



The Right Destination, The Best Team

Essential Tools for Building Event Attendance

Attendee Acquisition Roundtable
October 22, 2026



01 Decision Factors

02 The Right Destination

03 Working With a DMO



01 Decision Factors



71%

of attendees identified the
host destination as a motivator
for attending business events

Source: "Decision to Attend Study" by the Experience
Institute.



20%

longer stays

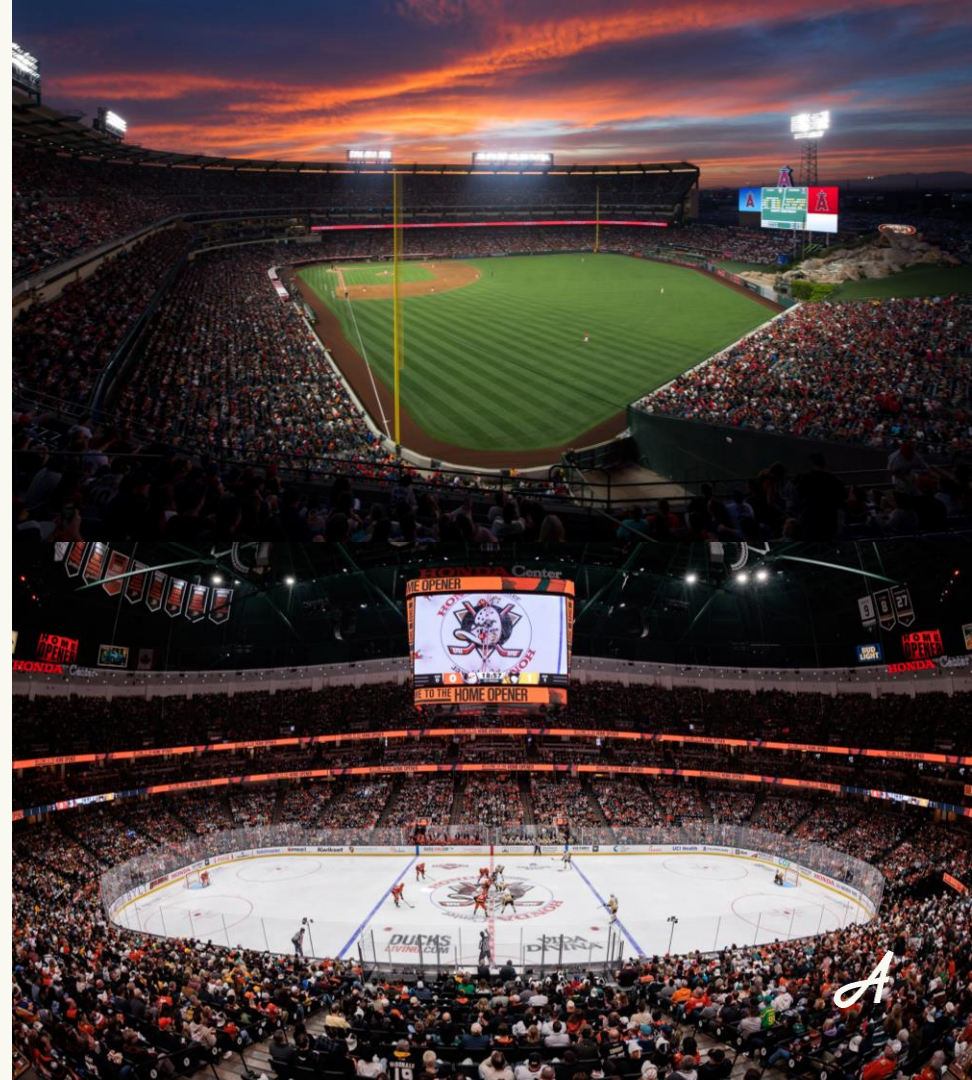
89%

want bleisure time

73%

find bleisure opportunities
an employee benefit

Source: Skift “3 Trends Defining Destination Tourism in 2026 and Beyond” and “The State of Corporate Travel and Expense 2025.”



Anaheim Case Study



02 The Right Destination





**Leisure is the key
to greater engagement**



Questions to Ask Your Host Destination

- Attendee experience and appeal
- Value, costs, and pricing
- Safety, security, and logistics



How Major Attractions Can Strengthen Event Outcomes

- Greater attendee appeal
- More opportunities for memorable programming
- Stronger accessibility and connectivity
- Purpose-built infrastructure
- Enhanced Safety and Operational readiness



03 Working With a DMO



An Invaluable Resource

- Start Early
- Share Your Goals
- Ask for the Moon
- Communicate!



DMO Resources

- A dedicated team member to work with you
- Custom Microsites with show branded header image
- Year Out Promotional Materials
- Digital Destination Marketing Resources (images, videos, blog posts, zoom backgrounds, etc.)
- Custom Hotel Maps / Walking Maps
- Local Media Lists
- Public Event Calendar Listing





PARTNER HOTELS

- Anaheim Castle Inn & Suites
- Anaheim Fairfield Inn by Marriott
- Anaheim Majestic Garden Hotel
- Anaheim Marriott
- Anaheim Portofino Inn & Suites
- Cambria Hotel & Suites Anaheim Resort
- Clara Hotel Anaheim Resort
- Clementine Hotel & Suites Anaheim
- Cortana Inn & Suites Anaheim Resort
- Courtyard Anaheim Theme Park Entrance
- Courtyard by Marriott Anaheim Resort / Convention Center
- Desert Palms Hotel & Suites Anaheim Resort
- Disneyland® Resort, Disney's Grand Californian Hotel® & Spa
- Disneyland® Resort, Disneyland® Hotel
- Disneyland® Resort, Pixar Place Hotel
- DoubleTree Suites by Hilton® Hotel Anaheim Resort
- Element Anaheim Resort CC
- Four Points by Sheraton Anaheim
- Grand Legacy at The Park
- Hampton Inn & Suites Anaheim Resort Convention Center
- Hilton Anaheim
- Homewood Suites by Hilton Anaheim Resort
- Hotel Indigo
- Hotel Lulu
- Howard Johnson Anaheim Hotel & Water Playground
- Hyatt Place at Anaheim Resort
- Hyatt Place at Anaheim Resort
- JW Marriott Anaheim Resort
- Residence Inn by Marriott Anaheim
- Shawton Park Hotel at the Anaheim Resort
- Sonesta Anaheim Resort
- SpringHill Suites Anaheim-Mingate
- SpringHill Suites at Anaheim Resort
- The Anaheim Hotel
- The Westin Anaheim Resort

GARDEN GROVE HOTELS:

- Anaheim Marriott Suites
- Delta Hotels Anaheim Garden Grove
- Embassy Suites by Hilton Anaheim South
- Grand West Lodge
- Hampton Inn & Suites by Hilton Anaheim/Garden Grove
- Hilton Garden Inn Anaheim/Garden Grove
- Homewood Suites by Hilton Anaheim-Mingate Area
- Hyatt Regency Orange County
- Residence Inn Anaheim Resort Area/Garden Grove
- Shawton Garden Grove

Building on the Basics

When and where to start

- Start at least a year ahead
- Make us part of your event strategy / communicate Goals
- Introductions to your marketing and social media teams

Initiate a raffle to help drive pace



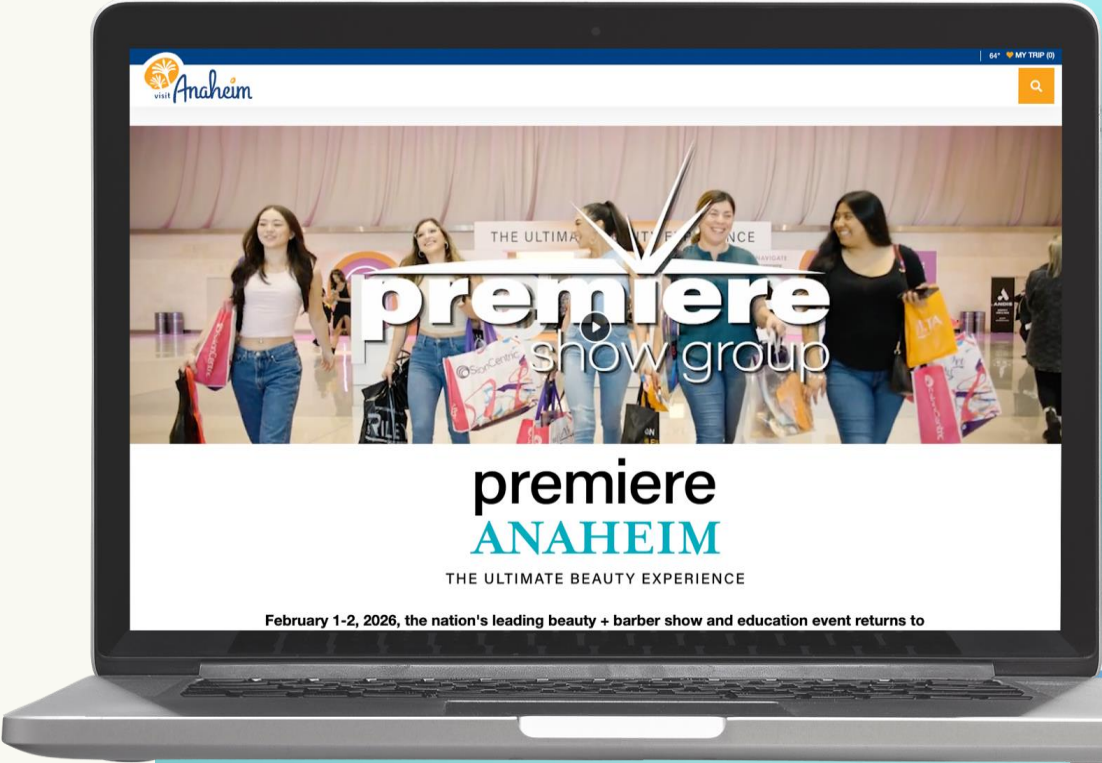
Go the Extra Mile

What to ask

1. Can you put me in touch with your Social Media Team to help manage the messaging?
2. What suggestions do you have for boosting attendance?
3. What have you done for other groups that is above and beyond your standard offerings?

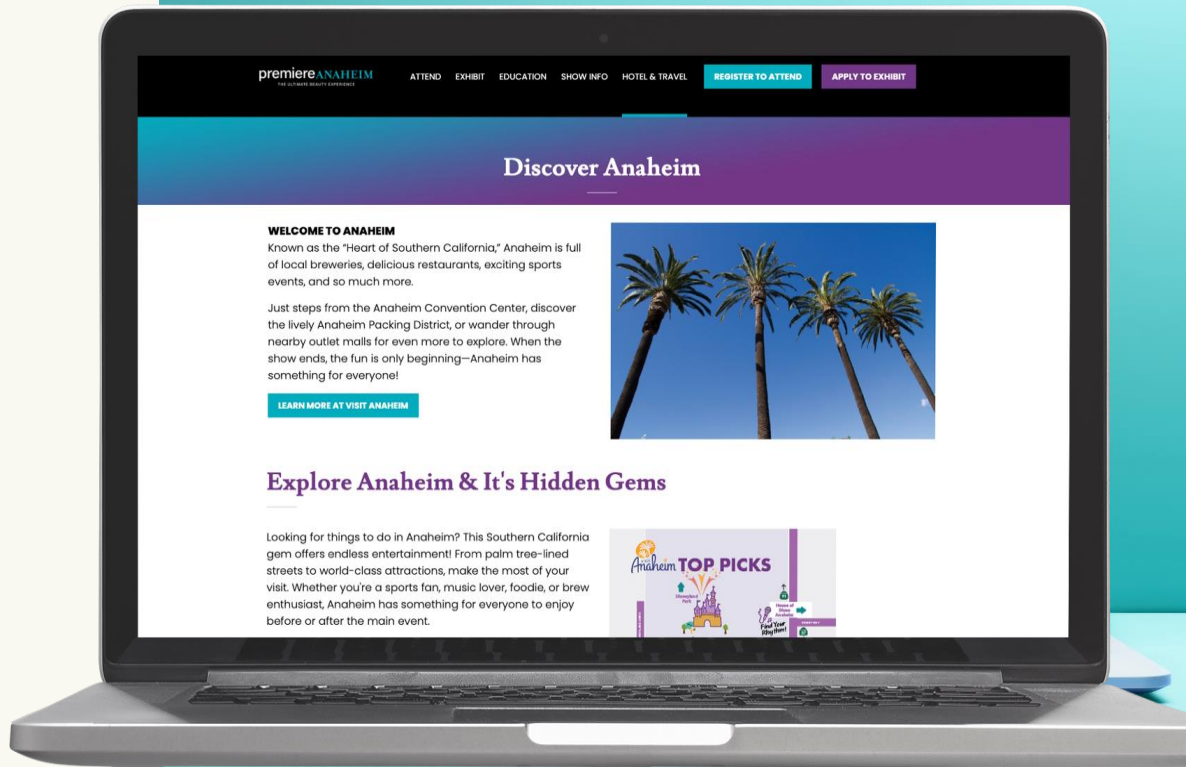


Enhanced
Microsite



A

Dedicated Destination Page



Q&A

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