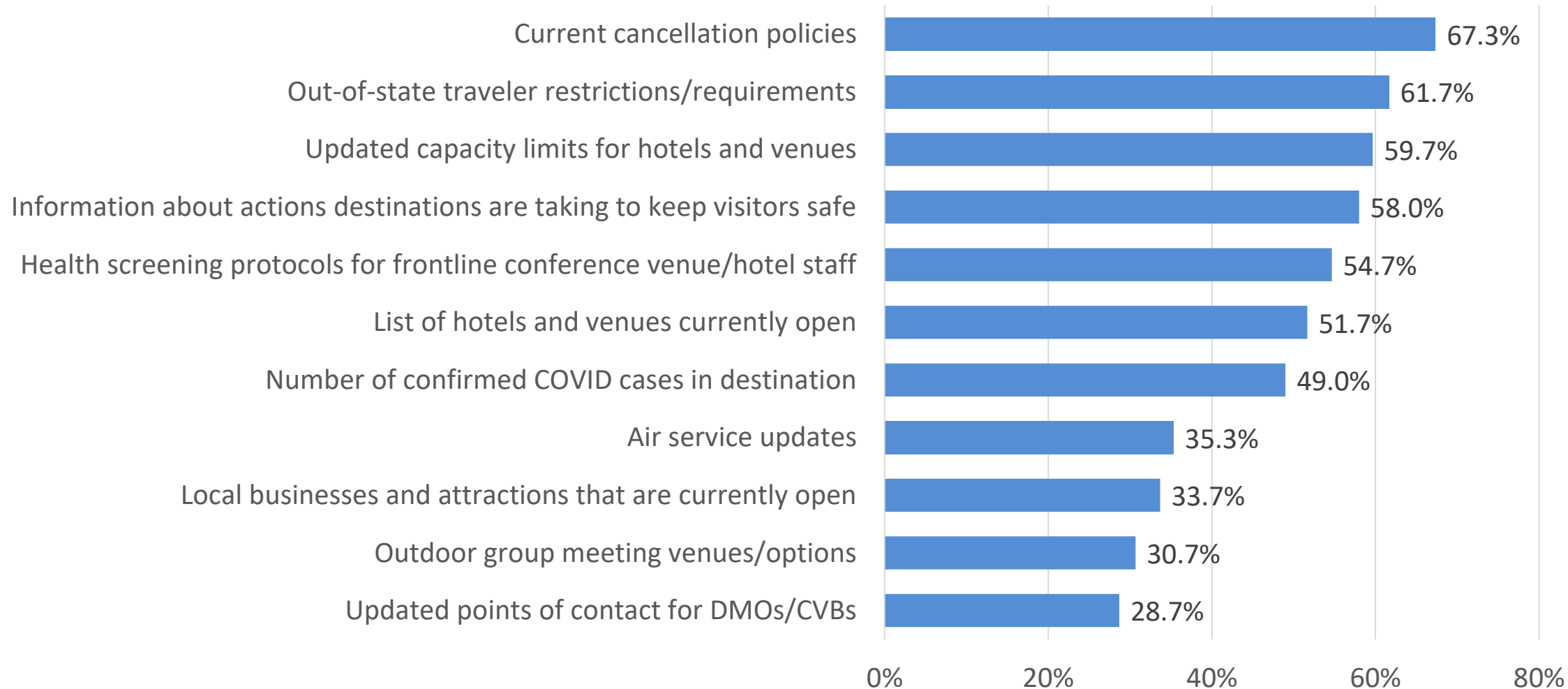


Question: The US Northeast is a more attractive region for meetings now. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

The background is a collage of three distinct images. The top-left portion shows a dense field of tall, golden-brown grass or reeds. The top-right portion depicts a coastal town at night, with buildings illuminated and a church spire visible against a dark sky. The bottom portion shows a modern cityscape with palm trees in the foreground and a curved road, suggesting a tropical or coastal urban environment.

**Meeting Planners Generally Feel
the Geographic Region that they are
Personally Located in is
More Attractive Right Now**

INFORMATION SOUGHT IN DESTINATION ADS



Question: What information do you want communicated or advertised to you right now? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

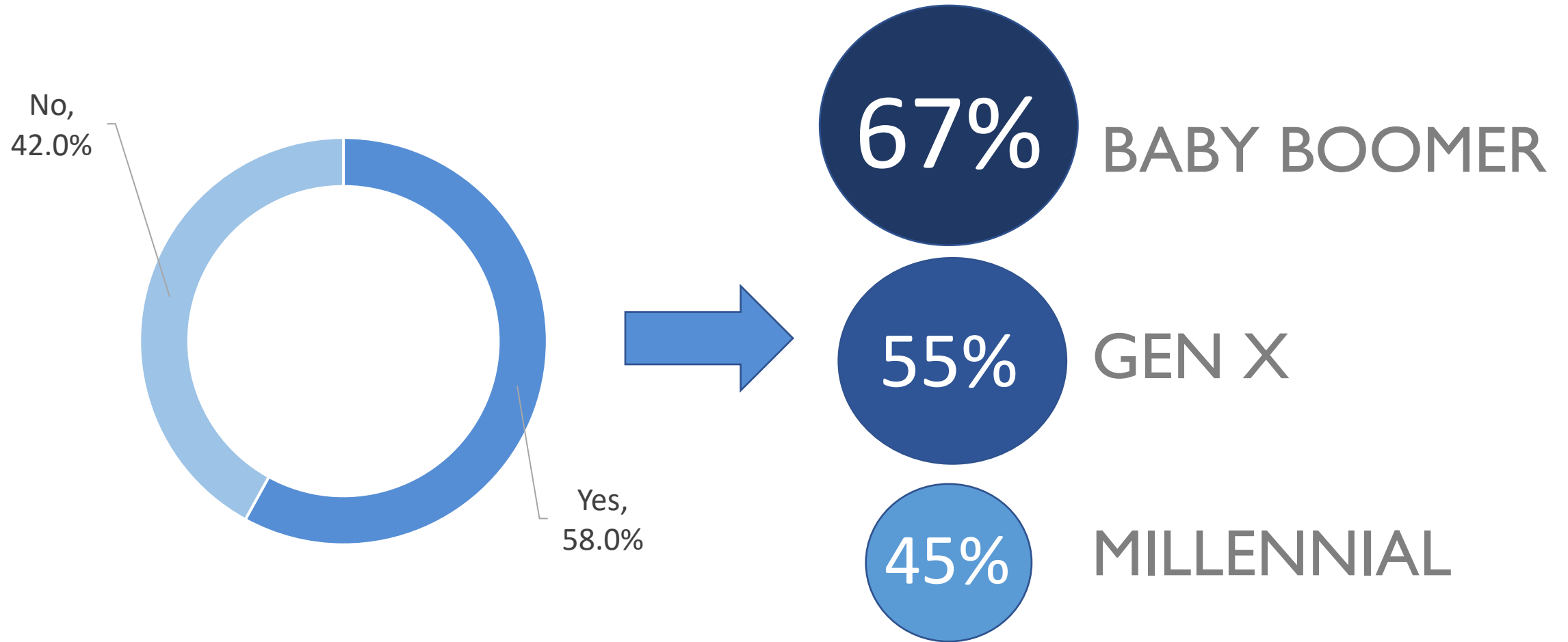
In Their Words

“Being a true partner to us should priority number 1 for CVBs. The health and well being of attendees is a meeting planners first priority, so being a partner to us means that CVBs are helping us navigate this situation and helping us communicate to our attendees that it is safe to come to their destinations and show why it is safe.”

“The single piece of communication that would help planners most now is a quick blast with information on the status of the reopening and what that means--what number of people are allowed to gather in their destination? How is social distancing requirements reducing capacity? Which venues/cities are requiring masks?”

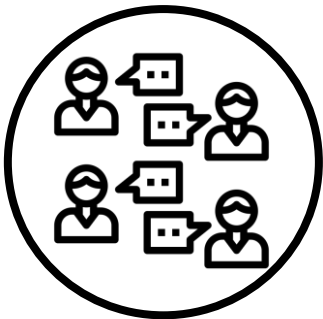
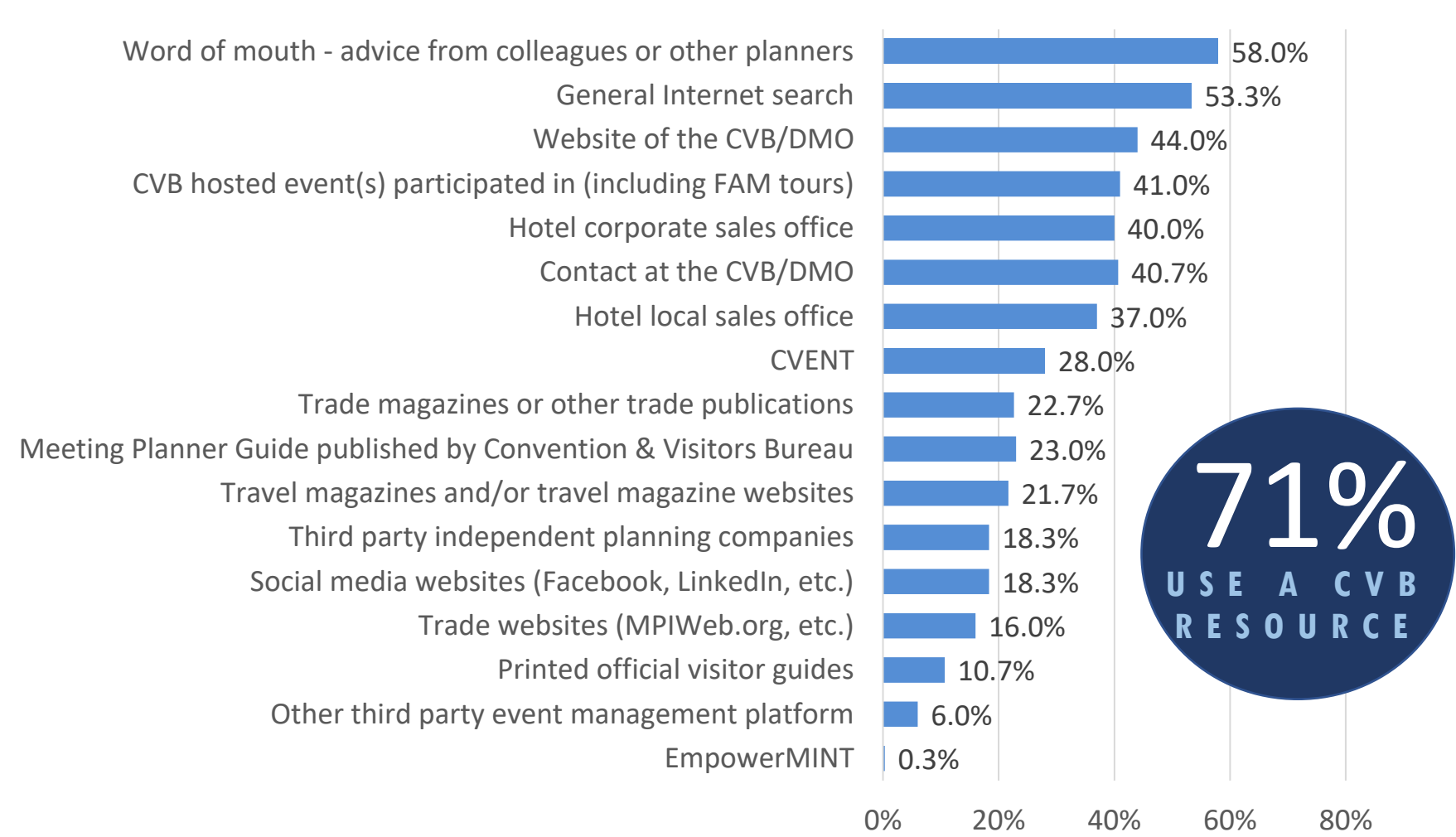
“Most important information CVBs can give us is a clear look at what their safety policy and procedures look like. What measures do you have in place right now? What will your city/airport/transportation in-market look like now? A list of hotel closures and reopenings on a weekly basis--if all CVBs could do that, it would be priceless.”

TAKING ADVANTAGE OF PRICE CUTS



Question: The Coronavirus has led many travel providers (hotels, airlines, etc.) to cut their prices. Do you expect to take advantage of this situation for your meetings during the next twelve months? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

MEETINGS DESTINATION RESEARCH RESOURCES



Question: Which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Source: Destination Analysts Meetings Research Study.
Base: Meeting & event planners. Sample size = 300

MEETINGS DESTINATION RESEARCH RESOURCES

BY PLANNER TYPE

- **Corporate planners** more likely to use **hotel corporate sales offices** (45.0% vs. 33.8% for Third-party and 40.9% for Association planners).
- **Association** and **third-party planners** are similarly likely to use **CVB hosted events** and a **contact at a CVB** for destination research.
- **Third-party planners** are more likely to also turn to **CVENT** (45.0%)
- **Association planners** are likelier to turn to **trade websites** (22.8%)

Question: Which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

MEETINGS DESTINATION RESEARCH RESOURCES

BY PLANNER GENERATION

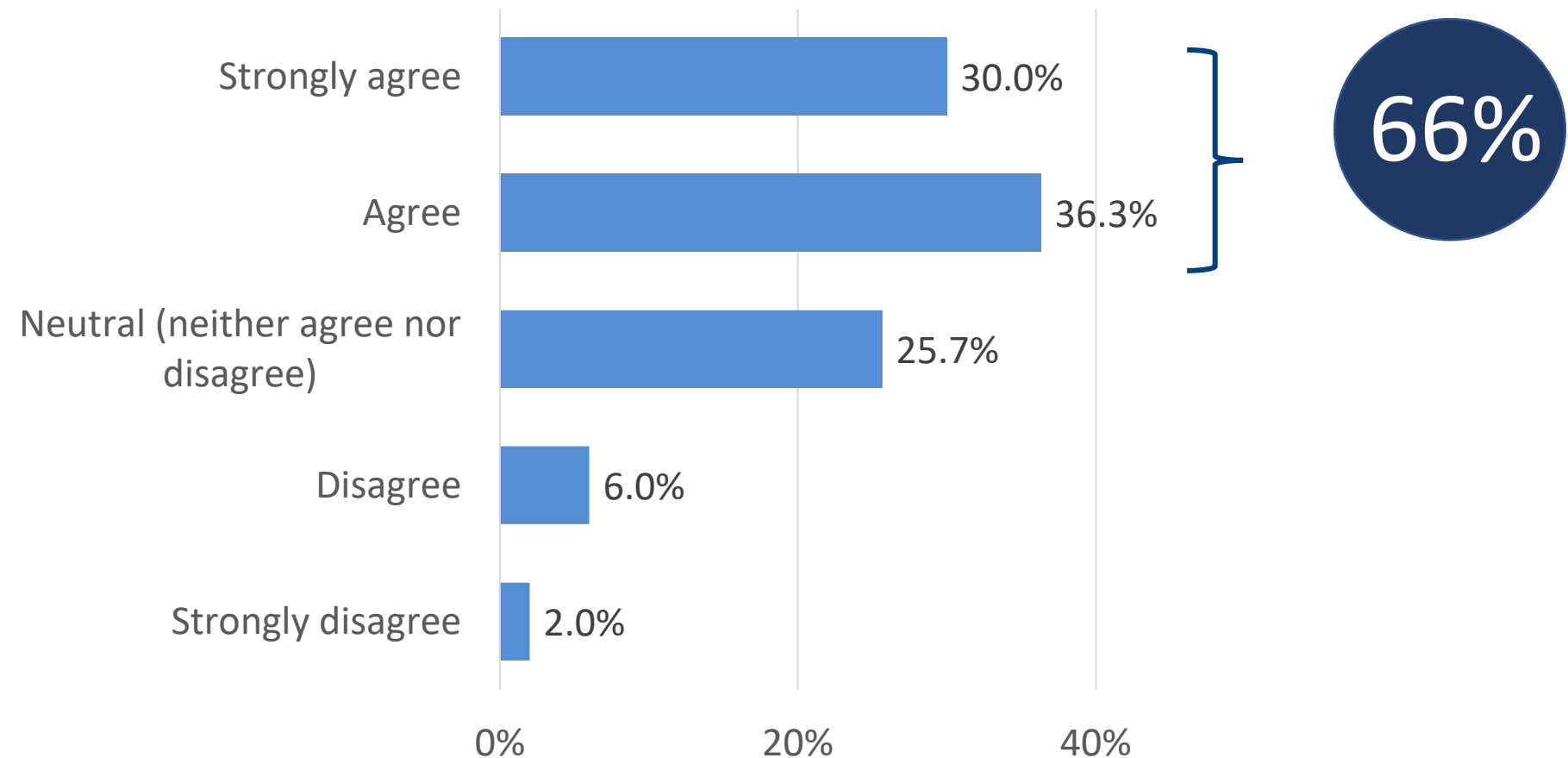
- **Millennial planners** are:
 - **Much less likely** to rely on **CVB hosted events** such as FAM trips (15.6% vs. 45.4% for Gen X and 49.5% for Boomers)
 - **More likely** to use social **media sites** (23.4% vs. 16.9% for Gen X and 17.8% for Boomers)
- **Baby Boomers** are much more likely to use **print resources** such as:
 - **Meeting Planner Guide published by CVB** (38.6%)
 - **Trade magazines** or other trade publications (35.6%)
 - **Travel magazines** and/or travel magazine websites (32.7%)
 - **Printed official visitor guides** (15.8%)

Question: Which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

A close-up photograph of two hands, one from a person with darker skin and one from a person with lighter skin, shaking in a firm, confident grip. The hands are positioned centrally, with the fingers interlaced. The background is a soft, out-of-focus light gray. Overlaid on the center of the image is the title text in a bold, white, sans-serif font.

HOW CVBS CAN REACH MEETING PLANNERS

CVBS ARE AN IMPORTANT RESOURCE



Question: For my work, Convention & Visitors Bureaus will be an important resource for doing business in the pandemic period. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CVBS ARE AN IMPORTANT RESOURCE

TOP-TWO BOX BY PLANNER TYPE



58%

CORPORATE



79%

THIRD-PARTY



76%

ASSOCIATION

Question: For my work, Convention & Visitors Bureaus will be an important resource for doing business in the pandemic period. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CVBS ARE AN IMPORTANT RESOURCE

TOP-TWO BOX BY PLANNER GENERATION



76%

BABY BOOMER



65%

GEN X



53%

MILLENNIAL

Question: For my work, Convention & Visitors Bureaus will be an important resource for doing business in the pandemic period. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

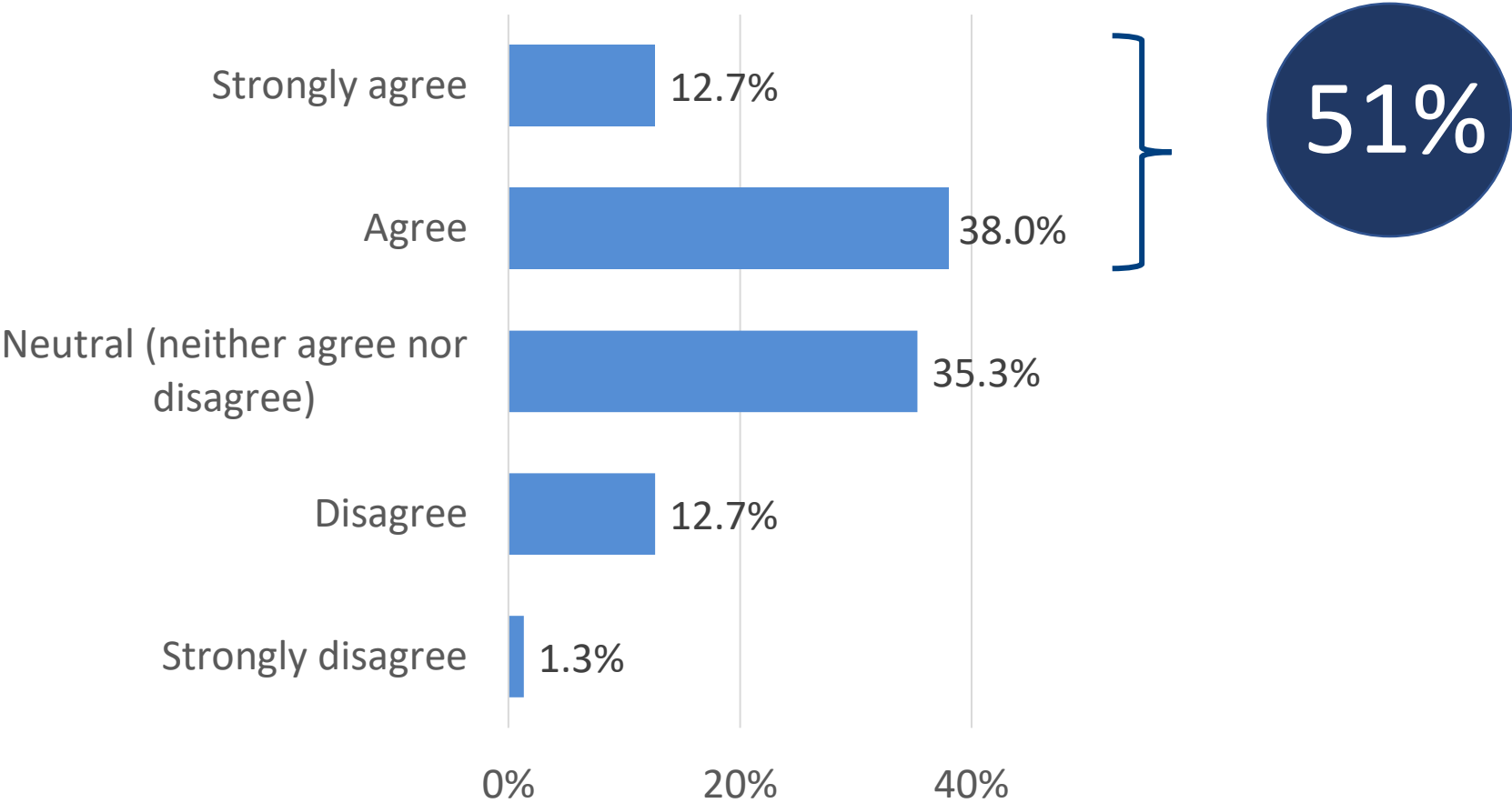
In Their Words

“CVBs could help us most by facilitating negotiations between planners and hotels in their cities. Make it easier for us to re-book current business. Having them at the table to help would be instrumental.”

“CVBs need to do more than just market their destinations, I need them connect the dots between me and the providers in their city. Also, if they can look at their book of business that is upcoming and be more proactive about connecting with planners and offering help with re-bookings, etc. It sometimes feels like we are out here on our own right now.”

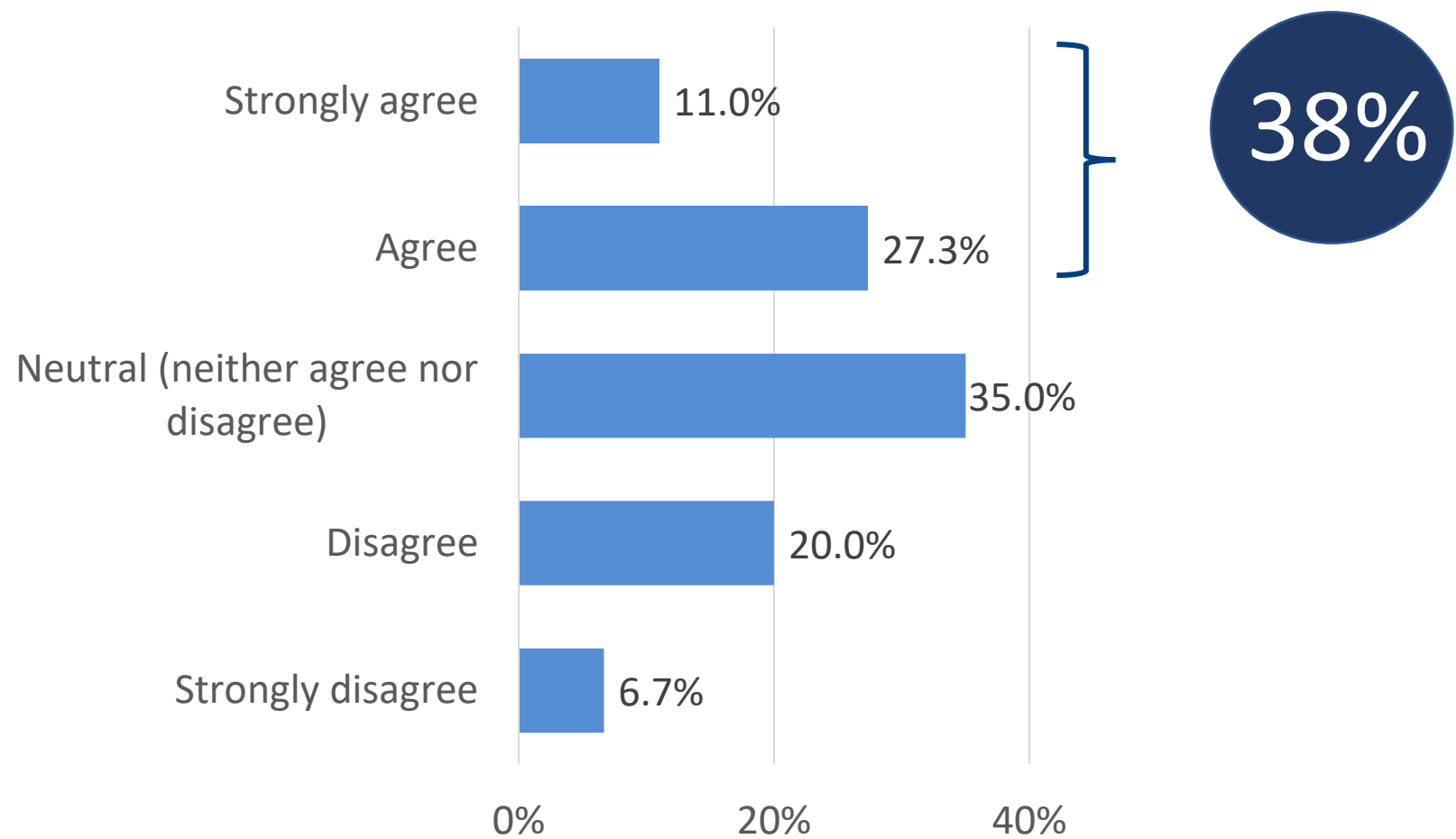
“Continue to be available for us when we need you. Like how to reach you via zoom chat during certain hours and dates. Giving planners an opportunity like this to talk to someone at the CVB is forward thinking and pretty smart.”

FINANCIAL ISSUES CVBS FACE WILL MAKE HAVING SUCCESSFUL MEETINGS MORE DIFFICULT



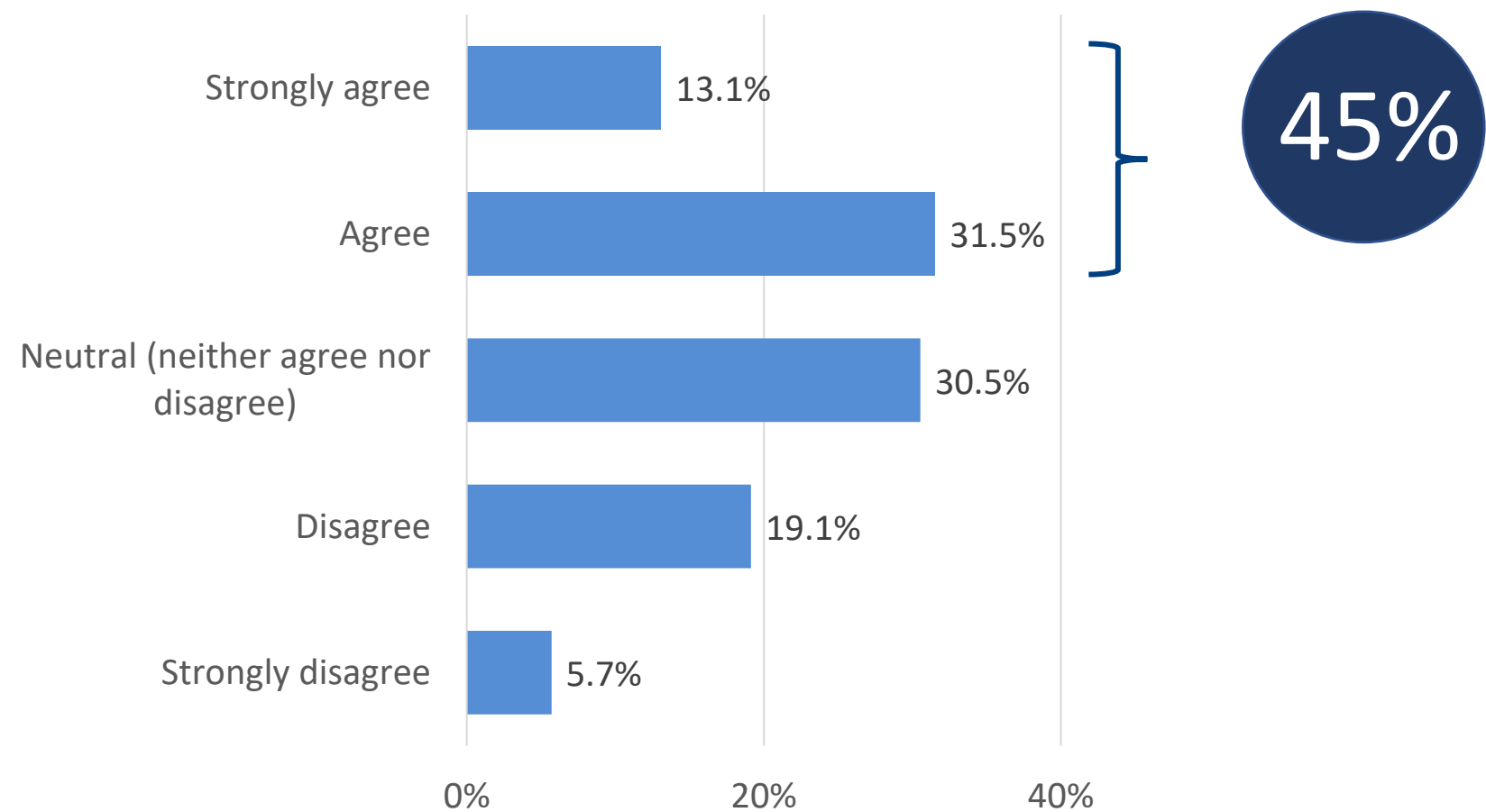
Question: I expect the financial issues Convention & Visitors Bureaus are having due to the pandemic will generally make having successful meetings and events more difficult. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

EXPECT CVBS TO ASSIST IN PROVIDING PPE



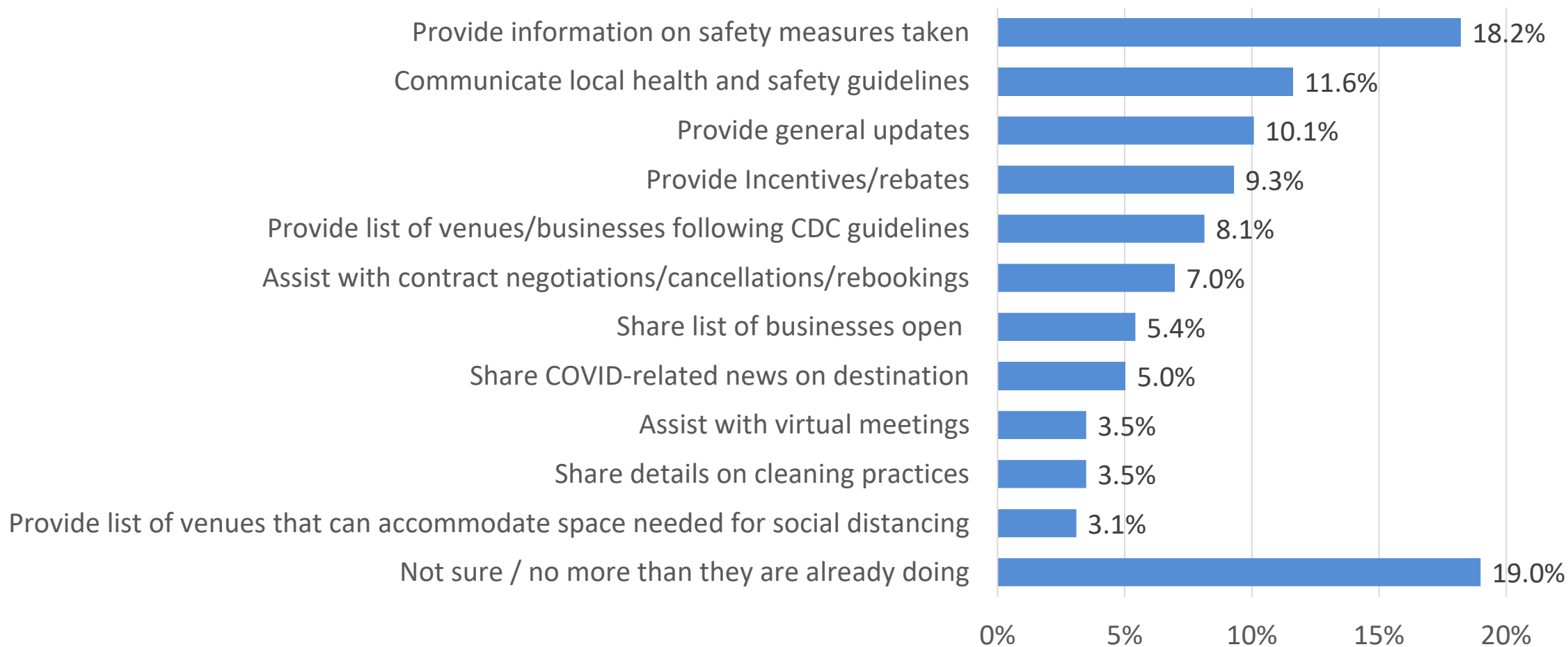
Question: I expect Convention & Visitors Bureaus to assist with providing PPE (personal protective equipment such as masks and gloves) to my live meeting attendees. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CVBS PLAY A HELPFUL ROLE, EVEN WITH VIRTUAL EVENTS



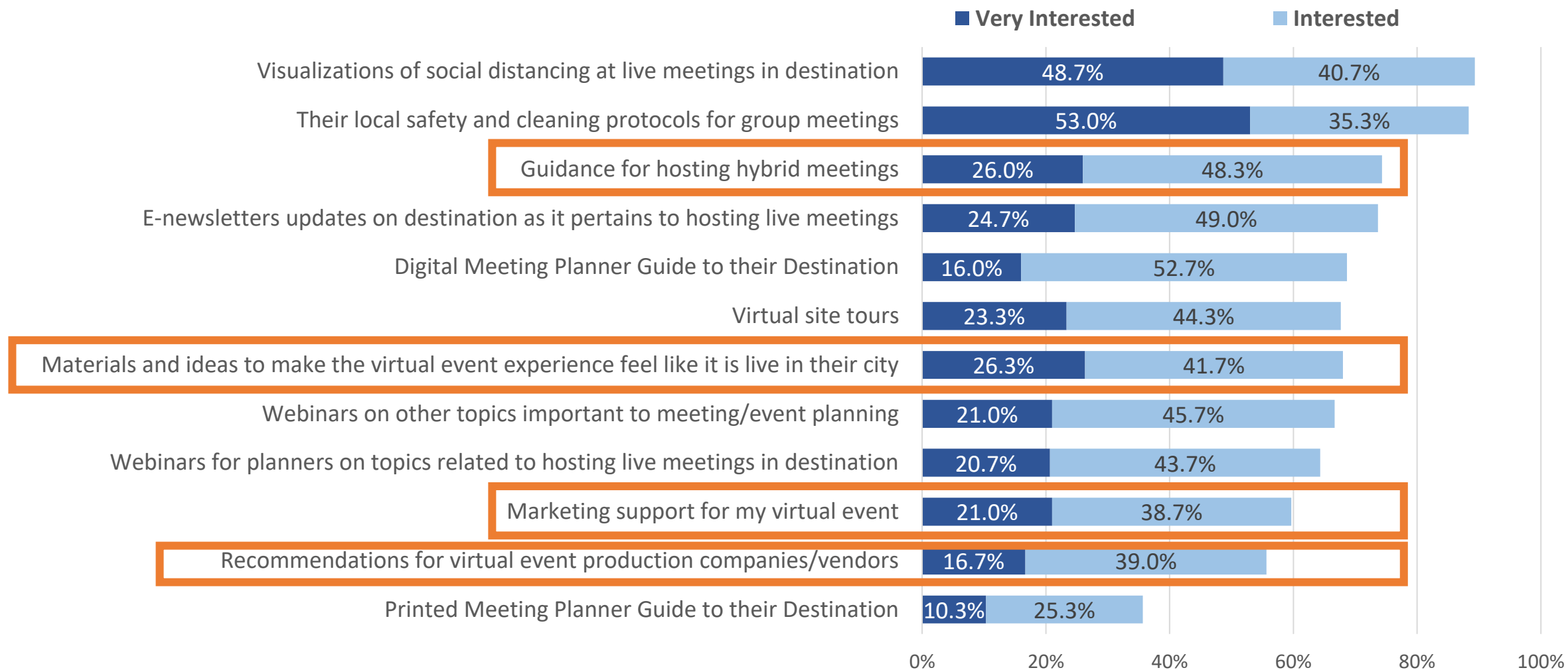
Question: Convention & Visitors Bureaus can still play a helpful role to meeting planners, even when a meeting/event is virtual. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

MOST SOUGHT CVB SERVICES (UNAIDED)



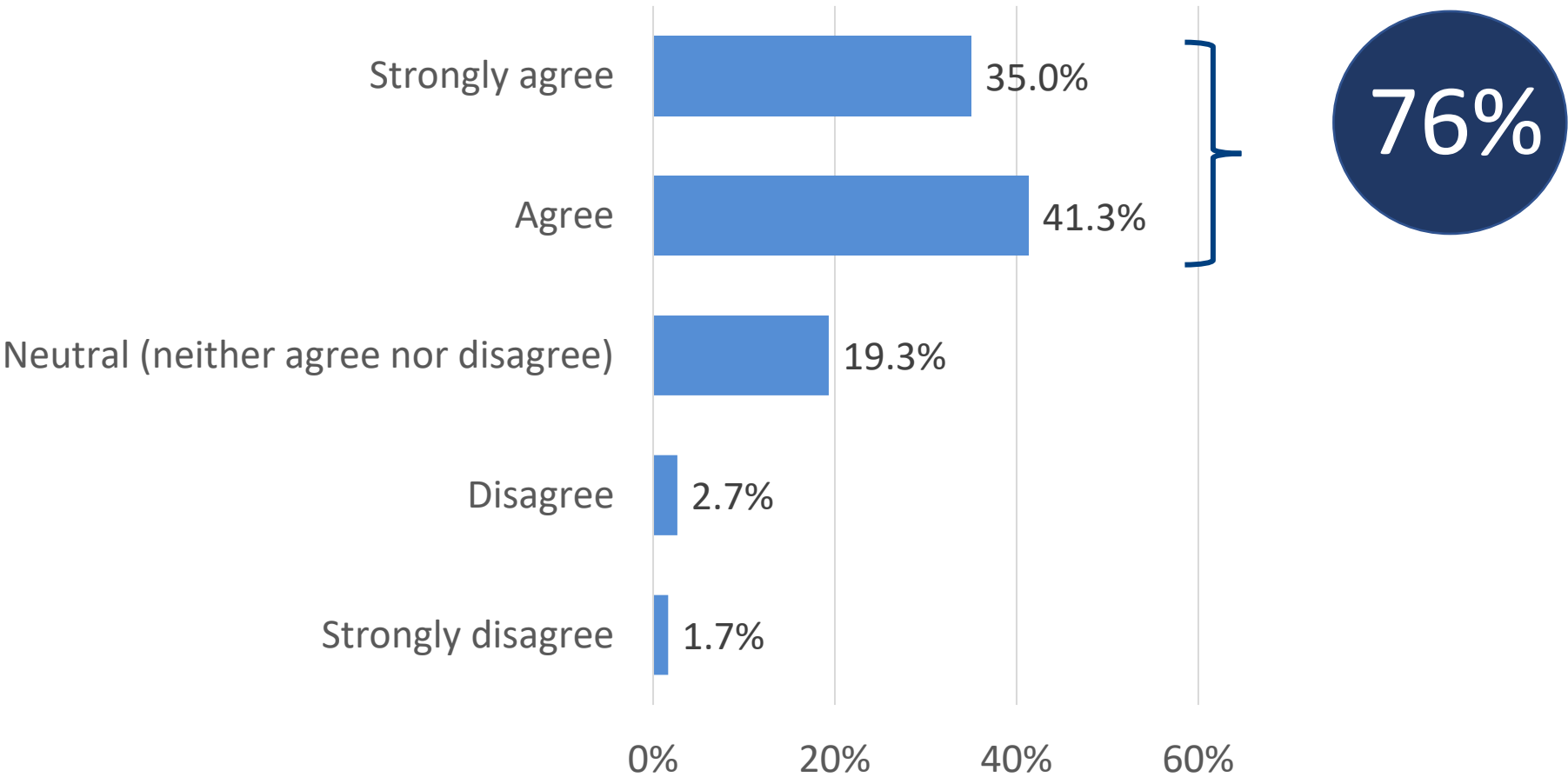
Question: What services should Convention & Visitors Bureaus focus on providing to help you during the remainder of 2020? Please be as descriptive as possible. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 258

CVB RESOURCES OF INTEREST (AIDED)



Question: How interested would you be in each of the following from Convention and Visitors Bureaus: Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

CVBS PUBLISHING HOTEL AVAILABILITY IS VALUABLE



Question: Convention & Visitors Bureaus publishing information on local hotel re-openings and upcoming availability would be of high-value right now. Sample size= 300

In Their Words

A man in a dark suit and light-colored shirt is standing at the front of a large conference room, gesturing with his right hand towards a large screen. He is facing a large audience of people seated in rows of white chairs. The room has a modern, minimalist design with large windows in the background.

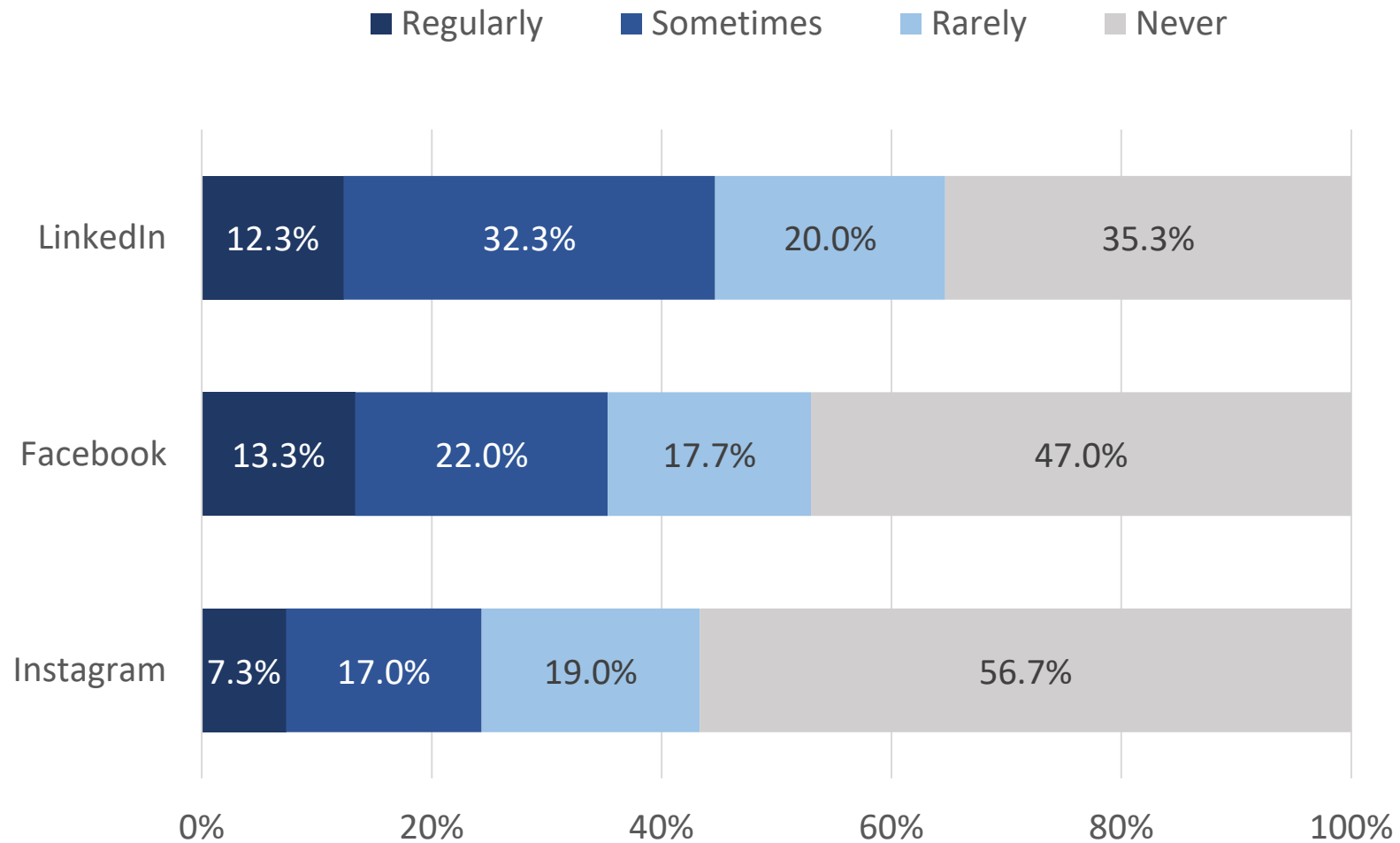
“The CVBs (that clearly stand out to me) have been consistent in their messaging.”

“The most memorable messages from CVBs were highlighting no cancellation fees and no attrition for meetings hosted in 2020”

“The most useful CVB webinar I attended included other meeting planners who have adapted to a virtual environment, and who shared their experiences and advice on how to successfully do so.”

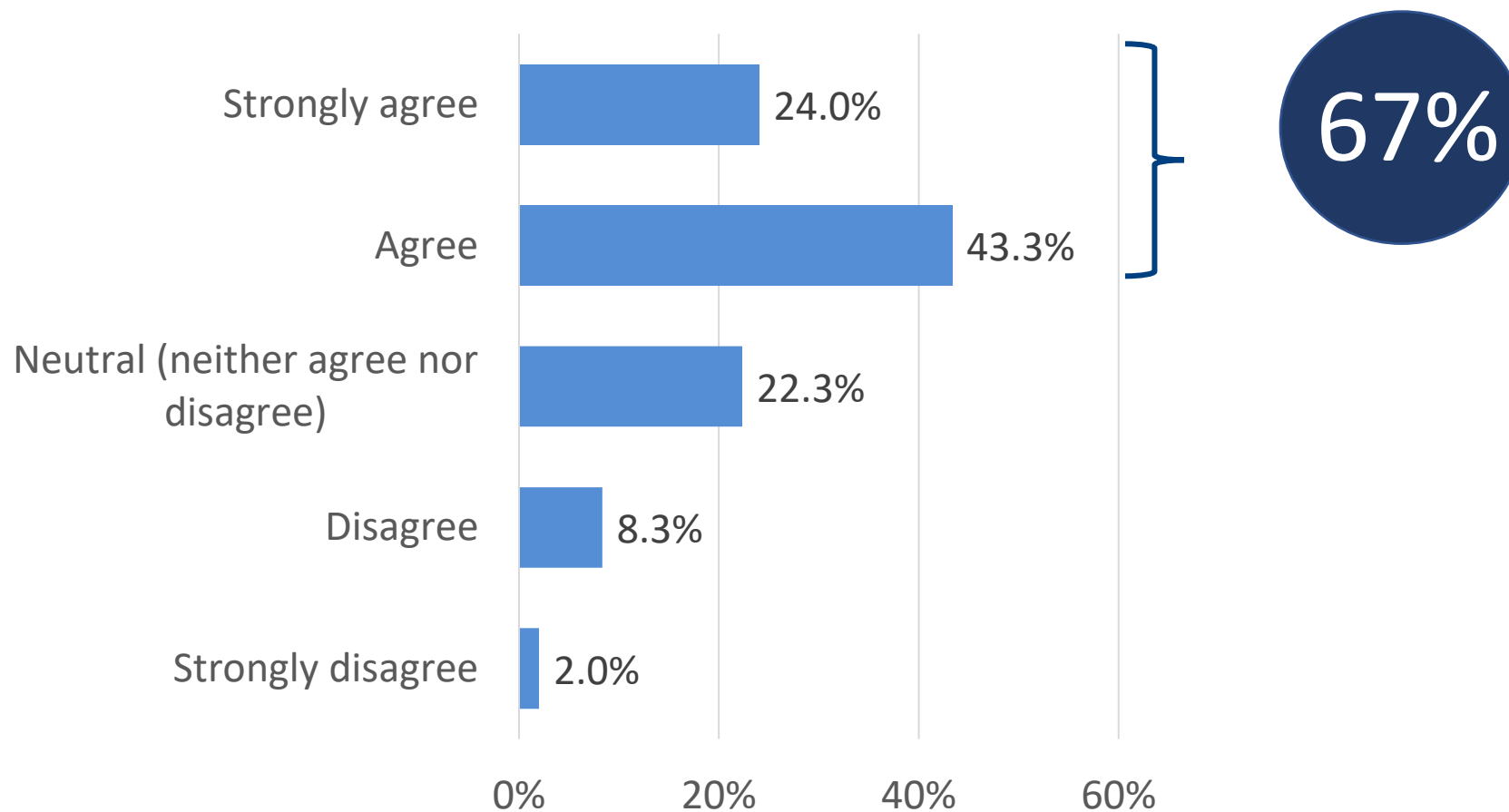
“A good way to get more engagement from planners to attend webinars would be offer incentives like giveaways.”

ENGAGING WITH CVBS ON SOCIAL CHANNELS



Question: How often do you use these social channels to engage with Convention and Visitors Bureaus content? Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

IT'S IMPORTANT FOR CVBS TO CONTINUE PROMOTING THEIR DESTINATIONS IN 2020



Question: It is important that Convention & Visitors Bureaus advertise and promote their destinations to meeting planners through the remainder of the year. Source: Destination Analysts Meetings Research Study. Base: Meeting & event planners. Sample size = 300

A hand is shown pointing towards a large, glowing blue arrow icon that points downwards, set against a dark background with abstract digital patterns and lines. The overall aesthetic is futuristic and technological.

**DOWNLOAD THE SUMMARY
OF FINDINGS HERE:**

[DESTINATIONANALYSTS.COM/2020MEETINGS](https://destinationanalysts.com/2020meetings)



WEBINAR

WEDNESDAY, SEPTEMBER 2, 3PM ET

THE STATE OF THE AMERICAN TRAVELER

TECHNOLOGY AND
TRAVELER SEGMENTS
EDITION – IN AN AGE OF
COVID-19

Register at: bit.ly/3fggbEK

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Thank you



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