

# CHAMBER PULSE SURVEY

## EVENT ATTENDANCE – WINTER 2023



# Key Findings

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## 63%

of chambers reported recent event attendance has reached or exceeded pre-pandemic levels.

Chambers experienced the strongest event attendance and revenue performance from:

**Golf Tournaments**  
**Annual Meetings**  
**Awards Programs**

**Purely Virtual Events** produced the lowest attendance and revenue as in-person chamber gatherings have returned.

## Key Findings (cont.)

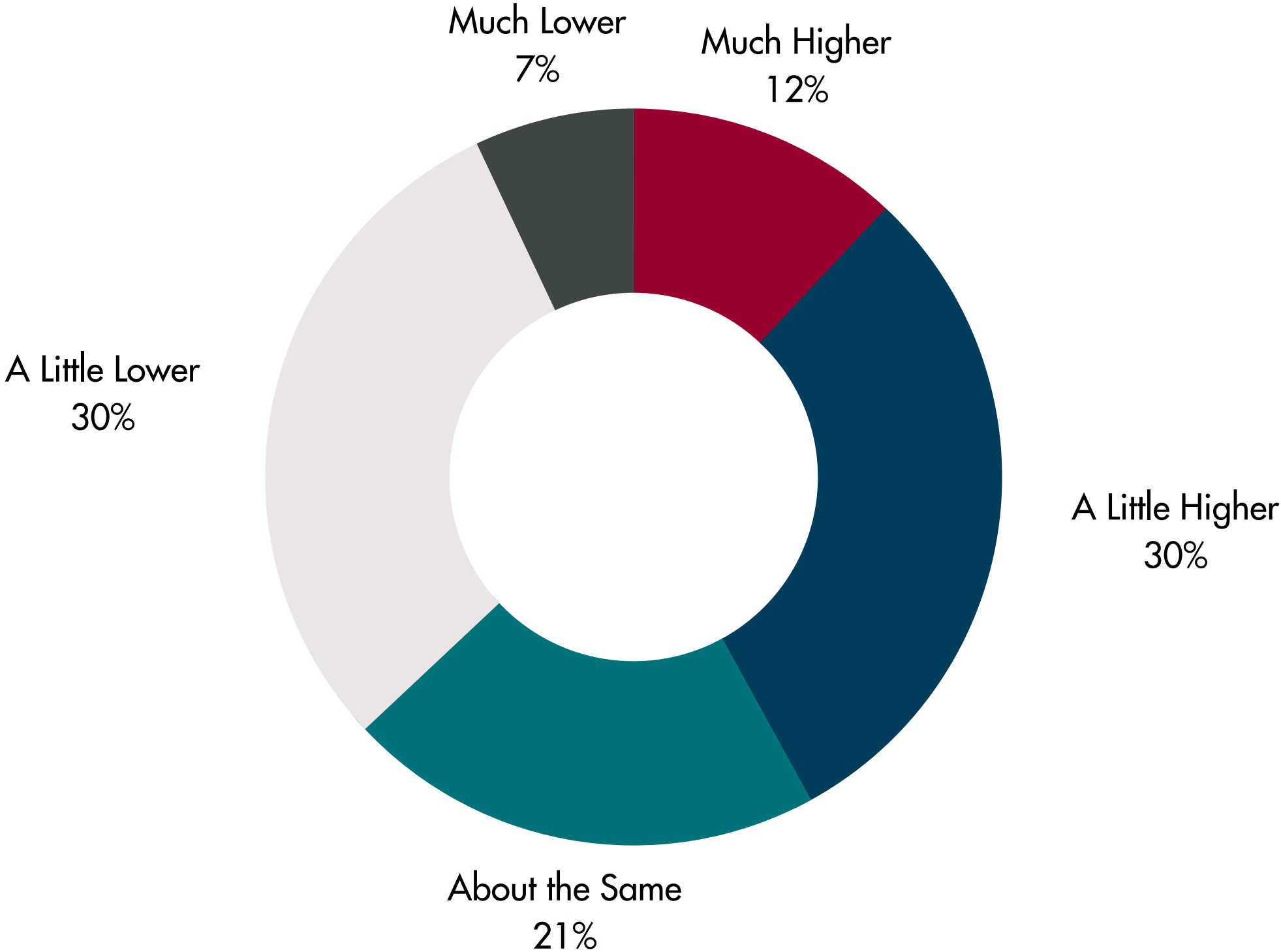
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While workforce remains a top priority for the business community, **46% of chambers** did not host Workforce Events & Job Fairs.

**Only 38%** of chambers hosted Diversity, Equity & Inclusion Events.

Although few occurred, **Intercity Visits** received high attendance and revenue rankings among chambers that hosted them.

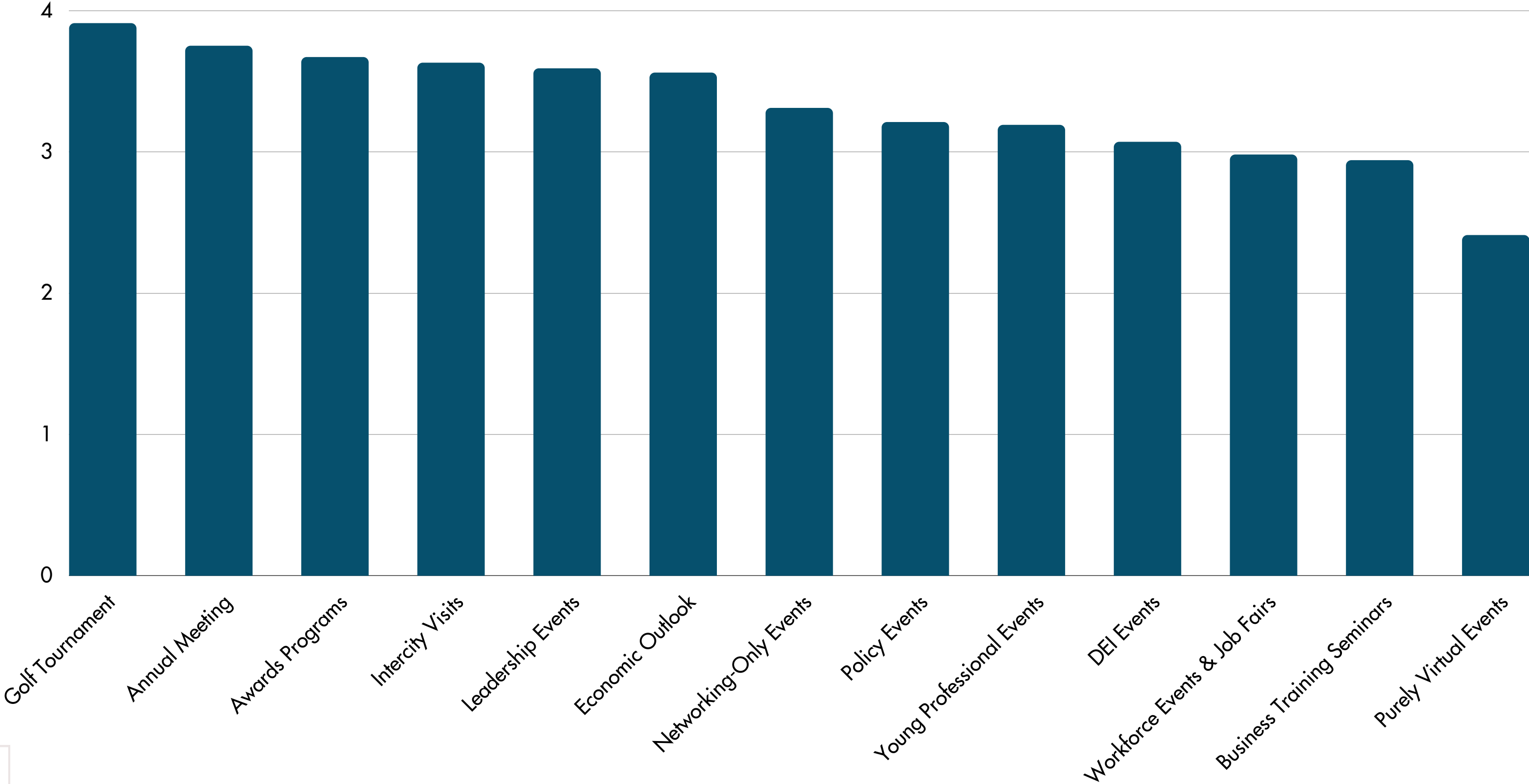
# Recent Event Attendance Compared to Pre-Pandemic Levels



n = 245



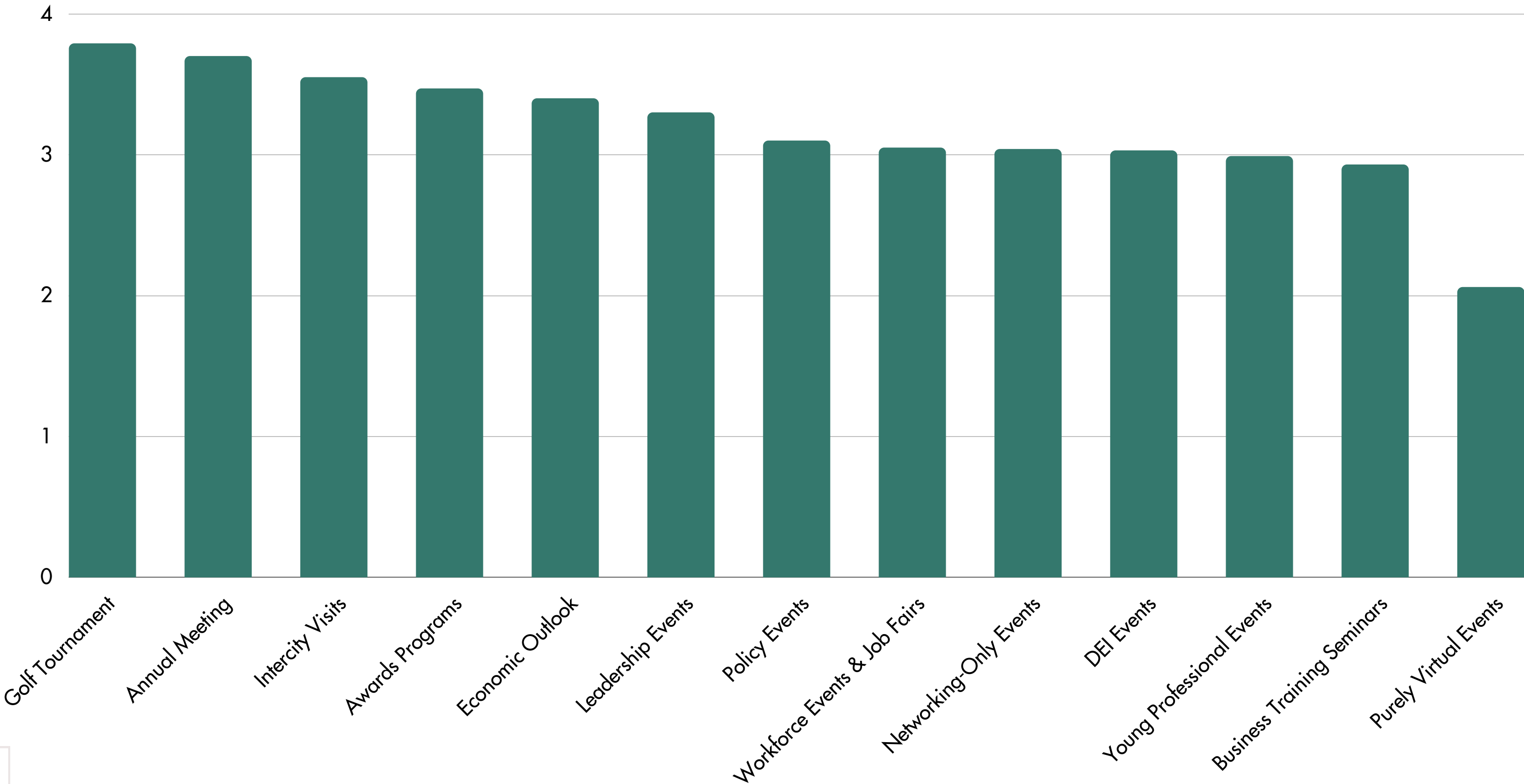
# Attendance Ratings of Chamber Events



n = 246



# Revenue Ratings of Chamber Events



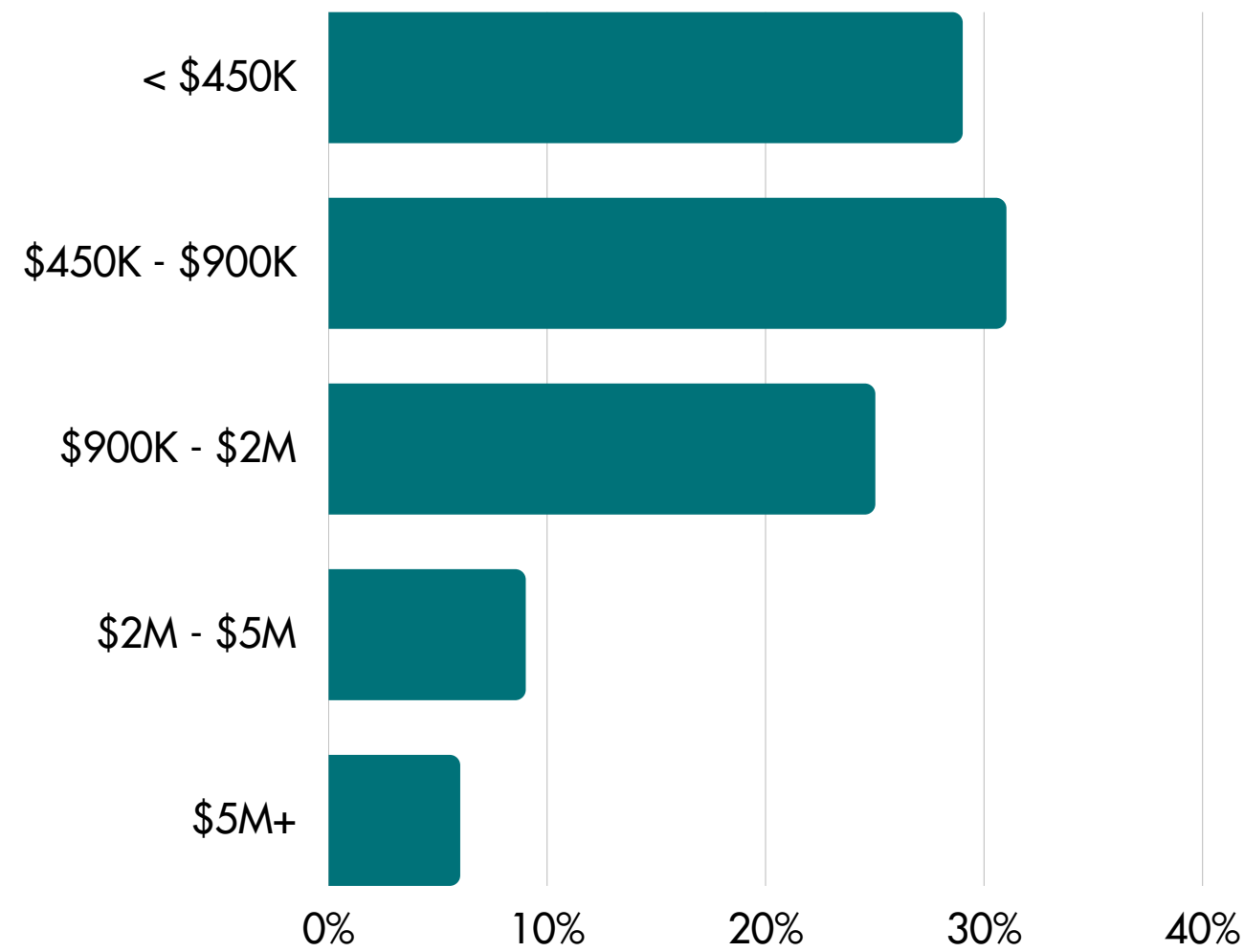
n = 244



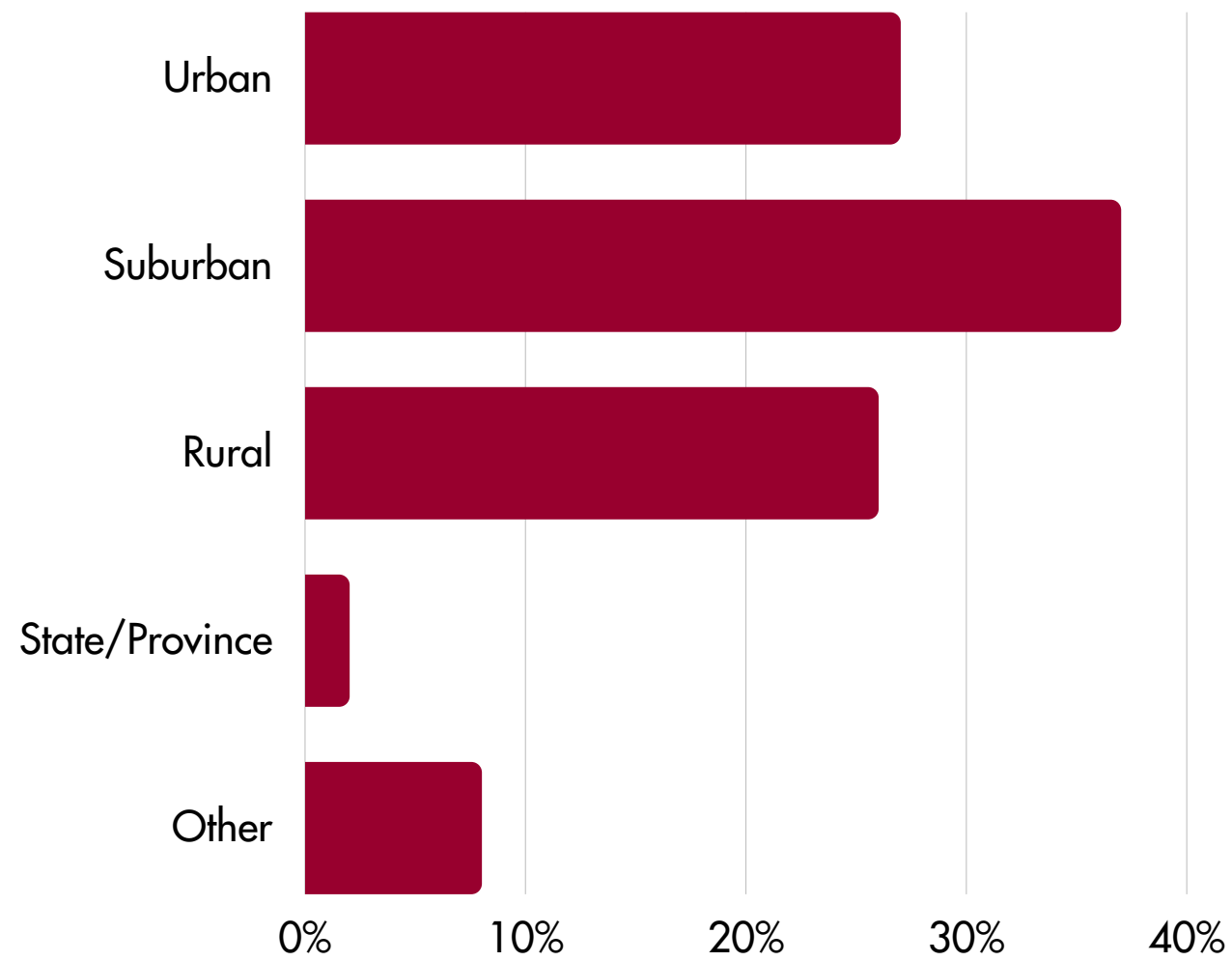
# Survey Respondents



Total Annual Revenue



Service Area Type



# APPENDIX

## **Methodology**

The Event Attendance Chamber Pulse Survey was emailed to more than 1,300 primary and associate members of the Association of Chamber of Commerce Executives and promoted on ACCE's social media accounts. The survey was administered online, and ACCE staff compiled results which reflect responses collected between February 19 and March 15, 2023.



**Q1: How has your chamber's event attendance been recently compared to pre-pandemic levels?**

Attendance is much higher now	11.84% 29
Attendance is a little higher now	30.20% 74
Attendance is about the same	20.82% 51
Attendance is a little lower now	29.80% 73
Attendance is much lower now	7.35% 18
None of the above	0.00% 0

## Q2: Rate the attendance levels that you chamber is seeing at different types of events.

	EXCELLENT ATTENDANCE	ABOVE AVERAGE ATTENDANCE	AVERAGE ATTENDANCE	BELOW AVERAGE ATTENDANCE	POOR ATTENDANCE	N/A	TOTAL	WEIGHTED AVERAGE
Annual Meeting	32.92% 80	12.76% 31	28.81% 70	11.93% 29	0.82% 2	12.76% 31	243	3.75
Awards Programs	23.95% 57	17.23% 41	26.05% 62	11.34% 27	0.42% 1	21.01% 50	238	3.67
Business Training Seminars	4.55% 11	16.53% 40	36.78% 89	18.60% 45	5.79% 14	17.77% 43	242	2.94
DEI Events	3.39% 8	10.17% 24	13.56% 32	6.78% 16	3.81% 9	62.29% 147	236	3.07
Economic Outlook	9.87% 23	25.75% 60	23.18% 54	7.30% 17	0.43% 1	33.48% 78	233	3.56
Golf Tournament	24.90% 60	19.92% 48	21.99% 53	4.15% 10	0.41% 1	28.63% 69	241	3.91
Intercity Visits	5.24% 12	4.80% 11	5.68% 13	2.62% 6	0.44% 1	81.22% 186	229	3.63
Leadership Events	14.40% 35	23.87% 58	32.92% 80	4.94% 12	1.23% 3	22.63% 55	243	3.59
Networking-Only Events	15.04% 37	29.27% 72	29.27% 72	23.98% 59	2.03% 5	0.41% 1	246	3.31
Policy Events	7.14% 17	20.59% 49	28.99% 69	13.03% 31	3.36% 8	26.89% 64	238	3.21
Purely Virtual Events	2.56% 5	3.08% 6	20.00% 39	14.87% 29	12.31% 24	47.18% 92	195	2.41
Workforce Events & Job Fairs	5.86% 14	12.97% 31	17.15% 41	10.46% 25	7.53% 18	46.03% 110	239	2.98
Young Professional Events	7.56% 18	18.07% 43	22.27% 53	11.76% 28	4.62% 11	35.71% 85	238	3.19

### Q3: Rate the revenue performance for the different types of events.

	EXCELLENT REVENUE	ABOVE AVERAGE REVENUE	AVERAGE REVENUE	BELOW AVERAGE REVENUE	POOR REVENUE	N/A	TOTAL	WEIGHTED AVERAGE
Annual Meeting	22.82% 55	24.07% 58	27.39% 66	10.37% 25	0.00% 0	15.35% 37	241	3.70
Awards Programs	14.71% 35	21.85% 52	28.99% 69	10.92% 26	1.68% 4	21.85% 52	238	3.47
Business Training Seminars	1.26% 3	13.39% 32	37.24% 89	11.30% 27	4.60% 11	32.22% 77	239	2.93
DEI Events	1.29% 3	9.91% 23	14.22% 33	3.02% 7	4.31% 10	67.24% 156	232	3.03
Economic Outlook	7.73% 18	17.60% 41	25.32% 59	7.73% 18	0.86% 2	40.77% 95	233	3.40
Golf Tournament	18.99% 45	23.63% 56	24.05% 57	4.22% 10	0.42% 1	28.69% 68	237	3.79
Intercity Visits	4.39% 10	4.82% 11	4.39% 10	1.75% 4	1.32% 3	83.33% 190	228	3.55
Leadership Events	9.17% 22	14.58% 35	36.25% 87	10.00% 24	0.83% 2	29.17% 70	240	3.30
Networking-Only Events	3.33% 8	19.58% 47	47.08% 113	10.42% 25	6.25% 15	13.33% 32	240	3.04
Policy Events	2.97% 7	14.83% 35	29.66% 70	8.90% 21	2.97% 7	40.68% 96	236	3.10
Purely Virtual Events	1.05% 2	2.63% 5	7.89% 15	8.95% 17	14.21% 27	65.26% 124	190	2.06
Workforce Events & Job Fairs	2.15% 5	9.87% 23	22.75% 53	5.15% 12	3.43% 8	56.65% 132	233	3.05
Young Professional Events	3.42% 8	11.54% 27	27.35% 64	9.40% 22	4.70% 11	43.59% 102	234	2.99

**Q4: Please select your chamber's total revenue range.**

Less than \$450,000	28.69% 70
Between \$450,001 and \$900,000	31.15% 76
Between \$900,001 and \$2 million	25.00% 61
Between \$2 million and \$5 million	9.43% 23
Over \$5 million	5.74% 14

**Q5: Please select your chamber's service area type.**

Urban	26.83% 66
Suburban	37.40% 92
Rural	26.02% 64
State/Province	2.03% 5
Other (please specify)	7.72% 19

Other Responses: County, regional, national, metro, bi-state, micropolitan, a mix of multiple service areas

