

Executive Summary

Executive Summary

- Ninety-nine percent of AIPC members say their national or regional government had decreed that large gatherings and events be banned or suspended.
- Just under one-quarter (24%) of members say their centre has been or is being used by the government for crisis response operations. Thirty percent of members say “active discussions” have been or are underway for government use of the centre for crisis response. Of these 24% of AIPC member centres around the world that are being used by government for crisis response, 47% of these venues are being used as hospitals.
- Based on the member survey responses from over 67 centres around the world, *and with the data extrapolated out to the entire membership of 185 centres*, an estimated total of 6,290 intentional, national and regional events have been cancelled outright – and an additional 6,660 events and meetings have been postponed or rescheduled. It is important to note that these are estimates, and the figures are likely to change going forward. To date, centres have already rescheduled 58% of events that had been postponed.
- The total estimated attendance of all of the cancelled events is 12,057,560. For the postponed or rescheduled events and groups the estimated total attendance impact is an additional 16,009,345 attendees. As noted above, these estimates are based on centres that provided data and extrapolated out to the entire AIPC membership base worldwide.

Executive Summary: Estimated Total AIPC Membership Impact – Bookings, Attendance and Revenue

Below are overall impact estimates extrapolated to the entire AIPC membership worldwide, based on the member survey response data as of May 1, 2020. The revenue impact estimates are in Euros.

Bookings – Cancellations

International	National	Regional/ Local
1,480	2,035	2,775

Bookings – Postponed or Rescheduled

International	National	Regional/ Local
1,295	2,590	2,775

Attendance Impact Estimate

Cancellations	Postponed/ Rescheduled
12,057,560	16,009,345

Centre Revenue Impact Estimate

Cancellations	Postponed/ Rescheduled
€390,228,270	€420,882,030

Executive Summary, continued

- Over three-quarters (76%) of members say they have had at least one event or group client cancel or postpone an event or meeting that had been scheduled to be held July 1, 2020 or later.
- Fourteen percent of centres have had to layoff some staff and 28% have done furloughs.
- Sixty-one percent of members have made changes to their centre booking contractual language or business terms.
- Seventy-eight percent say they have a plan in place for business re-activation and rebooking activities.
- The top five reactivation challenges for the industry once the immediate crisis is past are expected to be:
 - Travel demand, willingness to travel: 73% of members
 - Business investment in events and meetings: 68%
 - Overall attendance demand: 68%
 - Travel capacity, number of flights, etc.: 52%
 - Sanitation: 37%