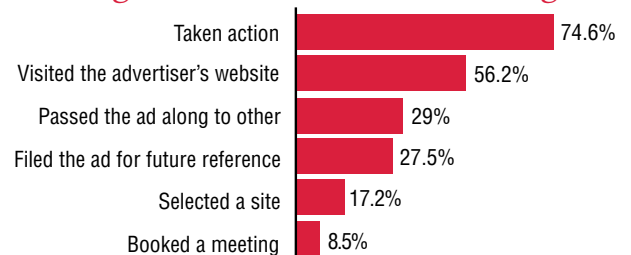


Professional Profiles & Planning Responsibilities

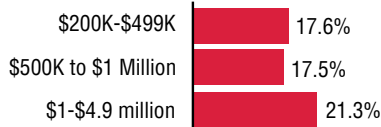
Meetings Focus South subscribers are your customers**:

- > 67% select/approve hotel/venues;
- > 72.1% recommend/influence hotel/venues;
- > 63.1% select/approve destinations;
- > 77.8% recommend destinations.
- > 33.0% hold **Meeting/Convention** planner titles*, one of the highest percentages in our competitive set.

Taking action based on advertising**



Meetings Budgets**

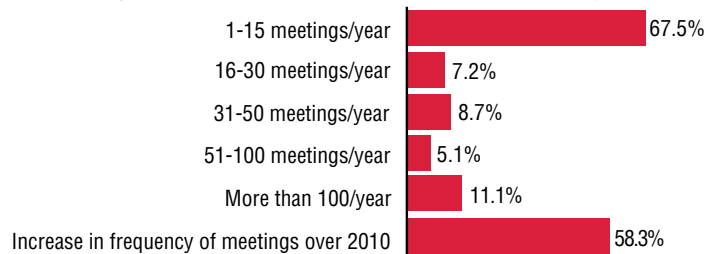


- > **Meeting length**:** Typical meetings run from 1-5 days, most meetings are 2-3 days. Just over 70% of respondents shortened their meeting length this year, just slightly less than the 72% who shortened meeting length in 2010.

Subscribers use **Meetings Focus South**—and share it**:

- > 76.5% spend from 15 minutes to an hour reading a typical issue.
- > 46.7% pass their issue along to at least one other person;
- > 9% of them pass to 3 to 4 team members.
- > 14.6% have been involved in the industry 7-10 years;
- > 33.4% for more than 11 years;
- > 25.9% for more than 20 years.

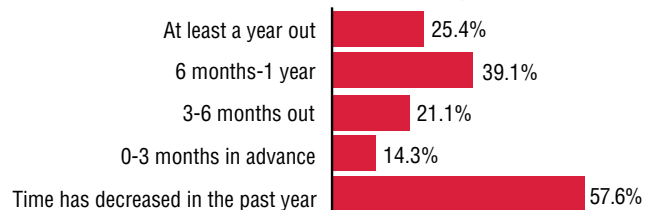
Meetings Focus South Planners are busy**



Types of Activities used during meetings**

TYPES OF ACTIVITIES**			
Team Building	53%	Sporting Events	27%
Golf	52%	Attractions/Theme Parks	21%
Local Tours	50%	Casinos/Gambling	17%
Spa Activities	31%	Cooking Programs	15%
Spousal Programs	31%	Skiing/Winter Sports	8%
Shopping	30%	Festivals	6%

How far in advance they plan**



* BPA Worldwide, June 2011; Total Qualified=25,283

** Publisher's Own Data, August 2011

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