

Data:

The new language
of influence

2020 to **NOW**

**Force
Majeure,
masks**

**Virtual
(again)**


No staff

**Events
cost
WHAT?!**

**Politics is
killing my
attendance**

BUT...

**it accidentally
led to a
solution.**



“What are others doing?”

was *really* clients asking for help...

- Weighing tradeoffs, making decisions with **confidence**
- Getting internal **buy-in**, giving leaders confidence in them
- Measuring **performance**
- Making the case for **change**

Event ~~Planners~~
are now asked to be
strategists...

**Data is how
you do it.**



Removes subjectivity



**Takes emotion out
of the equation**



Builds your credibility



...is the language of business.

Some Examples

Questions You Might be Asked...

How much do we need to increase our budget next year?

How can we get people to register before the hotel cutoff date?

Why is attendance down and how do we fix it?

Should we source and contract hotels now or wait?

Should we change locations?
Format?
Length?

How is the Iran war affecting flights???

Decision-making confidence

**How much do we need to increase
our budgets next year?**

**Should we source and contract
hotels now or wait?**

Increase your budget...

2019-2024:
Up
40%+

2025:
Up an
additional
4%

2026(forecast):
Up an
additional
2-4%

...or prepare to make tradeoffs

Inflation Outlook

2-4% budget increase needed to achieve the same program YOY

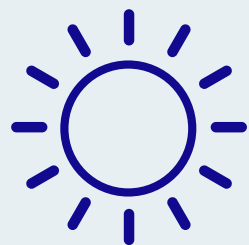
	2025 Prices	2026 Prices
Hotels <i>*Estimates reflect hotel chain scales typically used by business groups</i>	Up 2-4%	Up 1-3% domestic; Up 4-6%+ globally
Air	Down 2%	Up <1% domestic; Up 2-3% intercontinental
Food & Beverage	Up 4%	Up 3-6%
Wages for Event Staff	Up 3-4%	Up 3-4%
Meetings & Events	Up 3.7%	Up 2-4%

*Sources: CoStar/STR; 2026 Global Business Travel Forecast – CWT/GBTA; USDA ERS August 2025 Forecast; Hilton Viewpoints – November 2025; BCD Travel Market Report – 2026 Outlook; World at Work and PayScale August 2025 report

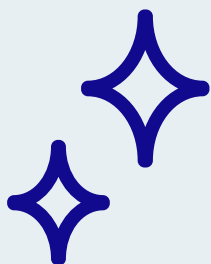
Budgeting for 2027-2028



**Tier 1 cities & tourism
hot spots (esp. overseas)**



During peak season



Luxury oriented

Establishing Your Benchmark

A few data points:

- **Maritz air teams assume a 6% yearly increase in ticket prices**
- **Our sourcing teams anticipate luxury hotel rates increasing 5-10% yearly for next couple of years**

**Budget a 5-10%
yearly increase**



Using the data

- **Justify your budget recommendation**
- **Educate leaders so they can make tradeoffs (change locations?)**
- **Inform your sourcing strategy (e.g. lock in rates now)**

Influencing Behavior & Performance

**Why is our attendance down and
how do we fix it?**

**How can we get people to
register earlier?**

2025 Attendance Data

Trend

Attendance was a bit soft



Data

37% saw a **decrease** – on average by 10%

...But not for everyone



25% saw **increase** – sometimes big

International attendance was particularly soft



More than half saw a **decrease** – on average by 20%



Maritz®

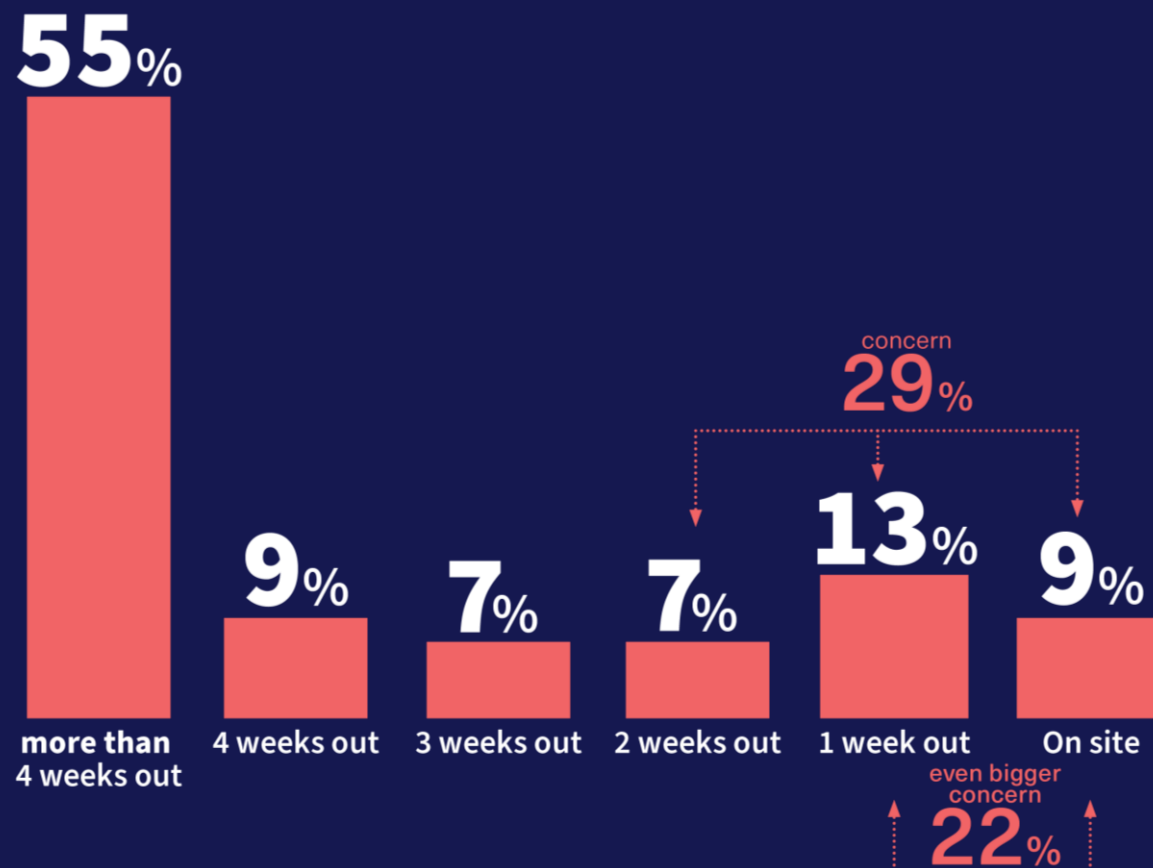
Registration Insights Report

Optimizing revenue and attendance in the face of new attendee behavior

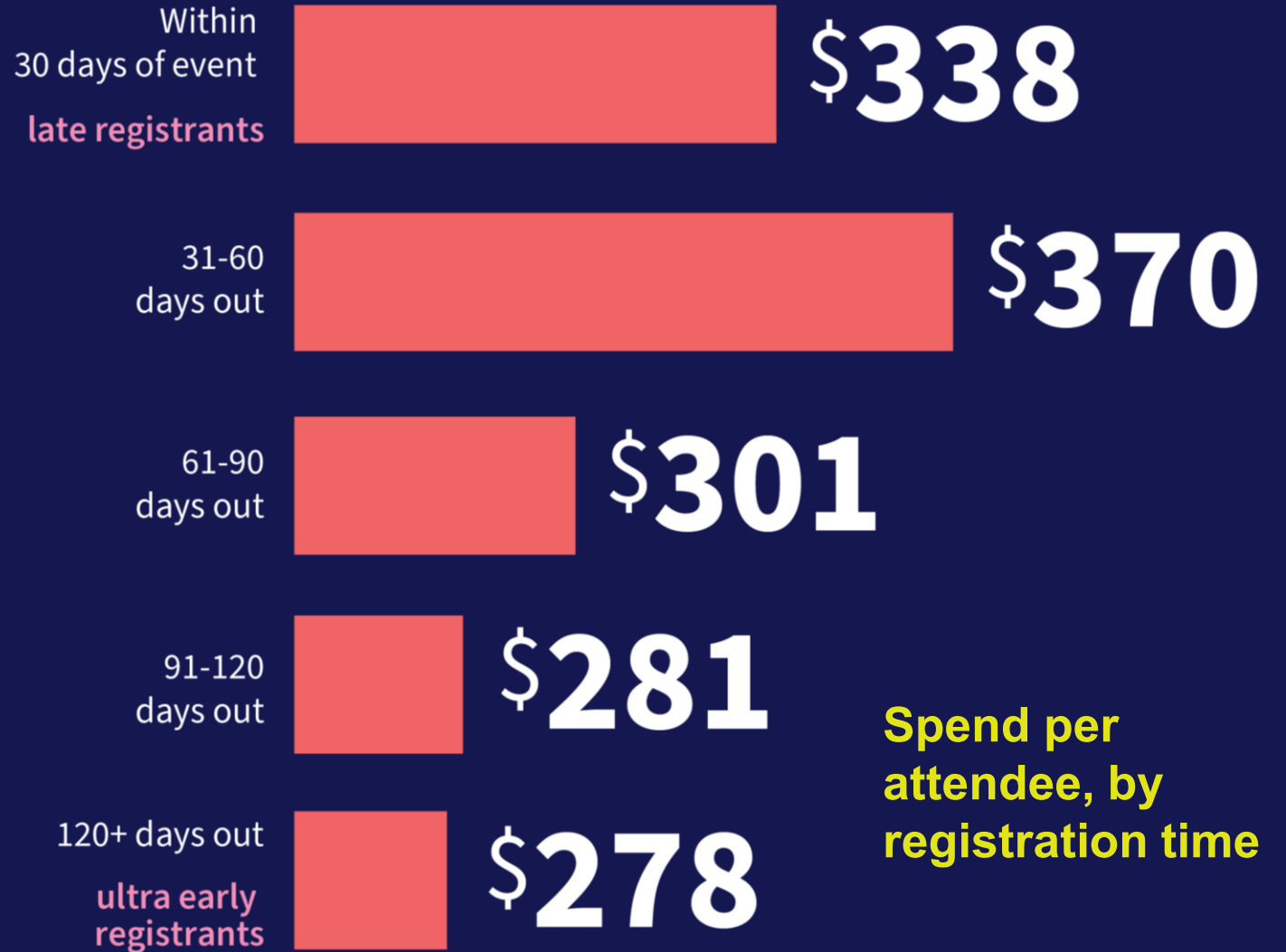
Registration Insights Report Sponsored By **LOUISVILLE**

Coming this year: **Version 2.0!**

45% Register in the Final 4 Weeks



...but they
spend more
than early-birds



Spend per
attendee, by
registration time

Using the data

- **Rethink your marketing strategy**
- **Rethink your pricing strategy**
- **Rethink your operational strategy (hint: share your data with suppliers!)**

DATA IS LIKE TEENAGE KIDS...

If you ignore it long
enough, it starts
making **expensive**
decisions for you



**Connect
with us!**



Info Sheet

Top 10 Trends for 2026

Quick-Hit Videos

Hear our take on generations, data, AI and more