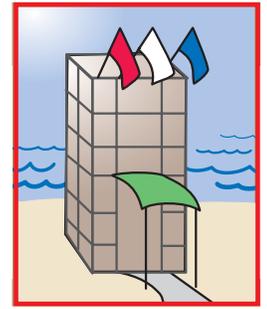


NATIONAL SURVEY on Hotel Issues, Brands and Venues



Association Meeting Planners Evaluate Hotels, State Their Expectations and Make Forecasts

*A Campbell Communications Survey
Sponsored by Association Trends*

Our ground-breaking survey of association meeting planners will address these critical issues:

- How do association meeting professionals rank the factors in booking a hotel?
- How do they rate the largest hotel companies on reputation, service, value and staff?
- How do they rate key independent properties on factors which influence their decision to return to these venues?
- How important is brand loyalty in their decision to book their larger meetings?
- Will investments in technology by hotels generate more business?

This unique survey of association meeting planners will provide national and independent hotel and resort companies with strategic information of critical importance to their sales and marketing decisions for 2004 and beyond. The analysis will also benefit management in allocating capital for improvement in meeting facilities.

INSTRUMENT

May be reviewed at www.campbellsurveys.com/hotels. Designed by Campbell Communications, Inc. and Roper & Roper, LLC, with input from Association Trends. Pre-tested regarding content as well as online compatibility.

WHEN

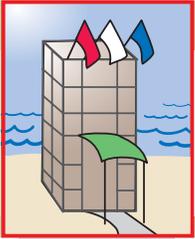
Survey April 2004. Full report delivered beginning June 2004.

TARGET RESPONDENTS

A substantial sample of association meeting professionals nationwide, recruited via a proprietary database of e-mail addresses, supplemented by e-mail lists of survey co-sponsors. Additional respondents recruited via publicity in trade publications.

HOW

Online for most participants, enhancing convenience, increasing response rate, and expediting data collection and analysis.



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WHY

The results of this survey will help sales and marketing executives with national hotel brands, as well as major independent resorts, make strategic decisions for 2004 and beyond on the basis of quantitative data analysis. Management decisions on allocation of resources will also be enhanced. Our reports will enable company decision-makers to move beyond subjective opinions, leveraging the information necessary to get their sales and marketing approaches on target. By participating in a multi-client, third-party survey, companies will get higher survey response and more robust results, at a far lower cost than single company surveys.

ORDERS AND PRICING

Price of the full report upon release will be \$9,450. "Co-sponsors" or customers ordering in advance will receive a discounted price of \$7,500, along with expedited electronic delivery of findings in advance of other customers.

FULL REPORT

A complete set of survey findings will be provided, consisting of data analysis, summary tables, colored graphs, and interpretative narrative. Analysis and preparation of report by Campbell Communications and Ray Roper, CAE, Project Director. Documents are in electronic PDF format with permission to print out and duplicate copies for companies' internal use. Purchasers may obtain PowerPoint versions of the report at no extra charge.

Printed copies are available to customers for \$50 additional per document.

ADDITIONAL REPORTS

Co-sponsors who share their own lists of customers' e-mail addresses with survey administrators will receive an additional benefit: a separate proprietary report of responses from their cohort of meeting planners, which they may compare to results in the overall report, at no extra charge.

Methodology

Respondents will be invited to complete the survey form on a secure web site by promotion through e-mail messages to our lists of association executives, supplemented by those from co-sponsors. Participants are expected to complete the survey by e-mail, but may print out the form and fax back the response if they prefer. Respondents will be assured anonymity, assuring validity of responses and higher response rate; their names and firms will be kept confidential. All data and analysis in reports will be presented in the aggregate.

Incentive for respondents to participate:

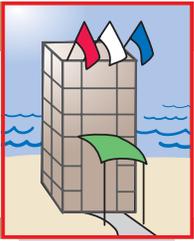
- **Complimentary report.** Within two weeks following analysis and tabulation, all respondents will receive an electronic copy of generic findings – not strategic, proprietary information – on the attitudes and preferences of their peers on booking meetings with hotels.
- **Ease of participation.** Simple online function, web-based, can be accomplished at convenience of respondent at home or office, day or night.
- **Length and simplicity.** Relatively brief instrument requires little time, no need to refer to documents. Virtually all information needed is present in mind of respondent.

QUESTIONS

Call John Campbell 202.363.2069, or e-mail john@campbellsurveys.com.

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NATIONAL SURVEY on Hotel Issues, Brands and Venues

Review the Survey Online at
www.campbellsurveys.com/hotels

Examples of Survey Questions for Association Meeting Planners

- ? Listed below are major independent properties not associated with the national "brands." What is your overall perception of each on a scale of 1 to 5?
- ? Please select the top three brands which, from your experience, provide the best value for dollars paid, the three which provide the highest quality of rooms/function space, and the three with the most competent staff.
- ? How effective are RFP's on a hotel company's web site?
- ? How important are the following 10 factors in the choice of hotels for your larger meetings (e.g., annual conference) — on a scale of 1 to 5?
- ? What is the most important single factor in selecting a hotel for your meetings?

To Order Survey Report

- E-mail info@campbellsurveys.com, providing name and company name and contact information
- Go to www.campbellsurveys.com/hotels/order for electronic order form
- Call **202.363.2069**

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Association Trends is the leading independent publication in the association industry. Often called "the bible of the association community," Association Trends is read every week by association executives, chamber of commerce managers, meeting planners, nonprofit legal and accounting experts, convention and visitors bureau directors and industry suppliers of all types.

Campbell Communications, Inc., is a marketing and research firm which conducts syndicated surveys in vertical markets. In addition to Campbell, the principal designer of the survey instrument in this project is Ray Roper, CAE, of Roper & Roper, LLC, who serves as project director.

www.associationtrends.com

www.campbellsurveys.com

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