

NEW ZEALAND IS READY TO MEET

How to attract business events
in a post Covid-19 environment



EVENT PLANNING

There is a high level of intention among organisations we surveyed to have business events in New Zealand both in short-term and long-term



93%
Corporate

93%
Associations

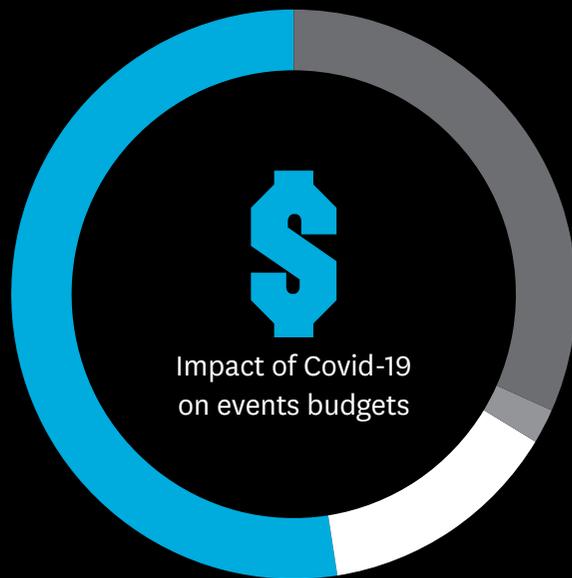
98%
Not-for-profit



Source: KANTAR Domestic Business Events Market – Post Covid-19
Sample size: All organisations n = 232

IMPACT ON EVENT BUDGETS AND SIZE

However, events are likely to be smaller and less frequent: businesses expect event budgets to be reduced, while Associations expect less interest from their members



53%

Expect budgets to reduce

32%

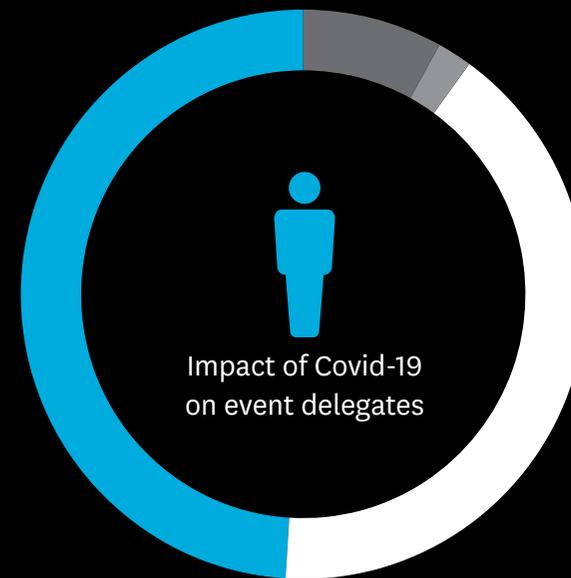
Don't know

14%

No impact

2%

Expect budgets to increase



49%

Expect number of delegates to decline

41%

No impact

8%

Don't know

2%

Expect number of delegates to increase

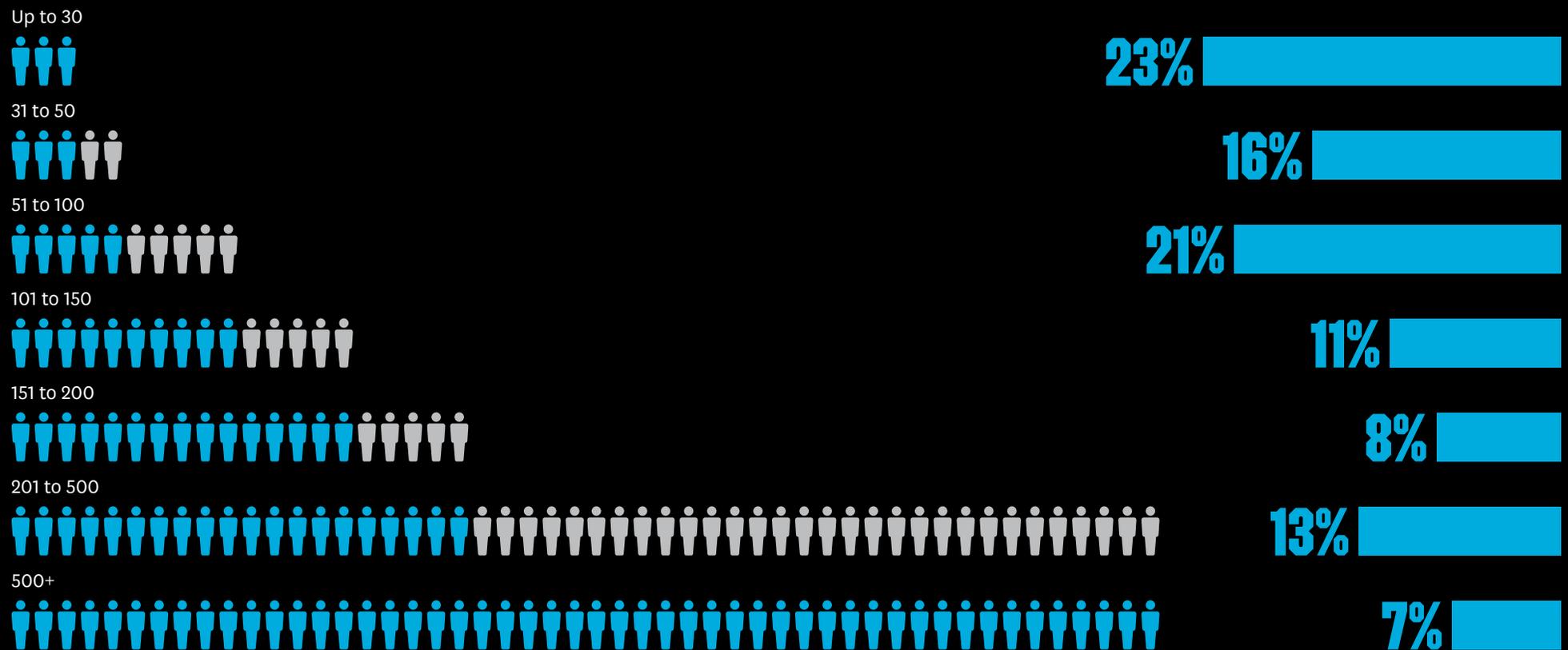
Source: KANTAR Domestic Business Events Market – Post Covid-19

Sample size: Corporate / Private n = 71; Associations / Industry body n = 88

NUMBER OF DELEGATES

60% of the business events planned for the next 18 months are for up to 100 delegates, with larger events likely to come from corporate / private businesses

% of business events planned in the next 18 months by number of delegates



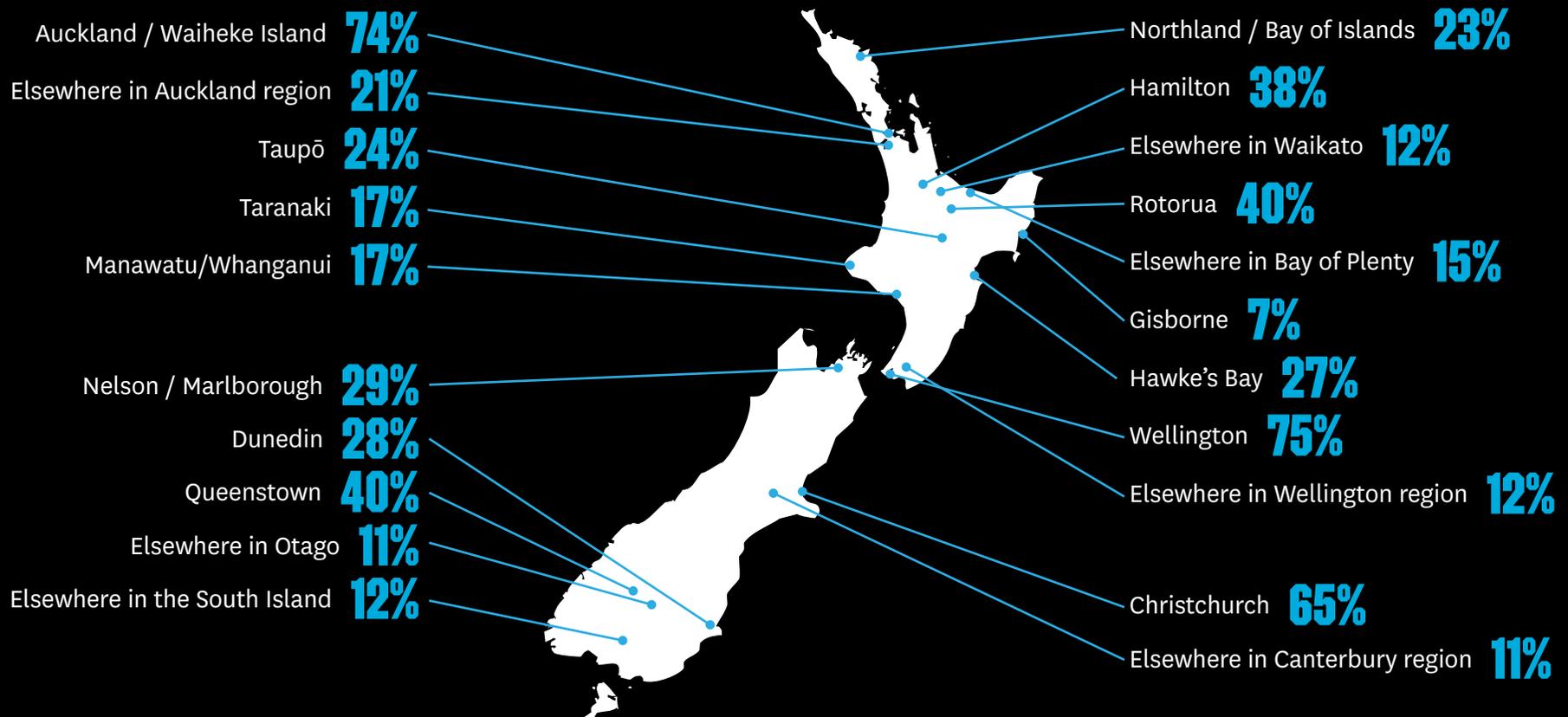
Source: KANTAR Domestic Business Events Market – Post Covid-19

Sample size: n = 217

BUSINESS EVENT LOCATIONS

Large urban cities are main locations organisations consider for business events, but there is a good appetite for smaller destinations

Consideration for business event destinations (% organisations planning an event in the next 18 months)



Source: KANTAR Domestic Business Events Market – Post Covid-19

Sample size: n = 217

CONFERENCE FACILITIES

Covid-19 pandemic has impacted on what organisations look for in an event destination: many are more price sensitive, there is more focus on health & safety, and a greater need for teleconferencing technologies



Say that Covid-19 pandemic impacted on what they look for in a destination for meetings and conferences

FLIGHT AVAILABILITY AND AFFORDABILITY

- “We can’t go to regions until we are sure people can fly there affordably”
- “We will look at holding closer to our office location to reduce costs and keep travel down”
- “Cost of getting there by air given reduced flight service”

SAFETY STANDARDS

- “We will look for venues with the highest standards of cleaning, and with the best approach to managing risk.”
- “Venues must offer and adhere to current guideline and practices to keep our members safe. We are more conscious of this now”

TECHNOLOGY IS MORE IMPORTANT

- “We now need high speed internet connection for all our events to allow them to be streamed”
- “Need to look at multi media delivery platforms that combine livestream, on demand, and interactive physical attendance”

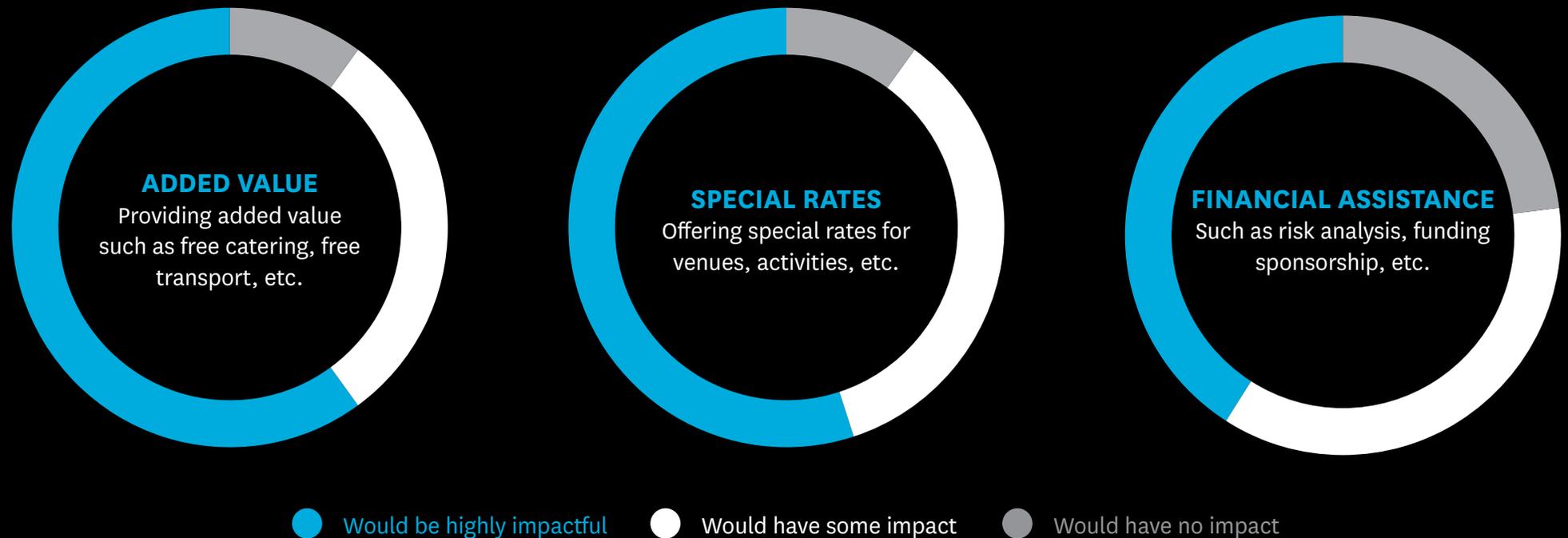
CHANGING EVENT FORMAT

- “Possibly, could be a smaller venue with smaller events, need for more technology updated venue for streaming, but it is hard to say at this point as we have not run an event yet since lockdown”
- “Will be looking to run a smaller, shorter event”

CONFERENCE SUPPORT

Financial support is likely to have the most impact on persuading organisations to hold events in the next 18 months compared to other assistance options

Impact industry support can have on persuading organisations to hold events in New Zealand in the next 18 months

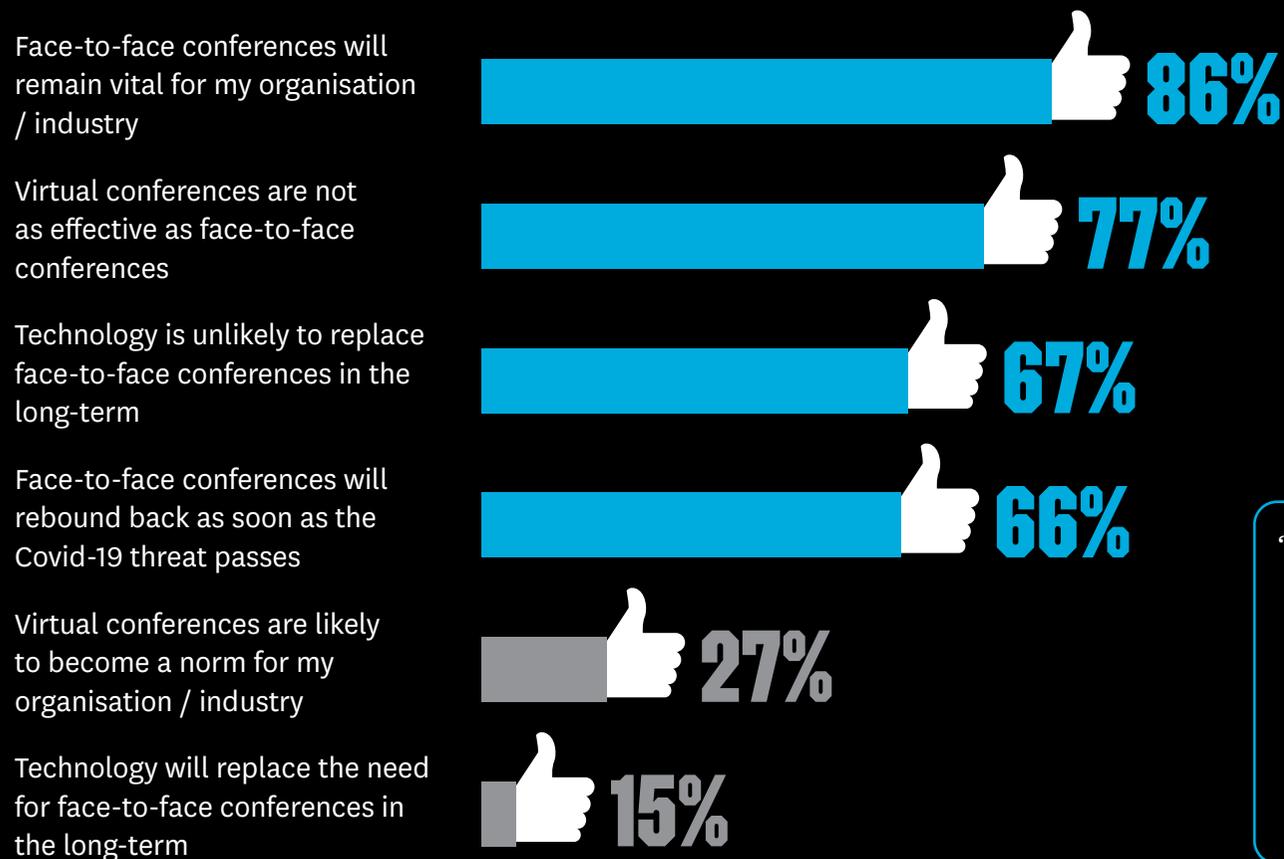


Source: KANTAR Domestic Business Events Market – Post Covid-19
 Sample size: All organisations n = 232

VIRTUAL CONFERENCING VS FACE-TO-FACE

The majority view is that technology is unlikely to fully replace the need for in-person conferences in the long-term

Perceptions of how the Business Events industry will change post Covid-19 (% Strongly agree/ Agree with the statement)



“All associations need to offer virtual components to their face to face meetings. We have done that effectively for the past five years. It isn’t new at all. But to work well, it needs to leverage off a physical event, in my opinion. The two go hand-in-hand. No one likes ‘death by zoom’. Humans like to meet”

“Virtual conference/meetings are unlikely to fully replace face to face... but they will become a greater element/preference in the marketplace. Hybrid events are inevitable... in our case. Equally — our stakeholder/attendee base will have a range of their own personal health risks/ concerns — that is already leading to a greater need for virtual offering”

Source: KANTAR Domestic Business Events Market – Post Covid-19
Sample size: All organisations n = 232

HYBRID CONFERENCES

Demand for hybrid conferences is expected to grow, and venues will need to meet this demand with high quality yet affordable tech solutions



82% of organisations say that it will be important for the conference venues to offer technology that enables hybrid conferences

Organisations voiced concerns about perceived high cost and quality of technology currently offered by the New Zealand venues

“AV cost across the board is too high - no matter whether you use their contracted supplier or an external supplier - they are just too expensive when you want to have a high production experience”

“We are reviewing our preferred destination for our next conference to ensure it has capacity for off-site/virtual attendance as well as onsite, i.e. excellent broadband and tech set-up that is affordable”

“Not so much for our conference, however most of our meetings are currently being held by video conference and this may change how we hold many of our meetings in future”

“We now need high speed internet connection for all our events to allow them to be streamed”

INCENTIVE PROGRAMMES

Among organisations that offer incentive travel programmes, about a third are planning to offer the programme in New Zealand in the next 18 months

19%

typically offer an international incentive travel programme



32%

of those will offer the incentive programme in New Zealand instead



Source: KANTAR Domestic Business Events Market – Post Covid-19
Sample size n= 144; offers the incentives programme n= 27

THANK YOU

Tourism New Zealand commissioned research to understand the demand for business events among New Zealand businesses; their concerns and barriers to having New Zealand based business events; and how the industry could help stimulate demand.

New Zealand based organisations who held a business event (conference, meeting, incentive trip) domestically or internationally in the last 3 years were surveyed. The research was conducted 10-19 May 2020 and received 232 responses from Associations, Not for Profit and Corporate/ Private organisations.

