

2022 **Top 250 Report**

Representing the DMO's largest rotating conventions



Simpleview and Destinations International team up to analyze the MINT+ Top 250 rotating conventions.

In 2020, Simpleview and Destinations International created a partnership in the MINT+ database to ensure the continued investment in the industry's most powerful prospecting database. The investments have primarily focused on three critical areas:

Strengthening the entire data coop framework by combining both technology and researchers to ensure complete and accurate event data

Deploying standardized market classification systems, which allow for both general and specific segmentation

Introducing Recommended Meetings to support the DMO's prospecting efforts through automated pattern matching on historical bookings

As a result of these resources and enhancements, we have begun to understand, for the first time in MINT's history, some insights about the **DMO's Top 250 largest rotating conventions.**



MINT+ Top 250

The universe of the largest conventions isn't as large as one would think.

In 2022, there are 236 of the Top 250 scheduled to meet, which is less than the 246 events that met in 2019. While some Top 250 conventions meet on a biannual or triannual basis, there were several events in 2022 that opted to meet virtually and were excluded from the yearly analysis.

The conventions included in the MINT+ Top 250 analysis must rotate destinations and have evidence of requiring at least 3,000 rooms on peak, either in the past five years or being held in future years. While 3,000 peak rooms is the lower threshold, Top 250 conventions could use as many as 23,000 peak rooms.

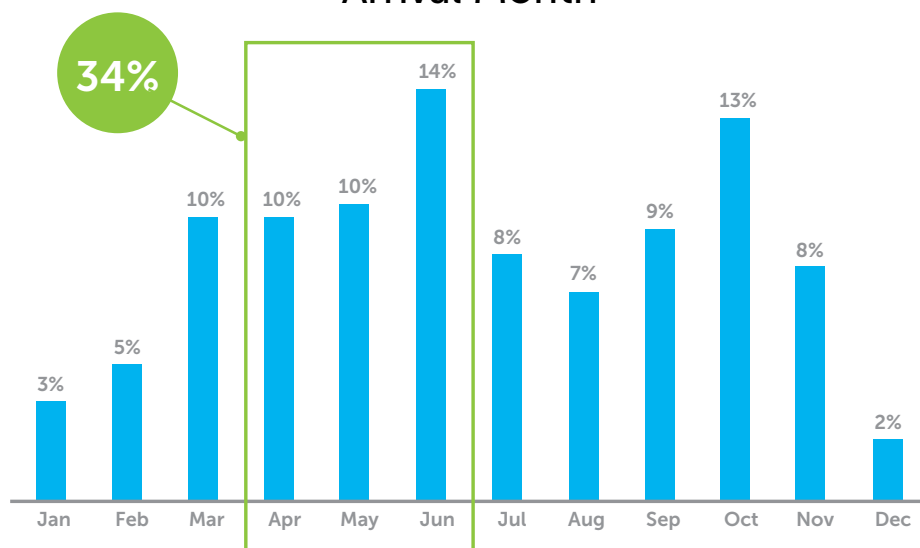
NOTE:
Sporting events
are excluded
from the
Top 250.



Time of Year

In 2022, **over one third of the Top 250 conventions are scheduled to meet in Q2**, followed by 23% in Q4.

Percentage of Top 250 Events
Arrival Month



Both June (14%) and October (13%) are the highest percentage arrival months of Top 250 events and December, January, and February are the lowest.

2022 Locations

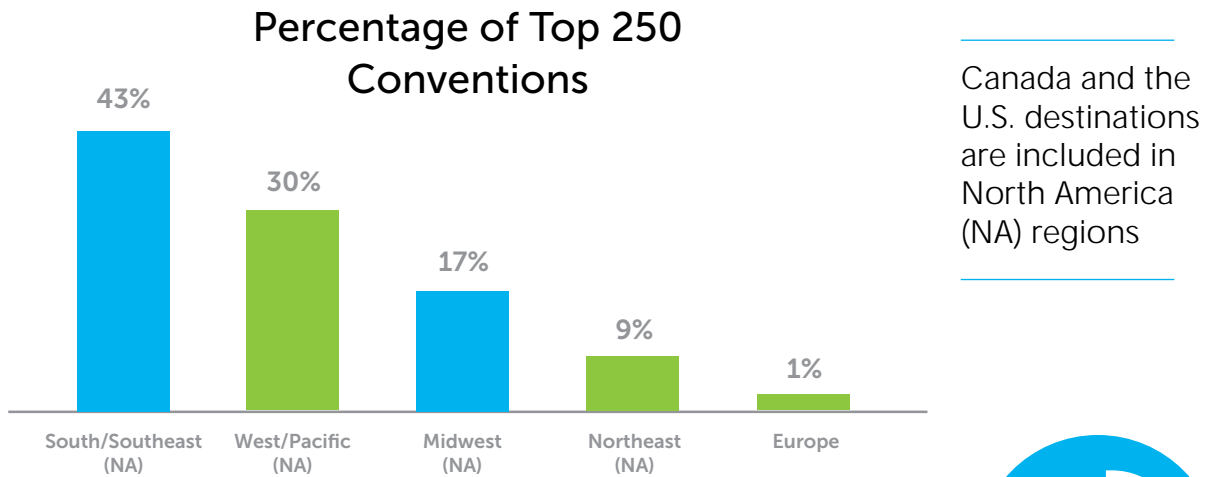
89% of the Top 250 conventions will meet in 20 destinations.

RANK	CITIES	2022	VARIANCE TO 2019
1	Orlando	9.7%	▼
2	Chicago	9.3%	▲
3	San Diego	7.2%	▲
4	Las Vegas	6.8%	▲
5	Atlanta	5.9%	▲
6T	Denver	5.5%	▲
6T	New Orleans	5.5%	▼
6T	Washington	5.5%	▲
9	Philadelphia	5.1%	▲
10	San Antonio	4.7%	▲
11	Houston	3.8%	▼
12	Anaheim	3.0%	▼
13T	Boston	2.5%	▲
13T	Dallas	2.5%	▼
15T	San Francisco	2.1%	▼
15T	Nashville	2.1%	▼
17T	Minneapolis	1.7%	▲
17T	Seattle	1.7%	▲
17T	St. Louis	1.7%	▲
20T	Indianapolis	1.3%	▼
20T	Phoenix	1.3%	▲

In 2022, Orlando will host the largest number of the Top 250 conventions, followed by Chicago, San Diego, and Las Vegas.

Regions

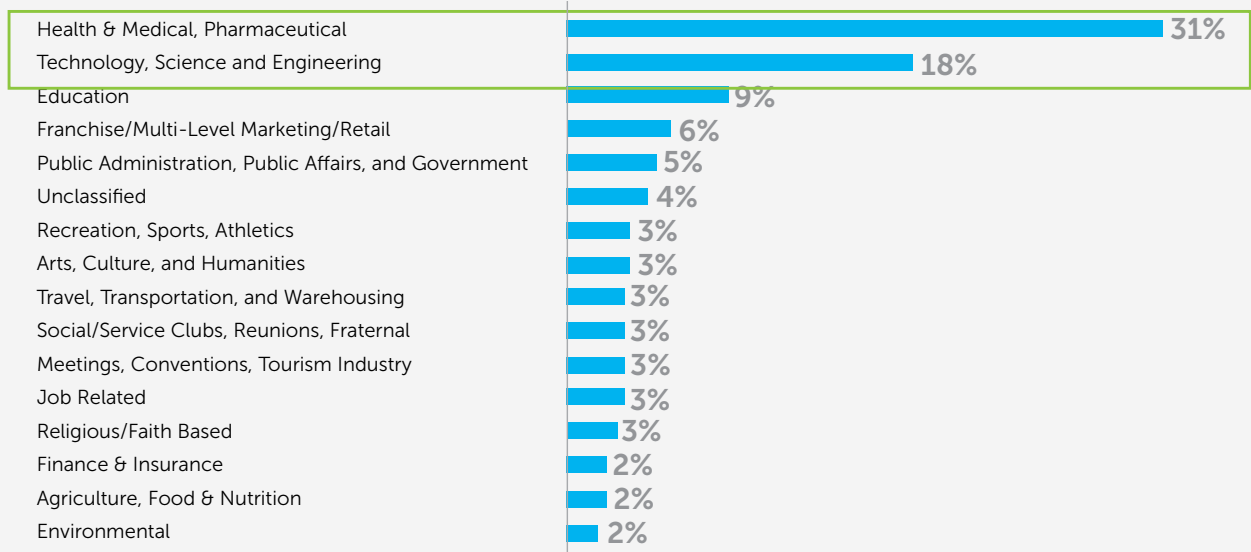
The South/Southeast region will host 43% of the Top 250 Conventions in 2022, followed by the West/Pacific.



Market Segments

Health, medical and pharmaceutical conventions comprise 31% of planned events, followed by technology, science and engineering accounting for 18% of events set to occur in 2022.

Key Classification for MINT+ Top 250 2022 Events



SIMPLEVIEW, LLC

Simpleview is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

DESTINATIONS INTERNATIONAL

Destinations International is the world's largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 6,500 members and partners from over 650 destinations in approximately 13 countries, Destinations International represents a powerful forward-thinking, collaborative association that exchanges bold ideas, connects innovative people and elevates tourism to its highest potential. For more information, visit www.destinationsinternational.org.

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