

Business Events Update – Apr/May 2022



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Liverpool, England



VisitEngland™

Content

- Europe – Trends & News
- North America – Trends & News
- China – Trends & News
- Insights & Reports



Europe – Trends & News

Newcastle Upon Tyne, England

IMEX Frankfurt 2022

- We returned to **IMEX Frankfurt** at the end of May for the first time since 2019 representing **MeetEngland**. IMEX Frankfurt is one of the leading B2B trade shows in the business events sector; welcoming attendees from all over the world.
- The team was joined by **12 English partners on the stand** from DMOs/CVBs, large event venues and hotels. It represented a great opportunity to promote all product and sector expertise to clients from Europe and North America to host their business events in England.
- We received over **110 individual pre-scheduled meetings** among all partners and hosted 7 destination presentations joined by 85 event buyers.
- The MeetEngland team received to date **9 business event enquiries** from clients looking to book England for a meeting, incentive or conference – these all contestable pieces of business with other European destinations under consideration. These will now be distributed to partners in England in accordance with the client brief.





North America – Trends & News

North America: Trends & News

- VeeCon, first-ever NFT-ticketed conference, held in Minneapolis
- U.S. Travelers more concerned about costs than Covid for first time since pandemic
- Flight Prices Hit Record High and Raise Red Flags for Summer Travel
- The average price of gas in the US hit \$4.37 this week, a new record high (beating the previous record of \$4.33 on March 11). Gas prices have risen about 25% since Russia's invasion of Ukraine, and are one more factor putting pressure on the economy as inflation continues to rise.
- United Airlines will launch or resume service on 30 transatlantic routes between April and early June, including five new nonstop flights to London, Milan, Zurich, Munich and Nice. Ultimately their transatlantic network will be 25% larger than it was in 2019 and will be the largest airline flying across the Atlantic for the first time in history.





China – Trends & News

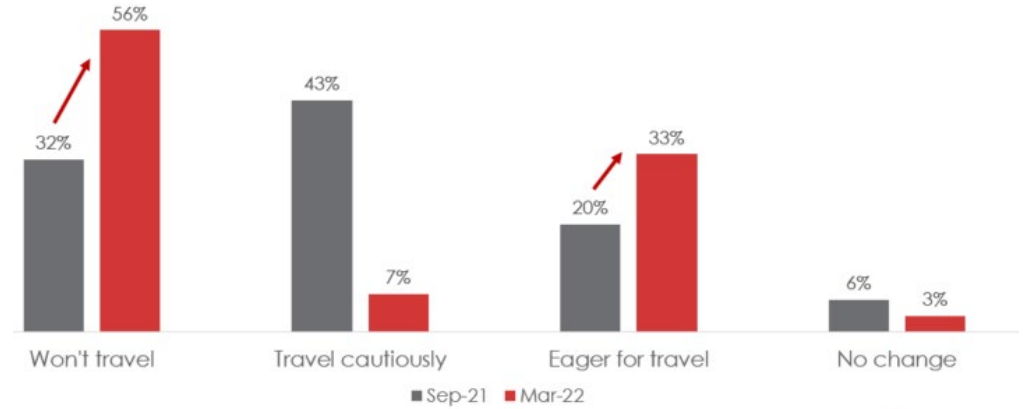
China: Trends & News

Chinese Traveller Sentiment Report: Spring 2022

- Between 9-14 March 2022, Dragon Trail Research surveyed 1,011 mainland Chinese travelers about their travel preferences and behavior, including appraisals of outbound destinations, opinions about China’s quarantine-on-arrival policy, and domestic travel experience.
- Sentiment around “eager to travel” also grew significantly since Dragon Trail’s last traveler survey in September 2021. Perceptions around the safety of international travel destinations also improved across the board – for each and every country on the list.

Source: Dragon Trail ([Link](#))

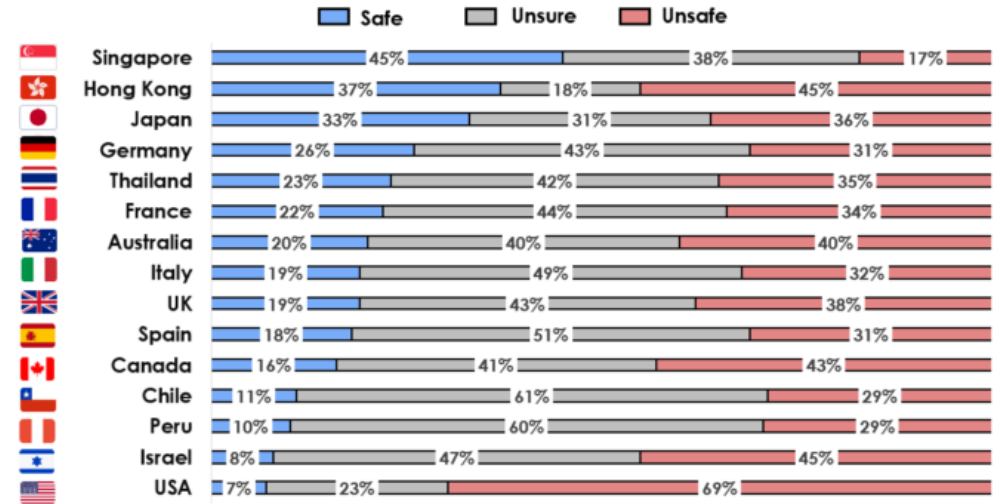
Chinese travelers: How has your attitude toward travel changed since the pandemic?



Source: Spring 2022 Chinese Traveler Sentiment Report, Dragon Trail International



Chinese Travelers: How Safe Is It to Travel to the Following Destinations?



Source: Spring 2022 Chinese Traveler Sentiment Report, Dragon Trail International



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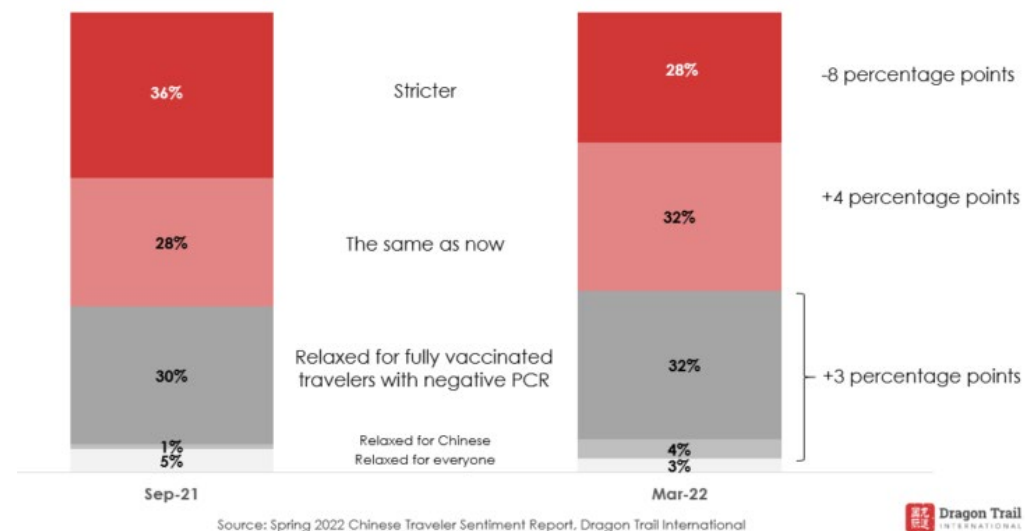
China: Trends & News

Chinese Traveller Sentiment Report: Spring 2022

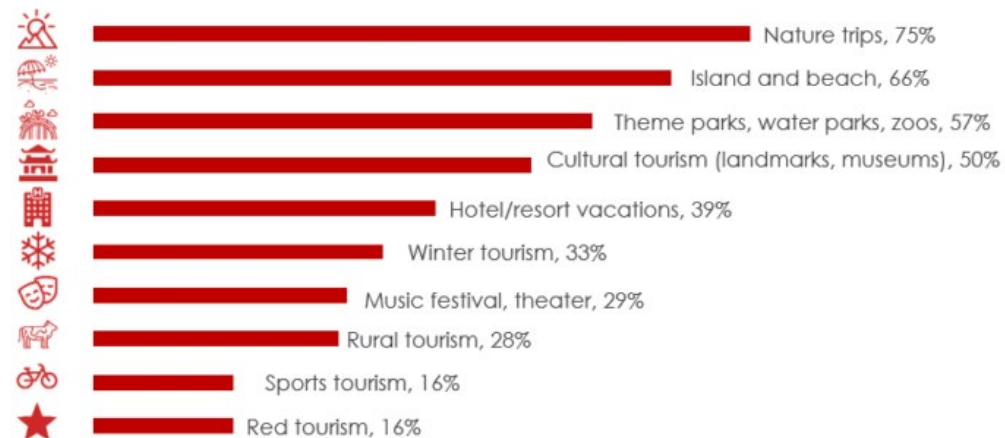
- Quarantine-on-return remains the biggest obstacle to outbound tourism, and our spring 2022 survey reveals shifting attitudes towards this policy. Compared to September 2021, an increasing number of travelers would prefer quarantine to either be relaxed or stay the same, with fewer calling for stricter measures.
- Despite China's zero-COVID policies and current restrictions, travelers have not lost their taste for adventure, and even appear to be relaxing their concerns about international travel – good news as the travel industry continues to await the country's long-anticipated reopening.

Source: Dragon Trail ([Link](#))

Chinese travelers – In your opinion, quarantine on arrival should be:



China: Preferred travel themes



Source: Spring 2022 Chinese Traveler Sentiment Report, Dragon Trail International
Icons made by Freepik from www.flaticon.com

Dragon Trail INTERNATIONAL



China: Trends & News

Chinese Outbound Travel Will Look Like This When It Eventually Returns

- A “strong wave” in Chinese outbound travel will begin again in 2023 and return to 2019 numbers by 2024, according to new projections from an institute studying those travelers.
- Urging destinations keen to secure the first-mover advantage, the China Outbound Tourism Research Institute wants destinations to prepare for the return of Chinese outbound tourists with better products and more niche markets.
- “The preparation, the acquisition of knowledge and the adaptation of services needs to be done now, before the wave arrives,” said Wolfgang Georg Arlt, the institute’s CEO.
- And while a lot of trips would be to destinations within the region, pent-up demand and unspent travel money would also see a lot of long-haul travel from 2023 onwards, Arlt noted.
- Besides business travellers and high net worth individuals, students would be the first to travel internationally. “The first Chinese outbound travellers will be motivated by business, health, family, and education,” Arlt said.
- Moving away from package tours, the pandemic has also accelerated an increasing interest in independent travel, he noted.



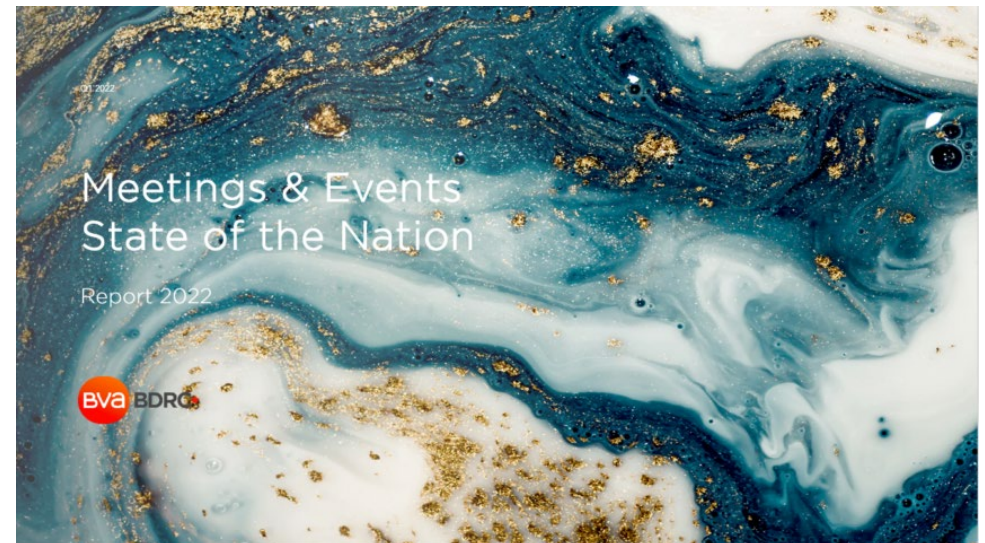
Insights & Reports

Meetings & Events - State of the Nation Report

This report from bva-bdrc aimed to collect insights from senior figures across the Meetings & Events industry, combined with feedback from event planners and venues, to produce a well-informed picture of the state of the nation.

Headlines

- Initial reaction to the pandemic was about opportunity and change
- 17.5% of event and exhibition businesses are estimated to have permanently ceased trading during 2020 (BVEP September 2021)
- In 2021 Microsoft Work Labs reported 68% of employees wanted in-person contact
- All businesses in the M&E sector had to adapt quickly to survive, and many important components of the industry have been forced to integrate much faster than pre-pandemic.
- Well-being, digitalisation and sustainability were all areas the sector talked about and wanted to see change, but it wasn't a priority. The impetus to change products and services, coupled with some time to focus on repositioning, has forced many previously siloed areas into an integrated eco-system. All these areas now feed into each other, creating a refreshed product.



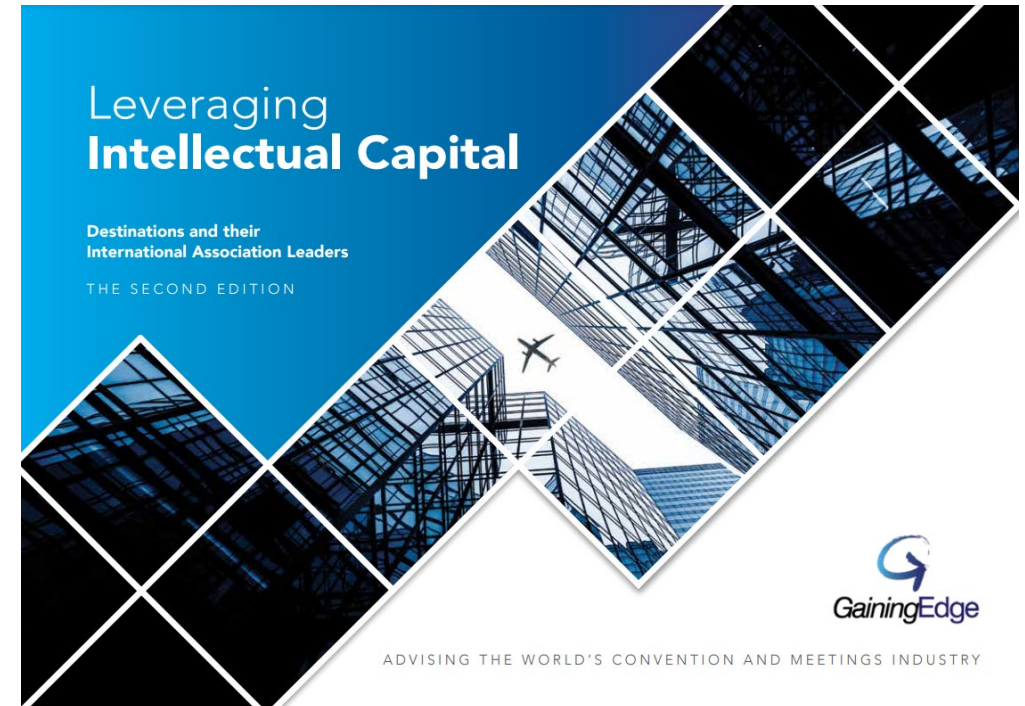
Second report on Leveraging Intellectual Capital

GainingEdge, has launched its second annual report on **Leveraging Intellectual Capital** of convention destinations, based on its analysis of international association leadership.

In this report, Intellectual Capital is described as *a destination's strength of representation in international association leadership*. Key findings of the report include:

- A **Top 50 ranking of destinations** (cities & countries/territories) with the greatest influence in international associations.
- How well destinations leverage their local leaders by engaging them to bring conventions to the city (GainingEdge term this as their “**Harnessing Ratio**” or the correlation between number of international association meetings hosted or booked over the last 4 years (2018-2021) and number of local intellectual leaders on boards of international associations).

Full report can be downloaded [HERE](#)



Destination Success

Latest market trends and strategies for CVBs

Destination Success is a Cvent webinar series, as they discuss the tools that are uniquely positioned to help you meet the moment – and continue to elevate your performance.

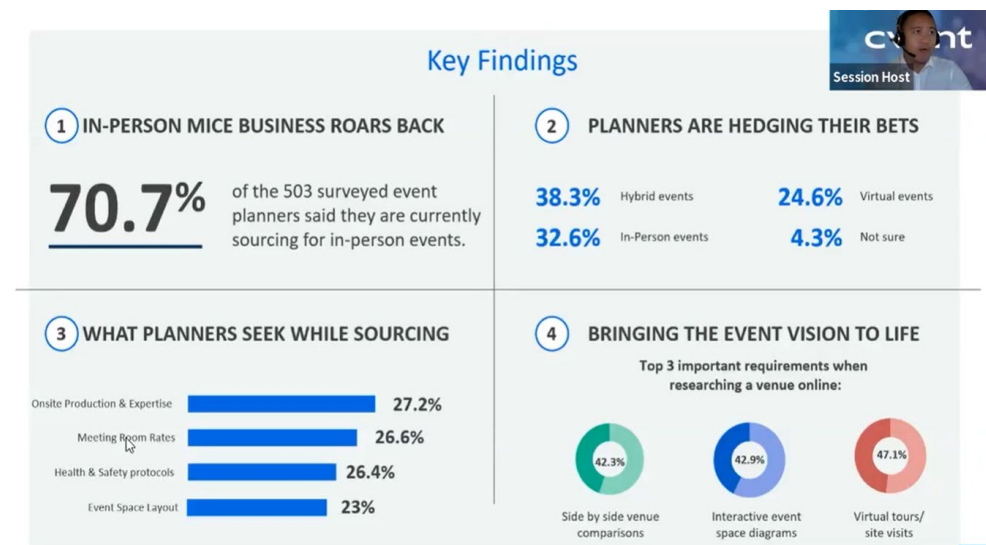
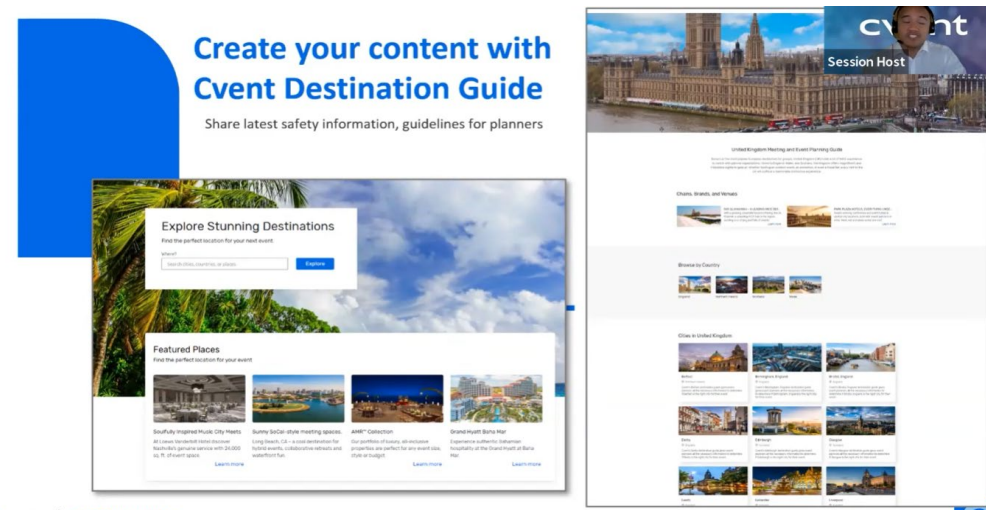
The webinars covers:

- Market trends and insights
- What you can do to support your destination and partners
- Having a strong digital presence in 2022

Key takeaways for latest webinar:

- Strong travel intent at helm of MICE recovery
- Planners are pivoting technology for events restart
- Leveraging digital channels will be pivotal to regain business share

The April and May webinars are available to watch on demand [HERE](#)



ICCA Partnering for Success Report

ICCA is excited to share with you the latest report **Partnering for Success** – providing regional insights into the global association meetings markets.

A must-read; whether you want to explore new destinations for your next association event from the comfort of your home, or get a greater understanding of how the meetings industry is developing in other parts of the world.

Report highlights:

- What's new in the destinations of the [ICCA Association Partners](#)
- What are the most popular meeting destinations - country rankings per region
- How destinations are reinventing themselves to better support the changing needs of associations
- Global recovery efforts from the events industry to welcome associations back after a long wait
- Regional insights from the ICCA Regional Directors

You can access the report [HERE](#)



Business Events Update – Apr/May 22

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