



Market situation Netherlands.

Switzerland Convention & Incentive Bureau (SCIB).

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1 MARKET SITUATION AND OUTLOOK

1.1 Economic situation

Economic Forecast Summary (December 2020)

GDP is projected to fall by 4.6% for 2020, before picking up by 0.8% in 2021 and 2.9% in 2022. Consumption will rebound in 2021, as households scale back precautionary saving, but investment will only recover moderately due to lingering uncertainty. Unemployment and bankruptcies are expected to peak in the second half of 2021, when support measures will be phased out.

Fiscal policy should remain supportive. The government has extended its main support measures until July 2021, including loan guarantees, grants for small businesses, the job retention scheme and support to the self-employed. Policies should encourage the reallocation of workers and capital, while adapting to the evolving epidemiological situation. The job retention scheme is likely to be adjusted to facilitate worker mobility and training. Public investment should help tackle structural challenges, including low productivity growth and high nitrogen and greenhouse gas emissions, complemented by the EU Recovery and Resilience Facility, once available.

(Source: OECD.org Netherlands Economic Snapshot)

Statistics for the Netherlands



(Source CBS)

More than 80,000 companies have had a hopeful start to 2021 Number of companies growing despite Covid-19

Despite the pandemic, the Dutch business population has grown significantly in the past quarter. Not only are the numbers of bankruptcies and liquidations at a low level, but the high number of starters is also striking. In total, no fewer than 81,255 new companies have been founded. Given that few companies are currently going bankrupt or being closed, the business population has grown by 53,945 companies, an impressive 50% increase on the first quarter of 2020. The chance of success in times of crisis strongly depends on the business sector. In the wholesale and retail trade, for example, there were significantly more newly started companies than a year earlier (+33.3%), which can be explained by the explosive growth in online sales. The growth in online retail trade for clothing, but also home and garden items, food, cosmetics and leisure items accounted for many starters.

Many new companies have also been set up in transport and logistics (+29.3%), with a reputation in the field of courier services and other forms of freight transport, and distribution centres. In addition, the number of starters in the wholesale and retail (+20.5%) and within the financial sector (+9.6%) rose sharply. In industry, growth is visible on several fronts. There are many new food producers, for example, in the field of coffee and tea, bread and pastries, and ready meals. What's more, furniture production and imitation jewellery are also showing strong growth. Incidentally, the newly started companies are small in size, with 70,568 new companies employing between one and four people.

(Source Graydon April 2021)

1.2 Meetings industry situation and trends

The coronavirus pandemic has had a major impact on the events industry. CLC-Vecta is the trade association for companies and professionals involved in organising, accommodating and facilitating trade fairs, conferences and meetings, events and incentives, and entertainment.

In an CLC-Vecta press release from September 2020: entrepreneurs in the corporate event industry are losing confidence. Turnover down 80%, more than 17,000 freelancers without work, more than 16,000 employees have lost their jobs and support is not enough. Normally 71,000 people are active in the meeting, incentive, congress and event industry, of whom an average of 26% are freelancers.

Results of research done by CLC-Vecta – congresses

Seven out of ten trade fair and conference organisers expect to move their events scheduled for 2021, or have already done so. Most events have been moved to a different date in this calendar year, but some have already been postponed to 2022. About 50 events from the first four months of 2021 have been moved to later in 2021 and 266 trade and public fairs, which did not take place in 2019, have been cancelled for 2021. That alone means a loss of 1.6 million visits.

The alarming result from the quick scan by CLC-Vecta of trade fair and congress organisers is that 12% indicated that they would stop. This mainly concerns organisers of one event.

The number of visitors to fairs will be lower than for the last pre-coronavirus edition. For conferences, it will be about half. Since conferences and trade shows often depend on international participants and visitors, numbers will be limited as long as there are travel restrictions.

The expectation is for events in 2022 to take place on a "normal" basis again.

(Source CLC-Vecta September 2020)

Trends

- Effective corporate travel management requires regular and up-to-date insights
- Anticipate changes and take action quickly
- Responsible travel (sustainability is top of many travel managers') priority lists
- Short-term proposals will remain
- Short response time is definitely a plus
- Flexibility will be key in planning ahead

1.3 Market situation in the Netherlands

Fieldlab Events

Due to the Covid-19 measures, events can only be organised with strong limitations. This has a major impact on the events sector.

For this reason, Fieldlab Events has been created by the events sector in collaboration with the Dutch government. The aim of Fieldlab Events is to develop validated building blocks, which form proof of the safe and reliable approach needed. This is done in co-creation with companies, governments, interest groups and the public. The purpose is to create trust with the national government and have assessment frameworks that enable adaptation of the coronavirus road map. The Fieldlab Events programme focuses on the differentiation of different events (business and public) and situations (inside and outside, static and dynamic, etc.) and accelerating the return to full operation for events.

Fieldlab Events is an initiative of the entire sector, from business to public events and from culture to sports. The programme has been launched following discussions between the events industry and various ministries. The shared ambition is to test various elements within the health and safety framework in order to provide insight into the possibility of easing limitations for event organisers.

The Fieldlab programme was set up as a collaboration between scientists and knowledge institutions, the Top Sectors Creative Industry and Life, Sciences & Health and CLICKNL. The programme is supported by the Ministries of Health, Welfare and Sport (VWS), Education, Culture and Science (OCW), Economic Affairs and Climate (EZK) and Justice and Security (J&V).

Results Fieldlab Events

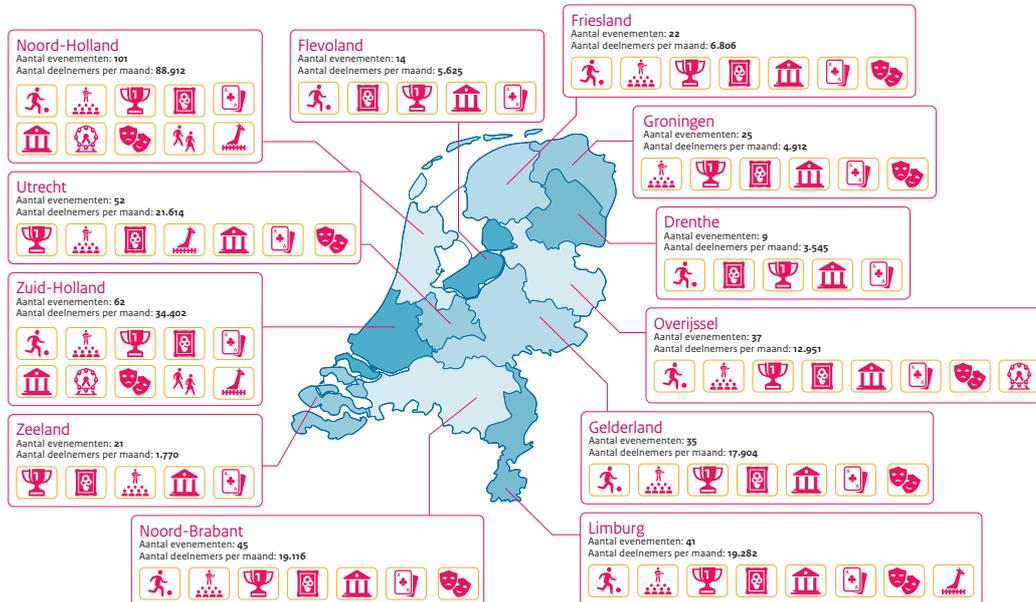
The researchers expect to be able to provide analyses based on the experiences several weeks after each event. With these analyses, they gain knowledge of how visitors behave in different situations and how organisers can safely coordinate events. It is expected that the research results will also provide starting points for safely opening up other parts of society again.

The practical tests will be a success if event organisers can use the results to organise events safely and responsibly again. At this time, it is not yet clear when a real event can be attended again. This depends on the number of infections, the effect of measures, increasing vaccination coverage, experience with practical tests and possibly also the use of access tests for certain events and activities.

Status as at 29 April 2021

Everyone should have had their first vaccination by 1 July 2021. Shops, hairdressers and terraces will open with measures. Below is a calendar with upcoming test events, participants should have been vaccinated or have tested negative before they can join the event.

Kalender april Pilots testen voor toegang



Dit is de lijst met activiteiten en evenementen op 7 april 2021.
 Voor de meest actuele overzichten per categorie kunt u kijken op www.rijksoverheid.nl/testenvoortoesang

1.4 RFP situation in the Netherlands

The RFPs of SCIB Netherlands in 2019 increased compared with 2018. The number of completed overnight stays (CH) decreased and groups were larger in 2018. In 2020, Q1 was on track and received 21 RFPs. After this period, the market collapsed due to COVID-19. In Q2, we had some last minute RFPs, which were also carried out (CH). The RFPs received in Q3 were all cancelled or postponed to 2021, and later postponed to 2022. No RFPs in Q4 2020.

2018 RFPs 67, carried out (CH) 46, overnights 7,146, turnover CHF 2,379,616.
 2019 RFPs 72, carried out (CH) 36, overnights 5,861, turnover CHF 1,951,713.
 2020 RFPs 31, carried out (CH) 11, overnights 1,766, turnover CHF 588,078.

Market is slowly starting up. January to March 2021 – 5 RFPs received for Q4 2021, 2022, 2023 and 2024. Currently, no RFPs have been confirmed.

Several agencies are preparing teaser packages. Switzerland is top of mind as an economically stable and solid country which can be reached by public transport (train) and an interesting destination with high quality and sustainable standards.

2 TARGETS

Qualitative:

- Maintaining a strong market presence and remaining aligned with market needs and developments
- Generating new awareness and keeping existing clients interested in Switzerland

- Continuing to support buyers with our much-valued quality service
- Deepening our connections
- Updating and evaluating existing contacts database
- Fast, pro-active and professional approach towards the market

3 CURRENT DATABASE SITUATION

Kind	Contacts
Agencies	541
Corporates	460
Association	196
Media	30
Wedding planner	10
Other	53
Total	1,290

Decrease of contacts due to Covid-19. Database 2020 had just 1,650 contacts (22% lost their job).

4 DETAILED MARKETING ACTIVITIES

Further details of past, present and future marketing activities can be found on www.stnet, which can be accessed by using your personal username and password.