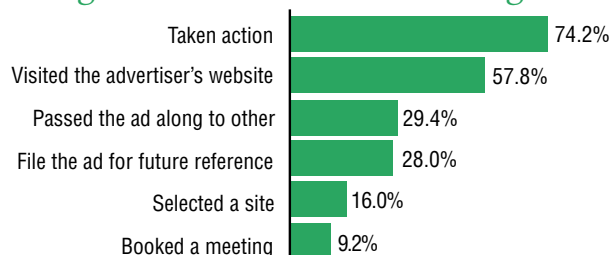


## Professional Profiles & Planning Responsibilities

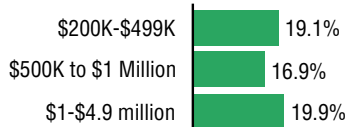
**Meetings Focus MidAmerica** Subscribers are your customers<sup>\*\*</sup>:

- > 68.5% select/approve hotel/venues;
- > 73.1% recommend/influence hotel/venues;
- > 61.5% select/approve destinations;
- > 80.1% recommend destinations.
- > 31.3% hold **Meeting/Convention** planner titles\*, one of the highest percentages in our competitive set.

**Taking action based on advertising<sup>\*\*</sup>**



### Meetings Budgets<sup>\*\*</sup>

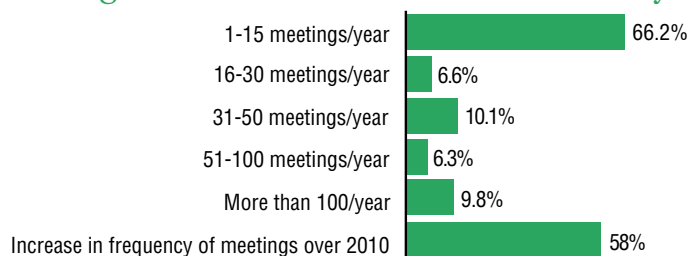


- > **Meeting length<sup>\*\*</sup>**: Typical meetings run from 1-5 days, most meetings are 2-3 days. 72.1% of respondents shortened their meeting length this year, almost the same number who shortened their meeting length in 2010.

Subscribers use **Meetings Focus MidAmerica**—and share it<sup>\*\*</sup>:

- > 74.4% spend from 15 minutes to an hour reading a typical issue.
  - > 41.8% pass their issue along to at least one other person;
  - > 8.1% of them pass to 3 to 4 team members.
- > 21.7% have been involved in the industry 7-10 years;
- > 31.8% for more than 11 years;
- > 23.4% for more than 20 years.

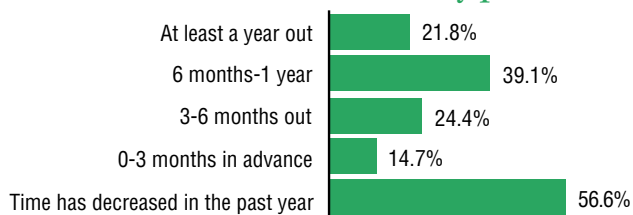
**Meetings Focus MidAmerica** Planners are busy<sup>\*\*</sup>



### Types of Activities used during meetings<sup>\*\*</sup>

TYPES OF ACTIVITIES <sup>**</sup>			
Golf	59.1%	Shopping	30.4%
Team Building	56.1%	Attractions/Theme Parks	26.5%
Local Tours	55.7%	Casinos/Gambling	22.2%
Spa Activities	37.8%	Cooking Programs	20.9%
Spousal Programs	37%	Festivals	13%
Corporate Social Responsibility	35.7%	Skiing/Winter Sports	10%
Sporting Events	35.2%		

### How far in advance they plan<sup>\*\*</sup>



\* BPA Worldwide, June 2011; Total Qualified=20,182

\*\* Publisher's Own Data, August 2011

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