

BUSINESS EVENTS MARKET PROFILE

UNITED KINGDOM/EUROPE

OVERVIEW

Under the Business Events Australia (BEA) brand, Tourism Australia focuses on the association sector in the UK and Europe, recognising that international conferences bring high economic value to Australia. In addition to this benefit, association conferences can drive opportunities for Australia in international collaboration, knowledge exchange, trade and investment and attract thousands of international delegates to Australia every year. The incentive sector is a watching brief for Australia.

Through an integrated distribution and marketing strategy aimed at inspiring its target customers, BEA raises awareness and consideration of Australia's quality business events product offering and expertise in delivering association events. Activity includes brand and content marketing, educational visits, trade engagement and events that allow the Australian business events industry to meet with qualified buyers to grow their business.

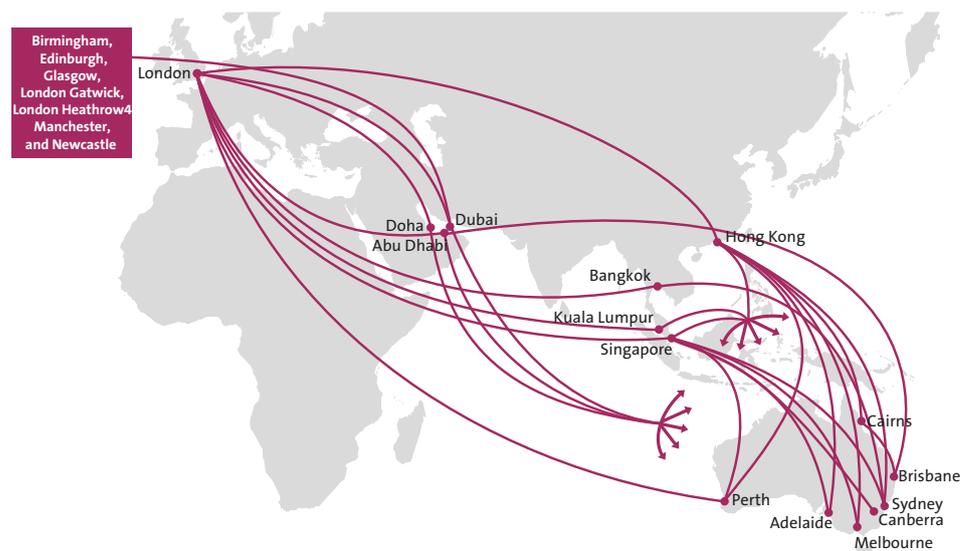
Tourism Australia also supports the work undertaken by Australian industry in bidding for association events and in securing international delegates for these events. To assist in converting incentive business for Australia, Tourism Australia connects incentive agents in the UK with Australian industry, such as Destination Management Companies (DMCs), who can convert business for Australia.

In 2018, the UK was Australia's third biggest inbound market in terms of expenditure and fourth largest in terms of visitation. In the same period, information based on the International Visitor Survey (IVS) tracked expenditure of AUD400m from 64,000 UK business events arrivals.

For more information on European markets including the UK, visit www.tourism.australia.com/en/markets-and-stats/market-regions/europe.html

For more information on Tourism Australia's business events work and how to get involved, visit www.australia.com/businessevents

AVIATION ROUTES FROM UK/EUROPE TO AUSTRALIA¹



IMPORTANT FACTORS WHEN CHOOSING A BUSINESS EVENTS DESTINATION

A safe and secure destination

A range of quality accommodation

Excellent business event facilities

Centrally located convention centres

Good food and wine, local cuisine and produce

A destination that offers value for money

Strength in specific knowledge sectors relevant to the association

Tourism Australia has undertaken research to understand the path to purchase of international delegates when choosing whether to attend an association event. This information provides a competitive advantage to associations in planning their Australian event and is available at www.tourism.australia.com/statistics

WHICH AIRLINES² DO UK VISITORS USE TO TRAVEL TO AUSTRALIA?

Airline	2019
Emirates	26%
Qantas Airways	13%
Singapore Airlines	11%
Etihad Airways	10%
Cathay Pacific	7%
Qatar Airways	6%
British Airways	4%
Others	23%

BUSINESS EVENT INSIGHTS AND TRENDS

- » The UK's proposed exit from the European Union (EU) continues with no resolution in sight. There is no evidence that this uncertainty is impacting outbound travel from the UK and is not currently affecting decisions for association or incentive events.
- » The association sector is recognised as the most resilient within business events, with steady rotations between destinations.
- » Safety and security at a destination is the key factor in decision making for both associations and incentives, providing a competitive advantage to Australia.
- » Whilst decisions on where to host events are led by UK/Europe based associations, most of these events require bids to be led by the association chapter or key industry figure based in the proposed host country, ie; the Australian chapter of an international association bids for Australia to host.
- » Working with international associations to secure events is a complex undertaking and requires not just a thorough understanding of the goals and structure of the association, but also the specific bidding process for the particular event. This work can take years to develop and involve multiple partners and activities.
- » Establishing strong relationships is crucial to securing events. Association decision makers, key advocates for a destination and suppliers should all form part of the bid strategy.
- » Event decision makers vary from association to association – some seek recommendations from event planners, others have decisions made by the head of the association, whilst a voting system that can include general membership voting or votes by members of the board, or a select committee can also be used to determine event destinations.
- » The specific expertise of a destination in the relevant knowledge sector of the association – science, technology, medical research, etc – is a key decision factor in securing the bid.
- » Providing associations with an understanding of competitive pricing on hosting an event in Australia, for example that taxes are included in all pricing and gratuities are not required, can explain the cost benefit of choosing Australia.
- » Associations are looking to expand their global membership with new members, sponsors and exhibitors. It is therefore important to provide them with information on Australia's expertise in their relevant sector, and how hosting their event in Australia can assist in growing memberships and exhibitors. It is also important to highlight the close proximity of Australia to Asia, as associations are looking to increase membership and sponsors from this region.
- » International associations place great importance on the potential legacy benefits of their event, and expect this element be included in a presentation/bid to consider how the destination/ suppliers can support this goal.
- » Bid destinations will therefore work to demonstrate this expertise in order to strengthen the bid proposal, and may enlist other agencies, including universities and government departments to support their bid.
- » Approximately 57 per cent of international associations have their headquarters in Europe, with many key decisions on where to host events being made in London, Paris, Brussels and Geneva.
- » From UK/Europe the current association enquiries are from health, services, science and technology.
- » Lead times between the announcement of the destination and the event taking place vary from 12 months to 12 years, however two to four years is more common.

UK/EUROPE BUSINESS EVENTS DISTRIBUTION SYSTEM

In the UK/Europe market, international associations will often engage what is termed a core Professional Conference Organiser (core PCO) or general Professional Conference Organiser (PCO), an Association Management Company (AMC) and/or Destination Management Company (DMC) to assist in the delivery of their event in Australia.

A PCO will act as a consultant to the association's organising committee to help deliver the event, including the management of registrations, marketing and communications, IT and logistics, as well as creating pre and post itineraries.

A core PCO offers the same expertise and services as a PCO however is contracted by the association to work on multiple events and/or for multiple years. As there is a longer-term relationship, this enables the core PCO to offer extended services rather just managing one specific event.

An AMC offers event management but also undertakes extended services including membership administration, strategic and financial planning as well as management and leadership development.

Incentive programs in the UK are predominantly managed by conference & incentive agencies. Some larger agencies have started to focus on national and international associations, providing services from ad hoc to full event management.

Within companies themselves there is a trend away from in-house corporate planners and towards outsourcing in order to minimise costs.

DMCs are still widely used by conference and incentive agencies in order to manage arrangements, and for clients wanting bespoke incentive experiences.

Core Professional Conference Organiser (core PCO), Professional Conference Organiser (PCO) and Association Management Company (AMC)

Key PCOs in UK/Europe include:

- » AIM Group
- » CPO Hanser Service
- » ICS Events
- » Kenes
- » K.I.T. Group
- » MCI
- » Paragon
- » Worldspan

Conference & Incentive Agencies

C&IT in the UK publish [a list](#) of the top 50 UK agencies by turnover of business, which is available

Destination Management Company (DMC)

Key DMCs active in UK/Europe for Australia include:

- » Arinex Events
- » AOT
- » Australia Conferences & Incentives
- » ID Events Australia
- » Ovation Australia
- » UNIQ Concepts

PLANNING A VISIT TO MARKET

- » Tourism Australia encourages the Australian industry to undertake trips to UK/Europe to develop their knowledge of the market and recommends contacting the in-market BEA representative to gain relevant insights.
- » When planning incentive sales calls in the UK, it is recommended to start securing appointments four to six months in advance as conference and incentive agents are time poor and travel frequently.
- » If your travel dates align with major trade shows, such as IMEX Frankfurt, IBTM World and/or Associations World Congress, aim to secure meetings with a minimum of three months lead time as this is a particularly busy time for business event planners. Avoid the summer holiday period, mid-June to the end of August, when many UK/Europe residents take annual leave.
- » Key cities to visit for association decision makers are London, Brussels, Paris and Geneva and its surrounding regions, whilst association PCOs are predominantly based in London, Brussels, Geneva, Paris, Berlin and Zurich.

KEY BUSINESS EVENTS TRADE ACTIVITY

Event	Location	Date
IBTM World	Barcelona, Spain	19 – 21 Nov 2019
IMEX Frankfurt	Frankfurt, Germany	12 – 14 May 2020
IMEX Frankfurt	Frankfurt, Germany	17 – 20 May 2021

IMEX Frankfurt is a key business events trade show, which attract both association conference and incentive planners and decision makers, as well as PCOs and AMCs. The show offers the chance to meet during scheduled appointments with qualified buyers, as well as networking opportunities during which relationships can be developed.

Other activity in market throughout the year includes engagement activity that demonstrates why there is nothing like Australia for business events. This includes sales calls and attendance at relevant trade events, such as International Congress & Convention Association (ICCA) events.

As part of its trade activity, Tourism Australia also conducts educational visits to Australia from the UK/Europe market.

For more information on any these trade activities, contact bea@tourism.australia.com

KEY BUSINESS EVENTS CONTACTS

Australia – based in Sydney

Kelly Maynard
Head of Distribution Development and
Partnerships, Business Events
T: +61 2 9361 1733
E: kmaynard@tourism.australia.com

For more information please visit

www.tourism.australia.com or www.australia.com/businessevents