

2023 Top 250 Report

Identifying the DMO industry's largest rotating conventions



Simpleview and Destinations International have joined forces to analyze the top 250 rotating conventions in the MINT+ database.

This partnership, established in 2020, aims to ensure continued investment in the industry's most powerful prospecting database. The investments have primarily focused on three critical areas, yielding significant improvements:

Strengthening the entire data coop framework by combining technology and researchers to ensure complete and accurate event data

Deploying standardized market classification systems that allow for both general and specific segmentation

Introducing "Recommended Meetings" to support DMO prospecting efforts through automated pattern matching on historical bookings

As a result of these resources and enhancements, we have begun to understand some insights about the **top 250 largest rotating conventions for the first time in MINT's history.**



MINT+ Top 250

The universe of the largest conventions isn't as large as one would think.

In 2023, 233 of the top 250 conventions are scheduled to meet. This number is down from the 246 events that met in 2019. While some top 250 conventions meet on a biannual or triannual basis, in 2023, several events chose to meet virtually and were therefore excluded from the 2023 analysis.

The conventions included must rotate destinations and have evidence of requiring at least 2,800 rooms on peak, either in the past five years or being held in future years. While 2,800 peak rooms is the lower threshold, the top 250 conventions could use as many as 23,000 peak rooms.



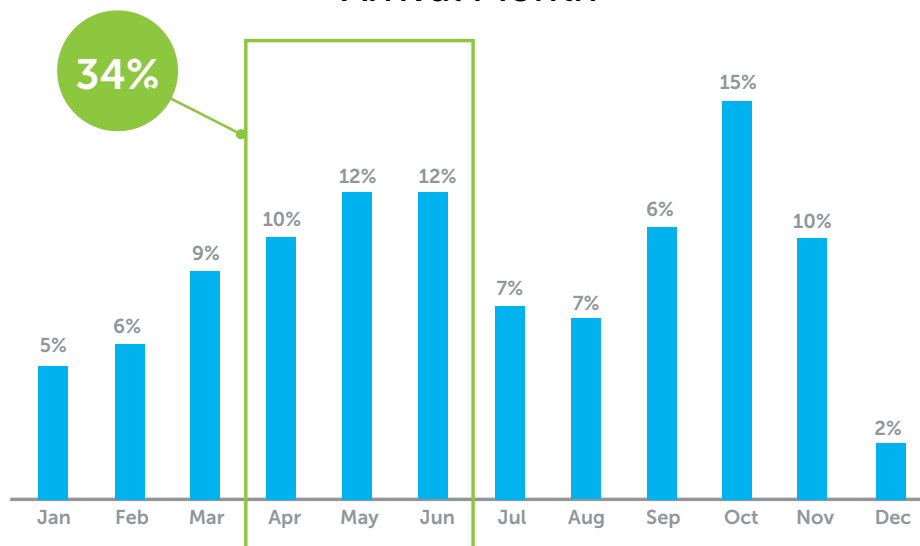
NOTE:
Sporting events
and local festivals
are excluded
from the
Top 250.

Time of Year

In 2023, 34% of the top 250 conventions are scheduled to meet in Q2.

The next largest arrival quarter is Q4, with 27% of the top 250 conventions scheduled to meet.

Percentage of Top 250 Events
Arrival Month



October (15%), May (13%), and June (13%) are the highest percentage arrival months for the top 250 events. December (2%) and January (5%) are the lowest arrival months.

2023 Locations

82% of the top 250 conventions will meet in 20 destinations.

RANK	CITIES	No. of TOP 250 Events	2022 RANK
1	Orlando	18	2T
2	Chicago	17	1
3T	New Orleans	15	5T
3T	San Diego	15	4
5T	Boston	14	16T
5T	Las Vegas	14	2T
7T	Atlanta	12	7
7T	Denver	12	8T
9	San Antonio	11	8T
10T	San Francisco	10	16T
10T	Washington	10	5T
12	Dallas	9	11T
13	Nashville	8	14
14T	Anaheim	7	13
14T	Houston	7	8T
14T	Los Angeles	7	21T
14T	Philadelphia	7	11T
18	Indianapolis	5	21T
19	Phoenix	4	20
20T	Seattle	3	16T
20T	Toronto	3	

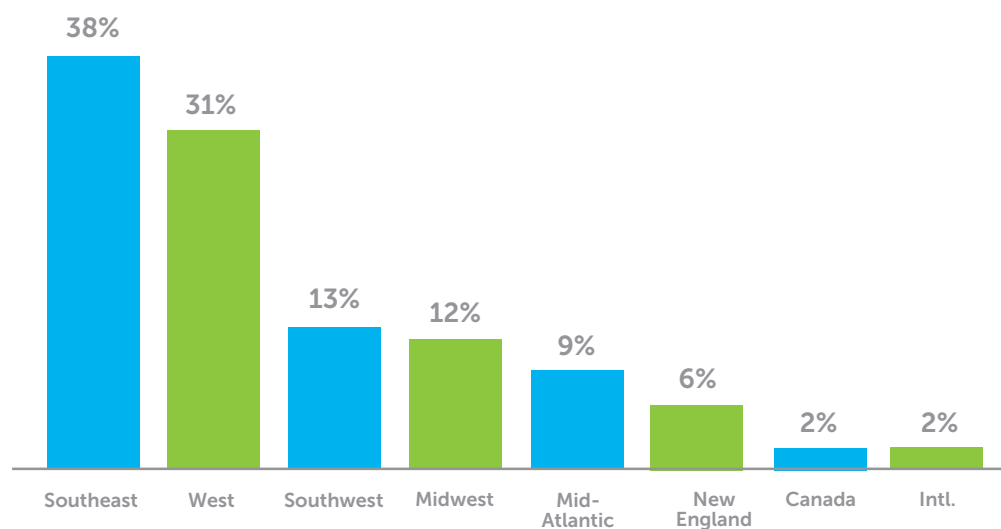
In 2023, Orlando will host the largest number of the top 250 conventions, followed by Chicago, New Orleans, and San Diego.



Regions

The South/Southeast region will host 38% of the top 250 conventions in 2023, followed by the West/Pacific region at 31%. Within individual states, California will host 17% of the conventions, followed by Texas at 12% and Florida at 8%.

Percentage of Top 250 Conventions



2SYNERGIZE

2Synergize, LLC is a Simpleview consulting company specializing in the convention and visitors (CVB) industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market. 2Synergize understands the complexities of the organization's roles and responsibilities and the importance of optimizing stakeholder relationships.

SIMPLEVIEW, LLC

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

DESTINATIONS INTERNATIONAL

Destinations International is the world's largest resource for official destination organizations, convention and visitors Bureaus (CVBs), and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. With over 4,700 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful forward-thinking, collaborative association, exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential. Together with more than 6,500 members and partners from over 650 destinations in approximately 13 countries, Destinations International represents a powerful forward-thinking, collaborative association that exchanges bold ideas, connects innovative people and elevates tourism to its highest potential. For more information, visit www.destinationsinternational.org.

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