



**59,129,056**

TOTAL HOTEL ROOM NIGHTS  
BOOKED ANNUALLY

**11,665,024**

ROOM NIGHTS  
ANNUALLY  
*(Average Stay of  
Approximately 2.9 Nights)*

**47,464,032**

ROOM NIGHTS  
ANNUALLY  
*(Average Stay of  
Approximately 1.1 Nights)*

**376**

AVERAGE  
ROOM BLOCK

**77**

AVERAGE  
ROOM BLOCK

**31,024**  
LARGE  
MEETINGS

**616,416**  
SMALL  
MEETINGS

*(Statistical information is derived  
from a random selection of survey forms  
returned by subscribers to Association News.  
Subscriber data was verified against and  
supplemented with data from the ASAE study  
"Association Meeting Trends" and  
"The Meetings Outlook Survey" conducted by MPI.)*

## **EVERY YEAR, READERS OF ASSOCIATION NEWS SPEND OVER \$15.6 BILLION ON MEETINGS AND CONVENTIONS**

State and regional association meetings activity represents a huge prospective pool of business for hotels, convention centers and other suppliers to the meetings industry. On average, each of the readers of *Association News* is responsible for planning 21 off-site meetings per year.

Annually, they:

- Hold more than 31,000 general membership conventions or annual meetings
- Hold more than 616,000 off-site board meetings, committee meetings, educational seminars and executive retreats

Convention and meeting spending by readers of *Association News* totals \$15.6 billion per year.

## **READERS OF ASSOCIATION NEWS BOOK MORE THAN 59 MILLION HOTEL ROOM NIGHTS ANNUALLY**

With annual meetings that last an average of 3.9 days and other off-site meetings that last an average of 2.1 days, the readers of *Association News* book a total of more than 59 million hotel room nights annually. Our readers are volume buyers and they utilize hotels and meeting facilities not once every two or three years but month after month, year after year.

## **A MARKET THAT CONTINUES TO GROW**

Studies conducted by the American Society of Association Executives and Meeting Professionals International indicates that the state and regional association meetings market has much greater vitality and potential for growth than other meetings market. It is the state and regional association market that *Association News* delivers like no one else.

# Association News<sup>®</sup>

AMERICA'S MOST-READ MAGAZINE FOR STATE AND REGIONAL ASSOCIATIONS