



## KONGRES MAGAZINE'S RESEARCH ON DESTINATIONS AFTER COVID-19

What kind of destinations will attract meeting planners after the COVID-19 crisis? What will be the deciding factor for meeting planners choosing an event venue, where will they find information, what kind of marketing will prevail and which trends will shape our industry in the future? These are some of the questions that we answered in the 4th instalment of Kongres Magazine's coronavirus surveys. Together with the information collected from previous and ongoing surveys, we will be publishing an in-depth guide to exiting the coronavirus crisis.

NUMBER OF ANSWERS:

645 respondents

### Will you change the type of destinations you choose to organise events after the coronavirus situation is resolved?

- NO - **35,8 %**
- YES - **27,4 %**
- I am not sure - **27,4 %**

- Not changing the destination but carefully considering the format and venue
- Will much depend on my clients sentiment and on their requests
- Probably opt for regional meetings over international and transatlantic travel



### Which of the following sources do you use to find information on destinations for your events?

- Convention Bureaus / Tourist organizations - **16,62 %**
- Fam trips to destinations - **13,90 %**
- Meeting industry trade shows - **13,35 %**
- Friends and colleagues - **12,26 %**
- Google - **10,63 %**
- Local meeting planners - **10,08 %**
- Social media - **8,99 %**
- Meeting industry magazines - **8,17 %**
- Venue finding agencies - **3,81 %**

### When will you feel comfortable travelling again for meetings and events?

- July - September 2020 - **31,6 %**
- October - December 2020 - **31,6 %**
- January - March 2020 - **16,8 %**
- After March 2021 - **11,6 %**
- Other - **8,4 %**

### Please rank the most important criteria when choosing a destination for your next event after COVID 19?

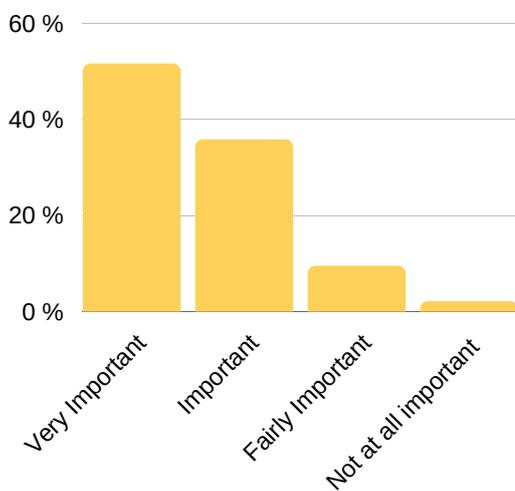
- General and health safety - **9.9**
- Comfort and accessibility - **9.4**
- Value for money - **8.6**
- Climate - **7.1**
- Consideration of sustainable principles - **6.6**
- Professionalism of local meetings industry - **6.2**
- Attractive natural or cultural location - **6.0**
- Less crowded destination - **5.7**
- Economic stability - **5.6**
- Image of the destination - **4.8**
- Visa requirements - **4.1**
- Entertainment and nightlife - **4.0**





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### How important will the **destination experience** be for business events in the future?



### Which of the following activities will you cut as a meeting planner over the next months?

- **International trade shows** - 19,66 %
- **Fam trips** - 15,81%
- **Industry Conferences** - 14,53 %
- Domestic trade shows - 12,82 %
- Client events - 11,97 %
- Site visits - 8,97 %
- None - 7,69 %
- Association memberships - 4,70 %
- Partnerships - 2,99 %

### Do you prefer virtual fam trips over destination fam trips?

- NO - 82,3 %
- YES - 11,5 %
- Other - 6,3 %



- No however it is better than nothing
- It depends if you can do it safer
- I used to prefer in person, but that all has changed
- Not usually, but we have no choice at the moment

### What megatrends will influence and challenge the meetings and events industry in the future?

- **24,63 %** - Technology
- **22,43 %** - Sustainability
- **15,81 %** - Mobility
- **9,93 %** - Rise of the individual
- **7,72 %** - Demographics
- **7,72 %** - Sharing Economy
- **7,35 %** - Circular Economy
- **2,57 %** - Urbanisation
- **1,84 %** - Feminisation



### The use of social media for choosing a destination is expected to?

- **56,3 %** - Increase
- **43,8 %** - Stay the same
- **0,0 %** - Decrease



## KONGRES MAGAZINE'S RESEARCH ON DESTINATIONS AFTER COVID-19

**In your dealings with  
DESTINATIONS (CVB DMC etc.)  
what annoys you most?**

### PROFESSIONALISM

- Lack of professionalism
- No direct answers to questions
- Slow responses to our requests
- Lack of cooperation among local providers
- Wrong answers, promises never hold
- Lack of transparency price over quality

### CONTENT

- Generic unpersonalised information
- Not understanding briefs properly
- Less creativity within programme
- The information they offer seems generic, typical
- I am always looking for the unique, limited access, personally connected experiences and it would be nice to work with a CVB that might offer some personalised connections.

### RFP'S

- Answers not clear and complete
- Sometimes their answers are too slow
- Lack of price clarity
- Secret-hidden charges
- The majority do not have a lot of influence on the local supplier network, eg. cannot help with housing contract

### OTHER

- Arrogance of the locals and close minded associates
- Forcing to choose a location which is not suitable for us
- When they only present their paid members and not the whole

**In your dealings with  
DESTINATIONS (CVB, DMC etc.)  
what is the most positive?**

### TAILOR MADE APPROACH

- Personal tailor-made client approach
- Receiving answers and suggestions
- Saves time on destination search
- New ideas that I didn't think of
- Quick responses with targeted info
- Partnership approach

### KNOW-HOW

- The knowledge of the area
- Local knowledge
- Knowledge and insight
- Getting insight from the CVB is a critical component
- Unexpected surprises on locations, hidden gems
- Suggestions and deep knowledge of the territory
- Local market knowledge, insider tips

### TRUST

- Personalised guidelines
- Trustful source of information
- Feeling we are on the same boat
- Dealing as partners
- Sharing results and responsibilities
- Reliability, fulfilled expectations and contracts

### EXPERIENCE

- Creativity
- Optimism
- Passion



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**When travel restrictions are lifted, which destinations are at the top of your list?**

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## TOP 10 FUTURE COUNTRIES

