Exploring the Generational Preferences of European Meeting Planners

Mature

Baby Boomer

Gen-X

Gen Y
Millennial

Learn more at www.aboutdci.com
Methodology

- In January 2014, Development Counsellors International (DCI) and the International Association of Conference Centers (IACC), in partnership with IMEX Group, developed a survey targeting European meeting planners. The survey was based on a January 2013 study targeting North American meeting planners.

- Survey explored the varying preferences of different generations of meeting planners and how these preferences shape how meeting and conference space is selected.

- More than 3,000 association and corporate meeting planners were invited via email to participate in an online survey between February and April 2014.

- Meeting planners were selected from the IMEX Group’s database of European meeting and conference planners.

- The Survey garnered 101 completed responses, which is approximately the same sample size (94) of the North American survey in 2013.

Interesting generational insights from @AboutDCI and @IACCconfcentres survey presented at #IMEX14!
Key Findings

- The vast majority of respondents prefer to receive marketing and sales materials digitally. However, among all age cohorts, “matures” prefer this method of communication the least. Very few respondents, regardless of age, prefer to receive information via phone calls.

- Accessibility/location, appropriate meeting space, cost/pricing/value for money are the primary reasons a facility is selected.

- “Matures” place a high emphasis on business-friendly guest rooms that are ONSITE, likely to minimize the distance needed to travel during the event/conference. This finding was reinforced when asked about planning meetings for matures. Accessibility/ease of getting around was the most important criteria for selecting a facility for the mature audience.

- Regardless of the meeting planner’s generation, when planning events that will have a majority of Millennials and Gen X participants, technology/ease of connectivity becomes increasingly important, as does offsite amenities and the “cool factor” of the venue and location.

- More than half of respondents do consider the age of the attendees when selecting a venue.
Respondent Profile

Baby Boomer
(47 to 65 years of age)
37%

Generation X
(33 to 46 years of age)
48%

Generation Y or Millennial
(18 to 32 years of age)
11%

Mature
(66+ years of age)
4%

Gen X and Baby Boomers dominate the responses in European Generational Study by @AboutDCI and @IACCconfcentres #IMEX14 #MeetingProfs #Eventprofs
Sales and Marketing Preferences

- Baby Boomer
- Generation X
- Generation Y or Millennial
- Mature

Digital correspondence is king for Baby Boomers, Gen X & Gen Y #eventprofs while mature #meetingprofs prefer tradeshow appointments @AboutDCI @IACCconfcentres #IMEX14
Top Criteria When Selecting a Conference Venue

Accessibility / Location

75%

Appropriate Meeting Space

52%

Cost / Pricing / Value for Money

47%

IT Technology

19%

Accessibility/location and appropriate meeting space are top criteria for European meetingprofs when evaluating meeting space @AboutDCI @IACCconfcentres #IMEX14
Top Criteria When Selecting a Conference Venue by Generation

Cost of meeting space is top criteria for Gen X #meetingprofs while Baby Boomers consider IT offerings for venue selection, reports @AboutDCI #IMEX14
Top Reasons For Not Selecting a Conference Venue

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility / Location</td>
<td>28%</td>
</tr>
<tr>
<td>Budget / Price</td>
<td>44%</td>
</tr>
<tr>
<td>Meeting Space Capacity / Flexibility</td>
<td>37%</td>
</tr>
<tr>
<td>Lack of Hotels Nearby</td>
<td>10%</td>
</tr>
</tbody>
</table>

Price, location, lack of hotels & meeting space flexibility are top reasons European eventprofs have not selected a meeting venue reports @IACCconfcentres #IMEX14
Top Reasons for Not Selecting a Conference Venue by Generation

Baby Boomer #eventprofs in Europe record price and lack of hotels as top 2 reasons for not selecting a conference venue @AboutDCI @IACCconfcntres #IMEX14

Millennial #eventprofs in Europe are likely not to select a conference venue if meeting space is not flexible for their needs. @AboutDCI #IMEX14
What is Most Important When Choosing a Conference Facility?

<table>
<thead>
<tr>
<th>Facility Feature</th>
<th>Importance Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue Costs for Meeting Space</td>
<td>4.4</td>
</tr>
<tr>
<td>Conference Technology / Connectivity via WiFi</td>
<td>4.4</td>
</tr>
<tr>
<td>Quality of Food &amp; Beverage Offerings</td>
<td>4.1</td>
</tr>
<tr>
<td>Conference Room Design</td>
<td>3.9</td>
</tr>
<tr>
<td>Business-friendly Guest Rooms Onsite</td>
<td>3.6</td>
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<tr>
<td>Proximity to Off-Site Activities</td>
<td>3.3</td>
</tr>
<tr>
<td>Onsite Staff Planner</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Costs and Technology are two of the top factors for European #meetingprofs when choosing a conference facility @AboutDCI @IACCconfcentres #IMEX14
Most Important Factors by Generation

<table>
<thead>
<tr>
<th>Factor</th>
<th>Generation Y</th>
<th>Generation X</th>
<th>Baby Boomer</th>
<th>Baby Boomer</th>
<th>Mature</th>
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European generational study by @AboutDCI @IACCconfcentres reveals Millennial #eventprofs rank cost, technology and F&B as most important factors in site selection #IMEX14
Do You Consider the Age of Conference Attendees When Selecting a Venue?

- Yes: 55%
- No: 45%

In contrast to North American #meetingprofs, majority of European #eventprofs consider the age of program attendees in the venue selection processes @AboutDCI #IMEX14
What Are the Most Important Considerations For Each of the Following Age Cohorts?

<table>
<thead>
<tr>
<th>MATURES</th>
<th>BABY BOOMERS</th>
<th>GENERATION X</th>
<th>GENERATION Y OR MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>66+ YEARS OF AGE</td>
<td>47 - 65 YEARS OF AGE</td>
<td>33 - 46 YEARS OF AGE</td>
<td>18 - 32 YEARS OF AGE</td>
<td>UNDER 18 YEARS OF AGE</td>
</tr>
<tr>
<td>Accessibility / Ease of getting around</td>
<td>Accessibility / Ease of getting around</td>
<td>Technology / Connectivity / WiFi</td>
<td>Technology / Connectivity / WiFi</td>
<td>Fun off-site activities</td>
</tr>
<tr>
<td>Classic / Traditional design</td>
<td>Amenities (on and off-site)</td>
<td>Off-site activities / Amenities</td>
<td>Offsite activities / Amenities</td>
<td>Technology / Connectivity / WiFi</td>
</tr>
<tr>
<td>Good Audio, IT</td>
<td>Cost</td>
<td>Location of venue</td>
<td>Cool design / Trendy</td>
<td></td>
</tr>
<tr>
<td>Location of venue</td>
<td></td>
<td></td>
<td></td>
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</tbody>
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European #meetingprofs consider offsite activity options as important factors for programs with Gen X and Gen Y attendees reports study from @AboutDCI #IMEX14
Open space, moveable furniture and informal set up are meeting room characteristics that European eventprofs say are most important.

@AboutDCI @IACCconfcentres #IMEX14
Most Important Elements of the Meeting Space by Generation

- Space has elements that are conducive to learning or training
- Availability of break out rooms with informal, moveable furniture
- Space fosters collaboration and innovation
- Space has informal furniture groupings to allow participants to socialize and converse with one another
- Space provides the ability to recognise sales or key performers

Mature & Millennial #eventprofs in Europe have very different opinions about the importance of meeting space that facilitates recognition of sales and key performers reports @AboutDCI @IACCconfcentres @ IMEX14
When planning programs outside of your home country, what language do you expect the venue’s staff planner to speak when conducting business?

- **English**: 85%
- **Host Country’s Language**: 7%
- **Native Language**: 3%
- **Other**: 5%

85% of European #meetingprofs expect to conduct business in English when sourcing venues outside of their home country per @AboutDCI @IACCconfcentres research. #IMEX14
A Word About DCI

Development Counsellors International (DCI) is the leader in marketing places. Since 1960, we have worked with more than 400 cities, regions, states and countries, helping attract both visitors and investors. We specialize exclusively in all phases of tourism and economic development marketing.

Headquartered in New York City with regional offices in Denver, Los Angeles and Toronto, DCI has worked with more tourism organizations than all other marketing agencies in North America.

Interested in learning more? We’d love to explore how we might assist your destination marketing organization/convention bureau with MICE marketing, sales and public relations.

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