

Meeting Trends Survey

**In 2009, I expect the number of meetings I plan / my organization plans to be:**

#	Answer	%
1	About the same as 2008	46%
2	Greater than 2008	16%
3	Less than 2008	38%
	Total	100%

**In 2009, I expect the number of exhibitions / trade shows I plan / my organization plans to be:**

#	Answer	%
1	About the same as 2008	53%
2	Greater than 2008	3%
3	Less than 2008	44%
	Total	100%

**In 2009, I expect attendance at my events to be:**

#	Answer	%
1	About the same as 2008	30%
2	Greater than 2008	5%
3	Less than 2008	65%
	Total	100%

**In 2009, I am being asked to cut costs in the following areas of my budget: (check all that apply)**

#	Answer	%
1	Audio/Visual	39%
2	Food & Beverage	67%
3	Guest Rooms/Housing	61%
4	Incentives/Rewards/VIP Services	19%
5	Length of meeting	31%
6	Meeting rooms	19%
7	Off-site events or parties	28%
8	Programming	17%
9	Transportation	25%
10	None	14%
11	Other	8%

Other
Publicity
All cancelled until further notice
Wherever possible

**In 2009, compared to 2008, have you been asked to consider second- or third-tier destinations in lieu of first-tier destinations for cost savings or other reasons?**

#	Answer	%
1	Yes	29%
2	No	71%
	Total	100%

**Compared to six months ago, are you looking at destinations that allow more attendees to drive to, or fly to? (check one)**

#	Answer	%
1	Drive To	40%
2	Fly To	0%
3	No Difference	60%
	Total	100%

**When using a hotel for a meeting/event, what types do you use most often? (check all that apply)**

#	Answer	%
1	Airport Area Hotel	33%
2	Boutique Hotel	17%
3	Casino Hotel	14%
4	Coastal Resort	39%
5	Conference Center Hotel	42%
6	Convention Center Hotel	25%
7	Historic Hotel	28%
8	Limited Service Hotel	8%
9	Lodge/Rural Hotel	8%
10	Non-Coastal Resort	25%
11	Suburban Hotel	44%
12	Urban/Downtown Hotel	50%

**Compared to six months ago, which of the following items are hoteliers more willing to give concessions for? (check all that apply)**

#	Answer	Response	%
1	Room Rates	24	73%
2	Food and Beverage	16	48%
3	Meeting Space	22	67%
4	Cancellation Fees	4	12%
5	Attrition Fees	15	45%

**In 2009, compared to 2008, how important is it for you to show the return on investment (ROI) of your meetings?**

#	Answer	%
1	More important, but not critical	17%
2	More important, critical	34%
3	Same as before, critical	26%
4	Same as before, not critical	23%
	Total	100%

**How do you feel about the future health of the meetings industry in the next 18 months?**

#	Answer	%
1	Expect it to stay about the same	6%
2	Expect it to get worse	80%
3	Expect it to get better	14%
	Total	100%