

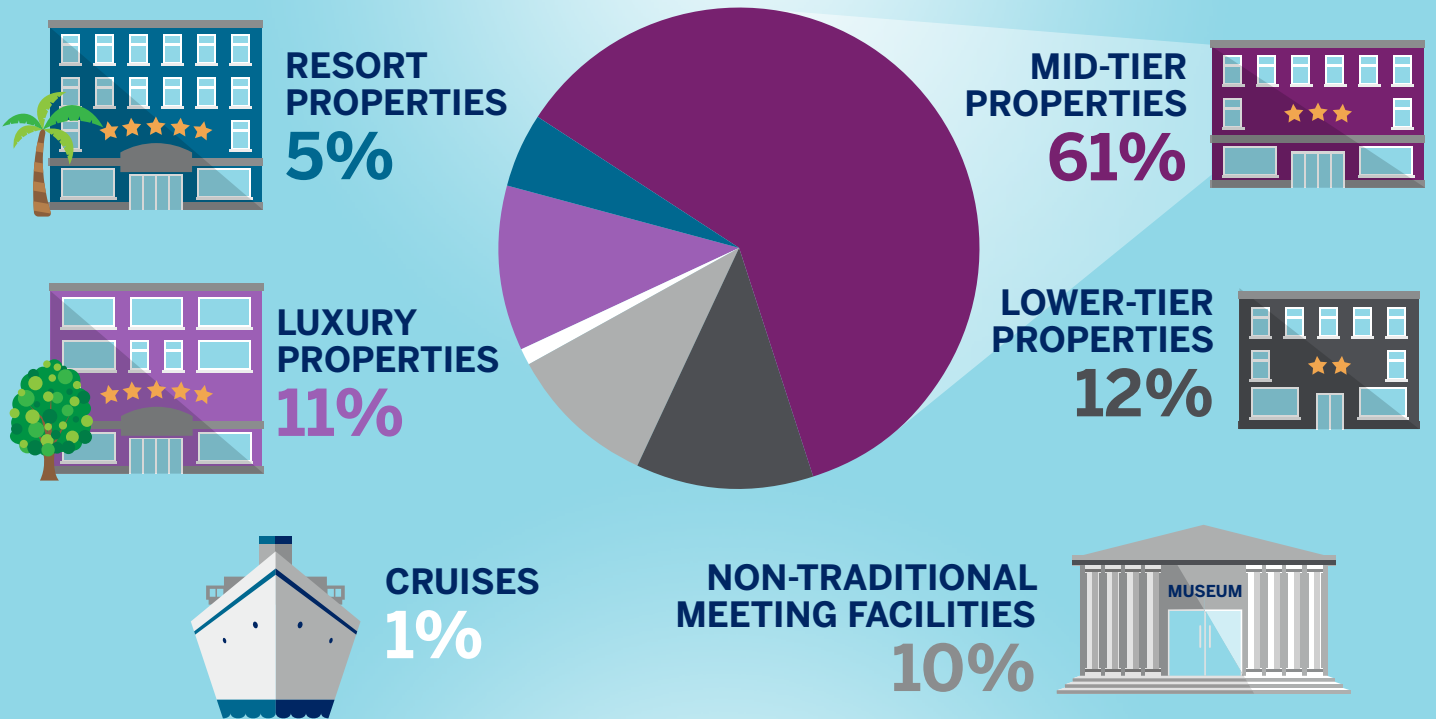
# Finding the Right Event Space

Choosing a location and venue for your event sets the tone for the experience. Budget often dictates venue choice, particularly in specific industries.

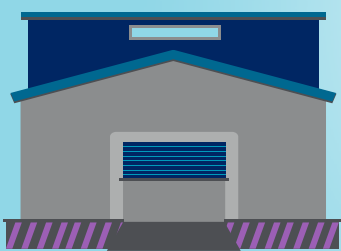
According to the Meetings Forecast 2018 Survey Respondents:

## PROPERTY TYPE USAGE AS A PERCENTAGE OF MEETINGS

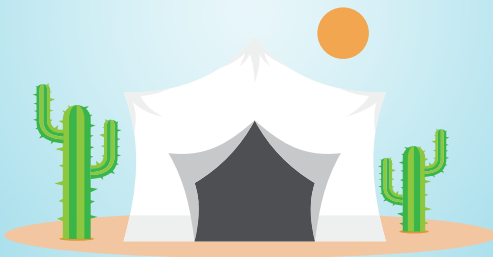
Within **EUROPE**, **MID-TIER PROPERTIES** host the highest percentage of meetings and, for the 7th year in a row, are expected to continue to rise.



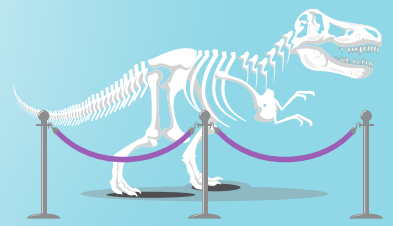
It's clear from our survey that planners and meeting owners are increasingly looking to infuse some creativity into their meetings and events. Trends towards unique, innovative, **NON-TRADITIONAL MEETING FACILITIES** excite attendees, and an excited attendee is likely to be more engaged.



From using a warehouse as a venue,



to pitching tents in the desert,



to hosting a session in the exhibit of a museum

...companies want to differentiate themselves to attract attendees to meetings.

## PROPERTY TYPE DEMAND 2018 VS. 2017

The use of **NON-TRADITIONAL MEETINGS FACILITIES** is expected to continue to outpace growth in demand for other property types.

