

Industry Trends

Like us, you have questions. So many questions. Questions about attendance, guest perspective, trending destinations, rising costs... The list is endless.

We don't have all the answers, but we can offer some perspective.

Each month, Maritz publishes an Industry Trends update — a concise, forward-looking perspective to help our clients cut through information overload and make informed decisions. Drawing on data and insights from across our business and the industry, it summarizes what we're seeing and thinking.

Below you'll find our take on the Top Trends for 2026, which is just a fraction of the trends data we share each month. We provide this to our clients because we're dedicated to providing them with the best in design, innovation and information.

Top Trends for 2026

Your Events TRENDS



AI finds its footing

Both acceleration and pullback will be part of AI's story as it matures and we hone in on its best use cases.



Measurement, data and ROI

AI will enable better ability to measure what moves the needle on ROI and engagement — and adapt in real-time.



Personalization at scale

Audiences will expect to be served up tailored session recommendations, networking suggestions and communications — enabled by intelligent tech.



Sustainability...with teeth

It's more than minimizing single-use plastic. Corporations are increasingly requiring suppliers to meet specific requirements and thresholds in order to do business with them.



New regulations add complexity

Gone are the days when planners only had to think about creating a great event. AI, cybersecurity and data privacy laws will introduce more complexity to our roles.



Data-driven

**Human
Centered**

Compliant



Your Audience VALUES & NEEDS



Engaging a multi-generational audience

By 2030, 75% of the workforce will be comprised of Millennials and Gen Z. Understanding and engaging a workforce that spans four generations will be imperative.



Moments of magic

Savvy event designers will lean into creating deliberate memorable moments. These are what drive emotional impact and connection to your event, organization and brand.



The search for authenticity

In an increasingly AI-driven world, people will seek out brands and voices that feel real. Think grassroots when it comes to speakers, formats, networking and marketing.



Immersive > passive

Attendees want experiences they couldn't get on a screen. They want to roll up their sleeves, contribute and create.



Fostering belonging

It's now bigger than representation. It's encompasses every aspect of making people feel welcome, from neurodiversity to dietary preferences to allowing +1's that aren't limited to spouses.



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