

LOCATION LOCATION LOCATION

Competing in an increasingly busy events space, organisations are looking further afield in order to provide a unique experience. What are the main considerations for companies when deciding on the next destination for their business event?

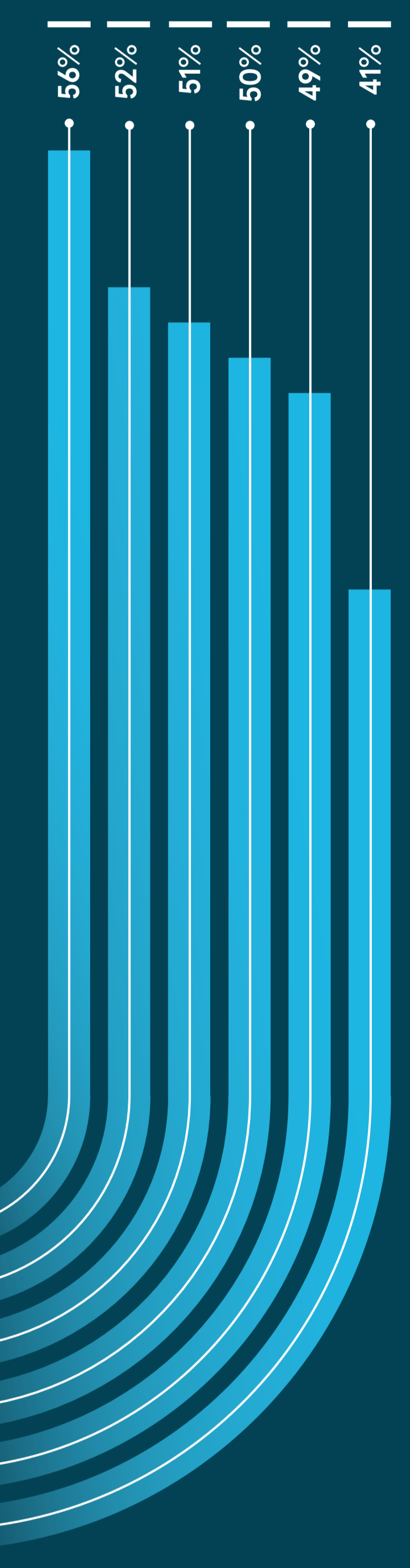
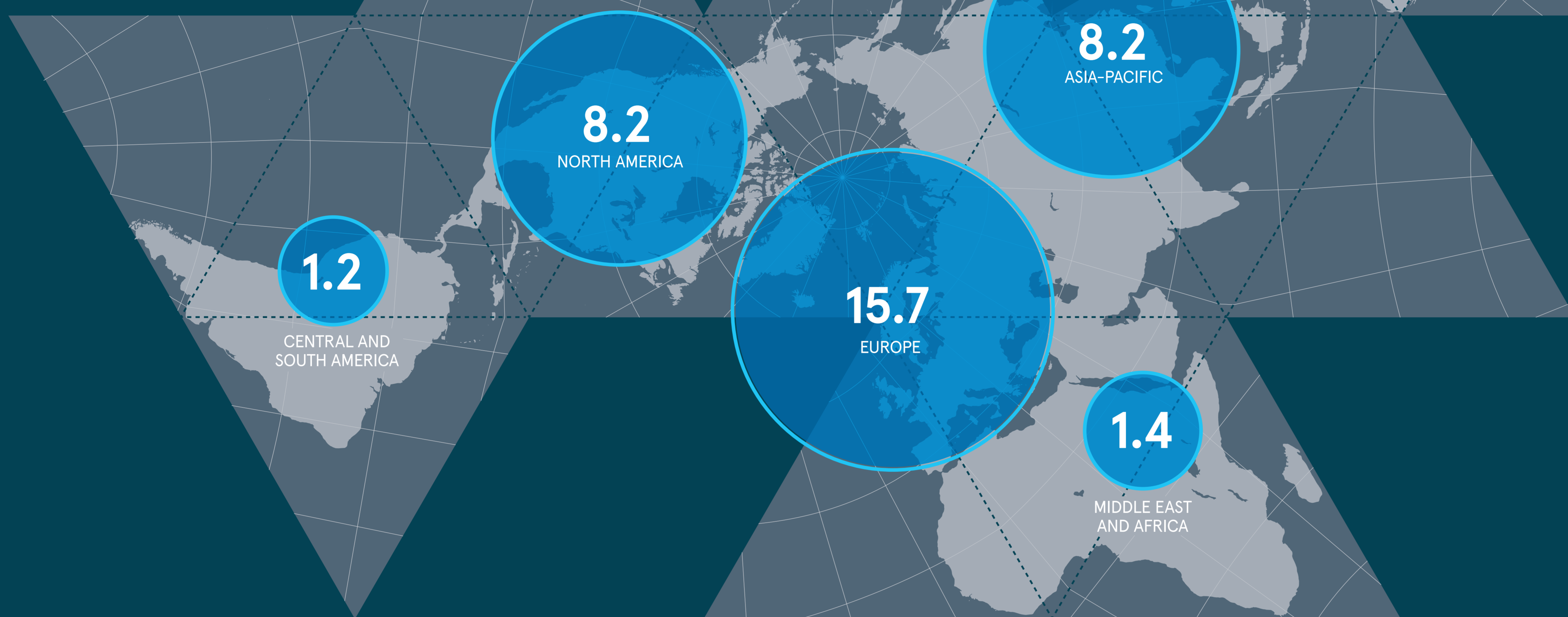
60%

of business trips turned into "bleisure" (business leisure) in 2017

Expedia Group 2017

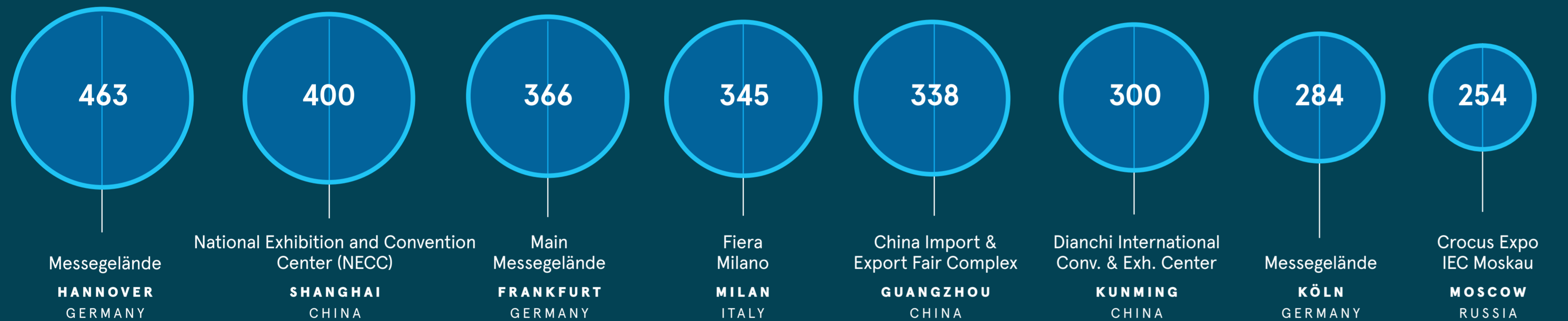
GLOBAL EVENT SPACE CAPACITY

Million square metres
GBTA 2018



LARGEST EXHIBITION HALLS IN THE WORLD

Hall capacity in thousand square metres



AUMA 2017

TOP PERKS FOR ATTENDEES

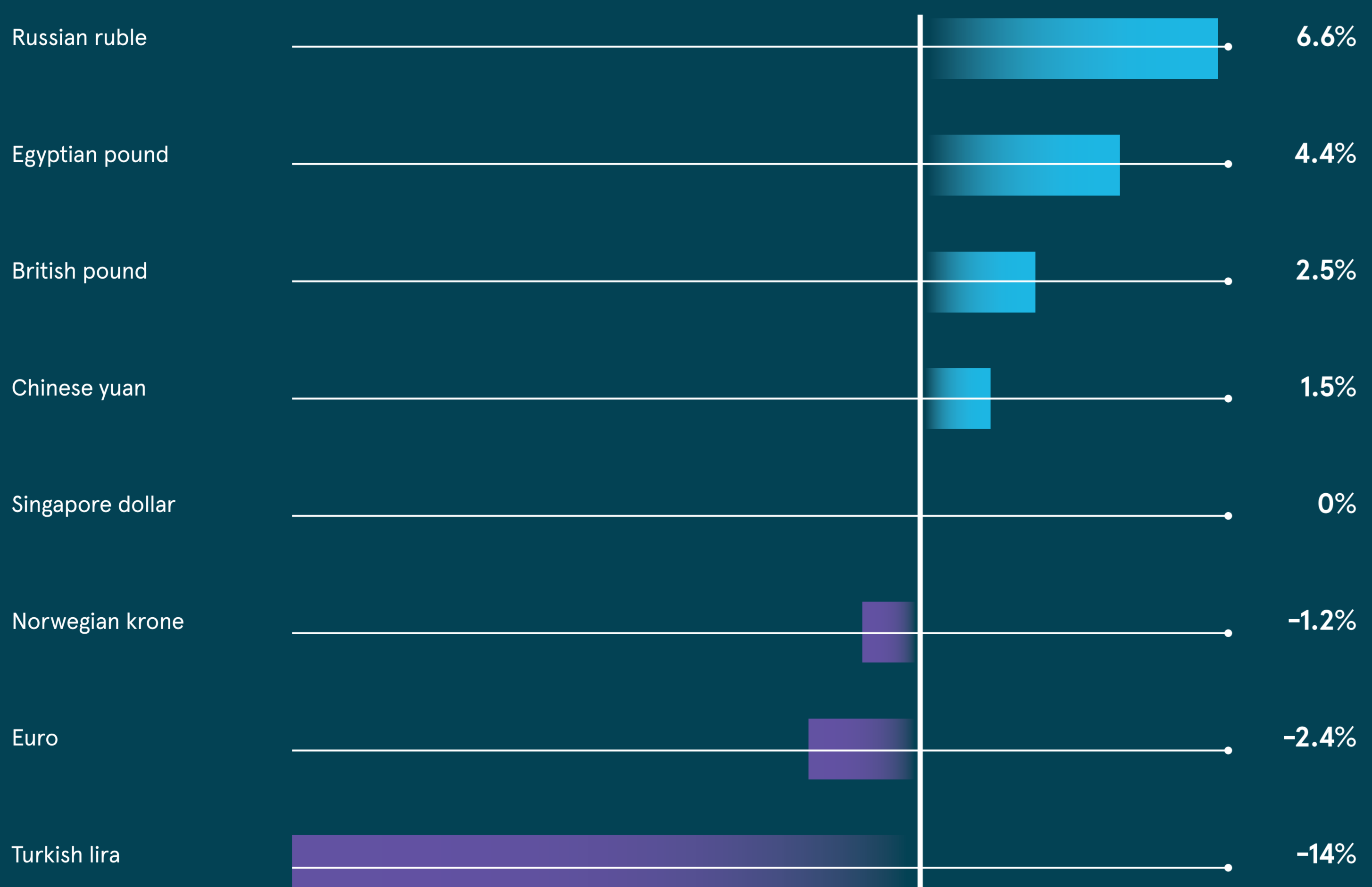
What makes a great "leisure" destination?

- Food/restaurants
- Beaches
- Natural sightseeing locations
- Weather
- Historical monuments/sightseeing
- Museum/arts/culture

Expedia Group 2017

SWINGS IN CURRENCIES COULD IMPACT THE ATTRACTIVENESS OF SOME MARKETS

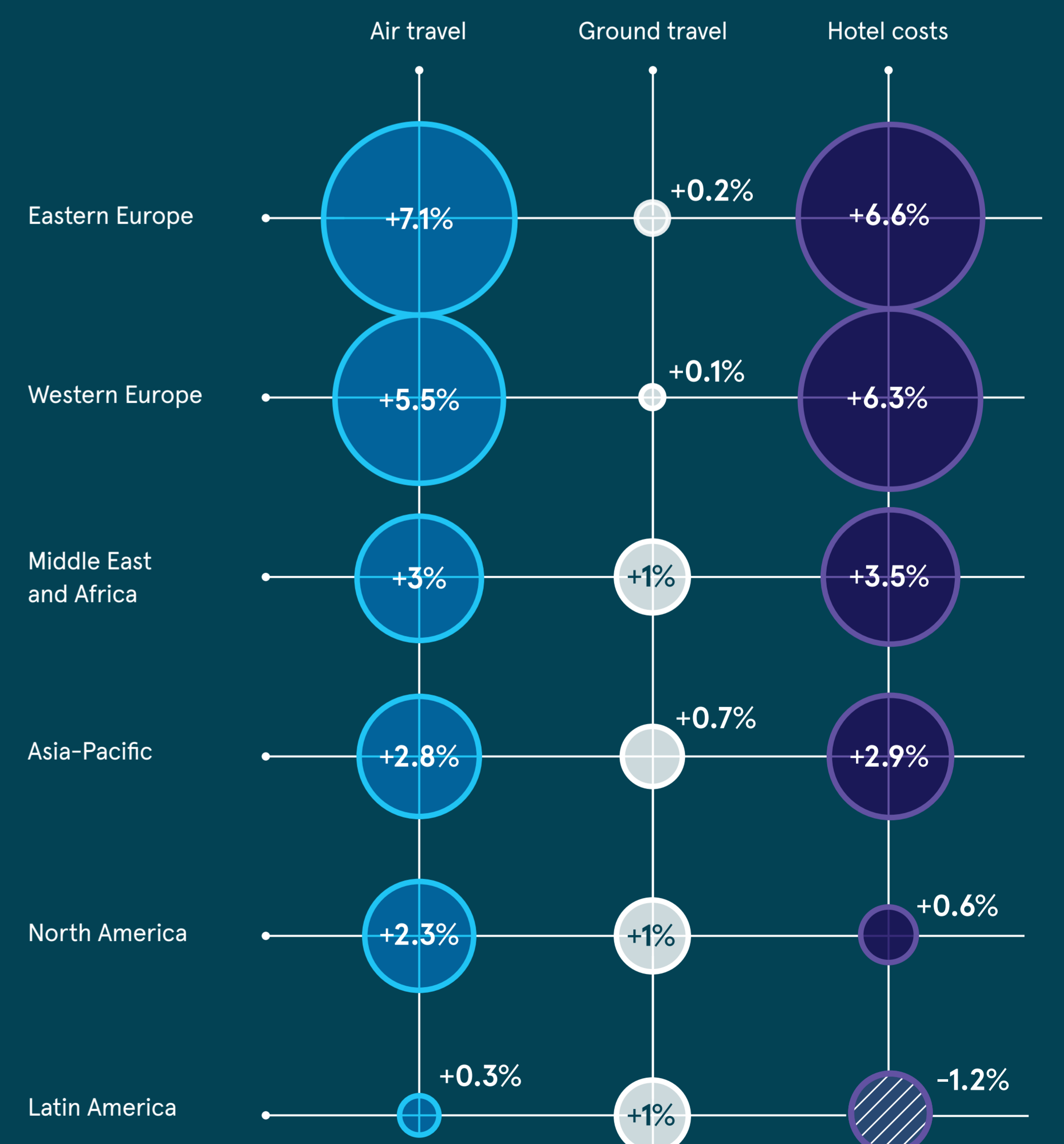
Currencies against the US dollar, year-to-date change as of 8 May 2019



Thomson Reuters Datastream, 2019

CHANGE IN BUSINESS TRAVEL COSTS WORLDWIDE

Annual change in costs between 2017 and 2018



GBTA 2017