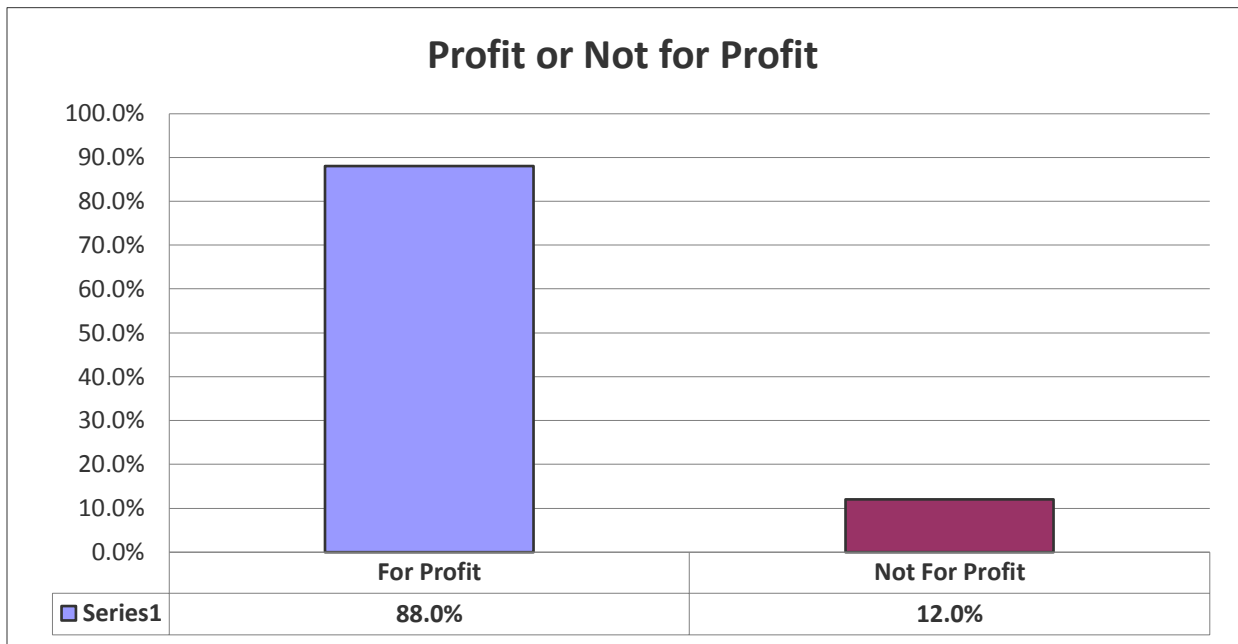
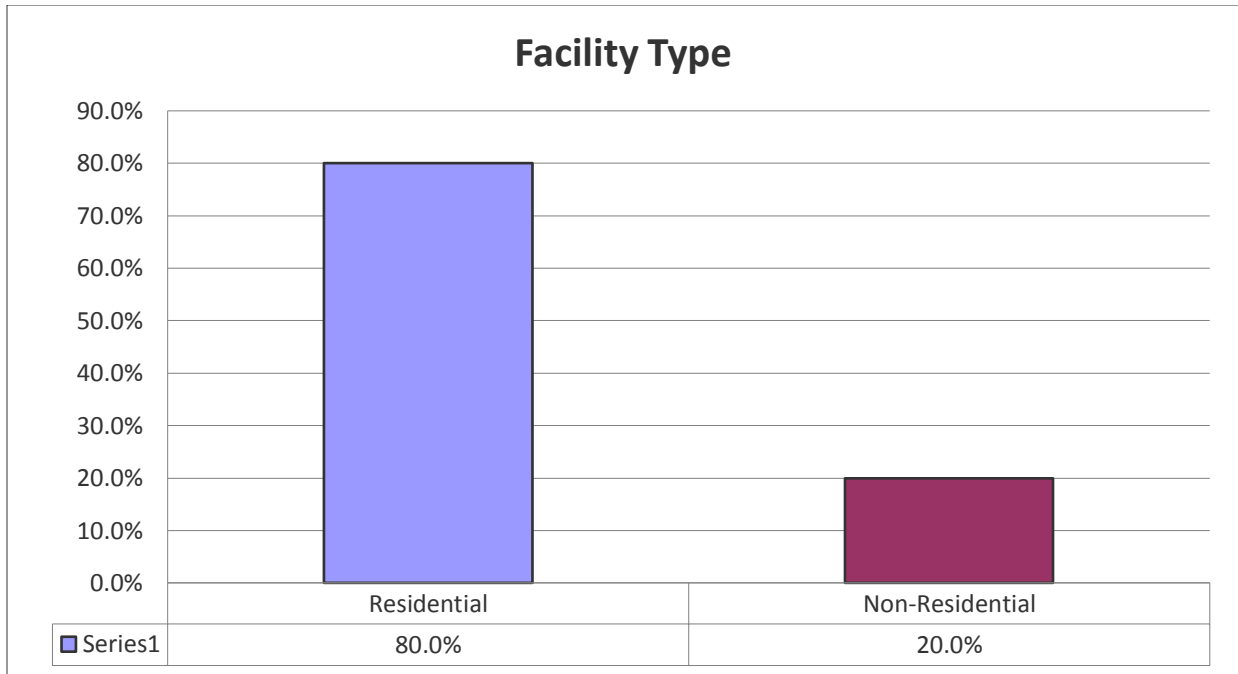
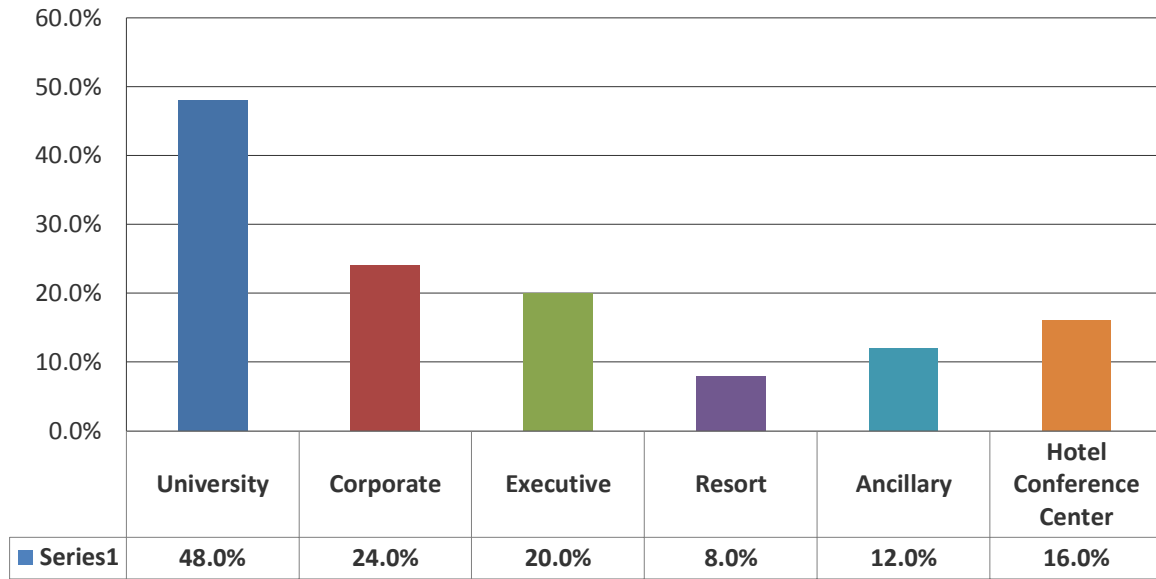




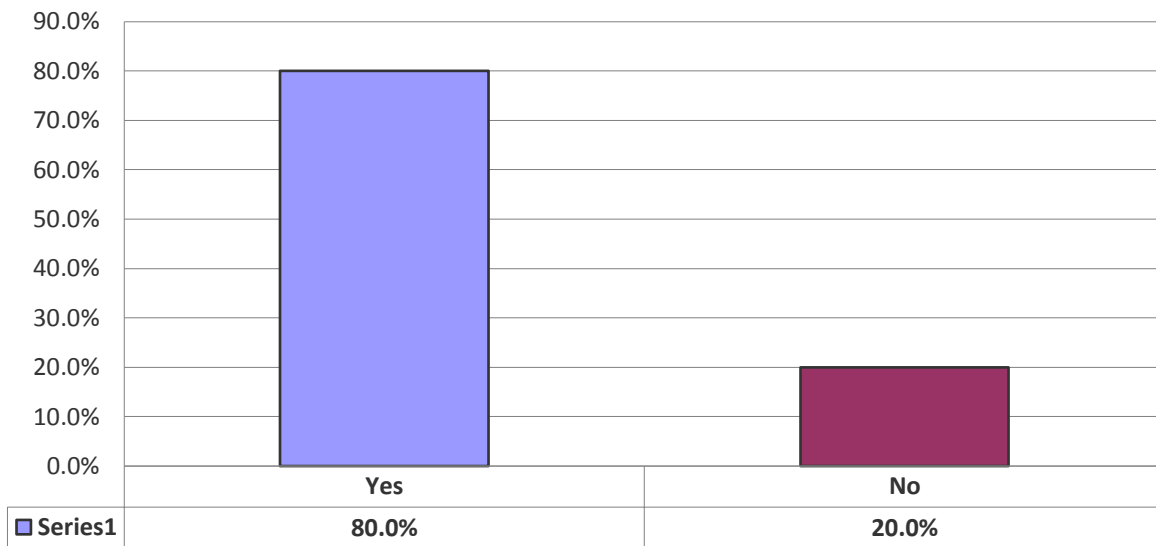
Conference Center Survey
Meeting Package Trends
November 2013



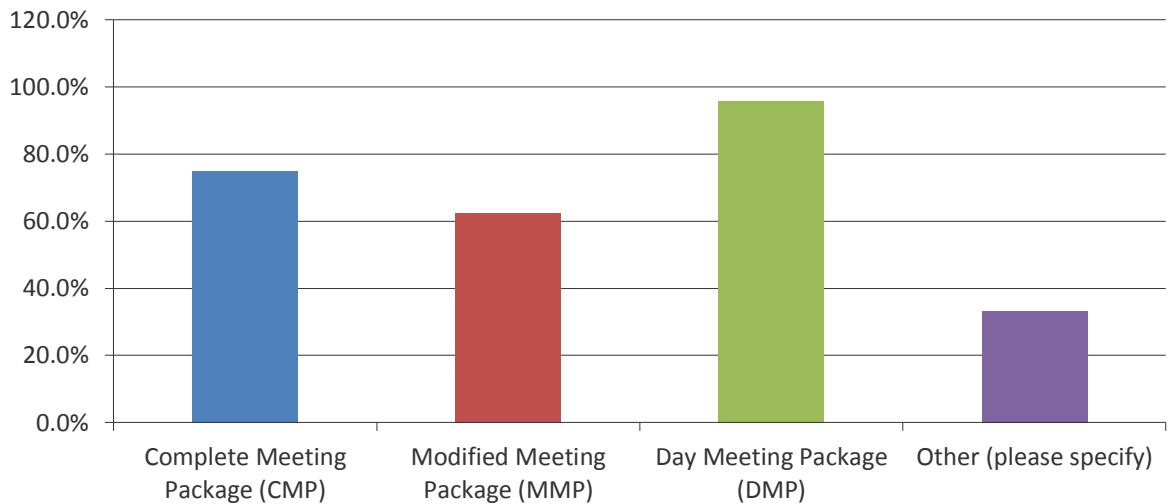
Conference Center Type



Does your Facility primarily offer Meeting Packages?



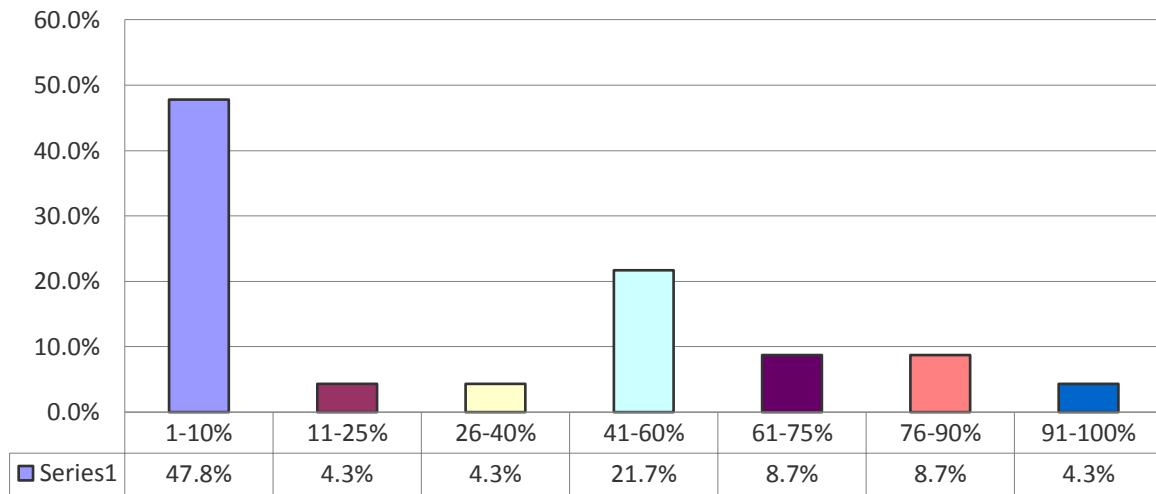
What type of Meeting Packages are Offered



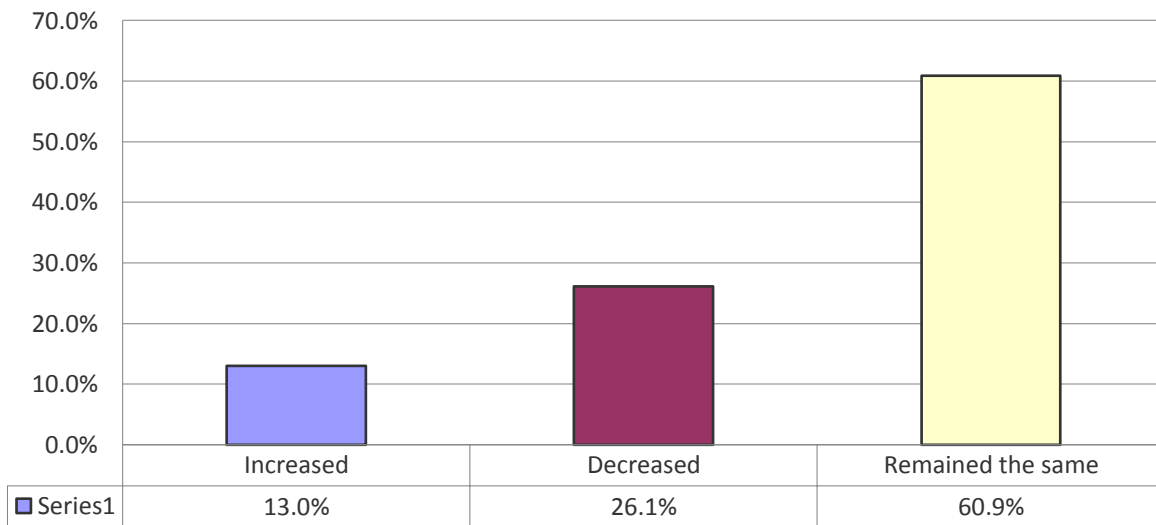
Other Comments:

- Evening Packages
- 90% of business is DMP
- We have a flexible package for those that require only space and A/V for 4 hours or less.
- Upscale CMP packages for more inclusions for higher level executive meetings
- Wedding packages
- Social
- Half Day and what we refer to as "Simplified Meeting Packages" which is a stripped down package to offer a more competitive per person price for price sensitive buyers.
- State will not honor a meeting package rate.

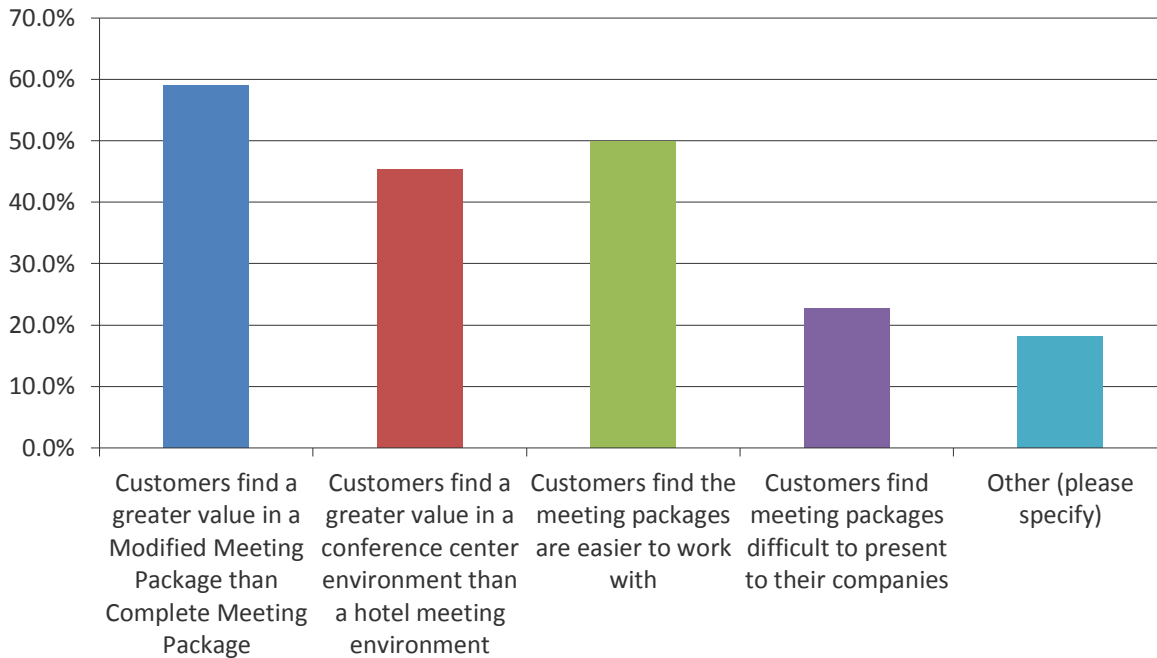
What percentage of your Total Meeting Packages sold are CMP?



Change in CMP package volumes over the past 3 years?



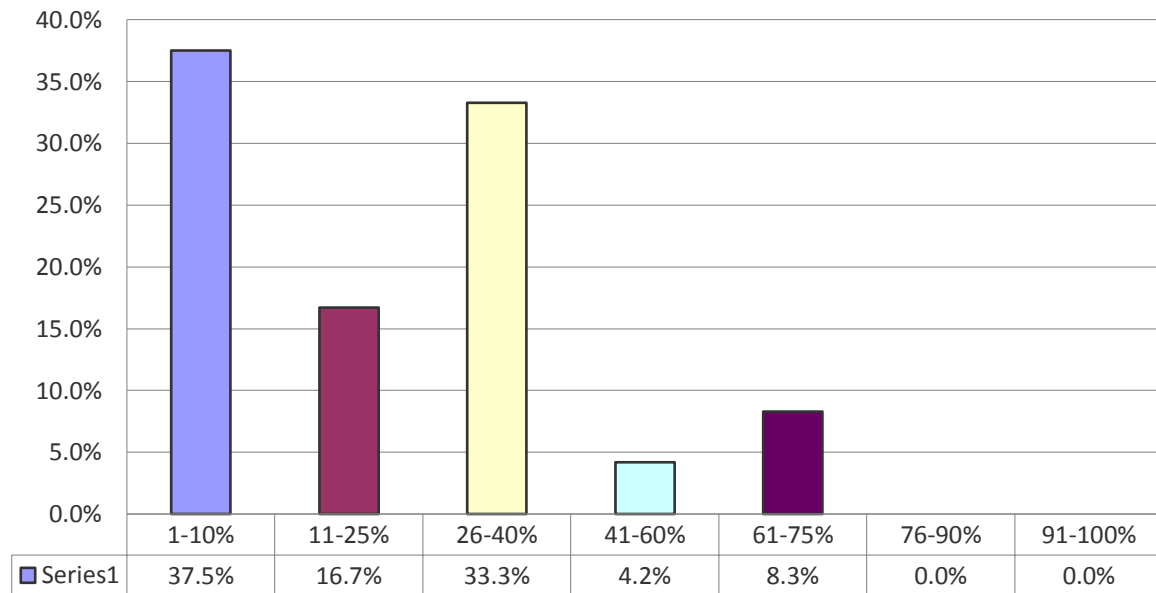
To what do you attribute the trend in your CMP sales over the past 3 years?



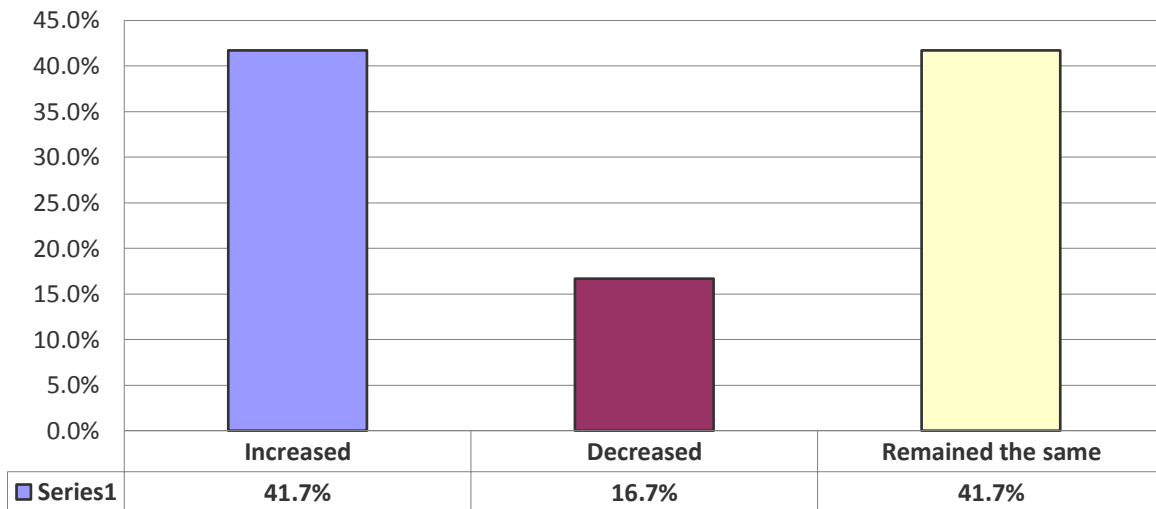
Other Comments:

- govt business finds it easier to get what they want without scrutiny. Others are looking for a more customized solution.
- Many of our clients are local, therefore not needing rooms in the CMP.
- Clients want a restaurant-style experience for dinner, because they perceive their guests get enough buffet-style for breakfast and lunch.
- more a la carte / banquet dinners are being requested
- Seasoned sales team is better able to "train" new customers in realizing the value of the CMP

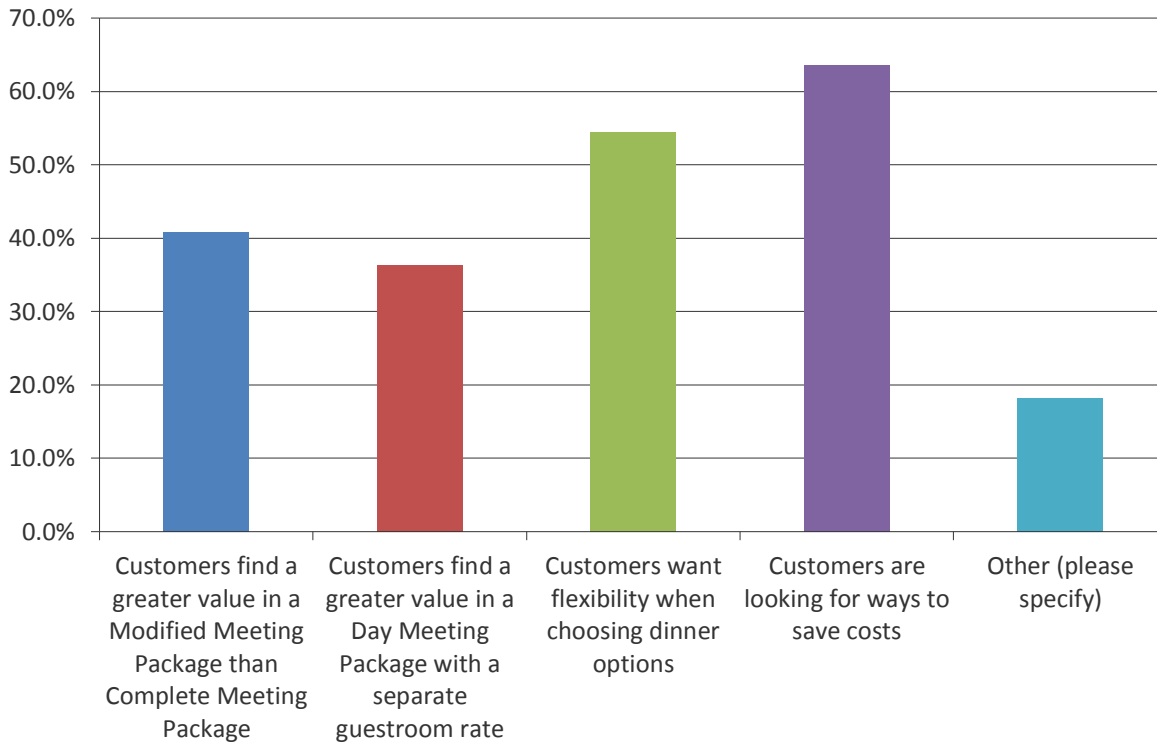
What percentage of your Total Meeting Packages sold are MMP?



How has MMP volume changed over the past 3 years?



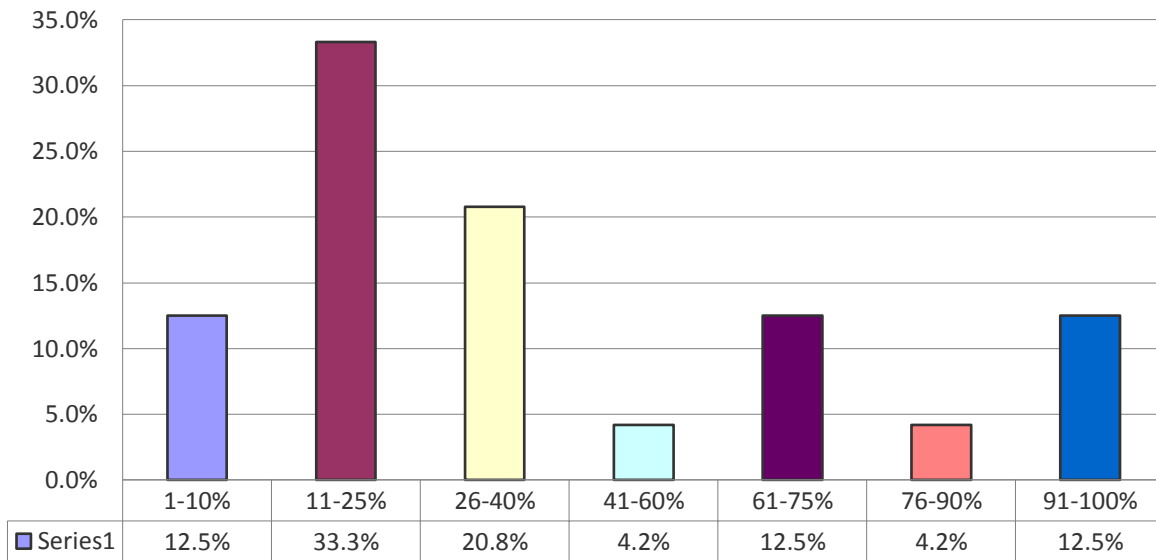
To what do you attribute the trend in your MMP sales over the past 3 years?



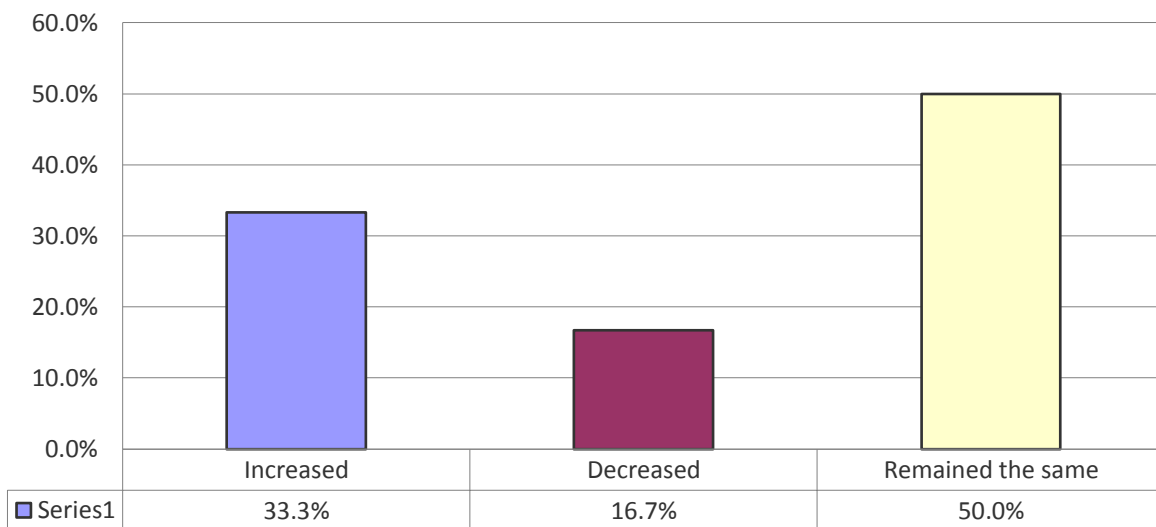
Other Comments:

- I haven't had to be as flexible recently.
- Over the past few years, demand was so low that I needed to modify in order to close business.
- The overall outlook appears much stronger lately. We are pushing CMP more and offering modest meal credits for dinner when they go offsite
- We noted that MMP's have decreased.
- Our overall market for meetings has shrunk.
- More meetings are going in-house (in their offices) or a la Carte with little F&B and A/V. It's not something we offer

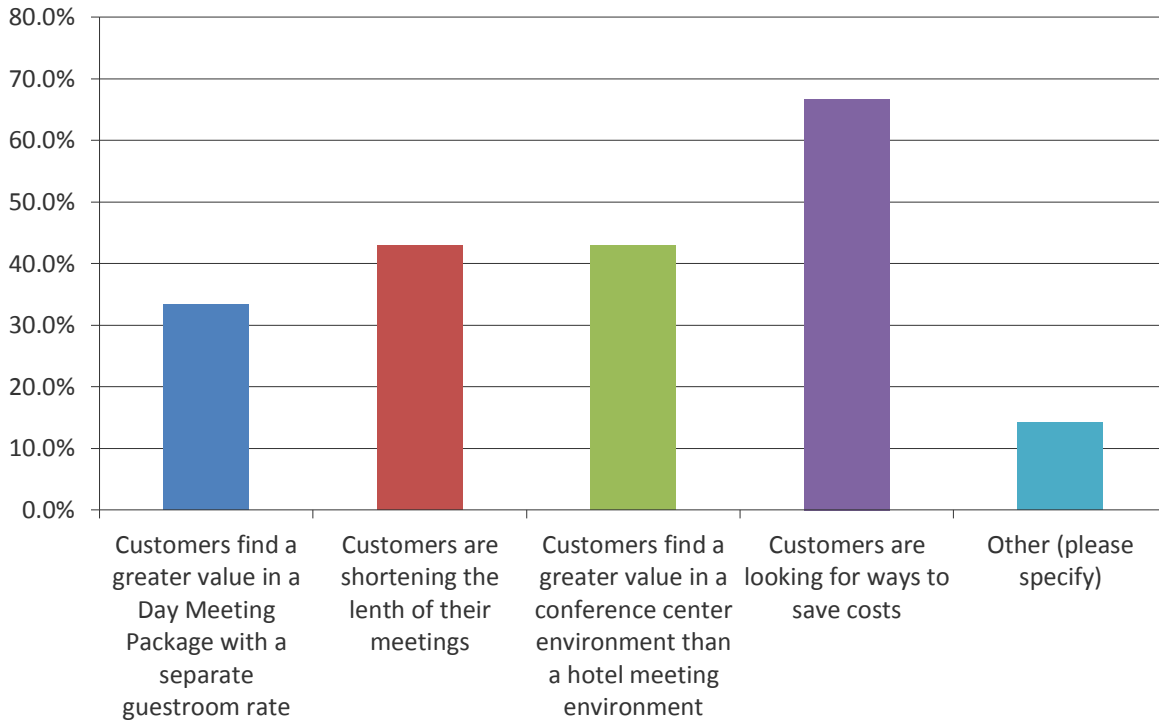
What percentage of your Total Meeting Packages sold are DMP?



How has DMP volume changed over the past 3 years?



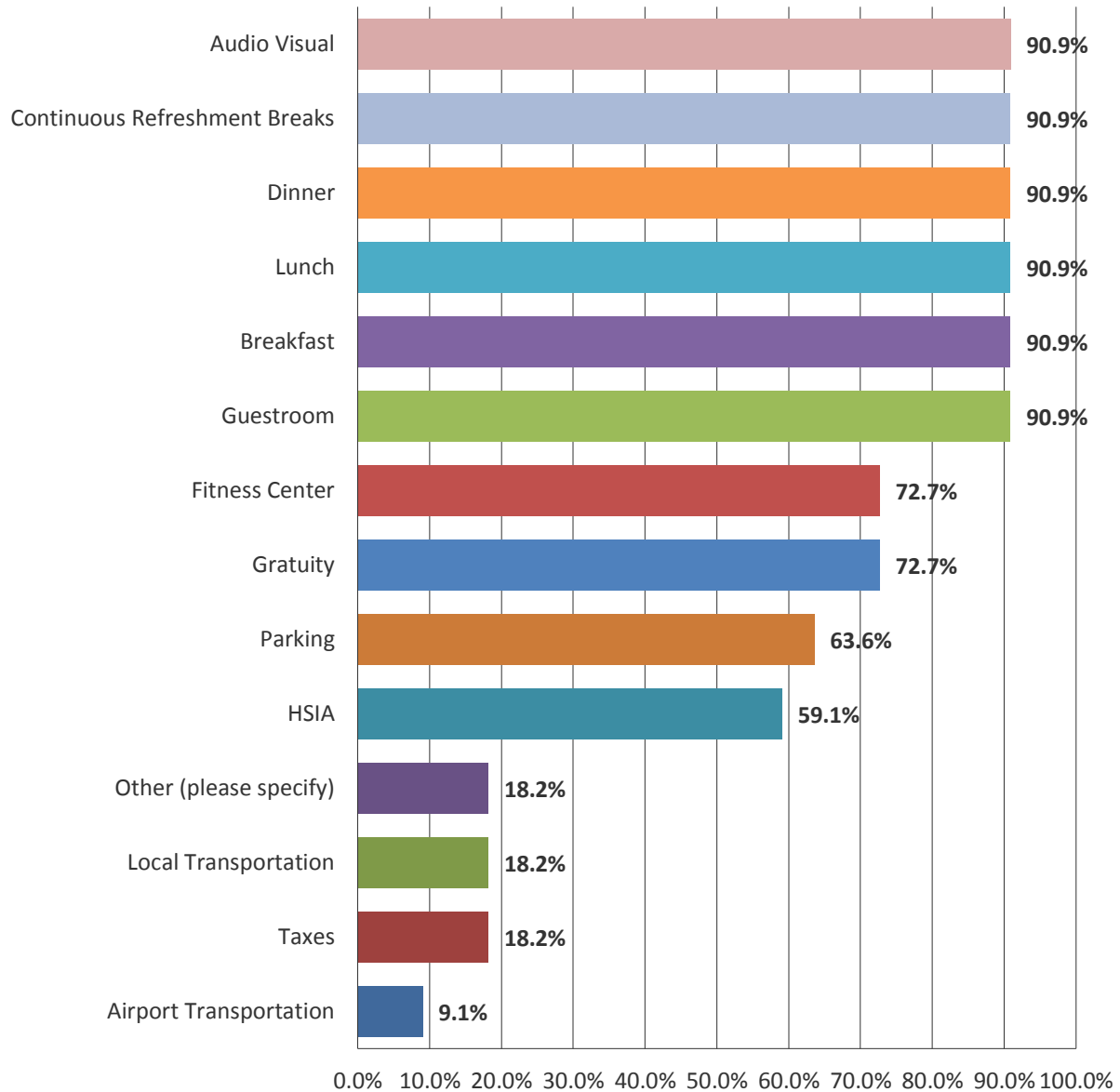
To what do you attribute to the trend in your DMP sales over the past 3 years?



Other Comments:

- Customers using local hotels more for DMP.
- Groups like to charge the guest the room rate and they cover the DMP portion.
- want other dinner options offsite

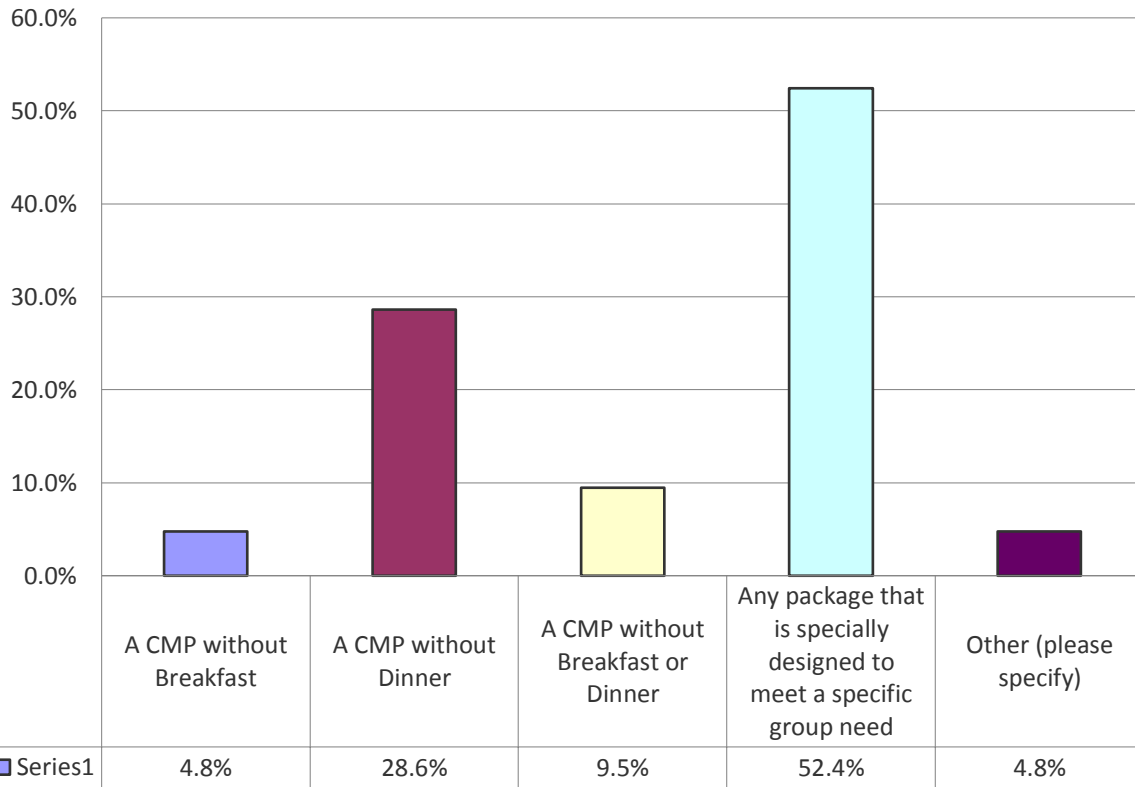
What elements are included in your CMP



Other Comments:

- We don't sell the DMP
- Conference Services Fee
- Conference & Breakout Space
- CMP was denied by the state - not allowed.

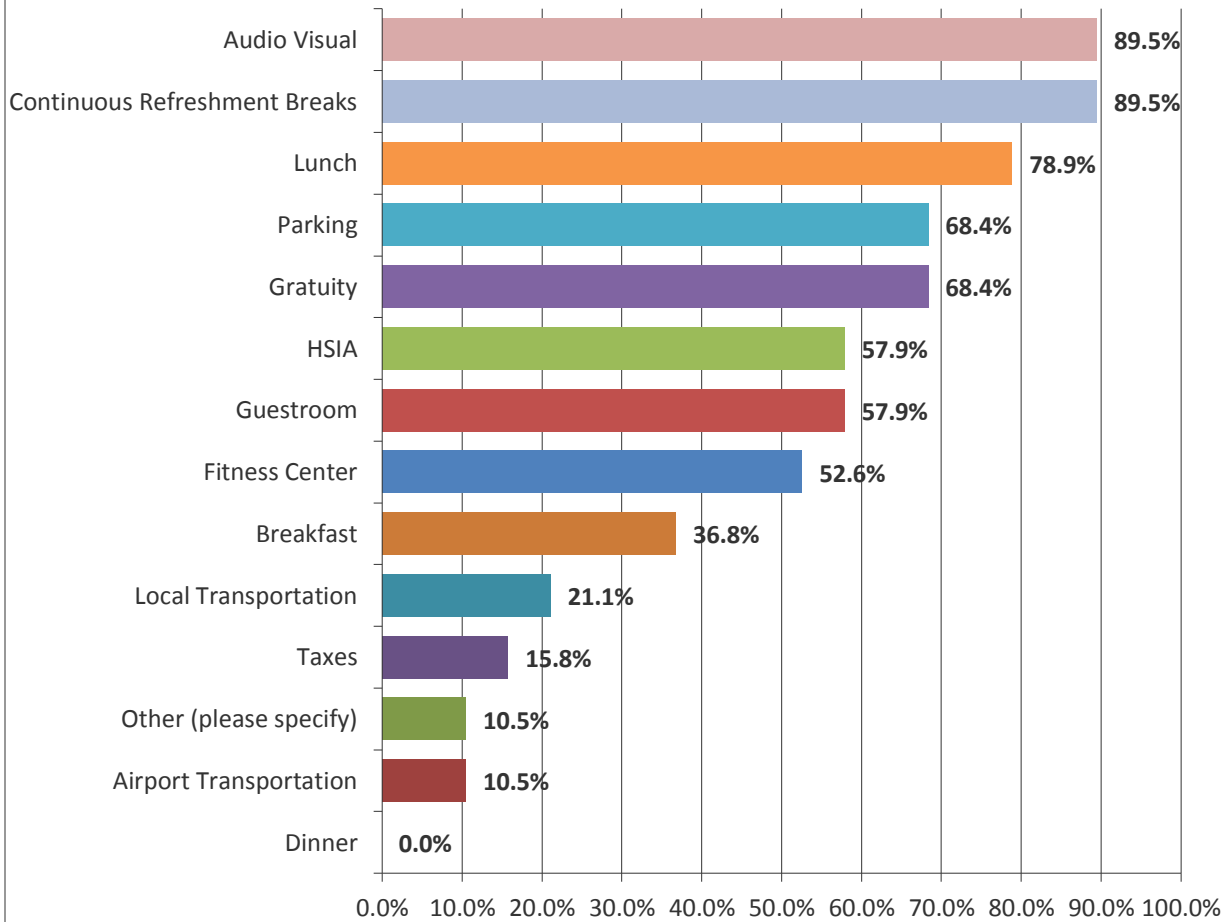
How do you define a Modified Meeting Package ?



Other Comments:

- We try to avoid the MMP terminology.
- We prefer DMP with a la carte dinner pricing and Bed and Breakfast rates where applicable

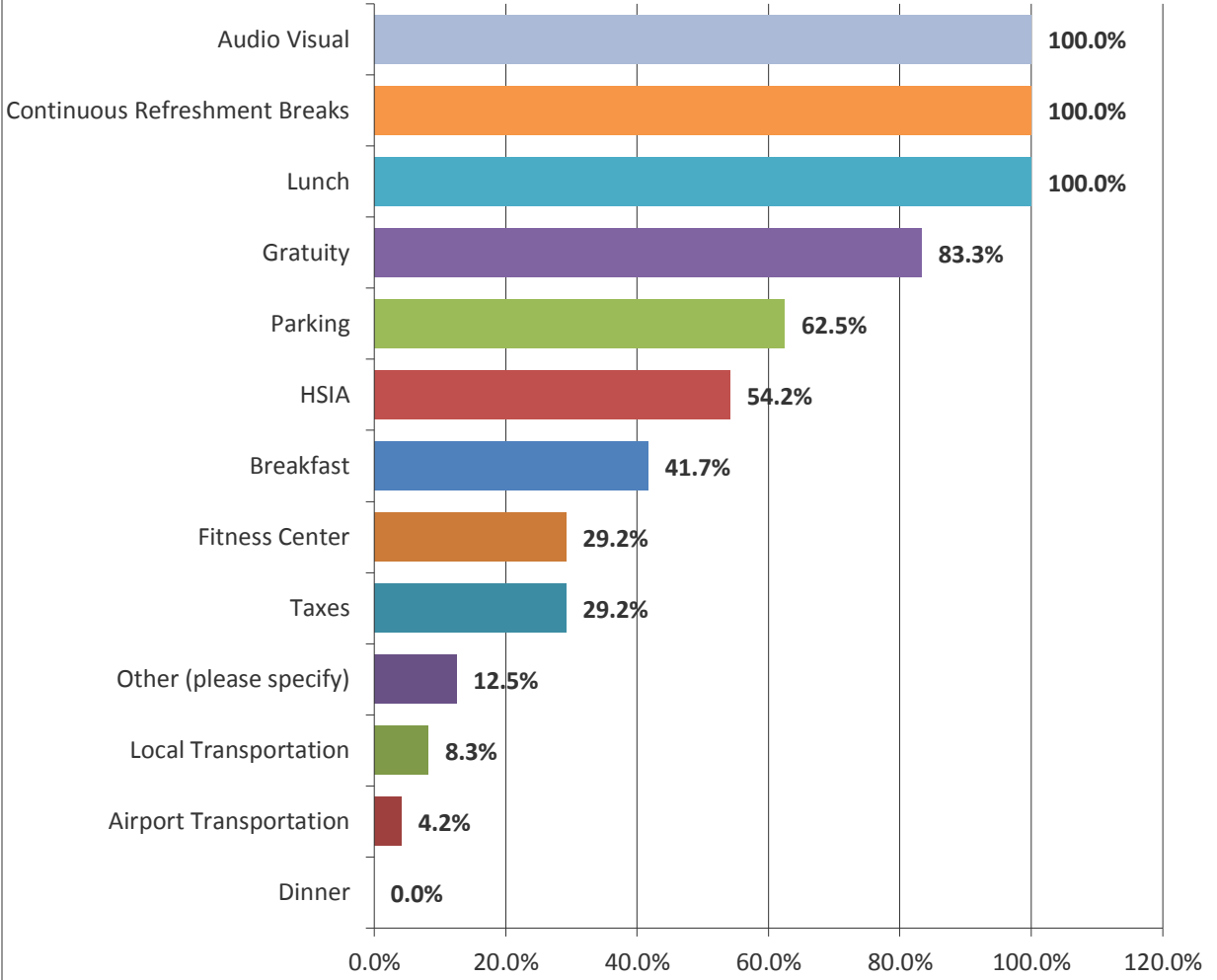
**What elements are always included in your MMP?
(Please check all that apply)**



Other Comments:

- varies
- We try to avoid MMP terminology. See answer to question 16
- Conference and Breakout Space

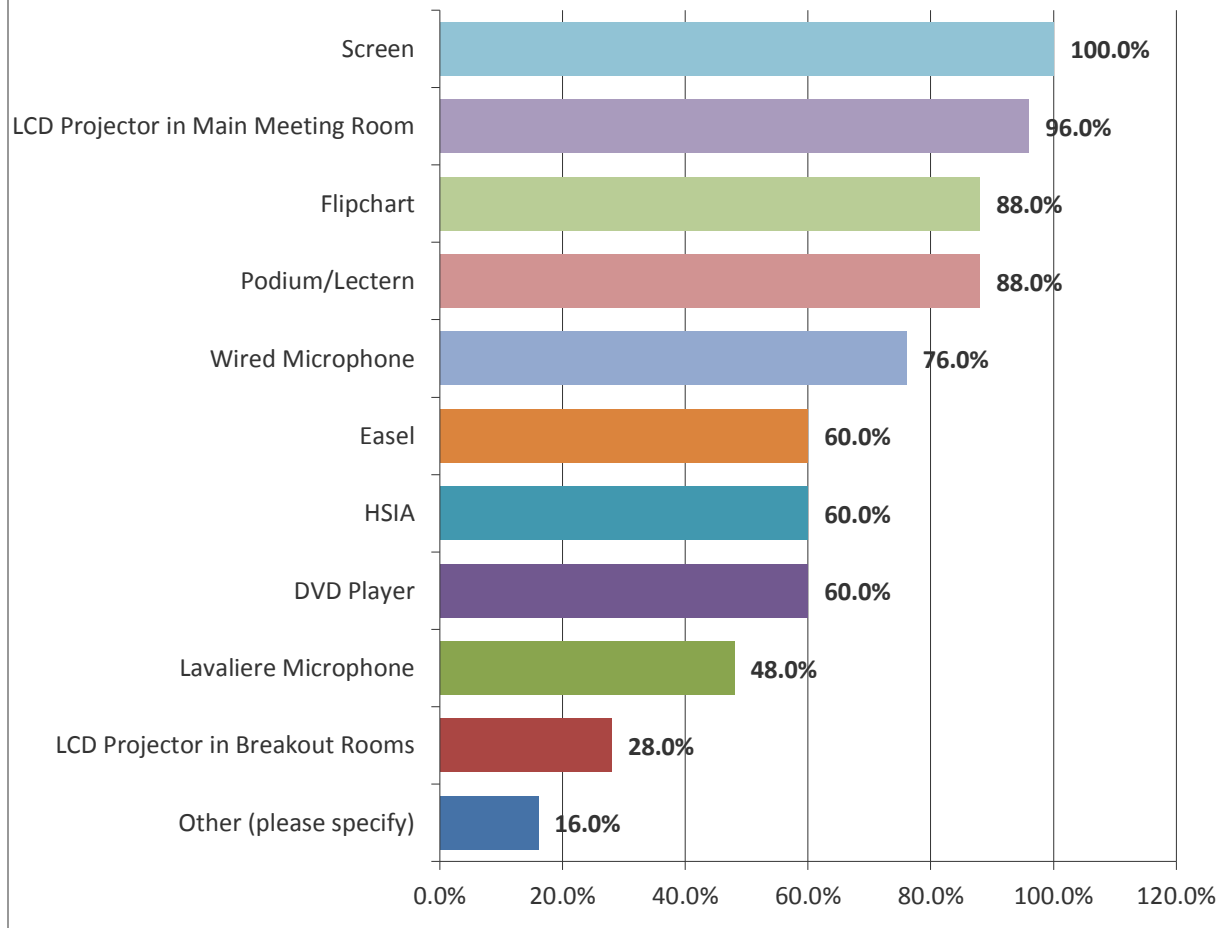
What elements are typically included in your DMP? (Please check all that apply)



Other Comments:

- Experienced staff to handle all details
- Conference Services Fee
- Conference & Breakout Space

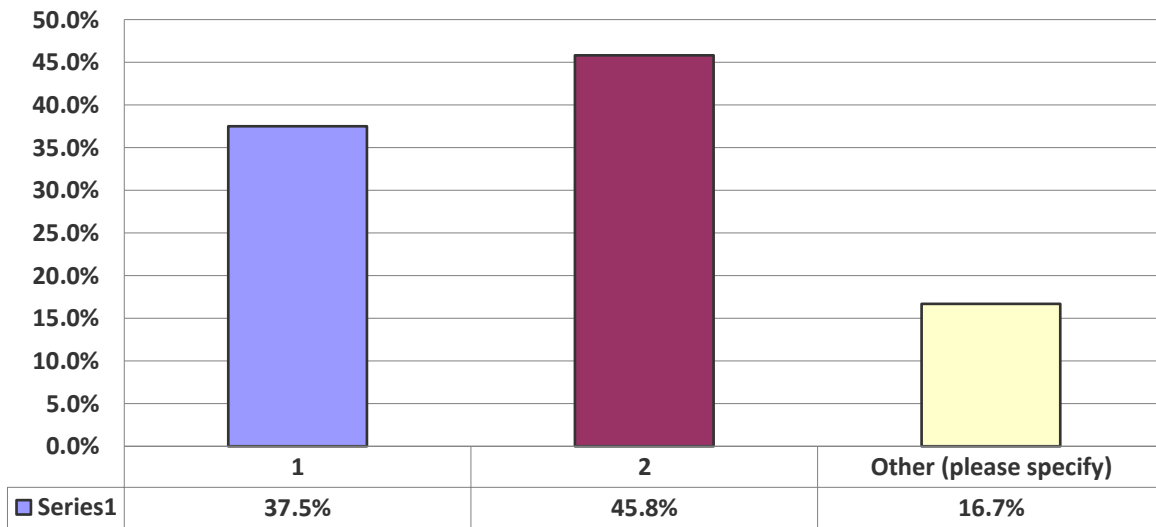
What Audio Visual equipment is standard inclusion in your Meeting Packages? (Please check all that apply)



Other Comments:

- Computers
- Hardwired internet for presenters in all rooms
- Two walls of whiteboards in breakout rooms
- Room rental rate

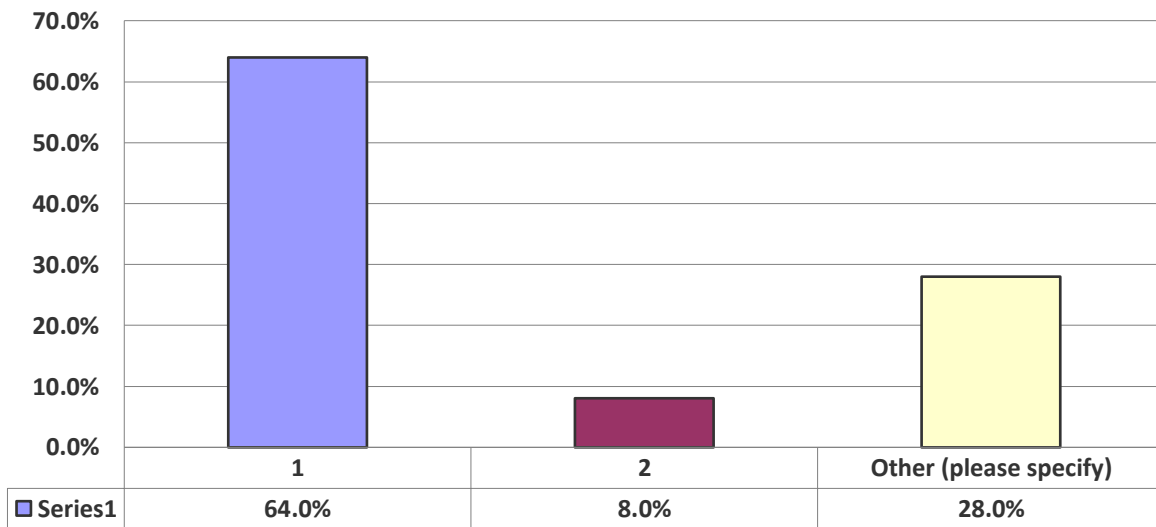
How many Flipcharts do you include in the Main Meeting Room in your package?



Other Comments:

- Up to 3 complimentary
- Currently 10 flipcharts may be lowering to 4 + 2 Easels
- Not defined
- Depends

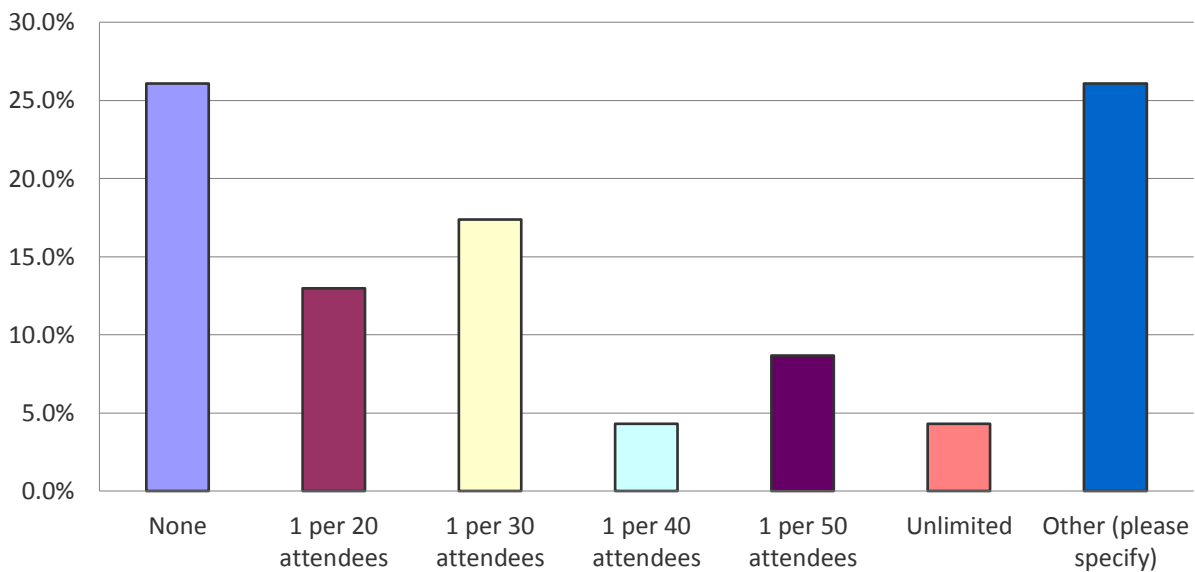
How many Flipcharts do you include in the Breakout Rooms?



Other Comments:

- Included in the first breakout room/ other cost
- Included in meeting room max
- Built in in 9 breakouts, complimentary
- Not defined
- Depends

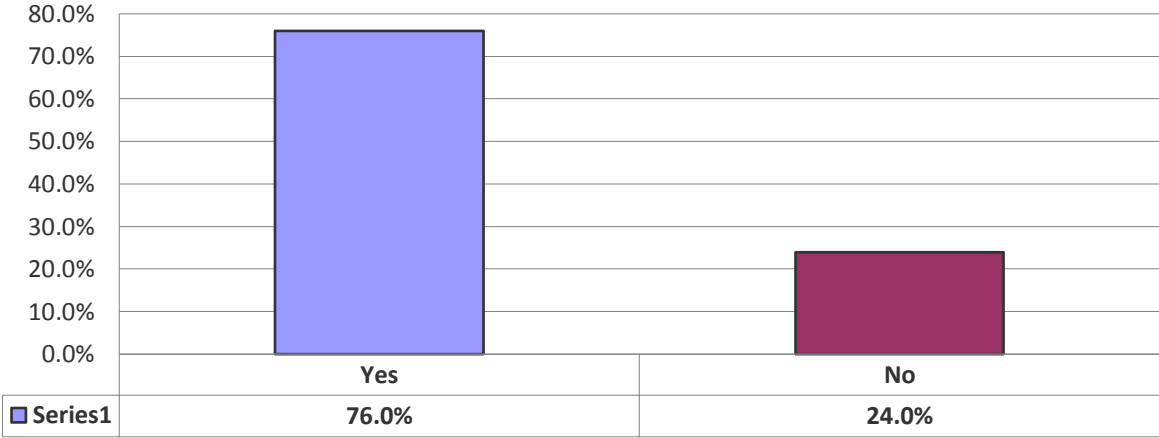
How many Breakout Rooms do you include in your Meeting Packages?



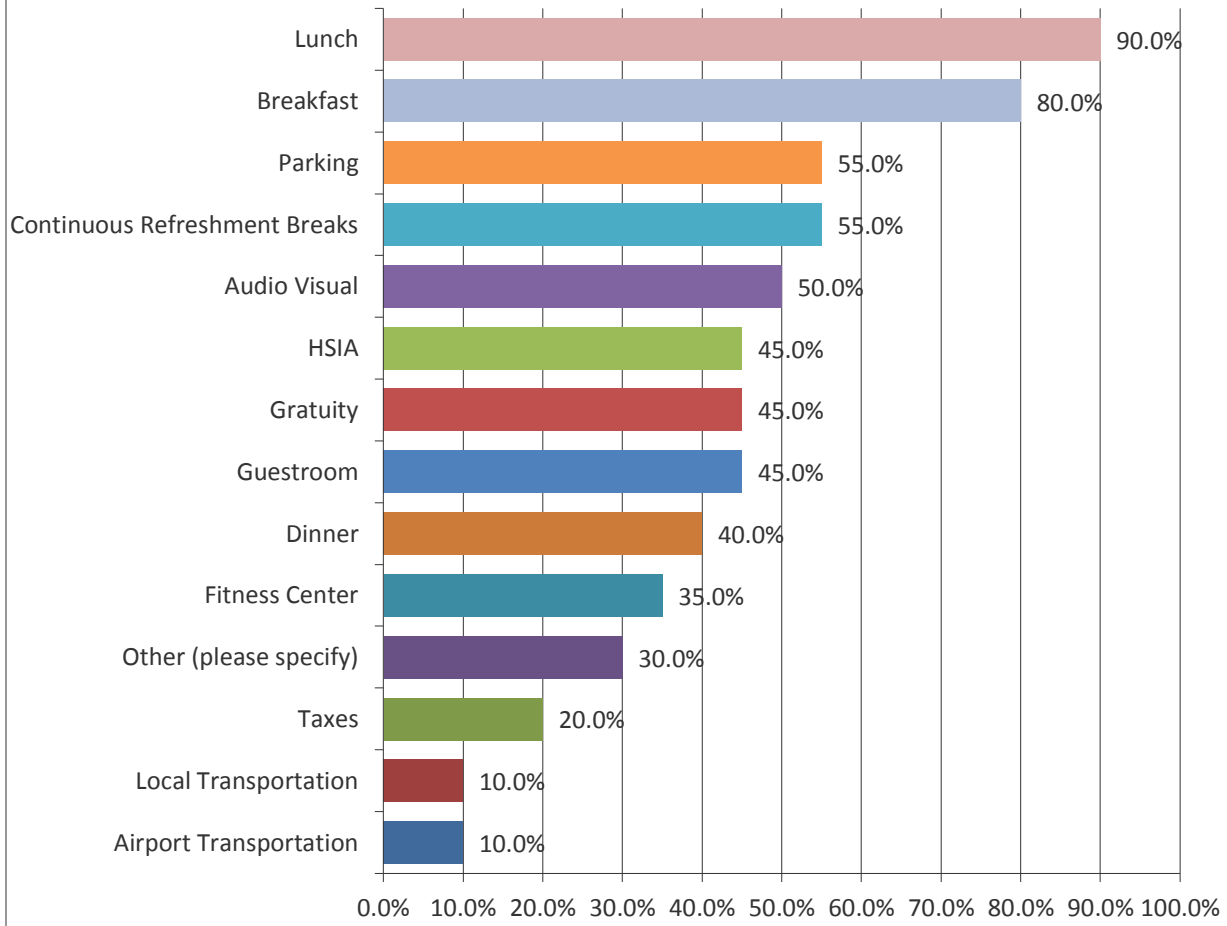
Other Comments:

- One breakout is complimentary for every meeting. Additional breakout rooms can be rented daily.
- We customize based upon the client's program, instead of just automatically offering a specific number of breakout rooms.
- 1 per 10
- Point of negotiation when settling DMP rates
- 1:25
- Depends

Do you have any competing, traditional, non-conference center hotels in your market selling a Meeting Package of any kind?



What do competitive hotels include in their Meeting Package?



Other Comments:

- AM 7 PM break only
- varies by property
- Breaks are not continuous, but included in the package
- AM and PM breaks
- meeting room
- They offer an AM and PM break, not a continuous break.
- Their lunch typically does not include much choice. Usually one entree for all.
- State does not allow.