According to the 2019 Cvent Planner Sourcing Report, more than half of planners say their budgets have increased.

**Who’s Involved in Budgeting?**

Event planners say their own departments are largely in charge, but marketing, finance, and event planning departments are highly involved in budgeting, too.

**Which Event Budgets Are Up?**

Meetings and events are increasingly valuable for organizations’ marketing and sales functions, and this is reflected in the type of events we’re seeing with increased budgets.

**How Might Budget Increases Be Allocated?**

Regardless of event type, the overall majorities of planners agree budget allocations for essential experiences will increase.

Understanding the changes in event budgets and trends allows hotel and venue managers to adequately prepare to both meet planners’ needs and cut them some slack while knowing how much outside input and consideration of detail goes into budgeting decisions.

In 2019, planners polled say that budgets have increased for events such as:

- **Fundraisers:** 56%
- **Trade Shows:** 55%
- **Conferences, Seminars, or Conventions:** 54%
- **Corporate Parties, Galas, or Mixers:** 53%
- **Training:** 52%
- **Annual, Board, or Shareholder Meetings:** 50%
- **Client Appreciation Events:** 50%
- **Company or Organization Milestone Events:** 49%

**TAKEAWAY FOR VENUES:**

- Be aware that additional corporate stakeholders are influencing the organization’s event budget — not just the planner!

- Larger budgets equal more events and attendees, but not necessarily more money to build great experiences.

- Hoteliers need to be resourceful in delivering the expected experience at a larger scale with a tighter budget.

- Along with costs increasing, so are planner expectations about the experience. Focusing on those expectations and meeting them with keen attention to detail is important.

- Understanding the changes in event budgets and trends allows hotel and venue managers to adequately prepare to both meet planners’ needs and cut them some slack while knowing how much outside input and consideration of detail goes into budgeting decisions.

**DEPARTMENTS INVOLVED IN BUDGETING:**

- Event Planning: 73%
- Marketing: 44%
- Finance: 43%
- Sales/Business Development: 28%
- Operations/Logistics: 27%
- Information Technology: 20%
- Human Resources (HR): 19%
- Customer Service: 17%

**TAKEAWAY FOR VENUES:**

- Along with costs increasing, so are planner expectations about the experience. Focusing on those expectations and meeting them with keen attention to detail is important.

**EXPECTED BUDGET INCREASES:**

- Food & Beverage: 55%
- Transportation: 54%
- Event Management and Tech: 52%
- Video/AV: 52%
- Audiovisual/Production: 51%
- On-Site Entertainment: 49%
- Event Marketing: 47%
- Staff Costs: 45%

- The reality is that at least 70% of attendees at event venues do not consider costs or fees associated with attendance, such as food and beverage