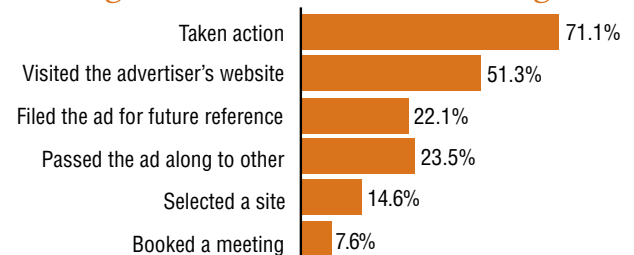


## Professional Profiles & Planning Responsibilities

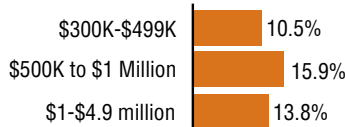
**Meetings Focus West** subscribers are your customers\*\*:

- > 62.3% select/approve hotel/venues;
- > 72.6% recommend/influence hotel/venues;
- > 54.3% select/approve destinations;
- > 67.7% recommend destinations.
- > 28.1% hold **Meeting/Convention** planner titles\*, one of the highest percentages in our competitive set.

**Taking action based on advertising\*\***



**Meetings Budgets\*\***

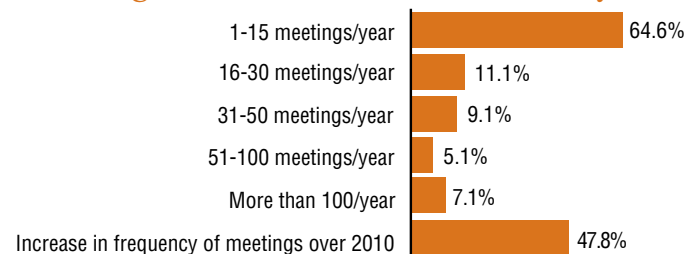


- > **Meeting length\*\*:** Typical meetings run from 1-5 days, most meetings are 2-3 days. Almost 70% of respondents shortened their meeting length this year, 10% less than the 80% who shortened meeting length in 2010.

Subscribers use **Meetings Focus West**—and share it\*\*:

- > 74.5% spend from 15 minutes to an hour reading a typical issue.
  - > 43.4% pass their issue along to at least one other person;
  - > 6.7% of them pass to 3 to 4 team members.
- > 18.6% have been involved in the industry 7-10 years;
- > 28% for more than 11 years;
- > 26.6% for more than 20 years.

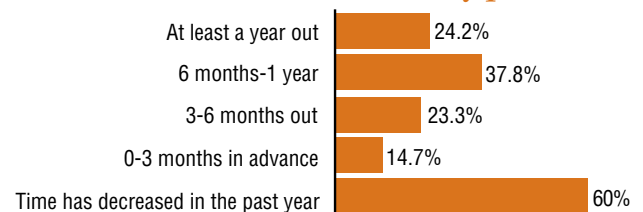
**Meetings Focus West** planners are busy\*\*



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

TYPES OF ACTIVITIES**			
Local Tours	55%	Sporting Events	25%
Team Building	51%	Attractions/Theme Parks	21%
Golf	50%	Casinos/Gambling	16%
Spa Activities	31%	Cooking Programs	14%
Shopping	30%	Skiing/Winter Sports	8%
Spousal Programs	30%	Festivals	7%

**How far in advance they plan\*\***



\* BPA Worldwide, June 2011; Total Qualified=35,079

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

Responses total more than 100% as respondents were allowed multiple answers  
Effective with the January 2011 issue, *Meetings West* is changing its name to *Meetings Focus West*