Exploring Generational Preferences of Meeting Planners in Australia Asia Pacific

Mature

Baby Boomer

Gen-X

Gen Y Millennial

Learn more at www.aboutdci.com & www.IACCmeetings.com
Methodology

- In March 2015, Development Counsellors International (DCI) and the International Association of Conference Centres (IACC), in partnership with Biz Events Asia, developed a survey targeting meeting planners in Asia and Australia.
- Survey explored the varying preferences of different generations of meeting planners and how these preferences shape how meeting and conference space is selected.
- More than 12,000 association and corporate meeting planners were invited via email to participate in an online survey between March and May 2015.
- Survey respondents were entered into a drawing to win a two-night weekend stay at the Centara Grand CentralWorld Hotel in Bangkok, Thailand.
- The survey garnered 220 responses from planners located in Australia, China, Hong Kong, Macau, Malaysia and Singapore.
The significant number of Generation Y participants for this survey (28%), compared to last year’s European survey (11%) and 2013’s Americas survey (12%), highlights the growing influence of Generation Y Meeting Planners in the Australia Asia Pacific region.

Generation Y planners prefer attending venue promotional events rather than trade shows, the preferred choice of Generation X.

Both Generation X and Generation Y dislike phone calls, which suggests that telesales is not the way to promote venues to buyers any longer.

Digital information is No.1 for providing planners with information they need to consider a venue for their meeting and those who have creative and effective ways of presenting the best virtual experience will please buyers.

Generation Y buyers place a greater deal of importance on technology capabilities of a venue than any other generation, with Baby Boomers placing location at the top of the list. Generation X place a greater importance on the food and beverage offering than their younger and older counterparts. Having an experiential learning aspect (teambuilding) is important for Generation Y or Generation Z participants, whereas Baby Boomer attendees appear to have a preference for good quality service.

Baby Boomer appear more cost conscious than the younger generations when selecting a conference venue.
Respondent Profile: Number of Organisations for Which Meetings/Conferences are Planned

<table>
<thead>
<tr>
<th>Number of Organisations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than 5</td>
<td>66%</td>
</tr>
<tr>
<td>5-10</td>
<td>21%</td>
</tr>
<tr>
<td>11-24</td>
<td>6%</td>
</tr>
<tr>
<td>25-50</td>
<td>3%</td>
</tr>
<tr>
<td>51-99</td>
<td>2%</td>
</tr>
<tr>
<td>Over 100</td>
<td>2%</td>
</tr>
</tbody>
</table>
Respondent Profile: Number of Employees

- Less Than 5: 11%
- 5-10: 13%
- 11-24: 8%
- 25-50: 11%
- 51-99: 5%
- Over 100: 52%
Respondent Profile: Ages

- **Baby Boomer:** 47 to 65 years of age (25%)
- **Generation X:** 33 to 46 years of age (45%)
- **Generation Y or Millennial:** 18 to 32 years of age (28%)
- **Generation Z:** Under 18 years of age (1%)
- **Mature:** 66+ years of age (1%)

*Sample sizes for Matures and Generation Z were not large enough to be included in the percentage breakdown charts throughout this study.*
Sales and Marketing Preferences

- Digital Information via Email or Website: 46%
- Sales Events (i.e. receptions, meetings, etc.): 22%
- Trade Show Appointments: 21%
- Sales Appointments in Your Office: 8%
- Phone Calls: 2%
- Other: 2%
Sales and Marketing Preferences by Generation

- **Baby Boomer**
  - Digital Information via Email or Website: 94%
  - Trade Show Appointments: 39%
  - Sales Events (i.e. receptions, meetings, etc.): 41%
  - Sales Appointments in Your Office: 12%
  - Phone Calls: 4%
  - Other: 2%

- **Generation X**
  - Digital Information via Email or Website: 91%
  - Trade Show Appointments: 48%
  - Sales Events (i.e. receptions, meetings, etc.): 50%
  - Sales Appointments in Your Office: 10%
  - Phone Calls: 9%
  - Other: 6%

- **Generation Y or Millennial**
  - Digital Information via Email or Website: 90%
  - Trade Show Appointments: 38%
  - Sales Events (i.e. receptions, meetings, etc.): 41%
  - Sales Appointments in Your Office: 25%
  - Phone Calls: 0%
  - Other: 6%
Top Criteria When Selecting a Conference Venue

- Location: 28%
- Facilities: 24%
- Cost: 18%
- Service: 11%
- IT-Infrastructure: 6%
- Food & Beverages: 3%
- Safety: 1%
Top Criteria When Selecting a Conference Venue by Generation

- Location:
  - Baby Boomer: 29%
  - Generation X: 26%
  - Generation Y or Millennial: 29%
  - Total: 42%

- Facilities:
  - Baby Boomer: 19%
  - Generation X: 29%
  - Generation Y or Millennial: 31%
  - Total: 33%

- Cost:
  - Baby Boomer: 18%
  - Generation X: 18%
  - Generation Y or Millennial: 18%
  - Total: 31%

- Service:
  - Baby Boomer: 0%
  - Generation X: 10%
  - Generation Y or Millennial: 12%
  - Total: 22%

- IT-Infrastructure:
  - Baby Boomer: 0%
  - Generation X: 7%
  - Generation Y or Millennial: 5%
  - Total: 12%

- Food & Beverages:
  - Baby Boomer: 0%
  - Generation X: 2%
  - Generation Y or Millennial: 5%
  - Total: 7%

- Safety:
  - Baby Boomer: 0%
  - Generation X: 1%
  - Generation Y or Millennial: 4%
  - Total: 5%
Top Reasons for Not Selecting a Conference Venue

- Facilities: 28%
- Cost: 22%
- Location: 17%
- Service: 11%
- Food & Beverages: 5%
Top Reasons for Not Selecting a Conference Venue by Generation

- **Facilities**
  - Baby Boomer: 16.4%
  - Generation X: 24.4%
  - Generation Y or Millennial: 31%

- **Cost**
  - Baby Boomer: 24.6%
  - Generation X: 21.8%
  - Generation Y or Millennial: 21.4%

- **Location**
  - Baby Boomer: 17.6%
  - Generation X: 23%
  - Generation Y or Millennial: 15.5%

- **Service**
  - Baby Boomer: 13.1%
  - Generation X: 12.6%
  - Generation Y or Millennial: 9.5%

- **Food & Beverages**
  - Baby Boomer: 4.9%
  - Generation X: 4.2%
  - Generation Y or Millennial: 4.8%
What Is Most Important When Choosing a Conference Facility?

- Venue Costs for Meeting Space: 4.56
- Conference Technology Specifically Ease of Connectivity via WIFI: 4.44
- Quality of Food & Beverage Offerings: 4.26
- Conference Room Design: 4.25
- Onsite Presence of a Staff Planner: 4.00
- Business-friendly Guest Rooms Onsite: 3.89
- Proximity to Off-Site Activities: 3.67
### Most Important Factors by Generation

<table>
<thead>
<tr>
<th>Factor</th>
<th>Baby Boomer</th>
<th>Generation X</th>
<th>Generation Y or Millennial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue Costs for Meeting Space</td>
<td>3.57</td>
<td>4.05</td>
<td>4.75</td>
</tr>
<tr>
<td>Quality of Food &amp; Beverage Offerings</td>
<td>3.59</td>
<td>4.14</td>
<td>4.55</td>
</tr>
<tr>
<td>Proximity to Off-Site Activities</td>
<td>3.65</td>
<td>4.14</td>
<td>4.59</td>
</tr>
<tr>
<td>Onsite Presence of a Staff Planner</td>
<td>4.14</td>
<td>4.24</td>
<td>4.60</td>
</tr>
<tr>
<td>Conference Technology/Connectivity via WiFi</td>
<td>4.40</td>
<td>4.34</td>
<td>4.75</td>
</tr>
<tr>
<td>Conference Room Design</td>
<td>4.19</td>
<td>4.24</td>
<td>4.56</td>
</tr>
<tr>
<td>Business-friendly Guest Rooms Onsite</td>
<td>3.95</td>
<td>3.86</td>
<td>4.05</td>
</tr>
</tbody>
</table>
Do You Consider the Age of Conference Attendees When Selecting a Venue?

Breakdown by Age

- **Yes**
  - Baby Boomer: 55%
  - Generation X: 85%
  - Generation Y or Millennial: 62%

- **No**
  - Baby Boomer: 45%
  - Generation X: 15%
  - Generation Y or Millennial: 38%
What Are the Most Important Considerations For Each of the Following Age Cohorts?

<table>
<thead>
<tr>
<th>MATURES</th>
<th>BABY BOOMERS</th>
<th>GENERATION X</th>
<th>GENERATION Y OR MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>66+ YEARS OF AGE</td>
<td>47 - 65 YEARS OF AGE</td>
<td>33 - 46 YEARS OF AGE</td>
<td>18 - 32 YEARS OF AGE</td>
<td>UNDER 18 YEARS OF AGE</td>
</tr>
<tr>
<td>Accessibility (especially in venue)</td>
<td>Accessibility</td>
<td>Location</td>
<td>Activities inside and outside available</td>
<td>Technology (Wi-Fi)</td>
</tr>
<tr>
<td>Ease of getting around</td>
<td>Comfort</td>
<td>Accessibility</td>
<td>Technology (Wi-Fi)</td>
<td>Activities inside and outside available</td>
</tr>
<tr>
<td>Comfort</td>
<td>Service</td>
<td>Quality of food and beverages</td>
<td>Location near Mtr/bus stop</td>
<td>Location near Mtr/bus stop</td>
</tr>
<tr>
<td>Location</td>
<td>Quality of food and beverages</td>
<td>Technology (Wi-Fi)</td>
<td>Nightlife nearby</td>
<td>Fun</td>
</tr>
<tr>
<td>Convenience</td>
<td>Design</td>
<td>Hip and modern</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Most Important Elements of the Meeting Space

- Availability of break out rooms with informal, moveable furniture: 4.22
- Space has elements that are conducive to learning or training: 4.07
- Space has informal furniture groupings to allow participants to socialise and converse with one another: 3.99
- Space fosters collaboration and innovation: 3.96
- Space provides the ability to recognise sales or key performers: 3.30
Most Important Elements of the Meeting Space by Generation

1. Availability to break out rooms with informal, moveable furniture
   - Baby Boomer: 4.25
   - Generation X: 4.30
   - Generation Y or Millennial: 4.07

2. Space has informal furniture groupings to allow participants to socialise and converse with one another
   - Baby Boomer: 4.15
   - Generation X: 4.05
   - Generation Y or Millennial: 3.82

3. Space fosters collaboration and innovation
   - Baby Boomer: 4.0
   - Generation X: 3.83
   - Generation Y or Millennial: 4.11

4. Space has elements that are conducive to learning or training
   - Baby Boomer: 4.05
   - Generation X: 4.03
   - Generation Y or Millennial: 4.14

5. Space provides the ability to recognise sales or key performers
   - Baby Boomer: 3.25
   - Generation X: 3.33
   - Generation Y or Millennial: 3.32
When Planning Programs Outside of Your Home Country, What Language Do You Expect the Venue’s Staff Planner to Speak When Conducting Business?

- English: 91%
- Host Country’s Language: 5%
- Other: 4%
- Native Language: 0%
Breakdown By Age

Baby Boomer
- Native Language: 0%
- Host Country’s Language: 5%
- Other: 95%

Generation X
- Native Language: 0%
- Host Country’s Language: 8%
- Other: 85%

Generation Y or Millennial
- Native Language: 0%
- Host Country’s Language: 4%
- Other: 96%

English
- Baby Boomer: 95%
- Generation X: 85%
- Generation Y or Millennial: 96%
A Word About DCI

Development Counsellors International (DCI) is the leader in marketing places. Since 1960, we have worked with more than 400 cities, regions, states and countries, helping attract both visitors and investors. We specialize exclusively in all phases of tourism and economic development marketing.

Headquartered in New York City with regional offices in Denver, Los Angeles and Toronto, DCI has worked with more tourism organizations than all other marketing agencies in North America.

Interested in learning more? We’d love to explore how we might assist your destination marketing organization/convention bureau with MICE marketing, sales and public relations.

Karyl Leigh Barnes, Executive Vice President/Partner
t +1-212-444-7123
e karyl.barnes@aboutdci.com

Daniella Middleton, Director, MICE Division
t +1-212-444-7118
e daniella.middleton@aboutdci.com

Robyn Domber, Research Director
t +1-212-444-7160
e robyn.domber@aboutdci.com

Development Counsellors International
215 Park Avenue South, 14th Floor
New York, NY 10003
A Word About IACC

IACC represents the World’s Best Meeting Venues. A bold statement to make for any organization, but Meeting Planners using IACC (International Association of Conference Centres) venues continually say they are the best. The World’s most successful global brands use IACC certified venues for their conferences, meetings and training programs because they offer the very best environments.

IACC Conference Centres achieve this by providing the very best facilities and service, which is designed and operated to allow customers to make the most out of every meeting. IACC has 350 Conference Centre members in 21 countries Worldwide. These Conference Centres provide the world’s most trusted meeting environments, services, and professional support, and are dedicated to successful outcomes for their customers. The “Meeting Experience” reinforces everything we do at IACC.

Mark Cooper
Chief Executive Officer
t +44 203 4780 274
e mcooper@iacconline.org

International Association of Conference Centres
10 Collyer Quay, Level 40
Ocean Financial Centre, Singapore
049315