Executive Summary

The 2019 AIPC Member Survey findings show continued moderate to strong growth in most regions of the world. Underlying industry conditions remain healthy, as they have been for a number of years, and the growth outlook remains moderate to strong as well. The main risks are seen originating outside of the industry – with government priorities and political changes impacting the economy seen by members as the primary risks to economic growth. While the event management business model is strong in most areas of the world, significant changes are happening. The shift to adding more technology and experiential elements to events and meetings is accelerating. Some of the key findings from the study are presented in this summary.

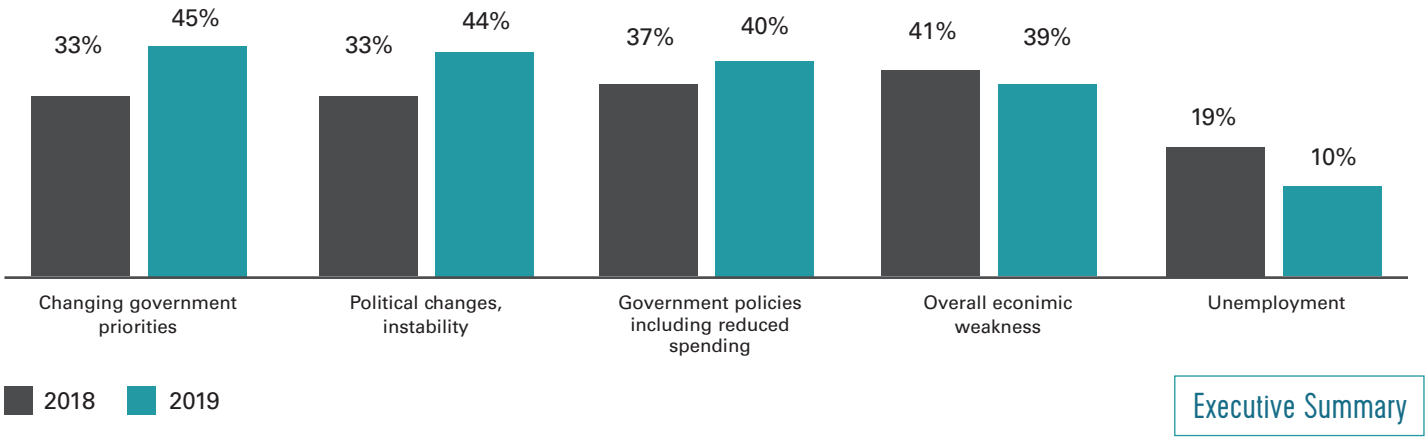
Continued Moderate to Strong Growth Has Been Experienced – and is Expected to Continue – by Most Members Worldwide

A total of 90% of AIPC members worldwide rate the strength of economic activity in their regions as either moderate (59%) or strong (31%). Looking out over the next three to five years, 78% of members expect to see top-line revenue growth each year for their centres, and 18% expect revenue growth to be flat. Only 5% forecast a decrease in revenue. The AIPC membership worldwide is collectively forecasting an average of 6.2% top-line revenue growth annually over the next three to five years.

Government Priorities and Political Changes are Seen as the Top Risks to Economic Growth

In the past year, members have seen the risk to economic growth being impacted or potentially impacted primarily by shifting government priorities and political changes. In the chart below, the top risks to economic growth in this year's survey are compared to the findings from 2018. Changing government priorities has jumped by 12% points as a concern of members, from 33% in 2018 to 45% this year. Similarly, political changes/instability is seen by 11% more members as a risk this year compared to 2018.

Risks to Economic Growth 2018 and 2019



Executive Summary

More AIPC Members are Adding New Revenue Streams

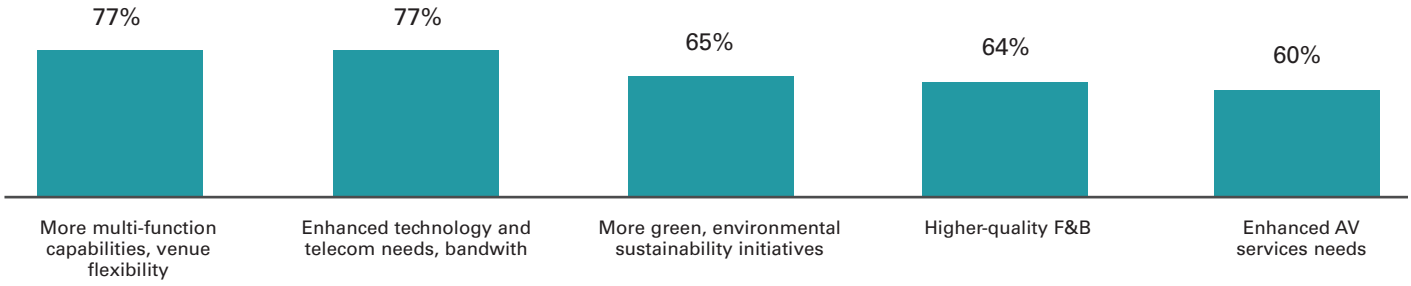
Nearly one-third of members added a new revenue stream in the past year. While this is a decrease from the 40%+ levels seen earlier in the decade, it is up from 23% of members that added a new revenue stream found in the 2018 survey. Some of the most common new revenue streams are related to advertising, centre-owned events and event partnerships, digital signage, providing event management and production services, and adding new or upgraded F&B concepts and services.

Percentage of AIPC Members that Added a New Revenue Stream in Past Year

Event Clients are Changing in a Number of Important Ways

How Top Clients' Venue Related Requirements are Expected to Change

The survey asked: ***How do you expect your key clients' overall event needs related to venues to change over the next few years?*** Seventy-seven percent of members indicate the top change areas are the requirement for more multi-function venue capabilities and flexibility, and enhanced technology and telecommunications needs. The new survey also finds more focus on providing green meetings and more sustainability initiatives.



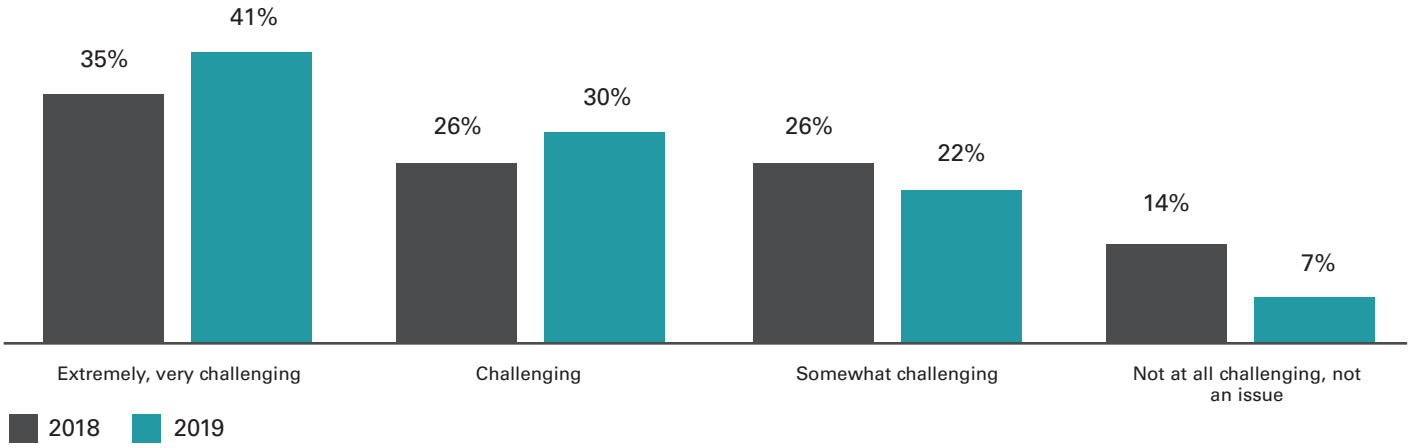
> *"Clients want more flexible formats and room layouts for the events. Every client wants to do it differently and be more innovative."* - AIPC Member

Executive Summary

Finding Quality Staff is a Major Challenge for Many Centres Around the World

It is getting more challenging for centres to recruit and retain employees. The percentage of members facing an extremely/very challenging recruitment environment has jumped from 35% in 2018 to 41% this year. The survey report – in section V. Staff Recruitment and Retention – provides a number of specific ways members are responding to these staffing challenges.

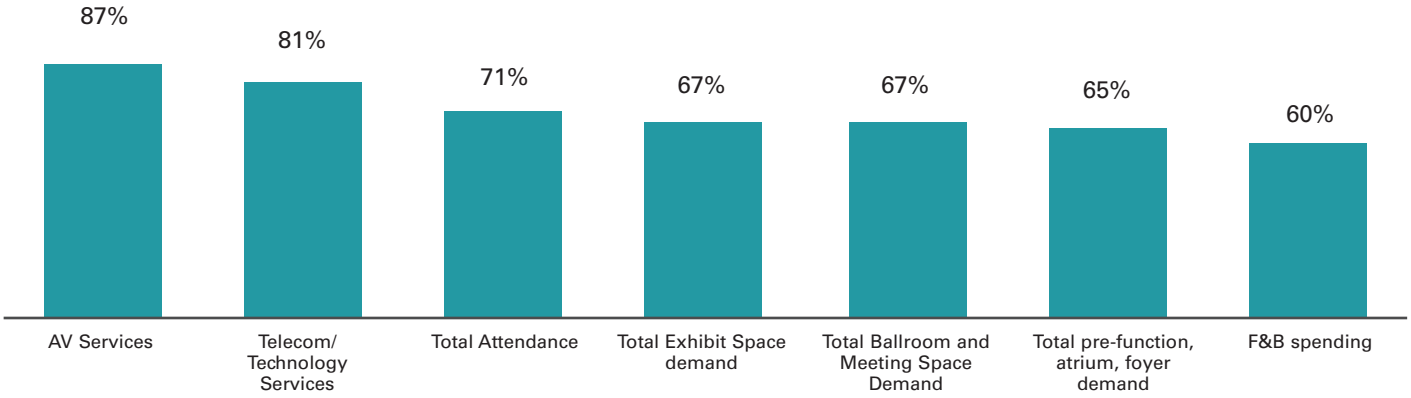
How Challenging is Recruiting and Retaining Employees – 2018 and 2019 Comparison



AV and Telecommunication/Technology Services Have Best Client Demand Outlook

The survey asked members to forecast top-line client demand and spending over the next three to five years for their primary revenue and service area categories. AV and technology services are expected to be the best performing areas over the next three to five years.

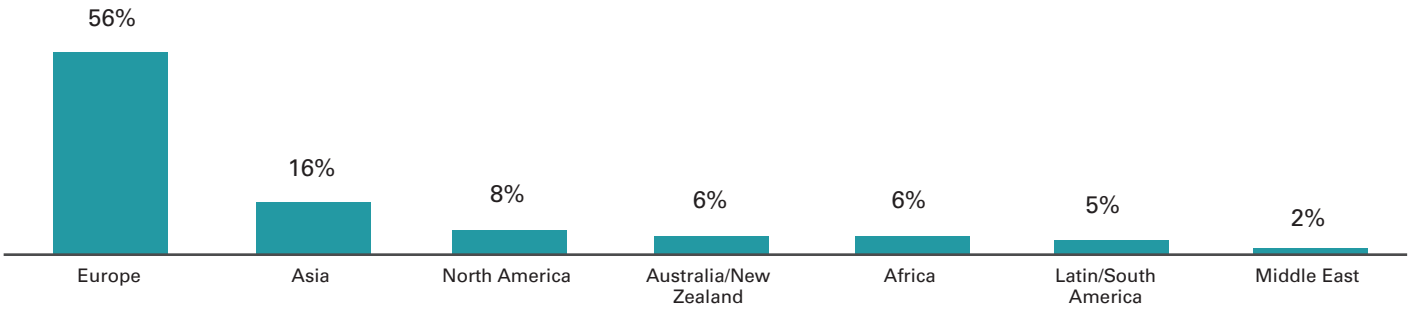
Growth Outlook Summary by Key Revenue Source – All Worldwide Members Expecting Increases Over Next Three to Five Years



Executive Summary

Member Survey Response by Region

Fifty-six percent of the survey respondents are European members, 16% are from Asia and 8% are in North America.



The findings in this summary provide only a small portion of the insights from the study. The rest of the report provides more data, analysis and benchmarks.

Executive Summary