



Maritz Global Meetings Network Pulse Survey

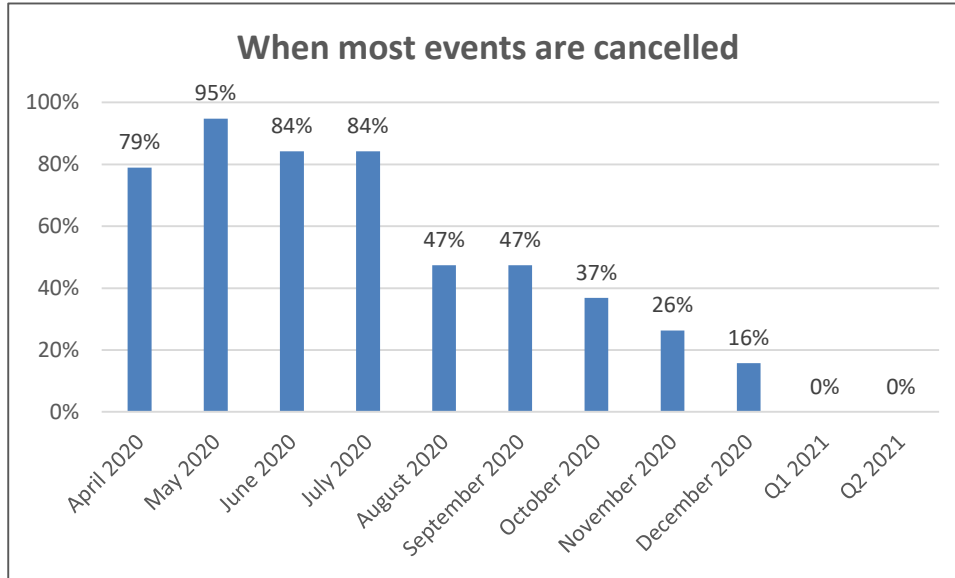
April 2020

Overview

This online survey of the Maritz Global Meetings Network was conducted April 20-29.

It is meant to be a baseline estimate which will be compared with upcoming monthly results to see how things are changing.

How Far Out Events Are Cancelled



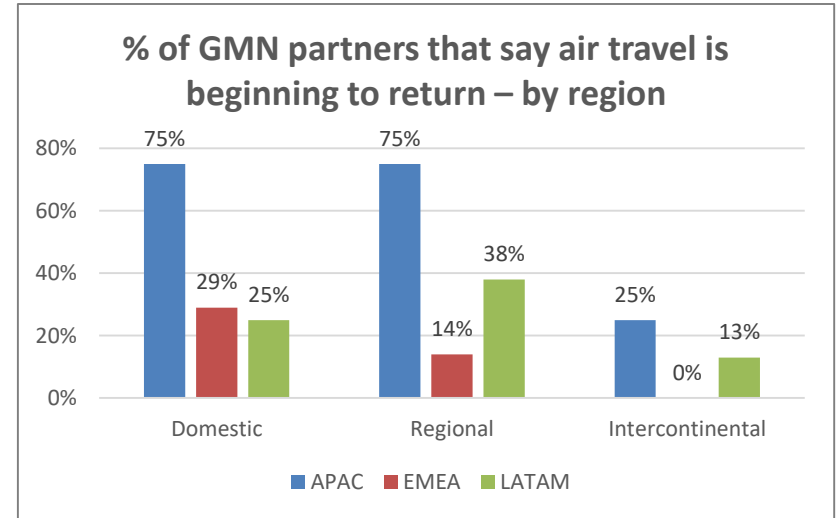
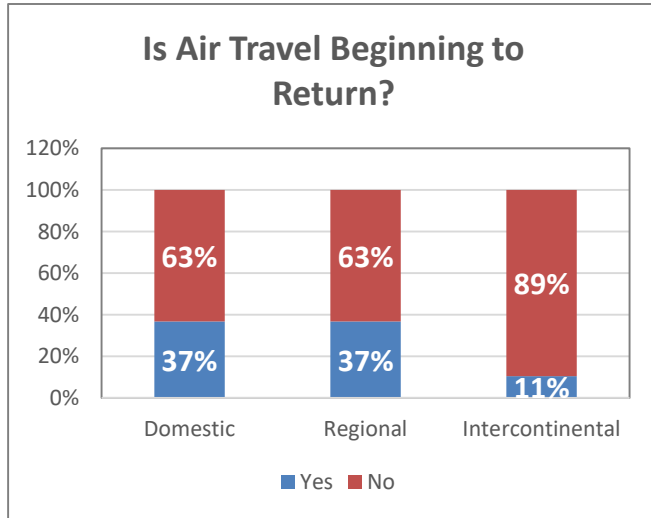
N=19

Most clients' events are cancelled through July 2020.

For which months are most of your meetings or business events cancelled?

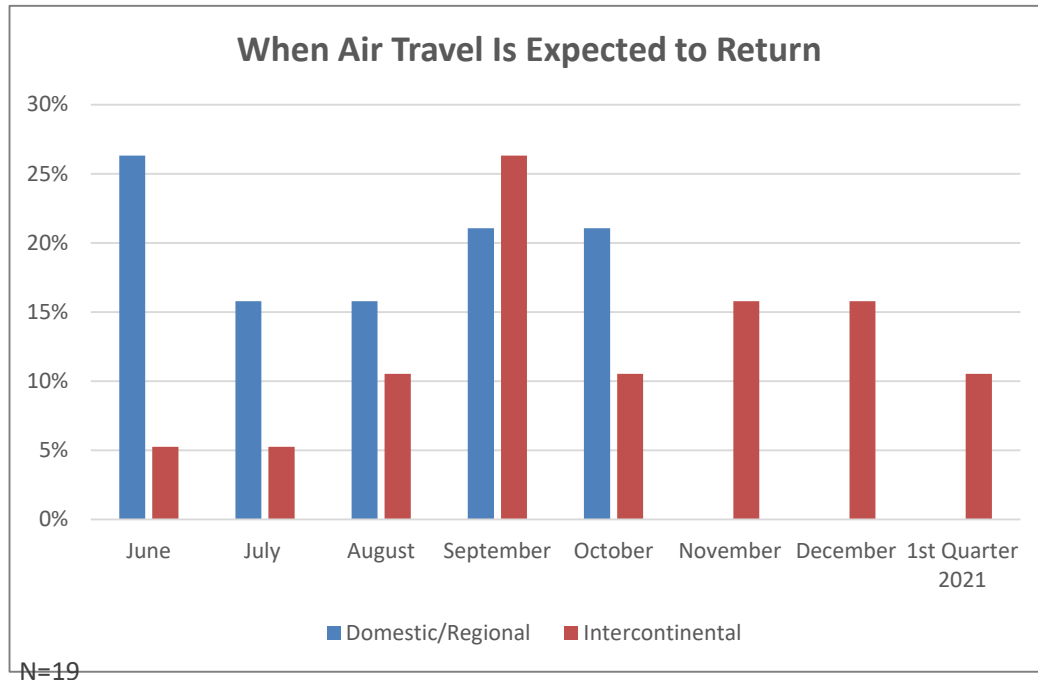
Return of Air Travel

Overall, most are not seeing air travel return yet.
 The exception is APAC's domestic and regional air travel.



*Are you seeing the following types of air travel beginning to return?
 (% answering Yes)*

Return of Air Travel



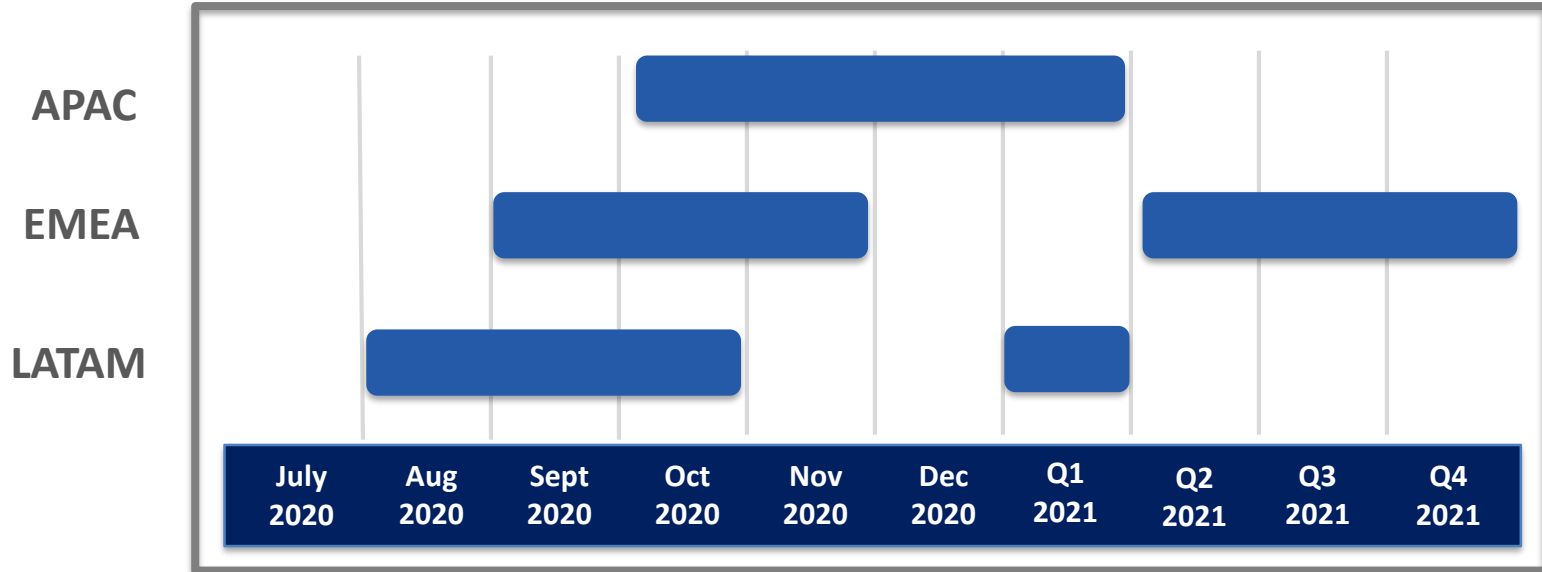
Intercontinental air travel is expecting to lag behind domestic and regional air travel by a few months.

When Events Will Return

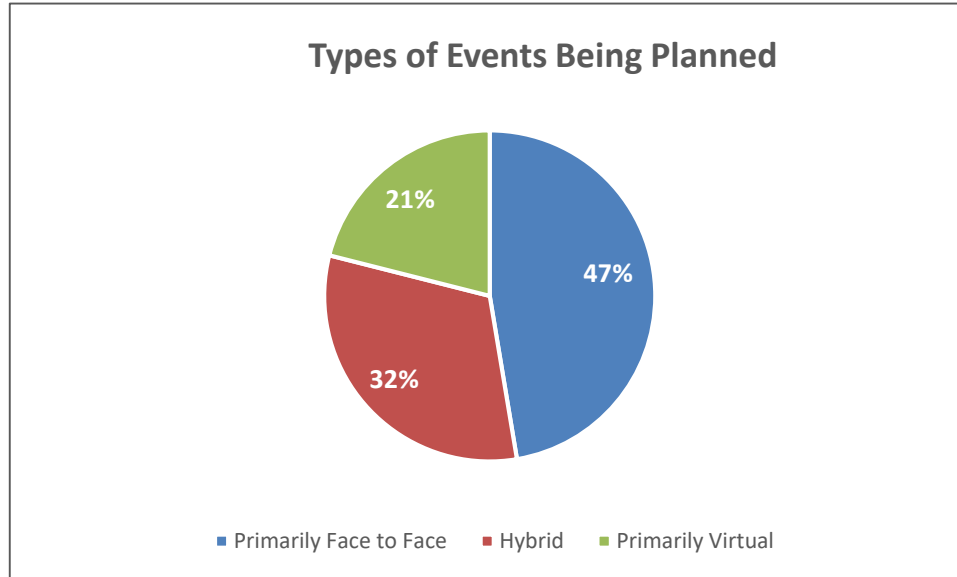


There is a wide range of opinions on when meetings and business events will begin again.

When Meetings and Business Events are Expected to Begin – Range of Expectations By Region



Face to Face vs. Digital/Virtual



While over half of GMN partners are seeing their events shifting to either fully virtual or include a virtual component, 47% of partners are seeing clients still planning to stick with face to face for their event.

N=19

For the future events that are being planned, that have been postponed or going forward, are they primarily face to face, a hybrid, or primarily virtual?

What Events Returns When?

First to Return

Domestic/Regional Events

Small Meetings

(how small varies – 100, 200, 500 guests)

**Virtual/Digital
and Hybrid**



Last to Return

Intercontinental Events

(Long-haul)

Large Meetings

(greater than 500 guests)

**Conventions, Exhibitions,
Trade Shows**

There is little agreement on which industries will begin holding meetings first.

COVID-19's Expected Impact to Events



Virtual event components are here to stay
but won't completely replace face to face events



Attendance may go down face to face
but it could ultimately increase when adding in the virtual component



Health and safety will remain important
but may scale back as time goes on