

COME TOGETHER

Despite economic uncertainty, the global MICE industry looks healthy. *BBT* analyses the data

The global MICE market is predicted to be worth

US\$1.4 TRILLION
by 2025

SOURCE: RESEARCH AND MARKETS
MICE INDUSTRY BY EVENT TYPE: GLOBAL OPPORTUNITY ANALYSIS AND INDUSTRY FORECAST, 2018-2025



OF UK PLANNERS BELIEVE THERE WILL BE MORE BUDGET FOR VENUE SELECTION IN THE COMING YEAR

SOURCE: OXFORD ECONOMICS INCENTIVE TRAVEL INDUSTRY INDEX SURVEY

TICKING THE BOXES

When it comes to booking a venue, cost is low down the list, with prior experience overruling decisions

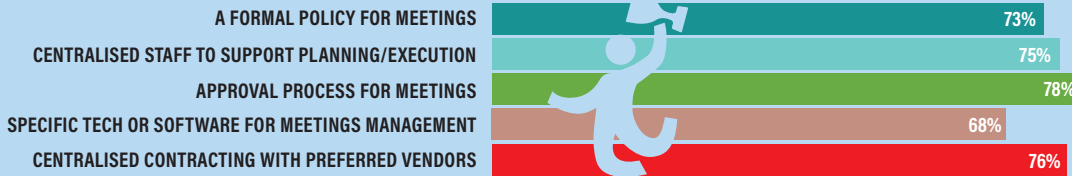
1 Existing relationship with venue	44%
2 Unique atmosphere	37%
3 Ease of staging participation activities	36%
4 Location	35%
5 Brand/chain affiliation	35%
6 Customer service	34%
7 Free amenities	34%
8 Venue cost	32%
9 Availability of preferred dates	32%
10 Meeting space layout	30%

SOURCE: EVENT 2019 PLANNER SOURCING REPORT, UK EDITION



BLUEPRINT FOR SUCCESS

There is a high level of adoption of meetings management policies across Europe, though some components lag behind others



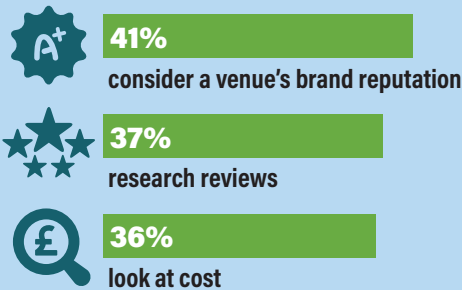
SOURCE: AMERICAN EXPRESS MEETINGS & EVENTS 2020 GLOBAL MEETINGS AND EVENTS FORECAST

LEADING THE WAY

Meeting planners across the world are feeling optimistic about their ability to incorporate technology. On a scale of one to ten, a large proportion rated themselves at eight or above

MULLING IT OVER

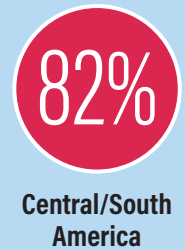
Surprisingly, cost is not at the top of a list when it comes to considering sending an RFP to a venue



SOURCE: CVENT 2019 PLANNER SOURCING REPORT, UK EDITION



SOURCE: AMERICAN EXPRESS MEETINGS & EVENTS 2020 GLOBAL MEETINGS AND EVENTS FORECAST



BLUE SKY THINKING

Despite warnings of a potential economic downturn in 2020, planners in every region predict an increase in meeting activity levels

+2.54%
North America

+2.3%
Central/South America

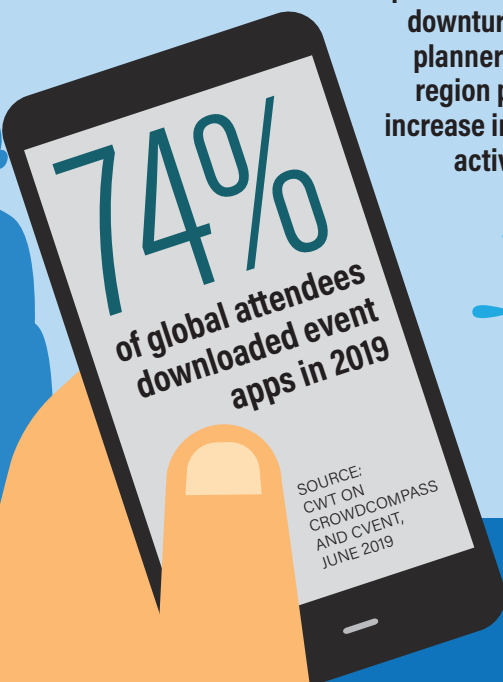
+2.3%
Asia-Pacific

+1.8%
Europe

SOURCE: AMERICAN EXPRESS MEETINGS & EVENTS 2020 GLOBAL MEETINGS AND EVENTS FORECAST



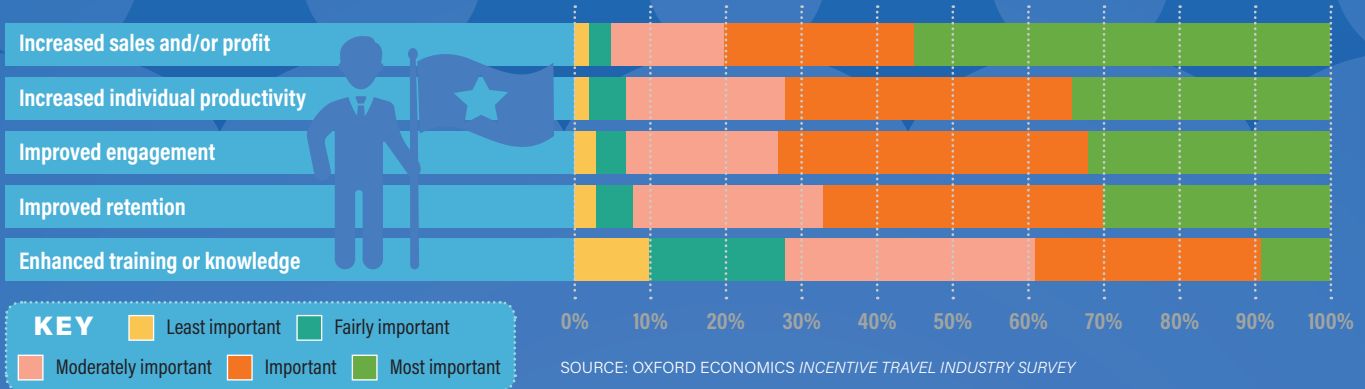
SOURCE: AMERICAN EXPRESS MEETINGS & EVENTS 2020 GLOBAL MEETINGS AND EVENTS FORECAST





LOOK ON THE BRIGHT SIDE

A survey of 1,300 event professionals found a number of company benefits resulting from incentive travel programmes, including:



SAFETY FIRST

The top factor European planners consider when selecting a destination:

ECONOMIC/POLITICAL INSTABILITY CONCERNS

31%

SOURCE: AMERICAN EXPRESS MEETINGS & EVENTS 2020 GLOBAL MEETINGS AND EVENTS FORECAST

EUROPE AND ASIA-PACIFIC ACCOUNTED FOR NEARLY

70.4%

MARKET SHARE OF THE GLOBAL MICE INDUSTRY IN 2017

SOURCE: RESEARCH AND MARKETS MICE INDUSTRY BY EVENT TYPE: GLOBAL OPPORTUNITY ANALYSIS AND INDUSTRY FORECAST, 2018-2025

