

# Business Events Update

## October/November 2022

#meetengland #eventsaregreat

London, England



VisitEngland

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# Europe – Trends & News

Manchester, England

# European Trade Mission

22 – 24 November, Paris & Brussel

Joined by 6 cities from England, we hosted a European Trade Mission in Paris and Brussels participate to connect with pre-selected European associations and congress organisers.

This included:

- 2 events in Paris: (a) Meeting and Incentive event with 12 clients; (b) Association event with 12 international congress organisers – content moderated by European Society Association Executives (ESAE) on legacy and impact, future role of association and CVBs.
- 1 event in Brussels attended by 12 Associations – hosted by UK Ambassador at Embassy Residence.

Feedback from Brussels Ambassador – *“It was a pleasure, and it is good to hear that the event went well. Please don't hesitate if we can help further. I will pass on your thanks to Pauline, Ellie, and the Residence team”*



# IBTM World

29 November – 1 December, Barcelona

Joined by 15 England partners, IBTM World – a major MICE tradeshow – took place last week in Barcelona.

The event has been very successful, and it included:

- 6 destination presentations across 3 days with 60 clients in attendance.
- evening event on Tuesday 29<sup>th</sup> for all 15 partners with 15 clients from Spain, Sweden, Germany

Thank you very much to all partners for joining us on the stand:

[Liverpool Convention Bureau](#) | [ACC Liverpool](#) | [ConferenceLeeds](#)  
| [Birmingham and the West Midlands Convention Bureau](#) | [NEC Group](#) | [The Eastside Rooms](#) | [Meet Devon Limited](#) |  
[Farnborough International](#) | Conference Sussex  
c/o [VisitBrighton](#) | [The Goodwood Group](#) | [Destination Coventry](#) | [Warwick Conferences](#) | [Leonardo Hotels](#)  
[Tour Partner Group](#) | [ASA Tours Ltd](#) | [Meet Bristol and Bath](#) |

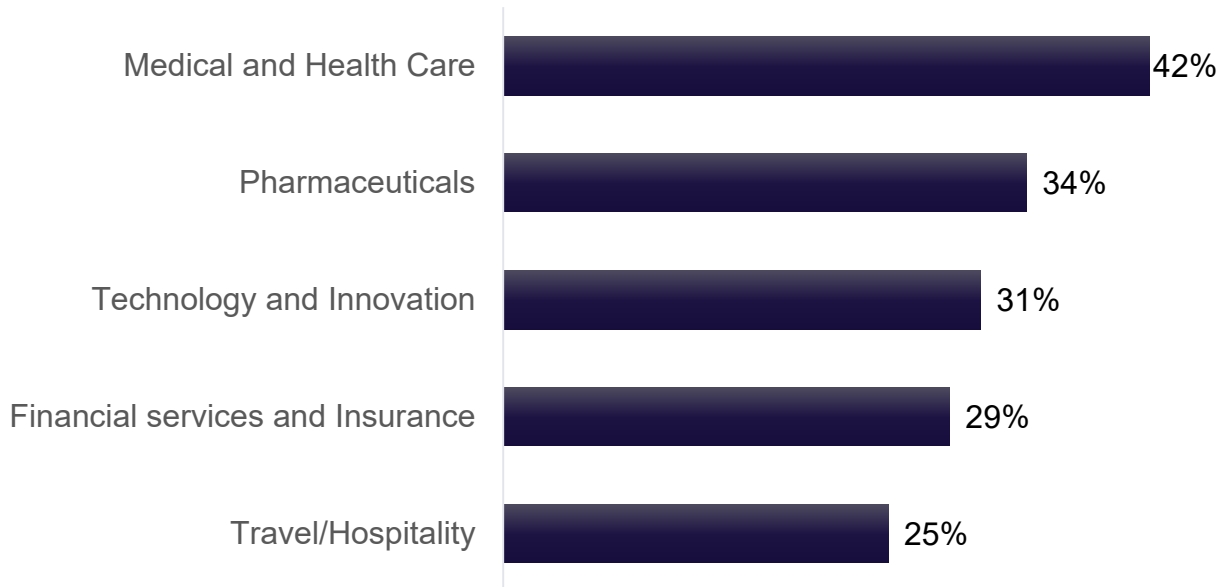


# Trends & News – Europe

## Snapshot of the prospects and sentiment of the business events industry in 2022

A sample of 199 planning professionals, collected from IMEX membership and sponsor destination’s planner lists and a random sample of 1,617 meeting attendees in the UK, Germany, France and the Netherlands have qualified for [“A Portrait of European Meeting & Convention Travel 2022, Wave 2”](#).

Industry segments of Booked Meetings



Question/ For which of the following industry segments do you typically book meetings and events?

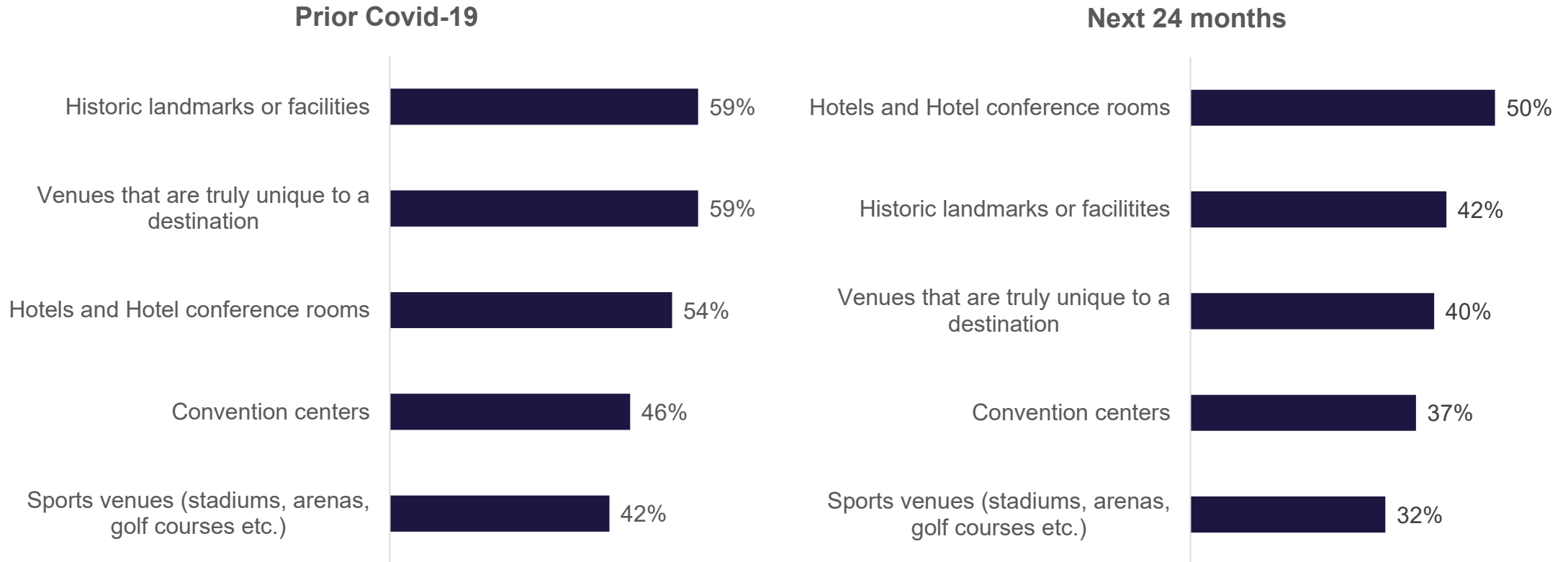
Changes in Travel for Attendees in Next 6 Months



Question/ Please indicate how you expect your behavior when traveling for meetings and events to change in the next 6 months?

# Trends & News – Europe

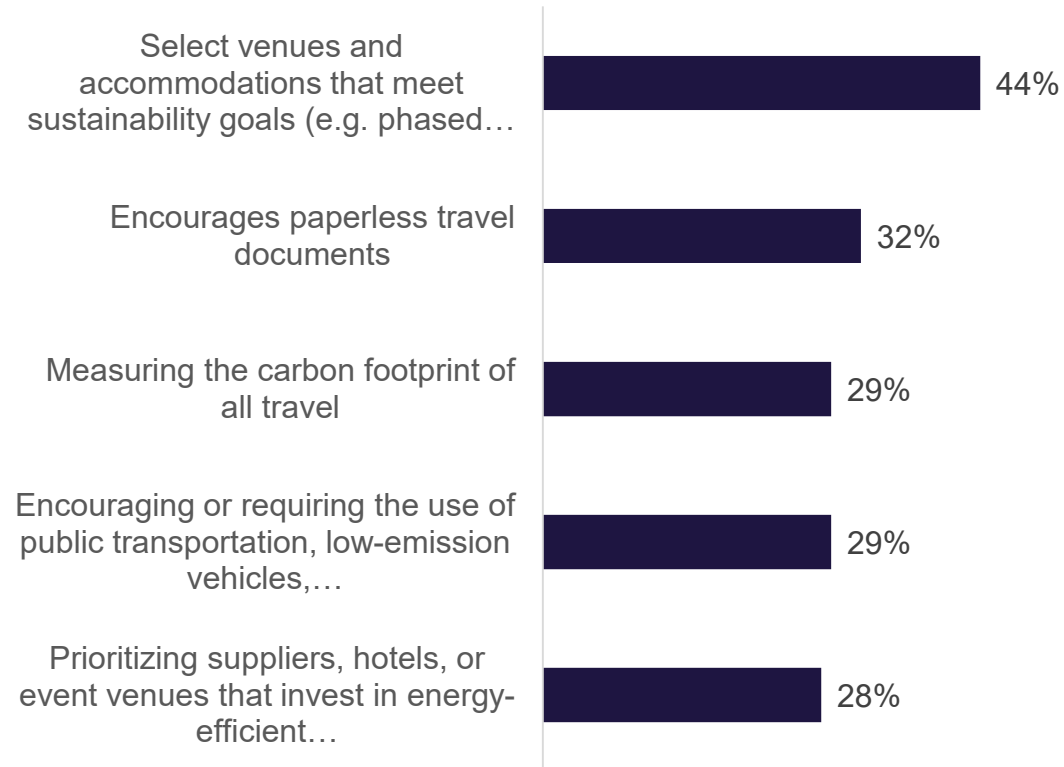
## Venue Type Appeal for Attendees



Question/ Please rate how appealing each venue below would have been to you for a meeting and event you may have attended before 2020. / Please indicate how likely you are to stay in each of the following types of venues for a meeting & event in the next 24 months

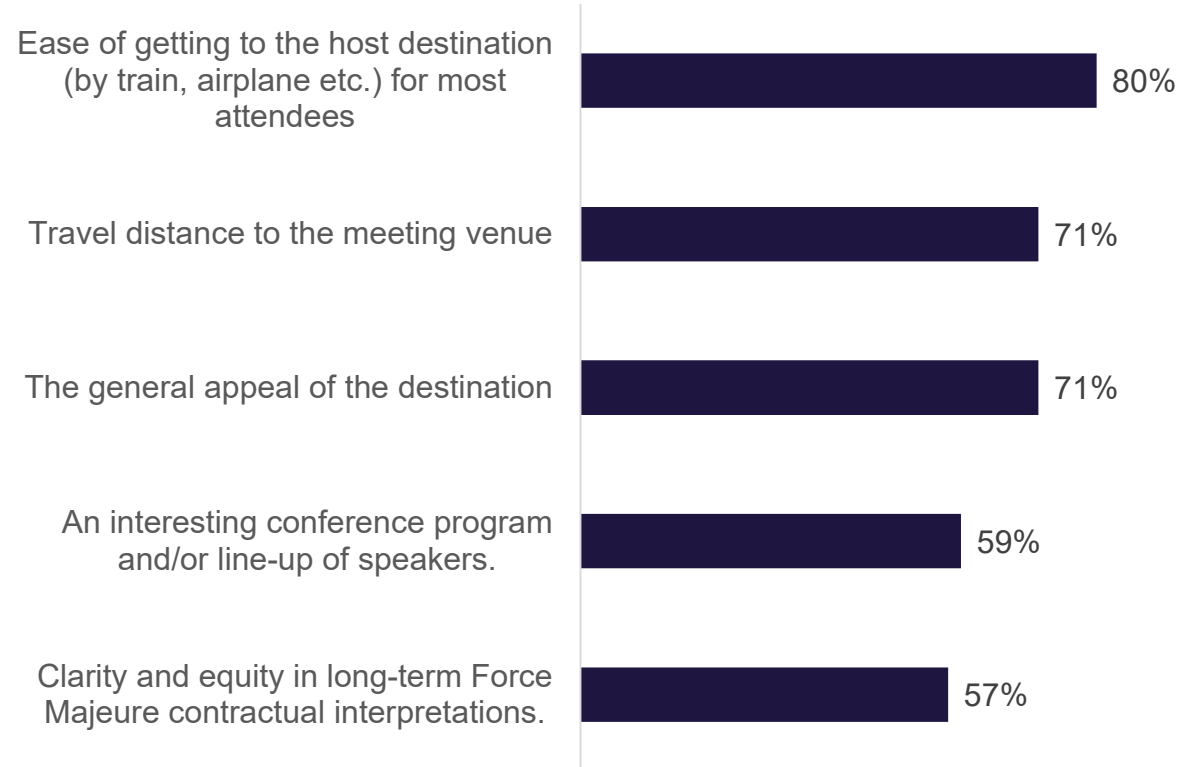
# Trends & News – Europe

## Sustainability Efforts Most Frequently Requested



Question/ Please select up to five (5) sustainability efforts that are most frequently requested when booking a meeting and event?

## Factors Affecting Decision to Plan a Meeting and Event in the Next 2 Years



Question/ On a scale from “Not at all affected” (1) to “A great deal affected” (5), please rate the extent to which each of the following factors will affect your decision of whether to plan a meeting and event in the next 24 months?.





# North America – Trends & News

Birmingham, England

# IMEX America

11 – 13 October, Las Vegas

Another [#IMEX22](#) done ✓

A very successful tradeshow indeed!

Here are this year stand partners that joined us:

- ☆ [Liverpool Convention Bureau](#)
- ☆ [Manchester Convention Bureau](#)
- ☆ [Farnborough International](#)
- ☆ [Birmingham and the West Midlands Convention Bureau](#)
- ☆ [Hilton Birmingham Metropole](#)
- ☆ [The Grand Hotel Birmingham](#)

We also hosted a pre-event activation with 50+ Maritz Global High Level Sales Executives, and an Association breakfast with 18 North American associations.



# Trends & News – North America

- [The global airline industry](#) is expected to return to profitability in 2023 for the first time in four years.
- [5 Business Trends in 2023](#) to Watch For That Will Impact Events
- [The new order of business travel](#) - According to the World Economic Forum (WEF)
- [5 Ways the US 2022 elections](#) will impact the travel industry.
- [U.S. international inbound travel won't fully recover until 2025](#)  
International inbound travel to the U.S. is projected to be at 63 percent and 75 percent of its pre-pandemic volume in 2022 and 2023, respectively, according to the U.S. Travel Association's biannual forecast.
- [Urban destinations will drive the next decade of travel recovery](#), according to new data from the World Travel & Tourism Council, and its contribution to GDP is expected to grow faster than other sectors by 2032. 'Streaming presents a new route to boosting demand with cities serving as filming sets to popular shows and movies such as the city of Bath, England, which outperformed most of the country after getting a bump from the hit Netflix show "Bridgerton."





# China – Trends & News

Cornwall, England

# BE Co-op Event 1

## Business Events Co-op Event in Zhoushan, Zhejiang Province

- In partnership with BTG Nanyuan Group, Business Events China hosted an MICE event in Zhoushan, Zhejiang Province, 22-23 September.
- Over 10 top MICE buyers from Jiangsu and Zhejiang Provinces joined the event which is combined with both Chinese and UK elements like Chinese Taichi and British cocktail
- Through this event, they have a better understanding of the MICE resources in UK and recognize that UK is a very attractive and resourceful MICE destination.



Guests are playing Taichi in the early morning for a new day



↑ Delivering the destination presentation

↓ Guests are holding folding fans with Chinese calligraphy shows "Great Business Events in UK"



# BE Co-op Event 2

## Business Events Co-op Event in Shenzhen, Guangdong Province

- In partnership with Tourism Ireland and Bicester Village, Business Events China hosted an MICE event in Shenzhen, Guangdong Province on 10 November 2022.
- The event was held in a contemporary art gallery with a metaverse contemporary art exhibition, which was once a French glass factory, so there was a kind of industrial chic.
- Over ten key MICE agencies from Shenzhen are invited to join the event to gain a wealth of UK MICE resources as well as support from the destination followed by a great afternoon tea mingling session.



# Trends & News - China

## Hong Kong's Cathay Pacific to ramp up flights to top destinations as airline resumes travel to 5 more locations

- Cathay to add 700 flights in November between Hong Kong and top locations, such as Japan and UK, before increasing figure to 1,200 in December
- Hong Kong's flag carrier Cathay Pacific Airways has said it will add hundreds of flights to popular destinations such as Japan and the United Kingdom during the last two months of this year, as the company resumed travel to five other locations.
- But analysts said Cathay was still a long way from achieving its long-term goal of reaching pre-pandemic operational levels and expected more visible signs of expansion starting next year.
- Cathay had restored flights to Madrid, Milan, Dubai, Kathmandu and Bangalore in October, bringing the airline's network up to 51 destinations from 29 in January.
- Ronald Lam Siu-por, the airline's chief customer and commercial officer, said the company was on track to reach around 60 destinations by the end of 2022, less than half of the 119 covered by Cathay before the coronavirus pandemic started in early 2020.



Analysts have said Cathay is focusing on rebuilding operations on an incremental basis. Photo: Yik Yeung-man © Provided by South China Morning Post



# Activities & Resources



# ICCA Congress 2022

6 – 9 November, Krakow

The [VisitBritain Business Events](#) and [MeetEngland](#) team attended the [ICCA](#) Congress in Krakow earlier in November, alongside all our worldwide partners.

It's been a great start to the Congress with excellent and timely content.

We congratulate [Marta Gomes](#) on her much deserved election success as new ICCAWorld President, and a huge thank you to [James Rees](#) for guiding us all through this period.



# Shape the Future of Events

## Educational Masterclass Series

Hosted by VisitBritain, this multi-module programme is an powerful and empowering journey to rethink, reimagine and redesign your destination's impact strategy and sustainable event management.

Currently, only a small number of destinations have clearly defined impact strategies, SMART performance, and outcome indicators.

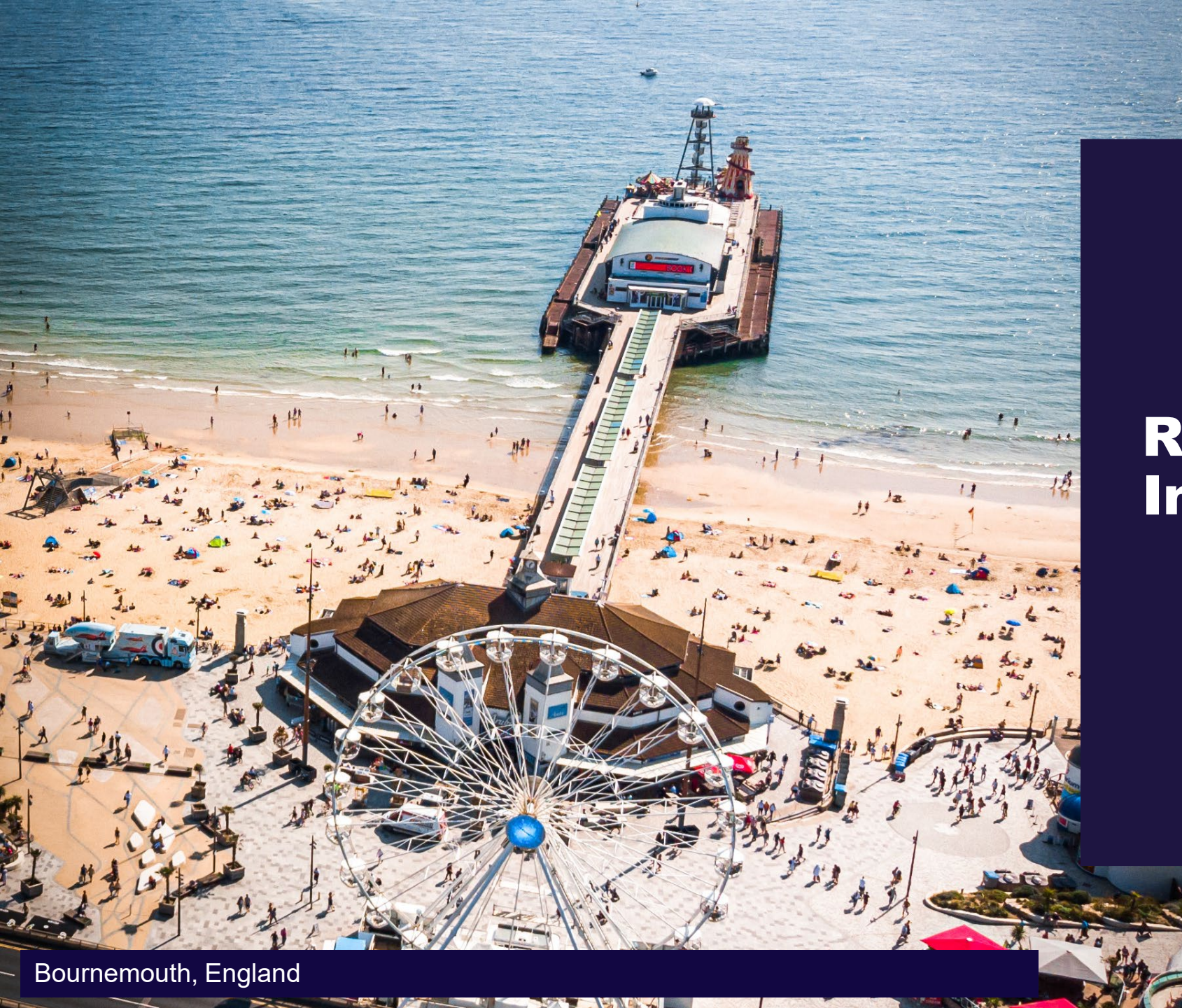
This course will educate and elevate all UK destinations and partners registered by providing new necessary skills for the relaunch of business events in the UK by:

- enhancing the participants' experience, while
- maximizing outcomes for the key economic sectors, and
- enriching the lives and the well-being of their communities.

Thank you to all those registered who attended Module 1 on Wednesday 7<sup>th</sup> December.

**Module 2** will take place on **January 17<sup>th</sup>** in **Liverpool**. All details including venue and accommodation can be found on the LMS.





# Research & Insights

Bournemouth, England

# Conferli: the insider's perspective

## The critical success factors of a conference destination

In this edition of Conferli market study, we learned that over 50% of the associations questioned do not use a Convention Bureau during their destination selection process. Even though the associations can really benefit from a deeper conversation with destinations.

The top 5 of basic needs in a conference destination still are:

- accessibility / connectivity
- availability of hotel rooms
- suitable venues
- geopolitical situation in the destination
- value for money

Read what different criteria Associations have in mind, how important they are and how they influence their decision.

A great read for any destination professional working with associations.

[Read all about it!](#)



# TBOE: Raising the profile of business events

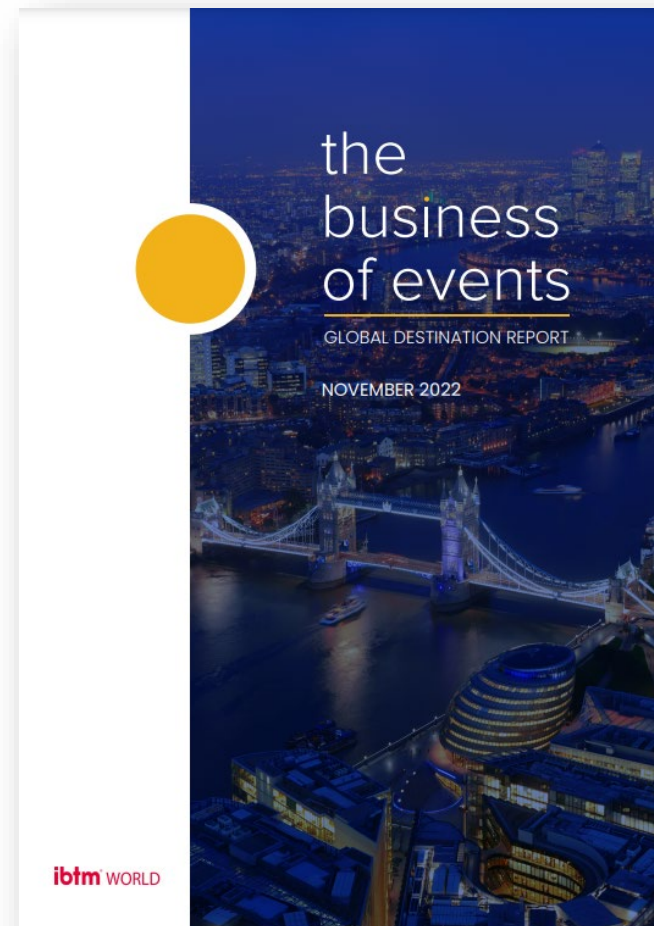
## Global Destination Report 2022

The Business of Events (TBOE) is a not-for-profit, cross-sector policy forum, designed to raise the importance and profile of business events in the UK and around the world as an economic, policy, and societal driver, bringing together government, civil service and industry stakeholders.

**The Business of Events: Global Destination Report** is an annual survey of the leading global business events destinations, including National Tourism Organisations and Convention & Visitor Bureau.

The report was commissioned by brand communications agency davies tanner and conducted by SFA Connect to establish how the industry has changed since 2019. The research focused on funding, sentiment, and legacy, with the objective to demonstrate to governments and policymakers the benefits of having a strong and supported business events sector.

The Global Destination Report 2022 is now live, and can be downloaded [here](#).



# Designing for Connection

## How to create meetings and events that build culture and community

The move to hybrid work has been one of the biggest changes to the working world for at least a generation. This is a shift that provides significant challenges but also opportunities for business events to play a leading role in redefining the future of work.

This report features insights from over 25 leading business event professionals who are navigating this changing landscape in real time.

In the report the following questions are explored:

- How does working remotely impact our desire to participate in business events?
- How does a hybrid workforce influence destination and venue selection?
- What has changed in the way companies and individuals want to connect?
- How are meeting spaces evolving to meet our needs and expectations?
- How do we orchestrate better networking opportunities?
- Will constant connectivity change how we host business events?
- What needs to change in our design thinking around business events?

You can access the report [here](#).



# **Business Events Update**

## **October / November 22**

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