Top 4 Reasons for Hosting Your Global Events in the United States

With so many great destinations across the globe, there are more choices than ever where you can take your event. One nation rises above the pack when it comes to the perfect event destination.

Maritz GLOBAL EVENTS®
1. Financial Considerations

Booking a location in the United States can save your organization large sums of money while at the same time offering you more potential to profit from the event. In general, the United States is business friendly, as are the individual cities themselves. Financial benefits that are offered by U.S. destinations could include:

**Guest Rooms and Meeting Spaces are Operated as one Entity**

In the United States, hotels mostly operate their guest rooms and their meeting space and spend as one which gives you the possibility of negotiating the price of the two together. For example, if you book all of the hotel’s guest rooms, the hotel will often consider reservations to the meeting space in a combined offer and you may be able to negotiate that meeting space as free or for a deeply discounted price. In many other countries, for a variety of reasons, the rooms and the meeting space might be treated as separate line items; therefore, negotiations such as this are rarely ever possible.

**Events in the United States can be more profitable**

On average, events hosted in the United States can bring in more revenue than events hosted in other countries. In fact, since many organizations choose or are bound by their own regulations to host their events on a rotation (visiting several different cities over a given period of time), this could help in the planning cycle. If first in the cycle, revenue from the first event in the rotation is often able to cover both the cost of the first event as well as support the cost of subsequent events. This could help alleviate the budget pressures on future events.

**CVBs Help Drive Down Prices**

Most large cities in the United States have a Convention and Visitors Bureau (CVB). A main purpose for these organizations is to attract out-of-town commerce into their city, which means they work hard bringing in groups to host large events. To help entice organizations to come to their city, the CVB will often offer incentives which, depending on the circumstances, may offer free or deeply discounted meeting space at the city’s convention center. The existence of these CVBs and their desire to attract business can often help drastically drive down the price tag of an event.
2. Infrastructure

The infrastructure of the cities, airports and transportation systems in the United States is one of the best in the world.

**Airports**

Nowhere in the world is there an airport network and infrastructure as advanced as you will find in the United States. There are 19,299 airports that are used by a daily average of more than two million passengers. Due to the sheer number of airports available, travel to and from the United States—as well as within—is streamlined and easy. Organizations hosting events in the United States often comment on how close the airports typically are to business centers as well as how efficiently and effectively they operate.

**City Infrastructure**

The infrastructure of many cities in the United States makes them very friendly to organizations looking to host an event. Business areas are given a place of priority within the city and are usually centrally located and easy to access. A wide number of food and entertainment options are often well within walking distance of the business centers, providing an attractive offer to an event coming to town. U.S. cities have a plethora of well-organized, well-run and well-designed convention centers, hotels and other meeting places to choose from.

**Transportation**

No need for a car—public transportation options are abundant and easily accessible in the United States. From traditional transportation options such as taxis and subways to non-traditional options such as Uber and Lyft, there are plenty of ways for you and your event guests to easily get around.
3. Cultural Reasons

While each country has its own flavor and style, the United States has been built on embracing a little bit of every culture from around the world. This makes it especially desirable for hosting an international event.

An Emphasis on Customer Service

People know the United States as very business-friendly when it comes to its approach on a number of matters. This approach also extends to the culture of the people that live there, especially concerning customer service. On the whole, customer service in the United States is swift, friendly and efficient. Businesses place a high degree of importance on customer satisfaction and will consider it critical to go above and beyond to swiftly meet their customers’ needs. U.S. business culture is focused on efficiency and effectiveness and is geared to an early resolution of issues. This tends to make the processes involved in booking a location for your event go quicker and smoother than it might go in other countries. In other cultural settings, and when doing business in some countries, organizations can get frustrated by slow communication which can slow down the process of booking events. This is rarely an issue in the United States.

Familiar, Approachable Culture

The United States is renowned for being a melting pot of all the world’s cultures. If you go to almost any large city, you will find aspects of different cultures from all over the world. From traditional Russian, Chinese or South African restaurants to English tea rooms or Irish pubs to Mexican, Polish or Caribbean grocery stores, you will be able to find a little piece of home in the United States no matter where you are from. This helps make destinations in the United States feel both familiar and approachable even if you and the guests at your event are from all over the globe. While finding a country with a universal language for all your attendees might be a challenge, choosing an English-speaking country such as the United States is a good way to accommodate as many of your guests as you possibly can.
4. Different Destinations Make the Difference

While the infrastructure, businesses and culture found in U.S. destinations offer many key advantages when looking for a place to host your event, there are also a couple of important advantages offered by the destinations themselves.

**Variety**

The United States is highly diverse, and the differences between cities such as Los Angeles and St. Louis or Chicago and Miami are almost as extreme as the differences you might see if you traveled to two cities in two completely different countries. This high degree of variety gives you and your group plenty of options when deciding where in the United States to host your event. No matter the interests of your organization or the industry it is associated with, there are always several cities that will suit your requirements.

**Geographical Advantages**

The United States is a large country. As such, it’s easy to reach from most anywhere in the world. If your organization is located in Europe, the East Coast of the United States is well within easy traveling distance. If your organization is located in Asia, then cities on the West Coast are easy to travel to. Coming from South or Central America, the options are almost limitless. Wherever you are in the world, the geography of the United States makes it an easily reachable destination.
How to Make the Most out of Hosting Your Event in the United States

Though the United States inherently offers many advantages to groups looking for a place to host their event, there are many steps that must be taken to make the most out of it. We know this can sometimes be a challenge, especially if you don’t live in the United States yourself.

Fortunately, all of the complexities associated with booking a destination and operating in the United States can be overcome by partnering with an experienced event management company. Companies with years of experience booking events in the United States are able to negotiate the best possible deals with the hotel and venue, leverage location contacts to help you quickly deal with any issues that might arise, and provide you with a streamlined, “one-stop-shop” experience that completely takes the risks and guesswork that may be associated with booking an event there. In the end, working with an experienced and respected event management company can make booking your event more affordable, more effective and much easier.

At Maritz Global Events, we have great partnerships with every major hotel brand in the United States and annually book more than 4.3 million rooms for our clients. We recognize the many advantages of booking an event in the United States, and will leverage our experience and connections to help you plan, book and host the perfect experience for your guests while saving you money in the process. Our global experience and infrastructure have exposed us to many different business situations in many different countries. This experience will allow us to interpret your specific needs and expectations when you decide to work with us on your event in the United States.

Complexities can be overcome by partnering with an experienced event management company.
Contact Us

If you would like to learn more about how we can help your organization with any aspect of your next event, we invite you to contact us today.

www.maritzglobalevents.com

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