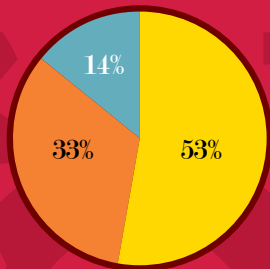


# MICE MATTERS

WE STACK UP THE NUMBERS AROUND THE MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS MARKET

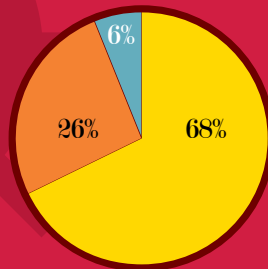
## ATTENDING EVENTS: LIVE vs VIRTUAL

### LIVE ATTENDANCE



- 53% predict there will be a growth in live attendance in 2015
- 33% predict it will remain flat
- 14% predict a drop

### VIRTUAL ATTENDANCE



- 68% predict a rise in virtual attendance for 2015
- 26% predict it will remain flat
- 6% predict a drop

Source: MPI Meetings Outlook summer 2014 report (Respondents: 200 global meetings planners)



## MOVING TO ONLINE



**49%** of UK travel managers say their company travels less due to the rise of virtual meetings

**20%** of UK travel managers say virtual meetings will become more important in their company

**43%** of travel managers globally say replacing some travel with virtual meetings is already an established practice in their company

Source: Airplus (Airplus interviewed 958 travel managers from 24 countries, including 70 managers from the UK)

## TOP REASONS FOR STRATEGIC MEETINGS MANAGEMENT PROGRAMME IMPLEMENTATION (SMMP)



- 81.7%** Savings/cost avoidance
- 59.8%** Good communication of practices across the organisation
- 56.2%** Visibility/transparency
- 55.6%** Improve value of meetings management
- 54.9%** Increase productivity

Source: MPI Meetings white paper May 2014



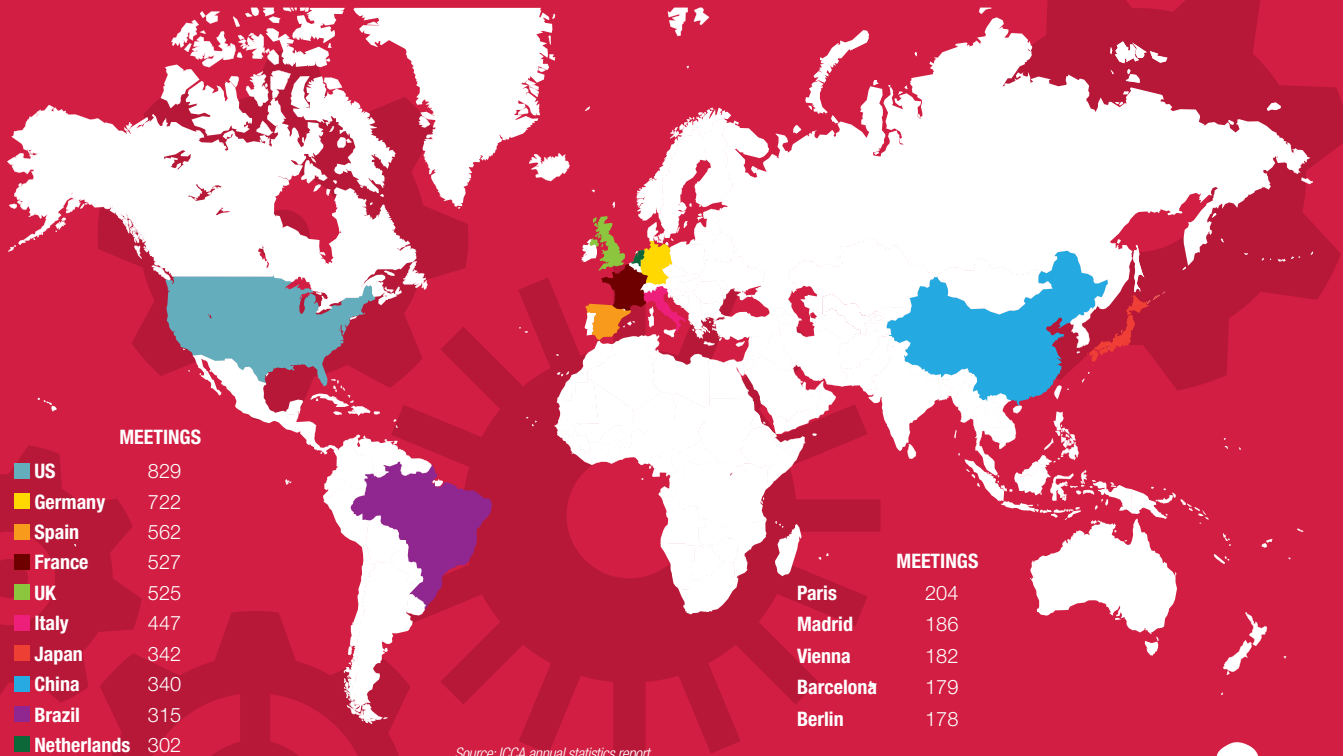
## CWT MEETINGS & EVENTS STATISTICS

- 4,359** B2B events were organised for UK clients by CWT Meetings and Events in 2013
- CWT's UK average event budget per delegate in 2014 is predicted to be **£352**
- The CWT/GBTA price outlook for 2015 predicts short event booking times in Europe (2-3 weeks), but booking windows for the largest events will remain around **NINE** months in advance
- The CWT/GBTA price outlook for 2015 predicts that group sizes for meetings and events will rise **3.5%** in N America, **2.5%** in Latin America, **0.75%** in APAC and **0%** in EMEA



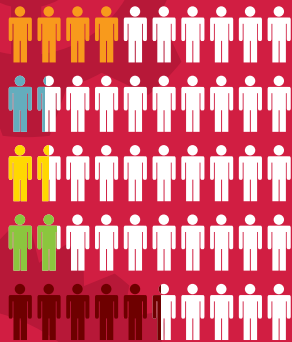
# TOP RANKING COUNTRIES FOR INTERNATIONAL ASSOCIATION MEETINGS

International Congress and Convention Association (ICCA): country and city ranking measured by number of association meetings organised in 2013



Source: ICCA annual statistics report

## INCENTIVE TRAVEL



- 40% predicted no overall change with respect to destinations for incentive travel programmes during 2014
- 12% will pick locations closer to home with regards to destinations
- 15% anticipated a change from international to domestic destinations for their incentive programmes
- 19% anticipated a change from domestic to international destinations for their incentive programmes
- 52% expected budgets for incentive travel programmes to increase "moderately" this year

Source: IRF Incentive Industry Trends Pulse Survey 2014 (IRF surveyed 2,550 corporate incentive buyers and suppliers)



## MOBILE APPS AND SOCIAL MEDIA

336 event and meeting planners and 161 attendees were asked to rank mobile apps and social media features in order of importance

### APP FEATURE RANKINGS

	PLANNERS	ATTENDEES
Access to schedule	88%	79%
Organiser updates	82%	69%
Personal schedule	73%	64%
Share contact info	69%	63%
Appointments with others	50%	59%
Branding	70%	43%
Polls/surveys	67%	46%

Source: American Express Global Meetings and Events Forecast 2015



## COST PER PERSON

Predicted cost per event attendee per day for 2015 compared to 2014

Asia/Pacific	+ 2.5%
EMEA	- 5%
Latin America	+ 8.5%
North America	+ 2.5%



Source: GBTA/CWT 2015 Global Travel Price Outlook

The cost for an attendee at a meeting or event in EMEA will drop by 5 per cent in 2015, compared to this year. The three other major regions are all expected to show an increase, with the biggest in Latin America