

SALES + MARKETING MEETING

PULSE SURVEY
ZARTICO DATA
VISIT PORTLAND INITIATIVES





Meetings Industry PULSE Survey

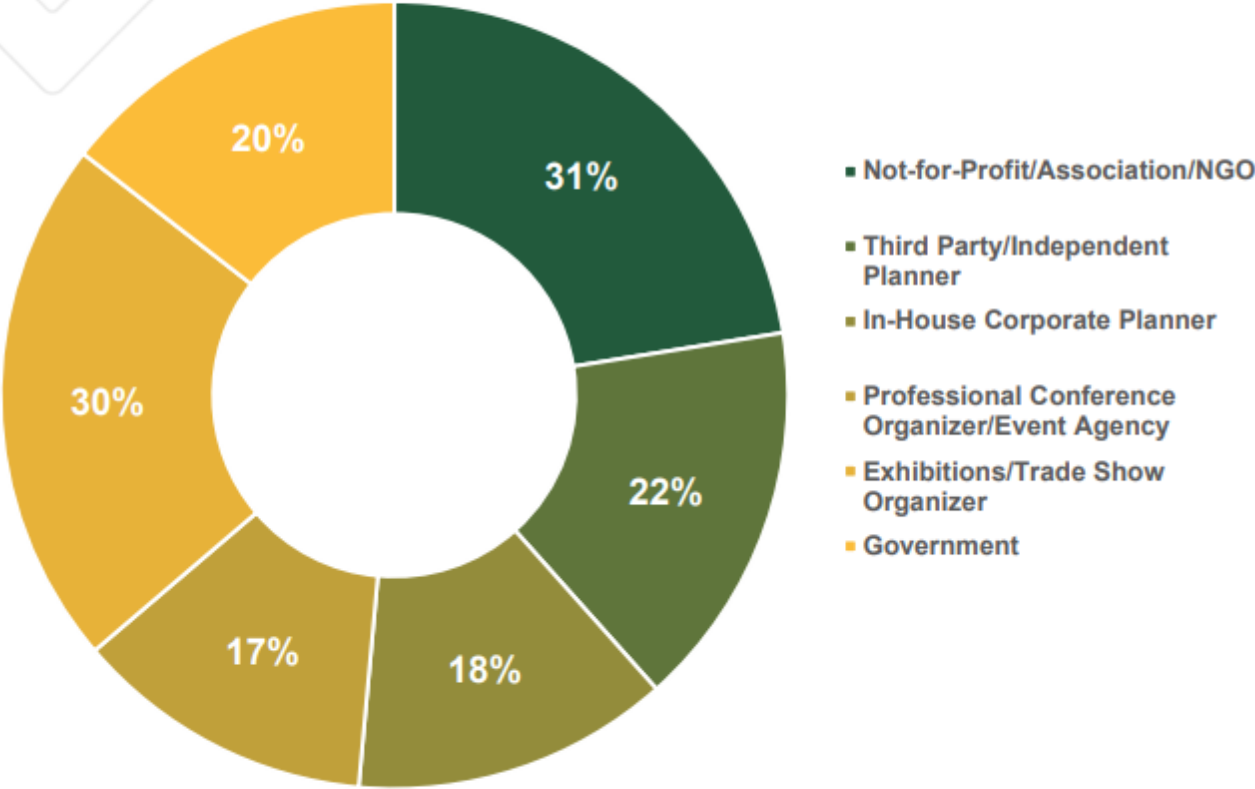
NORTH AMERICAN REGION

NEW DATA | DECEMBER 2025

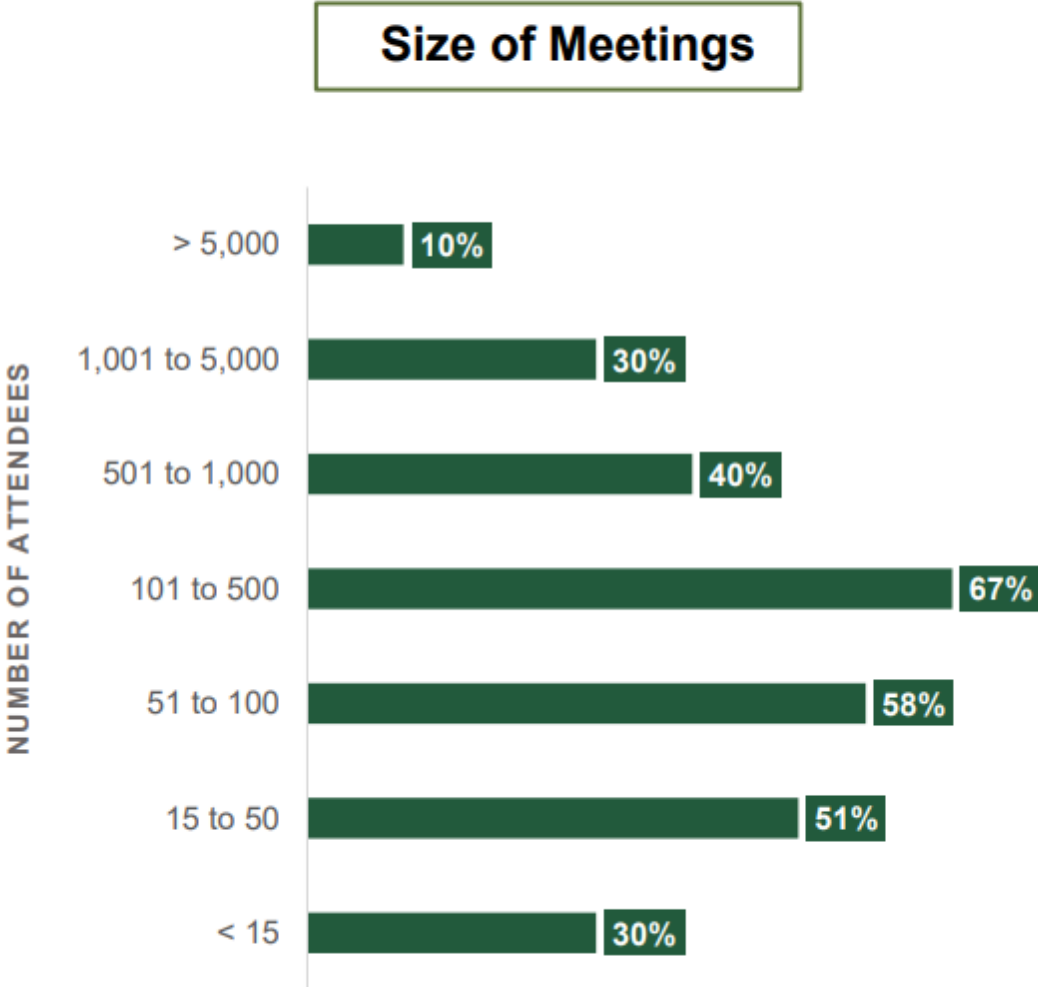


382 Planner Responses

NOVEMBER 18 – NOVEMBER 25, 2025



% OF TOTAL RESPONDENTS

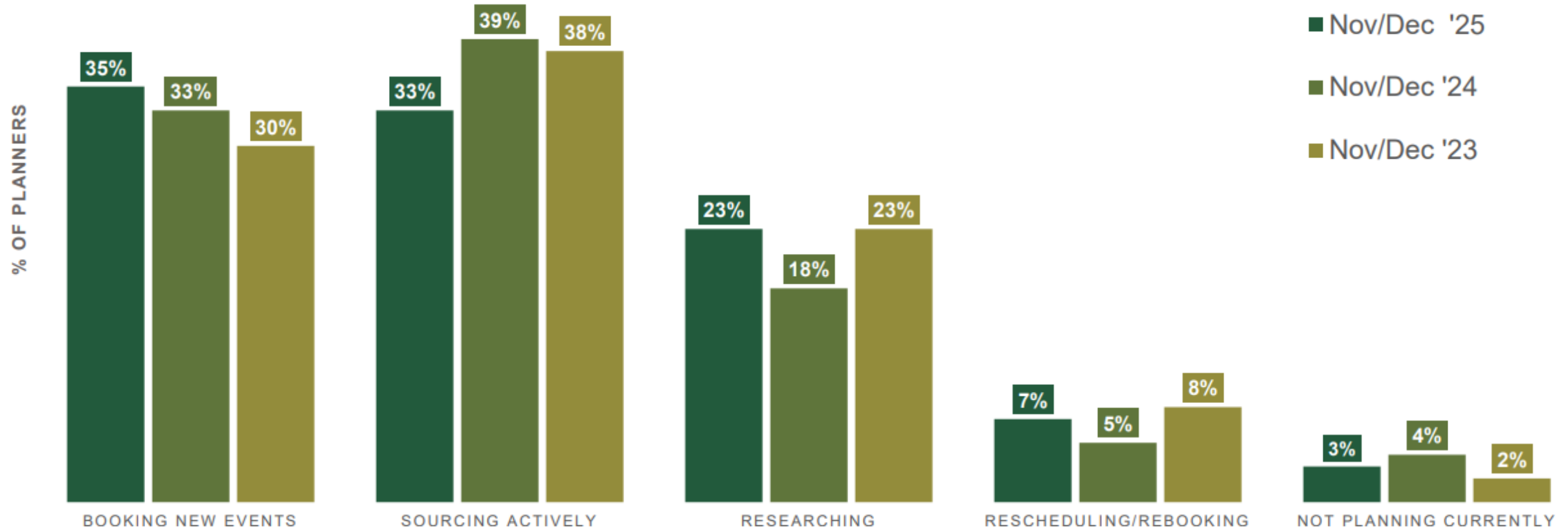


% OF TOTAL RESPONDENTS

Current Booking Activity Indicates Business as Usual

THE DECLINE IN PLANNER SENTIMENT IS NOT REFLECTED IN BOOKING ACTIVITY.

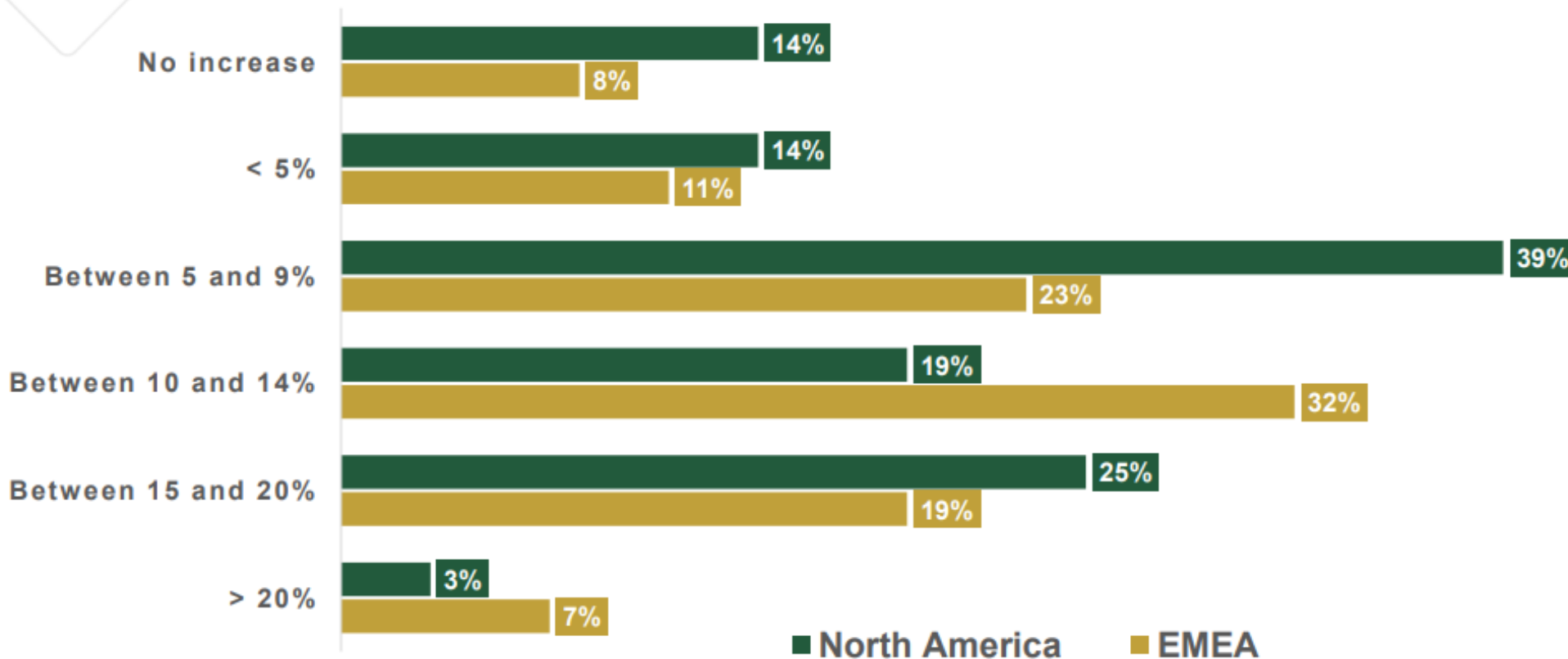
What is your current primary focus as it pertains to your live, in-person events?



Most Planners Anticipate Continued Price Increases

RIISING COSTS ARE A GLOBAL PHENOMENON. DO THEY REPRESENT A LOOMING CRISIS FOR GROUPS?

By what per cent do you expect your meeting/event-related costs to increase next year?



On average, both North American and EMEA planners expect their event-related costs to rise between 9 and 13%.

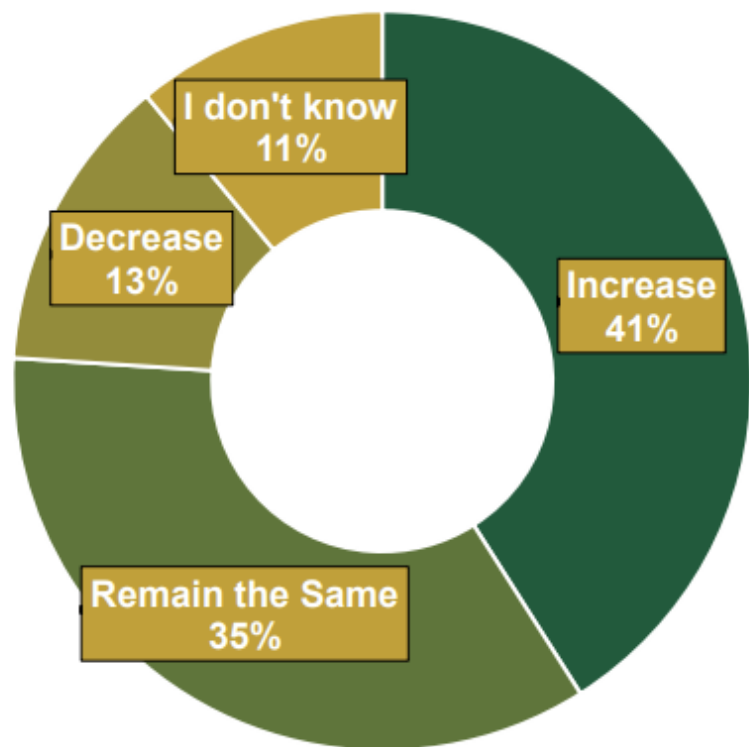
EMEA data collected simultaneously, November 2025.

Most Planners Expect Budget Increases Will Not Keep Pace With Costs

THOSE WHO ARE DECREASING THEIR BUDGET ARE DOING SO DRAMATICALLY.

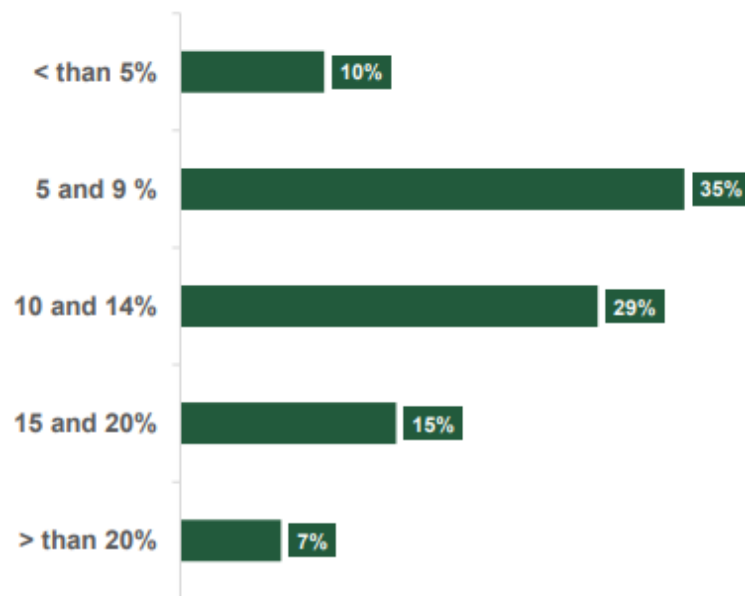
How will your meetings/events budgets change from this year to next year?

% OF PLANNERS



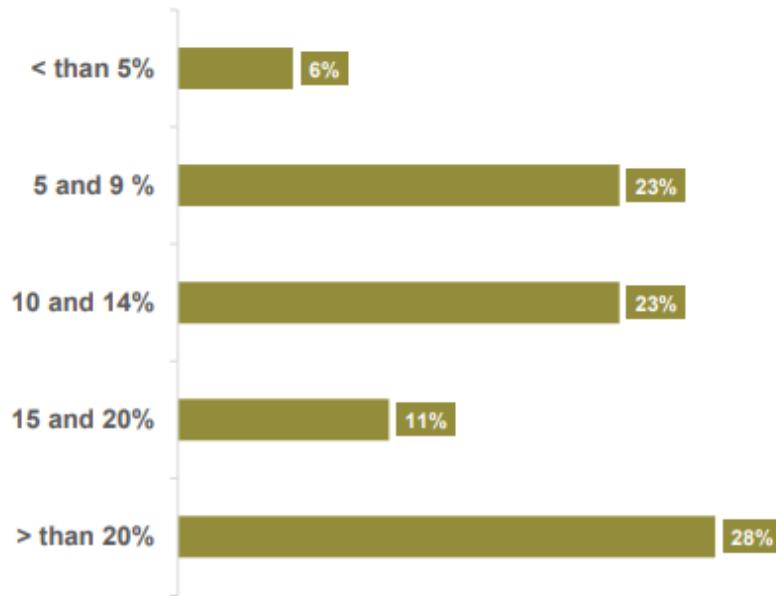
By what percent is your meetings/event budgets increasing from this year to next year?

Expected Average Increase
Between 9 and 13%



By what percent is your meetings/event budgets decreasing from this year to next year?

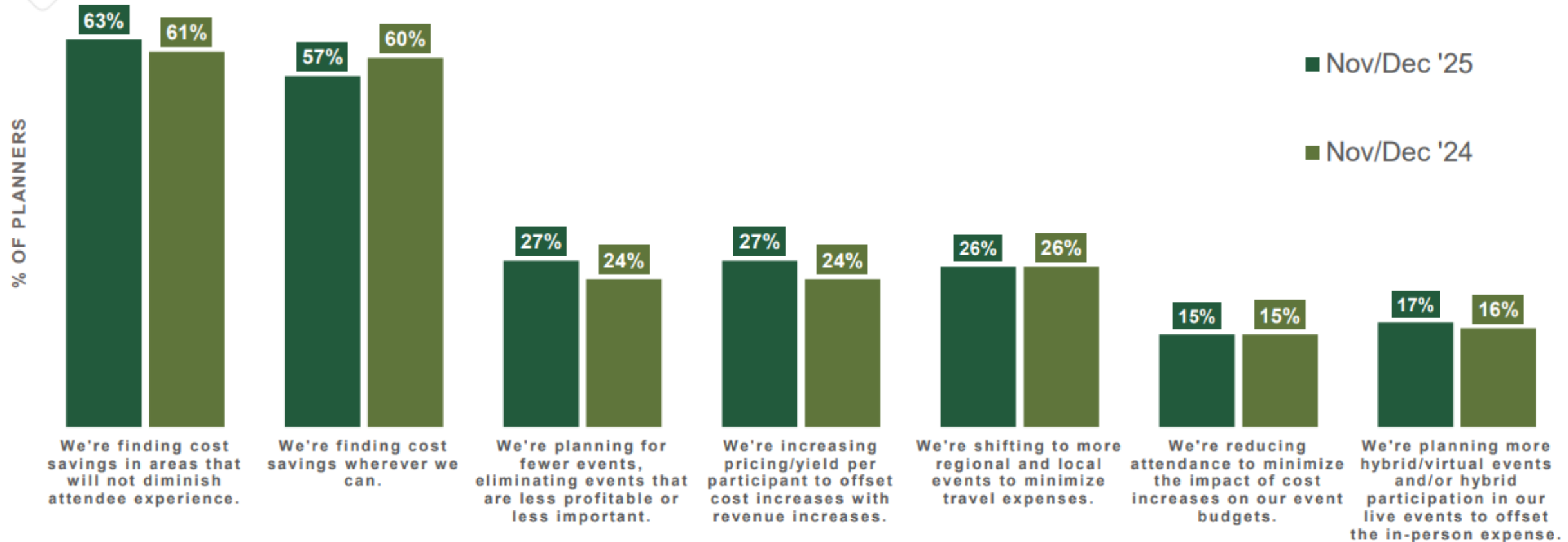
Expected Average Decrease
Between 11 and 15%



Planners Continue to Seek Cost Savings Without Diminishing Their Events

SOME ARE PLANNING FOR FEWER EVENTS AND OFFSETING COSTS WITH REVENUE INCREASES.

What measures, if any, are you taking to mitigate the impact rising costs are having on your current events or on events you are currently planning?

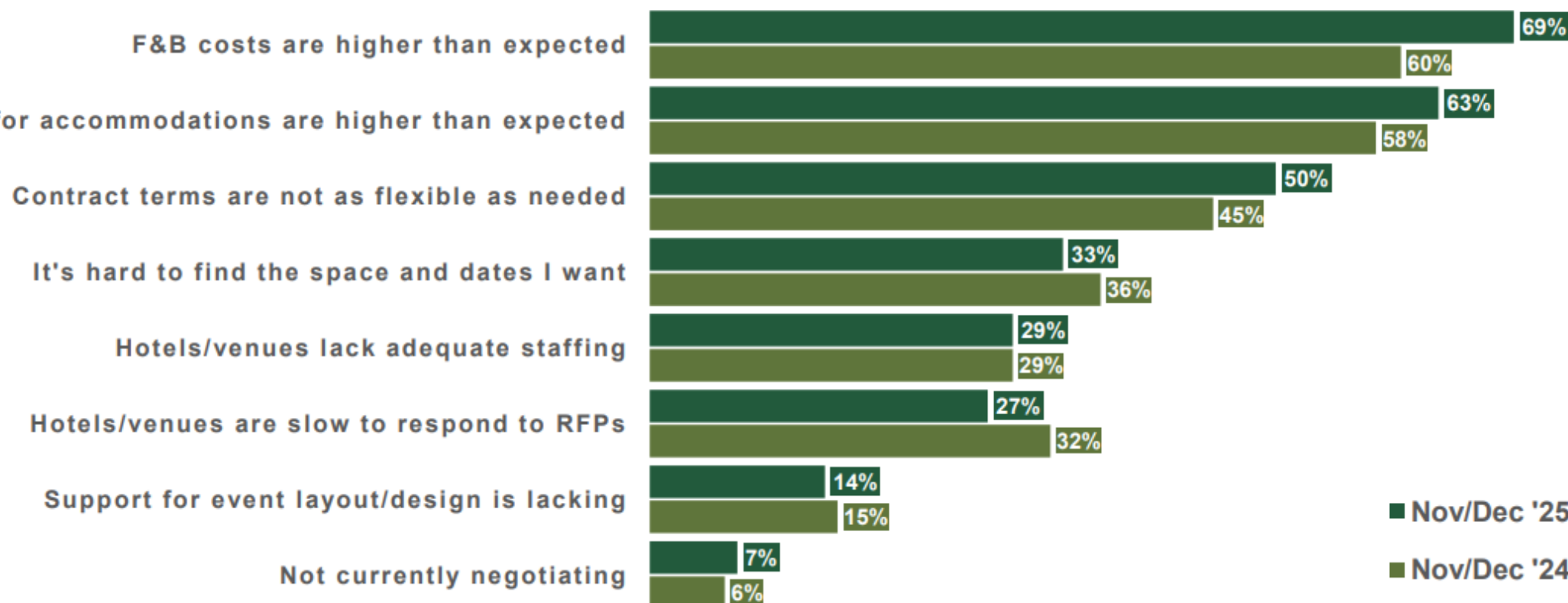


Concerns Over Costs and Contract Terms Grow

WHILE COMPRESSION AND RFP RESPONSE RATES IMPROVE, CONTRACT TERMS BECOME MORE INFLEXIBLE.

If you are working with hotels and venues for future meetings or events, are you experiencing any of these difficulties? (Select all that apply.)

% OF PLANNERS



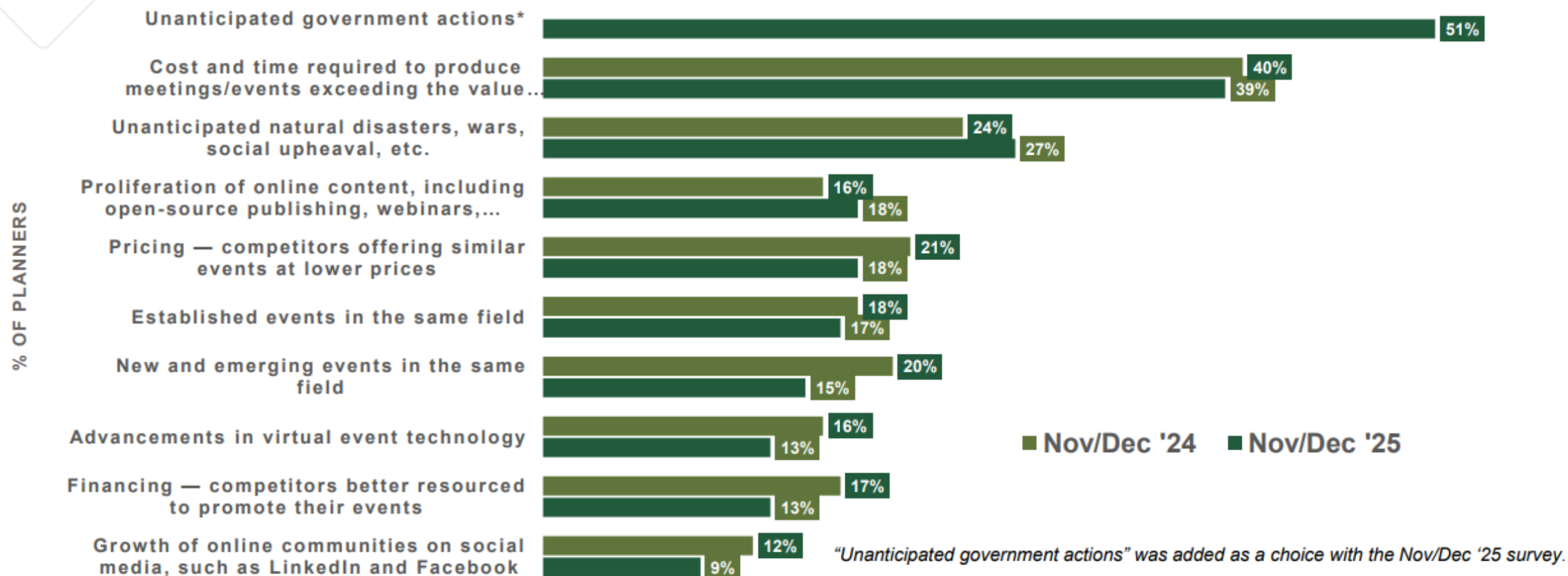
■ Nov/Dec '25

■ Nov/Dec '24

What's the Biggest Competitive Threat for Planners?

FRESH OFF THE LONGEST SHUTDOWN IN HISTORY, THE GOVERNMENT IS SEEN AS THEIR BIGGEST THREAT.

Do you consider any of the following to be competitive threats to the meetings and events that you and your organization plan? (Please select all that apply.)



ZARTICO DATA

Q4

Occupancy

74%

74%
Same time previous year

0%
Change

Avg. Daily Rate

\$199

\$201
Same time previous year

-1%
% Change

RevPAR

\$147

\$148
Same time previous year

\$-2
Difference

Demand

155.7 K

155.3 K
Same time previous year

0%
Change

Avg. Length of Stay

1.7 days

1.7 days
Same time previous year

-0.0 days
Difference

Avg. Booking Window

33 days

32 days
Same time previous year

2 days
Difference

Revenue

\$31.0 M

\$31.3 M
Same time previous year

\$-305.9 K
Difference

Avg. Stay Value

\$338

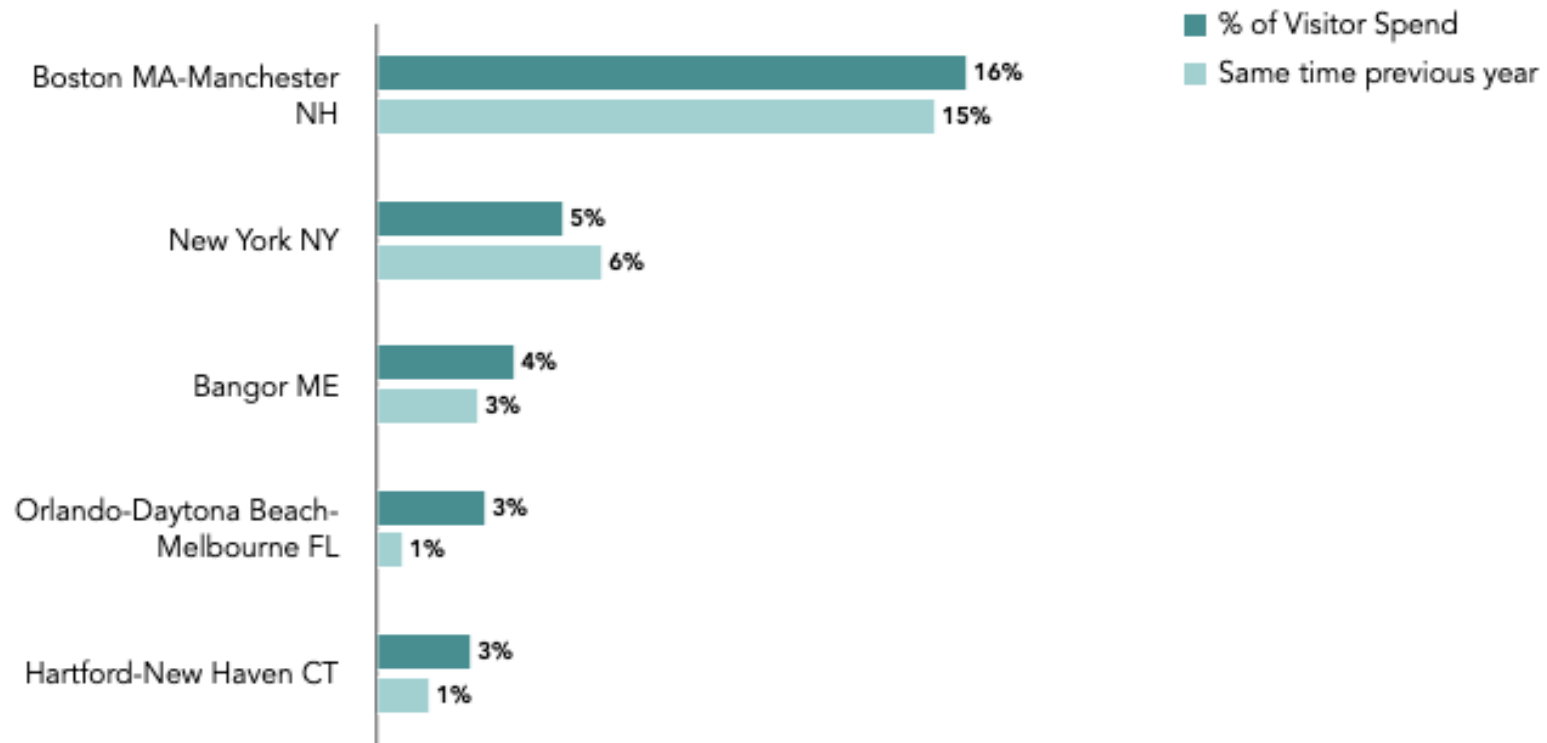
\$350
Same time previous year

\$-12
Difference

ZARTICO DATA

Q4

Top Spend Markets ▾



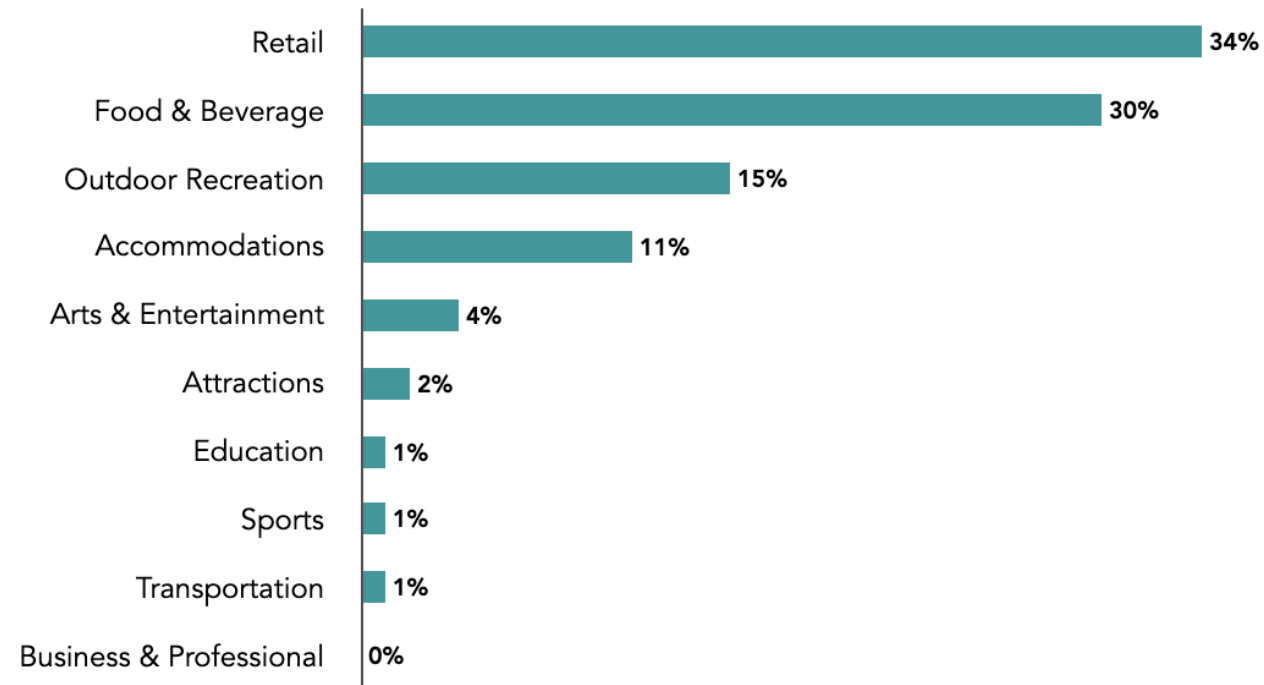
ZARTICO DATA

Q4

Where are visitors spending time and money?

Source: Zartico Geolocation and Zartico Spend Data

Top Primary Categories Visited



MEETINGS CAMPAIGN



PORTLAND, ME | PERFORMANCE REPORT

PAID MEDIA PERFORMANCE MEETINGS

Campaign to Date

Branded Impressions
649,181

Branded Clicks
9,966

GOOGLE SEM

3,757
Clicks

44,088
Impressions

8.52%
CTR

Avg. CTR: 751%

GOOGLE PERFORMANCE MAX

2,647
Clicks

47,269
Impressions

5.60%
CTR

Avg. CTR: 272%

MOBILEFUSE

1,029
Clicks

469,643
Impressions

0.23%
CTR

Avg. CTR: 0.43%

NORTHEAST MEETINGS & EVENTS

2,470
Clicks

88,181
Impressions

2.80%
CTR

N/A

Northeast
M+E
Magazine

MobileFuse
Ads



LOVE, THE MAINE WAY



- Pinterest
- Facebook
- LinkedIn

34,400 Impressions | 365 Clicks



TRADESHOW SCHEDULE



Informa Connect North
27-29 January 2026
Pittsburgh

JOIN US!

UPCOMING EVENTS



Hearts of Pine, Photo Credit: Harleigh Gastman

Partner Appreciation Day

February 11, 2026 | Boone's Fish House & Oyster Room

Destination Summit

April 8, 2026 | USM's Hannaford Hall

HOST A SALES + MARKETING MEETING AT YOUR ESTABLISHMENT!



March | June

WINTER WEEKDAYS



Photo Credit: Knack Factory

There is **no cost** to participate, but we suggest you offer an incentive for a customer to choose your establishment.

Maybe things like:

- Promoting your happy hour specials
- Enjoying live music, special game nights, etc.
- 10% off an entree
- Free appetizer with the purchase of 2 dinners
- Free glass of house wine
- 20% off overnight stay with promo code
- etc. etc.

It's ENTIRELY up to you; you can get as creative as you'd like!

SALES + MARKETING MEETING



PHOTO CREDIT: LAUREN PETERS, VISIT PORTLAND