Simpleview Sales Quarterly — Q3 2023

TRENDS & INSIGHTS FOR DESTINATIONS

2 synergize | A Simpleview **Consulting Company**

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SIMPLEVIEW SALES QUARTERLY | Q3 2023

Introduction

Welcome to the 2023 Q3 edition of the **Simpleview Sales Quarterly**

What is the **Simpleview Sales Quarterly?**

This report is the most-comprehensive review of the 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 in Q1-Q3 of 2023 since the COVID-19 pandemic hit in March 2020. We also look forward at the health of the DMO's critical lead pipeline.

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

SIMPLEVIEW SALES QUARTERLY | Q3 2023

Report Navigation

Navigating the Simpleview Sales Quarterly report

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

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

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

SIMPLEVIEW SALES QUARTERLY | Q3 2023

Methodology

Methodology

We aggregated the Simpleview CRM data of **230 DMOs** that generated 50 or more leads in 2019 and had leads each year in 2019, 2020, 2021, 2022, and 2023. We excluded events with fewer than 10 rooms on peak.

In this quarterly report, we have added a new region — the Southwest. The Southwest is comprised of Arizona, New Mexico, Texas, and Oklahoma.

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/adjusting their data throughout the year.

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Report Highlights

Report highlights — Q3 2023

- **Lead volume remains strong and ended the third quarter 13% above 2019 levels.** However, lead volume in Q3 2023 didn't grow as strong as Q1 2023. There were an average of 16,576 leads in Q1 2023, whereas in Q3 2023, the average was 14,267.
- **Lead room nights surpassed 2019 levels** in all months through September 2023, except for July 2023, and is currently 17% ahead of 2019.
- **Through September 2023, bookings are down 9.2% compared to the same time in 2019,** with Q3 2023 the furthest behind so far at -11.1%. **Booked room nights are down 11.6% over 2019.**
- Average booked peak rooms through Q3 2023 for hotel meetings is even against 2019. However, it is **down 12.3% compared to 2019 for convention center events.**
- **Booked room nights continue to fall further behind 2019.** Q1 2023 ended at 6.2% behind Q1 2019 levels, whereas Q3 2023 ended 14.1% behind Q3 2019.
- **Through September 2023, the event cycle became shorter on average by almost two months compared to 2019.** The sales production cycle, especially for convention center leads, grew slightly longer. Planners are sourcing closer to the event and taking longer to confirm the business definite.
- Not all regions are recovering at the same pace in new lead generation. Currently, Canada and the Midwest are behind 2019. **The South/Southeast and the Southwest have seen the largest gains at +27% and +21% respectively.**

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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" that has not converted to either a definite or lost status.

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. Over 75% of CRM leads were successfully converted to one of 19 key classifications for analysis.

Progress

PROGRESS

Throughout this quarterly report, we gauge **year-end progress compared to performance pre-pandemic, using 2019 as an index.** Additionally, we will illustrate **monthly progress made in 2020-2023**. Specifically, we will touch on the monthly 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 monthly in 2023? **What kind of progress have we made compared to previous months, quarters, and years?**

BOOKING VOLUME: how many events, room nights, and attendance have we confirmed definite monthly in 2023? **What kind of progress have we made compared to previous months, quarters, and years?**

Pipeline

PIPELINE HEALTH

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 January-September 2019**, when lead activity was robust in the industry, to the current reporting period of January-September 2023.

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 2023 pipeline compare to 2019? Does our pipeline continue to align with these segments in future years?

Progress

PROGRESS

1

2

Lead volume created through September 2023 surpassed January-September 2019 by 13%, and lead room nights exceeded 2019 levels by 17%.

Booked room nights confirmed through September 2023 were down 11.6% compared to January-September 2019.

PROGRESS

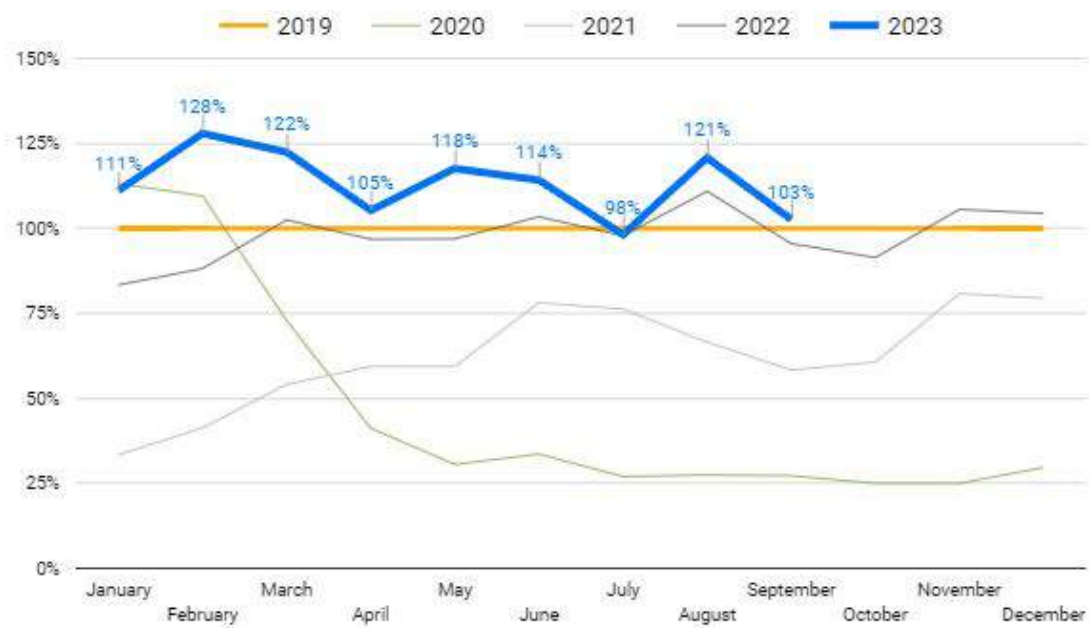
Lead volume continued to see strong growth

2023 continues to see strong lead growth over 2019 levels. Through September 2023, lead volume was **13% above 2019 levels.**

Year-over-year growth from January-June 2022 to January-June 2023 was 17%.

Monthly **number of leads** through September 2023

Percentage of 2019 index



PROGRESS

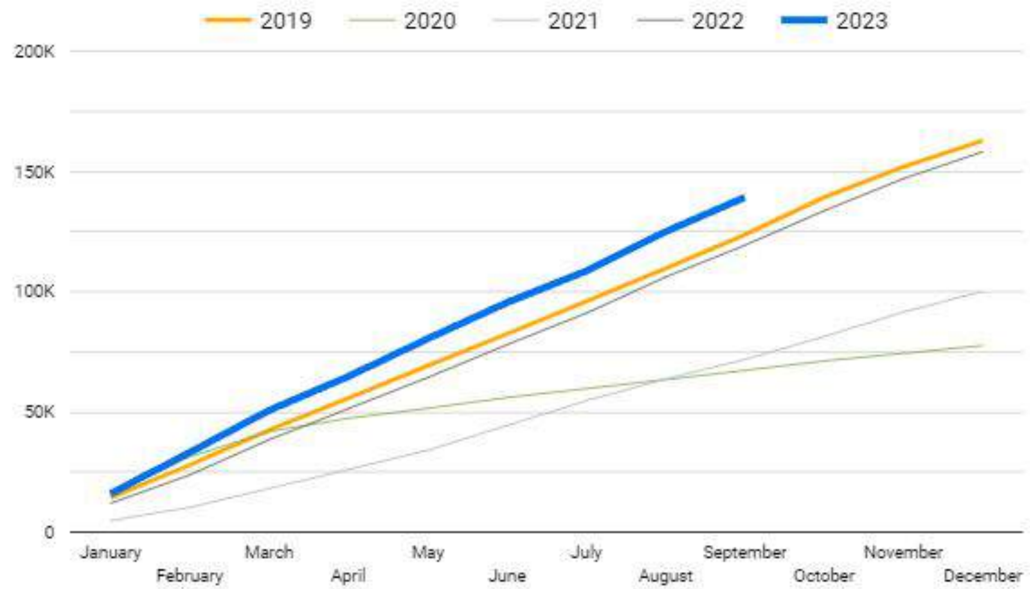
Lead volume tracking ahead of 2019 levels

Cumulative lead volume trends

Lead volume in Q3 2023 declined to +7.2% from Q1 2023 at +20.3%. For Q1 2023, the average was 16,576 leads, while the third quarter of 2023 was an average of 14,267.

Quarter comparison to 2019:
Q1 2023: +20.3%
Q2 2023: +12.3%
Q3 2023: +7.2%

Cumulative **number of leads** through September 2023



PROGRESS

Here’s what we’re seeing …

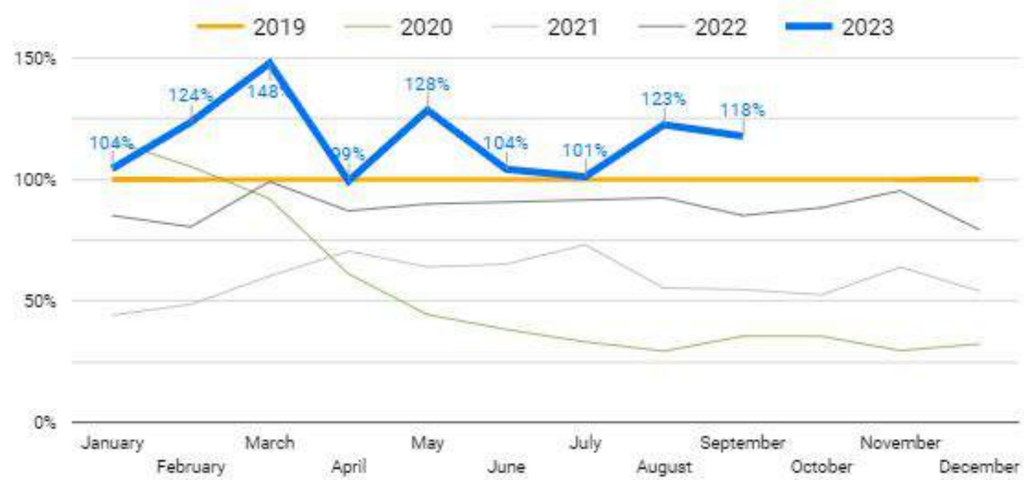
While the number of leads through September 2023 was 13% ahead of 2019 levels, **lead room nights were ahead by 17%.**

January to September 2023, lead attendance was 7.3% ahead of 2019.

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

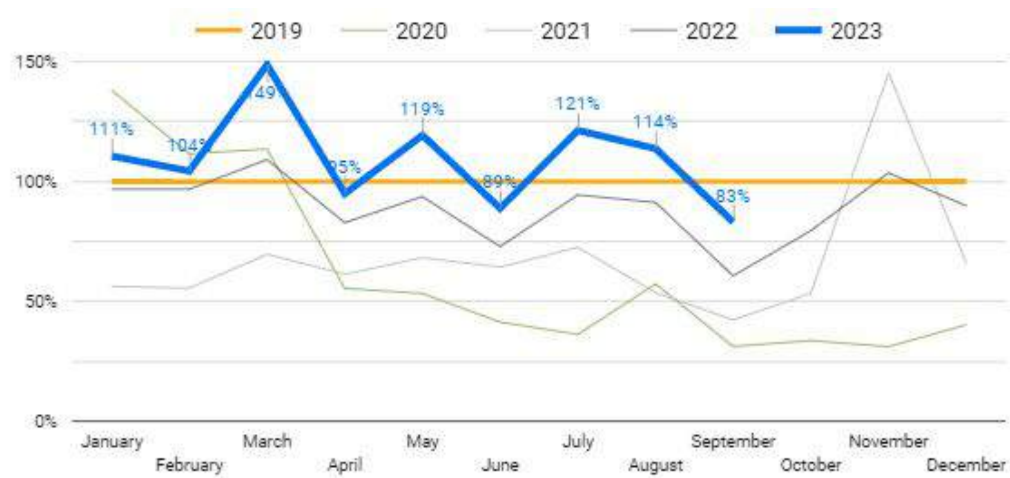
Monthly **lead room nights** through September 2023

Percentage of 2019 index



Monthly **lead attendance** through September 2023

Percentage of 2019 Index



PROGRESS

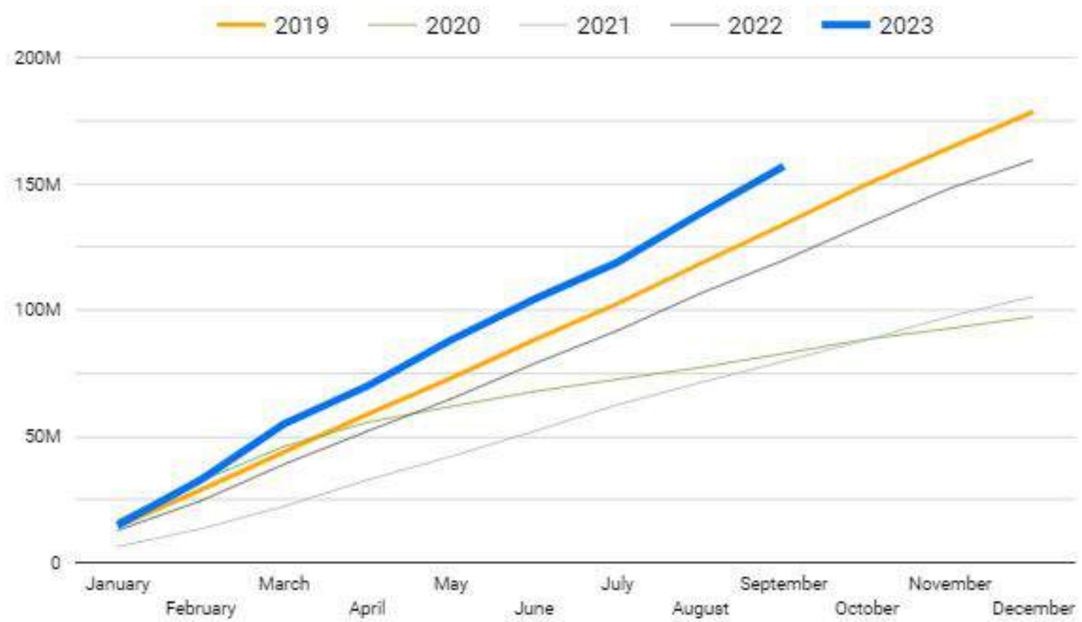
Lead room nights exceed 2019 by 21.5 million

Cumulative lead room nights

Q3 2023 was slightly stronger than Q2 2023. There were more than three million more lead room nights generated in Q3 2023 compared to Q2 2023.

Quarter comparison to 2019:
Q1 2023: +25.4%
Q2 2023: +10.3%
Q3 2023: +14.3%

Cumulative **number of room nights** through September 2023



PROGRESS

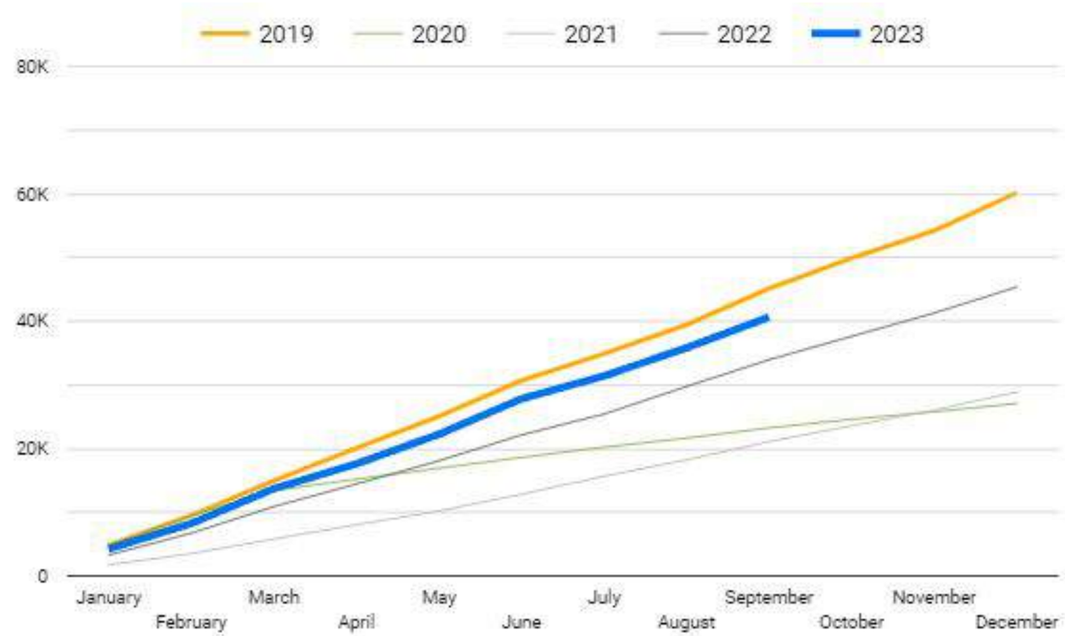
Number of bookings are still behind 2019 levels

Q1 2023 was stronger compared to Q2 and Q3 2023.

Through September 2023, **total number of bookings was down 9.2% over 2019 levels.**

Quarter comparison to 2019:
Q1 2023: -7.4%
Q2 2023: -9.4%
Q3 2023: -11.1%

Cumulative **number of bookings** through September 2023



PROGRESS

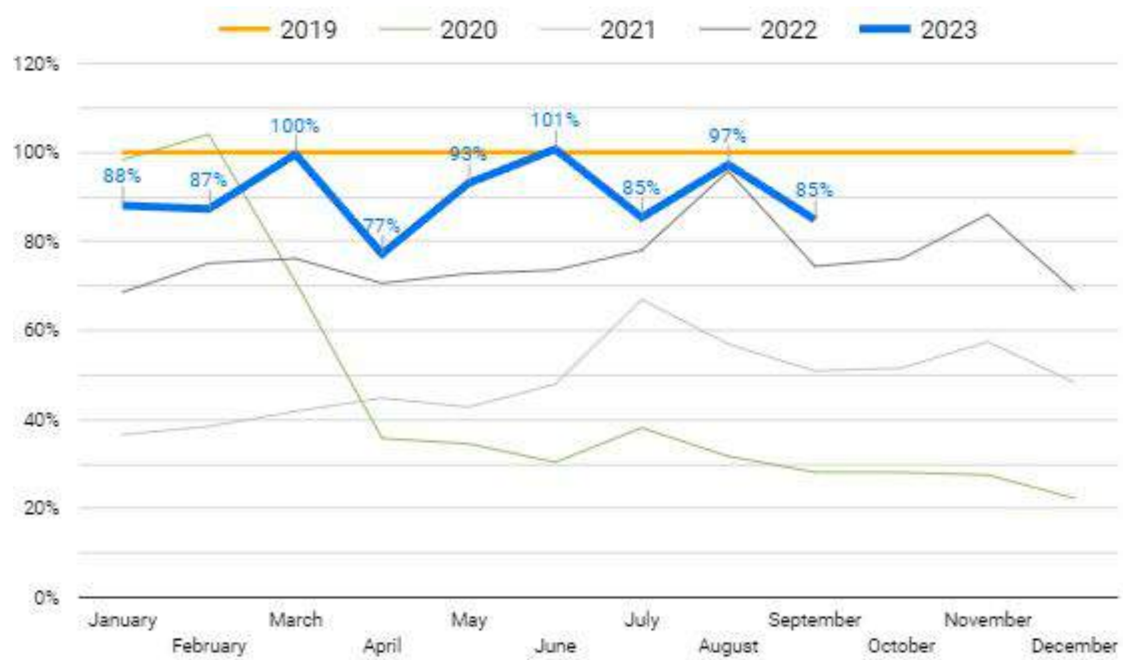
Number of bookings remain below 2019

Q3 2023 saw the lowest overall number of bookings compared to 2019.

Total number of bookings reached above 90% of the 2019 index in four out of the nine months.

Monthly **number of bookings** through September 2023

Percentage of 2019 index



PROGRESS

Here's what we're seeing…

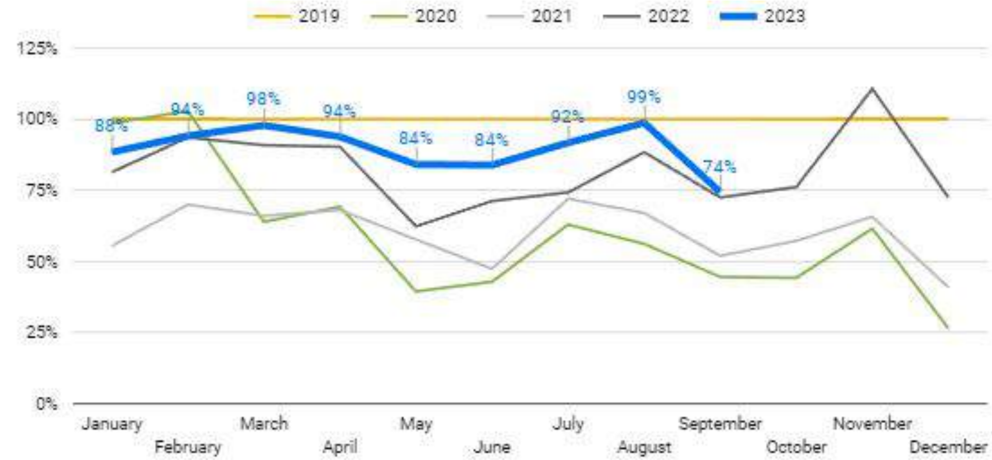
Booked room nights through September 2023 were 11.6% below the 2019 index, but 11.9% ahead of January to September 2022.

Total **booked attendance through September 2023 was up 3.7%** compared to 2019.

Attendance can vary widely due to booking practices and large attendee events with multiple year bookings.

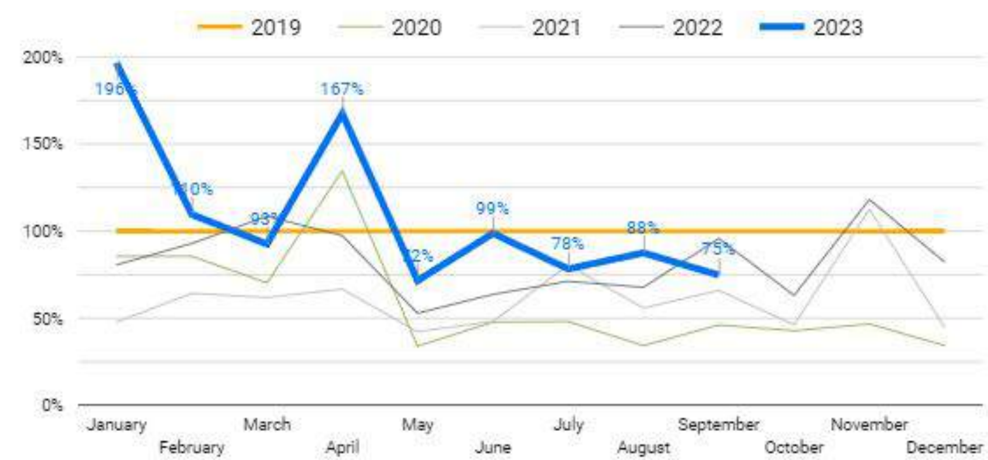
Monthly **booked room nights** through September 2023

Percentage of 2019 index



Monthly **booked attendance** through September 2023

Percentage of 2019 index



PROGRESS

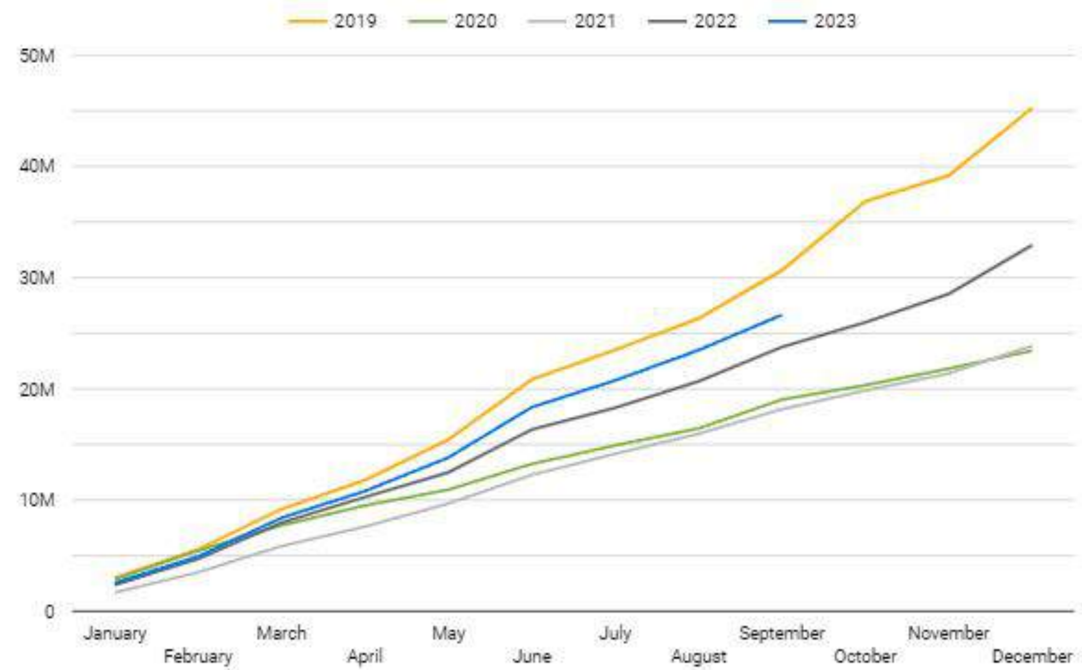
Number of booked room nights down 11.6% from 2019 levels

What we are seeing …

Q3 2023 fell further behind 2019 levels and was down 14.1% compared to Q3 2019.

Quarter comparison to 2019:
Q1 2023: -6.2%
Q2 2023: -13.8%
Q3 2023: -14.1%

Cumulative **number of booked room nights** through September 2023



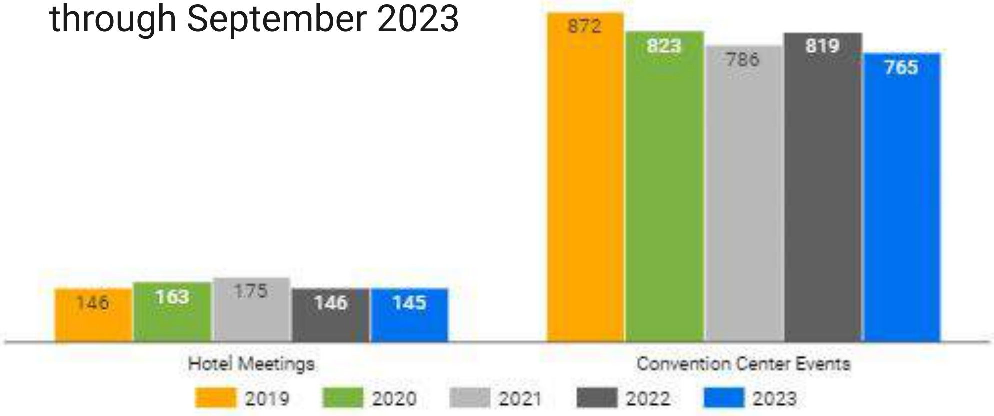
PROGRESS

Here's what we're seeing ...

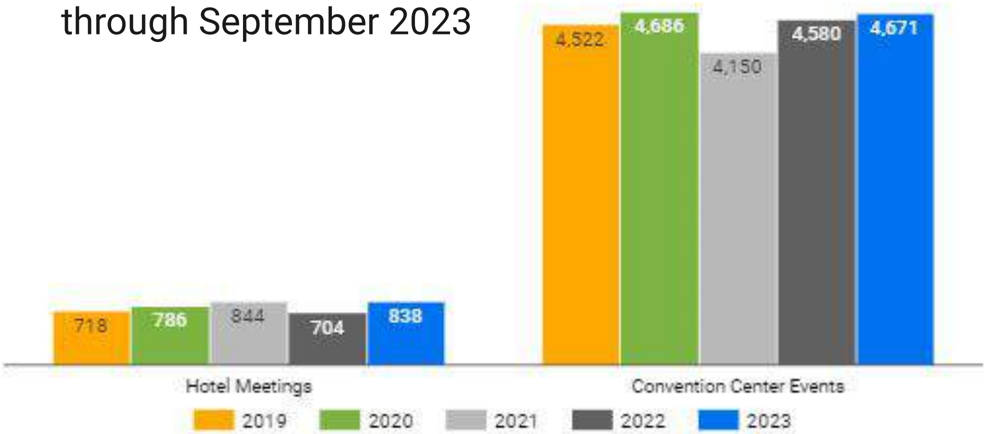
The average peak rooms for booked convention center events January to September 2023 was 12.3% lower than the same time in 2019.

Average attendance for both hotel meetings and convention center events was higher compared to 2019. In the first six months of 2023, there were six hotel meetings and convention center events with attendance over 500,000 compared to one in 2019, elevating the numbers.

Average booked peak rooms
through September 2023



Average booked attendance
through September 2023



Pipeline

1

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

2

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

3

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

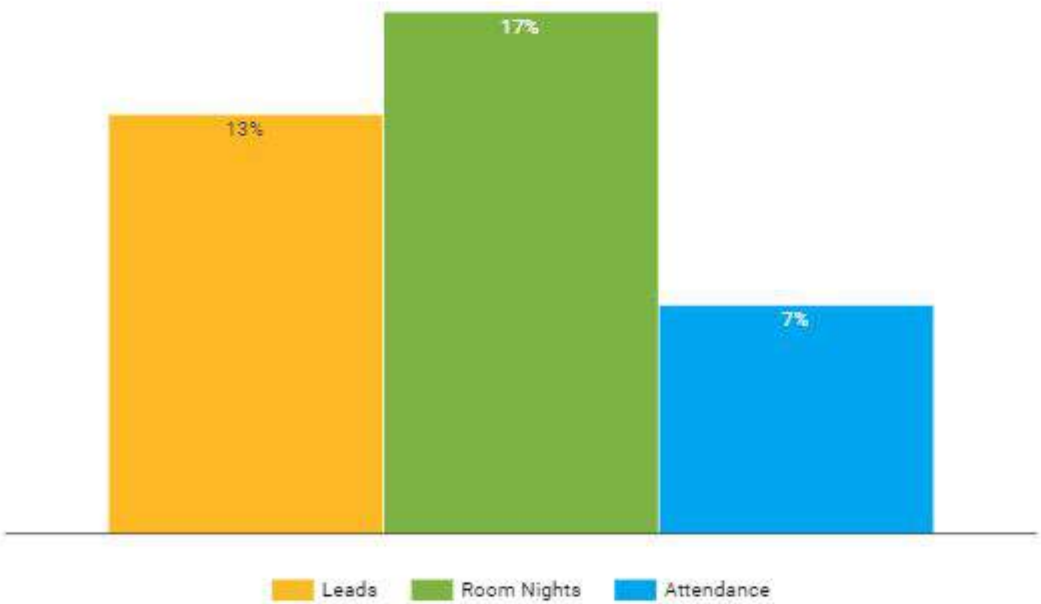
Lead room nights in pipeline remain strong

What are the lead volume trends?

Through September 2023, the health of the lead pipeline (number of leads, lead room nights, and lead attendance) was **strong compared to the same time in 2019**. However, Q2 and Q3 2023 growth slowed compared to Q1 2023.

There were significantly more opportunities available to close, indicating the potential to catch up to 2019 bookings and booked room nights.

Leads, lead room nights, and lead attendance through September 2023 compared to January through September 2019



PIPELINE HEALTH

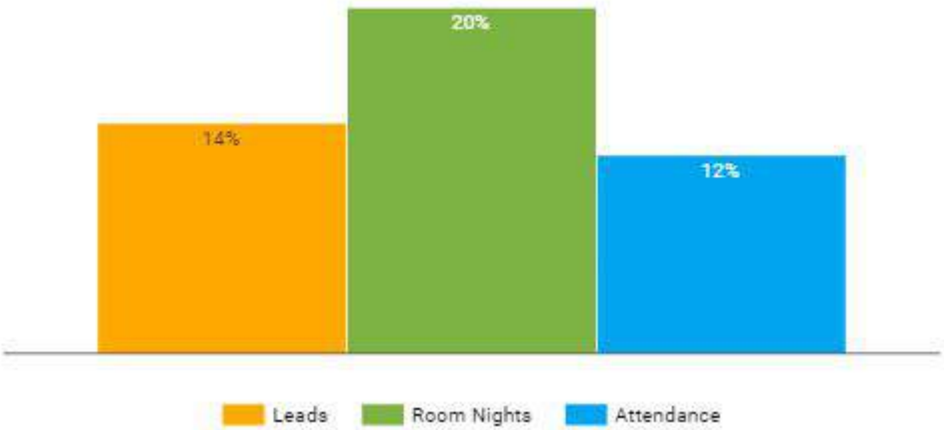
The numbers reveal …

Hotel meeting room nights started the year strong, and were up more than 20% through September 2023 compared to the same time in 2019.

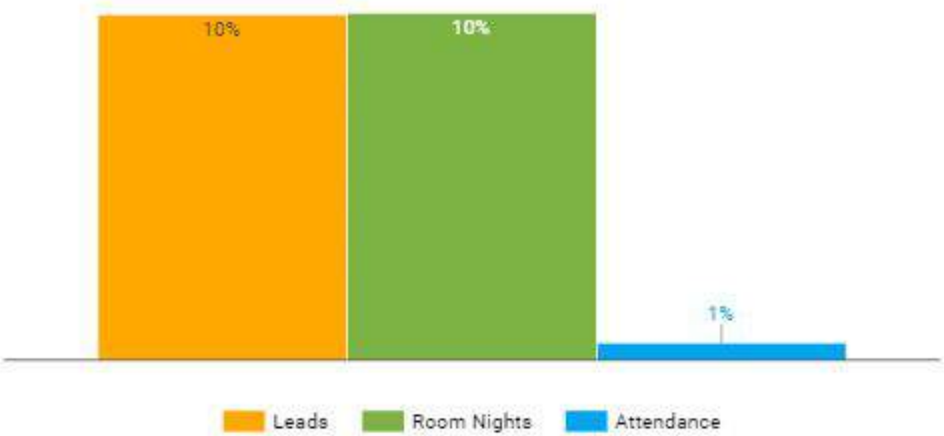
Through September 2023, leads for convention center events were up in all categories, with leads and room nights up 10% from 2019.

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 September 2023 compared to 2019



Convention center leads, room nights, and attendance through September 2023 compared to 2019



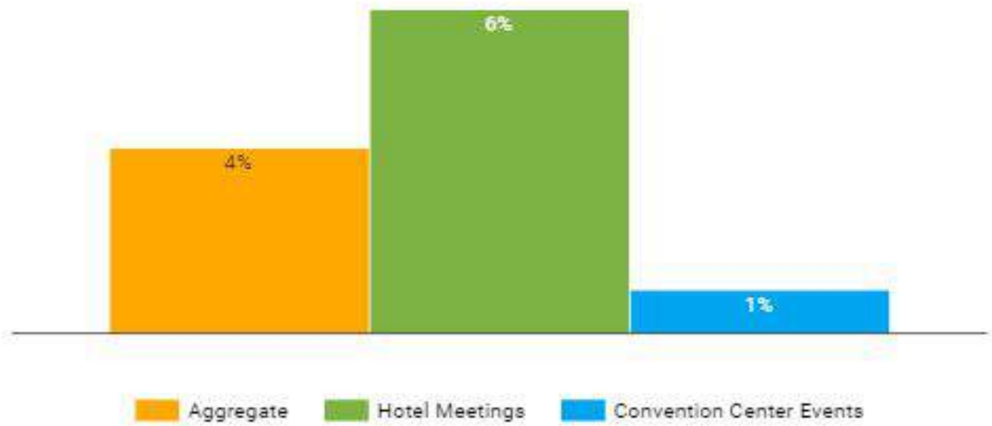
PIPELINE HEALTH

Here's what we're seeing …

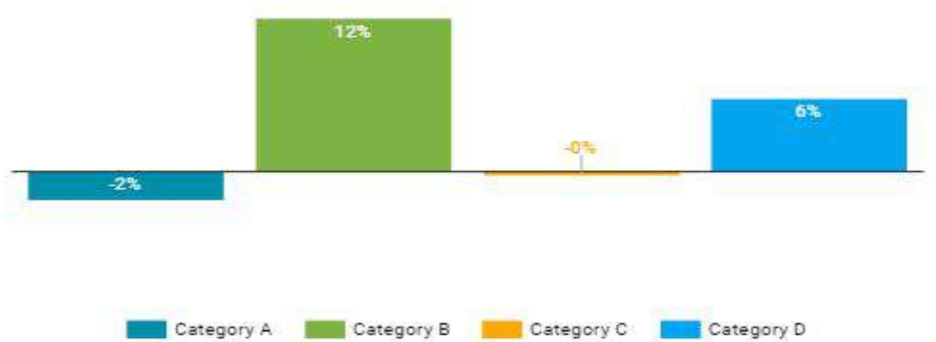
Overall, the average peak rooms of leads in the pipeline increased 4% through September 2023 compared to 2019, with hotel meetings currently up 6%.

Only Category A DMOs (destinations with no convention center) saw a decrease in average peak rooms, with Category C flat.

Average lead peak room size in the pipeline through September 2023 compared to the same time period in 2019



Average lead peak rooms in the pipeline by DMO category through September 2023 compared to the same time period in 2019



Event cycles continue to be short-term

What are we seeing?

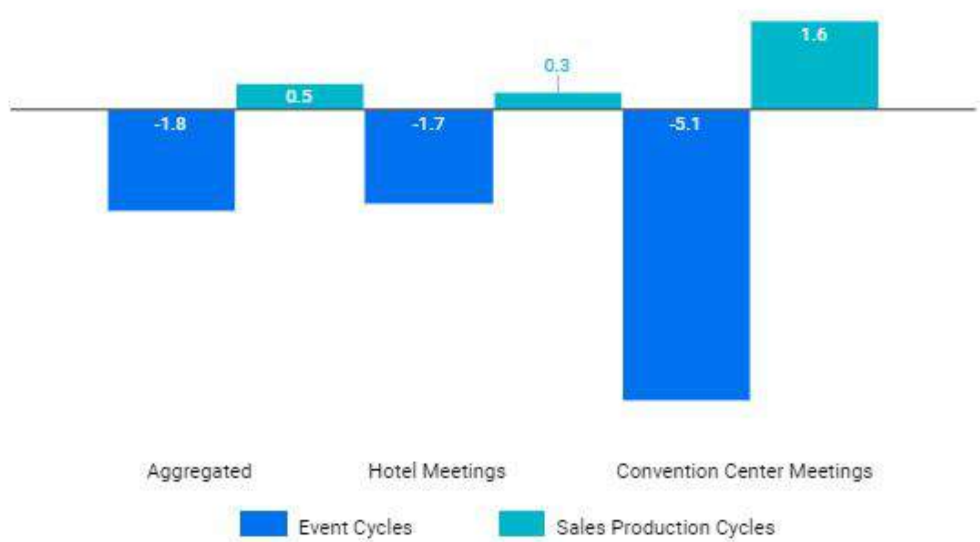
We evaluated both the event cycle (lead create date to the meeting start date) and the sales production cycle (lead create date to date definite) to understand if there have been any significant changes since 2019.

Through September 2023, the event cycle became shorter by an average of almost two months compared to 2019.

At the same time, the sales production cycle, especially for convention center leads, grew slightly longer.

Planners are sourcing closer to the event and taking a little longer to confirm the business definite.

Net **number of months** leads in the event and sales production cycles through September 2023 compared to the same period in 2019



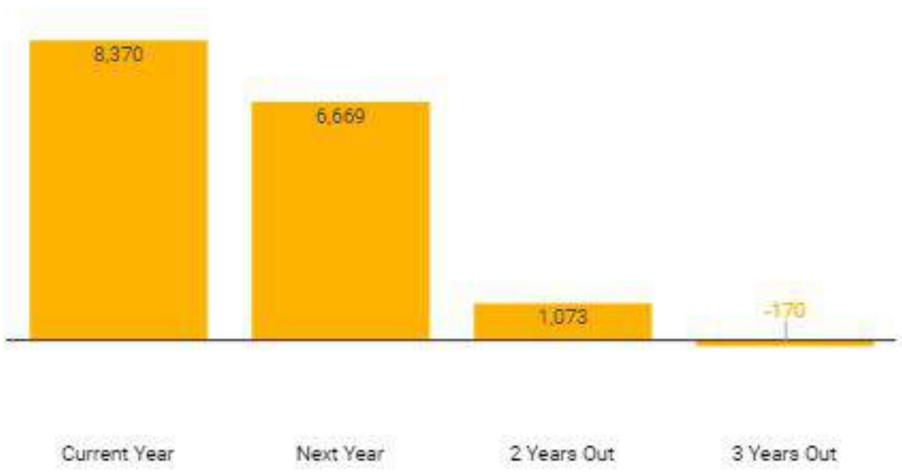
PIPELINE HEALTH

A deeper look …

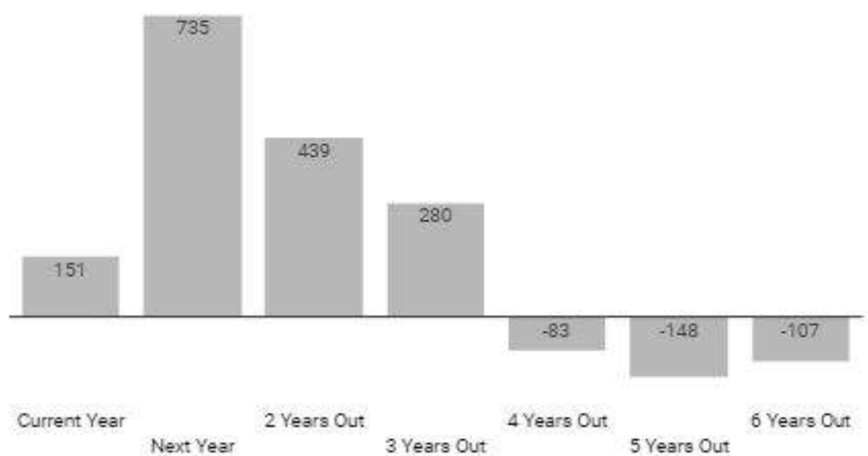
Over 8,300 more leads had arrival dates within the same year versus the same period of 2019, underscoring the shorter event cycles for hotel meetings.

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

Net **number of hotel meeting leads** in the pipeline through September 2023 compared to the same time in 2019



Net **number of convention center leads** in the pipeline through September 2023 compared to the same time in 2019



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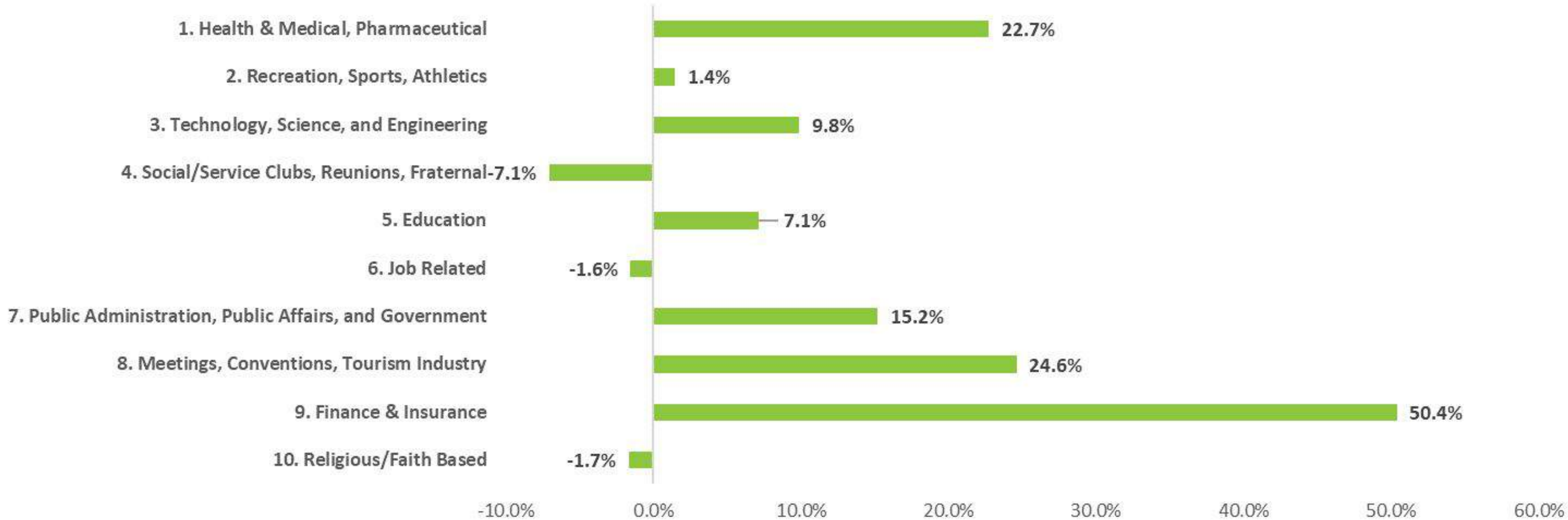
PIPELINE HEALTH

Key market segments see significant shifts

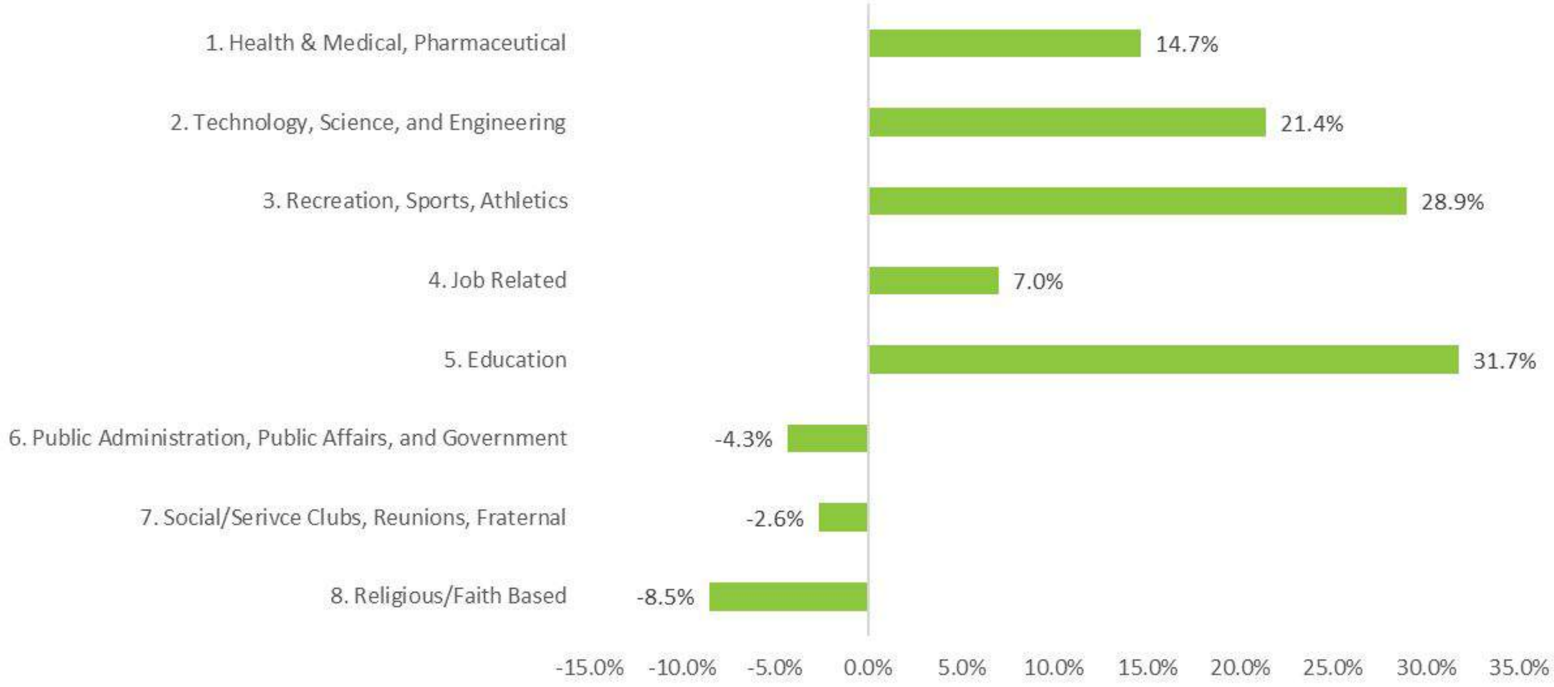
Top 10 market segments from 2019: **number of hotel meeting leads** percentage variance through September 2023 compared to the same time in 2019



What does this **mean for you?**

The percentage variance indicates which market segments have more, or fewer, leads through the first three quarters of 2023 in the pipeline compared to the same time in 2019, and illustrated growth in the number one market segment of Health & Medical, Pharmaceutical.

Top eight market segments from 2019: **number of convention center event leads** percentage variance through September 2023 to the same time in 2019



Here's what **we're seeing …**

The five top market segments for convention center event leads all saw growth through September 2023 over the same time in 2019.

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DMO Categories

DMO **categories**

To further understand progress and pipeline trends, the industry aggregate of 230 DMOs were 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 (82 destinations)

CATEGORY B – DMOs with a convention center exhibit space of less than 100,000 gross square feet (82 destinations)

CATEGORY C – DMOs with a convention center exhibit space between 100,000-499,999 gross square feet (48 destinations)

CATEGORY D – DMOs with a convention center exhibit space of 500,000 gross square feet or greater (18 destinations)

PIPELINE HEALTH

DMO category comparisons

All four categories saw increased hotel meeting leads and room nights in the pipeline. For hotel meeting lead room nights, categories B and D led the way with a 24% increase in room nights compared to 2019.

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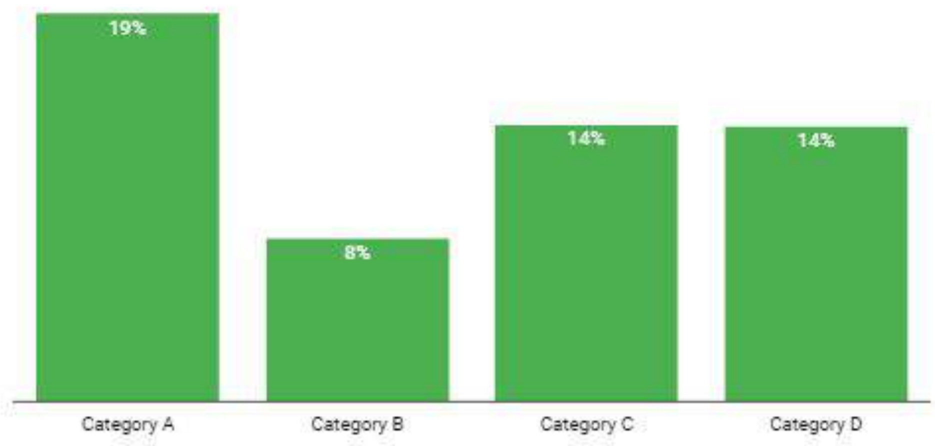
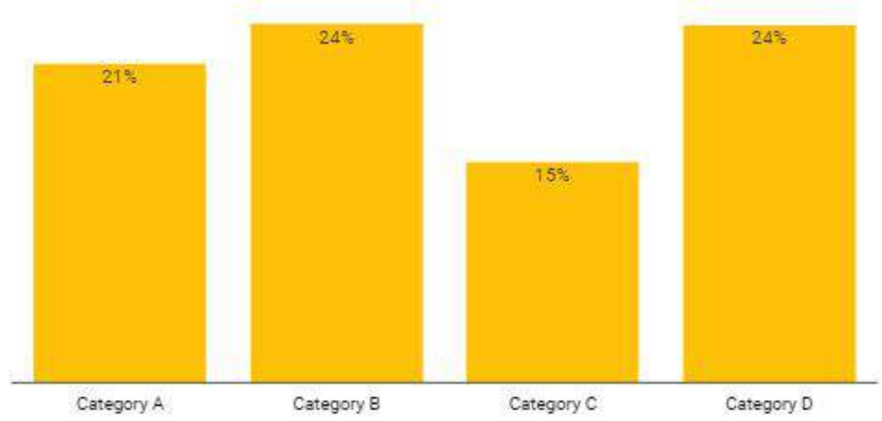
Number of hotel meeting leads by DMO category through September 2023 compared to the same time in 2019



Hotel meeting lead room nights by DMO category through September 2023 compared to the same time in 2019



PIPELINE HEALTH

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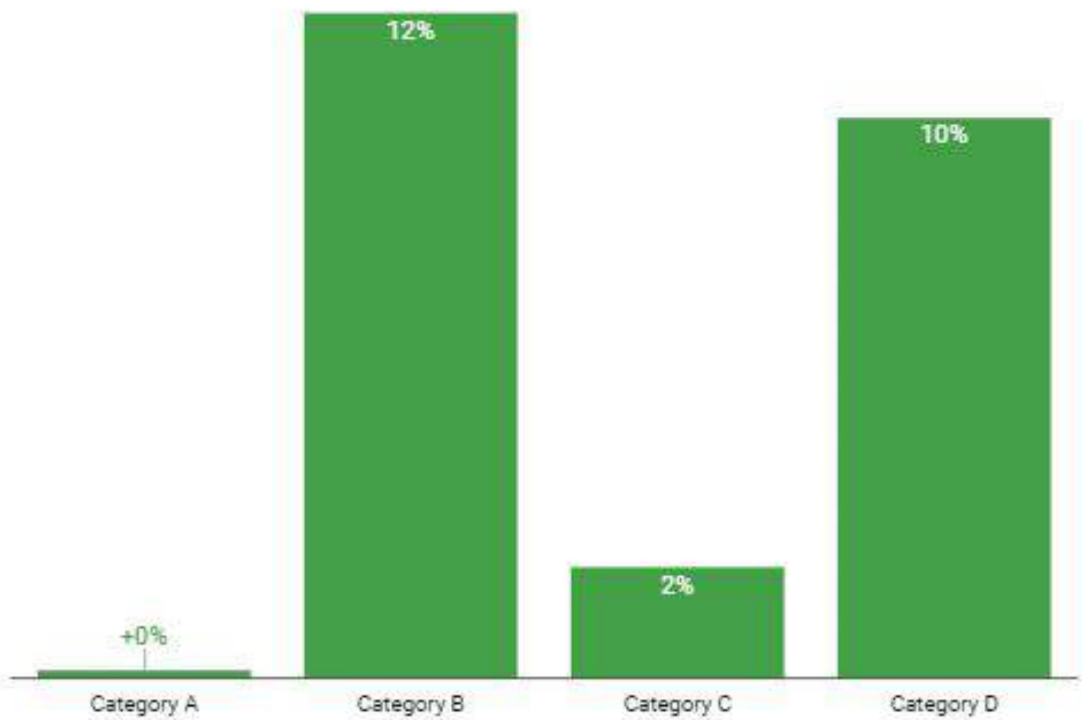
While Category A had 19% more hotel meeting leads, the average peak size was flat compared to 2019.

Hotel meeting average lead peak rooms by DMO category
through September 2023 compared to the same time in 2019



PIPELINE HEALTH

All three categories with a convention center saw an increase in **convention center event leads**, with Category B seeing the largest increase of 18% in the pipeline compared to 2019.

Category C saw the smallest increase in both number of leads and lead room nights compared to the first half of 2019.

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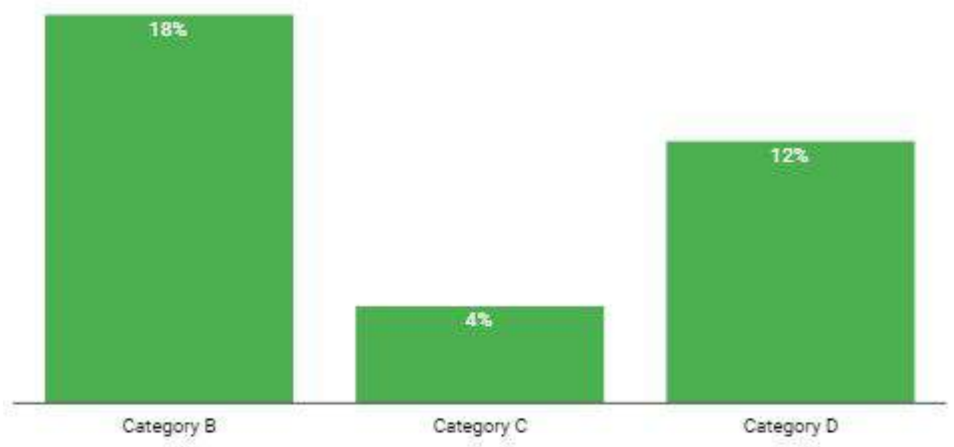
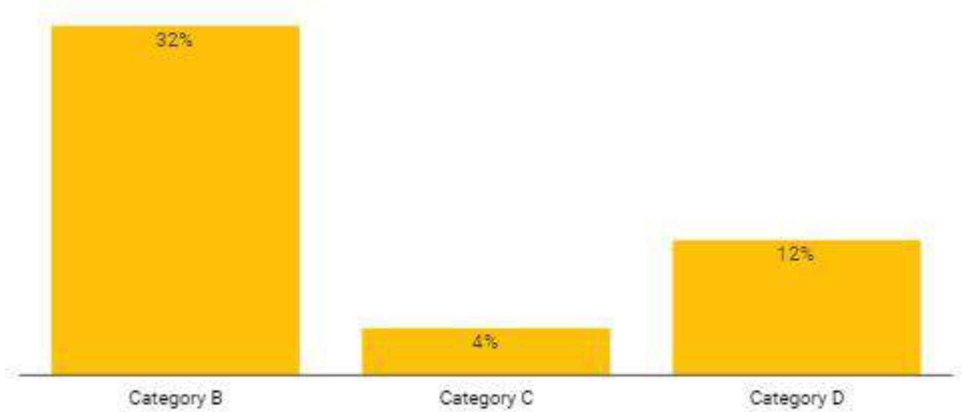
Number of convention center event leads by DMO category in through September 2023 compared to the same time in 2019



Convention center event lead room nights by DMO category through September 2023 compared to the same time in 2019



PIPELINE HEALTH

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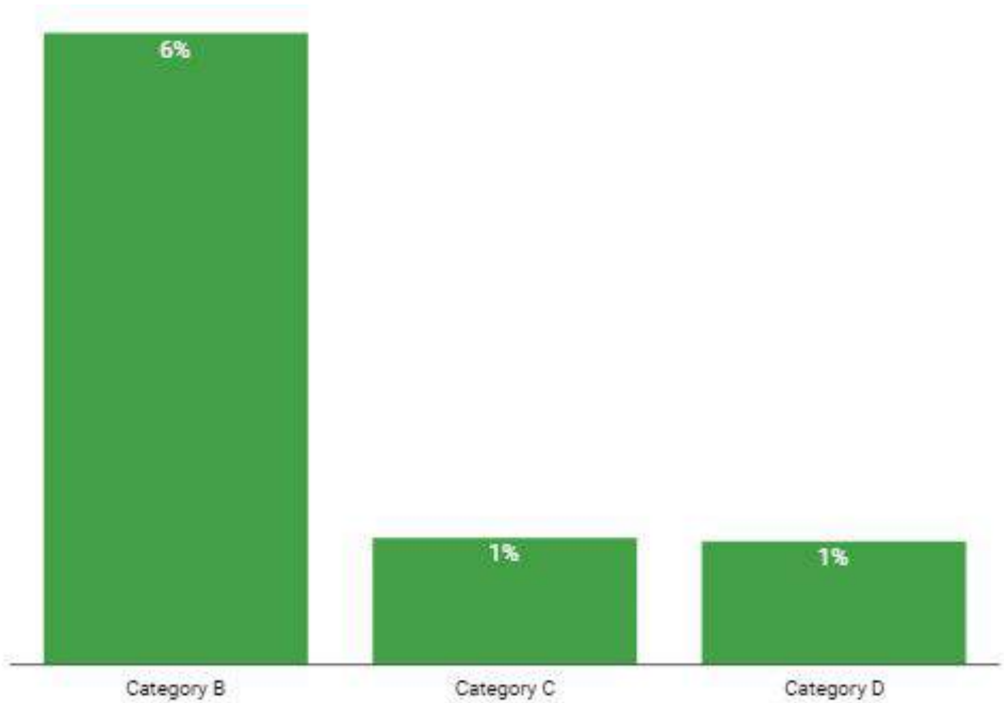
All three categories saw an increase in average peak rooms. Category B saw the largest increase of 6% compared to the same time in 2019.

Convention center event leads average peak rooms by DMO category through September 2023 compared to the same time in 2019



PROGRESS PIPELINE HEALTH

Category A: DMOs' progress and pipeline health

Category A — DMOs without a major convention facility (82 destinations)

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PROGRESS

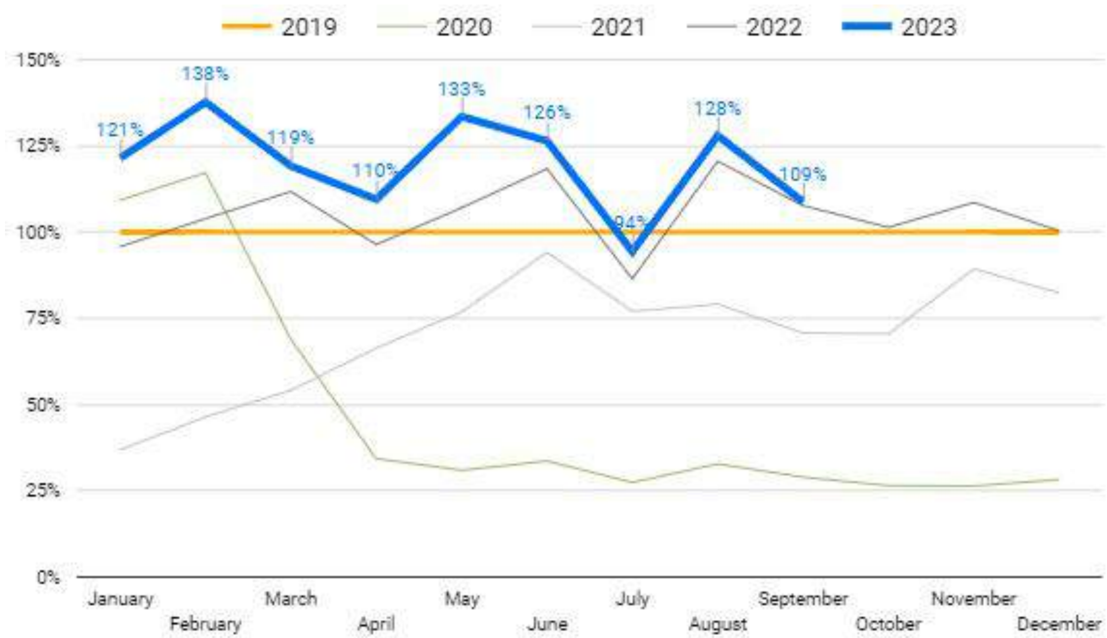
Category A: number of leads trending above 2019

What are we seeing?

Progress for the number of leads by **Category A DMOs was above 2019 levels by 19.0% through September 2023.**

Quarter comparison to 2019:
Q1 2023: +25.6%
Q2 2023: +22.9%
Q3 2023: +9.9

Monthly number of hotel meeting leads through September 2023
Percentage of 2019 index



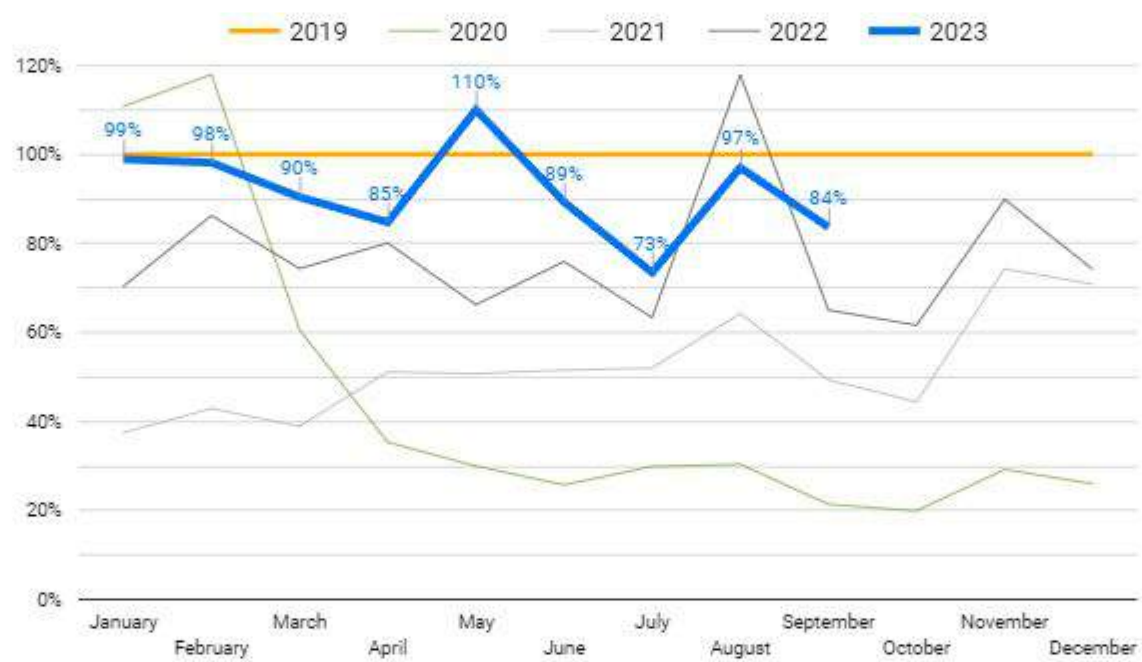
Category A: number of booked events lag 2019

We're seeing ...

The number of booked hotel meetings through September 2023 was behind 8.8%.

Through September 2023 compared to 2019:
Q1 2023: -4.5%
Q2 2023: -5.6%
Q3 2023: -16.2%

Monthly number of booked hotel meetings through September 2023
Percentage of 2019 index



PROGRESS

Category A: booked room nights and attendance

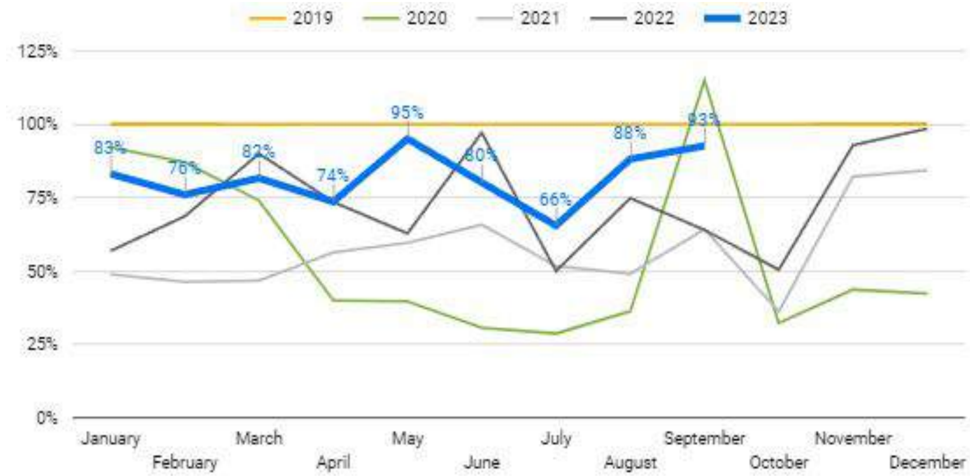
Through September 2023, booked hotel meeting room nights were **down 18.3% compared to the same time in 2019**.

Hotel meeting attendance through September 2023 was down 31.9% compared to same time in 2019.

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

Monthly booked hotel meeting room nights through September 2023

Percentage of 2019 index



Monthly booked hotel meeting attendance through September 2023

Percentage of 2019 index

PIPELINE HEALTH

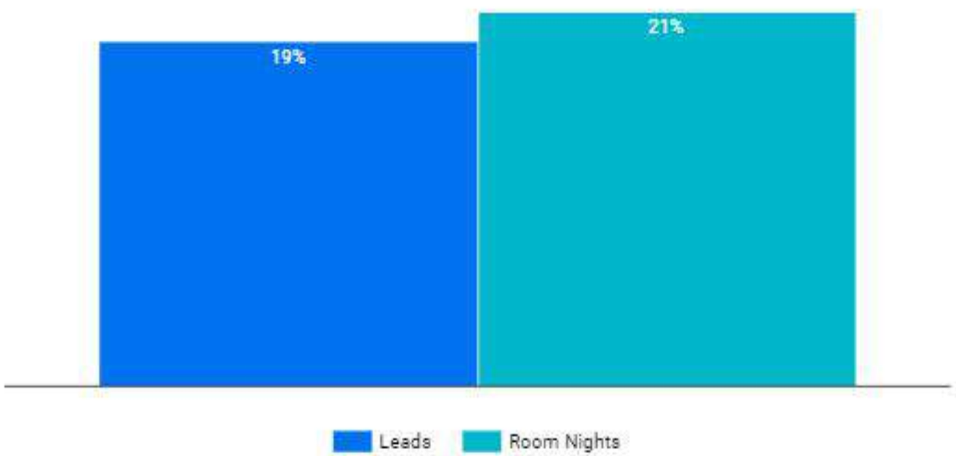
Category A: lead volume and event cycle

What are we seeing?

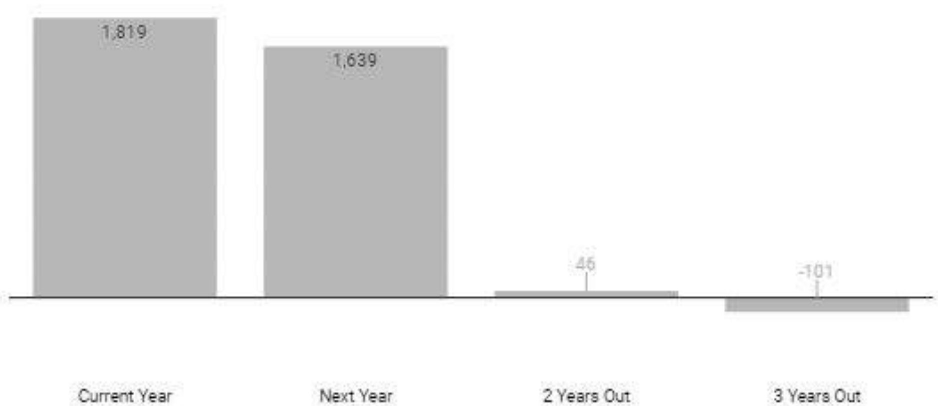
Both number of leads and room nights continued to show strong growth over the same time in 2019.

Lead volume in the pipeline became more short-term, with 1,819 more leads arriving ITYFTY compared to the same period in 2019.

Number of hotel meeting leads and room nights through September 2023 compared to the same time in 2019



Net **number of hotel meeting leads** in the pipeline through September 2023 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 gross square feet
(82 destinations)

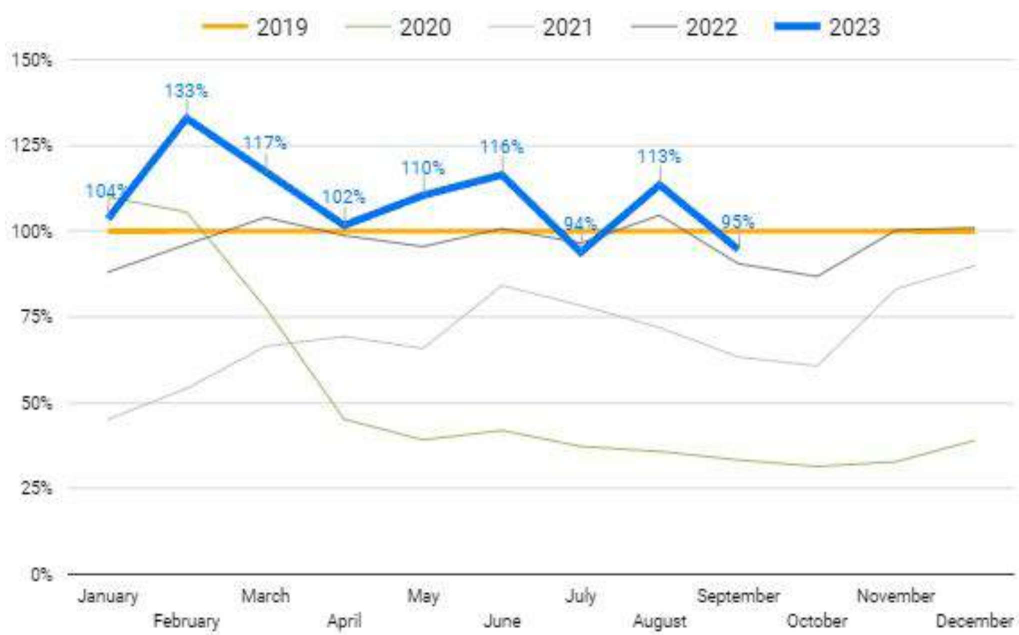
PROGRESS

Category B: number of leads see a recent slow down

The total number of leads (hotel and convention center) for Category B was up 9.1% compared to the same time in 2019, led by a strong February 2023.

Through September 2023 compared to 2019:
Q1 2023: +17.2%
Q2 2023: +9.5%
Q3 2023: +0.6%

Monthly number of leads through September 2023
Percentage of 2019 index



PROGRESS

Category B: number of booked events

Number of booked hotel meetings through September 2023 compared to 2019:

Q1 2023: -18.9%

Q2 2023: -15.8%

Q3 2023: -22.3%

YTD: -19.0%

Number of booked convention center events through September 2023 compared to 2019:

Q1 2023: -1.4%

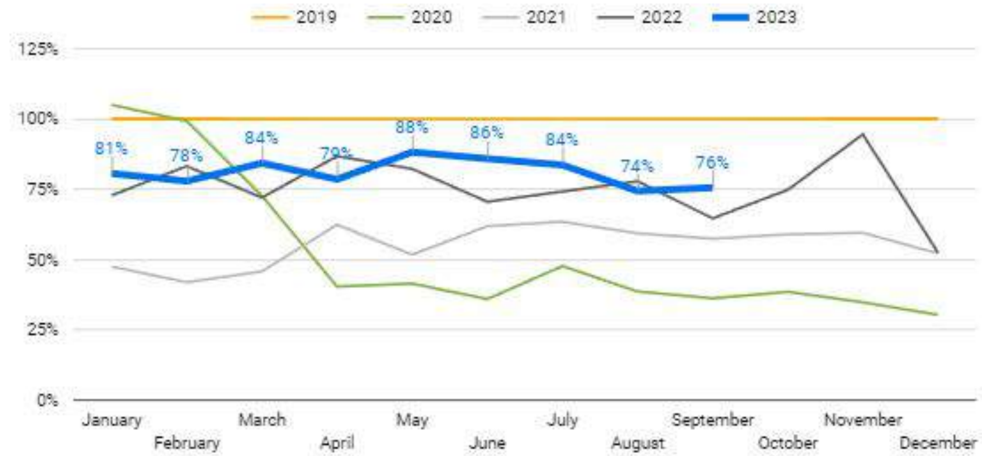
Q2 2023: +14.0%

Q3 2023: +5.5%

YTD: +5.6%

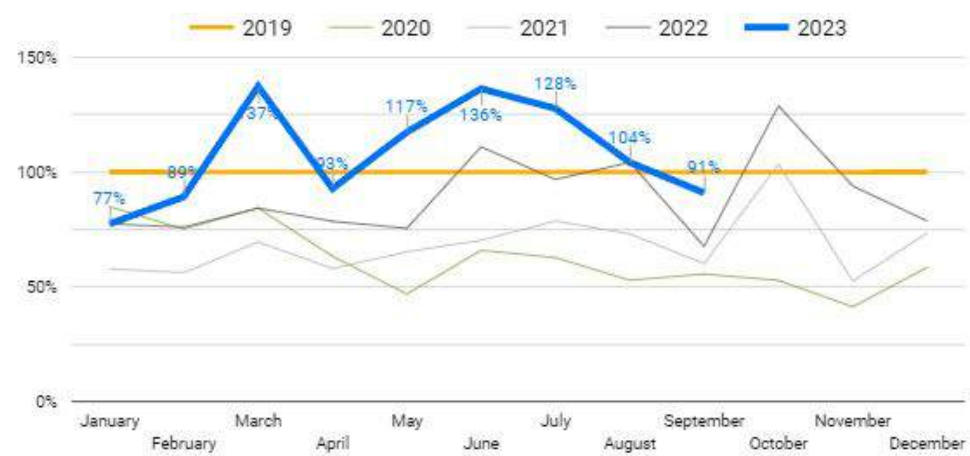
Monthly number of booked hotel meetings through September 2023

Percentage of 2019 index



Monthly number of booked convention center events through September 2023

Percentage of 2019 index



PROGRESS

Category B: booked hotel meeting room nights and attendance

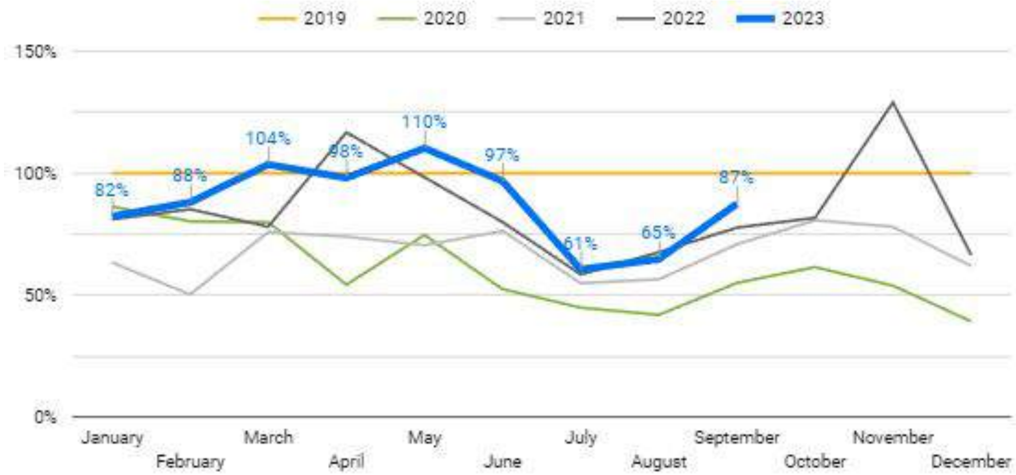
What are **we seeing?**

Overall, hotel meeting room nights through September 2023 were down 13.7% from the same time in 2019.

Booked hotel meeting attendance through September 2023 was **up 1.6% from 2019, thanks to two strong months of April and June**.

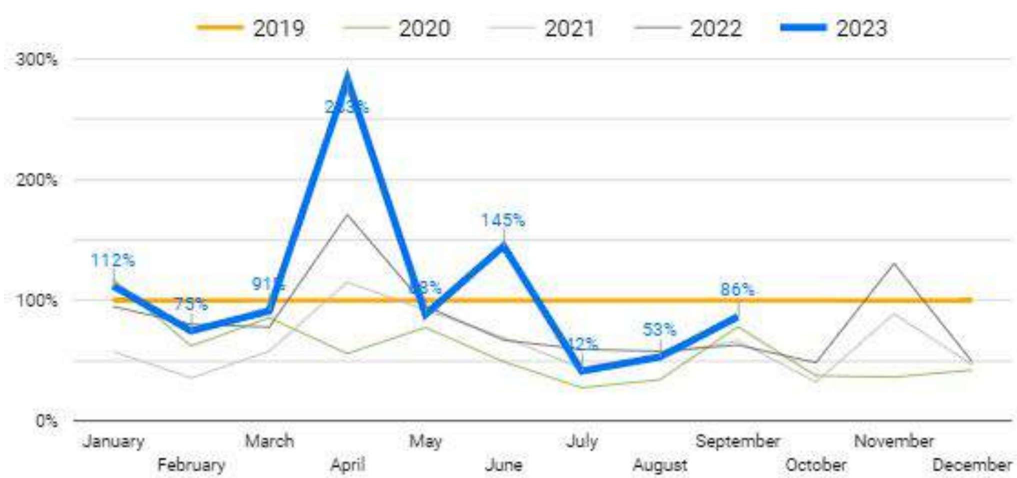
Monthly booked hotel meetings room nights through September 2023

Percentage of 2019 index



Monthly booked hotel meetings attendance through September 2023

Percentage of 2019 index



PROGRESS

Category B: booked convention center event room nights and attendance

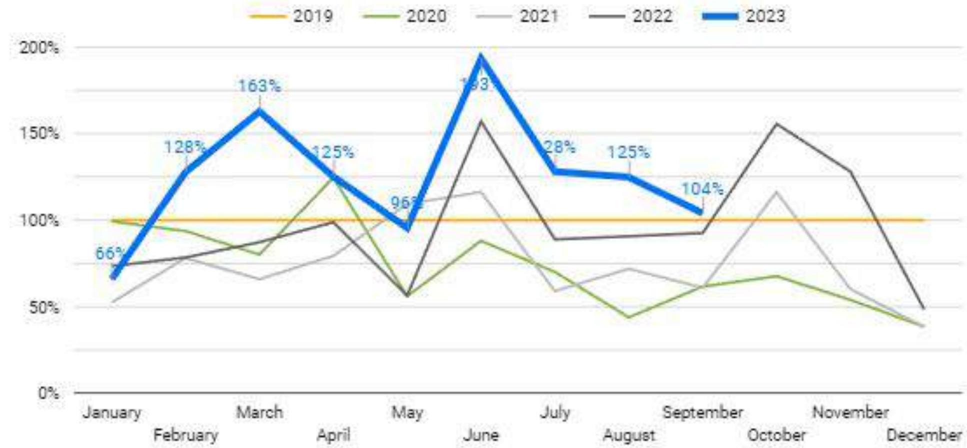
Convention center event room nights through September 2023 were up 21.1% compared to the same time in 2019.

Booked convention center event **attendance through September 2023 was up 36.4% compared to the same time in 2019.**

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 month.**

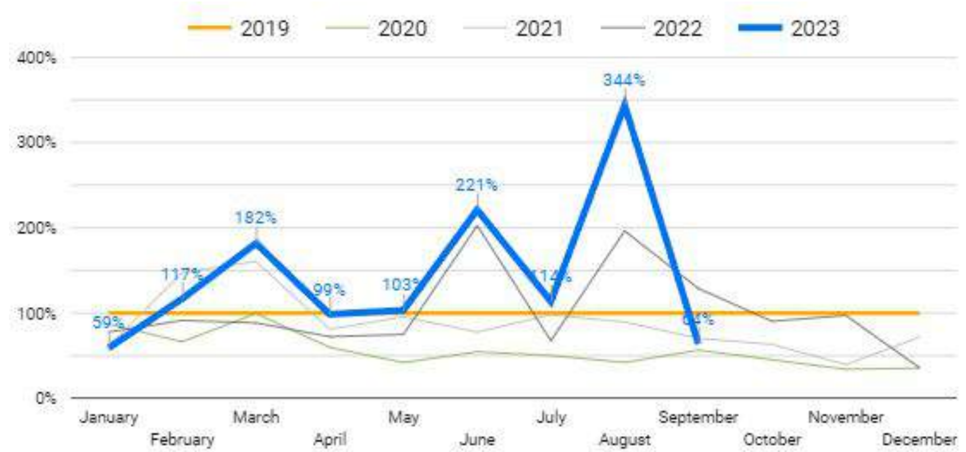
Monthly booked convention center events room nights through September 2023

Percentage of 2019 index



Monthly booked convention center events attendance through September 2023

Percentage of 2019 index



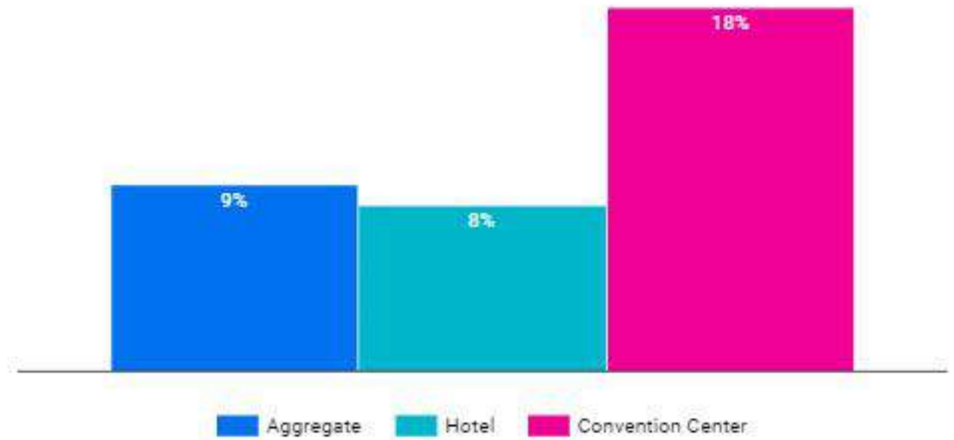
PIPELINE HEALTH

Category B: lead volume & room nights

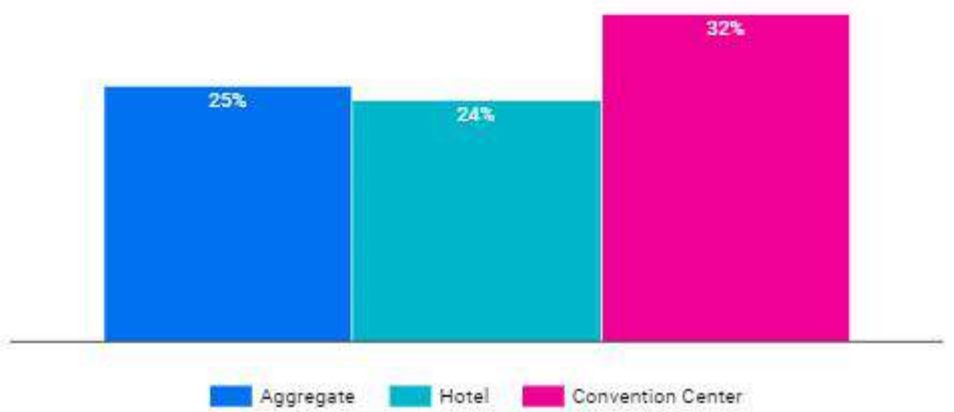
Aggregated leads in the pipeline were up 9% through September 2019, with the largest progress made in convention center events, up 18% from 2019.

For total number of room nights, the largest increase also came in convention center events, with an **increase of 32%.**

Number of leads through September 2023 compared to the same time in 2019



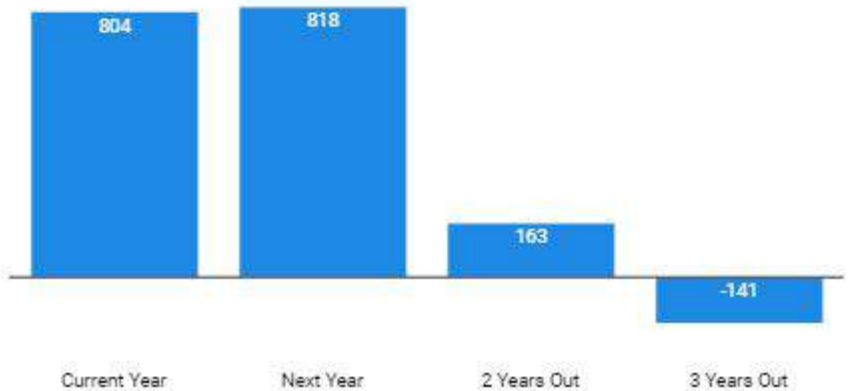
Number of room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

Category B: number of hotel and convention center leads

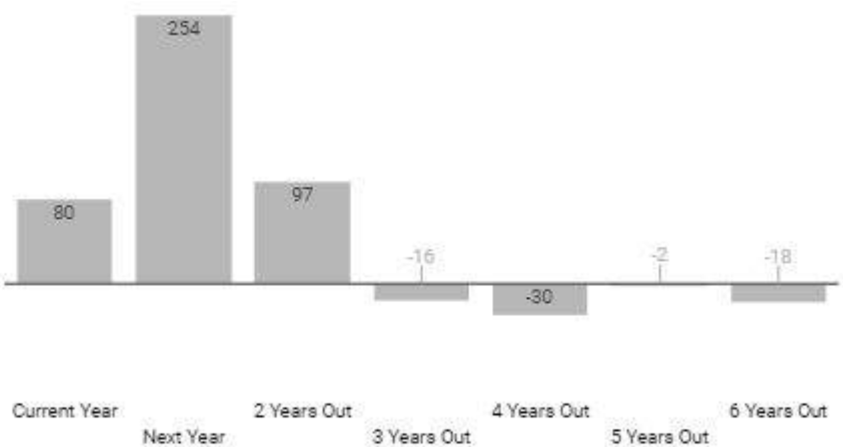
Net **number of hotel meeting leads** in the pipeline through September 2023 compared to the same time in 2019



The numbers reveal …

The event cycle shifted shorter-term, with 804 more hotel meeting leads and 80 more convention center leads ITYFTY compared to the same time in 2019.

Net **number of convention center leads** in the pipeline through September 2023 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 gross square feet (48 destinations)

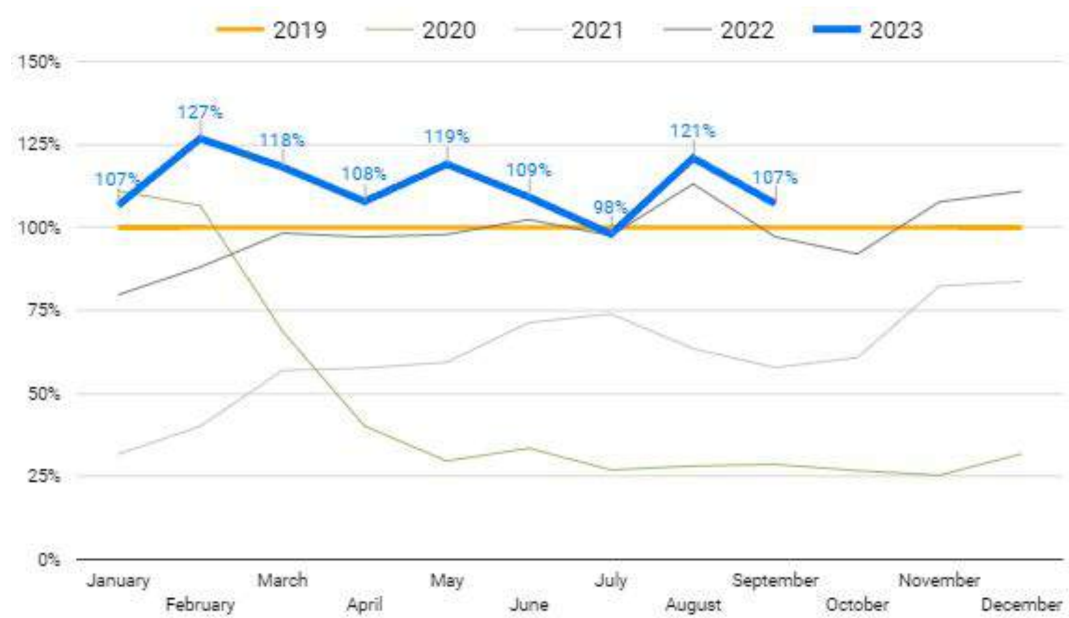
PROGRESS

Category C: number of leads ahead of 2019

The total number of leads (hotel and convention center) for Category C was up 12.6% through September 2023 compared to the same time in 2019, fueled by a strong February and September 2023.

Quarter comparison to 2019:
Q1 2023: +16.9%
Q2 2023: +12.0%
Q3 2023: +8.7%

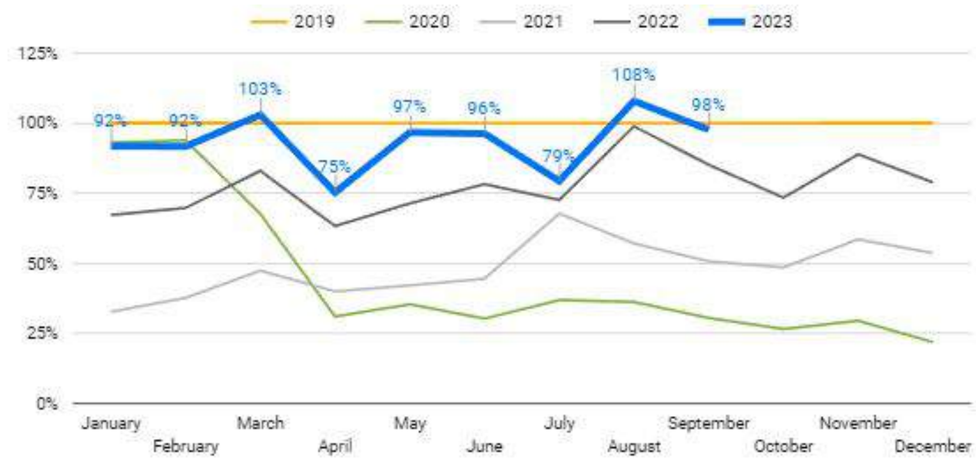
Number of leads through September 2023
Percentage of 2019 index



PROGRESS

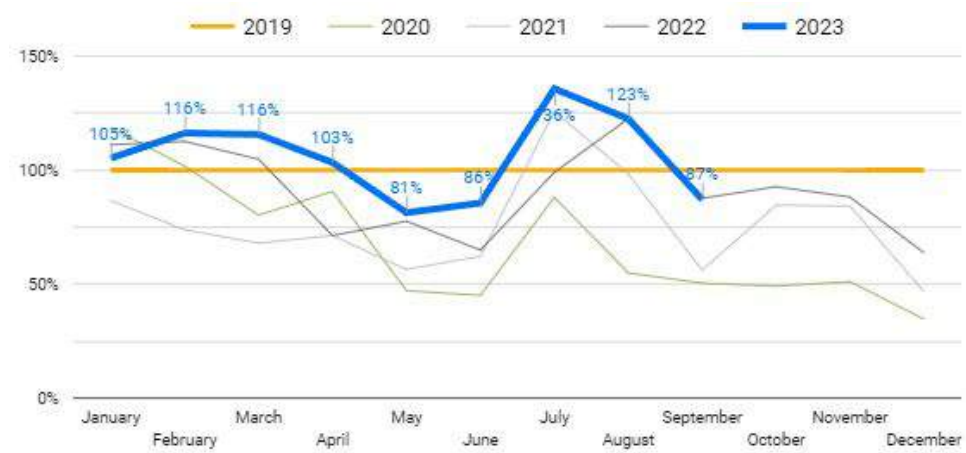
Category C: number of booked events

Number of booked hotel meetings through September 2023
Percentage of 2019 index



Number of booked hotel meetings compared to 2019:
Q1 2023: -4.2%
Q2 2023: -10.8%
Q3 2023: -4.7%
YTD: -6.7%

Number of booked convention center events through September 2023 Percentage of 2019 index



Number of booked convention center events compared to 2019:
Q1 2023: +12.2%
Q2 2023: -10.9%
Q3 2023: +9.2%
YTD: +1.7%

PROGRESS

Category C: booked hotel room nights & attendance

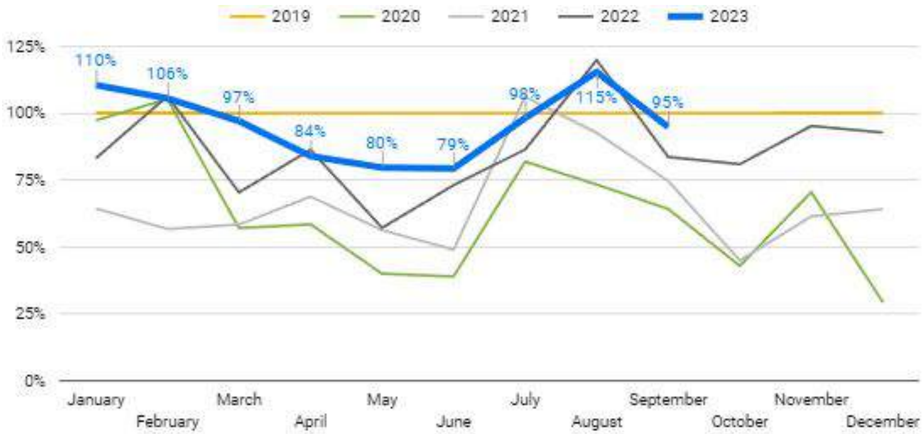
Booked hotel meeting room nights were down 5.7% through September 2023 compared to the same time in 2019.

Booked hotel meeting attendance was **up 32.3% through September 2023 from the same time in 2019**.

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

Booked hotel meetings room nights through September 2023

Percentage of 2019 index



Booked hotel meetings attendance through September 2023

Percentage of 2019 index

PROGRESS

Category C: booked convention center event room nights and attendance

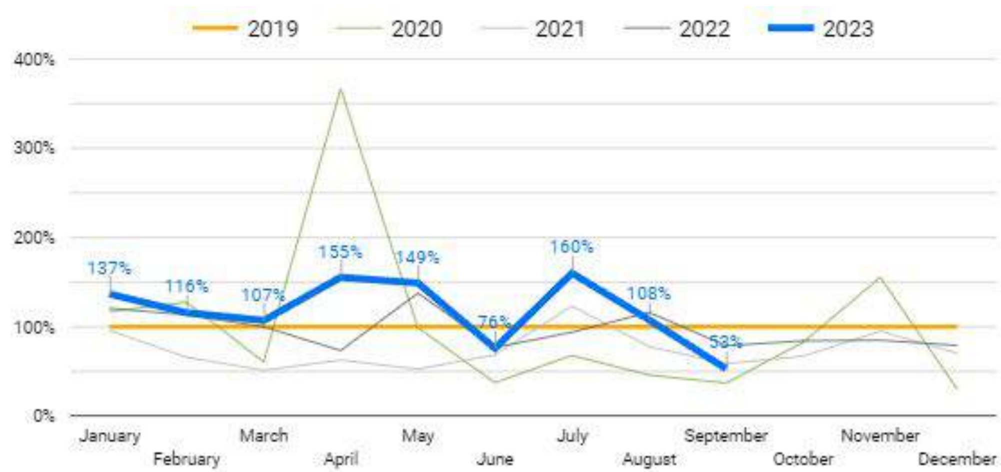
What are we seeing for Category C?

Booked convention center event room nights **were up 9.8%** through September 2023 compared to the same time in 2019.

Overall, **convention center event attendance was up 5.7% through September 2023 compared to the same time in 2019.**

Booked convention center event room nights through September 2023
Percentage of 2019 index

Booked convention center event attendance through September 2023
Percentage of 2019 index



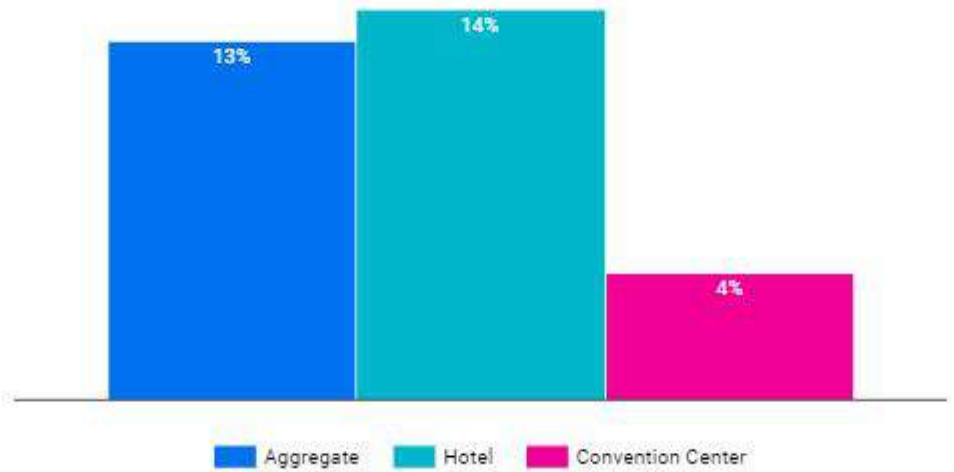
PIPELINE HEALTH

Category C: lead volume and room nights

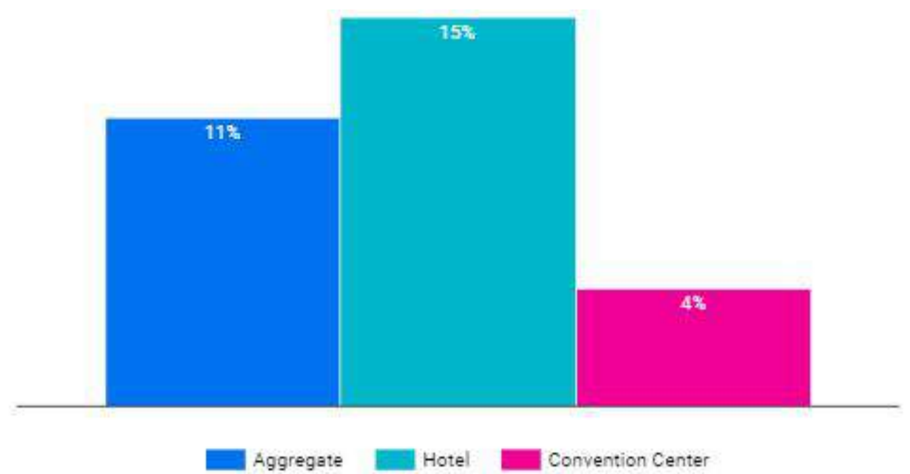
Through September 2023, leads in the DMO pipeline were up 13% compared to the same time in 2019. Hotel meeting leads led the way and were 14% ahead of the same time in 2019.

The total number of lead room nights was up 11%, with hotel meetings up 15%.

Number of leads through September 2023 compared to the same time in 2019

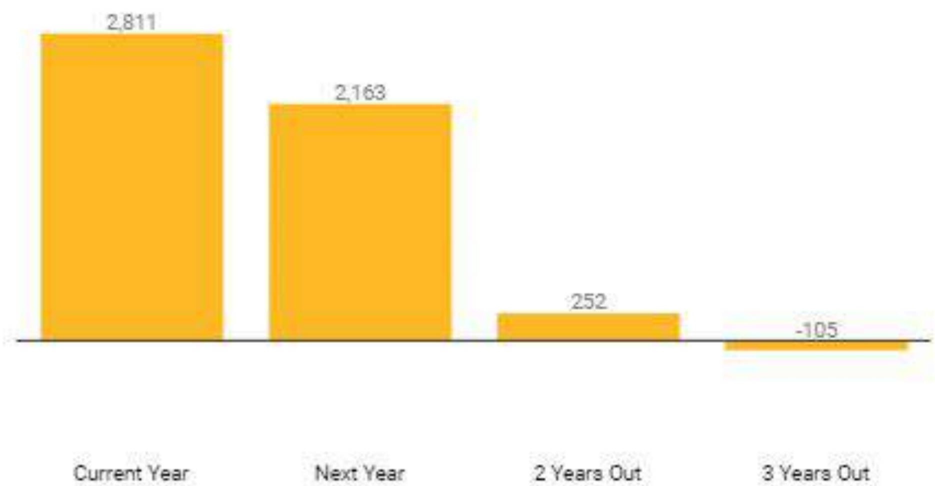


Number of room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

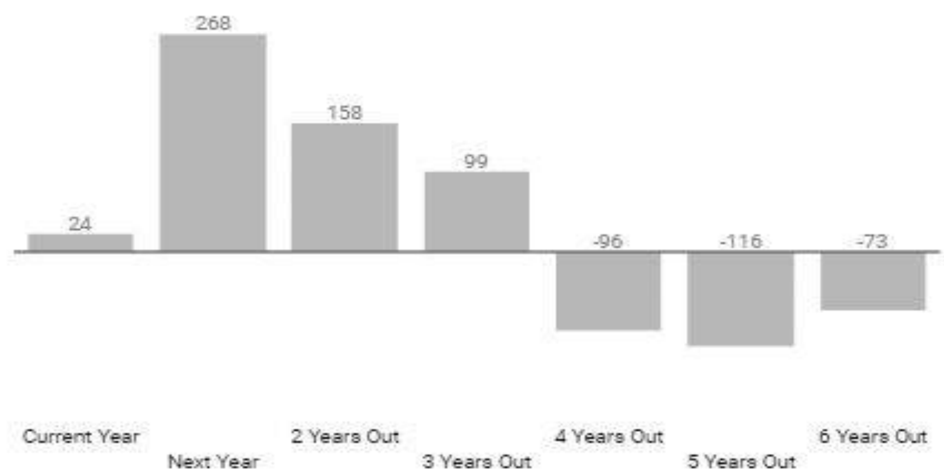
Net **number of hotel meeting leads** in the pipeline through September 2023 compared to the same time in 2019



What does this **mean for you?**

The event cycle shifted shorter term, with **4,974 more hotel meeting leads and 292 more convention center leads** meeting within the same year and next year compared to 2019.

Net **number of convention center leads** in the pipeline through September 2023 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 gross square feet or greater
(18 destinations)

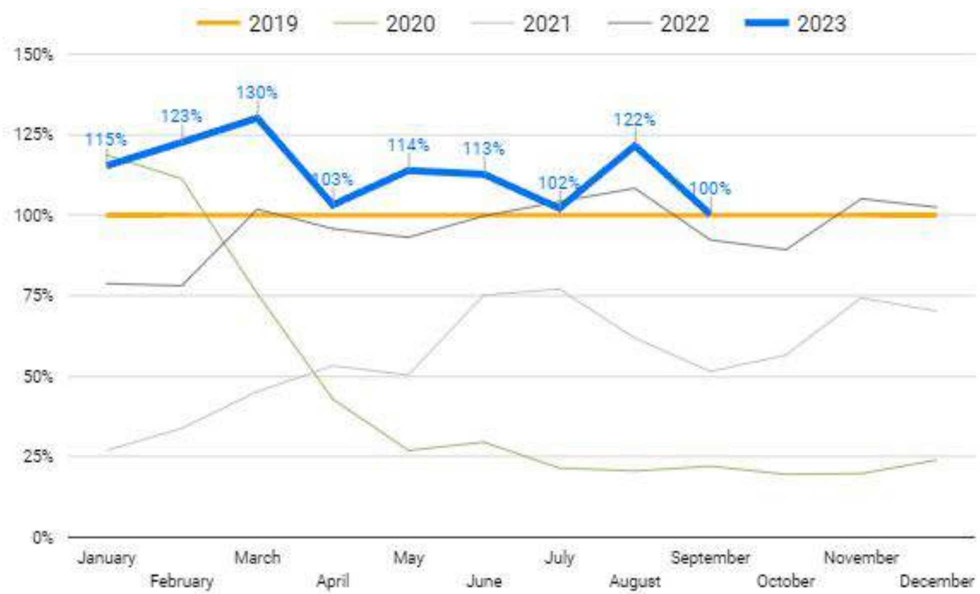
PROGRESS

Category D: number of leads continue to be strong

Number of leads for Category D started the year strong. Through September 2023, **the number of leads (hotel and convention center) was up 13.6% compared to the same time in 2019.**

End of Quarter 1 2023 compared to 2019:
Q1 2023: +22.8%
Q2 2023: +10.0%
Q3 2023: +8.0%

Number of leads through September 2023
Percentage of 2019 index



simpleview

PROGRESS

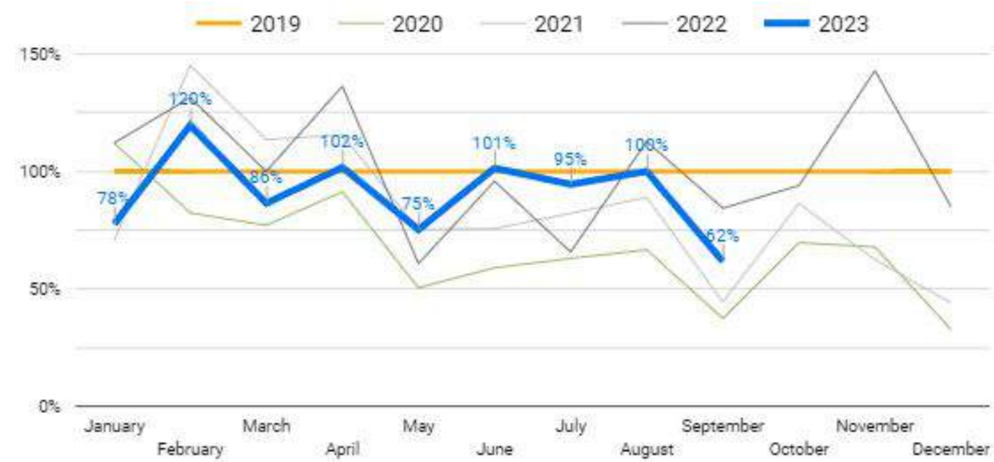
Category D: number of booked events

Number of booked hotel meetings through September 2023 compared to 2019:
Q1 2023: -6.3%
Q2 2023: -5.8%
Q3 2023: -9.0%
YTD: -7.0%

Number of booked convention center events through September 2023 compared to 2019:
Q1 2023: -7.8%
Q2 2023: -7.0%
Q3 2023: -20.1%
YTD: -11.7%

Number of booked hotel meetings through September 2023
Percentage of 2019 index

Number of booked convention center events through September 2023
Percentage of 2019 index



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PROGRESS

Category D: booked hotel meeting room nights and attendance

Booked hotel meeting room nights were **down 7% through September 2023 compared to the same time in 2019.**

Booked hotel meeting attendance was **down 23.8% through September 2023 compared to the same time in 2019.**

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

Booked hotel meeting room nights through September 2023

Percentage of 2019 index

Booked hotel meeting attendance through September 2023

Percentage of 2019 index

PROGRESS

Category D: booked convention center events room nights and attendance

Booked convention center event room nights were **down 28.7% through September 2023 from the same time in 2019**.

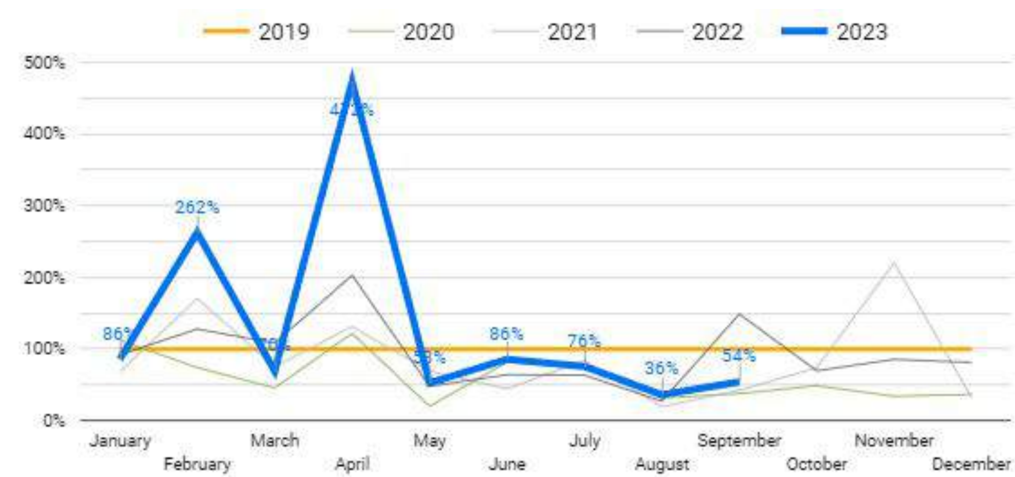
Booked convention center event attendance was down 23.8% through September 2023 compared to the same time in 2019.

Booked convention center event room nights through September 2023

Percentage of 2019 index

Booked convention center event attendance bookings through September 2023

Percentage of 2019 index



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PIPELINE HEALTH

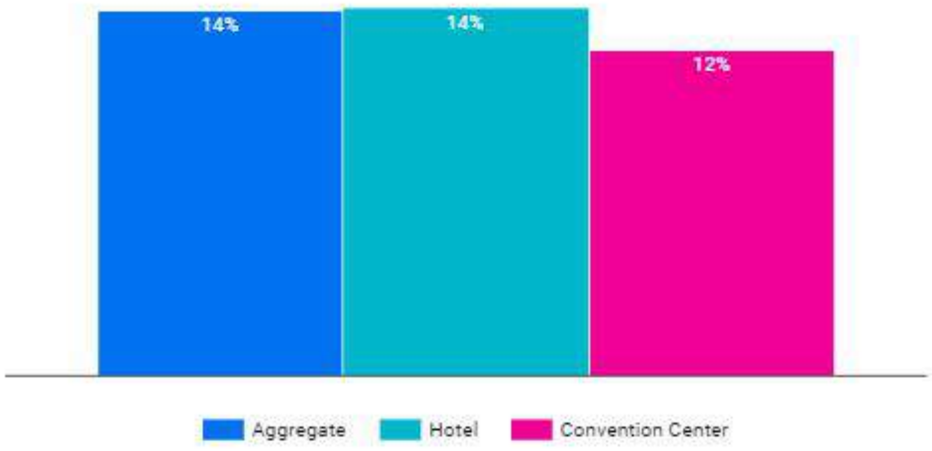
Category D:
lead volume and room nights

What are we seeing?

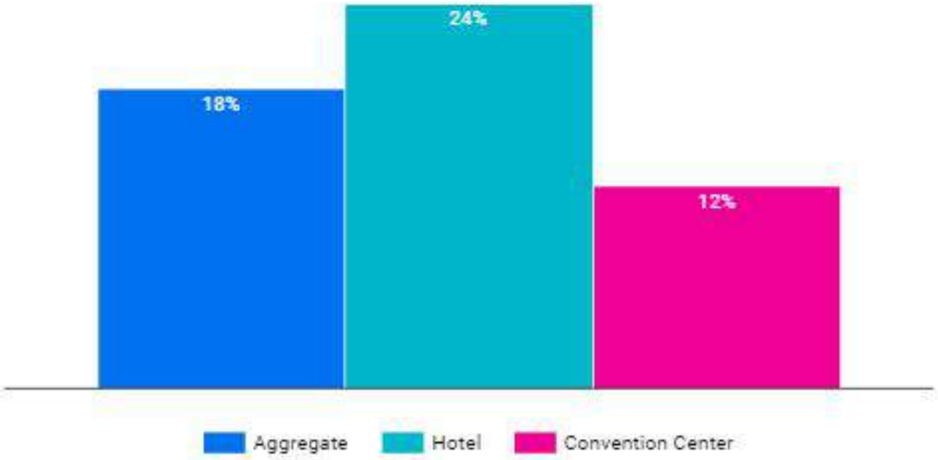
The number of leads in Category D's pipeline was up 14% compared to 2019.

Total room nights were up 18% over 2019, with hotel meetings up 24% over 2019.

Number of leads through September 2023 compared to the same time in 2019



Number of room nights through September 2023 compared to the same time in 2019

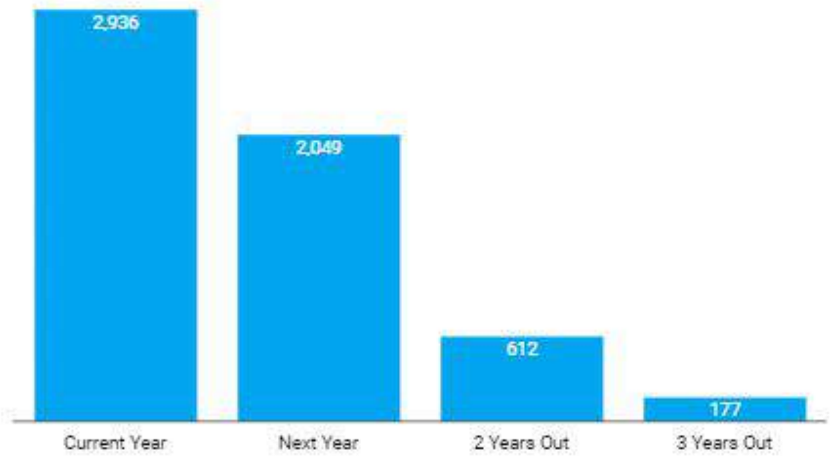


PIPELINE HEALTH

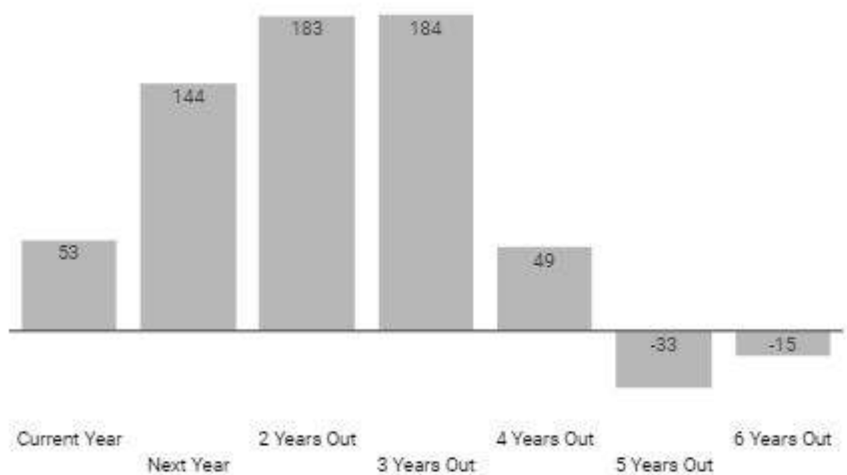
What does this **mean for you?**

The event cycle shifted shorter term, with **2,936 more hotel meeting leads and 53 more 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 September 2023 compared to 2019



Net **number of convention center leads** in the pipeline through September 2023 compared to 2019

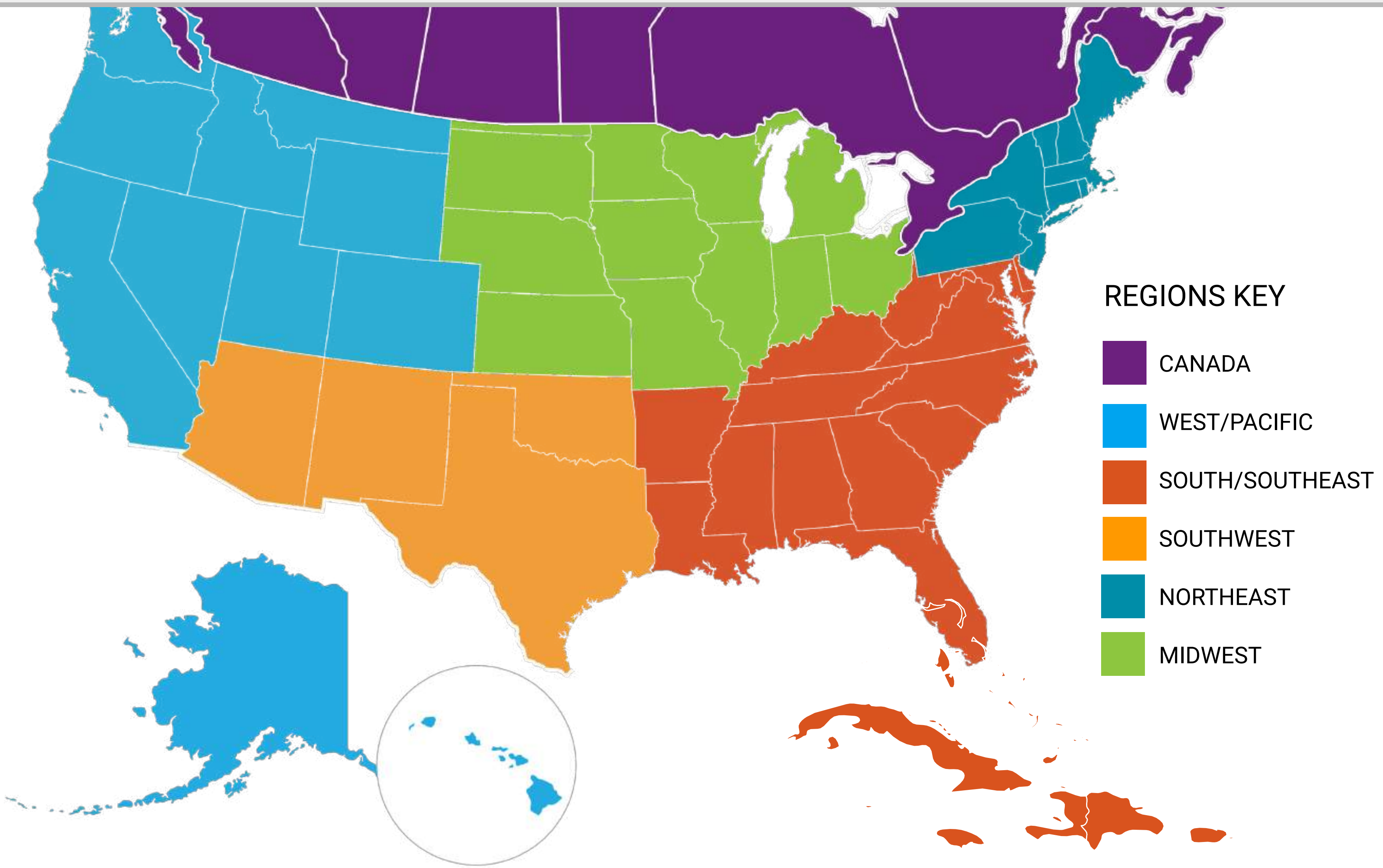


SIMPLEVIEW SALES QUARTERLY | Q3 2023

Regions

Canada (13 destinations)
Midwest (51 destinations)
Northeast (28 destinations)
South/Southeast (76 destinations)
Southwest (27 destinations)
West/Pacific (35 destinations)

To further understand progress and pipeline trends, **the industry aggregate of 230 DMOs was segmented into six regions.** Each region is comprised of states, provinces, and/or territories.

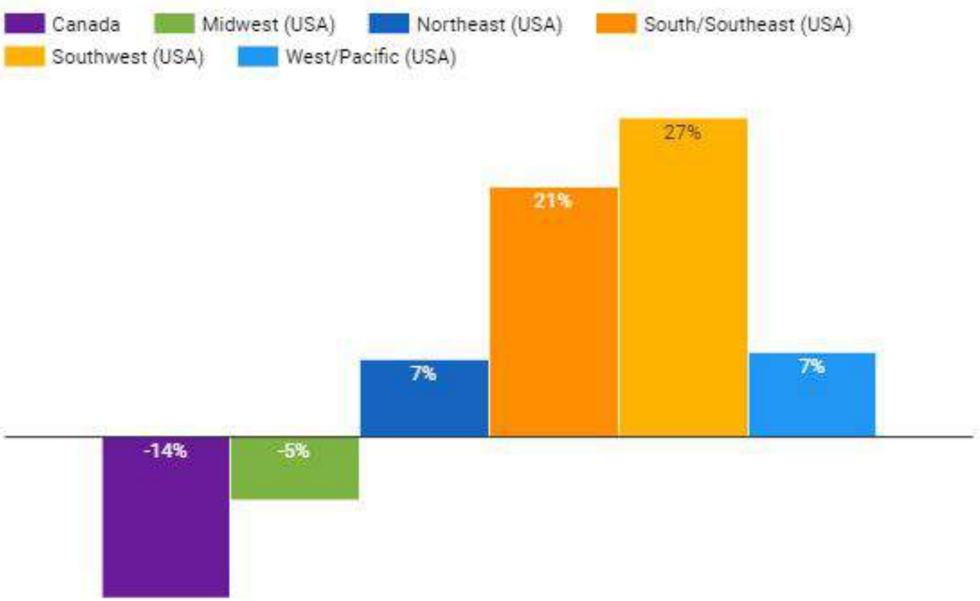


Region comparisons ….

Looking at lead volume by region, the South/Southeast and the Southwest both saw gains of over 20% through September 2023 compared with the same period in 2019.

Currently, Canada and the Midwest are still below 2019 levels.

Number of leads by region through September 2023 compared to 2019



CANADA

Progress and pipeline health

13 destinations

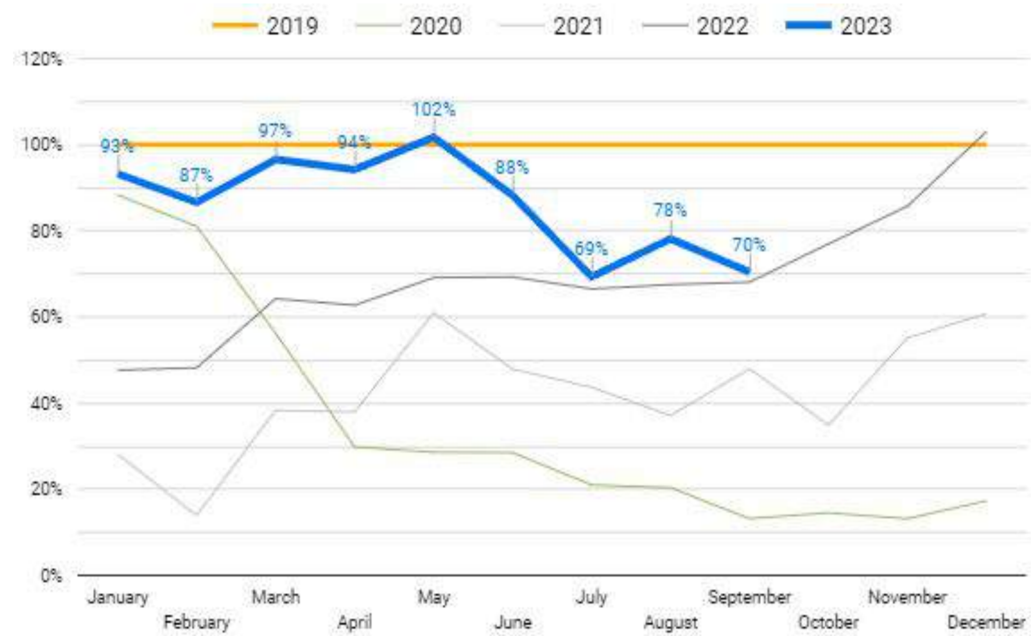
PROGRESS

Canada: number of leads lagging 2019 levels

Through the first half of the year, Canada showed positive signs of recovery, ending **just 6.9% down through June 2023 compared to the same period in 2019.** However, leads dropped to the lowest levels of the year in Q3.

Quarter comparison to 2019:
Q1 2023: -8.0%
Q2 2023: -5.6%
Q3 2023: -27.4%

Number of leads through September 2023
Percentage of 2019 index



PROGRESS

Canada: number of booked events

The number of booked hotel meetings through September 2023 was down 32.4% compared to the same time in 2019:

Q1 2023: -21.5%

Q2 2023: -28.4%

Q3 2023: -46.4%

The number of booked convention center events through September 2023 was up 2.6% compared to the same time in 2019:

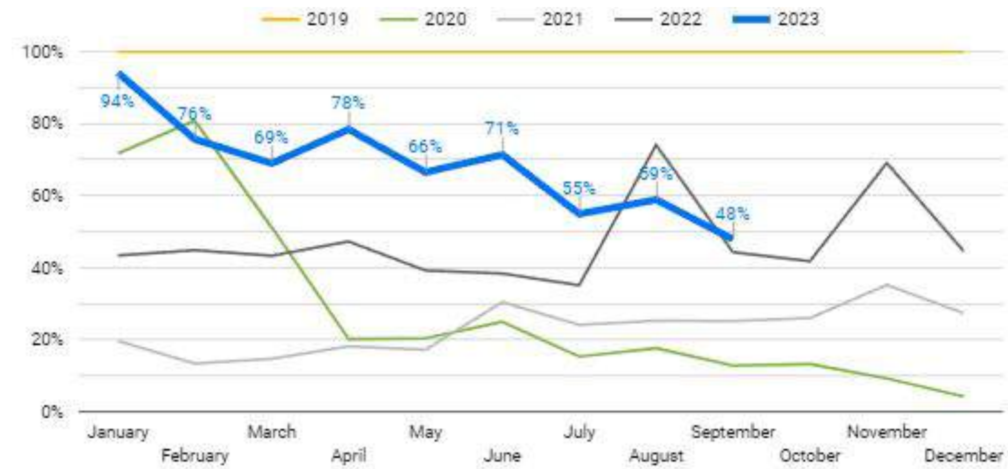
Q1 2023: +6.0%

Q2 2023: +10.4%

Q3 2023: -6.9%

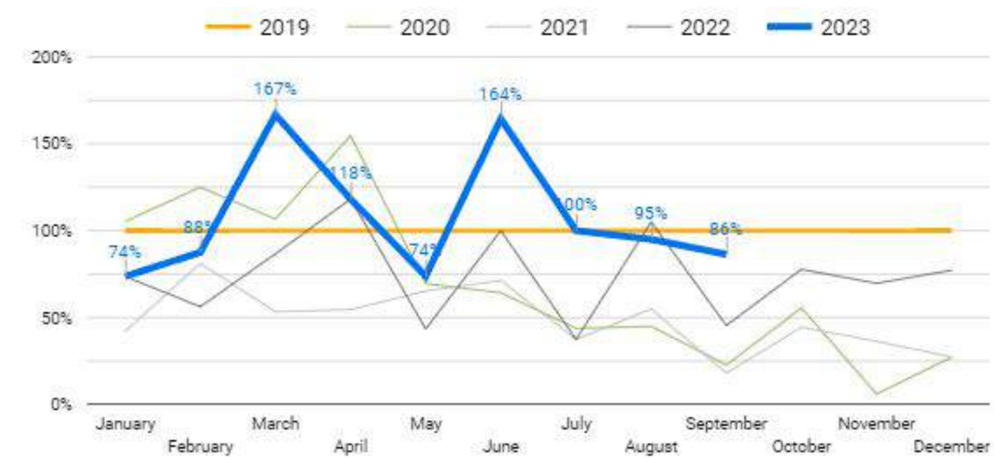
Number of booked hotel meetings through September 2023

Percentage of 2019 index



Number of booked convention center events through September 2023

Percentage of 2019 index



PROGRESS

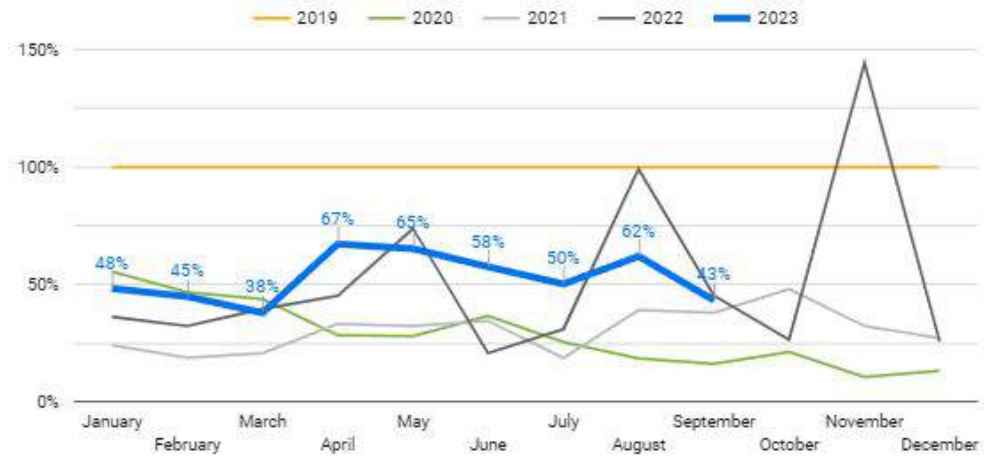
Canada: booked hotel meeting room nights and attendance

Hotel bookings for Canada in room nights and attendance were both down through September 2023 compared to the same time in 2019. Room nights were down 48% for the year and attendance was down 32.6%.

In April and May 2023, several sporting events went definite with a large number of attendees, causing the spikes seen in the graph.

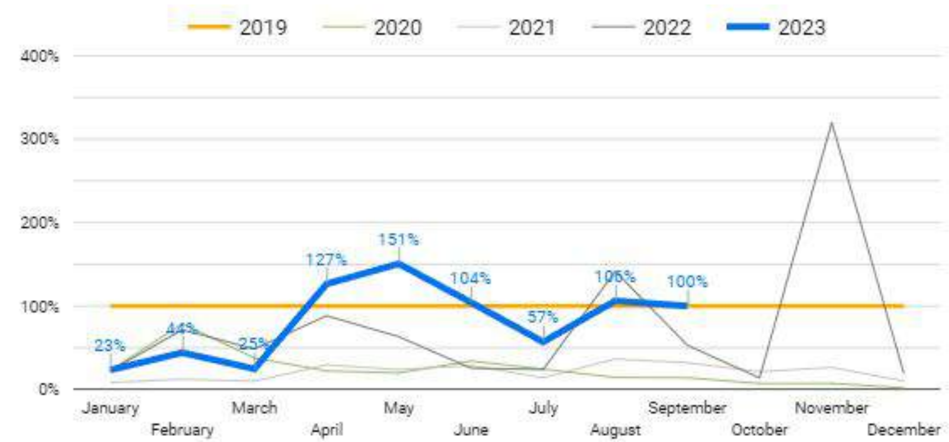
Booked hotel meeting room nights through September 2023

Percentage of 2019 index



Booked hotel meeting attendance through September 2023

Percentage of 2019 index



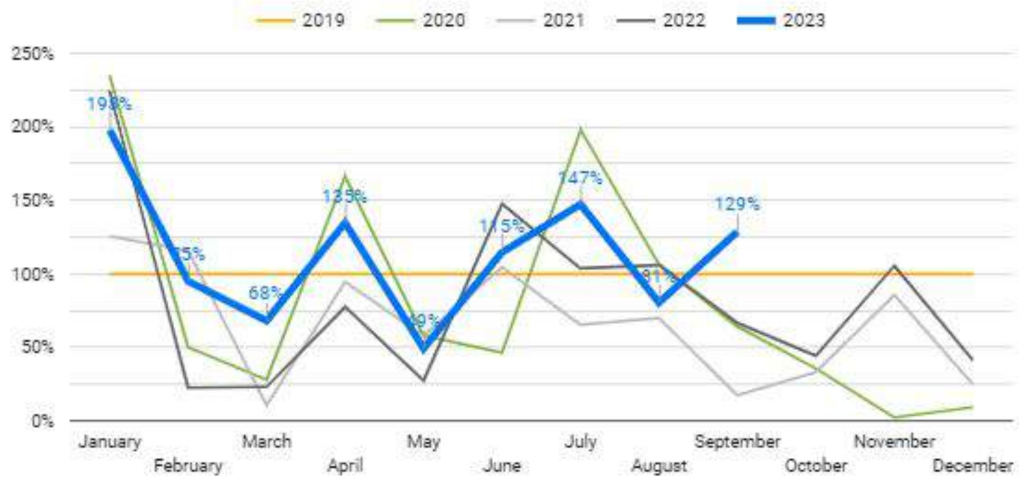
PROGRESS

Canada: booked convention center event room nights and attendance

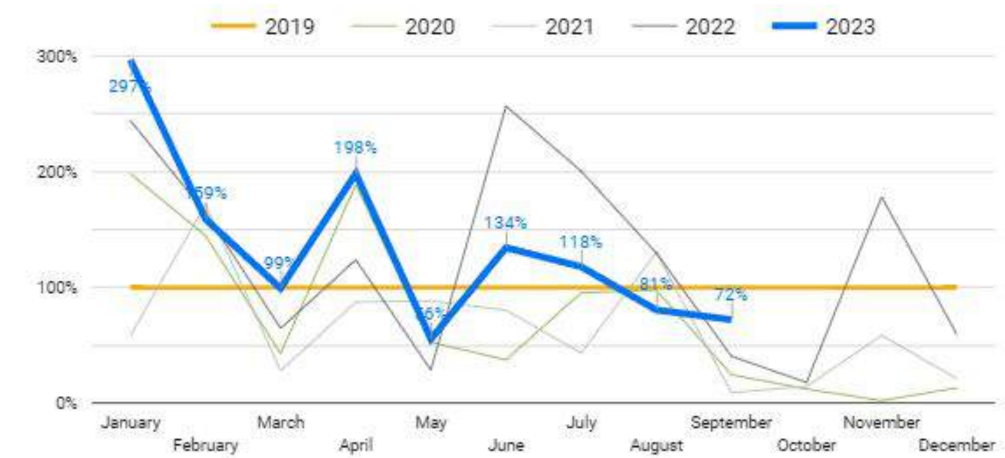
Overall, **convention center room nights through September 2023 were 6.2% below 2019 levels,** even with January exceeding the 190% of the index.

Attendance was **14.6% above 2019 levels,** thanks to several large association meetings booked for a future period.

Booked convention center event room nights through September 2023
Percentage of 2019 index



Booked convention center events attendance through September 2023
Percentage of 2019 index



PIPELINE HEALTH

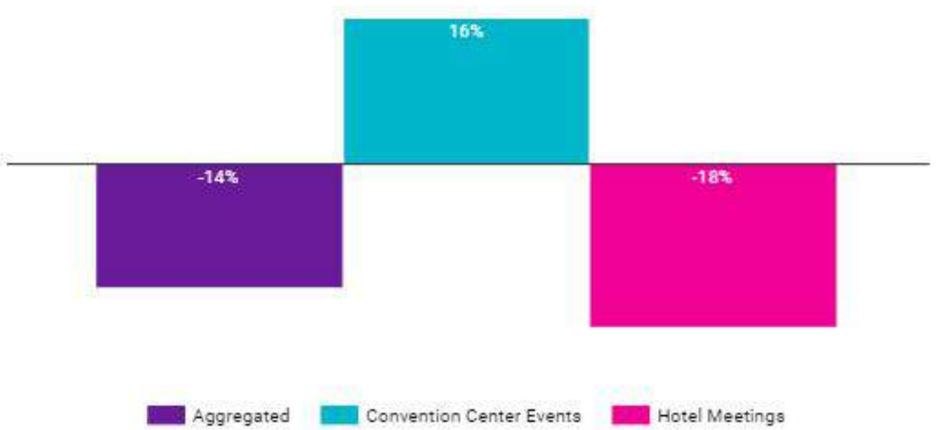
Canada: lead volume and room nights

What are we seeing?

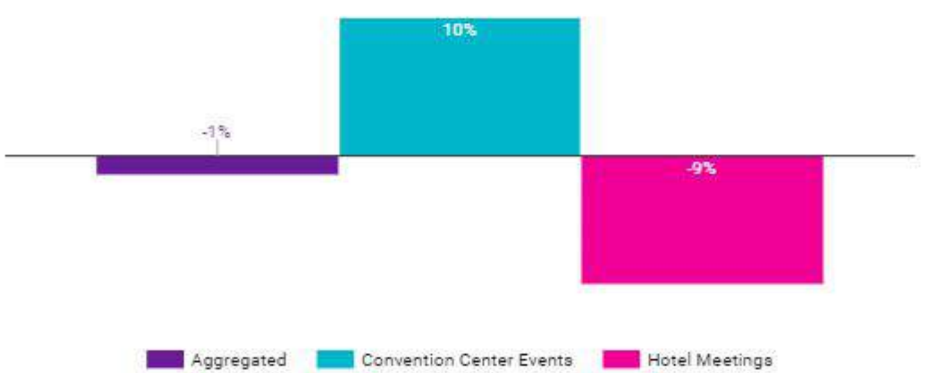
The number of leads in the Canadian DMO pipeline through September 2023 was **down 14% compared to the same time in 2019.** The biggest contributor to this variance was convention center events, down 11%.

On a positive note, lead room nights for Canadian destinations were down by only 1%.

Number of leads through September 2023 compared to the same time in 2019



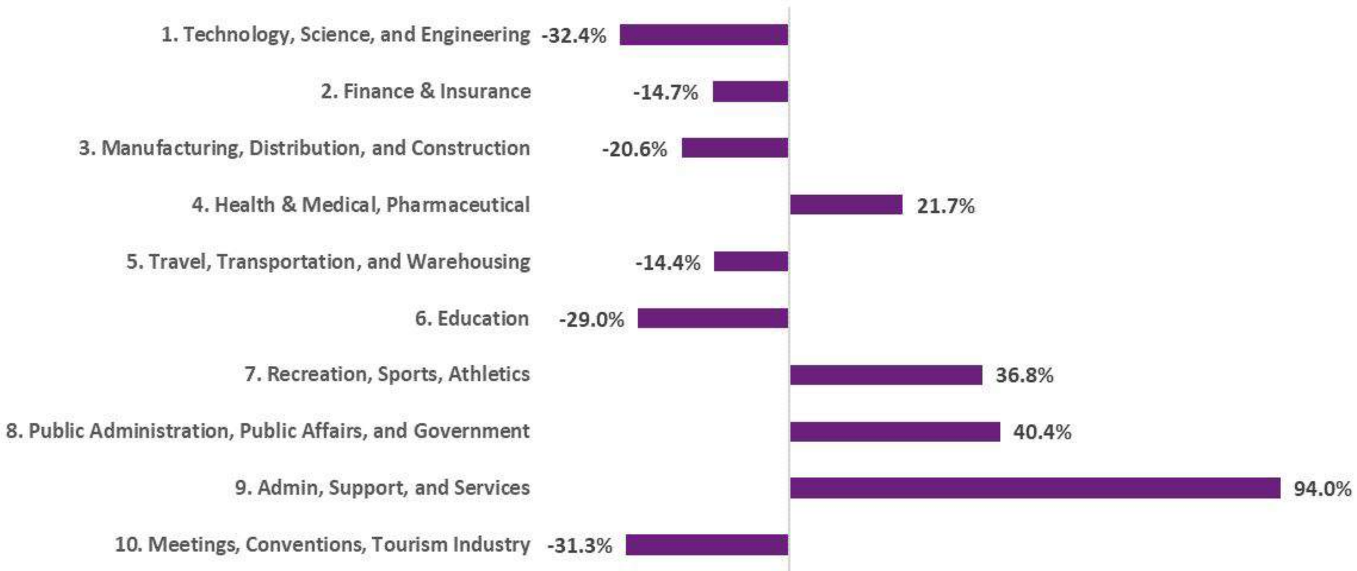
Lead room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

Canada: market segmentation and hotel meetings leads

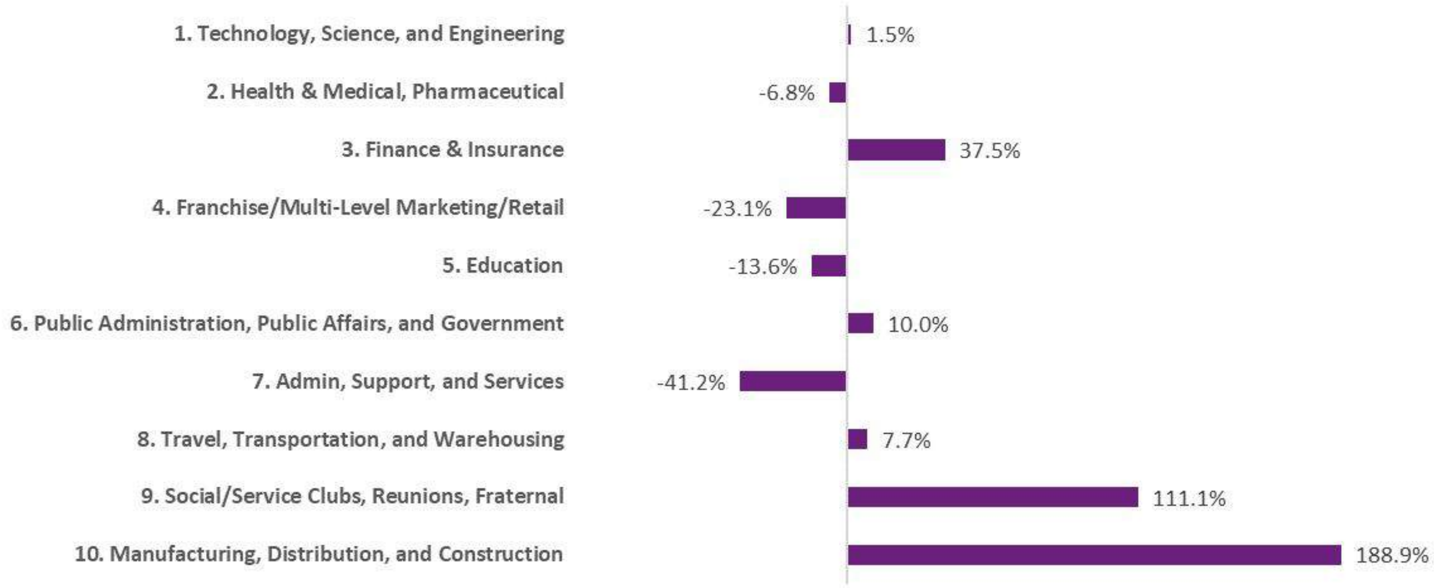
Top 10 market segments: **number of hotel meeting leads** percentage variance through September 2023 compared to the same time in 2019



The pipeline's number one market segment for hotel meeting leads was Technology, Science, and Engineering. For this market segment, **Canadian DMOs had 32.4% fewer leads compared to 2019.**

Canada: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance through September 2023 compared to the same time in 2019



The number one market segment for convention center leads in the pipeline was Technology, Science, and Engineering. Through September 2023, there were **1.5% more convention center leads in this segment than the same time period in 2019.**

MIDWEST

Progress and pipeline health

51 destinations

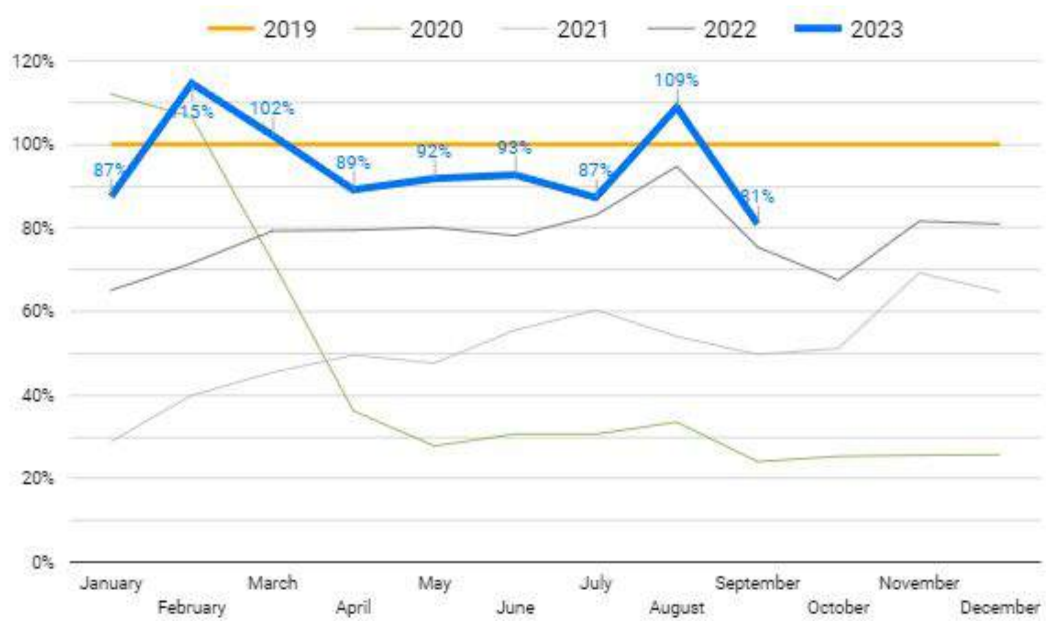
Midwest: number of leads lagging 2019 levels

Here's what we're seeing …

Through September 2023, the number of leads was down 5.3% from the same time in 2019.

End of quarter compared to 2019:
Q1 2023: +0.6%
Q2 2023: -8.8%
Q2 2023: -7.9%

Number of leads through September 2023
Percentage of 2019 index



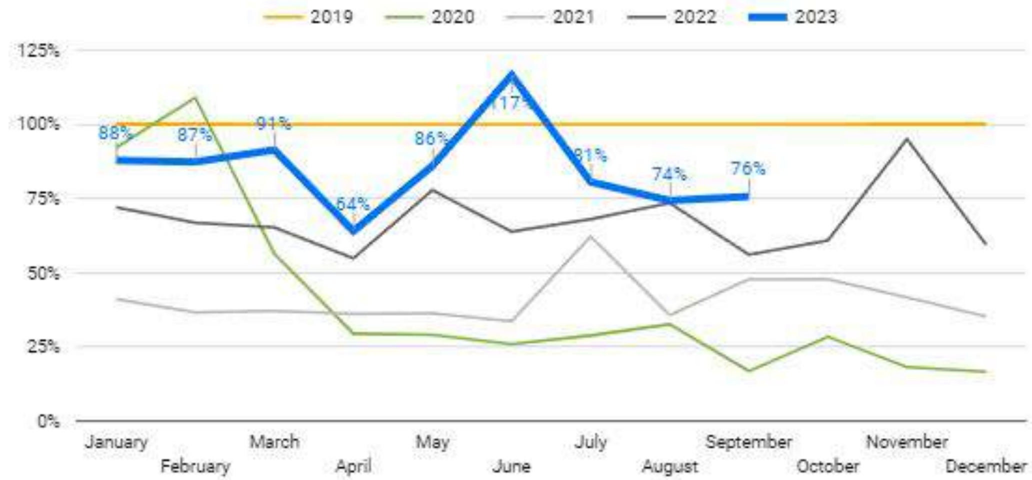
PROGRESS

Midwest: number of booked events

The number of booked hotel meetings: through September 2023 compared to 2019:
Q1 2023: -10.9%
Q2 2023: -10.3%
Q3 2023: -23.4%
YTD: -15.0%

The number of booked convention center events: through September 2023 compared to 2019:
Q1 2023: -18.7%
Q2 2023: -23.7%
Q3 2023: -26.3%
YTD: -23.0%

Number of booked hotel meetings through September 2023
Percentage of 2019 index



Number of booked convention center events through September 2023
Percentage of 2019 index

PROGRESS

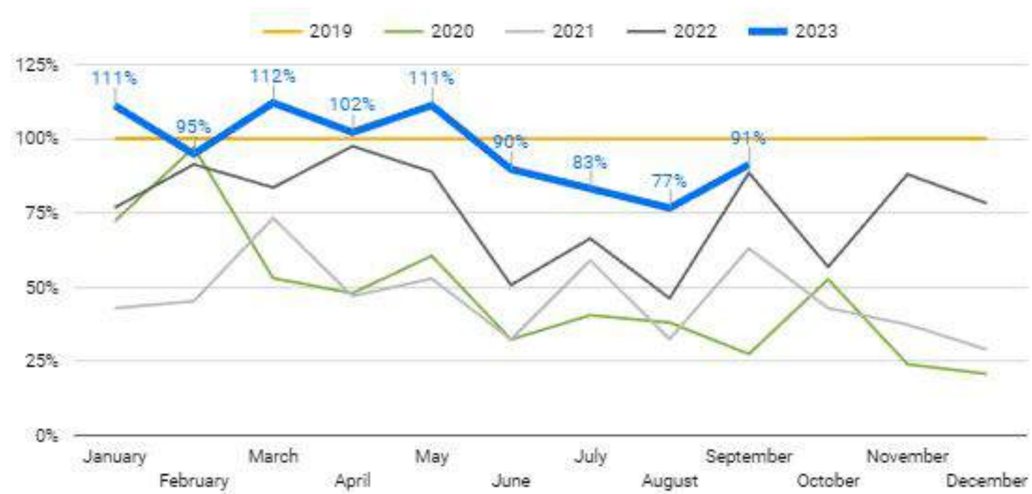
Midwest: booked hotel meeting room nights and attendance

Through September 2023, booked hotel meeting room nights were down 3.6% from the same time in 2019.

Booked hotel meeting attendance through September 2023 was up 75.5% from the same time in 2019. January 2023 saw a huge increase due to several annual events booked with high attendance.

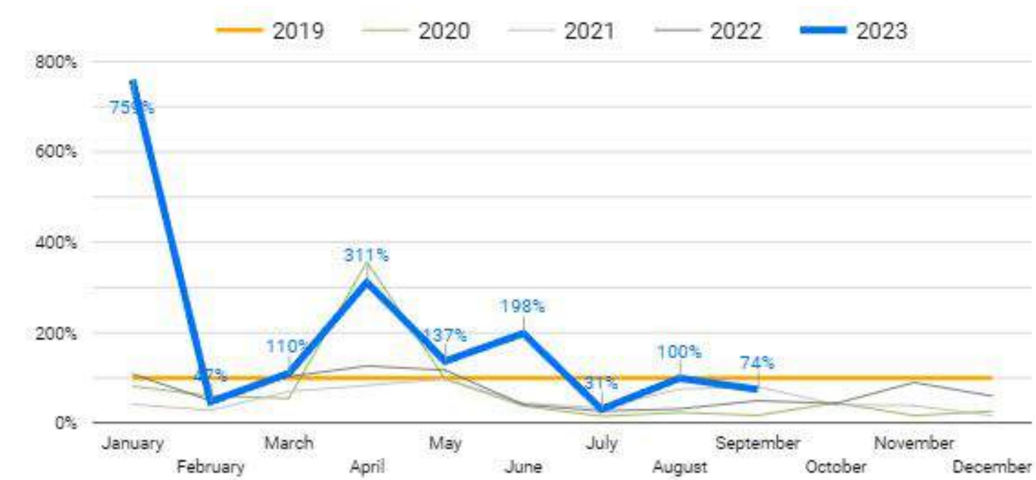
Booked hotel meeting room nights through September 2023

Percentage of 2019 index



Booked hotel meeting attendance through September 2023

Percentage of 2019 index



PROGRESS

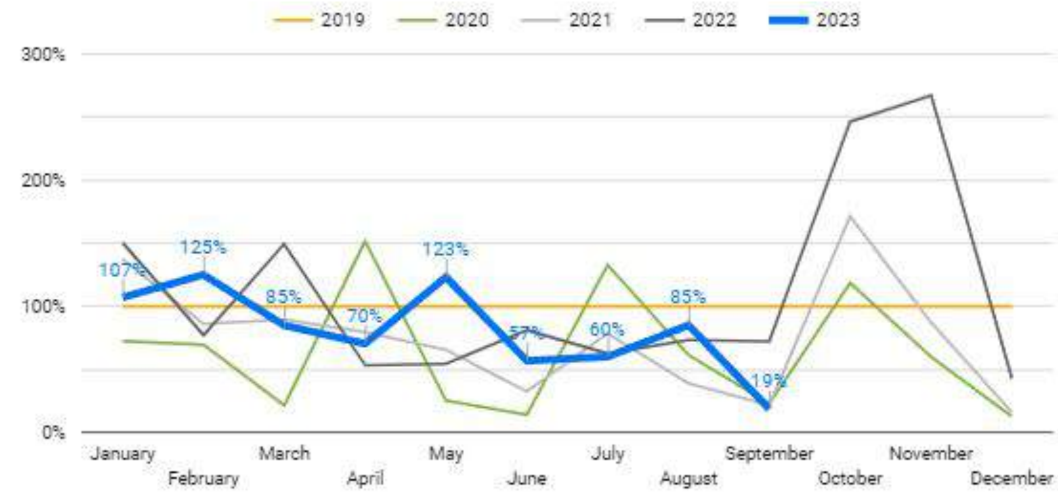
Midwest: booked convention center event room nights and attendance

Through September 2023, booked convention center event room nights were down 28.9% compared to the same time 2019.

Booked convention center attendance was down 4.9% compared to the same time in 2019 even with several large attendee shows booked in February 2023.

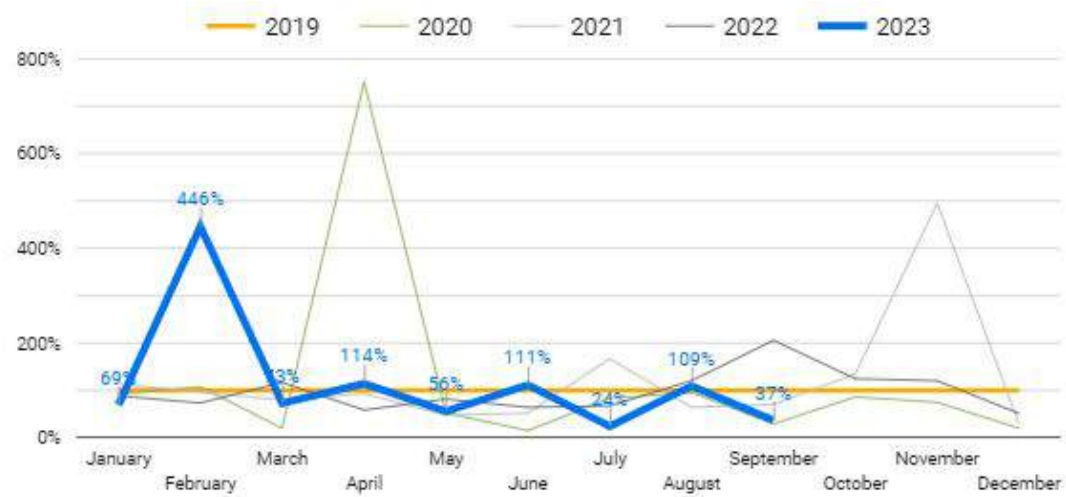
Booked convention center event room nights through September 2023

Percentage of 2019 index



Booked convention center events attendance through September 2023

Percentage of 2019 index



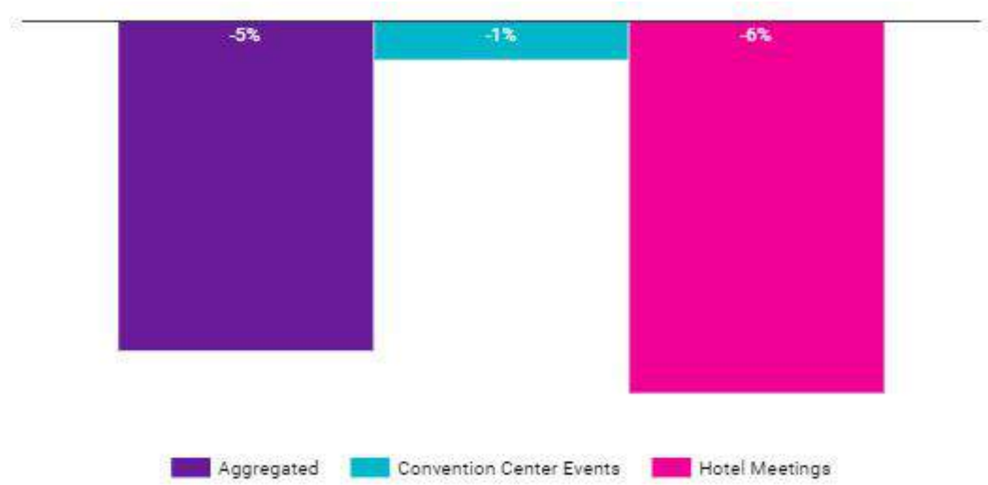
PIPELINE HEALTH

Midwest: lead volume and room nights

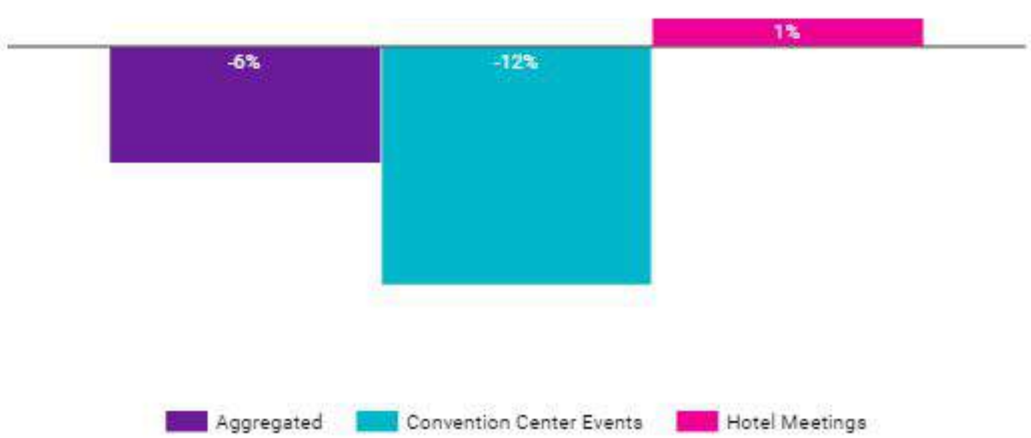
The number of leads in the DMO pipeline through September 2023 was down 5.3% compared to the same time in 2019.

The biggest contributor to this variance was the number of hotel meetings leads, which were down 6%.

Number of leads through September 2023 compared to the same time in 2019



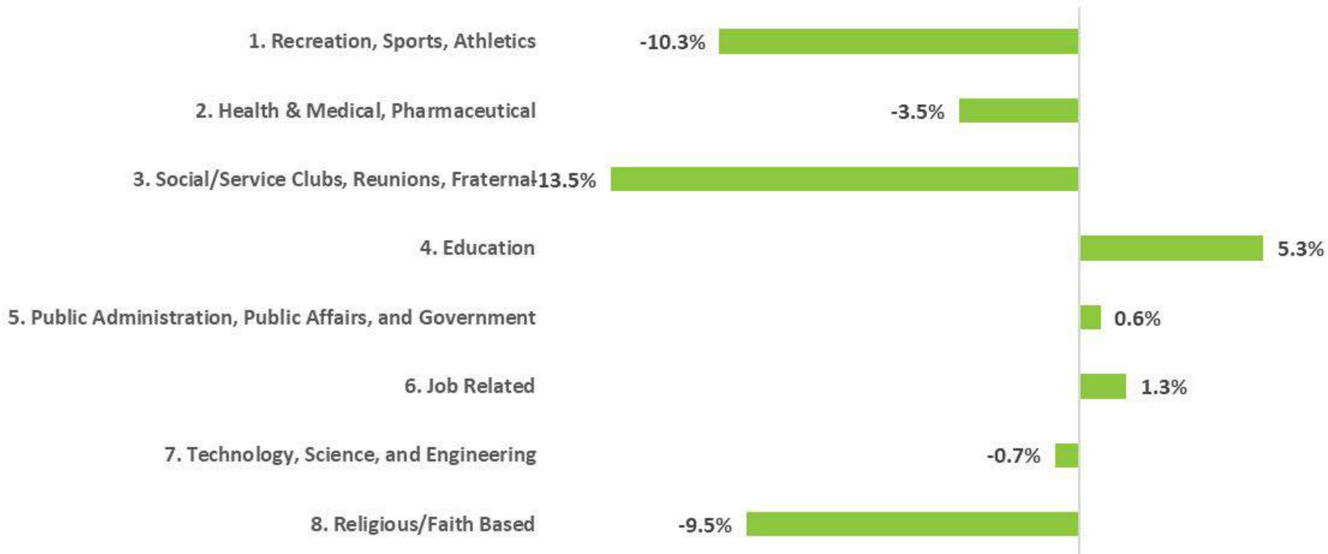
Lead room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

Midwest: market segmentation and hotel meeting leads

Top eight market segments: **number of hotel meeting leads** percentage variance through September 2023 compared to the same time in 2019

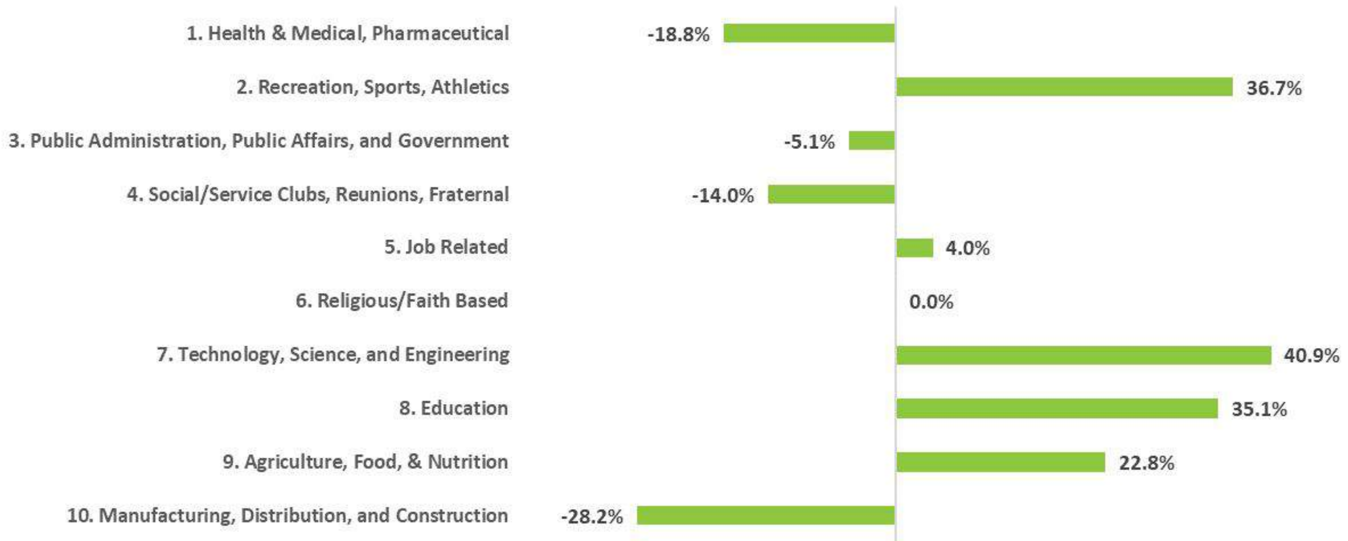


The number one market segment for hotel meeting leads in the pipeline was Recreation, Sports, Athletics. Through Q3 2023, this segment had **10.3% fewer hotel meeting leads**.

PIPELINE HEALTH

Midwest: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance through September 2023 compared to the same time in 2019



The number one market segment for convention center event leads in the pipeline was Health & Medical, Pharmaceutical. This segment had **18.8% fewer convention center leads** through September 2023.

PROGRESS

PIPELINE HEALTH

NORTHEAST
Progress and pipeline health

28 destinations

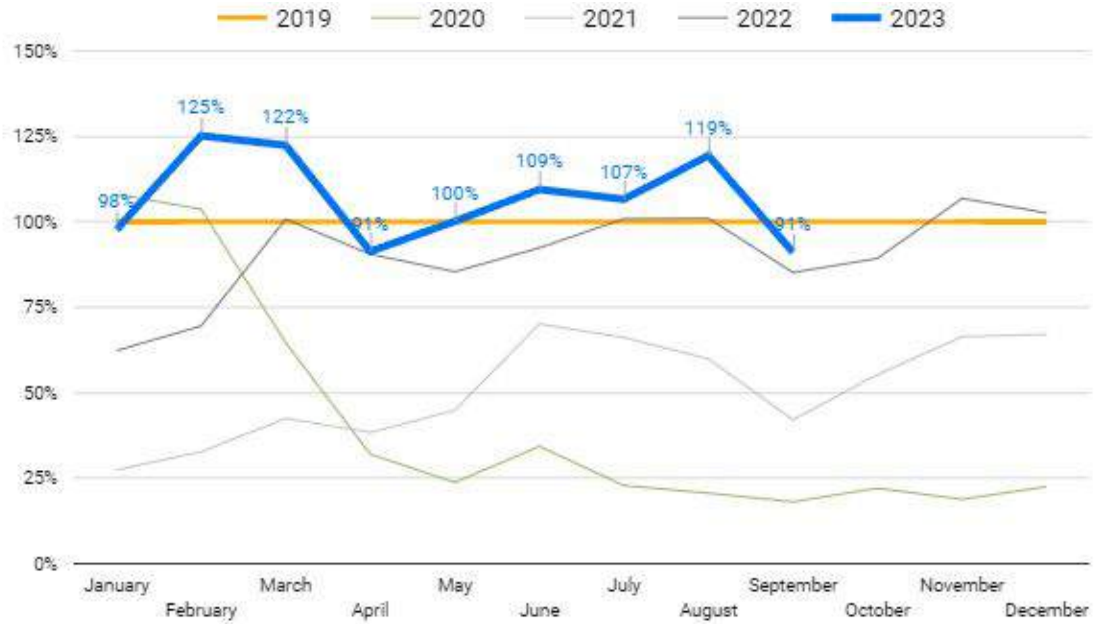
PROGRESS

Northeast: number of leads show a recent slow down

The number of leads for the Northeast through September 2023 was up 6.7% compared to the same time in 2019.

End of quarter compared to 2019:
Q1 2023: +14.5%
Q2 2023: +0.1%
Q3 2023: +5.0%

Number of leads through September 2023
Percentage of 2019 index



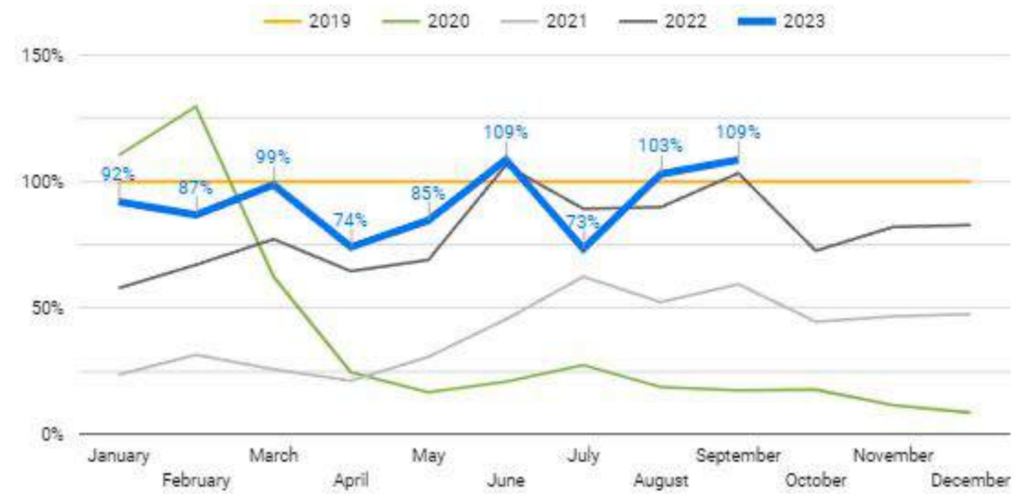
PROGRESS

Northeast: number of booked events

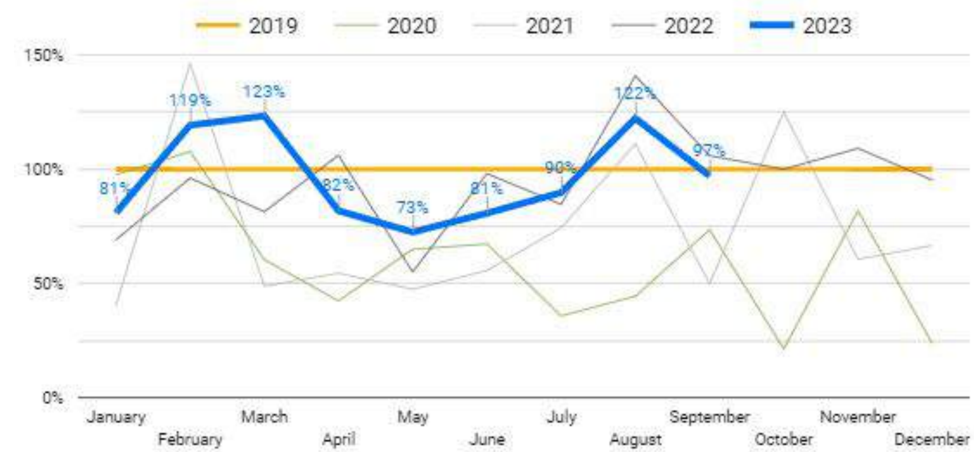
Number of booked hotel meetings through September 2023 compared to 2019:
Q1 2023: –7.1%
Q2 2023: -12.4%
Q3 2023: -3.9%
YTD: -8.0%

Number of booked convention center events through September 2023 compared to 2019:
Q1 2023: +6.3.%
Q2 2023: -21.6%
Q3 2023: +1.0%
YTD: -5.7%

Number of booked hotel meetings through September 2023
Percentage of 2019 index



Number of booked convention center events through September 2023
Percentage of 2019 index



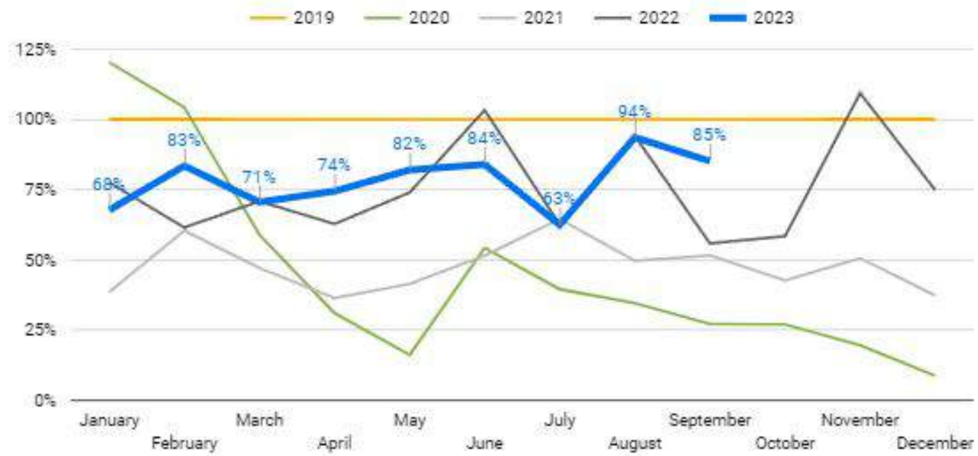
PROGRESS

Northeast: booked hotel meeting room nights and attendance

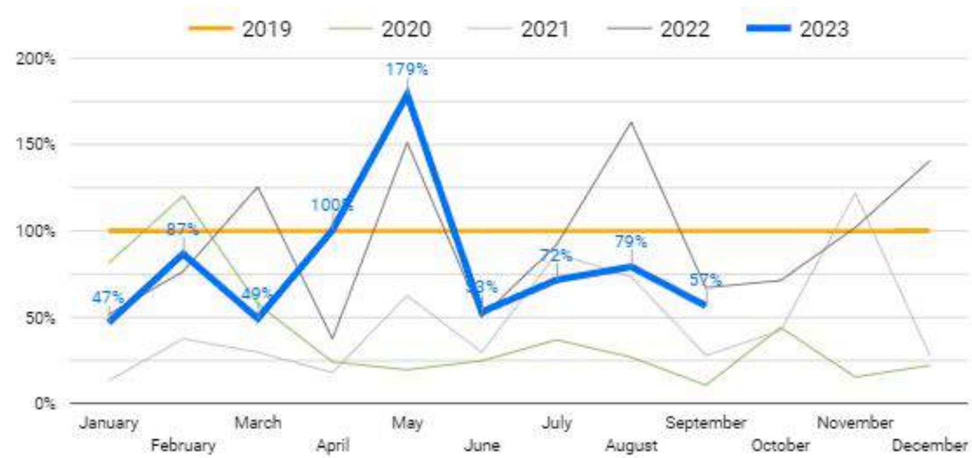
Through September 2023, booked hotel meeting room nights were down 22.4% from the same time in 2019.

Booked hotel meeting attendance through September 2023 was **down 30.9% from the same time in 2019**.

Booked hotel meeting room nights through September 2023
Percentage of 2019 index



Booked hotel meeting attendance through September 2023
Percentage of 2019 index



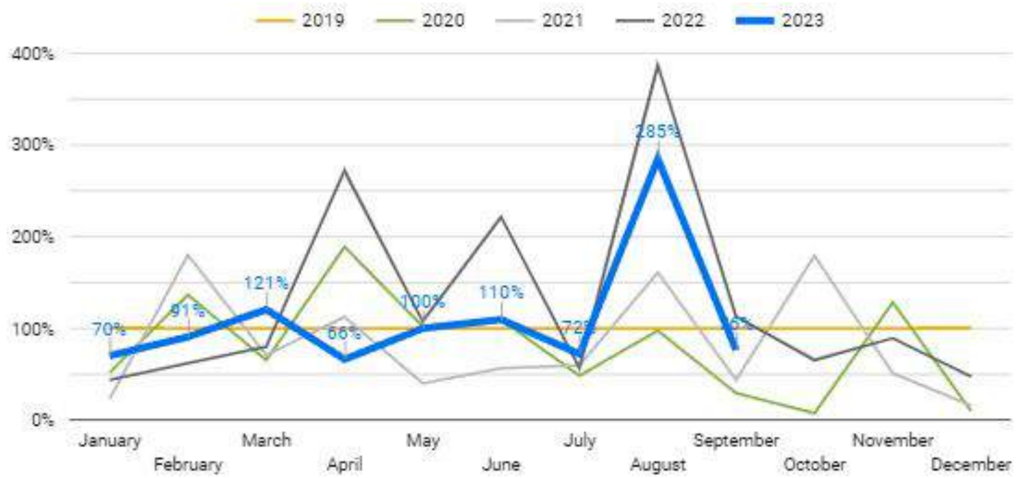
PROGRESS

Northeast: booked convention center event room nights and attendance

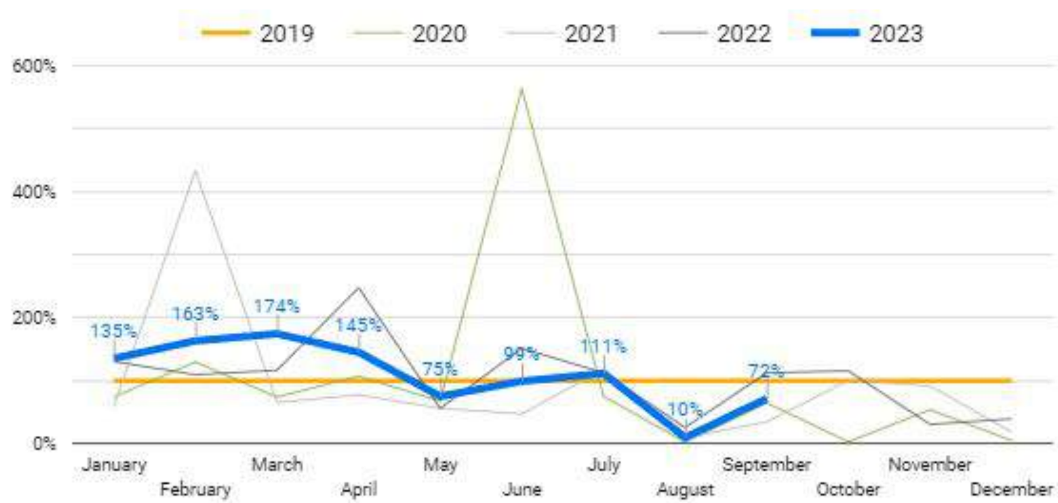
For the Northeast, booked convention center room nights through September 2023 were down only 2.0% compared to the same time in 2019.

Booked convention center events attendance through September 2023 was **down 36.1% compared to the same time in 2019**.

Booked convention center event room nights through September 2023
Percentage of 2019 index



Booked convention center events attendance through September 2023
Percentage of 2019 index



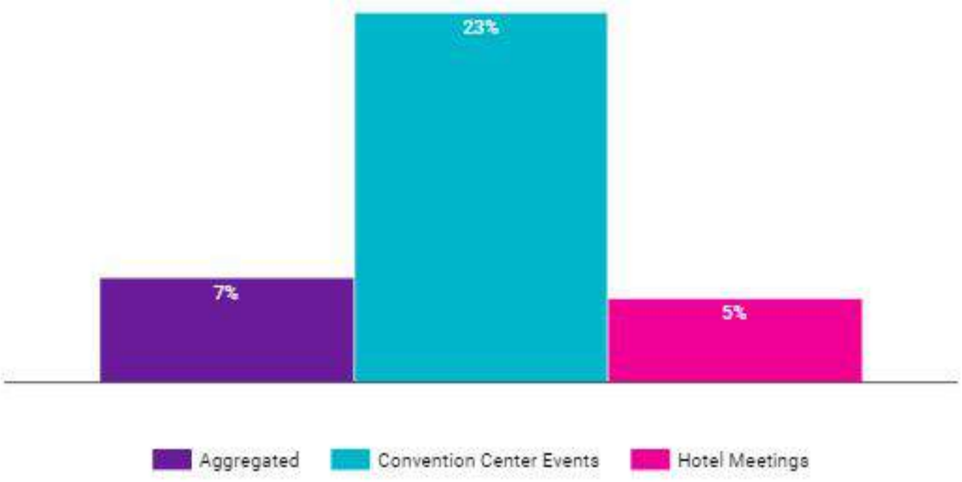
PIPELINE HEALTH

Northeast: lead volume and room nights

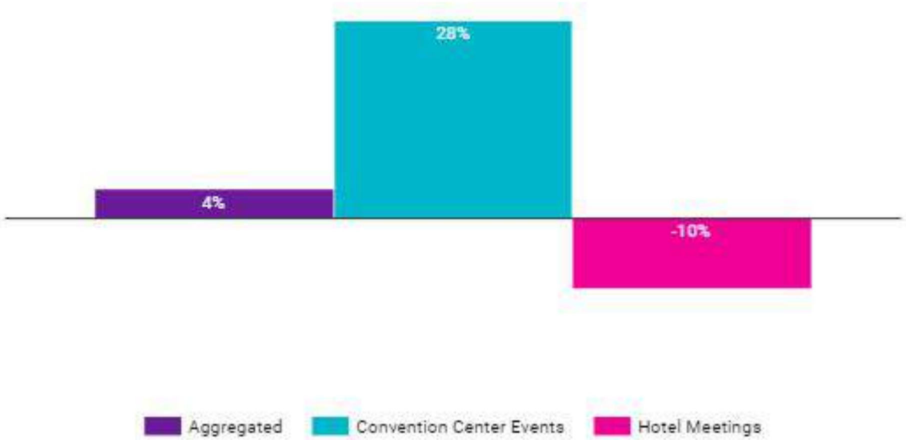
The number of leads in the DMO pipeline was up 7% compared to the same time in 2019. Convention center leads were up 23% over 2019.

Overall, lead room nights were up 4%, with convention center room nights up 28%.

Number of leads through September 2023 compared to the same time in 2019



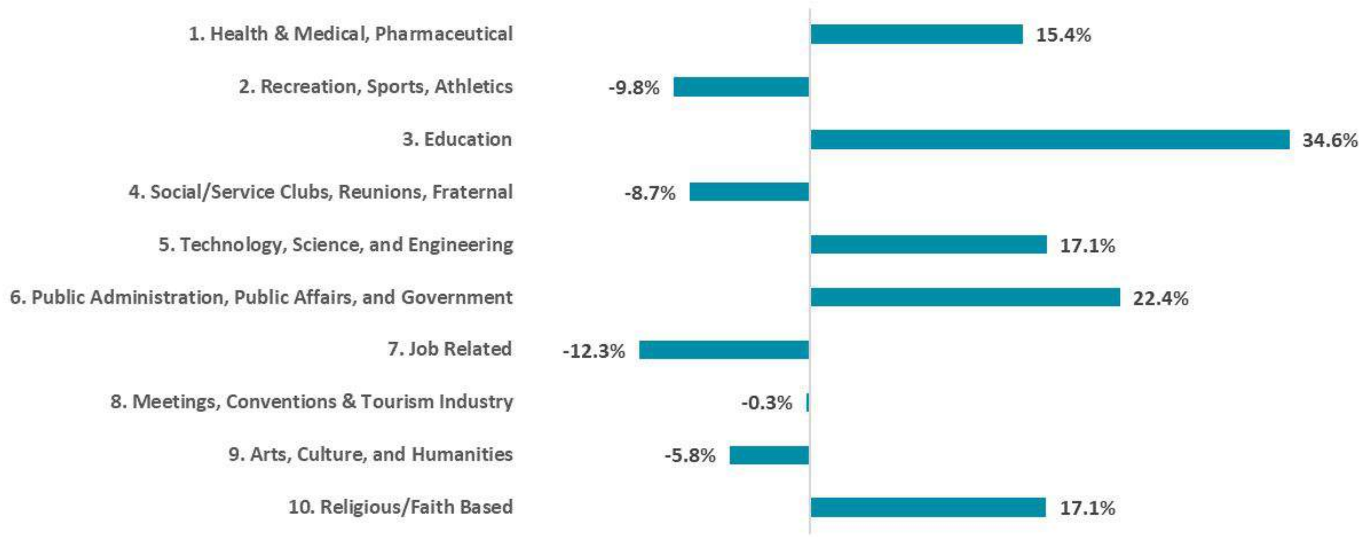
Lead room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

Northeast: market segmentation and hotel meeting leads

Top 10 market segments: **number of hotel meeting leads** percentage variance through September 2023 compared to the same time in 2019

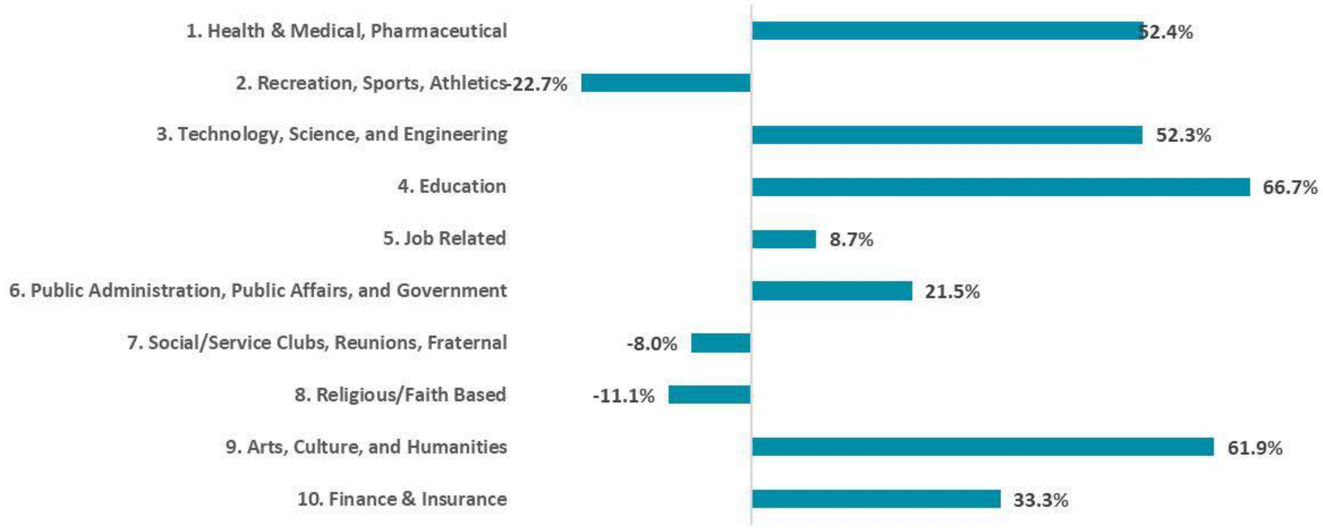


The pipeline's number one market segment for hotel meeting leads was Health & Medical, Pharmaceutical. Through September 2023, this segment had **15.4% morer** hotel meeting leads compared to 2019.

PIPELINE HEALTH

Northeast: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019



Like hotel meetings, the number one market segment for convention center event leads in the pipeline was Health & Medical, Pharmaceutical. Through September 2023, this segment had **52.4% more convention center event leads** compared to 2019.

SOUTH/SOUTHEAST

Progress and pipeline health

76 destinations

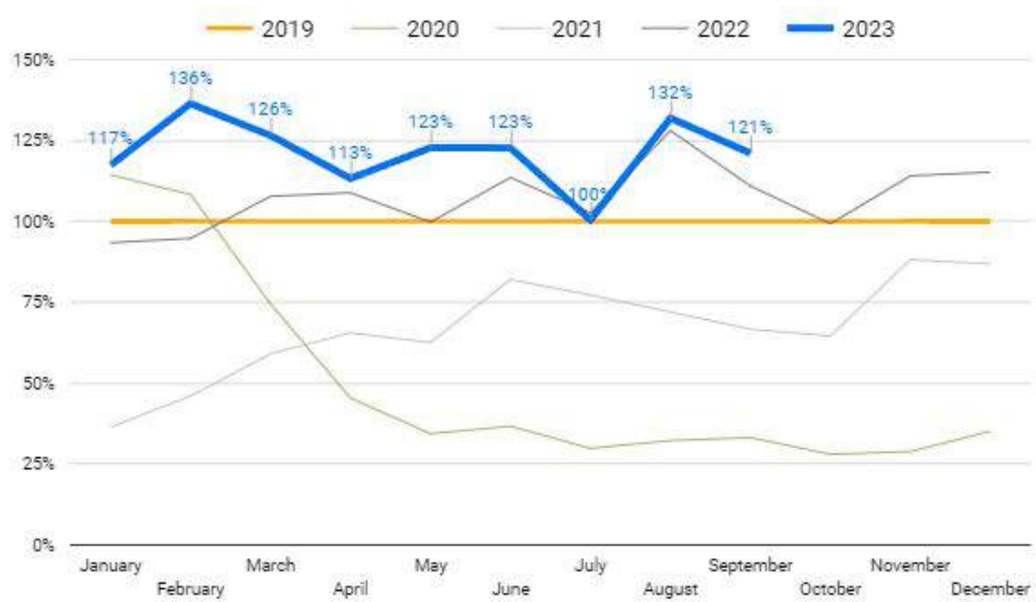
PROGRESS

South/Southeast: number of leads strong compared to 2019

The South/Southeast region has seen some of the strongest recovery in the number of leads. Total meeting leads were up 21.4% through September 2023 compared to the same time in 2019.

End of quarter compared to 2019:
Q1 2023: +26.5%
Q2 2023: +19.6%
Q3 2023: +17.5%

Number of leads through September 2023
Percentage of 2019 index



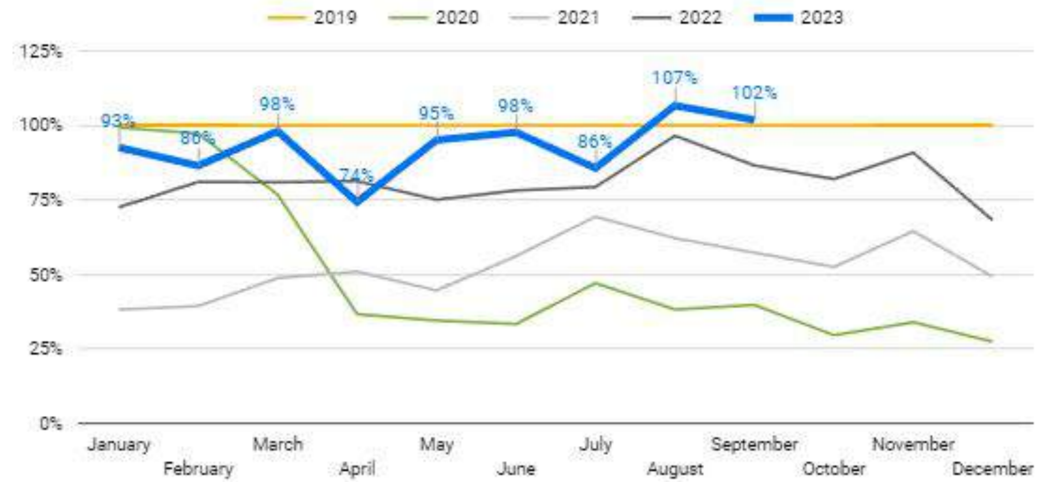
PROGRESS

South/Southeast: number of booked events

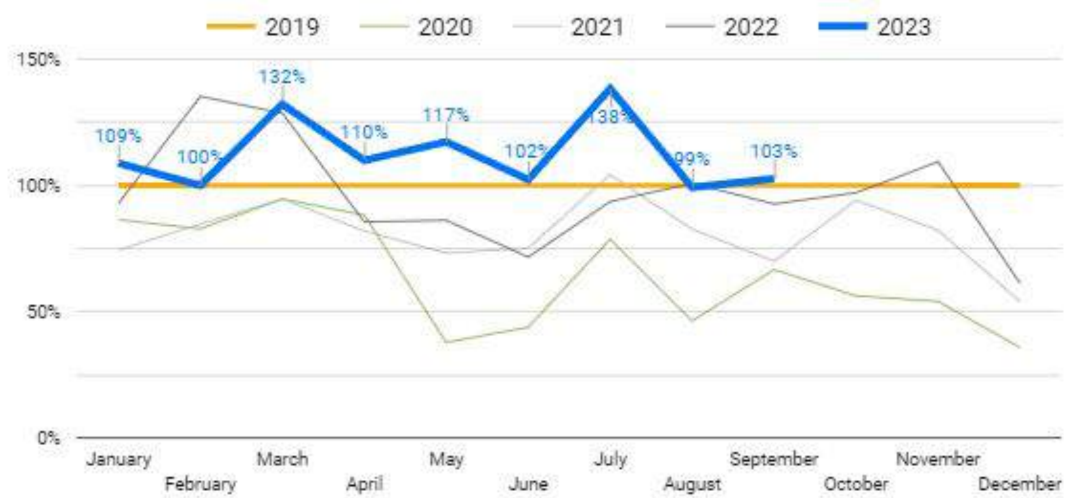
Number of booked hotel meetings through September 2023 compared to 2019:
Q1 2023: -7.4%
Q2 2023: -10.8%
Q3 2023: -1.7%
YTD: -6.8%

Number of booked convention center events through September 2023 compared to 2019:
Q1 2023: +13.7%
Q2 2023: +8.7%
Q3 2023: +10.5%
YTD: +10.9%

Number of booked hotel meetings through September 2023 Percentage of 2019 index



Number of booked convention center events through September 2023 Percentage of 2019 index



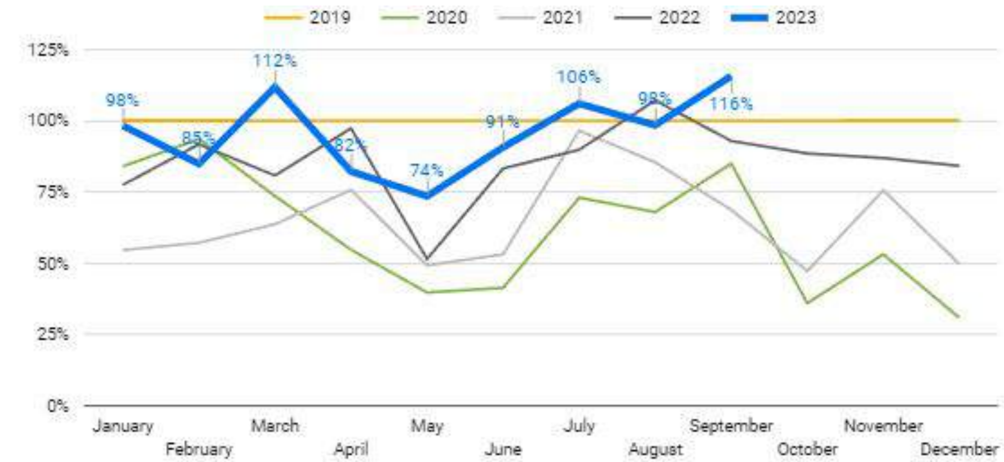
PROGRESS

South/Southeast: booked hotel meeting room nights and attendance

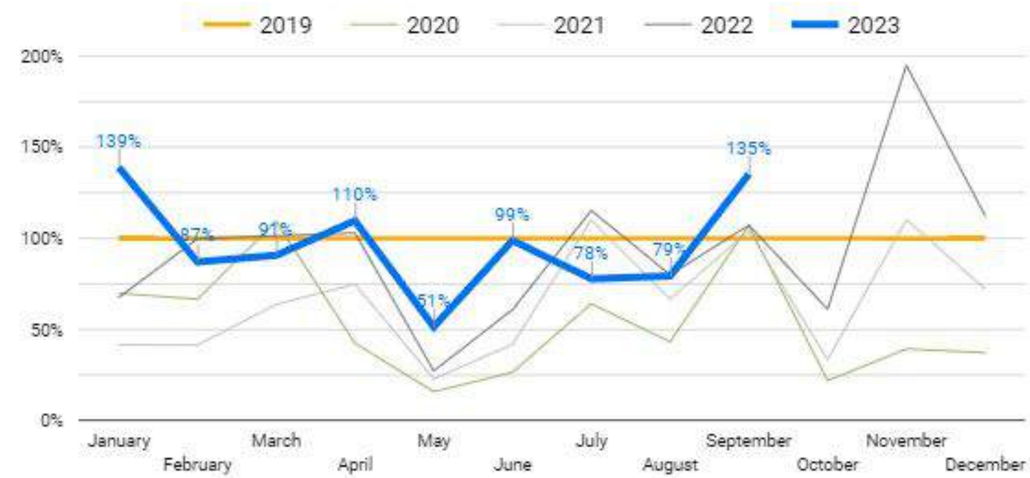
Booked hotel meeting room nights through September 2023 were **down 4.5% from the same time in 2019**.

Booked hotel meeting attendance was **down 10.1% from the same time in 2019.**

Booked hotel meeting room nights through September 2023
Percentage of 2019 index



Booked hotel meeting attendance through September 2023
Percentage of 2019 index



PROGRESS

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

Booked convention center event room nights through September 2023 were up 3.0% compared to the same time in 2019.

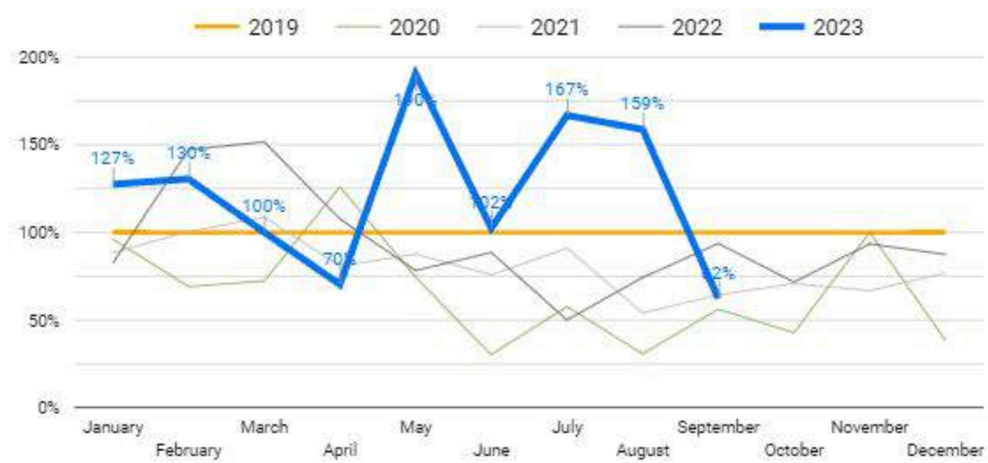
Booked convention center event attendance through the same period was up 16.5% in compared to 2019.

Booked convention center event room nights through September 2023

Percentage of 2019 index

Booked convention center attendance through September 2023

Percentage of 2019 index



PIPELINE HEALTH

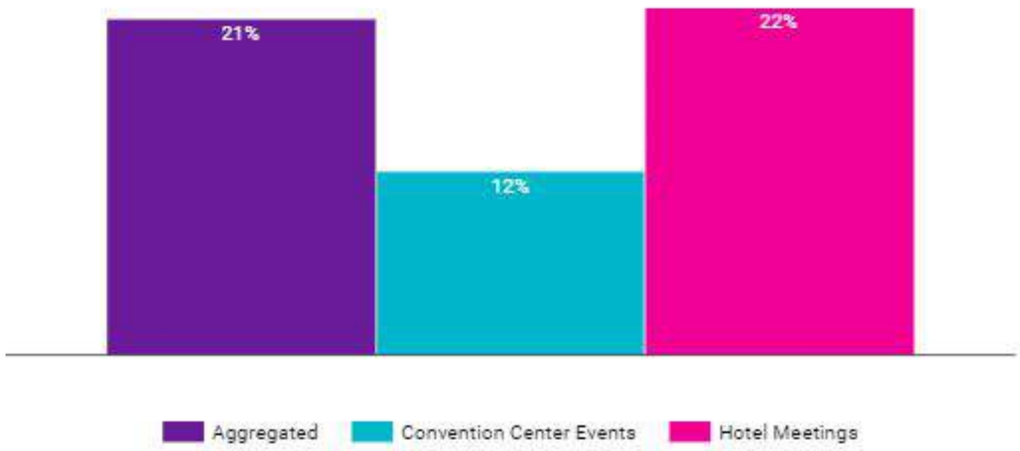
South/Southeast: lead volume and room nights

What does this **mean for you?**

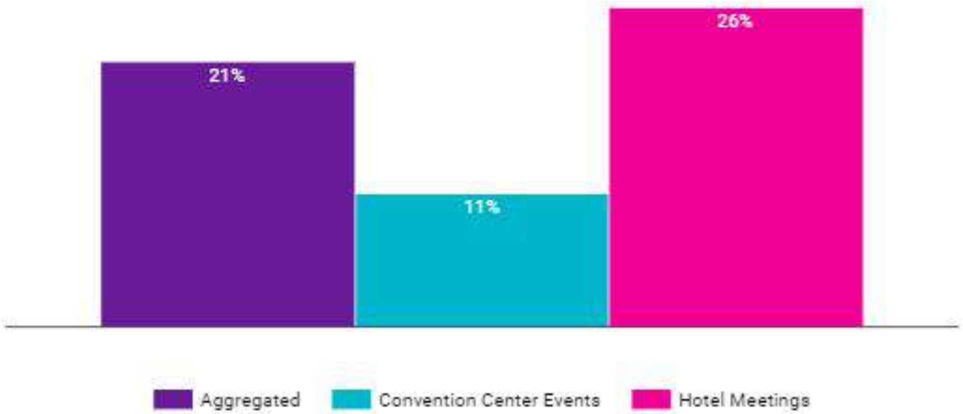
The number of leads in the DMO pipeline through September 2023 grew by 21% compared to the same time in 2019. Hotel meetings were primarily responsible for this lead growth.

Lead room nights through September 2023 were up 21% compared to the same time in 2019.

Number of leads through September 2023 compared to the same time in 2019



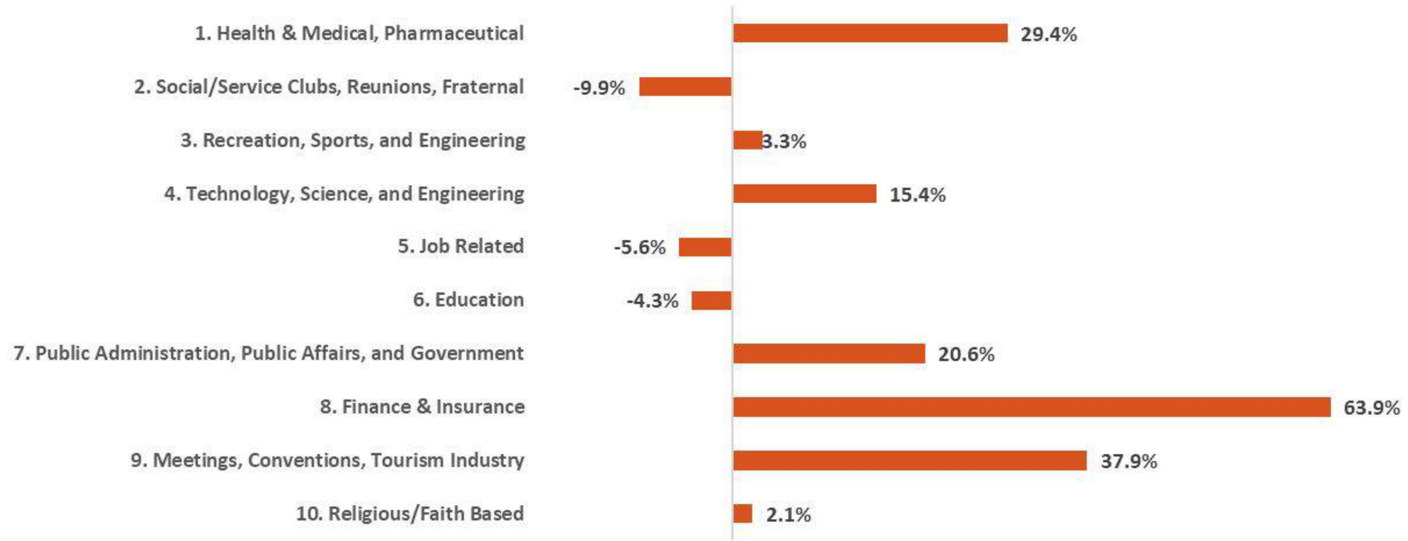
Lead room nights through September 2023 compared to the same time in 2019



PIPELINE HEALTH

South/Southeast: market segmentation and hotel meeting leads

Top 10 market segments: **number of hotel meeting leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019

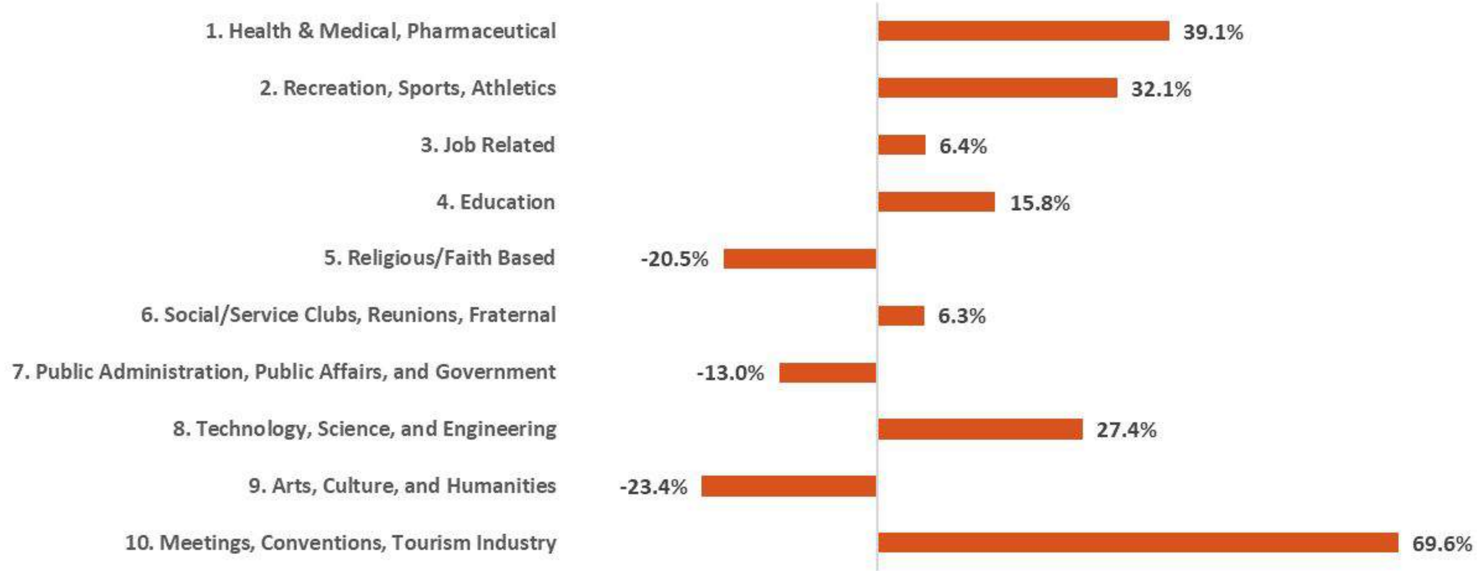


The number one market segment for hotel meeting leads in the pipeline was Health & Medical, Pharmaceutical. Through Q3 2023, this segment was **ahead of 2019 by 29.4%.**

PIPELINE HEALTH

South/Southeast: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance comparing the first half of 2023 to the same time in 2019



Similar to hotel meetings, the number one market segment for convention center leads in the pipeline was Health & Medical, Pharmaceutical. Through September 2023, there were **39.1% more** convention center leads in this segment.

SOUTHWEST

Progress and pipeline health

27 destinations

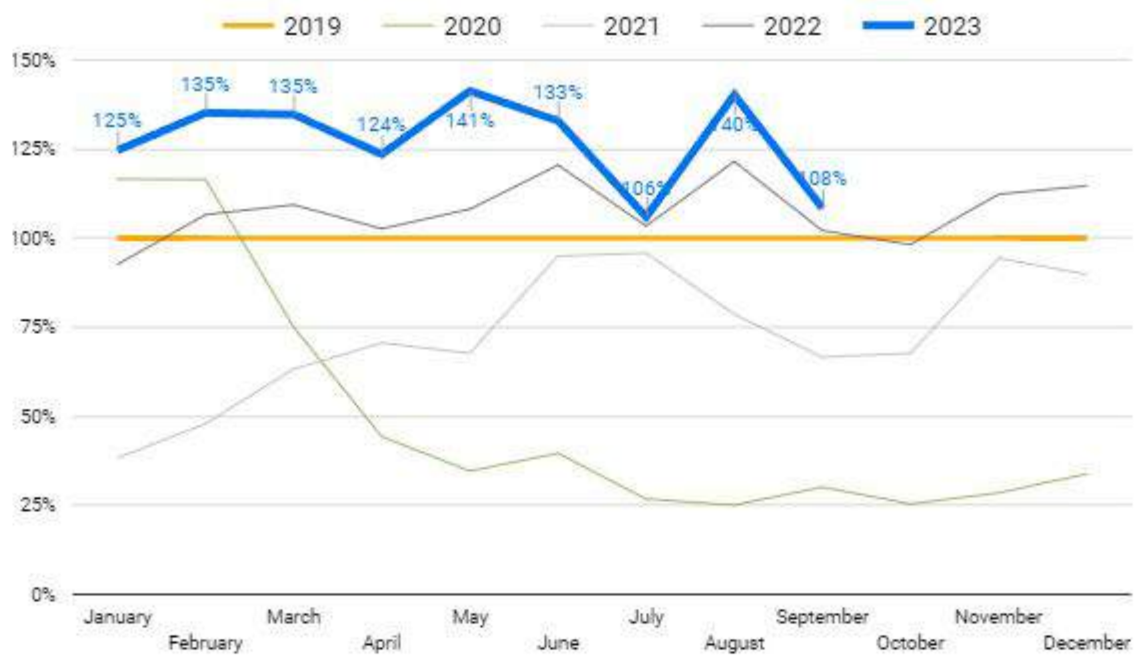
PROGRESS

Southwest: number of leads pacing above 2019

The West/Pacific region continued to show positive growth. **Through September 2023, leads were 27.1% higher compared to the same period in 2019.**

End of Quarter/Year compared to 2019:
Q1 2023: +31.4%
Q2 2023: +32.6%
Q3 2023: +17.9%

Number of leads through September 2023
Percentage of 2019 index



PROGRESS

Southwest: number of booked events

Number of booked hotel meetings through September 2023 compared to 2019:

Q1 2023: -8.4%

Q2 2023: -0.3%

Q3 2023: -8.6%

YTD: -6.0%

Number of booked convention center events through September 2023 compared to 2019:

Q1 2023: -18.6%

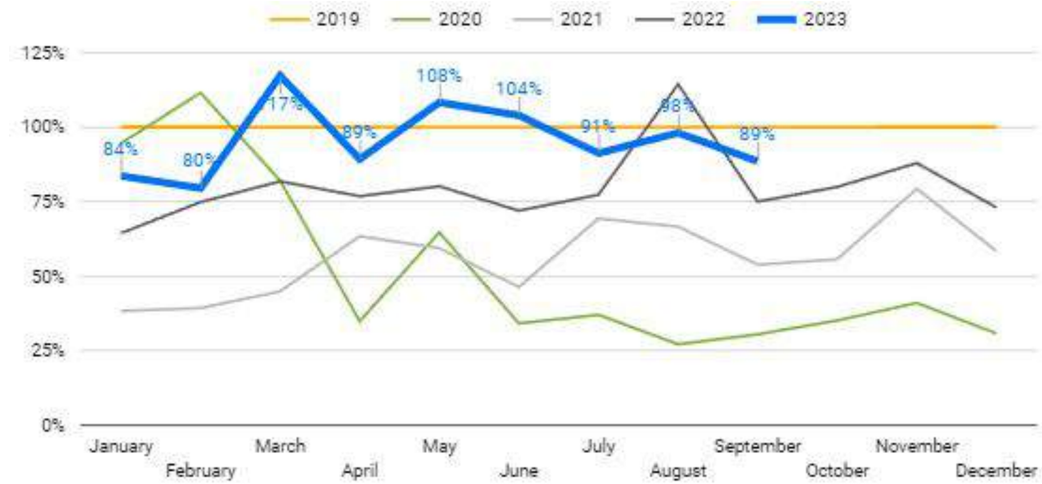
Q2 2023: +6.3%

Q3 2023: -13.2%

YTD: -8.7%

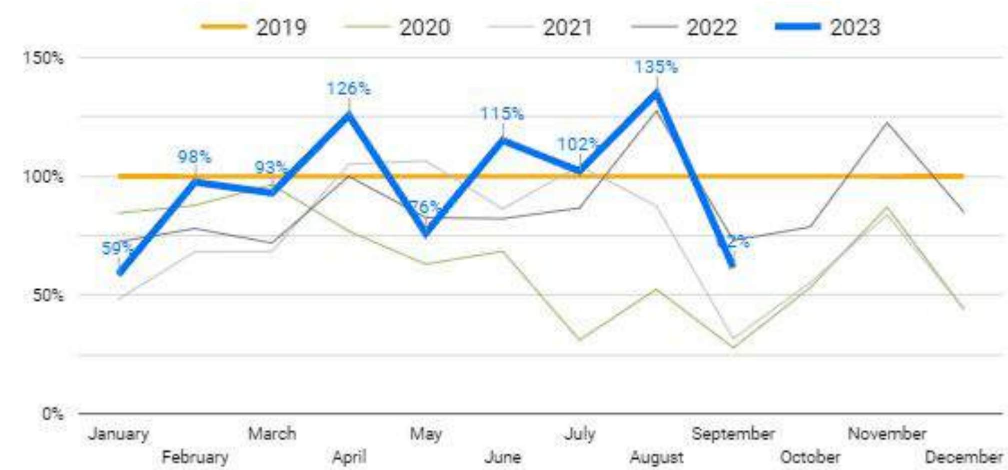
Number of booked hotel meetings through September 2023

Percentage of 2019 index



Number of booked convention center events through September 2023

Percentage of 2019 index



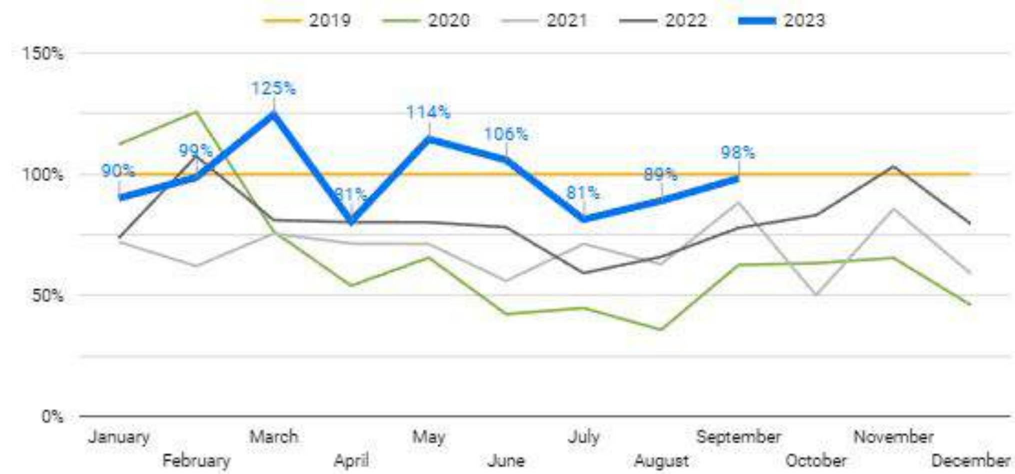
PROGRESS

Southwest: booked hotel meeting room nights and attendance

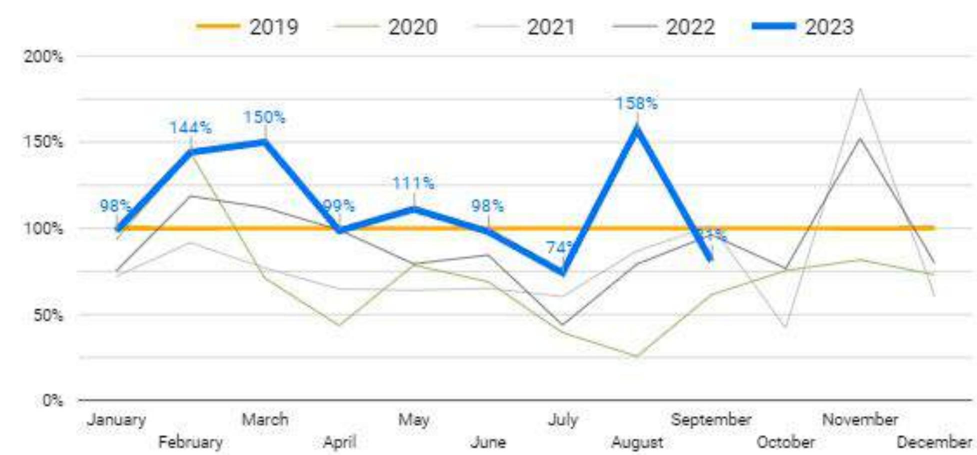
Booked hotel meeting room nights through September 2023 were down 2.6% compared to the same time in 2019.

Booked hotel meeting attendance through September 2023 was up 10.0% from the same time in 2019.

Booked hotel meeting room nights through September 2023
Percentage of 2019 index



Booked hotel meeting attendance through September 2023
Percentage of 2019 index



PROGRESS

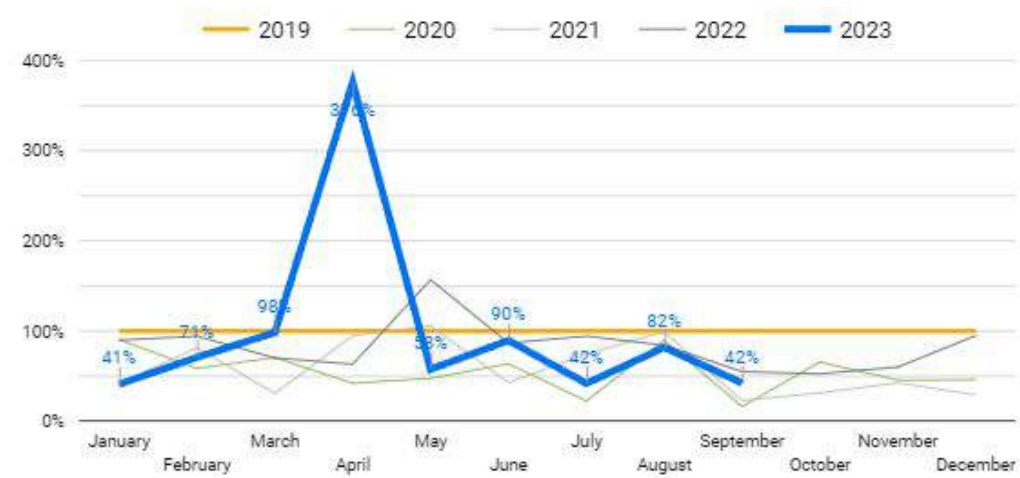
Southwest: booked convention center room nights and attendance

Booked convention center room nights through September 2023 were down 30.9% from the same time in 2019.

Additionally, booked convention center attendance was down 19.2% compared to 2019, even with a large attendance booking month of April.

Booked convention center event room nights through September 2023
Percentage of 2019 index

Booked convention center event attendance through September 2023
Percentage of 2019 index



PIPELINE HEALTH

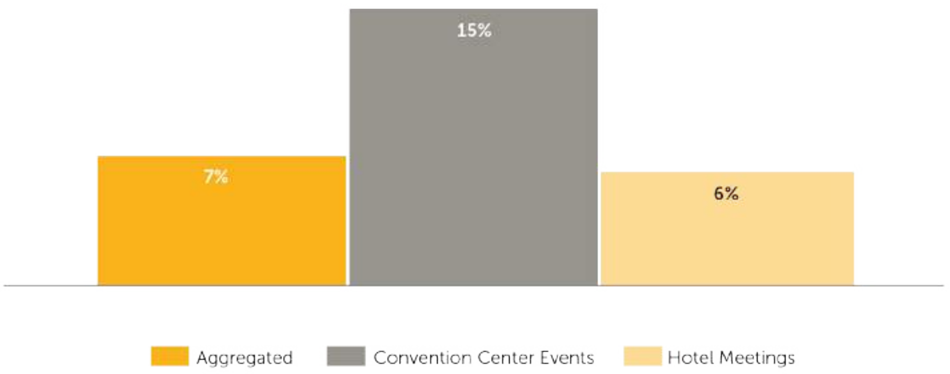
Southwest: lead volume and room nights

What does this **mean for you?**

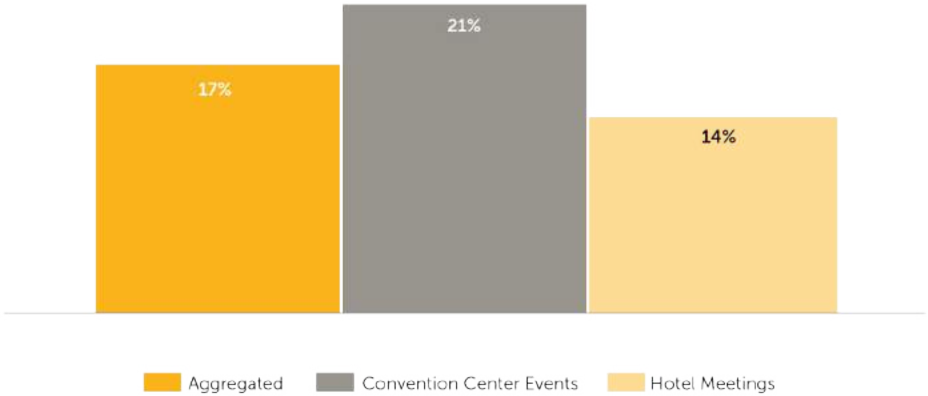
The number of leads in the DMO pipeline through September 2023 was up 7% compared to the same time in 2019. The biggest contributor to this variance was convention center events, up by 15%.

The total number of lead room nights was up 17%.

Number of leads through September 2023 compared to the same time in 2019

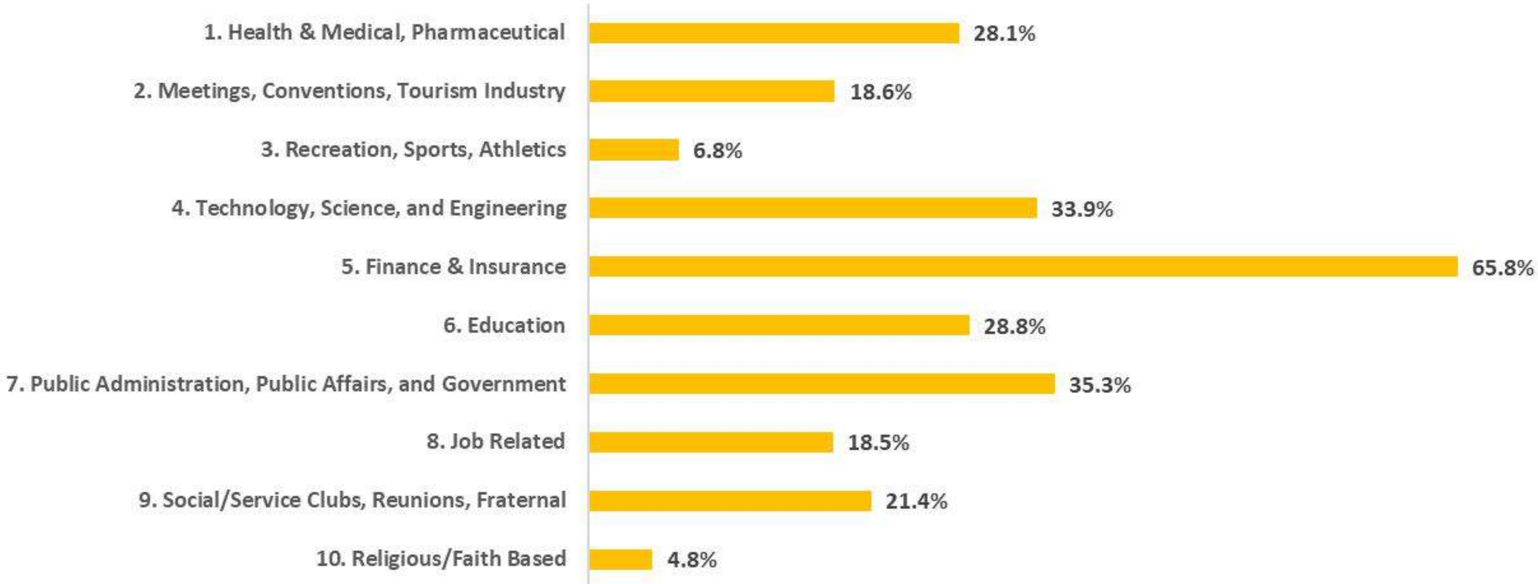


Lead room nights through September 2023 compared to the same time in 2019



Southwest: market segmentation and hotel meeting leads

Top 10 market segments: **number of hotel meeting leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019

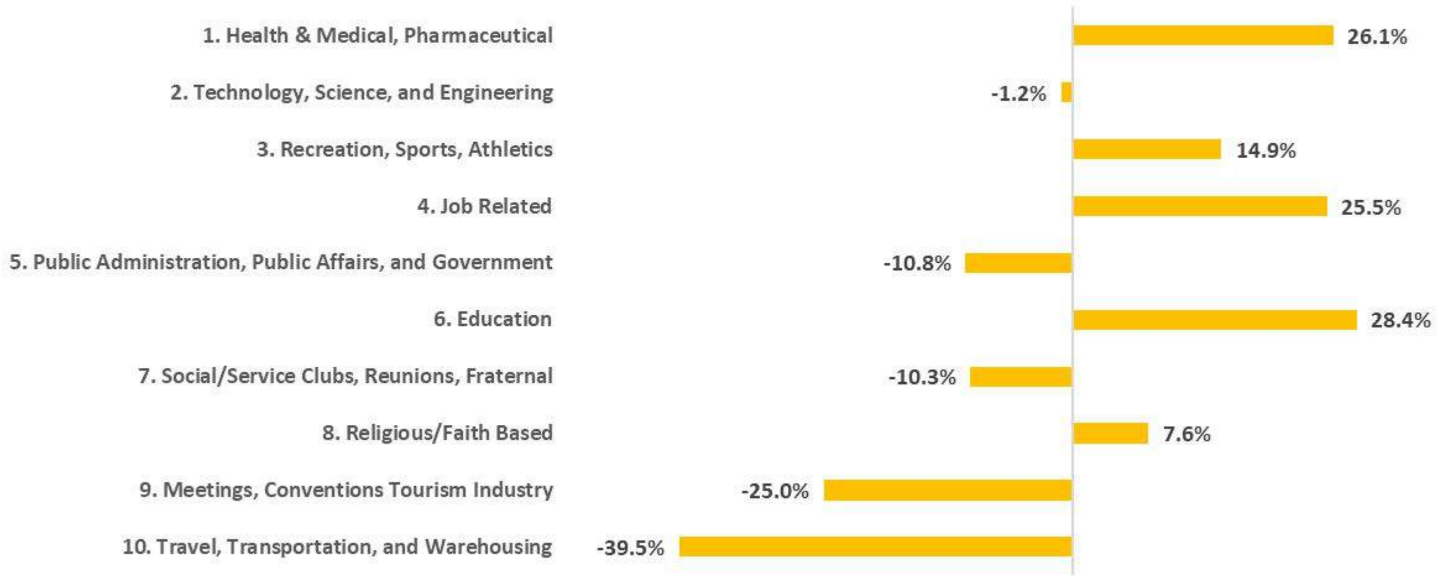


The number one market segment for hotel meeting leads in the pipeline was Health & Medical, Pharmaceuticals. Through September 2023, there were **28.1% more hotel meeting leads in this segment.**

PIPELINE HEALTH

Southwest: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019



The number one market segment for convention center leads in the pipeline was Health & Medical, Pharmaceutical and through September 2023, that market segment is **26.1% ahead** of 2019.

WEST/PACIFIC

Progress and pipeline health

35 destinations

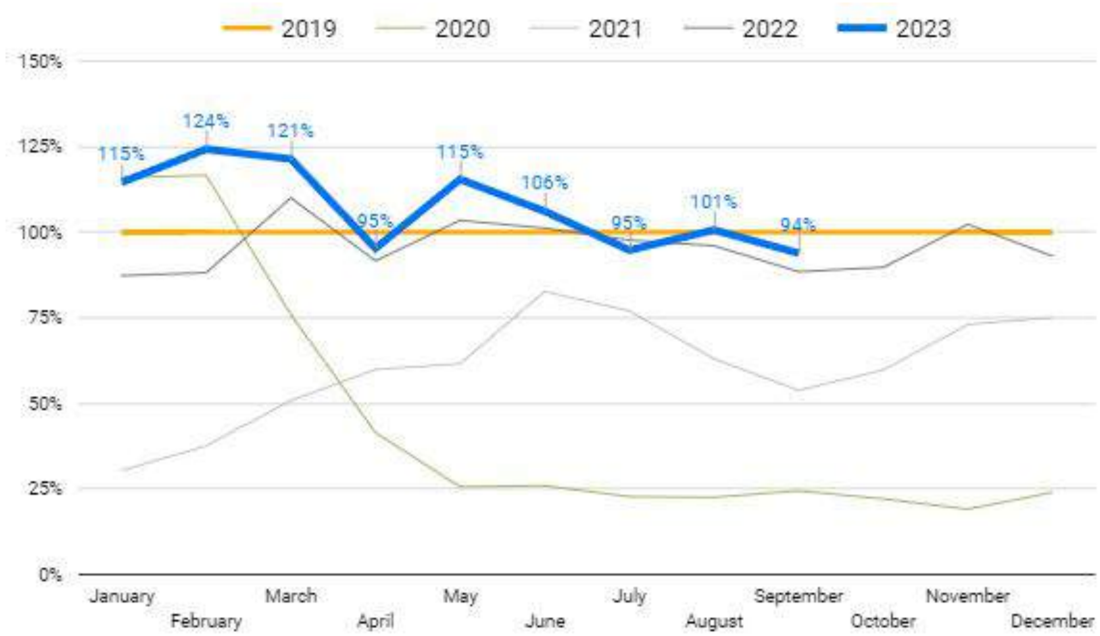
PROGRESS

West/Pacific: number of leads current inline with 2019

The West/Pacific region continued to show positive growth. **Through September 2023, leads were 7.2% higher compared to the same period in 2019.**

End of Quarter/Year compared to 2019:
Q1 2023: +20.1%
Q2 2023: +5.5%
Q3 2023: -3.5%

Number of leads through September 2023
Percentage of 2019 index



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PROGRESS

West/Pacific: number of booked events

Number of booked hotel meetings through September 2023 compared to 2019:

Q1 2023: -7.9%

Q2 2023: -8.5%

Q3 2023: -22.6%

YTD: -12.9%

Number of booked convention center events through September 2023 compared to 2019:

Q1 2023: +16.6%

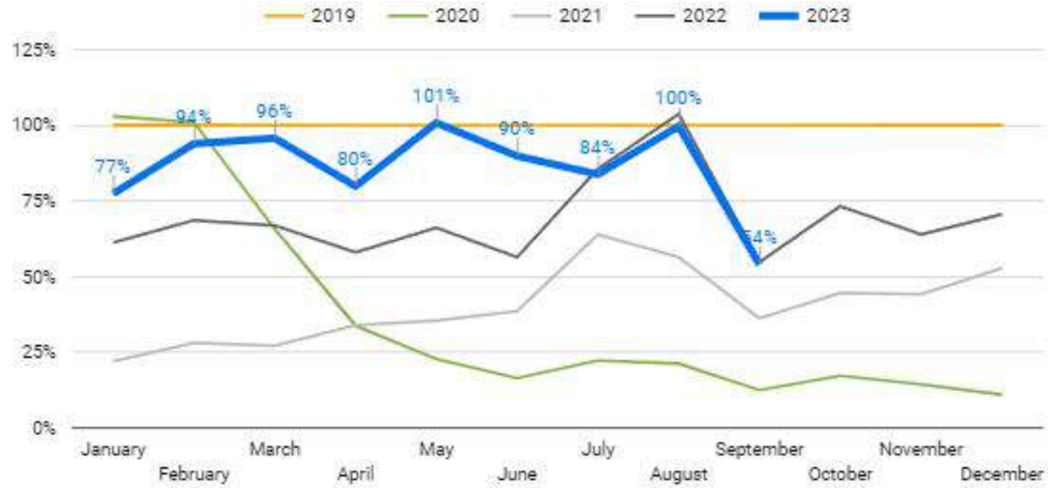
Q2 2023: -11.7%

Q3 2023: +11.9%

YTD: +3.6%

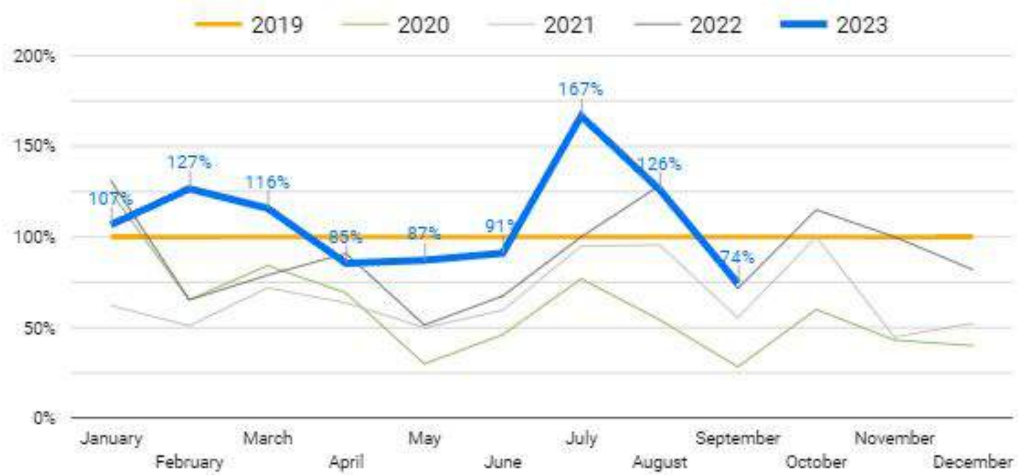
Number of booked hotel meetings through September 2023

Percentage of 2019 index



Number of booked convention center events through September 2023

Percentage of 2019 index



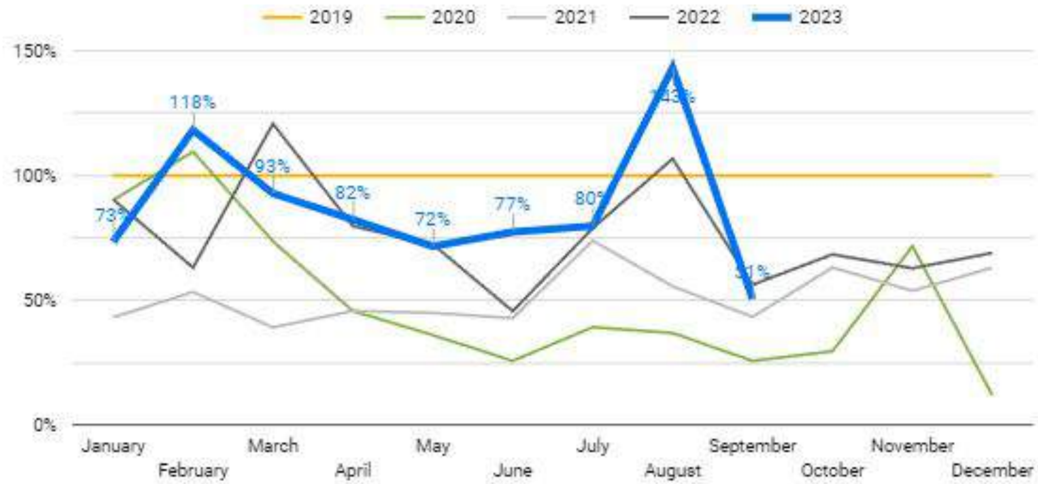
PROGRESS

West/Pacific: booked hotel meeting room nights and attendance

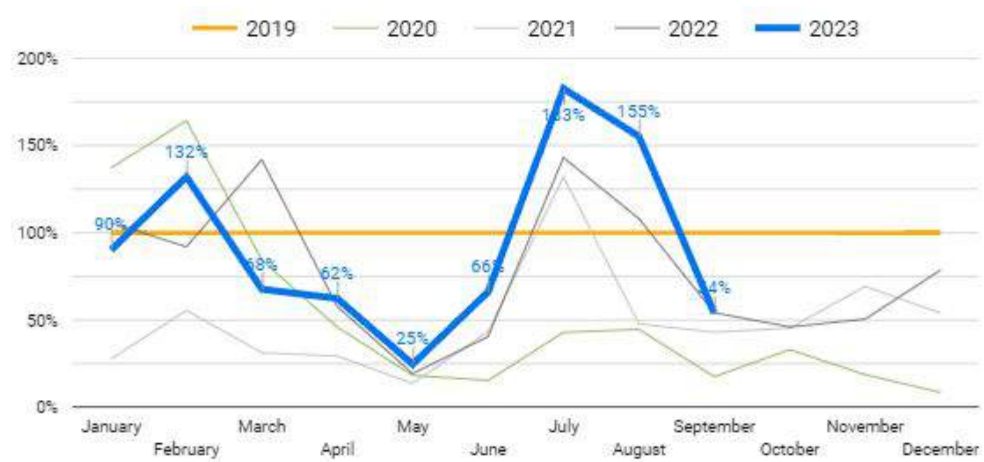
Booked hotel meeting room nights through September 2023 were down 14.9% compared to the same time in 2019.

Booked hotel meeting attendance through September 2023 was down 29.4% from the same time in 2019.

Booked hotel meeting room nights through September 2023
Percentage of 2019 index



Booked hotel meeting attendance through September 2023
Percentage of 2019 index



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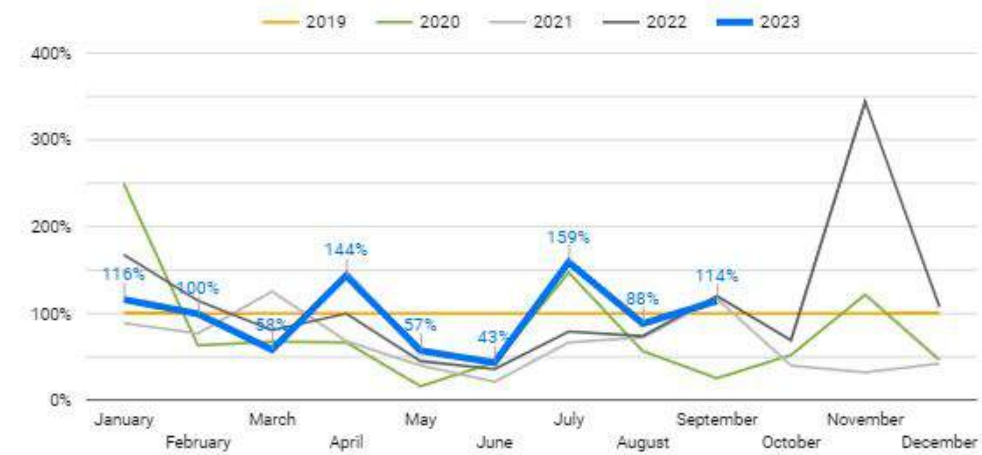
PROGRESS

West/Pacific: booked convention center room nights and attendance

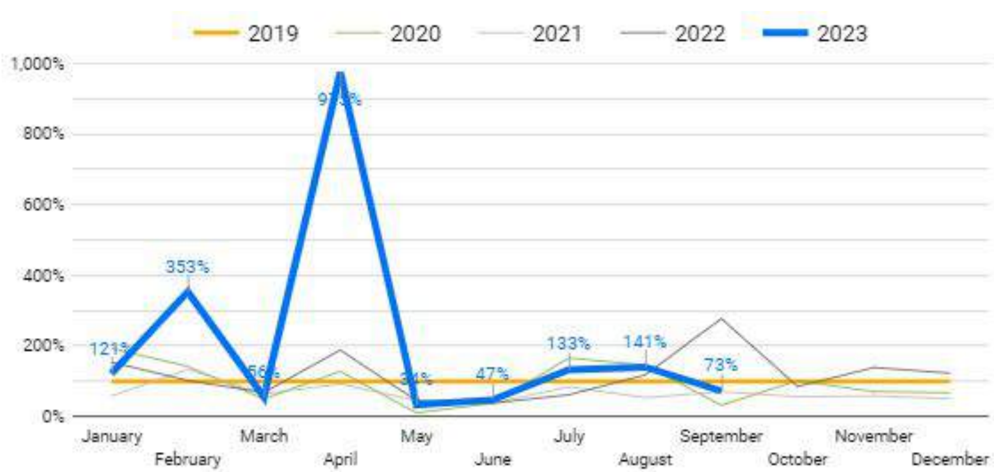
Booked convention center room nights through September 2023 were down 25.5% from the same time in 2019.

However, booked convention center attendance was up 24.7% compared to 2019 thanks to a few large annual bookings.

Booked convention center event room nights through September 2023
Percentage of 2019 index



Booked convention center event attendance through September 2023
Percentage of 2019 index



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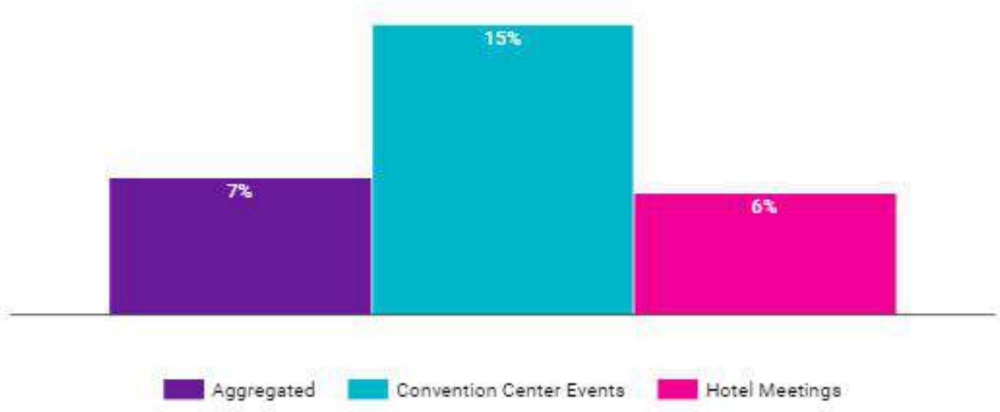
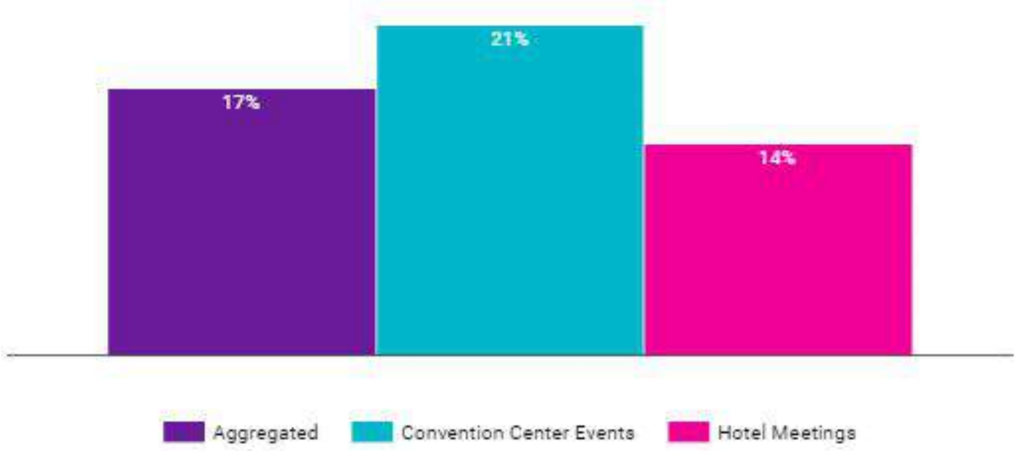
PIPELINE HEALTH

West/Pacific: lead volume and room night

Number of leads through September 2023 compared to the same time in 2019



Lead room nights through September 2023 compared to the same time in 2019



What does this **mean for you?**

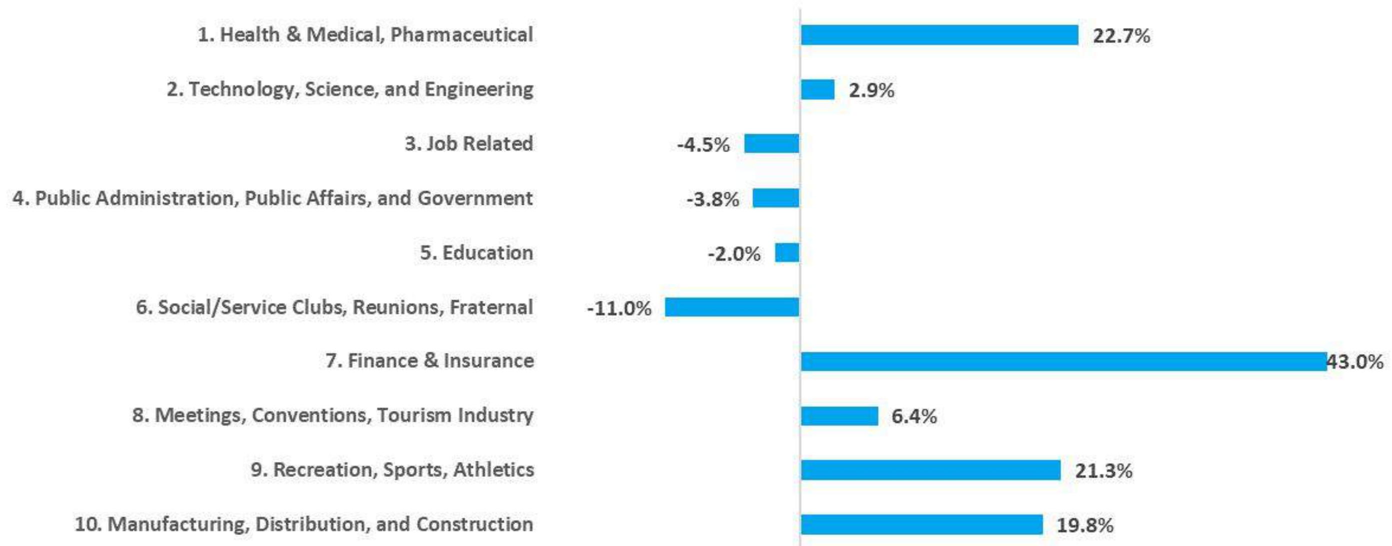
The number of leads in the DMO pipeline through September 2023 was up 7% compared to the same time in 2019. The biggest contributor to this variance was convention center events being up by 15%.

The total number of lead room nights was up 17%.

PIPELINE HEALTH

West/Pacific: market segmentation and hotel meeting leads

Top 10 market segments: **number of hotel meeting leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019



The number one market segment for hotel meeting leads in the pipeline was Health & Medical, Pharmaceutical. Through September 2023, there were **22.7% more hotel meeting leads in this segment.**

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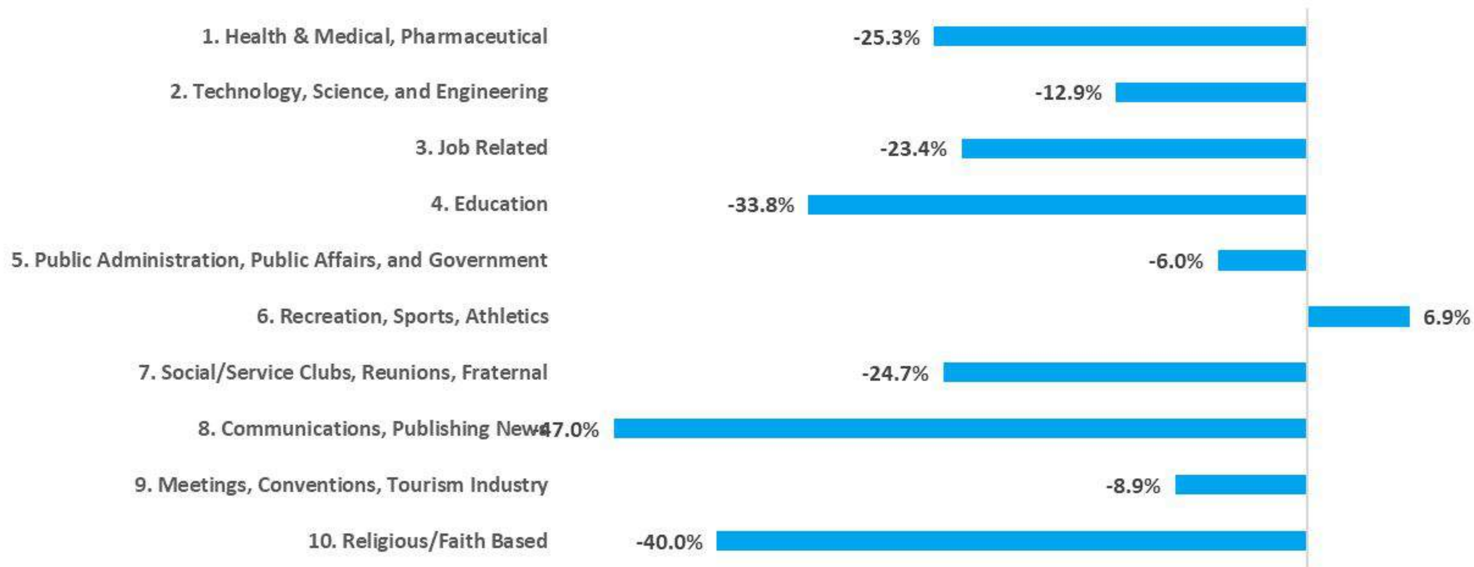
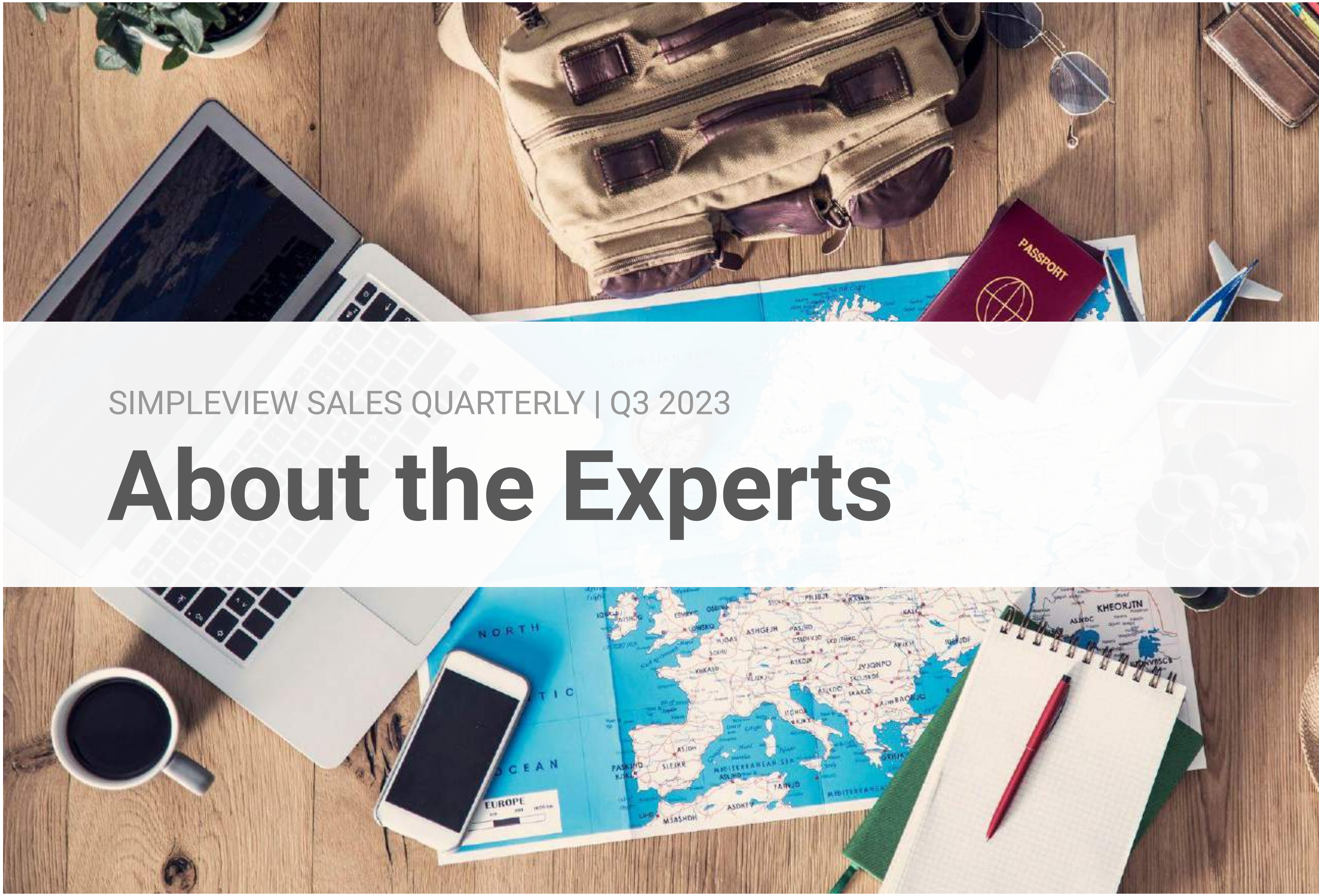
West/Pacific: market segmentation and convention center leads

Top 10 market segments: **number of convention center event leads** percentage variance comparing the first three quarters of 2023 to the same time in 2019



The number one market segment for convention center leads in the pipeline was Health & Medical, Pharmaceutical and through September 2023, that market segment was **25.3% behind** of 2019.

115



SIMPLEVIEW SALES QUARTERLY | Q3 2023

About the Experts

Meet **Suzzanne**

Suzzanne Ravitz is the director of customer success, 2Synergize, LLC, a Simpleview consulting company. **She develops primary and secondary market research studies, analyzes data, communicates recommendations, and serves as a client resource.**

She brings over 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 **Shimo**

Christine "Shimo" Shimasaki is the managing director of 2Synergize, LLC, a Simpleview consulting company. **In this role, she sets Simpleview's meetings strategy and helps destination marketing organizations (DMOs) and convention and visitor bureaus (CVBs) create competitive advantages in the meetings market**.

Since 2009, she has provided leadership and guidance to the CVB industry and has helped individual CVB sales organizations with specific meetings-market issues and opportunities.

In July 2022, she was recognized as a Hall of Fame Industry Contributor by Destinations International for her significant contributions to the creation, evolution, and advancement of the destination organization industry.

Meet **Vail**

Vail Ross is a travel industry leader who sits on a number of association and non-profit boards. She was named one of the “100 Most Powerful People in Global Hospitality" in 2022 by the International Hospitality Institute and one of Hotel Management’s “Influential Women In Hospitality” in 2019. Ross is often a featured speaker at international, national, and regional conferences, and she serves in several industry board positions for the Destinations International Foundation, HSMAI Americas, the Tennessee Hospitality Association, and the Greater Nashville Hospitality Association.

In her role as managing director of 2Synergize, a Simpleview consulting company, Ross oversees the mentorship of destination marketing organizations that want to take their sales productivity to the next level by consulting on sales strategies, buyer insights, customer research, and data analysis.

About 2Synergize

2Synergize, LLC is a Simpleview consulting company specializing in the convention and visitors (CVB) industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market. We understand the complexities of the organization's roles and responsibilities and the importance of optimizing stakeholder relationships.

2 synergize

About **Simpleview**

Simpleview 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.