



BUSINESS EVENTS AUSTRALIA DOMESTIC CORPORATE SENTIMENT RESEARCH - FEBRUARY 2022

Business Events Australia has completed a seventh wave of research to understand the trends and attitudes of corporate decision makers towards holding business events as the industry recovers from the impact of COVID-19.

RESPONDENT PROFILE

461

decision-makers

63%

are the sole or final decision-maker for events in their business

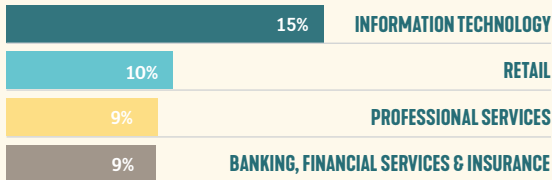
37%

have significant influence over final decisions for events in their business

43% work for businesses with **50-499** employees



TOP 3 INDUSTRIES



ATTITUDES

91% OF THOSE WHO USUALLY HOLD ONE OR MORE EVENTS OVERSEAS EACH YEAR ARE LIKELY TO RELOCATE AT LEAST ONE OF THESE EVENTS TO AUSTRALIA OVER THE NEXT 12 MONTHS.

DOMESTIC EVENT PLANS



PLANNING EVENTS IN AUSTRALIA

- 67%** in next 6-12 months
- 74%** in next 12-24 months

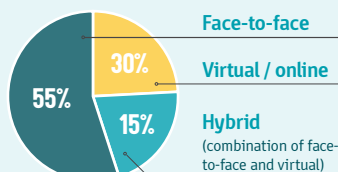
TRAVELLING FOR EVENTS

- 76%** are comfortable with the idea of interstate travel for corporate events compared to **72%** for intrastate travel
- 23%** say **COVID-19 safety** equal with the **vaccination policy** of event venues are top concerns related to travelling interstate for corporate events

FACE-TO-FACE VS VIRTUAL

There is a strong desire to get back to face-to-face events, though there is recognition of the need for virtual and hybrid events

Plans for the format of future events



WHAT NEEDS TO CHANGE?

TOP 3 BARRIERS TO RUNNING EVENTS*

The main barriers to event resumption are primarily health related although travel restrictions are still a factor.

OCTOBER 2021



cited concern for employees' health



cited concern about the COVID-19 safety reputation of potential event locations



cited existing border restrictions between states/territories

FEBRUARY 2022



cited concern for employees' health



cited risk around spreading the virus



cited concern about the COVID-19 safety reputation of potential event locations

*For those that have not run any events in since March 2020



94% businesses planning events in next 12 months are likely to host in their home state / territory

These events are likely to be in the state/territory:

78% in a capital city **39%** outer metro areas **16%** regional areas

FOR THOSE PLANNING EVENTS WITHIN THE NEXT 18 MONTHS

TOP 3 EVENT TYPES

57% state level conference
49% national conference
34% incentive event

TOP 3 REASONS TO HOLD EVENTS

54% to build team morale or connection
49% to reward employees
46% to engage stakeholders & company culture

EVENT TRAVEL

40% say their events will involve no travel
30% say their events will involve intrastate travel
30% say their events will involve interstate travel

FACTORS INFLUENCING EVENT CONFIDENCE*

45% cited restrictions on number of people ↓ **16% SINCE OCT**
47% cited COVID-19 travel restrictions ↓ **14% SINCE OCT**
42% cited location reputation concern ↓ **7% SINCE OCT**
47% cited existing domestic border restrictions ↓ **7% SINCE OCT**

*Over the next 6-12 months

CANCELLATIONS AND POSTPONEMENTS EVENTS SCHEDULED OCTOBER - DECEMBER 2021

80% have had to either cancel or postpone at least one event
20% have not had to cancel or postpone any events

24% have rescheduled within the next 3 months
49% have rescheduled in the next 4-6 months
36% have rescheduled in the next 7-12 months
9% cited existing domestic border restrictions
6% have yet to be rescheduled

EXHIBITIONS*

67% of businesses will exhibit or send staff to an exhibition in the next year and 82% claim they will support the same number of shows or more in the next 12 months vs. before March 2020



TOP 3 BARRIERS TO SENDING STAFF OR EXHIBITING AT AN EXHIBITION

64% cited concerns related to COVID-19 ↑ **1% SINCE OCT**
21% cited bans on interstate travel ↓ **13% SINCE OCT**
17% cited a switch to other marketing channels ↑ **11% SINCE OCT**

TOP 3 DEVELOPMENTS

THAT WOULD LEAD TO CORPORATE BUSINESS EVENTS RESUMING IMMEDIATELY*

FEBRUARY 2022

44% stabilisation of number of local COVID-19 cases
41% stabilisation of number of national COVID-19 cases
39% interstate borders re-opening

*For those who have not run any events since March 2020

BUDGETS

84% say their domestic events budget for the next 12 months will be the same as 2019-20 or higher
81% say their domestic events will have a similar number of attendees or more per event in the next 12 months compared to pre-COVID-19

INTENTION FOR EVENTS

81% ↑ **5% SINCE OCT**

of respondents believe their business will run the same number or more events after COVID-19 compared to before the pandemic