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Planner Sourcing Report: Europe Edition October 2022

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Meeting and event planners across Europe are gearing up to spend more on events. They're sourcing a greater number of in-person events compared to earlier in 2022. At that time, hybrid formats were deemed a safer option as COVID-19 still raged.

The increased activity comes despite increasing costs and short lead times. Suppliers should be encouraged that activity is well and truly bouncing back and can look forward to a busy 2023.

What's more, planners say spending will increase across a range of event factors, from venue hire and travel to on-site technology and catering.

So, suppliers must show value for money to stand out in a crowded field. Hotels and venues that offer room specifications as standard and can help planners visualise event layouts have an advantage. In the Europe edition of Cvent's Planner Sourcing Report – our latest pulse check of meeting and event planners' sourcing priorities and plans - we take a closer look at the trends that will help hotels and venues understand how to engage and support busy planners. And they're already sourcing for 2023 and beyond.

About the Research

Cvent commissioned independent research company, Censuswide, to survey European event planners. The survey was conducted from 3 to 22 August 2022.

This report is based on the responses of 501 event planners across France, Germany, Italy, the Netherlands, Spain and the United Kingdom.

Respondents work in a broad range of industry sectors, including:

- Architecture, Engineering
& Building
- Arts & Culture
- Education
- Finance
- Healthcare
- HR



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- IT & Telecoms
- Legal
- Manufacturing & Utilities
- Retail, Catering & Leisure
- Sales, Media & Marketing
- Travel & Transport

Key Finding 1:

In-person event sourcing continues to grow

Venues may be excited to know that more planners are sourcing in-person events than they were in the second quarter of 2022. At present, **90%** of planners are sourcing for in-person events; the Q2 figure was **71%**.

A majority of planners (**83%**) expect to host more in-person events in 2023 compared to in 2019.

All respondents in Spain are sourcing in-person events, along with 96% in France and 94% in Italy. UK planners (83%) are the least active.

Planners in financial services (96%) and sales, media & marketing (95%) are particularly keen on in-person events; planners in legal (82%) less so.

Besides budget, lead times are front of mind. Planners expect 88% of their events to happen between late 2022 and summer 2023. Time is of the essence for venues to attract business.

Key Finding 2:

Planners expect budgets to increase in 2023

Despite increasing costs, planners reveal they'll have more money for events. In total, 65% of them agree their budgets are bigger now for in-person and hybrid events than they were in 2019.

Just 11% of planners across Europe claim their budgets will shrink. Planners in Germany are feeling the pinch the most (18%). However, 82% of planners in Italy say they'll have more to spend on in-person and hybrid events, as do 78% in Spain.

While most planners expect healthy event budget increases many say extra costs will swallow some of it. Some 85% believe events will be more expensive to hold in 2023 compared to 2019. In Spain,



94% of planners forecast higher costs.

Just 3% of planners overall predict lower costs. A majority expect to spend more than they did in the second quarter of 2022 for all aspects of events.

Key Finding 3:

Planners have all formats at their fingertips

Since lockdowns ended, planners have grown accustomed to the range of format options available to them. Now they're prioritising those formats. The strongest interest is for in-person (73%), followed by virtual (62%) and hybrid (33%).

Besides the 73% of planners who are set to run in-person events before 2024, 62% also plan to hold virtual events. This could be specific to European planners, as the region deals with the uncertainty of conflict and economic challenges. But all formats are seen as strategic event options. Interest in virtual and hybrid remains with the pandemic ongoing. Costs and changing macro-economic factors will influence choice.

While hybrid events were the most popular option in Q2 2022 (55%) they are now the least likely to be held (33%). Despite this, more than a third of planners (36%) still expect venues to offer event space designed for streaming. This is their top required feature.

Event suppliers can succeed by showing they understand the complexity planners face. Our findings indicate in-person events are the major preference again.

In response, suppliers must make their offer stand out. That means making a clear case that venues offer a premium experience compared to rival spaces.

Key Finding 4:

Planners prioritise room specs when sourcing

When planners source venues, detailed room specifications and layout diagrams are front of mind. In fact, access to these features is the most influential factor (44%) when planners decide to submit an RFP to a hotel or venue, rising to 56% in France.

As planners consider multiple formats - in-person, virtual and hybrid - room layout becomes even more important. With in-person gatherings becoming popular again, layout is vital.

Some 40% of planners say event space is their number-one consideration sourcing venues. This rises to 43% in Germany.



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Planners declare they don't want to wait to understand the venue space on offer. They're requesting rapid access to format options and appreciate flexibility.

Sustainability is a key consideration While it may not be top of the pile when it comes to sourcing considerations, sustainability is evidently on the minds of planners. Thirty nine percent say that sustainability practices influence their decision to submit an RFP to a hotel or venue.

ABOUT CVENT

Cvent is the global meeting, event, travel, and hospitality technology leader. Cvent provides easy-to-use, integrated technology solutions to maximise the impact of meetings and events of all sizes. We help organisations plan and market events, execute on-site, engage audiences, and measure and analyse results.

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