



Brian D. Stevens
Chair
MPI IBOD

April 20th, 2017

Brian D. Stevens

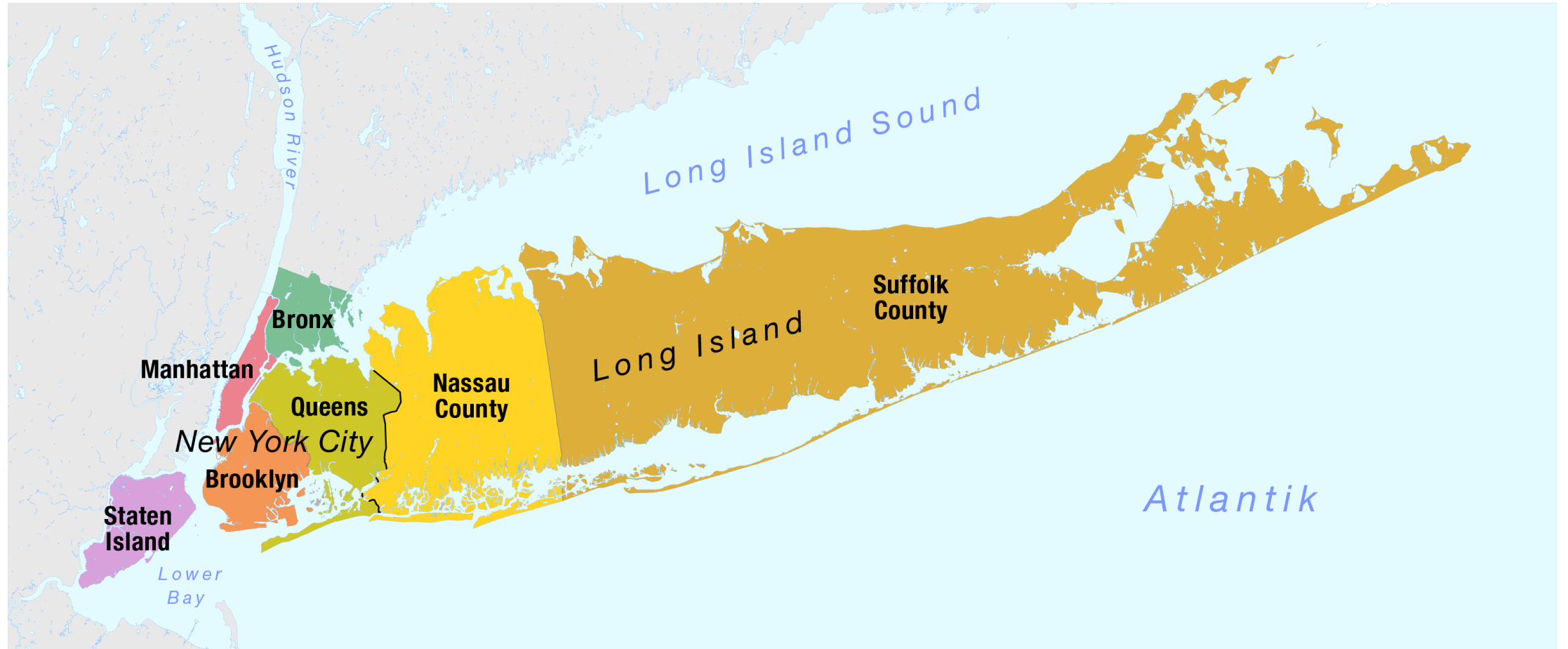
Brian

BDS















**CHARLES W. WOODWARD HI
SCHOOL**

1972-1973

Rockville, Maryland

Identification Card

Name

Brian Stevens

Address

11404 Farm Road Dr

Phone

881-6281

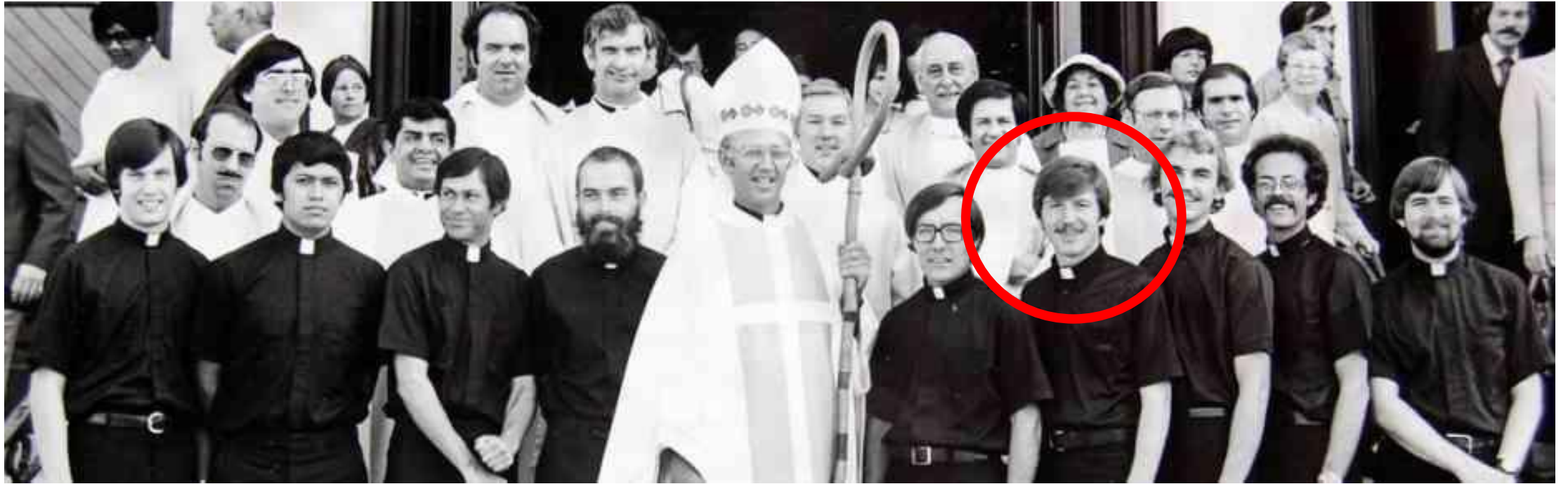
Grade

12

MONTGOMERY COUNTY PUBLIC SCHOOLS

Stevens, B 11-29



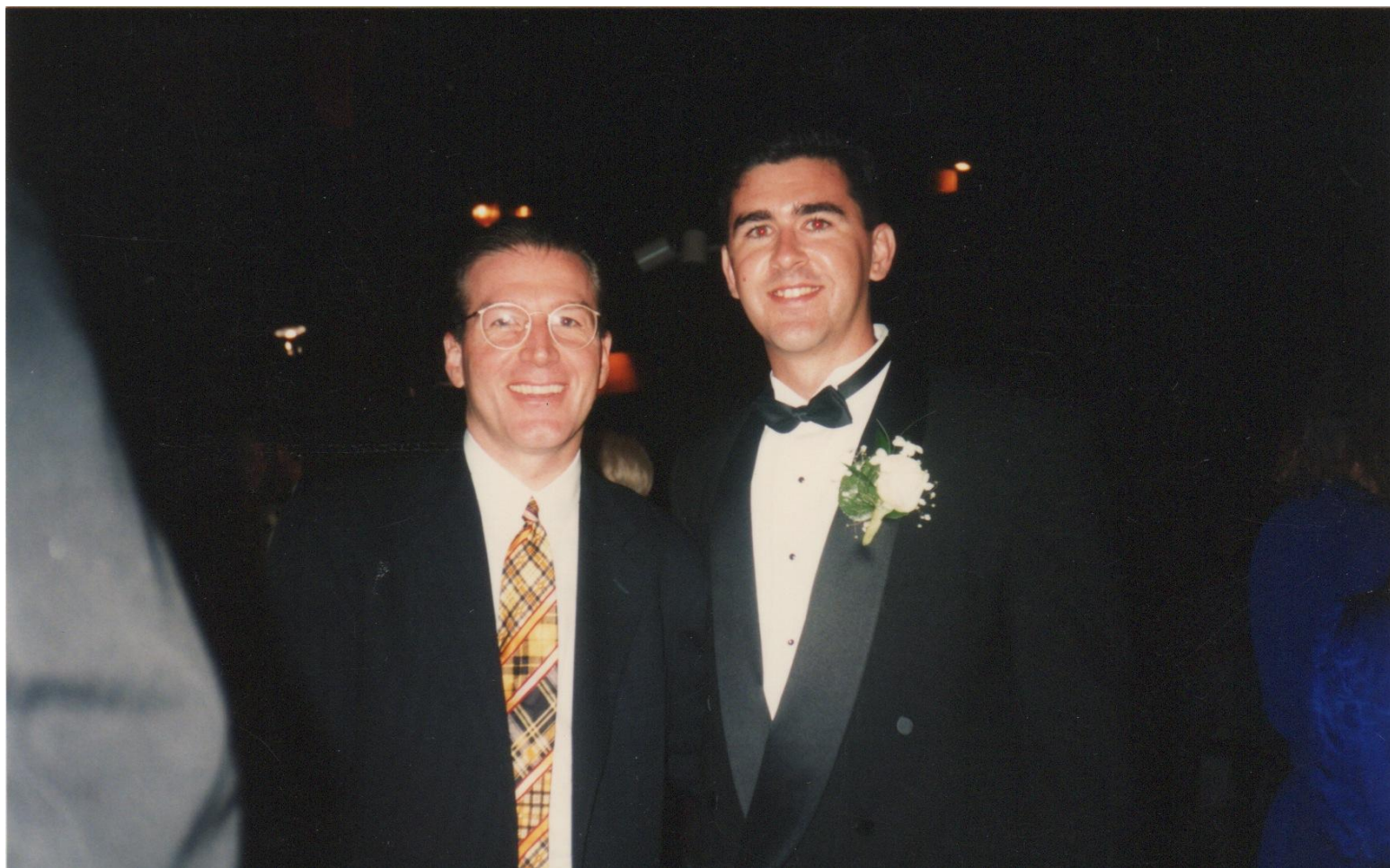








HILTON
WORLDWIDE





In 2016:

350 Associates

11,000 bookings

3.8 million room nights

\$785 million

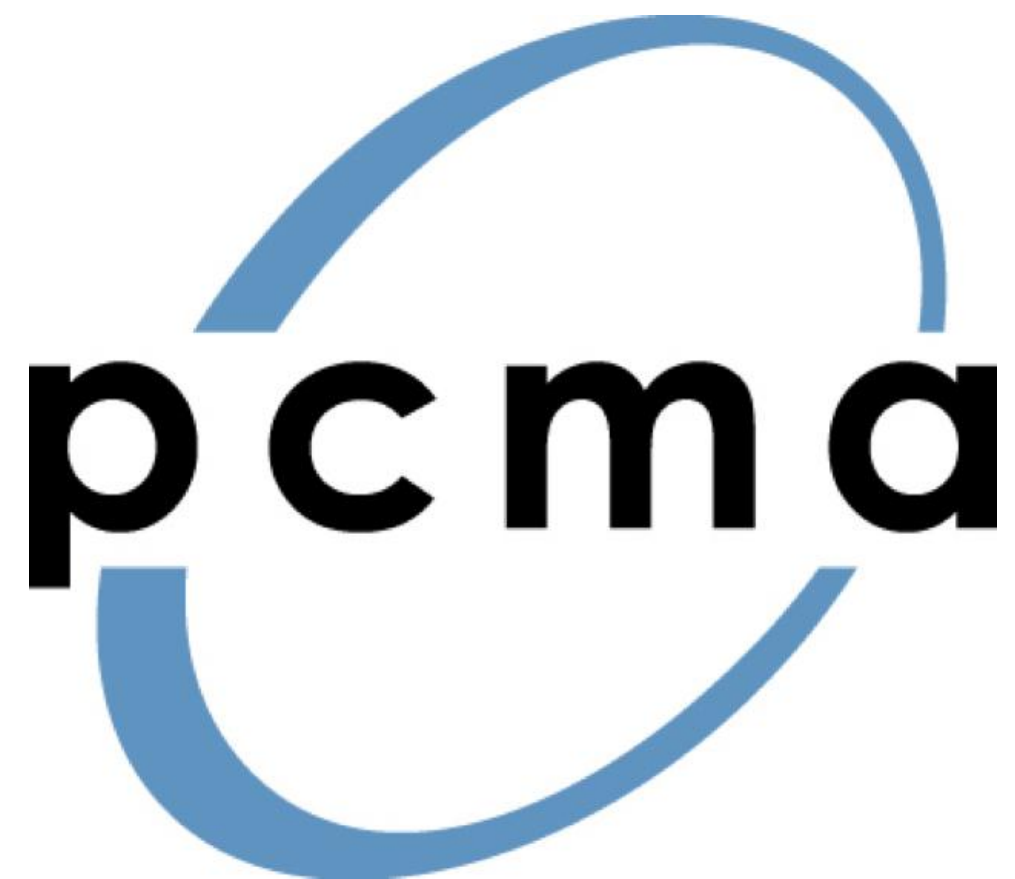


VettedSolutions



The Center for Association Leadership













1985

1997-2001

2014-present



OMPI





**MEETINGS
MEAN
BUSINESS**



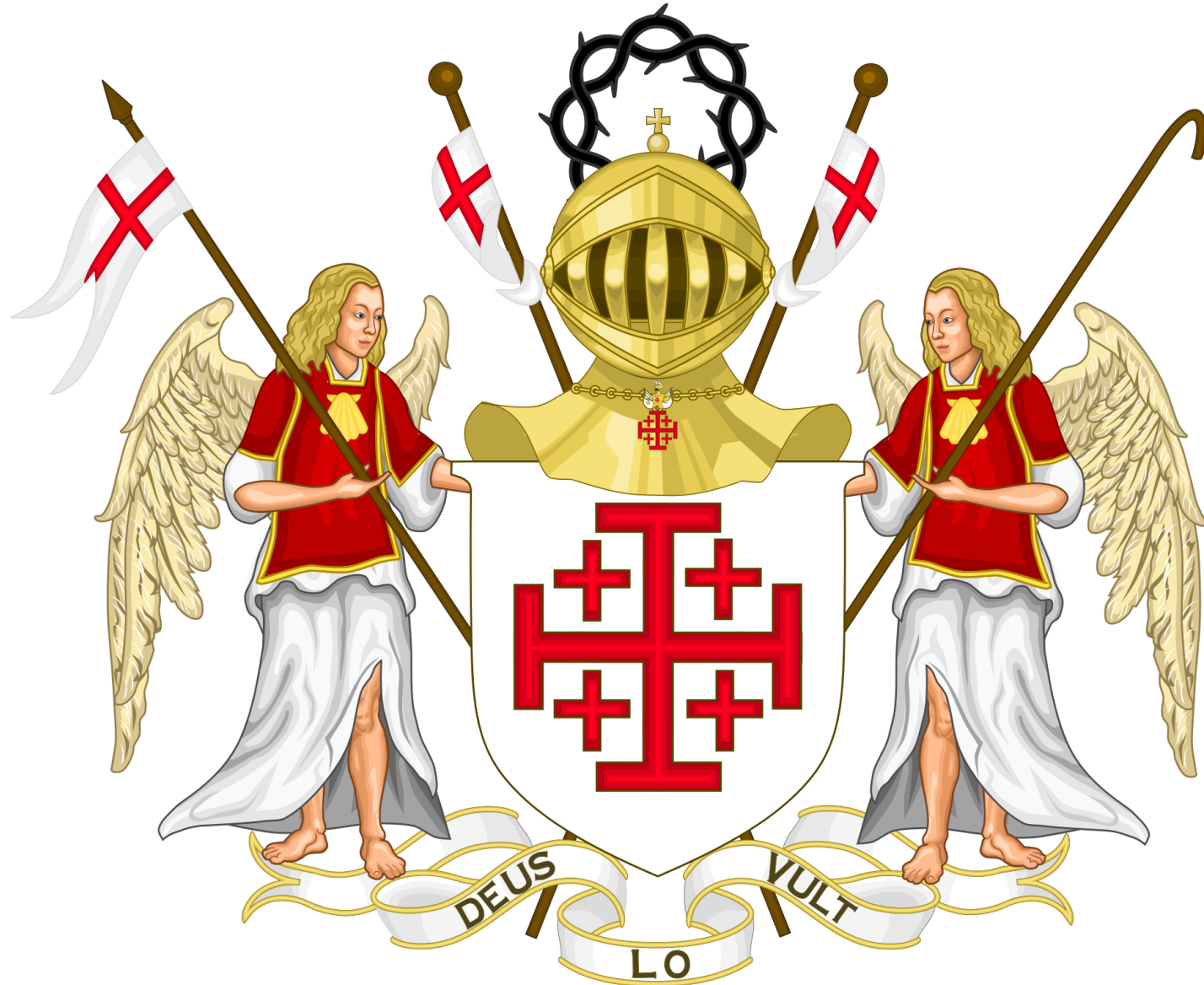






The logo for Saint Mary's College of California is a red square containing white text. The text is arranged in four lines, separated by horizontal white lines. The first three lines are in a large, all-caps serif font, and the fourth line is in a smaller, all-caps serif font with a lowercase 'of' preceding it.

SAINT
MARY'S
COLLEGE
of CALIFORNIA







TODAY'S DISCUSSION

INDUSTRY UPDATE AND FORECAST

LATEST PREDICTIONS FROM MPI MEMBERS

NEW AND UPCOMING @ MPI

OPEN **DISCUSSION**

Why are we here?

- **My prediction:** an overdue economic decline in the next 18 months.
- **Why this matters:** History can help you anticipate the future and plan accordingly.

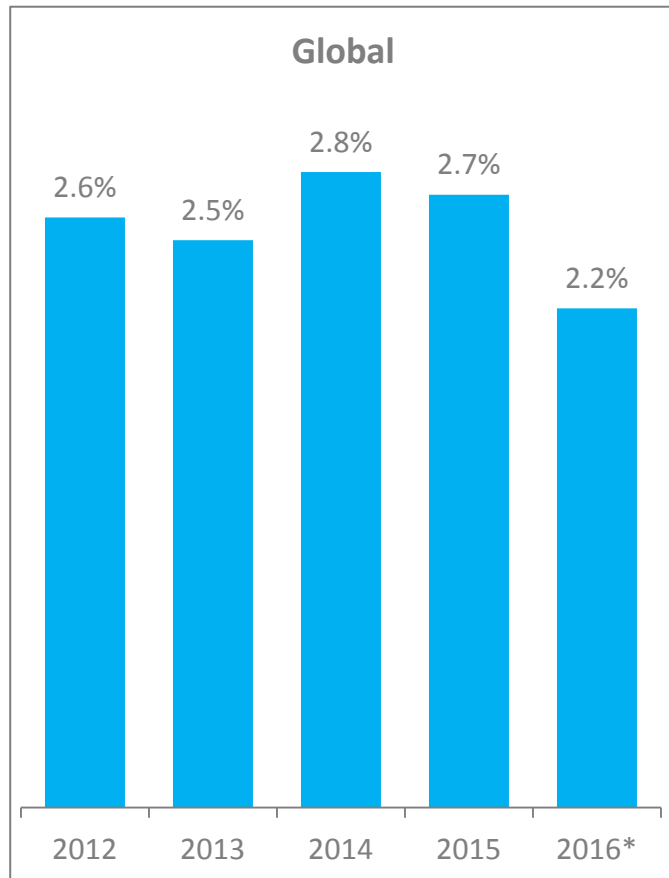
Research Sources

- 1) Smith Travel Research
- 2) ConferenceDirect Data
- 3) Meetings Mean Business
- 4) MPI Meetings Outlook

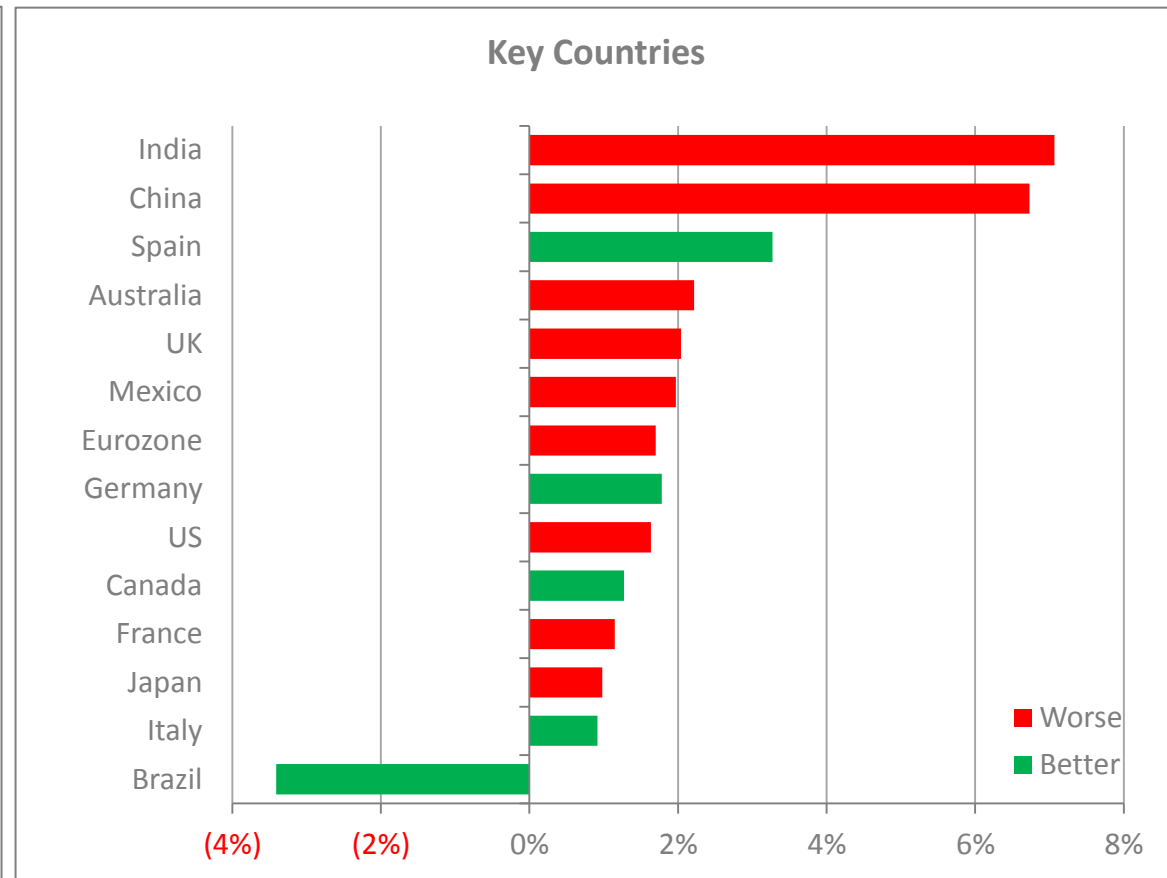


The global economy had a weak 2016.

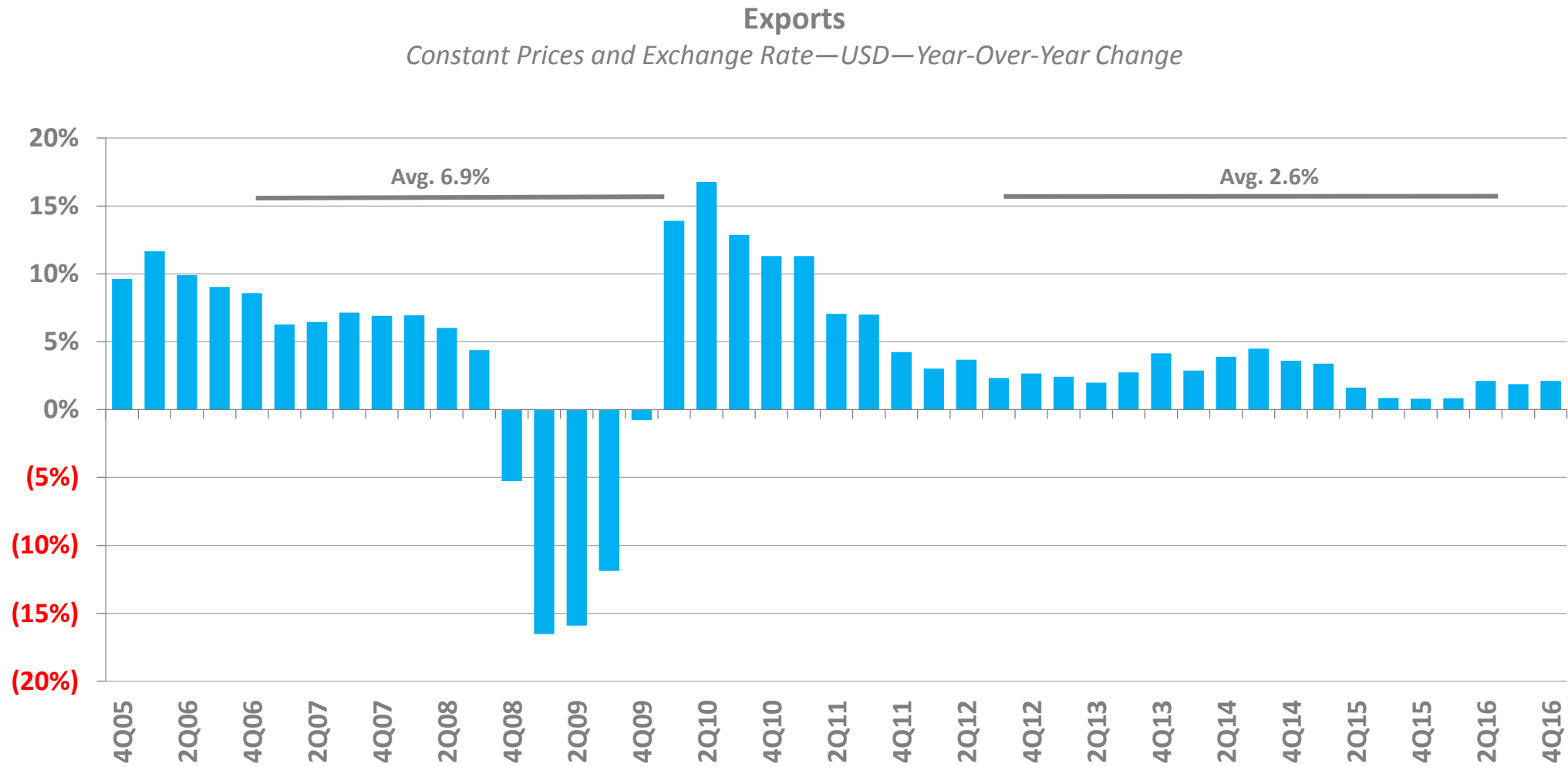
Year-Over-Year Change



Real GDP Change



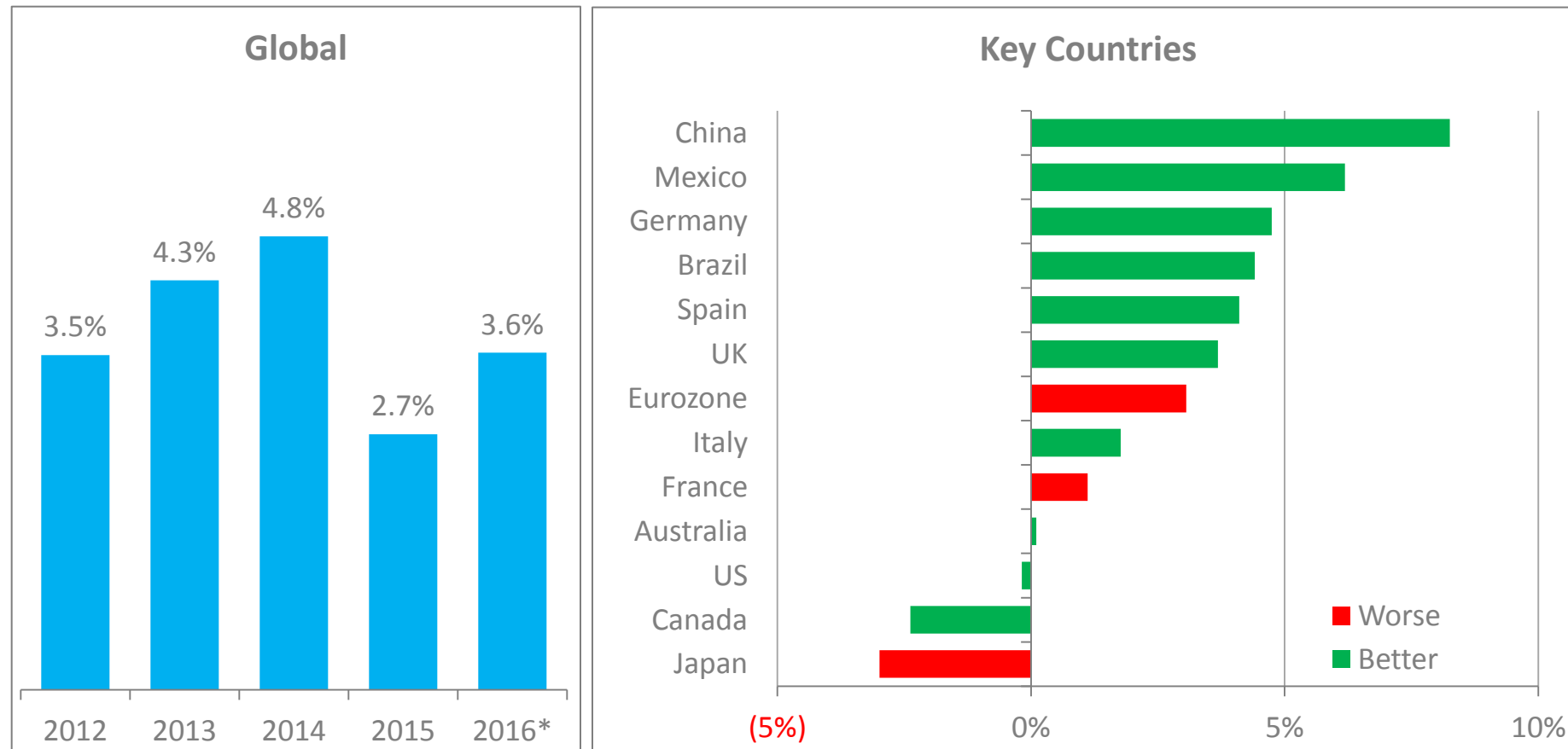
World trade remains weak.



Corporate profits remained positive.

Corporate Profits

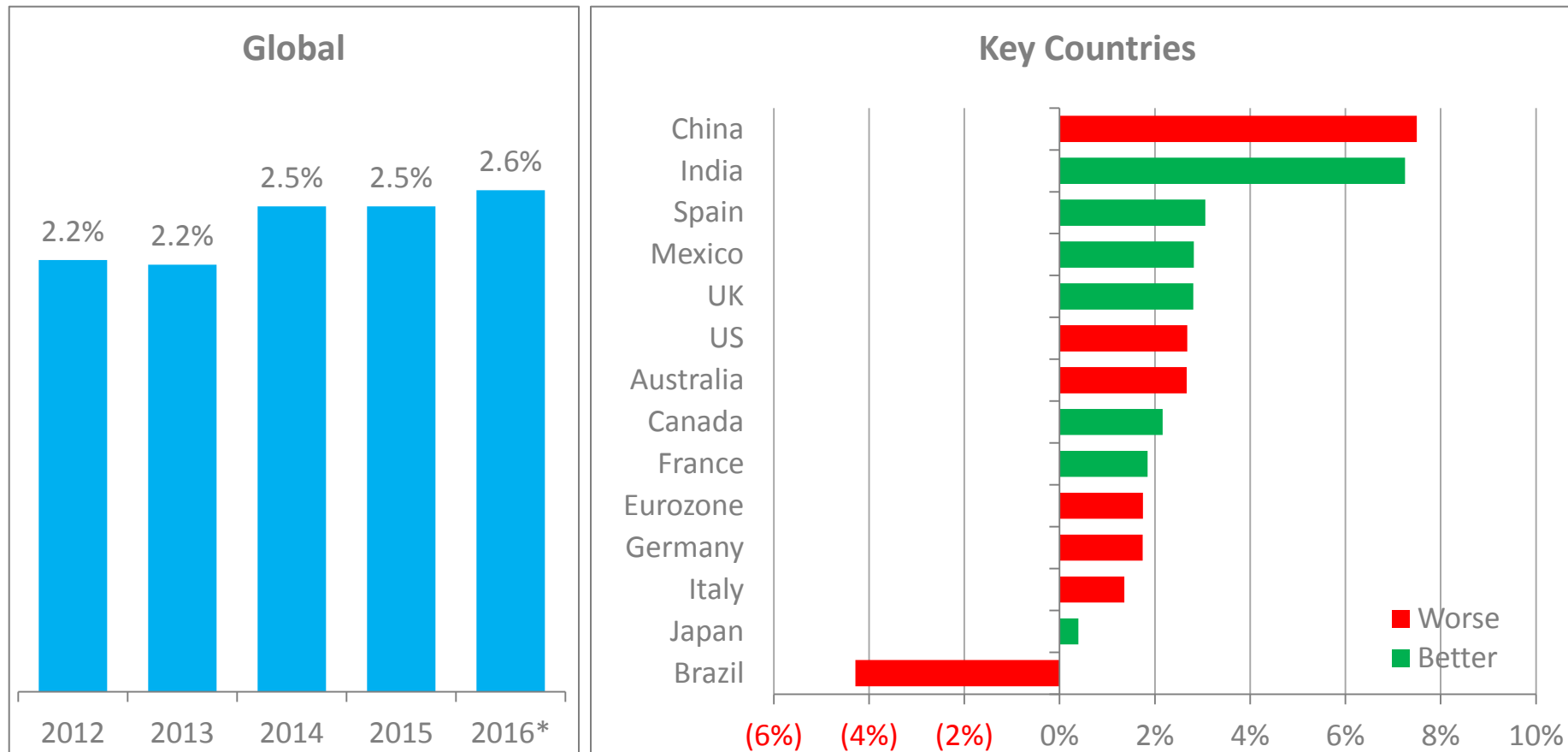
Year-Over-Year Change—Global Based on 43 Country Aggregate—Constant USD



Consumers are also spending more.

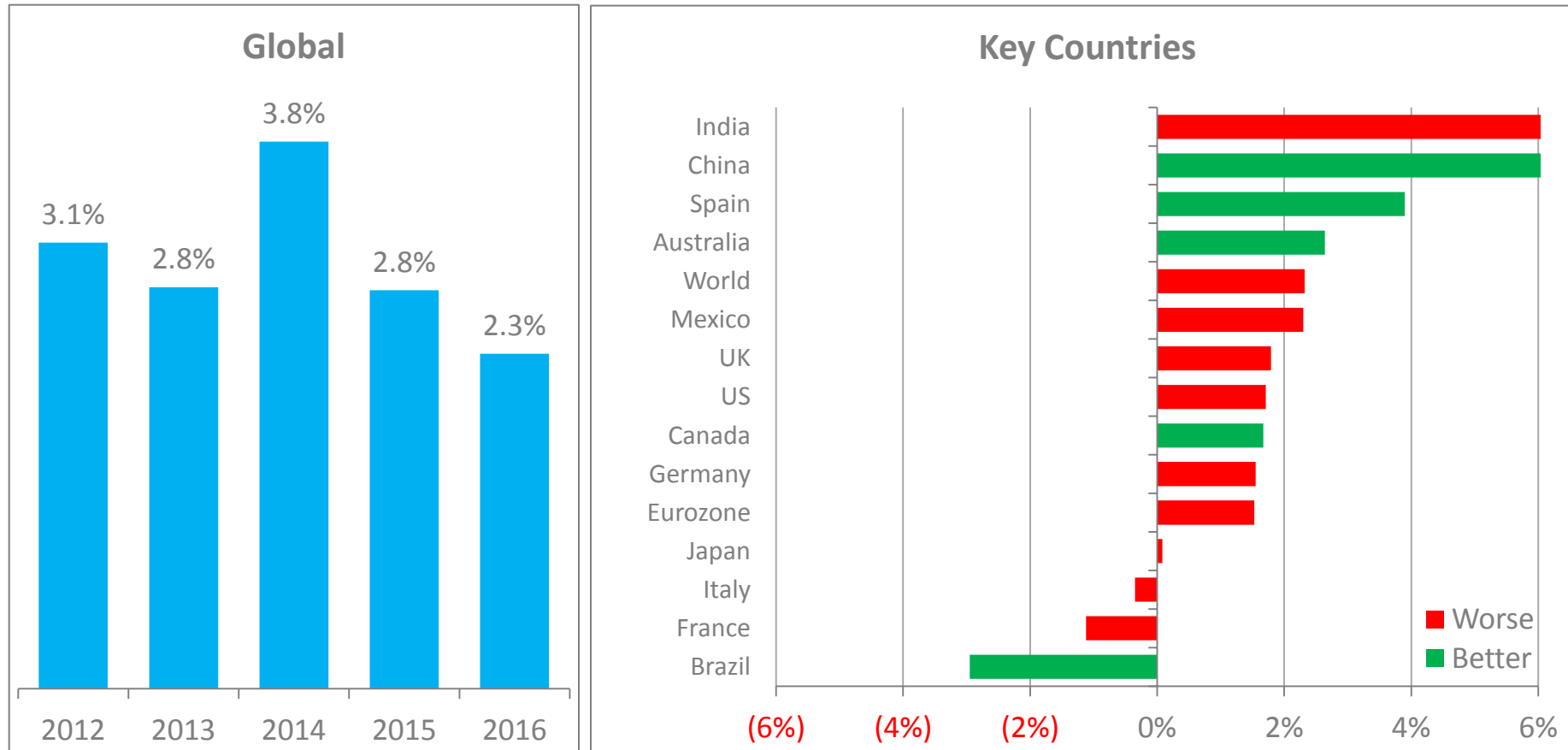
Consumer Spending

Year-Over-Year Change—Constant Prices & Exchange Rate

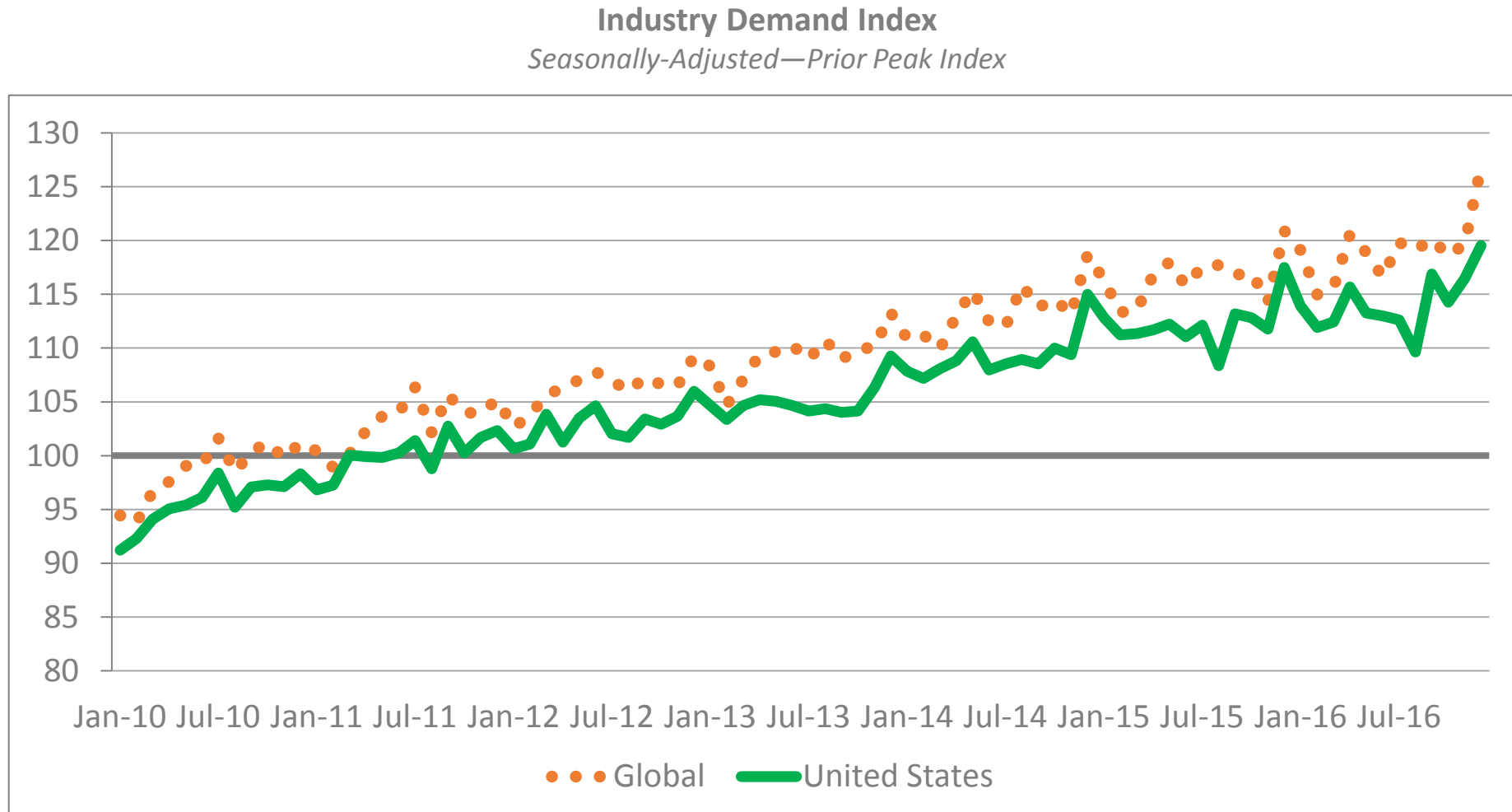


Lodging demand grew, but at the slowest pace in 7 years.

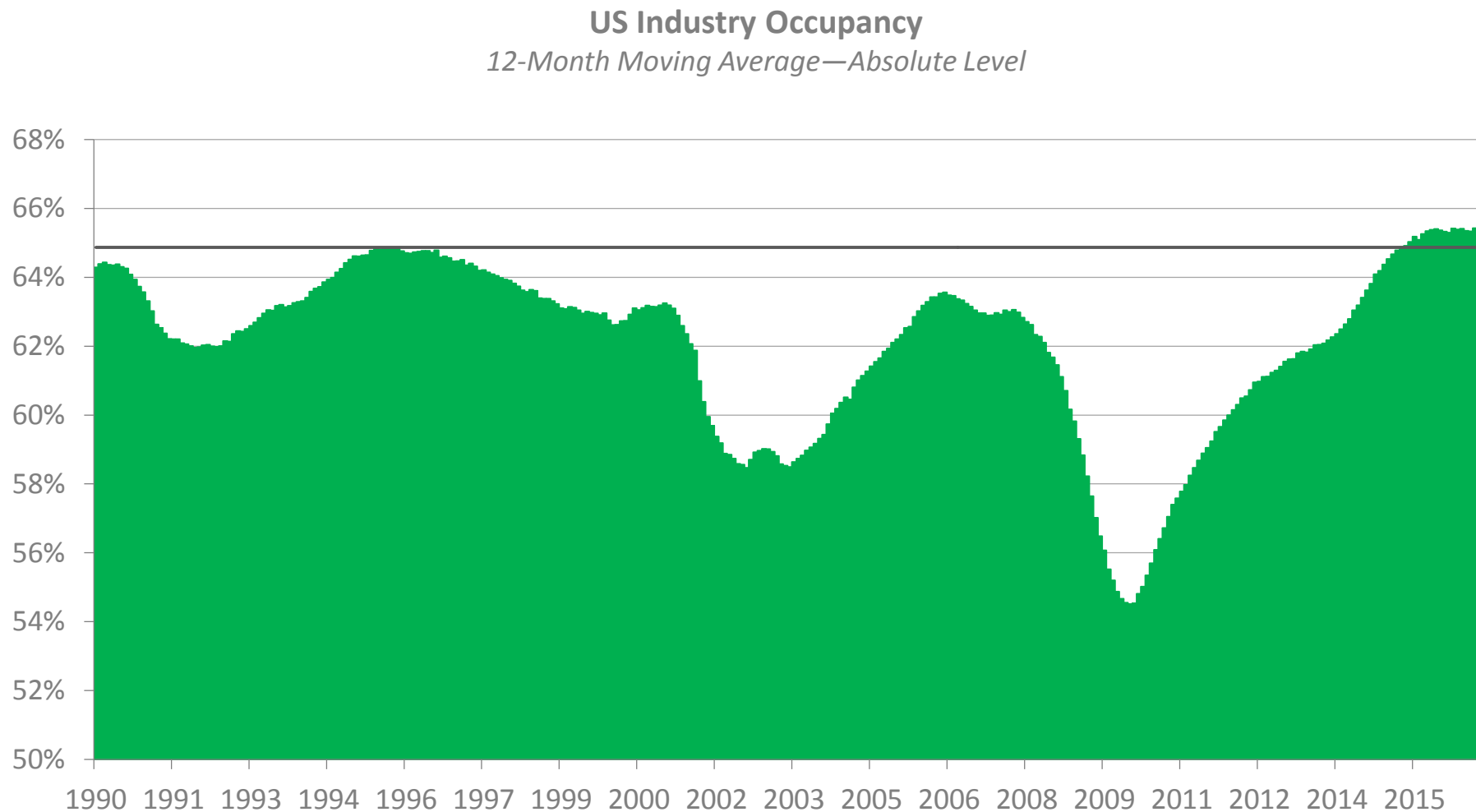
Industry Demand *Year-Over-Year Change*



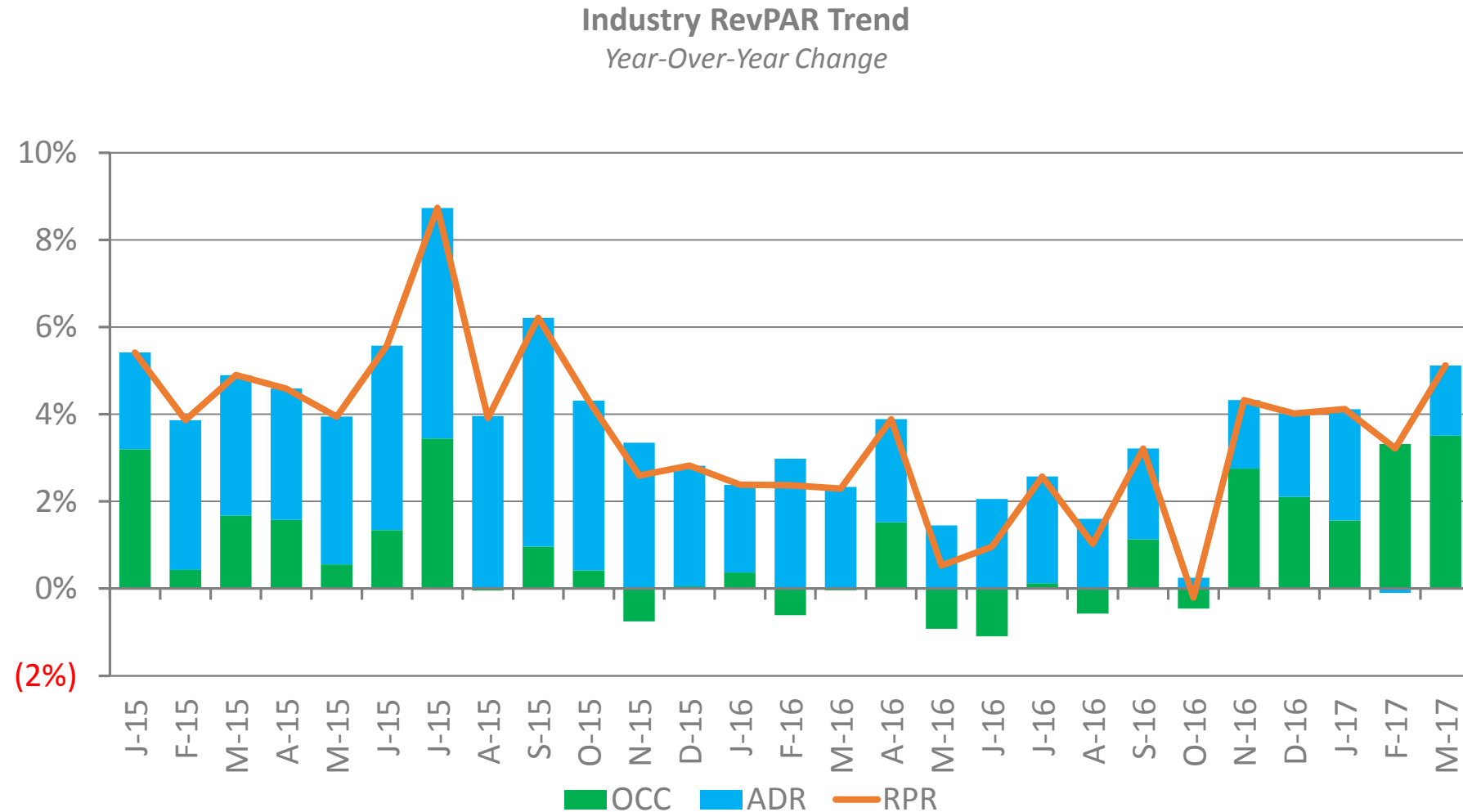
Even with the slower growth, lodging demand remained at record highs.



US occupancy remained at an all-time high.

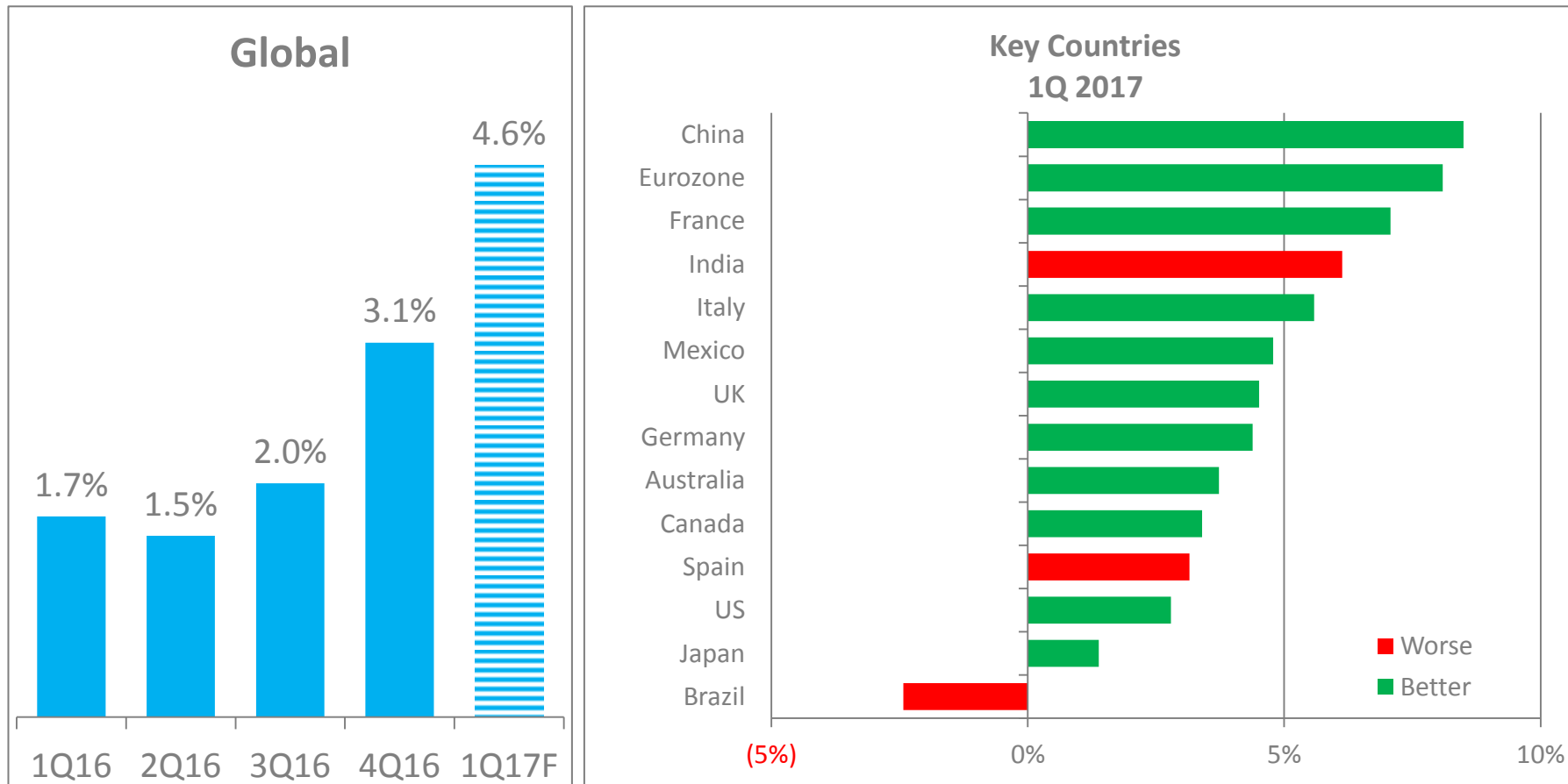


Despite a downward trend, RevPAR has seen a resurgence over the past five months.



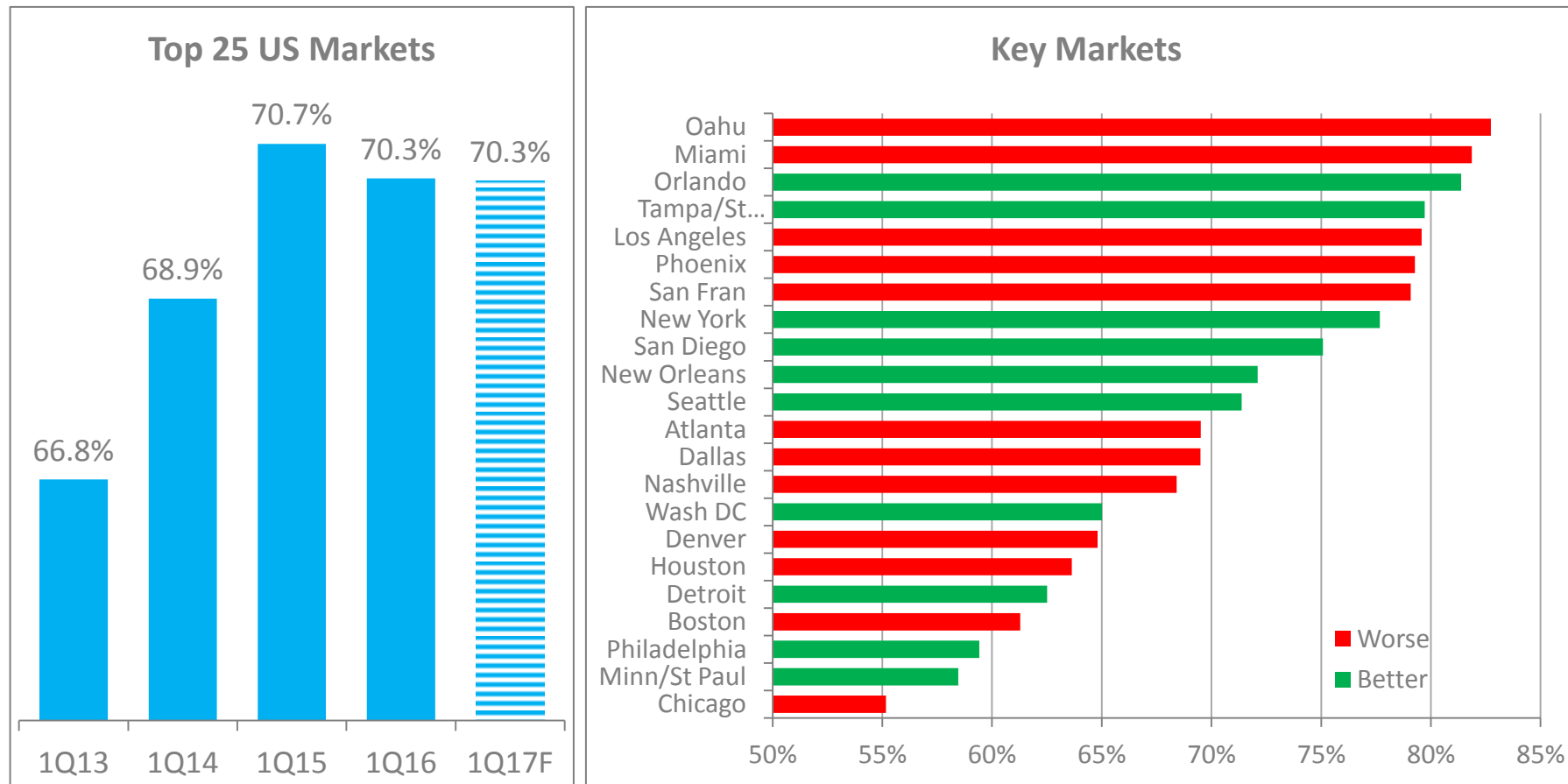
Lodging demand improved significantly in Q1 2017.

Lodging Demand Change
Year-Over-Year Change



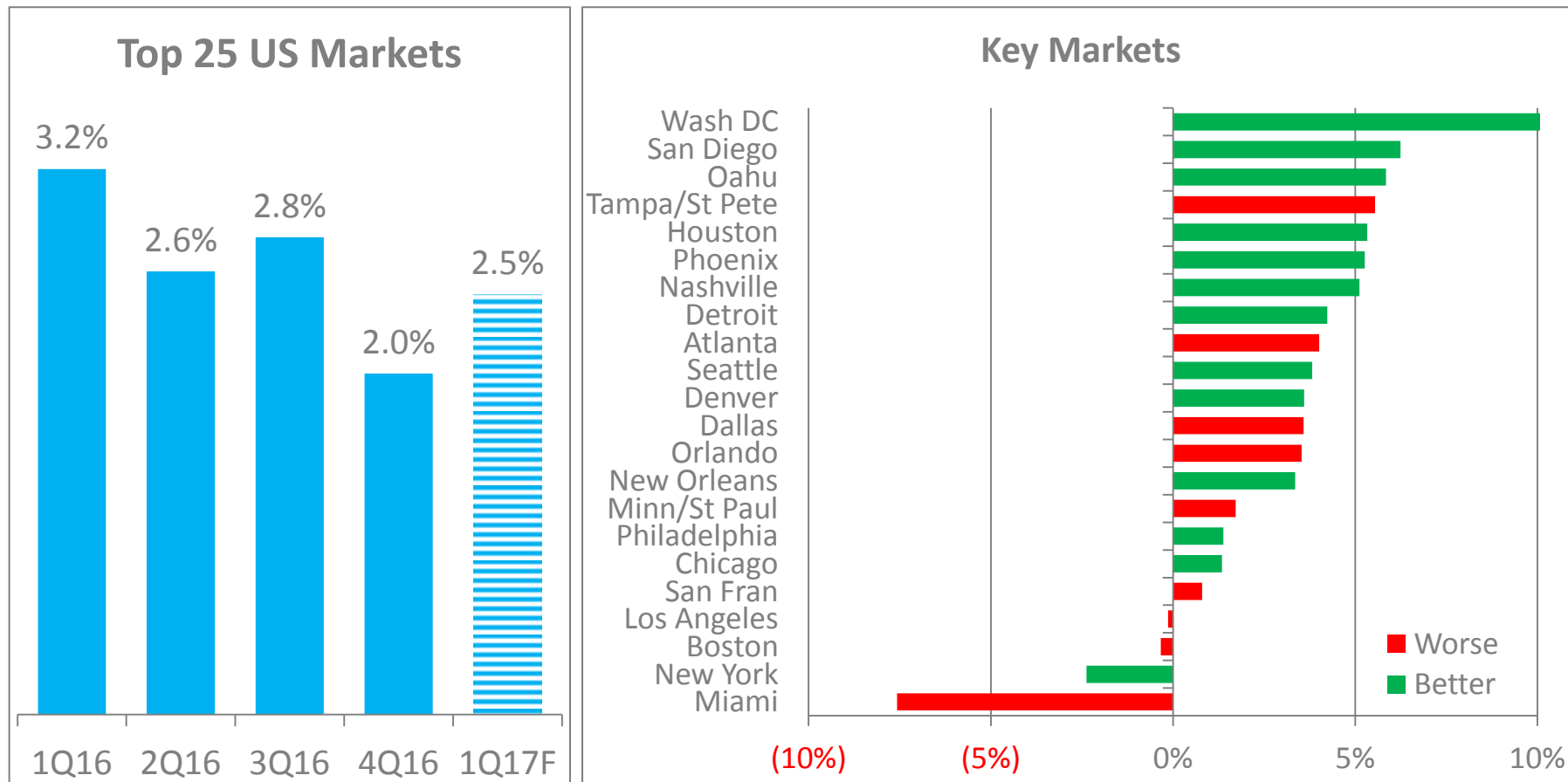
Q1 occupancy in the top 25 US markets remained below its 2015 all-time high.

Industry Occupancy—Top 25 Markets
Year-Over-Year Change

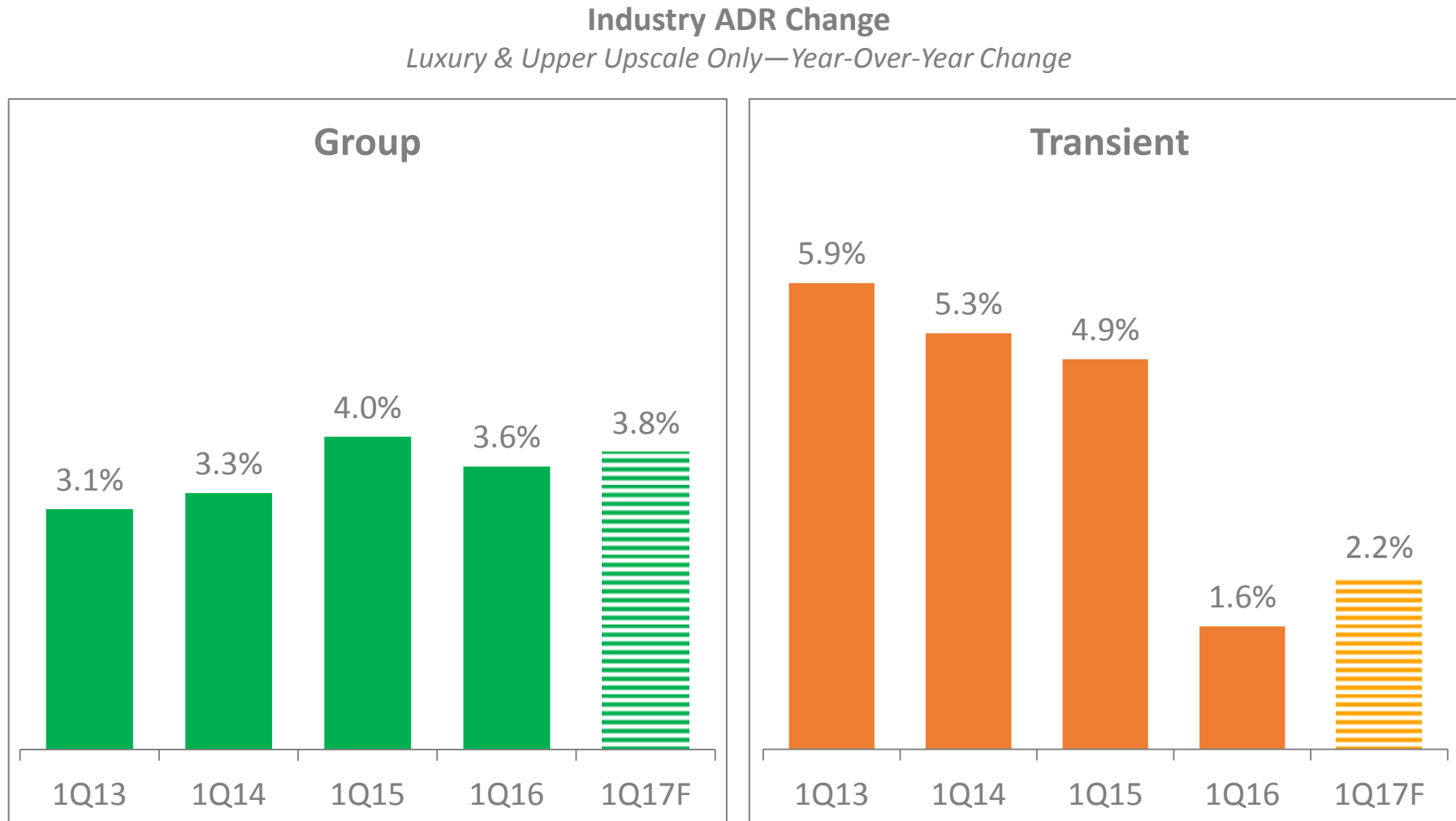


Rates are increasing in most of the top US markets, but the overall growth rate remained below Q1 2016.

Industry ADR Change—Top 25 Markets
Year-Over-Year Change



ADR growth slowed in Transient with Group ADR gains similar to prior years.



ConferenceDirect YE 2016

	2015	2016	'16 vs '15
Bookings	10,684	11,073	3.6%
Room Nights	3,871,365	3,831,712	-1.0%
ADR	\$202.43	\$204.96	1.2%

ConferenceDirect Q1 2017

	Q1 2016	Q1 2017	'16 vs '17
Bookings	2,307	2,473	7.2%
Room Nights	598,959	571,755	4.5%
ADR	\$202.17	\$199.93	1.1%

The



Question

13 Airbnb Markets

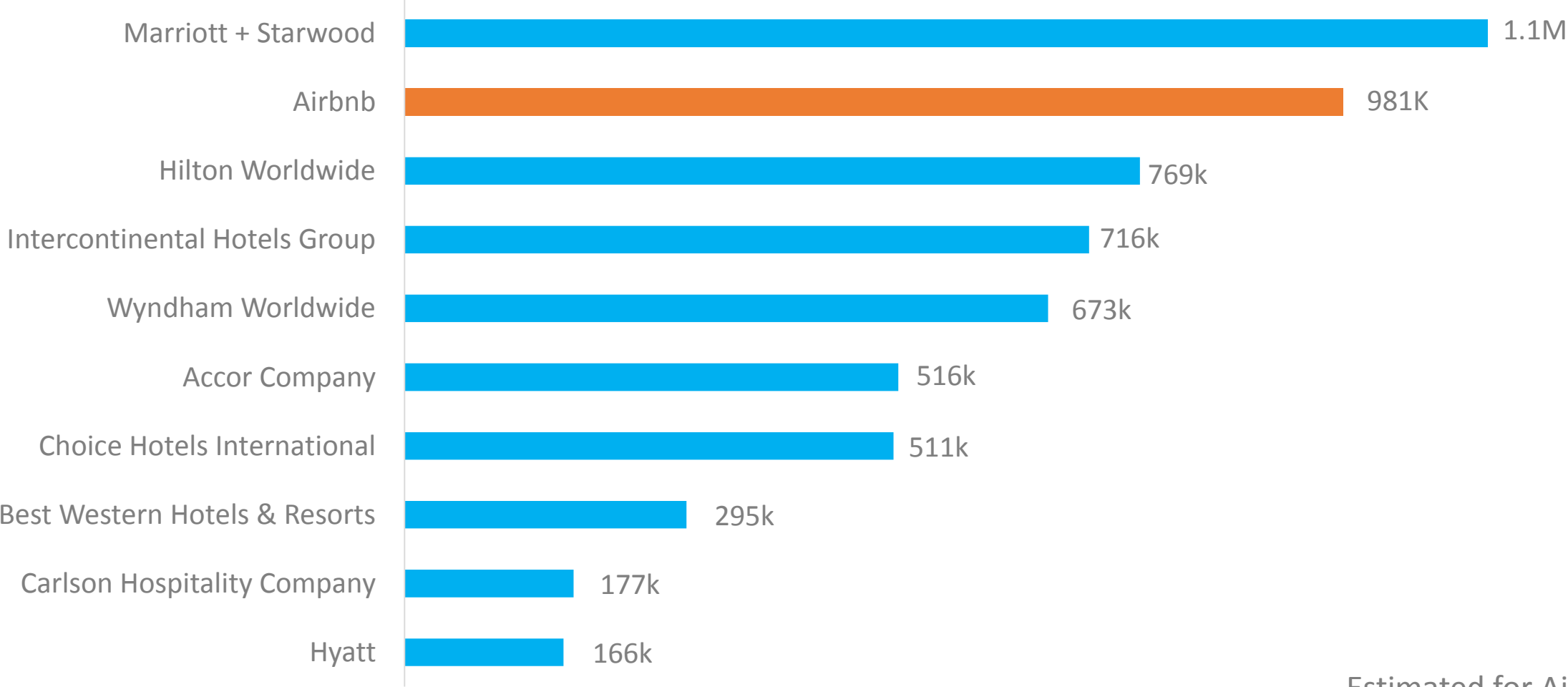
United States

- Boston
- Los Angeles
- Miami
- New Orleans
- San Francisco
- Seattle
- Washington, D.C.

International

- Barcelona
- London
- Mexico City
- Paris
- Sydney
- Tokyo

Largest Lodging Companies by Rooms – Less Private Rooms



Estimated for Airbnb
7 US markets used as proxy



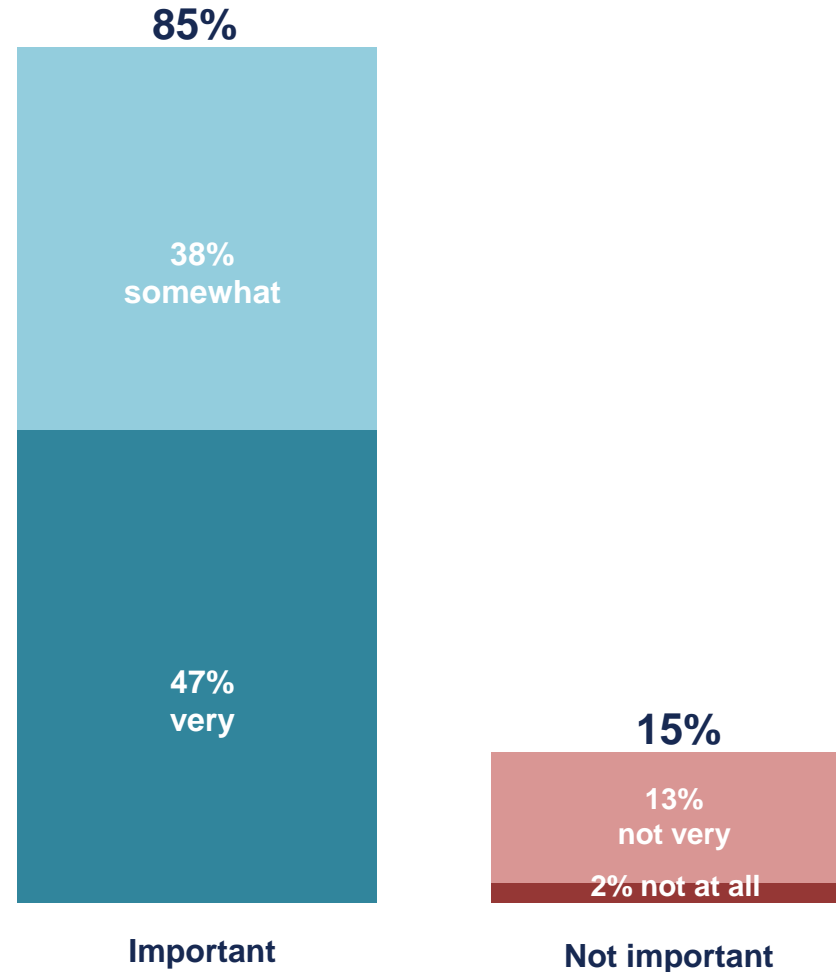
**MEETINGS
MEAN
BUSINESS**

Why MMB?

- We need to be prepared for another recession.
- With a single comment, President Obama created a slight recession in our industry.
- We must constantly collect and present data to quantitatively advocate the value of our industry to the U.S. economy
- We need to push against increased taxation on meetings and travel – we lost the battle of the lunch deduction.

Small Business Survey

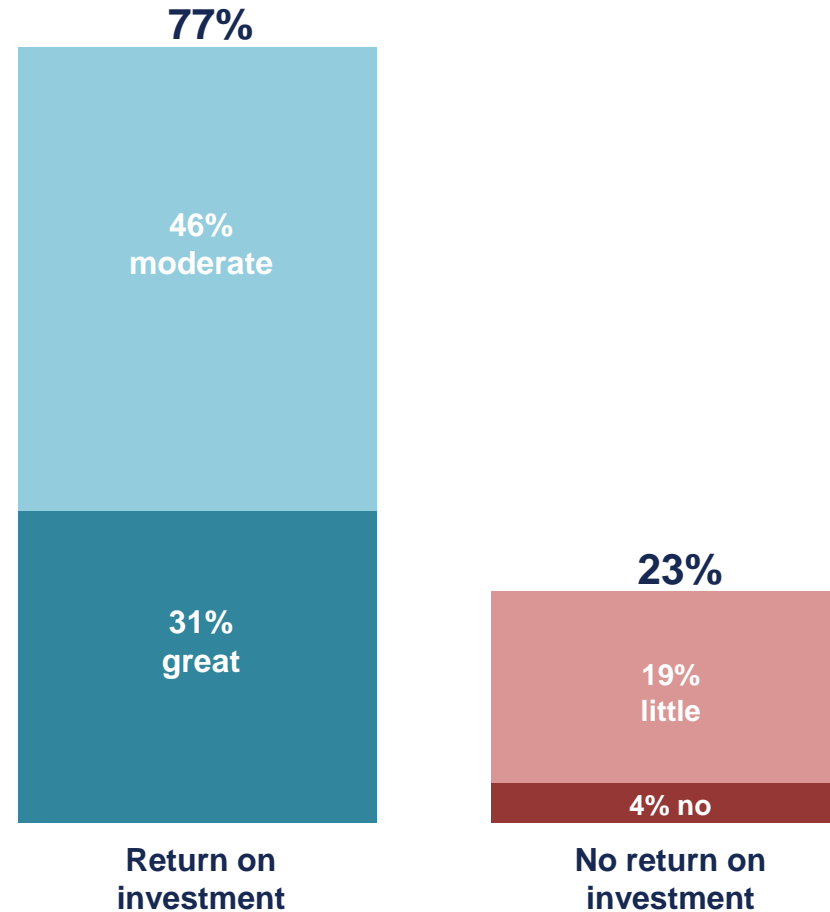
Overwhelmingly believe in-person meetings are important to their business



Q4: How important do you believe in-person meetings are to your business?



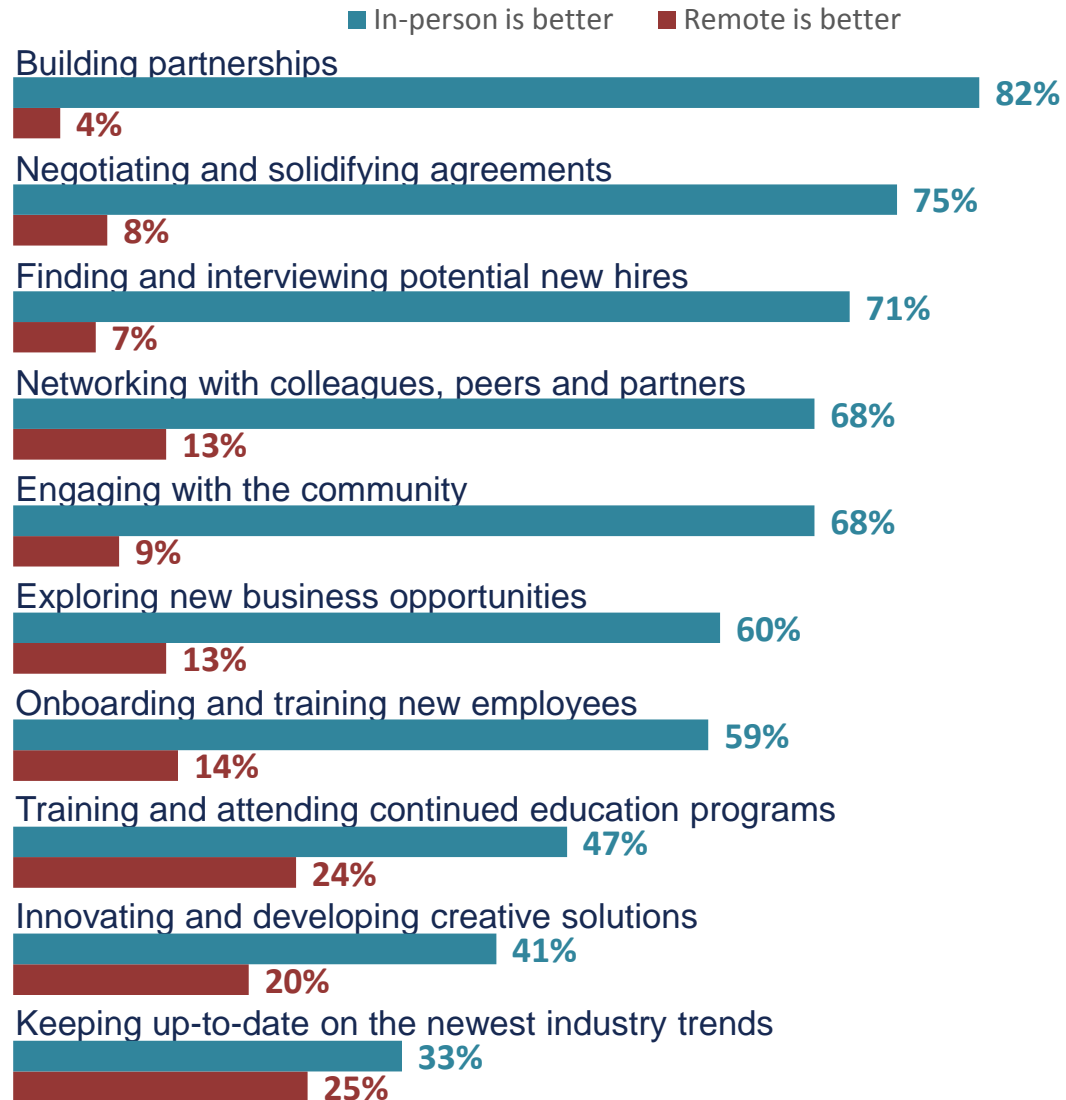
Consider in-person meetings a worthwhile expense



Q6: To what extent do you believe in-person meetings yield a return on investment?



That add value remote meetings cannot



The tech sector embraces face-to-face too!

- 98%** In-person meetings are important
- 55%** Plan to increase spending next year
- 95%** In-person meetings yield a return on investment
- 55%** Prioritize in-person meetings during budget cuts

A note on

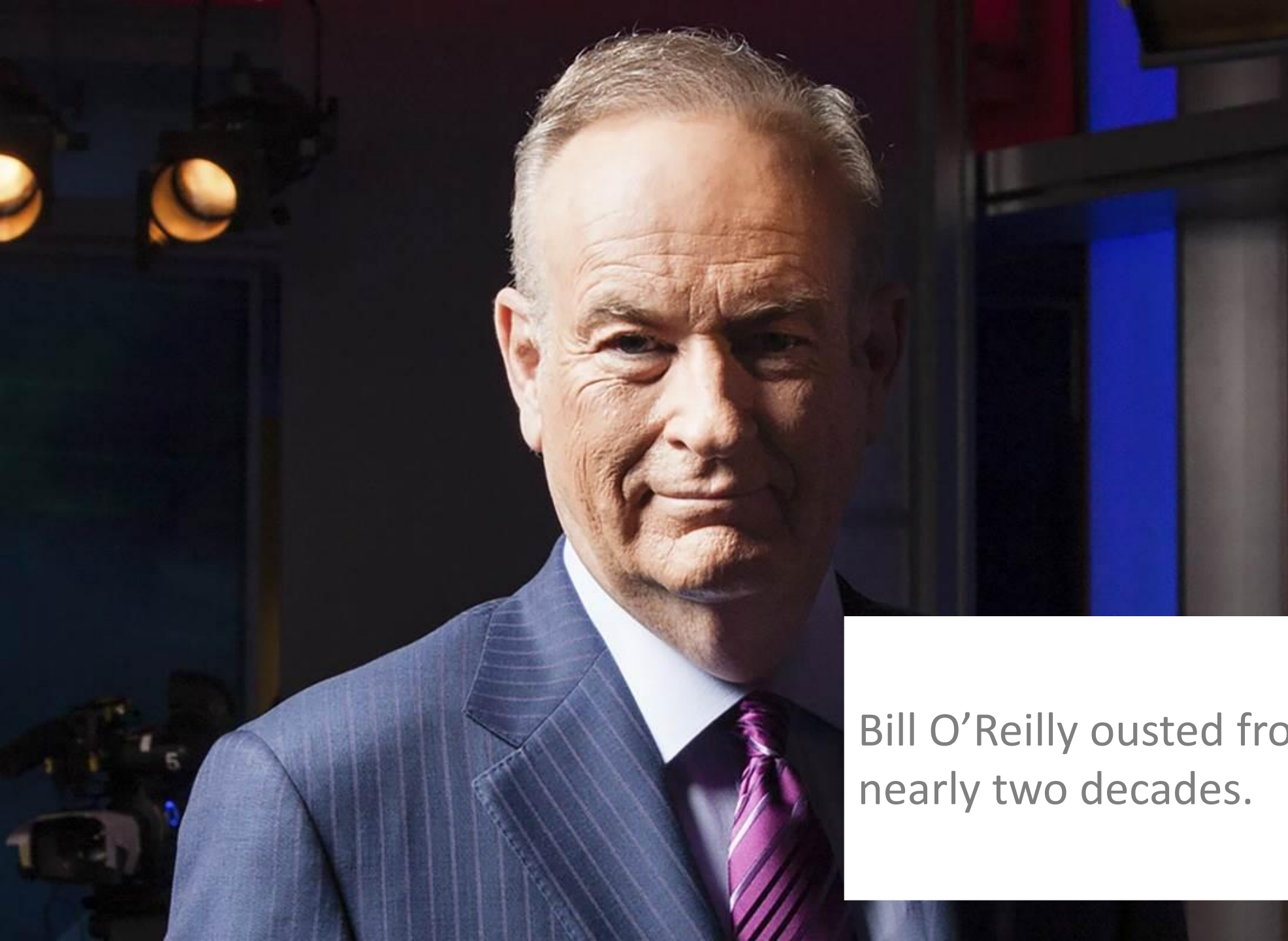
UNITED





The United scandal raises some important concerns for meeting planners.

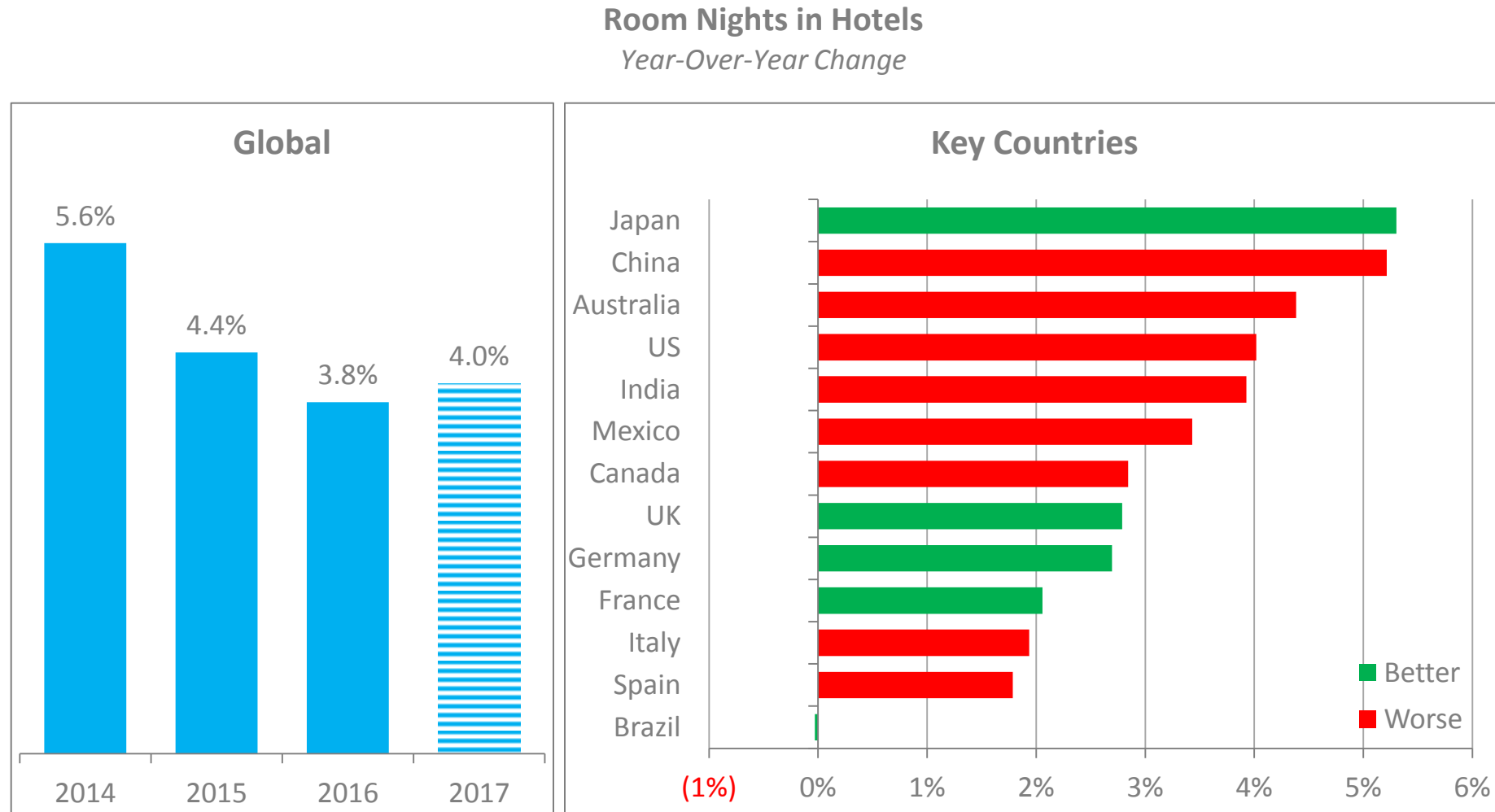
- Today is different than ever before with smart phones and the ease of virality.
- Consider Delta's reaction.
- What would you do if you had to forcibly remove someone from a meeting?



Bill O'Reilly ousted from Fox News after nearly two decades.

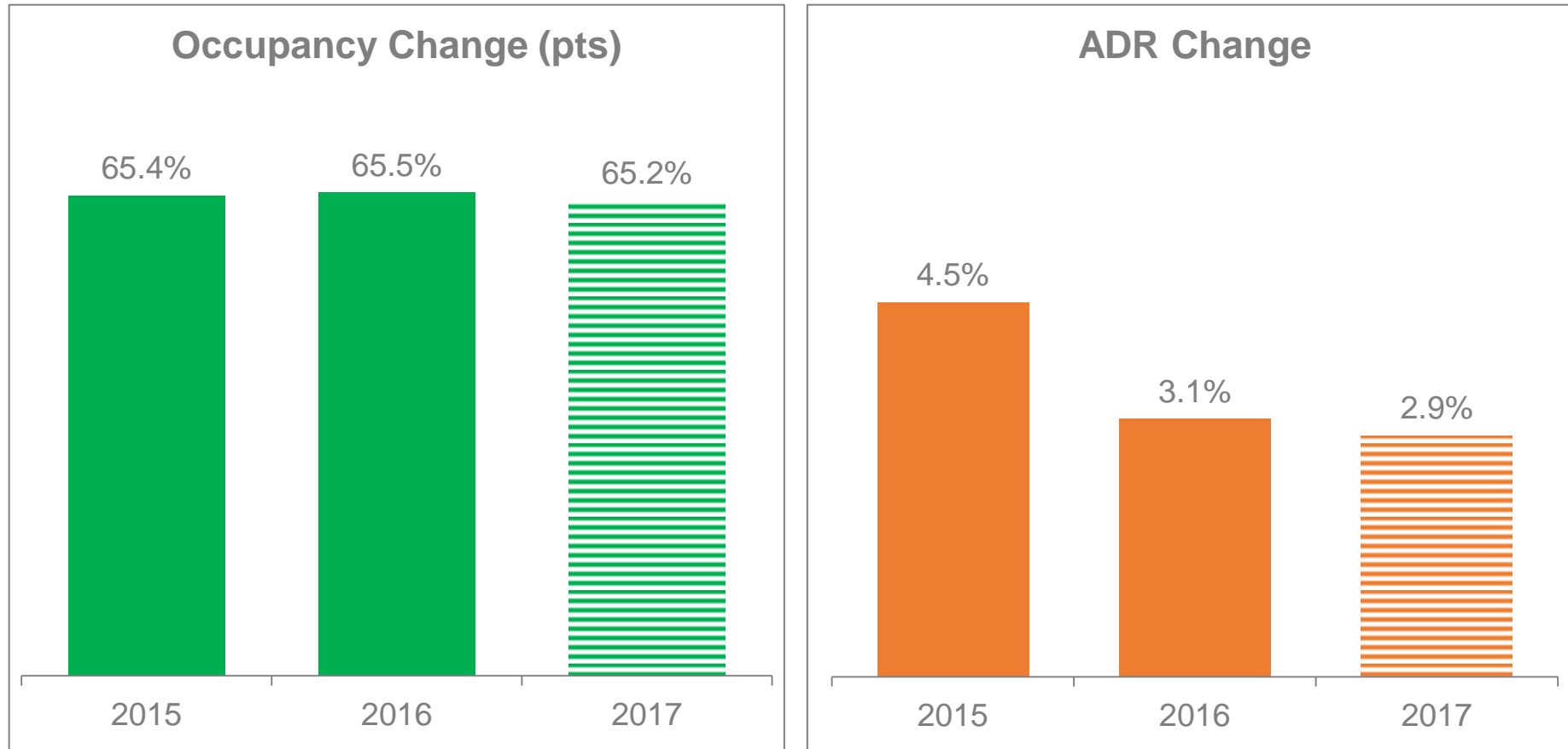
The **OUTLOOK**

Industry demand is also anticipated to rise in 2017.



US industry forecasters are predicting slightly lower rate gains in 2017 with occupancy near record highs.

US Industry Occupancy and ADR Forecast
Year-Over-Year Change





INSIGHTS FROM MPI MEMBERS



Fall
2016
Edition

Business Conditions throughout 2016

OVERALL FIGURES INDICATE STABLE
BUSINESS CONDITIONS—OF NOTE:
4% MORE RESPONDENTS INDICAT-
ED “FAVORABLE” BUSINESS CONDI-
TIONS OVER THE PREVIOUS QUARTER.

67%

of respondents predict
FAVORABLE
business conditions

20%

of respondents predict
NEUTRAL
business conditions

13%

of respondents predict
NEGATIVE
business conditions

Projected Budget/ Spend Over the Next Year

57%

of respondents predict
FAVORABLE
budget/spend

25%

of respondents predict
FLAT
budget/spend

18%

of respondents predict
NEGATIVE
budget/spend

Projected Price Change Over the Next Year



F&B/Catering

4.6%



Audiovisual

3.6%



Air Travel

4.2%



Room Rates

4.5%



Meeting Space

3.3%



Fall
2016
Edition



PLANNING IT SAFE

Terrorism, Zika and guns
are just a few of the security
threats that modern-day meeting
professionals need to take
into account.



**TOP BUDGET REQUEST
FOR 2017: SAFETY
AND SECURITY**




15%

**OF MEETING
PROFESSIONALS**

have increased
threat awareness and
response preparedness.



**14% OF MEETING
PROFESSIONALS**

said security concerns influence
destination selection.





Winter
2016
Edition

44% COMBATING TERRORISM

of industry professionals anticipate changes to the meeting and event industry due to the increasing prevalence and threat of terrorism. Following are the ways in which these organizations are focusing their efforts.

15%

MORE DESTINATION RESEARCH AND COMMUNICATIONS REGARDING RISK

5%

MORE ATTENDEE SCREENING

19%

PROVIDING MORE EMPLOYEE TRAINING

9%

UPDATING PROCEDURES AND CONTINGENCY PLANS

15%

ADDING MORE SECURITY STAFF

5%

WORKING WITH LOCAL AND FEDERAL LAW ENFORCEMENT

14%

DEVELOPING NEW SECURITY PLANS

27%

PREDICT NO CHANGES DUE TO INCREASING THREAT OF TERRORISM

Respondents agreeing to this statement most often explained that they believe their current actions are sufficient to keep them safe, that they are statistically unlikely to be victims or that their locations and events are of little or no value to terrorists.



Fall
2016
Edition

WHAT DOES IT TAKE TO OPEN CARRY IN THE U.S.A.?



30 states do not require a permit

15 states require a permit

5 states do not allow open
carry of handguns



AMERICAN ZIKA

Among U.S. states and territories,
Puerto Rico has the most reported
cases of Zika.

How Do Liberal Gun Laws Affect Destination Selection?



43%

say there has been **no change** in the selection of destinations with more liberal handgun or weapons laws.

19%

avoid destinations with more liberal handgun or weapons laws.
2% **prefer** these destinations
37% **don't know/deciding**

How Do Restroom Laws Affect Destination Selection?



31%

say there has been **no change** in the selection of destinations that prohibit universal restroom usage (U.S.)

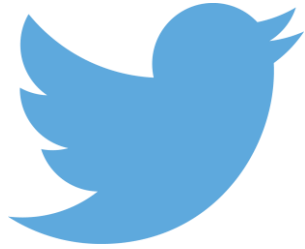
30%

avoid destinations that prohibit universal restroom usage (U.S.).
2% **prefer** these destinations
38% **don't know/deciding**

Do You Use **Social Media** for Your Meetings?

Always	19%
Mostly	20%
Case-by-case	40%
Seldom	11%
Never	6%
What's that?	3%

Most Important Medium



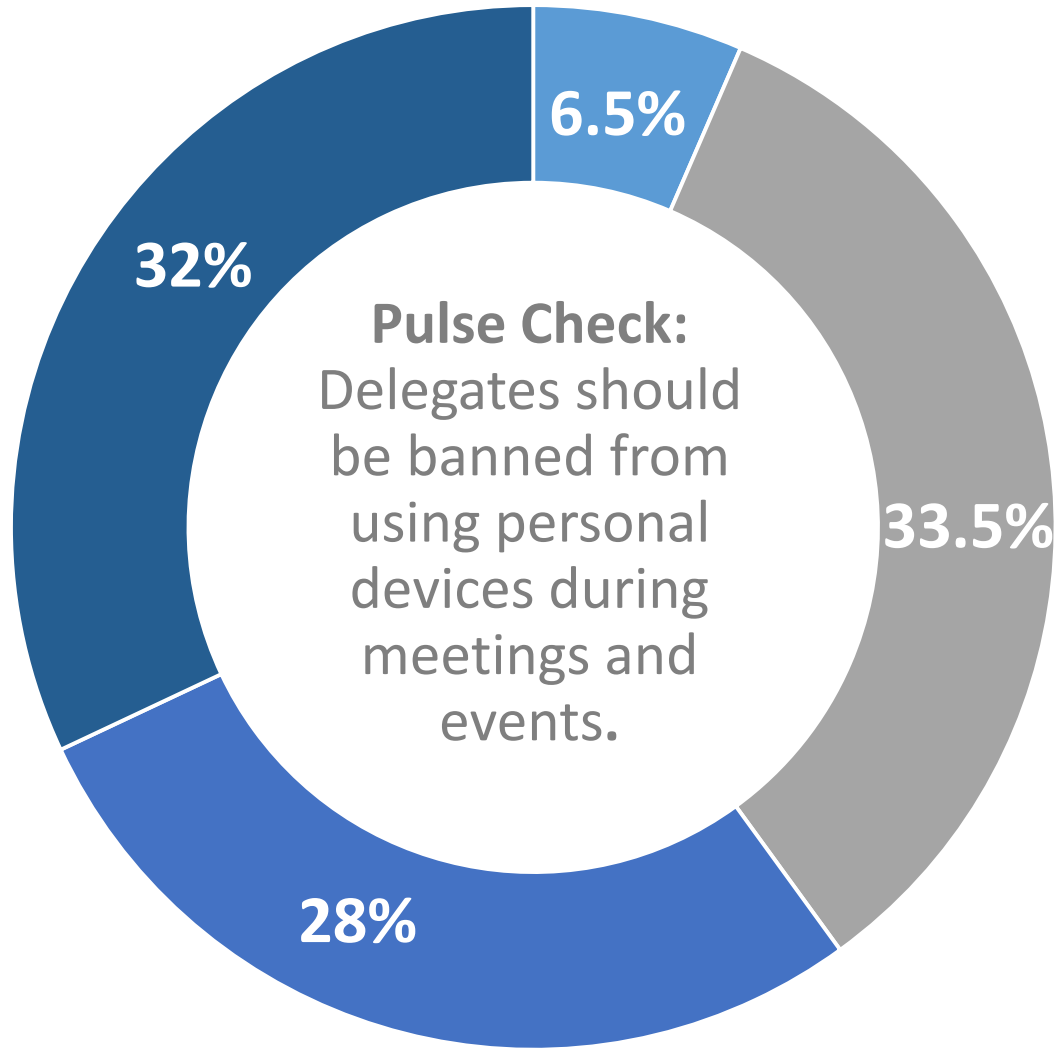
39.4%



38.8%



12.5%



- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree Strongly

A solid blue vertical bar on the left side of the slide.

WHAT'S **NEXT AT MPI**



Enable the Success of
MPI CHAPTER LEADERS



Reimagine MPI's
LIVE EVENTS

Ensure a **CONSISTENT**
BRAND EXPERIENCE



Broaden the
MPI COMMUNITY



Enrich MPI's
PROFESSIONAL
DEVELOPMENT



Expand MPI's
STRATEGIC
PARTNERSHIPS

What happens at WEC 2017
will stay with you forever.



wec 2017

World Education Congress
June 19-22 • Las Vegas • MGM Grand



— MPI —



A solid blue vertical bar on the left side of the slide.

The importance of **MENTORSHIP**

Your future **GOALS** for MPI
and **MENTORSHIP**

What are your goals for your involvement with MPI in the next six months?

Who is a mentor to you, inside or outside of MPI? (note: not an employer)

Who are you mentoring inside or outside of MPI (note: not an employee)?



THANK
YOU
—



MEETING PROFESSIONALS INTERNATIONAL