

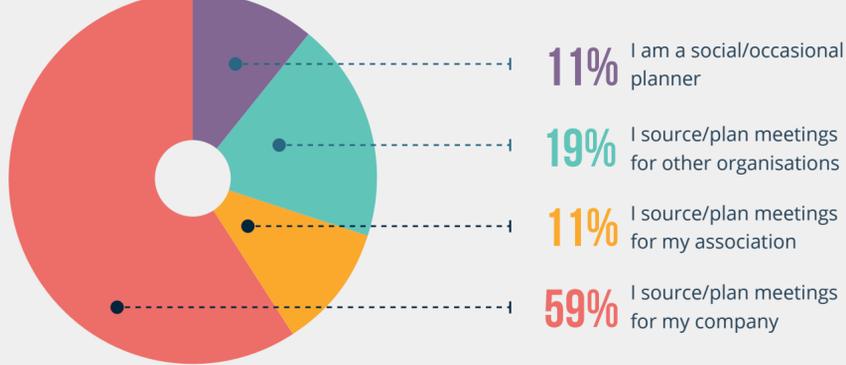


THE 2018 PLANNER SOURCING INFOGRAPHIC

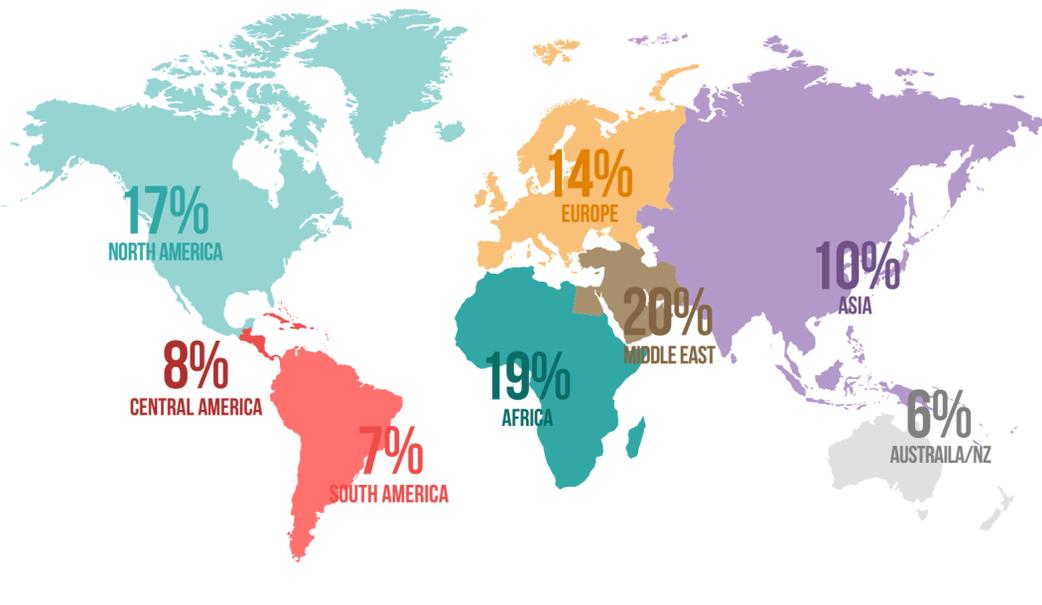
UNDERSTAND PLANNERS' SOURCING BEHAVIOUR

In our 2018 MEA Planner Sourcing Survey, event planners from around the world gave us a glimpse into what it's like sourcing, creating, and executing successful meetings and events. Below you'll find the responses from more than 140 planners across Middle East and Africa region, including the highs and lows of the past year and how hoteliers can help them make unforgettable experiences.

PLANNER BREAKDOWN



WHERE DO YOU PLAN MEETINGS?



TWO AREAS THAT PLANNERS FIND MOST DIFFICULT DURING SOURCING



PLANNER RESOURCES

73% OF PLANNERS USE DESKTOP OR LAPTOP TO SOURCE VENUES

ONLINE CHANNELS ARE THE MOST INFLUENTIAL RESOURCE FOR SEARCHING VENUES

SOCIAL MEDIA AND BLOGS HAVE NEARLY DOUBLED IN INFLUENCE SINCE LAST YEAR

POSITIVE REVIEWS THE MOST-CITED FACTOR (25%) INFLUENCING THE DESTINATION CHOICES OF PLANNERS

SOURCING EXPERIENCE

ONLY 20% OF PLANNERS ARE EXTREMELY CERTAIN OF THEIR VENUE WHEN THEY BEGIN THE SOURCING PROCESS

23% CITE PROFESSIONALISM/RESPONSIVENESS OF HOTEL SALES STAFF AS A REASON FOR NOT RETURNING TO A VENUE

FACTORS THAT AFFECT COST-BASED DECISIONS

- HOW COMPETITIVE & TRANSPARENT IS THE PRICING?
- HOW ACCURATE ARE THE QUOTES?
- HOW QUICKLY ARE QUOTES RECEIVED?
- WHETHER HONEST NEGOTIATION IS AN OPTION?

PLANNERS LOOK FOR TRUSTWORTHINESS AND QUICK RESPONSE TIME IN RFP RESPONSES



SOCIAL MEDIA NOW RANKS EQUAL WITH **LIVE MUSIC AND ENTERTAINMENT** AS THE MOST IMPORTANT STRATEGY FOR CREATING MEMORABLE EXPERIENCES

AREAS OF IMPROVEMENT

- ENSURE EASY-TO-UNDERSTAND, THOROUGH, AND ACCURATE RESPONSES TO WIN MORE BUSINESS
- SET TARGETS FOR FASTER RESPONSE TIMES
- ENSURING TRANSPARENT AND ACCURATE PRICING

Interested in learning more?

VISIT [CVENT.COM/AE/HOSPITALITY-CLOUD](http://cvent.com/ae/hospitality-cloud)

