



# Meeting & Event Booking Trends National and Regional Outlook



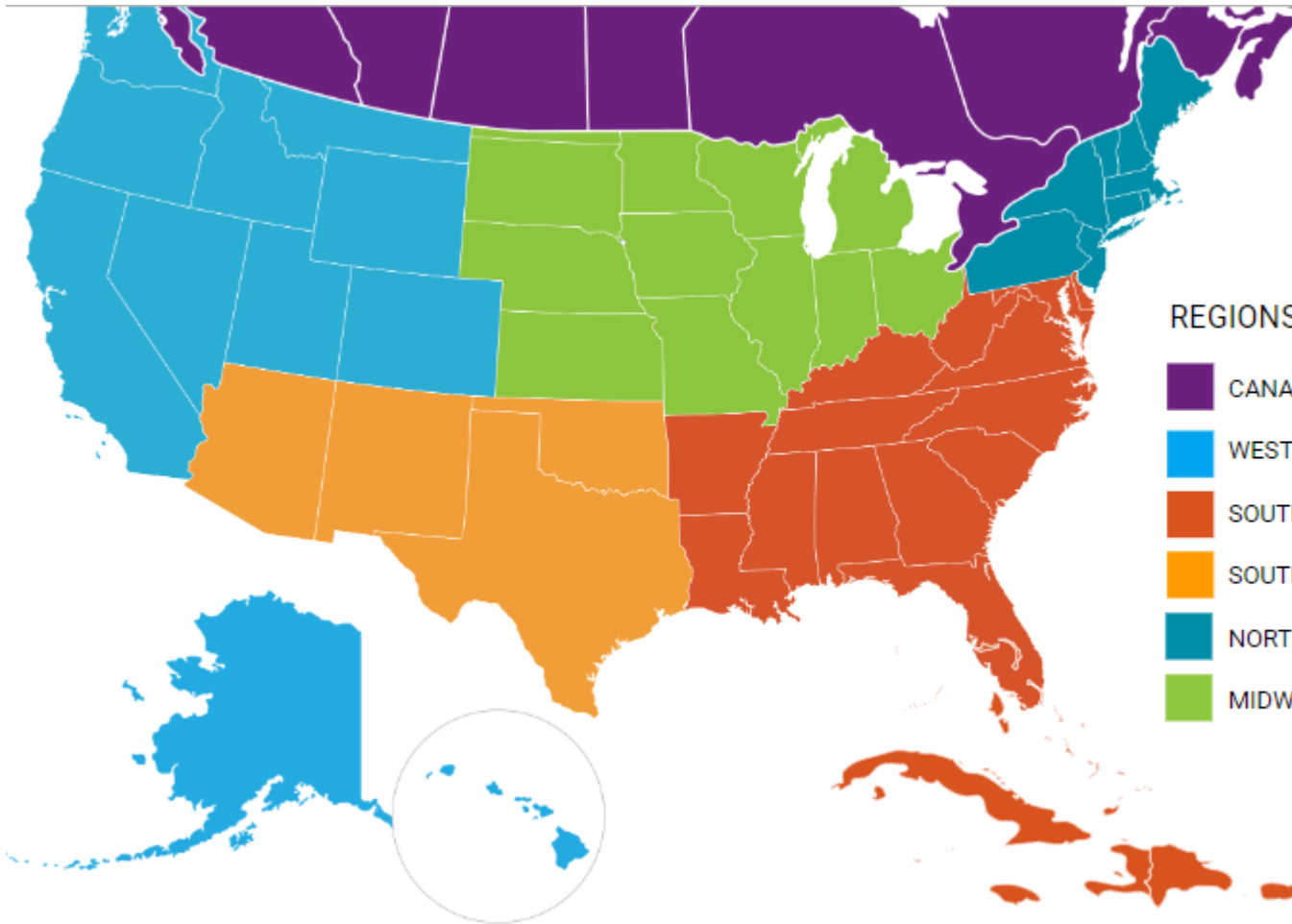
## Simpleview Sales Quarterly — Mid-Year 2024

TRENDS & INSIGHTS FOR DESTINATIONS



## Methodology

- 227 DMOs
- 50 or more leads
- Events 10 rooms on peak and greater
- DMO Categories
- DMO Regions



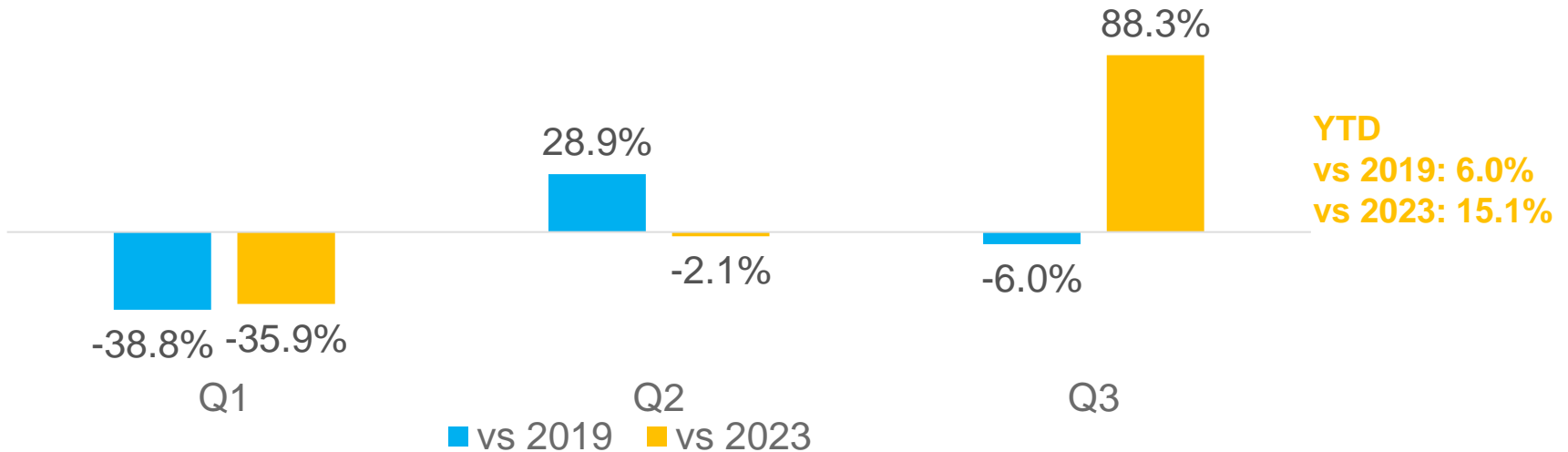
REGIONS KEY

- CANADA
- WEST/PACIFIC
- SOUTH/SOUTHEAST
- SOUTHWEST
- NORTHEAST
- MIDWEST



# Lead Volume

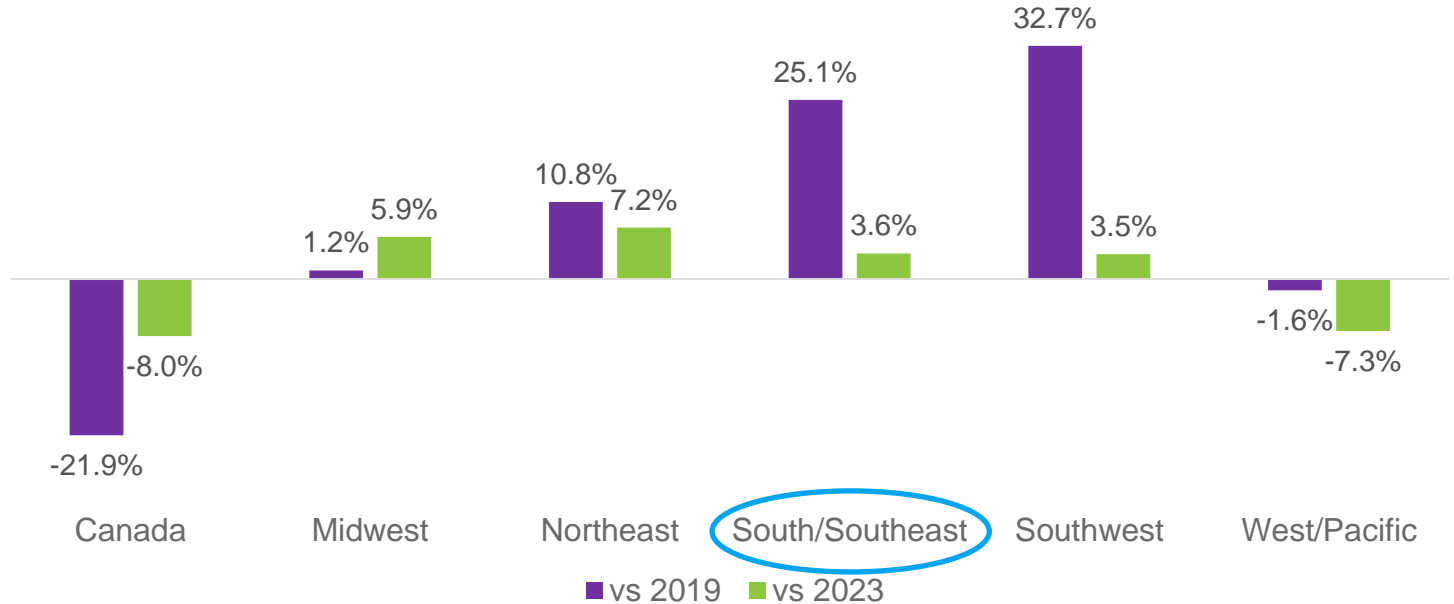
# National Aggregated lead volume



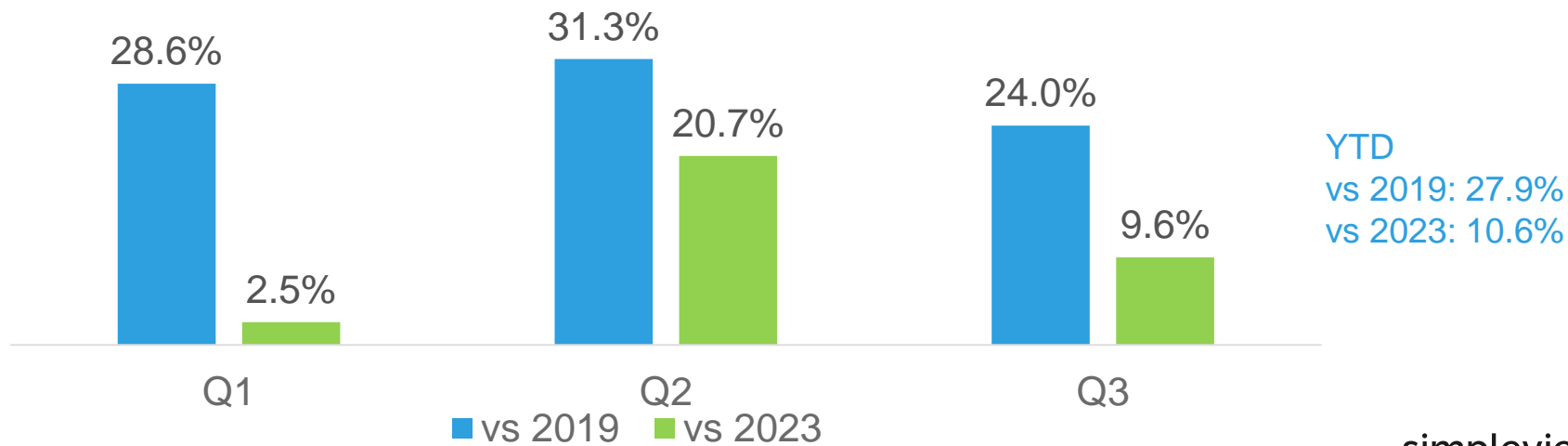
# Lead volume by region

Number of leads through September 2024  
Percent change

YTD  
vs 2019: 16.1%  
vs 2023: 0.5%

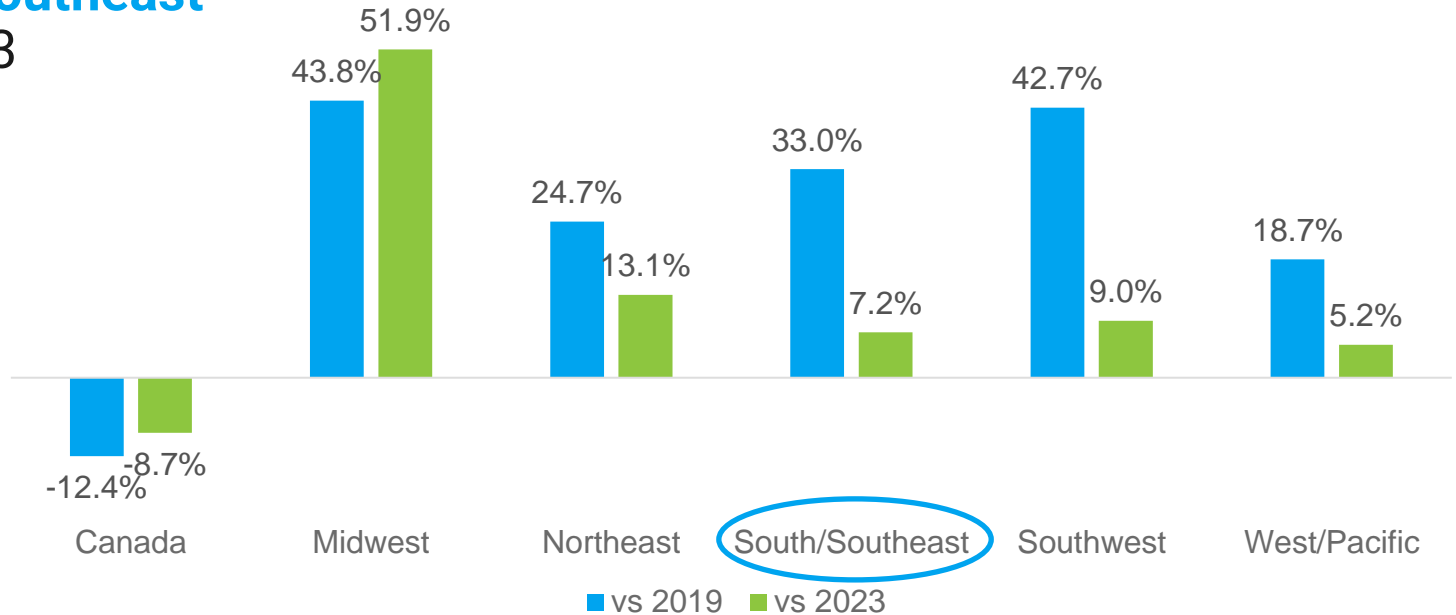


# Aggregated lead room nights start the year strong



Lead room nights by gains are **dominated by the Midwest and the South/Southeast** against 2023

Number of room nights through September 2024  
Percent change



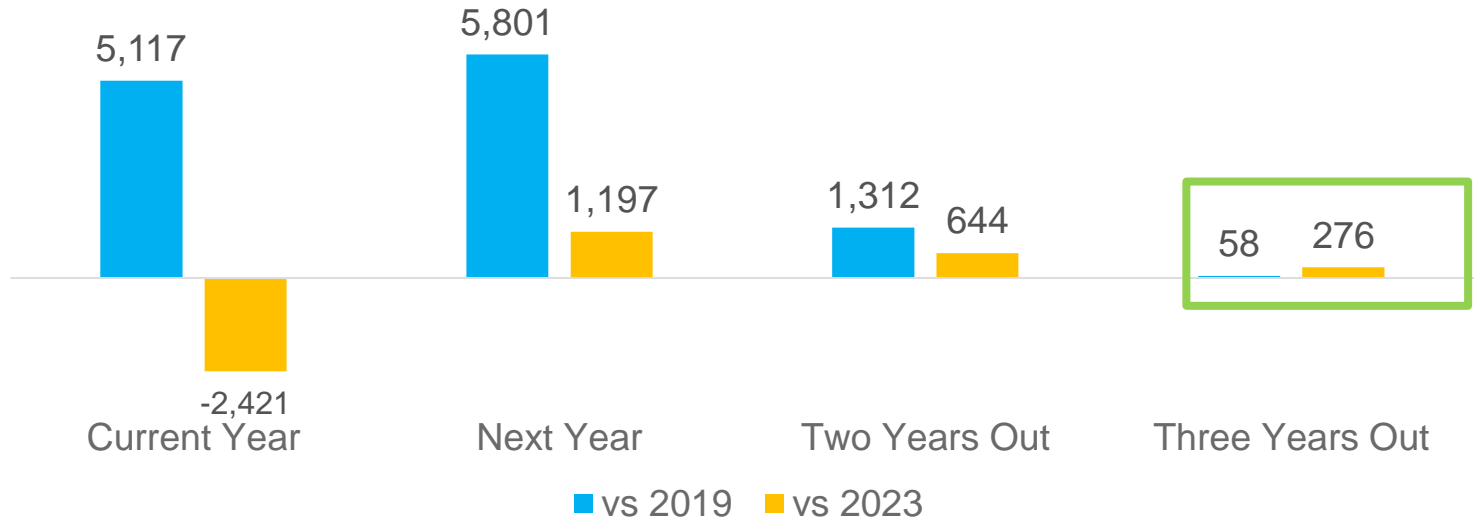
YTD  
vs 2019: 30.9%  
vs 2023: 11.7%



# Aggregated lead pipeline

## Hotel meetings

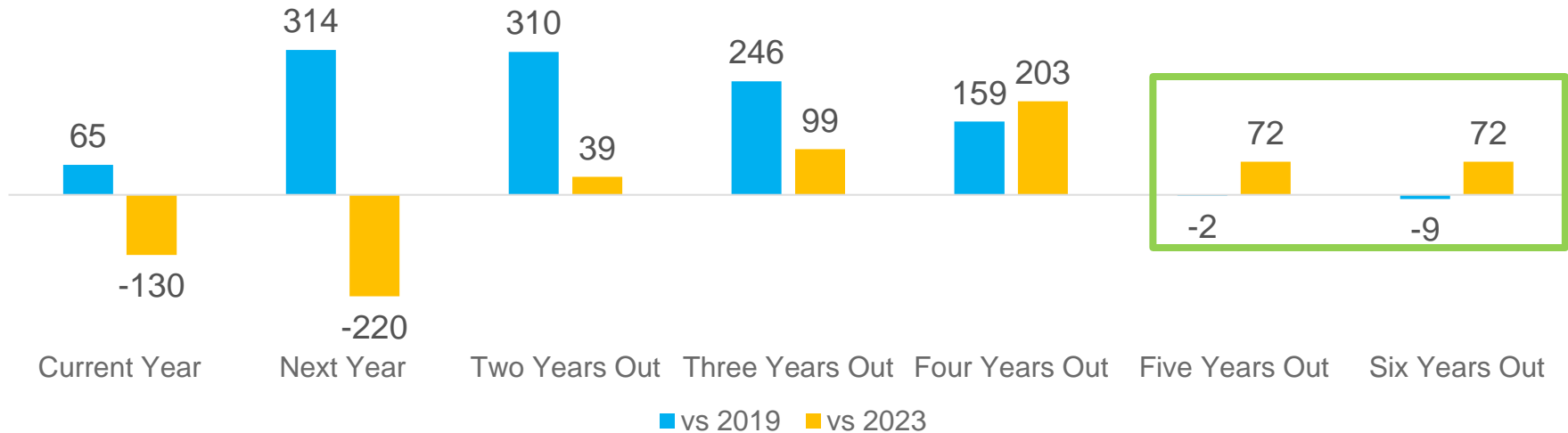
Net number of hotel meeting leads in the pipeline through September 2024 compared to the same time in 2019 and 2023



# Aggregated lead pipeline

## Convention center events

Net number of convention center event leads in the pipeline through September 2024 compared to the same time in 2019 and 2023

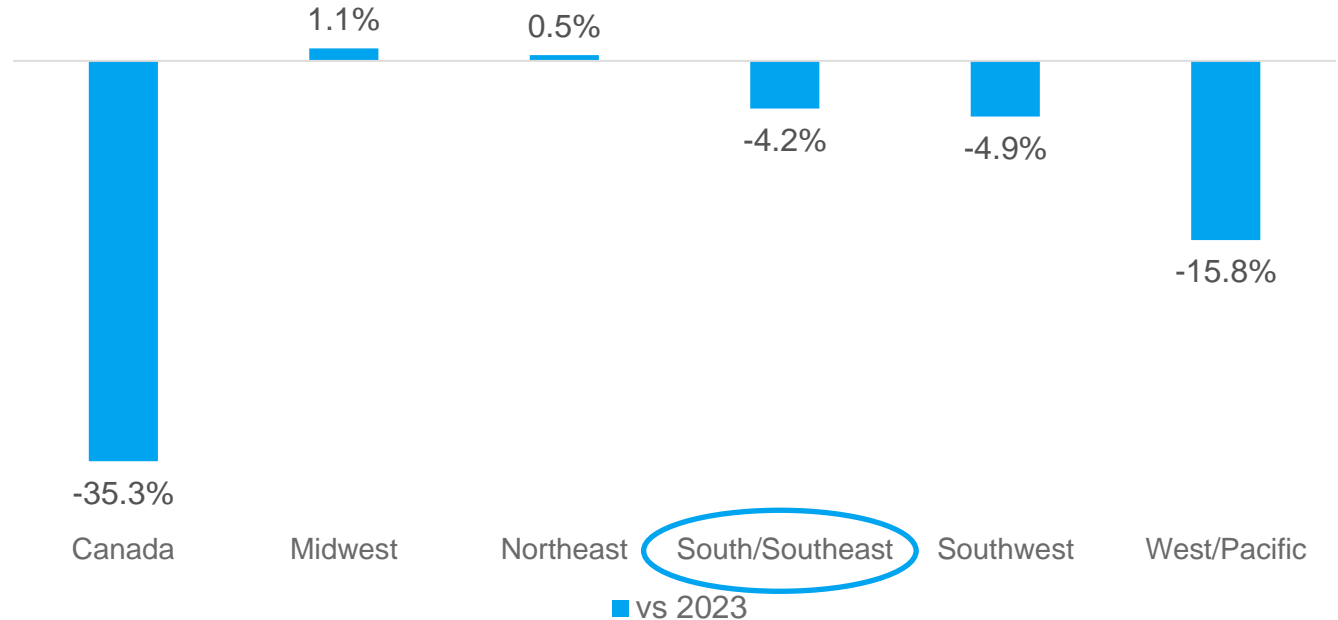


# Aggregated lead pipeline

## By region

Compared to 2023  
Current Year:  
Aggregated: -6.0%  
Hotel: -5.8%  
Conv Center: -12.1%

Regions seeing the biggest drop in ITYFTY leads compared to 2023  
– All Events



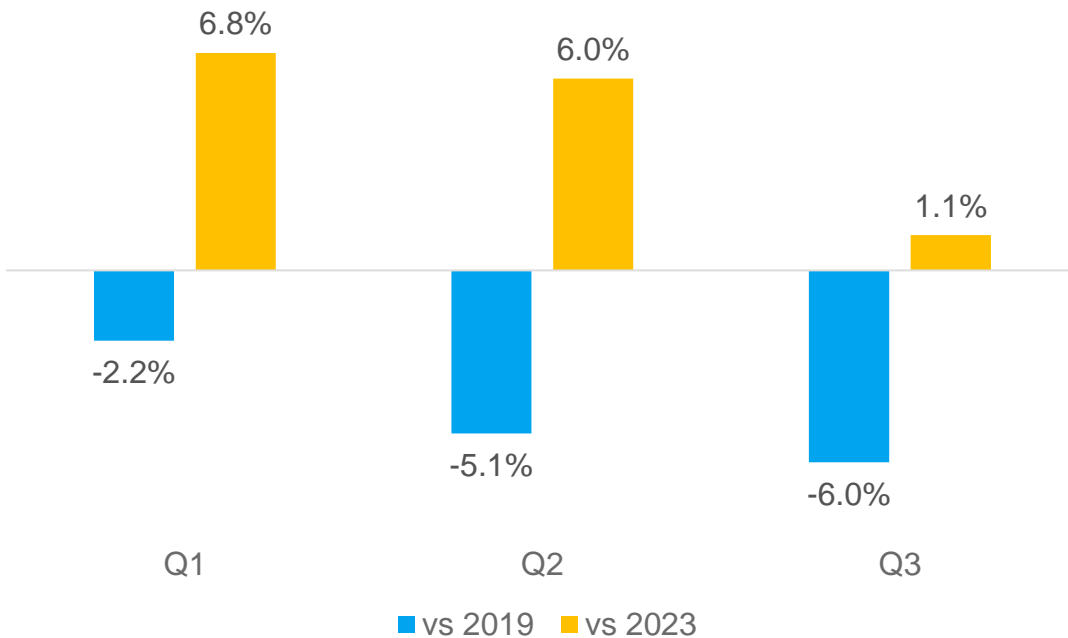


# Bookings

# Aggregated number of bookings grow year-over-year

**YTD**  
**vs 2019: -4.4%**  
**vs 2023: 4.7%**

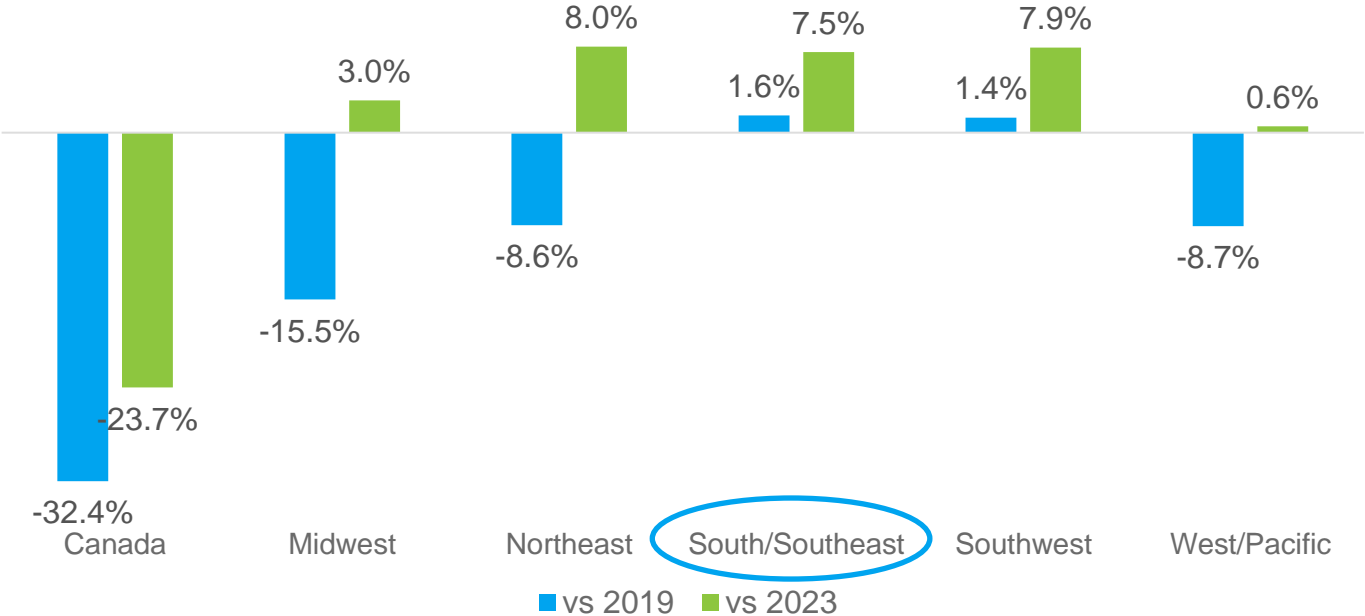
**Number of bookings through September 2024**  
Percentage change



# Booking volume by region

Number of bookings through September 2024  
Percent change

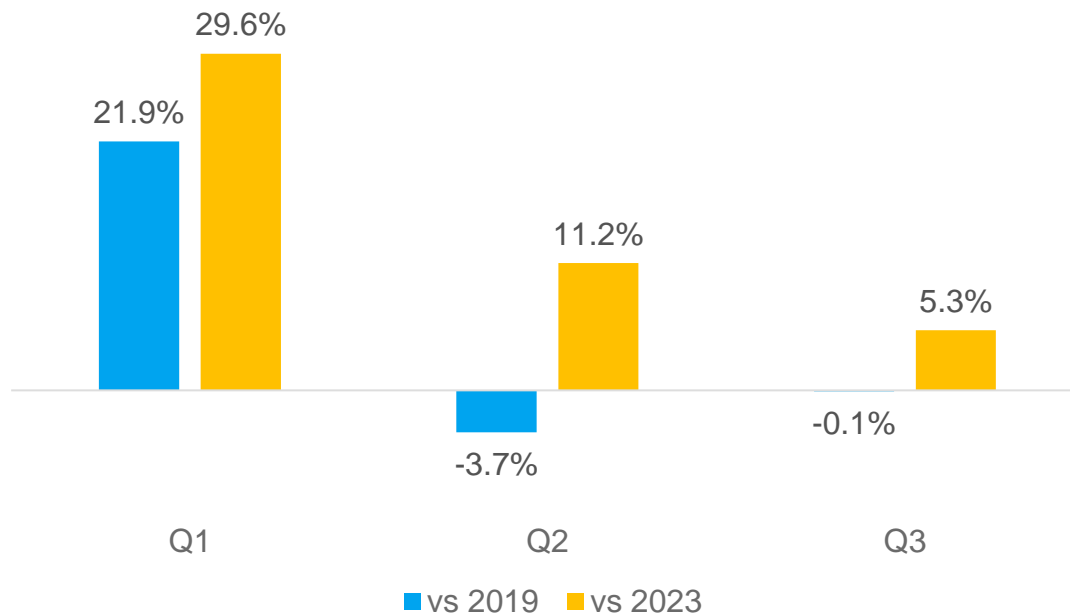
YTD  
vs 2019: -5.1%  
vs 2023: 4.9%



# Aggregated booked room nights

YTD  
vs 2019: 5.0%  
vs 2023: 14.9%

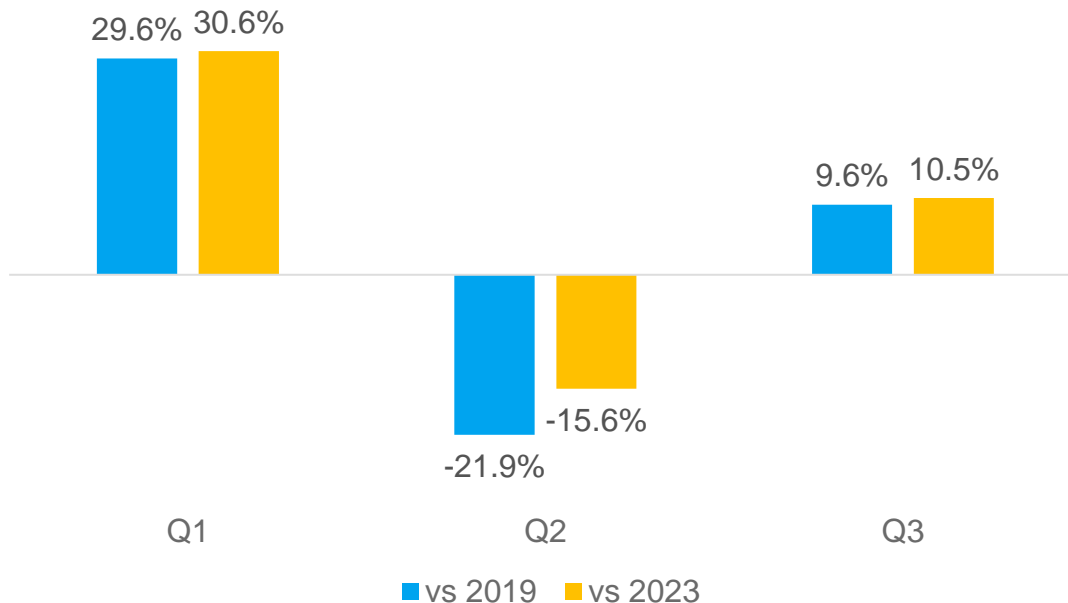
**Booked room nights** through September 2024  
Percent change



# Aggregated attendance

YTD  
vs 2019: 2.0%  
vs 2023: 5.9%

**Booked attendance** through September 2024  
Percent change

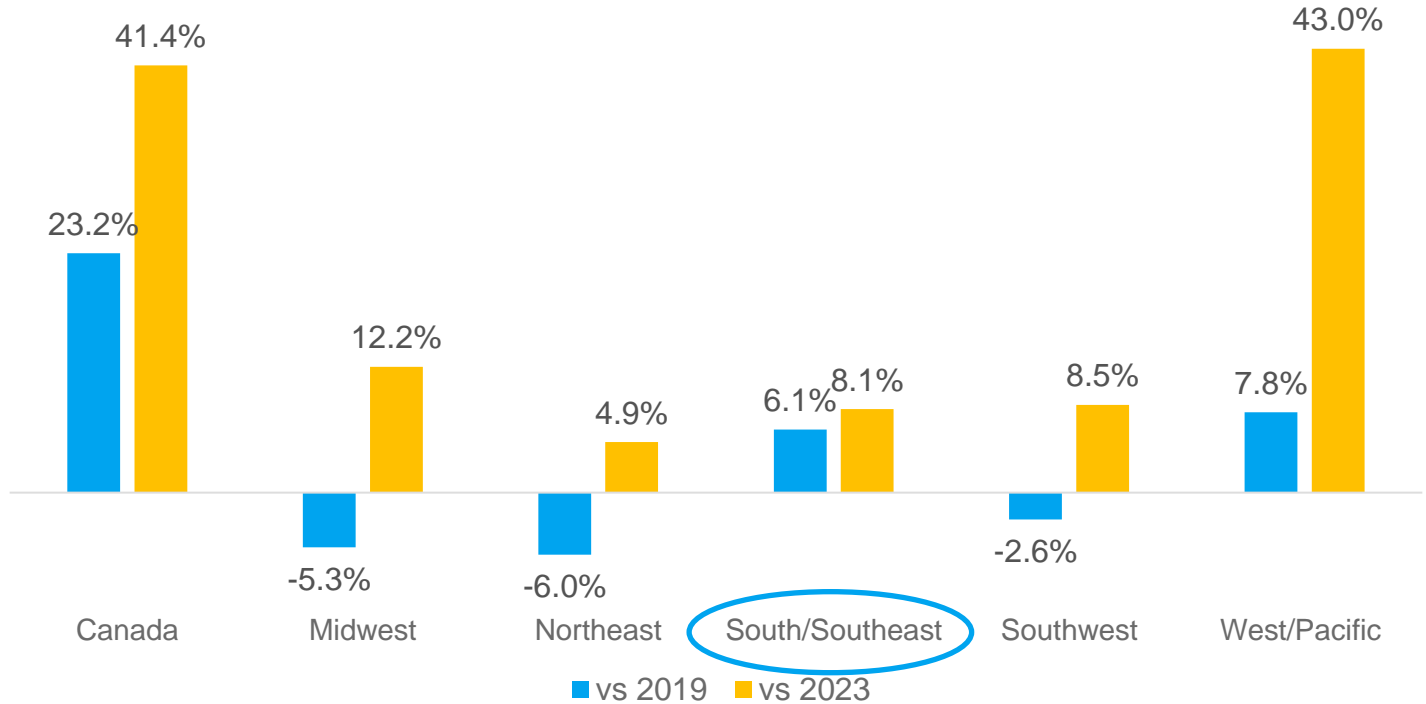


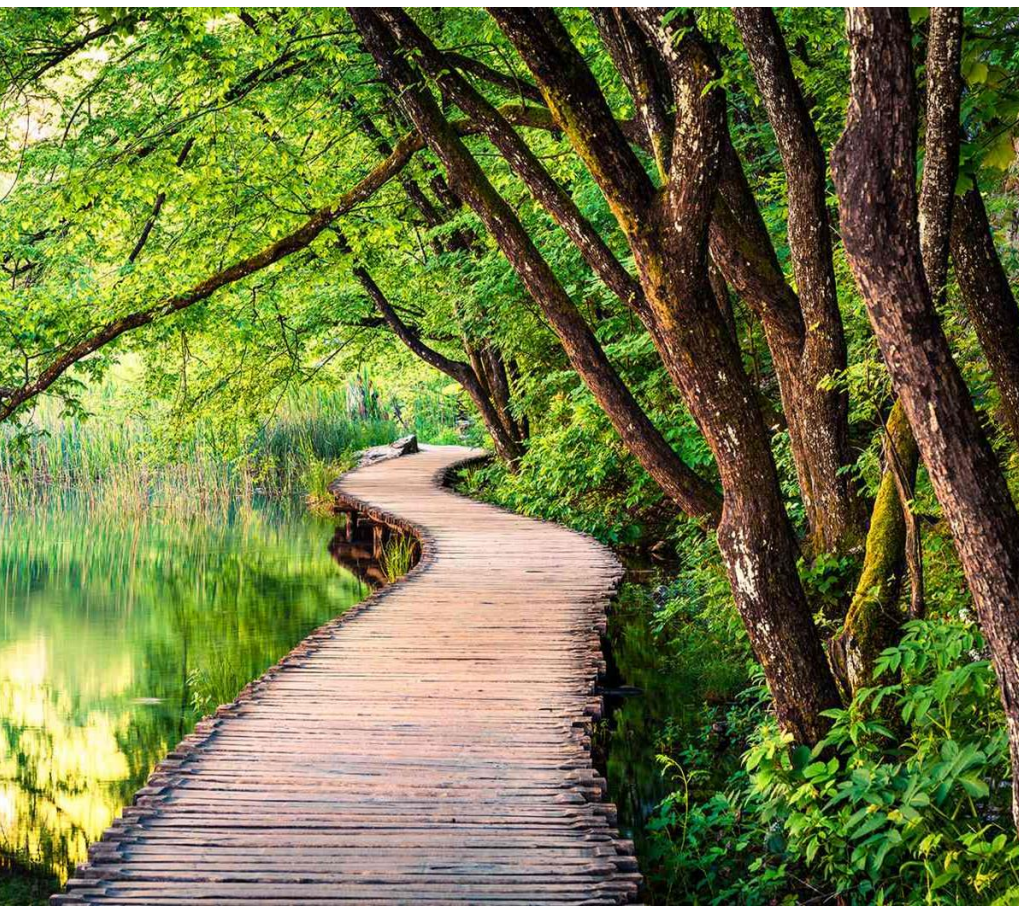


# Booked room nights by region

Number of room nights through September 2024  
Percent change

YTD  
vs 2019: 2.5%  
vs 2023: 14.9%



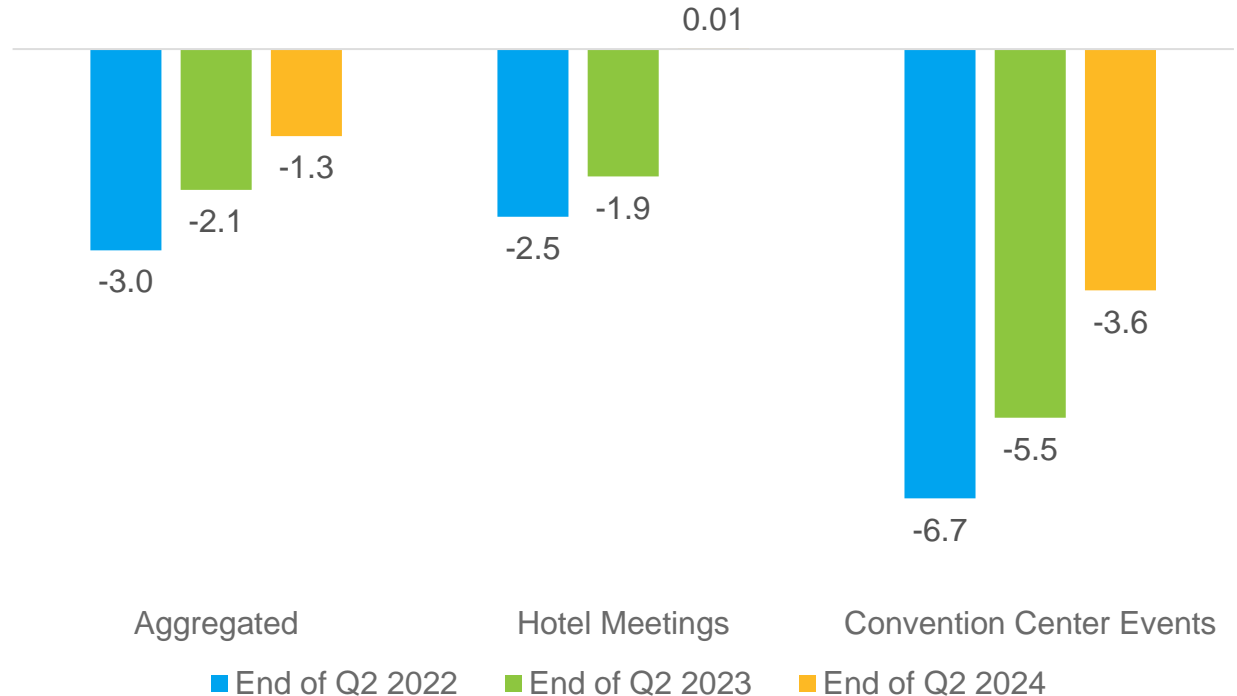


What are the  
opportunities?

# Event cycles normalizing

**Event Cycle:** Lead create date to meeting start date

## Net Number of Months in the Event Cycle



Values are in comparison to 2019 in months

## In Summary...

1. **Lead volume** has exceeded 2019 levels and continue to grow
2. However...**booking levels** are not back to 2019 levels
3. Capitalize on market segments and examine **market segmentation trends** and deployment
4. **Event and sales production cycles are normalizing** – plan accordingly



Thank you!

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