

Business Events Update

December 2022 – January 2023

#meetengland #eventsaregreat

London, England



VisitEngland™

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Europe – Trends & News

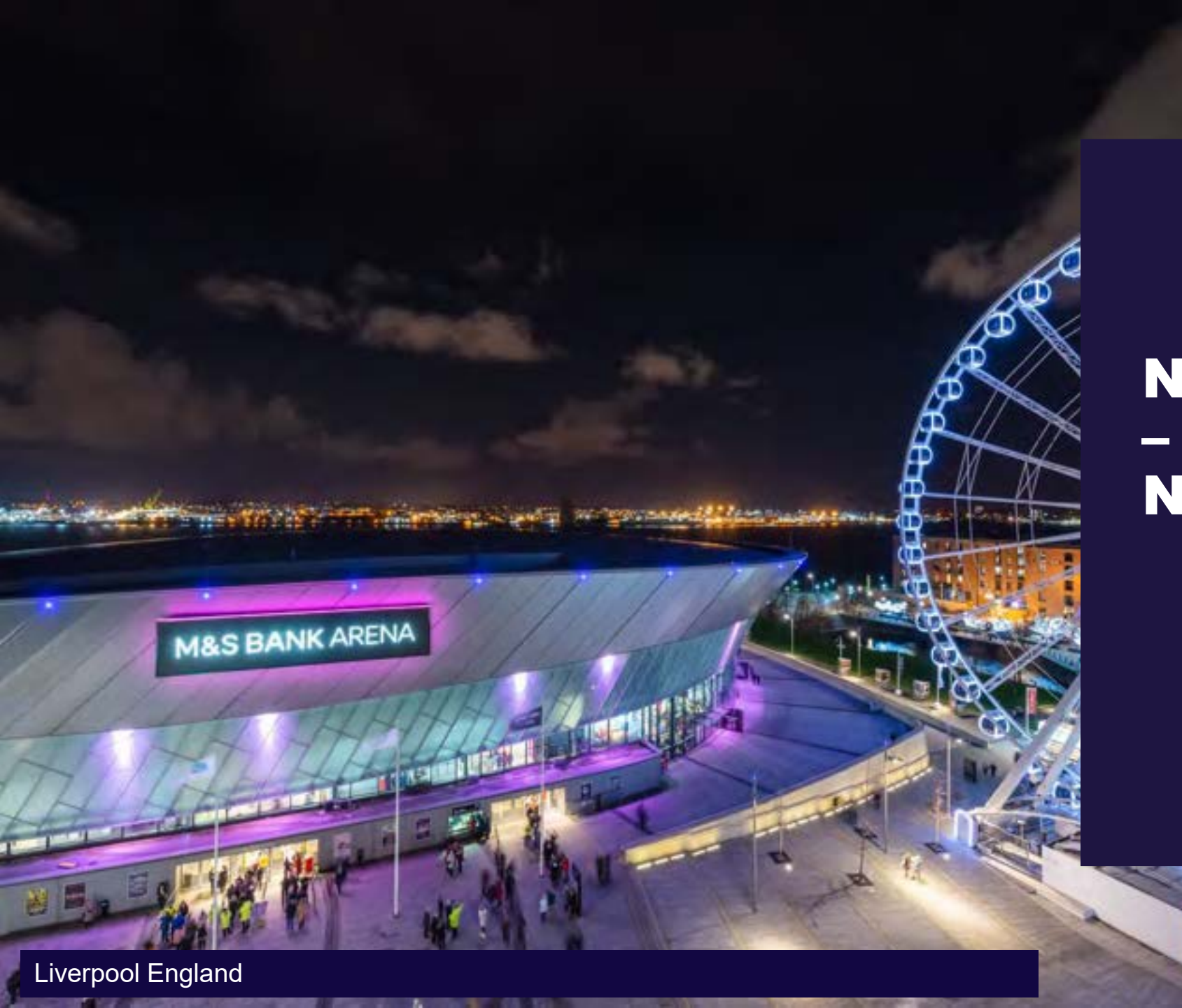
On the road in Europe

Partance networking lunch

Earlier this week on January 31, [Caroline Phelan](#) - our Meetings and Incentive Senior Manager for Europe - travelled to Luxembourg to meet with local agencies involved in booking international business events.

9 agents attend the lunch and our destination presentation organised by [Partance](#).





North America – Trends & News

Liverpool England

Trends & News – North America

- [2023 State of the Industry](#) Corporate and Incentive Insiders Predict Further Improvement Despite Lingering Issues
- [Where Are People Traveling and Meeting in 2023? | Northstar Meetings Group](#). As travel and meeting activity continue to surge, a wide range of destinations are reaping the benefits.
- [What is ChatGPT and What does this mean for Eventprofs!?](#) What does AI mean for eventprofs and what is to come next?
- [A software developer has made an AI travel itinerary tool.](#) The new tool, called Journeai is powered by the generative AI chatbot, ChatGPT.
- Despite a number of constraints in the aviation industry, [American Airlines has achieved a full year of profitability for the first time since 2019.](#)
- [Further increase in the appetite for weaving sustainability into event planning](#) - Katherine Bell, CWT Meetings & Events' Director comments and shares tips.



On the road in North America

PCMA Convening Leaders 2023

On Jan. 8-11, 2023, Leila Heller and Laura Caprioli from the MeetEngland team attended **PCMA Convening Leaders** in Columbus, Ohio.

We also celebrated our colleague Laura Caprioli's achievement as one of PCMA's '20 in their Twenties' Class of 2023.

Convening Leaders, PCMA's flagship education and networking event was a success, with over 3,000 business events professionals and community leaders from around the world.

Designed to lead the business meeting industry into the future, Convening Leaders 2023 included dynamic discussions and powerful networking opportunities.

MeetEngland is also a proud partner of **LGBT Meeting Professionals Association**, closing the event with an evening reception where 55 planner attendees had the opportunity to network in Columbus, Ohio.

LGBT MPA have 2,384 members, 1,450+ are planners/buyers. On average their members plan 6-10 events per year, spending over \$18 billion in their planning budget annually.





China – Trends & News

Ouse Valley Viaduct, Sussex, England

Trends & News - China

China reopening: introduction of precautionary and temporary testing measures

- The UK has decided to introduce measures for passengers arriving from China.
- People travelling from mainland China on direct flights to England from Thursday 5 January will be asked to take a pre-departure COVID-19 test 48 hours prior to travel.
Currently, this does not include in-direct flights or those arriving from Hong Kong and Macau. We will update if this changes.
- Airlines will be required to check all passengers from China have negative pre-departure tests, and passengers will not be allowed to board a flight without providing evidence of a negative test result.
- In addition, the UK Health Security Agency (UKHSA) is launching surveillance from Sunday 8 January which will see a sample of passengers arriving in England from mainland China tested for COVID-19 at the point of their arrival. Surveillance testing will not be compulsory and at first will only place at Heathrow.

Full gov press release can be found here: <https://www.gov.uk/government/news/precautionary-and-temporary-measures-introduced-to-improve-covid-surveillance-from-china>

Trends & News - China

China sees surging outbound tourism demands for coming Spring Festival

- The Chinese mainland sees surging tourism demands for the coming Spring Festival holiday as a result of relaxed COVID-19 rules, with destinations like Hong Kong as popular choices, travel service providers and airlines said on Thursday.
- The Spring Festival travel rush will run for 40 days from January 7 to February 15 this year. The festival, also known as the Chinese New Year, which will fall on February this year, is the most important festival in China for family reunions and traveling.
- Airline ticket orders for flights during the holiday to Hong Kong from mainland cities, mainly from Shanghai, Beijing and Hangzhou, jumped 18 times from a year ago, according to Trip.com (formerly known as Ctrip), tracking data since December 27. The most booked flights from Hong Kong are to Shanghai, Chengdu and Beijing, according to Trip.com, China's biggest online tourism service provider.
- During the Spring Festival holiday, the outbound tour bookings for Shanghai tourists increased 225 percent from the same period last year.
- The top five popular overseas destinations for Shanghai tourists during the holiday are Australia, Taiwan, Macau, the United States and Japan, according to Trip.com.



Activities & Resources

Nottingham; Nottinghamshire; England

Paul Black on VisitBritain's quest for legacy

Britain remains a strong appeal for the US market in terms of business events, while the ever-changing situation with China means that international business has not exceeded 2019 levels yet. There is a similar pattern across most of Europe: domestic events rein as international events gradually return.

2023 will present a clearer picture of the sector.

In an exclusive interview with The Business of Events, Paul Black (Head of Business Events at VisitBritain/VisitEngland), discusses funding, level of international business across Europe, and events as a driver for lasting legacy.

'International business gathers pace, it is vital that VisitBritain continues to offer guidance and support to those looking to ensure their business events leave a lasting legacy.'

You can access the full interview [HERE](#)



Webinars from Northstar Meetings Group

Assessing Event Tech Needs in 2023

Earlier this week (January 25th), **Northstar Meetings Group** hosted an interactive webinar to gain insight and understanding of this evolving meetings technology marketplace.

Event pros shared their insights on the current marketplace, fuelled by their perspectives of having worked as both buyers and tech suppliers. They addressed how the market is evolving, how that might influence the choice of technology and partners, and which next big things might come to pass.

You can access the webinar recording [HERE](#)

Moving the Needle on DEI: Strategies for Enhancing Event Inclusion

Northstar will also host a webinar on Wednesday, March 22nd to discuss inclusive gathering, and approach to DEI - including tips for bridging the gap between DEI goals and action.

You can register for this webinar [HERE](#)



City Destinations Alliance

City Destinations Alliance (CityDNA) is a **European knowledge sharing alliance** for cities and urban regions; the DNA of cities is what differentiates them from one another, this is why they are unique.

Being an alliance reflects this bold and broader step they would like to take. CityDNA is much more than a network, and they publicly advocate for our common goals while still learning from each other. It is about sharing, learning, meeting – and through that growing both as a community and as individual destinations and destination leaders.

Join CityDNA!

With a holistic approach their vision is for all cities in Europe to flourish. They are open and visionary, and want to inspire. They believe in sharing, and see our alliance as a community, a family, where we all work together. They provide lots of interesting research and insights, as well as trends and resources.

While many European cities are part of the alliance, currently only a few England destinations are members.



If you are interested in this opportunity, have a look at CityDNA and its current members [HERE](#).

Destination Booking Agreement (DBA)

A new toolkit to help DMOs and groups create custom contracts for large, citywide events

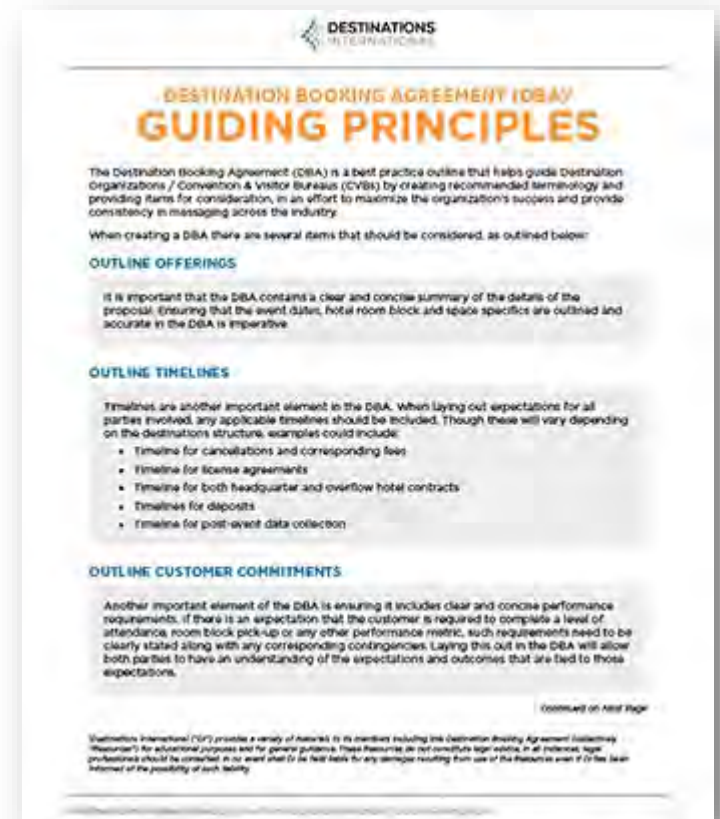
The **Destination Booking Agreement (DBA)** is a client agreement document that is generally utilized by a CVB/Destination Organization when to secure a future meeting or convention.

While planners typically sign contracts with venues, hotels and suppliers for citywide events, they don't always have agreements with the CVBs themselves. The DBAs are designed to fill the void, and protect both the CVBs and planners in the event of last-minute cancellations.

[Destinations International](#) has created a guiding principles document that will help destinations have a clearer understanding of what items should be considered when crafting a booking agreement. Just as importantly, Business Events Strategists should familiarize themselves with the principles and what to expect when working with a destination to confirm a city-wide event in future years.

The DBA development was driven by members of Destination's International's Large Market Roundtable, which consists of 31 large-market DMOs.

You can download the DBA guiding principles [HERE](#)





Research & Insights

Manchester, England

2022/23 M&E market analysis

Earlier this week, the team attended a Venue Performance webinar on current and future trends.

Here are key points:

- Trend for *bookings* in 2022 was starting to plateau after a huge rush to get back to events in 2021. 2021 saw unprecedented demand
- Number of *events* continually went up through 2022 with small drops over Easter and summer time
- There was no Christmas party rush in 2022 that we would usually expect
- Bookings for the future shows suggesting short lead times are persisting
- Price per head/revenue per delegate is jumping when comparing 2022 to 2023 and beyond
- 2023 will be about profitability, as opposed to 2021 about revenue, and 2022 about getting back to normal
- Companies are now more comfortable putting money down for large events that are 9 months ahead plus
- Anticipation that 2023 should see normal levels of business. Q4 was a surprisingly strong quarter
- It's hard to offer the same level of service due to staffing issues; customers feel they aren't getting good value with this level of service
- Digital tools can help businesses handle smaller enquiries via self-serve booking hubs, allowing staff to focus on bigger clients
- Train strikes have been a challenge

You can access Venue Performance trends & research [HERE](#)



The value to the UK of hosting major sporting events

On top of significant economic and social benefits, the 2022 report finds that hosting major sporting events provided a platform to showcase and promote British cities and regions to a global audience, creating a strong sense of pride in the UK as a world-leading host nation for major sporting events.

Highlights of the report – the first of its kind assessing the value and return on government investment for major sporting events, outlining the diverse impact across the UK – include:

- Over 4 in 5 Britons (83%) are proud that the UK hosts major sporting events;
- 2.7 million people attended events in 25 locations, bringing in new money and ensuring that economic benefits are felt across the UK;
- A 6:1 return on investment, delivering a direct economic impact of £132m and supporting 1,600 jobs;
- More than 23,000 people were provided with the opportunity to volunteer at major sporting events in the UK in 2022, helping them to develop new skills;

Hosting future major events showcases the UK and our cities and regions, promotes Britain on the world stage and enhances our global reputation, with 92% of other event destinations agreeing that the UK is a world class host which other nations aspire to learn from.

The 2022 Report can be downloaded [HERE](#)



Overview of the impacts that major events can bring



IBTM World Trends Report 2023

What does the future of the events industry look like?

This report looks back on 12 months of data and empirical evidence that begins to unearth some robust predictions on the future direction of our industry.

All of the answers, which will be covered in depth within this report, point towards a **fundamental shift in the tone of the industry**, and business in general. This tonal shift is reflected in the theme of this year's IBTM World; **culture**.

In the past we have looked at the 'Basic Human Needs' that dictate behaviours; culture influences these needs and how they change in the face of global events.

The wake of the pandemic (and the future potential of another), a global cost of living crisis, the possible onset of recession, continual environmental damage to societies, a dangerous war in Ukraine and growing tensions amongst some of the biggest economies in the world, are all playing a role in how cultures are changing, both on a micro and macro level. All of them will influence both the events we create, and the people that attend them.

You can access and download the trends report, exploring **culture trends**, **business/sector trends**, **experience trends** (corporate, association, incentive), and **regional trends** [HERE](#)



Business Events Update

December 22 / January 23

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