

After a surge in virtual meetings driven by a global pandemic, nearly three-quarters of event goers now say they prefer in-person events to virtual ones, according to a recent Hilton survey. To support the growing demand for in-person gatherings, Hilton has announced the expansion of its events booking capabilities, enabling customers shopping for meeting packages for up to 35 attendees to book guest rooms and meetings or event spaces, with or without 10 to 25 guestrooms, directly on Events.Hilton.com without a separate contract or phone call.

Hilton's online survey, conducted by KRC Research in August 2023, uncovered the following insights:



In-person meetings and events are irreplaceable.

- **71% of event goers** prefer in-person events to virtual ones.
- **68% of event goers** have attended a virtual meeting they wished was in-person.
- **In-person meetings have benefits that can't be replicated virtually**, like meeting new people (53%) and the ability to read non-verbal cues (50%).
- With participant engagement as a top indicator for a successful meeting among planners, **46% of U.S. adults** believe that in-person events, as opposed to virtual ones, provide the benefit of feeling engaged with others.



Virtual meeting burnout is increasing.

- **Half of all event goers (47%)** are burnt out from virtual meetings.
 - This increases among younger generations, with **Gen Z feeling this the most (59%)**.
- Technical difficulties with audio or video (35%) and poor internet connection (34%) are common issues experienced by **over a third of U.S. adults** while hosting or attending virtual events.
- **61% of respondents** admit to attempting to speak during a virtual meeting while on mute.
- **About a third (31%) of U.S. adults** have experienced a lack of engagement or interaction among attendees in a virtual meeting.



Hybrid meetings have limitations.

- **A majority of event goers (66%)** say when attending a hybrid meeting in-person, it's easy to forget about the virtual attendees.
- **A majority of virtual attendees at hybrid meetings (56%)** agree it's difficult to participate.



Planning can be complicated and frustrating.

- **About a third of event planners (27%)** are frustrated with the complicated and time-consuming event space booking process.
- **Four in ten of respondents** are frustrated with finding a space that meets their requirements (39%) or with juggling all the event details at once (40%).

For more information, visit Stories.Hilton.com.

Hilton commissioned an online survey with KRC Research, which was fielded in August 2023 among a nationally representative sample of over 1,000 adults (18+) in the United States