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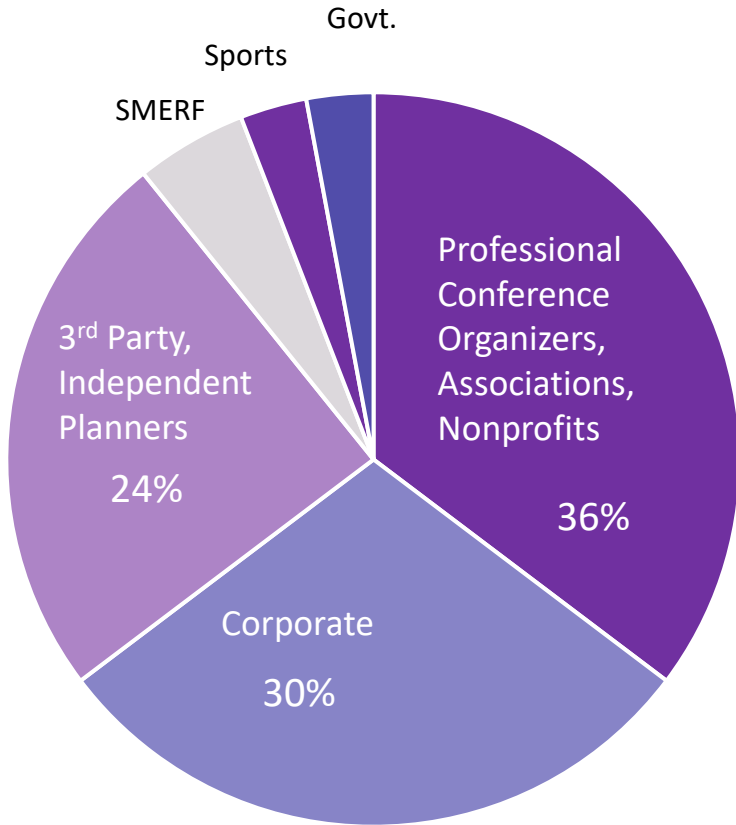
MEETINGS INDUSTRY PULSE SURVEY

The background features a dark blue, futuristic data visualization. It includes a glowing red line graph that trends upwards from the bottom left towards the top right. Below the line, there are several blue, rectangular data points or bars of varying heights, some of which are highlighted with bright purple and white light effects. The overall aesthetic is high-tech and digital.

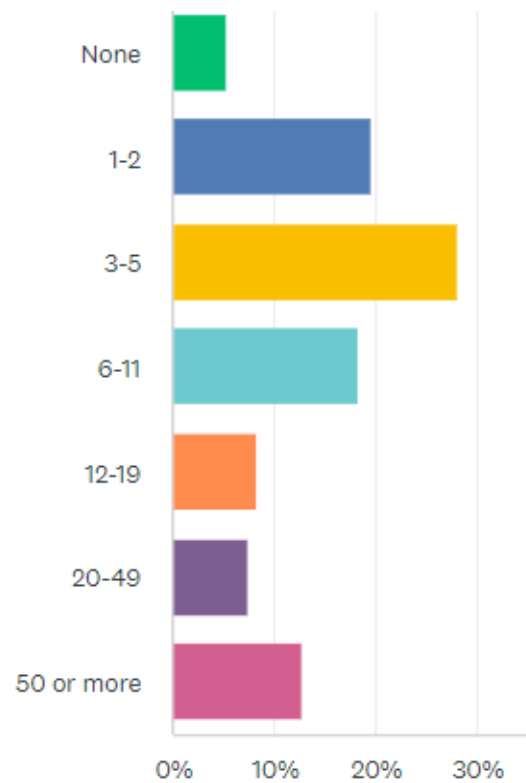
**NEW
DATA**

JUNE 23, 2022

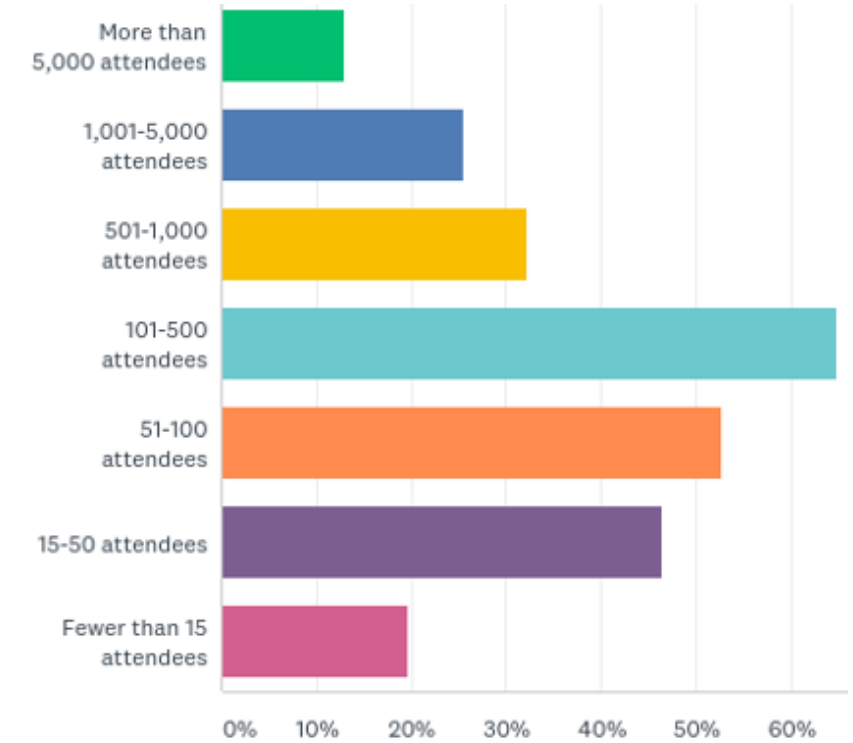
467 Valid Planner Responses as of June 23, 2022



Type



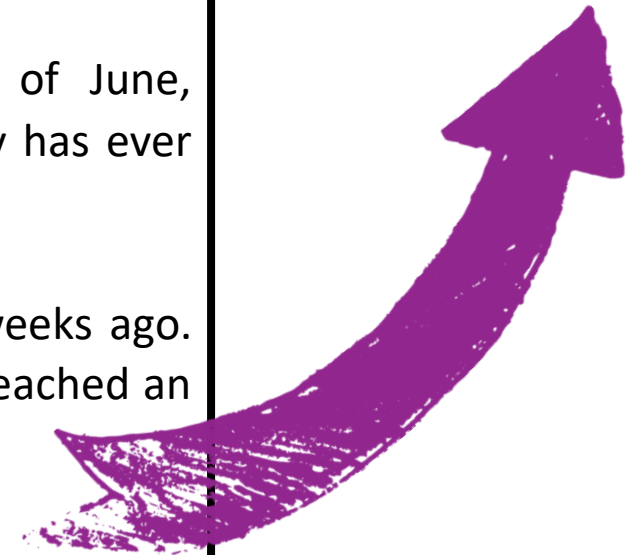
of Meetings in 2022



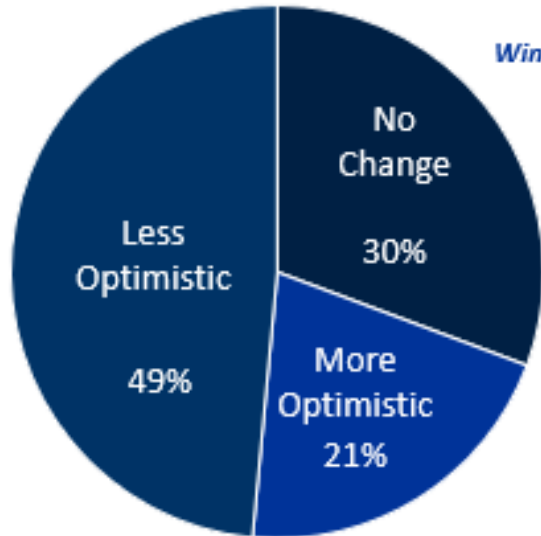
Size of Meetings

Right Now: Planners are Busy and Remain Bullish

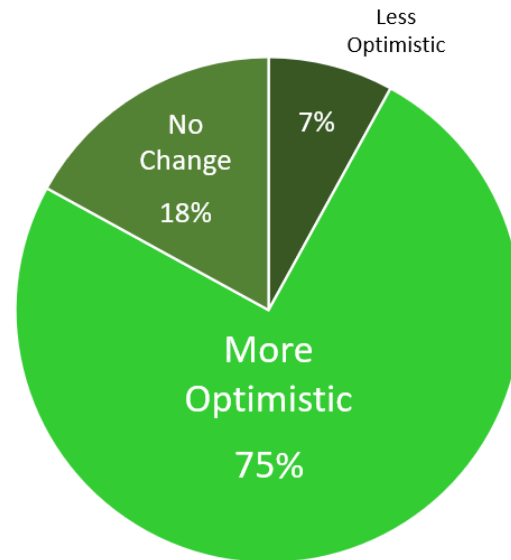
- **70%** are booking or actively sourcing, above previous highs.
- Most planners report their next event will take place before the end of June, representing **the highest volume of near-term activity** the PULSE Survey has ever recorded.
- Down now to 8%, **reschedulings and cancellations** are at an all-time low.
- Nearly half of respondents are **more optimistic today** than they were 6 weeks ago. One-third of planners report “no change” from the last cycle when optimism reached an all-time high.
- **More than half (51%)** say Covid is having no impact on their planning.
- **More than one-third (35%)** expect to plan more meetings/events in future years.
- Nevertheless, nearly 80% of planners **report rising costs are having a material impact** on their events.



Nearly Half of All Planners Remain Optimistic for Recovery

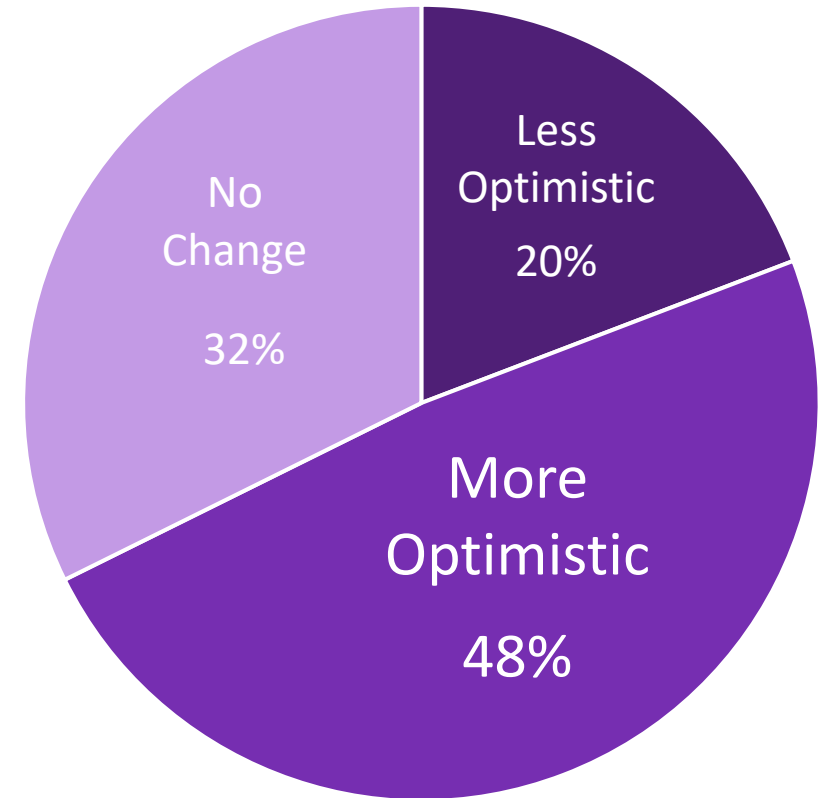


January 27, 2022



March 29, 2022

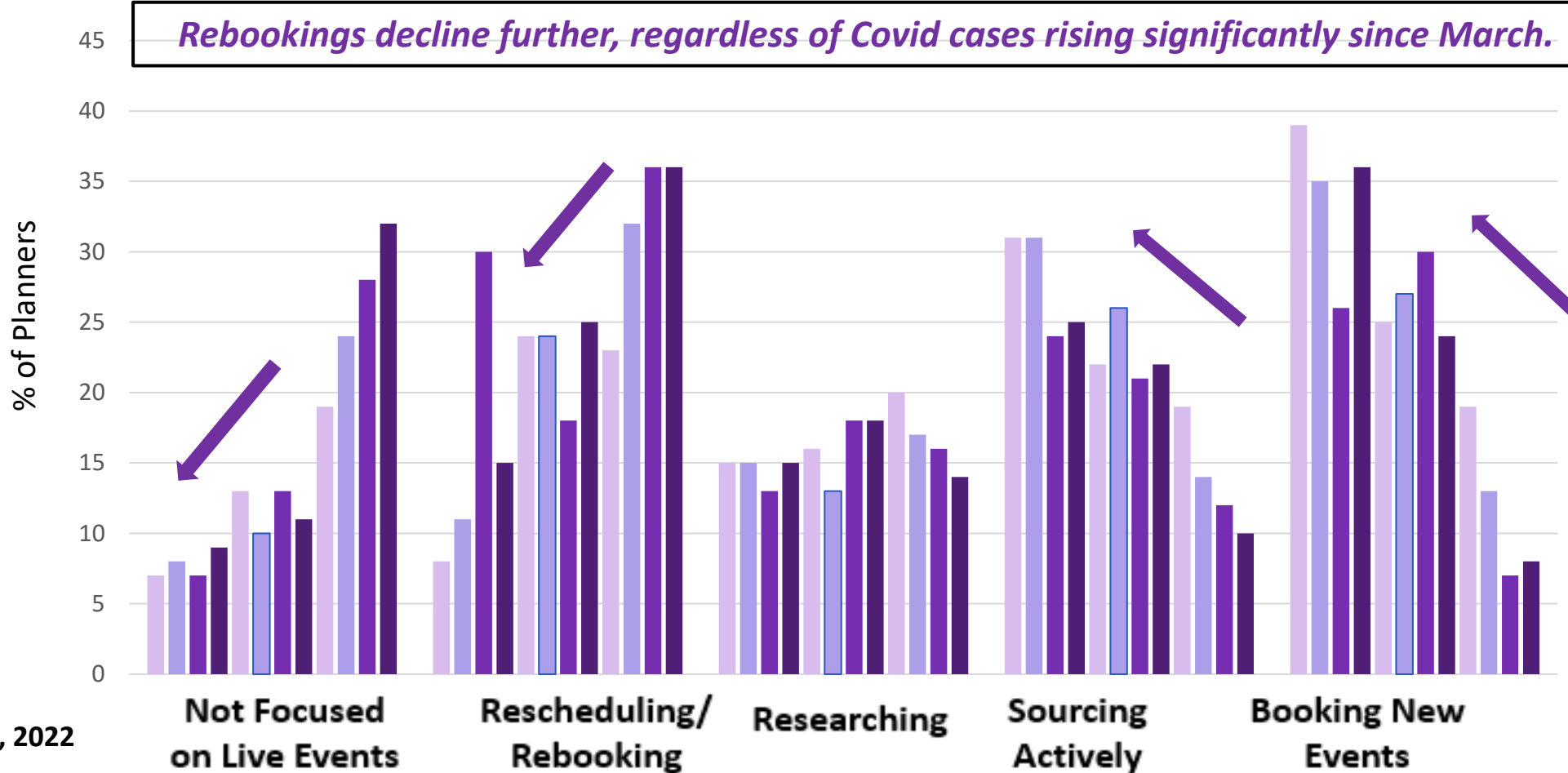
How has your outlook for recovery changed over the past six weeks?



June 23, 2022

New Bookings and Sourcing Levels Reach New Highs

Rebookings decline further, regardless of Covid cases rising significantly since March.



Primary Activity Trend Analysis: July 2020 to June 2022 (right to left)

Planners are Busy Producing Events

When's Your Next Live Event?

Most planners will produce their next event in June, when this survey was fielded.

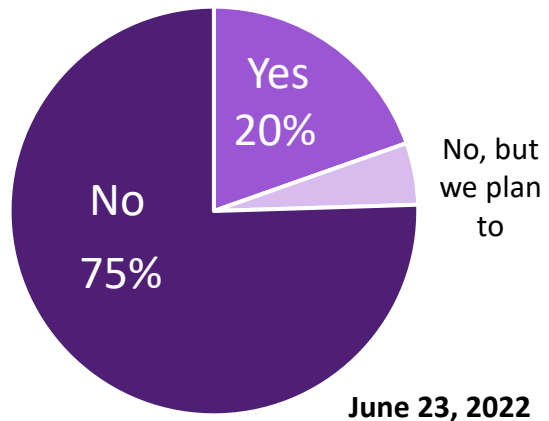
Over 70% are producing their next event in the next four months.

June 23, 2022

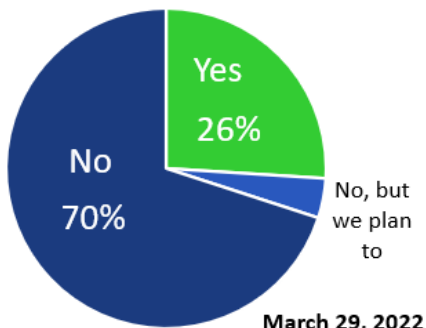


Safety Concerns, Low Registration, and Venue Staffing Cited as Primary Causes for Cancelling or Moving Events

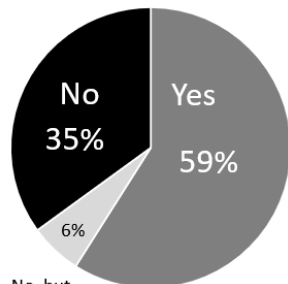
Over the past six weeks, have you delayed, rescheduled, moved or cancelled an in-person meeting or event?



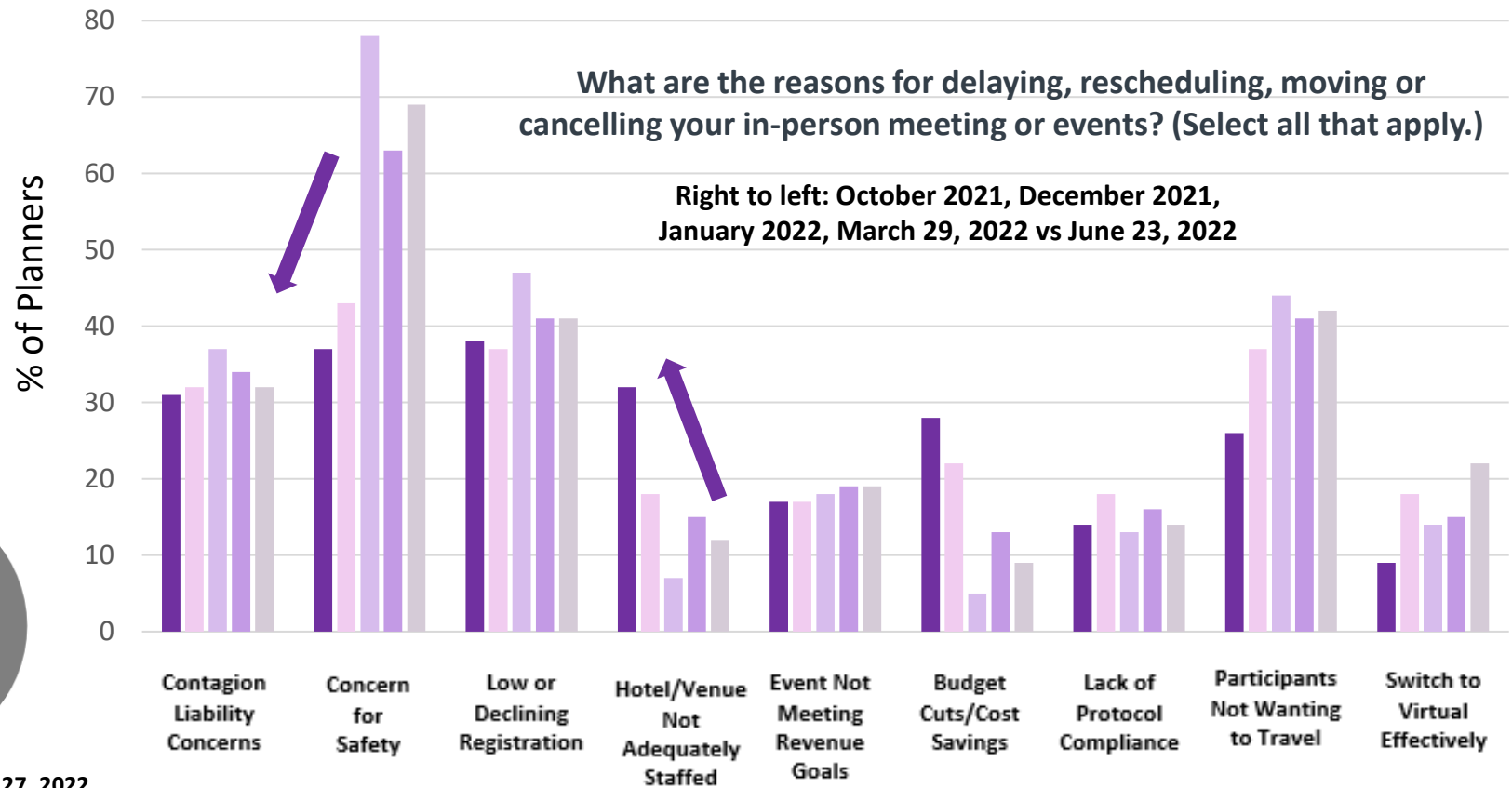
June 23, 2022



March 29, 2022



January 27, 2022

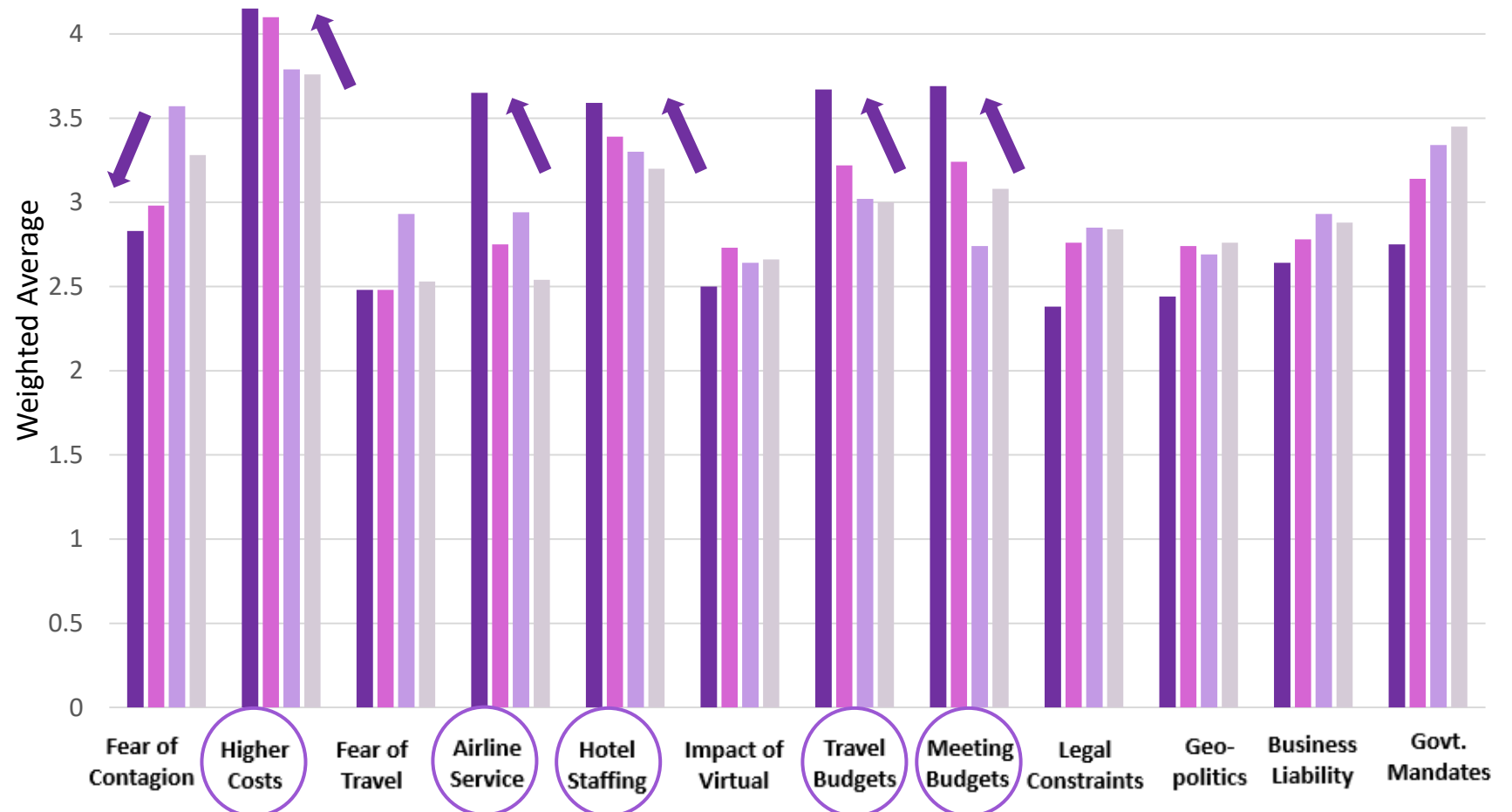


Costs, Budgets, Service Concerns Ratchet Higher

Concern for Airline Service Jumps

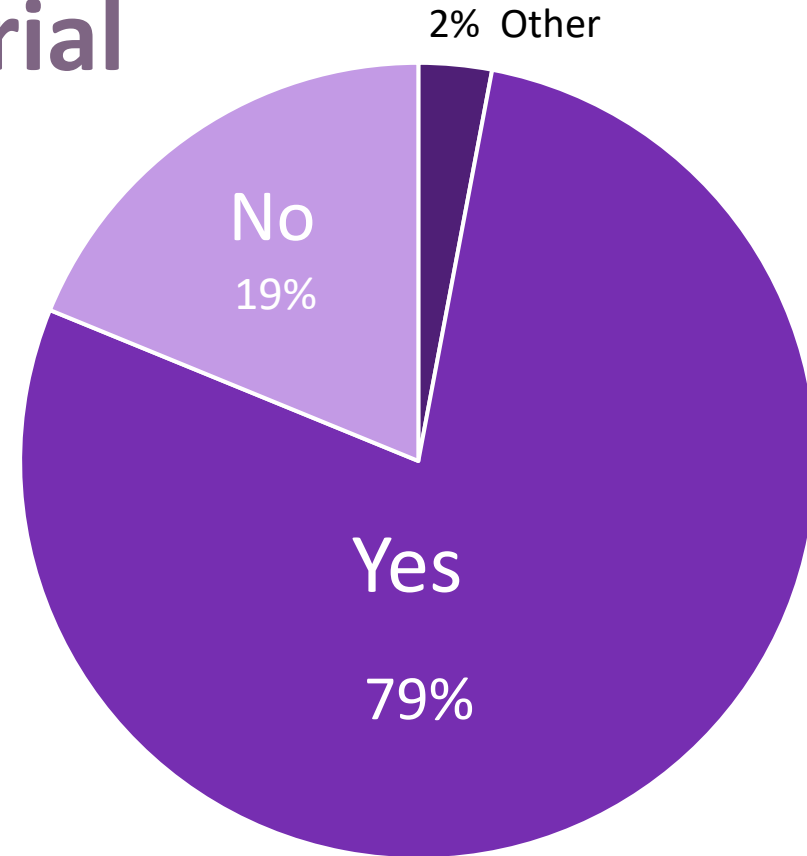
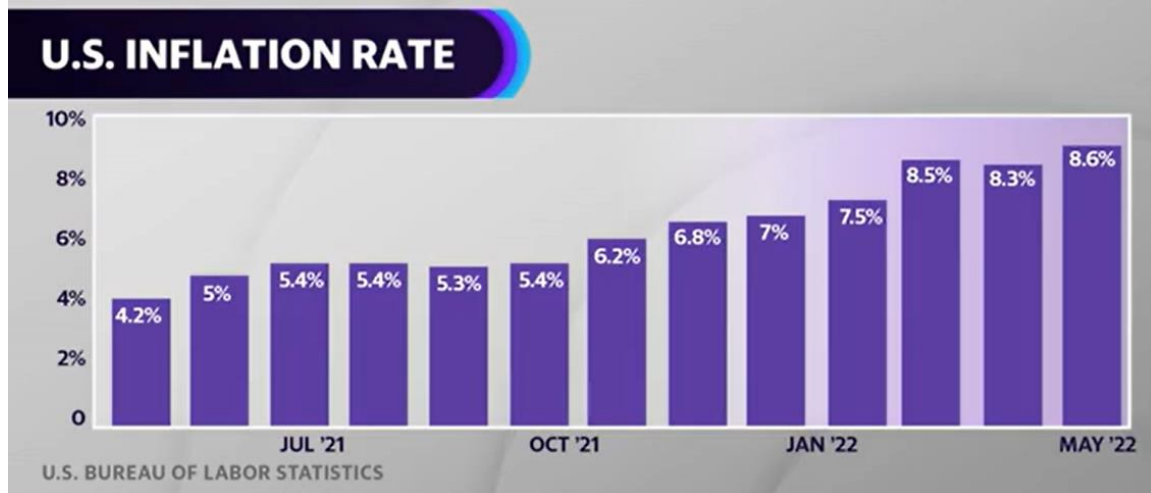


For your future in-person or hybrid events, how concerned are you about the following? Rate each on a scale of 1 to 5 (with 1 being "not at all concerned" and 5 being "extremely concerned"). Ranked by weighted average.

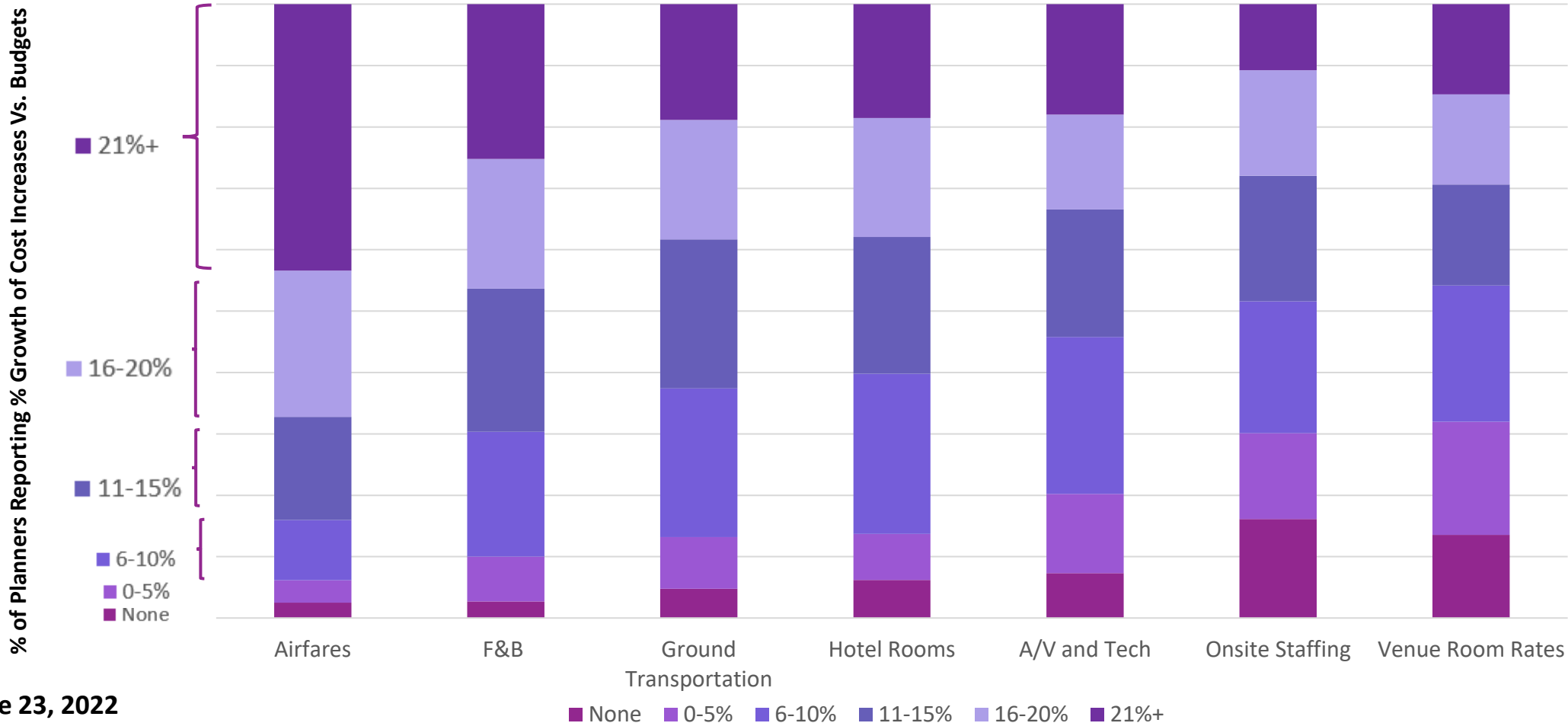


Right to left: December 2021, January 2022, March 29, 2022, vs. June 23, 2022

Are Rising Costs Having a Material Impact on Your Events?

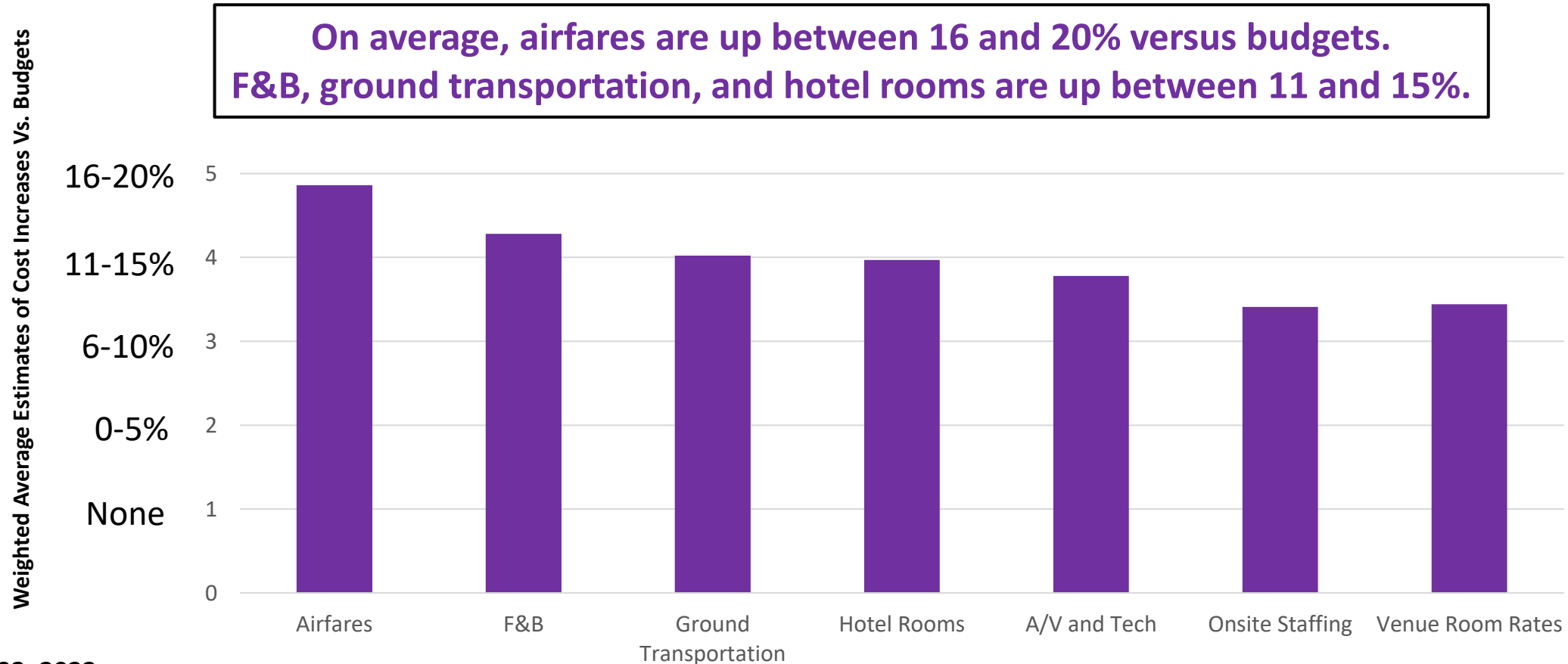


Airfares, F&B Costs Are Skyrocketing



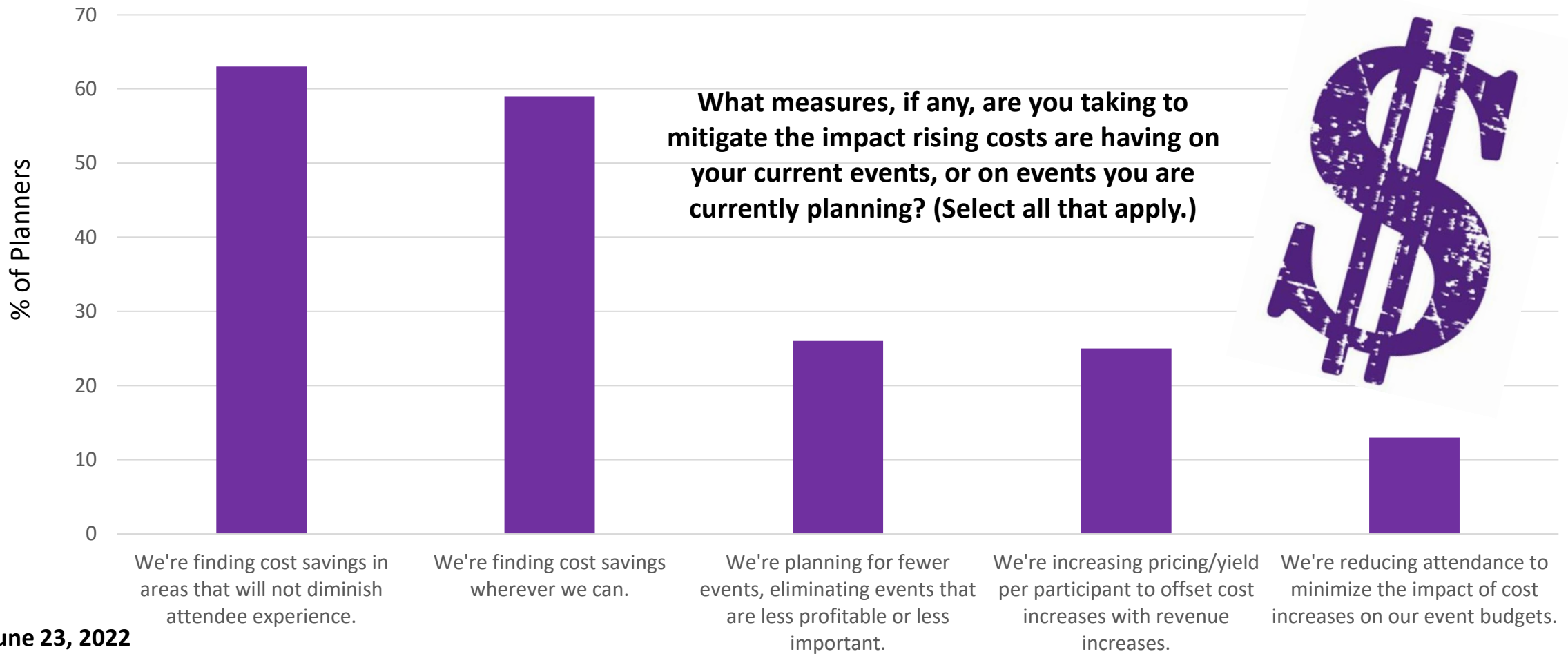
Please estimate the cost increases you are experiencing versus budgets (or versus anticipated budgets) across the primary services you are purchasing for your events.

How Much More Are Planners Paying?

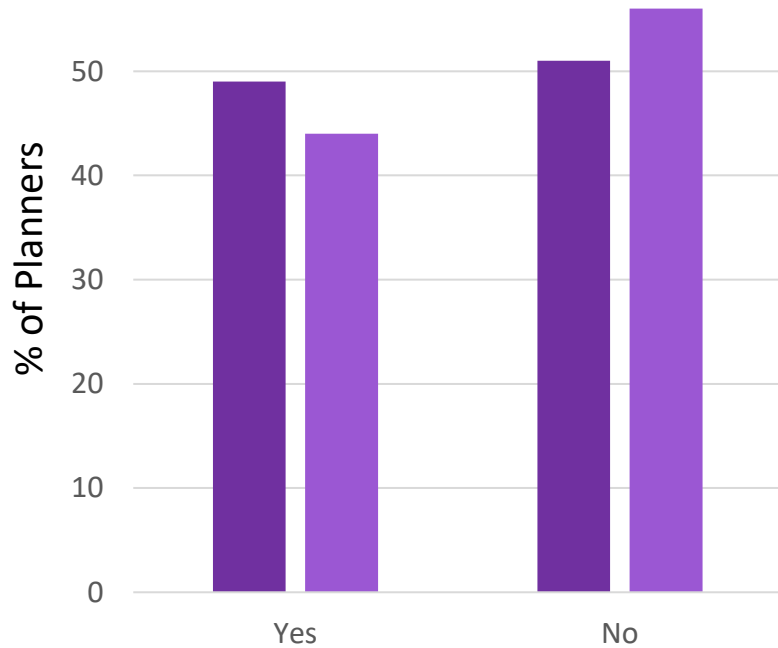


Please estimate the cost increases you are experiencing versus budgets (or versus anticipated budgets) across the primary services you are purchasing for your events.



Most Planners are Actively Seeking Cost Savings



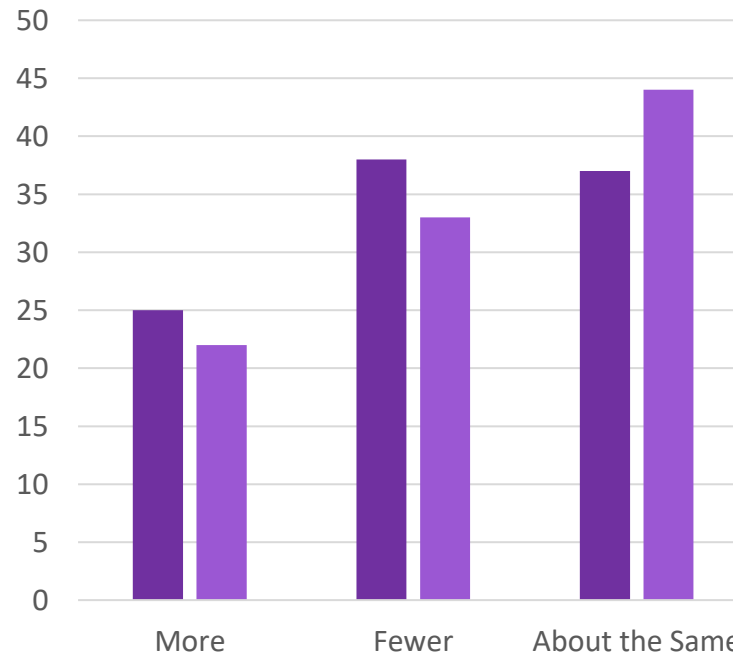
Concern for Variants Grows, Albeit Slightly



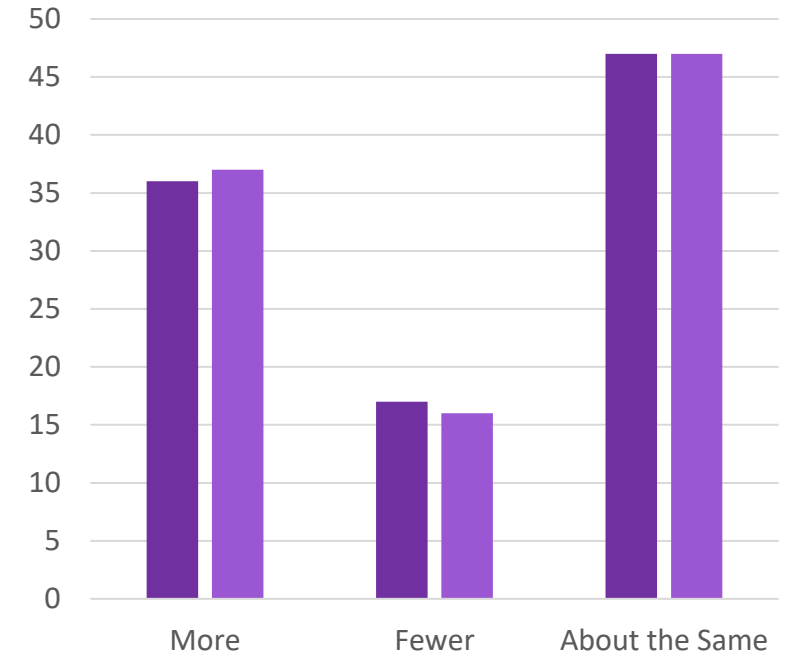
Is concern for a new Covid-19 variant impacting your current planning in any way?

June 23 vs. 
 March 29 

With No Material Impact on Expected Meeting Volumes

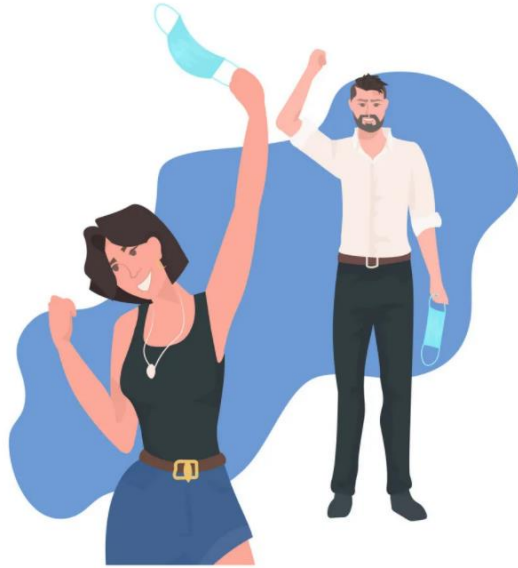


Do you expect to plan more or fewer meetings/events in 2022, compared to pre-pandemic business activity?



Do you expect to plan more or fewer meetings/events in future years, compared to pre-pandemic business activity?

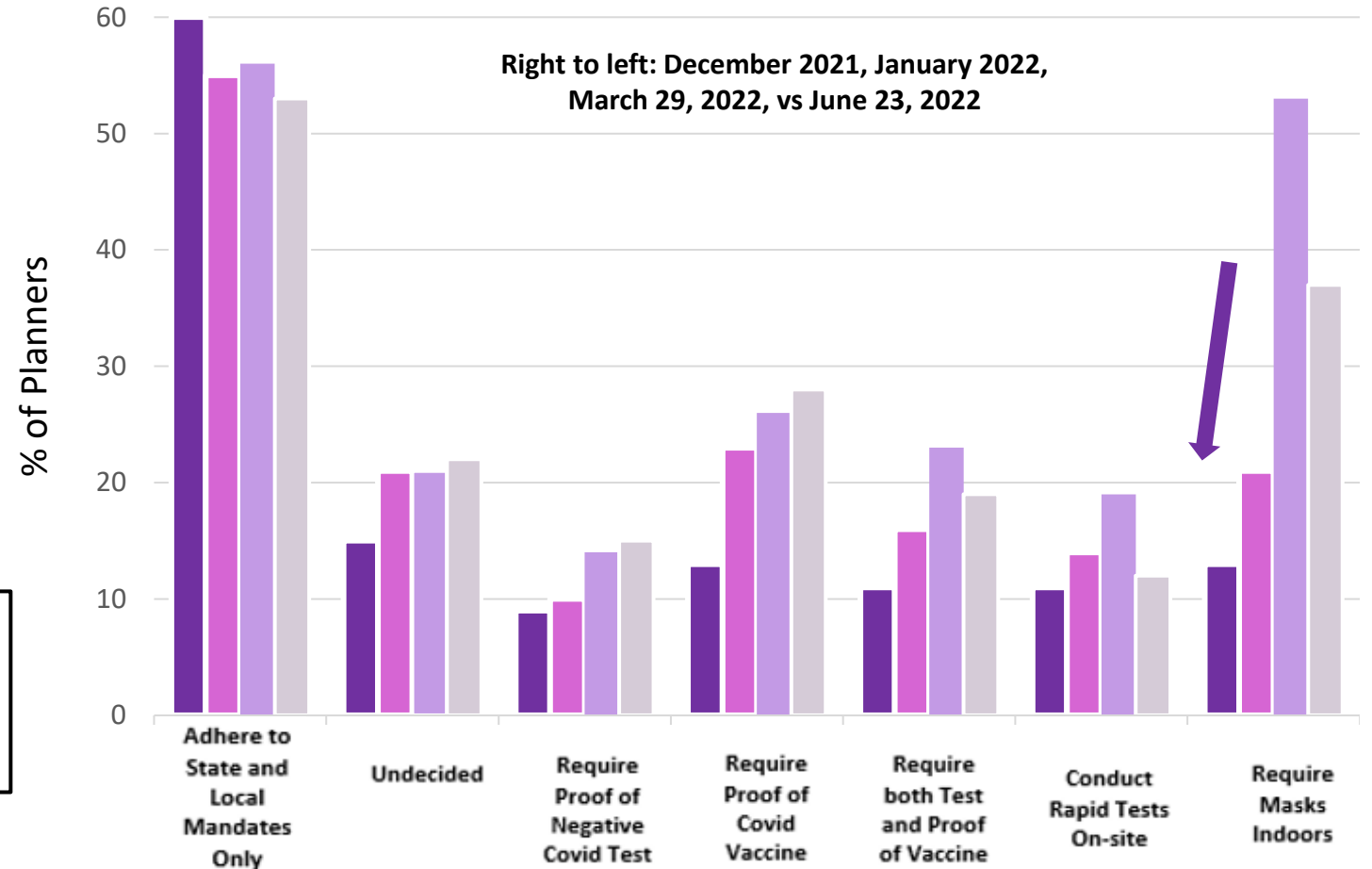
Meetings Unmasked



If it's not mandated, most planners will not require participants to comply with Covid-prevention protocols.

June 23, 2022

Which of the following measures do you expect to enact at your next in-person event? (Select all that apply.)



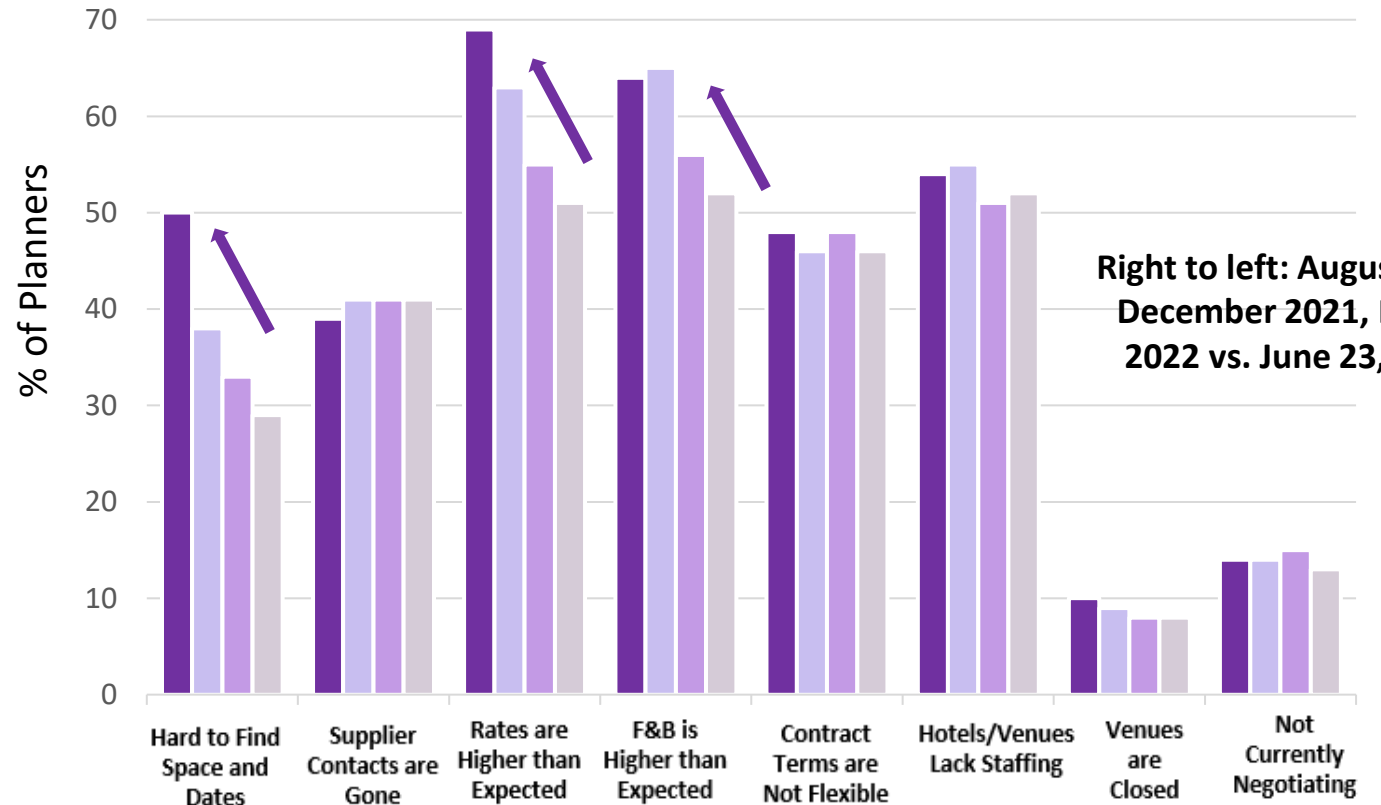
Finding Space and Dates is Growing A Lot Harder

Higher rates than expected challenge more and more planners.



June 23, 2022

If you are working with hotels and venues for future meetings or events, are you experiencing any of these difficulties? (Select all that apply.)



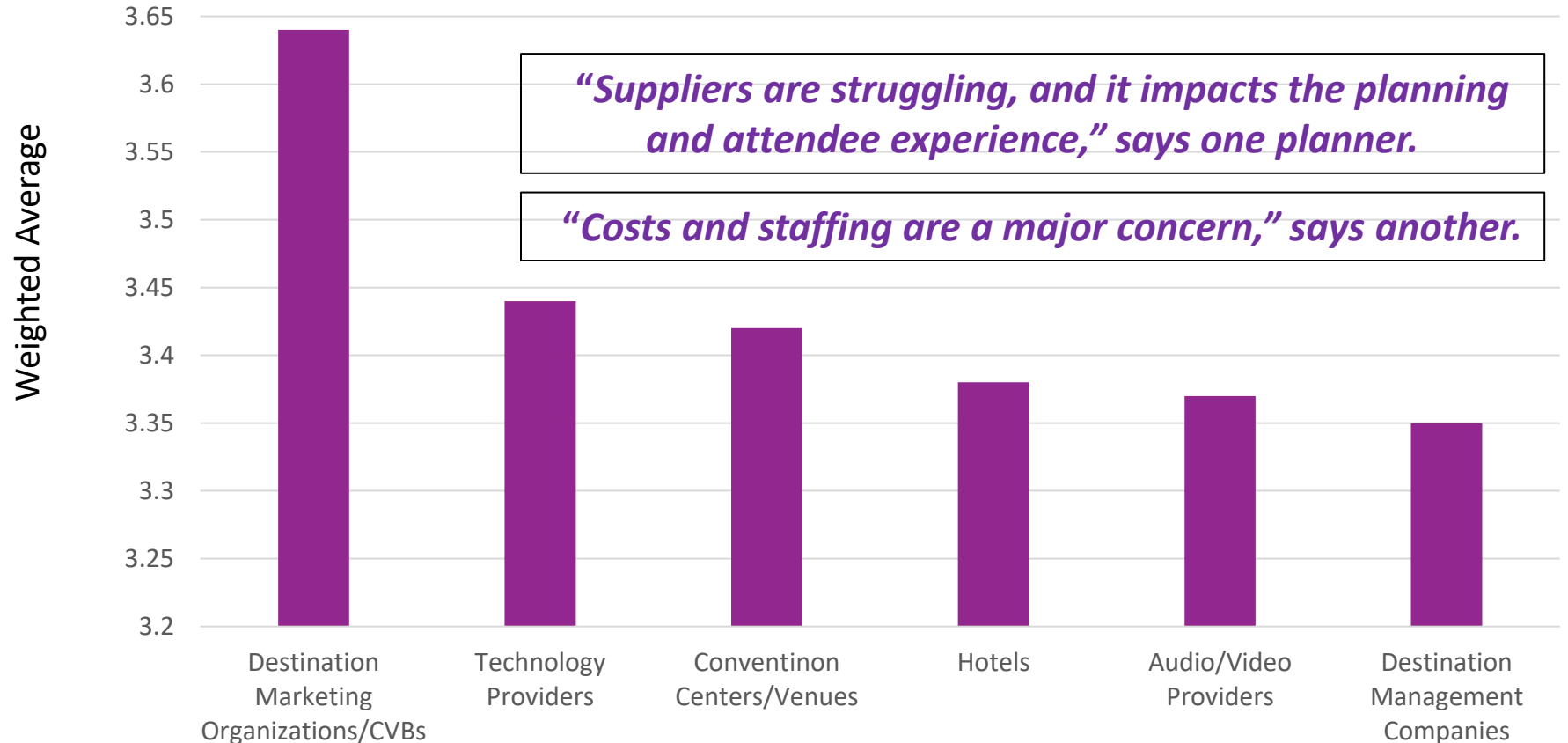
Right to left: August 2021, December 2021, March 2022 vs. June 23, 2022

Challenges Notwithstanding, Planners Rank Suppliers Better than Average



Given current circumstances, how satisfied are you with the level of support you are getting from the supplier organizations with whom you are planning your meetings or events (on a scale of 1 to 5, with 1 being not at all satisfied, and 5 being extremely satisfied)?

June 23, 2022

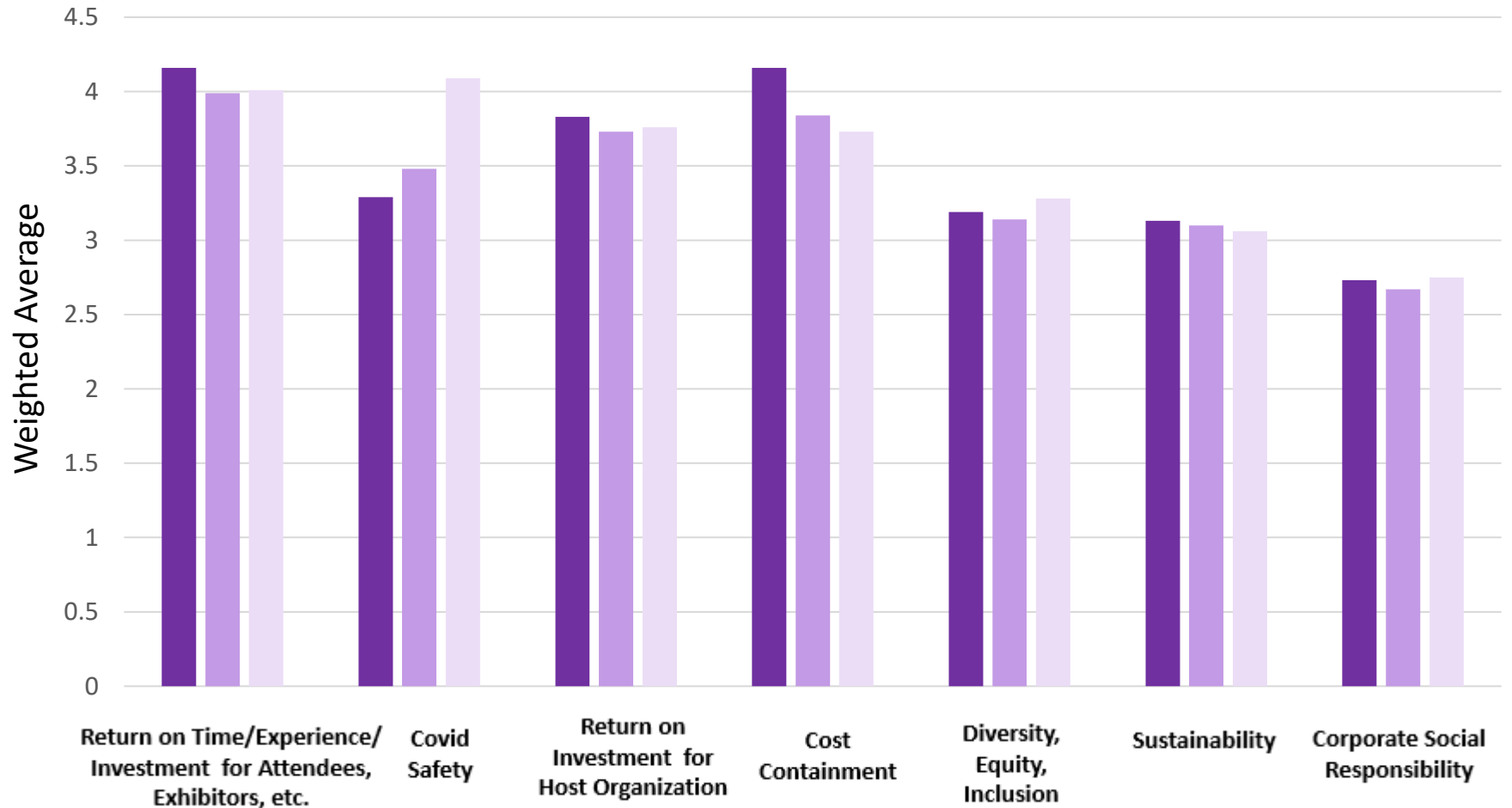


Cost Containment Now Takes Priority

How Meetings Industry Trends Rank in Importance Among Meeting Planners Today

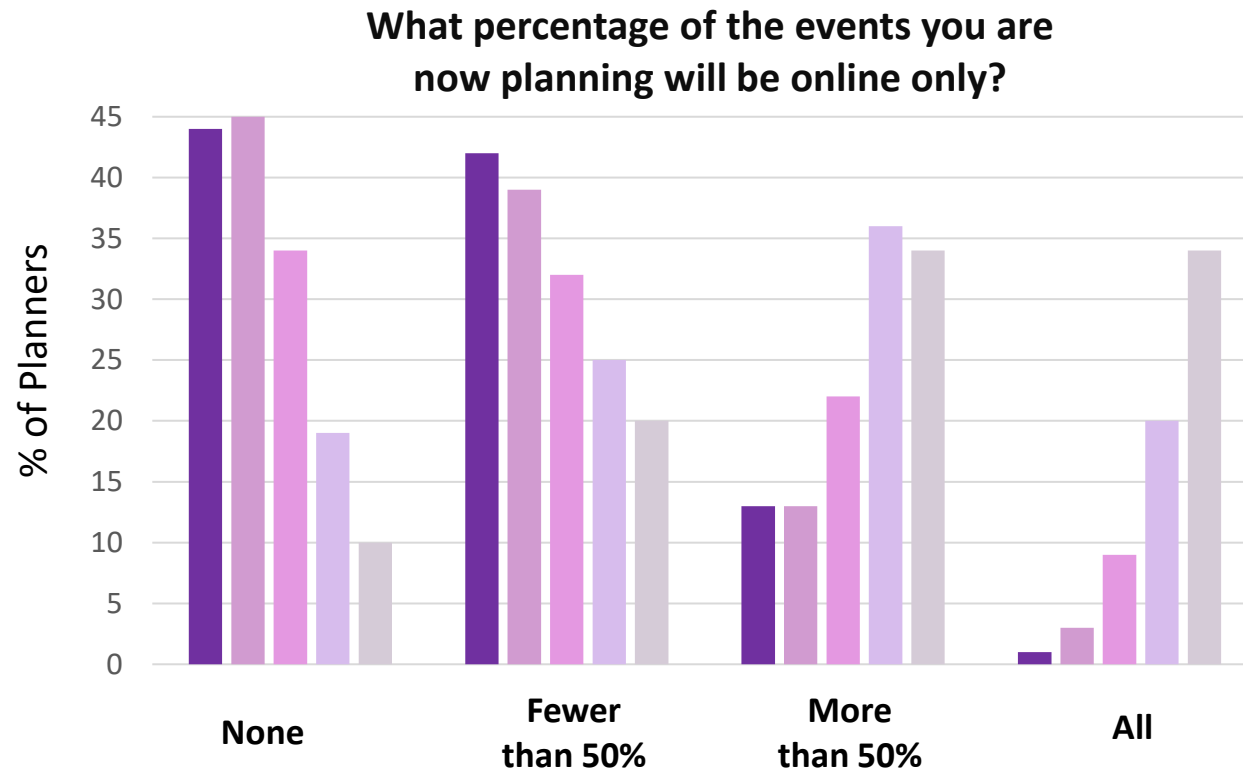
Please rank the relative importance of the following factors for in-person and hybrid events that you are now planning (on a scale of 1 to 5, with 1 being "not at all important" and 5 being "extremely important").

Right to left: January 27, 2022, March 29, 2022, vs June 23, 2022



Online-Only Events Are Still Part of the Plan, More than Half of All Planners Report

In September of 2020, at the height of the pandemic, 90% of planners were planning online-only events.



Right to left: September 2020, March 2021, October 2021, March 29 vs. June 23, 2022

June 23, 2022

In Summary:

- ✓ The number of planners actively sourcing and booking reaches a new high (70%) .
- ✓ Although they're sourcing and booking, they're producing meetings now too. Nearly 45% of planners report they're producing meetings in June alone.
- ✓ Six weeks ago, 75% of all planners were more optimistic than they were six weeks prior. Nearly half of all planners (48%) report they're more optimistic now than they were then.
- ✓ Nevertheless, rising costs are having a material impact on their events, 79% of planners report.
- ✓ Most planners report they're experiencing minimum cost increases of between 11-15% on airfare, F&B, room rates and ground transport.

Selected Verbatim Comments:

- "We have relaxed/eliminated most of our Covid precautions. I am nervous about this as numbers continue to rise again. However, we don't plan to cancel events, but the rising costs may impact our attendee numbers."
- "It is more important how we meet than if we should meet! Our mission didn't change-- we just need to be more thoughtful about how we pursue that mission."
- "People are generally optimistic with their in-person events now. There aren't as many attendees compared to pre-pandemic but they're coming back. Our attendees have reported higher event satisfaction just by being back together in-person again."
- "There's so much going on in the world politically which is constantly disrupting our plans, especially when planning for a global audience. It's slowing our decision and planning processes."
- "Hotels and DMCs are trying their best, but you can tell they're still understaffed. And A/V price increases are ridiculous!"
- "We are seeking to locate our events in destinations where costs have not increased as much as in other destinations. But hotels in general really need to come down on their rates. It's seriously ridiculous how much they are charging just because they can."