



BUSINESS EVENTS AUSTRALIA DOMESTIC CORPORATE SENTIMENT RESEARCH - OCTOBER 2021

Business Events Australia has completed a sixth 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

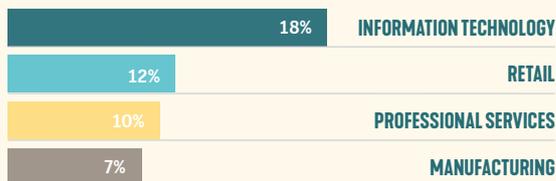
452
decision-makers

60% are the sole or final decision-maker for events in their business

40% have significant influence over final decisions for events in their business

45% work for businesses with **50-499** employees

TOP 3 INDUSTRIES



ATTITUDES

89% 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

62% in next 6-12 months

81% in next 12-24 months

TRAVELLING FOR EVENTS

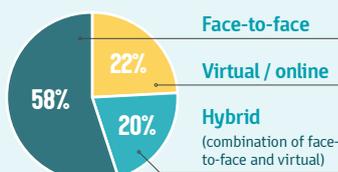
71% are comfortable with the idea of intrastate travel for corporate events compared to **74%** for interstate travel

42% 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.

MAY 2021



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



cited potential for snap border closures and getting stuck interstate



cited risk around spreading the virus

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

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



BUSINESS EVENTS AUSTRALIA

DOMESTIC CORPORATE SENTIMENT RESEARCH - OCTOBER 2021

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:

77% in a capital city **43%** outer metro areas **18%** regional areas

FOR THOSE PLANNING EVENTS WITHIN THE NEXT 18 MONTHS

TOP 3 EVENT TYPES

59% state level conference
55% national conference
38% incentive event

TOP 3 REASONS TO HOLD EVENTS

59% to build team morale or connection
59% to reward employees
49% to reinforce company culture

EVENT TRAVEL

41% say their events will involve no travel
30% say their events will involve intrastate travel
29% say their events will involve interstate travel

FACTORS INFLUENCING EVENT CONFIDENCE*

61% cited restrictions on number of people ↑ 10% SINCE MAY
61% cited COVID-19 travel restrictions ↑ 8% SINCE MAY
49% cited location reputation concerns ↑ 2% SINCE MAY
47% cited existing domestic border restrictions ↑ 12% SINCE MAY

*Over the next 6-12 months

CANCELLATIONS AND POSTPONEMENTS EVENTS SCHEDULED JUNE - OCTOBER 2021

77% have had to either cancel or postpone at least one event
23% have not had to cancel or postpone any events

22% have rescheduled within the next 3 months
41% have rescheduled in the next 4-6 months
31% have rescheduled in the next 7-12 months
14% cited existing domestic border restrictions
9% have yet to be rescheduled

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

63% cited concerns related to COVID-19 ↑ 9% SINCE MAY
34% cited bans on interstate travel ↑ 15% SINCE MAY
32% cited a switch to virtual exhibitions

TOP 3 DEVELOPMENTS

THAT WOULD LEAD TO CORPORATE BUSINESS EVENTS RESUMING IMMEDIATELY*

OCTOBER 2021

47%

interstate borders re-opening

41%

a nationwide 80% double-dose vaccination rate

39%

a complete lifting of restrictions on gatherings

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

BUDGETS

84% say their domestic events budget for the next 12 months will be the same as 2019-20 or higher
80% 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

76% ↓ 7% SINCE MAY

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