

MPI Impact Sentiment Study

June 9 - July 8, 2020



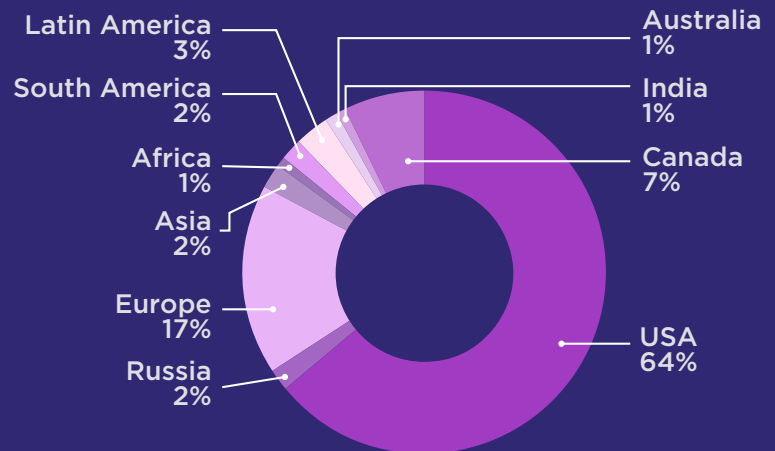
The following details results from the MPI Impact Sentiment Study, sponsored by the Venetian Resort and IMEX Group, which polled meeting and event professionals worldwide to reveal their perceptions on economic and industry recovery.

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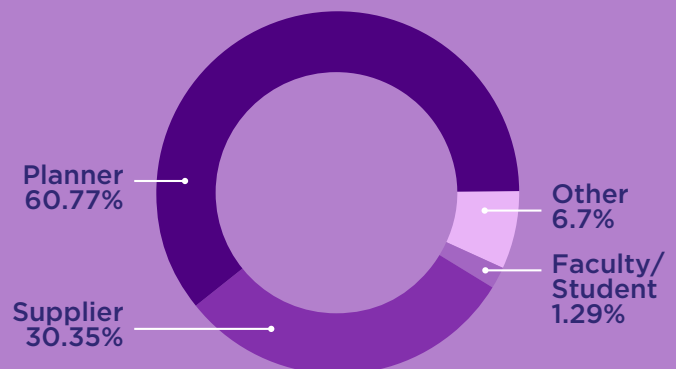
 **imex GROUP**



Please select the country in which your organization is headquartered.



Please select the category that best describes your role in the meeting/event industry.





To what extent are you concerned about each of the following when currently considering planning, working and/or attending meetings and events?

QUESTION	EXTREMELY CONCERNED	VERY CONCERNED
HEALTH OF ATTENDEES	54.57%	
HEALTH OF STAFF	48.81%	
CLEAN AND SAFE ACCOMMODATIONS FOR OVERNIGHT STAYS	44.00%	
SAFE AND SANITARY FOOD	42.95%	
CONSISTENT SAFETY STANDARDS (E.G. VENUE AND EVENT VENDORS)	42.67%	
SANITARY SPACES	41.31%	
ADHERENCE TO STANDARDS AS PROVIDED BY THE GOVERNMENT	40.72%	
EVENT CAPACITY	37.99%	
TRUSTWORTHY VENUE	37.55%	
TRAVEL TO/FROM THE MEETING OR EVENT	37.37%	
SOCIAL DISTANCING	37.31%	
PERSONAL CONDUCT	34.23%	
HISTORY OF COVID-19 CASES IN A GIVEN LOCATION	31.65%	
AVAILABILITY OF SAFETY GEAR (E.G. MASKS, SANITIZER, GLOVES, ETC.)	30.29%	
QUALITY AND AVAILABILITY OF HEALTHCARE IN A POTENTIAL LOCATION		28.82%



Please rate how likely each of the below are to influence you to book a venue or event space for your meeting or event in a post-coronavirus environment.

	EXTREMELY LIKELY	MODERATELY LIKELY
ADHERENCE TO GOVERNMENT SAFETY RULES AND REGULATIONS	78.74%	
CLEAR RULES AND GUIDELINES AROUND SAFETY AND CLEANLINESS	77.36%	
LARGE SPACIOUS MEETING ROOMS THAT ALLOW FOR DISTANCING	75.98%	
PROVIDES CLEAR SAFETY VETTING FOR ALL VENDORS (FOOD, ELECTRICITY, SPONSORS, ETC.)	69.51%	
PROFESSIONAL AND TRUSTWORTHY ON-SITE STAFF	67.81%	
OVERALL CAPACITY	62.37%	
IS A HOTEL THAT CAN HOST BOTH THE EVENT AND PROVIDE OVERNIGHT ACCOMMODATIONS	54.27%	
GIVES THE OPTION FOR VIRTUAL INTERACTION AS NEEDED	51.05%	
IS A VENUE I'VE WORKED WITH IN THE PAST	35.93%	
EASY TO ACCESS BY CAR	35.48%	
NUMBER OF SMALLER, SEPARATED MEETING ROOMS	35.03%	
LOCATED WITHIN AN AREA THAT HAS A LOT TO DO		34.93%
HAS ON-SITE HEALTH TEAMS	34.13%	
HAS DISCOUNTED RATES	33.48%	
ABILITY TO HOST DINNERS OR EVENTS AFTER HOURS		29.79%



Whenever you resume planning, working and/or attending meetings and events, which of the following do you expect more or less of when compared to before the COVID-19 pandemic?

EXPECTING MORE

LARGER SPACES TO ALLOW FOR DISTANCING	64.67%
NEW RULES AROUND MEALS AND EATING	60.48%
NEW RULES AROUND SOCIAL INTERACTIONS (e.g. handshakes)	59.05%
HYBRID EVENTS SEPARATELY ACCOMMODATING DIGITAL AND IN-PERSON EXPERIENCE	54.75%
ON-SITE ATTENDEE HEALTH MONITORING	48.60%
DIGITAL ELEMENTS (e.g. augmented reality, social media connectivity, interactive polls)	45.17%
SOCIAL DISTANCING	37.31%

EXPECTING LESS

PEOPLE IN ATTENDANCE	52.26%
NUMBER OF IN-PERSON MEETINGS SCHEDULED	44.19%
SOCIAL ACTIVITIES (happy hours, breakfast gatherings, etc.)	44.10%
AFTER-HOUR EVENTS (dinner, drinks, etc.)	39.44%
INTERACTIVE TEAM ACTIVITIES/BREAK-OUT SESSIONS	33.03%

EXPECTING THE SAME

VENUE ALSO PROVIDING ACCOMMODATIONS	48.31%
EVENT SPONSORS	48.22%
ENJOYMENT OF THE SURROUNDING AREA OR CITY	44.03%
FOOD VENDORS	39.06%
USAGE OF HOTEL AMENITIES	36.36%
NUMBER OF TOTAL EVENT STAFF	33.93%
TOTAL BUDGET ALLOCATION FOR MEETING/EVENT	29.19%



Thinking specifically about travel to and from meetings and events, which of the following do you expect more or less after vs. before COVID-19 pandemic?

EXPECTING MORE

DRIVING TO EVENTS	48.11%
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EXPECTING LESS

AMOUNT OF AIR TRAVEL	54.31%
AVAILABILITY OF FLIGHTS	52.02%
CARPPOOLING	39.38%
SHUTTLES TO/FROM THE AIRPORT	37.41%

EXPECTING THE SAME

FOOD VENDORS	42.93%
PACKAGE DEALS BETWEEN HOTEL/FLIGHT/RENTAL CAR	42.68%
BULK DISCOUNT AIRFARE BOOKINGS (e.g. corporate rates or event-specific bulk rates)	36.52%
RENTING OF CARS	33.27%



What percentage of larger scale conferences or events do you think are likely to change into a smaller, regional model that offers potential attendees with shorter travel distances?

