



Switzerland.

Market situation Germany.

Switzerland Convention & Incentive Bureau (SCIB).

[MySwitzerland.com/meetings](https://www.myswitzerland.com/meetings)



1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation

Economic output in Germany fell by 0.3 per cent in 2023. For the current year 2024, the Federal Government's Annual Economic Report 2024 predicts that the economic situation will stabilize, but there will be no significant recovery and gross domestic product (GDP) is expected to grow by 0.2 percent. This is less than had been assumed in the autumn projection by the Federal Ministry for Economic Affairs and Climate Protection.

There are many reasons for this. The war in Ukraine remains a dramatic threat to the European freedom and security order. It is also weighing on the German economy. It is true that Germany has managed to free itself from its one-sided dependence on Russian energy supplies and secure its energy supply. Nevertheless, although energy prices have fallen significantly, they are still above pre-crisis levels in some cases and pose a challenge.

The dramatic rise in inflation caused by the war and the resulting interest rate hikes by the EZB are also a constant burden. However, the fight against inflation is making significant progress and is easing the pressure on companies and citizens.

Accordingly, inflation has fallen significantly over the course of the year and stood at 2.9 per cent in January 2024. A decline to 2.8 per cent is expected for the current year.

The report cites excessive bureaucracy, skills and labor shortages and too little private and public investment as major obstacles to economic development in Germany.

With 46 million people in employment, the number has reached an all-time high, meaning that the labor market is proving to be "remarkably robust". Following the sharp losses in 2022/2023, the current high nominal wage growth combined with declining inflation has led to an increase in real purchasing power.

In view of the major challenges and insufficient measures to date, the annual report places the sustainable strengthening of the business location and the ignition of a new economic dynamic at the center of government action. The tasks include facilitating innovation, driving forward the digital transformation, reducing bureaucracy and expanding and intensifying renewable energies and their efficient use. At the same time, sustainable and affordable housing must be created, the transport infrastructure modernized, and sustainable mobility strengthened. In addition, one-sided dependencies on raw materials, medical products, batteries and semiconductors, for example, must be reduced.

Übersicht 1: Ausgewählte Eckwerte zur gesamtwirtschaftlichen Entwicklung¹

	2022	2023	Jahres- projektion 2024
Veränderung gegenüber Vorjahr in Prozent, soweit nicht anders angegeben			
ENTSTEHUNG des Bruttoinlandsprodukts (BIP)			
BIP (preisbereinigt)	1,8	-0,3	0,2
Erwerbstätige (im Inland)	1,4	0,7	0,2
Arbeitslosenquote in Prozent (Abgrenzung der BA) ²	5,3	5,7	5,9
VERWENDUNG des BIP preisbereinigt (real)			
Private Haushalte und private Organisationen ohne Erwerbszweck	3,9	-0,8	1,1
Staat	1,6	-1,7	0,7
Ausrüstungen	4,0	3,0	0,5
Bauten	-1,8	-2,1	-2,2
Inlandsnachfrage	3,2	-0,9	0,3
Exporte	3,3	-1,8	0,6
Importe	6,6	-3,0	0,8
Außenbeitrag (Impuls) ³	-1,2	0,6	0,0
Inflationsrate	6,9	5,9	2,8
Bruttolöhne und -gehälter je Arbeitnehmer	4,2	6,1	5,3

Quellen: Bis 2023 Statistisches Bundesamt; 2024 Jahresprojektion der Bundesregierung.

¹ Bis 2023 vorläufige Ergebnisse des Statistischen Bundesamtes; Stand: Januar 2024.

² Bezogen auf alle Erwerbspersonen; Abgrenzung der Bundesagentur für Arbeit.

³ Absolute Veränderung der Vorräte bzw. des Außenbeitrags in Prozent des BIP des Vorjahres (= Beitrag zur Zuwachsrate des BIP).

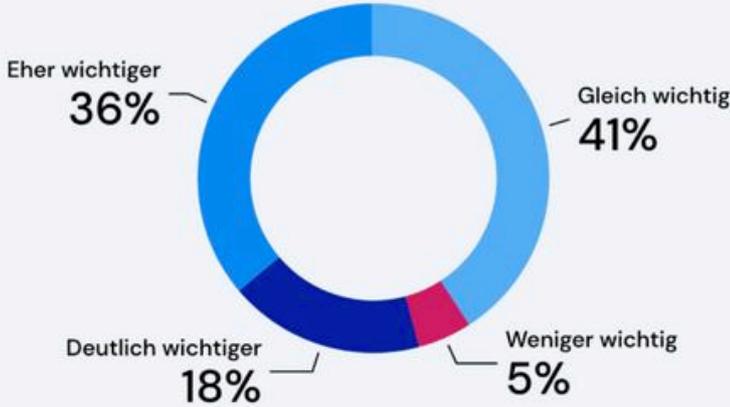
Source: [Annual Economic Report 2024 of the Federal Government](#)

1.2 The Situation of the Meeting Industry & Trends.

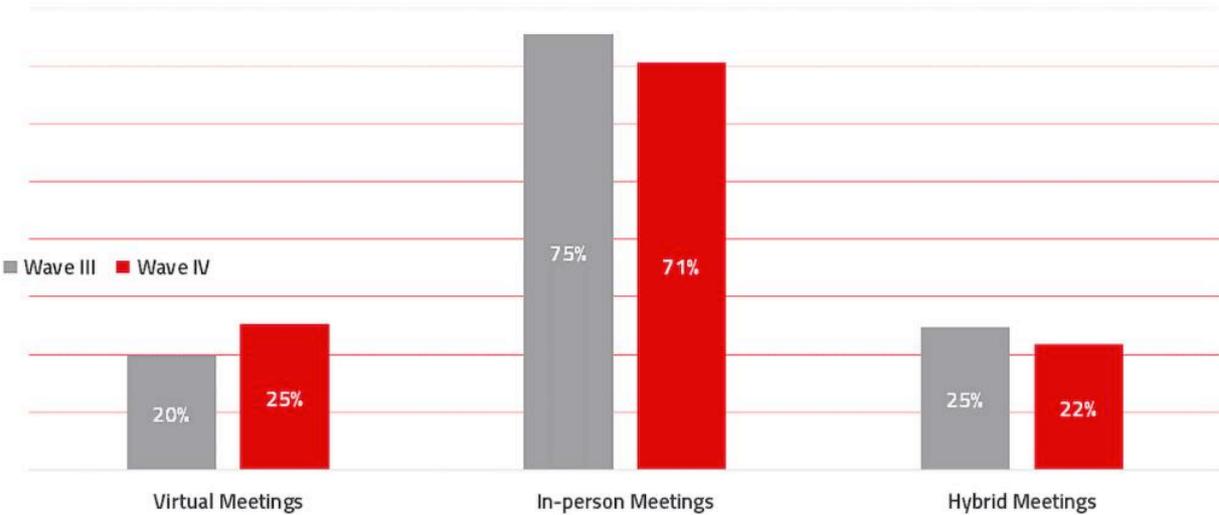
For more than half (52%), business events have become significantly more important in the past year since the end of the pandemic. For around 40 percent, the importance has remained the same. Accordingly, more (45%) events were held in 2023 than in 2022. Growth in the meetings and events industry is expected to continue in 2024. Around a third (31%) will attend more business events in the coming months than in 2023. A further 52% will attend the same number of events. This trend will continue in the medium term. For 54%, business events will become even more important in the coming years. Only 5 percent expect them to become less relevant. The decisive factors for participants when choosing an event are the accessibility of the destination and an attractive event program.

Erwartete Entwicklung der Bedeutung von Business-Events in den nächsten 3 Jahren

Aus der Sicht von Unternehmen, Event-Dienstleister:innen und Event-Teilnehmenden.



Legende: 279 Antworten, davon Unternehmen (n = 92), Dienstleister:innen (n = 77), Teilnehmer:innen (n = 110). Quelle: Invitatio-Studie 2023. Weitere Statistiken zum Thema Eventmarketing finden Sie unter [invitatio.com/studie23](https://www.invitatio.com/studie23)



From the perspective of both planners and participants, the comeback of face-to-face events continues and is considered the most effective method for knowledge transfer and relationship building. 8 out of 10 planners demand interactive formats in particular. In addition, well-being and time out play an important role in the decision to participate in a business event.

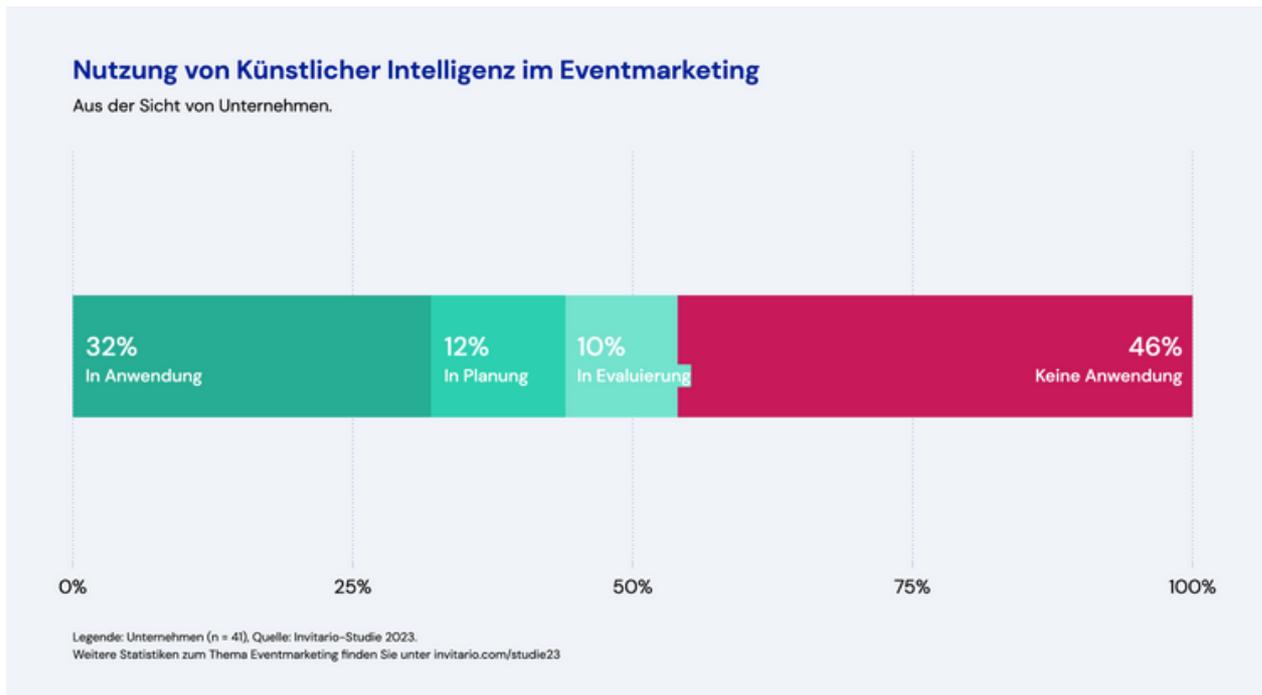


Nevertheless, one in five companies is currently cutting back on events. The reasons are clear and varied. External factors such as inflation, energy prices, the climate crisis and supply chains are causing around 22 per cent of companies to make savings in event marketing. The selection of locations, catering, program design, travel costs and technology are particularly affected by savings. Only a few, on the other hand, save on personnel and reduce the number of employees in internal event departments.

But what's next and what are the current trends in the industry?

The importance of sustainability at events is increasingly being recognized. However, a reduction in business travel by your company is also at the top of the list of participants' wishes. The impact of climate change on the organization of events is another factor that concerns planners. While the majority were not affected in 2023, almost nine out of ten believe that the choice of venue will be influenced by extreme temperatures and forest fires in the future, for example. Planners are also increasingly demanding alternative mobility options to air travel, restaurants with locally sourced food and the use of public transport.

In addition, 40 per cent of event participants already use the opportunity to extend international business trips for private purposes, so-called "Bleisure" trips, while a third do the same for domestic trips. Two thirds of them also intend to take their partner on such a trip. One specific technology-related area that still offers a lot of potential is the use of AI tools. A third have already used ChatGPT or other AI tools. The most popular of these are content and idea generation. Conversely, however, this means that two thirds of planners have not yet gained any experience with AI tools. In principle, there is still a considerable need for training and the development of AI applications.



Source: [GCB - Summary MMGY study](#) from 27 February 2024

Source: [The importance and future of business events: the key findings of the Invitario Study 2023](#)

1.3 RFP situation in Germany.

Demand from German planners for events in Switzerland remains solid, but there is a noticeable reluctance to organize them. This is partly due to the higher costs compared to domestic events, as the price level in Switzerland is notoriously high. Many companies therefore prefer to organize their events in their own country in order to save costs.

In addition, alternative destinations such as Austria, where the price-performance ratio appears more attractive, continue to be considered.

Another factor influencing demand for business events, especially larger ones, is Switzerland's restrictive customs regulations. These entail additional bureaucratic hurdles and costs that discourage companies from organizing events in Switzerland.

Despite these challenges, demand for medium-sized meetings & incentives in particular remain high. Companies appreciate the high-quality infrastructure, the variety of landscapes and, in particular, Switzerland's sustainable offering for their events.

2 TARGETS.

2.1 Qualitative.

- Maintain our strong market presence and align with market needs and development within the business events industry.
- Continue to adapt and, where feasible, incorporate new trends and technologies.
- Further establishing the topics of “Sustainability” and “Corporate Social Responsibility” in the market through corresponding activities
- Find the most efficient and new platforms to stay in contact with clients.
- Acquiring new customers and reactivating the customer base in Germany, especially in the south of Germany (Stuttgart and Munich area)
- Seek out new strategic initiatives & partnerships given uncertain market dynamics.
- Elevate SCIB digital presence via LinkedIn and Instagram or Newsletters to promote the brand & stay connected to clients proactively.
- Identify and respond to evolving client needs given some of the unpredictable market and environmental dynamics. Remain and trusted go-to local market expert resource.
- Research, qualify & (re)connect with associations and Destination Wedding planners in conjunction with HQ.
- Convert RFIs and RFPs into overnights and consistent ROI.
- Make necessary updates to the database and the client’s history.

2.2 Quantitative Goals*

Annual financial statements 2023

Number of qualified contacts in the database:	5.629
Qualified client contacts:	621
Number of days with customers:	61
Number of requests:	100
Number of conferences, meetings and incentives in Switzerland:	38
Number of directly influenced overnights:	2.683
Web-Visits on MyS.com/meetings	30.253

*Status: 31.12.2023

Targets for the year 2024:

Number of qualified contacts in the database:	6.000
Qualified client contacts:	1.000
Number of days with customers:	70
Number of requests:	120
Number of conferences, meetings and incentives in Switzerland:	50
Number of directly influenced overnights:	5.000
Web-Visits on MyS.com/meetings	25.000

3 CURRENT DATABASE FIGURES.

Type	Contacts March 2024
Agencies	1.821
Corporates	1.362
Media	40
Associations	341
Wedding Planners	27
Others	283
TOTAL Qualified Contacts	3.874
Inactive	401

4 DETAILED MARKETING ACTIVITIES.

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