

2012 Annual Conference

ISHC
INTERNATIONAL SOCIETY OF
HOSPITALITY CONSULTANTS

THE HEAT IS ON! A New World Competition

The 100 Yard Dash

Penny Fondy, ISHC

Principal, Wits End Productions



InterContinental Buckhead Atlanta, Georgia

September 20-23, 2012

Meetings Mean Money

In US alone..



- 1** **\$263 billion generated***
- 2** **\$113 billion for lodging, transportation, food service and other travel commodities***
- 3** **Larger US GDP contribution than auto manufacturing***

*2011 Convention Industry Council Economic Impact Study

Not Your Father's Oldsmobile



- 1 Communication Is Active & Reality-Based**
- 2 Technology Makes Everything Personal**
- 3 Form, Function & Results Are Requirements**

181,000,000

Americans watch more than
40 billion videos per month



Video will represent 90% of all consumer Internet traffic by 2013

MORE VIDEO - FSTR

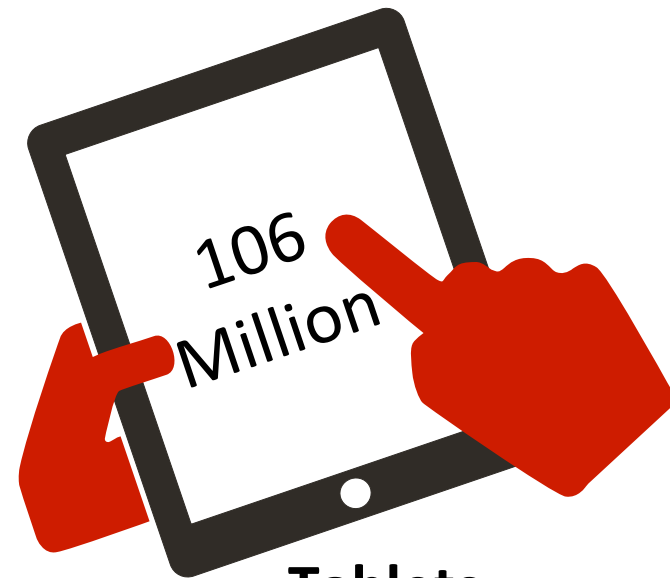
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Mobile is the Next Monster



Mobile Phones



Tablets

2013

Mobile will equal or out-pace fixed Internet
Access & Action Right Now

A background pattern of various mobile phone icons, including smartphones and feature phones, arranged in a grid. Some icons are white on a black background, while others are red on a white background.

APPS are IN!

Consumers are spending more time using mobile apps than mobile web browsers

If an event or meeting doesn't have a mobile tie-in or app people will wonder "why?"

TREND WATCH 2013



Hybrid Virtual Exposition Events

- Events should integrate digital displays & Do
- Quality & efficiency will be expected
- Mobile devices should be implemented as possible

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