

REACHING THE SUMMIT

Despite an uncertain year ahead for the world economy, professionals in the MICE industry are optimistic

ATTENDANCE LOOKS BRIGHT

Meeting Professionals International polled its 17,000+ members and found that events attendance is expected to increase

+1.6% FOR LIVE EVENTS **+2.4%** FOR VIRTUAL EVENTS

Source: MPI Meetings Outlook

US\$4,000

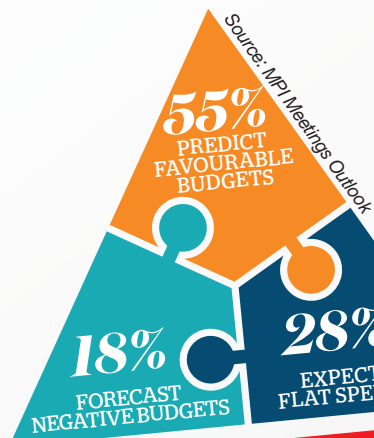
average spend per person on incentive travel

Source: SITE Index 2018

1%

expected decrease in cost per attendee in Europe

Source: American Express 2018 Global Meetings and Events Forecast



BUDGETS LOOK GOOD

The majority of MPI's members are optimistic about their budgets for 2018

PRODUCTIVITY SOARS

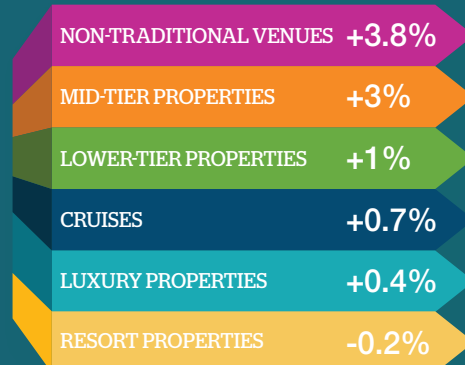
CWT research shows in-person meetings can save time



BREAKING TRADITION

Non-traditional meetings facilities are expecting the biggest spike in demand

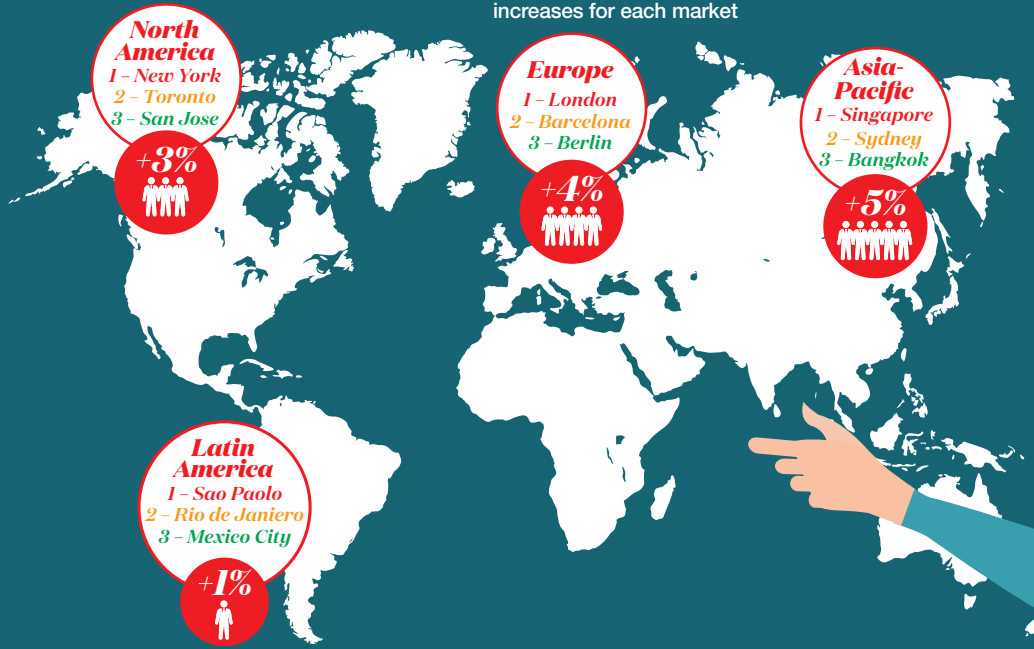
Property type demand:



Source: American Express 2018 Global Meetings and Events Forecast

TOP 3 MICE DESTINATIONS

CWT predicts the most popular cities for 2018 and the projected price increases for each market



Source: 2018 Carlson Wagonlit Travel M&E Future Trends

DECLINING NUMBERS IN ASIA

Of 600 respondents to a global survey, those in the Asia-Pacific region said they expect to see a decrease in meetings activity



Source: American Express 2018 Global Meetings and Events Forecast

CONFERENCES ARE KING

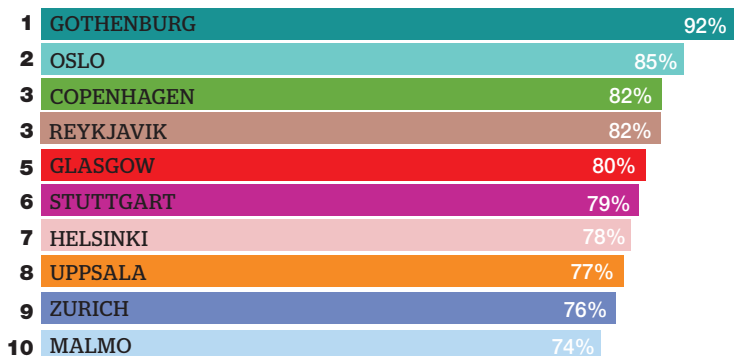
Conferences and trade shows will account for the largest portion of meetings activity in Europe. Companies expect:



Source: American Express 2018 Global Meetings and Events Forecast

TOP 10 MOST SUSTAINABLE CITIES FOR CORPORATE EVENTS

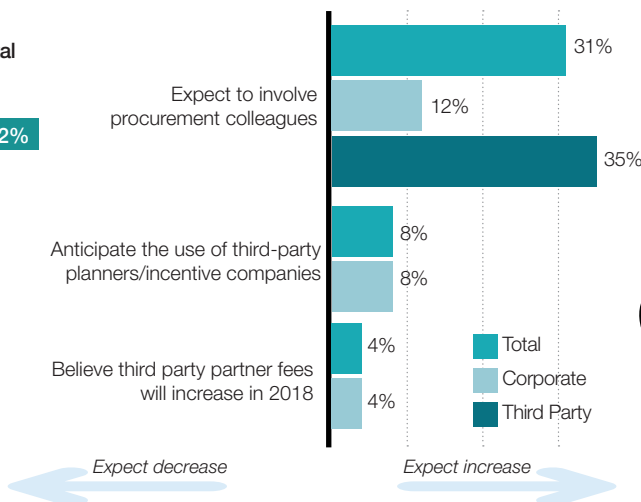
Scores are determined by measuring/comparing social and environmental sustainability strategies, policies and performance of the destinations



Source: The Global Destination Sustainability Index 2017

USE OF PARTNERSHIPS

What percentage of respondents expect increased involvement from other departments and third parties in their incentive travel programmes versus those who don't



Source: Incentive Research Foundation 2018 Outlook Study

INCREASED ACTIVITY

Both the frequency and expenditure of corporate events is expected to go up in the next year

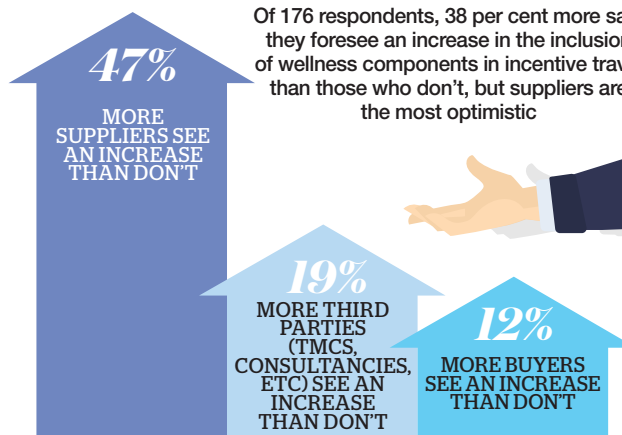


Source: Special Events 2017-18 Corporate Event Forecast



WELLNESS ON THE CARDS?

Of 176 respondents, 38 per cent more said they foresee an increase in the inclusion of wellness components in incentive travel than those who don't, but suppliers are the most optimistic



Source: Incentive Research Foundation 2018 Outlook Study