



GET LOCAL 2021

18-19 OCTOBER ICC SYDNEY

Showcasing suppliers for
the business events industry
across Australasia

REGISTER

getlocalexpo.com.au

Get Local
THE MEETING PLACE

Get Local expo e-newsletter July 2021

International easing of restrictions positive sign for ANZ

The easing of travel restriction in the US, UK and Europe is boding well for the meetings sector and Australia and New Zealand should be buoyed by what is occurring internationally.

A recent survey of 405 UK and US event planners by etc.venues has found that 72 per cent will hold their next face to face event this year, with 82 per cent of respondents agreeing that the value and importance of face to face events is higher now than pre-COVID.

“The innate belief in live events among event planners is rising to the surface and the necessity of virtual events is beginning to fade now that restrictions are being lifted,” etc.venues director of marketing, Adam Simpson said.

“After benefiting from virtual and hybrid events out of necessity during lockdown, there is a clear recognition that whilst virtual was good, it is not nearly good enough and the limitations are clear, hence many planners are clearly keen to return to live events very soon.”

Read the full report here - <https://mitmagazine.co.uk/meetings/event-planners-keen-for-connection-as-live-event-numbers-rise/>

Another recent study by Northstar Meetings Group of 1000 US planners has found that 81 per cent intend to hold in-person events this year.

The study says the continued COVID-19 vaccine rollout has helped confidence grow and the fear of spreading or getting coronavirus decline. As a result, more than 10 percent of planners are primarily focused on booking new events, which is almost double the total from the last survey in January.

“We recently delivered registration and on-site solutions for two in-person trade shows, and we are seeing increased sourcing volume for future meetings and incentives,” said Maritz Global Events president David Peckinpaugh.

Read more here - <https://www.travelpulse.com/news/features/northstar-survey-finds-majority-of-meeting-planners-ready-to-host-events-in-2021.html>

The reopening of Las Vegas is reportedly going gangbusters, with planners now reportedly scrambling to secure space for the remainder of 2021 and 2022.

Ongoing discussions between the UK, the EU and the US about significantly reducing travel restrictions, including the need for extended periods of isolation for returning travellers, are expected to continue and, once in place, could potentially help to reopen the business events sector in the northern hemisphere.

Some commentators believe that as vaccinations grow in Australia we can build similar travel corridors with neighbouring countries from late 2021 or early 2022.