

August 2022

MMGY Travel
Intelligence

PORTRAIT OF EUROPEAN MEETING & CONVENTION TRAVEL®

5 METHODOLOGY

7 KEY INSIGHTS

16 PLANNING PROFESSIONALS

23 MEETING TYPES

26 MEETING LOCATIONS

35 MEETING TECHNOLOGIES

41 MEETING VENUES

46 COVID-19 IMPACT

56 ECONOMIC IMPACT AND SUSTAINABILITY PROGRAMS

61 FUTURE OUTLOOK

64 MEETING ATTENDEES

68 MEETING TYPES

72 MEETING LOCATIONS

79 MEETING TECHNOLOGIES

82 MEETING VENUES

86 BUSINESS LEISURE

89 COVID-19 IMPACT

92 ECONOMIC IMPACT AND SUSTAINABILITY PROGRAMS

100 FUTURE OUTLOOK

Better Insights.
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MMGY Travel Intelligence specializes in syndicated and custom market research exclusively for the travel and tourism industry. We boast the industry's most expansive and richest historical database and strive to provide the highest-quality consumer and B2B travel and traveler research.

Our mission is to provide clients with valuable insights they can apply to guide decisions and improve business results. Our portfolio of products and services is designed to power travel industry leaders through actionable consumer insights, reliable travel performance data, and innovations in audience modeling and segmentation.

We Thank You for Your Support!

We would like to thank our partners and sponsors for their support to the first **Portrait of European Meeting & Convention Travel** Report. Thanks to their support, valuable feedback and assistance reaching out to European meeting planners, we were able to conduct the research, analyze the data and develop the insights of this meetings and events report.



And a big thank you to the professional meeting planners that devoted their time completing the (planner) survey. In return for having completed the survey, they received a copy of the report and a donation of €25 will be made for each completed survey to the DEC Ukraine Humanitarian Appeal.

Survey Methodology

Planning Professionals

- We qualify a sample of 199 Planning Professionals in Wave 2 as defined below. Respondents are collected from IMEX membership and sponsor destination's planner lists and are invited via email to respond to the survey. Respondents are screened as follows:
 - 18 years of age or older
 - Meeting professional role defined as one of the following: Corporate meeting professional, Association meeting professional, Independent/ third-party meeting professional, Government meeting professional, Conference and convention meeting professional
- Data for this wave was collected between July 11 and August 3, 2022.

Meeting Attendees

- We qualify a random sample of 1,617 Meeting Attendees in the UK, Germany, France, and the Netherlands, as defined below, and survey them online. Respondents are screened as follows:
 - 18 years of age or older
 - Meeting attendees must have traveled internationally and/or domestically to attend any of the following types of meetings and events between 2019 and 2022: Fairs, Trade Fairs, Trade Shows or Exhibitions, Convention or Conferences, Large Corporate Meetings, Association Meetings, Incentive Programs, and Seminar or Workshops
- Data for this wave was collected between July 12 and August 3, 2022.

As the sample was not representative of all meeting professionals and attendees in Europe, the data has not been balanced by statistical weighting and is unweighted.

Statistical Reference

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of meeting planners and attendees. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage findings in the report or the data map are as follows:

Segments	Sample Size Wave 2 2022	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Professional Planners	199	1.4%	2.6%	3.7%	5.3%	6.9%
Meeting Attendees	1,617	0.5%	0.9%	1.3%	1.9%	2.4%

For example, if 51% of all professional planners are planning meetings for fewer than 100 attendees and the sample size is n=184, using the chart above, we can say that at the 95% level of confidence the proportion ranges between 44.1% and 57.9%.



Key Insights

Key Survey Findings

/ Outlook cautious. Meeting planners expect European bookings in the next two years to be fewer than reported in Wave 1 and therefore plan for slightly more meetings in Non-European destinations. Planners anticipate the COVID impact to decline, which might be the reason for a faster predicted recovery. The booking volume for most meeting types already reaches about 21% to 36% of pre-COVID levels. Nearly all planners and attendees foresee an increase in price for the remainder of the year, especially with air fares, accommodations, and renting venues and event space. Potential barriers to planning meetings might be inflation and price increases, staffing shortages, and delays and cancellations. As for attendees, the number of domestic and international meetings attended in 2022 are back to pre-COVID levels. However, attendees perceive the risks to attend international meetings higher in Wave 2 than in Wave 1, namely the risk of quarantining, and potentially cancelled flights or closed borders. The importance of in-person meetings grew in Wave 2 over Wave 1 at the expense of virtual meetings and “Association Meetings” recovered slightly among both planners and attendees. For a larger share of attendees in Wave 2 it is unlikely to extend a business trip and combine it with a leisure components in the next year.

/ Expectations differ on meeting attendance going forward. Consistent with findings from the previous wave there continues to be a divergence of what attendees and planners look for in meetings. The majority of planners anticipate that they will book the majority of meetings as in-person events, whereas attendees expect to participate in in-person meetings, but at a much lower rate. They are perhaps more satisfied with the various alternatives to in-person meetings because attendees are hoping to attend virtual meetings at twice the rate than planning professionals expect to be asked to book them in the near future.

Key Survey Findings

/ Planners and attendees want something unique in meeting venues. Both planners and attendees are finding “venues that are truly unique to a destination” and “historic landmarks or facilities” much more appealing now versus prior to the pandemic. This is unchanged from the previous wave.

Meeting planners continue to foresee an increase in demand for “venues that are truly unique to a destination”, “hotel and hotel conference rooms”, and “historic landmarks” in the next two years, whereas meeting attendees are generally more cautious. They are most likely to attend meetings and events in “hotel and hotel conference rooms in the future”.

/ Germany leads as a meeting and event destination among meeting planners with Spain (Mainland) being the runner-up.

Similar to Wave 1, Spain (Mainland), Italy, France, and the UK are rounding up the top 5 meeting locations. Planners are most likely to book meetings in the next two years in Spain (Mainland), Germany, Italy, Portugal, and the Netherlands. Most meeting destinations surveyed among attendees and planners have declined from the previous wave, except Spain (Balearic Island) and Scotland where planners anticipate a higher likelihood to plan meetings in the next 2 years compared to Wave 1 2022. The top five non-European meeting locations were the US, UAE, Turkey, Canada, and Singapore. However, planners expect to see an increase post-COVID in planning meetings in all non-European countries surveyed, except the UAE.

/ France and Germany continue to lead as a meeting and event destination among meeting attendees. Consistent with the results in Wave 1, travelers attended meetings and events in all destinations at a lower percentage than meeting planners booked meetings there. For example, while 53% of all meeting professionals booked a meeting and event in Germany in the past 5 years, only three out of ten attendees traveled for a meeting to Germany.

Key Survey Findings

/ Meeting Types. Just as in Wave 1, meeting and event planners booked mostly convention/conferences, followed by seminars/workshops, and incentive programs. Attendees, however, attended seminars/workshops and fairs/ trade fairs/ trade shows/ exhibitions, followed by conventions/conferences and association meetings as the events they most frequently attend.

When it comes to the industry segments, meetings with focus on Technology/ Innovation and Medical/ Healthcare were particularly in demand for hosted as well as attended events. Meeting planners were also asked to book meetings in the field of Pharmaceuticals and attendees visited Retail Trade events among the top 3 industry segments. Mirroring the findings in Wave 1, meetings and events in the area of Environmental Technologies and Safety/Security/Fire were least booked and meetings in the area of Energy/Utilities/Resources and Pharmaceuticals were least attended. During Wave 2 2022, planners booked slightly more events in the area of Pharmaceuticals, Travel/Hospitality, Government/Public Services, and Educational Services.

/ Expectations on recovery expected to happen sooner than previously anticipated. The expected time to recover moved up for most meeting types from March 2024 to July 2023, namely for “large corporate meetings”, “conventions or conferences”, “fairs, trade fairs, trade shows or exhibitions”, and “association meetings”. “Seminar and workshops”, the meeting type predicted to recover the fastest in Wave 1 2022, is now expected to make a recovery much like all other meeting types by July 2023. One major difference to the results reported in Wave 1 is that while in Spring 2022 more than nine out of ten planners expected the volume to change compared to before COVID, now more than one-third of planners reportedly already reached pre-COVID levels but only one in six planners believe “large corporate meetings” returned to pre-COVID levels.

Key Survey Findings

- / Proximity, Accessibility, and general appeal of a destination are deciding factors for meeting planners in helping speed up the recovery.** Apart from COVID-related health and safety concerns, attendees and planners alike put special emphasis on the ease of getting to the host destination, travel distance to the meeting venue, and general appeal of the destination as top attributes affecting decisions to host/ attend meetings in the next two years. The “clarity and equity in long-term force majeure contractual interpretations” dropped to fifth most important factor for professional planners whereas this is hardly affecting the decisions of meeting attendees. An appealing list of activities outside of the core meeting agenda and a destination’s commitment to diversity, equity and inclusion are the least relevant to planners while “Sustainable principle” and “clarity and equity in long-term force majeure contractual interpretations” remained least relevant among attendees. Any barrier planners as well as attendees may consider have all declined in Wave 2.
- / Hybrid meetings are here to stay but lost in importance over Spring 2022.** Compared to the study results earlier this year, meeting planners booked slightly more virtual meetings, but slightly fewer hybrid meetings compared to pre-COVID. At the time when this survey was administered in July 2022, three out of four meeting planners booked in-person meetings, a sharp increase over the Spring of 2022 at the expense of the hybrid meeting form. Thinking ahead to a post-COVID environment, planners believe that their attendees will continue to prefer in-person meetings, followed by hybrid meetings. The majority of attendees prefer in-person, followed by virtual and hybrid meeting forms.
- / Despite the current reduced importance of face-to-face meetings compared to pre-COVID times, in-person meetings already start making a comeback.** Slightly more than 80% of planners continue to believe that in-person meetings will be preferred post-COVID while only 51% of attendees agree.

Key Survey Findings

/ The appeal of various types of meeting venues differs greatly pre- to post-COVID.

Meeting planners continue to foresee an increase in demand for hotels and hotel conference rooms, unique venues and convention centers in the next two years whereas meeting attendees are generally much more cautious. Almost nine in ten planners are likely to plan a meeting in a unique venue and at a hotel in the next 24 months.

/ On-site, dedicated production managers and studios for hybrid meetings are still the most important features. For a successful large conference or convention, meeting planners expect an on-site technical team and an on-site production studio for hybrid meetings to be the most important characteristics, while the ability to project a speaker live in a venue via hologram technology and the newly added feature to “offer Augmented Reality and virtual Reality to simulate live experiences or raise brand awareness of new products” are the least important features.

Meeting professionals expect accessibility, safety of the destination, and cost of travel and event to play major roles when planning large conferences and conventions in the future.

/ Attendees more than meeting professionals were affected by the COVID-19 pandemic. Four out of five attendees think the likelihood to attend meetings in the future changed because of COVID whereas two-third of planners attribute COVID as the reason for change. The importance of COVID has declined for both planners and meeting attendees from Wave 1 2022.

Key Survey Findings

/ **Expansion of Sustainability Programs in Travel industry has room to grow.**

The top factors that impact the decision to plan/attend a meeting in the near future are inflation, price increases, current delays and cancellation of flights, trains, and ferries, but also rising air fares, staff shortages, and geopolitical tensions as major barriers to plan meetings. In comparison, COVID health and safety concerns dominated the results in Wave 1. At the same time, the concern of potential for conflict in Ukraine to spread to their countries eased up during Spring 2022 while the importance of sustainability and carbon footprint increased among attendees (33% in Wave 1 to 42% in Wave 2) and decreased among planners (67% in Wave 1 to 48% in Wave 2)

The top three most requested sustainability efforts when booking a meeting are “Selecting venues and accommodation that meet sustainability goals”, “Encouraging paperless travel documents”, and “measuring the carbon footprint of all travel. “Encouraging smaller meeting types” or “recommending airlines that use renewable biofuels” were the least important sustainability efforts among planners.

For attendees, rising cost of travel, particularly air fares, are major concerns to attend meeting & events right now. Unlike for meeting planners, COVID-19 is still the second most important concern. For the remainder of the year, attendees expect to take shorter trips, fewer business trips, to book more in advance, either book all-inclusive or postpone the trip all-together. The least viable option will be to cancel the trip without a plan to reschedule.

Although the expenditure expectations for the rest of the year are similar among planners and attendees, attendees expect higher rental car prices but lower venue and event space rental than planners. Half of all meeting attendees would be willing to pay a percentage as a proportion to the final travel service price. One in three attendees would not be willing to pay more.

More than half of the attendees indicate that organizations have some sort of a formal sustainability program in place. Attendees would like organizations to undertake the following sustainability efforts: “setting sustainability targets for company events”, “Requiring to travel less for business”, and “measuring the carbon footprint”.

General Key Survey Findings

/ **Demographic Facts about Planning Professionals remain almost unchanged in Wave 2**

The majority of planners surveyed are based in Germany, the U.K., and Belgium, and tend to be between 45 and 64 years old. The share of female planners trumps the share of its male counterpart by 6%.

Two-thirds of planning professionals describe their role as corporate meeting professionals, independent/third-party meeting professionals, or conference/convention meeting professional with nearly half of surveyed planners working for an event management agency.

Most planners have worked for more than 20 years. The majority of planners plan either more than 25 events per year or less than 15 events per year.

Planners tend to plan smaller meetings, with half planning meetings with fewer than 100 attendees, and two-thirds planning meetings with 100-500 attendees.

/ **Demographic Facts about Meeting Attendees remain almost unchanged**

Meeting attendees for this study are a quarter each from the UK, the Netherlands, Germany, and France (coinciding with the geographies where the attendee survey was fielded) and were slightly younger than during Wave 1, primarily between 25 and 44 years old. Unlike planning professionals, the share of male meeting attendees trumps the share of female meeting attendees by more than 10%.

Surprisingly, the international and domestic meeting attendance in 2022 rebounded and mirrors pre-COVID levels. The majority attend 1-2 meetings in a year.

A black and white photograph of a woman in a business suit walking away from the camera. She is carrying a rolling suitcase and talking on a mobile phone. The background shows a modern building with large windows and a sidewalk. The image is overlaid with a semi-transparent grey rectangle containing text.

Results of the

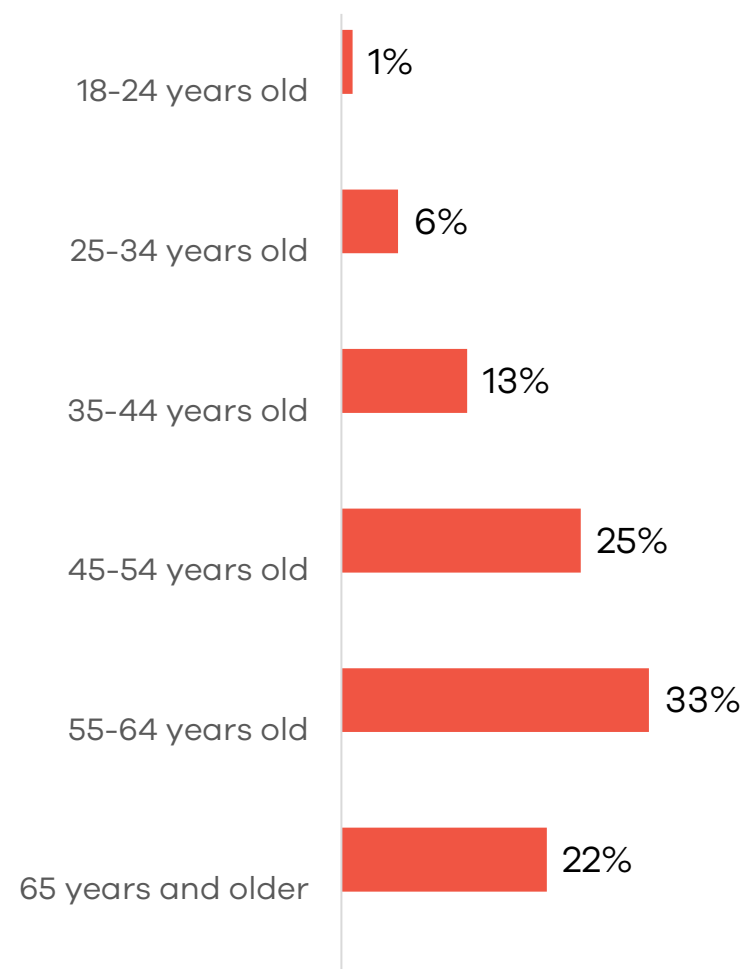
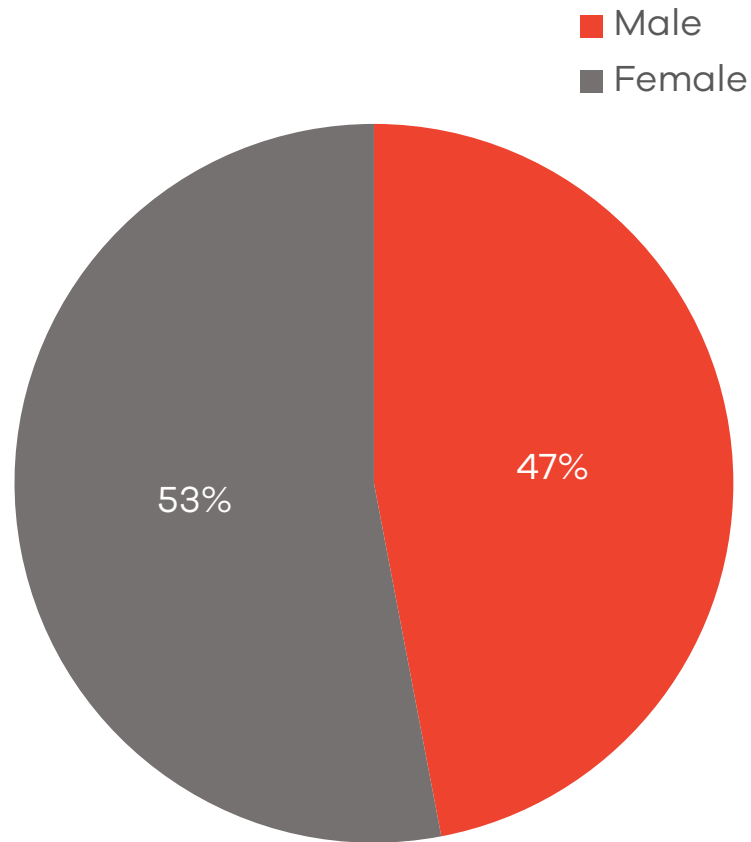
EU MEETING AND CONVENTION TRAVEL SURVEY

A black and white photograph of a woman sitting in an airplane seat. She is wearing a white face mask, glasses, and a dark turtleneck sweater. Her hair is tied up in a bun. She is looking down at a smartphone in her right hand, which is resting on a laptop. The laptop is open on the tray table in front of her. The airplane window is visible to her right, showing a bright light outside. The seat is upholstered in a dark, textured material. An orange semi-transparent banner is overlaid on the bottom left of the image, containing the text 'PLANNING PROFESSIONALS' in white, bold, uppercase letters.

**PLANNING
PROFESSIONALS**



Respondent Demographic

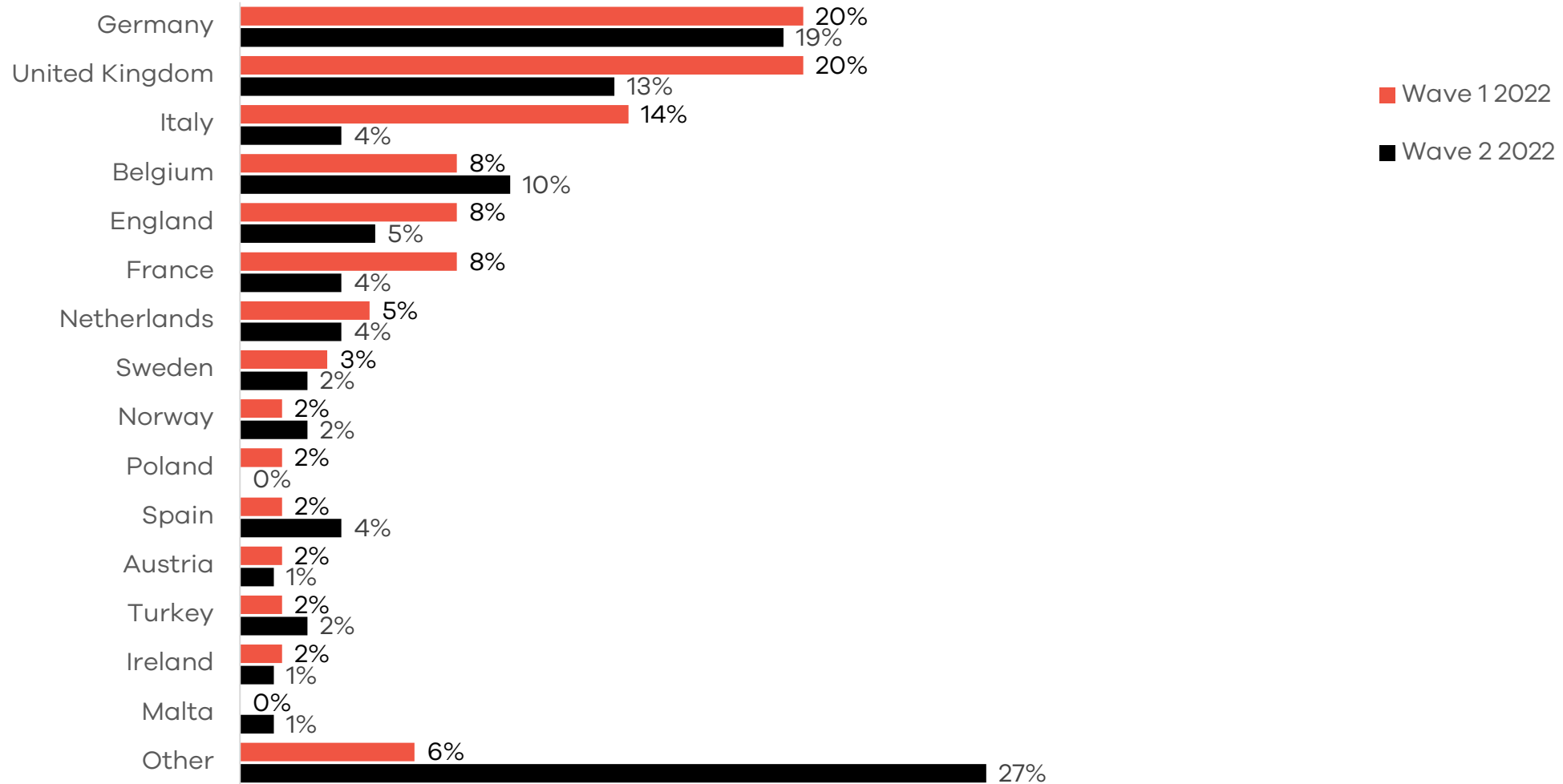


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=83)

Question/ Please indicate your gender
/ Which of the following categories includes your age?

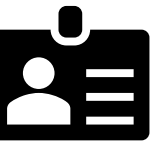


Origin Country of Meeting Professionals



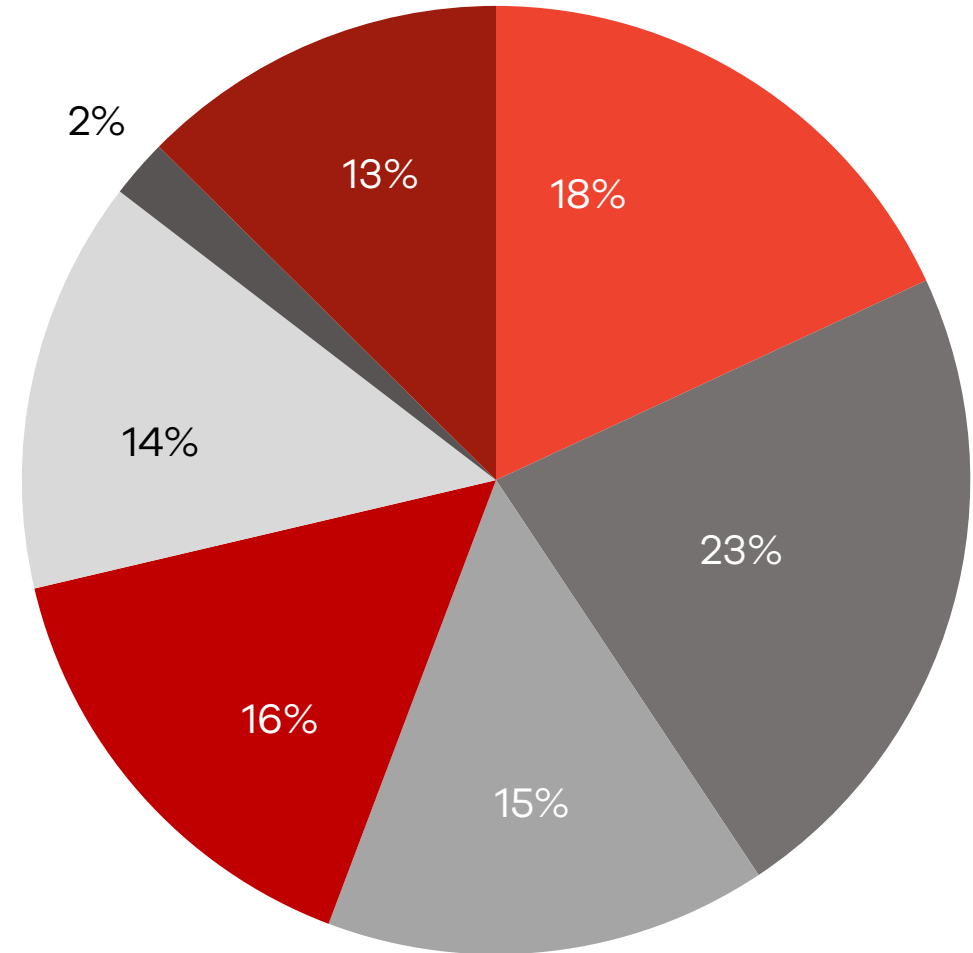
Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=83)

Question/ In what country are you (or your office) located?



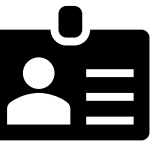
Role of Meeting Professionals

- Corporate meeting professional
- Independent/third-party meeting professional
- Conference and convention meeting professional
- Association meeting professional
- Meeting professional
- Government meeting professional
- Other

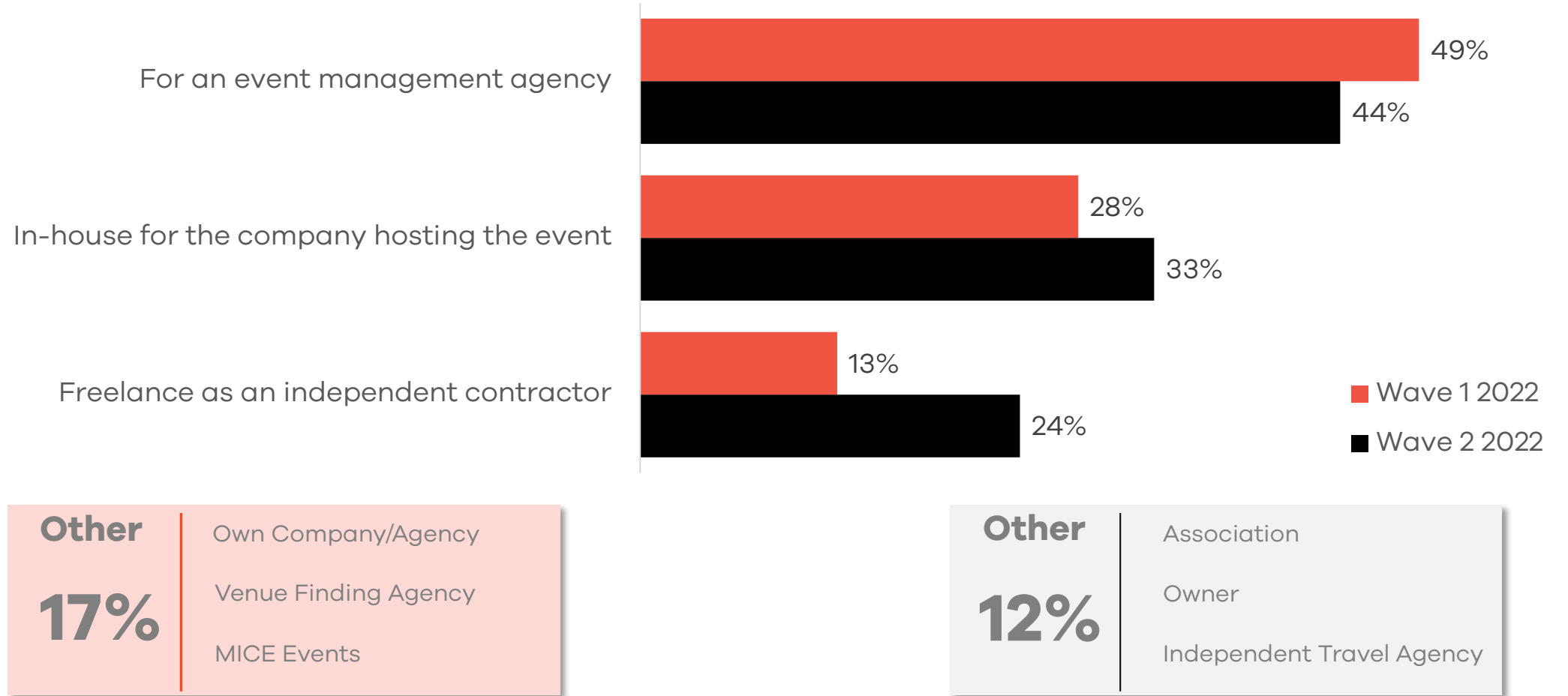


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=199)

Question/ Which of the following best describes your current role?
(Please select only one.)

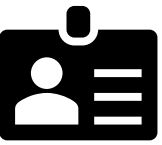


Type of Meeting Professionals

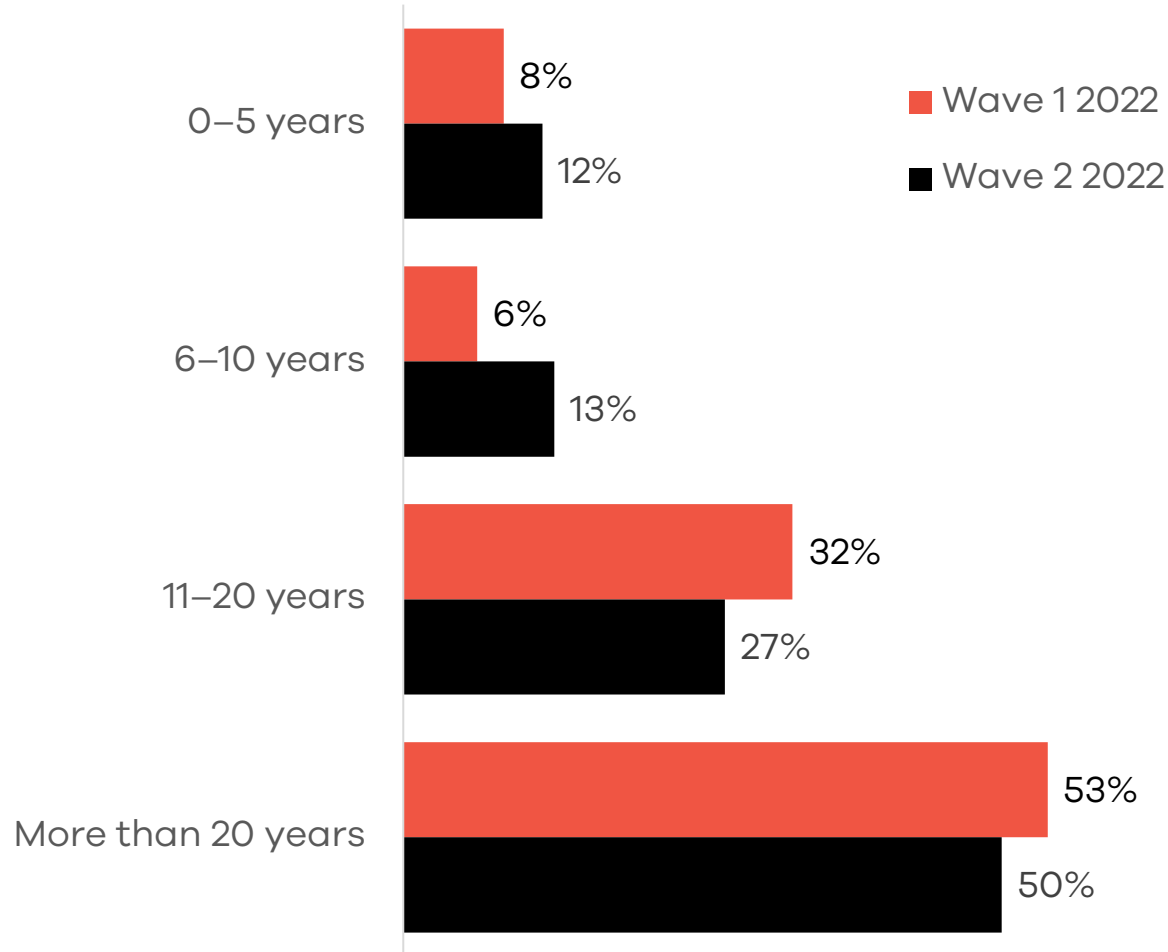


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=187)

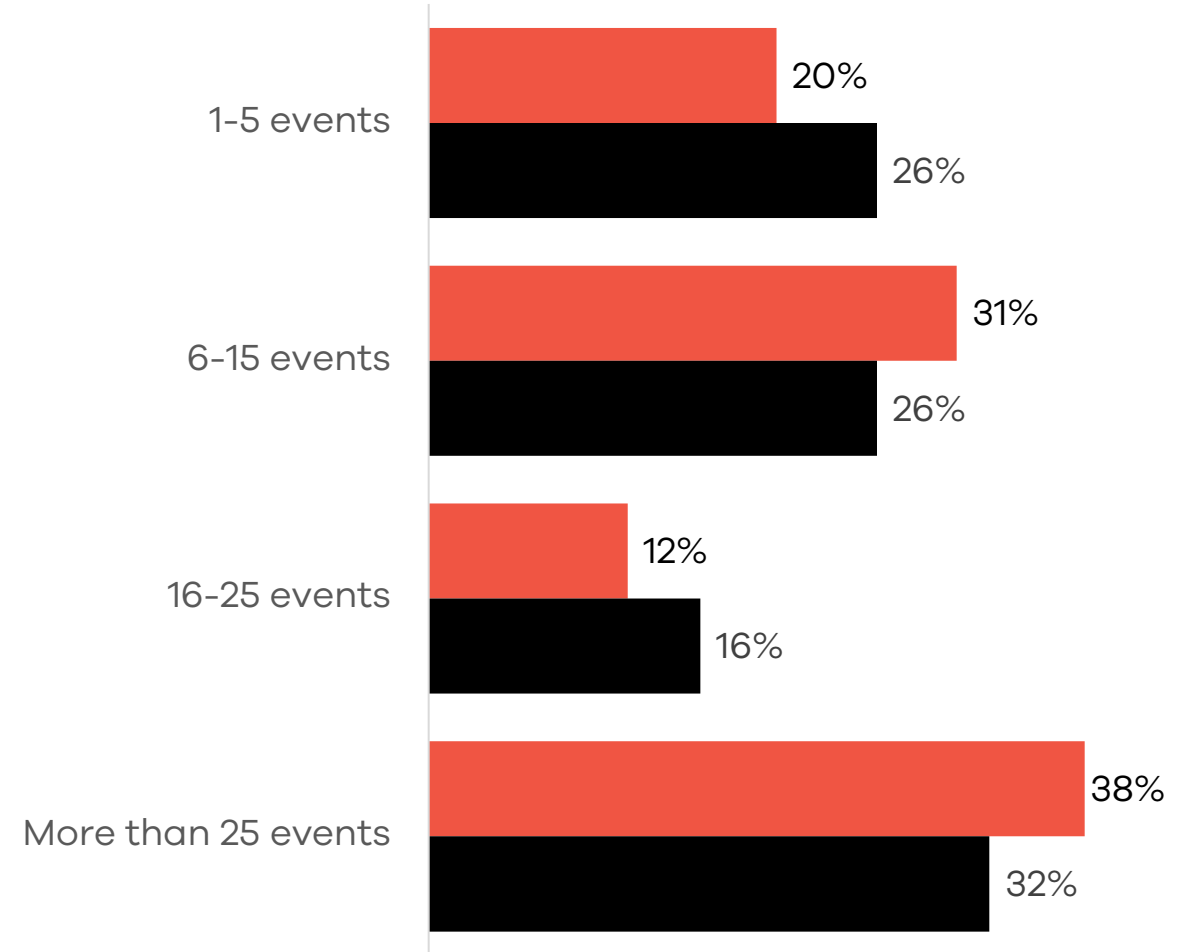
Question In what capacity do you work as a meeting professional?
(Please select all that apply.)



Years Worked as Meeting Professional

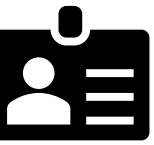


Number of Meetings and Events Planned Per Year

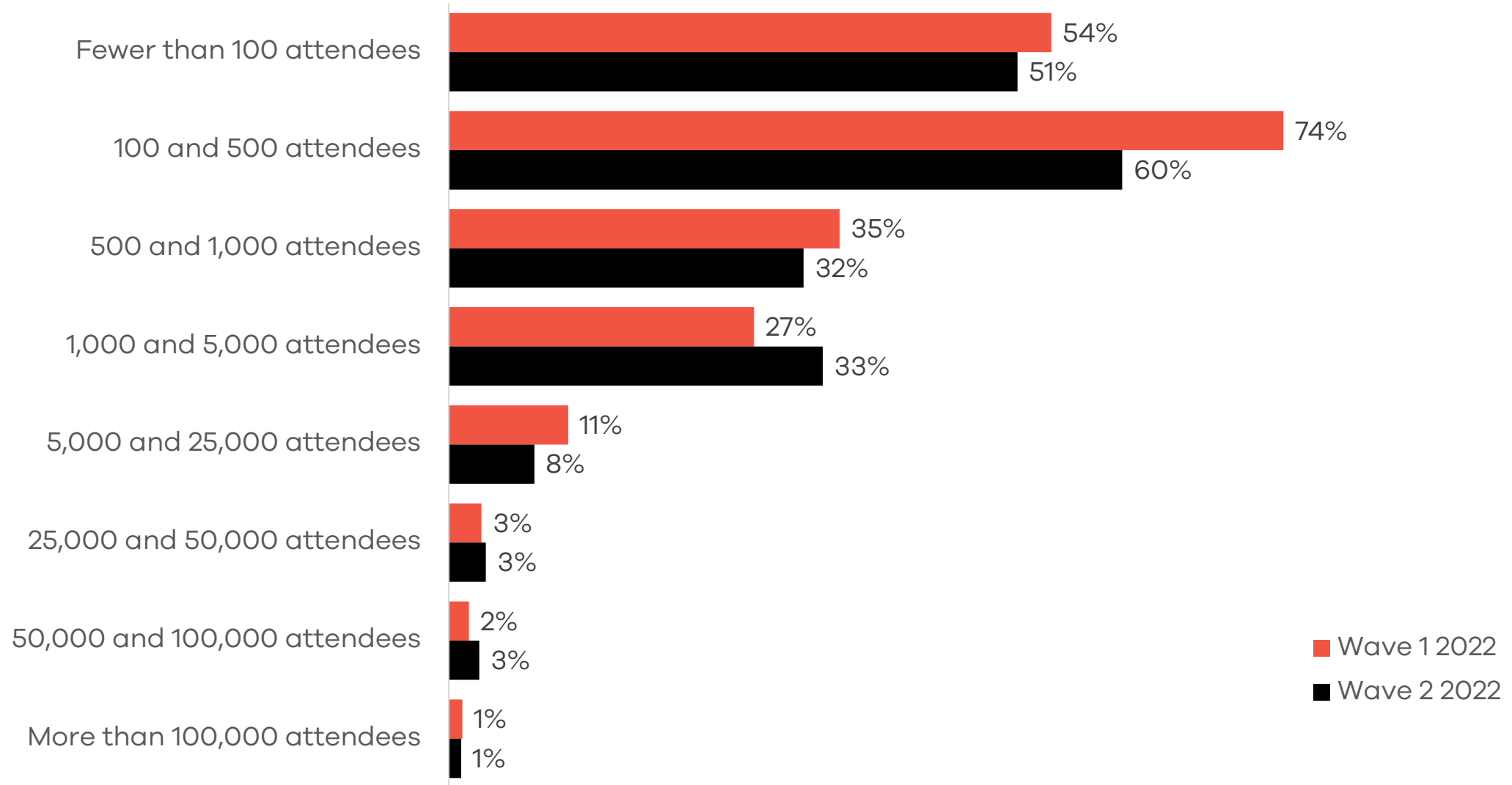


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n years worked=192; n events= 185)

Question/ How many years have you worked as a professional planner?
/ About how many meetings and events do you typically plan in a year?



Size of Meetings and Events Planned in the Past 5 Years

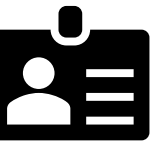


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=184)

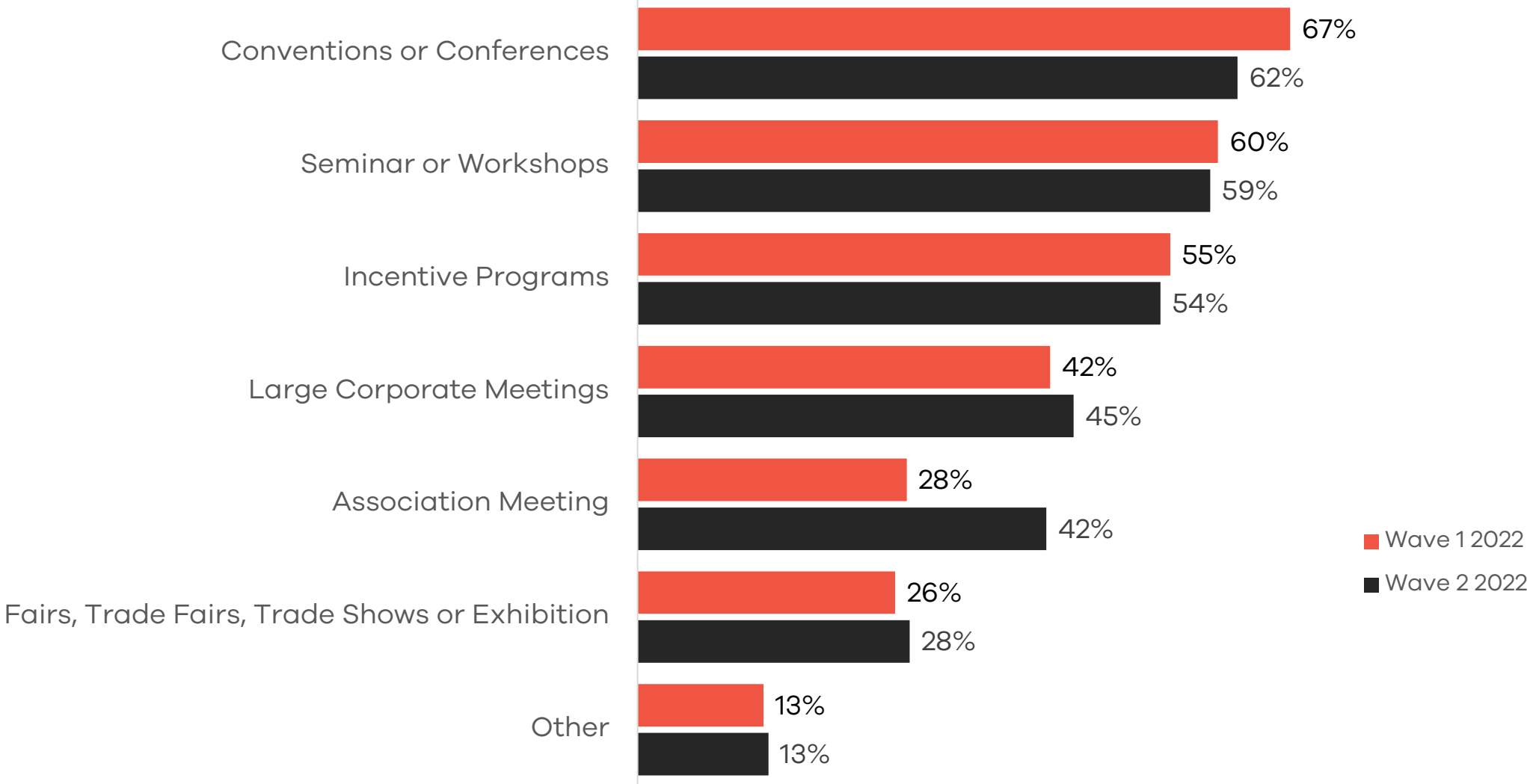
Question/ What size of meetings and events have you planned in the past 5 years? (Please select all that apply)



Meeting Types

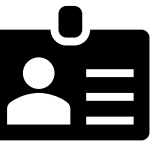


Type of Meetings Booked

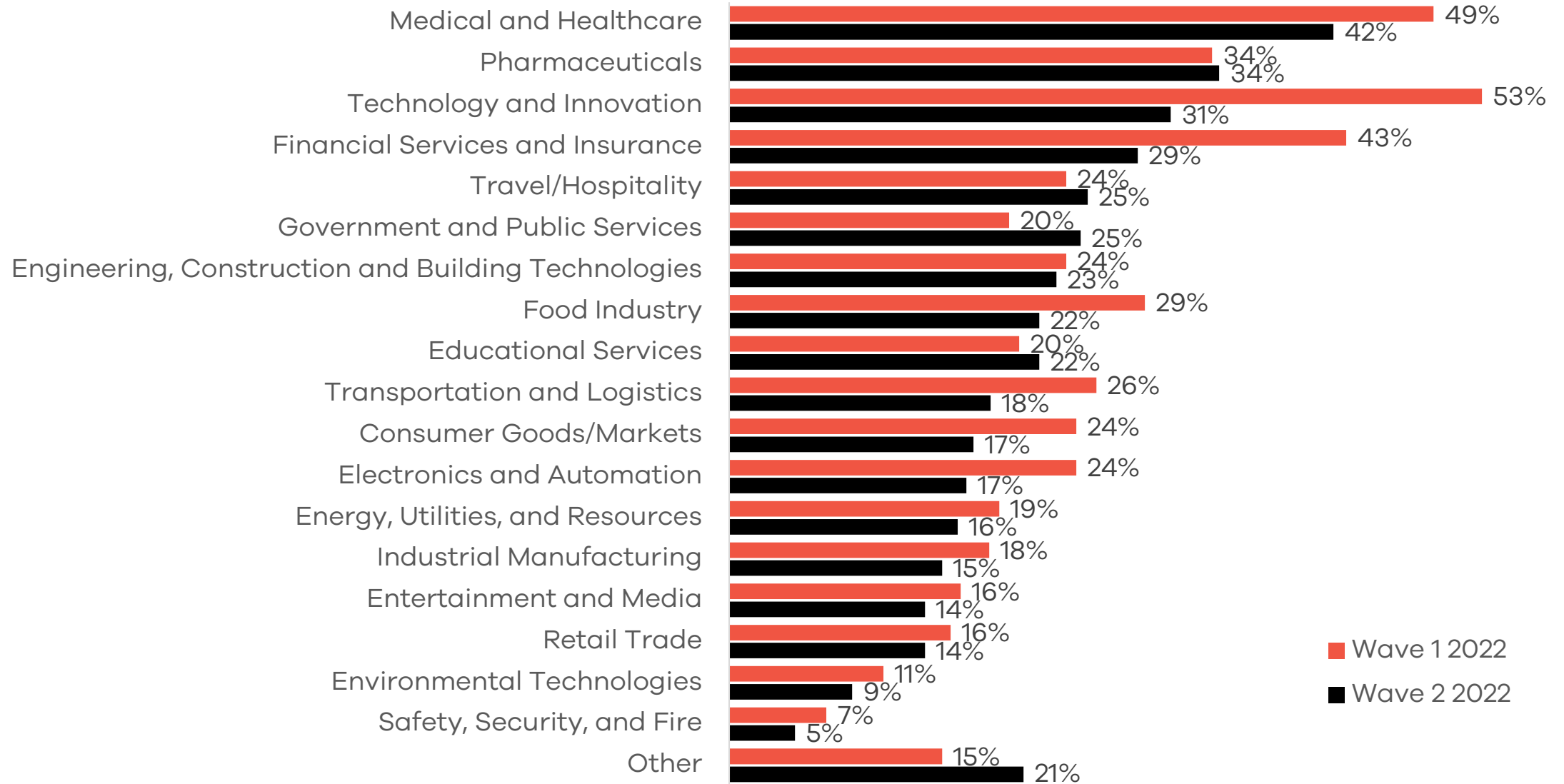


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ Which of the following types of meetings and events do you typically book? (Please select all that apply.)



Industry Segments of Booked Meetings



■ Wave 1 2022
■ Wave 2 2022

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=175)

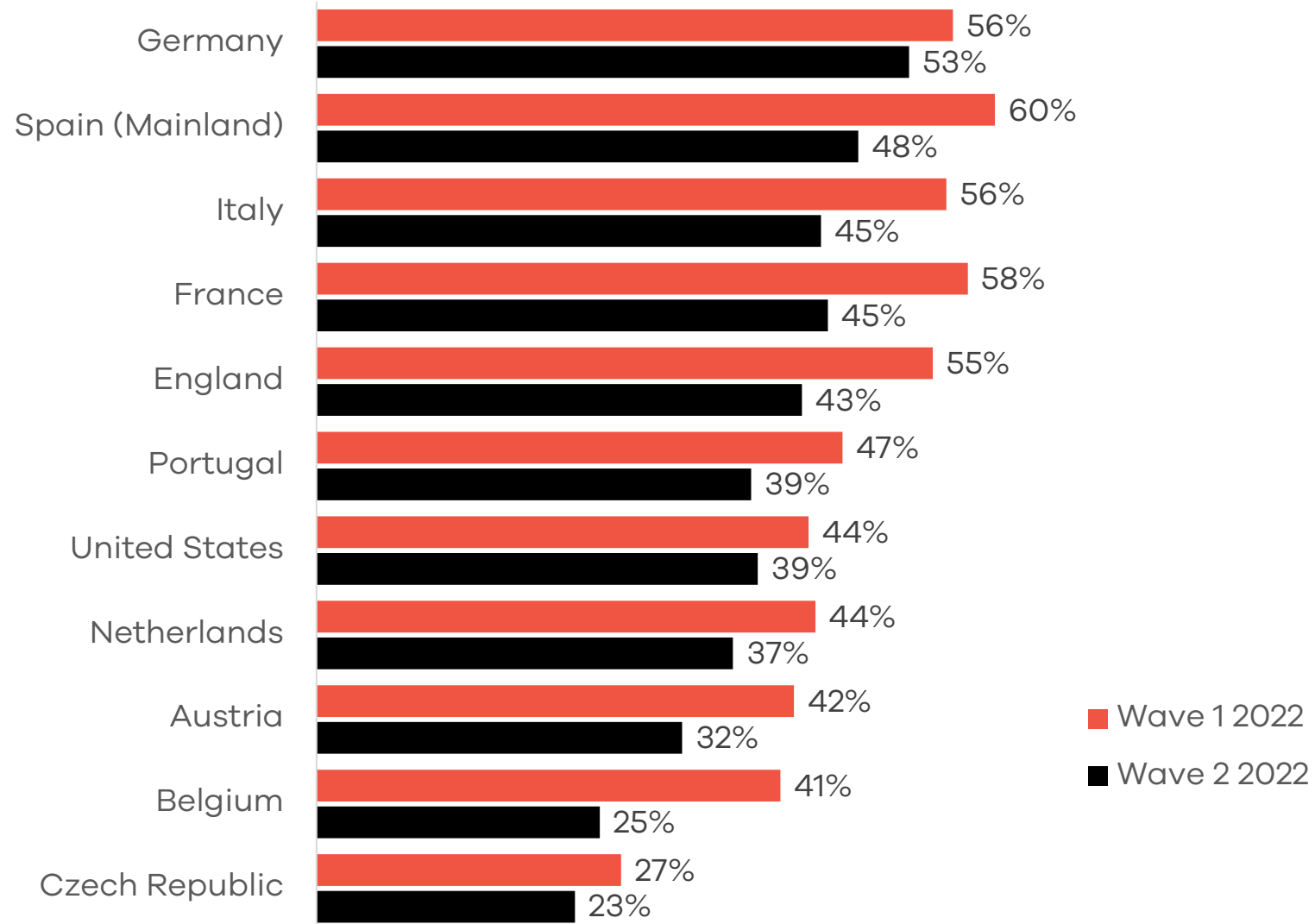
Question/ For which of the following industry segments do you typically book meetings and events? (Please select all that apply.)



Meeting Locations



Past Meeting and Event Destinations

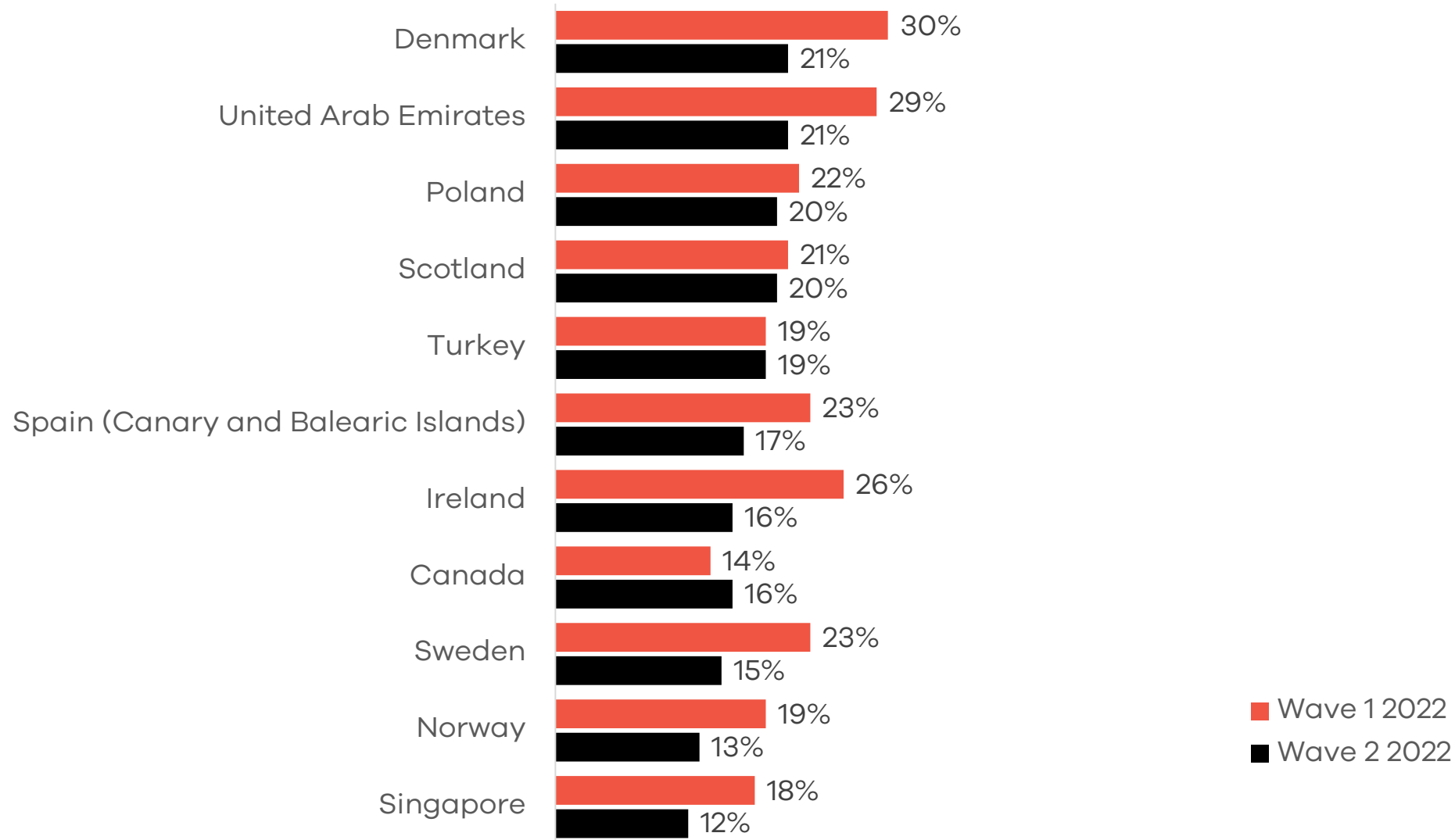


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ In which of the following destinations have you planned meetings or events in the past 5 years? (Please select all that apply.)



Past Meeting and Event Destinations

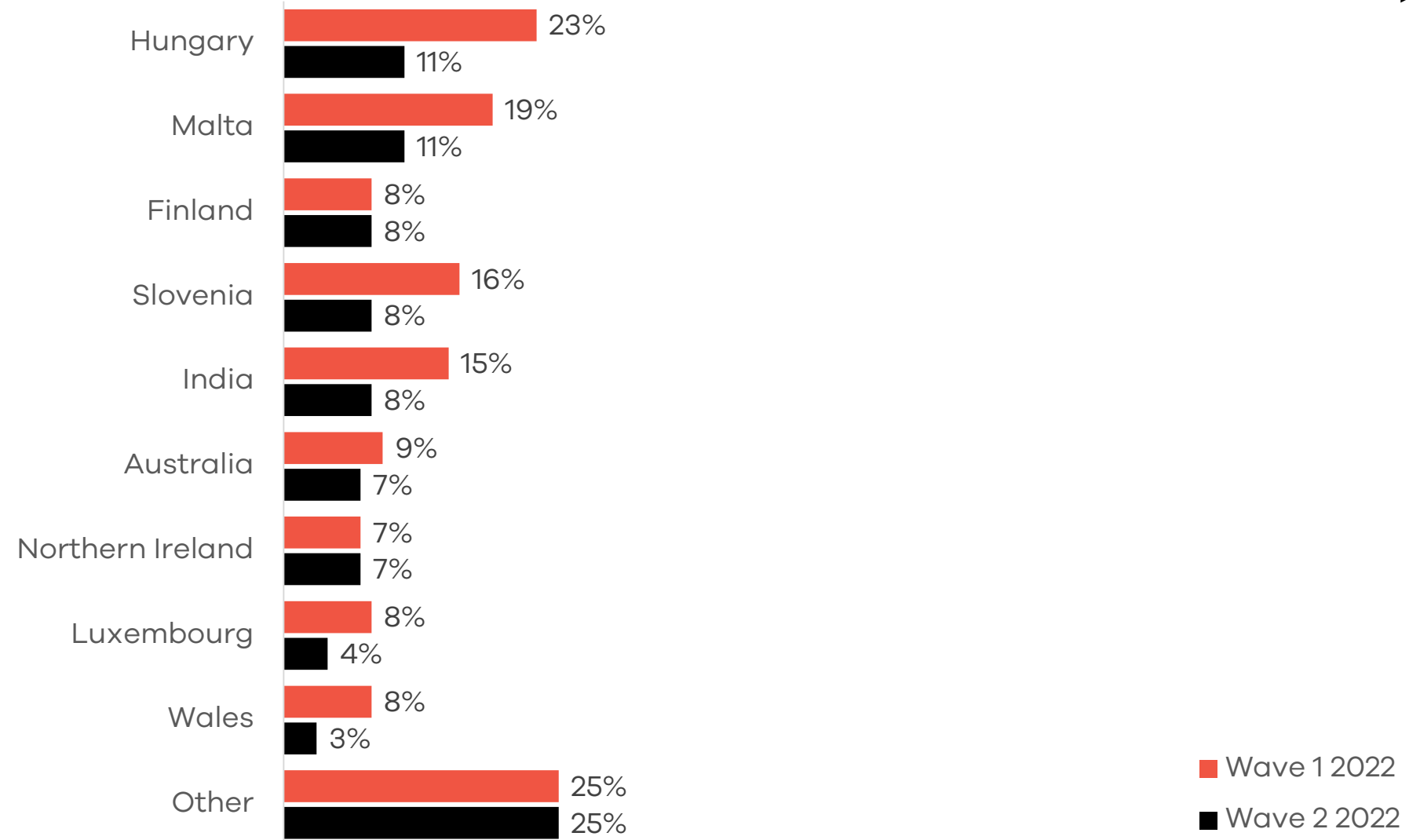


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ In which of the following destinations have you planned meetings or events in the past 5 years? (Please select all that apply.)



Past Meeting and Event Destinations



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ In which of the following destinations have you planned meetings or events in the past 5 years? (Please select all that apply.)



Likelihood to Plan Meetings in Next 2 Years

- European Destinations -

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
Spain (Mainland)	67%	56%
Germany	61%	53%
Portugal	56%	45%
Italy	55%	49%
France	53%	42%
Netherlands	47%	45%
England	46%	37%
Austria	39%	28%
Belgium	36%	24%
Czech Republic	32%	18%
Ireland	31%	21%
Spain (Canary and Balearic Islands)	30%	36%

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
Norway	27%	18%
Malta	26%	22%
Sweden	26%	20%
Hungary	25%	15%
Denmark	25%	19%
Scotland	23%	31%
Slovenia	19%	16%
Iceland	16%	13%
Northern Ireland	14%	12%
Luxembourg	14%	5%
Finland	13%	11%
Wales	13%	6%

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ On a scale from “Not at all likely” (1) to “Extremely likely” (5), how likely are you to plan meetings and events in each of the following destinations in the next 24 months?



Likelihood to Plan Meetings in Next 2 Years

- Non-European Destinations -

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
United States	41%	51%
United Arab Emirates	40%	32%
Mexico	N/A	30%
Singapore	18%	30%
Canada	15%	19%
Caribbean Islands	N/A	19%
Turkey	14%	18%
India	11%	14%
Australia	10%	10%

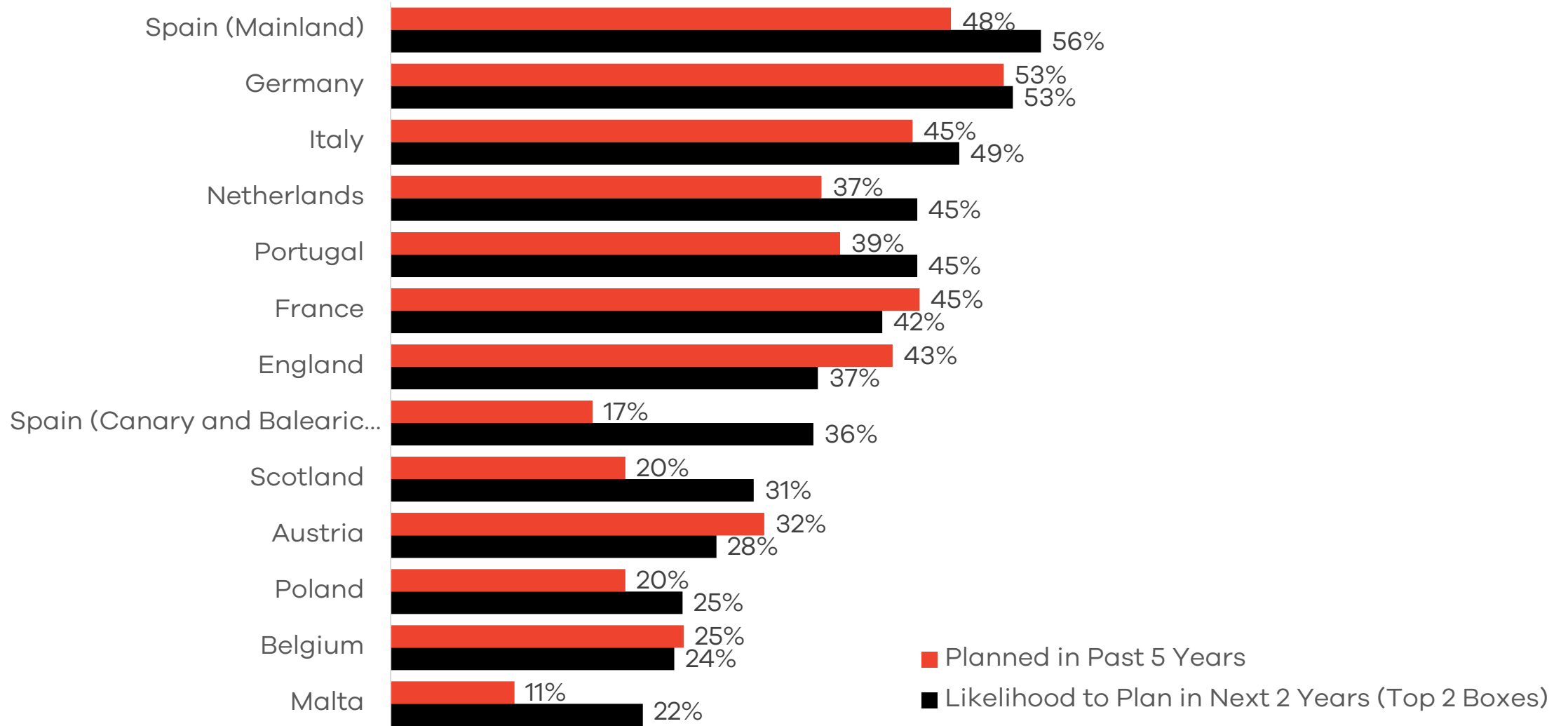
Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=179)

Question/ On a scale from “Not at all likely” (1) to “Extremely likely” (5), how likely are you to plan meetings and events in each of the following destinations in the next 24 months?



Meeting and Event Destinations Comparison

- European -



Source: A Portrait of European Meeting & Convention Travel July 2022

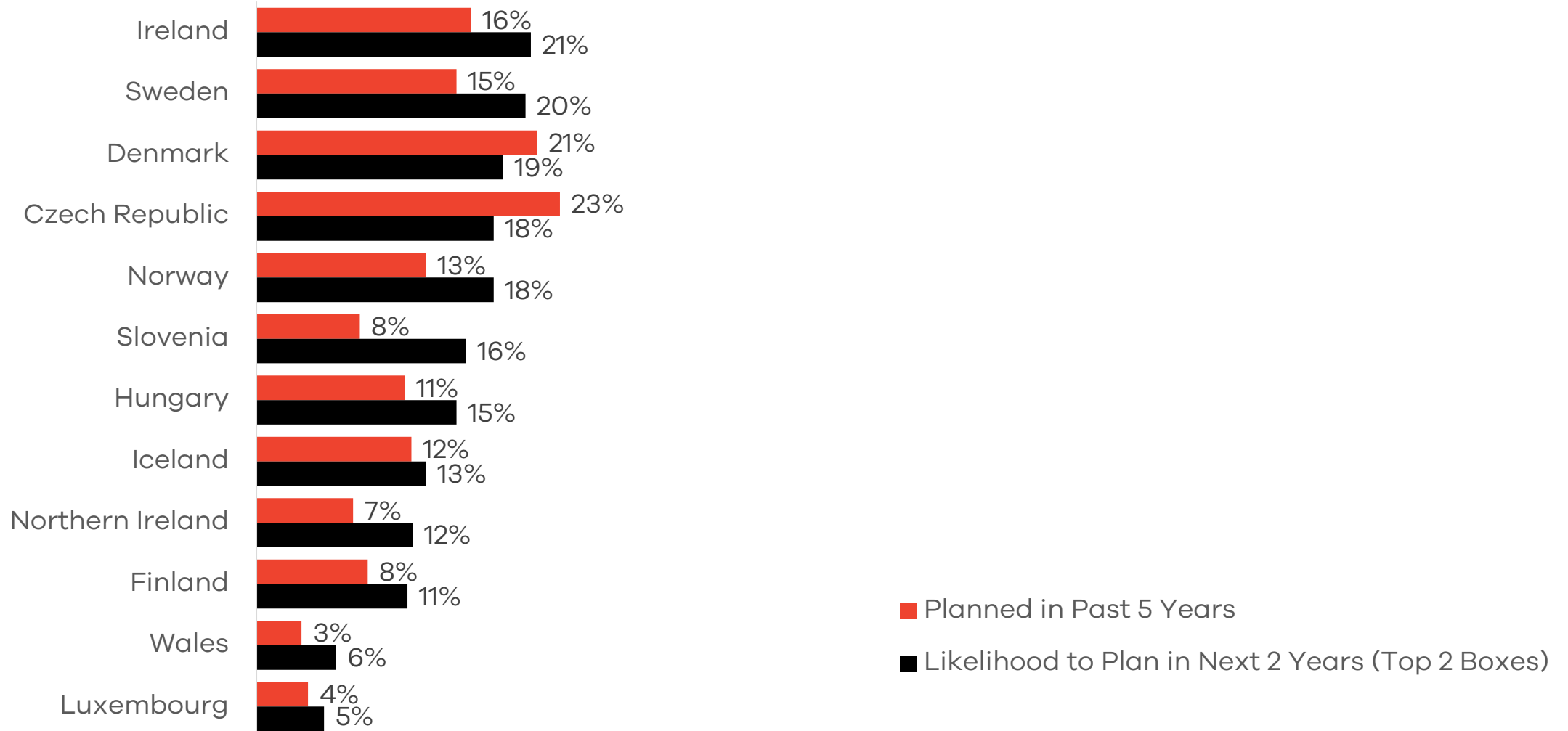
Base: Planning Professionals (n=175)

Question/ On a scale from "Not at all likely" (1) to "Extremely likely" (5), how likely are you to plan meetings and events in each of the following European destinations in the next 24 months?



Meeting and Event Destinations Comparison

- European (cont.) -



Source: A Portrait of European Meeting & Convention Travel July 2022

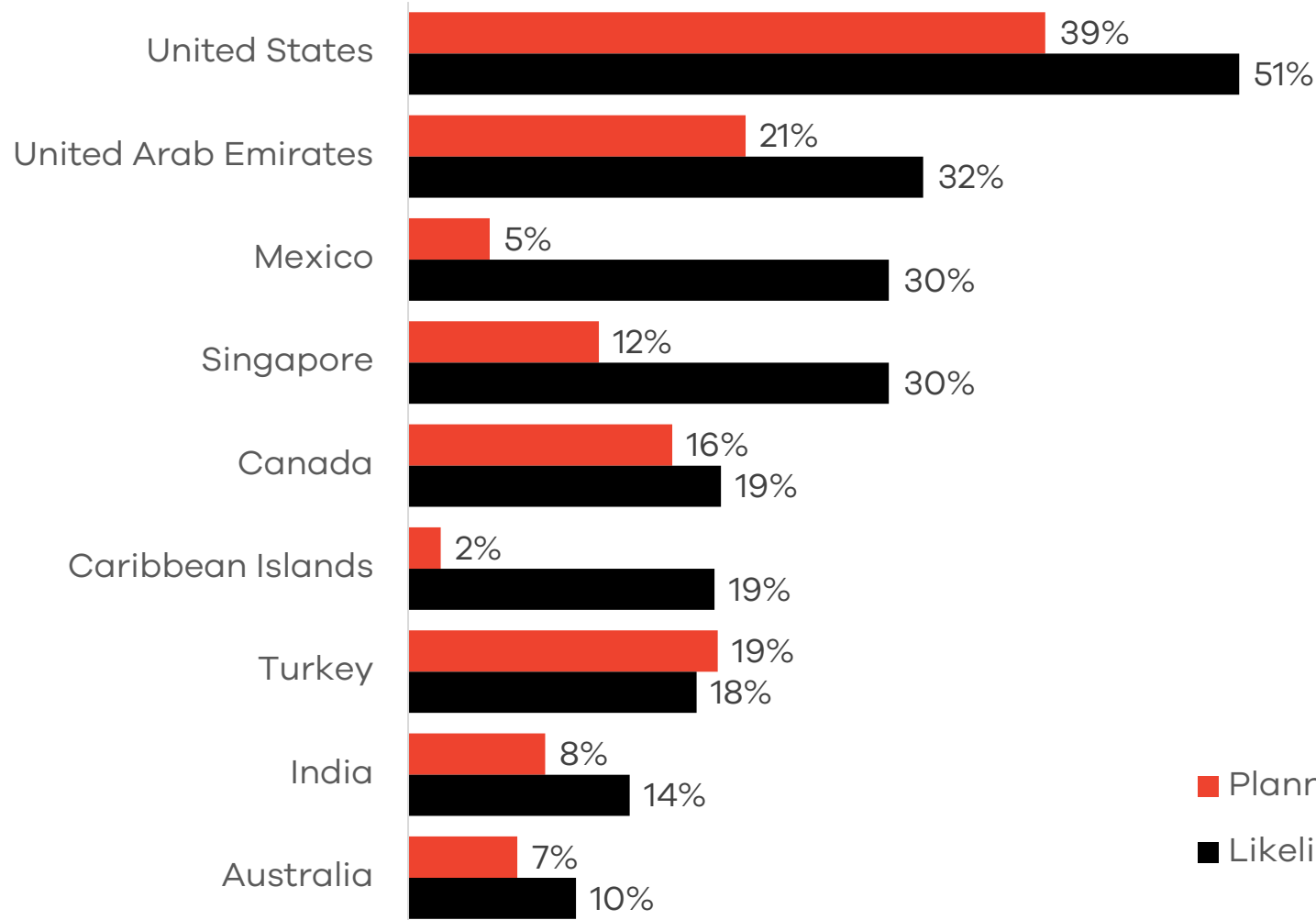
Base: Planning Professionals (n=175)

Question/ On a scale from "Not at all likely" (1) to "Extremely likely" (5), how likely are you to plan meetings and events in each of the following European destinations in the next 24 months?



Meeting and Event Destinations Comparison

- Non-European -



25%

Wave 2 Other

Vietnam	Greece
South America	Thailand
Switzerland	China

- Planned in Past 5 Years
- Likelihood to Plan in Next 2 Years (Top 2 Boxes)

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=175)

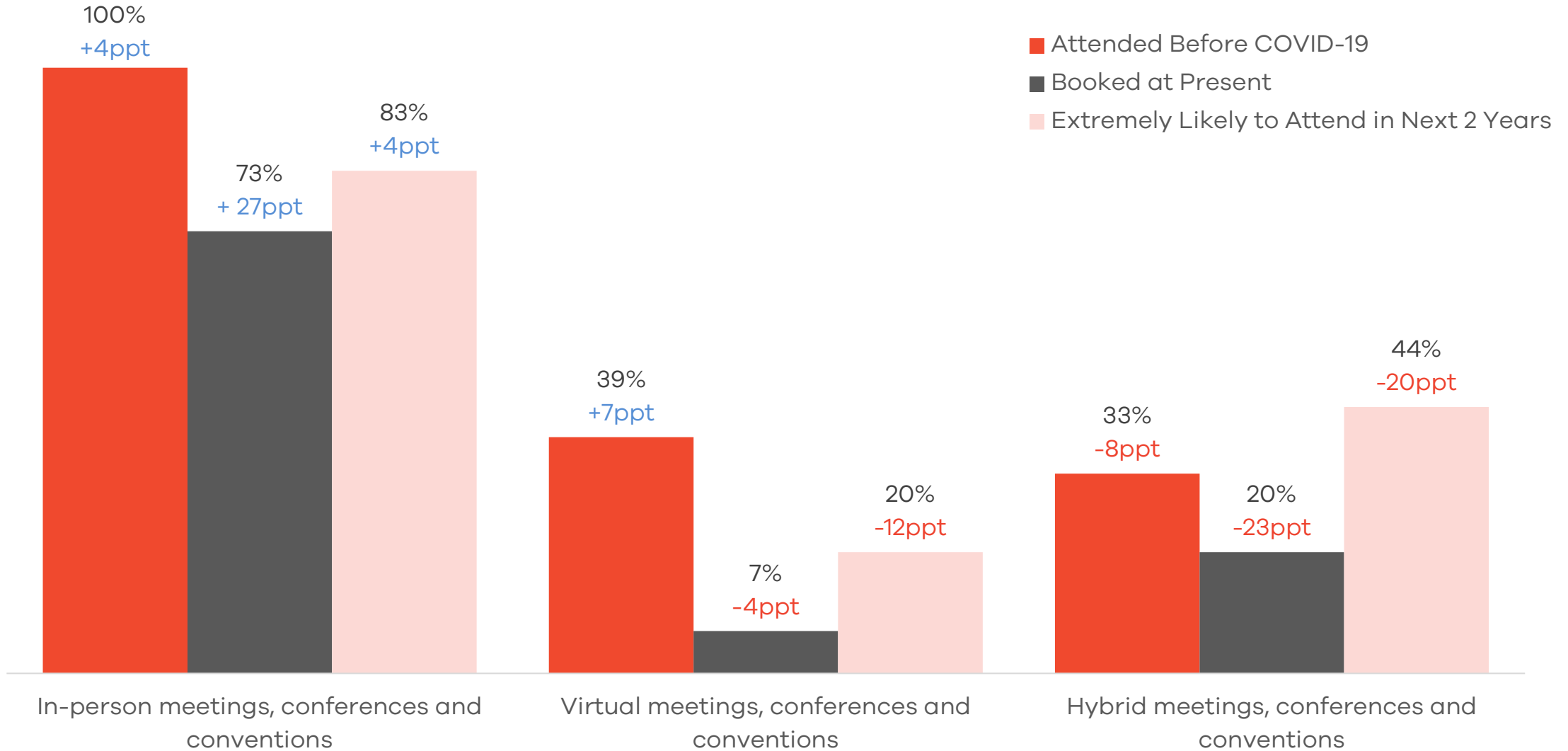
Question/ On a scale from “Not at all likely” (1) to “Extremely likely” (5), how likely are you to plan meetings and events in each of the following non-European destinations in the next 24 months?



Meeting Technologies



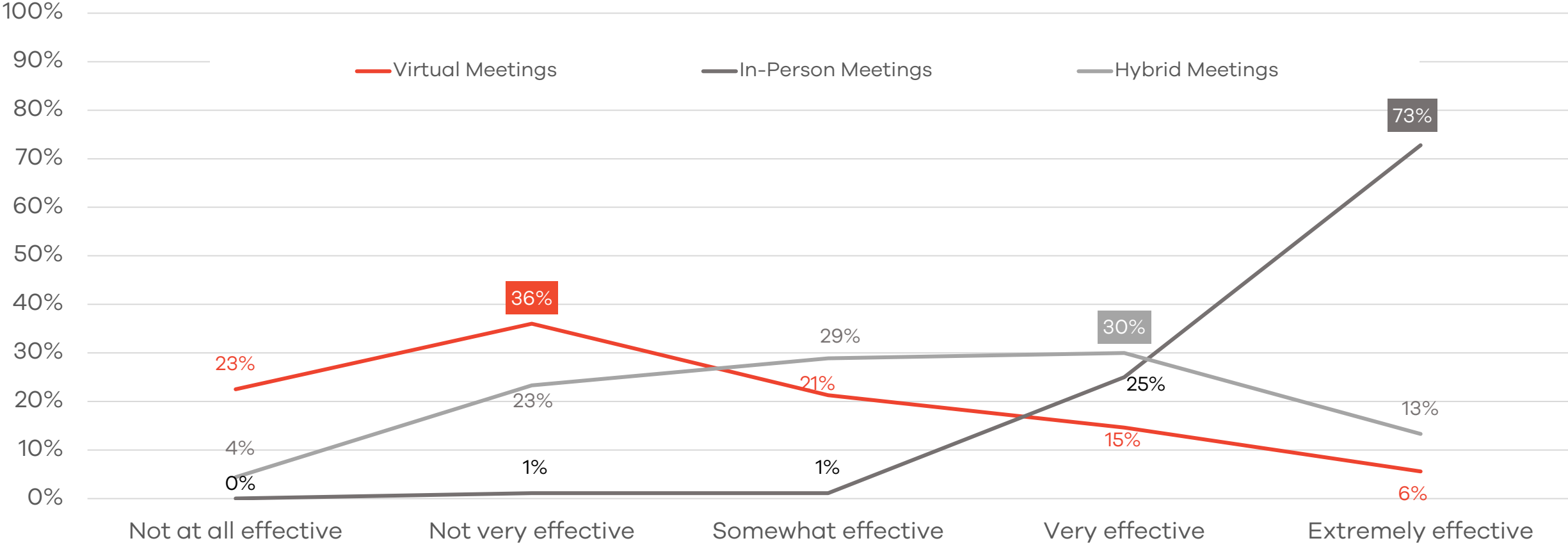
Planned Meeting Forms (compared to Wave 1 2022)



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=92)

Question/ What percent of the meetings you planned before COVID-19 belonged to the following event forms? / How likely is it that you will plan the following types of meeting forms in the next 12 months?

Perception of Overall Effectiveness of Meeting Forms



Source: A Portrait of European Meeting & Convention Travel July 2022

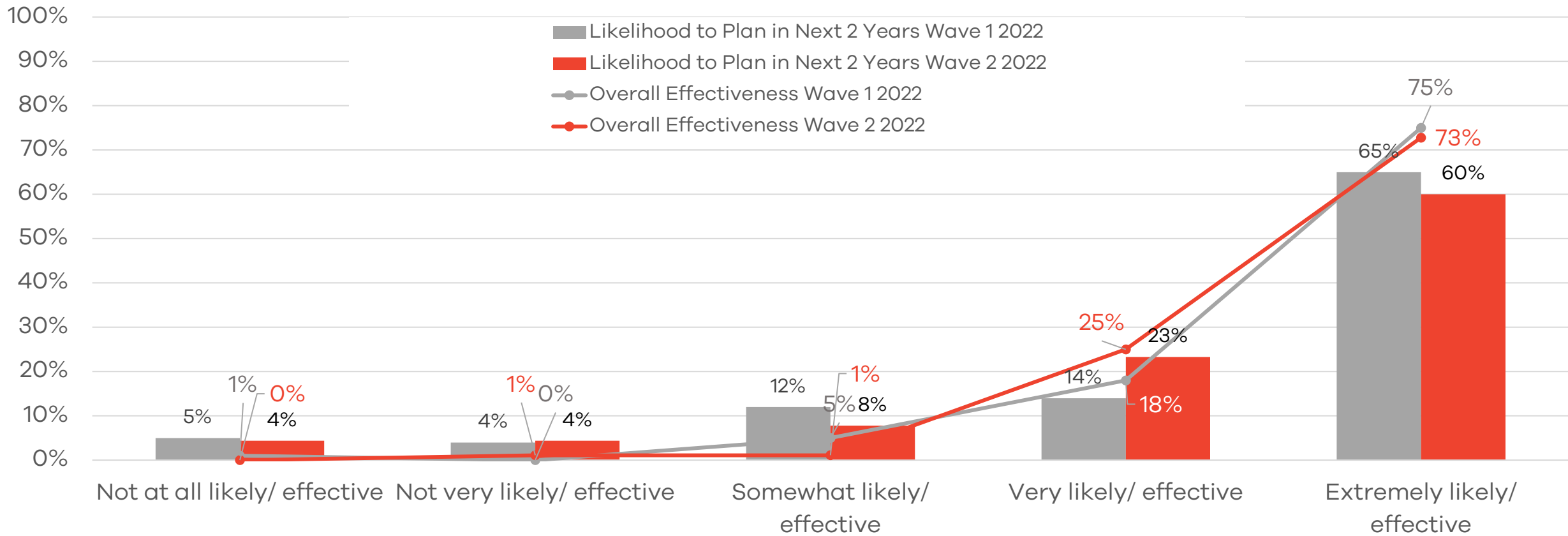
Base: Planning Professionals (n=92)

Question/ Please indicate your overall perception of how effective each of the following types of meeting forms is at delivering the benefits of attending meetings and events in general.



Meeting Form Comparison

– In-Person Meetings and Events –



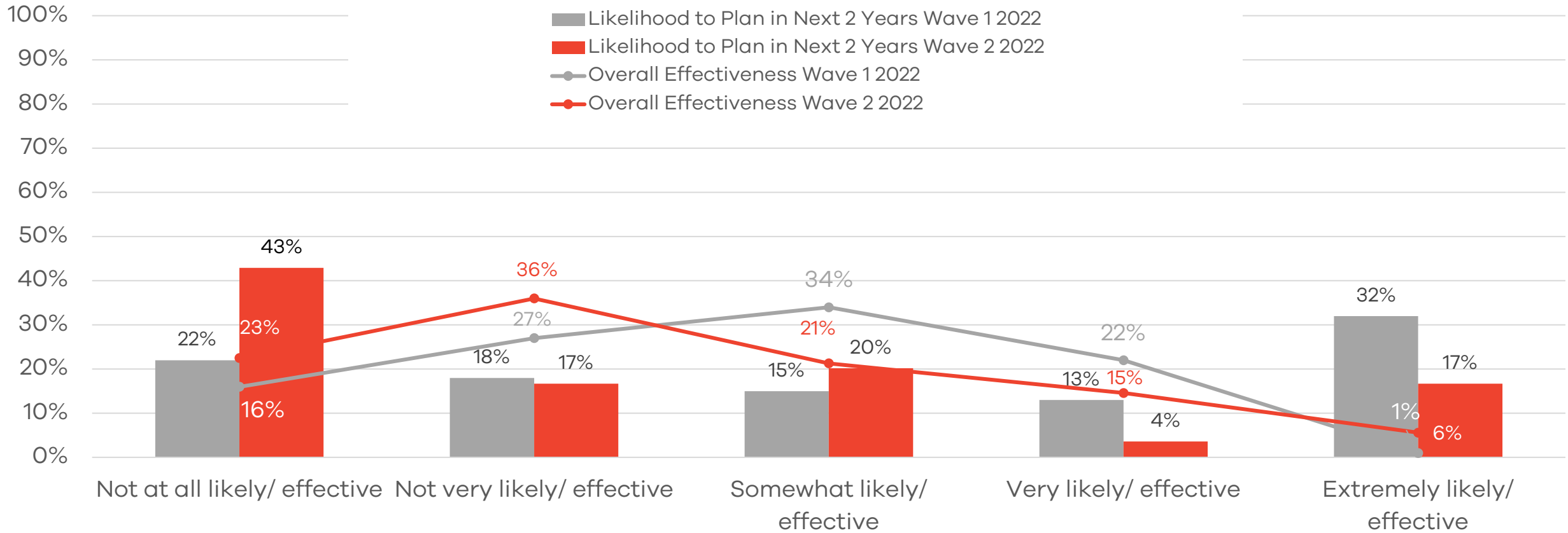
Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=92)

Question/ Please indicate your overall perception of how effective each of the following types of meeting forms is at delivering the benefits of attending meetings and events in general. /How likely do you think it is that you will plan the following types of meeting forms in the next 24 months?



Meeting Form Comparison

- Virtual Meetings and Events -



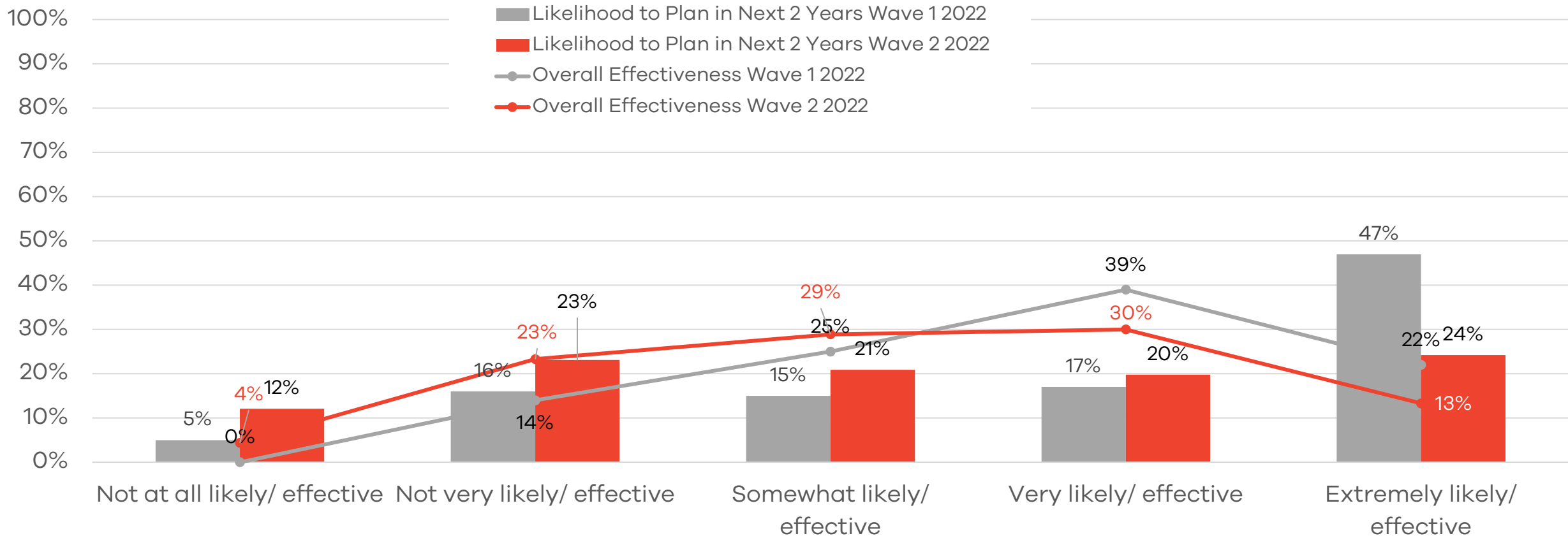
Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=89)

Question/ Please indicate your overall perception of how effective each of the following types of meeting forms is at delivering the benefits of attending meetings and events in general. / How likely do you think it is that you will plan the following types of meeting forms in the next 24 months?



Meeting Form Comparison

– Hybrid Meetings and Events –

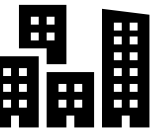


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=90)

Question/ Please indicate your overall perception of how effective each of the following types of meeting forms is at delivering the benefits of attending meetings and events in general. / How likely do you think it is that you will plan the following types of meeting forms in the next 24 months?



Meeting Venues

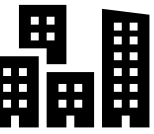


Today's Appeal and Likelihood of Planning in Next 2 Years by Venue Type

	Today's Appeal Compared to COVID-19					Likelihood to Attend in Next 24 Months				
	Much less appealing now	Less appealing	Neutral	More appealing now	Much more appealing now	Not at all likely	2	3	4	Extremely likely
Hotels and Hotel conference rooms	5%	8%	51%	26%	10%	0%	4%	20%	15%	61%
Convention centers	6%	10%	59%	14%	10%	15%	8%	24%	19%	33%
Venues that are truly unique to a destination	3%	4%	45%	18%	31%	10%	6%	19%	23%	42%
Historic landmarks or facilities	5%	4%	53%	22%	17%	15%	11%	23%	23%	29%
Sports venues (e.g. stadiums, arenas, golf courses, etc.)	18%	17%	49%	10%	5%	36%	16%	27%	12%	9%

Source: A Portrait of European Meeting & Convention Travel April 2022
Base: Planning Professionals (n=80)

Question/ Please rate how appealing each of the following types of venues is for you to book a meeting and event now compared to a few years ago before COVID-19. / Please indicate how likely you are to plan a meeting and event in the following types of venues in the next 24 months.



Today's Appeal and Likelihood of Planning in Next 2 Years by Venue Type

		Today's Appeal Compared to COVID-19					Likelihood to Attend in Next 24 Months				
		Much less appealing now	Less appealing	Neutral	More appealing now	Much more appealing now	Not at all likely	2	3	4	Extremely likely
Hotels and Hotel conference rooms		1%	12%	42%	27%	17%	3%	3%	21%	27%	46%
Convention centers		8%	11%	50%	21%	9%	16%	19%	16%	21%	27%
Venues that are truly unique to a destination		0%	2%	35%	30%	32%	3%	6%	15%	39%	37%
Historic landmarks or facilities		0%	11%	38%	28%	22%	4%	14%	25%	40%	17%
Sports venues (e.g. stadiums, arenas, golf courses, etc.)		14%	22%	42%	13%	10%	31%	27%	26%	7%	9%

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=99)

Question/ Please rate how appealing each of the following types of venues is for you to book a meeting and event now compared to a few years ago before COVID-19. / Please indicate how likely you are to plan a meeting and event in the following types of venues in the next 24 months.

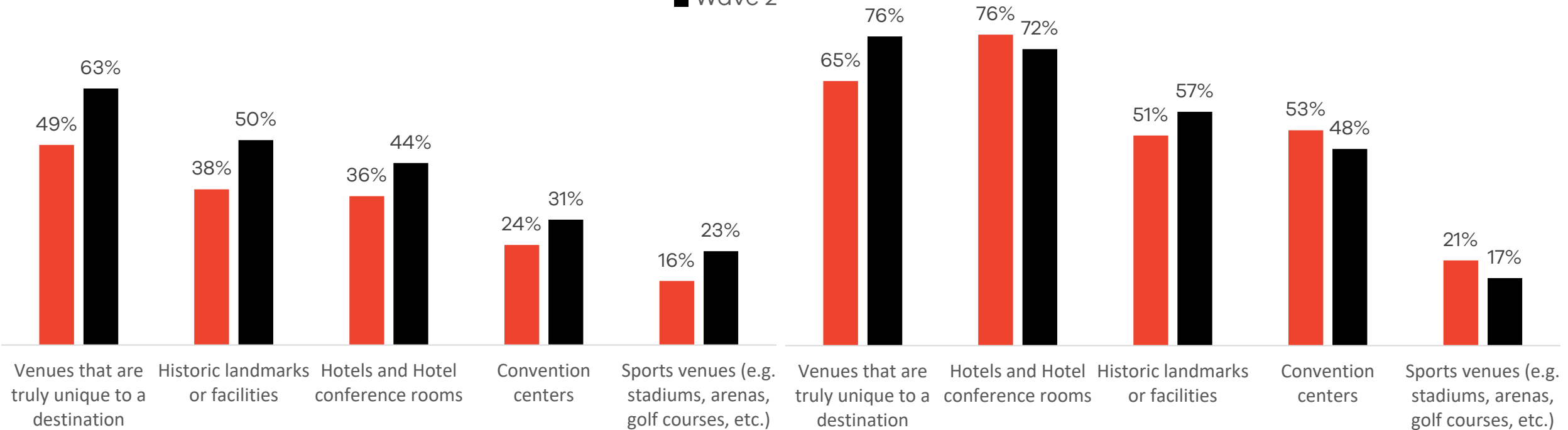


Today's Appeal and Likelihood of Planning (Top 2 boxes) by Venue Type

Prior to COVID-19

Next 24 Months

■ Wave 1
■ Wave 2



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=99)

Question/ Please rate how appealing each venue currently is for you to book a meeting and event compared to before COVID-19. / Please rate how likely you are to plan a meeting and event in the following types of venues in the next 24 months.

Importance of Venue Characteristics



	Wave 1	Wave 2
On-site, dedicated production manager and/or team for all technology needs (Wave 1 mean = 4.2, Wave 2 mean= 3.88)	73%	69%
On-site digital production studio for hybrid meeting and event capabilities (Wave 1 mean = 3.8, Wave 2 mean= 3.25)	61%	52%
Enough usable space in the venue for attendee social distancing (Wave 1 mean = 3.8, Wave 2 mean= 3.54)	63%	52%
Touchless technology as a standard throughout the venue (e.g. doors, restroom facilities, food/beverage service, etc.) (Wave 1 mean = 3.6, Wave 2 mean= 3.17)	51%	41%
On-site medical facility for attendees who exhibit illness symptoms (Wave 1 mean = 3.4, Wave 2 mean= 3.18)	54%	42%
The ability to project a speaker live in a venue via hologram technology (Wave 1 mean = 3.0, Wave 2 mean= 2.69)	27%	28%
The ability to offer Augmented Reality (AR) and Virtual Reality (VR) to simulate live experiences or raise brand awareness of new products (Wave 2 mean=2.60)	N/A	24%

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=99)

Question/ Based on your experience, how important do you expect each of the following characteristics to be in a venue when you are planning large conferences or conventions in the future?



COVID-19 Impact

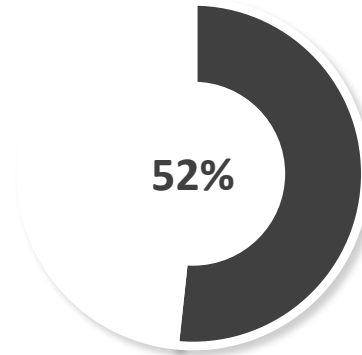


Likelihood to Book Meetings Changed with COVID-19



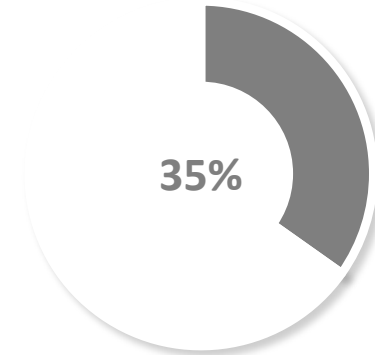
Entirely

- Clients more hesitant & sceptic
- Longer decision-making periods/ later booking periods
- No more planning reliability
- Change from on-site to on-line meetings
- More difficulty to predict accurate attendance numbers- increased



Partially

- dropouts of both attendees and speakers
- Not as many live events
- Groups are smaller
- Need more flexibility in rescheduling/postponement depending on last minute changes



Not at all

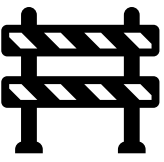
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=89)

Question/ Has your likelihood to book meetings and events in the future changed because of the COVID-19 pandemic?

Likelihood to Book Meetings Changed with COVID-19

[open-end answers, "verbatim"]



I hope yes	Uncertainty if holding a meeting each year is needed and affordable
We look for more sustainable option and short distance travel	depends on the budget
mood for travel decreased and perspective for hybrid events increased	more and more last minute congresses and difficulty to handle with limited staffing
There is still uncertainty over people's (and their employers) comfort to travel, so we still have to have a 'going virtual' contingency plan in place and also expect drop-outs of attendees and presenters.	We set a deadline after which we decide if the event would be held or not in hybrid or physical formats - if there are only a few physical participants we switch the event to full online mode.
Due to restrictions	Not a lot... we have to pay attention and work closely with the destination
Need to book larger venues as the desire to meet has become even more important for our members	With uncertainty of events take place and with many crises around our management asked to organize less events.
Aware of risk - not covid - but cxi terms etc	Smaller groups, lower budgets for f2f meetings and events.
My specific sector always had compliance restrictions . The pre Covid compliance regulations have been enhanced by travel restrictions,& safety compliance regulations. Many decision makers have seen that they could get away with virtual meeting over 2 years and take much longer to grant approvals.	The clients might be concerned about booking well in advance due to a plausible new lockdown in Europe for example
will see	Taking into account the Covid restrictions and and financial impact related to that
unsecurity still persisting	Meetings are booked later and different meetings are combined together.

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=89)

Question/ Has your likelihood to book meetings and events in the future changed because of the COVID-19 pandemic?

Meeting and Event Recovery Expectations



	Volume didn't change	Within the next 3 months	Within the next 6 months	Within the next 12 months	Within the next 24 months	More than 2 years	Never
Large Corporate Meetings	15%	15%	16%	23%	17%	4%	11%
Convention or Conferences	21%	15%	19%	23%	12%	7%	4%
Incentive Programs	22%	15%	9%	33%	14%	5%	1%
Fairs, Trade Fairs, Trade Shows or Exhibitions	23%	11%	12%	24%	15%	10%	5%
Association Meeting	24%	14%	15%	25%	11%	6%	5%
Seminar and Workshops	36%	16%	11%	31%	4%	1%	2%

Slower



Faster

Recovery

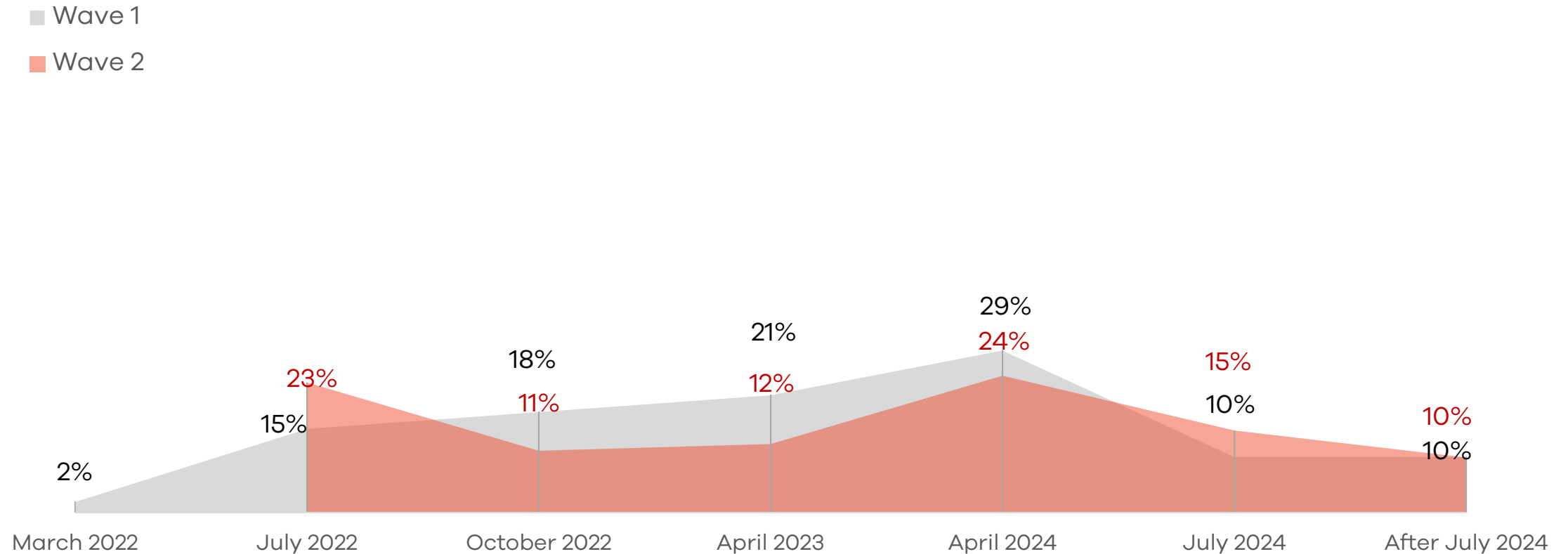
Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=85)

Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?



Meeting and Event Recovery Expectations

- Fairs, Trade Fairs, Trade Shows or Exhibitions -



Source: A Portrait of European Meeting & Convention Travel July 2022

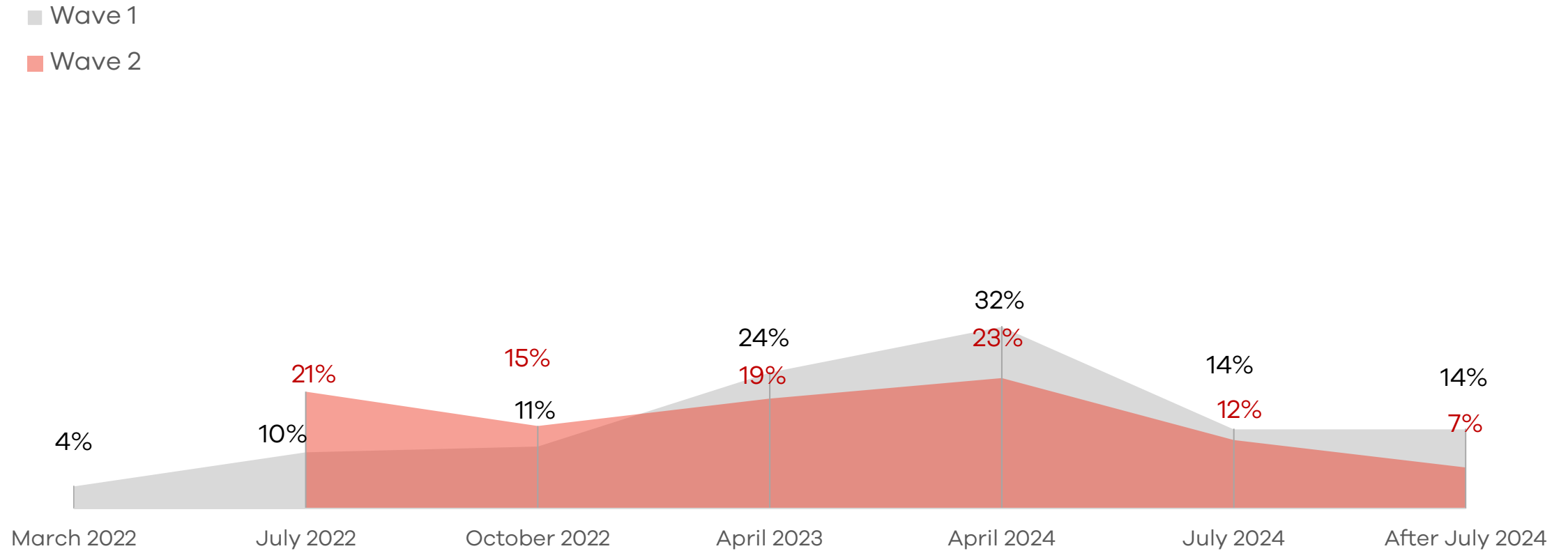
Base: Planning Professionals (n=82)

Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?



Meeting and Event Recovery Expectations

- Convention or Conferences -



Source: A Portrait of European Meeting & Convention Travel July 2022

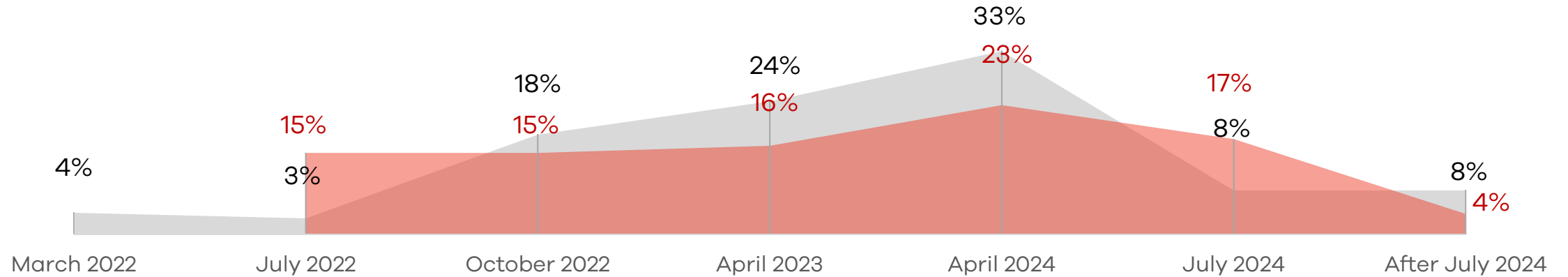
Base: Planning Professionals (n=83)

Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?

Meeting and Event Recovery Expectations - Large Corporate Meetings -



■ Wave 1
■ Wave 2



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=82)

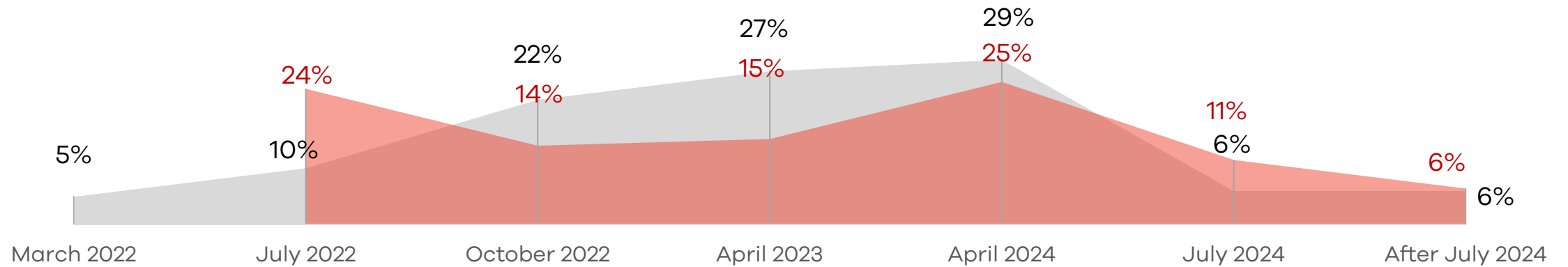
Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?

Meeting and Event Recovery Expectations

- Association Meeting -



■ Wave 1
■ Wave 2

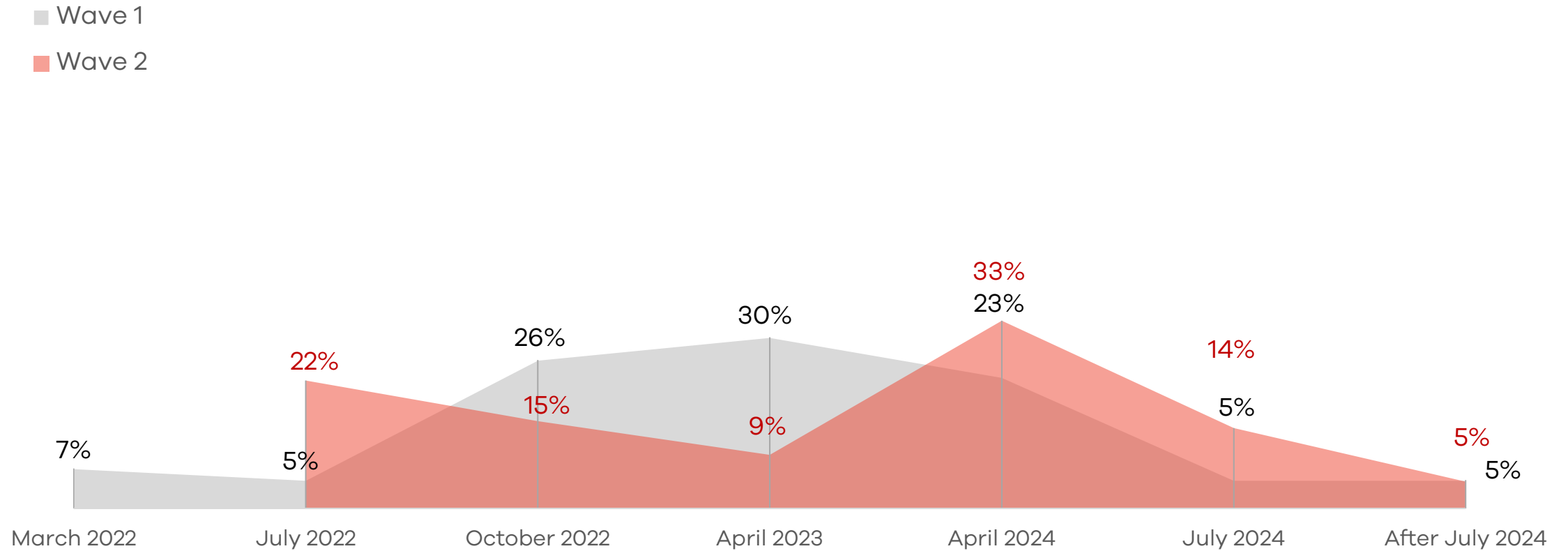


Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=80)

Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?

Meeting and Event Recovery Expectations - Incentive Programs -



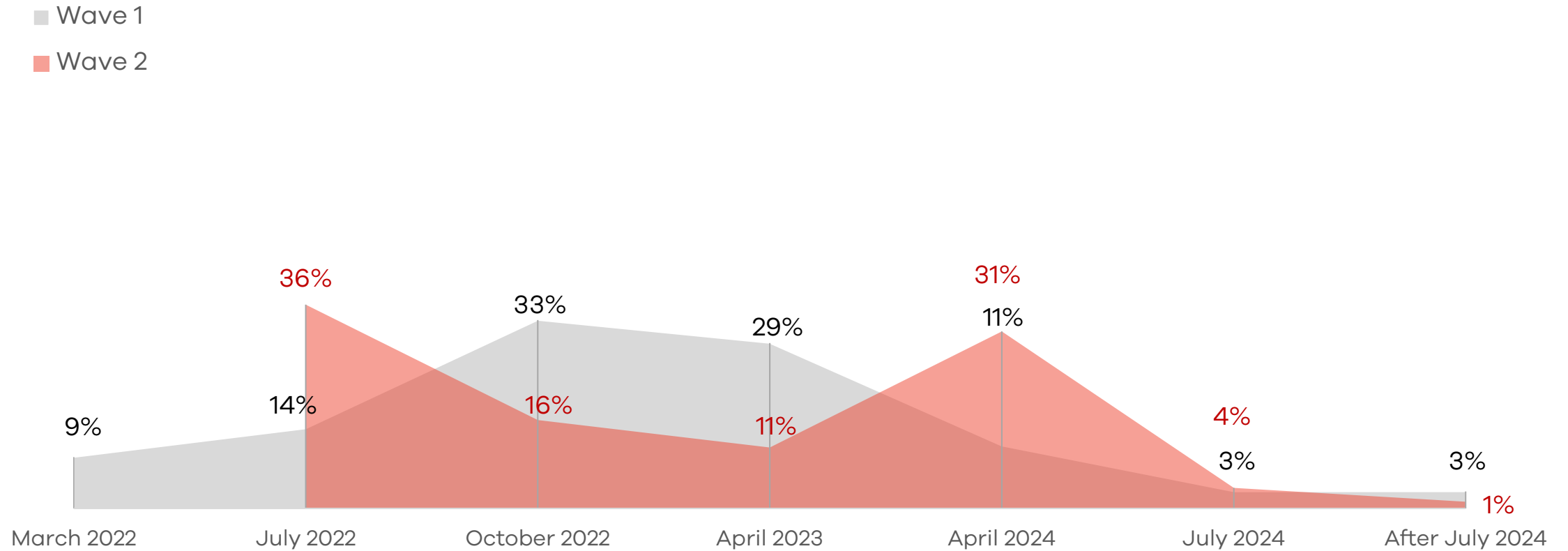
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=85)

Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?

Meeting and Event Recovery Expectations

- Seminar and Workshops -



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=84)

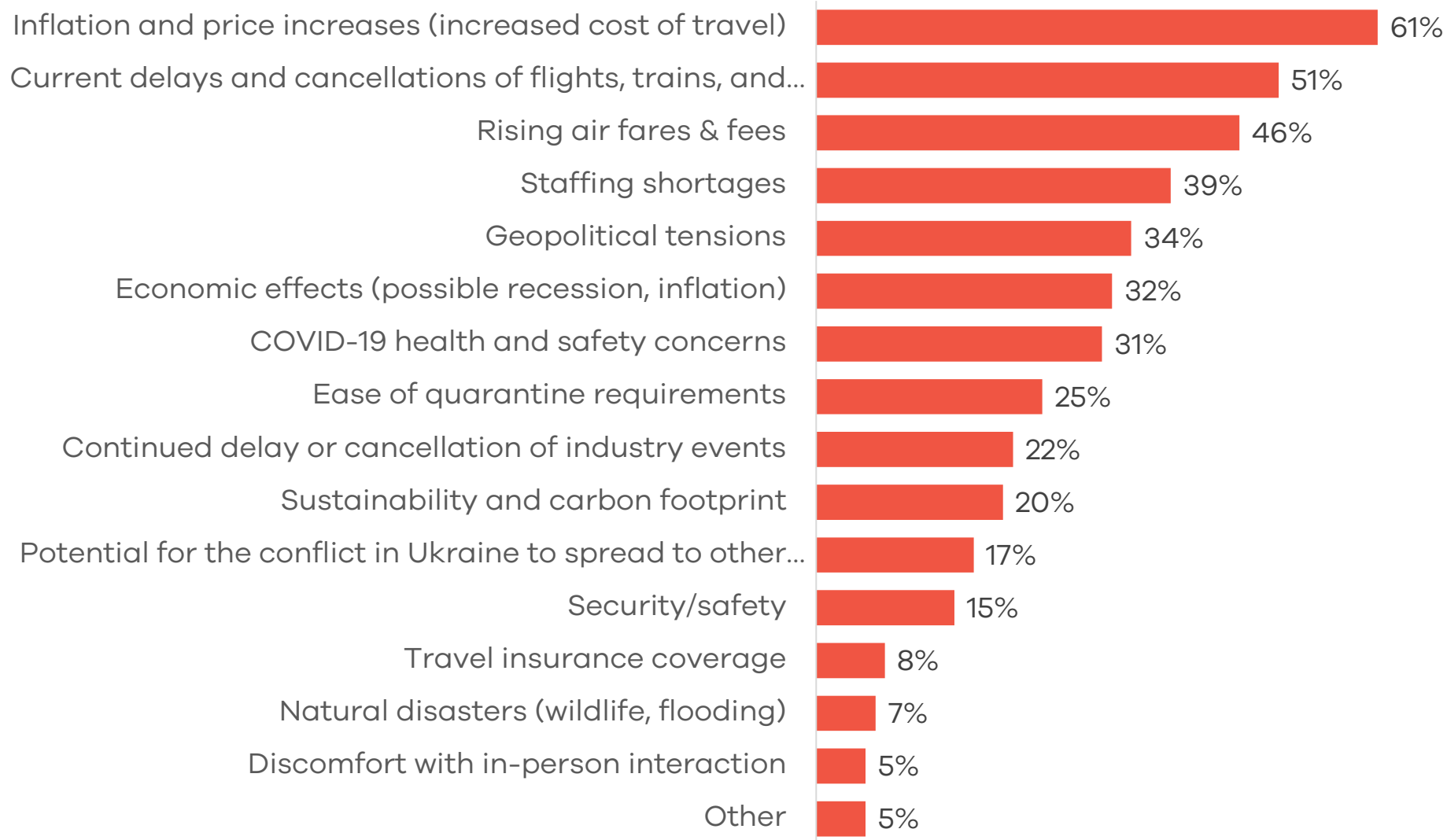
Question/ When do you expect each of the following types of meetings and events to return to the same volume of meetings as before COVID-19?



Economic Impact and Sustainability Programs



Factors Impacting Ability to Book



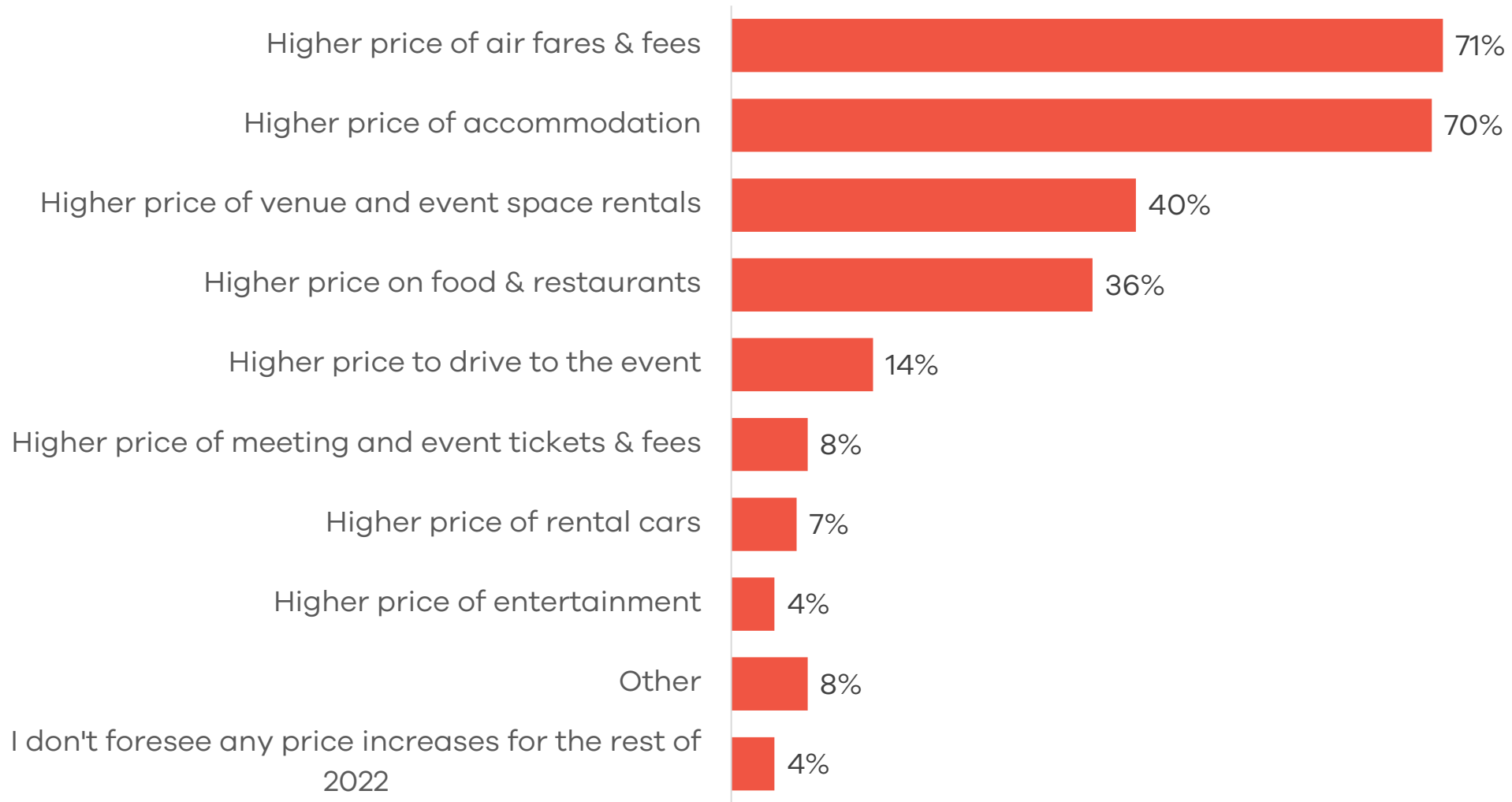
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=93)

Question/ From the list below, please select up to five (5) factors that you think are currently impacting your ability to book meetings and events most?



Categories Anticipated To Have The Greatest Impact On Meeting And Event Travel Expenditures In 2022



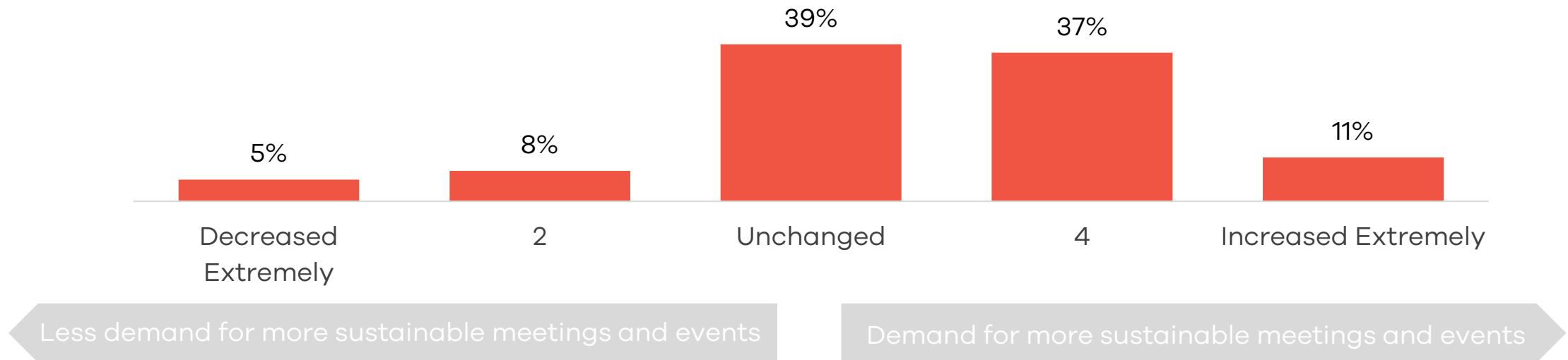
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=92)

Question/ Due to the looming inflation, please select the top three (3) categories you anticipate having the greatest negative impact on meeting and event travel expenditures for the rest of 2022?



Demand For More Sustainable Meetings And Events



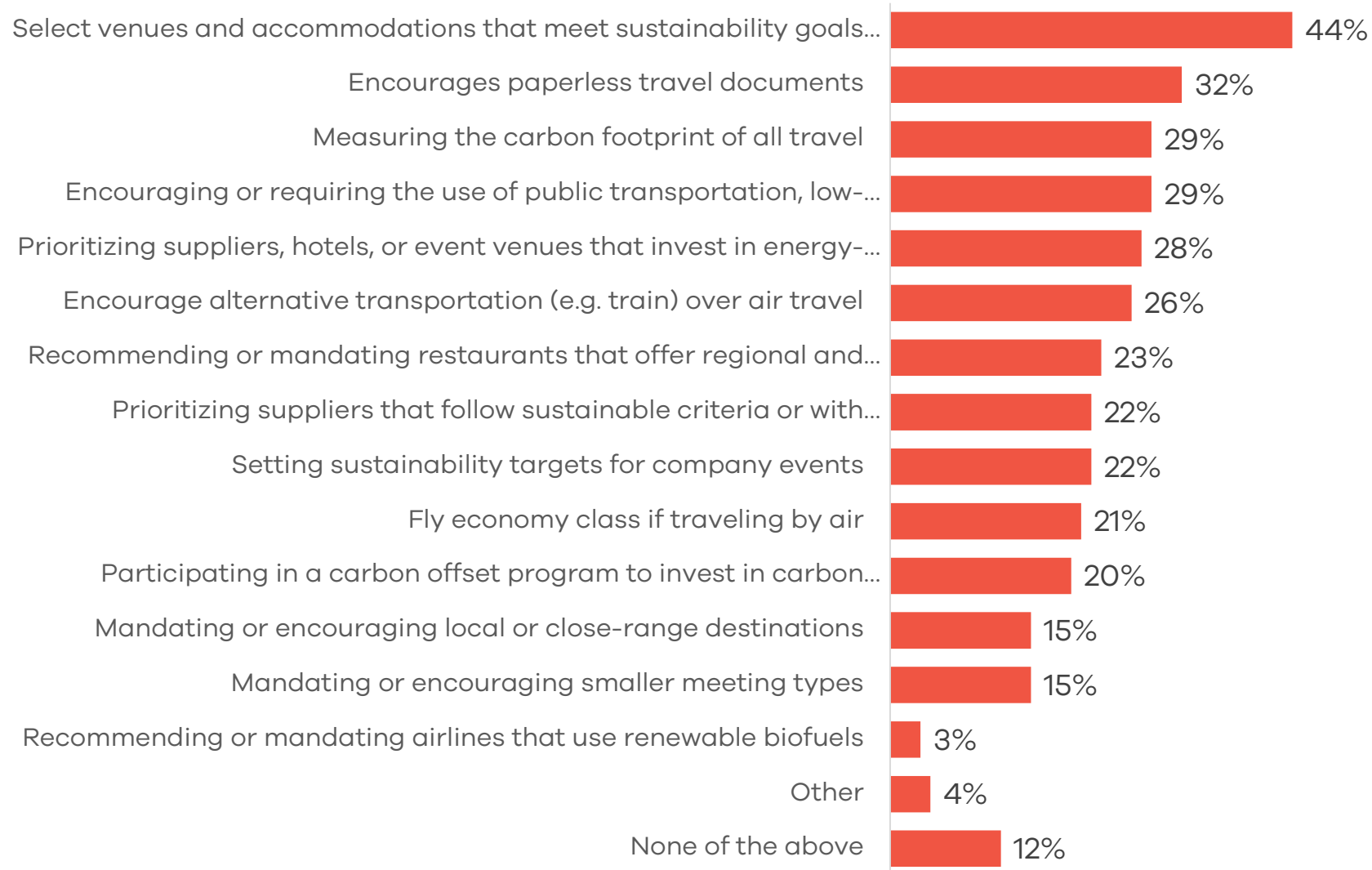
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=92)

Question/ In general, how has the demand for booking sustainable meetings and events changed compared to before COVID-19?



Sustainability Efforts Most Frequently Requested



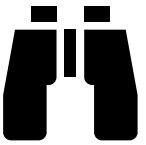
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=91)

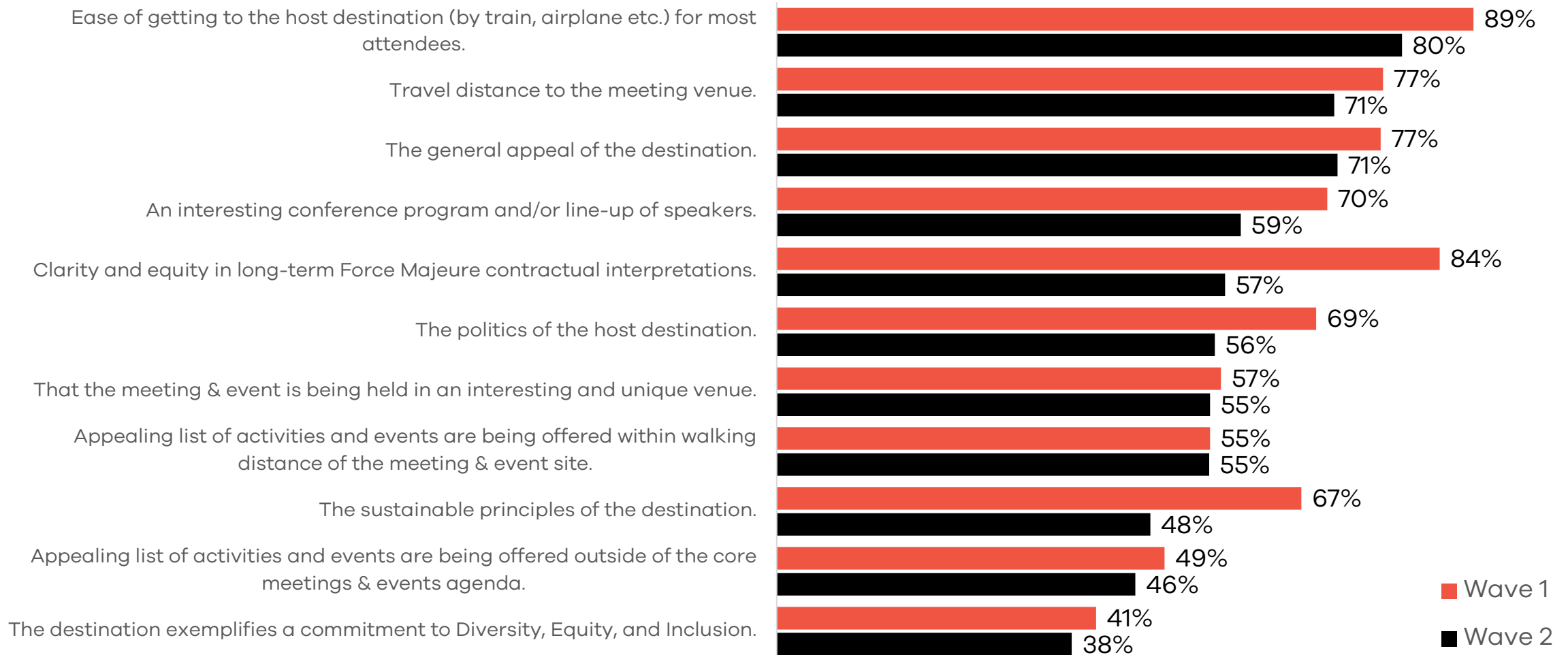
Question/ Please select up to five (5) sustainability efforts that are most frequently requested when booking a meeting and event? (Please select up to 5.)



Future Outlook



Factors Affecting Decision to Plan a Meeting and Event in the Next 2 Years (Top 2 Boxes)



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Planning Professionals (n=82)

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?.

Importance of Characteristics of Destinations for Planners



	Not at all Important	2	3	4	Extremely Important
Accessibility of the destination	0%	1%	9%	34%	56%
Safe and secure destination	0%	1%	13%	27%	59%
Cost of travel to the destination	0%	1%	9%	37%	53%
Overall cost of holding the event at the destination	3%	0%	14%	23%	60%
Event infrastructure (e.g. locations, hotels)	0%	4%	6%	46%	44%
Hygiene standards at the destination	3%	4%	15%	31%	47%
Range of quality accommodation options	1%	0%	14%	51%	33%
Political stability	1%	5%	18%	32%	44%
Appeal of the destination (e.g. sector strength, cultural, scenic, sights)	0%	4%	17%	53%	26%
Range of local attractions and experiences	0%	8%	27%	47%	18%
Authenticity of the destination	4%	5%	33%	35%	23%
Digital readiness	5%	12%	27%	30%	26%
Sustainability efforts of the destination	5%	13%	31%	37%	14%
Conservation of natural heritage and biodiversity at the destination (e.g. respecting the local eco-system)	8%	15%	33%	32%	12%
Socio-economic benefits of destination (e.g. stable employment, social services)	8%	22%	35%	26%	10%

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Planning Professionals (n=79)

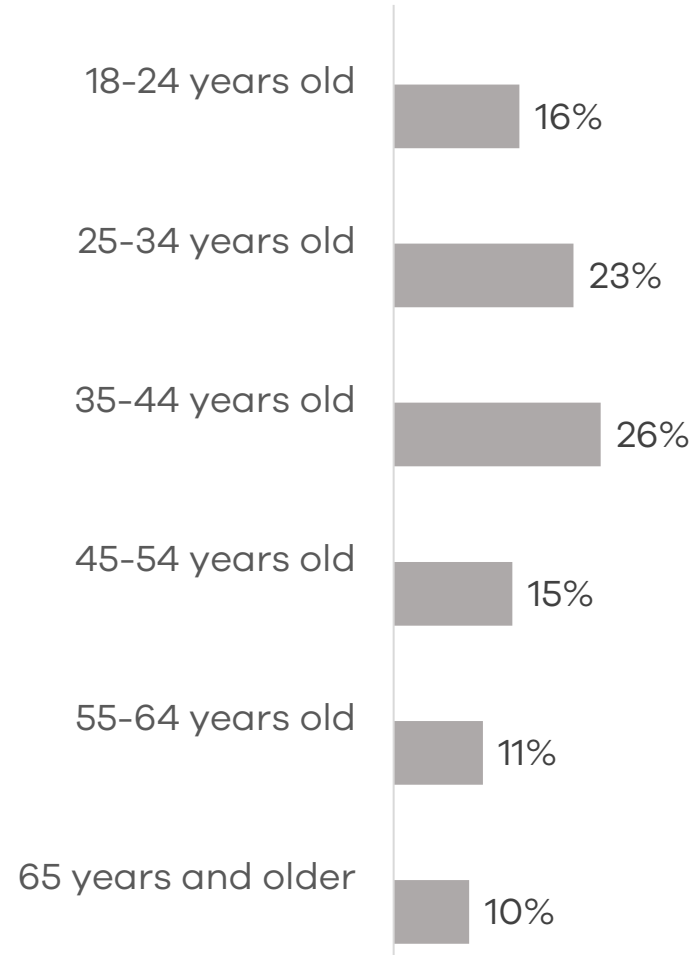
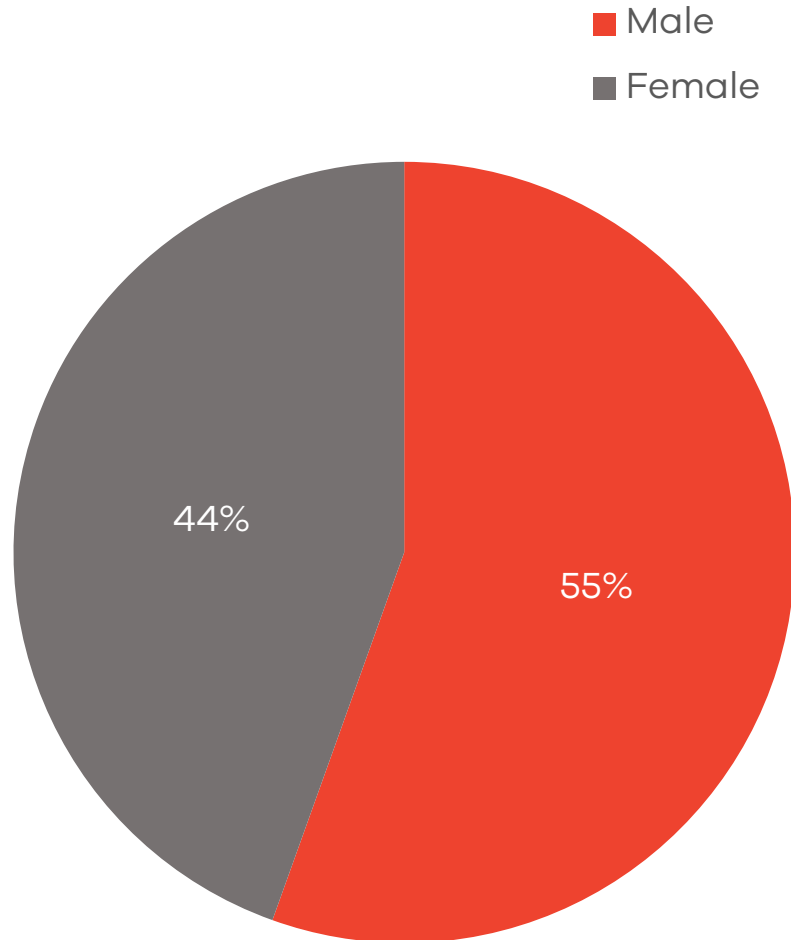
Question/ Based on your experience, how important do you expect each of the following characteristics to be in a venue when you are planning large conferences or conventions in the future?



ATTENDEES

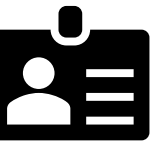


Respondent Demographic

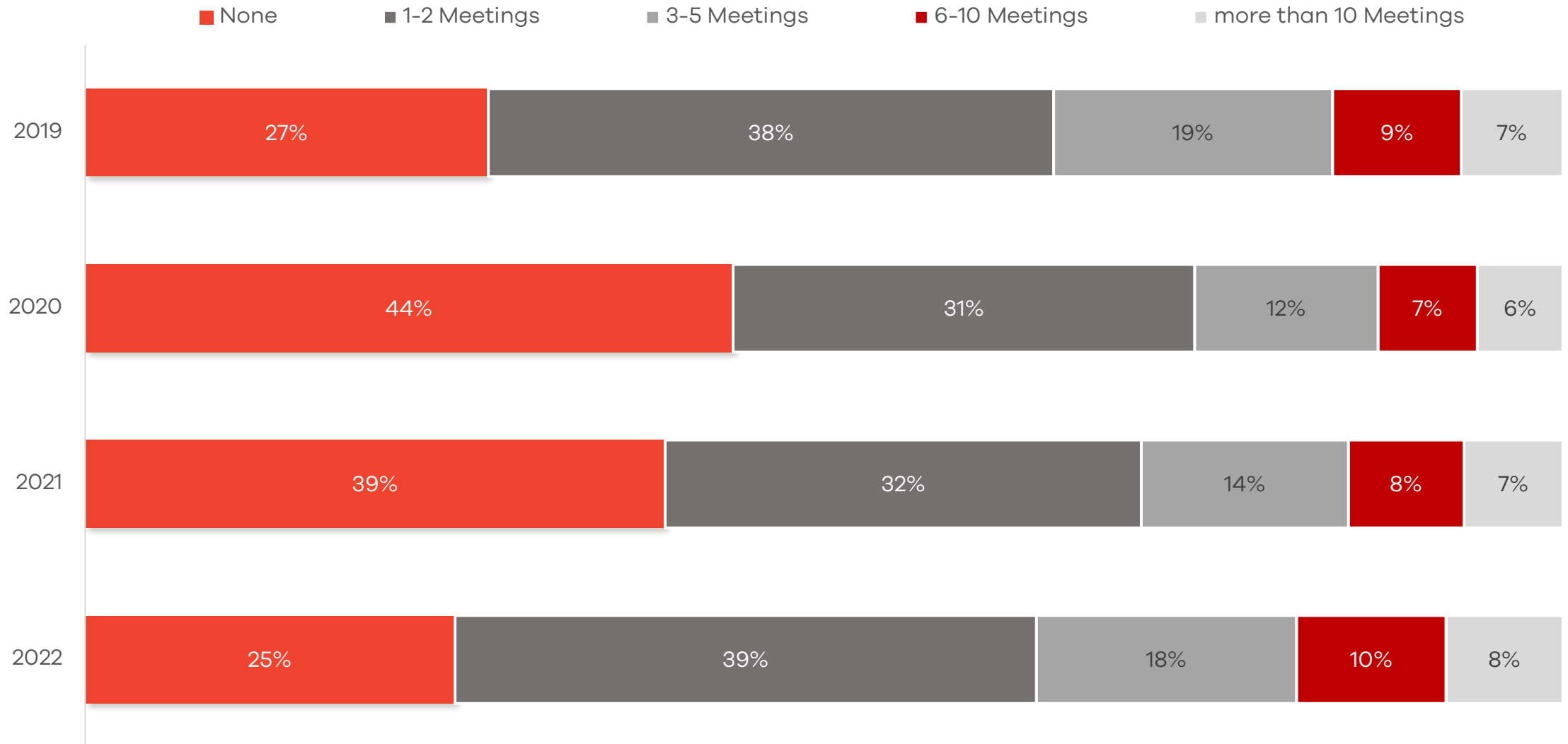


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ Please indicate your gender
/ Which of the following categories includes your age?



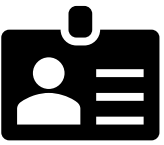
International Meeting Attendance



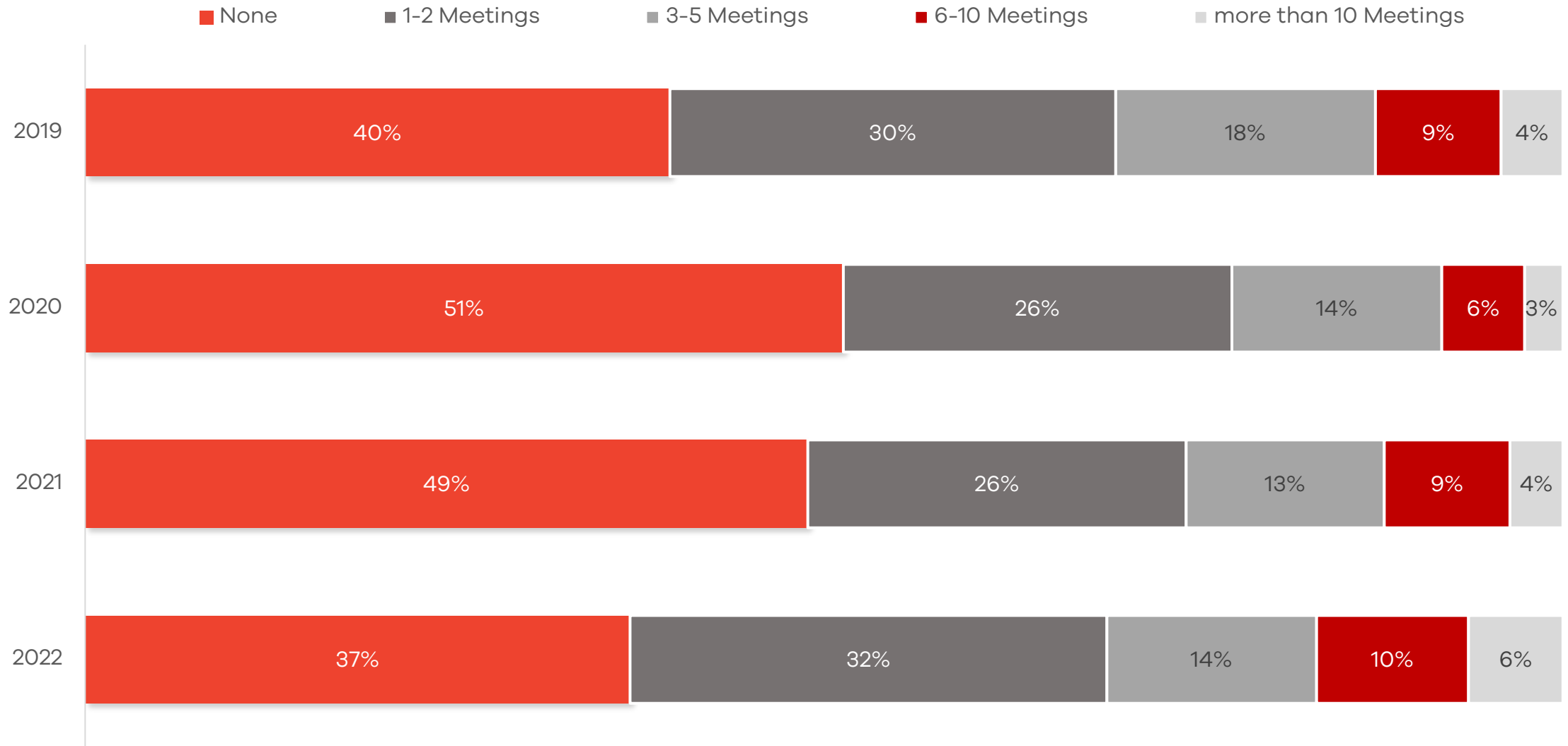
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ About how many international (outside of your home country) meetings and events did you attend in the past three years?



Domestic Meeting Attendance

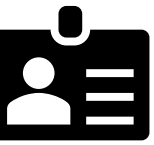


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

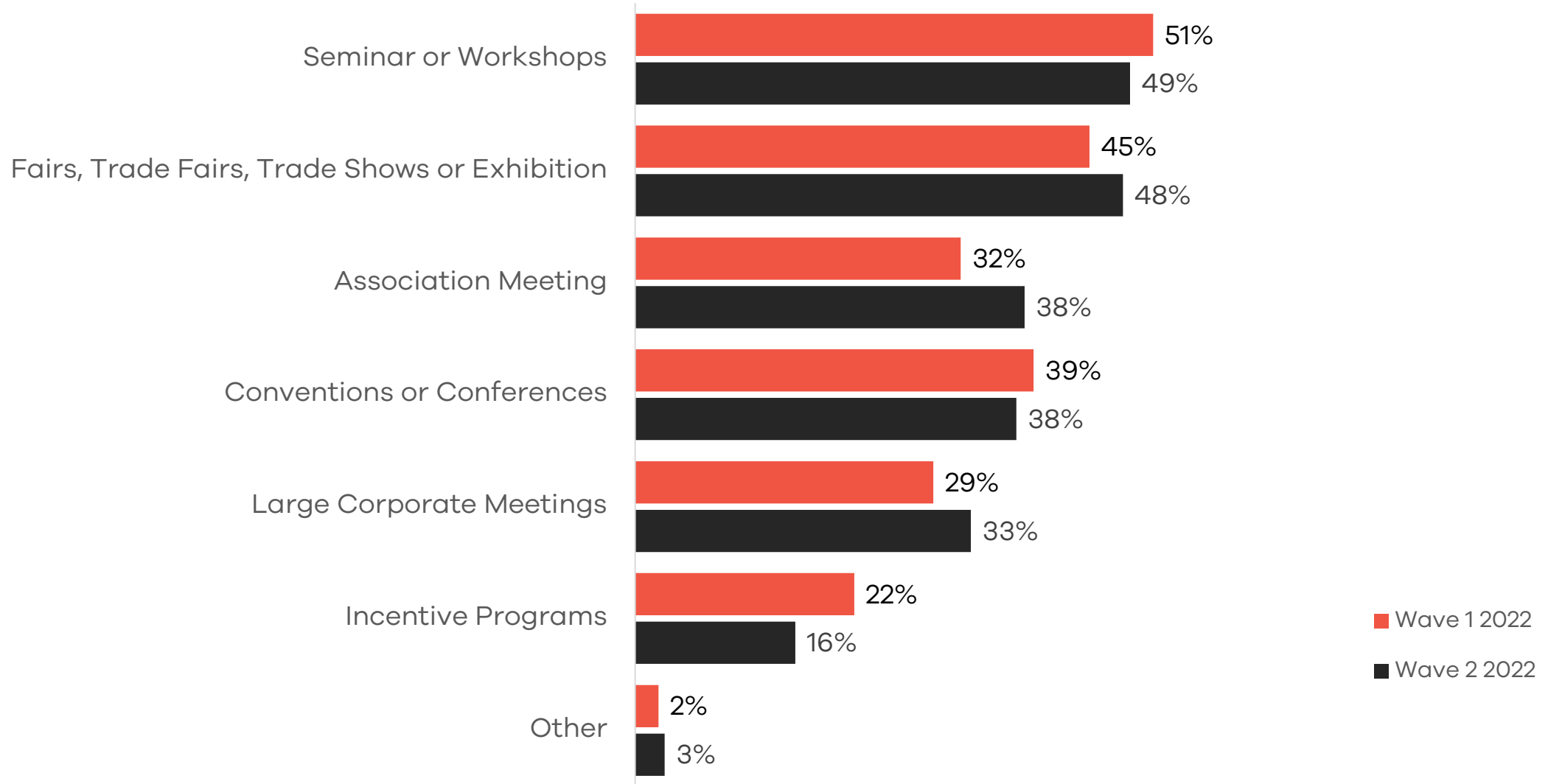
Question/ About how many domestic meetings and events did you attend in the past three years?



Meeting Types

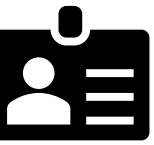


Type of Meetings Attended

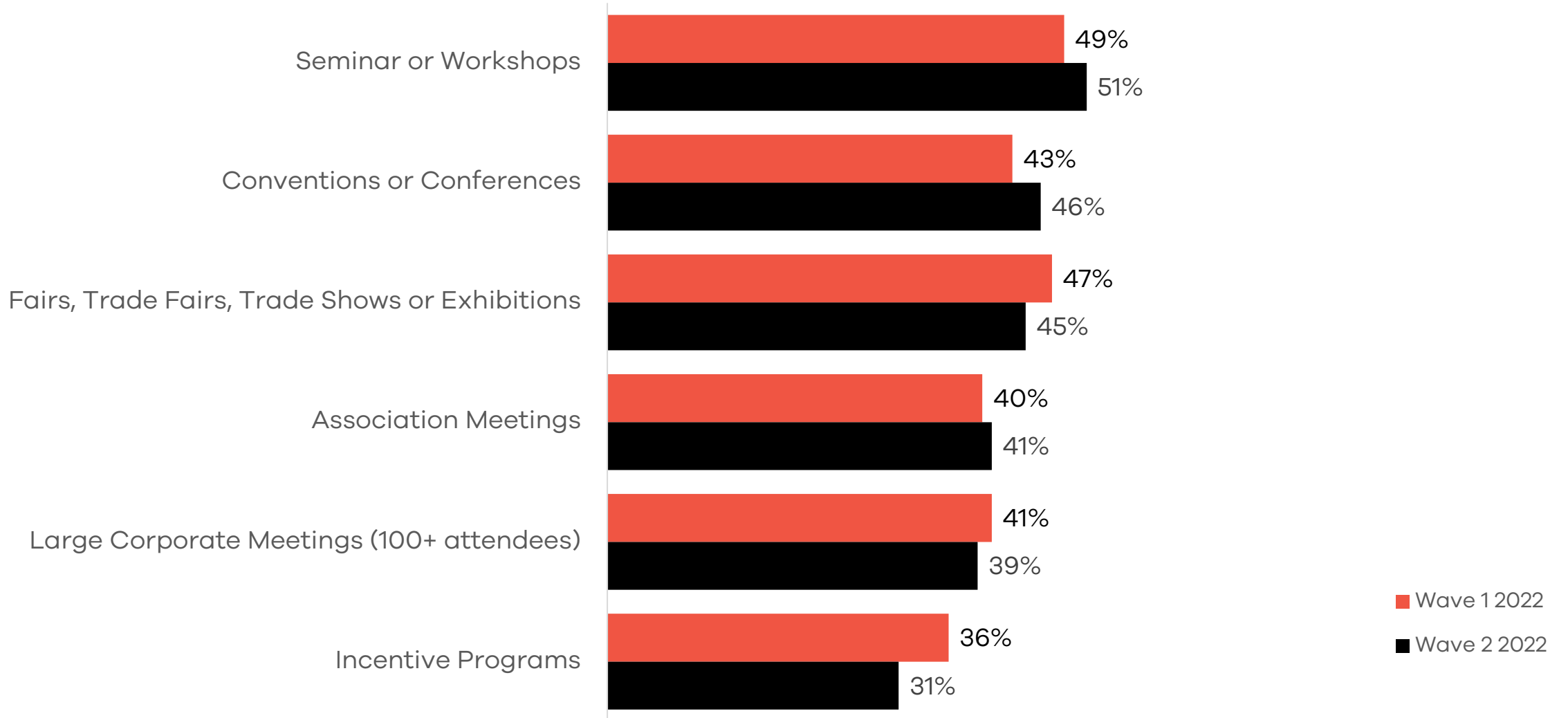


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ Have you traveled to attend any of the following types of meetings and events between 2019 and 2022?



Likelihood of Attending Meetings (Top-2 Boxes)

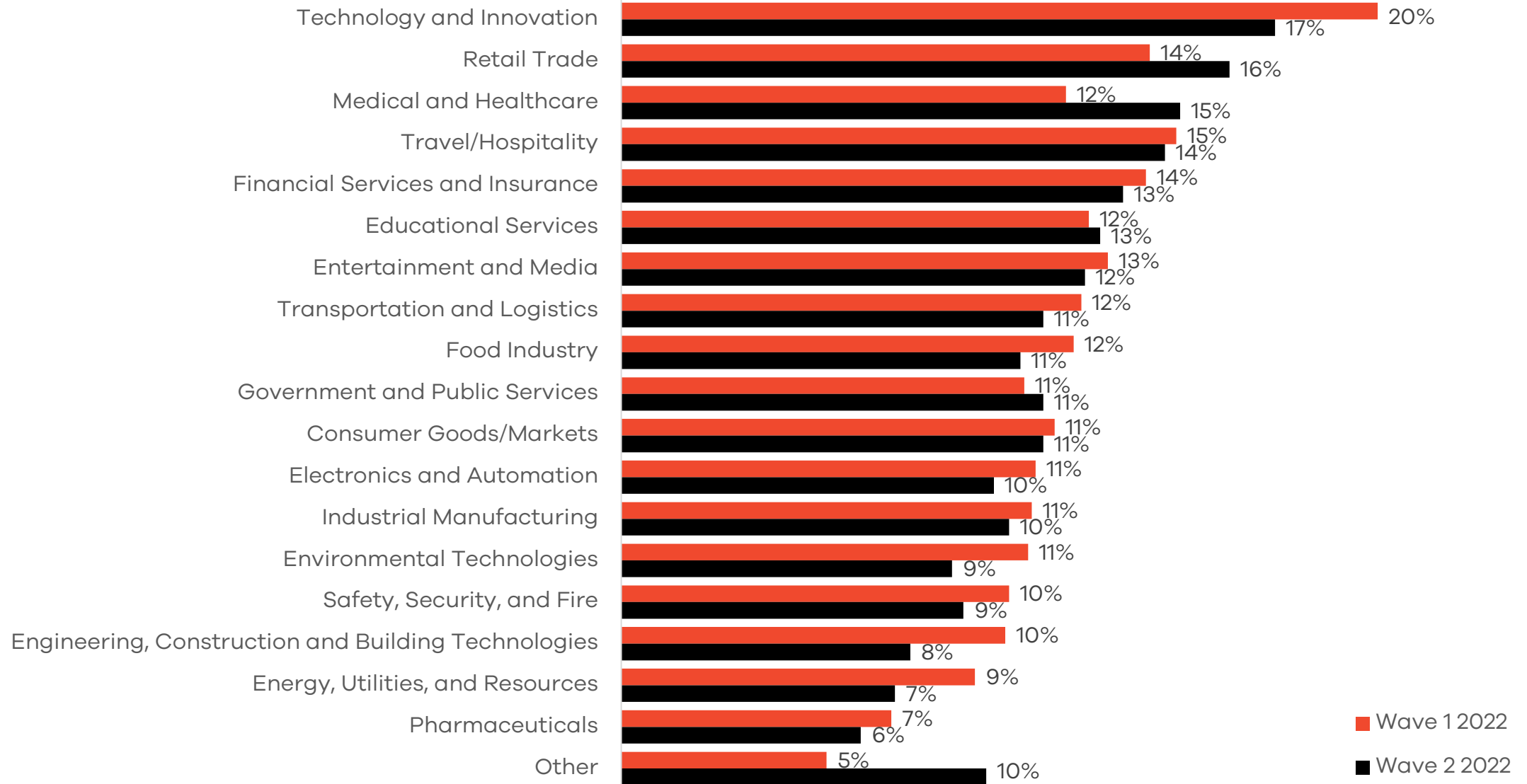


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ How likely is it that you will attend the following types of meetings and events in the next 12 months?



Industry Segments



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1617)

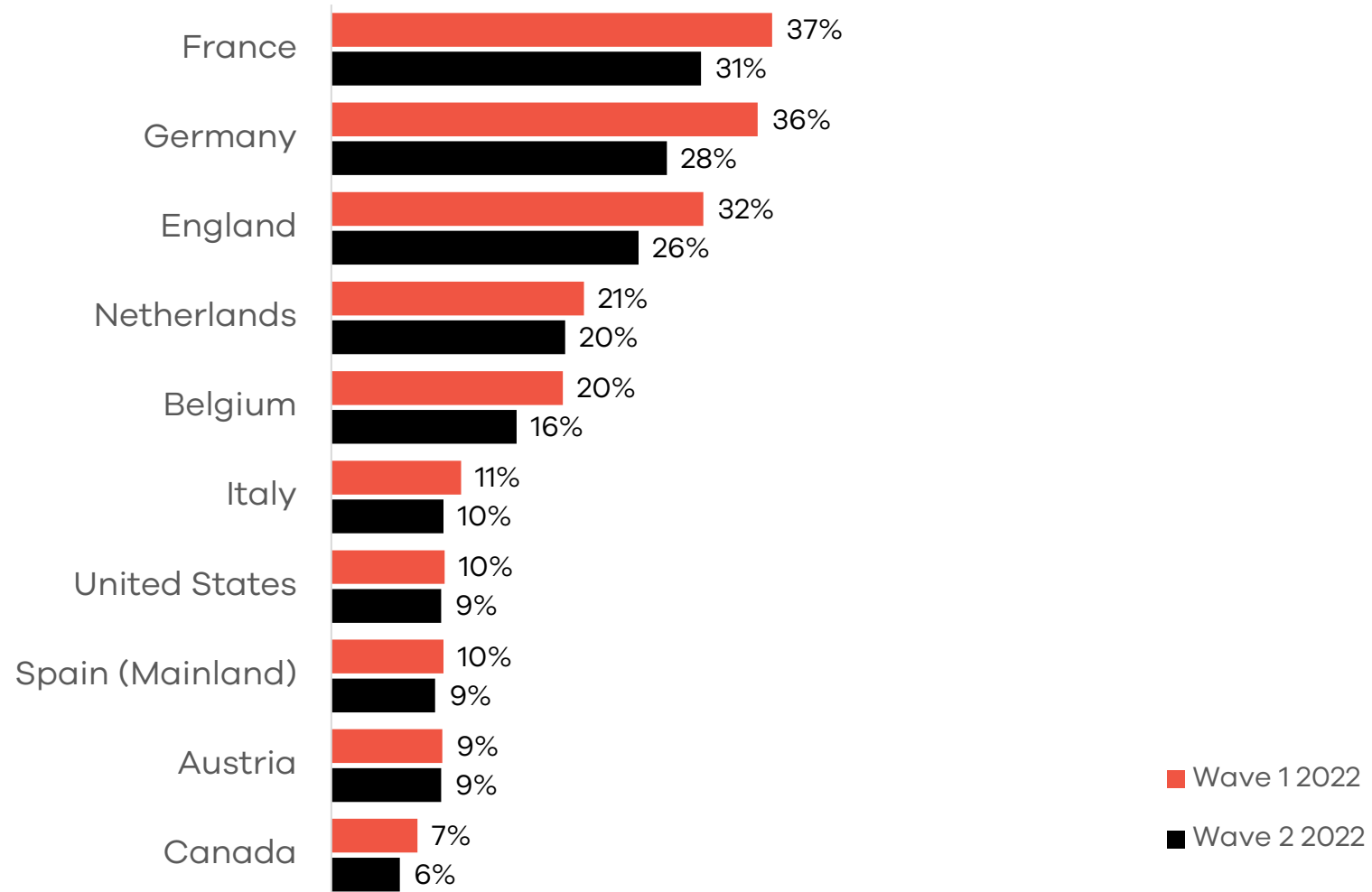
Question/ In which of the following industry segments have you attended meetings and events since 2019?



Meeting Locations



Meetings and Events Destinations by Attendees in Past 3 Years



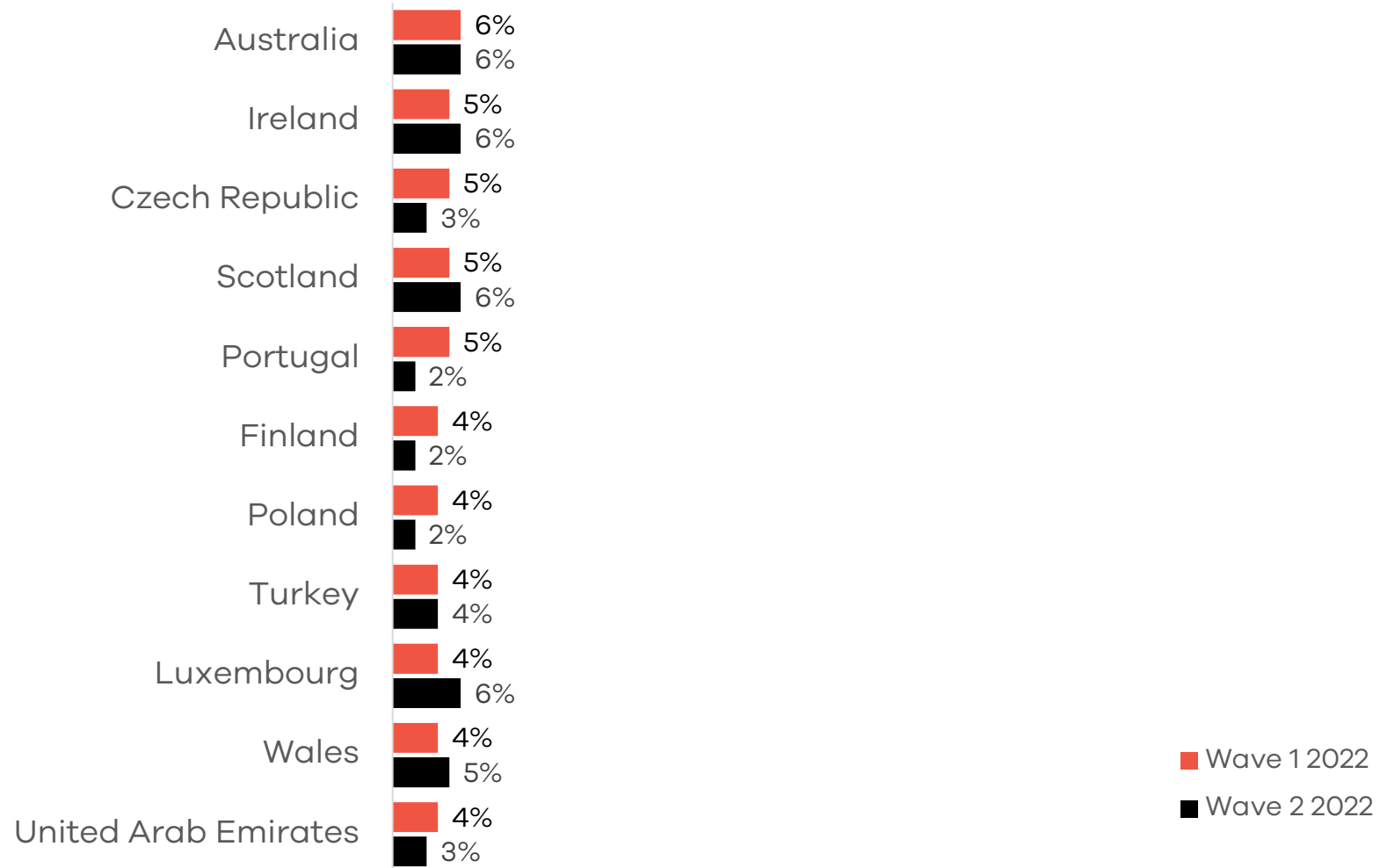
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

Question/ In which of the following destinations have you attended meetings and events since 2019?



Meetings and Events Destinations by Attendees in Past 3 Years (con't)



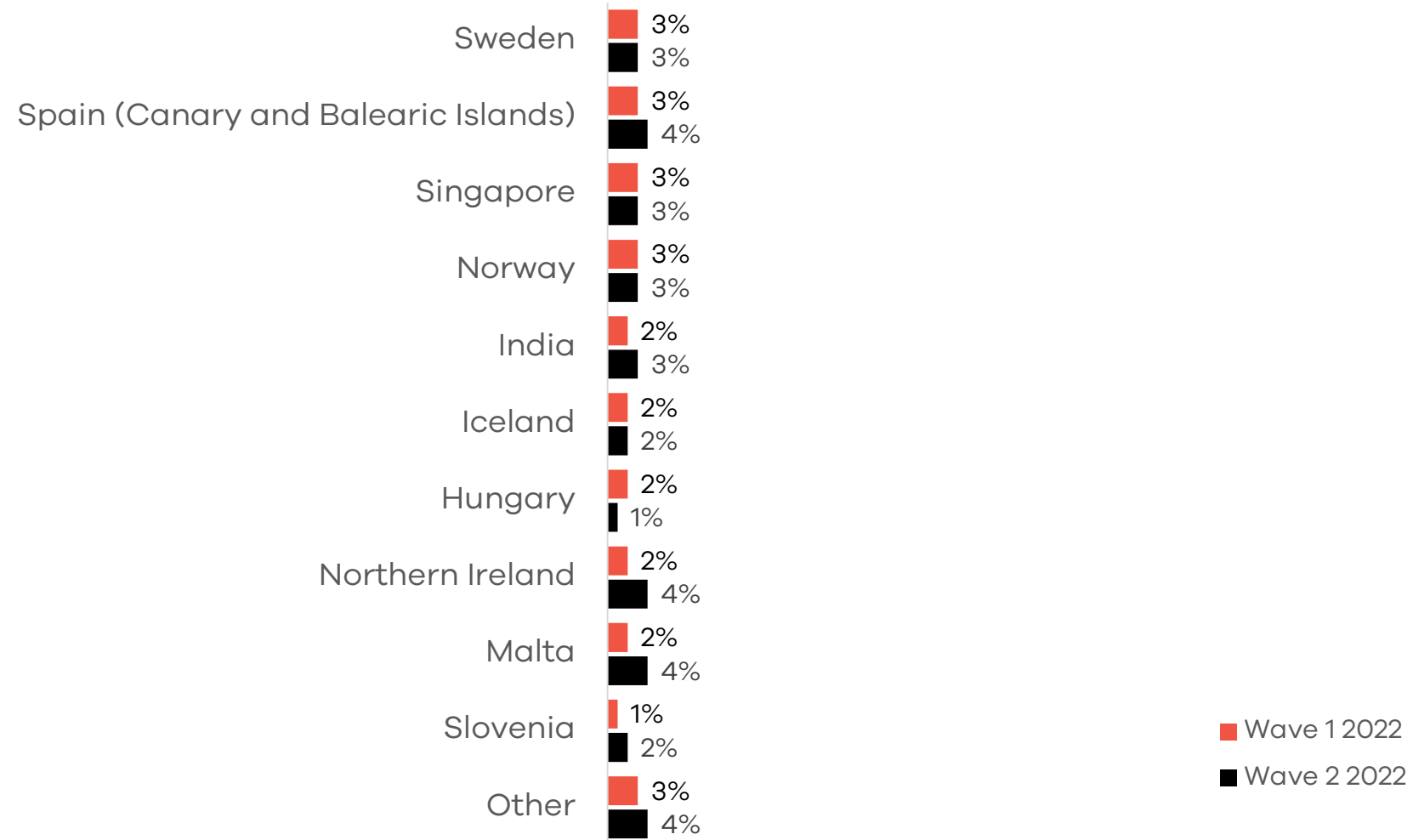
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

Question/ In which of the following destinations have you attended meetings and events since 2019?



Meetings and Events Destinations by Attendees in Past 3 Years (con't)



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

Question/ In which of the following destinations have you attended meetings and events since 2019?



Likelihood to Attend Meetings in Next 2 Years

- European Destinations -

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
Germany	42%	46%
France	44%	44%
England	43%	41%
Netherlands	35%	36%
Belgium	32%	30%
Spain (Mainland)	31%	21%
Italy	30%	21%
Wales	24%	25%
Scotland	24%	24%
Austria	23%	23%
Spain (Canary and Balearic Islands)	22%	21%
Luxembourg	24%	36%

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
Ireland	25%	22%
Portugal	24%	21%
Denmark	23%	20%
Northern Ireland	20%	19%
Sweden	23%	19%
Norway	21%	18%
Czech Republic	20%	18%
Finland	22%	18%
Malta	18%	17%
Poland	22%	17%
Hungary	18%	16%
Slovenia	18%	16%
Iceland	20%	15%

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1617)

Question/ On a scale from 'Not at all likely' (1) to 'Extremely likely' (5), how likely are you to attend meetings and events in each of the following EUROPEAN destinations in the next 24 months?



Likelihood to Attend Meetings in Next 2 Years

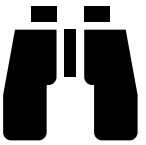
- Non-European Destinations -

Very/Extremely Likely (4-5)	Wave 1 2022	Wave 2 2022
United States	26%	31%
Canada	24%	22%
United Arab Emirates	20%	19%
Turkey	20%	19%
Australia	19%	18%
Caribbean Islands	N/A	18%
Singapore	19%	17%
Mexico	N/A	16%
India	17%	15%

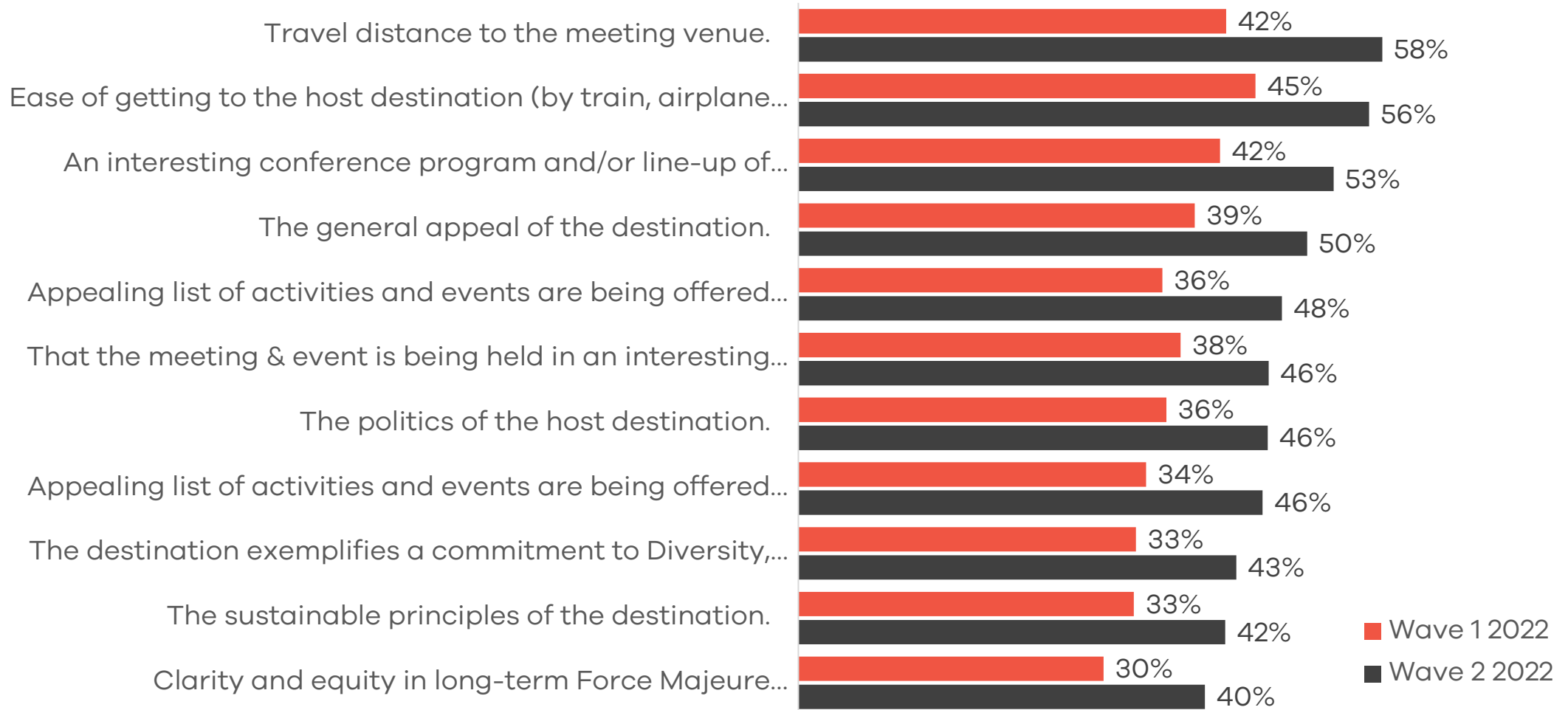
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

Question/ On a scale from 'Not at all likely' (1) to 'Extremely likely' (5), how likely are you to attend meetings and events in each of the following NON-EUROPEAN destinations in the next 24 months?



Factors Affecting Decision to Attend a Meeting and Event in the Next 2 Years (Top-2 Boxes)



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

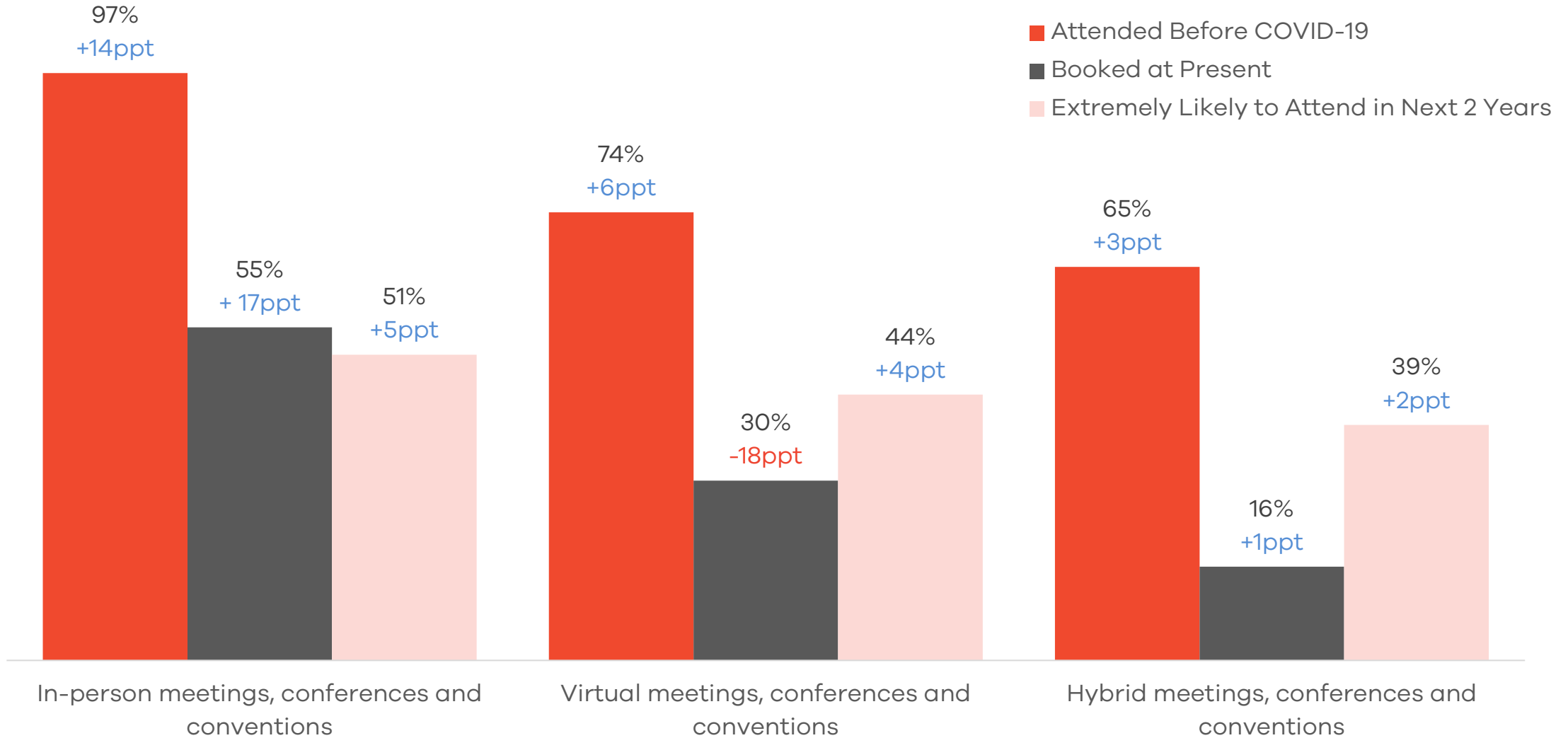
Question/ On a scale from "Not at all" (1) to "A great deal" (5), please rate the extent to which each of the following factors will affect your decision to attend meetings and events in the next 24 months?.

A black and white photograph of a meeting room. In the foreground, a laptop is open on a desk, with a mouse and various cables nearby. To the right, a camera is mounted on a tripod. In the background, several people are seated at a table, engaged in a meeting. The text "Meeting Technologies" is overlaid in the center of the image.

Meeting Technologies



Meeting Form Attendance (compared to Wave 1 2022)

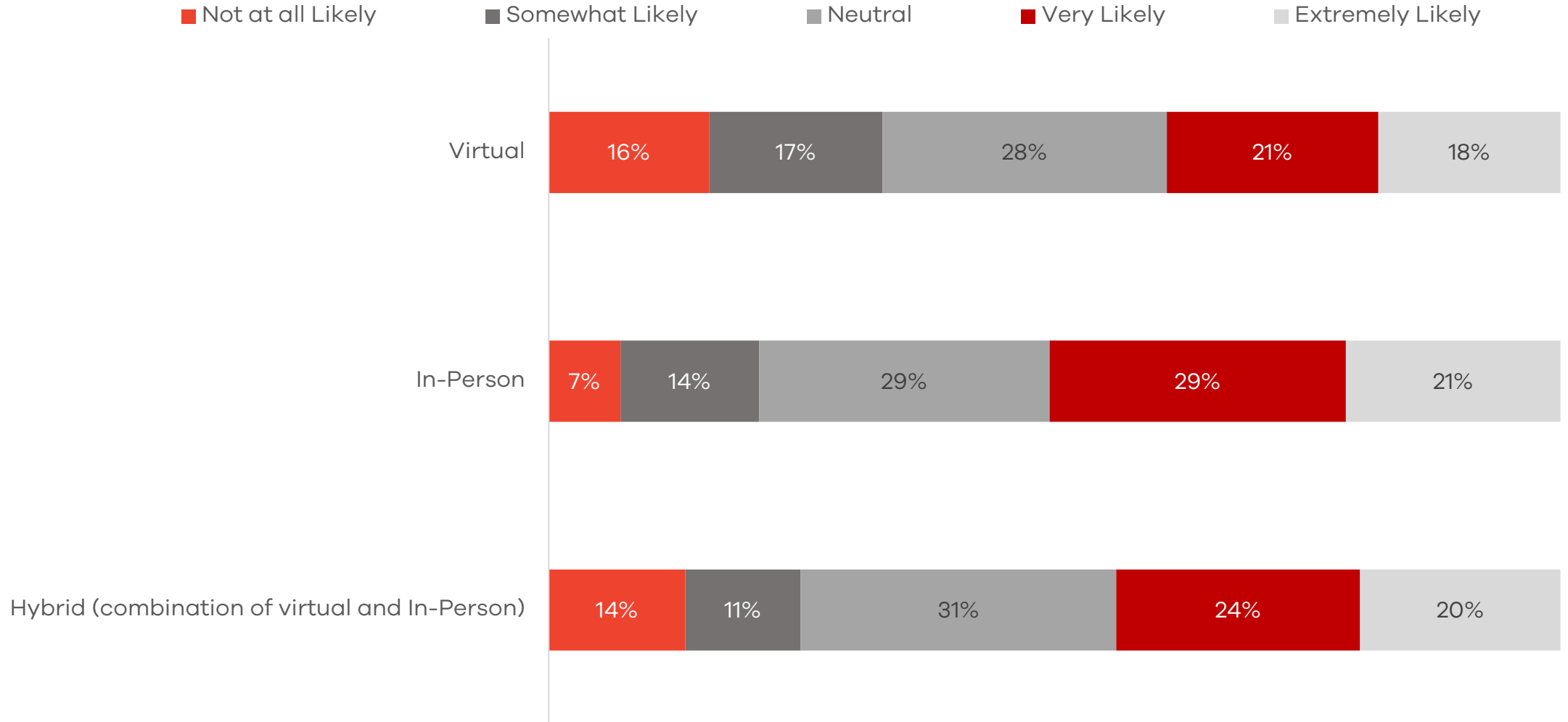


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ What percent of the meetings you attended before COVID-19 belonged to the following event forms? / When traveling for meetings & events, how likely is it that you will attend the following types of meeting forms in the next 12 months?



Likelihood to Attend Meeting Forms

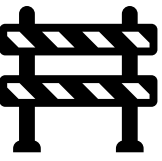


Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1617)

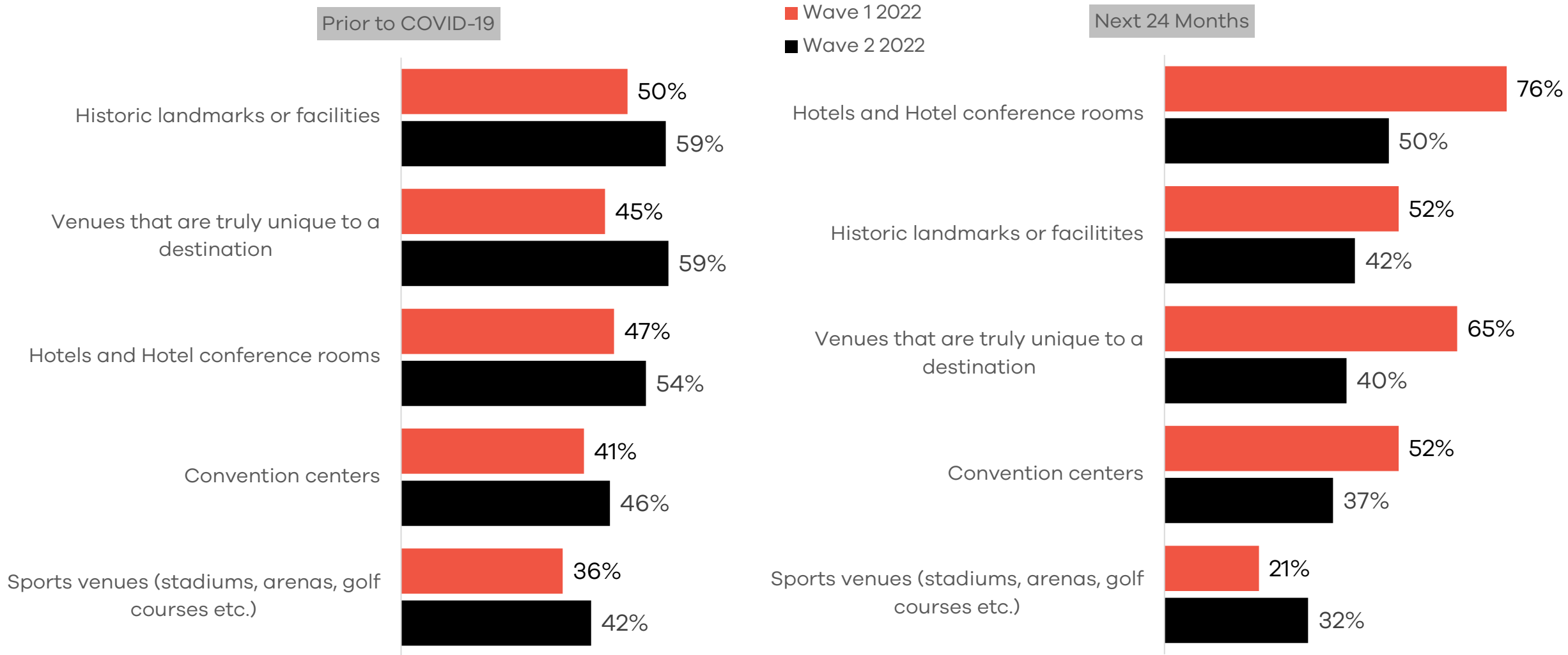
Question/ When traveling for meetings and events, how likely is it that you will attend meetings offered in the following event form in the next 24 months?



Meeting Venues



Venue Type Appeal for Attendees



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1617)

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.



Appeal and Likelihood of Attending by Venue Type

Wave 1 2022

		Today's Appeal Compared to COVID-19					Likelihood to Attend in Next 24 Months				
		Much less appealing now	Less appealing	Neutral	More appealing now	Much more appealing now	Not at all likely	2	3	4	Extremely likely
Hotels and Hotel conference rooms		14%	14%	25%	27%	20%	13%	13%	24%	27%	23%
	Convention centers	8%	20%	32%	28%	13%	11%	20%	32%	25%	12%
	Venues that are truly unique to a destination	7%	14%	34%	26%	19%	11%	14%	35%	26%	14%
	Historic landmarks or facilities	8%	14%	28%	30%	20%	12%	17%	29%	27%	15%
	Sports venues (e.g. stadiums, arenas, golf courses, etc.)	16%	21%	27%	21%	15%	21%	20%	27%	19%	13%

Source: A Portrait of European Meeting & Convention Travel April 2022
Base: Meeting Attendees (n=1,600)

Question/ Please rate how appealing each venue below would have been to you for a meeting and event you may have attended before COVID-19./ Please indicate how likely you are to stay in each of the following types of venues for a meeting and event in the next 24 months.



Appeal and Likelihood of Attending by Venue Type

Wave 2 2022

		Today's Appeal Compared to COVID-19				
		Much less appealing now	Less appealing	Neutral	More appealing now	Much more appealing now
Hotels and Hotel conference rooms		5%	10%	31%	33%	22%
Convention centers		8%	12%	33%	31%	16%
Venues that are truly unique to a destination		6%	9%	27%	33%	26%
Historic landmarks or facilities		6%	10%	25%	32%	27%
Sports venues (e.g. stadiums, arenas, golf courses, etc.)		12%	15%	31%	24%	18%

		Likelihood to Attend in Next 24 Months				
		Not at all likely	2	3	4	Extremely likely
Hotels and Hotel conference rooms		10%	11%	26%	28%	25%
Convention centers		13%	17%	27%	26%	17%
Venues that are truly unique to a destination		13%	14%	28%	27%	18%
Historic landmarks or facilities		14%	16%	26%	26%	18%
Sports venues (e.g. stadiums, arenas, golf courses, etc.)		22%	17%	24%	22%	16%

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

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 rate how likely you are to stay in each of the following types of venues for a meeting and event in the next 24 months.



Business Leisure



Extension of Business Travel

	Domestic		International	
	Wave 1	Wave 2	Wave 1	Wave 2
Yes, I extended a business trip	44%	34%	37%	30%
No, I attended a meeting and event but never extended the business trip	38%	41%	35%	37%
No, I never attended a meeting and event there	18%	25%	28%	32%

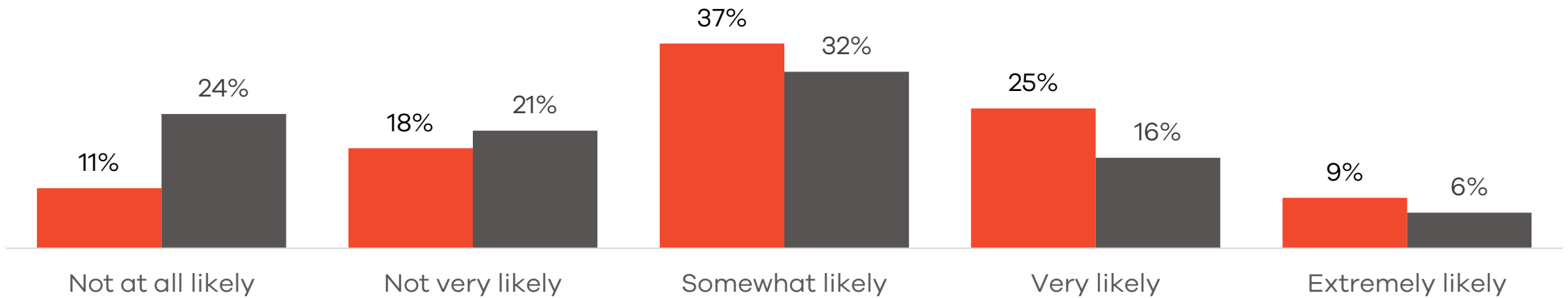
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ Have you ever extended a domestic or international business trip, either before or after a meeting and event, for personal/leisure purposes (non-business activities)?



Likelihood to Extend a Business Trip in The Next 12 Months



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ How likely are you to extend a business trip in the next 12 months, either before or after a meeting and event, for personal/leisure purposes (non-business activities)?



COVID-19 Impact

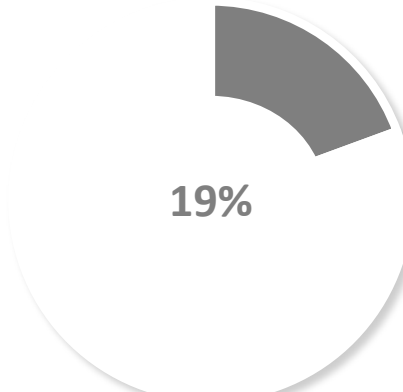
Likelihood to Attend Meetings Changed Because of COVID-19



Entirely



Partially



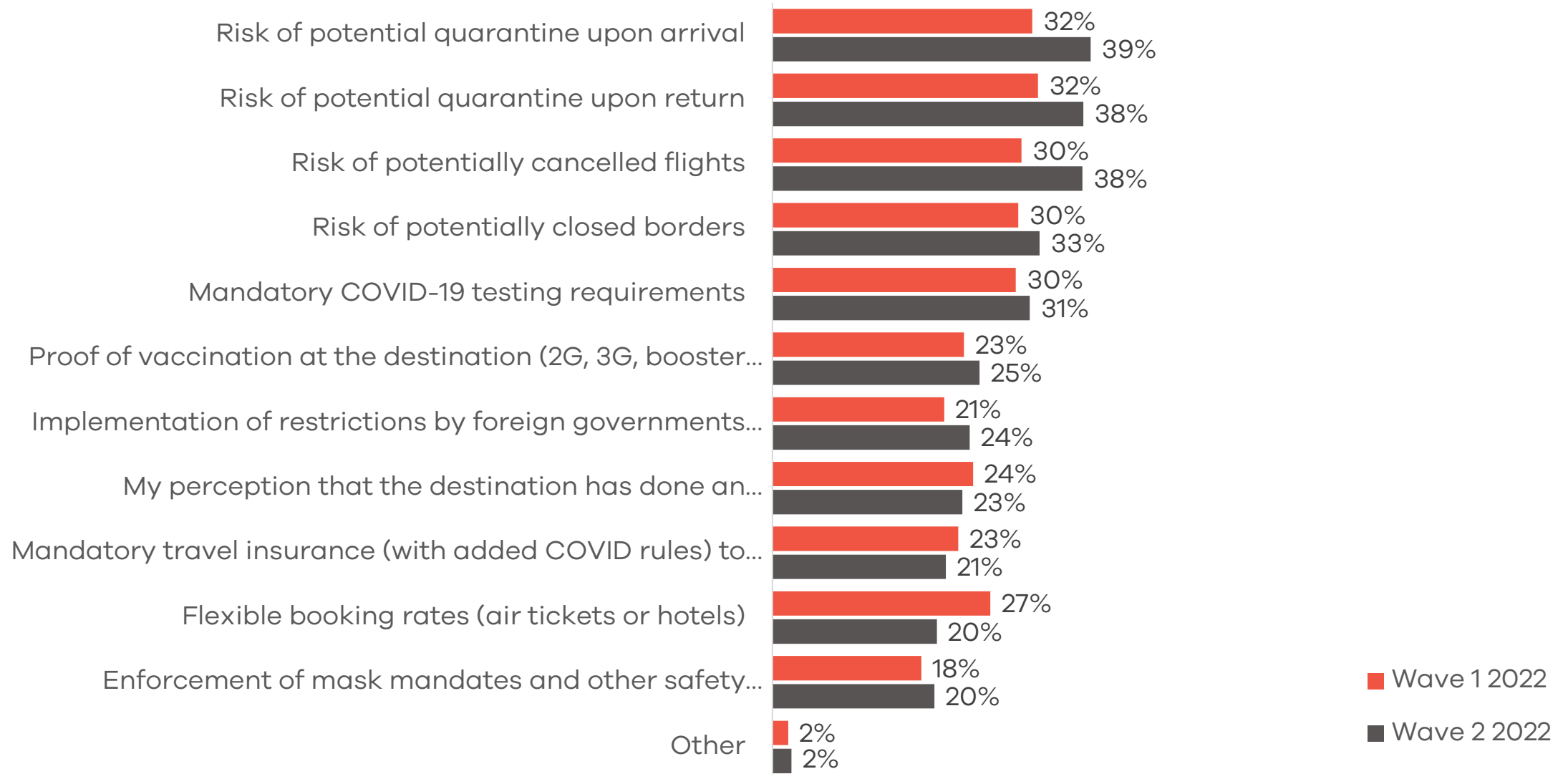
Not at all

- Health/Safety Concerns/ testing and quarantine/ high risk family members/ staying in closed spaces
- Less Travel, more virtual meetings
- Fewer meetings or less participants
- More travel-related or local restrictions
- More administrative/complications or longer planning time frame
- More cautious in planning/ unreliable
- Not being able to travel at all
- More extra expenses (fuel costs, testing)
- Higher risk of cancellations

Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ In general, has your likelihood to attend meetings and events in the future changed because of the COVID-19 pandemic?

Factors Affecting Decision To Attend International Meetings



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

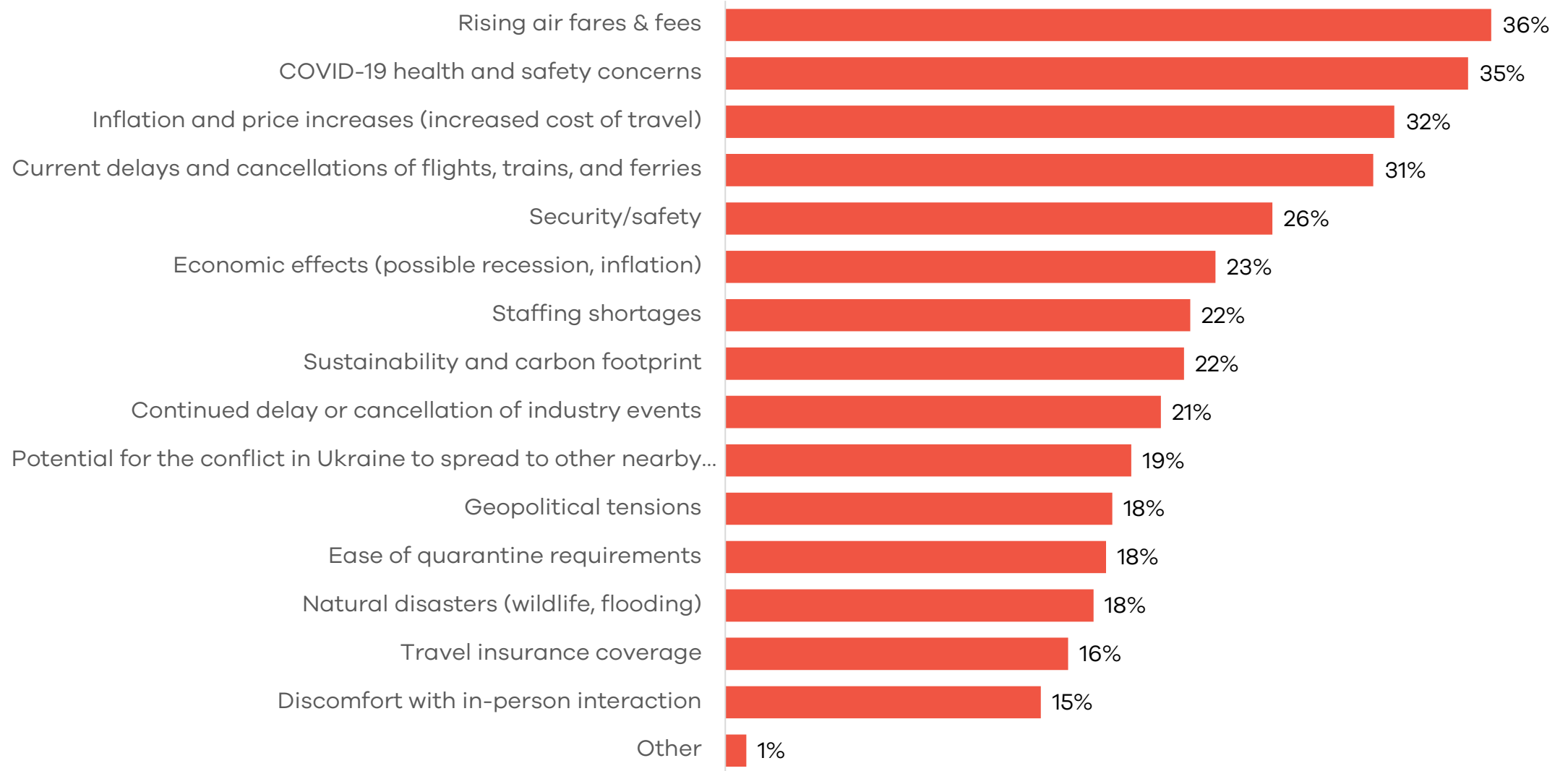
Question/ From the list below, please select the factors that will affect your decision to attend an international (outside of your home country) meeting and event?



Economic Impact and Sustainability Programs



Factors Impacting Ability to Attend



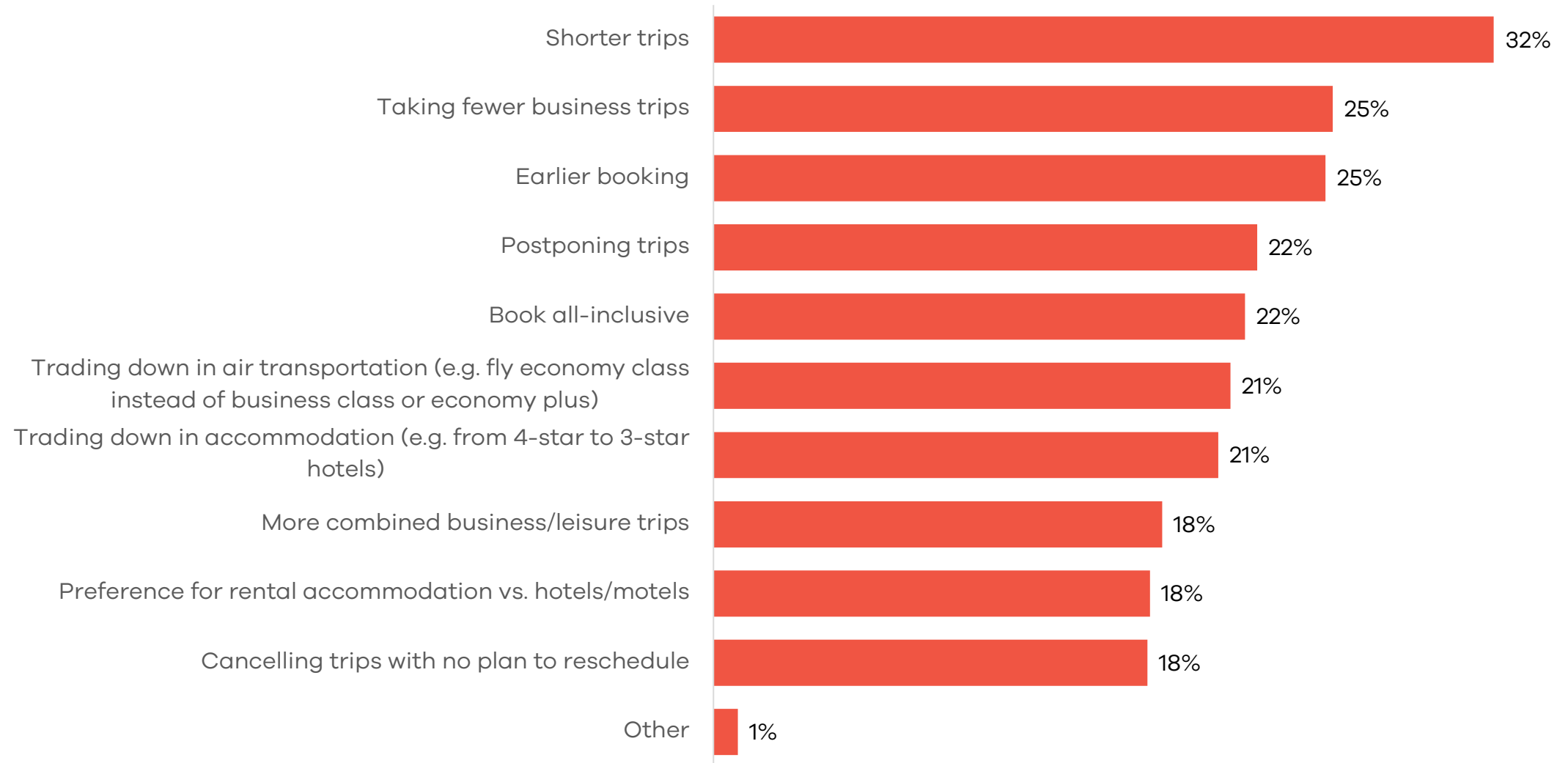
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ Please select up to five (5) factors that are impacting your decision to attend meetings and events right now?



Changes in Travel for Attendees in Next 6 Months



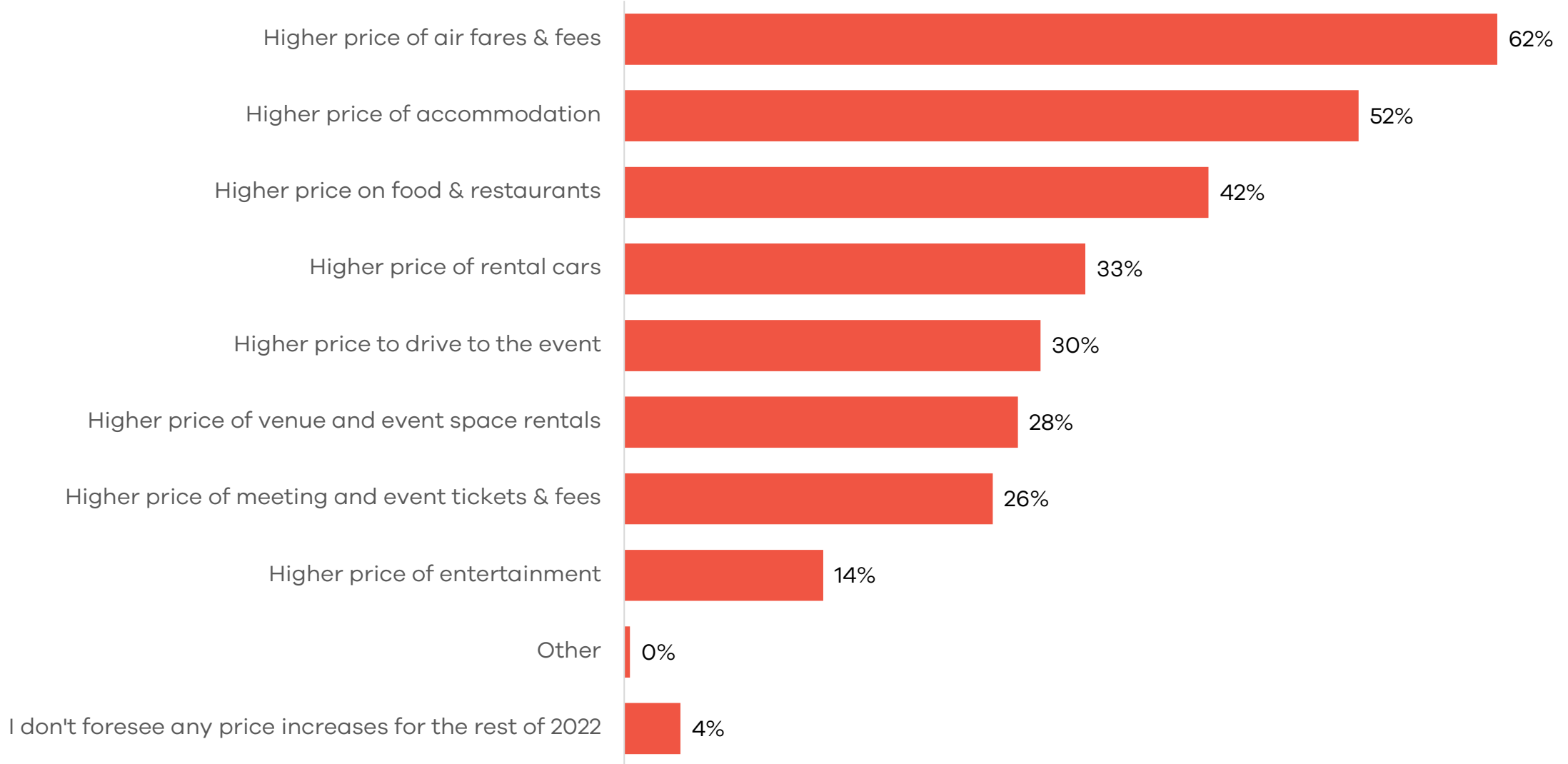
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

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



Impact On Meeting Travel Expenditures in 2022



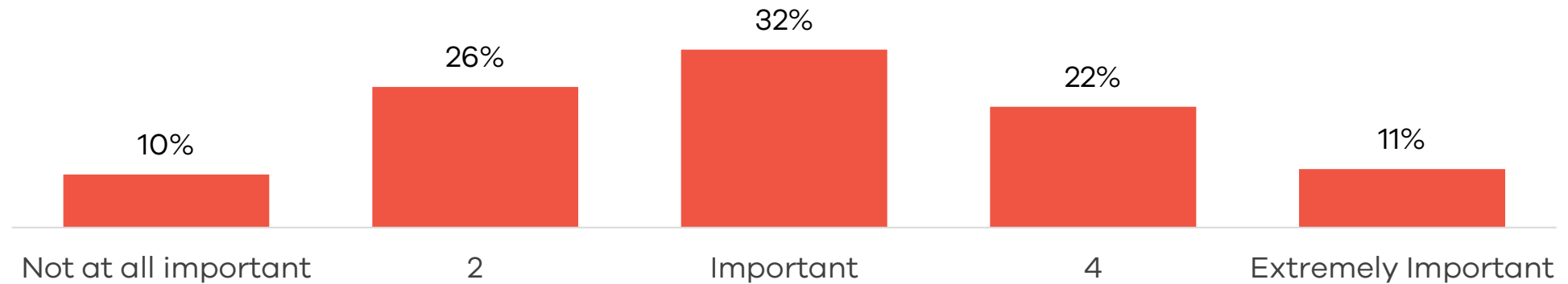
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ Due to the looming inflation, please select the top three (3) categories you anticipate having the greatest negative impact on meeting and event travel expenditures for the rest of 2022?



Importance of Sustainable Meetings And Events



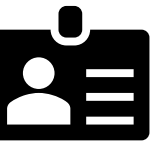
Less importance for more sustainable meetings and events

More importance for more sustainable meetings and events

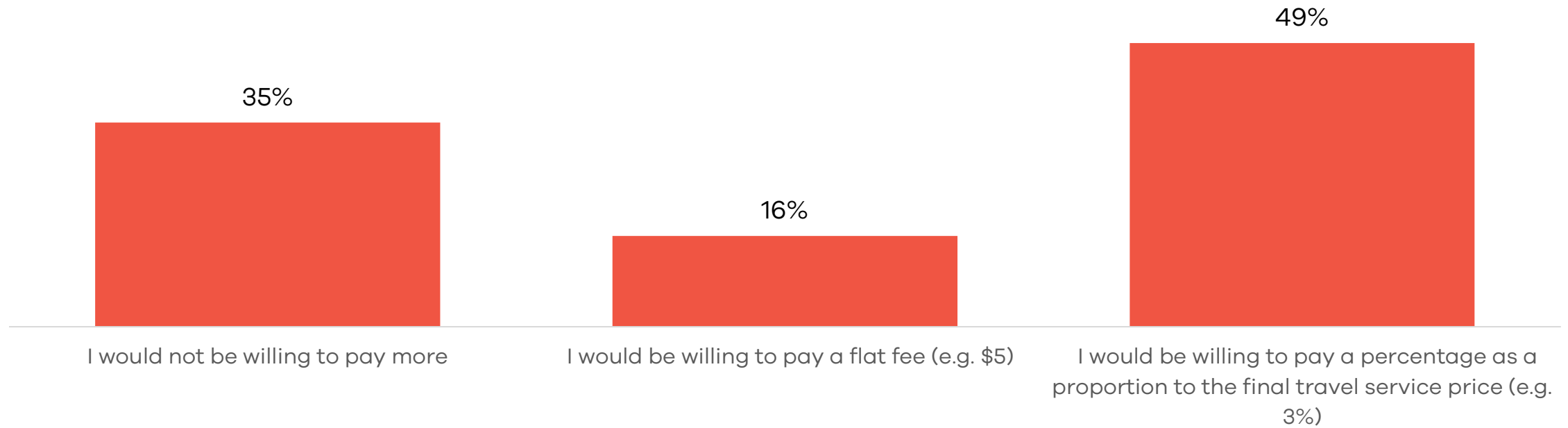
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ How important is traveling sustainably for meetings and events to you?



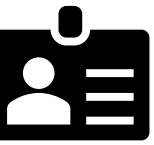
Willingness to Pay for Sustainable Programs



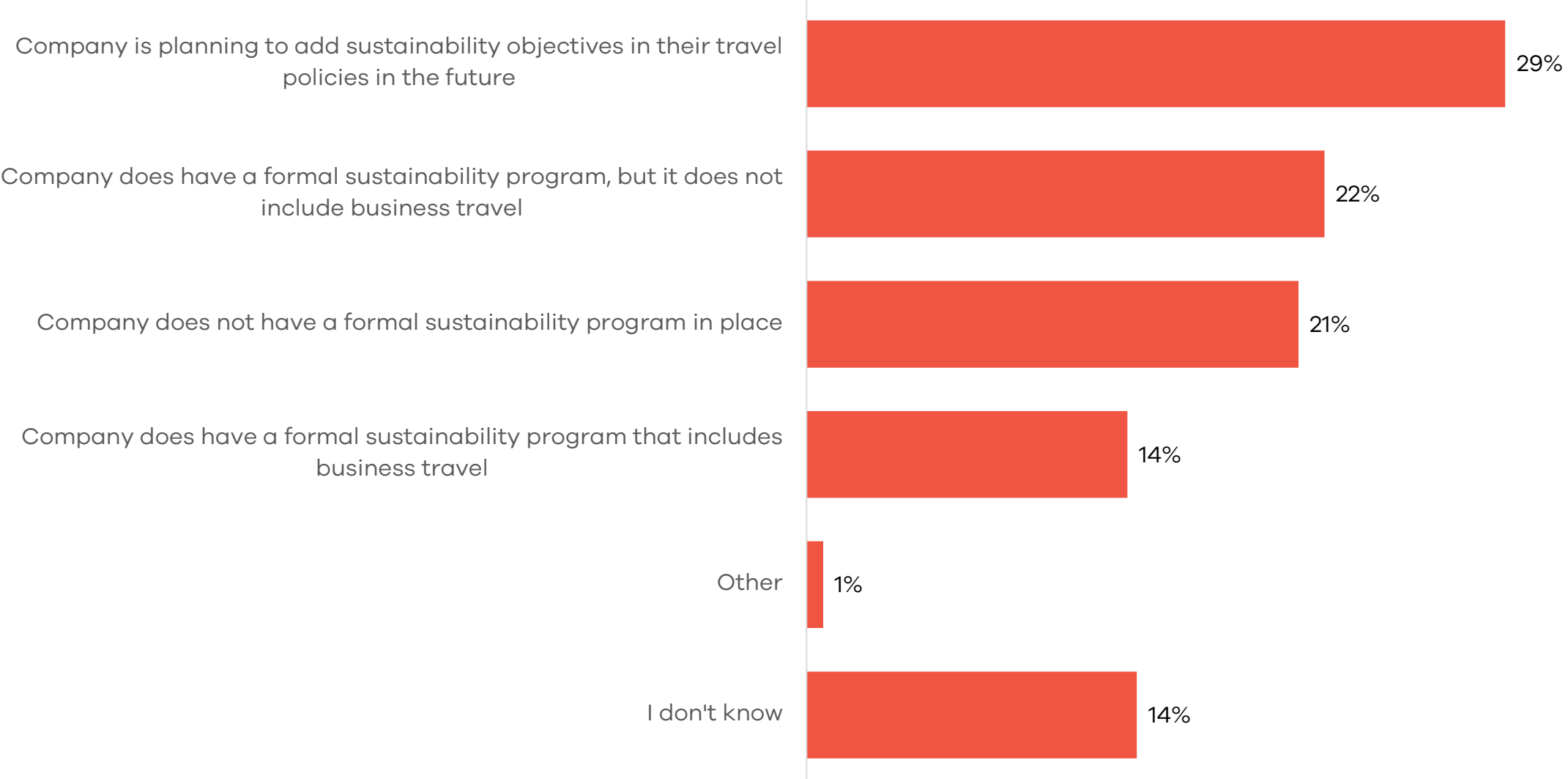
Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ Which of the following options best reflects your willingness to pay a higher rate to patronize travel service providers to fund environmental and sustainability program?



Organization's Commitment to Sustainability Programs



Source: A Portrait of European Meeting & Convention Travel July 2022
Base: Meeting Attendees (n=1,617)

Question/ What best describes your organization's (or the company you traveled for) commitment to implementing a business travel sustainability program?



Sustainability Efforts Attendees Would Like Organizations to Undertake



Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ Please select up to five (5) sustainability efforts you would like for your organization to undertake to reduce its impact on the environment?



Future Outlook



Likelihood to Attend Meetings and Events

	NOT LIKELY AT ALL	2	3	4	EXTREMELY LIKELY
Seminar and workshop (mean = 3.39)	12%	11%	25%	27%	24%
Conventions/conferences (mean = 3.27)	11%	15%	28%	29%	17%
Fairs, Trade Fairs, Trade Shows, or exhibitions (mean = 3.24)	12%	14%	29%	26%	18%
Association Meeting (mean = 3.11)	15%	17%	28%	24%	17%
Large Corporate Meetings (mean = 3.00)	19%	17%	25%	24%	16%
Incentive Programs (mean = 2.78)	22%	19%	27%	20%	11%

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

Question/ How likely is it that you will attend the following types of meetings and events in the next 12 months?

Factors Affecting Meeting Attendance in Next 2 Years



	NOT AT ALL AFFECTED	2	3	4	A GREAT DEAL AFFECTED
Travel distance to the meeting venue (mean = 3.60)	7%	8%	27%	33%	25%
Ease of getting to the host destination (by train, airplane, etc.) for most attendees (mean = 3.55)	8%	9%	28%	34%	22%
An interesting conference program and/or line-up of speakers (mean = 3.46)	9%	9%	30%	33%	20%
The general appeal of the destination (mean = 3.43)	8%	10%	32%	31%	19%
The politics of the host destination (mean = 3.34)	9%	12%	33%	29%	18%
Appealing list of activities and events are being offered within walking distance of the meeting and event site (mean = 3.31)	9%	12%	31%	34%	14%
Appealing list of activities and events are being offered outside of the core meetings and events agenda (mean = 3.31)	9%	12%	33%	30%	16%
That the meeting and event is being held in an interesting and unique venue (mean = 3.30)	10%	13%	31%	30%	16%
The sustainable principles of the destination (mean = 3.20)	12%	13%	33%	28%	14%
The destination exemplifies a commitment to Diversity, Equity, and Inclusion (mean = 3.19)	12%	15%	31%	29%	14%
Clarity and equity in long-term Force Majeure contractual interpretations (mean = 3.19)	10%	14%	36%	27%	13%

Source: A Portrait of European Meeting & Convention Travel July 2022

Base: Meeting Attendees (n=1,617)

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



THANK YOU

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