

# 8<sup>TH</sup> ANNUAL

## Hotel Event Survey

After a tough year, hoteliers look toward a more eventful 2010

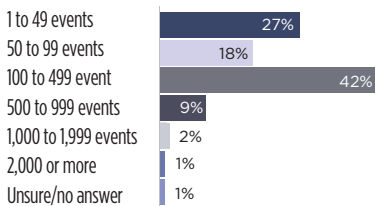
By Lisa Hurley

The economic woes have walloped special event business for hotels, with just over half of respondents to our latest survey predicting a falloff in business this year. But nearly all—some 90 percent—say business will be on par with this year or better once 2010 rolls around.

### HOW EVENTS ADD UP

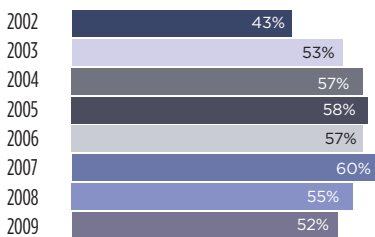
Approximately how many special events (including weddings, bar/bat mitzvahs, birthday parties, corporate parties, holiday parties) does your hotel or resort stage annually?

Percentage of respondents

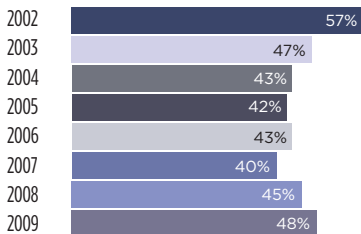


What proportion of your special event business is business events vs. social/private events?

### BUSINESS

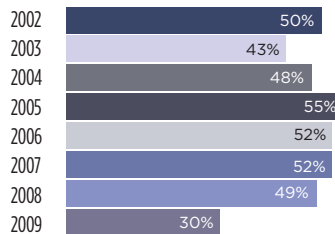


### SOCIAL/PRIVATE

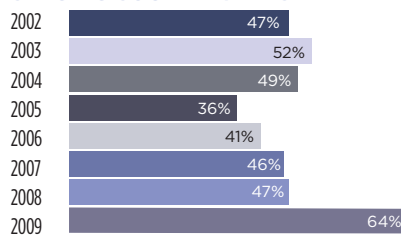


In terms of revenue, which area provides the greater growth opportunity for your property?

### STAGING BUSINESS EVENTS



### STAGING SOCIAL EVENTS



Figures above do not include "unsure/no answer" replies.

Will revenue increase, decrease or stay the same over the next 12 months in the business category?

