

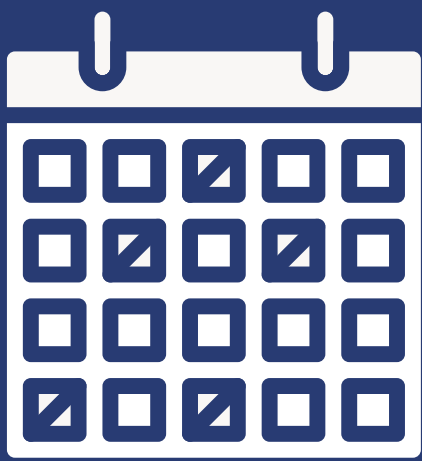
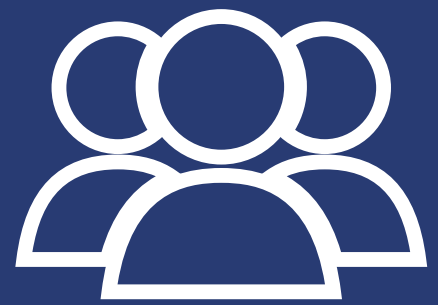
Group Travel Exhibitor Survey

Understand the impact of COVID-19 on the Group travel industry - November 2020



52% of exhibitors are focusing on leisure day trips rather than the groups market

45% of exhibitors have had staff redeployed or lost from their group travel teams



58% of exhibitors are still targeting the groups market with promotions and discounts

77% of exhibitors have reduced marketing budgets this year



59%

of exhibitors are either already focused on, or planning on focusing again on the groups market within the next 6 months.