

plannerPULSE™

Fall 2022



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EVENTS THAT TRANSFORM



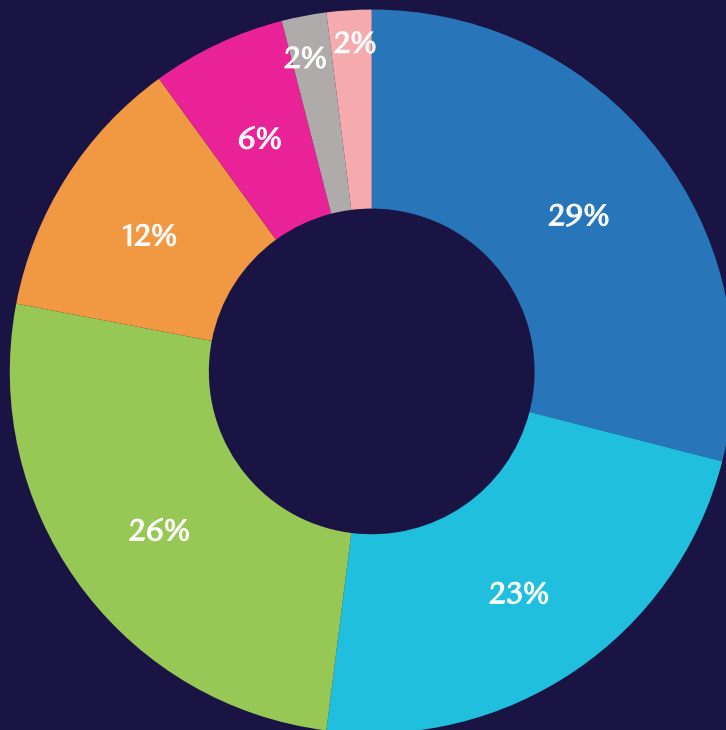
Survey fielded September '22

Objectives

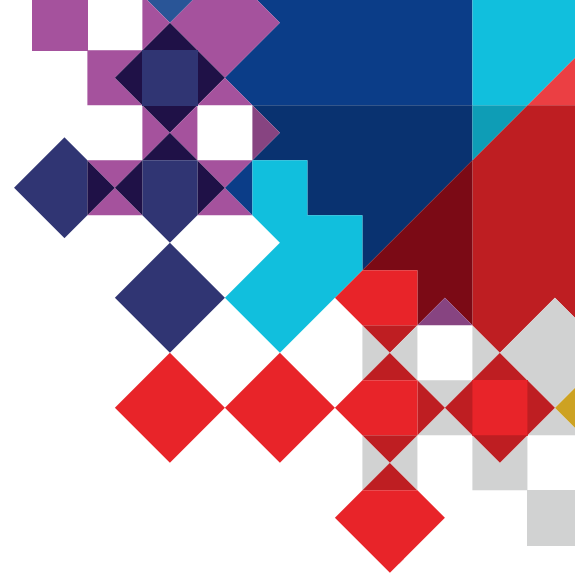
- > Monitor planner sentiment about hybrid, virtual and in-person events
- > Gain ongoing perspective on industry

Respondents

- > 905 respondents
- > Primarily corporate and association planners (52%)



Fall 2022 Planner Pulse Key Findings



Positive industry momentum continues
with increasing economic pressures

Organizations are not deterred from holding events

4

Share of expected in-person events continues to increase each quarter

6

Despite economic uncertainty, few
planners expect smaller budgets in 2023

Over 90% of planners expect their budgets to increase or remain flat next year

8

F&B and Transportation are still the top-2 areas driving budgets higher this fall

10

Planners will be holding more events at hotels and expect
Environmental, Social, and Governance (ESG) to be a top priority

Roughly 6 of 10 events will be held at hotels over the next 12 months

12

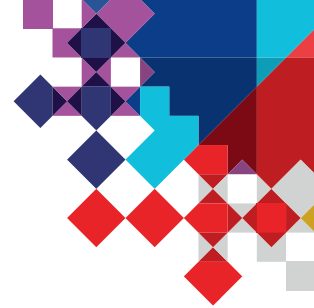
More than half of planners believe ESG is important when choosing venues and suppliers

15



Key finding 1

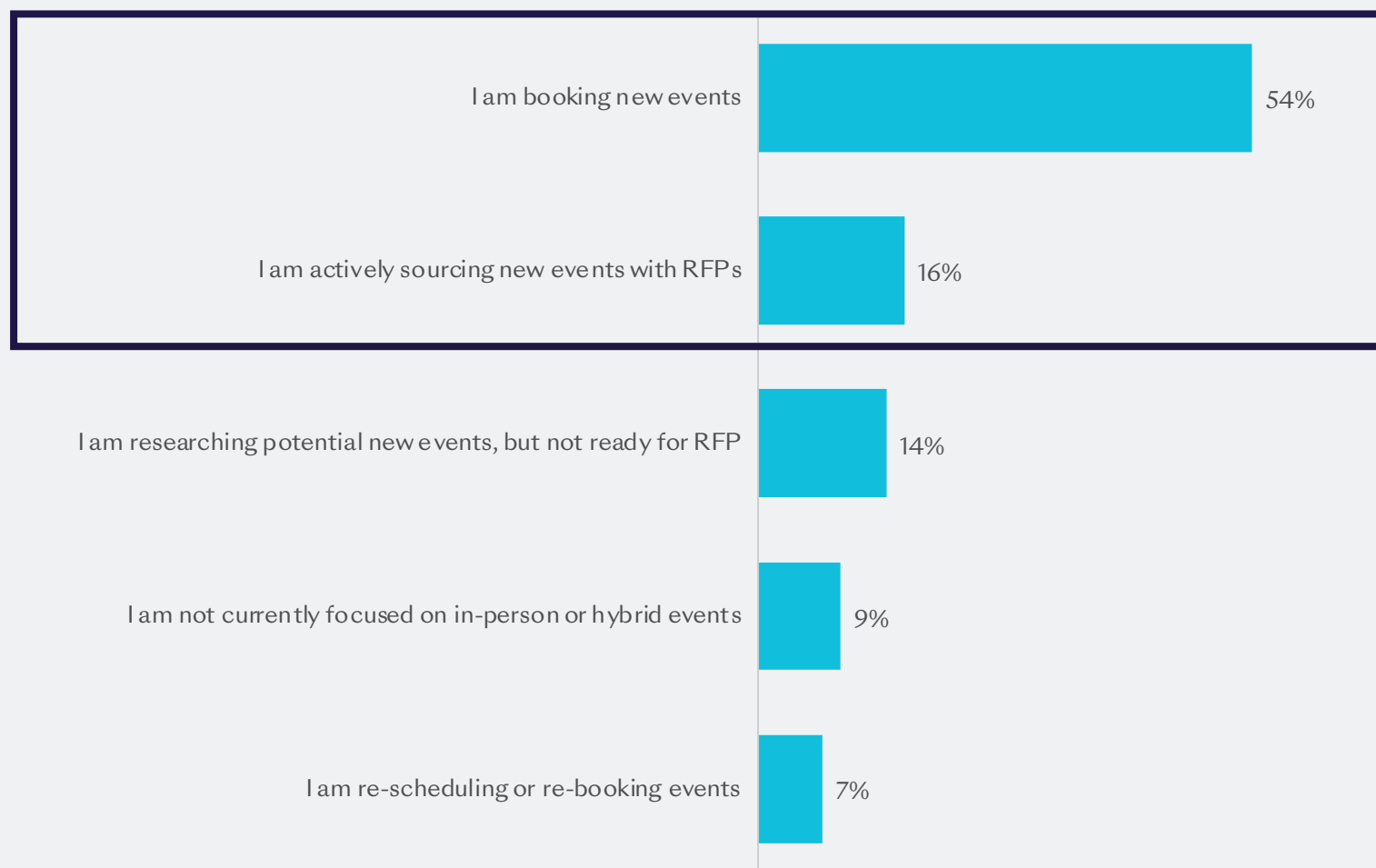
Organizations
are not deterred
from holding events



70% of planners are booking or sourcing new events

Just a 1pp decrease from Summer results

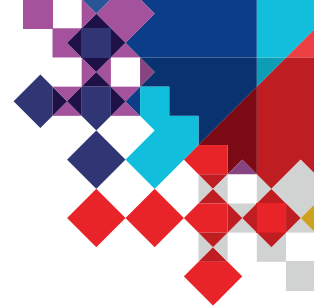
Q – What is your current primary focus as it pertains to in-person or hybrid events?





Key finding 2

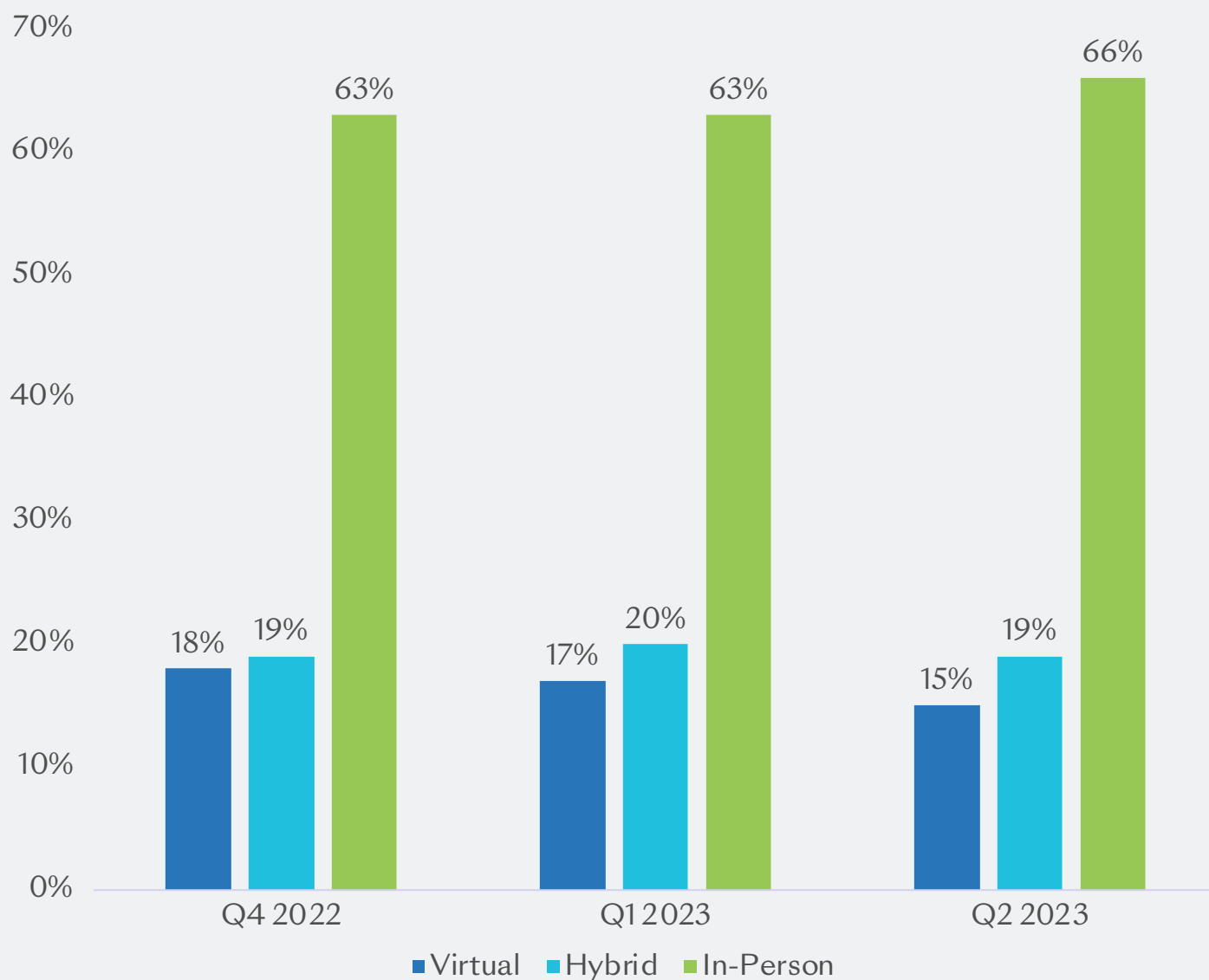
Share of expected
in-person events
continues to increase
each quarter



In-person only events will continue to rise into 2023

Hybrid/Virtual decreasing slightly going forward

Q – For the upcoming calendar quarters, what delivery format do you expect your events to take?





Key finding 3

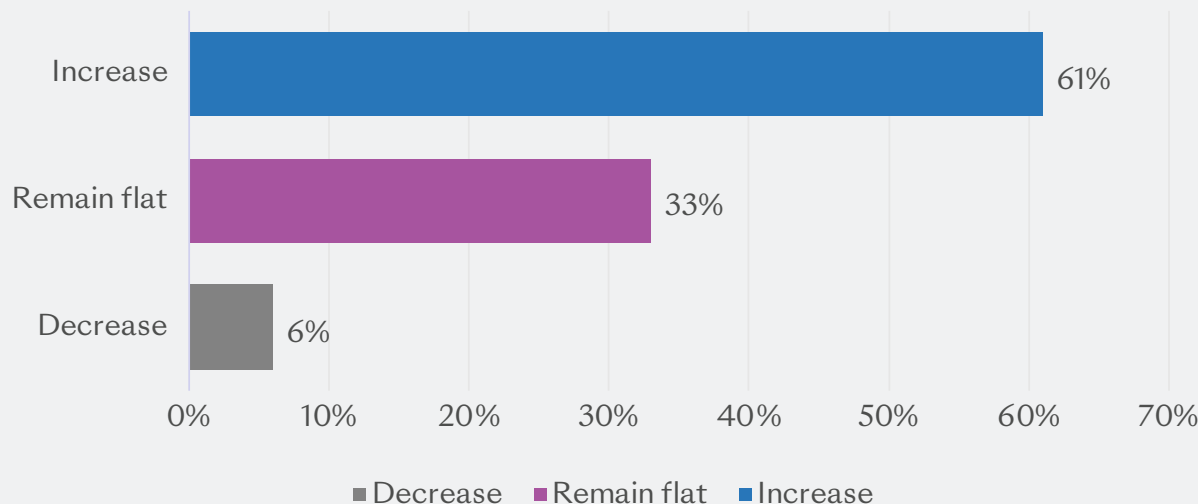
Over 90% of planners
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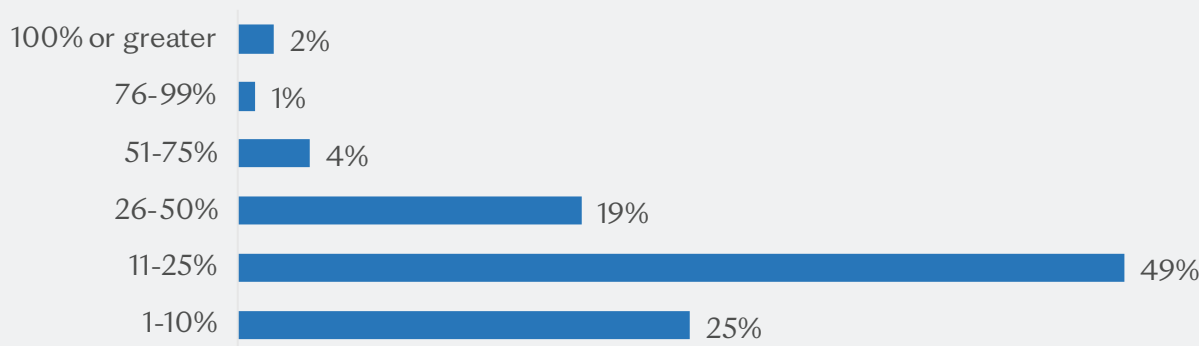
60% of planners expect 2023 budgets to increase from this year

Of those expecting increases, 75% indicate their budgets will rise more than 10%

Q – Based on current conditions, how do you expect your events budgets to change in 2023?



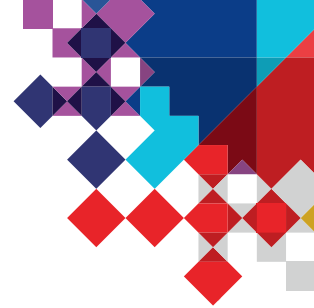
Q – How much of an increase do you expect?





Key finding 4

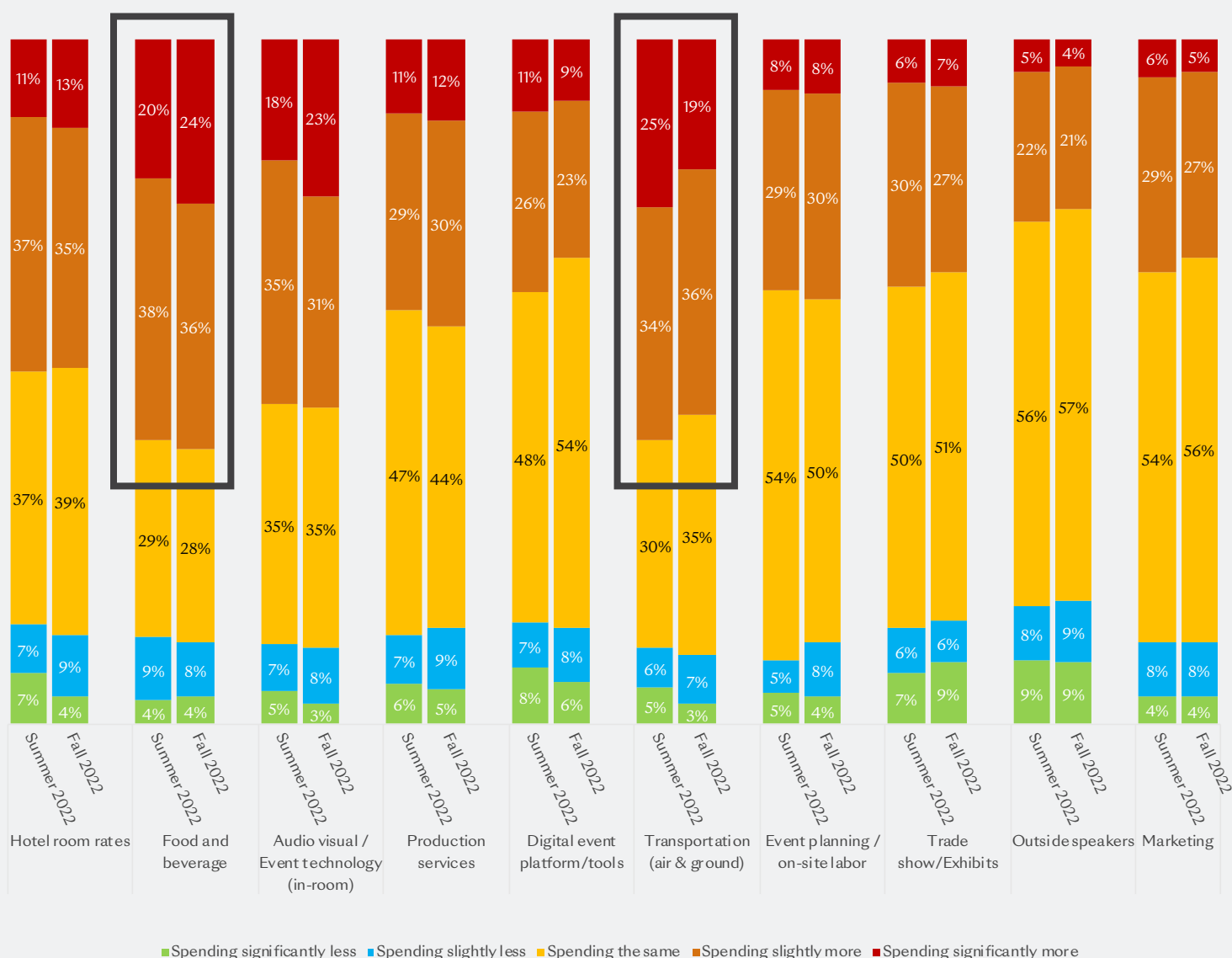
F&B and Transportation
are still the top-2 areas
driving budgets higher
this fall



60% of planners are spending more on F&B

Transportation accounts for 2nd most budget increases

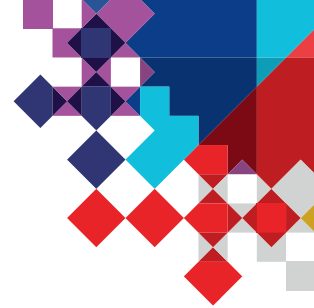
Q – How have your budget expectations changed recently for the following areas?





Key finding 5

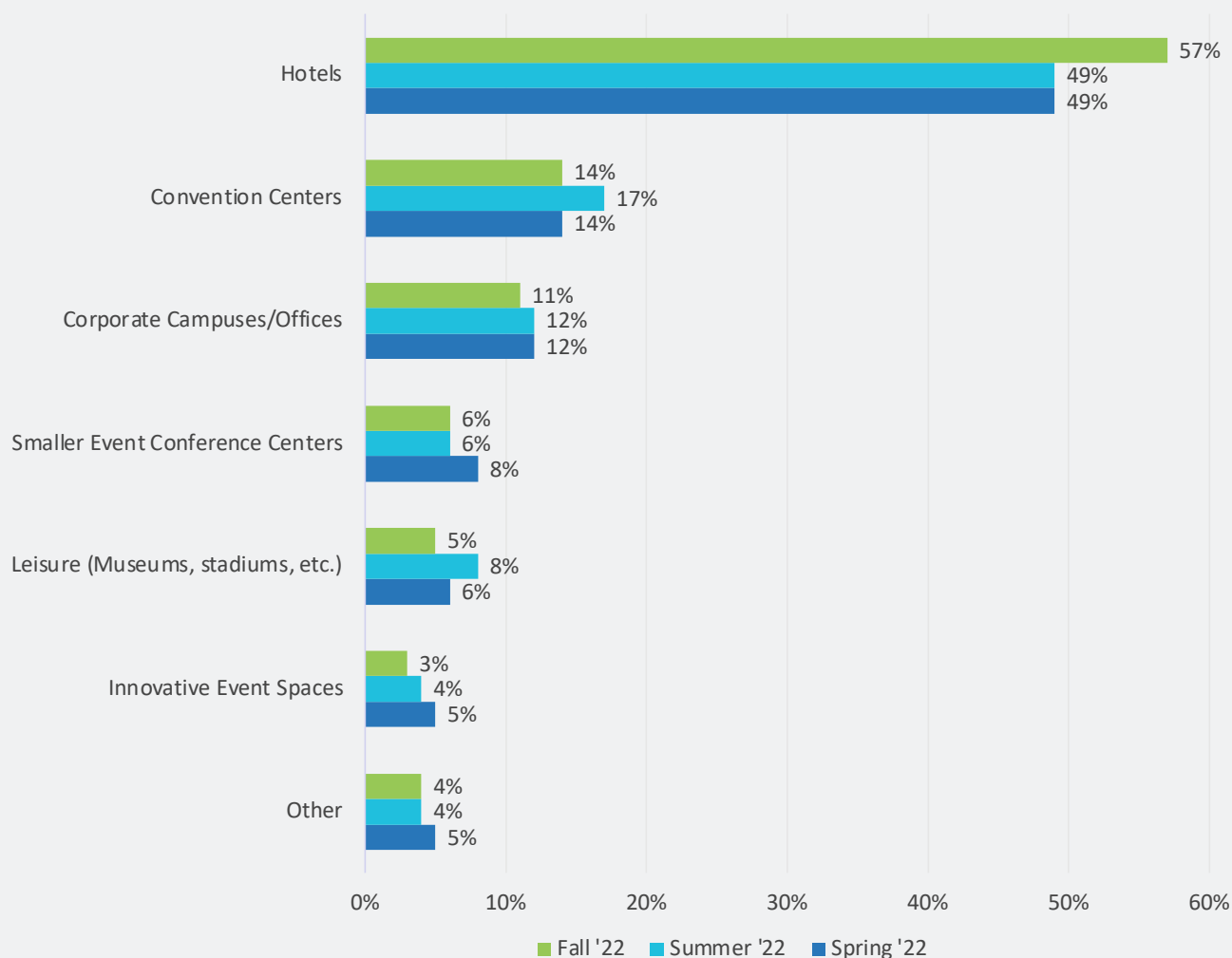
Roughly 6 of 10
events will be held
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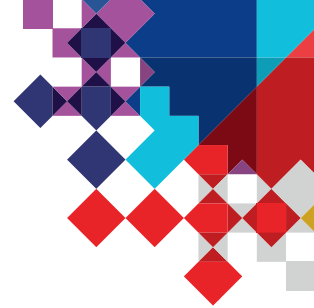


Events at hotels expected to increase and account for 57% of all in-person events

All other venue types expected to have same amount or less compared to Summer results

Q – Over the next 12 months, what percentage of your in-person events do you believe will be held at the following venue types?





Meeting space considerations are driving factor in venue selection

Layout is most important while meeting space technology and service levels round out top-3


Q – Assuming your basic needs (availability, budgetary concerns, space) are met, please rank the factors driving your selection of a venue.

Driving Factor	Fall '22 Rank	Fall '22 Average Rank
Meeting space layout	# 1	2.59
Meeting space technology and infrastructure	# 2	3.64
Service-level expectations	#3	3.71
Guest room accommodations	# 4	4.31
Food and beverage offerings	# 5	4.42
Destination/off-site activities	# 6	5.01
Preferred venue brand	# 7	5.42



Key finding 6

More than half of
planners believe ESG
is important when
choosing venues
and suppliers





Nearly 60% of planners find ESG to be at least moderately important when selecting venues & suppliers

DE&I is the most important to planners when sourcing

Q – How important are the following when selecting a venue?
(Not important at all – Slightly important – Moderately important – Highly important – Extremely important)

Attribute	Top 2%	Top 3%
Diversity, Equity, and Inclusion	41%	69%
Local Legislation aligned with organizational values	30%	65%
Environmental Sustainability	27%	62%
Social Responsibility	25%	58%

Q – How important are the following when selecting a vendor/supplier?
(Not important at all – Slightly important – Moderately important – Highly important – Extremely important)

Attribute	Top 2%	Top 3%
Diversity, Equity, and Inclusion	41%	71%
Environmental Sustainability	30%	65%
Social Responsibility	27%	64%
Local Legislation aligned with organizational values	27%	62%



Other resources

- > [Boundless Possibilities Guidebook](#)
- > [Camera Solution Guide](#)
- > [Audio Solutions Guide](#)
- > [Enhanced Bandwidth Calculator Tool](#)



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