

SURVEY: Recovery And Destination Perceptions



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The latest MPI survey explores the near-future business landscape and destination perceptions of meeting planners and suppliers regarding coronavirus.



Approximately what percentage of the workforce at your organization has been furloughed or laid off as a result of the coronavirus?

Planners

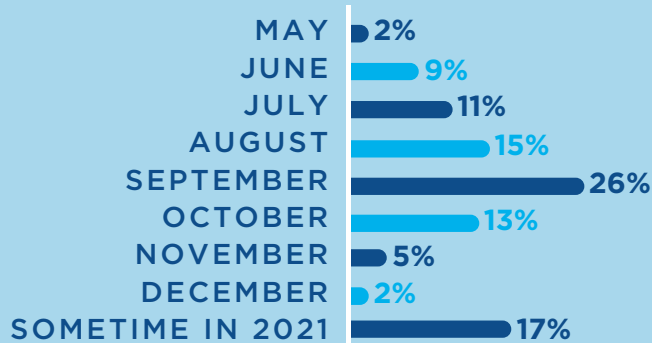
23% **19%**
FURLOUGHED LAID OFF

Suppliers

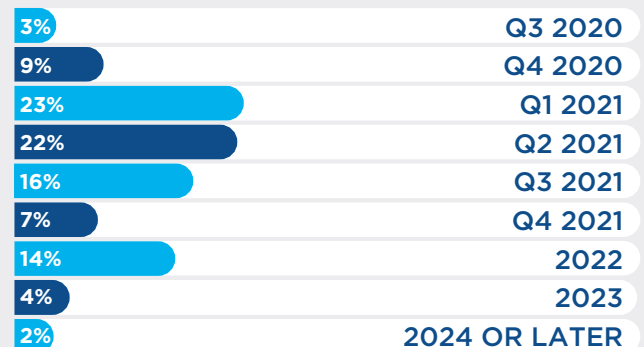
42% **33%**
FURLOUGHED LAID OFF



When do you anticipate meeting/event business will begin to pick up?



When do you feel full recovery will take place?



How have buying windows changed as a result of the pandemic?

	PLANNERS	SUPPLIERS
MUCH LONGER	30%	32%
SLIGHTLY LONGER	21%	22%
UNCHANGED	21%	15%
SLIGHTLY SHORTER	16%	15%
MUCH SHORTER	13%	16%



How has your perception of the following types of destinations or venues changed as a result of this pandemic experience?

	EXTREMELY POSITIVE	SOMEWHAT POSITIVE	NEITHER POSITIVE NOR NEGATIVE	SOMEWHAT NEGATIVE	EXTREMELY NEGATIVE
ONLINE/VIRTUAL	33%	37%	21%	7%	1%
SHORTER DISTANCE FROM HOME	26%	39%	32%	3%	<1%
SMALLER DESTINATIONS	17%	37%	39%	5%	2%
CANADA	15%	24%	54%	6%	1%
MORE-SECLUDED DESTINATIONS	14%	27%	46%	9%	4%
U.S.	14%	23%	45%	13%	6%
MOUNTAIN	11%	36%	47%	5%	1%
BEACH	10%	31%	47%	10%	2%
GOLF	10%	25%	57%	5%	2%
CONVENTION/CONFERENCE CENTERS	6%	16%	49%	24%	5%
LARGER DESTINATIONS	6%	11%	45%	31%	6%
DOWNTOWN	5%	15%	63%	14%	3%
ALL-INCLUSIVE RESORTS	5%	15%	56%	19%	5%
MEXICO	4%	14%	57%	20%	5%
EUROPE	4%	8%	43%	32%	13%
INTERNATIONAL	4%	7%	31%	42%	16%
LONGER DISTANCE FROM HOME	3%	6%	43%	38%	10%
AFRICA	3%	6%	56%	23%	12%
ASIA-PACIFIC	3%	6%	34%	33%	24%
MIDDLE EAST	3%	5%	53%	23%	16%
CASINO RESORTS	3%	4%	46%	34%	12%
AIRPORT HOTELS	2%	9%	55%	24%	10%
CRUISE SHIPS	1%	1%	12%	24%	61%

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Survey conducted April 13-27, 2020 • 457 respondents • 54% planners / 42% suppliers

