



# 21<sup>st</sup> European Tourism Forum



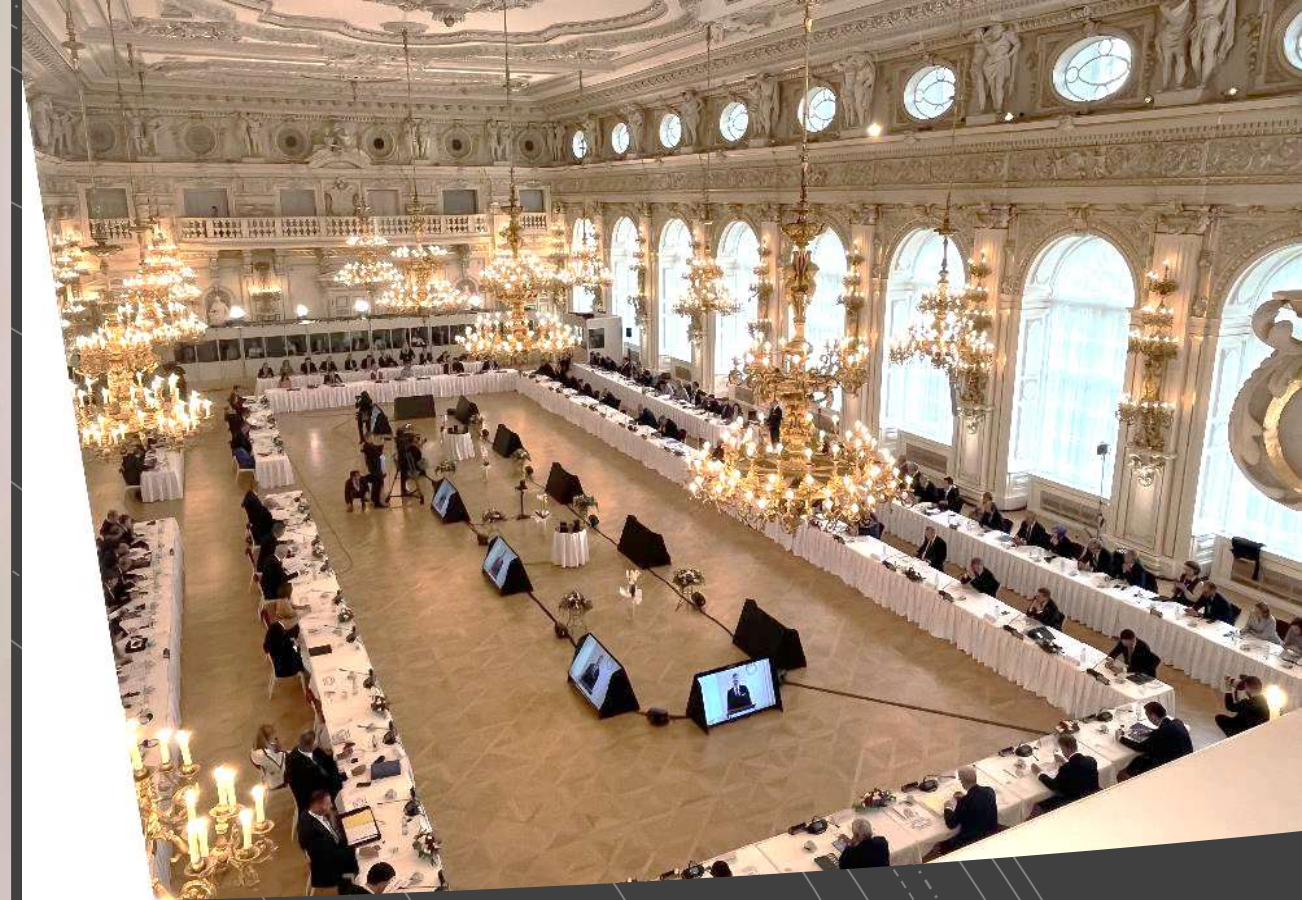
česká eventová asociace



EU2022.CZ

*Jan Kubinec, November 2022*





# EVENTS

FORMAT / SIZE / VENUE / AUDIENCE / ORGANIZERS /  
PURPOSE / BUDGET / PARTICIPATION /





conference





exhibitions





gala





ball

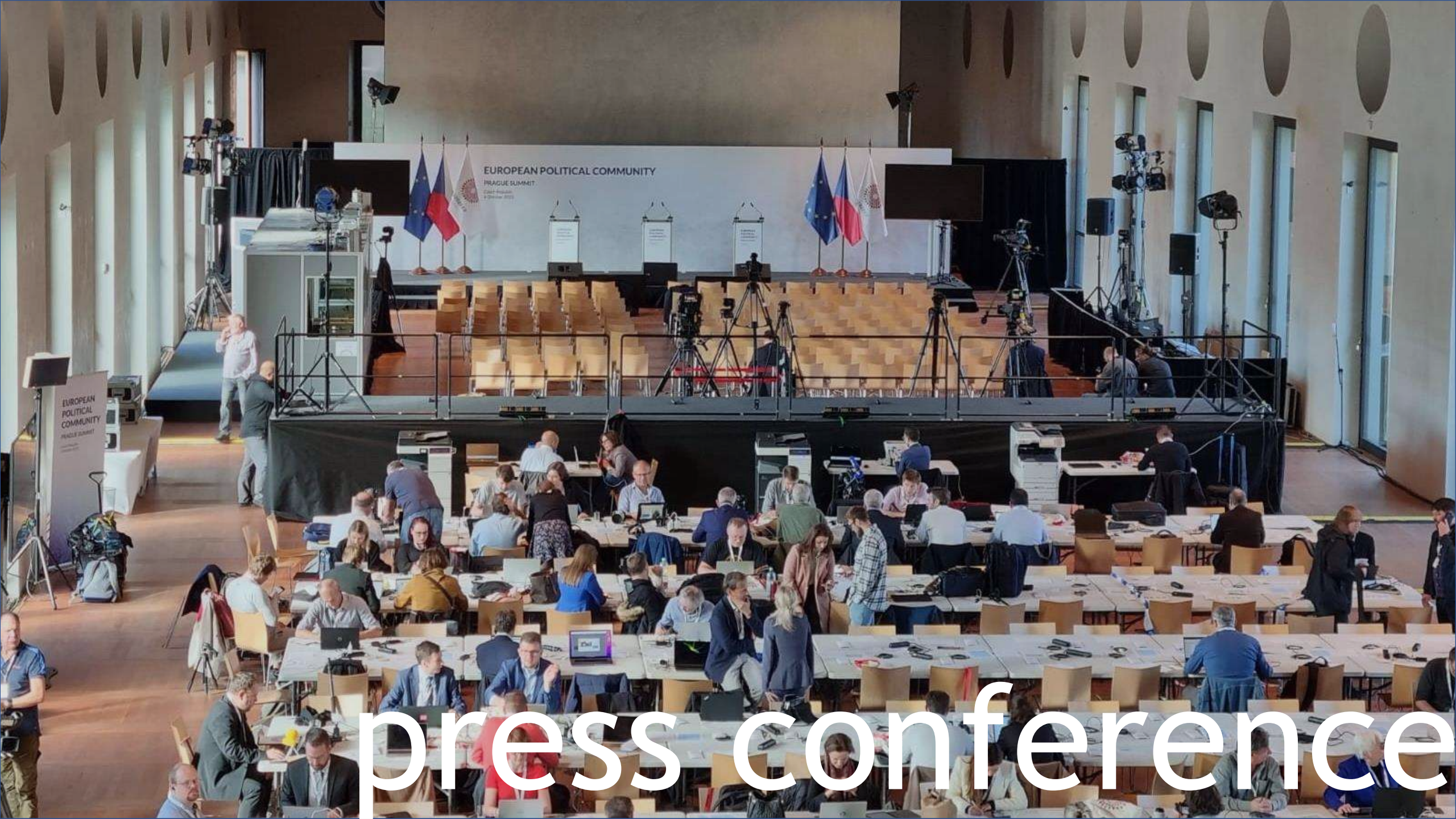


SOMNIUM  
CONNECT 2023



product launch





press conference





culture





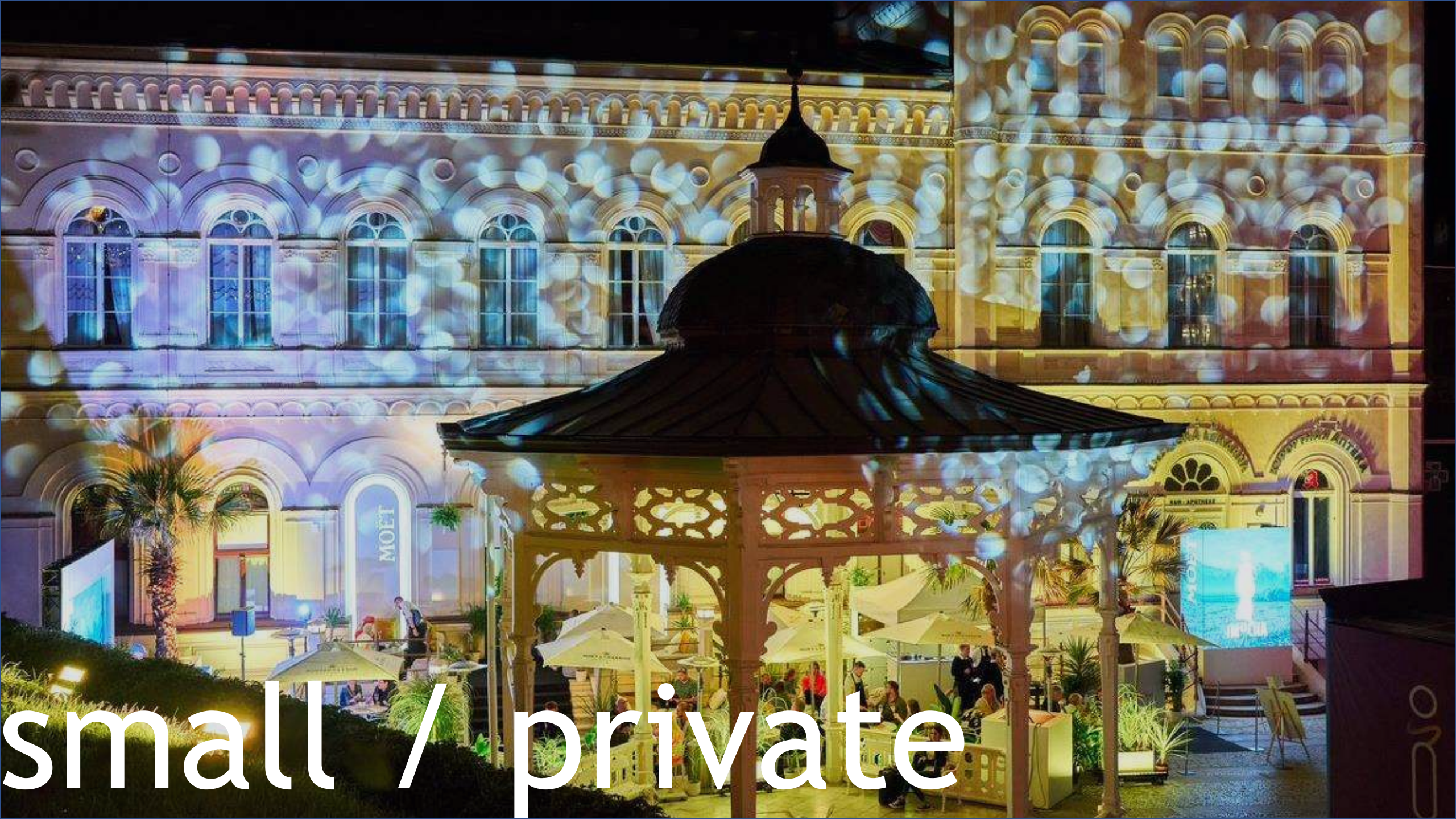
sport





large / public





small / private





why EVENTS?





entertain



## This create several challenges for marketers

Varying definitions  
of "sustainability"  
How do I define it?

Perception vs reality  
*Do I communicate what  
people want to see, or  
what the facts say?*

How much to focus on  
sustainability vs other attributes.  
*Sustainability is rarely a selling  
point on it's own*

Do people behave as they claim.  
*Action and prompted answers  
often vary. People are often  
"flexible"*

# inform/educate



# OPTIMA

High Potent

Welcome

Your innovative turnkey partner

Perfectly dosed

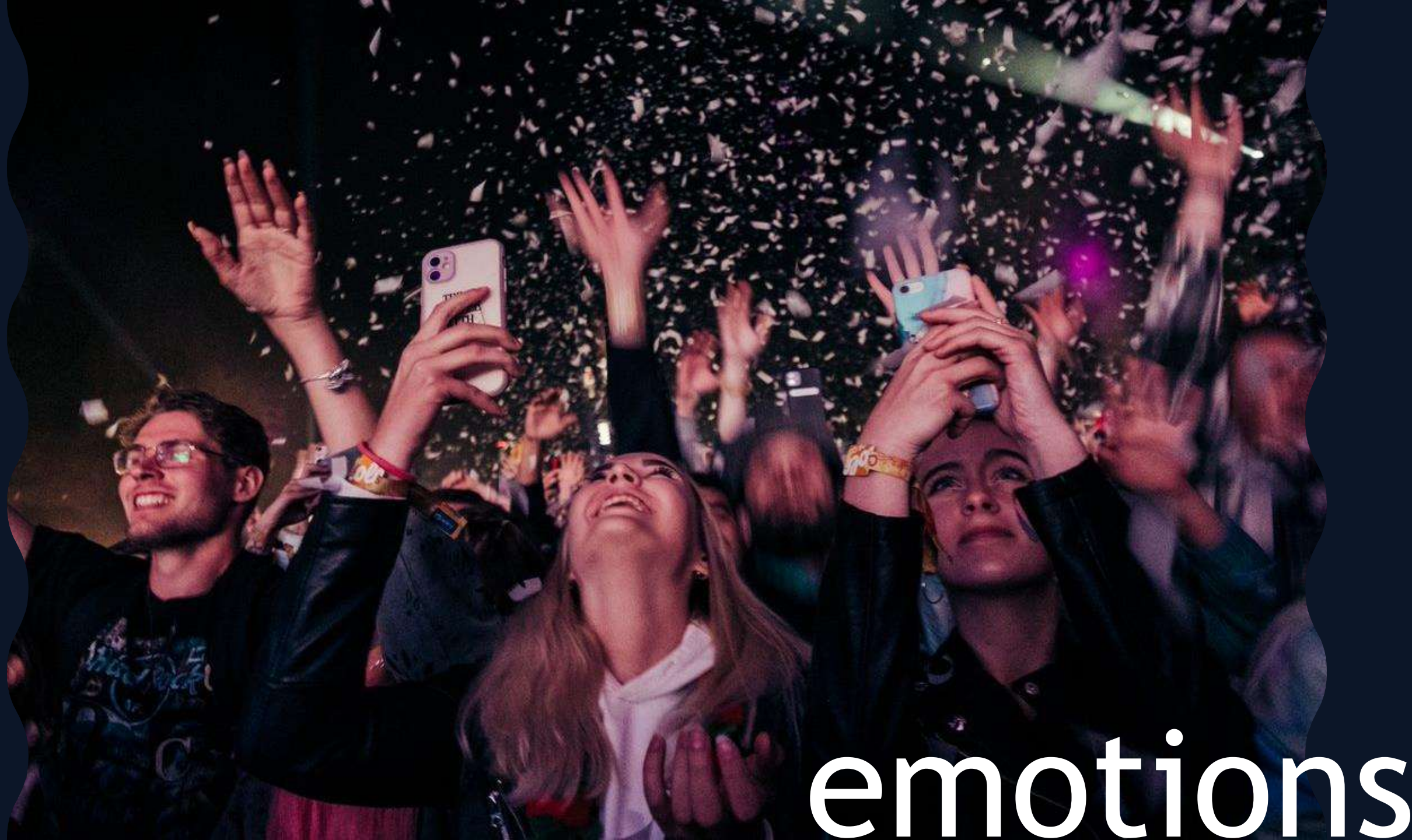
sell





entertain/educate/sell





emotions





NA SNĚŽKU PRO TOMÁŠKA  
2022

HERSMANN

KLA PETO

Vedoucí Jindřich Klatovský  
www.klatovsko.cz

Darovací smlouva  
1.201.480

HERSMANN  
daruje  
390 000 Kč  
NF Klatovsko

HERSMANN  
90 000 Kč

action



# emotions/action

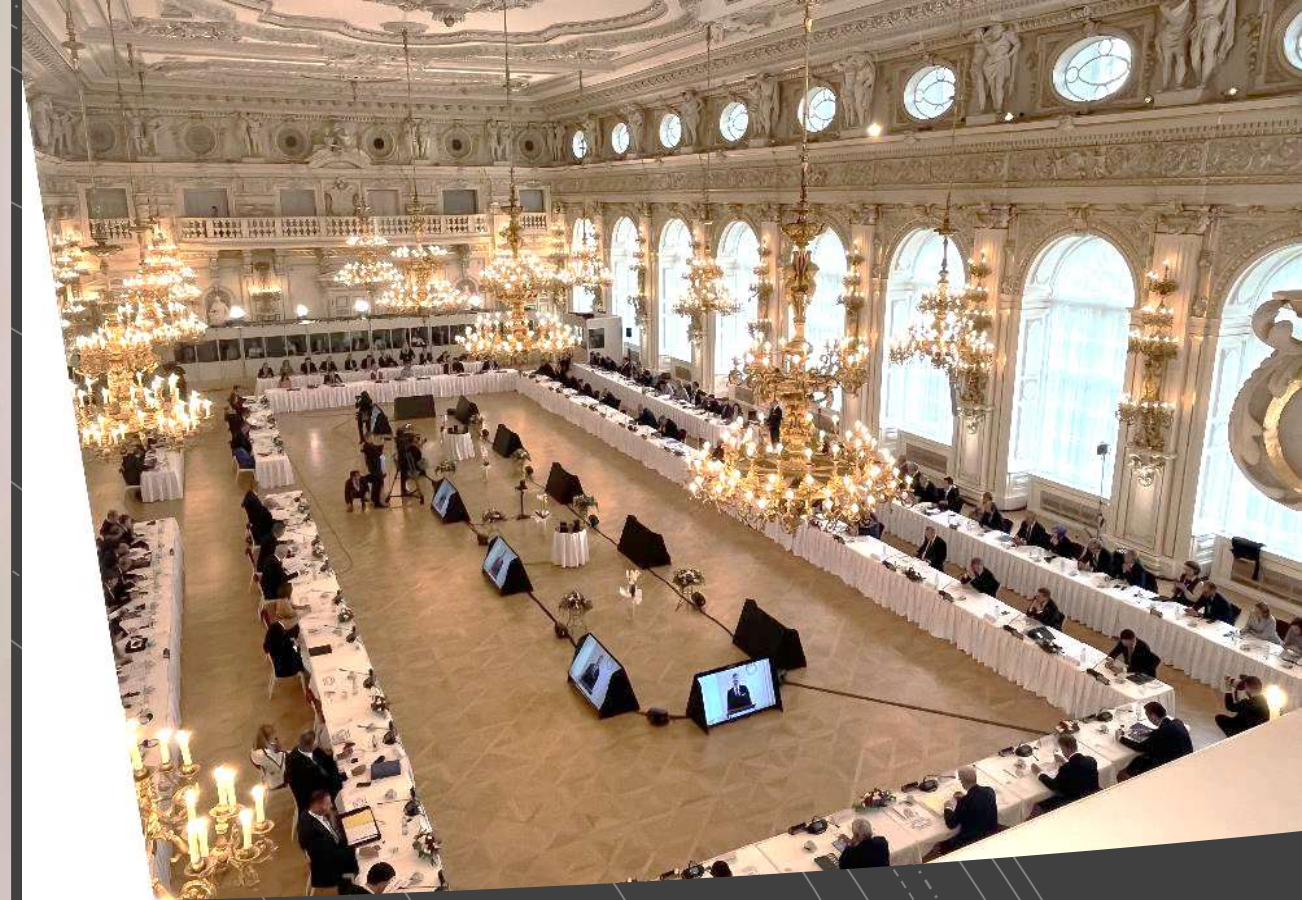


**BIRELL  
PRAGUE  
GRAND PRIX**

**RUNCZECH**

**ALL RUNNERS  
ARE BEAUTIFUL**





# EVENT INDUSTRY

COMPLEX - MULTIDISCIPLINARY – HIGHLY  
PROFESSIONAL – HIGHLY FRAGMENTED –  
COMPETITIVE – SEMI-MOBILE  
– EVERYDAY (still SPECIAL)  
SERVICE



# independent



**Agentury  
musí  
firmy učit  
využívat  
eventy**  
MAM uspořádal setkání  
klíčových osobností  
branže

**Event industry in 2019:**  
associations - books/articles -  
award ceremonies - workshops -  
exhibitions - education -  
community meetings - paying tax  
- and much more



# business



# game change

Be a voice.  
#AlarmstufeRot  
Verordnungen  
Sars-COV-2

2020 in CZE (EU):

- Mass gatherings forbidden by law
- Industry without definition = industry without support
- SURVIVE !!!

# COVID-19



Výroční ceny  
České eventové  
asociace 2020



new formats





empty hotels



# looking for identity





# event industry

planned & professionally produced mass gathering



(WHO) A mass gathering is a planned or spontaneous event where the number of people attending could strain the planning and response resources of the community or country hosting the event. The Olympic Games, The Hajj, and other major sporting, religious, and cultural events are all examples of a mass gathering.

Or look at many different definitions, e.g. <https://www.lawinsider.com/dictionary/mass-gathering>

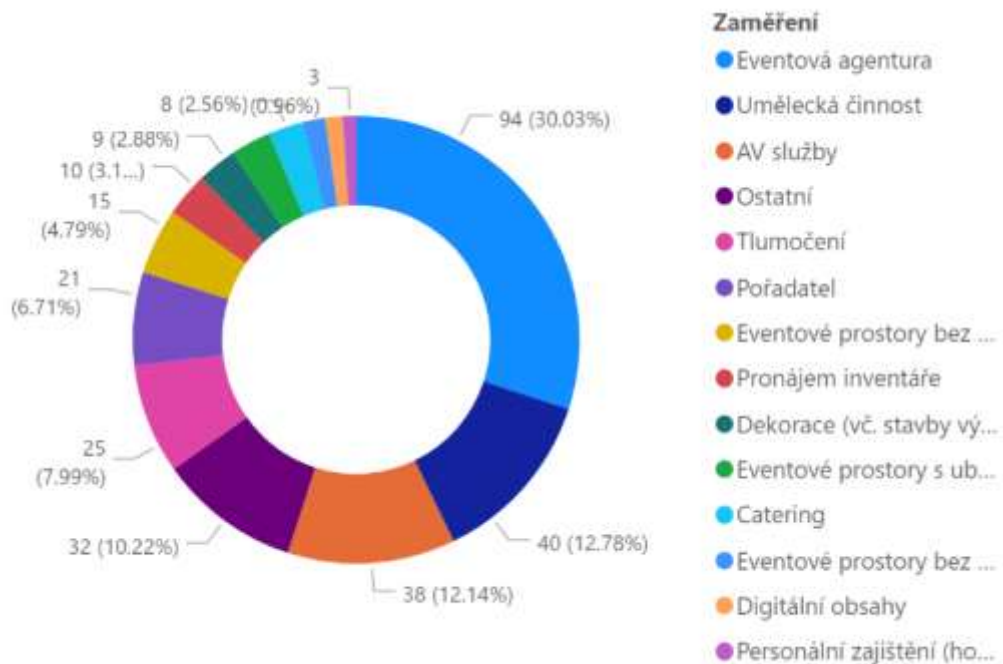


# EVENT INDUSTRY (CZE)

Businesses or individuals that engage in the production of services that intervene directly, or are connected to the participation in or organization of EVENTS, including services provided to participants, exhibitors and hosting entities.

Transportation, technical equipment, secretarial support services, catering, speakers' services, stand construction.

## CZECH REPUBLIC



Ekonomické dopady vyplývající z konání hromadných akcí v ČR	Varianta 2020 bez COVID-19	Varianta 2020	Propad kvůli COVID-19	Varianta 2021	Propad kvůli COVID-19
Spotřeba spojená s konáním hromadných akcí (mld. Kč)	99,0 – 131,5	27,1 – 39,3	71,9 – 92,2	73,1 – 103,6	25,9 – 27,9
Tržby v multiplikaci (mld. Kč)	196,5 – 260,5	52,9 – 77,2	143,6 – 183,3	121,0 – 166,6	74,6 – 116,7
Dopady na veřejné rozpočty (mld. Kč)	38,9 – 51,4	10,1 – 14,7	28,8 – 41,7	28,0 – 38,0	10,8 – 13,7
Nenahraditelné přínosy pro veřejné rozpočty (mld. Kč)	5,1 – 7,6	0,2 – 0,6	4,9 – 7,0	4,9 – 7,0	0,2 – 0,6
Ziskové marže ekonomických subjektů (mld. Kč)	17,9 – 23,8	2,0 – 3,8	15,9 – 20,0	15,9 – 20,0	2,0 – 3,8
Objem práce (tis. FTE)	118,0 – 159,8	33,1 – 48,1	84,9 – 111,7	84,9 – 111,7	33,1 – 48,1

To do:

- ✓ Collect data
- ✓ Raise awareness
- ✓ Collaborate:
  - ✓ Internationally
  - ✓ Interdisciplinary
- ✓ SURVIVE next wave !!!



# EVENT INDUSTRY (EU)

Businesses or individuals that engage in the production of services that intervene directly, or are connected to the participation in or organization of EVENTS, including services provided to participants, exhibitors and hosting entities.

Transportation, technical equipment, secretarial support services, catering, speakers' services, stand construction.

## EUROPE – sample (largest professional association)

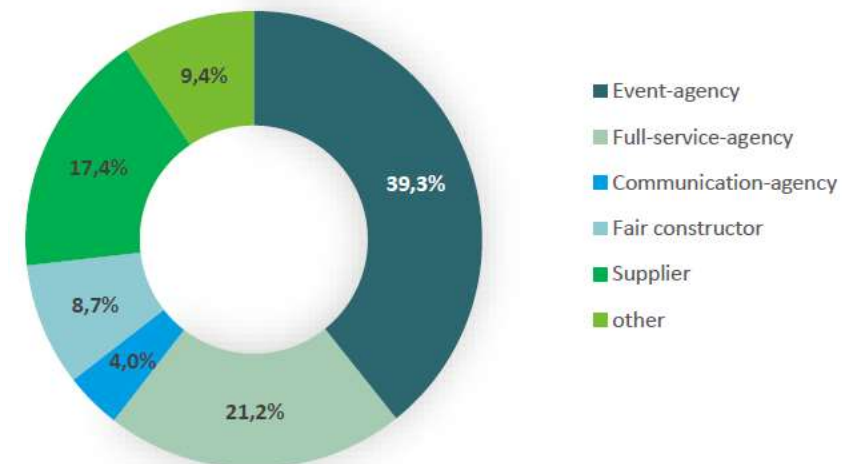
livecom  
alliance

### EUROPEAN INDUSTRY SURVEY

Current state of the European Live Communication Market

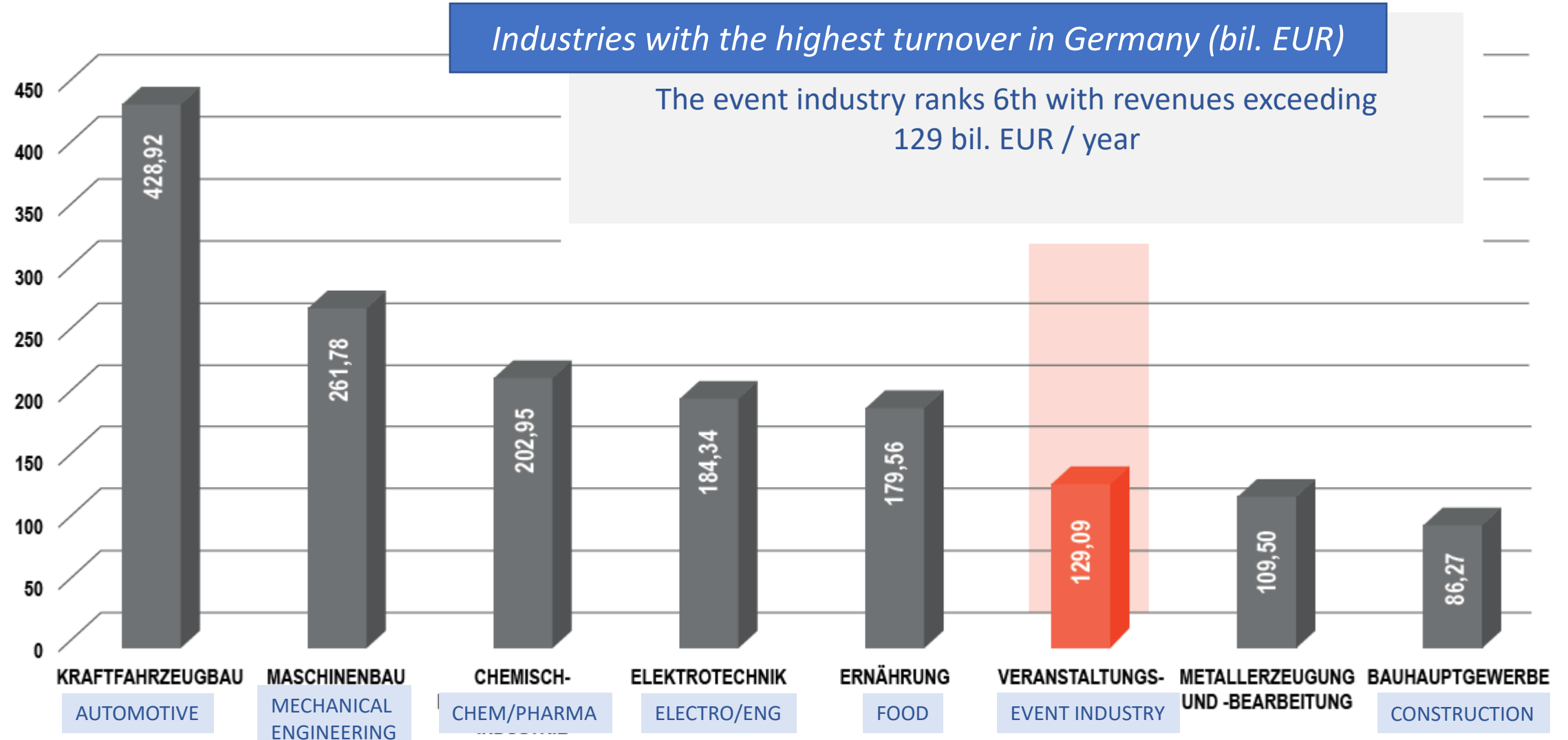
source: R.I.F.E.L. – research institute for Exhibition and Live-Communication for the livecom alliance, 2021

Key findings – in a nutshell





# EVENT INDUSTRY (Germany)

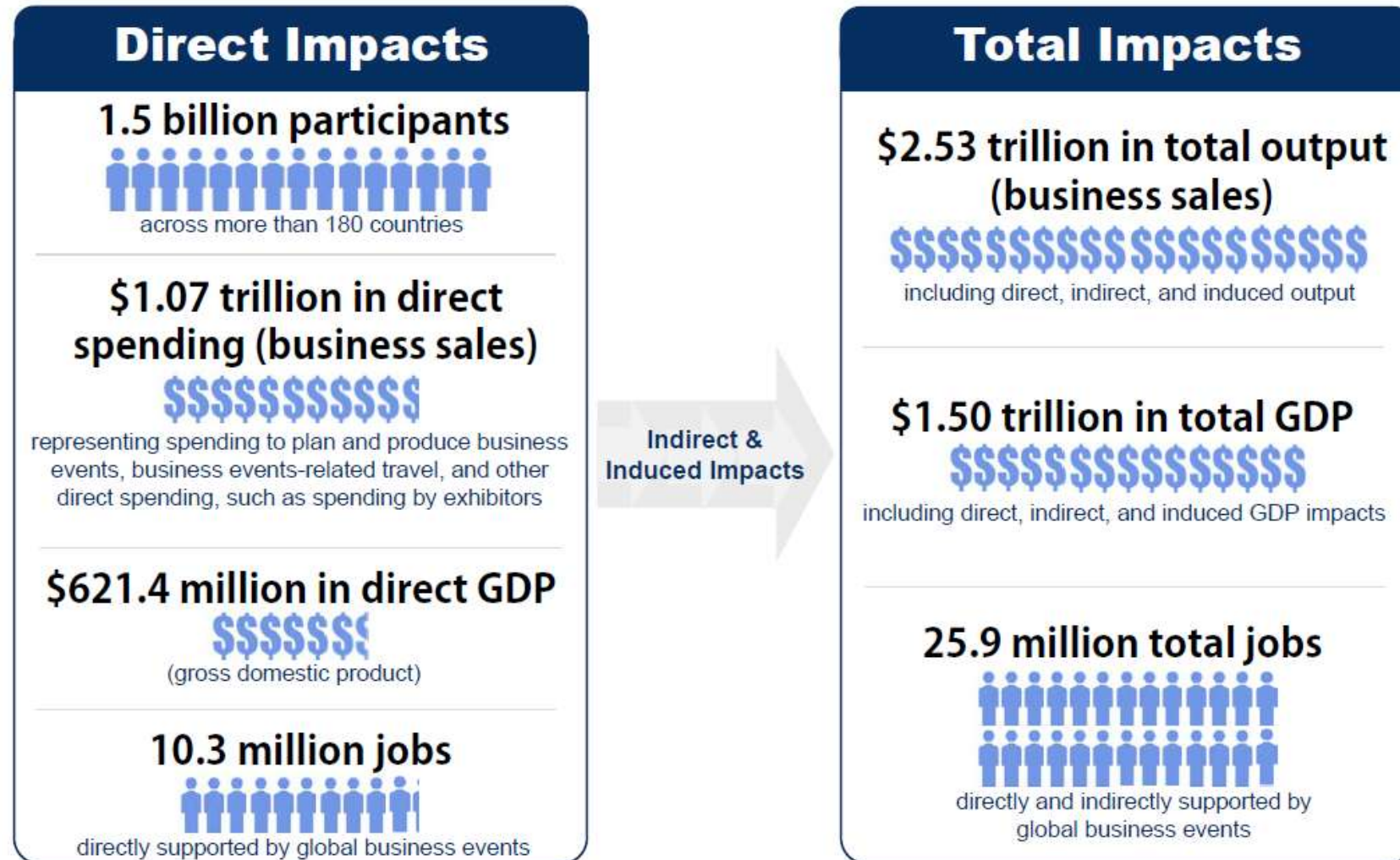


Veranstaltungswirtschaft: IGWW; ohne öffentliche Kulturträger; 2018; andere Branchen: Statista; 2019;

Source: Research Institute for Exhibition and Live-Communication (R.I.F.E.L) – Die gesamtwirtschaftliche bedeutung der veranstaltungsbranche, Berlin 15.6.2020



# EVENT INDUSTRY (global – business events)





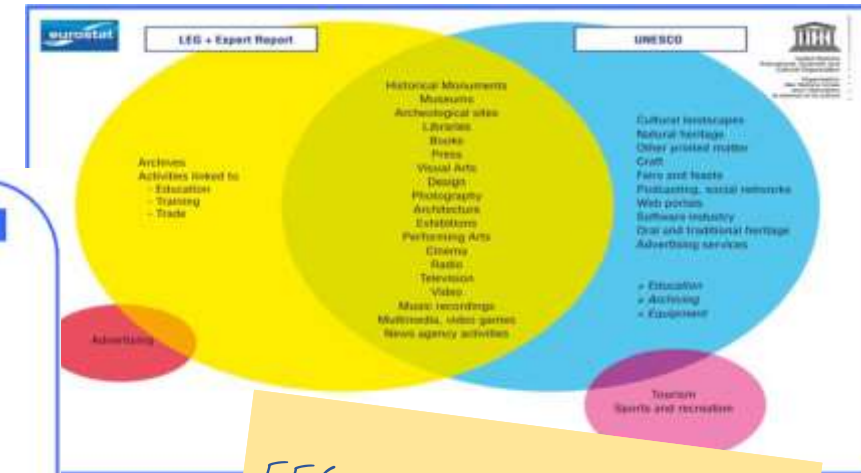
creative



tourism



# Event industry in culture & creative industries



556 pages

- ❓ Events recognized (6x), not categorized
- ❓ no NACE = no official statistics
- ❓ no statistics = no strategy (support)



# culture



# event tourism



# Event industry in tourism



Flash Eurobarometer 499

## Attitudes of Europeans towards tourism

Report



Fieldwork:  
**October 2021**  
Publication:  
**November 2021**

**Q4T** When you choose a destination to visit, which of the following are most important? (Total results, Max. 4 answers, % EU27)



Base: all respondents (n=25 714)



sport



event tourism



# more sport



# event tourism



# MICE / business



# event tourism



# Event industry in tourism



## B.3. The meetings industry

3.25. An increasingly important purpose for which visitors travel is to attend meetings, conferences and conventions.

3.26. Meetings, conferences and conventions are held by businesses across the spectrum of the economy. Businesses may hold them for their own employees. Membership organizations, professional organizations and political organizations may hold them for their members, educational institutions may hold them; private and public institutions may hold them for their own employees or for others. This type of activity, therefore, can be activity of any business, in any sector of the economy.

## Global Meetings Initiative / volume 1

*Basic concepts and definitions*

*Revised draft*

## Tourism Satellite Account: Recommended Methodological Framework 2008

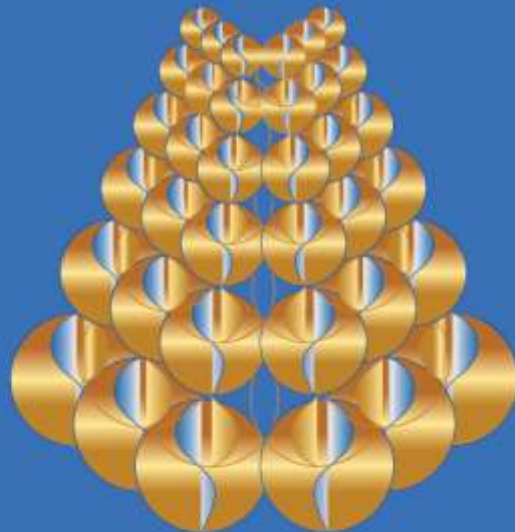


Figure 3.1  
List of categories of tourism characteristic consumption products and tourism characteristic activities (tourism industries)

Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food- and beverage-serving services	2. Food- and beverage-serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

- ❓ Multipurpose venues
- ❓ Audio-visual rental
- ❓ Event security rental
- ❓ Event apps (e.g. registration)
- ❓ Hostess services
- ❓ Content production



# target tourists



# event tourism



# target tourists



# event tourism



# export industry



# event tourism



## Event Planning Is One of the Fastest Growing Jobs in the Economy

- The U.S. Department of Labor projects a [33% job growth](#) in the field of meeting/event planning through 2022, triple the average of all other jobs. *"Employment of meeting, convention, and event planners is projected to grow 33 percent from 2012 to 2022, **much faster than the average for all occupations**. As businesses and organizations become increasingly international, meetings and conventions are expected to become even more important."* Source: U.S. Dept. of Labor, Bureau of Labor Statistics



# outlook



# Sustainability in events



- varying definitions (how do I define it?)
- perception Vs. reality (walk the talk)
- standard, or „add-on“? (does anyone want to pay for it?)



# SUSTAINABLE DEVELOPMENT GOALS

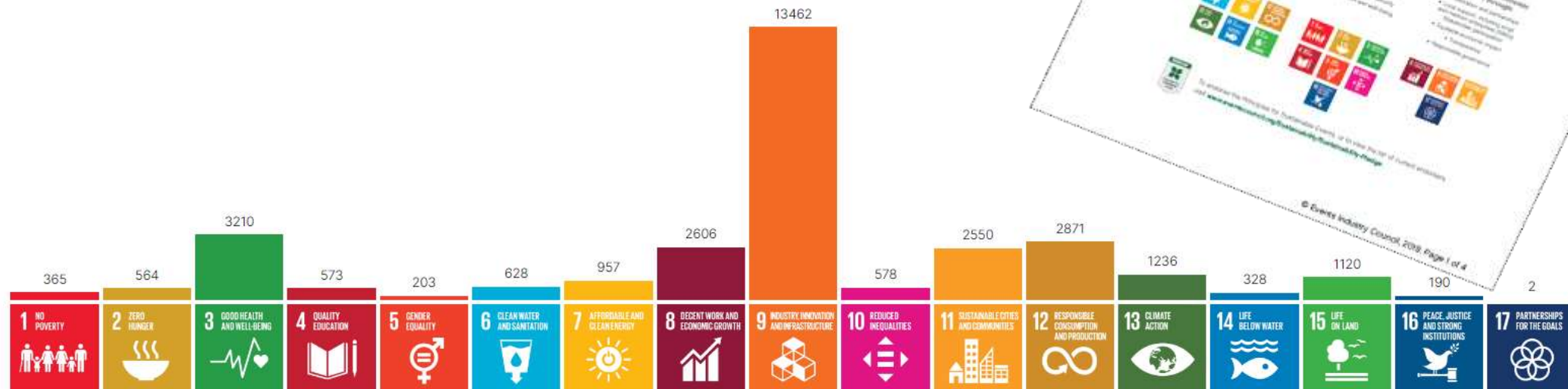




# ISO sustainability standards

## Impact at a glance

ISO contributes to all of the SDGs. Here you can see the number of ISO standards that are directly applicable to each Goal.



Source: <https://www.iso.org/sdqs.html>

<https://www.eventscouncil.org/Sustainability/Sustainability-Pledge>

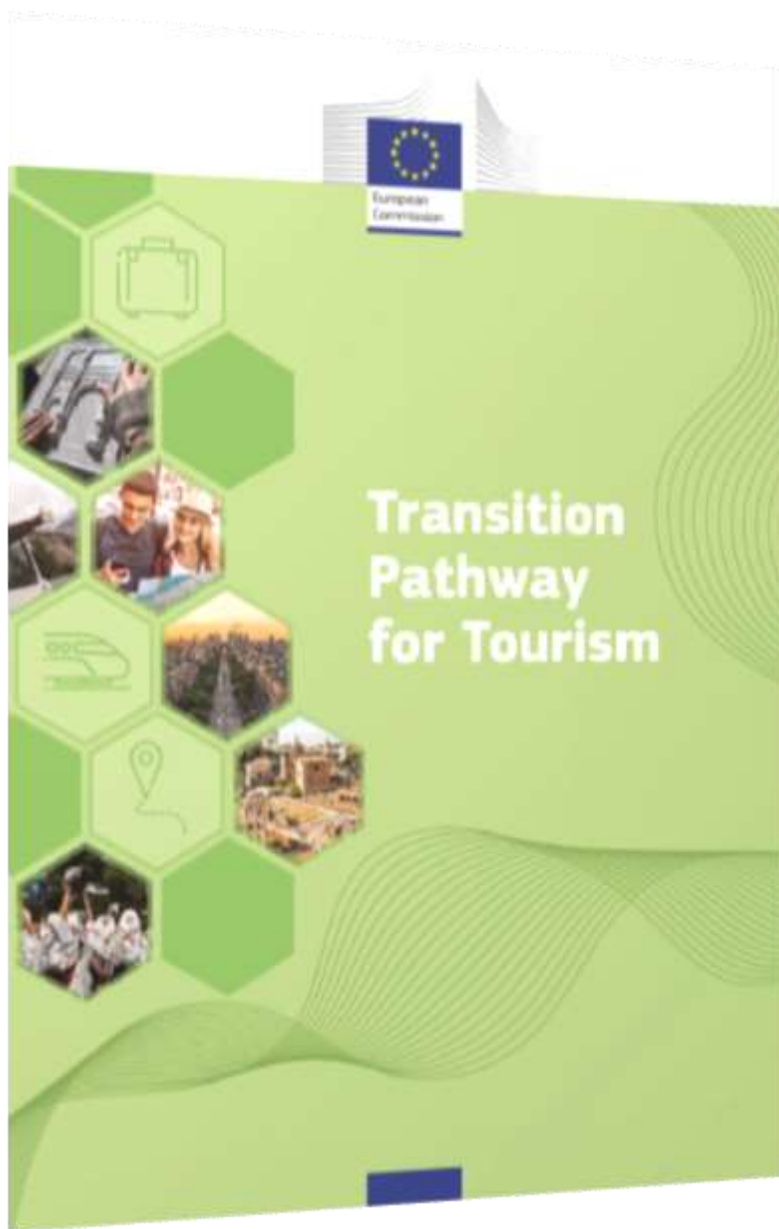


# GUIDELINES & INDICATORS

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
4. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.
5. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.





## Czech Event Association commitments to TPT

Please mark below to which transition pathway topics your organisation pledges to commit.

- |   |   |
|---|---|
| <input type="checkbox"/> Topic 1: Fair measures for Short-Term Rentals (STR)                        | <input type="checkbox"/> Topic 15: B&I for digital tools and services in tourism  |
| <input type="checkbox"/> Topic 2: Regulatory support for improved multimodal travelling             | <input checked="" type="checkbox"/> Topic 16: Support for digitalisation of tourism SMEs and destinations   |
| <input checked="" type="checkbox"/> Topic 3: Improving statistics and indicators for tourism        | <input type="checkbox"/> Topic 17: Seamless cross-border travelling   |
| <input checked="" type="checkbox"/> Topic 4: Comprehensive tourism strategies development or update | <input type="checkbox"/> Topic 18: Coordinated management and updated information on travelling   |
| <input checked="" type="checkbox"/> Topic 5: Collaborative governance of tourism destinations       | <input checked="" type="checkbox"/> Topic 19: Awareness raising on skills needs for twin transition in tourism                                    |
| <input type="checkbox"/> Topic 6: Sustainable mobility  | <input checked="" type="checkbox"/> Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism |
| <input type="checkbox"/> Topic 7: Circularity of tourism services                                   | <input checked="" type="checkbox"/> Topic 21: Educational organisations to engage in developing and renewing tourism education                    |
| <input type="checkbox"/> Topic 8: Green transition of tourism companies and SMEs                    | <input type="checkbox"/> Topic 22: Pact for skills in tourism   |

3

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Topic 9: Data-driven tourism services   | <input type="checkbox"/> Topic 23: One-stop-shop for learning opportunities for tourism SMEs                 |
| <input type="checkbox"/> Topic 10: Improving the availability of online information on tourism offer  | <input type="checkbox"/> Topic 24: Fairness and equality in tourism jobs                                     |
| <input type="checkbox"/> Topic 11: Easily accessible best practice, peer learning and networking for SMEs   | <input type="checkbox"/> Topic 25: Enhancing accessible tourism services                                     |
| <input type="checkbox"/> Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism                                       | <input type="checkbox"/> Topic 26: Tourism services for visitors and residents alike                         |
| <input type="checkbox"/> Topic 13: Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem | <input checked="" type="checkbox"/> Topic 27: Support visibility of funding opportunities for tourism actors |
| <input type="checkbox"/> Topic 14: Technical implementation for tourism data space  |  |



česká eventová asociace



# What's next?

- Events included in the future tourism strategies
- TSA Global meetings initiative - finished and extended to the whole industry
- Local political leadership must commit to support (financially) collaboration platforms that support Tourism pathway (or wise versa, why would they support anyone who does not support TPT)
- Local business must commit to create awareness amongst SME & professionals about TPT topics & goals to align them in its activation.





sport



event tourism



entertain



culture



event tourism



entertain/educate/sell



action



exhibitions



large / public



small / private



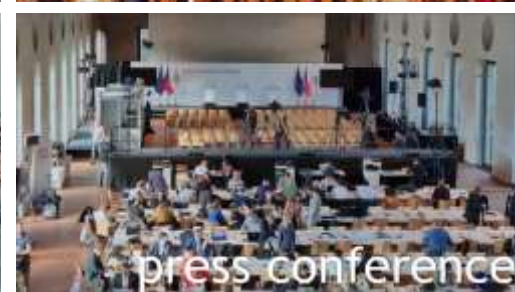
sell



more sport



creative



tourism



press conference



product launch



event tourism



inform/educate



conference



looking for identity



new formats



galá



outlook



emotions



ball





thank you