FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements regarding macroeconomic trends that we expect to influence our industry, plans for capital expenditures, expectations regarding the introduction of new products, changes to the competitive marketing or regulatory landscape affecting our industry, and plans for growth or future operations are forward-looking statements. These forward-looking statements are only predictions and are subject to a number of risks, uncertainties and assumptions. It is not possible for the company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events.
MICE Business Insights: December 2021 Update

Jan 13, 2022
HELPFUL WEBINAR TIPS

Please use the Q&A functionality to ask questions throughout the presentation. We’ll answer them at the end during the Q&A portion.

No need to take notes. We’ll send you an email with the full recording of the webinar soon after it’s over.

Questions about our products or any of this information? Visit our hub page here:
A look at the latest trends

- Event timing
- RFP Volumes
- ADR
- Market Segment
- Market detail
MICE business Insights from Cvent Supplier Network

$8.8B
worth of RFP’s sourced globally through the Hospitality Cloud in 2020

280K
Hotels and venues listed in CSN

88K
Active planner users
Sourcing momentum in Asia

Week 24: 6 Jun
Week 25: 13 Jun
Week 26: 20 Jun
Week 27: 27 Jun
Week 28: 4 Jul
Week 29: 11 Jul
Week 30: 18 Jul
Week 31: 25 Jul
Week 32: 1 Aug
Week 33: 8 Aug
Week 34: 15 Aug
Week 35: 22 Aug
Week 36: 29 Aug
Week 37: 5 Sep
Week 38: 12 Sep
Week 39: 19 Sep
Week 40: 26 Sep
Week 41: 3 Oct
Week 42: 10 Oct
Week 43: 17 Oct
Week 44: 24 Oct
Week 45: 31 Oct
Week 46: 7 Nov
Week 47: 14 Nov
Week 48: 21 Nov
Week 49: 28 Nov
Week 50: 5 Dec
Week 51: 12 Dec
Week 52: 19 Dec
Week 53: 26 Dec

Unique RFPs Sent

4 week moving average
Unique planner tracking with overall demand

Unique RFPs Sent

4 week moving average
Hotels being copied per RFP

Average Hotels copied on an RFP

- Pre-Covid (2019): 6.3
- H1 2021: 4.17
- H2 2021:
MoM RFP volume change...

92% 83% 45% 42% 42% 33% 30%

Indonesia Singapore Thailand China India Malaysia Japan

Dec as a % of Nov
Mid sized metros ahead in Dec.

43% for Major Metro

48% for Mid Sized Metro
Event Timing
When are planners sourcing for?

Dec'21: 47%
Q1 2022: 33%
Q2 2022: 9%
Q3 2022: 4%
Q4 2022: 3%
2023 and beyond: 5%
Smaller meetings gain majority share

- Pre-Covid (2019):
  - 100+: 6%
  - 51-100: 19%
  - 11-50: 48%
  - 1-10: 28%

- Last 4 weeks:
  - 100+: 9%
  - 51-100: 45%
  - 11-50: 36%
  - 1-10: 10%
ADR trends
RFP share by Org. Type for all arrival dates

<table>
<thead>
<tr>
<th>Org. Type</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>88%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Social/Leisure</td>
<td>2%</td>
</tr>
<tr>
<td>Association</td>
<td>1%</td>
</tr>
<tr>
<td>Education</td>
<td>1%</td>
</tr>
</tbody>
</table>

Dec '21
Trends by segment – 2021 YTD

- Healthcare, Pharmaceuticals & Biotech: 66%
- Third Party Planners: 12%
- Others: 12%
- Guest Accounts: 8%
- Software & Internet: 2%
- Financial Services: 0%
- Energy & Utilities: 0%
- Travel, Recreation: 0%
- Consumer Services: 0%
So in summary...
Key Takeaways

• Slight decline in December for sourcing momentum due to seasonality.
• Booking window reducing, currently around 30 days

• Small meetings of upto 50 pax events having the biggest share at 45%
• Majority events sourcing concentrated in Dec ’21 followed by Q1 2022

• Corporate RFP’s retain the maximum share
• Higher than 2019 ADR trend- continues into Dec.
Monitor Group RFP Data in Real Time with *Competitive Set Dashboard*

- Monitor shifts in demand vs. your competitive set.
- Analyse RFP response efforts and compare your property’s bid rate and response time to your competition.
- Leverage planner data to prospect and fill cancellations
- Forecast surges in future demand for your property

And much more...
Questions?

Feel free to type in your questions in the chat box

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