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.
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 MEA

- Unique RFPs Sent
- 4 week moving average
Unique planner tracking with overall demand
Fewer hotels being copied on RFPs

Average Hotels copied on an RFP

Pre-Covid (2019): 7.6
H1 2021: 7.9
Oct-Nov 2021: 7.6
MoM Rfp volume change...

South Africa: 28%
Morocco: 50%
Egypt: 57%
Saudi Arabia: 59%
UAE: 71%
Qatar: 122%

Dec as a % of Nov
Booking window

Avg. Booking Window (Days) vs 4 week moving average

Week 24 : 06-Jun
Week 25 : 13-Jun
Week 26 : 20-Jun
Week 27 : 27-Jun
Week 28 : 04-Jul
Week 29 : 11-Jul
Week 30 : 18-Jul
Week 31 : 25-Jul
Week 32 : 01-Aug
Week 33 : 08-Aug
Week 34 : 15-Aug
Week 35 : 22-Aug
Week 36 : 29-Aug
Week 37 : 05-Sep
Week 38 : 12-Sep
Week 39 : 19-Sep
Week 40 : 26-Sep
Week 41 : 03-Oct
Week 42 : 10-Oct
Week 43 : 17-Oct
Week 44 : 24-Oct
Week 45 : 31-Oct
Week 46 : 07-Nov
Week 47 : 14-Nov
Week 48 : 21-Nov
Week 49 : 28-Nov
Week 50 : 05-Dec
Week 51 : 12-Dec
Week 52 : 19-Dec
Week 53 : 26-Dec
When are planners sourcing for?

- Dec'21: 24%
- Q1 2022: 46%
- Q2 2022: 12%
- Q3 2022: 3%
- Q4 2022: 6%
- 2023 and beyond: 9%
Small meetings coming back

Pre-Covid (2019):
- 100+ (9%)
- 51 - 100 (17%)
- 11-50 (55%)
- 1-10 (9%)

Last 4 weeks:
- 100+ (19%)
- 51 - 100 (14%)
- 11-50 (46%)
- 1-10 (21%)
RFP share by Organization Type for all arrival dates

- Corporate: 67%
- Social/Leisure: 9%
- Government: 3%
- Association: 1%
- Education: 1%
- Non-Profit: 2%
- Other: 16%

Dec '21
Trends by segment – 2021

- Consumer Services: 1%
- Energy & Utilities: 2%
- Software & Internet: 2%
- Travel, Recreation & Leisure: 1%
- Financial Services: 3%
- Healthcare, Pharmaceuticals & Biotech: 15%
- Others: 13%
- Third Party Planners: 31%
- Guest Accounts: 33%
So in summary...
Key Takeaways

• Slight seasonal decline in sourcing volume in Dec.
• Booking window currently around 100 days

• Small meetings of upto 50 pax events having the biggest share at 67%
• Majority events sourcing for 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 reach out to us:

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