

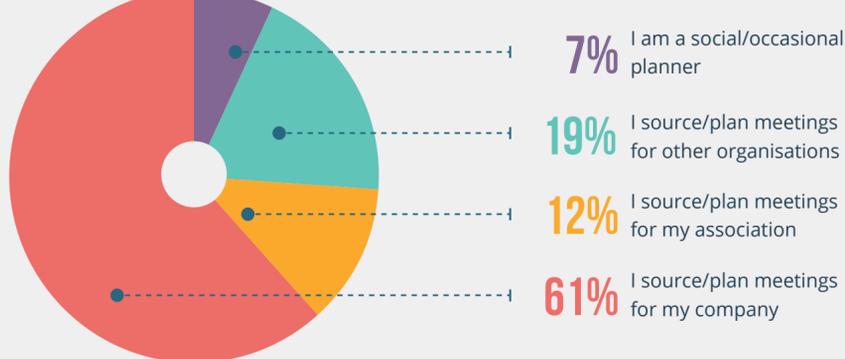


# THE 2018 PLANNER SOURCING INFOGRAPHIC

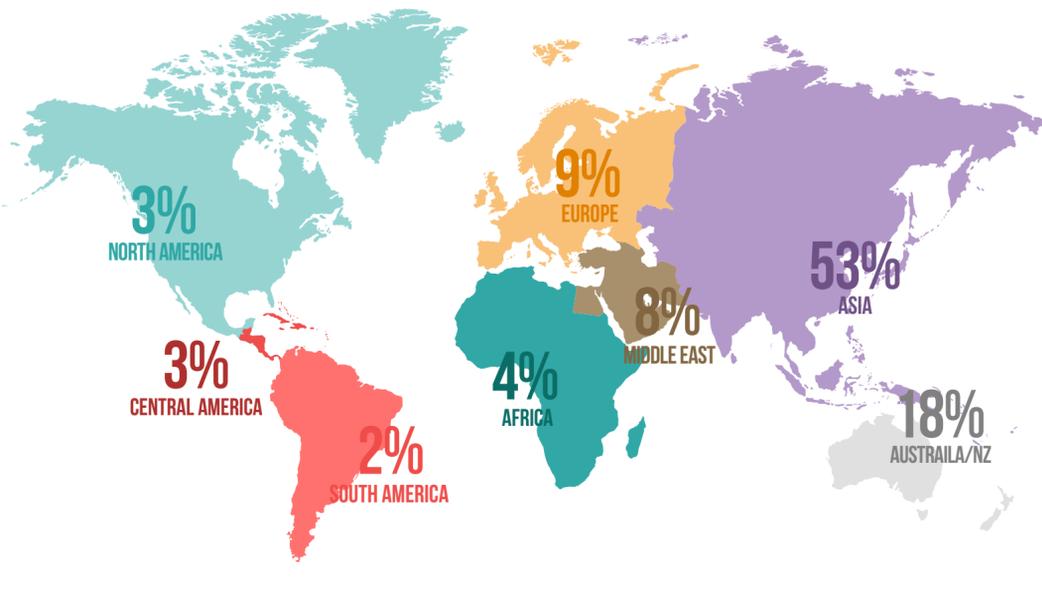
## UNDERSTAND PLANNERS' SOURCING BEHAVIOUR

In our 2018 APAC 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 153 planners across Asia Pacific 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

**81%** 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 (27%) INFLUENCING THE DESTINATION CHOICES OF PLANNERS

## SOURCING EXPERIENCE

**ONLY 15%** OF PLANNERS ARE EXTREMELY CERTAIN OF THEIR VENUE WHEN THEY BEGIN THE SOURCING PROCESS

**40%** 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?

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