



mpi.org/MeetingsOutlook

Meetings Outlook, MPI's signature quarterly research, is sponsored by MGM Resorts International and supported in partnership with IMEX Group.

The business landscape remains stable—slightly favoring a seller's market with strong indications of growth across attendance and hiring—giving meeting professionals a prime opportunity to focus on crafting unique attendee experiences.

BUSINESS CONDITIONS

Overall, a **2.5%** increase in business is predicted for the next year.

60 percent of respondents predict **FAVORABLE** business conditions

19 percent of respondents predict **NEUTRAL** business conditions

21 percent of respondents predict **NEGATIVE** business conditions

Is volatility in the financial markets having an impact on your meeting decisions?

High Influence **11%**

Mild Influence **38%**

Not Influencing **50%**

ATTENDANCE FORECASTS

Live and virtual attendance figures over the next year are each expected to grow 2.7 percent. Live attendance predictions are the greatest seen in the survey since 2016.

Projected Live Attendance

Positive **62%**

Flat **23%**

Negative **15%**

Projected Virtual Attendance

Positive **61%**

Flat **36%**

Negative **4%**

EMPLOYMENT TRENDS

All types of employment are showing strong growth, with full-time jobs increasing at largest rate since 2016.

Full Time

Increasing **43%**

No Change **51%**

Decreasing **6%**

Part-Time

Increasing **34%**

No Change **56%**

Decreasing **10%**

Contract

Increasing **40%**

No Change **56%**

Decreasing **5%**

ATTENDEE EXPERIENCE/VENUE SELECTION

Demand for Unique Attendee Experiences

The greatest trend from this survey's comments

78% of respondents said the demand is increasing

10% of respondents said this demand is decreasing

66% of respondents say this specialized demand affects their venue-selection decisions

Resort/Urban Fees

61% of respondents say these impact venue-selection decisions

Only **7%** of respondents say resort/urban fees do not affect venue-selection

DIVERSITY & INCLUSION

Does the meeting and incentive travel industry reflect best practices in diversity and inclusion?

35% To a large or very large extent

65% To some or little extent

Which of the following would be most effective for increasing the level of best practices in diversity and inclusion in the industry?

36% Leadership Training

39% General Staff Training

15% Reviewing Recruitment Processes and Policies

11% Reviewing Event and Venue Design and Communication

When will the meeting industry reflect best practices in diversity and inclusion nearly all the time?

26% It's Almost There

33% Within Three Years

23% 4-9 Years

18% 10 Years or More

Have you ever witnessed or been on the receiving end of unconscious bias?

62% Yes

38% No

What was the nature of this unconscious bias?

52% Gender

34% Race

14% Age

INDUSTRY CERTIFICATION

[For the following questions, we asked about 17 specific industry designations. Below are the designations that had a response. Respondents could select all that apply.]

Which industry designations do you currently have?

CAE	1%
CEM	3%
CGMP	3%
CHA	1%
CMM	9%
CMP	59%
DES	1%
DMCP	3%
HMCC	4%
OTHER	16%

If you plan on getting an industry designation in the next year, which will you pursue?

CAE	10%
CEM	2%
CMM	14%
CMP	53%
CSEP	2%
CTIE	2%
DES	2%
DMCP	2%
HMCC	2%
OTHER	12%