

SMALL MARKET
MEETINGS

CONFERENCE

TRAVEL INDUSTRY REPORT

SMALL MARKET MEETINGS 2018 TRAVEL INDUSTRY REPORT



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SMALL MARKET MEETINGS 2017 TRAVEL INDUSTRY REPORT

SMALL MARKET MEETINGS CONFERENCE

We are pleased to present the SMMC Industry Report, and would like to thank the Meeting Planners who participated to make this report possible at our 2018 Ontario, California.

The questions and answers within this report will help you gauge your meetings program in relationship to others across the nation, as well as assist the travel industry in creating a product that is geared toward the needs of SMMC Meeting Planners.

This report marks one of the independent compilations of statistical data from our Small Market Meetings Conference's meeting planners and acts as a benchmark for the Travel Industry..

We invite you to attend the annual SMMC to build your business and learn of this exciting segment of the Meetings Industry.

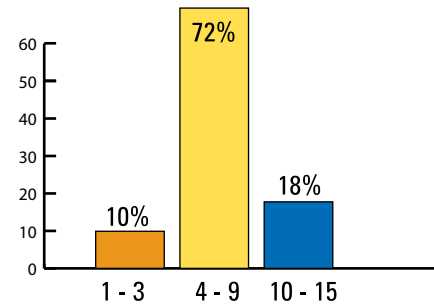
SMMC Conference is a membership driven organization serving Meeting Planners and the Travel Industry.

For more information, please contact our offices at 800-628-0993 or visit our website at www.smmconf.com.

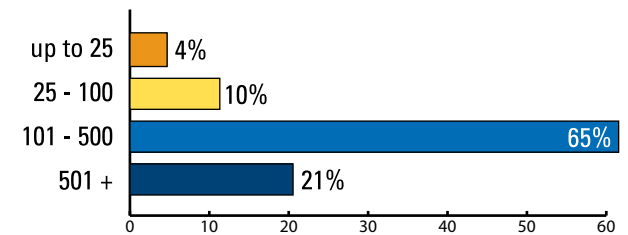

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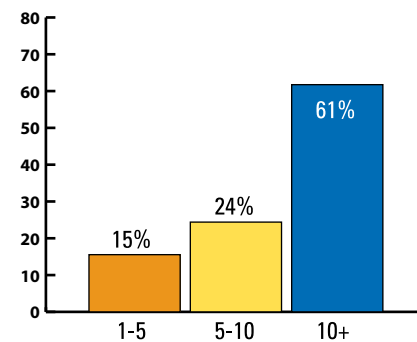
1. How many meetings do you manage per year?



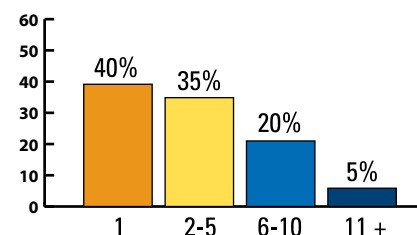
2. What is the average number of attendees per meeting/conference?



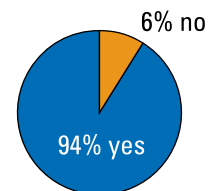
3. How many years have you been planning conferences/conventions?



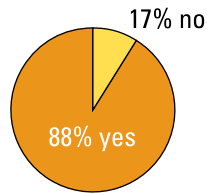
4. How many staff members are involved in your meeting planning functions?



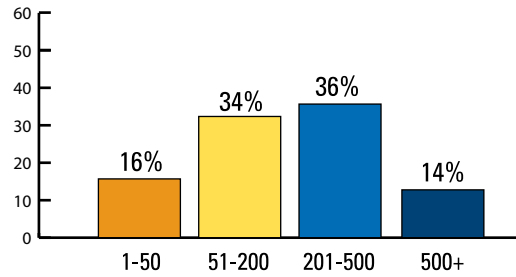
5. Does your organization offer education, workshops or seminars during your event?



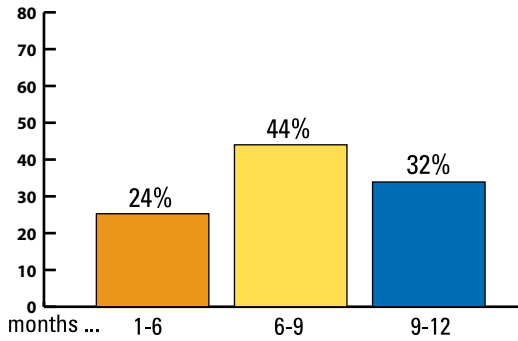
6. Did you book business at the 2018 SMMC Conference in Ontario, California?



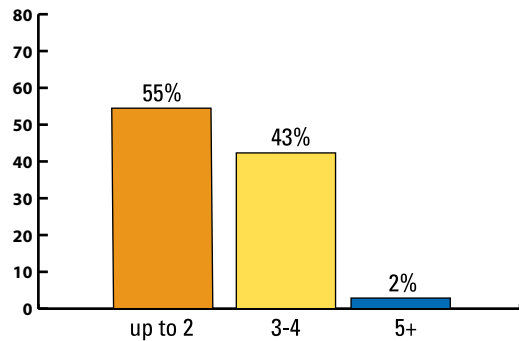
11. How many hotel nights do you book on peak for your conference?



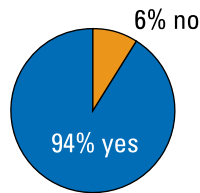
7. How far in advance do you plan your meetings/conferences?



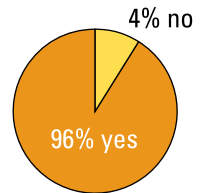
12. How many nights are your conferences/conventions?



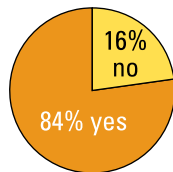
8. Have you planned a meeting based on a destination you met at SMMC Conference?



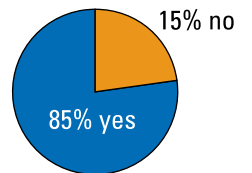
13. Have you used a destination because you met them at SMMC Conference?



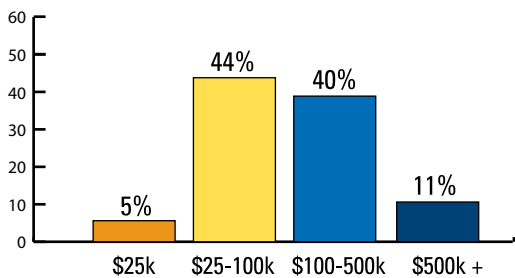
9. Have the number of meetings you planned increased in the past year?



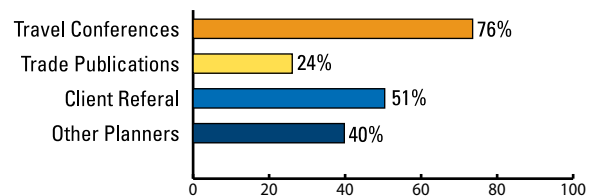
14. Have you used the services of a destination or CVB that you met with at the SMMC Conference?



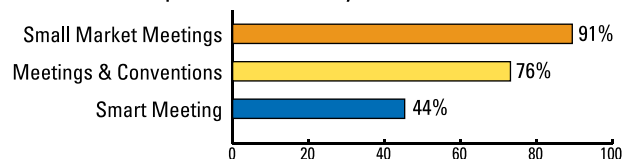
10. What is your meeting budget?



15. Where do you get ideas for new destinations?



16. Which trade publications do you read?





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