

Forward Together: Business Tourism Network Event

Survey Results

**THE
PUDDING**

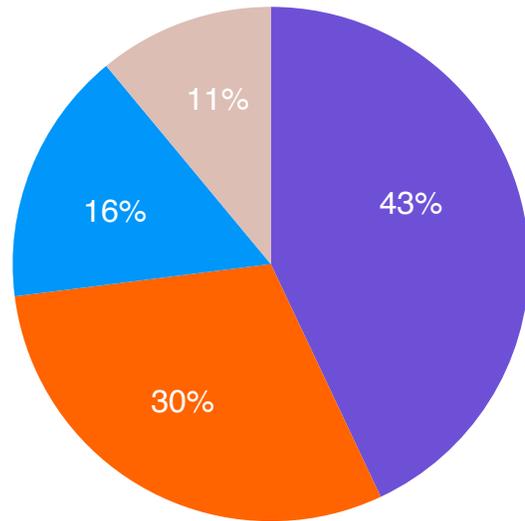


Introduction

1



Roles of survey participants

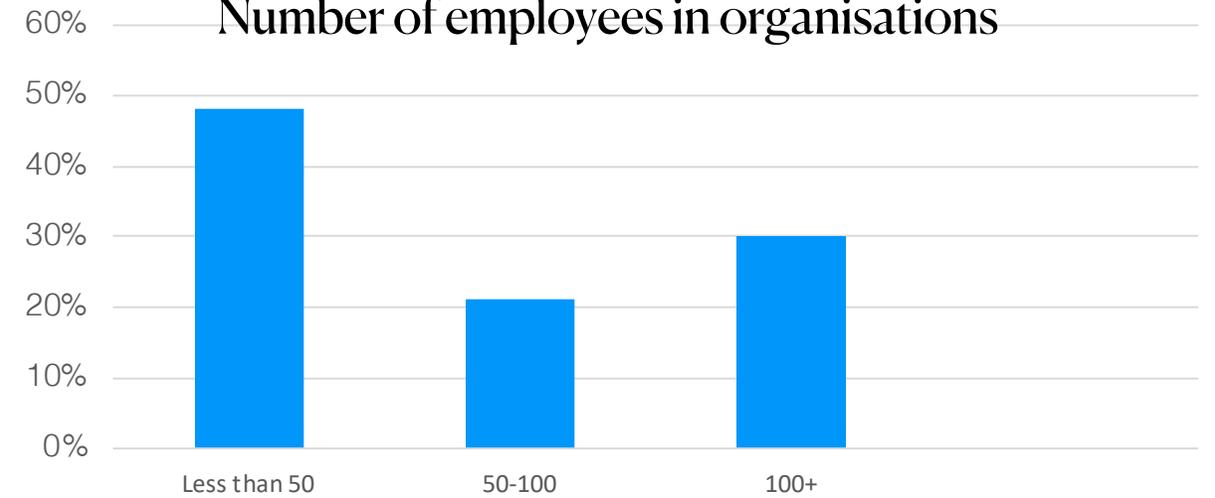


■ Sales and Marketing ■ CEO/Business owner/GM ■ Operations ■ Other

Revenue levels of organisations



Number of employees in organisations





2

Webinar: What would attendees like to focus on?

Macro Themes

Learnings from other countries

- Global destination comparisons
- Best practices/ international trends
- Recovery of competitor destinations

“What are the back to work models that are working in other countries that have had restrictions already lifted?”



Future-proof the industry

- Future trends and innovations.
- New normal ways of organising conferences, exhibitions, trade shows.
- Thinking outside the box for the new experiences, idea generation
- Hybrid and virtual events – best practices
- Retaining the experiential in virtual settings
- Back to work models



“What’s the role of sales teams in a Covid-impacted industry? Need to think outside the box for new experiences and generate new ideas.”

“Need for some HR advice on how to matrix talent so that we make good legal decisions about who to bring back, and how to manage future performance”

“The impact of social distancing on F2F, and how PCOs can implement virtual conferences”

Global business tourism sector outlook

- 2020-2023 international business tourism
- MICE, corporate market, incentive travel etc.
- International recovery by market (US, UK, Europe, ROW)
- Stats/ trends e.g. cvent, travel click. International trends.



Industrial Level Themes

Rebuilding Trust

- Consumer confidence
- Need remaining details/ clarifications to reassure overseas markets
- Need to get vocal with communications

“The trust factor and thus buy-in from event and conference organisers and associations is currently not in place due to the lack of directives from Government. Aside from the financial implications, I think this will be the main obstacle that needs to be focused on in the short term. How can the collective industry instil confidence in the buyers?”



Recovery Plan (short-term)

- Refocus on domestic market – what does 2021 look like?
- What are the Fáilte Ireland/ Meet in Ireland plans e.g. destination plans, initiatives and strategies to encourage corporate business
- What is our roadmap as an industry?
- Comparative insights – how are other business responding?
- What additional Government supports will be available e.g. MICE sector supports, wage subsidy, grants and funding

“Need for clarity on the end of the quarantine period for new arrivals, for example, the measures required for groups (masks on busses, space required, etc).”

“More assistance is required for business to get new measures in place. Also training is key for staff with regards covid, assistance needed to pay for training and provide this essential service. Wage assistance will be needed for re-opening, rates reduction and vat reduction.”



Brand Ireland post COVID

- Need to ramp up international destination selling
- What steps are being taken to position Ireland with international buyers medium to long-term (corporate and leisure)
- How are we planning to be ready for the return of international travel

“How is Ireland as a whole going to attract international business again?”

“What steps are being taken to position Ireland to overseas travelers in the medium-long term (leisure and corporate)? Industry partners need to proactively work together to target overseas business, and prevent downward price push.”



Working Together

- How can we work together more effectively?
- To win overseas business
- Collaboration with airlines
- PCOs and venues

“How can we best work together as a destination to develop policies / procedures and best practice?”

“As an industry we need to find a way to portray Ireland's USP (green, safe, nature, exclusive, space etc) collectively to assist with customer reassurance.”

“This is an opportunity to transform the role of business tourism in Ireland; creator of gainful employment across the island, protector and enhancer of Mother Nature, writer of a brand new rule book.”



Huge Response Around Operations in a Post Pandemic World

- Implementation of guidelines – experience share
- Mass gatherings/ size clarification
- Social distancing 2m to 1m
- Removal of quarantine for incoming visitors
- Room hire charges given reduced capacity

“We need clarity on Covid-19 standard operating procedures and communication which instills confidence in our customers.”



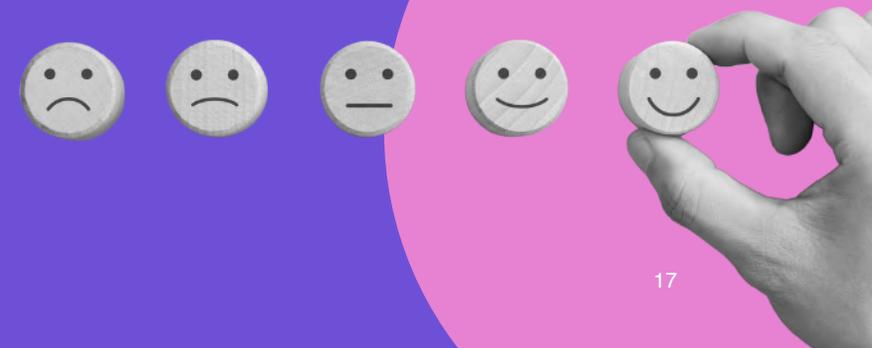
Organisation Level Themes

Operations

- Re-opening tips
- Maximising revenue for underutilised areas
- Technology solutions
- Finance/ cashflow supports available?
- Training – particularly marketing
- Retaining and motivating staff

Sales and Marketing

- New experiences and idea generation
- Selling in a post Covid world
- International marketing (medium to long term)
- Domestic marketing (next 6-9 months)
- Communication to guests/ delegates – how and when? Needs to be positive and instil confidence



Thank you

www.thepuddingbrand.com

**THE
PUDDING**

