Business Events and Economic Transformation

4th Global Summit on City Tourism
December 15, 2015

Bruce Redor
About GainingEdge - Our Expertise

- Convention Bureau Development
- Convention Centre Development
- Sales Support
- Education & Training
- Market Support
- Research
- Management
Transforming Economies

MICE and Economic Transformation

Importance of Convention Bureaus
Leisure Tourism vs. Business Events

*Business tourism differs from leisure tourism in terms of purpose of visit, decision makers, service providers, marketing approach, etc., and requires a distinct strategy for attracting business tourists.*

### Difference in Leisure and Business Tourism

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>Leisure Tourism</th>
<th>Business Events</th>
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<tr>
<td></td>
<td>Fun and leisure</td>
<td>Business networking and information sharing</td>
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<td>Exploring new destination and learning new cultures</td>
<td>Attending business events</td>
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<td>Business related tasks</td>
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<td>Main Drivers</td>
<td>Affordability</td>
<td>State of domestic economy</td>
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<td></td>
<td>Uniqueness of destination and culture</td>
<td>Quality of business events related infrastructure, such as conference / meeting venues, and hotels</td>
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<td></td>
<td>Kind for leisure activities available</td>
<td>Affordability and connectivity</td>
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<td>Decision Makers</td>
<td>Individual tourists</td>
<td>Meeting Planners / AMCs</td>
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<td>Tour wholesalers</td>
<td>Core Professional Congress / Exhibition Organisers</td>
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<td>Travel agents</td>
<td>Associations and corporates</td>
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<td>Service Providers</td>
<td>Tour operators / travel agents</td>
<td>PCOs / DMCs / EMCs</td>
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<td></td>
<td>Hotels</td>
<td>Venue Providers (meeting venues and exhibition grounds)</td>
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<td>Airlines</td>
<td>Convention centres</td>
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<td>Marketing Approach</td>
<td><strong>Direct marketing</strong> to end consumers (tourist)</td>
<td><strong>Bidding</strong> for international conferences / exhibitions</td>
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<td>Tour packages through tour operators / travel agents</td>
<td>Lobbying with government and trade bodies</td>
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<td><strong>Direct selling</strong> to corporates and associations</td>
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Transforming Economies

MICE and Economic Transformation

Case Study / Importance of Convention Bureaus
A Short History of Economic Revolutions

250,000 years
12,000 years
200 years
< 100 years
50 years

Hunter Gatherer
Agricultural
Manufacturing
Services
Knowledge
Creative
Tourism
Knowledge and Creative are Higher Levels of a Service Economy

**Services**
- Intangible commodities. Delivering things rather than making them.
  - Hospitality
  - Retail
  - Transportation
  - Customer services
  - Utilities

**Knowledge**
- Educated workforce - working with heads not hands - intellectual vs. physical inputs or natural resources.
  - Research
  - Technical support
  - Education
  - Information technology
  - Consulting

**Creative**
- Exploitation of knowledge and information.
  - Design
  - R&D
  - Software
  - Media
  - Entertainment
How Morocco Currently Fits In

Morocco’s existing strengths in the following key economic sectors:

- Agriculture
- Fisheries
- Mining
- Logistics
- Tourism
- Textiles
How Morocco Can Do More

Some key sectors that represent Morocco’s growth aspirations:

- Energy
  - Renewable
- Tourism
  - Sustainable
- Knowledge
  - IT
  - Digital
- Creative
  - Film
  - ICT
  - Design
- Handicrafts
Transforming Economies

MICE and Economic Transformation

Importance of Convention Bureaus
Business Events Supply Chain

MICE, like tourism, stimulates business for hospitality companies, however it engages a far broader and deeper supply chain which is beyond the hospitality industry.

Mapping the Supply Chain Engagement for MICE and Leisure Tourism

**Business Events**
- Hospitality Supply Chain Engaged
  - Hotels
  - Restaurants
  - Attractions
  - Retail
  - Tours
  - Transportation
  - Food Services

**Tourism (Leisure)**
- Other Entities Engaged for MICE
  - Destination Management Companies
    - Ground transportation
    - Tours
    - Team building
    - Social programs
  - Exhibition Management Companies
    - Stand building
    - Drayage
    - Storage
    - Furniture rental
    - Equipment rental
    - Cleaning
    - Event Marketing
    - Exhibition halls
  - Event Management Companies
    - Entertainment
    - Decoration
    - Costumes
    - Props
    - Graphic designers
    - Lighting
    - Sound
    - Production
    - Rigging
    - Special effects
  - Professional Congress Organizers
    - Registration Services
    - Audiovisual Services
    - Catering
    - Florists
    - IT
    - Interpreters
    - Shipping
    - Speakers
    - Security
    - Electrical
    - Telecom / internet
    - Sponsor development
    - Credentials
    - Printing
    - Signage
    - Photography
    - Videography
    - Teleconferencing
    - Convention centres
    - Venues

*Source: GainingEdge research analysis*
Business Events and Economic Transformation

Business Events (Meetings, Incentives, Conventions & Exhibitions) align interests of several stakeholders such as the government, professional community, DMOs, and the supporting hospitality industry, and hence is viewed as part of a comprehensive government strategy for economic transformation and growth in priority sectors.

Business Events as Strategic Levers to Build Priority Sectors

**Government**
- Governments have priority sectors for development that conventions can help strengthen, by bringing global industry leaders to engage with local professional communities

**Economic Sectors**
- Energy
- Medicine
- Science
- Education
- IT
- Cultural
- Digital
- Bio-Tech

**DMOs**
- Destination Marketing Organizations play a crucial role in securing conventions for a destination and should be encouraged to identify and win bids for business events associated with the identified priority economic sectors

**Professional Community**
- Business events bring together industry and thought leaders, helping foster business and research links that drive faster growth of industries, which in turn supports greater overall economic development

**Hospitality Industry**
- The hospitality industry is an enabler for broader economic transformation through business events. The growth of this industry should be viewed as an additional benefit rather than the primary goal of growing business event activity

Source: GainingEdge research analysis
Association Meetings and Economic Transformation
Building Global Trade and Intellectual Engagement

Understanding the Overall Economic Impact of Association Meetings

Meetings

Microeconomic Impact
- Direct Spending
- Employment
- Tax Revenues

Macroeconomic Impact

Tourism (Leisure)
World’s Focus on Morocco

- Industry Leaders
- Thought Leaders
- Corporations
- Investors
Platform

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

Showcases Local innovation, products and expertise
Profile

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

Generates Favorable Media Attention
Investment

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

If They See it They Will Invest.
Exports

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

Bringing Buyers and Distributors
Networks

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

Business Contacts, Trade and Research Links
Access

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

New Technologies, New Ideas
Knowledge

- Industry Leaders
- Thought Leaders
- Corporations
- Investors

Trade Associations & Professional Societies

Local Professionals and Students
Case Study:

XIX International Congress of Genetics

Melbourne, Australia
Case Study:
XIX International Congress of Genetics

Background on Melbourne:

- Knowledge driven economy
- Four Nobel Prizes in medicine and physiology
- 2010 Most Admired Knowledge City (World Capital Institute)
- Ranked 19th most innovative city in the world (2010 Global Innovative Cities Index - 289 cities)
Case Study:
XIX International Congress of Genetics

Goals

- To position Melbourne & Victoria as one of the world’s top 5 genetic research centres
- Lift the profile of genetics research in Australia
- Provide professional development opportunities for Australian geneticists
- To attract the world’s leading scientists, medical supply companies and investors to Melbourne
Case Study:  
XIX International Congress of Genetics

Bid Promotion Strategy

- Promoted as the ‘Olympics’ of Genetics
- 50 years after the discovery of the structure of DNA
- Sought best geneticists in the world as speakers
  - 280 prominent speakers, including 6 Nobel Laureates attended
Case Study:  
XIX International Congress of Genetics

Outcomes

- 2,725 delegates from 67 countries
- Australian expertise enhancement
  - over 1,200 Australian geneticists attending
  - 500 students involved
- International geneticists visited scientific establishments throughout Australia
- Enhanced Melbourne’s international reputation for biotech research
- 75 national and international scientific journalists attended
- Extensive national and international media coverage
- Attracted other biotechnology conferences
  - Australian Biochemistry and Molecular Biology
  - International Agricultural Biotechnology
  - International Human Brain Mapping
  - International Yeast Genetics and Molecular Biology
- Hotel Room Nights: 14,000
- Economic Impact: AUD$23 million
- State Tax Revenue: AUD$4 million
Case Study:
XIX International Congress of Genetics

Other Genetics Related Congresses Hosted by Melbourne:

- International Agricultural Biotechnology
- International Human Brain Mapping
- International Conference on Environmental Mutagens - ICEM
- 23rd International Conference on Yeast Genetics and Molecular Biology
- 2th International Conference of Parasitology
- World Congress on Huntington's Disease
- 25th Congress for the International Society for Forensic Genetics
- Lorne Genome Conference
- Australian Genomics Technologies Association
- International Conference on Systems Biology
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