

Business Events Update – June/July 2022

#meetengland #eventsaregreat

London, England



VisitEngland™

Content

- Europe – Trends & News + 22/23 key activities
- North America – Trends & News + 22/23 key activities
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Europe – Trends & News

Brighton, England

Trends & News – Europe

Eurostar update

- High-speed rail service Eurostar has announced a fourth direct train service from London to Rotterdam and Amsterdam, for a journey time just under 4 hours. Tickets are on sale, for travel from 5 September.

(Source: [Business Traveller](#))



“So British” DIT Event Paris

- Caroline Phelan - Senior Meetings & Incentives Manager, Europe - attended the “**So British**” event on 23-24 June at DIT Expo in the British Embassy in Paris.
- The event was attended by 500 French companies considering collaboration with UK key sector industries.
- Caroline was there representing our business events industry, and showcasing UK offers to French corporate guests.

Opportunities & Activities - Europe

Europe Trade Mission

MeetEngland is offering the opportunity for seven English destinations to participate in our 3-day European trade mission to connect with pre-selected European associations, corporate and incentive buyers in Paris and Brussels.

Date: 20th – 22nd September 2022

Location: Paris and Brussels

Who will be there: Paris – international associations + corporate meeting and incentive buyers / Brussels – international associations

IBTM World

IBTM World in Barcelona has established itself as one of the leading international tradeshows for the meetings, incentives, conferences and events. This year, the organisers are expecting to welcome over 3000 international event buyers across the three-day tradeshow.

Date: 29th November – 1st December 2022

Location: Fira Barcelona Gran Via, Barcelona, Spain

Who will be there: Corporate meetings and incentives, international associations





North America – Trends & News

Sage Gateshead, Newcastle, England

Trends & News – North America

The CDC's Latest Pandemic Guidelines for Travel and Events

- The CDC has updated its [international travel recommendations](#). On June 12, it rescinded its requirement that international travellers entering the U.S. by air must present proof of a negative Covid-19 test taken within one day of departure.
- However, the agency continues to recommend that travellers get tested as close to the departure time as possible. In addition, those who are sick are advised not to travel. The CDC cited high vaccination rates and growing availability of therapeutics in its decision.
- The latest [guidance](#) is expected to help restart the meetings industry. It provides a critical roadmap for resuming events in the U.S., with details on how to evaluate the risk levels and key actions that can help prevent the spread of the virus. Cleanliness protocols are also covered.

Destinations International's Annual Convention Explores the Changing Roles of CVBs

- The expanding role of convention and visitor bureaus was a major theme of [Destinations International's annual convention](#), which was held July 19-21 in Toronto. A recurring theme of the conference was how a growing number of CVBs are prioritizing putting their local communities' interests first and providing good stewardship of their destinations.

Opportunities & Activities – North America

IMEX America

IMEX America is the largest tradeshow for the business events industry in North America, with the event attracting a total of 8,605 participants in 2021. Following the success of last year, where over 85% of MeetEngland's appointments were with new contacts, we will be once again inviting stand partners to exhibit with us on the MeetEngland stand.

Date: 11th – 13th October 2022

Location: Mandalay Bay, Las Vegas, U.S.

Who will be there: Corporate, association/AMC, and incentive house/agency buyers



North America West Coast Trade Mission

MeetEngland is offering the opportunity for English destinations to participate in a North America West Coast Trade Mission to connect with key North American meeting and incentive buyers and international associations.

Date: 6th – 9th March 2023

Location: San Francisco (M&I and Association), Los Angeles and Orange County (M&I)

Who will be there: Corporate and event agencies (primary), international association



China – Trends & News

Bamburgh Castle, Northumberland, England

Trends & News - China

More Chinese carriers will increase international flights after over 2 years of restrictions

- International flights departing from cities in China are expected to increase after recent signs of further relaxation of tight restrictions for the past two years.
- The recovery in Asia in 2021 has been lagging behind other regions, with international travel at just 7% of pre-pandemic levels in 2019, according to the International Air Transport Association (IATA).
- Although flights in the first quarter of 2022 have risen to 17%, the road to recovery is still long. Before the epidemic, international travel within Asia was one of the largest and most important international air travel markets in the world.
- Chinese government has been rolling out a comprehensive package of measures to boost the Chinese aviation industry.



Trends & News - China

Trip.com Group corporate travel arm Trip.Biz releases China market white paper as it shares global expansion strategy

- The Trip.Biz white paper summarizes the **recovery of corporate travel** according to the latest industry data, with a focus on China – the largest corporate travel market in the world.
- Global Business Travel Association (GBTA) data shows that China led the world in business travel spending in 2021, after a 38% decline in business travel spending in 2020. As the domestic market recovered, in 2021, China's business travel spending saw a **growth rate of 31.7%**, more than double the global growth rate.
- The paper shows 16.3% more companies in China worked with a TMC (Travel Management Company) in 2021 compared to 2020, this figure rising by 24.6% in first tier cities in China such as Beijing, Shanghai and Guangzhou.

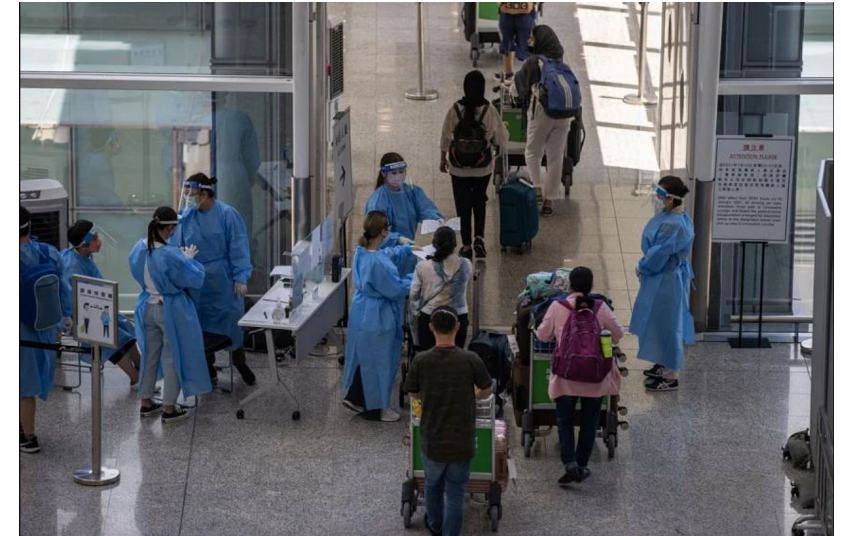


- According to GBTA forecasts, China's business travel market is expected to recover and surpass pre-pandemic levels **by 2024**, with **total business travel spending exceeding \$400 billion**.
- Accordingly, Trip.com Group increased its corporate travel supply chain investment by 86%, product technology investment by 86% and service efficiency by 110% in comparison to 2019.

Trends & News - China

Hong Kong may allow conditional Covid-19 quarantine-free travel by November: Health chief

- Hong Kong's new health chief said conditional quarantine-free travel could be allowed by November in time for a global bankers' summit to be held in the city.
- The city does not need to follow mainland China's Covid-19 policies because it enjoys some degree of freedom under the "one country, two systems" principle.
- Arrivals could be subject to PCR testing and prohibited from attending high-risk venues such as bars.
- The city is also planning a China-like health code system to manage social distancing. A yellow code will allow people to go to work but prohibit them from high-risk places such as aged-care homes or venues where masks are removed.



Arrivals could be subject to PCR testing and prohibited from attending high-risk venues such as bars. PHOTO: EPA-EFE



Insights & Reports

Bristol, England

Portrait of European Meeting & Convention Travel

Wave I – April/June 2022

- During 2022 MMGY Travel Intelligence undertook its first European study on the status and outlook of the European meeting and events industry from the perspective of professional meeting planners and of past and future meeting event attendees.
- This 1st Edition of the **Portrait of European Meeting & Convention Travel** is prepared by MMGY Travel Intelligence in partnership with IMEX and Hills Balfour and was based on the US version of the Meeting & Convention Travel survey which is already in its 2nd year.
- The focus of the study was on issues caused by the pandemic and later expanded with questions related to new COVID variants and the situation in the Ukraine.
- The study has been sponsored by VisitBritain among other tourism boards.
- Wave II of the study started at the end of June and results will be shared toward the end of summer.

You can find the public report of the study [HERE](#) (PW: MeetEngland22)



UFI Global Barometer for the Exhibitions Industry



This study is based on a global survey, conducted in June 2022, and provides the latest insights on the status and outlook of the exhibition industry – both globally, and within 28 specific markets and regions.

- By June 2022, most markets (with some exceptions in Asia) had reopened for both national and international events, and the **level of operations appears to be gradually improving throughout the world.**
- Globally, and on average, companies have seen a **significant increase in their 2022 turnover**, which now represents 73% of 2019 levels. They also project this to increase to 87%, taken like-for-like for the first half of 2023.

- Many countries are **performing well above average**. In particular, for 2022 revenues, **the UK (89% of 2019 levels)**, Italy (86%), Saudi Arabia (85%), Turkey and South Korea (82%) and Japan (80%) have all recorded positive results.
- There are several **important business issues** in the exhibition industry. In the UK, the ones that have been highlighted are:
 - Global economic developments
 - State of the economy in home market
 - Sustainability / Climate

The full document is available for download on the BVEP website [HERE](#)

Detailed results for the UK are available from page 122

Tapping Into a Destination's Intellectual Capital

How planners can tap into local business, universities and other resources to elevate their events

On June 22nd, Northstar hosted a webinar on Intellectual Capital. When evaluating a destination for meetings and events, planners often overlook a key resource: local universities and businesses. Thought leaders from these entities can be tapped to enrich an event's education sessions and overall agenda, elevating the program to a higher level.

This session addressed:

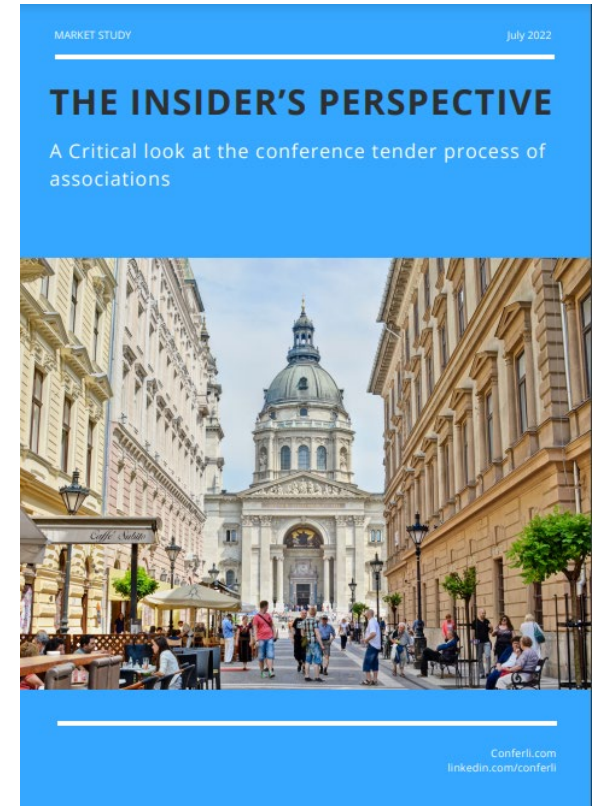
- How CVBs can be a resource for connecting groups with local thought leaders
- Examples of events that featured experts from universities and businesses
- Why local expertise should be considered in the selection process

A recording of the session can be found here: <https://www.northstarmeetingsgroup.com/Events-Calendar/meetings-intellectual-capital>, which can be viewed for CMP credit.



Conference Tender Process of Associations

- The conference tender/ RFP process of associations is a bespoke topic.
- Conferli decided to write a **market study** about this topic in order to get more insights. There was a survey conducted, an open discussion with associations and two round tables during an UIA (Union of International Associations) event.
- The purpose of this market study is to take a **critical look at the current tender process** and maybe inspire to adjust the tender process to the changing times ahead of us.
 - ✓ How is the conference tender process organised within your organisation and what can you learn from others?
 - ✓ Did the pandemic change the way an association should look at their tender process?
- The timing of this study might be right seeing that the rotation patterns are disrupted and associations are eagerly searching for income, delegates, and sponsorship streams.
- With this market study, interesting trends have been raised and best practices shared.



Have a look at the complete market study by Conferli [HERE](#)

IBTM Trends Watch Report for 2022

What does the future of the events industry look like?

- Did you know that 73% of corporate event organisers are looking for suppliers and venues who can host and deliver hybrid events?
- Almost 75% are prioritising sustainability over any other initiative in 2022.
- 94% of people in senior leadership positions are fully supportive of incentive travel trips in 2022.



Key topics include:

- **Local-Global:** The industry has shifted to become more community and locally aware
- **DE&I:** We've taken the first steps in the events industry but there is more we can do
- **Sustainability:** It is going absolutely nowhere as a trend in the events industry and COP26 has provided the catalyst
- **Security:** The safety of our attendees is now much more than physical safety. There's also data security, environmental security, and the continuing pandemic to consider
- **Wellness:** Mental Health and Wellness is a core focus of the events industry
- **Virtual Experience Economy:** It is more than just hybrid and the events industry switching to digital. It's about adding on a layer of digital expertise to your events.

Download the full [IBTM Trends Watch Report](#) for 2022, where you can discover more regional specific trends, insights into corporate, association and incentive planners and a look across other industries that can inspire the events industry.

Business Events Update – June/July 22

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