

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.

Through an integrated trade 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.

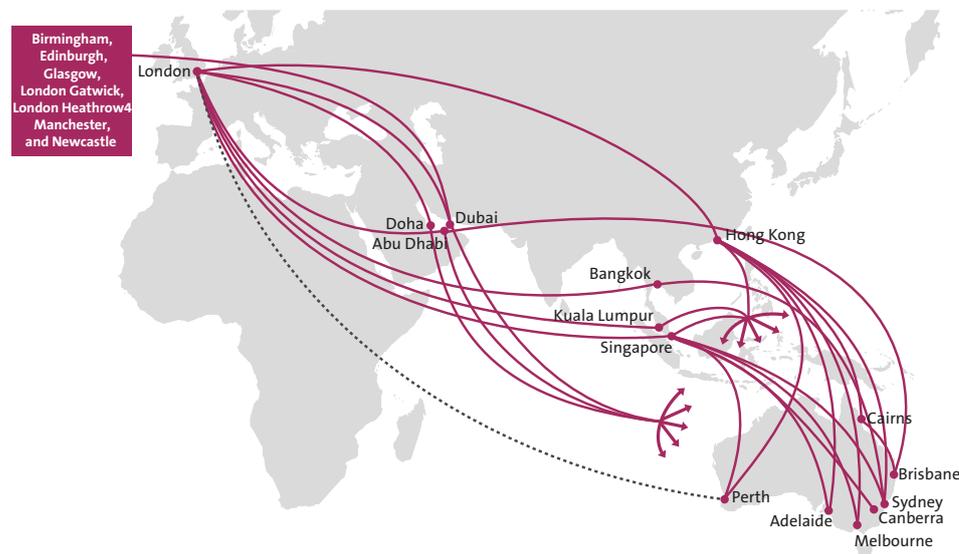
Tourism Australia also supports the work undertaken by Australian industry in bidding for association events and in securing international delegates for these events. To assist in converting incentive business for Australia, Tourism Australia connects incentive agents in the UK with Australian industry,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

In the year ending June 2017, 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 AUD357m from 58,000 UK business events arrivals.

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

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	2016
Emirates	26%
Qantas Airways	14%
Etilhad Airways	11%
Singapore Airlines	9%
Cathay Pacific	7%
Qatar Airways	5%
British Airways	4%
Others	24%

BUSINESS EVENT INSIGHTS AND TRENDS

- » Whilst decisions on where to host events are led by UK/Europe-based associations, the majority of these require bids for events 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 nominates Australia to host.
- » Brexit does not seem to be currently affecting decisions for association or incentive events. However the security of a destination is the key factor in decision making for associations.
- » International associations place great importance on the potential legacy benefits of their event, and can request this element be included in a presentation/bid to consider how the destination/suppliers can support this goal.
- » Working with international associations to secure events is a complex undertaking, and requires a thorough understanding of the goals and structure of not just the association, but the bidding process for the particular event. This work can take years to develop and involve multiple partners and activities. Establishing strong relationships with associations, with key advocates for a destination and with suppliers is crucial to securing events.
- » 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.
- » 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.
- » Association events require a range of accommodation rooms ranging from budget to five star; with a strong focus on four star.
- » 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.
- » The association sector is recognised as the most resilient within business events, with steady rotations between destinations.
- » 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.
- » There is a trend for larger conference and incentive event agencies towards working with the associations sector, providing a range of services, from ad hoc to full event management services for national and international associations.

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

Conference & Incentive Agencies

A list of the top 50 UK agencies by turnover of business is available at <http://offlinehbpl.hbpl.co.uk/NewsAttachments/OIC/Top50Agencies2017.pdf>

Destination Management Company (DMC)

Key DMCs active in UK/Europe include:

- Arinex
- Australia Conferences & Incentives
- ID Events Australia
- JCM Destination 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 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	28 - 30 Nov 2017
Associations World Congress	Antwerp, Belgium	12 - 14 March 2018
IMEX Frankfurt	Frankfurt, Germany	15 - 17 May 2018

IMEX Frankfurt and IBTM World are two key business events trade shows, which attract both association conference and incentive planners and decision makers, as well as PCOs and AMCs. The shows offer the chance to meet during scheduled appointments with qualified buyers, as well as networking opportunities during which relationships can be developed.

Associations World Congress is a three day event offering association members educational sessions relevant to their business. Australian industry can attend the Congress and participate in sessions alongside delegates.

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

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