



**ACCESS  
INTELLIGENCE**

RESEARCH & CONSULTING

# ***Venue & Destination Consulting***

*Data & Strategies for Convention Centers,  
Destinations, Hotels, Consultants & Investors*



## Venue & Destination Research & Consulting Services

The **Convention Center and Destinations industry** becomes more competitive every year. Venue expansions, new hotel capacity and private sector investors are reshaping the competitive landscape. At the same time, events and groups are changing fast and requiring more enhanced services and support.

*Do you have the information you need to make the most informed marketing and financial decisions? We can help.*

Access Intelligence Research & Consulting works with leading convention centers, hotels and destinations to provide industry insight, analysis and marketing programs to increase their event bookings and make important decisions. We provide the proof behind a wide range of critical business and marketing decisions for venues and cities, as well as for leading event producers and associations. When you require specific information, turn to our experts for timely and accurate data analysis.

**Access Intelligence Research & Consulting** services for venues and destinations include:

- Client and event user satisfaction surveys
- Benchmark and best practices studies
- Industry trend analysis and custom content
- Event producer surveys
- Market size and market share analysis
- Venue feasibility and market demand studies
- Economic impact analysis
- Third-party opinions
- Marketing consulting
- Strategic planning advisory
- White papers and special reports
- Presentations
- Meeting facilitation and focus groups

*Unique, insightful access to the event producer community worldwide.*



## Proof & Insight for Critical Decisions



Venues & Destinations Projects Leader  
Michael Hughes  
Managing Director of Research & Consulting  
Access Intelligence, LLC

Michael runs the Access Intelligence Research & Consulting group, which provides information, analysis and recommendations to leaders in the venue, event and marketing industries. He has developed market research and consulting projects for most of the leading organizations in the exhibition, convention center, hotel, management consulting and financial industries around the world. He is frequently quoted by major media outlets such as *The New York Times* and *The Wall Street Journal* on venue and event issues. Over his career, he has managed more than 2,000 studies and assignments and been a presenter at over 200 industry conferences and meetings. He's been a main presenter at the International Association of Venue Managers' *International Convention Center Conference* eleven times since 2001. He has also been a speaker at the International Association of Congress Centres' *Annual Conference* six times since 2010. Michael has been a member of the International Association of Exhibitions and Events' *Future Trends Committee*.



**“Michael Hughes always  
delivers his promises.”**  
– Chris Meyer, CEM, CMP, Vice President Global Business Sales,  
Las Vegas Convention and Visitors Authority

## About Access Intelligence Research & Consulting

Access Intelligence Research & Consulting helps leaders in the venue, event and marketing industries analyze data and information to make more informed business decisions and gain competitive advantage. We leverage our trusted brands, industry leading data and market expertise to provide clients with insights to improve their business performance. The Access Intelligence Research & Consulting Practice also works with the company's industry leading brands including *Event Marketer*, the Event Marketing Institute, and *Chief Marketer*.

Access Intelligence Research & Consulting is unique in maintaining expertise in the following business and consumer event, venue, media and marketing industry sectors: convention centers, venues and hotels; conventions, exhibitions, conferences and meetings; event marketing and corporate events; and digital media and marketing. Our team has conducted thousands of assignments and projects for some of the leading event, venue and media organizations in the world as well as in the financial and consulting communities. Each project and assignment is confidential and tailored to our client's exact needs and requirements. Information about our parent company Access Intelligence, LLC is found at [www.accessintel.com](http://www.accessintel.com)

### TO DISCUSS YOUR UNIQUE NEEDS CONTACT:

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