

Professional Profiles & Planning Responsibilities

Meetings West Subscribers are your customers**:

- > 73% of **Meetings West** subscribers have taken action based on reading an ad in the publication. The most common actions: 58% have visited the advertiser's website; 25% filed the ad for future reference; and 25% passed the ad along to others. 11% have told us they selected a site, and 5% have even booked a meeting.
- > 62% approve hotel/venue selection; while 76% recommend & influence hotel/venue selection; 71% recommend/influence destination selection.
- > Almost 31% of our subscribers post annual meetings budgets ranging from \$500,000 to \$4.9 million.
- > 25% hold Meeting/Convention Planner titles.
- > While meetings run from a day to more than 5 days, most meetings run 2-3 days. 2009 figures are showing that almost 80% of subscribers have shortened their meeting length in 2009.
- > More than 73% spend at least 15 minutes, and up to one hour, reading **Meetings West**.
- > 45% of subscribers share their copy with at least one other person.
- > 39% have been involved in the industry more than 11 years; 23% more than 7 years; while 17% have been involved in the industry for more than 20 years.

Types of Activities used during meetings**

TYPES OF ACTIVITIES**			
Golf	62%	Sporting Events	39%
Spa Activities	45%	Casinos/Gambling	26%
Attractions/Theme Parks	45%	Cooking Programs	14%
Team Building	41%	Festivals	10%
Spousal Programs	39%	Skiing/Winter Sports	7%

** Stamats Research, August 2009.

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