



BUSINESS EVENTS AUSTRALIA

DOMESTIC CORPORATE SENTIMENT RESEARCH - MAY 2021

Business Events Australia has completed a fifth 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

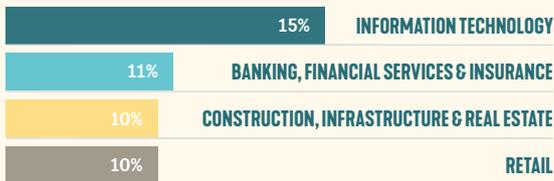
463
decision-makers

61% are the sole or final decision-maker for events in their business

39% have significant influence over final decisions for events in their business

35% work for businesses with **50-499** employees

TOP 3 INDUSTRIES



ATTITUDES

93% 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

- 74%** in next 6-12 months
- 75%** in next 12-24 months

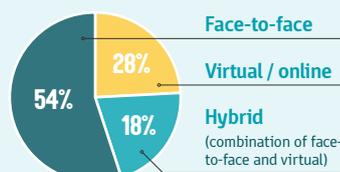
TRAVELLING FOR EVENTS

- 82%** are comfortable with the idea of intrastate travel for corporate events compared to **74%** for interstate travel
- 33%** say COVID-19 safety overrides any other factors 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.

MARCH 2021



cited risk around spreading the virus



cited concern for employees' health



cited travel restrictions associated with COVID-19

MAY 2021



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



cited risk around spreading the virus



cited potential for snap border closures and getting stuck interstate

*For those that have not run any events in the last 12-13 months



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DOMESTIC CORPORATE SENTIMENT RESEARCH - MAY 2021

93% 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:

77% in a capital city **45%** outer metro areas **22%** regional areas

FOR THOSE PLANNING EVENTS WITHIN THE NEXT 18 MONTHS

TOP 3 EVENT TYPES

53% state level conference
43% national conference
40% incentive event

TOP 3 REASONS TO HOLD EVENTS

51% to build team morale or connection
49% to reward employees
49% to reinforce company culture

EVENT TRAVEL

40% say their events will involve no travel
35% say their events will involve intrastate travel
25% say their events will involve interstate travel

FACTORS INFLUENCING EVENT CONFIDENCE*

51% cited restrictions on number of people ↓ **17% SINCE MAR**
53% cited COVID-19 travel restrictions ↓ **13% SINCE MAR**
47% cited location reputation concerns
45% cited health concerns ↓ **8% SINCE MAR**

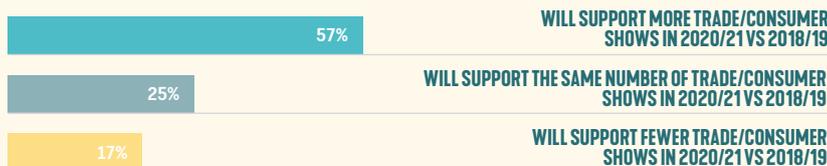
*Over the next 6-12 months

BUDGETS

84% say their domestic events budget for the next 12 months will be the same as 2019-20 or higher
82% 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

EXHIBITIONS*

7 in 10 businesses will exhibit or send staff to an exhibition in the next year and three-quarters claim they will support the same number of shows or more in the next 12 months vs. 2018-19



TOP 3 BARRIERS TO SENDING STAFF OR EXHIBITING AT AN EXHIBITION

54% cited concerns related to COVID-19 ↓ **6% SINCE MAR**
42% cited slow rollout of a COVID-19 vaccine
32% cited a switch to virtual exhibitions ↑ **8% SINCE MAR**

TOP 3 DEVELOPMENTS

THAT WOULD LEAD TO CORPORATE BUSINESS EVENTS RESUMING IMMEDIATELY*

MARCH 2021

MAY 2021

49%

rollout of a COVID-19 vaccine

44%

rollout of a COVID-19 vaccine

43%

a complete lifting of restrictions on gatherings

40%

no community transmission of COVID-19 in Australia

43%

no community transmission of COVID-19 in Australia

37%

interstate borders re-opening

*For those who have not run any events in the last 4-13 months

INTENTION IS GROWING

83% ↑ **5% SINCE MAR**

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