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The World of Meetings and Events Destination Marketing

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Destination marketing ...

Key issues for 2005

Industry trends

Research

Optimism...
The future

Predictions...

Professional development/
Labour market

Common issue:
attracting your share of the
meetings and events market

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Key challenges for meetings & events industry in 2005

- Competition ↑ p.a. for past 2 decades
- New and aggressive competition
 - Eastern Europe – EU funding for infrastructure
 - Africa
 - Gulf States
- State supported meetings and events industry – eg. destinations with national airlines
- Government funding to secure events
- Long-haul for meetings & events ↓
- Corporate constraint & conservatism driven by globalisation
- World economic conditions – discretionary funds
- China, Hong Kong, Korea ↑ incentive travel
- Time poor clients/delegates
- Opportunistic suppliers
- Shorter lead times
- Delivery of allied infrastructure (eg.taxis)

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Challenges in relation to destination marketing

- What's driving these changes:
 - Leisure tourism lower yield; events market higher yield
 - Governments now see this as destination development as city leaders; not seen as 'tourism' but more as a developmental function of building cities/building infrastructure/development planning
 - Budgets (eg SIN/KUL) outwit vs outspend
 - Low awareness levels in govt/bus with trade development and MICE
- Bureaux needs to be better informed , more strategic
- Australia needs to present ONE message through TEAM AUSTRALIA

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Interesting trends in relation to destination marketing

- Many trends/changes in relation to electronic commerce
- Demise of trade shows - and businesses are sending staff (not the decision makers)
- Convention bureaux now going on the road themselves – direct marketing
- *Personal contact* and *direct dealings*
- Challenge of global PCO networks - recent phenomena
- "AUST" brand still strong – however ↑ product & ↑ money
- Shorter confs; smaller confs; ↑ fx hubbing of interest groups; mega-confs ↓
- ↑ effectiveness and efficiencies via e-marketing
- Issue of incomplete / not updated databases

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Professional development needs for the industry

- Recognise it is not a BIG industry
- Many alternatives to entry
- Need formal education development beyond just knowledge base; On the job training
- Need development of links with universities
- More structured career paths

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Research

- “research drives this business” JH, SCVB
- “critical” MW, ACTA
- “accurate, meaningful” AMF, PCB
- 2/3 investment in research, 1/3 marketing
- Need for strategic research; applied research
- Research required in
 - Distribution
 - Consumer profiling / psychographic
 - Elasticity
 - Modelling evaluation & opportunities
 - Research linked with operational level of organisation
- Strategic research rather than metrics



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Meetings & events labour markets

- Global industry – minimise need for labour through maximising research and quality
- Relates to size of city
- Hotel/venue/tourism sectors close to meetings and events industry
- Retaining staff an issue when staff get profile
- Regional centres - quality staff an issue
- Competition with big services and big cities
- Flexibility



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Predictions for the industry – short/medium term

- Buoyant outlook; positive about Australian economy
- Large portion of market is domestic, therefore should be OK; more difficult with international market
- Continuing growth through Asia (in Perth in particular this is dependent on aviation getting it right)
- Air access per se
- Europe – good with strong presence and opportunities
- North America – quiet for next 12 months
- Competition from Africa, Middle East, China, national carriers



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Other general observations...

- Identity is Australia 1st, then up to the states; brand 'AUSTRALIA' as a business destination
- Need good strategic research
- Track record very very important – Perth needs to get a 'big one' and then the others will flow on
- Australia's ↓ in ICCA rankings has had an impact
- While \$spend / economic benefits are accepted by locals; not necessarily meaningful to society en masse – so what *other* benefits do events generate for the locals?? Need to substantiate / create awareness / gain support for ME industry from all sectors of the community

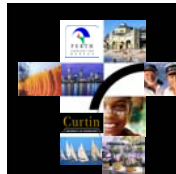


Optimism more or less than 12 months ago...

- Optimism from Europe
- Very optimistic from North Asia
- “OVERALL” slightly more optimistic than 12 months ago
- China...
- Perth in 'BOX SEAT' re: Asian region



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Questions... Issues...



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