

MEETING ROOM OF THE FUTURE



Exceptional meetings. Powerful connections.

IACC, a collection of 400 venues in 26 countries. The top 1% of meeting and conference venues globally

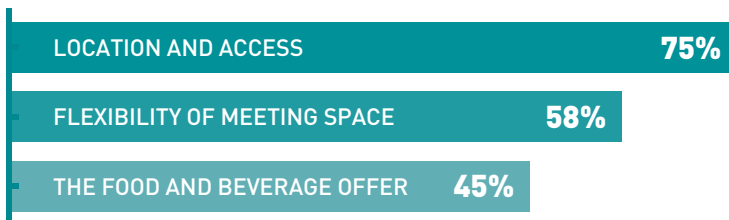


MEETING & CONFERENCE VENUES

Q Most important aspects of meetings in support of meeting objectives



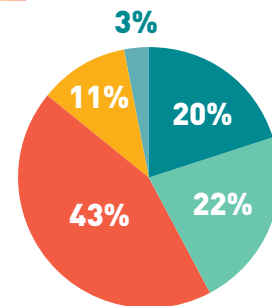
Q Most important venue elements



Acoustics continue to grow in importance, from 8.6 in 2017, to 8.7 in 2019, to 8.9 in 2023, leapfrogging lighting as the second highest priority.

Respondents from Europe place greater importance (8.6) on a venue's ethical operations and sustainable practices than those from the Americas (7.2).

Q Most used venue types



- Urban location day meeting
- Conference or training focused
- Hotels
- Specialist event venues
- Other

The share of events held at hotels continues to show a downward trend, from 62 percent in 2017, to 47 percent in 2019, to 43 percent in 2023.

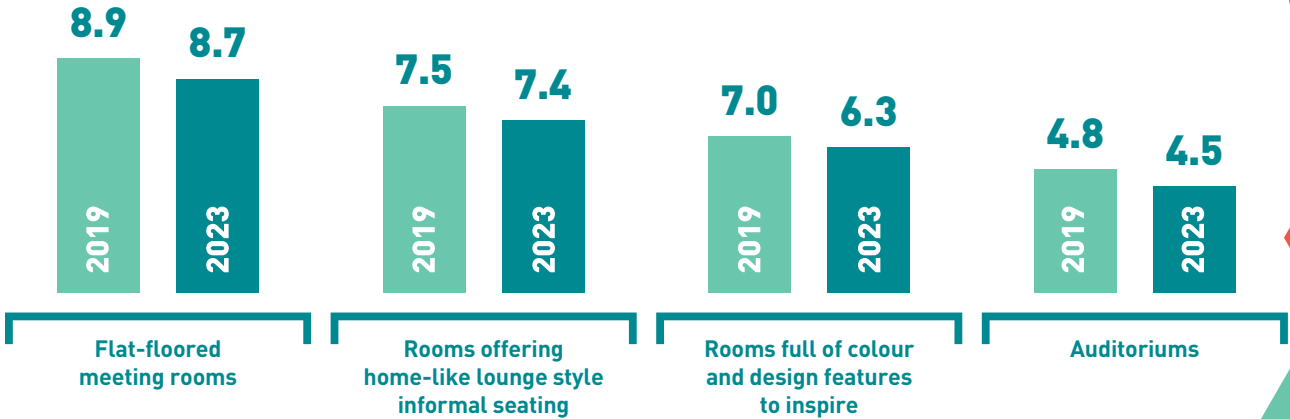
OFFICIAL PARTNERS



MEETING & CONFERENCE VENUES



Likelihood of holding meetings by room types (1=extremely unlikely, 10=extremely likely)



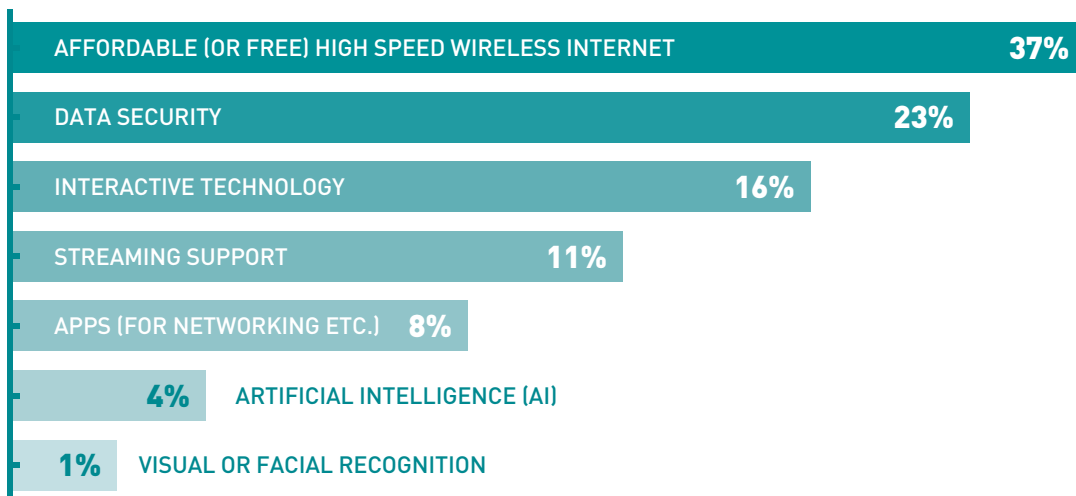
How are the meeting spaces that planners are looking for today different from pre-pandemic?



VENUE TECHNOLOGY & INTERNET



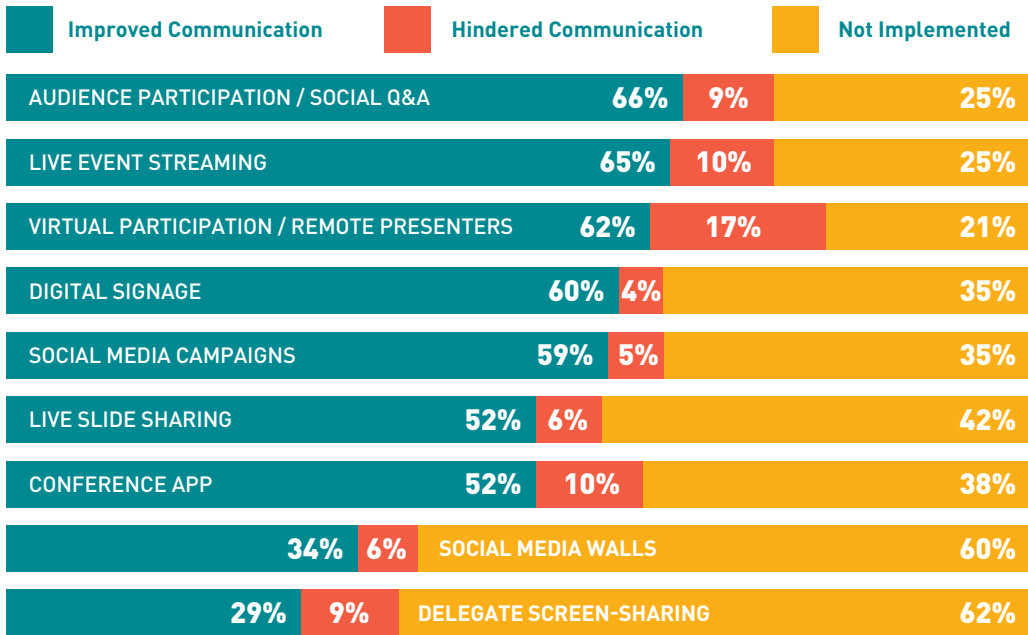
Most critical technology needed for meetings in the next three years.



VENUE TECHNOLOGY & INTERNET

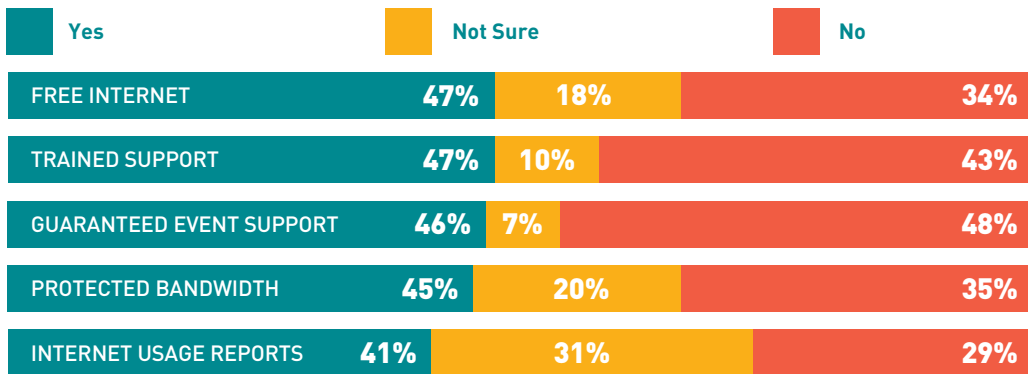
Q

Impact of technologies on communication



Q

Would you consider shortlisting or choosing a venue which CANNOT provide the following related to internet capability?

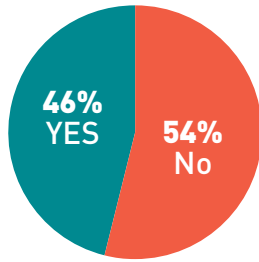


OFFICIAL PARTNERS



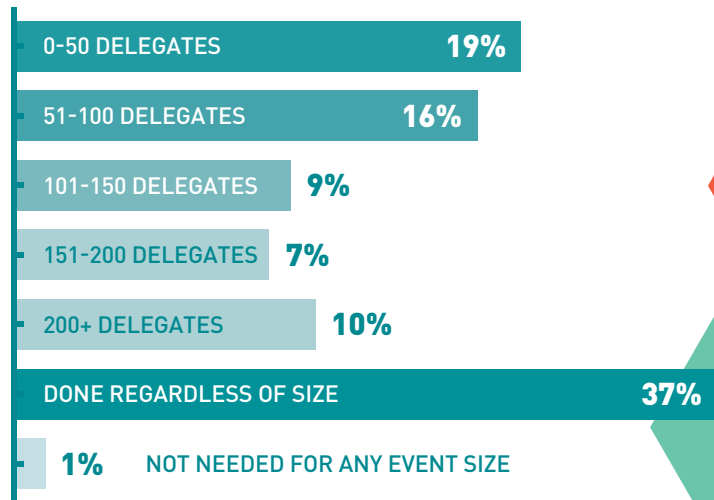
VENUE TECHNOLOGY & INTERNET

Q Do you expect a venue to be able to provide on-the-day requests for virtual streaming services for your event?

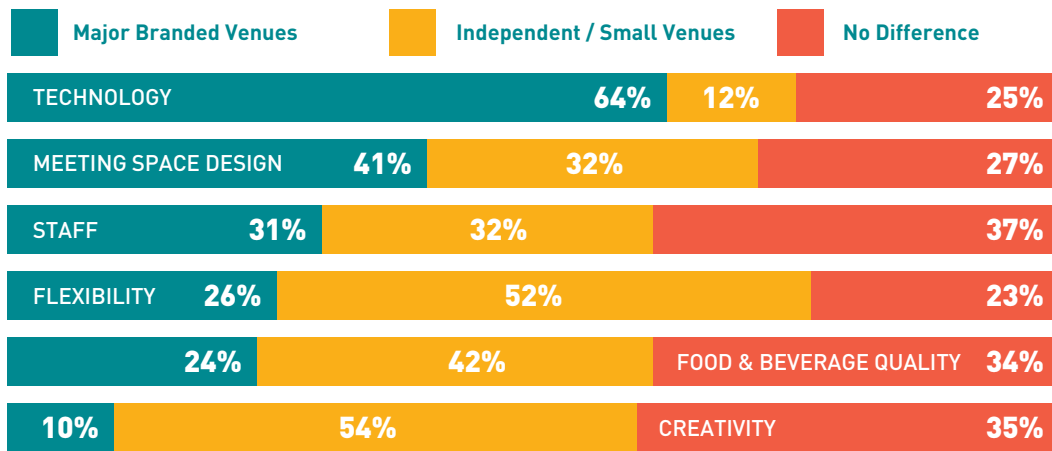


Just under half of respondents expect a venue to be able to adjust to last minute requests for virtual streaming on the day of the event. European meeting planners were more likely (57%) than those from the Americas (43%) to expect venues to provide virtual streaming when requested on-the-day.

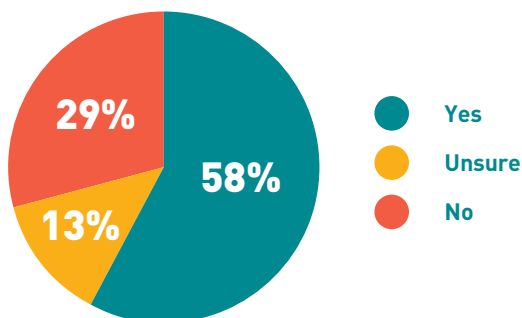
Q Minimum size of an event that would warrant in-person inspection of a venue



Q Top venue type by experience



Q Can a major hotel or venue brand alone give confidence and reassurance that the meeting product and services will be of a high standard?



ETHICAL AND SUSTAINABLE VENUE SOURCING

Q Importance of a venue's social responsibility credentials (1=most important, 4=least important) (excluding Americas)

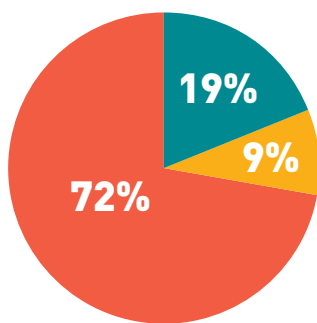
1st ACCESSIBILITY (i.e. disabled accessible, near public transport links, bicycle storage, car sharing).

2nd HUMAN (i.e. ethical recruitment, DE&I Policy, Local LGBTQIA+ Friendly or Limited Job Prospect Employment)

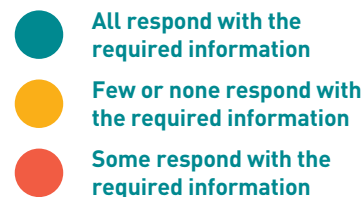
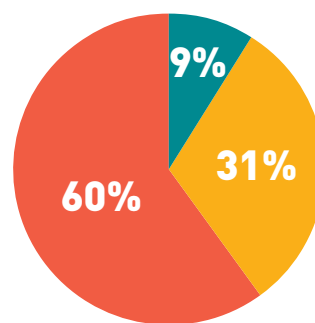
3rd VITALITY (i.e. healthy catering, monitored air quality, fitness facilities)

4th CLIMATE (i.e. climate certification, carbon footprint information, electric car charging, single use plastic free)

Q Does your evaluation of venues include a request for the carbon footprint measurement for your meeting at their venue?



Q How are venues responding to requests for carbon measurement for meetings at their venue?



FOOD & BEVERAGE

Q Importance of food sustainability

Generally have confidence that venues will accommodate the dietary requirements you communicate to them in advance?



Consider venues highly if they demonstrate they have strong social responsibility credentials



Consider the venues credentials when it comes to sourcing sustainable foods?



Consider the venues credentials when it comes to food waste management?



Charge delegates an additional fee for accommodating requests not linked to health or religious needs?

