

# Who gets the Wow?

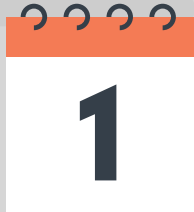
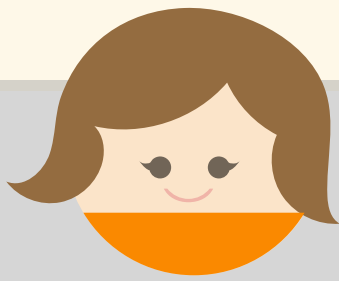
## LATE BOOKER

Jessica is hesitant to book early. She believes she'll get a better deal if she waits for the market to change. Is she right?

VS.

## EARLY BOOKER

Johanna books ahead. She thinks it will give her the edge and guarantee the best experience. Is it the right call?



Jessica waits a year before the event to book, resulting in higher rates.



Johanna books in advance, giving herself more time to search for the best location, speaker and content.

IF OCCUPANCY IS **70%** OR HIGHER, hotels are **less likely to negotiate** rates.<sup>1</sup>

**50%** OF ASSOCIATION PLANNERS book more than **three years before** large meetings.<sup>6</sup>

THE TYPICAL MEETING LASTS **2.5 DAYS**, and **EXPECTED RISES** in meetings and attendees will **LIMIT AVAILABILITY**.<sup>2</sup>

IN MARCH 2015, the industry recorded **12 MILLION MORE ROOMS SOLD**.<sup>4</sup>

Johanna knows **BOOKING EARLY ELIMINATES THE COMPETITION** and helps better control her budget.

Jessica needs **A LOCATION FOR 3 DAYS** and is forced to take her **'LAST CHOICE' HOTEL** and risk damaging her credibility.

**THERE IS A RISE IN DEMAND** FOR FUN, UNIQUE LOCATIONS, especially with **HIGH-TECH EXPERIENCES** for today's multi-tasking attendees.<sup>5</sup>

When associations are forced to book a **2ND CHOICE LOCATION** they see an average drop in attendance of **20%**.<sup>3</sup>

Because Jessica waited, fewer people registered. As a result the association had to cut staff and programs.

Johanna was proactive. She was able to give her attendees a memorable experience and keep them coming back. That makes her a **WowMaker**.



<sup>1</sup> Source: Conference Direct. Strong Hotel Metrics Put Pressure On 2014 Meeting Negotiations. Los Angeles, CA: MeetingMentor Online, 2014. Web.

<sup>2</sup> Source: American Express Meetings and Events. 2016 Global Meetings and Events Forecast. 2016. PDF

<sup>3</sup> Source: Research conducted by Hilton Worldwide, 2015.

<sup>4</sup> Source: Freitag, Jan. "Freitag's 5: Is sustained supply growth here?" HotelNewsNow.com, STR, 24 April 2015. Web 7 July 2015.

<sup>5</sup> Source: American Express Meetings and Events. 2015 Global Meetings and Events Forecast. 2015. PDF

<sup>6</sup> Source: Convene and Lewis&Clark. "Meeting Markets Survey: Back to Business." PCMA Convene Magazine 1 March 2015. Web.