

The IRF's 2019 Wellness in Meetings and Incentive Travel Study

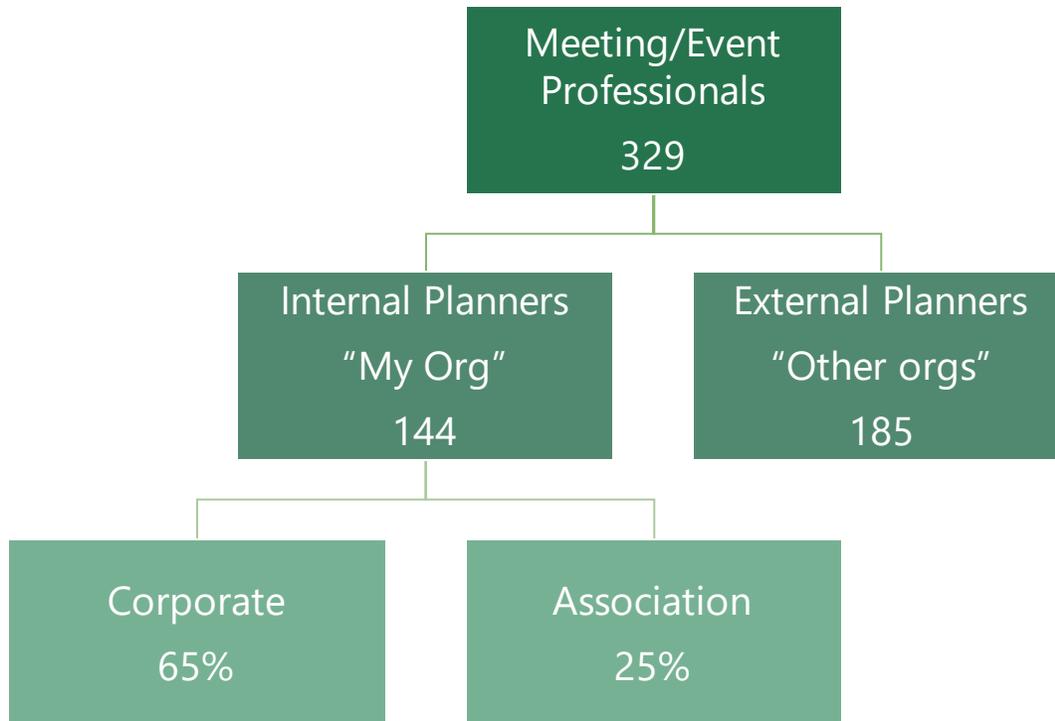
Research Into the Integration of Wellness into Meetings and Incentive Travel



Methodology & Respondents

- IRF's second survey on the topic of wellness in the meetings and events industry was fielded in Dec of 2018.
- Web-based survey was distributed to IRF database, Prevue Magazine subscribers, and MPI members
- Received 329 completed surveys from a pool of experienced planners: Both internal planners (corporate or direct) and external planners (incentives houses and agencies)

SURVEY RESPONDENTS



LEVEL OF EXPERIENCE

- Respondents were highly experienced
 - 45% of respondents had 20+ Years of Experience
 - ~20% had 15-19 years of experience
- External Planners were more experienced
 - 54 % of External Planners and 32% of Internal planners had more than 20 years of experience

Respondent Profiles

Summary:

The typical respondent to this survey planned

- Numerous Meetings (11+)
- Conferences/Trade Shows (82%) and Internal Business Meetings (61%)
- Many different sizes of meetings (25% had a largest meeting size of 100-499 pax and another 25% having largest meeting of 500-999)

Number of meetings:

- 53% of all respondents were planning 11 or more meetings per year
- 25% were planning 6-10 meetings per year

Meeting Type

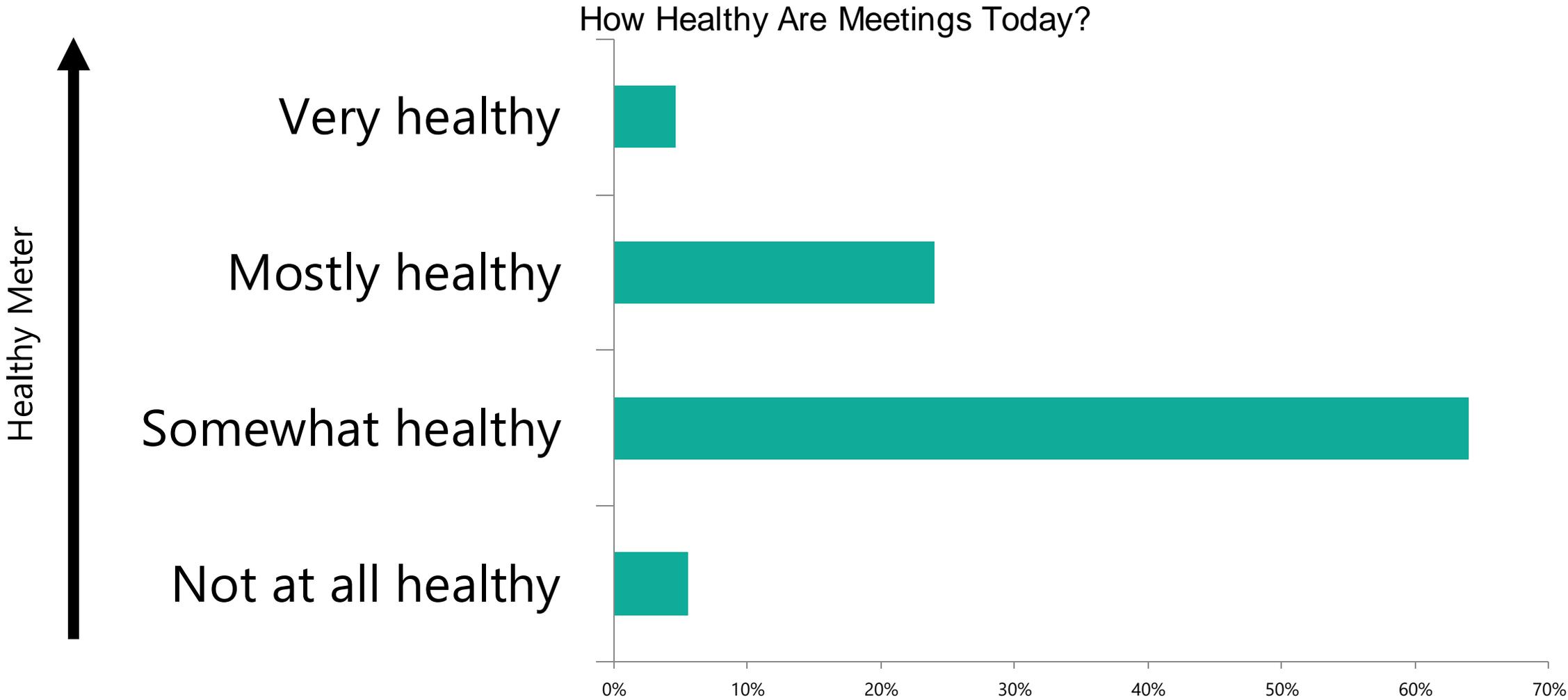
- Respondents were most likely to plan conferences or trade shows, followed by internal meetings, then sales meetings, then incentive travel.
- External Planners were stat more likely to plan Incentive travel (63% vs 37%)
- Internal Planners were stat more likely to plan Internal business meetings .

Meeting size

- External Planners:
 - 60% had meetings with attendance of 101-2500
- Internal Planners:
 - 56% had meetings with attendance of 101-1000
 - 30% had meetings with attendance of 101-499

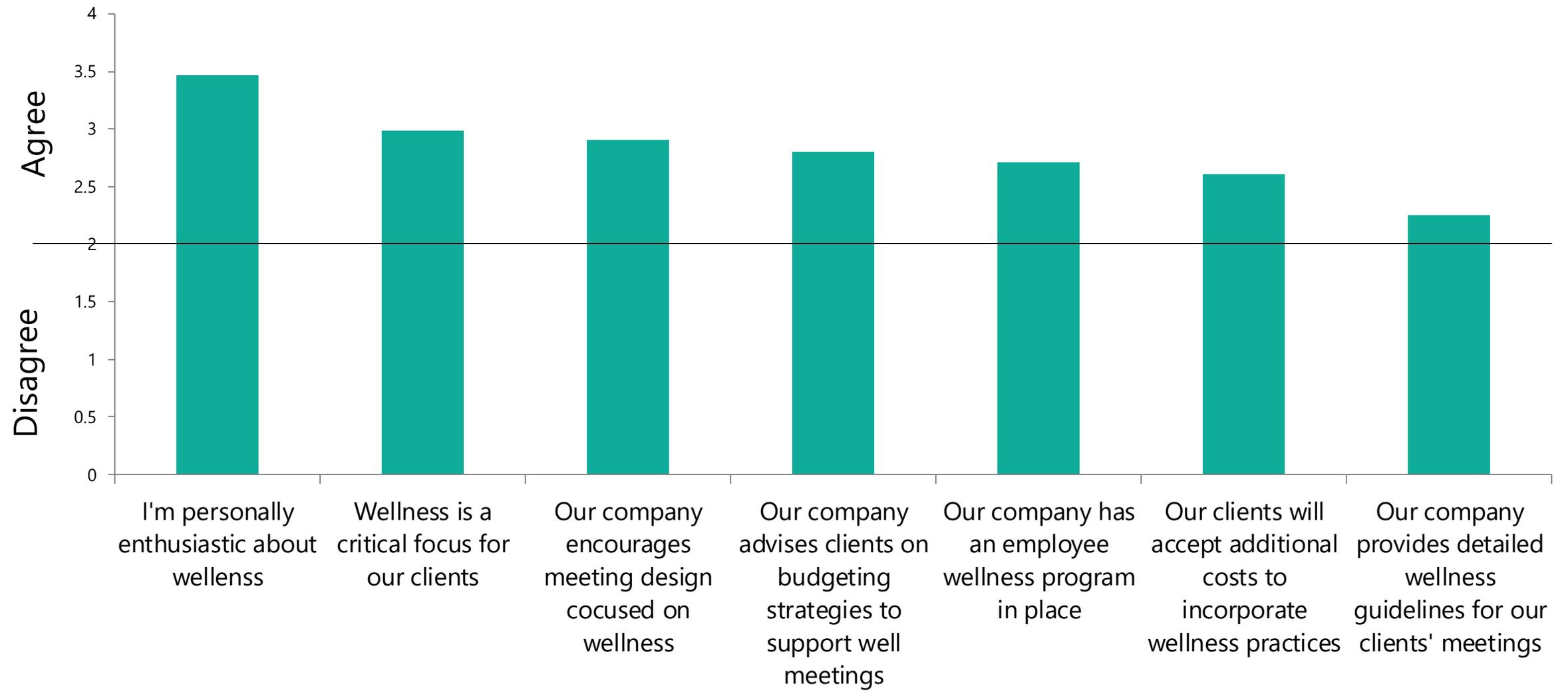
How Healthy Are Meetings Today?

Meetings in the U.S. are only “somewhat healthy” today

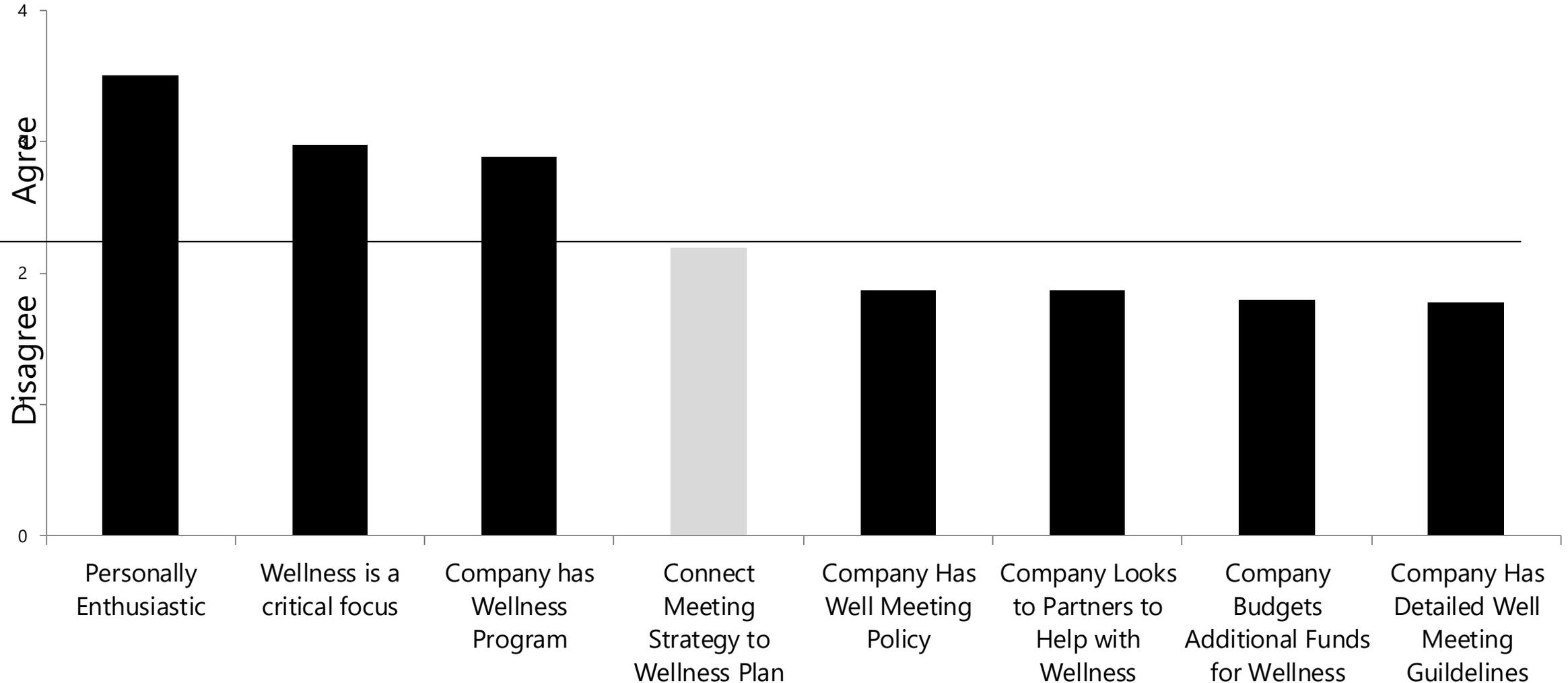




External planners and their companies are strongly enthusiastic about wellness, but less in agreement on implementation



For internal planners, wellness is exciting and critical, but resources not fully developed



**Budgets Are a Challenge,
but More Money Won't
Necessarily Make Meetings
Healthier**

Planners Were Vocal that Budgets are An Issue

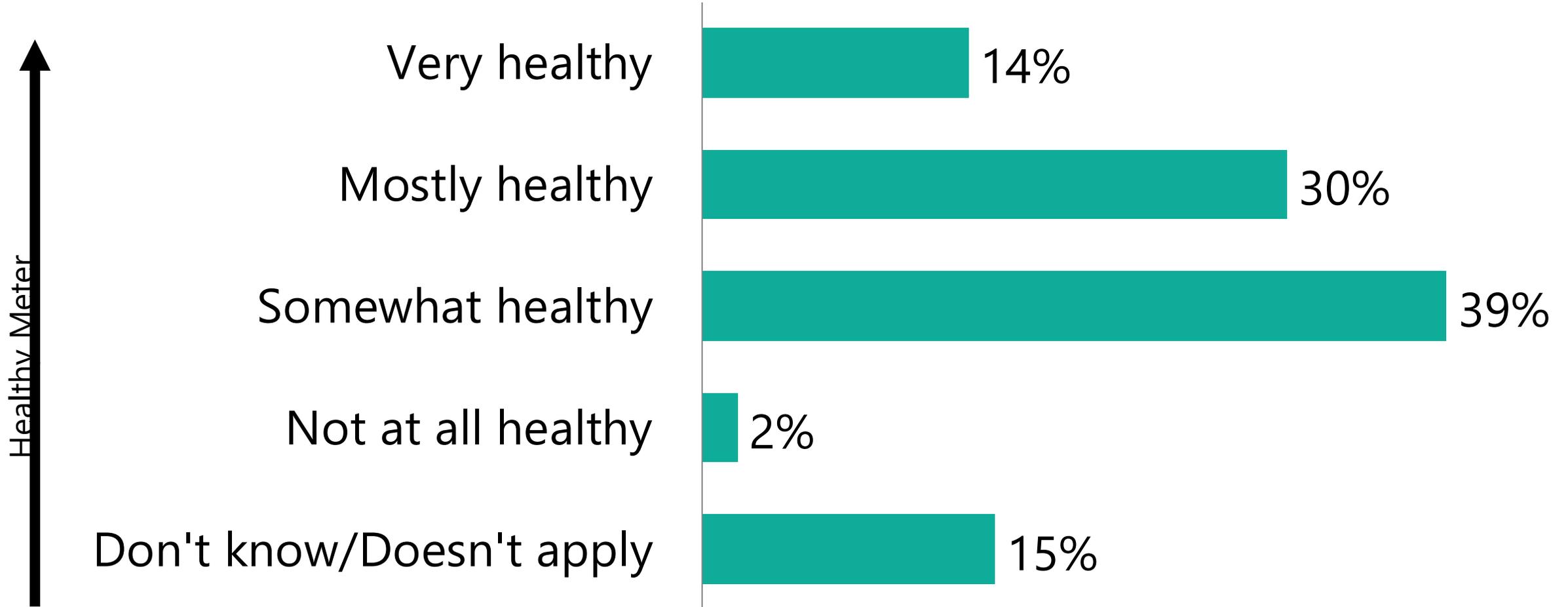
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"I've tried to convince clients to have more local menus that offer an indigenous experience and locally sourced ingredients by default, but they often opt for inexpensive menus that are not as healthy."

But Budget Cannot be the Only Barrier to Wellness Practices

- Of 11 Health and Wellness Food Practices there were only TWO the majority of planners said would require additional funds to cover:
 - "Organic Ingredients"
 - "Nutrition Guides"
- Of 15 Health and Wellness Activity Practices there were only TWO were the majority of planners said would require additional funds to cover:
 - Speakers on Wellness
 - Non-Traditional Health Activities (Acupuncture, Aromatherapy)

If Extra Budget is Made Available, Meetings Only Get Slightly Healthier



...But Resistance to Implement Exists as Well

"I rarely have clients who have any interest at all in wellness as it's not part of their agenda and not what they are there to do. If we did wellness, then it would be cutting into their agendas."

Standard Wellness Practices in Meetings

There are only TWO Healthy Standard Practices in Meetings Today

**Water/Low Calories Drinks
51% Include Standard**

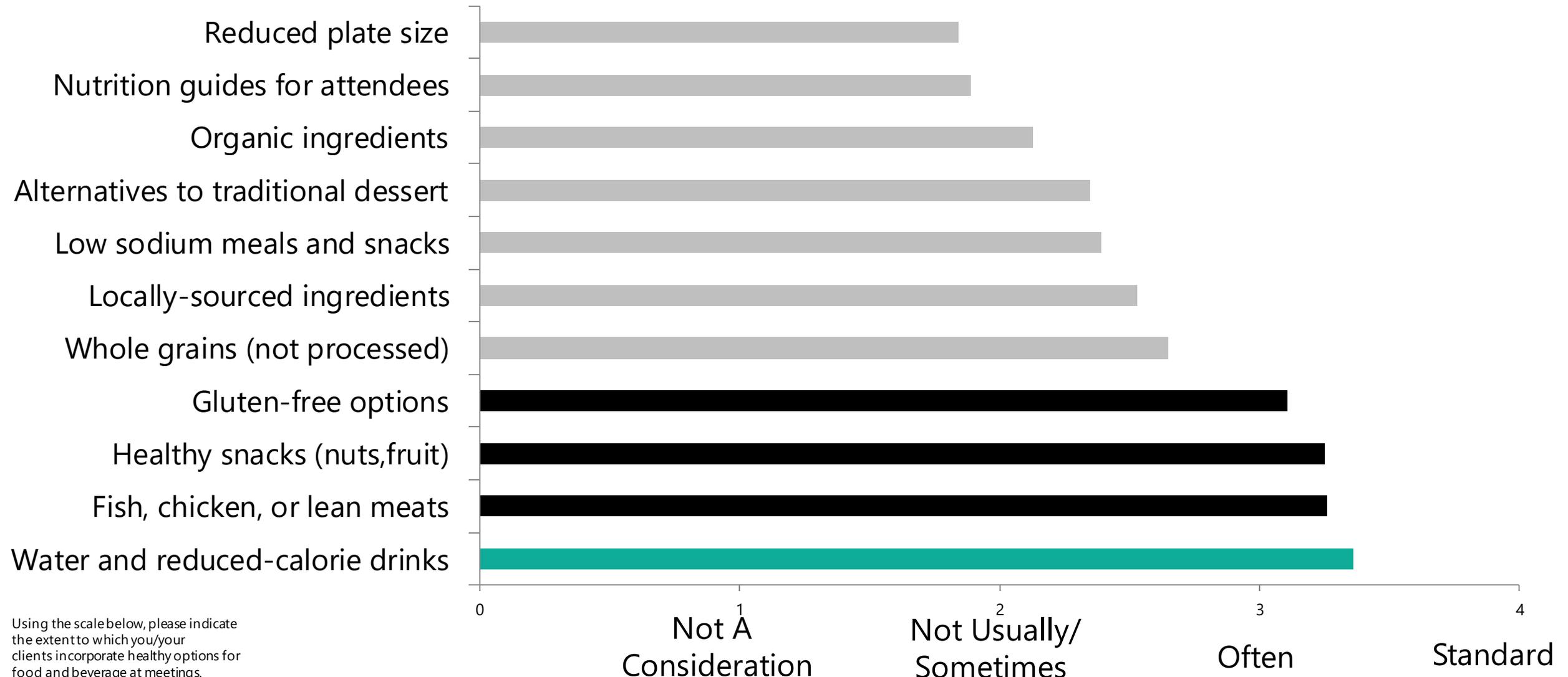


**Smoke Free Environment
65% Include Standard**





Of 11 healthy F&B practices, only one was standard, while three were included "often." The remaining were only sometimes used or not a consideration.



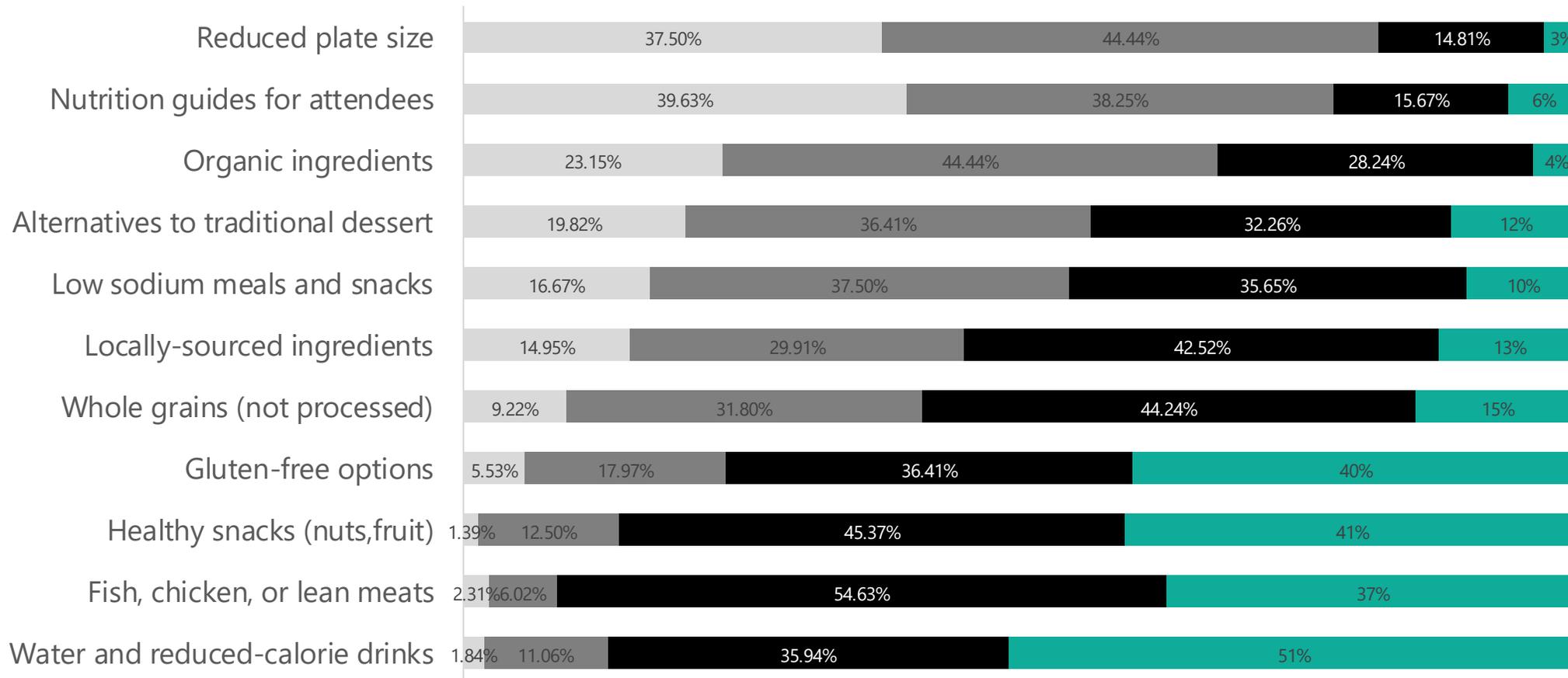


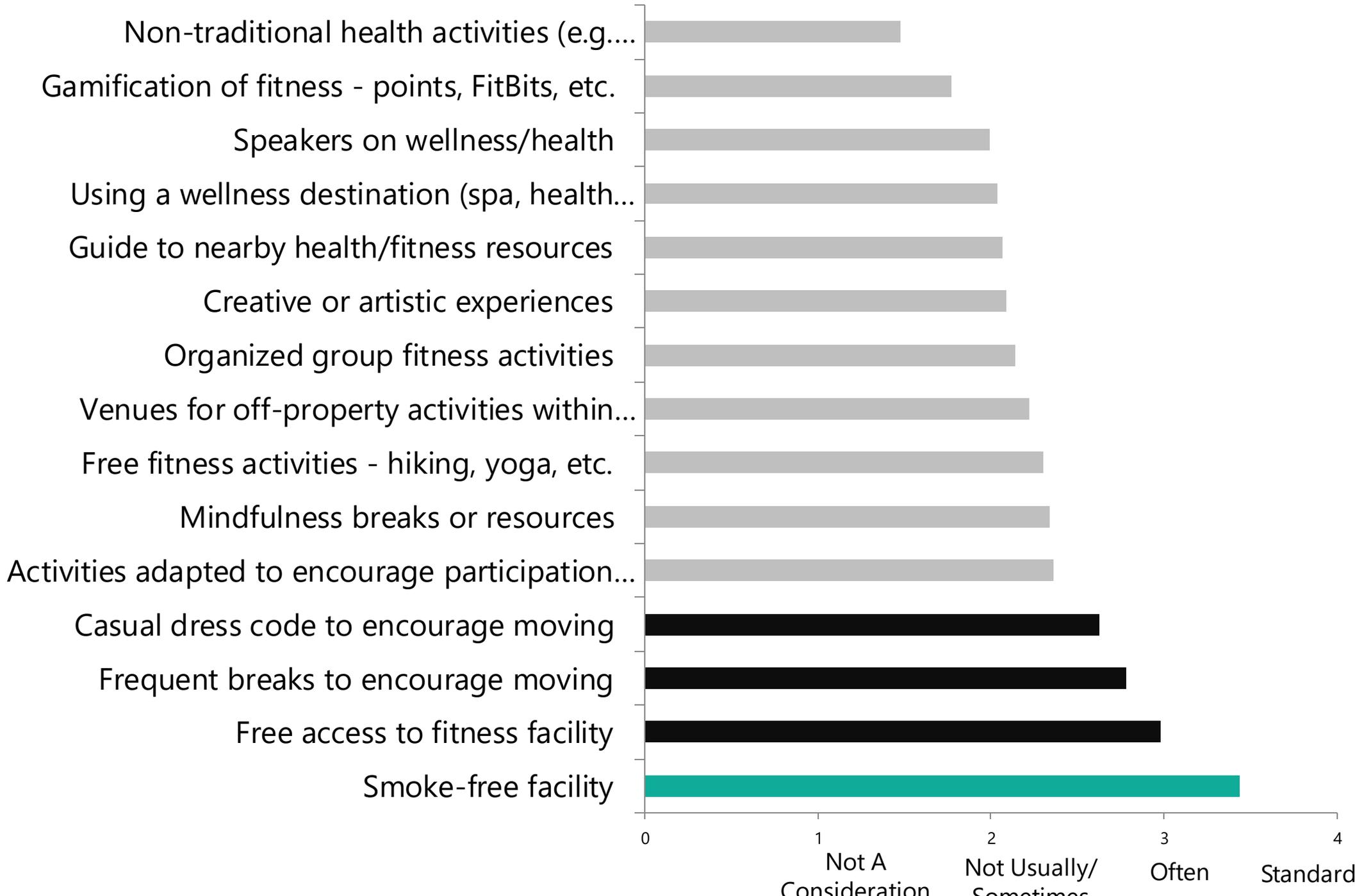
Lean Meats, Healthy Snacks, and Gluten-Free Are Emerging Standard Practices

(Less than 50% offer standard; but over 85% offer often)

Insignificant - not a consideration
 Not Usually Offered - but sometimes

Often Offered - prefer to include
 Standard - included for all meetings

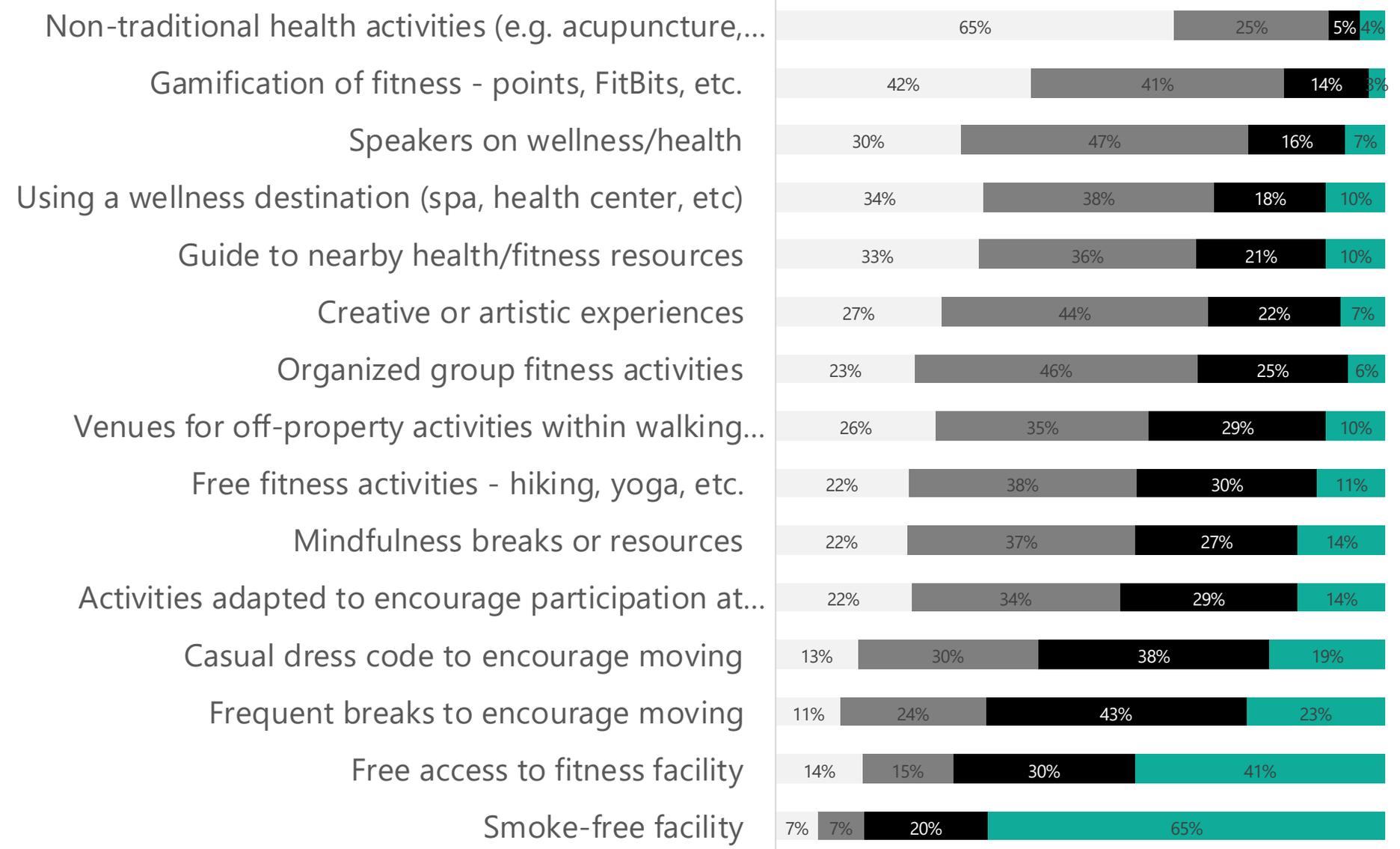






Free Access Fitness Facilities Is Emerging Standard Practices (Less than 50% offer standard; but over 70% offer often or standard)

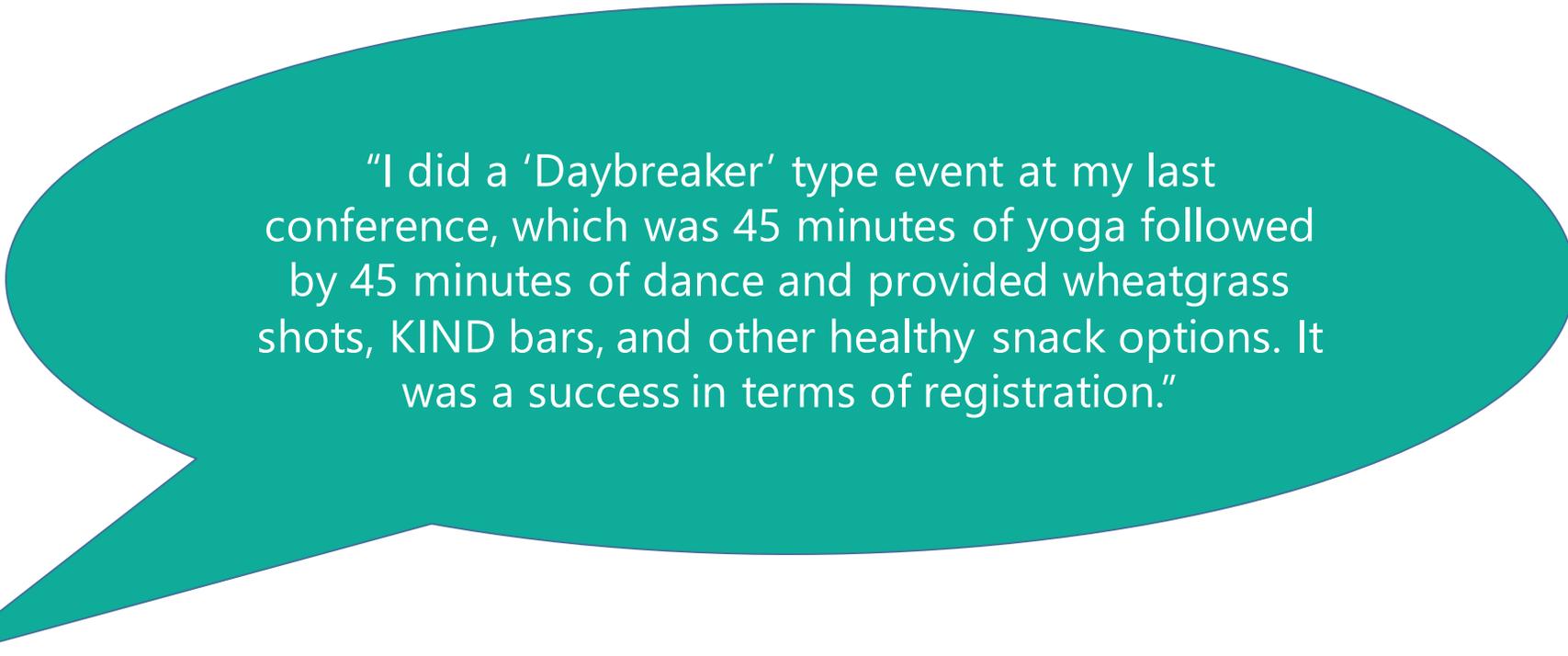
- Insignificant - not a consideration for us
- Not Usually Offered - but sometimes
- Often Offered - prefer to include
- Standard - included for all meetings



Most Effective Practices

Most Impactful Practices for Wellness in Meetings

- Over 200 Planners responded to an open ended question regarding the most most impactful wellness practices in their experience. There was a wide range of responses.

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"I did a 'Daybreaker' type event at my last conference, which was 45 minutes of yoga followed by 45 minutes of dance and provided wheatgrass shots, KIND bars, and other healthy snack options. It was a success in terms of registration."

Planners' Verbatim Answers Regarding Impactful Wellness Practices Often Fell Into 2 Categories

- Healthy Food and Beverages (33%)
 - *"Spa water...the infused waters are easy to change up per day or throughout the day and are relatively inexpensive as the kitchen always has some herb, fruit or citrus on hand. Guests seem to drink more water when it's infused versus plain"*
- Group Exercise (25%)
 - *"Encouraging sunrise exercise before meetings - whether it's a group class we offer or simply ensuring the hotel fitness center is ready for heavy usage before our meetings begin."*

Planners outlined a number of other effective practices as well...

- **Walking Trails:** *"Setting up walking "trails" throughout the convention center"*
- **Full View:** *"360 wellness event"- the people just go back home with very good vibes, another chip, and feeling good*
- **Partnering:** *"Work with the culinary team to stress importance on attainable healthy menus that are cost effective and will work within a budget*
- **Education:** *"Speakers about wellness, then having snacks afterwards that directly pertain to that speaker"*
- **Fitness Center:** Make Fitness Center available
- **Gamification:** *"steps/walking competitions"*
- **Lighting Aromatherapy:** *"Change in lighting from bright to soft & add aromatherapy in the background...calming or energizing depending upon the need of the event & attending"*

Planners outlined a number of other effective practices as well...

- **Massage:** *Offer Chair Massages*
- **Meditation/Quiet:** *"Offer quiet room for available for attendees"*
- **Movement Breaks:** *"Offer breaks without F&B that allow attendees to do whatever they want -- step outdoors, run to their room"*
- **Nature:** *"Outdoor conference or breaks when weather permits"*
- **Rotating Rooms:** *"Rotating the attendees from room to room for the different presentations"*
- **Walking Meetings**
- **Wellness/Rejuvenation Stations or Rooms:** *"Wellness station with lip balm, tissue, Tylenol, bath salts, etc."*

Least Effective Practices

Least Impactful Practices for Wellness in Meetings

- Over 180 Planners responded to an open ended question regarding the least impactful wellness practices in their experience. There was a wide range of responses.

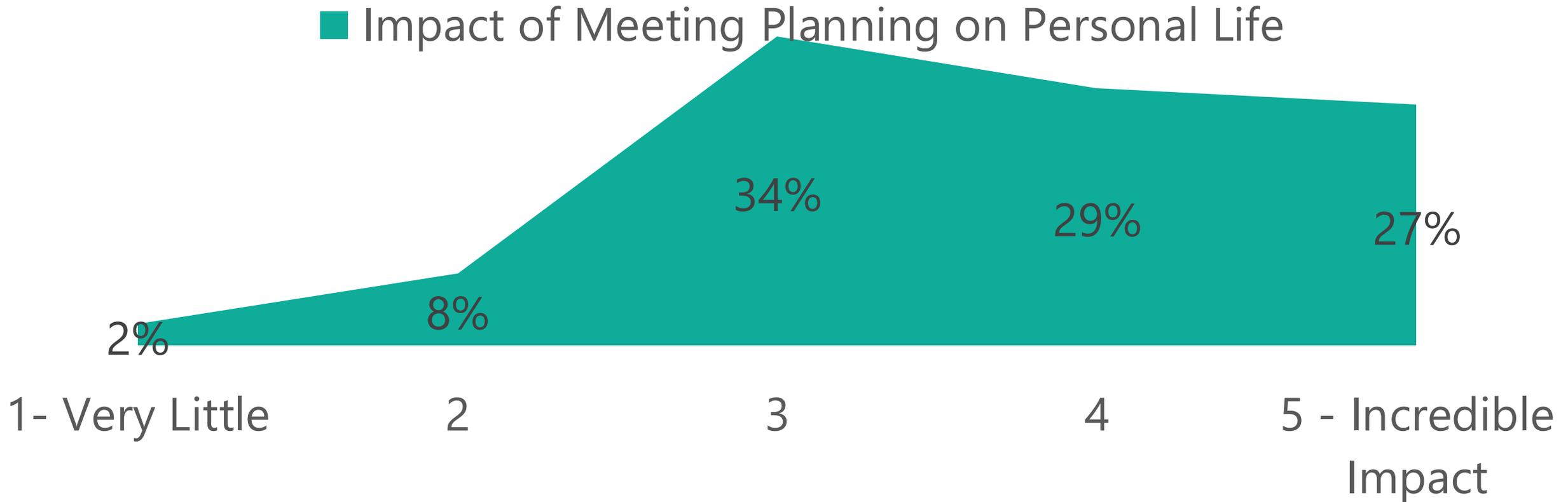
“If morning group exercise is not early enough to allow for showers/getting ready before first meetings, they won't be attended.”

Planner's Unsuccessful Practices Fell into Six Main Categories

- **Going too far with F&B:** *e.g Full vegan or meatless menus, no desert, total elimination of sweet snacks*
- **Selecting the Wrong Group Exercise:** *"Morning zumba classes aren't nearly as popular for meeting attendees as group runs or yoga"*
- **Fitness Classes that Start Too Early:** *"Classes that were too early and no one attended"*
- **Failed Logistics:** *"day break event could have been smoother which was an internal issue"*
- **Cramming Agendas:** *"Adding an activity for wellness and health has been unsuccessful as the overall agenda the client has is all ready full."*
- **Alternative Seating:** *"Yoga Ball options as seating"*

Personal Wellness for Planners

The majority of planners agree the stress of meeting planning has a strong or incredible impact on their life.



Planners Have A Number of Strategies to Stay Well on the Road

- Over 200 planners responded to what they do to maintain wellness while traveling and meeting planning.
- Exercising, eating well, and getting good sleep were the most common but many other ideas and suggestions emerged as well.

“Understand that this job should NOT be 24/7...allow for even short bits of time for exercise, meditation, etc.”

Common Healthy Practices for Planners

- Exercise (50%)
- Eating Well (37%)
- Protecting Sleep (25%)

Exercise (50%)			Eating Well (37%)			Protecting Sleep (25%)	
Stick to Standard Routine			Less Sugar/Sodium			Ensure You Rest Well	
Explore Destination	Walk a lot	yoga	Bring Own Food	Have Snacks	Eat Mindfu...	Schedule sleep time	Sleep as much as possible

Stay Hydrated/Drink Water

- "drink more water than you think you need"

Have a Routine/Plan Ahead

- "Bring things from home and a reminder to keep up a healthy routine while traveling"

Plan for "Down Time" or "Relaxation"

- I always arrive 1 day before ... and book myself a reflexology treatment and likewise - I usually stay one day post to meet with Hotel finance to ensure the billing will be correct by the time it comes to me as well to unwind at the spa

Having a Positive Attitude/Being Mindful

- "try to focus on the fact that even with small glitches, things will be ok"

Meditation

- "Meditation and Soul Mind Body Medicine practices which are based on ancient wisdom and practical techniques from a combination of Western Medicine, Traditional Chinese Medicine, Acupuncture theories, Tao Chi, Qi Gong, Tao Science, Quantum Physics and more which meld science and spirituality."



Nine
Additional
Ideas for
Staying
Healthy
on the
Road

Limit or Avoid Alcohol

Have Good Staff You Can Delegate to

Bring Stress Bands

Talk with a Friend

Wear The Right Shoes

Travel Light

Take Vitamins

Bring Wellness Items like Essential Oils

YOL Trips

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