

NATIONAL MEETING PLANNER SURVEY

JUNE 2020

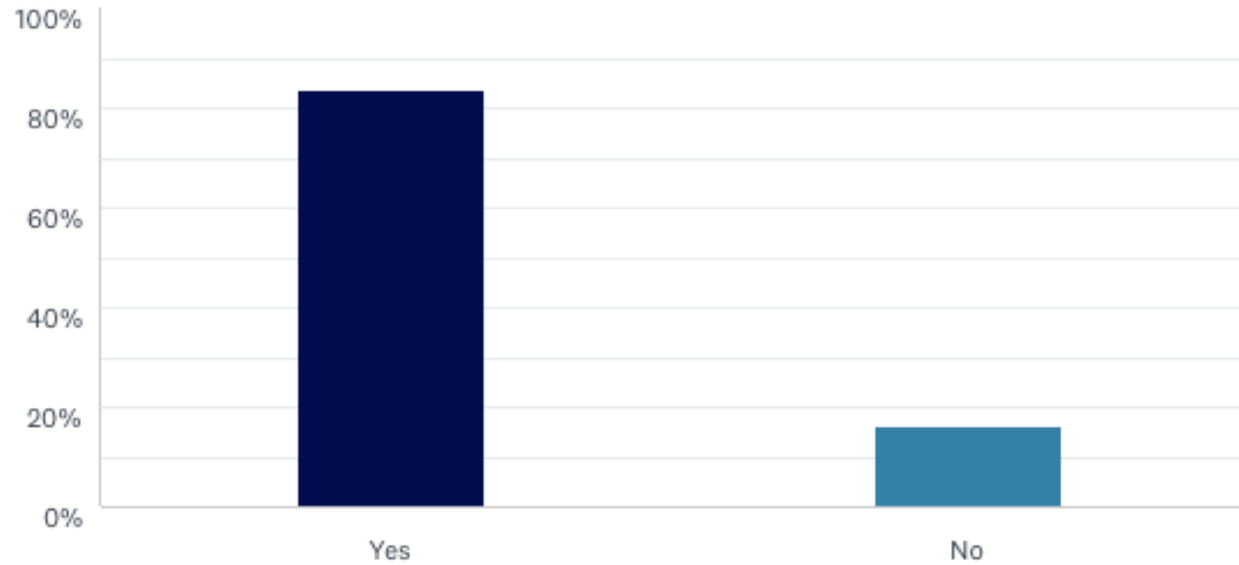
Presented by Meetings & Conventions PEI

Meetings & Conventions
PRINCE EDWARD ISLAND



Are you working on future meetings?

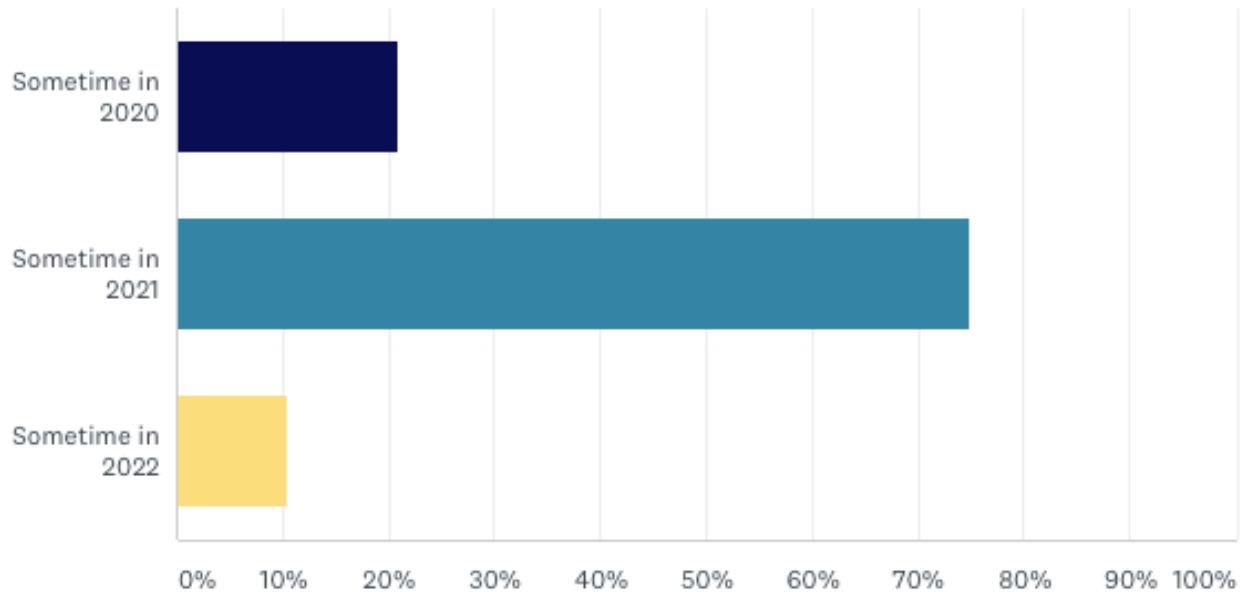
Answered: 292 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	83.56%	244
▼ No	16.44%	48
TOTAL		292

When do you think you will begin planning again?

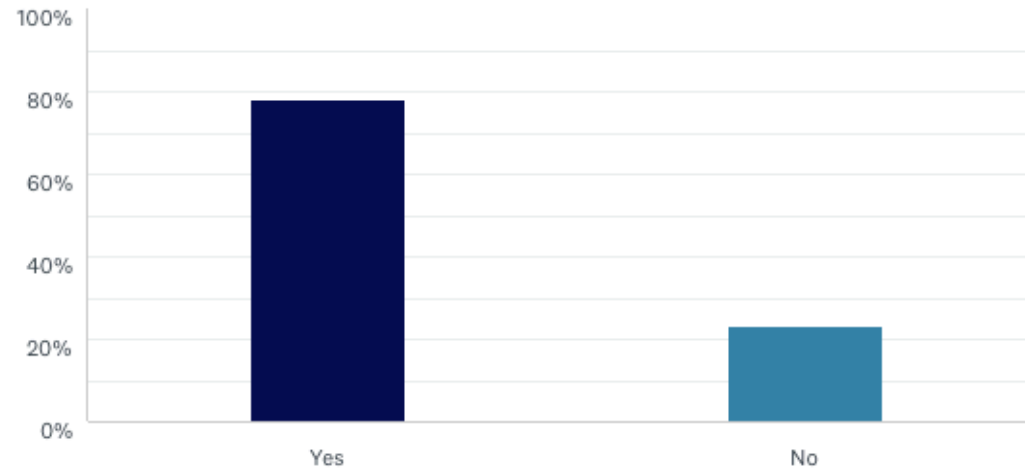
Answered: 48 Skipped: 244



ANSWER CHOICES	RESPONSES
▼ Sometime in 2020	20.83% 10
▼ Sometime in 2021	75.00% 36
▼ Sometime in 2022	10.42% 5
Total Respondents: 48	

Is Prince Edward Island an option for a future meeting?

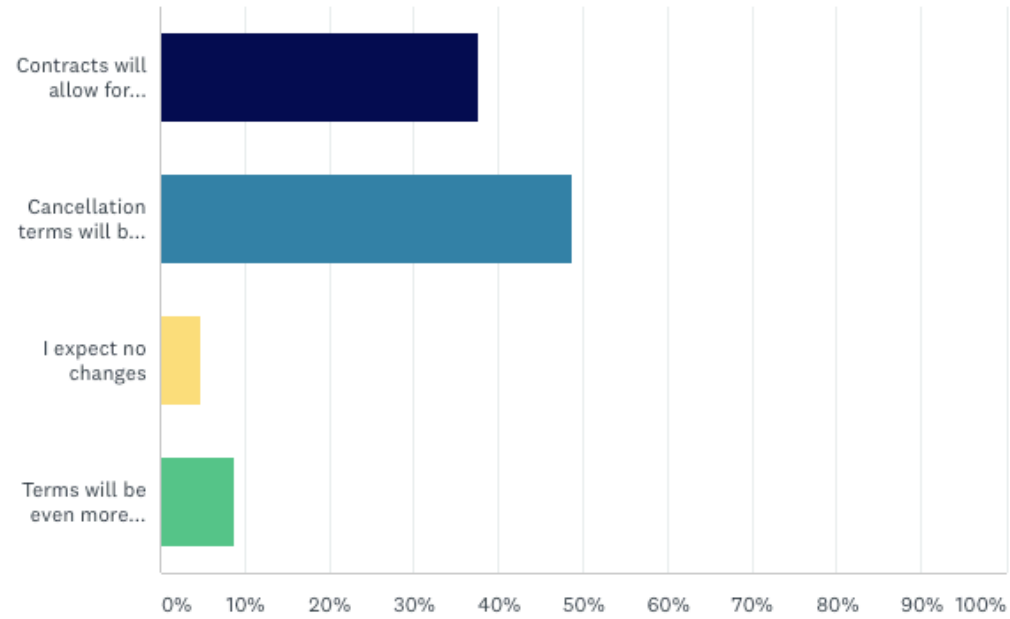
Answered: 264 Skipped: 30



ANSWER CHOICES	RESPONSES
▼ Yes	78.03% 206
▼ No	23.11% 61
Total Respondents: 264	

What are your expectations regarding cancellation policies?

Answered: 250 Skipped: 42

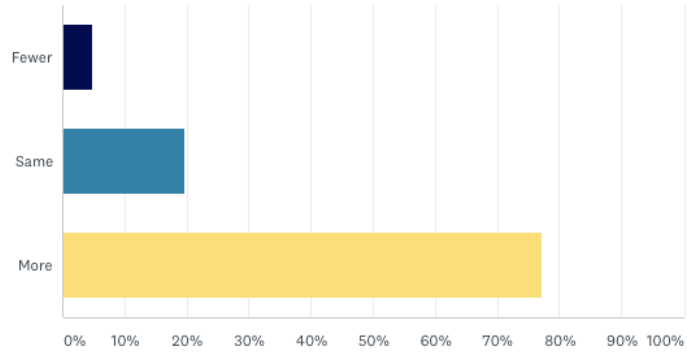


ANSWER CHOICES	RESPONSES
▼ Contracts will allow for cancellations without penalty	37.60% 94
▼ Cancellation terms will be more forgiving	48.80% 122
▼ I expect no changes	4.80% 12
▼ Terms will be even more ridged	8.80% 22
TOTAL	250

Do you expect you will require more or fewer of these products / services to plan your meeting or event?

Virtual Event Platforms

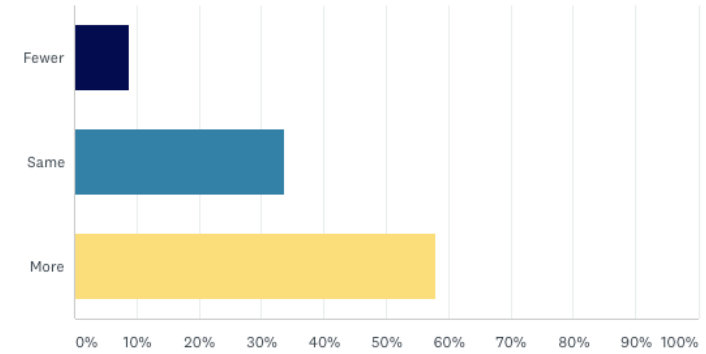
Answered: 250 Skipped: 42



ANSWER CHOICES	RESPONSES
▼ Fewer	4.80% 12
▼ Same	19.60% 49
▼ More	77.20% 193
Total Respondents: 250	

Virtual Site Visits

Answered: 250 Skipped: 42

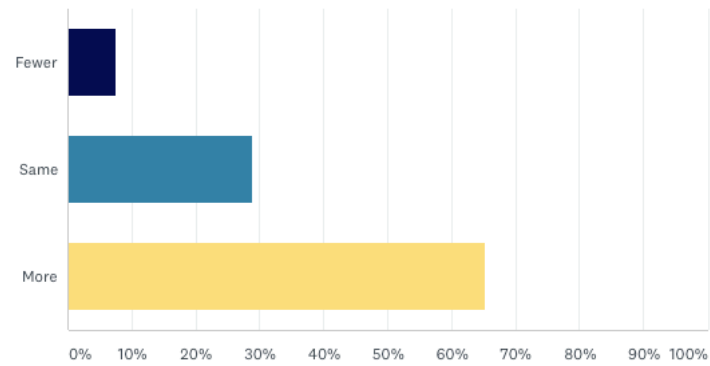


ANSWER CHOICES	RESPONSES
▼ Fewer	8.80% 22
▼ Same	33.60% 84
▼ More	58.00% 145
Total Respondents: 250	

Do you expect you will require more or fewer of these products / services to plan your meeting or event?

Virtual Familiarization Tours

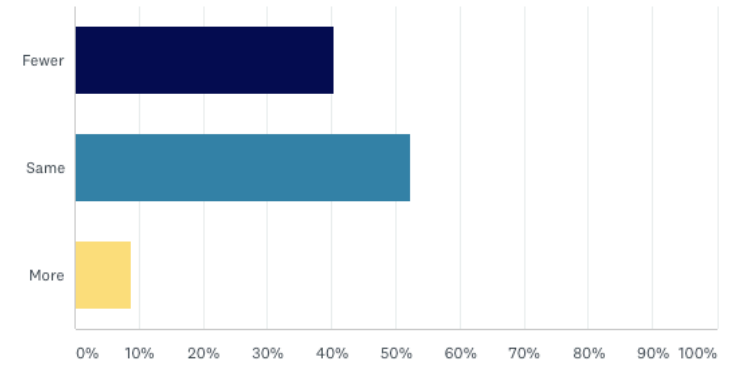
Answered: 250 Skipped: 42



ANSWER CHOICES	RESPONSES
▼ Fewer	7.60% 19
▼ Same	28.80% 72
▼ More	65.20% 163
Total Respondents: 250	

In-Person Familiarization Tours

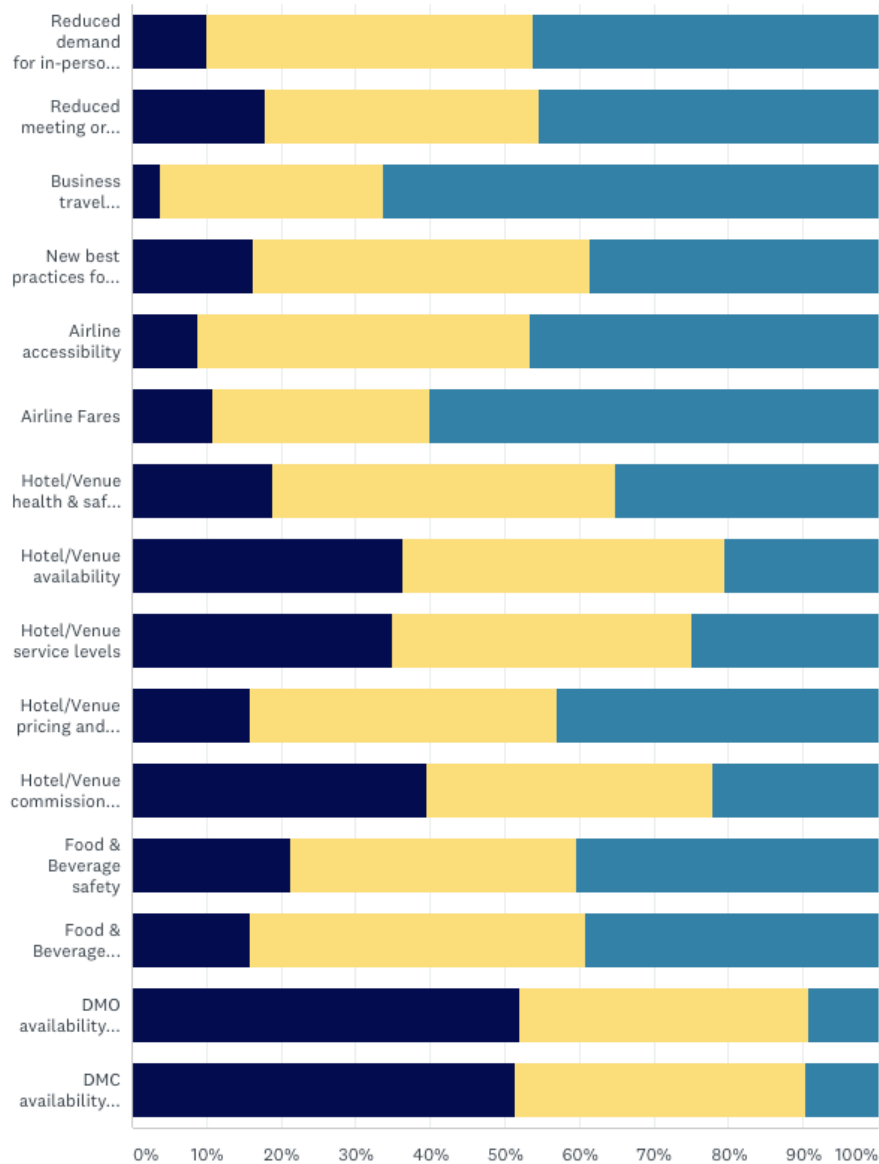
Answered: 252 Skipped: 42



ANSWER CHOICES	RESPONSES
▼ Fewer	40.48% 102
▼ Same	52.38% 132
▼ More	8.73% 22
Total Respondents: 252	

How concerned are you about the following?

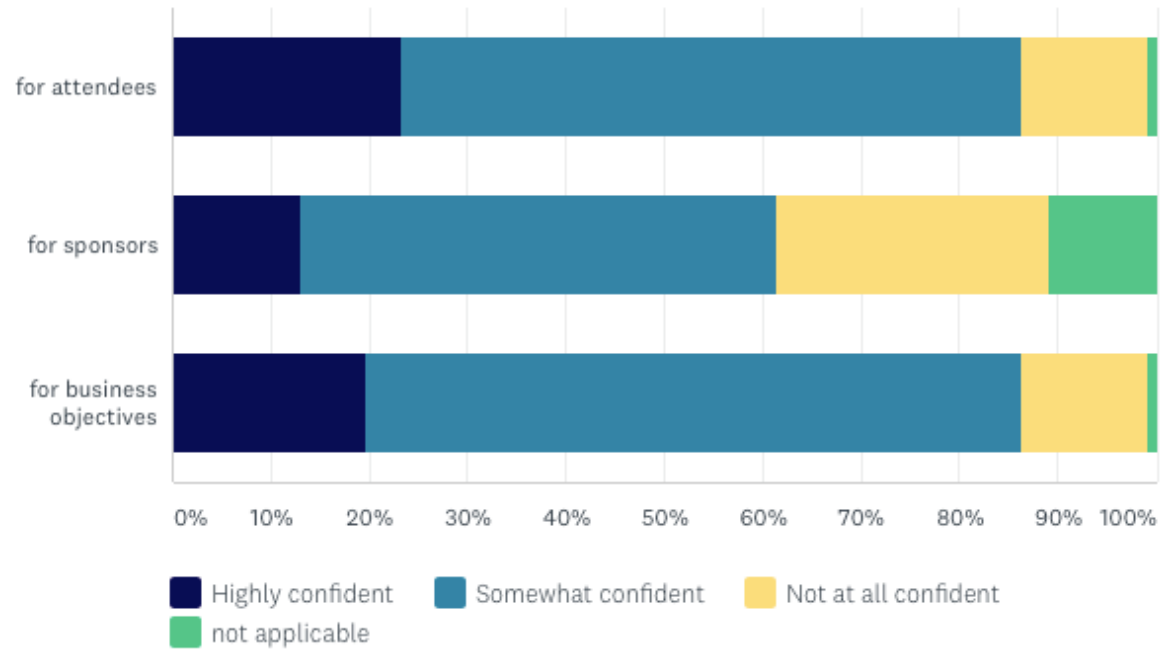
Answered: 240 Skipped: 52



	NOT CONCERNED	SLIGHTLY CONCERNED	VERY CONCERNED	TOTAL
Reduced demand for in-person meetings or events	10.00% 24	43.75% 105	46.25% 111	240
Reduced meeting or event budgets	17.92% 43	36.67% 88	45.42% 109	240
Business travel restrictions	3.75% 9	30.00% 72	66.25% 159	240
New best practices for gatherings	16.32% 39	45.19% 108	38.49% 92	239
Airline accessibility	8.75% 21	44.58% 107	46.67% 112	240
Airline Fares	10.92% 26	28.99% 69	60.08% 143	238
Hotel/Venue health & safety preparedness	18.83% 45	46.03% 110	35.15% 84	239
Hotel/Venue availability	36.25% 87	43.33% 104	20.42% 49	240
Hotel/Venue service levels	35.00% 84	40.00% 96	25.00% 60	240
Hotel/Venue pricing and rates	15.83% 38	41.25% 99	42.92% 103	240
Hotel/Venue commission policies	39.58% 95	38.33% 92	22.08% 53	240
Food & Beverage safety	21.25% 51	38.33% 92	40.42% 97	240
Food & Beverage pricing	15.83% 38	45.00% 108	39.17% 94	240
DMO availability and service levels	52.10% 124	38.66% 92	9.24% 22	238
DMC availability and service levels	51.46% 123	38.91% 93	9.62% 23	239

What is your confidence that a virtual event will be successful?

Answered: 240 Skipped: 52



	HIGHLY CONFIDENT	SOMEWHAT CONFIDENT	NOT AT ALL CONFIDENT	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
for attendees	23.33% 56	62.92% 151	12.92% 31	0.83% 2	240	2.19
for sponsors	12.97% 31	48.54% 116	27.62% 66	10.88% 26	239	3.13
for business objectives	19.58% 47	66.67% 160	12.92% 31	0.83% 2	240	2.23