

Staying Ahead of the Curve with 2024 Meeting and Event Trends

- **Rising costs require partner support for exceptional events.**
 - 82% of planners expect costs to increase, leading to upward budget adjustments.
 - With demand for in-person events remaining high, planners will be looking for creative meeting solutions with big wow-factors.
 - 76% of planners plan to work with local CVBs.
- 👉 **Tip:** Show planners how they can get creative with their budgets at your venue and still get that wow factor!
- **Using visual and interactive content in the sourcing process leads to sale success.**
 - 53% of planners say images and videos are among the three most influential features during sourcing.
 - 51% same the same thing about floor plans and diagrams.
 - Virtual and augmented reality are becoming standard practice for every event planner.
- 👉 **Tip:** Upgrade your hotel or venue listing with more visual and interactive content of your meeting spaces.
- **Sustainability is key when selecting a venue.**
 - 31% of travelers reported they are willing to spend more on accommodation if they know it is sustainably operated.
 - Another 31% of planners say sustainability will predominantly share their event planning priorities in 2024.
- 👉 **Tip:** Highlight sustainability initiatives and achievements, big and small!

Data provided by the 2023 Cvent Planner Sourcing Survey of North America

* Cvent is an industry-leading meetings, events, and hospitality technology provider.