

Be Future Ready

2025 Destination Trends Shaping the Meetings & Events Industry

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What We'll Cover:

- About Cvent
- Venue Sourcing Trends
- Atlanta Market Analysis
- Planner Sourcing Trends
- How to Accelerate Group Business to your Destination
- Wrap-Up and Q&A

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The Cvent Platform Connects Planners with Hoteliers

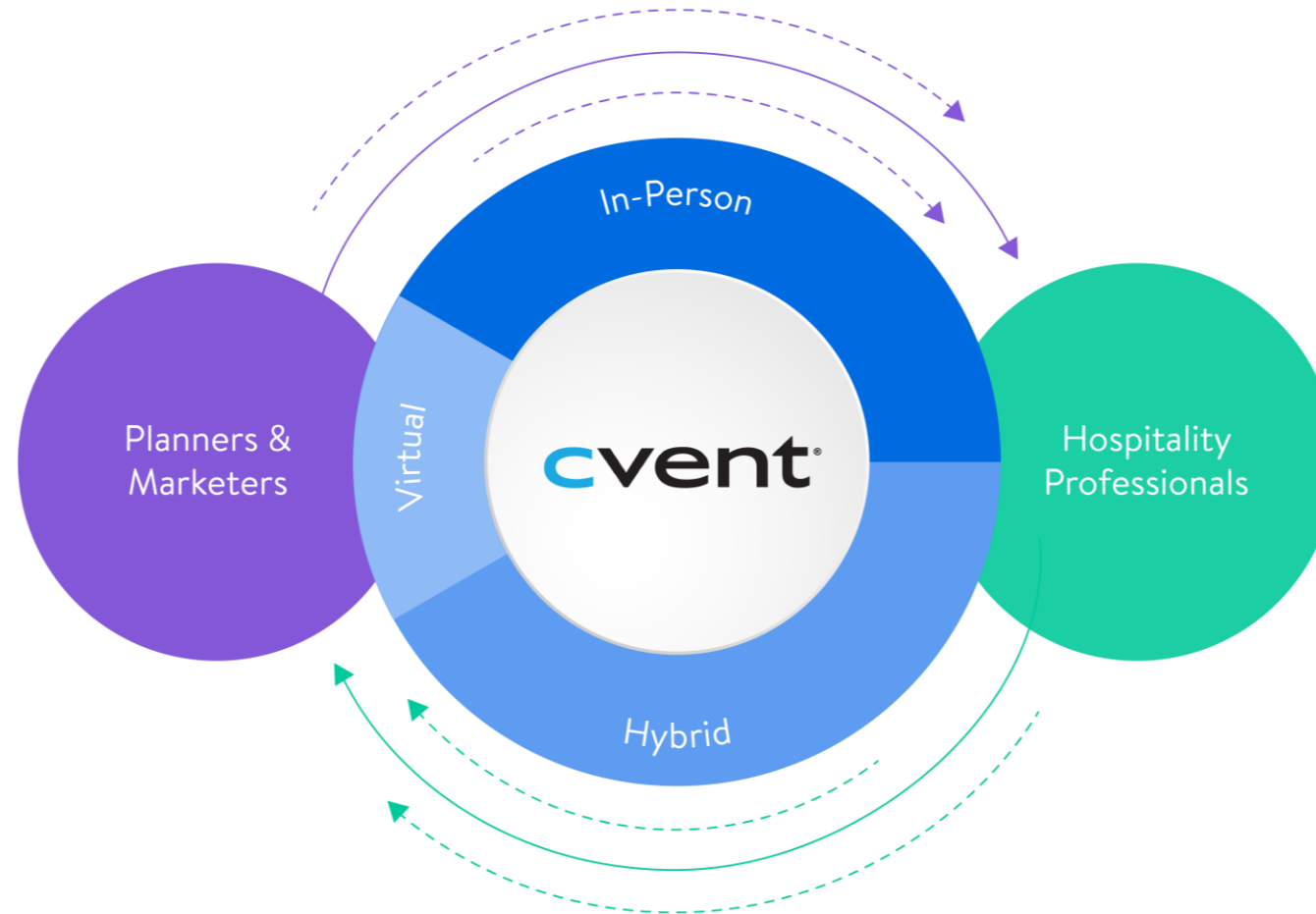
Platform to automate
and improve the impact
of meetings & events

3.1M

Total RFPs Sent
(2024)

145K+

Active Event Planner
Users (2024)



Platform for hoteliers to
grow & own profitable
group business

\$17.7B

Sourced Business
(2024)

340K+

Venues Listed on the
Platform (2024)

Planner Companies That Use Cvent

Examples of 3rd Party Planners



Examples of Large Corporate Planners

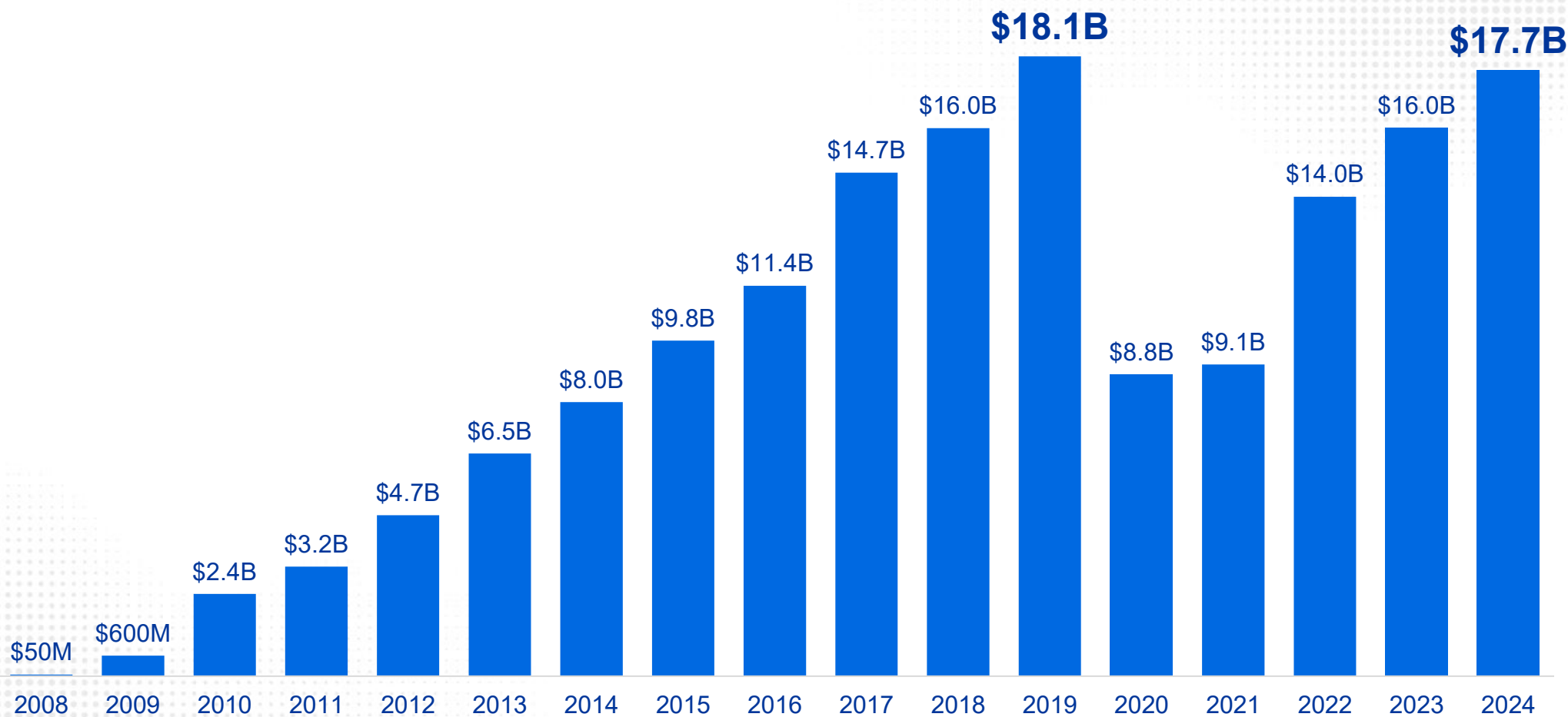


Examples of Incremental Planner Customers





Cvent Sourcing Volume Over the Years





Venue Sourcing Trends

America 2025



2025 YTD Highlights

Growth Stats: 2025 YTD vs 2024 YTD

RFP Volume Growth

2%

Room Nights Growth

- 4%

Proposed Rate Growth

1%



Growth Drivers

Peak Room Nights

'Less than 50 Room on Peak'
Segment (7%)

Event Duration

'4-6 Days Segment
(1%)

Attendees

'26-50 Attendees' Segment
(9%)

Booking Window

'<=30 Days' Segment
(18%)



2025 YTD Highlights (Virginia)

Growth Stats: 2025 YTD vs 2024 YTD

RFP Volume Growth

-7%

Room Nights Growth

-2%

Proposed Rate Growth

-2%



Growth Drivers

Booking Window

'9-12 Months' Segment
(4%)

Org Type

'Non-Profit' Segment
(2%)

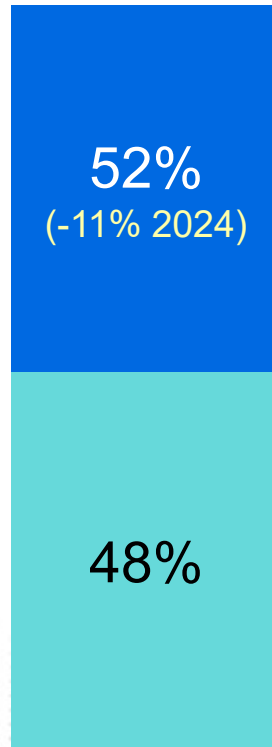
Attendees

'26-50 Attendees' Segment
(2%)

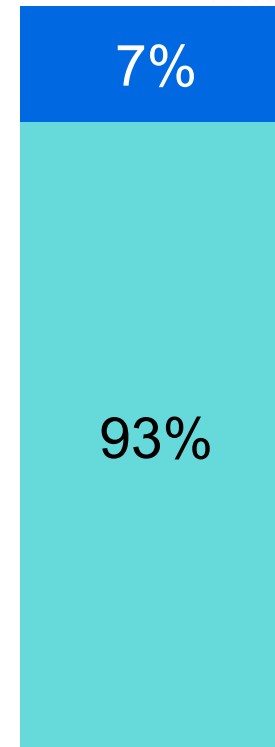


New Sourcing Organizations

% of Organizations



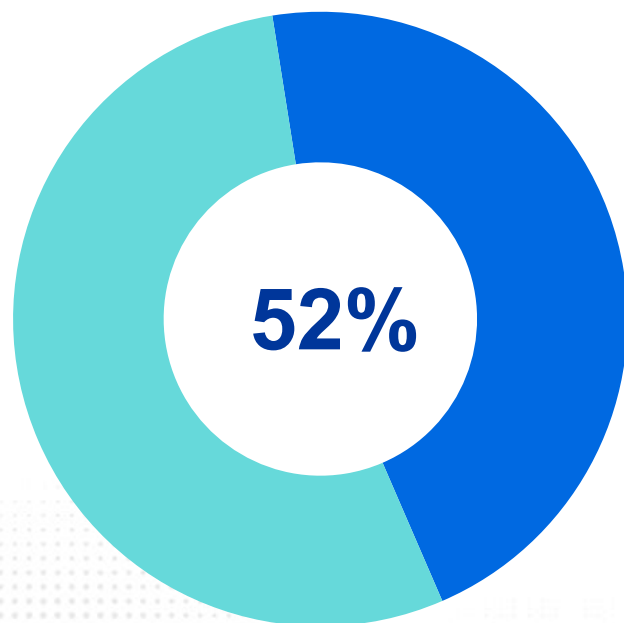
% of RFPs Sourced



52% of organizations were new in 2025 >>>> Representing 7% of Total Volume



Booking Metrics for New Sourcing Organizations



Avg Peak Room Nights:

92

Avg. Attendees:

186

Avg. Booking Window:

202 Days

Avg. Room Nights:

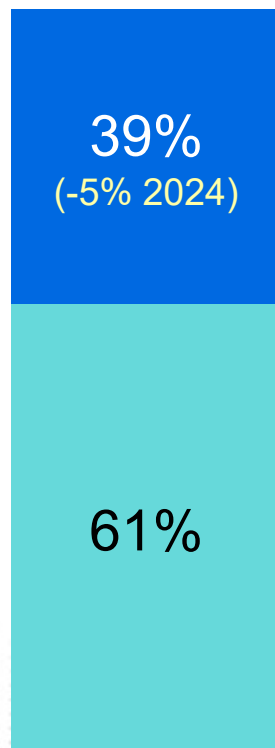
312

Avg. RFP Value:

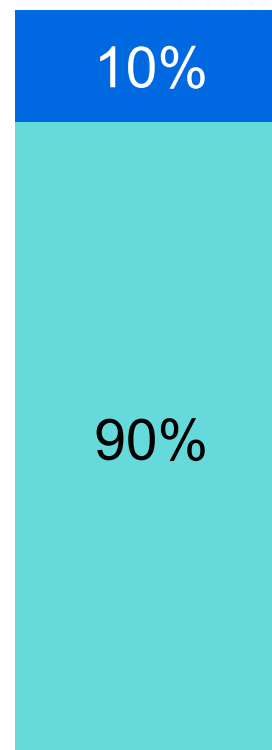
\$94K

New Sourcing Organizations (Virginia)

% of Organizations



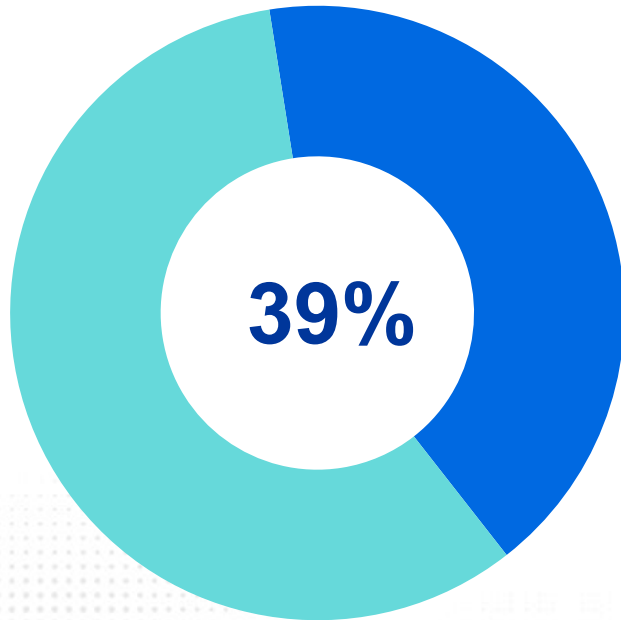
% of RFPs Sourced



39% of organizations were new in 2025 >>>> Representing 10% of Total Volume



Booking Metrics for New Sourcing Organizations (Virginia)



39%



Avg Peak Room Nights:

80

Avg. Attendees:

182

Avg. Booking Window:

214 Days

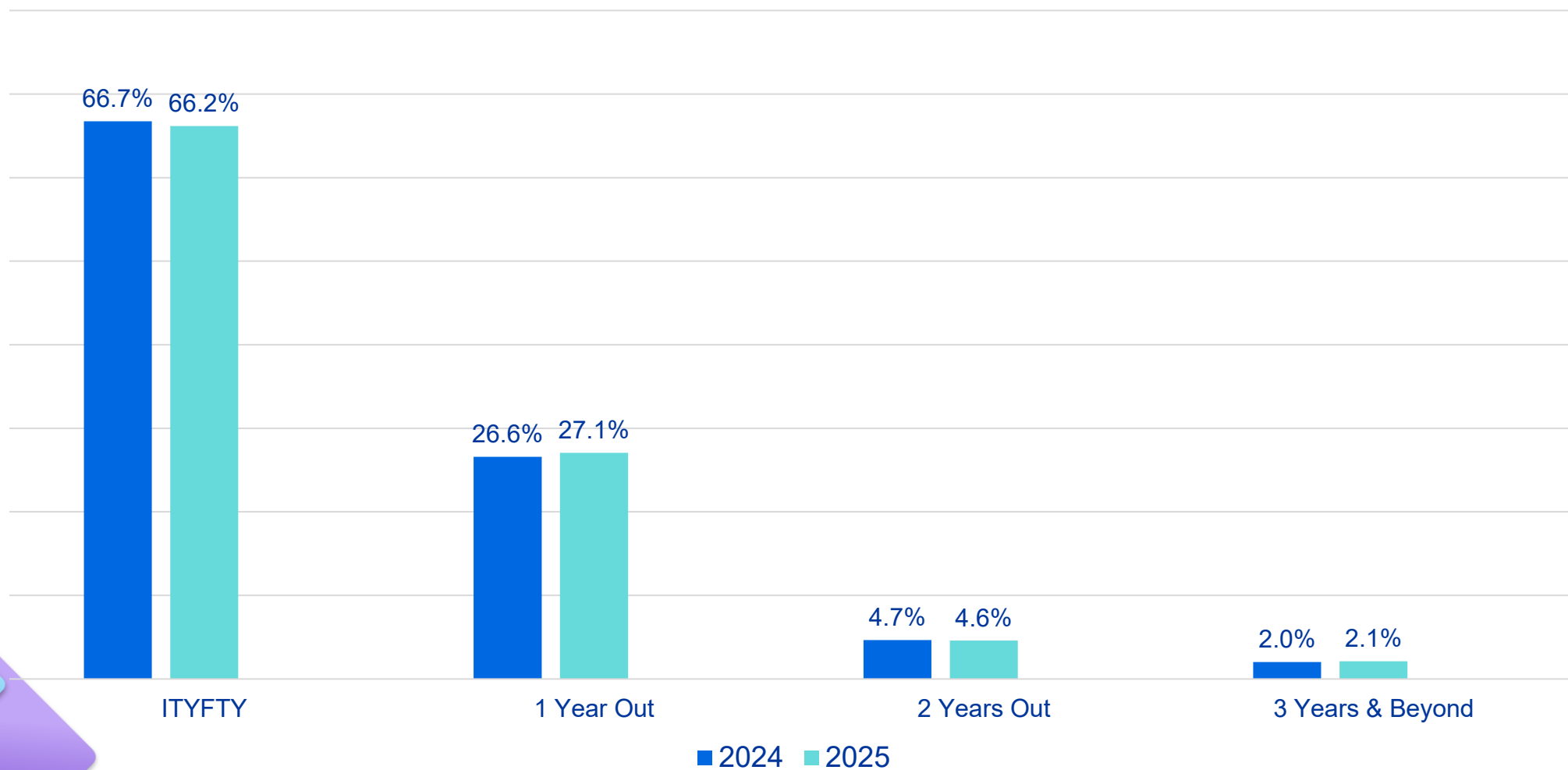
Avg. Room Nights:

304

Avg. RFP Value:

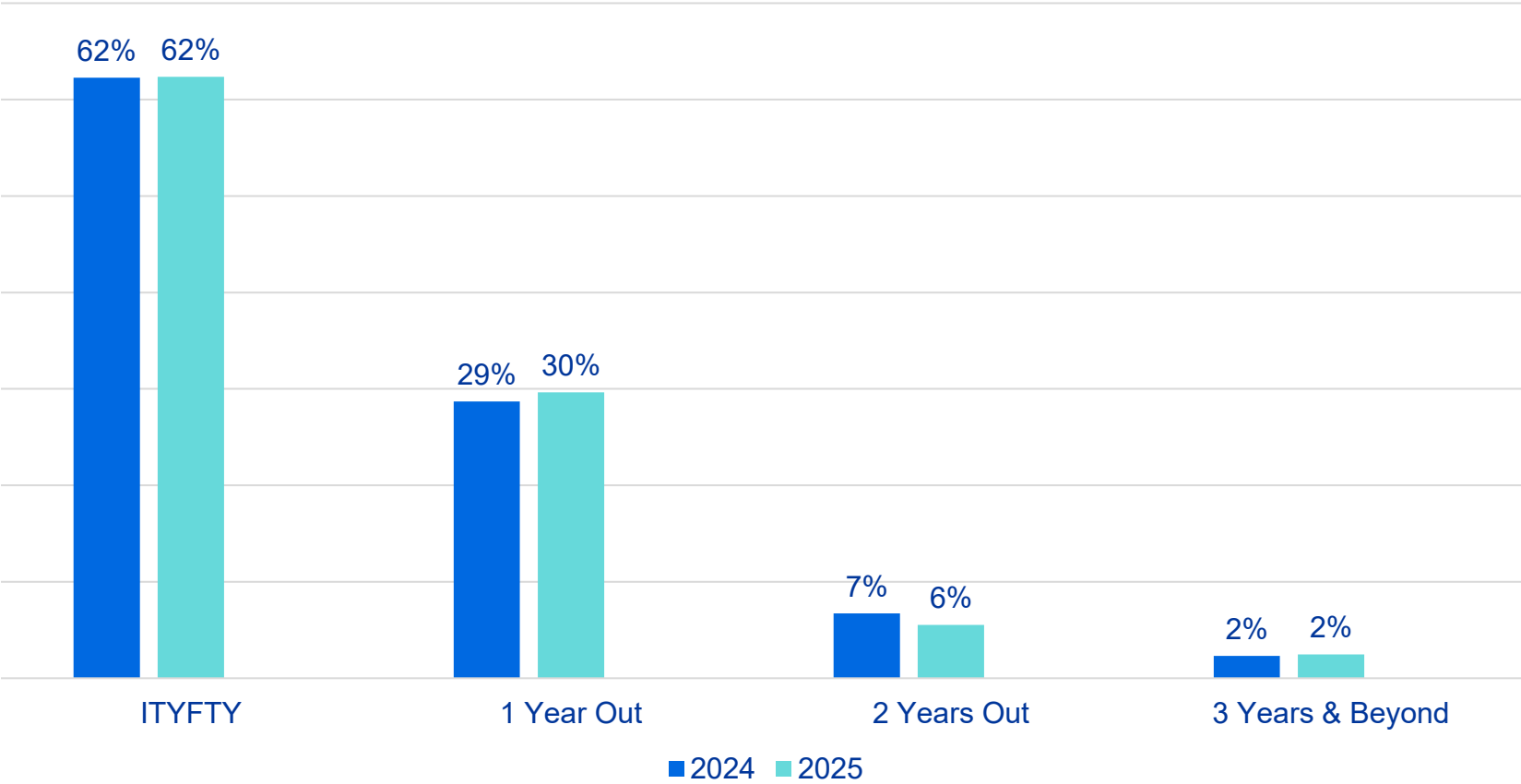
\$125K

Booking Window Comparison 2024 vs 2025 Sourced RFPs



Source: Cvent Supplier Network RFP Data, Jan-Aug 2024 vs Jan-Aug 2025, Includes America; Regions - NA, Canada, C&B, Mex, LA & SA

Booking Window Comparison 2024 vs 2025 Sourced RFPs (Virginia)



Source: Cvent Supplier Network RFP Data, Jan-Aug 2024 vs Jan-Aug 2025, Includes Virginia State

The Hottest Sourcing Spot for New Planner Orgs

Planner Sourcing From ↓	Planner Sourcing To →					
	Midwest US	Northeast US	Southeast US	Southwest US	Western US	Rest of Americas
Midwest US	30%	8%	26%	11%	19%	7%
Northeast US	10%	26%	28%	11%	20%	7%
Southeast US	9%	6%	51%	9%	18%	6%
Southwest US	9%	5%	17%	37%	25%	7%
Western US	8%	5%	13%	12%	52%	9%
Rest of Americas	3%	5%	11%	6%	11%	64%

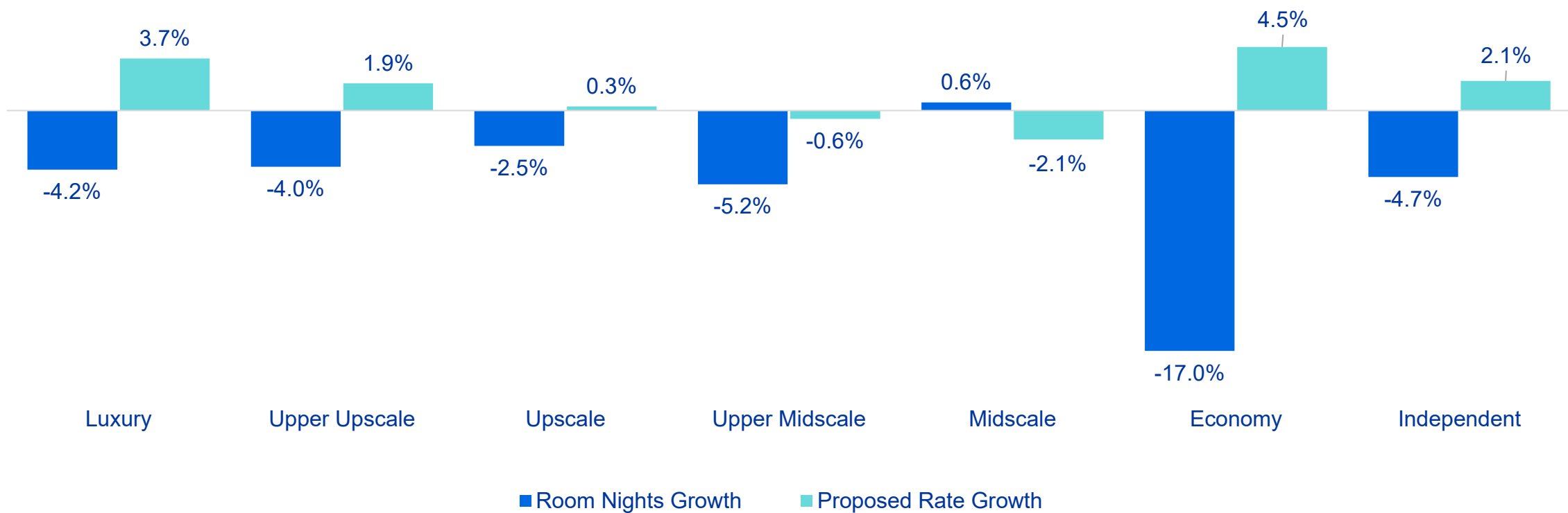
Sourcing Activity from New Planner Orgs to Virginia vs Mid Atlantic

Planner Sourcing From ↓	Planner Sourcing To →	
	Virginia	Mid Atlantic
Southeast US	45%	27%
Midwest US	20%	20%
Western US	14%	18%
Northeast US	14%	28%
Southwest US	7%	7%



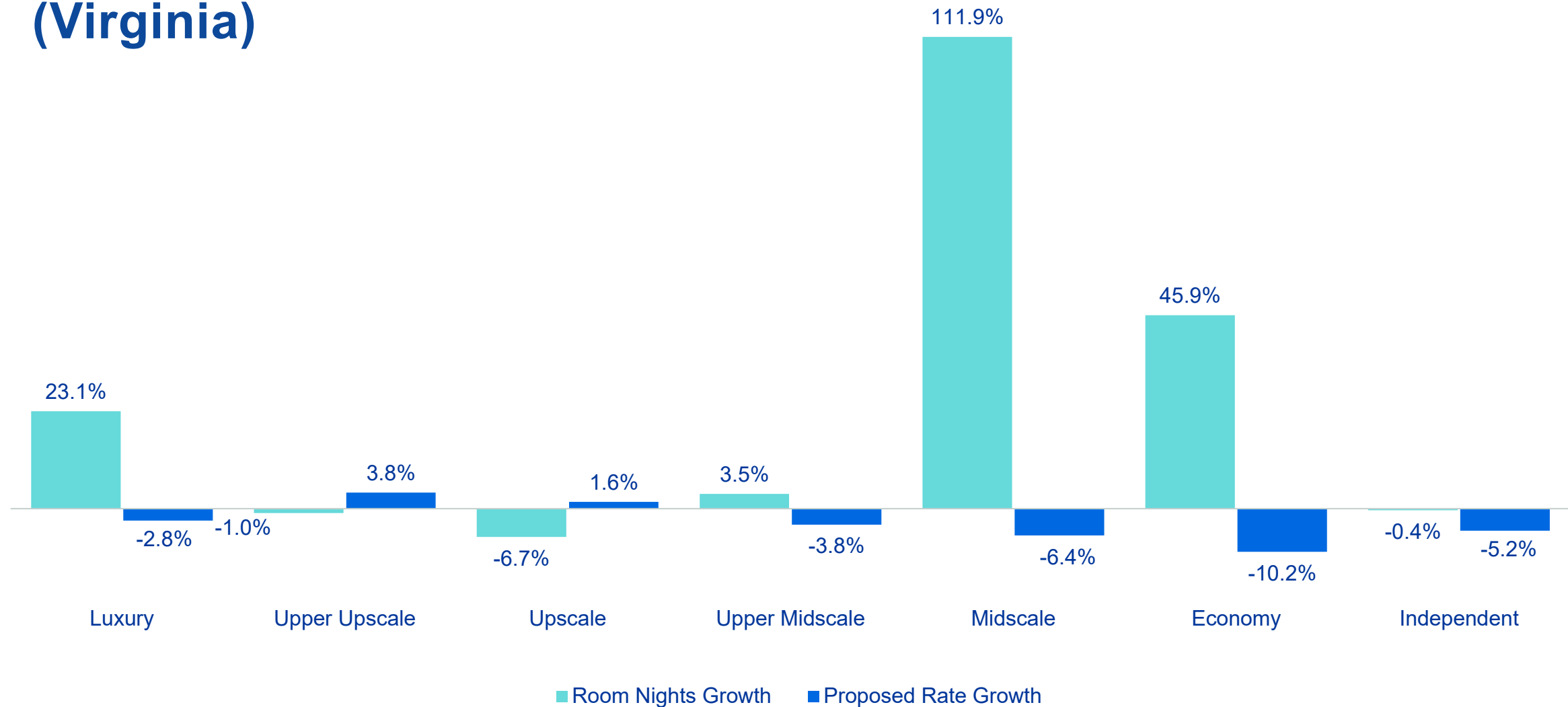
Source: Cvent Supplier Network RFP Data, Jan-Aug 2025, Includes , Includes Virginia State
Mid Atlantic includes New York · New Jersey · Maryland · Pennsylvania · Delaware · West Virginia · Washington, D.C

Room Nights and Proposed Rate Growth Across Brand Scales



Source: Cvent Supplier Network RFP Data, Jan-Aug 2024 vs Jan-Aug 2025, Includes America; Regions - NA, Canada, C&B, Mex, LA & SA

Room Nights and Proposed Rate Growth Across Brand Scales (Virginia)



Opportunity to Leverage Planner Flexibility Functionality

60%

of Turned Down RFPs are Turned Down due to
Unavailability of Space or Dates/Pattern

of Turned Down RFPs the planner was
flexible to accept Alternate Dates

35%



Opportunity to Leverage Planner Flexibility Functionality (Virginia)

47%

of Turned Down RFPs are Turned Down due to Unavailability of Space or Dates/Pattern

of Turned Down RFPs the planner was flexible to accept Alternate Dates

25%





Venue Selection Process

10

Venues Copied per RFP



Bids Submitted



Turned Down



No Response

8

Brands Copied per RFP





Venue Selection Process (Virginia)

13

Venues Copied per RFP



Bids Submitted



Turned Down



No Response

9

Brands Copied per RFP



Business to Unique Venues and CVBs

Unique
Venues
Insights



-7%

Increase in RFP Value Sourced to Unique Venues in 2024 vs 2025

Unique Venues was copied on **4%**
of the RFPs that went to Other Venues* in
America in 2025 YTD

CVB
Insights



CVB was copied on **33%** RFPs in America in 2025 YTD which amounts to
61% of the value indicating that Planners prefer copying CVB on Large** RFPs

Business to Unique Venues and CVBs (Virginia)

Unique
Venues
Insights



-23%

Increase in RFP Value Sourced to Unique Venues in 2024 vs 2025

Unique Venues was copied on **1%**
of the RFPs that went to Other Venues* in
America in 2025 YTD

CVB
Insights



CVB was copied on **33%** RFPs in America in 2025 YTD which amounts to
47% of the value indicating that Planners prefer copying CVB on Large** RFPs

Improvements in Response Behavior

Response Metrics: 2025 vs 2024

+3.2%

Improvement in Bid
Rate

-3.0%

Reduction in Turn
Downs

-22.6%

Decrease in
Response Time

56%

of the RFPs are Awarded to
First 3 Responders



Improvements in Response Behavior (Virginia)

Response Metrics: 2025 vs 2024

+5.8%

Improvement in Bid
Rate

-4.9%

Reduction in Turn
Downs

-21.5%

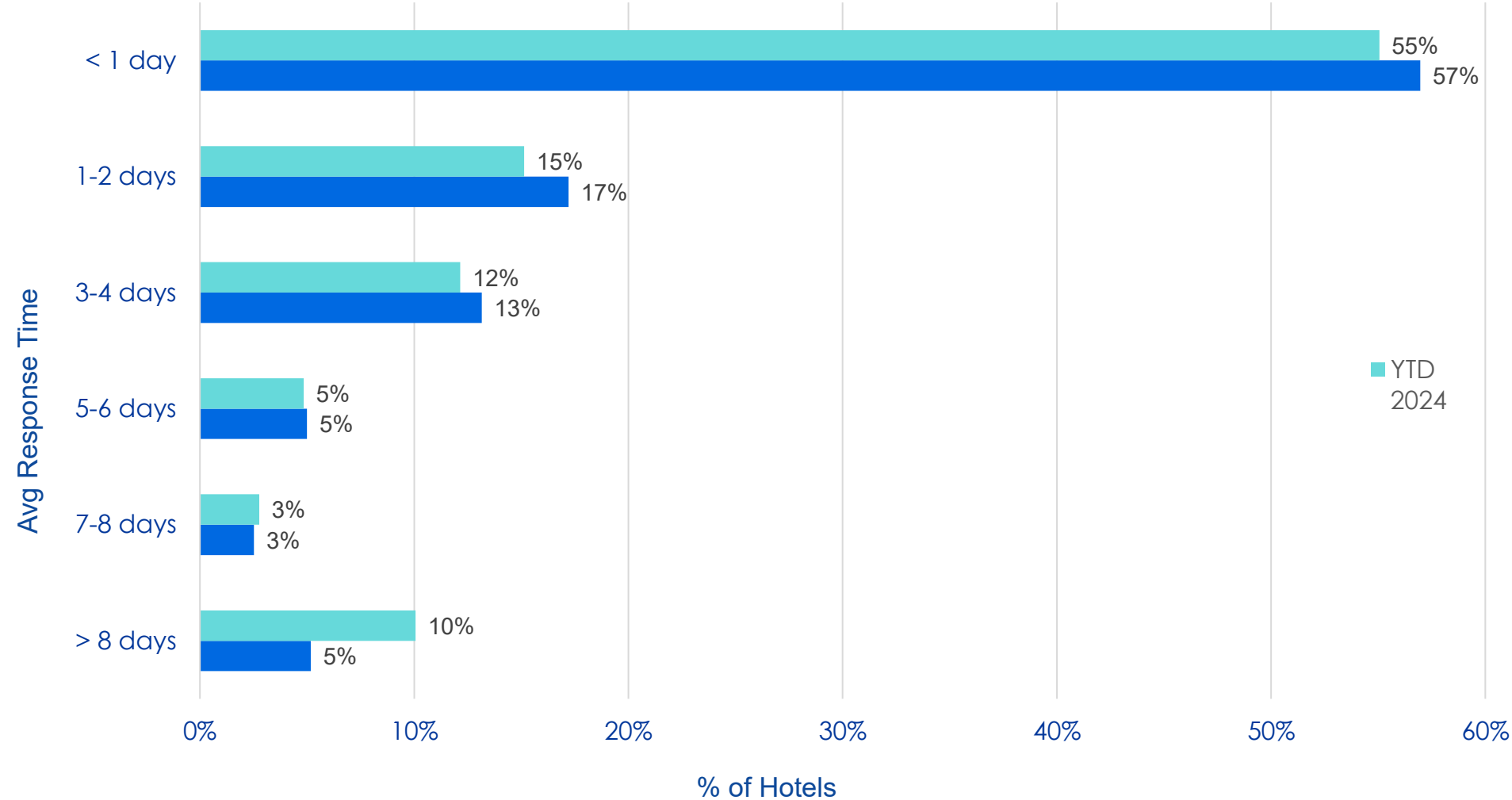
Decrease in
Response Time

61%

of the RFPs are Awarded to
First 3 Responders

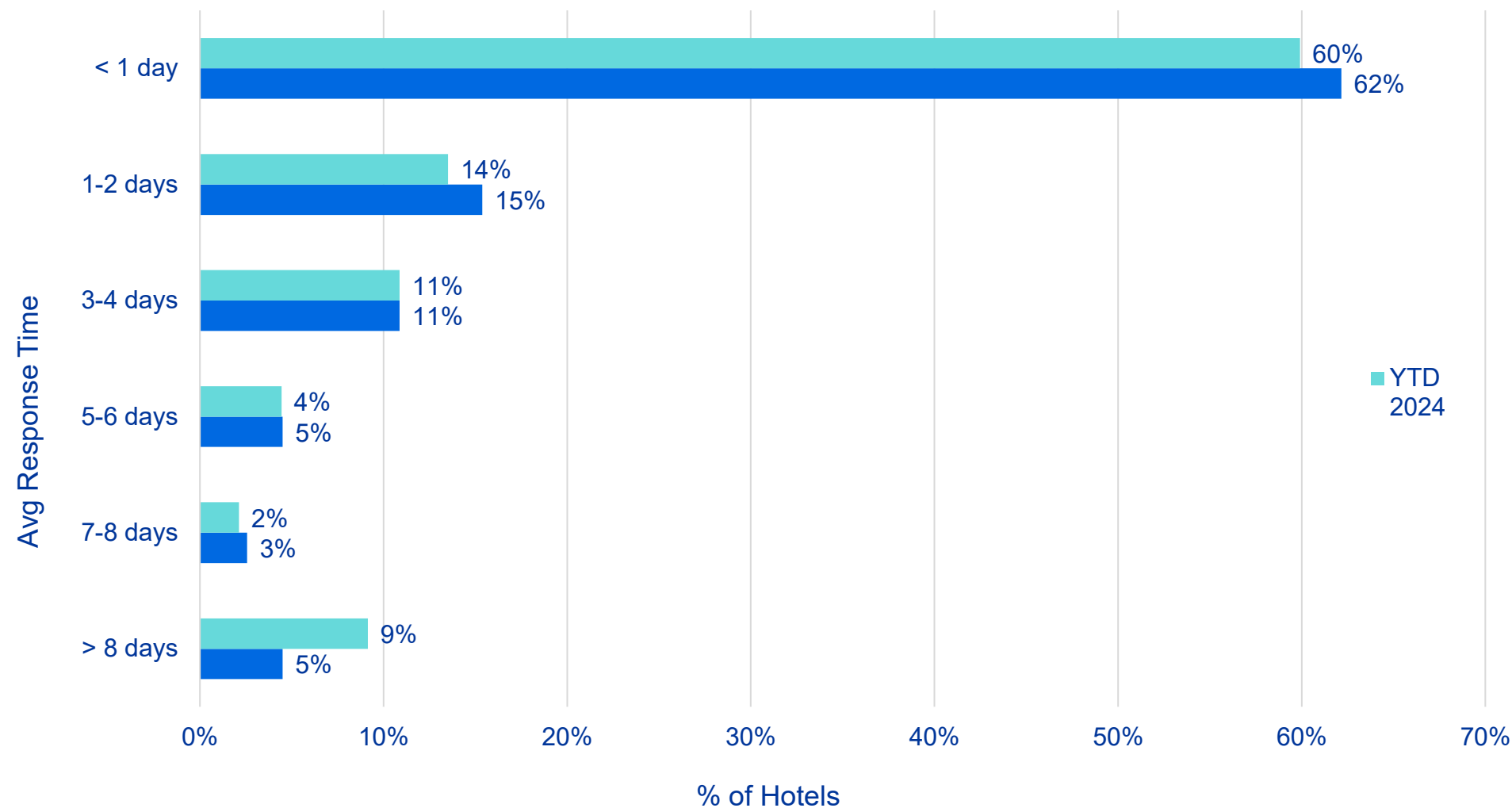


Hotels are getting quicker at responding to RFPs



Source: Cvent Supplier Network RFP Data, Jan-Aug 2024 vs Jan-Aug 2025, Includes America; Regions - NA, Canada, C&B, Mex, LA & SA

Hotels are getting quicker at responding to RFPs (Virginia)



Source: Cvent Supplier Network RFP Data, Jan-Aug 2024 vs Jan-Aug 2025; Includes Virginia State



VIRGINIA MARKET

Virginia Overview of Key RFP Metrics

4,178

-7% ↓

Unique RFPs

1.4M

-2% ↓

Room Nights

\$557M

2% ↑

RFP Value

92.1%

0.31% ↓

Response Rate

1,436

7.49% ↑

New Planner Orgs

1,767

-2% ↓

Awarded RFPs

235K

4% ↑

Awarded Room
Nights

\$74M

4% ↑

Awarded RFP Value

49.6%

5.8% ↑

Bid Rate

14h 0m

18h 16m ↓

Avg. Response
Time

Timeframe: '01/1/2025'-'08/31/2025'

Source: CSN



Planner Sourcing Trends

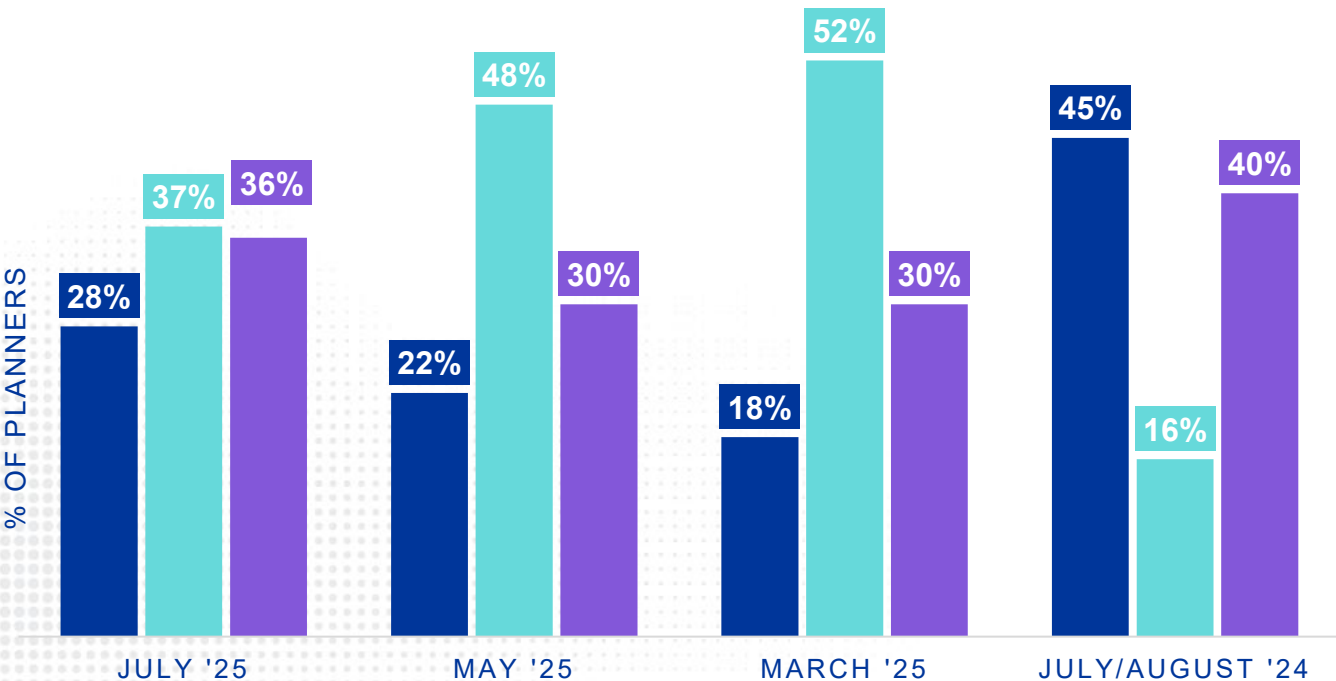


Optimists Are Once Again in the Majority

Since the big drop in March, most planners are feeling positive about their events.

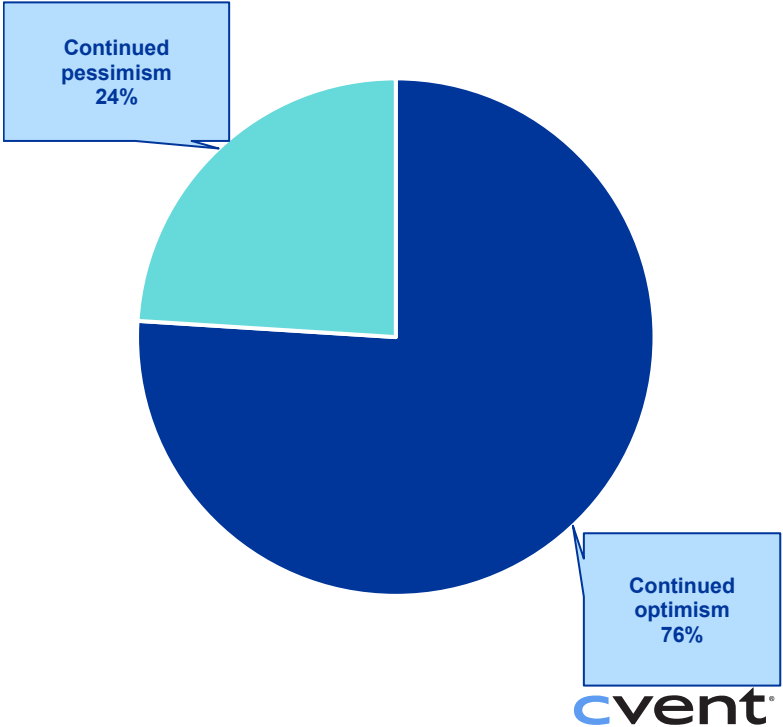
How has your outlook for your meetings and events changed over the past two months?

■ More Optimistic ■ Less Optimistic ■ No Change



Overall, the combined number of optimists outnumber pessimists, 56% to 44%. Nevertheless, the shift since last year is significant.

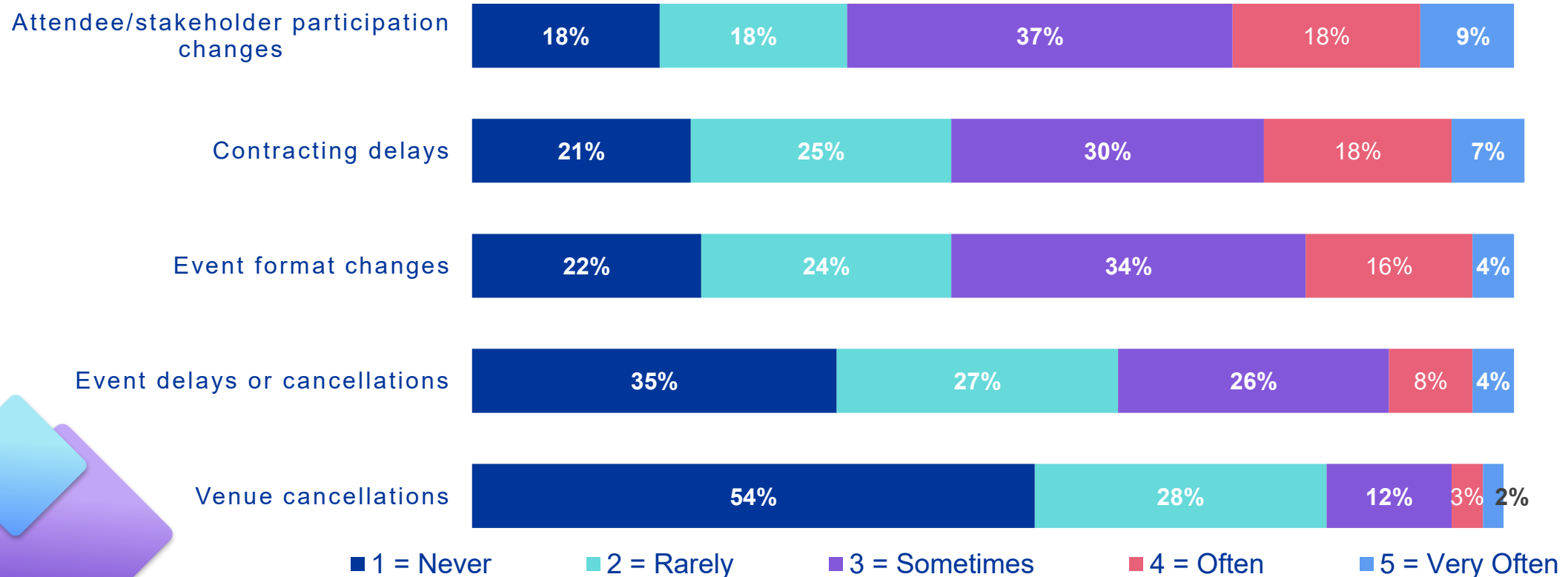
Has your outlook remained unchanged due to continued optimism or continued pessimism?



The Impact of Policy Changes on Events Is Subsiding

For some, attendance impacts are still being felt, but to a lesser degree than two months ago.

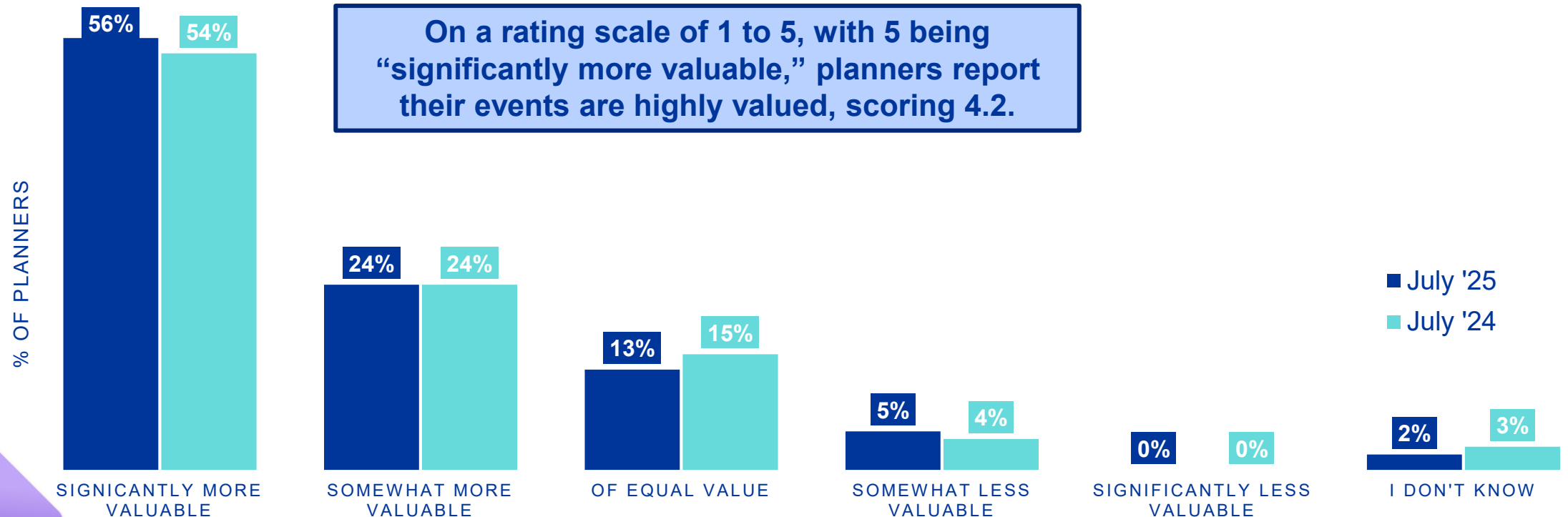
How often, if at all, have you experienced any of the following due to recent political, economic or social policy changes?



The Value of Face-to-Face Meetings Is High and Remains Constant

Compared to other current initiatives, meetings are essential, planners say.

Generally, how does your organization, or your clients' organizations, perceive the value of face-to-face meetings relative to other sales, marketing and/or business development initiatives you are undertaking or considering?

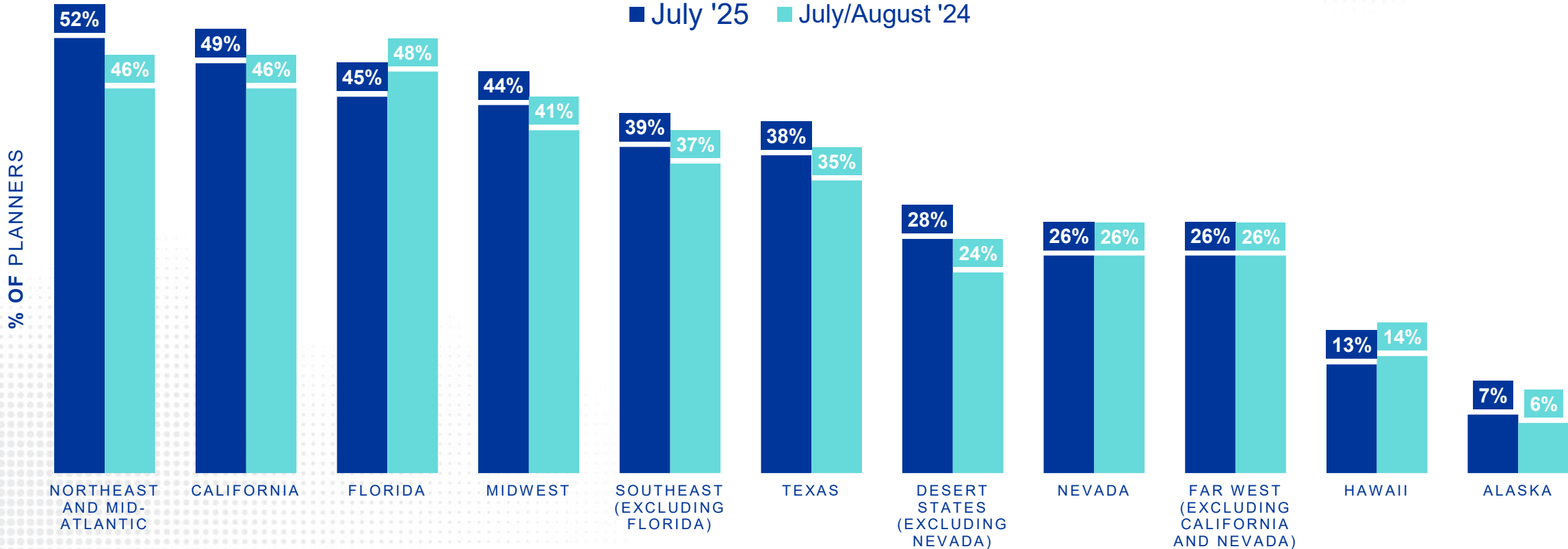




There's Plenty of New Business to Go Around

Among states, the Northeast and California are seeing the biggest windfall.

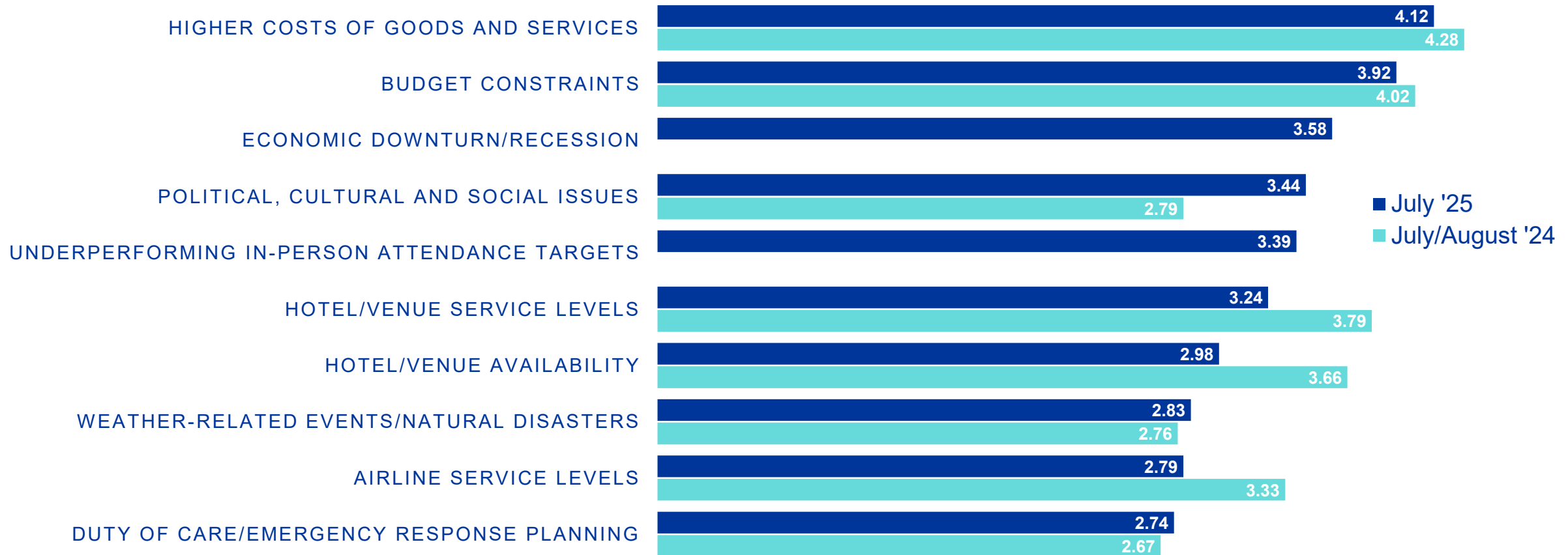
**In which regions of the United States are you currently planning new events?
(Please select all that apply.)**



Higher Costs, Budget Constraints Remain the Big Pain Points

While planners worry most about the economy, unpredictable politics grows as a concern.

For your future in-person events, how concerned are you about the following? Rate each on a scale of 1 to 5 (with 1 being “not at all concerned” and 5 being “extremely concerned”).





How to Accelerate Group Business to your Destination



Create Your Own Safety Net



Drive awareness of your destination

- Connect directly to one of the world's largest sourcing networks.
- Drive more group business and RFPs to your destination

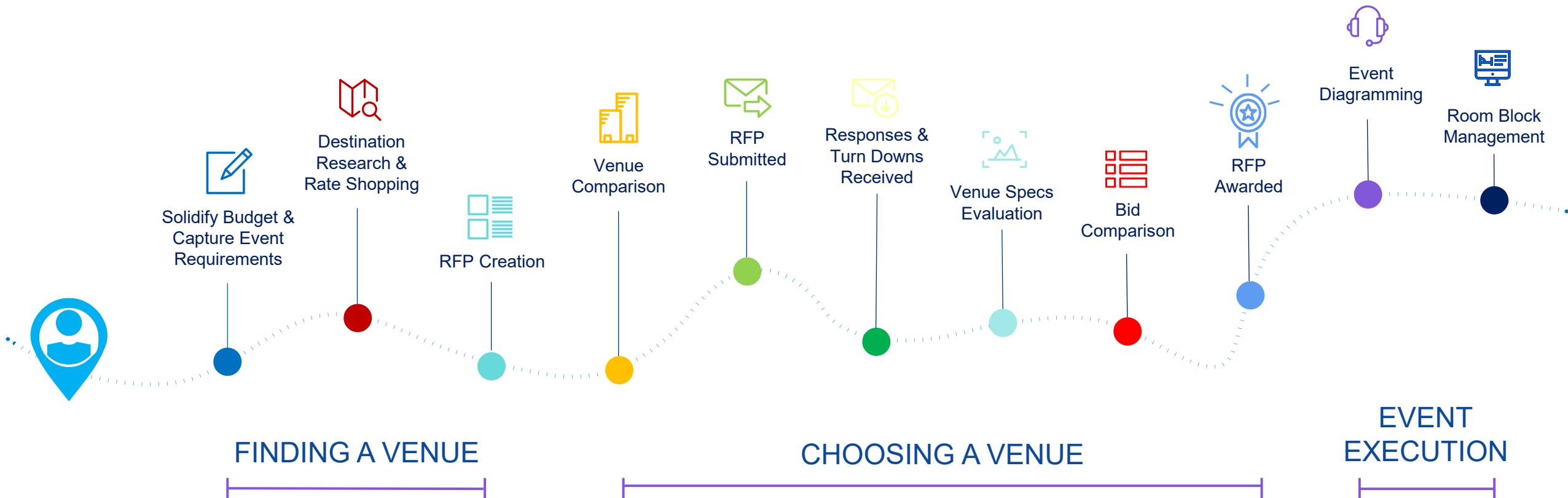


Ensure you are considered

- Target planners as they are actively sourcing.
- Get a second chance at RFPs you may have missed out on

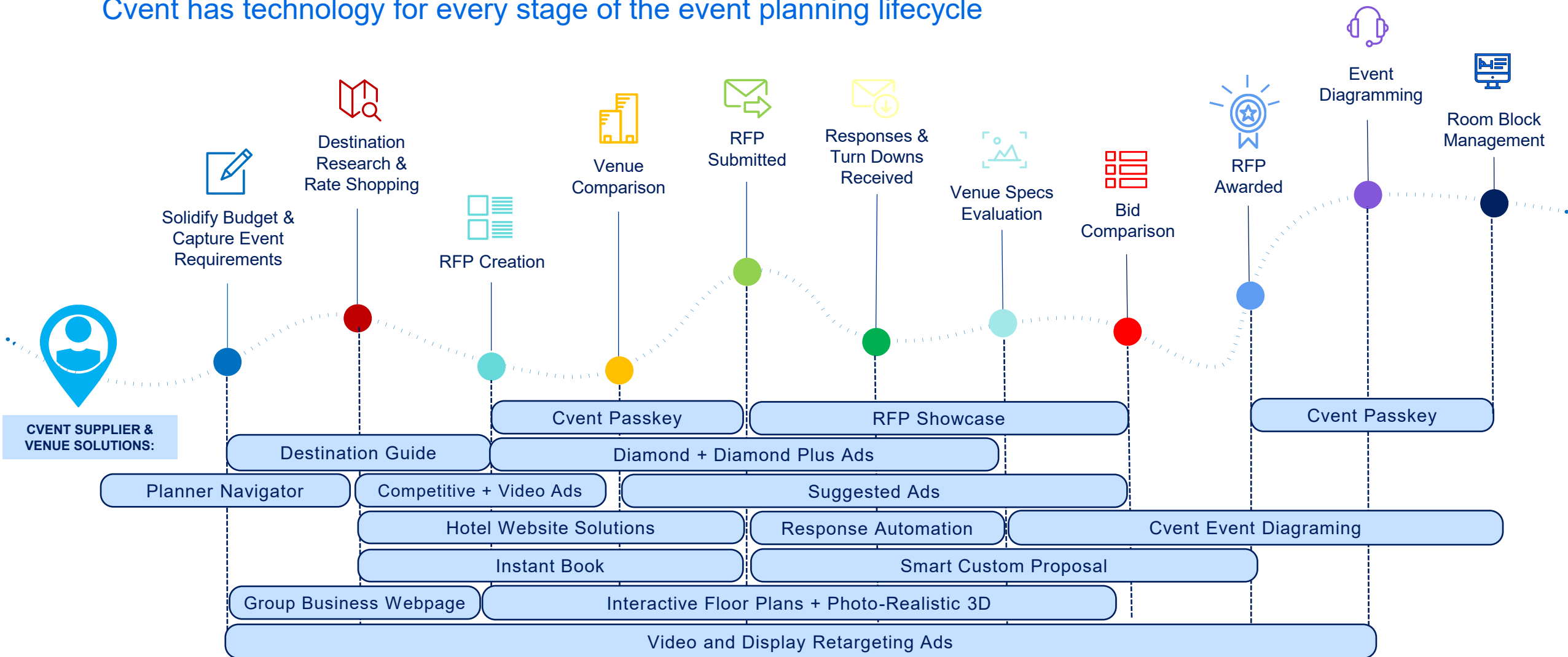
The New Venue Discovery Landscape

Finding your perfect venue: the modern sourcing journey



The Planner Sourcing Journey Isn't Always Straightforward

Cvent has technology for every stage of the event planning lifecycle



CVENT SUPPLIER & VENUE SOLUTIONS:



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RESOURCES

Stay up-to-date on the latest Planner and Group Trends



The Meetings Industry PULSE Survey, co-produced with Northstar Meetings Group and sponsored by Cvent, track changes in planner sentiment and expectations over time.



Our quarterly webinar will bring planner and supplier insights together to analyze the latest trends in the industry, along with our powerful event management and hospitality data straight from our platform.



Q&A

A large blue diamond shape with a dark blue border is centered on a white background. In the top-left corner, there are three overlapping squares: a small yellow one, a medium blue one, and a large purple one. In the top-right corner, there is a pattern of small blue dots arranged in a grid-like fashion.

Thank You