

Professional Profiles & Planning Responsibilities

Meetings MidAmerica Subscribers are your customers:

- > 63% approve hotel/venue selection while 80% recommend & influence hotel/venue selection.
- > 73% recommend/influence destination selection while 54% select/approve destinations.
- > 70% of **Meetings MidAmerica** subscribers have taken action based on reading an ad in the publication. The most common action: 54% have visited the advertiser's website; 24% 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.
- > 35% of our subscribers post annual meetings budgets ranging from \$500,000 to \$4.9 million.
- > 33.9% hold meeting planner titles.
- > While meetings run from a day to more than 5 days, most meetings run 2-3 days. 2009 figures are showing that 75% of subscribers have shortened their meeting length in 2009.
- > Close to 74% spend at least 15 minutes, and up to one hour reading the publications.
- > 43.8% of subscribers share their copy with at least one other person, some as many as 4 other people.
- > 28% have been involved in the industry more than 11 years; 23% more than 7 years; while 21% have been involved in the industry for more than 20 years.

Types of Activities used during meetings**

TYPES OF ACTIVITIES**			
Golf	62%	Spousal Programs	33%
Local Tours	59%	Attractions/Theme Parks	27%
Team Building	58%	Casinos/Gambling	26%
Spa Activities	44%	Cooking Programs	18%
Shopping	40%	Skiing/Winter Sports	11%
Sporting Events	34%	Festivals	8%

** Stamats Research, August 2009.

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