

## Professional Profiles & Planning Responsibilities

**Meetings South** Subscribers are your customers\*\*:

- > 55% select/approve hotel/venue selection while 77% recommend & influence hotel/venue selection.
- > 71% recommend/influence destination selection; 55% select destinations.
- > 75% of **Meetings South** subscribers have taken action based on reading an ad in the publication. The most common action: 58% have visited the advertiser's website; 26% filed the ad for future reference; and 30% passed the ad along to others. 14% have told us they selected a site; and 7% have even booked a meeting.
- > 34.5% hold meeting planner titles.
- > While meetings run from a day to more than 5 days, most meetings (55%) run 2-3 days. 2009 figures are showing that almost 80% of subscribers have shortened their meeting length in 2009.
- > More than 75% 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.
- > 31% have been involved in the industry more than 11 years; 23% have from 7-10 years experience in the marketplace; while 20% have been involved in the industry for more than 20 years. 12% are "new," in the market 1-3 years.

### Types of Activities used during meetings\*\*

TYPES OF ACTIVITIES**			
Golf	63%	Sporting Events	30%
Local Tours	61%	Attractions/Theme Parks	27%
Team Building	55%	Casinos/Gambling	24%
Spa Activities	46%	Cooking Programs	16%
Shopping	38%	Skiing/Winter Sports	9%
Spousal Programs	31%	Festivals	8%

\*\* Stamats Research, August 2009.

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