

Professional Profiles & Planning Responsibilities

Meetings East Subscribers are your customers**:

- > 61% approve hotel/venue selection while 77% recommend & influence hotel/venue selection.
- > 73% recommend/influence destination selection; 55% approve destination selection.
- > 76% of **Meetings East** subscribers have taken action based on reading an ad in the publication. The most common actions taken; 59% have visited the advertiser's website; 25% filed the ad for future reference; and 29% passed the ad along to others. 13% have told us they selected a site, and 8% have even booked a meeting.
- > 36% of our subscribers post annual meetings budgets ranging from \$500,000 to \$4.9 million.
- > 33% hold meeting planner titles.
- > While our subscribers' meetings run from a single day to more than 5 days, the majority of meetings run 2-3 days. Current figures show that 78% of subscribers have shortened their meeting length in 2009.
- > 74% of **Meetings East** subscribers spend at least 15 minutes, and up to one hour, reading the publication each month.
- > 49% of subscribers share their copy with at least one other person.
- > 32% have been involved in the industry more than 11 years; 23% more than 7 years; while 20% have been involved in the industry for more than 20 years.

Types of Activities used during meetings**

TYPES OF ACTIVITIES**			
Local Tours	62%	Spousal Programs	29%
Golf	60%	Attractions/Theme Parks	26%
Team Building	54%	Casinos/Gambling	23%
Spa Activities	44%	Cooking Programs	17%
Shopping	36%	Festivals	10%
Sporting Events	31%	Skiing/Winter Sports	9%

** Stamats Research, August 2009.

Responses total more than 100% as respondents were allowed multiple answers