

UPDATED

PULSE SURVEY



CANCELLING OR RESCHEDULING MEETINGS? HERE'S HOW IT'S GOING

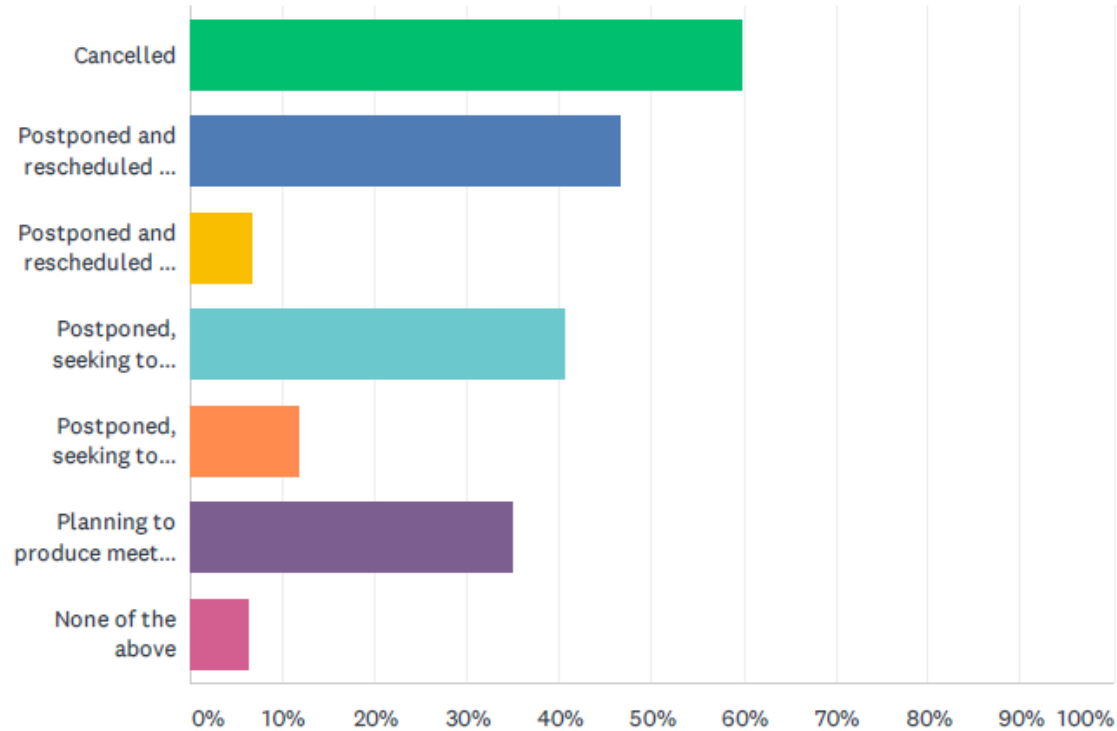
TUESDAY, MARCH 31, 2020



NORTHSTAR
MEETINGS GROUP

Q1: Have you cancelled, postponed and rescheduled meetings or events due to COVID-19? (Select all that apply if you are managing multiple events.)

Answered: 370 Skipped: 0



Q1: Have you cancelled, postponed and rescheduled meetings or events due to COVID-19? (Select all that apply if you are managing multiple events.)

As of March 31, 2020

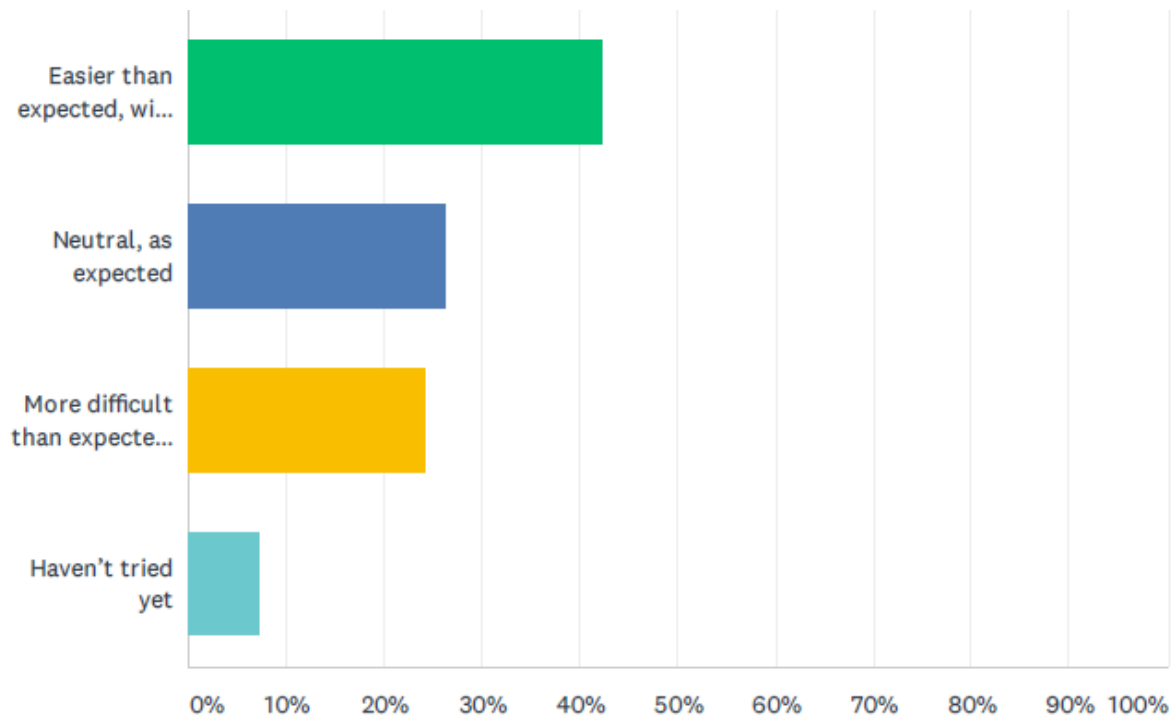
ANSWER CHOICES	RESPONSES	
Cancelled	59.73%	221
Postponed and rescheduled at same venue and location	46.76%	173
Postponed and rescheduled at different venue and/or location	6.76%	25
Postponed, seeking to reschedule at same venue/location	40.54%	150
Postponed, seeking to reschedule at different venue and/or location	11.62%	43
Planning to produce meeting virtually	34.86%	129
None of the above	6.22%	23
Total Respondents: 370		

As of March 24, 2020

ANSWER CHOICES	RESPONSES	
Cancelled	64.79%	346
Postponed and rescheduled at same venue and location	40.07%	214
Postponed and rescheduled at different venue and/or location	4.87%	26
Postponed, seeking to reschedule at same venue/location	42.32%	226
Postponed, seeking to reschedule at different venue and/or location	10.11%	54
Planning to produce meeting virtually	30.90%	165
None of the above	5.24%	28
Total Respondents: 534		

Q2: If you have canceled your event or are working on doing so, how would you describe that process?

Answered: 289 Skipped: 81



Q2: If you have canceled your event or are working on doing so, how would you describe that process?

As of March 31, 2020

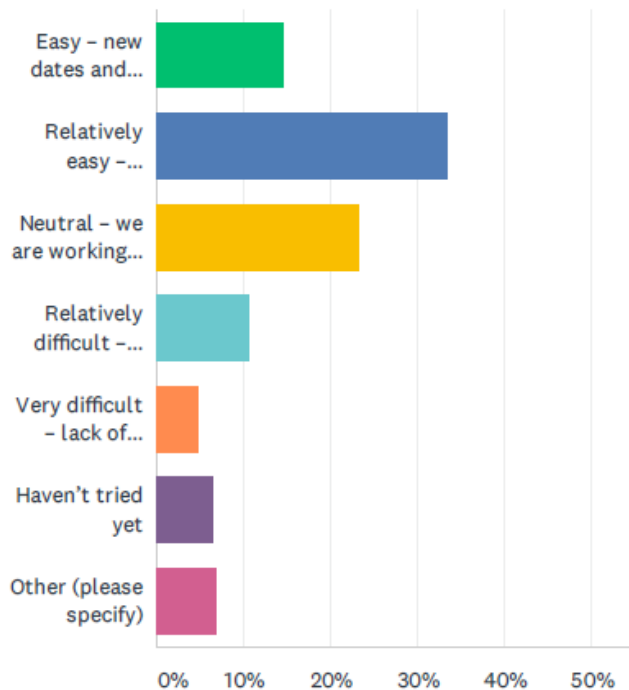
ANSWER CHOICES	RESPONSES	
Easier than expected, with mutually agreeable terms	42.21%	122
Neutral, as expected	26.30%	76
More difficult than expected, as we expected more flexibility given the circumstances	24.22%	70
Haven't tried yet	7.27%	21
TOTAL		289

As of March 24, 2020

ANSWER CHOICES	RESPONSES	
Easier than expected, with mutually agreeable terms	34.81%	141
Neutral, as expected	27.16%	110
More difficult than expected, as we expected more flexibility given the circumstances	29.14%	118
Haven't tried yet	8.89%	36
TOTAL		405

Q3: How would you describe your circumstances in seeking to postpone and reschedule your events?

Answered: 293 Skipped: 77



As of March 31, 2020

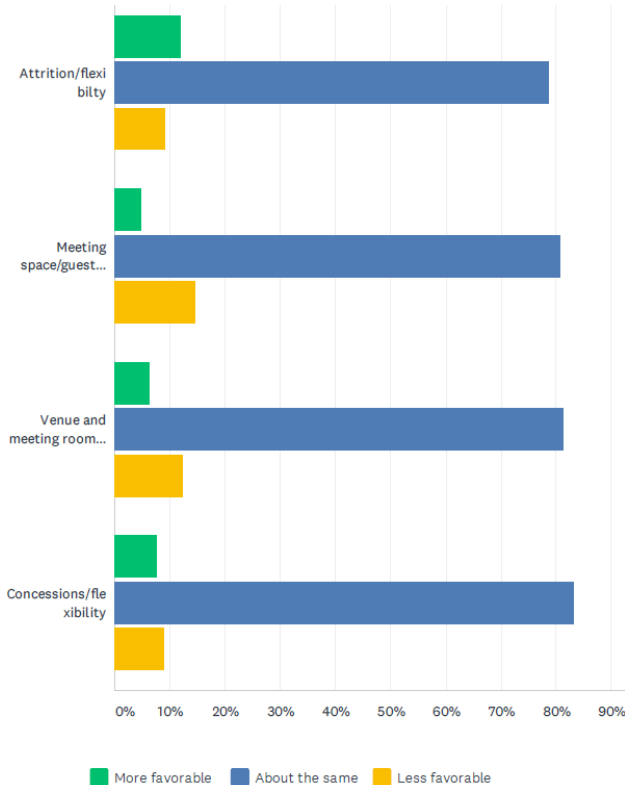
ANSWER CHOICES	RESPONSES
Easy - new dates and obligations were/are easy to accommodate, and we expect a favorable outcome	14.68% 43
Relatively easy - compromises were/are needed but our objectives were/will be met	33.45% 98
Neutral - we are working through challenges, with no determination of outcome, good or bad	23.21% 68
Relatively difficult - lack of availability and limited flexibility in our contractual obligations require us to make concessions	10.58% 31
Very difficult - lack of availability and no flexibility in our contractual obligations preclude a mutually favorable outcome	4.78% 14
Haven't tried yet	6.48% 19
Other (please specify)	6.83% 20
TOTAL	293

ANSWER CHOICES	RESPONSES
Easy - new dates and obligations were/are easy to accommodate, and we expect a favorable outcome	10.49% 43
Relatively easy - compromises were/are needed but our objectives were/will be met	26.83% 110
Neutral - we are working through challenges, with no determination of outcome, good or bad	27.07% 111
Relatively difficult - lack of availability and limited flexibility in our contractual obligations require us to make concessions	13.17% 54
Very difficult - lack of availability and no flexibility in our contractual obligations preclude a mutually favorable outcome	5.37% 22
Haven't tried yet	9.51% 39
Other (please specify)	7.56% 31
TOTAL	410

As of March 24, 2020

Q4: Considering the current circumstances, if you rescheduled, were your new agreements more favorable than in your original contract, about the same or less favorable?

Answered: 265 Skipped: 105

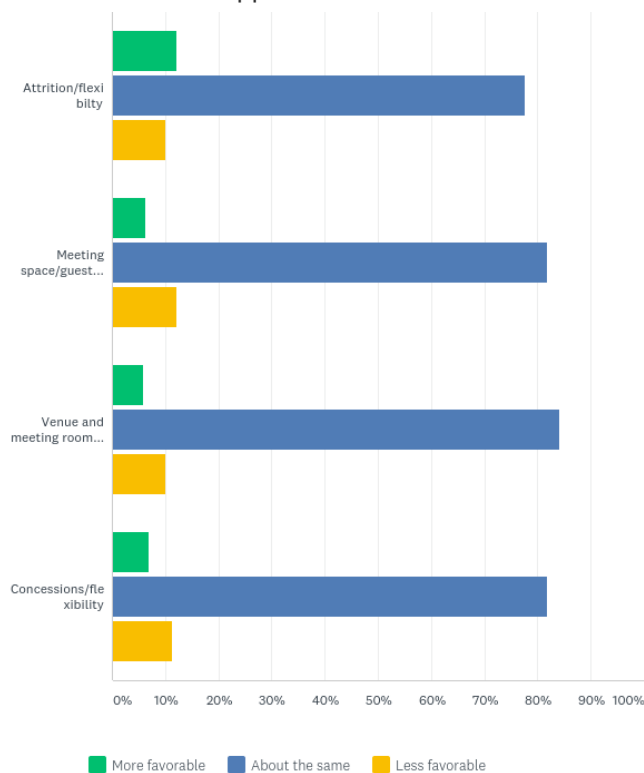


As of March 31, 2020

	MORE FAVORABLE	ABOUT THE SAME	LESS FAVORABLE	TOTAL
Attrition/flexibility	12.02% 31	78.68% 203	9.30% 24	258
Meeting space/guest room availability	4.72% 12	80.71% 205	14.57% 37	254
Venue and meeting room costs	6.20% 16	81.40% 210	12.40% 32	258
Concessions/flexibility	7.81% 20	83.20% 213	8.98% 23	256

Q4: Considering the current circumstances, if you rescheduled, were your new agreements more favorable than in your original contract, about the same or less favorable?

Answered: 335 Skipped: 200

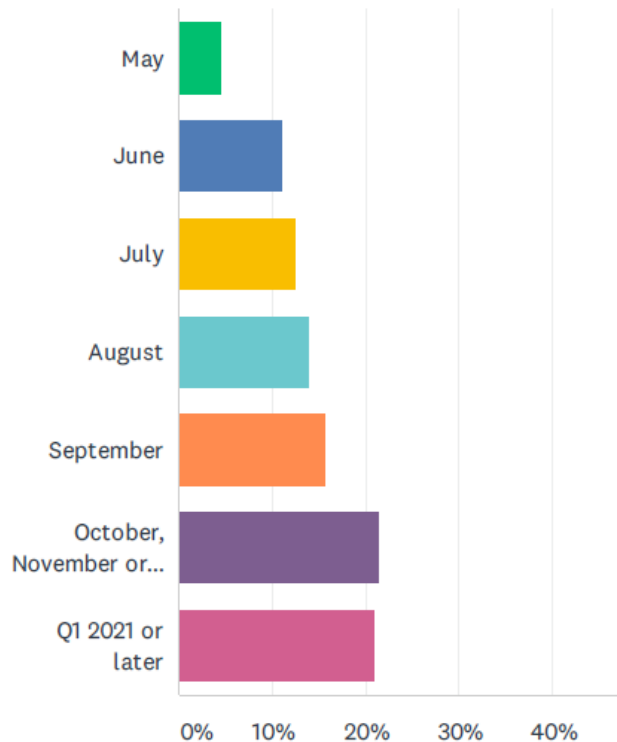


As of March 24, 2020

	MORE FAVORABLE	ABOUT THE SAME	LESS FAVORABLE	TOTAL
Attrition/flexibility	12.23% 40	77.68% 254	10.09% 33	327
Meeting space/guest room availability	6.17% 20	81.79% 265	12.04% 39	324
Venue and meeting room costs	5.90% 19	84.16% 271	9.94% 32	322
Concessions/flexibility	6.88% 22	81.88% 262	11.25% 36	320

Q5: In what month, at the earliest, will you reschedule or plan to hold future meetings or events?

Answered: 287 Skipped: 83

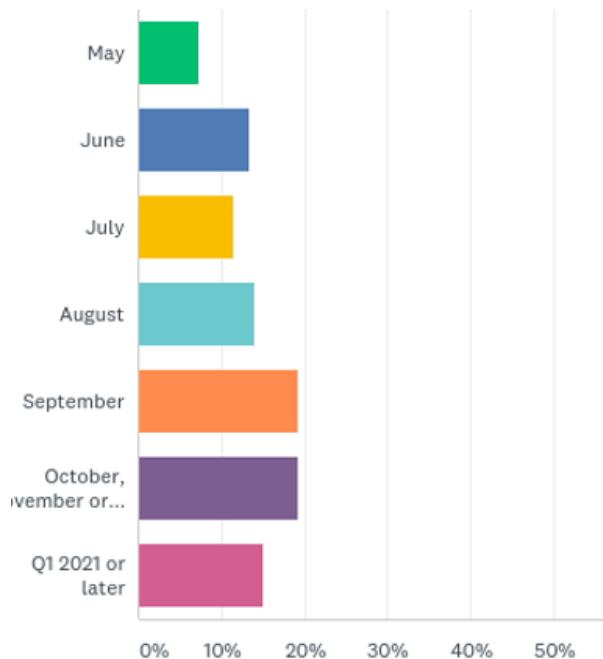


As of March 31, 2020

ANSWER CHOICES	RESPONSES	
May	4.53%	13
June	11.15%	32
July	12.54%	36
August	13.94%	40
September	15.68%	45
October, November or December 2020	21.25%	61
Q1 2021 or later	20.91%	60
TOTAL		287

Q5: In what month, at the earliest, will you reschedule or plan to hold future meetings or events?

Answered: 398 Skipped: 137



As of March 24, 2020

ANSWER CHOICES	RESPONSES	
May	7.29%	29
June	13.32%	53
July	11.56%	46
August	14.07%	56
September	19.35%	77
October, November or December 2020	19.35%	77
Q1 2021 or later	15.08%	60
TOTAL		398