

100%

DIRECT REQUEST*

- Our **55,002*** publication recipients are 100% direct request
- **80,000+** unique newsletter recipients
- **Hundreds** of live event attendees
- **Over 48,000**** visits per month

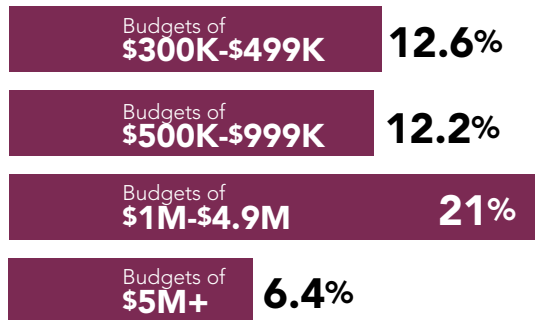
Type of Planners:

Corporate: **44,473***
 Association: **10,510***
 Independent: **6,359***

27.9%

Meetings Today users' budgets continue to rise!

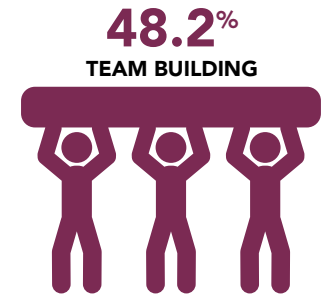
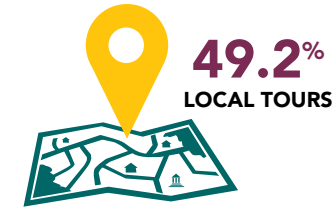
subscribers report increases in budgets



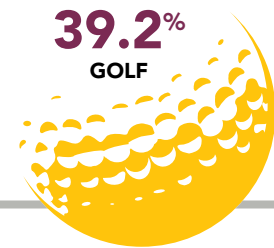
Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

Activities

Planners continue to add to their meetings with great activities.

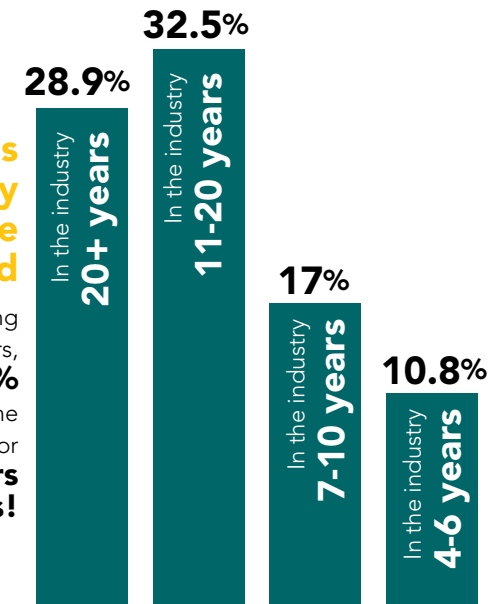


- CSR 28.3%
- SPORTING EVENTS 26.1%
- SPA 25.7%
- SPOUSAL PROGRAMS 23.1%
- SHOPPING 22.9%
- ATTRACTIONS/THEME PARKS 21.3%



Meetings Today users are experienced

We are always qualifying new planners, with **10.8%** of our users in the industry for **3 years or less!**



* BPA Worldwide Brand Report, June 2018

** Google Analytics – Jan-Aug 2018

Unless otherwise indicated, all data on this page is publisher's own data